

**our** little  
book of  
big **ideas**

Working  
together to  
achieve  
success.



# Hello and welcome

to our little book about us and how we can help you create a big impact with your marketing.

Horizonworks is a strategic marketing company specialising in the science, technology, education, healthcare and service sectors.

We provide a range of services that will help you attract new customers, win new business and build a powerful brand.

- Strategy
- Management
- Market research
- Mentoring
- Communications
- Branding
- Public relations
- Events management
- Campaign management

We understand that your underlying business objectives are to achieve success and see your profits soar. We will help you achieve this.

**Results. Results. Results.**

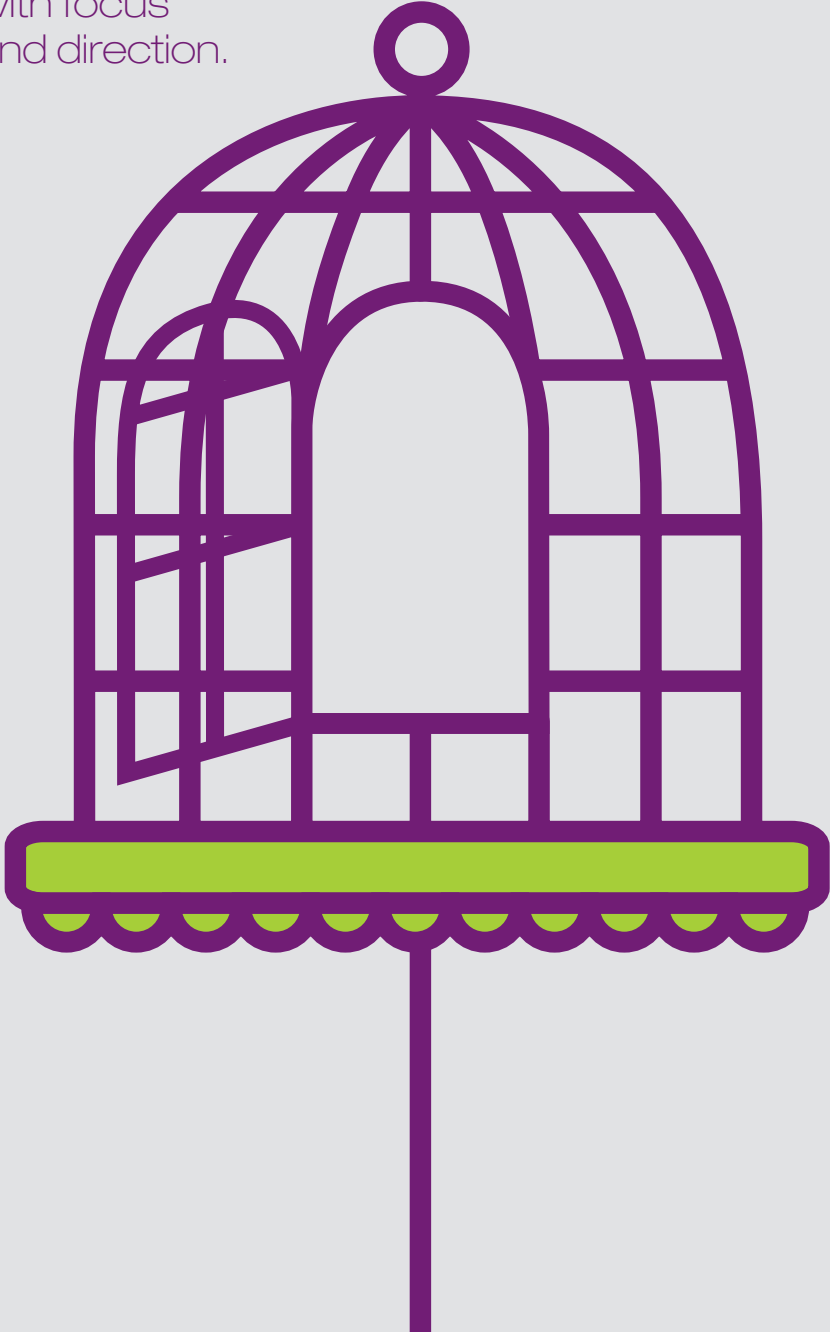


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“It’s an absolute pleasure working with the team at Horizonworks. They understand our PR and marketing needs and deliver campaigns that create impact and help us reach new customers. Their knowledge of what will work for our business is fundamental in delivering cost effective campaigns that deliver a return on our investment.”

**Chris Cassells, Managing Director, OPUS Green**

Reaching  
new heights  
with focus  
and direction.



# **Strategy** underpins your business. Through strategic marketing, planning and positioning, we will ensure that you're heading in the right direction.

A clear and focussed marketing strategy is vital for any business. We will work with you in the creation and implementation of a range of strategic activities that will ensure you reach new markets, expand your customer base and strengthen your proposition.

- Strategy
- Planning
- Management
- Marketing healthchecks
- Mentoring
- Market research
- Customer analysis
- Measurement & evaluation

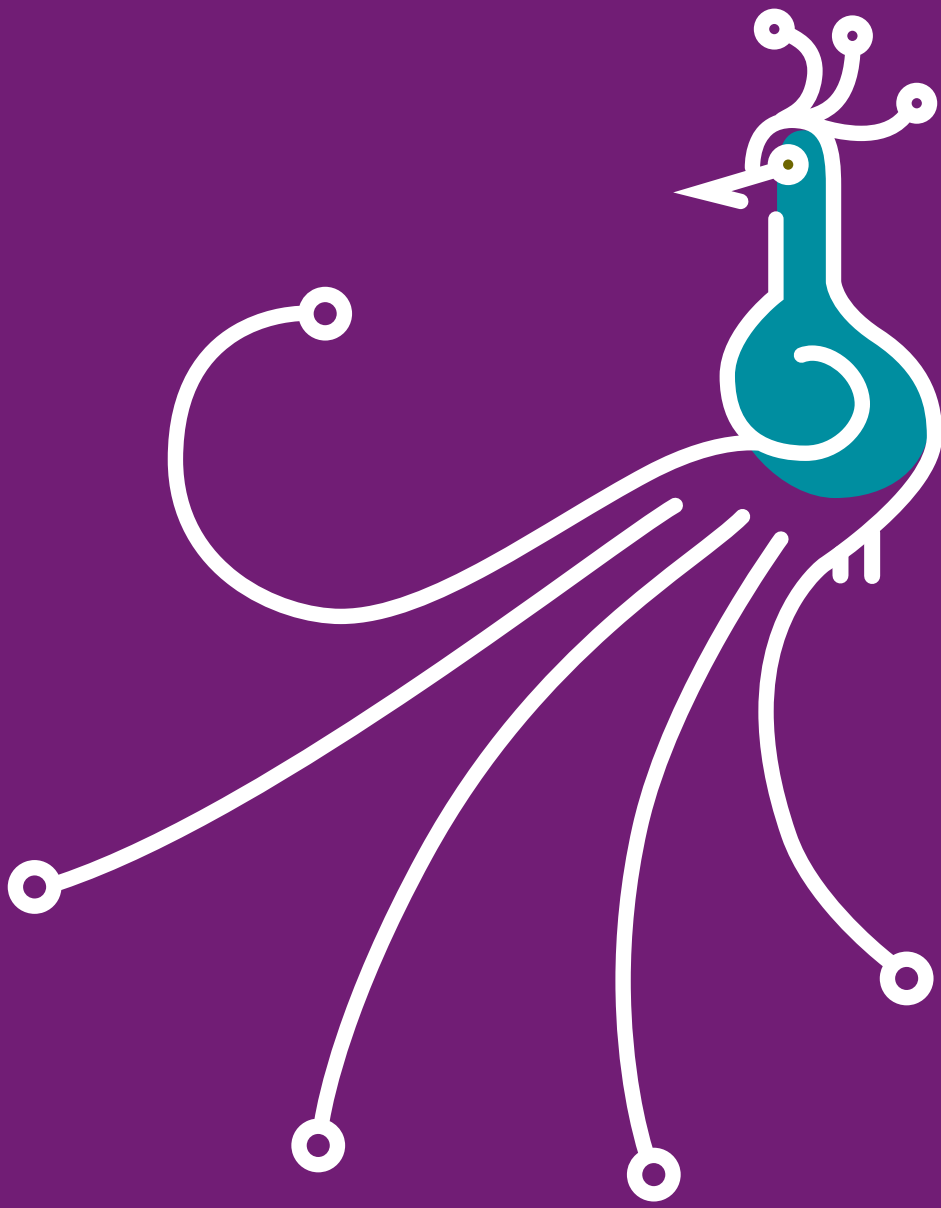
**Drive your business forward.**



“Horizonworks’ in-depth knowledge of strategic marketing has been invaluable in shaping the outward facing image of regeNer8 to industry and academia across the UK. Their insights into what customers need have been translated into clear plans that Horizonworks and regeNer8 staff have been able to implement. The success of this approach has been measurable, with a 50% increase in the number of industry members being engaged with regeNer8’s activities over the past year. Marketing campaigns have yielded a good response from our potential audience, from members and suppliers and have been cost-effective.”

**Mike Raxworthy, Operations Director, regeNer8**

Ensuring your audience views you from the best perspective.



# **Image** is everything. A powerful brand is vital for positioning your business, creating positive perceptions and building a strong profile.

Defining your brand is essential if you want to engage with your customers and create the right impression of your business.

Your brand extends far beyond your logo, it also encompasses everything that you do that connects people to your business, internally and externally. We will work with you on the development of your brand strategy and its implementation.

- Brand strategy
- Brand creation & development
- Creative campaigns
- Literature design
- Visual communication
- Campaign management

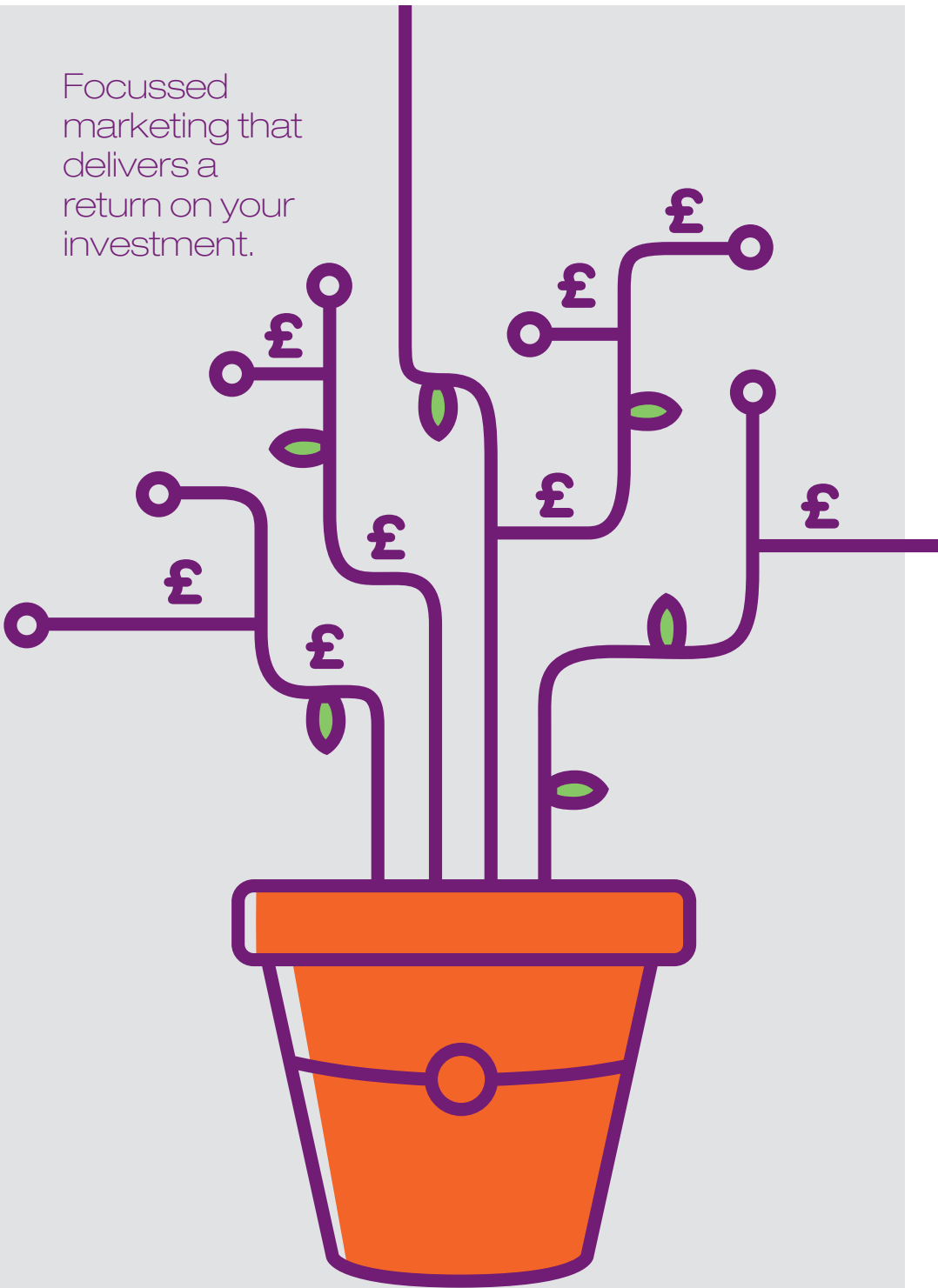
**Let your brand do the talking.**

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“As a long-established company it is easy to believe that our existing marketing efforts were justified by repeat orders. Horizonworks completed an invaluable communications audit to fully establish our customers' views and perceptions, providing the key information that has allowed us to implement our new brand and marketing communications strategy. Working with Horizonworks gives us access to experts and confidence to move forward rapidly.”

**Andy Cordiner, Managing Director, Wearset**

Focussed  
marketing that  
delivers a  
return on your  
investment.



# **Communicate** directly with your audience. A targeted and focussed approach is key to attracting and retaining customers.



Using a wide range of different techniques, we will help you communicate more effectively with your audience, ensuring your brand is at the forefront of their minds. We will help you generate more interest in your business by developing targeted communications and implementing focussed campaigns.

- Campaign management
- Direct marketing
- Online marketing
- Brochures
- Newsletters
- Social media
- Magazines
- Internal communications

**Engage, inform, influence and retain.**

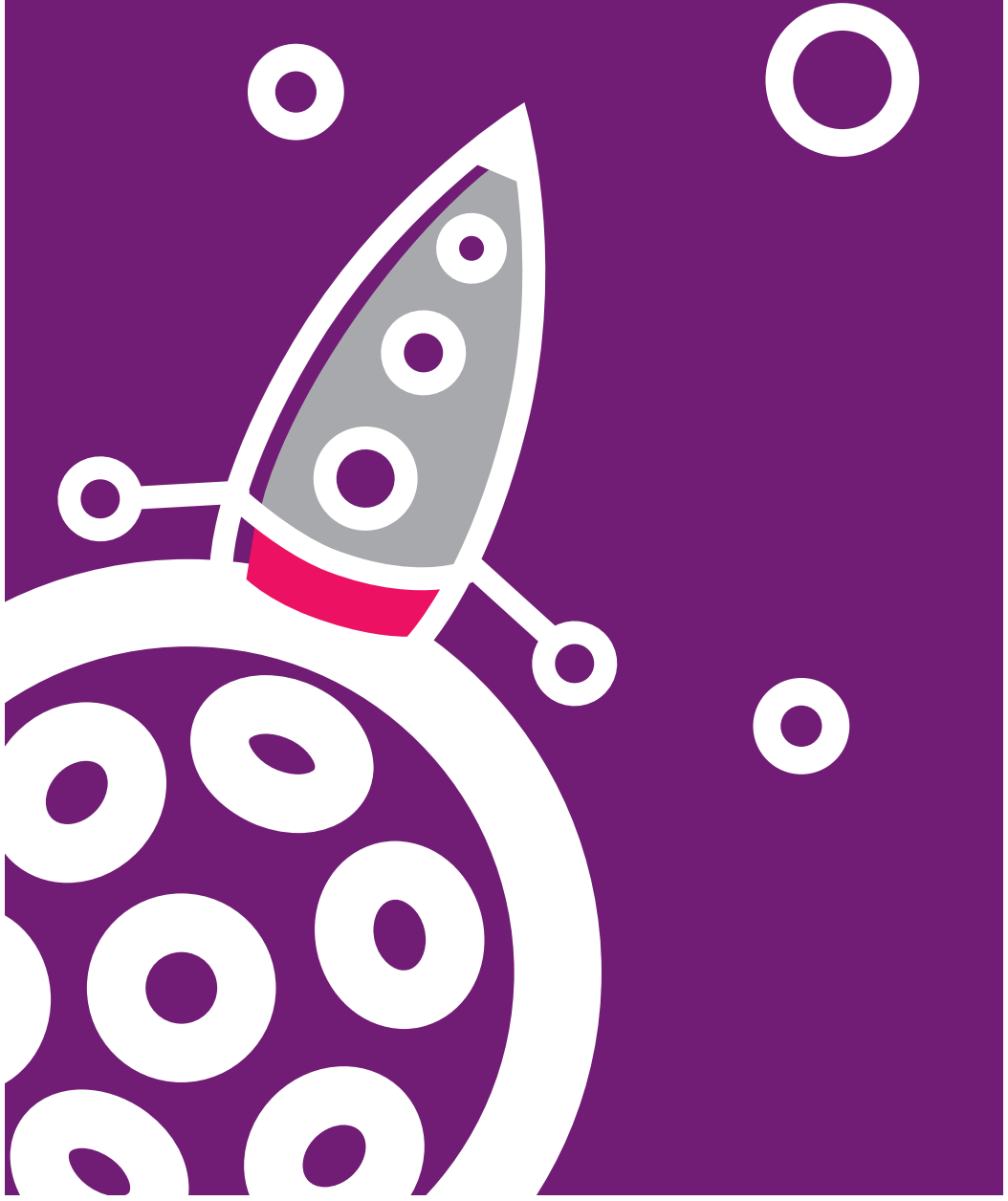


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“Horizonworks worked with us to develop a clear and focussed marketing strategy. They have implemented a range of activities to strengthen our brand, position our business nationally and develop stronger relationships with our clients. The strategic support and marketing activities that the team deliver are fundamental to increasing our profile and awareness across the UK.”

**Nigel Heath, Managing Director, Easibathe & Easiaccess**

Reach new territories and increase your prospects.



# Raise your profile

and get your message heard. It's all about communicating your business to the external world and engaging with your audience.

PR is an integral part of any marketing strategy and can help you to raise your profile and manage your business' image. It is a powerful tool to gain competitive advantage, open new markets, create a high value for products and services, attract high calibre employees and protect your business in times of crisis. We will manage your image and raise your profile.

- Media & publicity
- PR strategy & planning
- Press office management
- Stakeholder engagement
- Crisis management
- Product/service launches
- Online PR / social media
- Sponsorship & advertising
- Conference & events
- Event management

## Discover the benefits of PR.

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"Horizonworks were driven and highly focussed with the PR support they gave us for the 4th International Plagiarism Conference and secured both national and international coverage. The campaign resulted in us getting in excess of £50k printed coverage and their work gave us 15 times a return on our investment."

**Barry Calvert, Customer Relations Manager, iParadigms Europe**

Did we grab your attention? We would love to hear from you and have a chat. Why not call us on **08450 755 955** email us at **hello@horizonworks-marketing.co.uk** or even check us out via **www.horizonworks-marketing.co.uk**