The leading digital media business & sales enabler for the electrical industry

We operate the leading B2B site for the largest community of electrical professionals. Through product reviews, news, expert advice and technical articles, Voltimum gives their users all the information and tools necessary to make the right decisions.

Our platforms allow us to support partners and advertisers to engage and interact with our audience by continuously producing a wealth of market insight, industry information, product catalogues and much more! We grow our clients’ brands in front of people that matter, building awareness and driving sales directly to them.

The power of digital is at the core of everything we do, weaving our clients’ messaging into our content and working together to meet marketing objectives and KPIs that result in measurable ROI.

What can Voltimum do for you?
The selling power of Voltimum...

Do you want to improve the online visibility of your brand and drive relevant traffic to your website? We create digital experiences that increase your company’s visibility and value!

Our services...

**Creating Sales**
- Increasing Sales
- Generating Awareness
- Growing Sales & Generating Solid, Qualified Leads
- Measuring Our Shareable & Link-Worthy Content
- Creating Content That Sets Your Brand Apart
- Promoting Your Content to Influencers Within Your Target Audience
- Developing Target Promotions

**Marketing Research**
- Gain a Competitive ROI over other comparable media spends
- Create Trending Articles to Speak to Your Key Demographic
- Create Bespoke Adverts
- Create Bespoke Content
- Gain Insight From Your Target Audience & Understand the Market
- Create Effective Market Research & Gain Insight From Your Target Audience

**Adverts**
- Email Adverts
- Webinar Seminars
- Event Coverage
- Online Training
- Social Media
- Display Adverts
- Product Tests & Reviews
- Brand Ambassadors

**Our users are...**
- 82% Electrical Wholesaler
- 18% Distributor

**Over 75% of contractors & installers believe smart connected products will be the future**
- Over 75% chose electrical wholesalers as their preferred method of purchasing
- 59% attend at least one electrical trade show a year
- Over 60% of contractors & installers believe smart connected products will be the future

**Facts & Figures**
- 1.2 million visits
- 4.8 million pageviews
- 1.3 million catalogue views
- 80k newsletter subscribers
- Over 4,000 FAQ entries

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**Our loyal user database has access to many benefits**
- Technical Questions Answered by Key Experts
- Exclusive Competitions
- Online Training & Technical Videos
- Newsletters Twice a Week
- More than 36,000 catalogues
- Industry Updates Every Day

Voltimum enables your company to...

Whether your KPIs are clicks, impressions, engagements, likes, video views, shares, new fans, downloads or editorial coverage, we work on your specific requirements & define the most effective way of achieving results. Voltimum's boost services increases your brand performance by placing your content just where it needs to be.

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Building successful campaigns
Shaping your message to bring you closer to the industry

Through 2015 we’ve worked with Voltimum to create a variety of videos for products, services and events. For the five projects that we worked on, the team at Voltimum went above and beyond what was expected, with all preparation managed and arranged in advance with clear guidance too. On the recording days, the team was not only efficient and proactive in their roles, but also helped to make the presenters feel at ease in front of the camera, and with the use of their experience and knowledge provided constructive feedback/suggestions when necessary, to get the best results from the recordings. Finally the delivery of the final recordings was prompt, with a good understanding of what we expected to see from the videos which were to a very high standard.

Peter Smith
Marketing & Comms Specialist
ABB UK

Voltimum’s exemplary service is a real asset to OSRAM in terms of the organisation and quality of their communications and media support. They have consistently exceeded our expectations as an official partner and have allowed us to leverage our business and product portfolio to their impressive database of ‘Volti users’.

Anika Bascombe
UK GI Marketing Manager
OSRAM

Voltimum has provided an excellent webinar delivery service which has successfully enabled us to reach a wide and varied audience for our seminars.

Matt Crunden
Training & BIM Manager
Legrand

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Partners: