element
content

TURN BUILDING EXPERTISE INTO MARKET AUTHORITY AND GROWTH

B2B marketing for sustainable-building, energy-efficiency, HVAC, ventilation, and building technologies.



ABOUT ELEMENT CONTENT

Element Content is an Amsterdam-based B2B marketing consultancy founded in 2014. We help sustainable-building and energy-efficiency companies translate complex technologies, regulations, and project expertise into compelling positioning, thought leadership, and demand that drives business growth.

Built for complex B2B sales cycles

Buyer-focused messaging and content

Marketing that supports growth



BUILT-ENVIRONMENT EXPERTISE

10+ YEARS IN THE SECTOR

B2B marketing for building efficiency, HVAC, ventilation, indoor air quality, and related technologies since 2014.

TECHNICAL STORYTELLING

Translate complex technology, data, and regulations into clear content that resonates with buyers.

FULL-FUNNEL PERSPECTIVE

Connect positioning to demand generation, account engagement, partner marketing, and sales.

SUSTAINABILITY FOCUS

Help companies communicate how their solutions improve efficiency and bolster decarbonization goals.



HOW WE HELP

POSITIONING & STRATEGY

Define differentiated market positioning, buyer messaging, and a practical B2B marketing roadmap.

THOUGHT LEADERSHIP

Build authority through expert articles, case studies, technical narratives, and optimized content.

GROWTH MARKETING

Create campaigns and account-focused programs that generate qualified leads and sales discussions.

SALES & PARTNER SUPPORT

Equip sales teams and channel partners with persuasive materials that clarify value and close deals.



SELECTED EXPERIENCE



HIGHMARK | Building Efficiency

Building-performance company reducing efficiency, emissions, and costs.

Led marketing, positioning, and lead generation, supporting 20%+ annual growth.



RenewAire | Energy Recovery Ventilation

Manufacturer of ERV systems improving indoor air quality and energy efficiency.

Created 300+ marketing assets, supporting 30%+ website traffic growth.



Entic (Acquired by Noda) | Data Analytics

SaaS platform optimizing commercial building energy use.

Led marketing, boosting website traffic by 200%+ and supporting 20%+ annual growth.



LET'S TURN EXPERTISE INTO DEMAND

Need sharper positioning, stronger thought leadership, or better support for sales and partner conversations?

CONTACT US TODAY

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