

# Commercial Solar

# Campaign Playbook



# Introduction to **Commercial Solar Campaigns**

**Power businesses all over Australia with your Commercial Solar campaign.**

Businesses are always thinking of ways they can reduce their overhead costs. And with the price of electricity continuously increasing year after year, making the switch to solar is the smart choice for Australian business owners.

By installing their own commercial solar system, businesses can now reap the benefits of solar energy with their reduced electricity bills and freely manage their energy consumption. This will also help businesses reduce their carbon footprint and highlight their commitment to upholding their corporate social responsibility by shifting to green and renewable energy!

**Read on to learn how your solar business can promote Commercial Solar to potential customers - with the Commercial Solar Campaign Playbook.**

## **Who should run a Commercial Solar Campaign?**

If you are a solar installer:

- looking to increase commercial solar sales in your area
- wanting to test the commercial solar installation market in your area

This campaign playbook is for you.

## **Why should I run the Commercial Solar Campaign Playbook?**

- This campaign is an opportunity to target small-medium sized businesses to established corporations
- Commercial solar installations are often larger than residential solar installations. If you are looking to break into commercial for larger installations, you should run this campaign playbook.

## Your Audience

This campaign focuses on targeting business owners in your area through Facebook, LinkedIn and Google Ads. The leads that will be generated from this campaign will most likely be cold leads who need to be convinced that solar will be a good investment for their business.

Each targeted ad will redirect them to your website with case studies (if available) and additional content about the benefits of commercial solar. The ultimate goal of the page will be to fill in a form to get in touch with your solar experts for a commercial solar quote/proposal.

## Your Campaign

The Commercial Solar Campaign is an end-to-end campaign that will ensure touchpoints with your leads from start to finish. This campaign is comprised of the following assets:

- **Facebook Ads**
  - Ad Copy
  - Ad Creative
- **LinkedIn Ads**
  - Ad Copy
  - Ad Creative
- **Thank You Page**
- **Email Nurture Campaign**
  - Thank You Email
  - Nurture Emails
  - Automation Workflow
- **Reporting**
  - Results
  - Insights
- **Google Ads**
  - Ad Copy
  - Ad Creative (if running display campaign)
- **Landing Page**
  - Landing Page Copy
  - Landing Page Images
  - Form

## Our Service

**XEN Solar** will create and manage all of the key assets of your campaign, including reporting.

**Contact XEN Solar**