

DIGITAL MARKETING

**Done-For-You
Digital Marketing Service
for Solar Dealers**





Digital Marketing Service for Solar Dealers

Based on Years of Testing

Implementing all your key digital marketing items:

- Managing your website content
- Managing your social channels
- Managing your Ads and FB advertising
- Setting up email nurture sequences
- Simple reports to keep you updated



The Problem

We Hear You

- As a Dealer your days are already **too busy** - you're on customer sites installing solar gear, or preparing quotes for new prospects
- You **don't have time** to be looking after all your digital marketing channels
- You **need help** ensuring you take advantage of digital marketing **to drive traffic, leads and calls**

The Solution

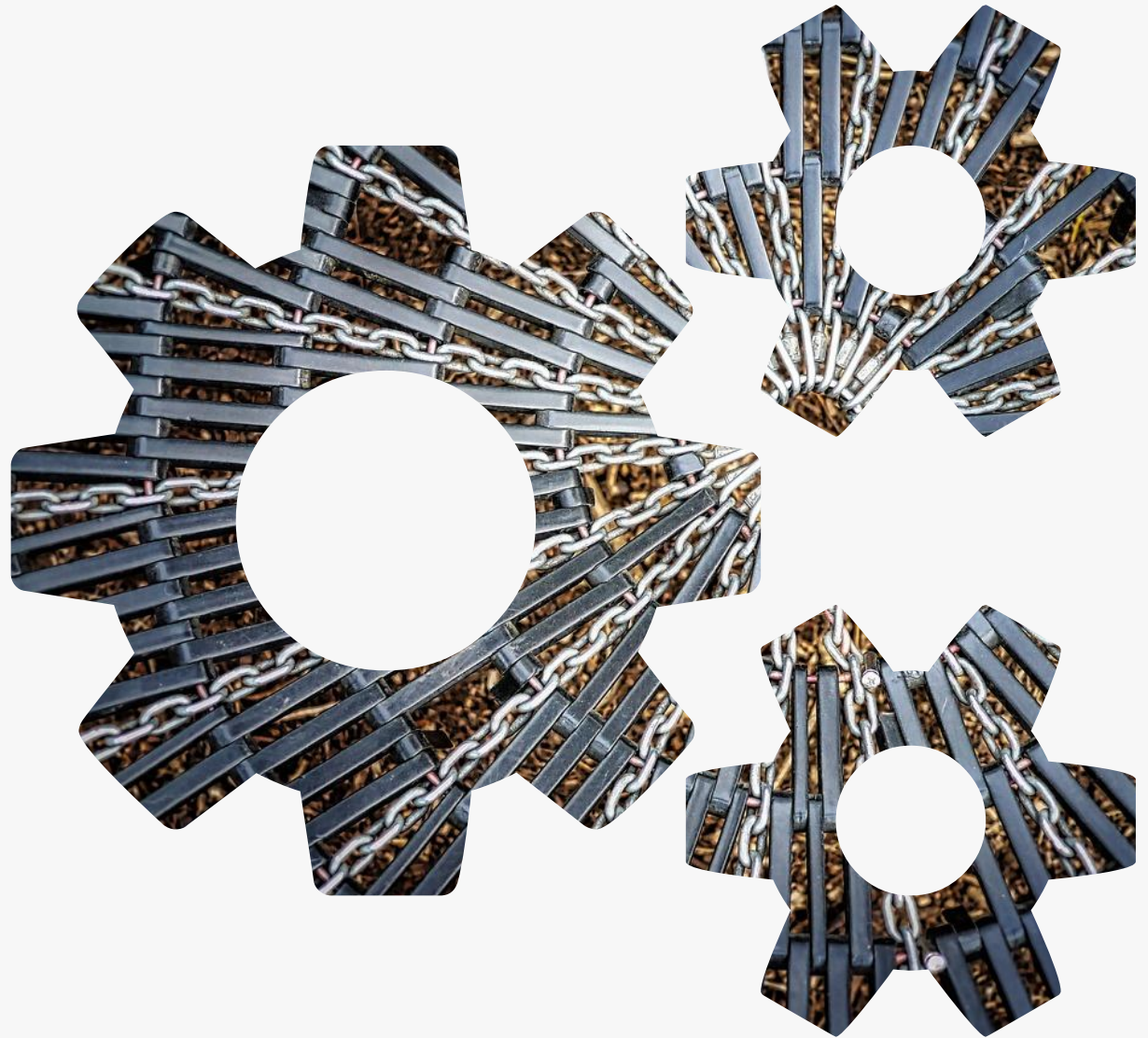
Use a proven marketing team

Based on our learnings working with solar dealers for the past four years, we:

- Understand the solar panel space
- Know the content, channels and ads that drive leads
- Can manage your digital marketing, and
- Increase traffic and leads for your business

So you can:

- **Focus on what you do best** - installing solar!





Digital Marketing

What's included?

- Done-For-You service
- Simple Monthly fee: \$3K per month plus advertising costs
- No contracts - pause/cancel any time



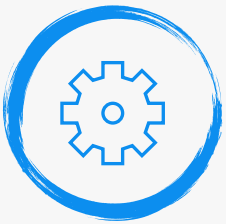
Website Content & SEO

We'll prepare and add content to your site, plus manage your Google My Business listing



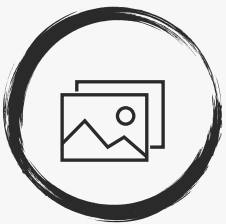
Facebook and Instagram

We'll manage your Facebook page and Instagram profile



Advertising

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



Reports

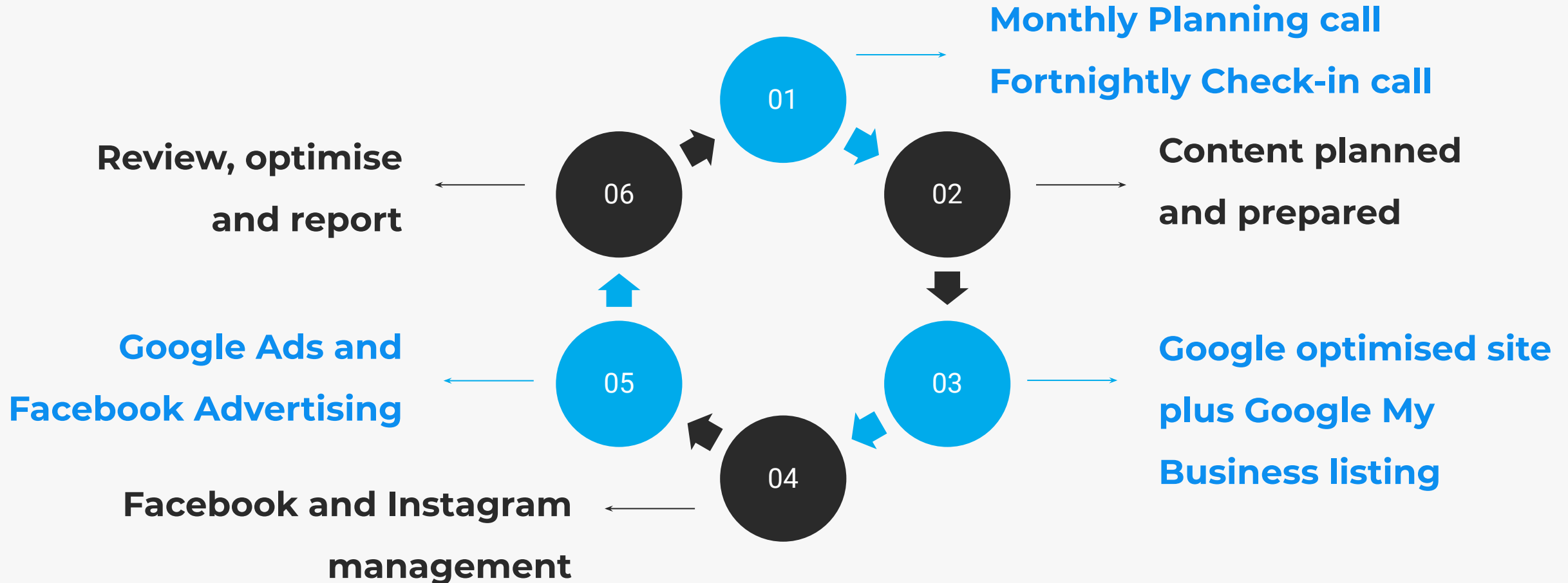
We'll provide monthly reports of activity and results.



**We Manage
Your Digital
For You**

How It Works

Working with you to drive leads and opportunities



Getting Started

A simple, effective 12-week plan for getting your digital process firing...



05

Week 5

Campaign assets and Lead Flows

All your campaign assets (eg banner ads) are designed and web site Lead forms are implemented

06

Week 6

Google Ads

We finalise all your new Ads campaigns and commence promotion

07

Week 7

Facebook and Instagram

We get all your Facebook page and Instagram profile process in place, and make updates to your page

08

Week 8

Facebook Advertising

We kick off your initial Facebook advertising campaigns

09

Week 9

Advertising Campaigns optimised

Your campaigns continue to be optimised based on results so far

10

Week 10

SEO Audit

We commence a full SEO Audit of your website

11

Week 11

Website Updates

Based on the findings in the SEO Audit we plan and implement site improvements

12

Week 12

Results and Review

Based on results we schedule a full review with you and start preparing for the next month

Includes



Search Engine Optimisation

We ensure your site is SEO optimised

We prepare content for your site each month (2 blog posts per month)

Social Media Management

We manage your social

We prepare, schedule and manage your:

- Facebook Business page (3 posts per week*)
- Instagram Business profile (3 updates per week*)

Q: *Is 3 updates/posts per week enough?

A: It's plenty for driving initial results - and if appropriate, we'll increase the frequency





Paid Social Media And Advertising Campaigns

Massive Reach

Based on our **learnings from hundreds of thousands of dollars worth of advertising testing** with LG Energy, we implement proven advertising campaigns for your business across:

- Google Ads
- Social paid advertising channels.

Testimonial

We initially engaged XEN to assist LG Solar & Energy to improve our Igeenergy 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 gaining 1100 visits per day and 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 Sales Manager
LG Energy

Pricing

\$3000 per month 3 Month minimum*

Includes:

- ❑ Managing your website content (incl 2 new blog posts p/m)
- ❑ Managing your social channels (incl 12 updates p/m)
- ❑ Managing your advertising campaigns
- ❑ Setting up email nurture sequences

Excludes:

Additional costs:

- ❑ In addition to our \$3K per month fee, you should also expect to spend between \$1K - \$5K per month on advertising (regional will be less than city locations)



Optional Add-ons

Upgrades

We also provide services for:

- Website design and development
- Email newsletters
- Twitter and LinkedIn advertising

If these are of interest, please contact Craig for further details.



Getting Started



Interested?

Next Steps

If you are interested in discussing how the **XEN Solar Done-For-You Digital Marketing Service** can help **your Solar Dealership**, please register your interest here:

<https://www.xensolar.com.au/>

Your Digital Team

The XEN Solar Team

Experts in Solar Digital Marketing



Craig Bailey

Technical Director

Craig coordinates all the strategic items of your digital marketing, including campaign plans & technical implementation.



Kylie Browne

Account Manager

Your main contact at XEN, Kylie manages all your campaigns & optimises your Google Ads advertising



Tara Connolly

Content Strategist

Tara ensures your content and campaigns are planned and implemented, and updates your social profiles.



Roselen Fernandez

Website Manager

Roselen ensures your website is SEO optimised for Google, and takes care of your Google My Business account.



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



+61 (02) 8006 4428

+61 (0) 413 489 388



www.xensolar.com.au

xen.com.au



craig@xen.com.au

craig@xensolar.com.au