

Product marketing expertise and resources – **on demand.**

Quick Facts

- ▶ **Founded**
2008
- ▶ **HQ**
San Francisco, CA
- ▶ **Revenue Growth**
Over 25% CAGR
- ▶ **Talent**
100+ professionals
- ▶ **Proven Track Record**
250+ engagements with 100+ tech firms
- ▶ **Domain Expertise**
Analytics
Artificial Intelligence (AI)
Big Data
Cloud Services/SaaS
Collaboration Platforms
Communications
Infrastructure
Cybersecurity
DevOps
Internet of Things (IoT)
IT/Network Infrastructure
Machine Learning

- ▶ **Website**
www.aventigroup.com

We believe that successful Go-to-Market is key to revenue growth, yet organizations are often short on resources and/or expertise. This notion is reaffirmed in the *Gartner CMO Spend Survey 2017-2018*, where CMOs clearly noted a need for optimizing the balance between internal and external resources.

This is why we founded Aventi Group.

Aventi Group is the first product marketing agency solely dedicated to world class Go-to-Market execution for high-tech clients.

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

The Aventi Group's charter is to provide both strategic thinking and tactical execution with a broad range of product marketing services.

“ Aventi assisted in all aspects of improving our GTM marketing plan - from developing new messaging, to sales enablement, product launches, and asset development. Our sales team commended us on the significant improvement to our materials and we were perfectly positioned for our next major product launch. I would highly recommend Aventi Group for any marketing needs. ”

- Sue Barsamian - Former EVP & Chief Sales Officer, Micro Focus

Our Key Services



Strategy



Launch



Programs



Content



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**



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**



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**



Sales Enablement

Let us deliver content that empowers your sales teams to sell more efficiently and at a 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
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