

Digital Marketing For Solar Dealers



Welcome!
Welcome!
Welcome!
Welcome!
Welcome!
Welcome!
Welcome!

We're so glad you found **XEN Solar**.

We're a digital marketing agency that works with solar companies to help grow their business through digital marketing channels.

We help dealers, installers and suppliers.

Are you ready to get all those digital marketing tasks off your plate? Website updates, social channels, paid ads, generating leads. We take care of it all for you.



xensolar.com

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About Us

Founded in 2012, **XEN Solar** has grown to be a trusted digital marketing partner for growing solar businesses.

Our mission is to work with people who believe renewable energy is the future.

We work exclusively with solar dealers, installers and suppliers who deliver high-quality solar solutions, including panels, batteries, inverters, heat pumps and components.

Why **XEN** Solar?

There are many reasons why choosing **XEN Solar** makes good business sense.



One Stop Shop

Work with a single marketing company that takes care of everything. So efficient.



Solar Experts

Work with a specialist marketing company that actually understands solar. So motivating.



Responsive

Work with a responsive marketing company that gets back to you quickly. So rare.



Dedicated

Work with a quality focussed marketing team that believes in renewables. So inspiring.



Future minded

Work with a long term marketing company who works with integrity. So reliable.



Organized

Work with an organized marketing company who implements best practices. So liberating.

What To Expect In the **First** **12 Weeks**

Our Process

Before launching any campaign, we will review your:

- Business goals
- Marketing activities
- Marketing tools

Goals for the first 3 months:

- Get your marketing stack in place
- Set up content strategy
- Get campaigns up and running
- Test and measure - optimise campaigns to maximise results
- Setup reporting

Your First 12 Weeks Schedule

WEEK
1

Kick off call and onboarding

WEEK
2

Marketing scorecard and HubSpot HealthCheck/Ignition

WEEK
3

Marketing Review, Discovery Canvas, Social Voice

WEEK
4

Launch first campaign, Strategy and Insights call

Your First 12 Weeks Schedule

WEEK
5

Campaign planning, Campaign assets creation and implementation

WEEK
6

1st channel specific campaign implementation (e.g. Google Ads)

WEEK
7

2nd channel specific campaign implementation: (e.g. Facebook & Instagram)

WEEK
8

3rd channel specific campaign implementation (e.g. Twitter & LinkedIn)

Your First 12 Weeks Schedule

WEEK
9

- Strategy and Insights call
- Campaigns management and optimisation, mini SEO Audit initiated

WEEK
10

Content Review

WEEK
11

SEO Audit finalised, SEO & content recommendations planned

WEEK
12

Strategy and Insights call

XEN Business Growth Model



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.



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




solaredge



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



Case Study: Albany Solar



OVERVIEW

Albany Solar was stuck with an old website with bad UX and doesn't drive conversion. They now have an optimised, modern and responsive website that has a great UX.

INDUSTRY

Residential, Commercial and Off-Grid Solar

DELIVERABLES

Website Design and Development

BACKGROUND STORY

Albany Solar is a complete renewable energy and hot water solution company providing a range of energy efficient electrical and plumbing solutions for home or business. They service The Great Southern, WA.

With more and more people searching on mobile devices the website upgrades for optimisation and content refresh.

The XEN Solar website development process is tailored from our experience with solar dealers. Our goal was to build a modern, responsive website that has a great UX.

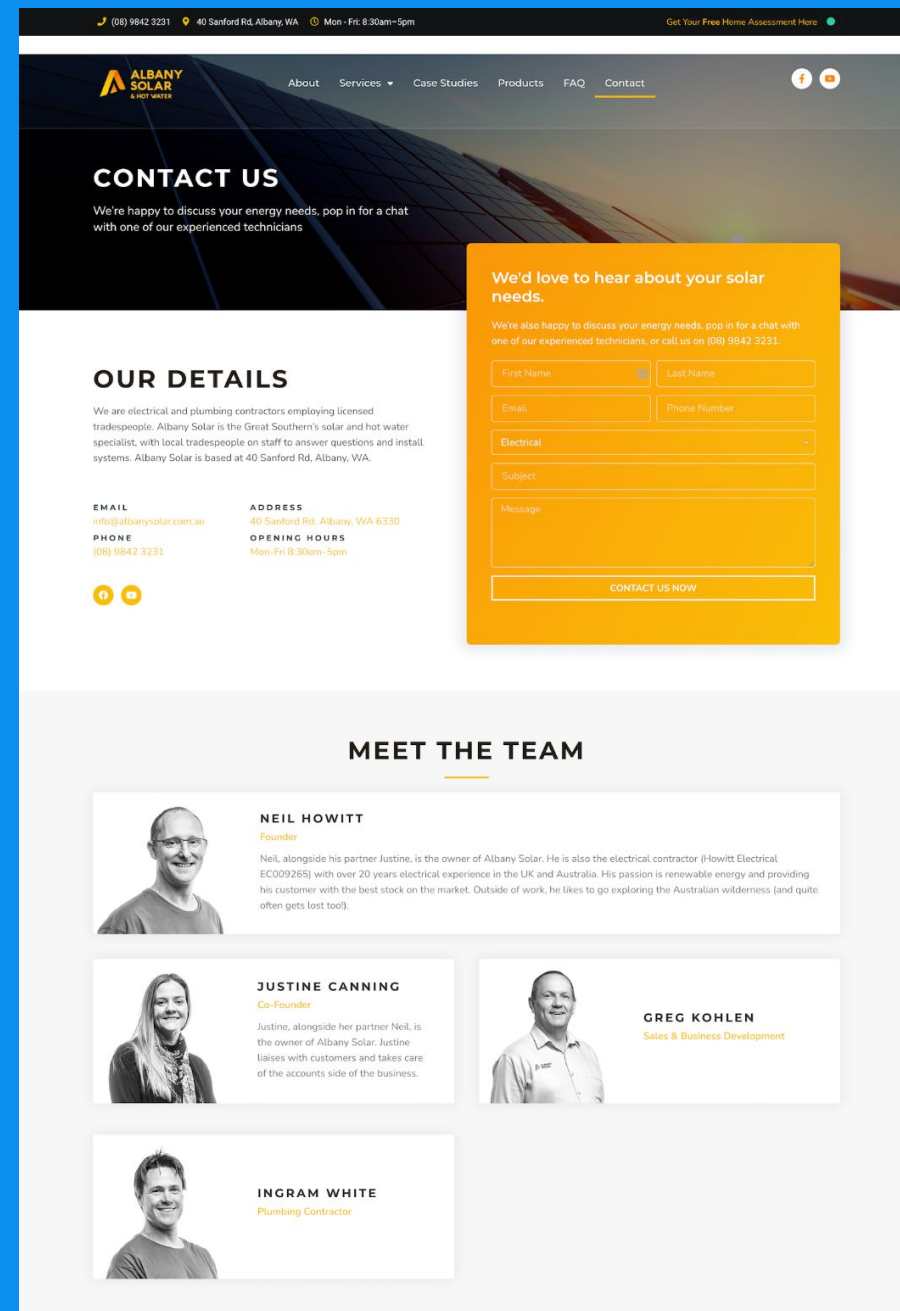
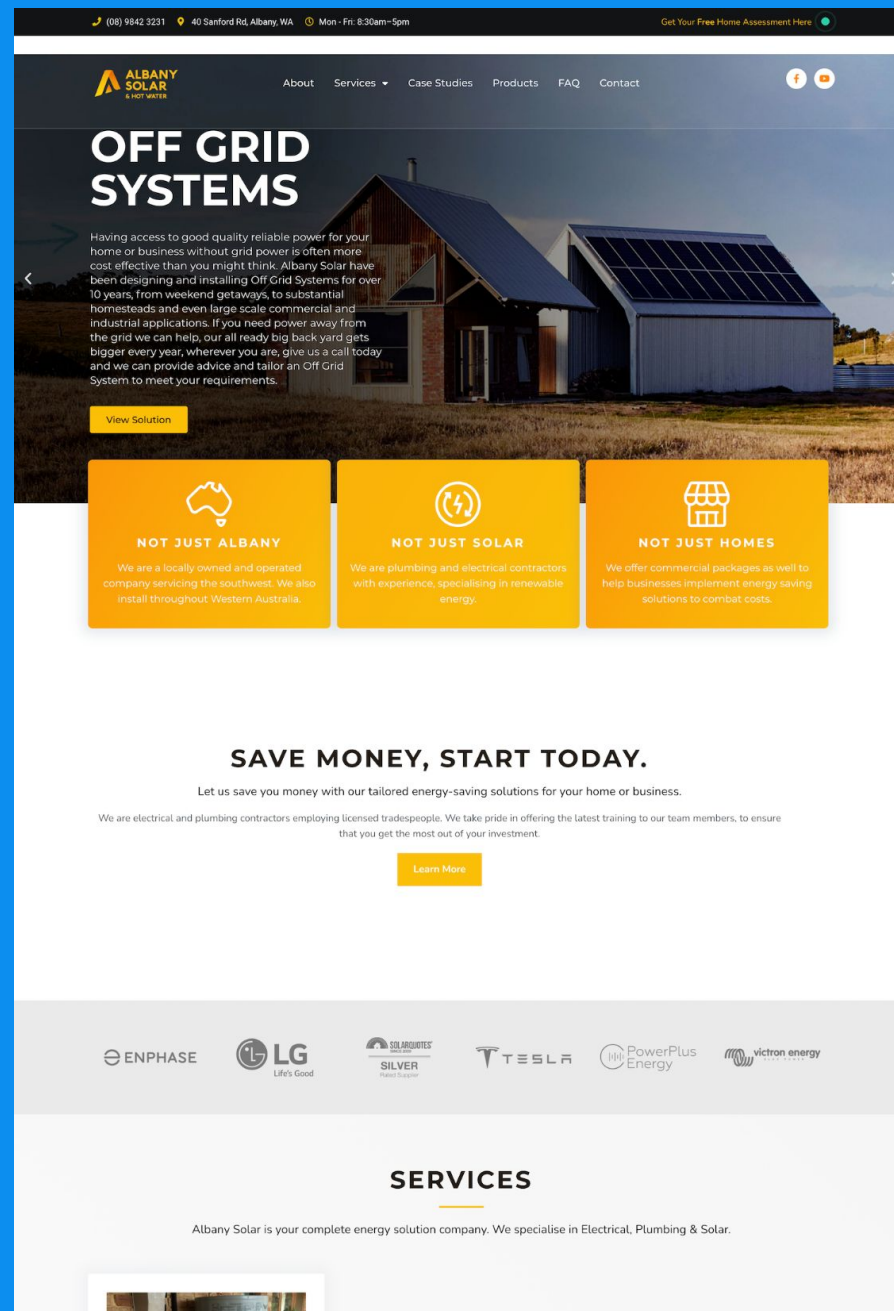


From our first dealings with XEN Solar we were relieved to have found a team that were efficient and able to take the lead with the construction of our new website.

The team were extremely patient and understanding and met our often difficult time schedules, to gain the input from both Directors.

It is rare to find a company who delivers exactly what they promise, on budget, it has been a pleasure to deal with the XEN Solar team.

EXAMPLES OF WORK



Certifications



**HubSpot Platinum
Certified Agency Partner**



**Databox Premiere
Partner**



Google Partner



HubSpot Experts

Contact

XEN Solar



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