

5 Cleantech Communications Agencies for B2B Climate Companies in US

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In brief

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1. twentytwo & brand.

What it does: twentytwo & brand. is a U.S.-based agency focused on cleantech, renewable energy, climate tech, and energy transition companies. Their work spans branding, public relations, digital marketing, advertising, and lead generation - a breadth that suits B2B climate brands at multiple stages of growth.

Where it shines: The agency's concentration on clean energy and climate means their team isn't learning your sector on your dime. They understand the vocabulary of energy transition, the procurement cycles of climate buyers, and the nuance of communicating technical value to non-technical audiences. That combination of sector fluency and full-service execution is unusual among agencies that claim cleantech as a specialty.

2. Pier

What it does: Pier is a PR and marketing agency based in Suffolk, United Kingdom, with an office in London. The firm delivers strategic consultancy, creative services, and marketing campaigns, with deep experience in renewables alongside its food and drink practice.

Where it shines: Pier won PR Consultancy of the Year 2023 at the regional CIPR PRide Awards and has been a finalist at the UK Company Culture Awards for Best Agency to Work For (small category). The agency is pursuing B Corp Certification, which signals a genuine alignment with the climate-focused clients it serves. For smaller renewable energy organizations looking for a boutique UK-market partner with an active climate commitment, Pier's positioning is coherent. The agency's main footprint is in the United Kingdom, so B2B climate companies targeting U.S. audiences will want to confirm what their transatlantic reach actually looks like. Team size sits at one to ten people, so capacity for large concurrent engagements may be limited.

3. Tamarindo

What it does: Founded in 2011 and headquartered in Oxford, England, Tamarindo provides intelligence, connections, and communications to companies working in renewable energy and climate technology. Services include PR and communications, content marketing, events, roundtables, working groups, and membership programs.

Where it shines: Tamarindo started in wind intelligence and has expanded across solar, battery storage, and broader climate technology. That history gives them genuine depth in the energy sectors that matter most to transition-focused B2B clients. One client in their case studies - Enterprize, a renewable energy developer - cited Tamarindo's sector knowledge as the reason their communications work generated qualified sales leads rather than just impressions. The combination of media relations, industry events, and a membership network creates a channel mix most PR-only agencies can't replicate. The agency is UK-headquartered and oriented toward global energy markets rather than U.S. domestic audiences, so companies selling into U.S. project finance or policy circles should ask about their American media and stakeholder relationships.

4. Content Coms

What it does: Content Coms is a B Corp Certified strategic marketing and communications agency founded in 2009, based in Wiltshire, England. The firm works with energy and low-carbon technology brands, offering content planning, digital PR, ESG communications, impact reporting, lead nurture workflows, and market intelligence.

Where it shines: Nearly 30 years of combined team experience in industrial and low-carbon communications is the genuine differentiator here. Content Coms has delivered award-winning ESG and climate communications for well-known industrial tech brands, including Tarkett Ltd and Ibstock plc. Their B Corp Certification puts them in a small category of agencies whose own values mirror the clients they serve. The 2018 launch of Work in Mind, a dedicated content hub, also shows an ability to build owned-media properties, not just pitch earned media. The team has around nine employees and roughly \$1 million in revenue, so capacity for multiple large accounts is constrained. U.S.-headquartered climate companies should ask about their footprint outside the UK market.

5. New Perspective

What it does: New Perspective is a digital marketing agency based in Worcester, Massachusetts, founded in 2003. The firm focuses on cleantech, SaaS, and advanced manufacturers, offering digital strategy, demand generation, content and creative, web design, SEO, paid search, account-based marketing, HubSpot services, and sales enablement.

Where it shines: New Perspective's case studies are specific. Carbon Clean generated over \$113 million in pipeline value within 60 days of engagement. WindESCo saw a 163% quarter-over-quarter increase in qualified leads. Agrify was supported from startup to IPO. Those aren't soft awareness metrics; they're pipeline and revenue numbers that matter to B2B buyers. The agency has been a HubSpot partner since 2013 and ranks in the top 10% of accredited HubSpot agencies globally. So if your growth relies on inbound infrastructure and CRM automation, their technical stack is a real asset. New Perspective skews toward digital demand generation rather than earned media or traditional PR, so companies that need press relationships, analyst briefings, or leadership content placement alongside digital will want to map scope carefully.

Finding the right agency for cleantech B2B growth

The cleantech communications market in the U.S. has matured enough that "work with climate brands" is no longer a differentiator. What separates useful partners from expensive generalists is whether they understand your commercial context: who buys your product, how long your sales cycle runs, and which publications or forums your buyers actually read.

That commercial specificity comes through in the actual work. These agencies aren't interchangeable. Some lead with earned media and thought leadership content; others lead with pipeline, digital channels, HubSpot workflows, and content built to convert. A few bring intelligence and network access that sit well outside what traditional agency services offer.

What these agencies have in common

Despite different geographies and service mixes, these five agencies share a meaningful thread: each has made a deliberate choice to work inside cleantech and climate rather than treating it as one vertical among many. That choice produces real fluency in sector vocabulary, in the regulatory and policy context climate B2B companies operate within, and in the media ecosystem that covers the energy transition.

Two of the five hold or are actively pursuing B Corp Certification. Several have case studies in wind, solar, battery storage, or EV-adjacent markets. None of them is trying to serve every industry.

How to pick the right fit for your company

Start with your actual bottleneck. If journalists don't know your company exists, earned media and PR capabilities should top your criteria. If inbound traffic is solid but conversion is weak, demand generation and content strategy move up the priority list. And if you're trying to educate a market that doesn't yet understand the category you're in, leadership content and intelligence platforms become the more relevant tools.

Geography matters less than it used to for media and content work, but it still matters for events, in-person stakeholder relationships, and U.S. regulatory audiences. A UK-headquartered agency can do excellent global climate communications; they may not have the domestic press relationships a U.S.-focused campaign requires.

Finally: check the case studies carefully. Dollar figures and percentage gains are more useful than testimonial quotes.

Bottom Line

Cleantech communications agencies serving B2B climate companies in the U.S. run the spectrum from full-service marketing operations to specialized PR boutiques and intelligence platforms. The right fit depends on your stage, your buyer profile, and whether your growth bottleneck is visibility, demand, or conversion. Every agency listed here has built genuine experience inside the energy transition space, and that's the minimum bar worth setting before you commit to a retainer.

References

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