

HORIZONWORKS

The **B2B** Marketing Specialists

Supporting
companies
across the
energy
sector

www.horizonworks.co.uk



Horizon Works

has been embedded into the energy, manufacturing, engineering and technology sectors since 2010

We have a long track record of working in the energy sector, and support organisations operating across renewables and oil and gas. Many of our clients are providing products and services of global importance. Through clear and connected marketing, we help our clients - many of whom serve global client bases - to be positioned at the forefront of their industries.

Our Services



Strategy

Market research, strategy, planning, proposition, messaging, product launches, market and audience mapping, buyer personas...



Design

Brand identity, sales and marketing collateral, exhibition materials, digital graphics, infographics, newsletters, campaigns...



Marketing

Campaigns, communications, customer engagement, content development, case studies, trade shows, events, awards...



Digital

Website development, SEO, PPC, email campaigns, social media, digital campaigns, key words and content, analytics and audits...



PR

Media relations, press office support, writing news, technical articles, press releases, thought leadership, pitching and securing stories...



Consultancy

Strategic insight, bespoke consultancy, training, development, mentoring, outsourced marketing team, bespoke projects...

We translate
technical data
into compelling
messages and
global marketing
campaigns



Atlas Copco

Atlas Copco
Rental

Atlas Copco Rental UK, part of Atlas Copco Group, specialises in the provision of rental air compressors, nitrogen, power modules, industry boilers and services. We developed a new marketing strategy to align the organisation's objectives and raise its profile nationally. We provide monthly marketing support in delivering its marketing plan and campaigns: this includes PR and content.

We help
businesses market
their products
and services
nationally and
internationally



Founded in 1983, IMH (Industrial and Marine Hydraulics) is a leading global player in hydraulic engineering. Well known within the offshore, marine and subsea sectors, we refreshed its brand, messages and marketing strategy to support growth into new markets. We support IMH in delivering a range of PR, digital and marketing campaigns to engage directly with new and existing audiences nationally and internationally.

We work with
industry
disruptors,
market leaders
and global
pioneers



3t Transform, part of 3t Energy Group, is an innovative technology company which provides a range of fully connected workforce development software. Its workplace training and organisational learning software, and the application of its virtual reality technology enables workforces to be safer and more efficient. We provide monthly marketing activities, including PR, content and network liaison, to support its marketing strategy.

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