

What is B2B Marketing Strategy?

To achieve business goals, marketing leaders need to plan and execute an array of initiatives that build the company's brand, create demand for their offerings, and arm their sellers with tools and training to win business.

Key challenges

- ▶ **Short on bandwidth:** When your marketing team is heads-down executing current priorities, they need help taking on the next hill with solid strategic planning that sets the business up for long term success.
- ▶ **Optimize performance:** Sometimes stepping back and taking a more rigorous look at your go-to-market plan, conducting research into your customers' pain points, and devising stronger messaging can dramatically improve business results.

How Aventi helps

Aventi Group helps companies with their B2B marketing strategy by bringing to bear highly experienced marketers who have developed winning go-to-market plans, conducted rigorous customer and competitive research, created compelling messaging and positioning, and devised campaigns that produce great results. Unlike many marketing agencies, we have deep expertise in key technologies such as cloud/SaaS, enterprise IT, AI/machine learning, networking/communications, and more.

UNDERSTAND YOUR CUSTOMERS

We bring you new insights into your prospective customers that answer questions such as: What are their critical pain points? Why do they need to take action now? What makes your offering the best solution? Who are the buyers and what influences their purchase decision? Key deliverables include the following:

Market Requirements Document (MRD) – assessment of your target market, attractive segments, growth potential, competitive landscape, route to market, pricing/packaging, value proposition, and differentiators

Customer research – rigorous quantitative and/or qualitative studies of your target customers' situation, unmet needs, evaluation criteria, buying factors, purchase triggers, and other factors to ensure your marketing execution hits the mark

Voice of the Customer (VoC) – testing of prospective customer reactions to your messaging and positioning, copy blocks, creative mockups, and other marketing execution so that you can optimize results

Personas and buyer's journey – detailed description of the Ideal Customer Profile (ICP), your target buyers' role/responsibility, personal motivations, key pain points, involved in the purchase process from Articulation of what affects the buyer as they go from awareness through to repeat purchase and advocacy

PLAN YOUR SUCCESS

Let us complement your staff by developing and delivering key planning documents based on disciplined research, rigorous analysis and thoughtful recommendations.

Go-to-market plan – category definition, total addressable market description, market size/growth estimation, segmentation, competitive landscape, buyer characteristics, customer needs, pain points, competitive landscape, product implications, revenue potential, packaging/pricing, and routes to market (direct vs channel)

Messaging and positioning document – buyer personas, core messaging and positioning, proof points, differentiators, value proposition, copy blocks, search engine optimization key words, message house, and top use case descriptions

Campaign plan – objectives, success metrics, target customer profile, key themes, core messaging, copy blocks, creative brief, calls-to-action, nurture flows, marquis assets mapped to buyer's journey, and calendar/timeline, budget

Marketing metrics – recommended objectives & key results (OKR) and metrics from high levels ones like pipeline and share of customer voice to specific ones for each of the marketing functions such as social media, PR/AR, digital campaigns, SEO, and more

Business impact examples

Working collaboratively with our clients, we meet or exceed marketing strategy metrics

20%

REVENUE INCREASE IN NEW SEGMENT

1ST

TO MARKET IN EMERGING CATEGORY

20+

COMPETITORS PROFILED IN 6 WEEKS

30

CUSTOMERS INTERVIEWED IN 4 WEEKS

17

STRATEGIC BETS VETTED IN 3 WEEKS

\$15 M

INCREMENTAL REVENUE IN 6 MONTHS

Client Testimonials

“Aventi Group provided the product marketing expertise, objectivity, and collective experience we needed to confirm our go-to-market roadmap. They provided validation that we just couldn't get internally – it was a great way to scale our resources.”

– **Keshila Shannon**, Vice President Marketing, 15Five

“We needed people to help us define strategies and tactics – not just project manage delivery. Aventi scaled up fast to fill the resource gaps during our growth spurt. We got both rapid turnaround and top-quality execution. No tradeoffs required.”

– **Holly Simmons**, Head of Global Product Marketing, ServiceNow

Let us help you!

We'll provide you a free GTM plan or strategic messaging assessment, gap analysis and set of recommendations.

Connect with us

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**



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