

Strategic Product Marketing That Moves Markets

Marketing should create momentum, open markets, and accelerate revenue—not just fill channels with activity. That’s exactly what we’re built for.

Since 2008, Aventi Group has been helping the most innovative B2B tech companies in AI, FinTech, Cybersecurity, and Enterprise Software accelerate growth. We don’t just “support marketing.” We build momentum, spark demand, and deliver the kind of results your executive team can’t stop talking about.

You get senior experts who know exactly how to drive outcomes that fuel your business engine.

1 Expertise That Shortens the Learning Curve

Our team brings decades of hands-on experience from thousands of engagements across high-tech markets. We understand your buyers, your competition, and your growth levers—so you get strategies that are rooted in reality, not guesswork.

2 Speed That Matches Your Market

Markets move fast. So do we.

We plug in instantly as an extension of your team—rapidly diagnosing gaps, building what’s missing, and delivering executable work in days, not months.

3 Results You Can Actually Measure

Our success is judged the same way yours is: pipeline, conversions, win rates, adoption, and revenue.

We optimize relentlessly, and our client wins across industries prove it.

Whether you’re launching a new product, reigniting demand, or repositioning in a crowded market, Aventi Group builds GTM programs that get noticed—and get traction.

Quick Facts

Founded

2008

HQ

San Francisco, CA

Talent

300+ professionals

Proven Track Record

2200+ client engagements
with 250+ companies

Domain Expertise

AI/Machine Learning

Generative AI

Cloud Services/SaaS

Collaboration

Communications

Infrastructure

Cybersecurity

Enterprise Software

FinTech

IoT and Industrial IoT

IT/Network Infrastructure

Semiconductor

Our Playbook for Marketing Leadership

We design a custom engagement across five high-impact phases:

1

Discover – Find Your Advantage Fast

We surface what truly drives decisions in your market—your buyers’ triggers, the blind spots of competitors, and opportunities you can own.

Market Segmentation, Voice of Customer Research, Buyer Journey & Ideal Customer Profile Development, and Competitive Analysis

2

Strategize – Build a GTM Engine Designed for Impact

We shape your narrative, strengthen your market stance, and architect a strategy that punches through the noise.

Messaging & Positioning, Go-to-Market Strategy, Persona Development, Sales Enablement Strategy, Product-led Growth, Campaigns, Events, and Social Strategy

3

Build – Create Assets That Sell (and Get Attention)

From compelling content to airtight launch plans, we create everything your teams need to execute with confidence.

Content Development, Message Testing, Enablement Assets, Thought Leadership, Communications, and Launch Roadmaps

4

Execute – Launch Hard. Scale Fast

We turn strategy into momentum. Your launch gets the full-throttle treatment across every touchpoint that moves pipeline.

Sales Training, Campaign Execution, Demand Generation, Event Management, PR & Analyst Relations, SEO & Digital, Channel/Partner Marketing, Field Marketing, and Program Management

5

Optimize – Turn Wins Into Repeatable Growth

After launch, we analyze performance, uncover what’s working, and iterate for continuous lift.

Campaign Performance & Analytics, Pipeline Conversion Review, Win/Loss Insights, Trial & PLG Optimization, and Case Study Development

“

I’ve seen Aventi Group’s core values hold true throughout every partner, VP, and consultant I’ve worked with. The leadership team is exceptional in placing the right consultants with the right clients and on the right projects. This sets Aventi Group apart from other product marketing agencies.”

– Jaime Ribakovs, SAP

Our Customers



Adobe

HPE



RELTIO



RingCentral



Our Services



Sales Enablement



Content



Programs



Launch



Strategy



Digital Marketing

World-Class Product Marketing for High-Tech Innovators

Offering	Deliverables Include
GTM Strategy Build the foundation for breakthrough growth with strategies grounded in data, market insight, and real competitive advantage. We help you clarify your position, define your opportunity, and map a path that accelerates momentum—fast.	Go-to-Market (GTM) Strategy, Marketing Plans, Market Assessments, Competitive Analysis, Messaging Documents, Positioning Statements, Pricing Models, Market Research
Product Launch Bring new products, services, and initiatives to market with speed, precision, and impact. We shorten time-to-value and ensure every launch is powered by sharp messaging, strong enablement, and a demand engine built to scale.	New Product Launches, Marketing Programs, Corporate Initiative Execution, Digital Marketing, Events Management, Demand Generation, New Service Offerings & Product Updates
Programs Design and activate high-impact programs that generate pipeline, expand reach, and deepen engagement across the buyer journey. From global campaigns to executive events, we create experiences that move prospects closer to “yes.”	Advisory Boards, Account-Based Marketing, Customer Reference Initiatives, Global Events, Contests & Awards, Special Interest Groups, Global Campaigns, Social Media Management
Content Deliver compelling, insight-rich content that informs, persuades, and converts. Every asset is crafted to elevate your story, resonate with your audience, and support your revenue goals—from top-of-funnel awareness to late-stage decision making.	eBooks, Blog Posts, Thought Leadership, Infographics, Editorial Calendars, Social Media, Landing Pages, Microsites, Solution Briefs, Whitepapers, Video Scripts, Testimonials
Social Media Build a thriving, engaged digital presence that does more than attract followers—it drives action. We create social strategies and channel experiences that strengthen your brand, spark conversation, and deliver measurable performance.	Social Media Audit, Competitive Analysis, Social Media Strategy, Channel Management, Social Copy, Images & Videos, Campaigns, Event Coverage, Blogging Program
Sales Enablement Transform your sales team into a high-velocity revenue engine with tools, playbooks, and training optimized for real-world selling. With targeted, easy-to-use resources, reps close faster, win more, and deliver a standout buyer experience.	Sales Playbooks, Live or On-Demand Training, FAQs, Partner Collateral, Cheat Sheets, Channel Programs, Competitive Battle Cards, Partner Recruitment & Management

Ready to Grow Faster? Let's Talk.

If you're looking for a partner who can plug in fast, elevate your GTM, and drive measurable outcomes—let's connect: www.aventigroup.com/contact