

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
FinTech
IoT and Industrial IoT
IT/Network Infrastructure

- ▶ **Website**
www.aventigroup.com



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

According to a recent [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.

Aventi Group is ranked as one of Inc. 5000's fastest-growing private companies and one of the top 500 marketing and advertising agencies. 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.

“As a leader in cyber-protection, Malwarebytes needed excellent talent for critical projects. Malwarebytes partnered with Aventi Group, a product marketing agency, on several fronts: international expansion, product packaging/pricing, segment analysis, competitive sales motions, and more. The Aventi product marketer proved to be an invaluable asset with her depth and breadth of experience. I highly recommend Aventi.”

– **Jennifer Mullin**, Former Vice President of Marketing, Malwarebytes

Our **SERVICES**



Strategy



Launch



Programs



Content



Social
Media



Sales
Enablement

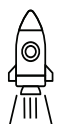
World-class product marketing for high-tech clients.



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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