

Strategic Product Marketing:

WITH MEASUREABLE IMPACT

Marketing leadership requires more than just marketing fluff. You need results – tangible, eye-popping results. That’s where Aventi Group shines. Since 2008, we’ve been the go-to product marketing agency for B2B tech companies across AI, FinTech, Cybersecurity, Enterprise Software, and beyond. We bring unparalleled expertise, speed, and results to every engagement.

1 Expertise

Our team draws on deep, industry-specific insights from thousands of projects and high-tech marketing engagements. We’re seasoned professionals who can align strategies with your most pressing business objectives.

2 Speed

We thrive on agility, rapidly devising, executing, and optimizing your product marketing so you see meaningful outcomes sooner.

3 Results

It’s not real success unless it’s measurable. Expect genuine gains in market reputation, sales enablement, and revenue growth. Our track record speaks for itself.

By leveraging deep industry insights, our experts meticulously craft and execute GTM initiatives that do more than just introduce your product to the market, they ensure it makes a lasting impact. As your on-demand product marketing partner, we’re committed to elevating your marketing efforts with precision, speed, and agility.

Quick Facts

Founded

2008

HQ

San Francisco, CA

Talent

250+ professionals

Proven track record

2000+ 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 Services



Strategy



Launch



Programs



Content



Digital
Marketing



Sales
Enablement

Our Approach

We don't believe in a one-size-fits-all formula. We map a custom plan across five core phases:

Discover

1

We unpack your industry landscape, pinpoint unique buying triggers, differentiators, and surface the biggest opportunities to stand out.

Market Segmentation, Voice of the Customer, Customer Journey Mapping, Ideal Customer Profile, Competitive Analysis

Strategize

2

We refine your message and build the blueprint so your marketing resonates with the right audience.

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

Build

3

Our team crafts all the assets and materials you need, from persuasive content to comprehensive product launch roadmaps.

Content Development, Message Testing, Enablement Assets, Thought Leadership, Communications, Product Launch Plan

Execute

4

We coordinate every detail for a seamless launch and full-throttle demand generation effort, ensuring your brand is everywhere it needs to be.

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

Optimize

5

Post-launch, we measure what worked (and what did not), refine your strategy, and continuously improve your results.

Case Studies, Win-Loss Analysis, Campaign Metrics, Pipeline Conversion Review, Digital Analytics, Trial Optimization

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I've seen Aventi'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

proofpoint.

meridianlink

Velocity Global™



RingCentral



Let's Connect

We'd love to explore your unique challenges and lay out a clear path to bigger wins, fast.

Contact us: www.aventigroup.com/contact

World-class product marketing for high-tech clients.

Offering	Sample Deliverables
GTM Strategy Lay the groundwork for game-changing results with strategic marketing plans that capitalize on data-driven insights. Get crystal-clear positioning, competitive advantage, and a roadmap that propels you toward your next big win.	Go-to-Market (GTM) Strategy, Marketing Plans, Market Assessments, Competitive Analysis, Messaging Documents, Positioning Statements, Pricing Models, Market Research
Product Launch Bring products, services, or corporate initiatives to market with speed and precision. Shorten time-to-value and ensure your launch has everything it needs—from powerful messaging to well-tuned demand-generation plans.	New Product Launches, Marketing Programs, Corporate Initiative Execution, Digital Marketing, Events Management, Demand Generation, New Service Offerings and Product Updates
Programs Create and execute high-impact marketing programs, campaigns, and events that drive real pipeline and fuel growth. Keep prospects engaged throughout the buyer journey while consistently hitting (or beating) performance goals.	Advisory Boards, Account Based Marketing, Customer Reference Initiatives, Global Events, Contests and Awards, Special Interest Groups, Global Campaigns, Social Media Management
Content Equip your audience with high-value insights that educate, inspire, and convert. From thought leadership to solution briefs, each asset is crafted to stand out, resonate with your target market, and ultimately drive more business.	eBooks, Blog Posts, Thought Leadership, Infographics, Editorial Calendar, Social Media, Landing Pages, Microsites, Solution Briefs, Whitepapers, Video Scripts, Testimonials
Social Media Build an engaged, loyal following across digital channels. Go beyond likes and clicks with social strategies and online experiences that nurture genuine interest, encourage interactions, and spark measurable conversions.	Social Media Audit, Competitive Analysis • Social Media Strategy, Channel Management, Social Copy, Images and Videos, Campaigns, Event Coverage, Blogging Program
Sales Enablement Turn your sales team into a high-velocity revenue engine with playbooks, training, and tools that streamline deals. By arming reps with relevant, easy-to-access resources, you'll see faster closes, higher win rates, and happier customers.	Sales Playbooks, Live or OnDemand Training, FAQs, Partner Collateral, Cheat Sheets, Channel Programs, Competitive Battle Cards, Partner Recruitment and Management