



# PR that drives B2B action

Real examples of how B2B brands turn awareness into measurable impact.

# Turning trust into conversion



In B2B, trust fuels action.

It's the difference between awareness and intent, between being read and being remembered.

At The Marketing Pod, our PR work helps clients earn trust, and turn it into behaviour.

This mini playbook shares three examples of how we've helped businesses in energy, utilities and beyond move their audiences from interest to action.

Each example shows PR in motion: creating urgency, credibility and clarity that inspires people to take the next step.



# Make it real

Featuring Fuel Bank Foundation



## Challenge

- Energy poverty is an urgent issue. But for many decision makers, it can feel abstract or removed from daily life. Fuel Bank Foundation needed to create empathy - then turn it into understanding and commitment.

## Approach

- We helped the charity create an immersive experience that brought the human reality of fuel poverty to life. Industry stakeholders were gathered in a cold, dark room, heard real stories and tried to complete everyday tasks with numbed hands. Each session ended with open discussion – not sympathy, but solutions.

## Impact

- Participants left with a shared sense of urgency and clear steps to take within their own programmes. It wasn't just awareness, it was activation.

**POD TIP:** Make consequences relatable, not abstract. When people can see the impact of inaction, they act.



# Build credibility

Featuring Womens Utilities Network

WUN



## Challenge

- Unconscious bias in the utilities sector was widely acknowledged, but not backed by data. To drive real change, the conversation needed evidence that leaders could take to their boards and act on.

## Approach

- We designed and ran an industry-wide survey, analysed the data and distilled the findings into a clear, accessible report. We then launched it at a London event combining credible data, lived experiences and practical recommendations.

## Impact

- The research gave the sector a foundation to build from, turning a broad concern into informed conversations inside organisations. Sponsors left with both insight and a plan, not just headlines.

**POD TIP:** Lead with proof. When you give people evidence they can use, you inspire them to act.

# Put people first

Featuring CWE

**CWE** | Transforming  
Rail Performance



## Challenge

- As a rail engineer specialist, CWE wanted to shift perception from supplier to trusted partner, and show leadership on industry-wide issues like the skills gap.

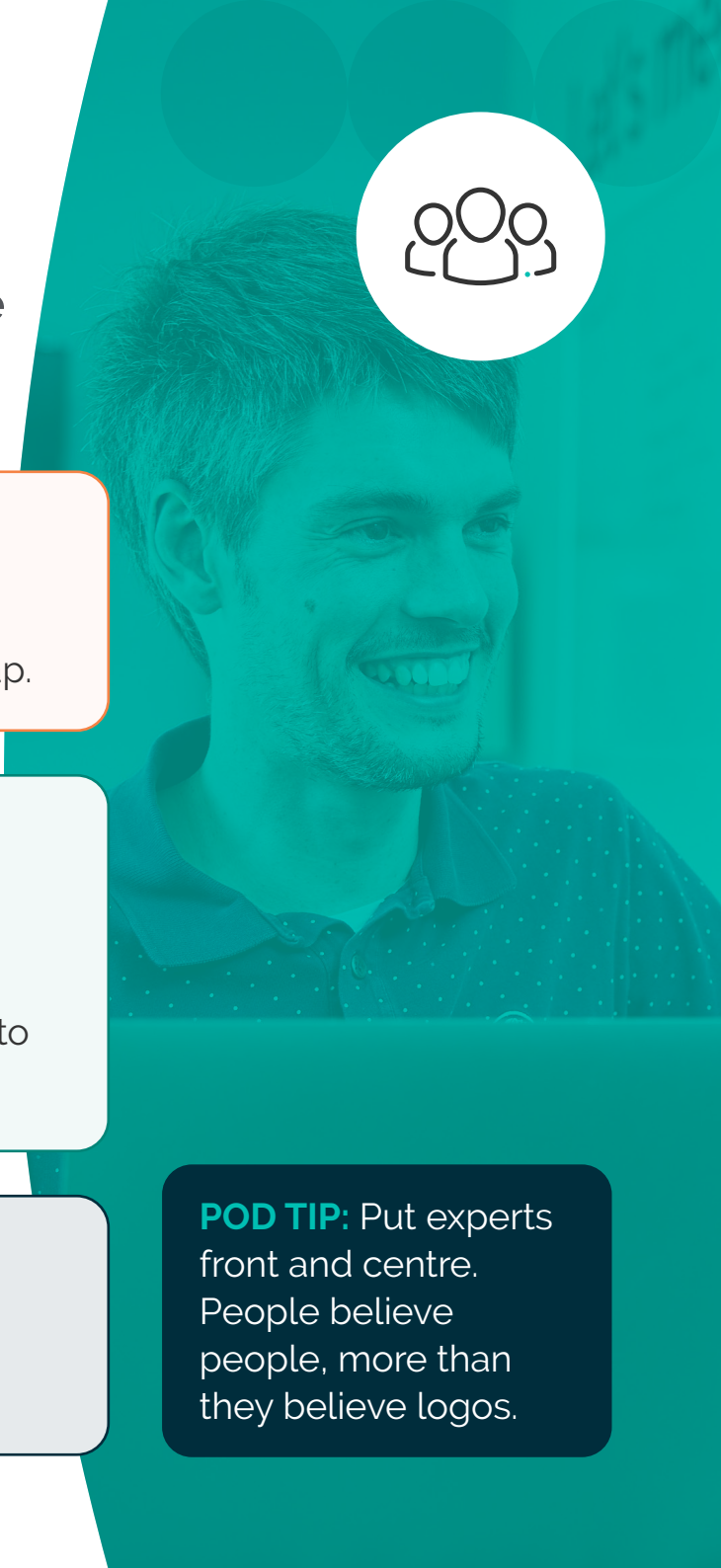
## Approach

- We positioned CWE's engineers as credible voices across trade media and owned channels. Through interviews, thought leadership and profile pieces, they explained complex industry challenges in plain English, always pointing to practical next steps.

## Impact

- Each media appearance connected readers with named experts and actional insights, strengthening CWE's position as the partner of choice.

**POD TIP:** Put experts front and centre. People believe people, more than they believe logos.



# What action-driving PR looks like

PR drives action when it does three things well:

- Makes the consequences of inaction clear.
- Builds belief through credible evidence.
- Puts trusted voices front and centre.



At Pod, we help clients turn stories into strategy, and strategy into measurable impact.

If you want to see how PR can move your audiences from awareness to action, our team is here to help.



## Let's Talk PR

Email: [hello@marketingpod.com](mailto:hello@marketingpod.com)

Visit: [marketingpod.com/contact](https://marketingpod.com/contact)

