

Turning a New Vertical into \$1M in New Customer Pipeline

B2B SaaS | Go-to-Market Strategy | Market Expansion | Demand Generation

\$1M

NEW CUSTOMER PIPELINE

from a newly entered industry vertical

THE OPPORTUNITY

A global B2B SaaS company saw an opportunity to expand beyond its established customer base by entering a new industry vertical. The challenge was not simply generating leads. We needed to understand a different audience, determine where the existing solution solved meaningful problems, and establish credibility in a market where the company had less recognition.

The goal was clear. Turn a promising market opportunity into a repeatable source of new business.

MY ROLE

As the marketing leader, I helped develop and lead the go-to-market strategy for entering the new vertical. The work began with the market itself: who to target, what mattered to those buyers, where our capabilities aligned with their needs, and how to communicate value in language that was relevant to them.

From there, I translated those decisions into an actionable marketing and demand generation strategy.

THE GTM FRAMEWORK

1 DEFINE THE MARKET

Narrow the industry into a targetable market and focus resources on the organizations and buyers with the strongest reason to buy.

2 TRANSLATE THE OFFERING

Reframe the existing solution around the new audience's problems, priorities, and business needs. The product did not need to change. The story did.

3 BUILD THE GTM PLAN

Connect positioning, messaging, content, demand generation, and sales enablement into one coordinated market-entry plan.

4 ALIGN MARKETING + SALES

Create a shared understanding of the target audience, opportunity, message, and buying process so marketing activity turns into meaningful sales conversations rather than lead volume alone.

5 LEARN + ADJUST

Monitor market response, engagement, lead quality, and sales feedback. Use those signals to refine the GTM approach as the company gains traction.

THE RESULT

The go-to-market initiative generated \$1M in new customer pipeline and successfully converted a new industry opportunity into paying customers.

The result demonstrated that disciplined market selection, relevant positioning, coordinated demand generation, and Sales alignment could create growth beyond the company's established markets.

\$1M IN NEW CUSTOMER PIPELINE

A new vertical became a real source of growth.

THE LEADERSHIP LESSON

A new market does not automatically require a new product. Sometimes the larger challenge is determining which buyers have the strongest reason to care about what you already do, understanding how they think about the problem, and building a go-to-market strategy around that reality.

I don't start market expansion with, "Which channels should we use?"

Who are we trying to win?

What problem are we uniquely positioned to solve for them?

Why should they believe us?

Once those answers are clear, the channels and tactics have a job to do.

MARKET SELECTION → RELEVANT POSITIONING → COORDINATED GTM → PIPELINE