CORPORATE CAPABILITY SHEET

Growth marketing partner since 2004

We partner with CEOs, founders, and marketing leaders to design, build, and fuel AI-powered marketing engines that drive measurable impact and scalable growth.

2004	1,500	10	10,000+
Founded	Companies partnered with	Industries served	Projects completed

Core capabilities

Seven capabilities that work together as one marketing engine, with technology and AI built into each.

Strategy (RevStrategy) Develop your growth strategy and marketing plan.

Branding (RevBrand) Positioning, value proposition and brand identity.

Websites (RevSites) Build your 24/7 digital sales representative.

Paid Media (RevAds) Reach the right audience.

Content (RevContent) Build authority and demand.

Sales Alignment (RevSales) Connect marketing and sales.

Partnerships (RevPartners) Grow through relationships.

How we help: get your marketing engine running

Learn It

Learn what to build with The 4% Code, courses, and coaching. Leave with your Marketing Engine Blueprint.

Build It

We build your marketing engine: brand, website, tech, and AI working as one system.

Run It

We become your fractional marketing team and run your marketing engine for you.

Selected results

- **Commerce and ERP integration.** McVan's B2B store sends orders from BigCommerce to its ERP with zero manual re-entry.
- **A unified AI platform.** Driving Force moved off 1990s systems onto one AI-powered platform: 5x pickups, 50% fewer calls.
- **Paid media tied to revenue.** NeoCorp's RevAds program: 249% ROI and 3.19x ROAS.

Case studies and client videos: www.xzito.com/growth-stories

Xzito · 2820 Hartford Ave, Johnston, RI 02919 **401.709.4342** **www.xzito.com** · Book a strategy session: xzito.com/book-a-growth-conversation-xzito

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What each capability includes

Strategy

- Marketing & Sales Assessments
- Strategic Marketing Planning
- Coaching & Training
- Buyer Persona Profiles
- Positioning Statement
- Market Research
- Competitor Analysis
- Technology Evaluations
- AI Readiness & Stack Audits
- Sales & Marketing KPI Scorecards
- Data Visualization Dashboards

Branding

- Brand Strategy & Positioning
- Value Proposition
- Corporate Identity Branding
- Brand Style & Voice Guides
- Brand Voice as AI Context
- Sales & Marketing Collateral
- Trade Show & POP Displays
- Apparel & Merchandising

Websites

- Website Strategy
- Site Architecture Analysis
- Interactive Sites
- Ecommerce
- Landing Pages
- Intranet Portals
- Learning Management Systems
- Interactive Kiosks
- Custom App Development
- Heatmap Tracking

Paid Media

- Search Advertising
- Display Advertising/Remarketing
- Shopping Advertising
- Social Advertising
- Media Buying & Placement
- Lead Generation

Content

- Search Engine Optimization
- Answer Engine Optimization (AEO)
- Search & AI Visibility Monitoring
- Content Marketing
- Content Audit & Analysis
- Content Production with AI
- Email Marketing
- Social Media Marketing

Sales Alignment

- Sales Process Assessments
- CRM Review & Setup
- Sales Decks
- Pipeline & Deal Reviews
- Lead Scoring
- Marketing Automation
- AI Follow-Up & Lead Routing
- AI Phone Answering & Chat

Partnerships

- Partner Strategy Workshops
- Partner Portal Development
- Partner Onboarding Workflows
- Partner Kits & Segmentation
- Partner Campaigns
- Channel Partner Research

Technology and AI, in every capability

We work with all major marketing and sales automation platforms:

- RevGrow.ai (AI platform, powered by Xzito)
- HubSpot
- Salesforce

AI speeds up the work; positioning, pricing, and customer decisions stay human.

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