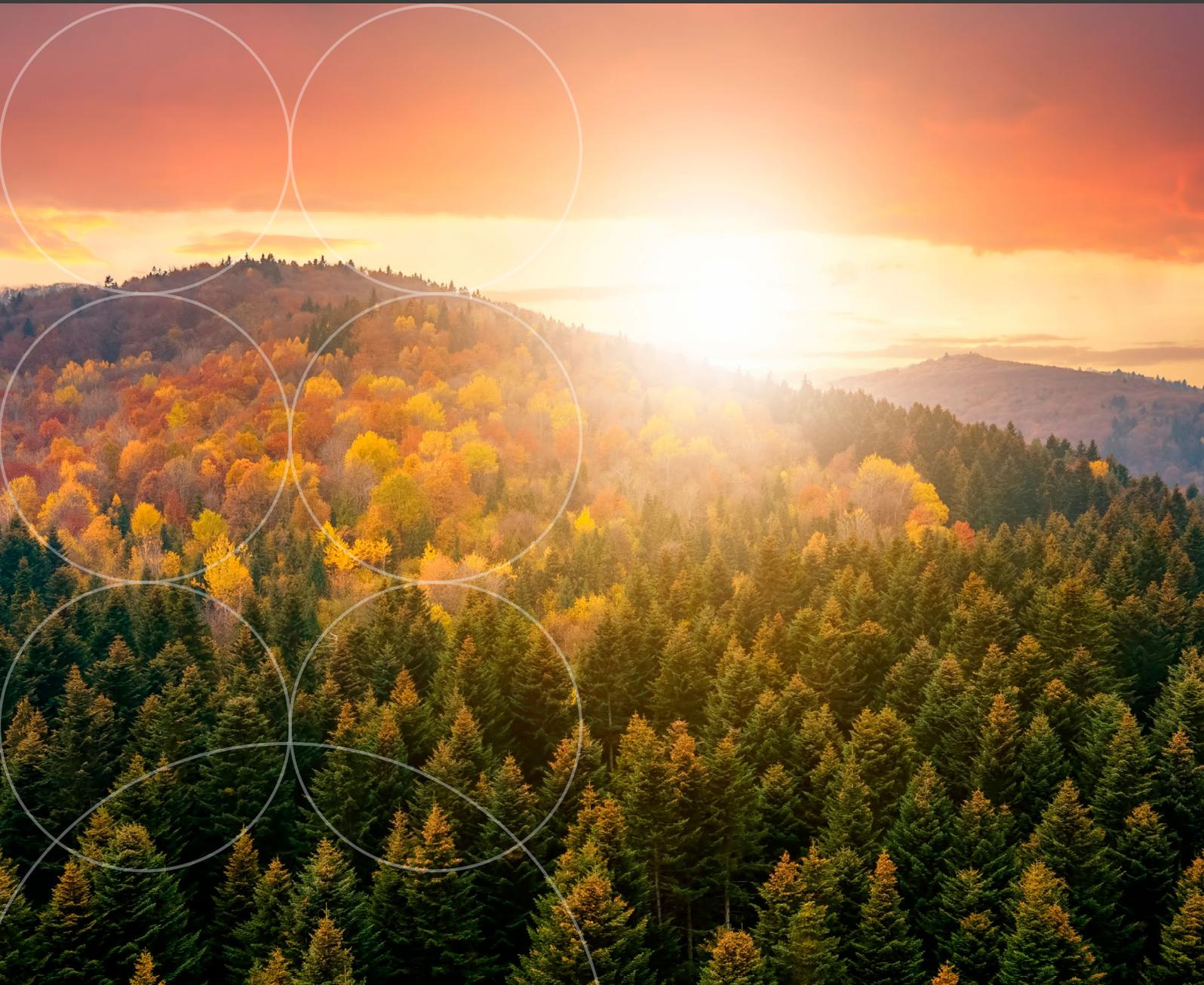




# Green marketing essentials:

A guide for energy businesses



## The challenge\_

For businesses in the energy industry, getting your green messaging just right has never been more important. The Global Sustainability Study 2021 by Simon-Kucher & Partners reveals that, for 74% of global consumers, sustainability is an important purchase criterion for energy and utilities. The same report highlights that 34% of consumer are willing to pay more for a sustainable product or service<sup>1</sup>.

At the same time, two factors are affecting your ability to make an impact with your green messaging: firstly, the market is becoming saturated with sustainability messages (of varying quality) and secondly, energy market volatility is shifting customer priorities. With all eyes focused on rising energy prices, it's little wonder that some businesses are temporarily slowing down their sustainability efforts.

So what does this mean for energy businesses that want to keep sustainability front of mind? Who should you target, how do you differentiate yourself and how can sustainability complement your other key messages?

And, crucially, how can you avoid greenwashing?

**This guide looks at some of the ways you can boost engagement, position yourself as a sustainability leader and avoid common green marketing pitfalls.**

<sup>1</sup> [www.simon-kucher.com/sites/default/files/studies/Simon-Kucher\\_Global\\_Sustainability\\_Study\\_2021.pdf](http://www.simon-kucher.com/sites/default/files/studies/Simon-Kucher_Global_Sustainability_Study_2021.pdf)

## Focus on purpose

You might have clearly communicated what your energy business is doing to improve sustainability – using only renewable energy, sending paperless invoices, etc. But it's important to talk about **why** you're doing it as well.

Instead of saying:

**We offer 100% renewable energy. Sign up today.**

Say this:

**We believe that a low carbon future will benefit everyone and we're acting to make that a reality. Join us.**



Your audience will want to know why you're doing what you're doing, and how it aligns with both your business' core values and their own. What difference will your sustainability efforts make?

The Digital Marketing Institute confirms that consumers, rather than government legislation, are now increasingly dictating market trends for sustainability<sup>2</sup> – and consumers demand transparency. As a result, communicating the principles behind your sustainability initiatives can make a real difference.



<sup>2</sup> [digitalmarketinginstitute.com/blog/the-next-big-digital-marketing-trends](https://digitalmarketinginstitute.com/blog/the-next-big-digital-marketing-trends)

# 3 tips for better green energy marketing

## 1. Show businesses you understand them

Your green marketing messaging needs to be compassionate; acknowledging the pressures and priorities today's businesses are experiencing, such as costs, and not disregarding them.

Always balance your messages about the long term benefits of sustainability with a focus on the immediate value your products and services can deliver. This might be financial, reputational or compliance based, depending on your audience.

Remember to include solid proof points or statistics wherever you can, to give your messaging more authority.

### The value of getting it right

33% of UK energy consumers feel they lack relevant information when it comes to choosing a sustainable electricity or gas supplier<sup>3</sup>.

If all energy users switched to a green energy supplier, we could reduce carbon emissions by around 70% by 2050<sup>4</sup>.

-  Demonstrate insight into your customer's world
-  Focus on the benefits to their business
-  Acknowledge challenges and obstacles

## 2. Connect through shared values

Getting your green marketing on point is especially important for energy businesses that want to build lasting relationships with their customers and position themselves as a trusted partner for the net zero transition.

- 77% of businesses say energy is now their biggest concern<sup>5</sup>.
- 50% say that sustainability measures will be their top investment priority over the next 12 months<sup>6</sup>.
- 60% believe that government is not doing enough to support them as the energy system changes<sup>7</sup>.

### Save, save, save

According to EY<sup>8</sup>, consumers have significant interest in adopting new energy products and services when the benefits are aligned around:

-  Saving money
-  Saving time
-  Saving the planet

With so much information out there, and so many businesses offering different energy services, it will be reassuring for customers to know you have a broad as well as deep understanding of how the energy system works and how your offering plays into the bigger picture.

Are you an approachable expert they can lean on to get decarbonisation right? Connect with them by demonstrating your energy expertise and aligning your goals and ambitions to their own.

## 3. Be confident in your climate stance

Using language that is direct but also positive and optimistic is a great way to engage climate savvy audiences. Be bold about what you believe in, but also be transparent. Avoid greenwashing by sticking to the facts, using plain language without hyperbole and being honest about the obstacles you've faced and lessons you've learned. Don't be afraid to talk about things you want to do better in the future.

Read how we helped Aceleron, Utonomy and Ambion shape their sustainability messaging at [marketingpod.com/earth-conscious](https://marketingpod.com/earth-conscious).



<sup>3</sup> [assets.ey.com/content/dam/ey-sites/ey-com/en\\_uk/topics/power-and-utilities/ey-energy-consumer-sustainability1.pdf?download](https://assets.ey.com/content/dam/ey-sites/ey-com/en_uk/topics/power-and-utilities/ey-energy-consumer-sustainability1.pdf?download)

<sup>4</sup> [environmentjournal.online/articles/generation-green-how-millennials-will-shape-the-circular-economy](https://environmentjournal.online/articles/generation-green-how-millennials-will-shape-the-circular-economy)

<sup>5,6,7</sup> [npowerbusinesssolutions.com/businessconfidence](https://npowerbusinesssolutions.com/businessconfidence)

<sup>8</sup> [www.ey.com/en\\_uk/power-utilities/how-energy-providers-can-light-the-path](https://www.ey.com/en_uk/power-utilities/how-energy-providers-can-light-the-path)



## Expert support from a green agency

**At The Pod, we're passionate about environmental issues and experienced in working on thoughtful, future-facing marketing campaigns for energy companies. We create intelligent, purpose-led marketing for sustainable brands, net zero leaders and businesses innovating for a low carbon future.**

**If you're an Earth-conscious company and want your customers and stakeholders to know, why not get in touch?**

Our added value?  
We care. Yes, we are experienced in creating campaigns that engage and educate your audience, but we also incorporate sustainable values into our lives. That's how we can tell the difference between what will work and what won't.



Jen, Co-founder

## Get in touch\_

Whether you have a specific project in mind, or you'd like some strategic advice on how to take your organisation's marketing to the next level, we would love to talk to you.

**Get in touch at  
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01564 742848**