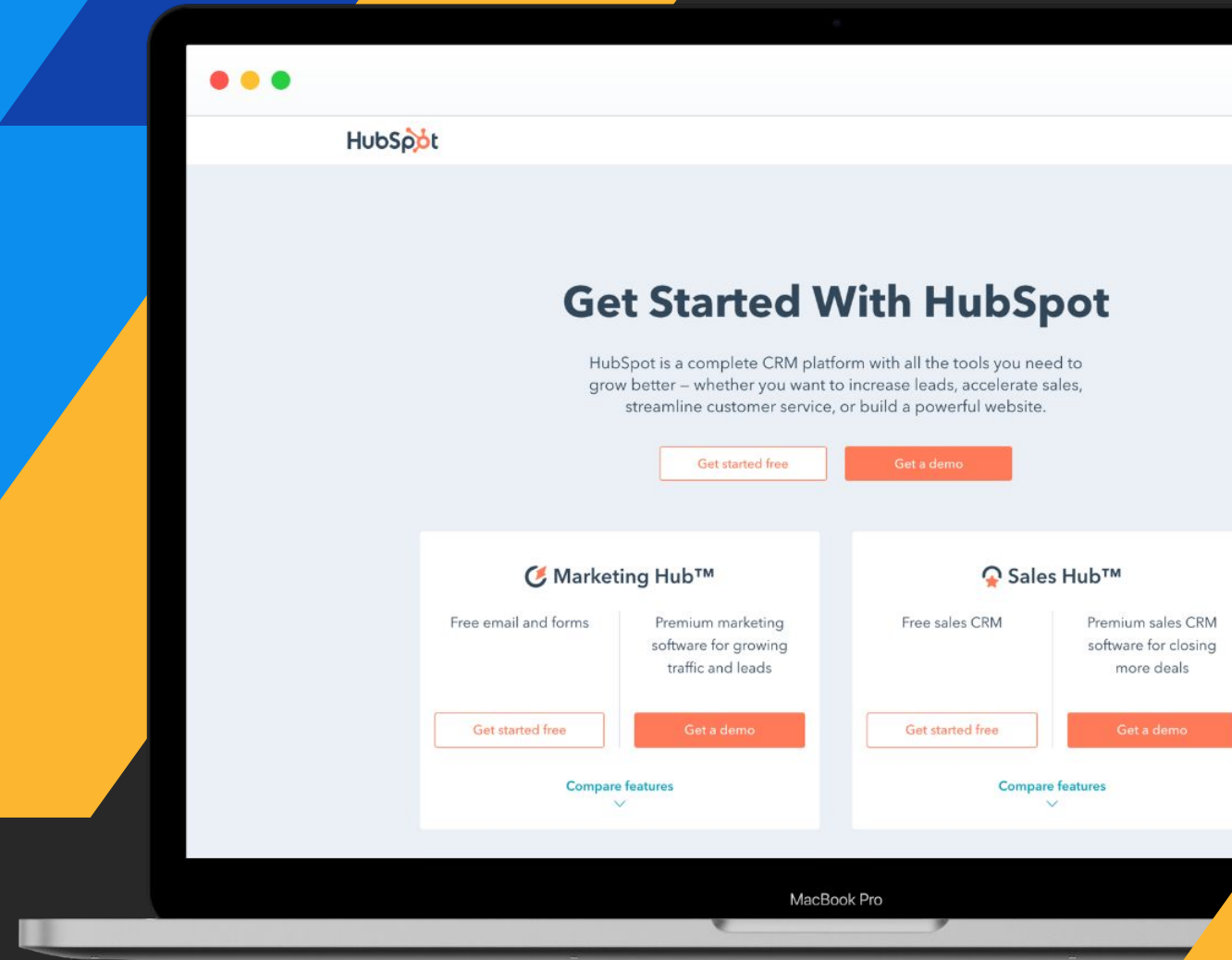


# HubSpot Ignition

A tailored **HubSpot onboarding** service to help **solar companies** accelerate their marketing strategy, HubSpot implementation and business growth.



# XEN Solar

works with **solar companies** - including dealers, installers and suppliers - to coordinate **digital strategy**, implement **marketing technology** and drive **business growth** through digital marketing campaigns.



SETTING UP YOUR HUBSPOT PORTAL

# HubSpot Ignition

We work with you and your marketing & sales team members to **plan, prioritise and setup your HubSpot installation.**

We're then on-call to guide you with any **training** and ongoing implementation questions.

# Ignition Overview

- Typically a **3 month** implementation
- Prioritised for the first month to get **early wins**
- Includes **full setup and implementation** of your portal (not just advice/training on what you should do)
- Available for **phone/zoom calls** throughout the months (strategy, priorities, training)
- Access to **entire XEN team** (as appropriate for answering questions)

# Ignition Focus

## Example Schedule

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### MONTH 1: Strategy and Quick Wins

- HubSpot strategy - sales and marketing priorities
- HubSpot settings, tracking, contact migration
- HubSpot integrations, popup forms
- Reports

# Ignition Focus

## Example Schedule

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### MONTH 2: HubSpot Campaigns

- Campaign Tool and Seo
- Email Marketing, Workflows (Automation)
- Social Channels
- Ads
- Web and Landing Pages, Blogs

# Ignition Focus

## Example Schedule

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### MONTH 3: HubSpot Sales

- Sales Pipelines, Deals
- Snippets and Templates
- Quotes and Products

# Ignition Outcomes

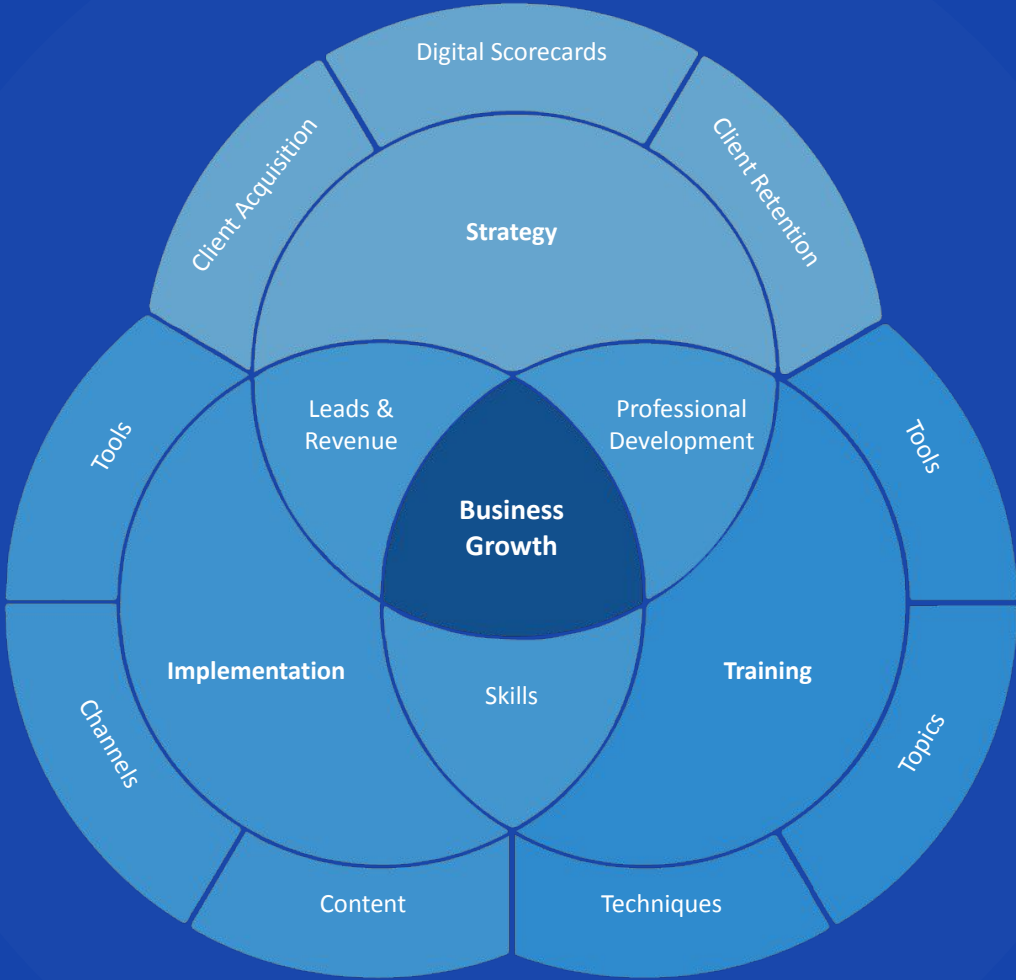
## **Optimised HubSpot Portal for Marketing and Sales**

- Fully setup and integrated
- Emails, Pages, Forms, Workflows in place
- Campaigns ready
- Reporting and dashboards active
- Staff trained and informed



# Growth Model

The XEN Business Growth System



# Premium Offerings



## Digital Advisor

Consider us your digital marketing advisor. We're on call when you have questions about strategy, implementation and reporting.



## Training

XEN provides training across all areas of the digital marketing journey including Strategy, SEO, Analytics, HubSpot, Google Ads and Facebook advertising.



## Consulting

XEN provides tailored consulting services to larger corporates. Typical examples include in-depth analysis projects and management board reports.

# Core Services



## Strategy

Set your digital strategic direction



## Websites

Design and development



## Personas

Audience research and targeting



## Implementation

HubSpot strategy and execution



## Lead Generation

Business growth campaigns



## SEO

Content strategy and optimisation



## Lead Nurturing

Segmenting, scoring & expanding



## Paid Advertising

Google AdWords & paid social



## Reporting & Insights

Dashboards & management ROI



## Social

Social media management

# Client Results: LG Energy



## Strategy + Lead Generation

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

With the site now 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's combination of strategic, technical and implementation skills, and have now introduced them into other divisions across LG.

### MARKUS LAMBERT

National Manager, Solar Sales

**LG**

<https://lgenenergy.com.au/>



# Digital Ecosystem



## Strategic Direction

Understanding and agreeing on digital goals for your business, including KPIs, audiences, differentiation and targeting



## Content Strategy

Detailed research, content planning and campaign implementation



## Technical Implementation

Expert implementation of your marketing technology stack including HubSpot, Google, website, social and paid advertising platforms



## Realtime Reporting

Reporting and insights for stakeholders and practitioners, including management dashboards, analytics reports and insights reviews

# About **XEN Solar**

XEN works with **solar companies** - including **dealers, installers** and **suppliers** - to coordinate digital strategy, implement marketing technology and drive business growth through digital marketing campaigns.

XEN staff are all technology power users. Curious about technology. Interested in your business.

We gravitate to technology companies who have compelling products to offer the market. We want to work with you, drive your marketing, grow together. We're your digital partners.

# Technical Specialists

- Since 2009
- Founder is a Software Engineer and former CTO
- Australia's Highly Certified HubSpot Agency
- End-to-end Marketing Technology Experience
- Asia-Pacific's Leading HubSpot Podcast

29

HubSpot Certifications

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12

Years of Leads

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2000+

Leads Generated Every Month

# HubShots

- APAC's #1 HubSpot Focussed podcast
- Recommended by Brian Halligan (CEO of HubSpot)
- More than 250 episodes over the last 5 years



## Industry Trends

A look at the trends, challenges and tactics that leading marketing managers and sales professionals are encountering.



## Growth Tactics

We share our real-world experiences using HubSpot and Inbound Marketing strategies. Complete with our mistakes and learnings!



## HubSpot Tips & Tricks

Tips for using key HubSpot functionality, covering Marketing Hub, Sales Hub and Service Hub.



## HubSpot Features

We dive into the latest HubSpot features, highlighting what we like, plus gotchas to avoid.



# Key People



**Craig** Bailey



**Roselen** Fernandez



**Tara** Connolly



**Marie** Munalem

# Certified Expertise



## HubSpot Platinum Partner

XEN has been a HubSpot Certified Partner since 2012. XEN is one of the most HubSpot exam certified agencies in Asia Pacific.



## Google Partner

XEN has been a Google Partner since 2010, working with the full suite of Google tools including certification in Google Ads.



## Databox Premier Partner

XEN has attained the highest level of the Databox partner program, demonstrating expertise in all aspects of their reporting and dashboarding platform.

# Contact

# XEN Solar



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