

# Aventi Group:

## THE ON-DEMAND PRODUCT MARKETING AGENCY

We help B2B tech companies achieve tangible, eye-popping results—fast. Since 2008, Aventi Group has been the go-to product marketing partner for organizations across AI, FinTech, Cybersecurity, Enterprise Software, and beyond. We bring deep industry expertise, agile execution, and outcomes that matter to every engagement.

### Why Aventi?

#### 1 Expertise

- Thousands of high-tech projects completed across various industries.
- Senior consultants who align marketing strategies with your biggest business goals.

#### 2 Speed

- Rapid onboarding and execution so you see meaningful impact sooner.
- Agile approach that adapts quickly to changing market conditions.

#### 3 Results

- Data-driven improvements in pipeline, brand visibility, and sales effectiveness.
- Proven track record delivering real ROI for fast-growing and enterprise clients alike.

“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

### 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 at a Glance



GTM  
Strategy



Product  
Launch



Programs &  
Campaigns



Content  
Marketing



Digital  
Marketing



Sales  
Enablement

# Our 5-Phase Approach

## Discover

1

- Pinpoint target segments, analyze competitors, understand buyer needs.
- Deliverables: Market Segmentation, Voice of the Customer Insights, Ideal Customer Profile.

## Strategize

2

- Define positioning, messaging, and go-to-market plans that resonate.
- Deliverables: GTM Strategy, Messaging Frameworks, Persona Creation, Campaign Blueprints.

## Build

3

- Craft the assets and materials that fuel your marketing engine.
- Deliverables: Product Launch Plans, Enablement Tools, Thought Leadership Content.

## Execute

4

- Roll out multi-channel campaigns, events, and demand gen programs with precision.
- Deliverables: Campaign Execution, Sales Training, PR & Analyst Relations, Program Management.

## Optimize

5

- Measure performance, refine tactics, and continuously improve outcomes.
- Deliverables: Win-Loss Analysis, Pipeline Conversion Review, Digital Analytics, Trial Optimization.

## Sample Deliverables

### GTM Strategy & Market Assessments:

Pinpoint high-growth opportunities and refine your market approach.

### New Product Launches:

Shorten time-to-value with integrated launch programs and a tailored demand gen plan.

### Account-Based Marketing (ABM):

Target the right accounts and personalize messaging for higher-quality pipeline.

### Thought Leadership Content:

EBooks, solution briefs, and blog posts that position you as an industry authority.

### Social Media & Digital Campaigns:

Build brand awareness and drive interactions across all relevant channels.

### Sales Playbooks & Battle Cards:

Arm your sales teams with the insights and messages they need to close deals fast.

## 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](http://www.aventigroup.com/contact)