

# DIGITAL MARKETING

**LG Dealer Day | 09 April 2018**

**Craig Bailey | XEN**



# Digital Marketing Best Practices

Based on LG Energy Testing

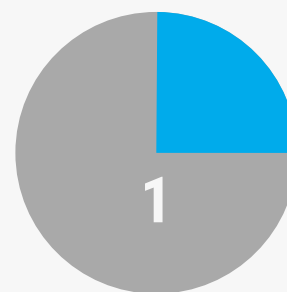
Over the past two years, LG Energy has:

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

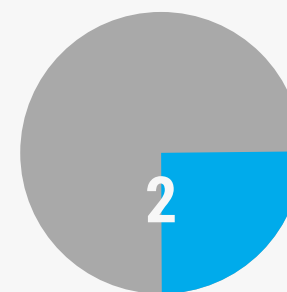
# Agenda

40-45 mins + Questions

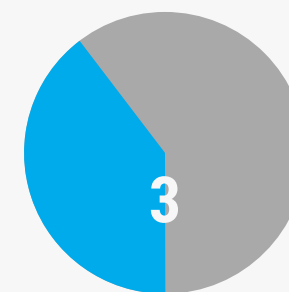
- What is digital marketing?
- Findings from LG Testing
- Recommendations for LG Dealers
- Helping LG Dealers with Digital
  - Guides (April 2018)
  - New Digital Marketing Service Trial (June 2018)



Website



Social



Paid Ads



# Craig Bailey

Technical Director | XEN

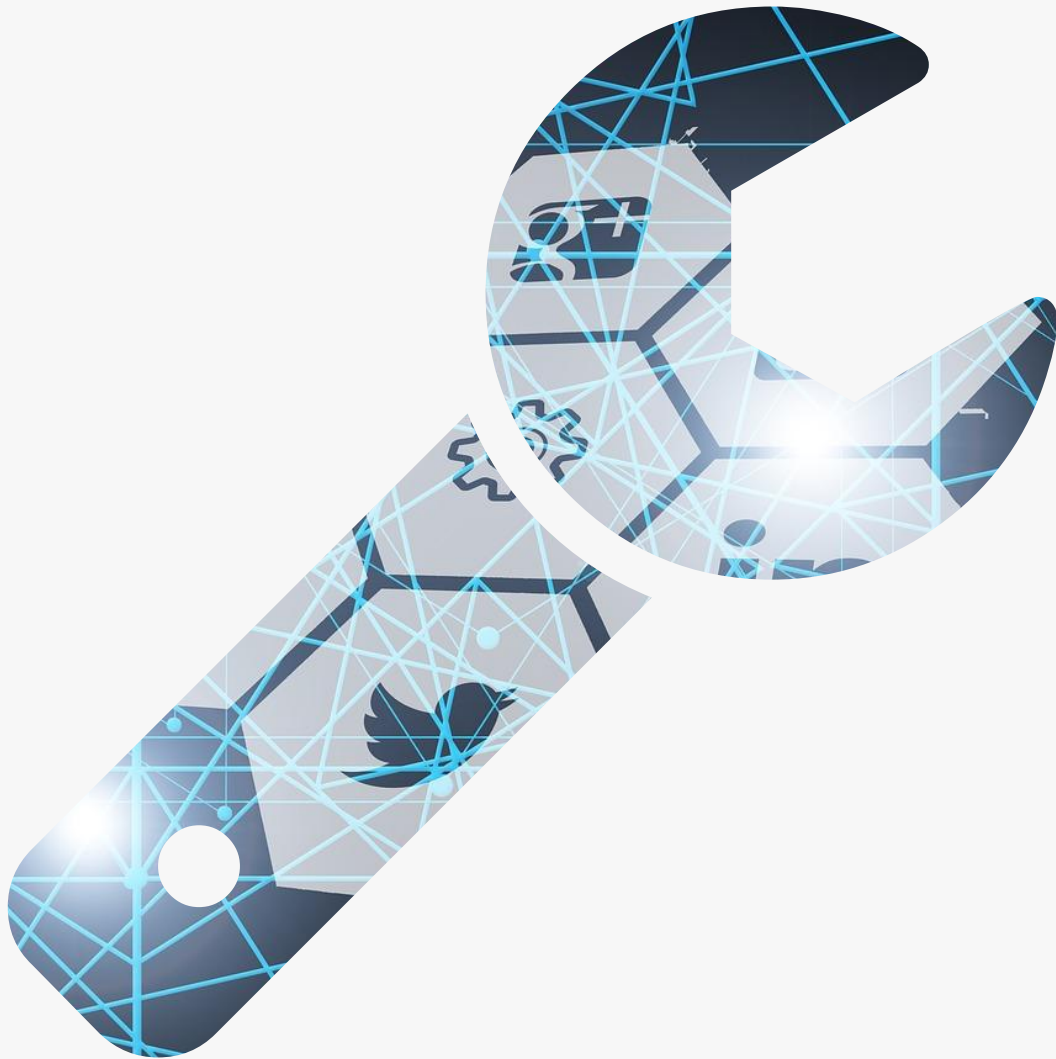
Loves testing digital marketing stuff

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



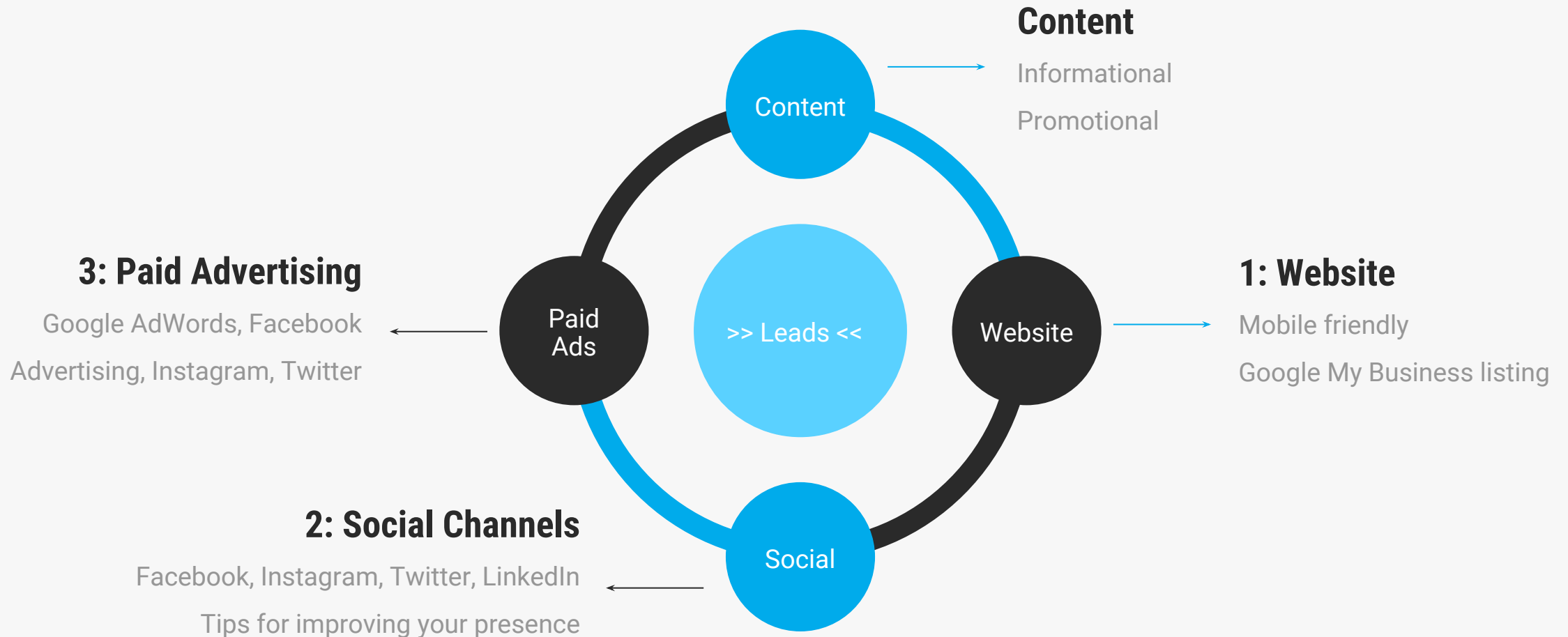
# Digital Marketing

## What is it?

- **Marketing** gets people to the Door
- **Sales** get people through the Door

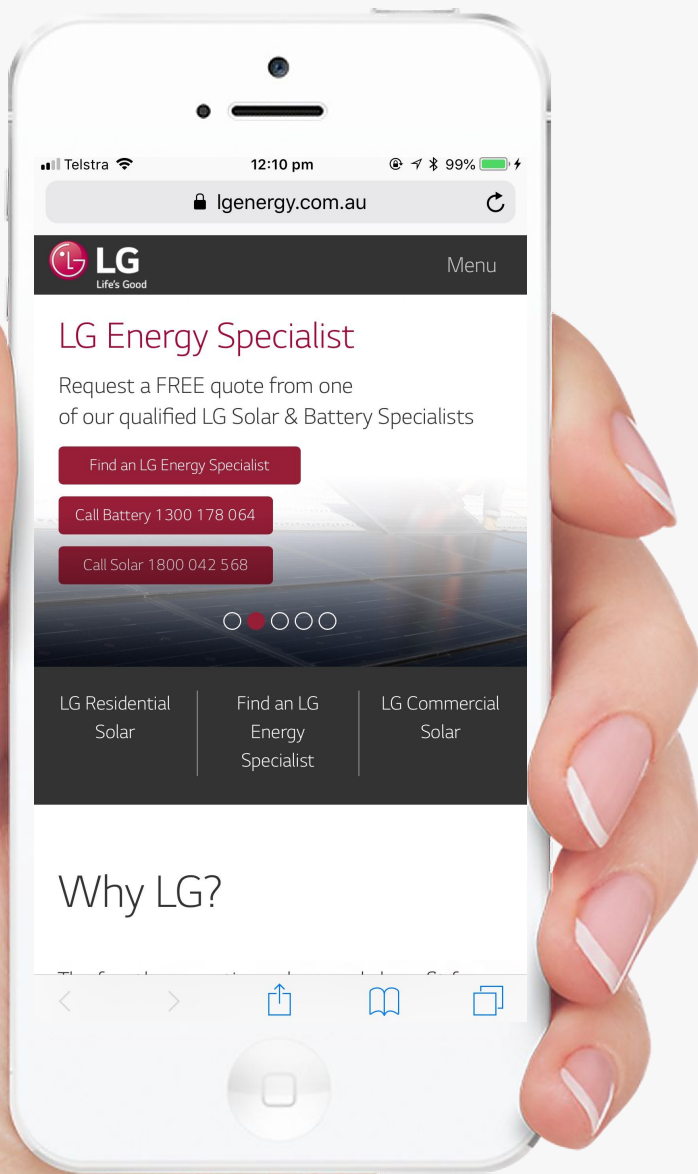
# DIGITAL MARKETING

A simplified look at Digital Marketing => Driving Leads



# 1: Website





45% of LG Traffic is on mobile

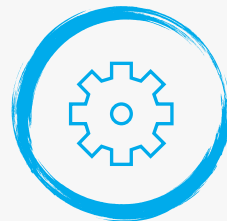
# Mobile Friendly



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



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



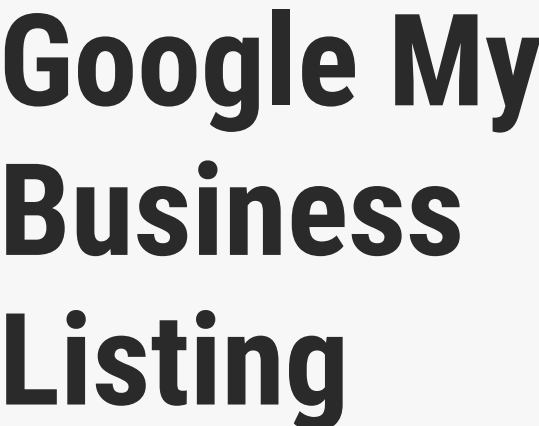
Google is rewarding sites that work well on mobile, and demoting sites that don't...



# Search Engine Optimization

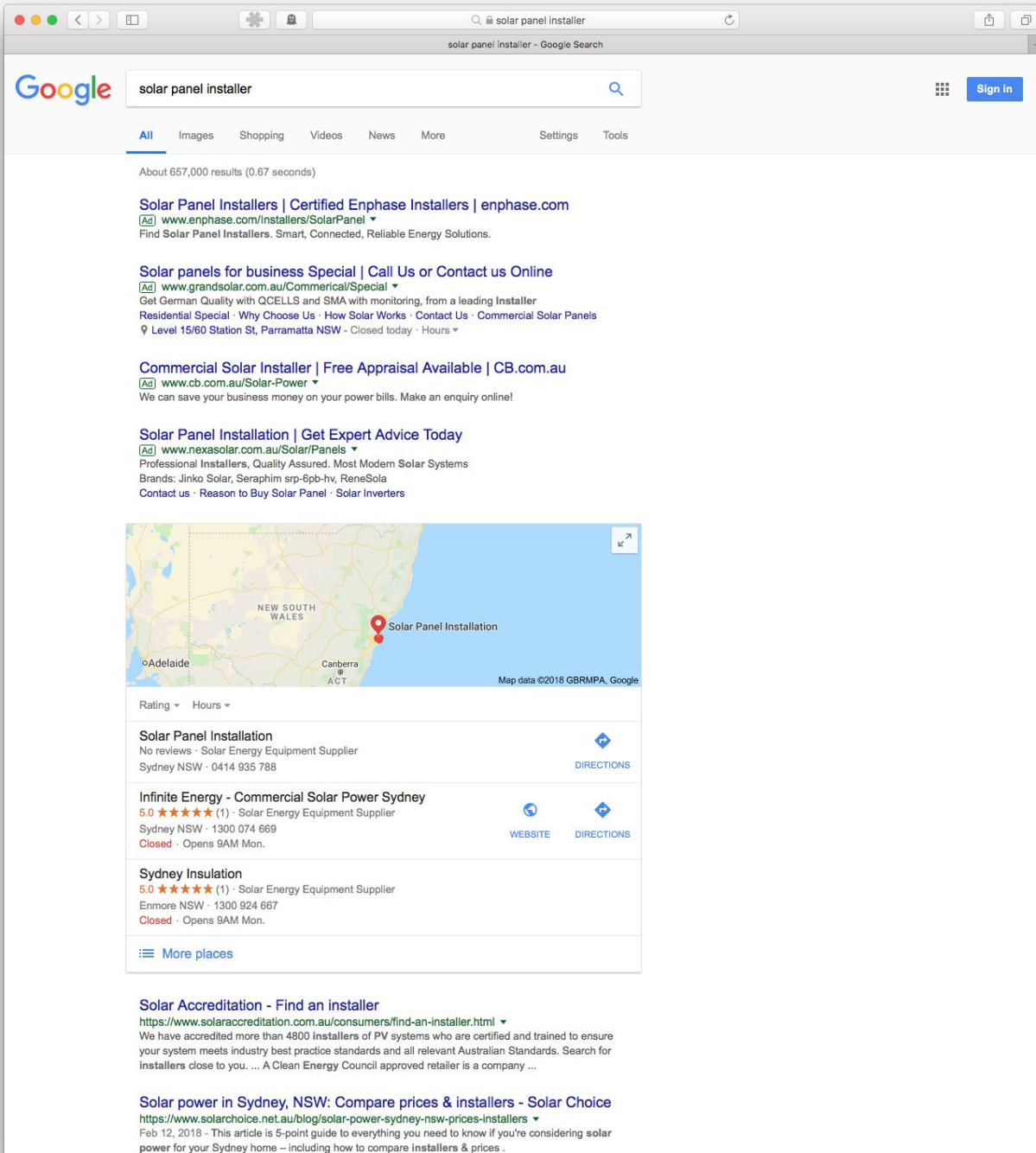
Good Content

Easily consumable



## 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



# 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

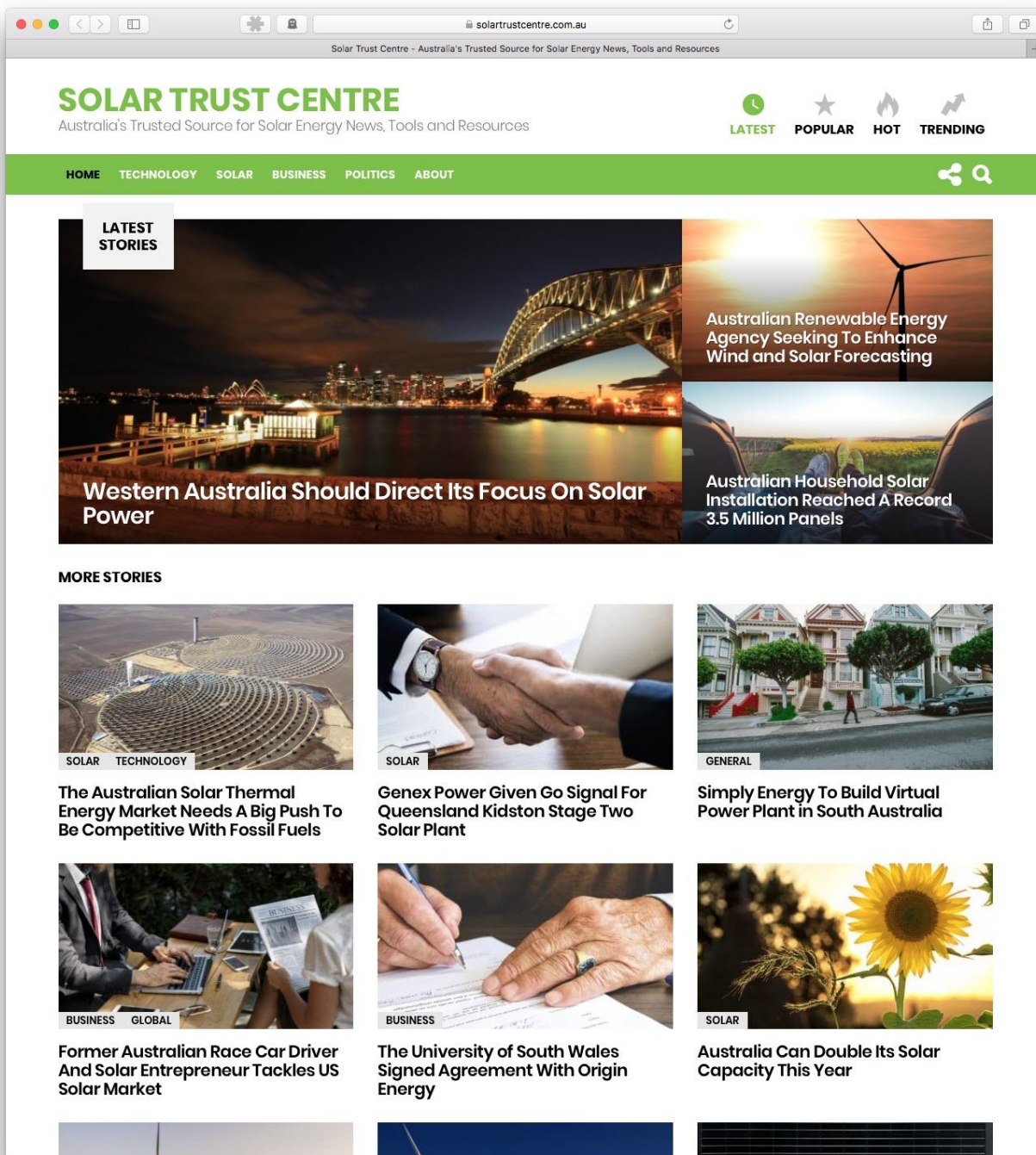
## Types of content

Content can be categorised broadly as being used to:

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





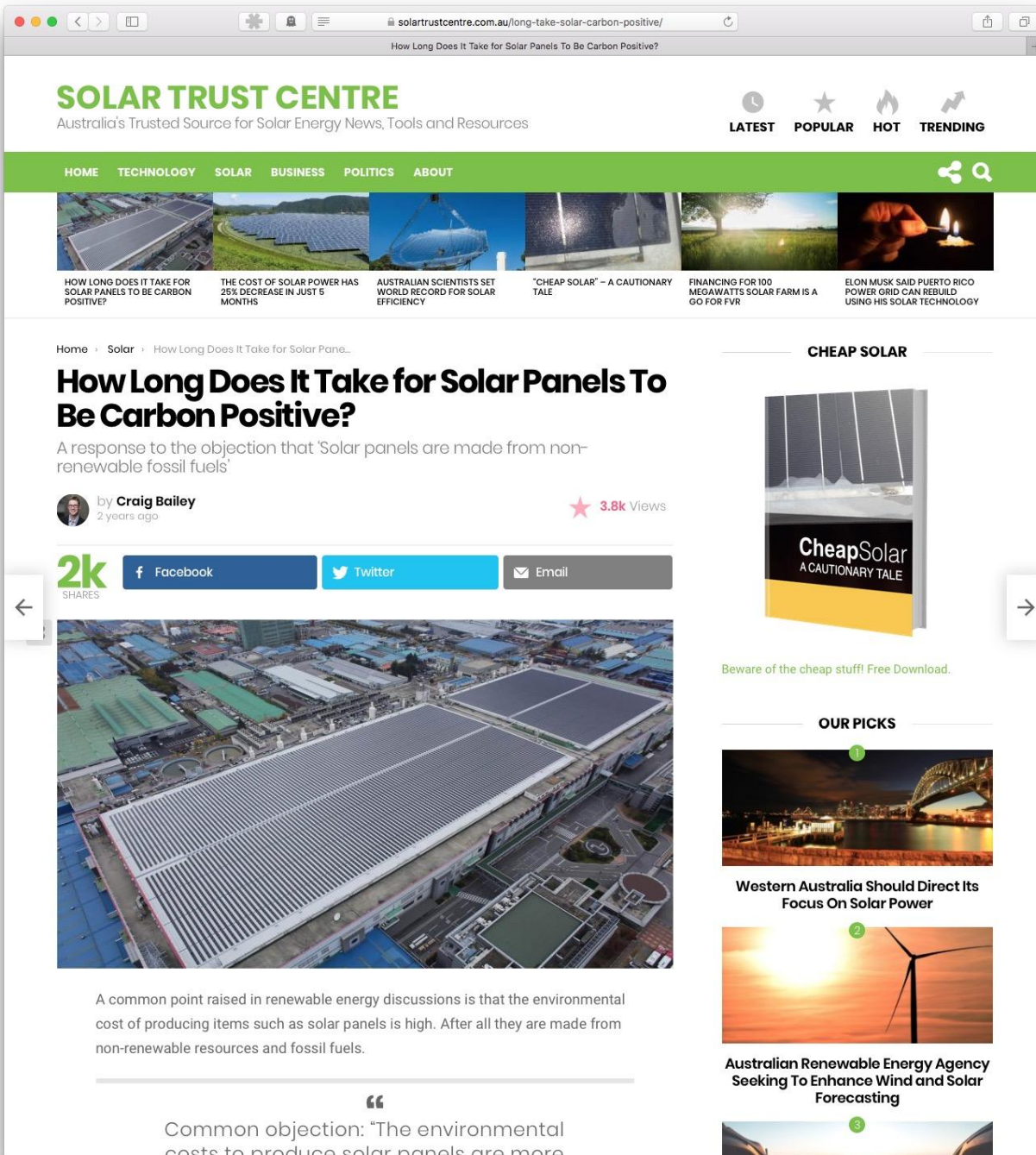


# Solar Trust Centre

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





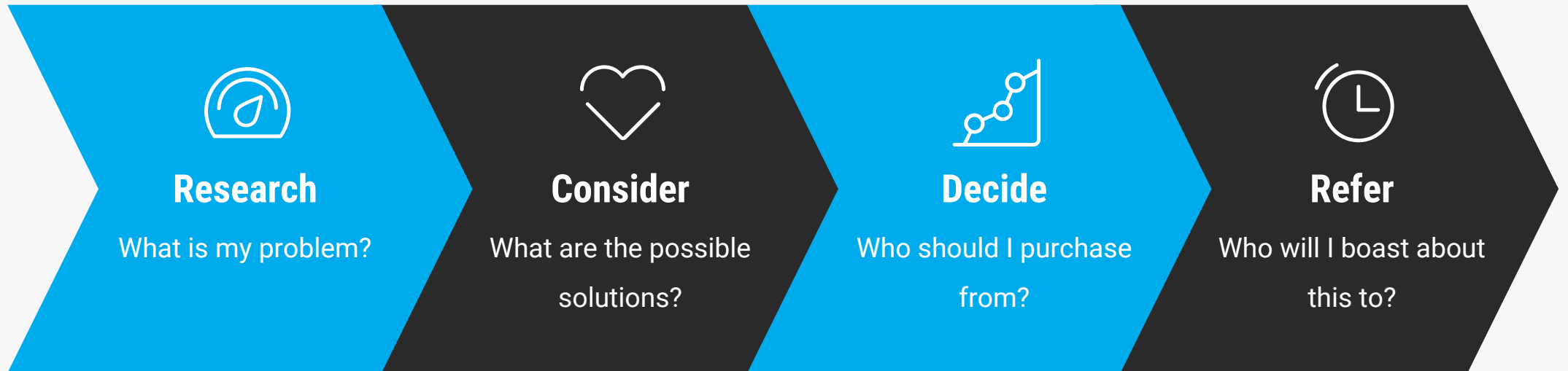
# Solar Trust Centre

## 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

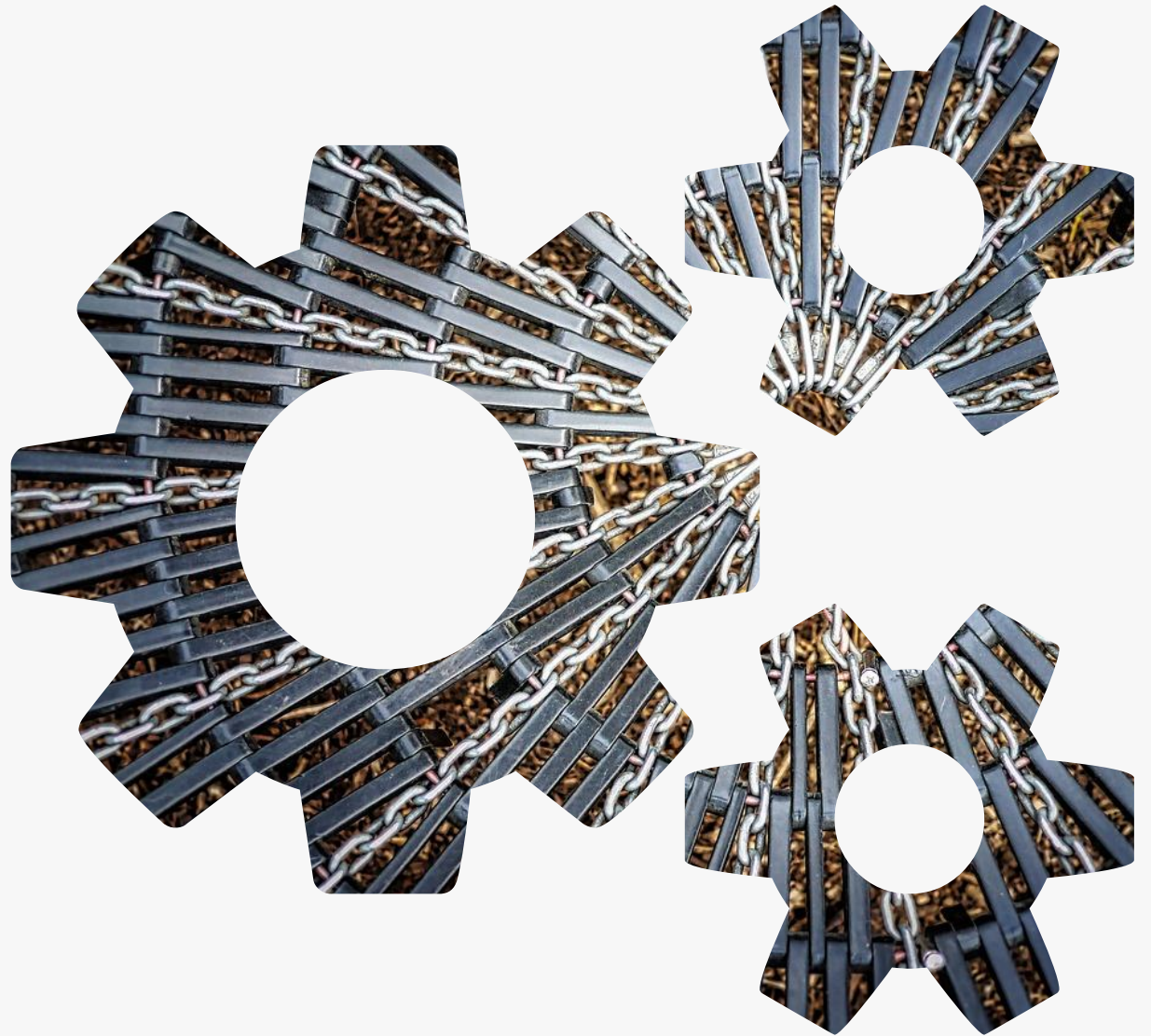
- You must have a good mobile presence
- Mobile friendly website and Google My Business listing
- Content for people on their 'journey':
  - Research
  - Consider
  - Decide

# 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...



# 2018

## 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





## Facebook Page

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







## Instagram

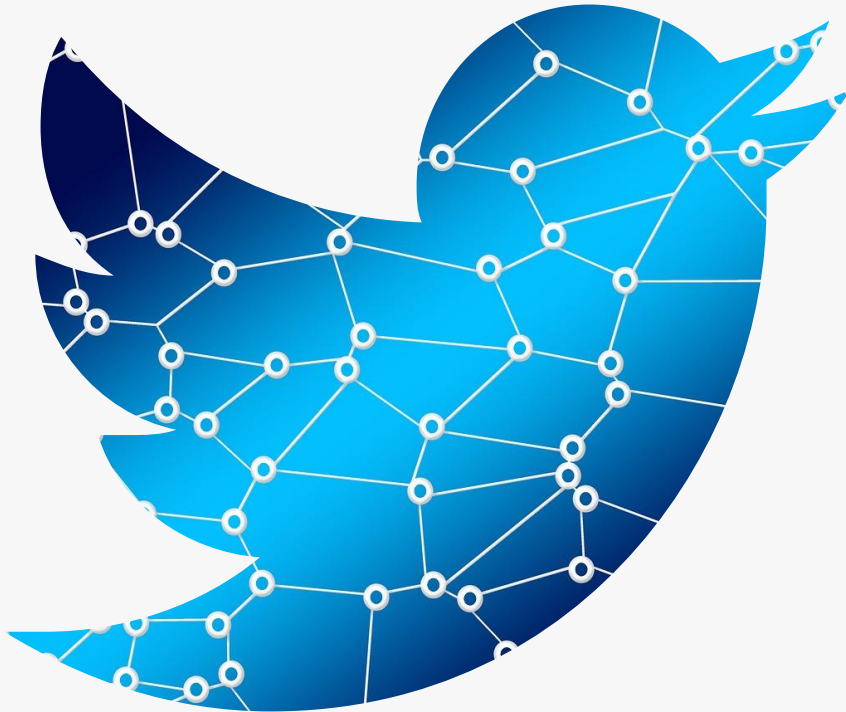
Visual focus

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





## Twitter

Ideal for posting industry news and trends

Add video of installations

Promote your blog posts and ebooks

Use as a basis for Twitter advertising



## LinkedIn

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



# Results by Digital Channel

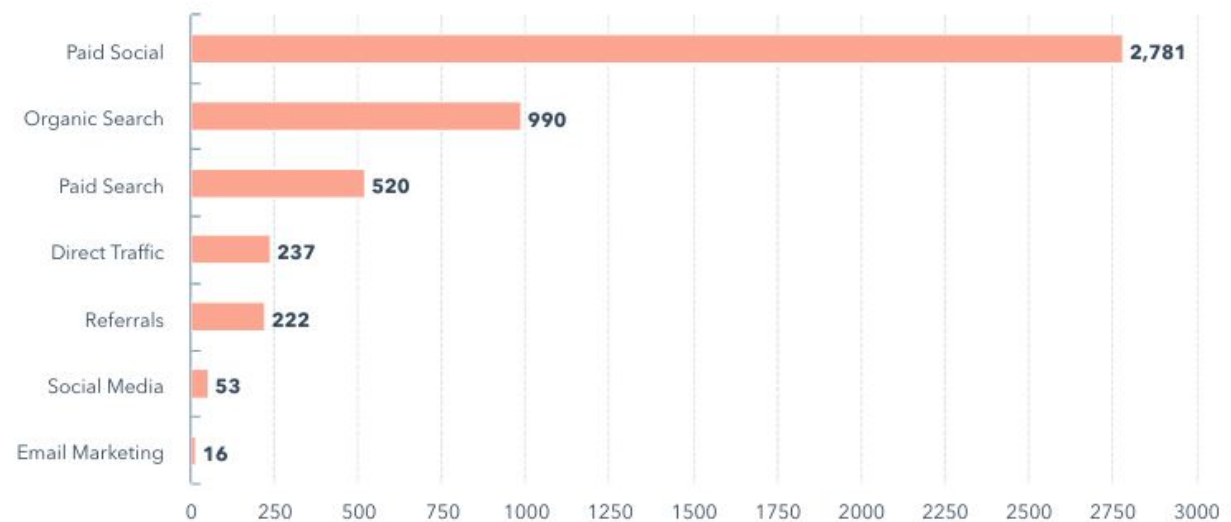
## Paid Social

- **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





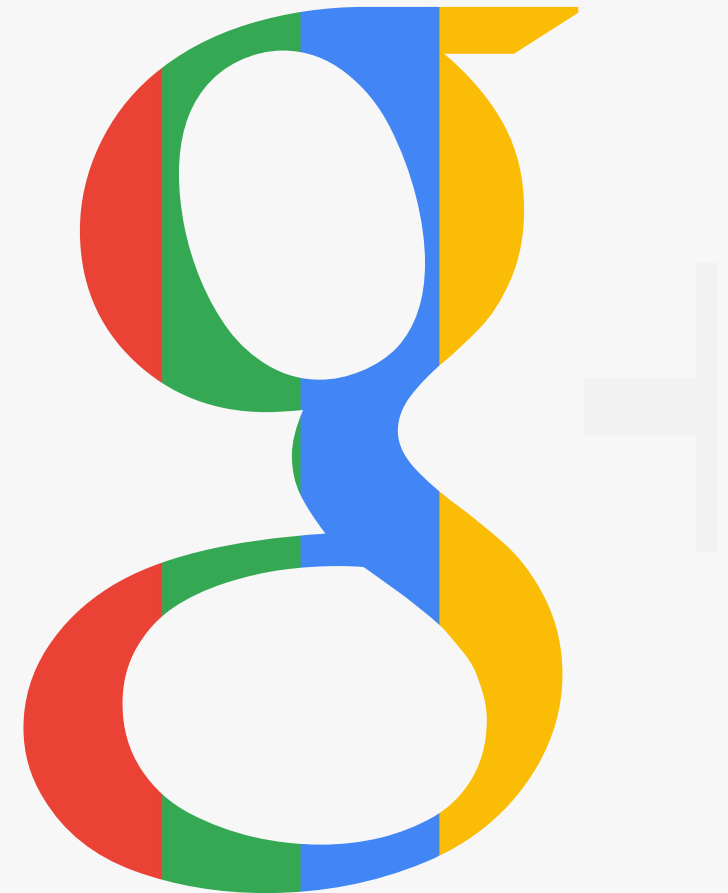


## Google AdWords

Ideal for purchase intent keywords

People who are closer to the purchase decision

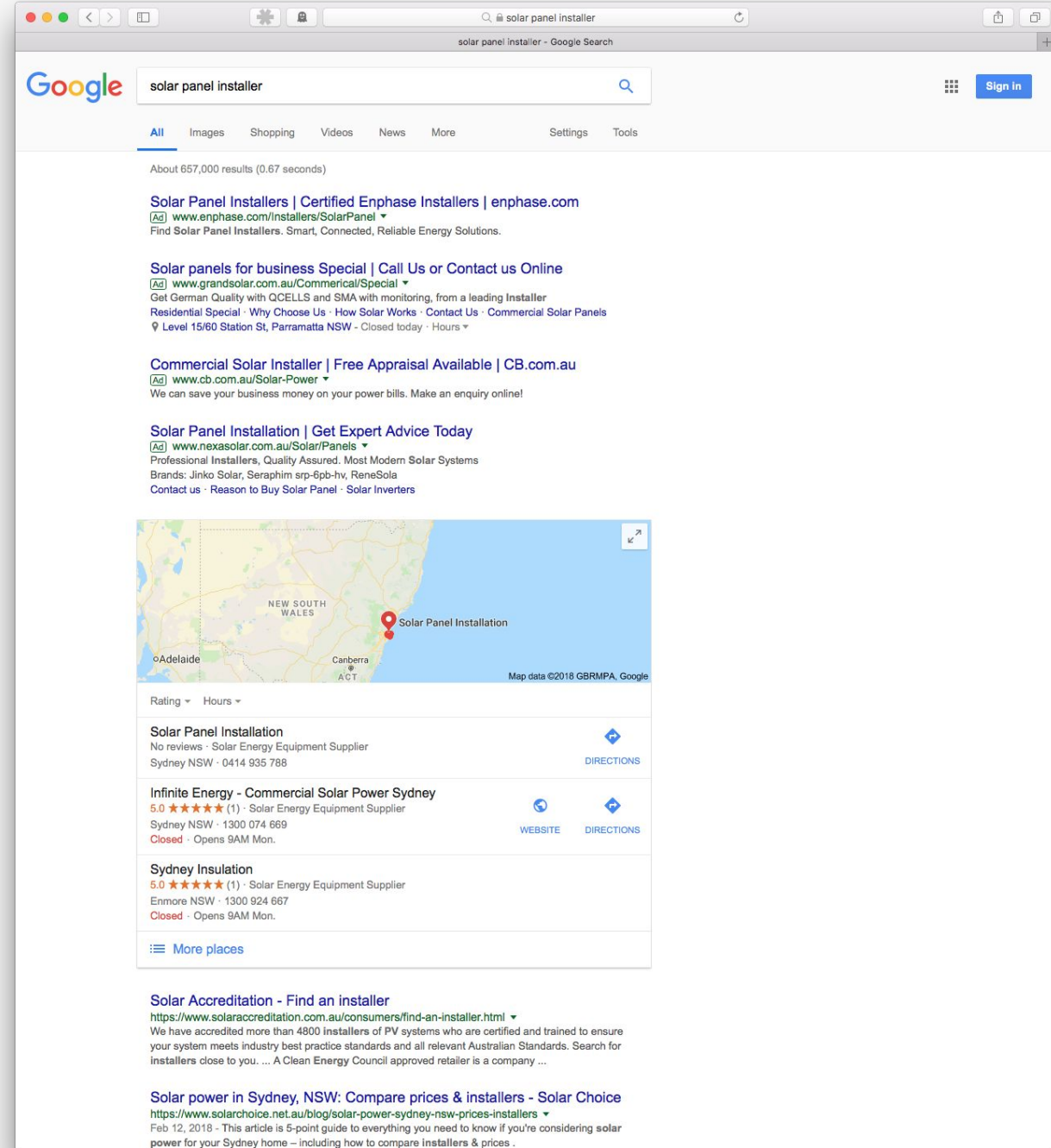
Not as ideal for early research behaviour



# 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



# Google Advertising Tips

## Google Search

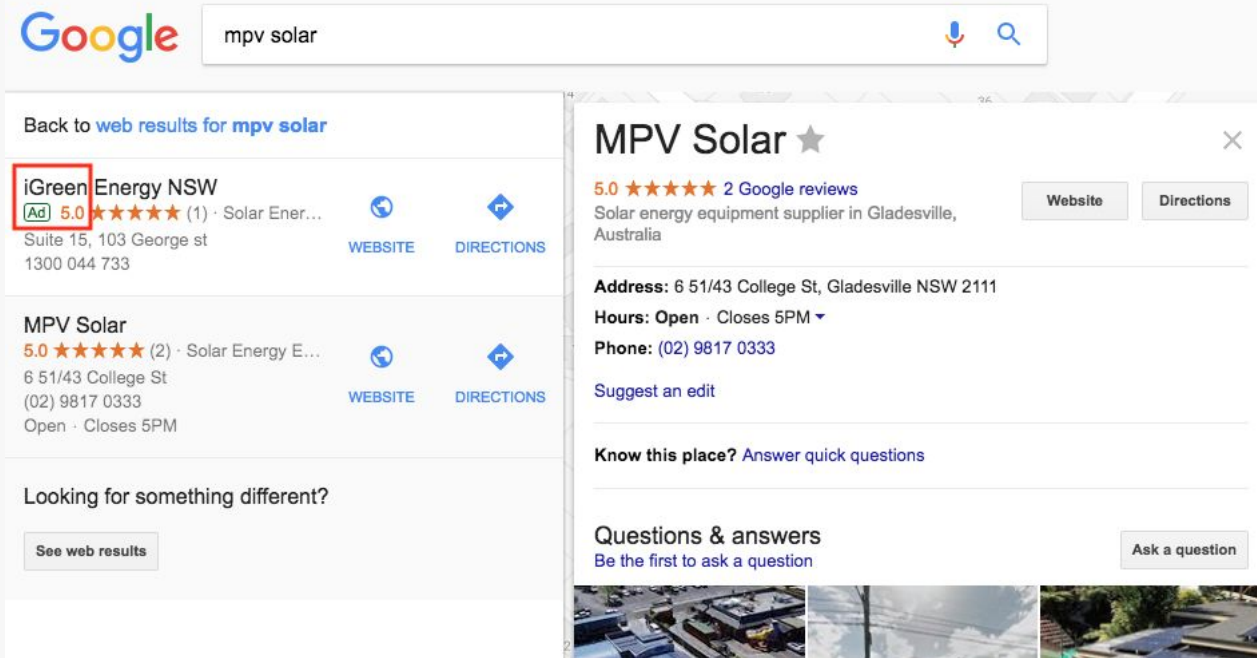
- You must be tracking results
- Some campaigns are fantastic: \$8 per lead
- Others burn through money: \$150 per lead
- Remarketing can be a fantastic complement to other campaigns, but needs to be monitored

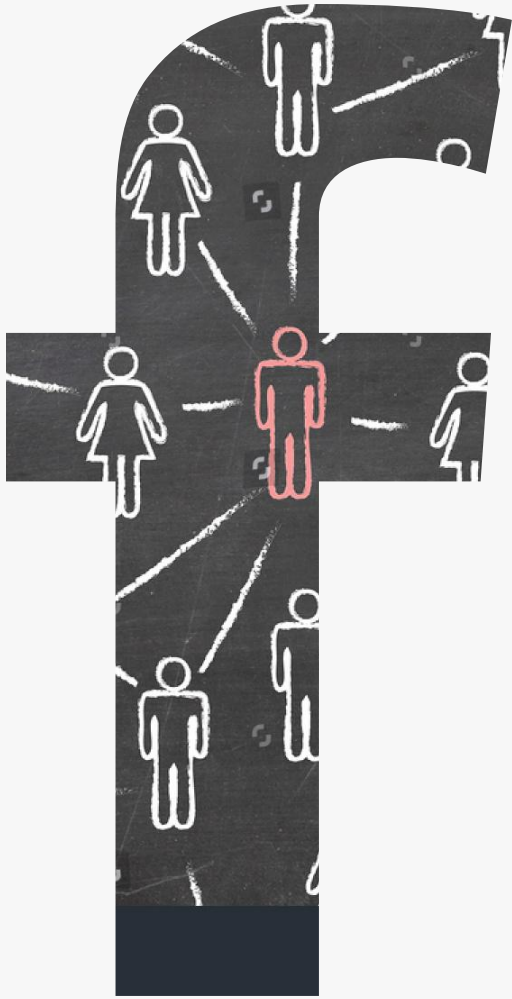
Campaign ↓	Cost / conv.	Campaign Type
 AU Search Product Promotion	A\$48.89	Search
 AU Search eBook	A\$40.88	Search
 AU Search Dealer Search	A\$20.76	Search
 AU Remarketing Product Promotion	A\$150.97	Display
 AU Remarketing eBook	A\$8.23	Display
 AU Remarketing Dealer Search - Banners	A\$15.38	Display
 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





## Facebook Advertising

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

Including Instagram

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

# 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

Sponsored · 🌐

👍 Like Page

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



## LG Solar Beginner's Guide

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 GUIDE

Download

507 Reactions 119 Comments 278 Shares

👍 Like

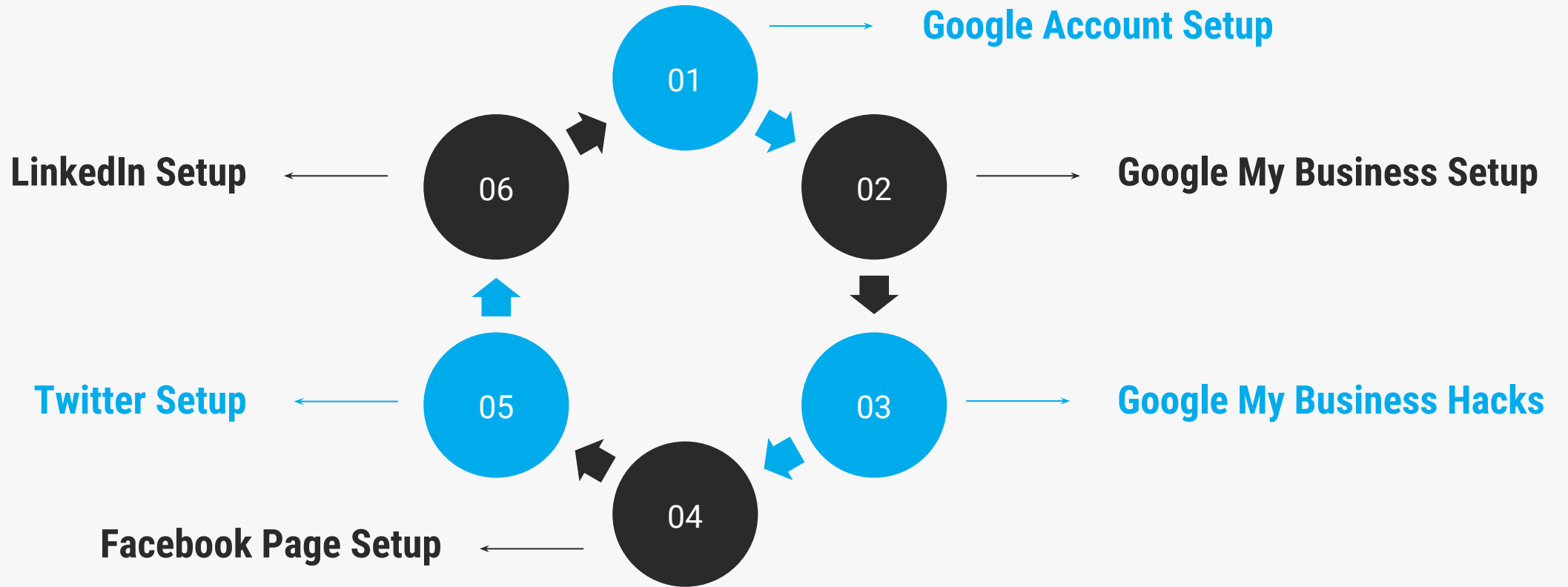
💬 Comment

➦ Share

# **4: Helping Dealers with Digital**

# 1: DIGITAL GUIDES

Producing a range of Digital Guides - coming April/May 2018

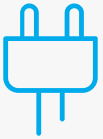


# 2: DIGITAL MARKETING SERVICE

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

Provided by XEN, Supported by LG

Looking for expressions of interest



**5+ Dealers**



**4 Months**



**\$2K per month**



**1 Hour per  
fortnight**



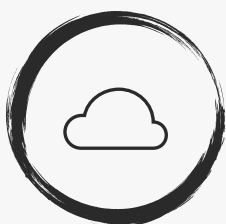


## Website Content

We'll prepare and add content to your site

2x blog posts per month

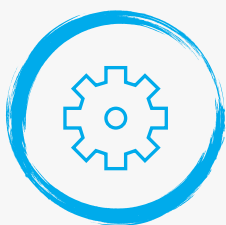
Manage Google My Business listing



## Facebook and Instagram

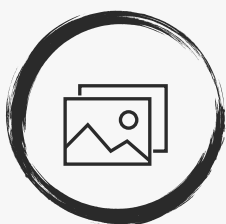
We'll manage your Facebook page and

Instagram profile



## Advertising

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



## Reports

We'll provide monthly reports of activity and  
results.



**We Manage  
Your Digital**

# SUMMARY



# Pulling it all together



## Mobile Friendly

Ensure your website is mobile friendly

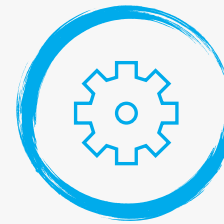
Setup/Update your Google My Business listing



## Facebook and Instagram

Keep your Facebook page updated

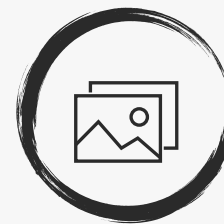
Use it with your Facebook Advertising



## 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

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





Sydney based agency, with staff in  
Sydney, Newcastle, Gold Coast



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