Aventi Group
expertise. speed. results.

Content Marketing

What is Content Marketing?

Content marketing has changed from peddling data sheets to powering new approaches where you can truly stand out from your competition. By providing content your prospects, partners, and customers can't get elsewhere your company is far more likely to get discovered by your target audience and earn their trust.

Key challenges

Speed: upcoming launch, campaign or sales kickoff mandates extensive content readiness to support your prospective customers' buyers journey. Your internal product marketers may not have the capacity to create all the needed assets.

Short on available expertise: external copy writers may not have sufficient depth in the company's technology or availability to create content pieces without excessively burdening your internal teams.

How Aventi helps

Aventi Group helps companies with content strategy and asset development to deliver exceptional results. Our team can take full responsibility for creating customer collateral and content pieces from the copywriting phase through to design and production. Unlike many marketing agencies and offshore resources, we have deep expertise in key technologies such as cloud/SaaS, enterprise IT, AI/machine learning, networking/communications, and more.

CONTENT STRATEGY

We develop a content roadmap that clearly describes your target buyer personas, the specific assets needed at each stage of your buyers journey, and how you will distribute content in your various communication channels. We devise an editorial calendar so that your staff can proactively plan the content rollout.

CONTENT DEVELOPMENT

We create a library of posts, content, and assets. Some of which are snackable content that's perfect for social media execution or search advertising. Aventi writers, content development teams, and editors have extensive experience creating all types of quality content:

eBooks: Content drawing from your team or other industry experts that generates interest, provides educational value, and demonstrates thought leadership

Blog posts: Compelling and well written blog posts that support your content objectives

Customer Case Studies: A library of customer case studies that express your unique value propositions and showcase your customer successes

Video script management: Video scripts that convey the key messages for your company and your offerings

Infographics: Quick and easily-digestible information for your website visitors or campaign execution. Colorful, clean, eye-catching infographics designed to promote the information your prospects will value

Whitepapers: Well-crafted papers that showcase your research or that of other industry experts, highlighting your company's product/solution capabilities, and conveying your point of view

Checklists: Quick and easy-to-navigate checklists that you may use for thought leadership or educational pieces

CONTENT MARKETING

We publish, promote, and distribute the content that's been developed to support your customers' buyers journey.

Social media: Amplify your message and drive usage of your content assets in social media execution

Blog management: Publish and maintain the intended tone of each blog, helping companies promote themselves as an authority within the industry

Newsletters: Curate content and produce newsletters that are highly effective at engaging your prospects, customers, partners, and employees

Business impact examples

Working collaboratively with our clients, we meet or exceed content development and content marketing objectives

200+

MARKETING ASSETS REFRESHED IN 10 WEEKS

30

CUSTOMER COLLATERAL PIECES PRODUCED IN 8 WEEKS

20

CUSTOMER CASE STUDIES IN 8 WEEKS

200%

INCREASE IN ASSET DOWNLOAD

150%

INCREASE IN SOCIAL MEDIA METRICS

Client Testimonial

Aventi led execution in tight collaboration with my team. They showed tremendous breadth and depth of expertise in areas such as content strategy, list development, scorecard/reporting, sales enablement, and reporting systems. I highly recommend Aventi for any high growth SaaS business.

- **Peter Hughes,** VP, Marketing and Demand Generation, MeridianLink

Let us help you!

We'll provide you a free content assessment, gap analysis, and set of recommendations.

Let's Connect

We'll listen to your challenges and craft the best plan of attack.

Contact Us

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