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

Core capabilities: the Marketing Engine

Every Marketing Engine has the same three connected parts, Design, Build, and Fuel, so your strategy, systems, and execution work together as you scale.

01 · DESIGN

Define your growth plan with clear positioning, quarterly planning sessions, and KPI dashboards that set direction and keep your team aligned.

Strategy (RevStrategy) Design a clear growth plan through hands-on workshops, quarterly planning, weekly checkpoints, and scorecard reviews.

02 · BUILD

Turn your brand, website, and tech stack into a unified system that connects you with customers, leverages AI, and automates workflows.

Branding (RevBrand) Clarify your positioning and messaging so your company earns recognition and trust.

Websites (RevSites) Conversion-focused design, content that guides buyers, and integrations to capture and qualify leads.

Technology (RevTech) RevGrow.ai, our AI-driven platform that connects your website, contacts, and customer workflows.

03 · FUEL

Activate your engine with organic content, paid campaigns, sales alignment, and strategic partnerships.

Paid Media (RevAds) Campaigns that reach the right audience, generate qualified leads, and deliver measurable ROI.

Content (RevContent) Thought leadership and education that attract, educate, and convert.

Sales Alignment (RevSales) Align your sales process with your marketing engine.

Partnerships (RevPartners) Identify, structure, and activate strategic relationships.

How we work with you

Every engine has the same three parts: Design, Build, Fuel. You choose how much of it we take on: Learn It, Build It, or Run It.

PACKAGE · YOU DO IT, WITH OUR GUIDANCE

Learn It

Learn how to design, build, and fuel your own marketing engine using practical training, AI-powered tools, and expert guidance.

Best for early-stage entrepreneurs and small businesses.

PACKAGE · DONE WITH YOU

Build It

We build your AI-powered marketing foundation, connect the tools you need to attract and convert customers, and train you to manage your growth.

Best for growing small businesses. Standard build: 3–4 weeks.

CUSTOM PROGRAM · DONE FOR YOU

Run It

We run, manage, and continuously optimize your marketing engine so your team can focus on running the business.

Best for established, growth-focused businesses, typically $2M+.

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

CORPORATE CAPABILITY SHEET

Capabilities by discipline

Strategy

- Marketing & Sales Assessments
- Strategic Marketing Planning
- Coaching & Training
- Buyer Persona Profiles
- Positioning Statement
- Website Strategy
- Site Architecture Analysis
- Market Research
- Competitor Analysis
- Technology Evaluations
- Content Audit & Analysis

Intelligence

- Sales & Marketing KPI Scorecards
- Data Visualization Dashboards
- Heatmap Tracking
- Lead Scoring

Creative

- Corporate Identity Branding
- Sales & Marketing Collateral
- Trade Show & POP Displays
- Apparel & Merchandising

Digital

- Interactive Sites
- Ecommerce
- Landing Pages
- Intranet Portals
- Learning Management Systems
- Interactive Kiosks
- Custom App Development

AI & Automation

- AI Phone Answering & Chat
- AI Follow-Up, Lead Routing & Lead Scoring
- AI Readiness & Stack Audits
- AI-Assisted Content Production
- Brand Voice as AI Context
- Answer Engine Optimization (AEO)
- Search & AI Visibility Monitoring

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

Marketing

- Search Engine Optimization
- Content Marketing
- Email Marketing
- Social Media Marketing
- Lead Generation
- Marketing Automation

Advertising

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

Technology stack

We work with all major marketing and sales automation platforms:

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

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

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