



# Case Study: G-Store Solar

## OVERVIEW

**G-Store** identifies the need to improve online presence and generate more leads for their solar business. To commence, **G-Store** appointed **XEN Solar** to leverage marketing platforms to grow their business online.

## INDUSTRY

Residential and Commercial Solar

## DELIVERABLES

- Strategic Development
- Brand Positioning
- Facebook Digital Ads
- Google Ads
- E-book Campaigns
- Lead Generation
- Lead Nurturing
- Website Content

## BACKGROUND STORY

**G-Store Solar** is a trusted local business in Melbourne and Warragul, with more than 12 years of industry experience. **G-Store**, they make going solar simple. They have an expert in-house solar team and these dedicated solar specialists will help you choose the best system to suit your needs and make sure you're maximising the potential of your solar system and saving as much as you can every month.

We implemented **our XEN Solar process** to help improve social presence and promote **G-Store Solar** as a quality solar dealer with quality products.

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*XEN Solar have been brilliant to work with and have proven that their professional and strategic plans to increase our online presence and to drive further enquiries has been hugely successful.*

*The XEN Solar team are forward-thinking experts who have continually explored new ideas and are always striving to deliver the very best solution for us.*

*We would highly recommend XEN Solar to any business in the industry especially if you're looking to take the next step in growing your brand and business!*

EXAMPLES OF WORK

G-STORE SOLAR

Considering Solar

A Detailed Guide

Download eBook



Power everything in your home, any time

Check if you're eligible for the current Victorian battery rebate

Contact Us



G-STORE SOLAR

LG Mono X

Great Performance | Long Lasting Panels | Long Warranties

Contact Us Today



LG AUTHORIZED SOLAR COMMERCIAL PARTNER

LG AUTHORIZED SOLAR PLATINUM PARTNER

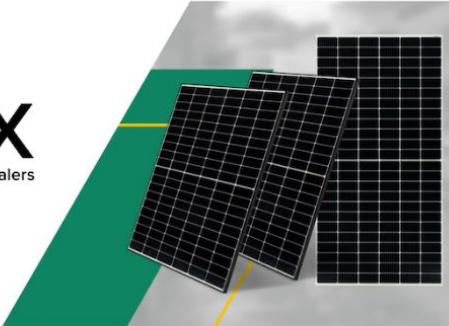
LG AUTHORIZED ENERGY SPECIALIST

\*The LG Mono X® Plus is only available via LG Dealers

G-STORE SOLAR

LG Mono X

Only available via LG Dealers



LG AUTHORIZED SOLAR COMMERCIAL PARTNER

LG AUTHORIZED SOLAR PLATINUM PARTNER

LG AUTHORIZED ENERGY SPECIALIST

The next generation Mono X® Plus combines everything a solar module needs: long service life and ease of installation as well as an elegant exterior and high efficiency.

The LG Mono X® Plus will provide many years of clean, reliable energy. Choosing the high quality Mono X® Plus is an investment in high standards of design, manufacture, back up support and warranties. The high quality is the result of our strong commitment to developing a module that delivers reliable, high output for years for a peace of mind solar solution

Download Brochure

What you get with LG Mono X® Plus Solar Panels

The latest Mono X® Plus benefits from years of LG research.

G-STORE

Introducing the Energizer Homepower solar battery


G-Store will soon be offering the new Energizer Homepower solar battery


The team at G-Store are committed to energy-efficient home solutions, which is why we are proud to partner with Energizer Homepower to provide customers with the latest intelligent energy storage solutions.

Our expert in-house solar team helps customers choose the best storage systems for their home. With the right system, you can save on your energy bills and minimise your impact on the environment.

We will have Energizer Homepower batteries in stock in our Warragul and Malvern East showrooms in the coming weeks. Register your interest and find more information below.

Register your interest





Why Energizer?

Energizer is an American battery manufacturer based in Missouri, USA. The company is considered a world leader in the design and development of primary batteries. Traditionally working with small appliance batteries, the Homepower storage solution is Energizer's first entry to the home solar battery market.

This move demonstrates Energizer's goal to take the lead in shaping emerging technologies and leading the power industry with consumer-led innovations.

Energizer Homepower entered the Australian solar market in 2020, using Entel Holdings as its local distribution partner.

# Contact

# XEN Solar



[www.xensolar.com](http://www.xensolar.com)



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