

# PLAY #3:

## NEW VERTICAL PENETRATION CAMPAIGN

Proactive | Top-of-funnel | Strategic GTM motion

Breaking into a new vertical means starting from zero: no recognition, no warm intros, and possibly no second chances.

This play is your wedge into a market that doesn't know you yet but could benefit from everything you offer. Start by identifying 50 to 100 high-fit ICP accounts in a new or adjacent vertical. Use AI and orchestration tools to build campaigns that speak their language, mirror their priorities, and demonstrate a deep understanding of their world. AI can help create tailored experiences at scale, helping your team look fluent in a space they've never sold into.

What it looks like in action

Tactic	Description
Build vertical-specific landing pages	Create tailored landing pages for each vertical, complete with localized language, imagery, and pain points. Use AI to generate copy variations per persona (e.g., "Modern IT for Healthcare CFOs").
Publish industry benchmark content	Aggregate usage data, survey insights, or third-party research into "State of the Industry" content. Give buyers a sense of where they stand and what leaders are doing differently.
Translate your category	Don't assume your category is understood. Create a 1-pager or video that explains what you do in their terms (e.g., "What orchestration means for fintech onboarding").
Launch tailored outbound sequences	Craft outreach flows that reflect industry language and surface role-specific challenges. Use Tofu to contextualize CTAs and proof points at scale.
Deliver persona-based video intros	Break the ice with short, industry-specific videos from reps, customers, or product experts. Script and produce them using templated workflows to keep the motion lightweight.

## WHY IT WORKS:

New verticals are a blank slate. You can't lean on existing proof, but you can certainly shape the first impression.

This play helps you show up with relevance. The content doesn't just look verticalized; it feels native. AI helps you bridge the knowledge gap quickly, and orchestration tools help you deploy with consistency and speed. When done well, even unfamiliar markets take notice.