

Case **Study:** LG Energy

OVERVIEW

LG Energy recognised that an SEO audit and marketing strategy would drive more traffic to the website and generate more leads. **XEN Solar** successfully met these goals.

INDUSTRY

Residential and Commercial Solar

DELIVERABLES

- ► Website SEO
- Marketing Strategy
- Paid Advertising

BACKGROUND STORY

LG Energy has over 80 installation partners as part of the Australia-wide Authorised Solar Dealer Network. These solar installation partner companies provide free advice about solar, inspect your premises and provide high quality installation services for solar systems and battery solutions. With the LG dealer network, support and quality installations are only one phone call away across Australia.

The XEN Solar process was tailored to suit LG Solar and the needs of each dealer. The project started with website SEO, the focus then switched to marketing strategy and paid advertising. **XEN Solar** continues to meet the needs of LG dealers around Australia who are looking for digital marketing services.

We initially engaged XEN Solar to assist LG Solar & Energy to improve our Igenergy website SEO, however this project quickly grew to include strategy across paid and social channels as well, with a focus on driving leads.

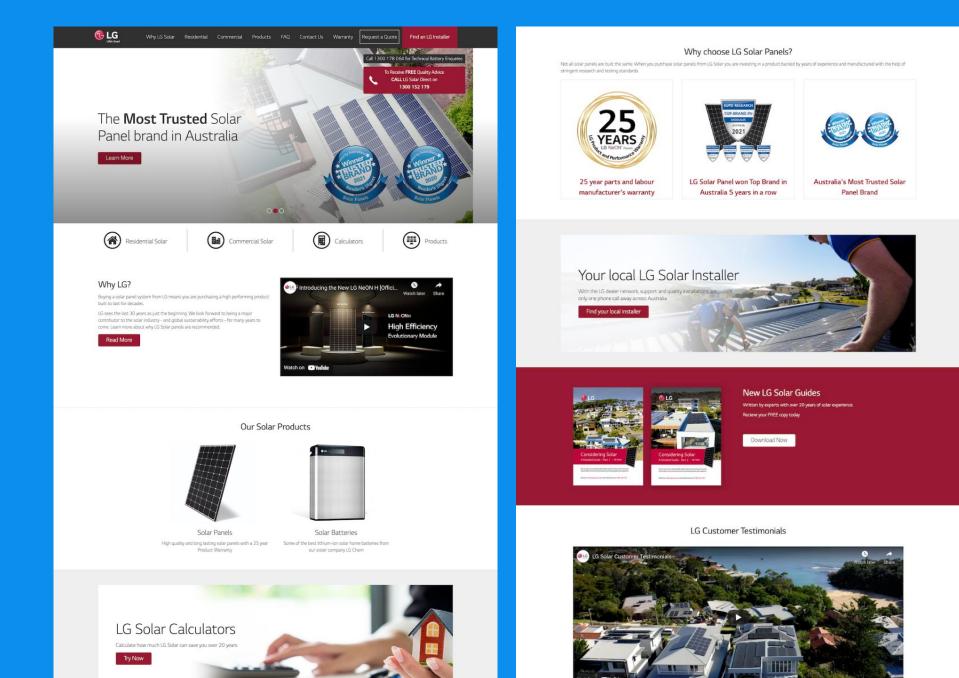
With the site now gaining 1100 visits per day and providing more than 1200 new leads per month, the project has been a great success.

It has been a vital part of our 35% sales growth, compared to last year.

We've been impressed with XEN Solar's combination of strategic, technical and implementation skills, and introduced them to other divisions across LG.

- Social Channels
- Lead Generation

EXAMPLES OF WORK



Contact XEN Solar



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