



What Is Social Media Marketing?

Social media has forever changed how companies and other organizations communicate with customers and other audiences. Not just a one-way broadcast medium, social media presents an amazing opportunity to gain incredible customer insight and have a genuine, ongoing conversation with them—if done right.

Key challenges

Limited resources: Your internal team is either maxed out or has insufficient expertise conducting a competitive analysis, developing a social media strategy, taking it to the next level, or managing day-to-day activities.

Short on time: You need to develop a strategy, social media content, and other assets for an upcoming product launch, event, or other campaign and the deadline isn't achievable without additional support.

How Aventi helps

Whether you're looking to launch a social media program or take your existing social media activities to the next level, Aventi's social media team can help you develop a game plan for getting started and/or improving your impact. And if you don't have the internal resources to manage your day-to-day activities, we can step in and help with that, too.

Unlike a typical agency, we understand that tossing "one size fits all" copy over the fence leads to content that doesn't resonate with your audience or mesh with your brand. That's why we take time to learn the ins and outs of your products, team dynamics, voice, governance, and work style.



STRATEGIC GUIDANCE

Social audit: we examine your current social activity and assess and identify successes and opportunities

Competitive analysis: we look at the social activity of other companies in your space, assess what's working and what's not, and identify opportunities for you to pull ahead

Strategy development: we create a game plan for you that's both strategic and tactical using the information uncovered in the audit and competitive analysis, along with social media best practices, knowledge about your target audience, and your overall strategy



CONTENT DEVELOPMENT

Social copy: when your team needs a little extra support, we can write copy for X, Facebook, LinkedIn, Instagram, Snapchat, blogs, and more

Post graphics: whether it's custom still graphics or animated GIFs, we can create images to go with your social copy

Social media videos: from the initial shoot to final rendering, our team of videographers are skilled at developing videos for any social use



DAY-TO-DAY EXECUTION

Channel management: we can step in and manage all aspects of your day-to-day social activities, just like a member of your team

Campaign development: whether a one-off campaign or an ongoing editorial calendar, we develop comprehensive plans that align with your global initiatives and complement lead generation and sales pipeline activities

Event coverage: not only can we develop a social plan for your event, we can go onsite to help you cover the event via your social channels

Blog program: we can develop, launch, and/or manage your multiauthor program, including calendar planning, editing, ghost writing, and publishing

Employee training: we can develop custom training programs for your team, executives, and other contributors



REPORTING & ANALYTICS

Our experience with leading social media reporting and analytics tools allows us to accurately measure your social media impact and help you constantly improve your day-to-day and campaign activities

Business impact examples

Working collaboratively with our clients, we help them grow and nurture a social media community that fosters effective, highly engaged two-way communication.



20%

CONVERSION RATE ON DEMAND-GEN ACTIVITIES



4.8%

YoY INCREASE IN BLOG VIEWS



21%

YoY INCREASE IN SOCIAL MEDIA ENGAGEMENT



4.9%

YoY INCREASE IN CLICKS



44.7%

YoY INCREASE IN ENGAGEMENTS PER POST



18.9%

YoY INCREASE IN FOLLOWERS



27.8%

YoY INCREASE IN BLOG ENGAGEMENTS

Client Testimonial



The social media program that Aventi Group developed and executed on behalf of the SAP Industries Marketing team gave us the opportunity to incorporate stop-motion videos, unique banner ads, blogs and podcasts in our industry and line of business campaigns across multiple channels. When I look at the work they did to put together such a comprehensive social plan, I am so proud of how the project came to life. Their project management skills, flexibility, expertise, and creativity were critical to helping us get to market on time. Moreover, the social kits, templates, and reporting dashboards they created will allow us to continue this success on our own going forward. ”

- Michelle L. Schooff, VP, Industry Marketing Strategy, SAP

Let us help you!

We'll schedule an introductory meeting and discuss where we can assist you with your social media marketing activities.

Let's Connect

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

Contact Us



Aventi Group
expertise. speed. results.