



Green marketing essentials:

A guide for manufacturing businesses



The challenge_

When it comes to taking action on climate change, manufacturing businesses are feeling pressure from all sides.

From investors through to supply chain partners, manufacturing stakeholders now expect the businesses they work with to operate sustainably and set ambitious net zero targets. Alongside this, policy makers are regularly setting stricter guidelines and the public is becoming increasingly aware of environmental issues - and adjusting their purchasing decisions accordingly.

So, getting your green messaging right is important - but it's also difficult. Most audiences are already overwhelmed by sustainability marketing (of varying quality) and are becoming less trusting of it. Recent research published by Business Strategy and the Environment demonstrated that green brand trust has a positive impact on purchasing intentions, but that greenwashing has compromised the relationship between businesses and customers¹.

This guide looks at some of the ways manufacturing businesses can boost engagement, increase their authority as a sustainability leader and avoid common green marketing pitfalls.

Stats

71% of manufacturers strongly believe environmental sustainability is core to their business's ability to create value in the future².

35% of manufacturing businesses already have a fully-formed net zero strategy in place³.

65% of manufacturers say they have taken "positive action" towards achieving their sustainability targets between 2021-2022.

Main challenges:

- Striking the right tone
- Avoiding greenwashing
- Achieving visibility and differentiation
- Finding time and resources
- Maintaining momentum

Why is green marketing important?

Emissions reporting frameworks are becoming increasingly stringent. At the same time, there is a growing focus on what companies are doing to change things. As a result, demonstrating a commitment to sustainability is more important than ever before.

Being sustainable will be a boost not a burden.

A solid green messaging strategy can play a huge role in optimising growth. Statistics show that customers care about the actions businesses are taking towards sustainability and decarbonisation, and are more willing to buy from and support companies that are prioritising safeguarding the environment.

Facts



88% of consumers will be more loyal to a company that supports social or environmental issues.⁴



87% of consumers would buy a product with a social and environmental benefit if given the opportunity.⁵



Corporate responsibility can increase overall sales revenue up to **20%**.⁶

Shouting about your green efforts is key to getting customers on board, nurturing brand loyalty and keeping investors happy.



¹ onlinelibrary.wiley.com/doi/full/10.1002/bse.3256

² www.cgi.com/en/blog/manufacturing/going-green-in-manufacturing-recommendations-to-get-started

³ www.pesmedia.com/uk-manufacturing-industry-net-zero-03052022

⁴ www.weforum.org/agenda/2022/03/generation-z-sustainability-lifestyle-buying-decisions/

⁵ environmentjournalonline.com/articles/generation-green-how-millennials-will-shape-the-circular-economy/

⁶ www.forbes.com/sites/forbesnycouncil/2018/11/21/do-customers-really-care-about-your-environmental-impact/

3 tips for better green energy marketing

1. Focus on purpose

You might have clearly communicated what your manufacturing business is doing to improve sustainability; digitising its operations or running on 100% renewable energy, for example.

But it's important to talk about why you're doing it and the impact of your actions as well.

Instead of saying this: **We've reduced our carbon footprint**

Say this: **We believe that every manufacturer has a responsibility to protect the planet, safeguard local communities and contribute to a better, cleaner future. Here's how we're doing our bit.**

Most important sustainability practices according to consumers

-  Sustainable packaging and products
-  Reducing manufacturing waste
-  Ethical working practices
-  Reducing carbon footprint

2. Show customers and partners you understand them

As a manufacturer, you are a vital link in a long (and probably very complex) value chain. Your green marketing messaging needs to be compassionate, acknowledging the pressures and priorities of everyone throughout that value chain – from your investors and suppliers right through to end users.

Be sure to 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.

3. Be confident in your climate stance

Providing clarity on your carbon emissions – and your efforts to lower them – has become even more important since businesses started to focus on scope 3 emissions reporting. This means they are taking responsibility for carbon emissions in the value chain and beyond their direct control.

While not yet obligatory, scope 3 reporting is increasingly expected; with many manufacturing organisations choosing to take the plunge and use their carbon-conscious supply chain credentials to differentiate themselves from the competition.

Whether you want to promote what you're already doing, or find the right way to engage your supply chain, it's important to find meaningful ways to measure progress and find straightforward ways to communicate your intentions and the values that underpin them.

7 www.pesmedia.com/uk-manufacturing-industry-net-zero-03052022

Let's talk about Scope 3



Nearly 75% of manufacturers are already engaging with their supply chain to deal with Scope 3 emissions.⁷

If in doubt, why not lean on an expert?

Read how we helped Siemens shape their sustainability messaging at marketingpod.com/earth-conscious.





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 manufacturing 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
hello@themarketingpod.co.uk
01564 742848**