

# 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.

# 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

# 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

# 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

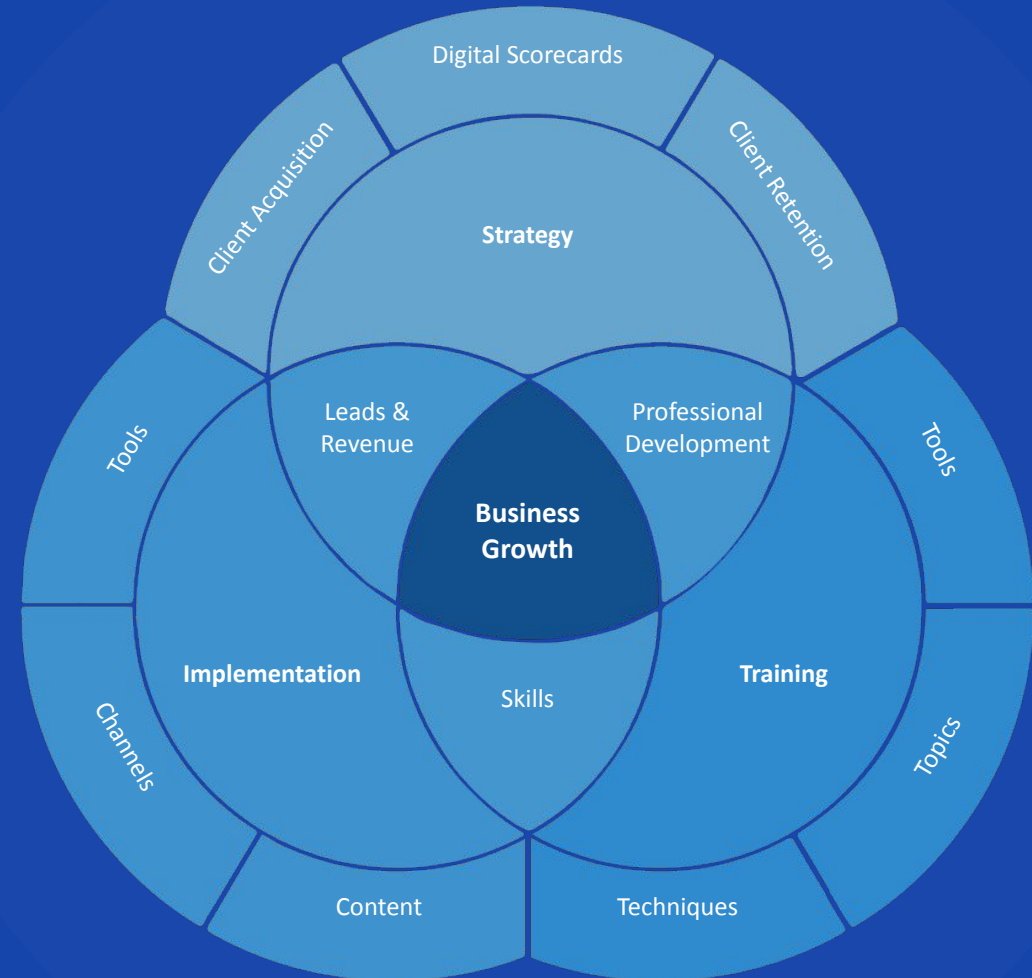
**LG**

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



# Growth Model

The XEN Business Growth System



# 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

# 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



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



Level 3

116 Military Road

Neutral Bay NSW 2089