

## Quick facts

- ▶ **Founded**  
2008
- ▶ **HQ**  
San Francisco, CA
- ▶ **Revenue Growth**  
25% CAGR
- ▶ **Talent**  
200+ professionals
- ▶ **Proven Track Record**  
800+ engagements  
with 150+ tech firms
- ▶ **Domain Expertise**  
AI/Machine Learning  
Analytics and Big Data  
Cloud Services/SaaS  
Collaboration  
Communications  
Infrastructure  
Cybersecurity  
DevOps  
Enterprise Software  
IoT and Industrial IoT  
IT/Network Infrastructure
- ▶ **Website**  
[www.aventigroup.com](http://www.aventigroup.com)

## Product Marketing: **EXPERTISE-AS-A-SERVICE**

According to the [2020 CMO Survey](#), 30.8% of B2B marketing executives increased their outsourced marketing spend to generate *more* output with *fewer* resources. What's driving this trend towards more and more use of external resources? Our clients are telling us it comes down to three needs: expertise, speed, and results.

This is why we founded Aventi Group – to bring the best talent strategically to support our clients' dynamic business needs. Aventi Group is an on-demand, Silicon Valley based product marketing agency dedicated to bringing world-class go-to-market execution talent to high-tech clients.

We have an extensive team of product marketing professionals – giving you fast access to an on-demand, scalable team with expertise in key technologies. Our experts have run high performance teams at every level, in every category, at every size of company – from start-ups, to mid-sized firms, and to large enterprises.

“ The Aventi Group has been instrumental in my team's success on critical projects over the last ten years. Their command of marketing has helped to accelerate my product, competitive and content marketing initiatives. Aventi's team of consultants consistently delivers improved results, including increased marketing ROI, more effective sales strategies and more collaborative cross functional teams. Aventi's team leader's patience and experience gave executives the confidence and agility to act deliberately and with purpose. ”

– **Mark Alba**, Vice President Marketing, Malwarebytes

## Our **SERVICES**



Strategy



Launch



Programs



Content



Social  
Media



Sales  
Enablement

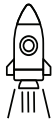
# World-class product marketing for high-tech clients.



## Strategy

We can help you take the next hill with solid strategic planning that will set you up for the next success.

Go-to-Market (GTM) Strategy • Marketing Plans  
Market Assessments • Competitive Analysis  
Messaging Documents • Positioning Statements  
Pricing Models • Market Research



## Launch

We have successfully launched 100s of products, services, and corporate initiatives - and can do the same for you.

New Product Launches • Marketing Programs  
Corporate Initiative Execution • Digital Marketing  
Events Management • Demand Generation  
New Service Offerings and Product Updates



## Programs

We can develop, manage, and execute marketing programs, campaigns, and events from start to finish.

Advisory Boards • Account Based Marketing  
Customer Reference Initiatives • Global Events  
Contests and Awards • Special Interest Groups  
Global Campaigns • Social Media Management



## Content

Our writers, editors, and designers can quickly create compelling and effective content to meet your teams objectives.

eBooks • Blog Posts • Thought Leadership  
Infographics • Editorial Calendar • Social Media  
Landing Pages • Microsites • Solution Briefs  
Whitepapers • Video Scripts • Testimonials



## Social Media

From day-to-day management to an overall social media strategy, we can help you build a thriving, engaged community and loyal following.

Social Media Audit • Competitive Analysis  
Social Media Strategy • Channel Management  
Social Copy • Images and Videos • Campaigns  
Event Coverage • Blogging Program



## Sales Enablement

Let us deliver content that empowers your sales teams to sell for efficiently and at high velocity.

Sales Playbooks • Live or OnDemand Training  
FAQs • Partner Collateral • Cheat Sheets  
Channel Programs • Competitive Battle Cards  
Partner Recruitment and Management

## Let's Connect

We'll listen to your challenges and craft the best plan of attack.

Please contact us at  
**[Aventi Contact Form](#)**  
or call **(415) 890-5434**



**Aventi Group**  
expertise. speed. results.

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