

THE COMPASS METHOD B2B^{PR}

How we precision engineer
PR outcomes to help you
be seen, heard and trusted.



e c - p r
The instinct to be distinct



Is your brilliant brand being ignored?

You're doing great work. Solving complex problems.

But nobody's talking about you, or to you.

You're not the only one.

Ambitious B2B companies in tech, engineering, and science often get overlooked, not because they lack impact, but because they lack **strategic visibility** – brand awareness in the **right places**.

You're busy. Resource-stretched. Results-driven.

But being “the best-kept secret” doesn't win business.

At EC-PR, we help high-growth brands become unmissable —

Fast. Focused. Fluff-free.

When do our clients come to us?

- ✓ Launching new tech or scaling into new markets
- ✓ Losing out to louder, often less capable, competitors
- ✓ Struggling to get consistent press coverage
- ✓ Messaging feels muddy, reactive, or “off”
- ✓ The board wants visibility — and fast

If you're ready to stop playing small and start leading conversations, we should talk.



The Compass Method

A proven strategic framework that transforms your reputation from “invisible” to “industry authority.”

1. **Pathway:** Crystallise your value, customers, and narrative — mapped to every stage of your buyer journey.
2. **Activate:** Story comes alive: media training, message bank, press list, and editorial calendar built for impact.
3. **Ignite:** Thought leadership, media engagement, whitepapers, blogs, events — executed with precision and consistency.
4. **Elevate:** C-suite LinkedIn profiling. Analyst engagement. Fractional digital strategy to amplify your authority.

Why it works:

- Built for lean teams with bold goals
- Strategic, not scattergun
- Proven to drive visibility, trust, and inbound interest

We run the playbook — you stay focused on growth



“I love working with EC-PR. There are no fluffy objectives. There is a clear strategy and output plan, and clear goals to be achieved. From a very early stage, it was clear that the team “got” us and nailed our tone of voice very quickly, and from then on, A-SAFE has monopolised the Share of Voice in our industry with some great coverage and many requests for further pieces in the UK and beyond.”

Vanessa Ashworth, Head of Marketing Communications, A-SAFE Group

Six-month showcase YI:

- **227% increase in share of voice** against competitors in target media
- **15-fold increase in tier 1 coverage**
- **100% increase in thought leadership** over the same period
- securing **market dominance of 93.7% SOV**





Want to stand out in the sea of same?

Book a discovery call. It's that easy.

Let's talk



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