5 COOL THINGS MARKETERS ARE DOING

As the leading on-demand product marketing agency in the heart of Silicon Valley, we work with some amazing companies who are taking powerful and innovative approaches to marketing.

We'd like to share five innovative campaign and marketing strategies our clients have executed recently that have had tremendous impact on brand awareness and demand generation.

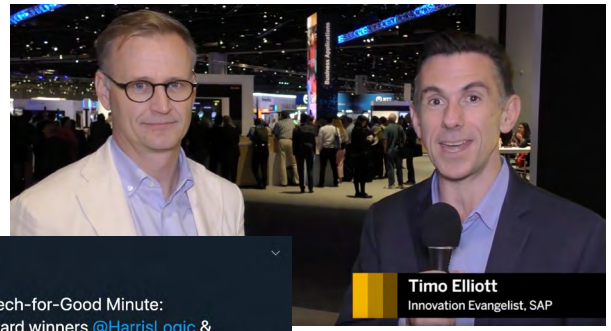
01 SAP INNOVATION AWARDS

SAP Innovation Awards is one of our favorite projects. Why? Because the company has turned the concept of customer reference programs on its head. Rather than doing case studies the traditional way, which can be expensive and time-consuming, they created a way for customers to tell their own stories, in their own way.

The SAP Innovation awards has run for 7 years. The awards' goal is to make storytelling more engaging and fun. SAP created a contest where the marketing team awards the best stories and promotes the winners. With the power of the SAP marketing engine behind them, winners are not only able to promote their companies, but build their own personal brand and reputation.

Winners are invited to speak at Sapphire—SAP's annual user conference. The conference enjoys approximately 20,000 in-person and 80,000 online attendees.[1] The winners are also featured in videos, blogs and articles in reputable publications.

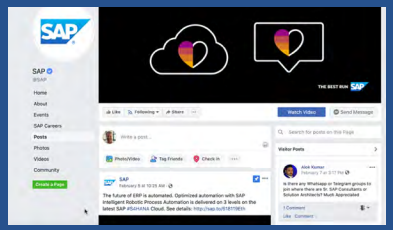
The program has become increasingly popular, enhancing SAP's brand awareness while driving demand for its business.



7 YEARS RUNNING

TIP

Think out-of-the-box when trying to find ways to engage your customers and build a community. Remember that people are proud of what they do and want to tell their story. How can you provide a platform to support this?



[1]https://www.bizbash.com/production-strategy/programming-entertainment/media-gallery/13479715/record-attendance-prompts-new-layout-at-sapphire-now

02 THE "NO F*ING AROUND" CAMPAIGN

The security industry is a noisy market.
Vendors compete for attention and even with a brand name as strong as Malwarebytes', marketing in the security industry is no easy feat.

To differentiate its offerings, Malwarebytes came up with a clever campaign theme called "Endpoint Security That Isn't F*ing Around." Leading up to Black Hat, which is an annual information security conference, the company promoted the integrated marketing campaign using a variety of tactics across multiple channels. From social posts to videos, email marketing and giveaways, the No F*ing Campaign became a sensation throughout the conference, grabbing the attention of CISOs and security professionals, many of whom provided positive feedback.

The great takeaway from the campaign?
Malwarebytes wasn't afraid to try something new and controversial, to increase awareness and make an impression in the mind of its buyers.

TIP

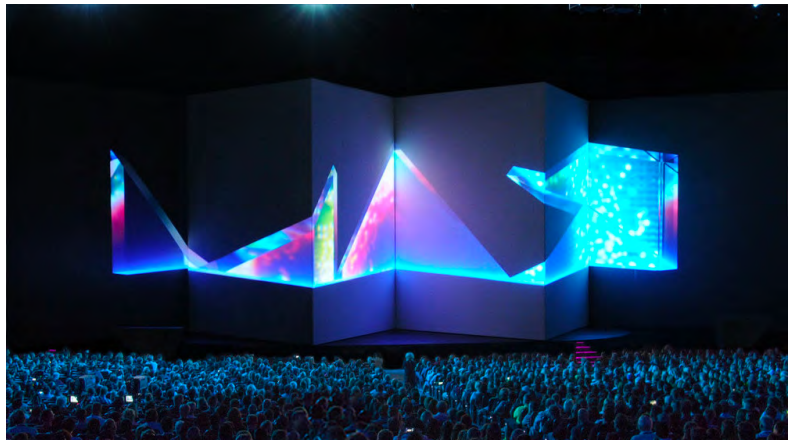
Try shaking up the language in your marketing copy so it stands out more.

03 ADOBE

Like many enterprise organizations, Adobe, the multinational software company in San Jose, California, **has a large budget for face-to-face events.** From smaller regional conferences to Gartner Summits, events can become extremely costly and hard to quantify. It used to be that companies would have a presence at events to meet customers and speak to the media, but now marketing teams must show results for every dollar spent.

To improve ROI, the Adobe enterprise partner marketing team put more rigor around the selection and management of events by providing a strong game plan and thorough metrics that helps identify which events provide the best results and improves event management.

Though the company continues to allow each event to have its own personality, it has empowered a centralized marketing team to create a process that ensures consistency, measurement and results. By implementing this program, in a short amount of time, Adobe has been able to improve results for its global and regional events.



STRONG GAME PLAN & THOROUGH METRICS BEST RESULTS

TIP

Always start with the end in mind. What will you measure to assess the effectiveness of your programs? How will that affect future execution?

04 "Hack It. We Dare You."

The once mainframe company, Unisys, has for many years provided powerful security software solutions. These solutions are used everywhere—from passport scanners at international airports to manage the security of 25% of the world's air freight.

To show the power of its security products, Unisys put on a challenge at the recent RSA information security conference in San Francisco. The campaign was called **"Capture the Flag,"** based on the game with the same name, where you must capture the other team's flag. With the message, "Hack it. We Dare You," **Unisys offered $10,000 to anyone who can hack their system.**

During RSA, a human versus machine equation was put to test. The machine won against all 70 humans who failed to capture the Unisys flag. The campaign created a lot of buzz, and the $10,000 prize was ultimately donated to the Women in Cyber Security (#WICyS) group.[2]

HACK THEIR SYSTEM AND GET $10K

TIP

Consider what a high value prize might do for your lead generation.

[2]https://www.information-age.com/wrap-up-rsa-conference-2020-coronavirus-us-election-123488019/

05 HARNESSING THE POWER OF SOCIAL MEDIA

Ten years ago, there was a lot of skepticism in the market around the value of using social media for business. Many companies shied away from investing in social media.

SAP was different. The company leaned in, undertaking an effort to make social media part of its corporate culture. The executives, including the CMO, became a key driving force behind the digital transformation. It was a slow drum beat that happened over a period of ten years and continues to this day. Never afraid of trying new things, the company has been a trailblazer in social media strategy and execution.

Here are a few things they did to ensure success:

- They had executive sponsors who led by example
- They provided constant training across the organization
- They set expectations—for example, if you are a product manager you are encouraged to be active on social media

The result? The company has high engagements, connections and relationships with customers, prospects and influencers online—all of which, ultimately results in more opportunities and increased revenue.

TIP

Ensure you have a solid strategy when executing on social media and don't be afraid to try new things.

On-Demand Product Marketing

We believe that successful Go-to-Market is key to revenue growth, yet organizations are often short on expertise and resources. This is why we founded Aventi Group. Aventi Group is the first product marketing agency solely dedicated to world class Go-to Market execution for high-tech clients. Our extensive team of Silicon Valley marketing veterans gives you fast access to an on-demand, scalable team with broad domain expertise. We are product marketing experts that have successfully run high performance teams at startups, mid-sized firms and large enterprises.

The core values permeating the entire Aventi Group team are Integrity, Collaboration, Adaptability, Competence, Excellence.

Integrity — Our reputation is our biggest asset, and we will always do the right thing for our clients.

Collaboration — We immerse ourselves into your team and value a true partnership.

Adaptability — We work with your people, your systems and your processes to get to the results you need.

Competence — We are a skilled team of experts constantly striving to raise our game.

Excellence — We are committed to producing quality deliverables that exceed expectations.