

# Strategy Session

Overview of planning Digital Marketing Strategy



# Session Overview

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# What is **Strategy**?

- Research into needs and wants
- Testing based on audiences and messaging
- Pattern matching (based on experience)



**STRATEGY =  
RESEARCH +  
INSIGHTS**

# What is **Marketing**?

## The Right Message

- to the Right Person
  - at the Right Time
    - in the Right Place
      - in the Right Format
- **to prompt the Right Action**



**MARKETING =  
THE RIGHT  
THINGS**

# Understanding the Customer Journey

## XEN Journey Canvas™ for Solar Dealer | 2021



	Awareness TOFU (Stranger)	Consideration MOFU (MQLs and SQLs)	Decision BOFU (Customer)	Delight (Promoter)
Goals	Attract traffic 200 MQLs per month	Convert leads 100 SQLs per month	Close customers 20 installs per month	Promoters 3 testimonials and 2 referrals per month
Audience 1				
Audience 2				
Audience 3				
Audience 4				
Audience 5				
Messages	Pain points • • • •	Talking points • • • •	Decision points • • • •	Upsell points • • • •
Assets				
Topics				
Sources				
Comments				

# Understanding the Customer Journey

## XEN Journey Canvas™ for Solar Dealer | 2021



	Awareness TOFU (Stranger)	Consideration MOFU (MQLs and SQLs)	Decision BOFU (Customer)	Delight (Promoter)
<b>Goals</b>	Attract traffic 200 MQLs per month	Convert leads 100 SQLs per month	Close customers 20 installs per month	Promoters 3 testimonials and 2 referrals per month
<b>Audience 1</b>	Retirees			
<b>Audience 2</b>	Young families			
<b>Audience 3</b>	Off-grid			
<b>Audience 4</b>	All electric home			
<b>Audience 5</b>	New home build			
<b>Messages</b>	Pain points <ul style="list-style-type: none"> <li>Reducing bills</li> <li>Confusion about the market</li> <li>Crap solar</li> <li>Tariffs and rebates</li> </ul>	Talking points <ul style="list-style-type: none"> <li>How We Help</li> <li>Pricing</li> <li>Brands</li> <li>How to Choose a Reputable Installers</li> </ul>	Decision points <ul style="list-style-type: none"> <li>Why Choose Us</li> <li>How to Get Started</li> </ul>	Upsell points <ul style="list-style-type: none"> <li>Keeping you updated</li> <li>Further ways to save you money</li> <li>What else can we help you with</li> </ul>
<b>Assets</b>	Blog posts Ebooks/guides Interactive pages Podcast episodes	Calculators Checklists Webinars Installation tips	<b>Overview of our process</b> <b>Solution offering overview</b> Item costing model Case studies Proposal	Onboarding process guide Surveys and NPS Quarterly check-in Customer support
<b>Topics</b>	Solar marketing trends Tips for choosing solar Common problems	How to guides Research insights Getting quotes	Our process Our customers Our results	
<b>Sources</b>	Facebook ads LinkedIn ads/updates YouTube videos Google AdWords Twitter Ads Google organic	Retargeting ads Email nurtures Bots Referrals	Retargeting ads YouTube videos Personal email outreach Phone calls Meetings HubSpot deal	
<b>Comments</b>				

# Understanding the Customer Journey

## THE MODERN ONLINE BUYER'S JOURNEY



Modern Journey example [\(link\)](#)

# Understanding the **Customer Journey**

Goal is to move the prospect along to the next stage of the journey

- Sometimes it happens quickly
- Sometimes it takes months/years



# What is **Marketing Strategy**?

## **RESEARCH TO FIND:**





- the Right Message points
- to communicate to the Right People
- and move them along their customer journey at the Right Time

## **INSIGHTS TO SCALE:**

- at an economically viable cost/investment
- so your business can grow

# What is **Marketing Strategy**?

## STRATEGY + TACTICS

				
Right Message	Right People	Right Time	Right Place	Right Format
What are you saying?	Who are you saying it to?	When are you saying it?	Where are you saying it?	How are you saying it?
Strategic			Tactical	

# Review History

What marketing has been done previously?

- What research do we have?
- What insights do we have?

If nothing is available, what can we glean by reviewing our current customers?

# Plan Future

## **The Journey Canvas is our guide**

- What research do we need to conduct (for each Audience)?
- What insights do we need to track?

# Plan Future

## TIPS

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- 🎯 Look for patterns
- 🎯 Learn how to avoid going too broad or too narrow
- 🎯 Learn how to test + measure

# Contact

# XEN Solar



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