



# Case Study: Soltek Energy

## OVERVIEW

**Soltek Energy**, a Sydney-based solar dealership, identified gaps in their digital marketing activities. **XEN Solar** fixed these gaps resulting in a steady flow of leads through digital marketing.

## INDUSTRY

Residential and Commercial Solar

## DELIVERABLES

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

## BACKGROUND STORY

**Soltek Energy** provides expert advice and consultations on solar power solutions in Sydney for commercial and residential properties. They are also accredited suppliers and installers of solar power systems, wind turbines, hybrid systems, hot water heat pumps and battery storage systems.

The Sydney market is crowded with solar competitors and **Soltek Energy** didn't want to get lost in the noise.

We implemented **our XEN Solar process** to help break through and be recognised as a quality solar dealer with quality products.

**Soltek Energy** continues to help hundreds of families and businesses to reduce their energy bills and to have a cleaner and healthier lifestyle.

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*XEN have been very professional from initial consultation, setting up, to implementation. They have delivered fast and well planned digital marketing activities that have improved our leads. The team understands solar, are responsive and adapt to the needs of our brand.*

EXAMPLES OF WORK



CommBank Customers:

Get a Green Loan + Solar Bundle with Soltek Energy



Solar + Heat Pump Hot Water




Receive up to **\$2000** in Sustainable Rebates from the Randwick City Council

[Learn More](#)




Considering Solar  
A Detailed Guide



Download the eBook




**solar**edge



Take advantage of Randwick Council's Sustainability Rebates program of up to \$2,000 for installing rooftop solar and other 'sustainable products'.

Sustainability Rebates supports houses, units and businesses in Randwick to implement energy and water saving initiatives.



APPLY NOW!

Find out if you're eligible for the rebate

Properties in Randwick can receive up to \$2,000 in 'sustainability rebates' for purchasing rooftop solar, pool pumps, or one or more of the other 'sustainable products'.

This program applies to all houses, units and businesses located within the Randwick Local Government area.

To be eligible your sustainable product must be installed after 11 November 2020.

Fill out the form to find out if you're eligible for the rebate. The Soltek Energy team will give you a call back to chat about how you can take advantage of the available sustainable rebates.

Enter your details:

First Name\*

Email\*


Postcode\*


Phone\*

Back time to call\*


Comments

☐ I'm not a robot





Have A More Sustainable Home With a CommBank Green Loan



Name

Email


Phone

Suburb

Postcode

CAPTCHA

☐ I'm not a robot



CONTACT US

Introducing the CommBank Green Loan

A Green Loan is a fixed-rate loan offered to CommBank customers to buy and install eligible clean energy products at the property secured by their existing home loan.

These clean energy products include:


- solar panels
- battery packs
- solar hot water systems.

Fill in the form to learn more about how Soltek Energy can help you add value to your home and reduce your bills.

It's a win-win for CommBank customers!

What is a Green Loan?

A Green Loan is an ultra-low, secured fixed rate loan with



# Contact

# XEN Solar



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



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