DIGITAL NARKETING

LG Dealer Day | 09 April 2018

Craig Bailey | XEN



Digital Marketing Best Practices

Based on LG Energy Testing

Over the past two years, LG Energy has:

- Tested ever major digital marketing channel
- Spent more than \$300K on advertising
- Generated more than 20,000 leads
- Learnt a ton about reaching prospects...



Agenda

40-45 mins + Questions

- What is digital marketing?
- Findings from LG Testing
- Recommendations for LG Dealers
- Helping LG Dealers with Digital
 - Guides (April 2018)
 - New Digital Marketing Service Trial (June 2018)





Craig Bailey

Technical Director | XEN

Loves testing digital marketing stuff Founder of XEN | Digital Agency | Team of 6 Helping businesses generate leads Working with LG since Jan 2016



Key Findings

from LG Energy Digital Testing

- You must have a **mobile friendly** website
- You must have a **Facebook** strategy to drive the lowest cost leads
- You should take advantage of **Instagram**
- You need to be careful with how you use
 Google AdWords
- You can get some success with **Twitter**, but it can be tricky



DIGITAL MARKETING

A simplified look at Digital Marketing => Driving Leads



1: Website



45% of LG Traffic is on mobile

Mobile Friendly



Your site must work well on mobile phones \Rightarrow Plan with your web developer if needed

People research with their phones in spare moments ('micro moments')

Google is rewarding sites that work well on mobile, and demoting sites that don't...



Search Engine Optimization

Good Content

Easily consumable

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Google	dms	energy							٩				Sign in	
	All	News	Images	Shopping	Videos	More		Settings	Tools					

About 4,030,000 results (0.31 seconds)

DMS Energy - Solar Energy - Spreyton - Yellow Pages

https://www.yellowpages.com.au/Tas/spreyton/dms-energy-14708426-listing.html

 Solar Energy in Spreyton, Tasmania, 7310
 DMS Energy, Tasmania's premier solar,renewable and energy experts.
 DMS Energy strives to Honestly, Ethically and Accurately assist Tasmanians to meet their renewable energy goals.
 Yellow Pages® directory.

DMS Energy Reviews | 27,741 Solar Installer Reviews | SolarQuotes https://www.solarquotes.com.au > Solar Panel Installers 👻

★★★★ Rating: 4.8 - 3 reviews Learn what other people are saying about DMS Energy. See customers' ratings and reviews.

DMS Energy | LinkedIn

https://au.linkedin.com/company/dms-energy Learn about working at DMS Energy. Join Linkedin today for free. See who you know at DMS Energy, leverage your professional network, and get hired.

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DMS Energy, LLC | LinkedIn

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DMS Energy - LG Solar

https://www.lgenergy.com.au/dealer/55/dms-energy -

DMS Energy is a Tasmanian owned and operated company, focusing on the commercial, residential, agricultural and wholesale sectors of the renewable energy, heating, lighting and electrical industry. DMS Energy offers quality, industry recognised, energy efficiency and energy consumption reduction solutions.

DMS Energy in Spreyton, TAS, Installation Trade Services - TrueLocal

https://www.truelocal.com.au > Installation Trade Services > TAS > North > Spreyton ▼ DMS Energy in Spreyton, TAS, 7310. Business contact details for DMS Energy including phone number, reviews & map location – TrueLocal.

DMS Energy - Home | Facebook

https://www.facebook.com > ... > Heating, Ventilating & Air Conditioning Service • ***** Rating: 4.7 - 13 votes DMS Energy, Spreyton, TAS. 1424 likes - 28 talking about this - 57 were here. Totally Tasmanian energy efficiency experts, best products for best prices...

DMS Energy | HRV Commercial on Vimeo



https://vimeo.com > Emmark Studios > Videos Mar 20, 2016 - Uploaded by Emmark Studios This is "DMS Energy | HRV Commercial" by Emmark Studios on Vimeo, the home This for high quality...

DMS Energy - Home Services - Launceston Tasmania - Yelp

https://www.yelp.com.au/biz/dms-energy-launceston * DMS Energy in Launceston, reviews by real people. Yelp is a fun and easy way to find, recommend and talk about what's great and not so great in Launceston and beyond.

Searches related to dms energy

		A BURNE
See photos		See outsi
DMS Energy	Website	Direction
Solar energy equipment supplier in 1	asmania	
Address: 56 Sheffield Rd, Spreyton	TAS 7310	
Hours: Closed · Opens 9AM Mon.		
Phone: 1300 502 599		
Suggest an edit		
Suggest an edit		
Questions & answers		Ask a questio
Questions & answers		Ask a questio
Questions & answers Be the first to ask a question		Ask a questio
Questions & answers Be the first to ask a question Reviews from the web		Ask a question
Questions & answers Be the first to ask a question Reviews from the web		Ask a question
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Questions & answers Be the first to ask a question Reviews from the web 4.7/5 Facebook - 13 votes Reviews	Write a review	
Suggest an edit Questions & answers Be the first to ask a question Reviews from the web 4.7/5 Facebook : 13 votes Reviews Be the first to review	Write a review	Ask a question

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Feedback

Google My Business Listing

Example **brand** search

- Gives your business a good presence in search results
- Notice that it pulls Reviews from Facebook
- Note: this business doesn't have any other presence in Google (big opportunity missed)
- They rank for their brand term, but won't rank for any solar terms

		Solar panel installer	Ċ	<u></u>
	solar pa	nel installer - Google Search		
Google	solar panel installer	٩		Sign in
	All Images Shopping Videos News More	Settings Tools		
	About 657,000 results (0.67 seconds)			
	Solar Panel Installers Certified Enphase Installers (Ag) www.enphase.com/installers/SolarPanel Find Solar Panel Installers. Smart, Connected, Reliable Energy Solution			
	Solar panels for business Special Call Us or Contac www.grandsolar.com.au/Commerical/Special * Get German Quality with QCELLS and SMA with monitoring, from a leadin Residential Special - Why Choose Us - How Solar Works - Contact Us - C § Level 15/60 Station St, Parramatta NSW - Closed today · Hours *	ng Installer		
	Commercial Solar Installer Free Appraisal Available A www.cb.com.au/Solar-Power We can save your business money on your power bills. Make an enquiry of			
	Solar Panel Installation Get Expert Advice Today (a) www.nexasolar.com.au/Solar/Panels * Professional Installers, Quality Assured. Most Modern Solar Systems Brands: Jinko Solar, Sraphini msr-Pob-hv, ReneSola Contact us - Reason to Buy Solar Panel - Solar Inverters			
	NEW SOUTH WALES OAdelaide Canbera			
	Rating + Hours +	Map data ©2018 GBRMPA, Google		
	Solar Panel Installation No reviews - Solar Energy Equipment Supplier Sydney NSW - 0414 935 788			
	Infinite Energy - Commercial Solar Power Sydney 5.0 ***** (1) - Solar Energy Equipment Supplier Sydney NSW - 1300 074 669			
	Closed - Opens 9AM Mon. Sydney Insulation 5.0 ★ ★ ★ ★ (1) · Solar Energy Equipment Supplier Enmore NSW · 1300 924 667			
	Closed - Opens 9AM Mon.			

installers close to you. ... A Clean Energy Council approved retailer is a company ...

Solar power in Sydney, NSW: Compare prices & installers - Solar Choice https://www.solarchoice.net.au/blog/solar-power-sydney-nsw-prices-installers * Feb 12, 2018 - This article is 5-point guide to everything you need to know if you're considering solar power for your Sydney home - including how to compare installers & prices .

Google My Business Listings

Example generic search

- Map details take up a third of the page
- Location, categories and reviews help your map listing show higher

Content for Websites and Social Channels

Types of content

Content can be categorised broadly as being used to:

- Educate (ie information)
- Entertain
- Promote (ie sales)





MORE STORIES

BUSINESS

Solar Market

GLOBA



SOLAR

The Australian Solar Thermal Energy Market Needs A Big Push To **Be Competitive With Fossil Fuels**

Former Australian Race Car Driver

And Solar Entrepreneur Tackles US



Queensland Kidston Stage Two Solar Plant



The University of South Wales Signed Agreement With Origin Energy



Australia Can Double Its Solar **Capacity This Year**

Solar Trust Centre

News based content site

- Provides news summaries
- Keeps people updated on renewable energy items of interest
- Builds a social following
- Allows us to promote information ebook





A common point raised in renewable energy discussions is that the environmental cost of producing items such as solar panels is high. After all they are made from non-renewable resources and fossil fuels.

> " Common objection: "The environmental costs to produce solar panels are more

OUR PICKS

 \rightarrow



Western Australia Should Direct Its Focus On Solar Power



Australian Renewable Energy Agency Seeking To Enhance Wind and Solar Forecasting



Solar **Trust** Centre

Example Post

- Provides answers to questions
- Helps position quality as an important focus in the industry
- Helpful content is more likely to be shared/liked

CUSTOMER JOURNEY Customers usually go through a process before they purchase



CUSTOMER JOURNEY Content and Channel matching





Summary So Far

Content & Website

- You must have a good mobile presence
- Mobile friendly website and Google My Business listing
- Content for people on their 'journey':
 - Research
 - Consider
 - Decide

SEO and Content Tips

Use prospects for content ideas...

Anytime a prospect or customer asks you a question:

- Make a note of it
- Write an answer to the question and put it on your website
- Post it as an update on your social channels
- Record a video of you answering it...





Video & Mobile

Key Trends

- Video is a big opportunity
- Doesn't have to be high quality
- Social channels are favouring video in their newsfeeds (eg Facebook, Twitter, Instagram, LinkedIn)

2: Social Channels



So many Digital Channels

We've tested most of them...

- Facebook
- Twitter
- LinkedIn
- Instagram
- Outbrain
- Tumblr
- Medium

- YouTube
- Snapchat
- WhatsApp
- Tumblr
- FB Messenger
- WeChat
- StumbleUpon

Social Media Channels

Don't spread yourself too thin

Focus on:

- Facebook
- Instagram
- Twitter
- LinkedIn







Share Educational as well as Promotional content Encourage engagement 'Controversial' posts can work well (eg Trump policies, Tesla) Post photos and videos of your installations Share useful news and industry trends Ask clients to leave Reviews

Facebook Page Tips

More than 3000 fans

- The more people engage with a post, the more chance it has of spreading
- Even if people are negative on posts we keep their comments
- We only delete comments that are personally offensive







Visual focus

Add photos and videos of installs

Make sure your account is a Business account

Build your profile so you can use it for Advertising campaigns





Ideal for posting industry news and trends Add video of installations Promote your blog posts and ebooks Use as a basis for Twitter advertising



More than 4M Active Monthly Users in Australia We haven't had much success However you can post educational blog post content And promote ebooks



3: Paid Advertising



Paid Social Media And Advertising Campaigns

Wider Reach

Using Paid Channels to amplify your reach

Results by Month

Contacts who signed up

- A summary of the leads generated each month
- Each month a new set of digital experiments is tested
- Some months have better results than others



Count of Contacts

Results by Digital Channel

Paid Social

- Paid Social includes Facebook Advertising, Instagram advertising, Twitter Advertising
- Paid Search includes Google AdWords, Bing Ads

New Contacts By Source

- Date range: From 1/12/2017 to 28/2/2018 Frequency: Monthly
 - Count of Contacts





Ideal for purchase intent keywords People who are closer to the purchase decision Not as ideal for early research behaviour



Google Advertising Example

Google Search

- Bid on search terms
- Ads take up the first half of the results
- Make sure you have your Google My Business listing

solar pan	el installer - Goog	gle Sear	rch
solar panel installer			Q
All Images Shopping Videos News More	Setti	ings	Tools
About 657,000 results (0.67 seconds)			
Solar Panel Installers Certified Enphase Installers e ie www.enphase.com/installers/SolarPanel ▼ Find Solar Panel Installers. Smart, Connected, Reliable Energy Solutions		n	
Solar panels for business Special Call Us or Contact Age www.grandsolar.com.au/Commerical/Special * Get German Quality with QCELLS and SMA with monitoring, from a leading Residential Special · Why Choose Us · How Solar Works · Contact Us · CC Q Level 15/60 Station St, Parramatta NSW - Closed today · Hours *	g Installer	Panel	s
Commercial Solar Installer Free Appraisal Available Ace www.cb.com.au/Solar-Power We can save your business money on your power bills. Make an enquiry or		u	
Solar Panel Installation Get Expert Advice Today (a) www.nexasolar.com.au/Solar/Panels ▼ Professional Installers, Quality Assured. Most Modern Solar Systems Brands: Jinko Solar, Seraphim srp-6pb-hy, ReneSola Contact us - Reason to Buy Solar Panel - Solar Inverters			
NEW SOUTH WALES OAdelaide	on Map data ©2016	8 GBRM	IPA, Google
Rating - Hours -			
Solar Panel Installation No reviews - Solar Energy Equipment Supplier Sydney NSW - 0414 935 788		DIRI	ECTIONS
Infinite Energy - Commercial Solar Power Sydney 5.0 ★★★★★ (1) - Solar Energy Equipment Supplier Sydney NSW - 1300 074 669 Closed - Opens SAM Mon.	WEBSITE	DIRI	
Sydney Insulation 5.0 ★★★★★ (1) · Solar Energy Equipment Supplier Enmore NSW · 1300 924 667 Closed - Opens 9AM Mon.			
:≡ More places			
Solar Accreditation - Find an installer https://www.solaraccreditation.com.au/consumers/find-an-installer.htm We have accredited more than 4800 installers of PV systems who are cer your system meets industry best practice standards and all relevant Austra installers close to you A Clean Energy Council approved retailer is a c	tified and trained lian Standards.		

Feb 12, 2018 - This article is 5-point guide to everything you need to know if you're considering solar

power for your Sydney home - including how to compare installers & prices .

Q in solar panel installer

C

0 0

Sign in

••• • • •

Google

Google Advertising Tips

Google Search

- You must be tracking results
- Some campaigns are fantastic: \$8 per lead
- Others burn through money: \$150 per lead
- Remarketing can be a fantastic complement to other campaigns, but needs to be monitored

Campaign ψ	Cost / conv.	Campaign Type		
AU Search Product Promotion	A\$48.89	Search		
Q AU Search eBook	A\$40.88	Search		
Q AU Search Dealer Search	A\$20.76	Search		
AU Remarketing Product Promotion	A\$150.97	Display		
AU Remarketing eBook	A\$8.23	Display		
AU Remarketing Dealer Search - Banners	A\$15.38	Display		
AU Display Product	A\$75.92	Display		
AU Display Dealer Search - Non Branded Text	A\$24.91	Display		
AU Display Dealer Search - Competitors	A\$25.33	Display		
AU Display Dealer Search - Branded	A\$37.57	Display		

Google Advertising Tips

Google Location Extension

- Link your Google My Business listing with AdWords
- Enabled Location Extensions in your AdWords campaign







Provides very targeted advertising Very cost effective Takes a while to optimise, but once you've cracked it, the results are incredible

Campaign Name 👻	Results Click Attribution	Reach	Cost per Result Click Attribution	Amount Spent -	Clicks (All)	CPC (All)	Impressions
LG Solar Beginner Guide (06 Sep 2016) - Lookalike - Desktop	6,009 Solar Beginner's	359,217	\$3.88 Per Solar Beginner	\$23,335.88 of \$23,335.88	20,970	\$1.11	1,328,633
LG Solar Beginner Guide (23 Aug 2016) - Renewable Interes	3,912 Solar Beginner's	391,398	\$4.26 Per Solar Beginner	\$16,653.88 of \$16,653.88	15,782	\$1.06	1,222,503
LG Solar Beginner Guide (14 Feb 2017) - Lookalike - Mobile	3,439 Solar Beginner's	210,541	\$3.27 Per Solar Beginner	\$11,258.15 of \$11,258.15	20,236	\$0.56	609,189
LG Solar Beginner Guide (11 Dec 2016) - Mobile & Instagram	2,019 Solar Beginner's	407,053	\$4.09 Per Solar Beginner	\$8,259.30 of \$8,259.30	8,552	\$0.97	888,371
LG Solar Beginner Guide (14 Feb 2017) - Renewable Interes	2,486 Solar Beginner's	255,385	\$2.99 Per Solar Beginner	\$7,439.03 of \$7,439.03	15,730	\$0.47	581,529
LG Solar Beginner Guide (13 Dec 2016) - Email List - Desktop	559 Solar Beginner's	50,213	\$7.21 Per Solar Beginner	\$4,031.26 of \$4,031.26	1,968	\$2.05	225,969
LG Solar Beginner Guide (09 Oct 2017) - Mobile & Instagra	409	124,286	\$7.36	\$3,008.24 of \$3,008.24	1,433	\$2.10	227,313

Facebook Advertising

- Facebook advertising has generated leads for as low as \$2.99 USD per lead.
- Typical range: \$4 to \$7 USD per lead

Including Instagram

Facebook **Advertising** Example

Top Ad

- Even with the silly stock image, this ad has generated more than 3000 leads (ie people signing up to download the ebook).
- Notice the number of comments and shares... for an ad!
- Many of the comments were about the vest :-)



Solar Trust Centre

Like Page

Download

Thinking about solar for your home? Download your free 16-page guide to solar.



LG Solar Beginner's Guide

LIKE

LG Energy have just released a Beginner's Guide To Solar ebook. We've reviewed it and give it the thumbs up. It's an excellent resource for anyone interested in the pros and cons of home solar power systems. It's especially ...

LG SOLAR GUID	Down	
07 Reactions 119	Ocomments 278 Shares	
n ⁿ ک Like	Comment	Share

4: Helping Dealers with Digital





2: DIGITAL MARKETING SERVICE

A 'Done-For-You' service for LG Dealers - starting in June 2018

Provided by XEN, Supported by LG

Looking for expressions of interest





Website Content

We'll prepare and add content to your site 2x blog posts per month Manage Google My Business listing



Facebook and Instagram

We'll manage your Facebook page and Instagram profile

Advertising

We'll manage & optimise your Google AdWords and Facebook Advertising campaigns



(0

Reports

We'll provide monthly reports of activity and results.

We Manage Your Digital





Mobile Friendly

Ensure your website is mobile friendly Setup/Update your Google My Business listing

Pulling it all together

Facebook and Instagram

Keep your Facebook page updated Use it with your Facebook Advertising



Google AdWords

Use Google AdWords for high purchase intent terms Make sure you carefully monitor results



Video

Video is given a boost on social channels Doesn't have to be high quality, but needs to provide value

AUSTRALIAN ROOF COVERAGE

MARKET POTENTIAL

- <u>Research</u>: 50% of Australian roofs are solar capable
- Only 1% of roofs are currently utilised
- Massive opportunity in residential and commercial

46

AUSTRALIA

Target:

50%

Roofs

