

# DIGITAL MARKETING

**LG Dealer Day | 03 May 2019**

**Craig Bailey | XEN**



# Craig Bailey

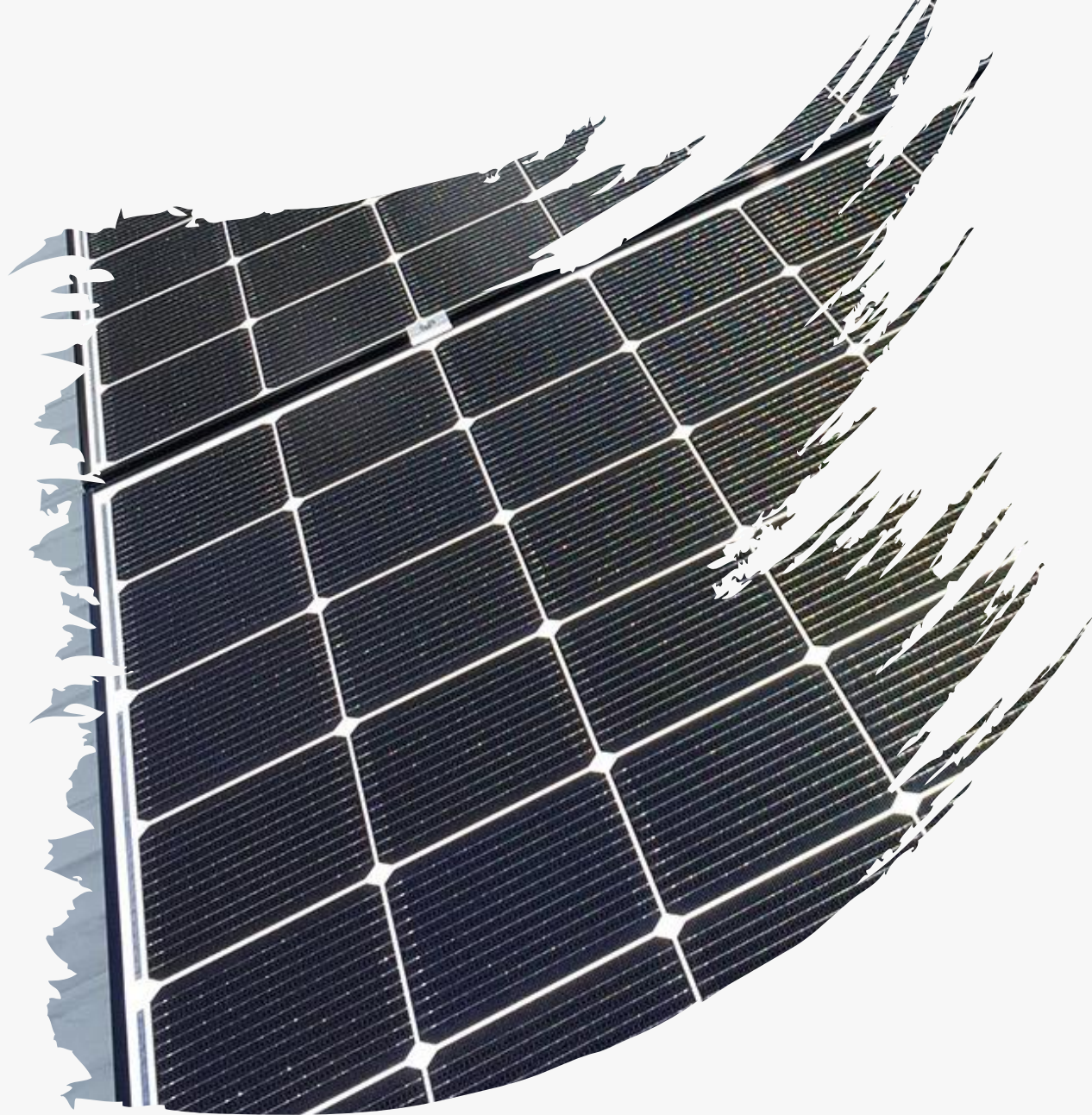
Technical Director | XEN

Loves testing digital marketing stuff

Founder of XEN | Digital Agency | Since 2010

Helping businesses generate leads

Worked with LG Solar



# Agenda

15 mins + Questions

- Changes in marketing and sales
- What's working, what's not working
- Challenges & Opportunities
- Key items to put in place

[www.xensolar.com.au/lq-dealers](http://www.xensolar.com.au/lq-dealers)

<https://www.xensolar.com.au/lq-dealers/dealer-day-2019>



# Digital Marketing Landscape

Changes in marketing and sales

- Getting more competitive
- Seasonal and political factors
- What was working is now less effective





# Why it's less effective

## Challenges & Opportunities

- Competitors copy marketing techniques, diluting the market
- Aggressive telemarketing (and scams)
- Door knocking

Has anyone in the [redacted] had a man knock on their door stating they are installing solar panels in [redacted] tomorrow and if you are interested in getting any? I could be paranoid but i just didn't have a good feeling about him. I am [redacted]

2

19 Comments

Like

Comment

Like · Reply · 4w

We've had similar door knocking in [redacted]

Like · Reply · 4w · Edited

1

Did he look like a tradie, young and wearing round glasses

Like · Reply · 4w

Yep, had 2 of them in the last few weeks. He was the last to knock on our door (clearly didn't look up before knocking as we have solar installed already).

There is a young guy door knocking around [redacted] now, selling solar. Very persistant, no ID. Wearing Jeans/Khaki Jacket. Wants to have people out next week to check my roof... 😞

14

79 Comments

Like

Comment

Definitely sounds sus!!

SMH  
RECOMMENDS

Choice awards Shonky to  
Commonwealth Bank's  
Dollarmite program



tweets on August 7 that promised to take Tesla private and said funding had been secured.



Premium 30kW Tier 1 Solar System Installed  
From Only \$25,999

Arise Solar

Get Quote

Advertisement

The lawsuit threatened to pull Tesla and Musk into a long drawn-out fight that could have undermined the company's

Clean Energy Council

Insulation Accreditation

Installer Sign In

CLEAN ENERGY COUNCIL

ACCREDITED INSTALLER

HOME

ABOUT

INSTALLERS

CONSUMERS

RETAILERS

PRODUCTS

EVENTS

CONTACT

Consumers → How to avoid solar scams

SHARE ↗

## How to avoid solar scams

VIC Solar Homes Package

Solar FAQ

Battery storage FAQ

Purchasing solar PV

Purchasing battery storage

After installing solar PV

Find an installer

Consumer enquiries

Complaints and disputes

How to avoid solar scams

Fires, floods and cyclones

Small-scale connection

*The Clean Energy Council urges consumers to be aware of possible scams relating to solar and energy efficiency schemes.*

The Clean Energy Council has heard reports of people being contacted by scammers who claim to be offering government rebates, selling energy saving devices or giving away free solar systems. The Federal Government's SCAMwatch website [has more information on these 'green scheme' scams](#).

Some solar scammers may claim they are calling on behalf of the Clean Energy Council. These claims are untrue. The Clean Energy Council does not sell solar systems, and we will never contact you offering 'free' solar.

If you are the target of a scam, please report it to the Australian Competition and Consumer Commission (ACCC) via [the SCAMwatch website](#) or by calling 1300 795 995.

**Beware of the following solar scams**

- Beware door-knocking solar salespeople. We've been made aware of recent NSW and VIC cases of fake CEC logo use. If you are considering buying solar, we recommend using an [Approved Solar Retailer](#).
- The Clean Energy Council has recently received reports of companies offering free replacement of PV panels on existing solar systems. Beware of offers like this. The 'free' panels are very likely to be cheap and low quality. You might be swapping your high quality panels for a low quality product.

**Staying scam-free**

We recommend visiting the SCAMwatch website [for more information on protecting yourself from scams](#). You can also keep one step ahead of the scammers by following [@SCAMwatch\\_gov](#) on Twitter.

The Australian Government offers genuine rebates for installing solar panels, and your state or territory may also have an ongoing feed-in tariff program. For more information, visit our [government schemes page](#) or download our guide to installing solar panels for [households](#) or [businesses](#).

SOLAR GUIDE FOR HOUSEHOLDS

GUIDE TO INSTALLING SOLAR FOR HOUSEHOLDS

The Clean Energy Council has published a free guide to buying and installing solar photovoltaic (PV) panels for your home.

[MORE →](#)

APPROVED SOLAR RETAILERS

CLEAN ENERGY COUNCIL

APPROVED SOLAR RETAILER

These companies have demonstrated their commitment to industry best practice by signing the Solar PV Retailer Code of Conduct.

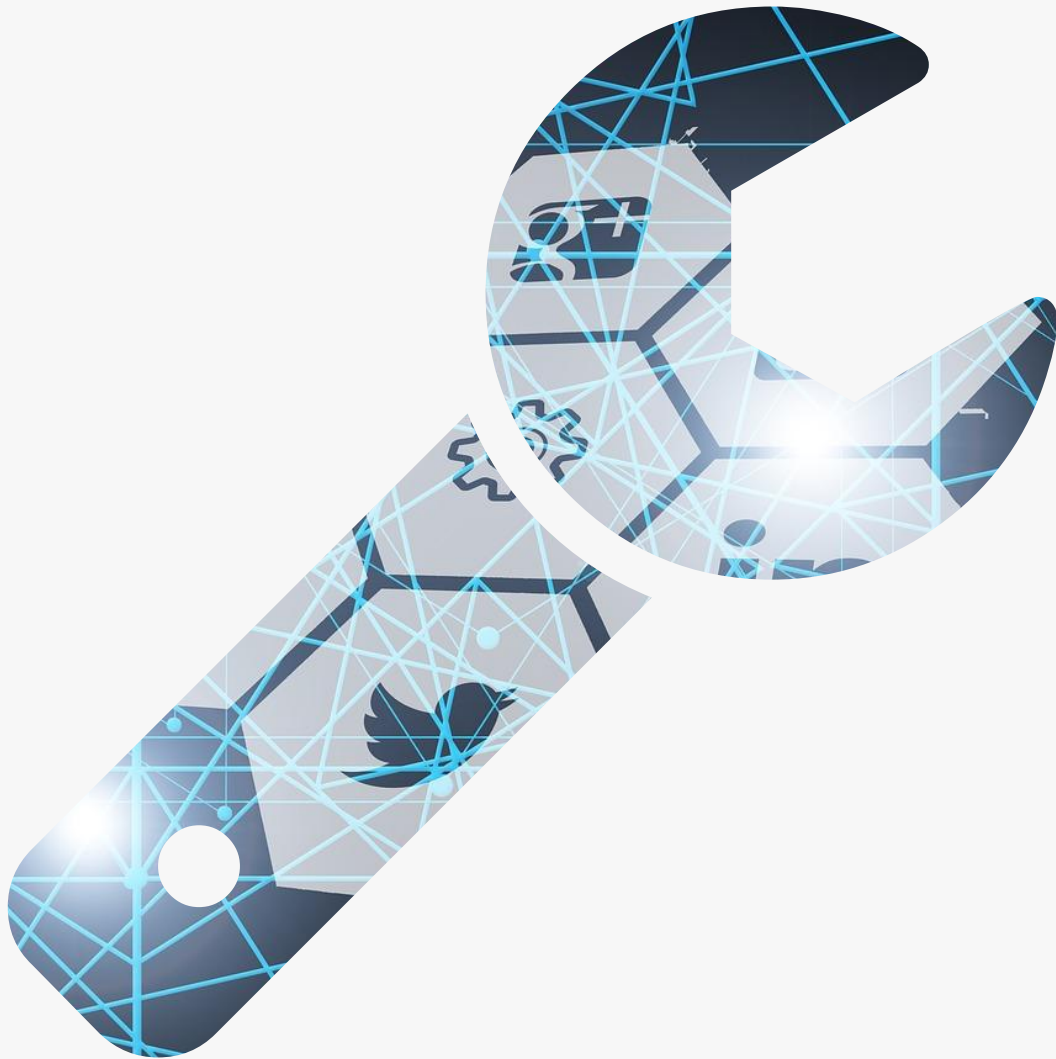
[MORE →](#)

www.xensolar.com.au | Craig Bailey

Digital Marketing

8





# How Can We Respond?

## Challenges & Opportunities

The purpose of marketing:

- **Lead Generation** is changing
- **Credibility** is becoming more important

First, let's talk about why **credibility** is so important

# CUSTOMER JOURNEY

Customers usually go through a process before they purchase



Full video on this available here: <https://www.xensolar.com.au/lq-dealers/dealer-day-2018-videos>

# CUSTOMER JOURNEY

Content and Channel matching

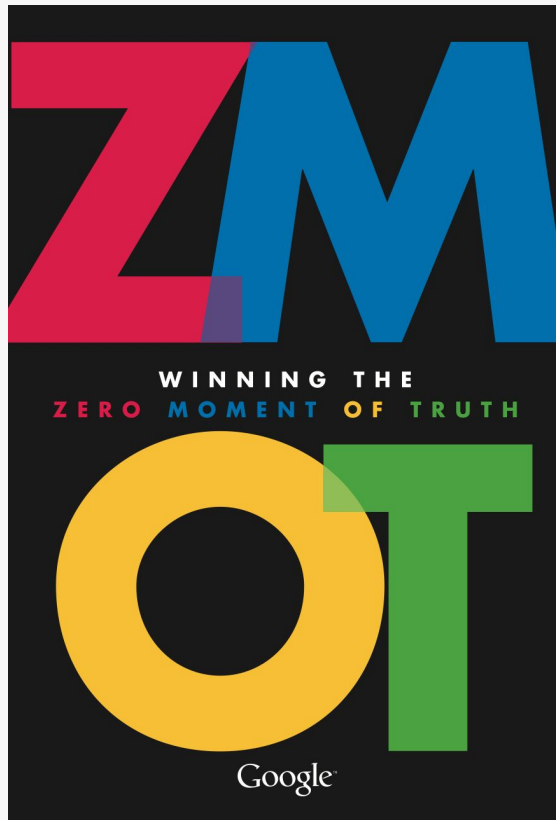


Full video on this available here: <https://www.xensolar.com.au/lq-dealers/dealer-day-2018-videos>



# Google ZMOT

Zero Moment of Truth (back in 2011)



Your Product  
Ecosystem Guide

► 7 Hours

► 4 Platforms

► 11 Touches

► 7/11/4

## That was in 2011...

Source: [Google](#)

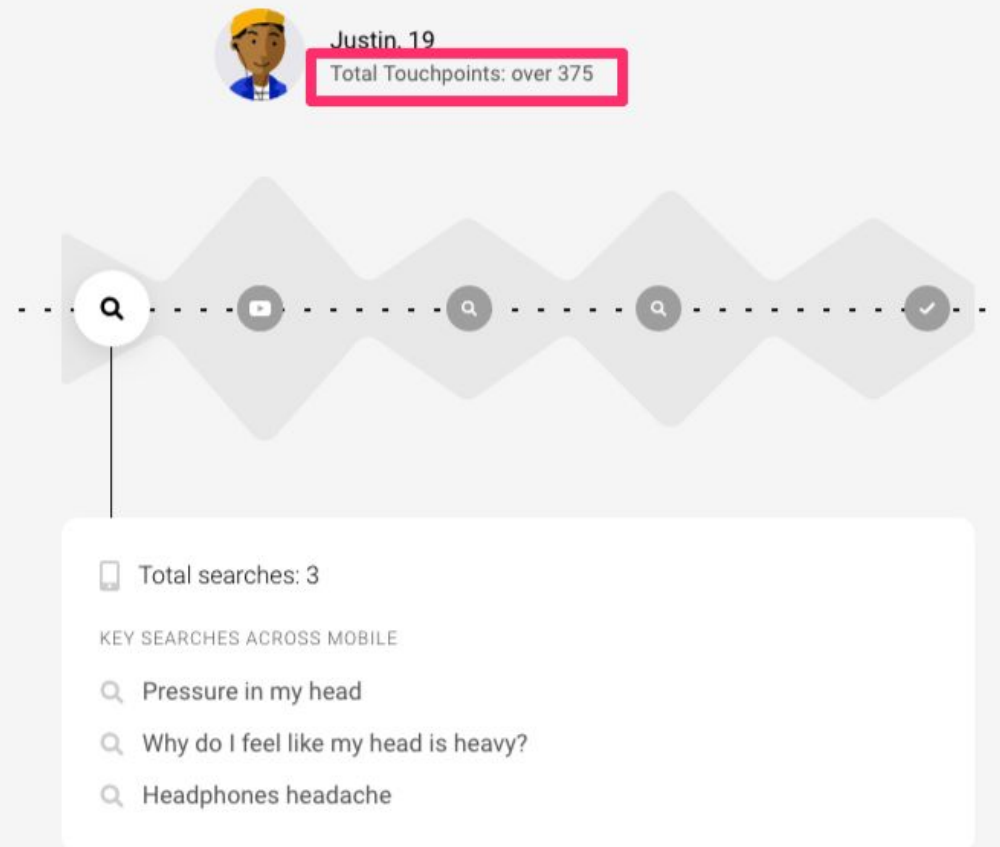
# Google Research Study

In 2018, consumers visit many sites, many times, before deciding (or even making contact)

JUSTIN'S HEADPHONE JOURNEY

## Looking for the last brand standing

Sometimes a person lands on one or a few brands quickly, and the key is to see which one holds up to obsessive rounds of research. This is the case for Justin. Just when it looks like he's ready to purchase, he turns to Google Search and YouTube to find reviews, watch product tests, and determine whether his first-choice brand meets specific criteria. There's one brand that is able to stay on Justin's radar throughout his search, and ultimately this brand wins the sale.



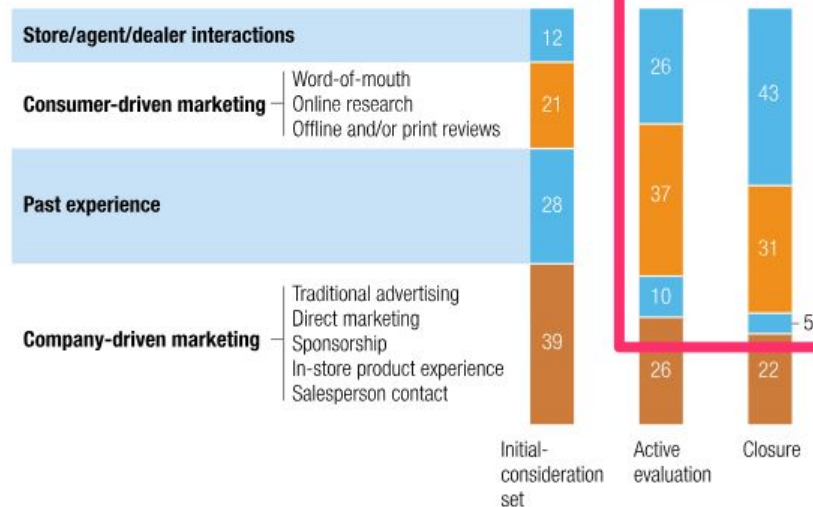
Source: [Google](#)

# McKinsey Study

Consumers across a range of services and industries

**Two-thirds of the touch points during the active-evaluation phase involve consumer-driven activities such as Internet reviews and word-of-mouth recommendations from friends and family.**

Most-influential touch points by stage of consumer decision journey, for competitors and new customers, % of effectiveness<sup>1</sup>



Source: [McKinsey & Company](#)



# Credibility

## Key items to put in place

1. Reviews and testimonials
2. Highlighting installs, photos and videos on social
3. Instagram as a showcase
4. Time in business (eg 10+ years)
5. Highlighting quality - products and services
6. Mobile friendly
7. Fast site
8. Up to date social channels



gstore melbourne

gstore melbourne - Google Search

Google

gstore melbourne

All Maps News Shopping Images More Settings Tools

About 1,480,000 results (0.79 seconds)

Did you mean: **g store** melbourne

**G-Store | Solar Hot Water Systems, Water Tanks & More**  
<https://www.gstore.com.au/> ▼  
G-Store Star Savings Guide .... We offer great prices and you can choose to buy online or from our Melbourne showroom located in Malvern East. From vertical ...  
You've visited this page 2 times. Last visit: 9/02/19

**Contact Us**  
COME SEE US! Going green is serious business. You're ...

**Special Offers**  
G Store Special Offers. Current Special Offers. There are no ...

**Solar Power**  
For Melbourne's top range of superior home solar power ...

**More results from gstore.com.au »**

**G-Store - LG Solar**  
<https://www.lgenergy.com.au/dealer/208/g-store> ▼  
At G-Store you will find leading products in: Renewable Energy: Solar systems, ... Our Melbourne and Warragul teams are here to help, Monday to Friday, with ...

**Universal Store - Melbourne Central**  
<https://www.melbournecentral.com.au/stores-services/universal-store> ▼  
Find your local Universal Store at Melbourne Central. Discover Universal Store details, including opening hours and location. Check Universal Store in ...

**Store DJ Melbourne | Australia's #1 for Pro Audio & DJ Gear**  
<https://www.storedj.com.au> > Find Your Nearest Store ▼  
Drop into our Melbourne store for expert advice, product viewing and in-store pickup. Open Mon-Sat. 394 Victoria Street, Richmond. Phone (03) 9912 2858.

**The Grain Store, Melbourne - Central Business District - Restaurant ...**  
<https://www.tripadvisor.com.au> > ... > Victoria > Melbourne > Melbourne Restaurants ▼  
★★★★★ Rating: 4.5 - 1,139 reviews - Price range: \$\$ - \$\$\$  
The Grain Store, Melbourne: See 1139 unbiased reviews of The Grain Store, rated 4.5 of 5 on TripAdvisor and ranked #49 of 4633 restaurants in Melbourne.

**Spares Store | Melbourne**  
<https://sparesstore.com.au/> ▼  
Founded in 2012, Spares is a Men's retail store and gallery space located in Melbourne, Australia. We source and support independent brands, designers and ...

**Behind the Brand - AFENDS STORE MELBOURNE - Afends**  
<https://afends.com/blogs/behind.../15050471-behind-the-brand-afends-store-melbour...> ▼  
The AFENDS Melbourne concept store opened back in December of 2010 and nestled itself nicely into the bustling little Greville St in Prahan. Since its opening ...

**NGV design store**  
<https://store.ngv.vic.gov.au/> ▼  
NGV design store. NGV International 24 Hyde Road. Hours and location ... 03 9 860 0049

**G-Store Melbourne - Solar Panels & Power**  
See photos See outside  
Website Directions Save  
4.6 ★★★★★ 52 Google reviews  
Solar hot water system supplier in Malvern East, Victoria  
Address: 1095 Dandenong Rd, Malvern East VIC 3145  
Hours: Open - Closes 5:30PM ▼  
Phone: 1300 766 940  
Suggest an edit  
Know this place? Answer quick questions  
Questions & answers  
See all questions (1) Ask a question  
Popular times  
3 pm: Usually as busy as it gets  
Plan your visit  
People typically spend 15-45 min here  
Send to your phone Send  
Reviews Write a review Add a photo  
A "Fantastic service, quality and price."  
T "Excellent Product Quality, Professional Service & Installation."  
T "Our last davy pump lasted 18 years used every day for all our rain water needs."  
View all Google reviews

# Google My Business Listing

## Example brand search

- Gives your business a good presence in search results
- Reviews are important

Solarwide Pty Ltd

Schnubert
Home
Find Friends
Create
44

Solarwide Pty Ltd  
@SolarWideAU

- Home
- Services
- Testimonials
- Reviews
- Events
- About
- Photos
- Videos
- Posts
- Info and Ads
- Community
- Menu

Create a Page

www.solarwide.com.au
1300 553 425

Like
Follow
Share
...

Call Now
Send Message

Create Post

Write a post...

Tag Friends
Check in
...

### Services

**On-Grid Solar**  
Grid connect solar is the mainstay of solar. People install solar pa...

**Commercial Solar**  
Commercial solar covers a wide variety of business & none for-pr...

**Solar Panel Cleaning & Maintenance Ch...**  
SolarWide offers a Full-Service Health Check - ... From \$269

See All

### Recommendations and Reviews

Recommended by 50 people

Excellent service all round from quote, admin to installation. Professiona...  
February 15

Exceptional service! Brilliant workmanship.  
December 8, 2018

The whole experience with SolarWide was second to none. Not only were the guys professional and effi...  
July 10, 2018

### ABOUT SOLARWIDE PTY LTD

**Our Story**  
We are proud to offer quality Solar Power Systems from leading brands such as the top of the range L...  
[See More](#)

### Community

[See All](#)

Invite your friends to like this Page

456 people like this

469 people follow this

Craig Bailey likes this or has checked in

### About

[See All](#)

1/2 Textile Avenue (506.87 mi)  
Warana 4575  
[Get Directions](#)

(07) 5309 5871  
Typically replies within an hour  
[Send Message](#)

www.solarwide.com.au

## TESTIMONIALS



2018-01-12

They were very attentive to fixing up problem that one installer did. Have no problem recommending to anyone. In



[Read More](#)



2018-08-01

Overall we had a good experience with the team. The system is producing as expected and we are extremely happy...



**Residential 8kW LG System, Kellyville NSW 2155**

21/11/2018

8 kW system with an LG Chem Resu Battery



RESIDENTIAL

BUSINESS



**ABOUT** **PRODUCTS** **SEE OUR WORK** **BLOG** **CAREERS** **TALK TO US**

~ Employ load shifting to charge during off-peak times and discharge when electricity demand is higher (and more expensive).



[LEARN MORE](#)

## SEE OUR WORK

**View our work and see your stories**

It's not just about the design and installation – for us, it's also about working with our clients to ensure they get the most out of their system.

Whether it's a small residential installation or large-scale commercial solar power system, we take the same pride in our attention to detail and the exhilaration of our clients. See for yourself!



RESIDENTIAL

BUSINESS

ABOUT

PRODUCTS

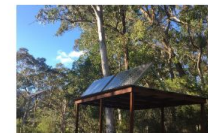
**SEE OUR WORK**

BLOG

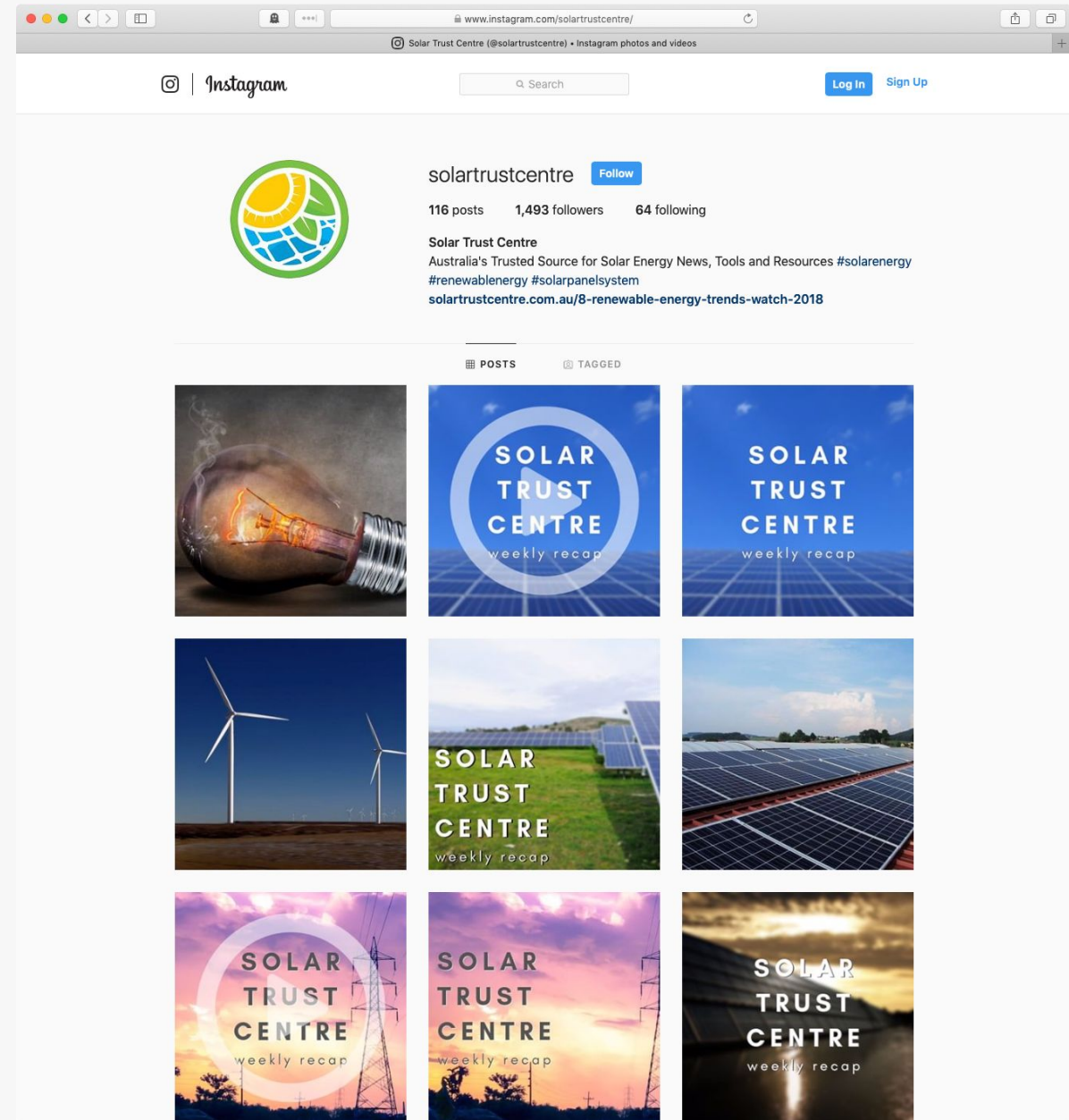
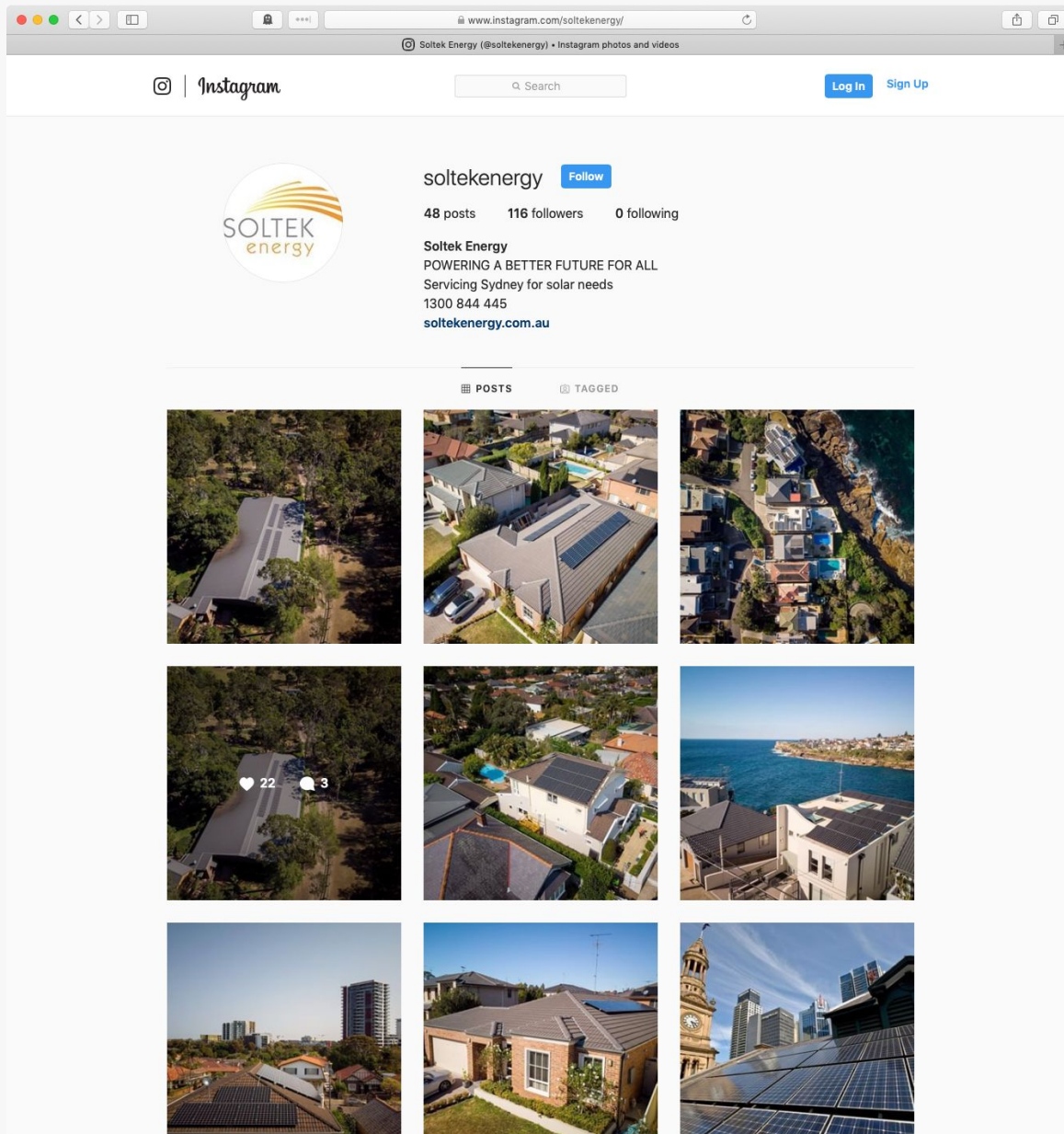
CAREERS

TALK TO US

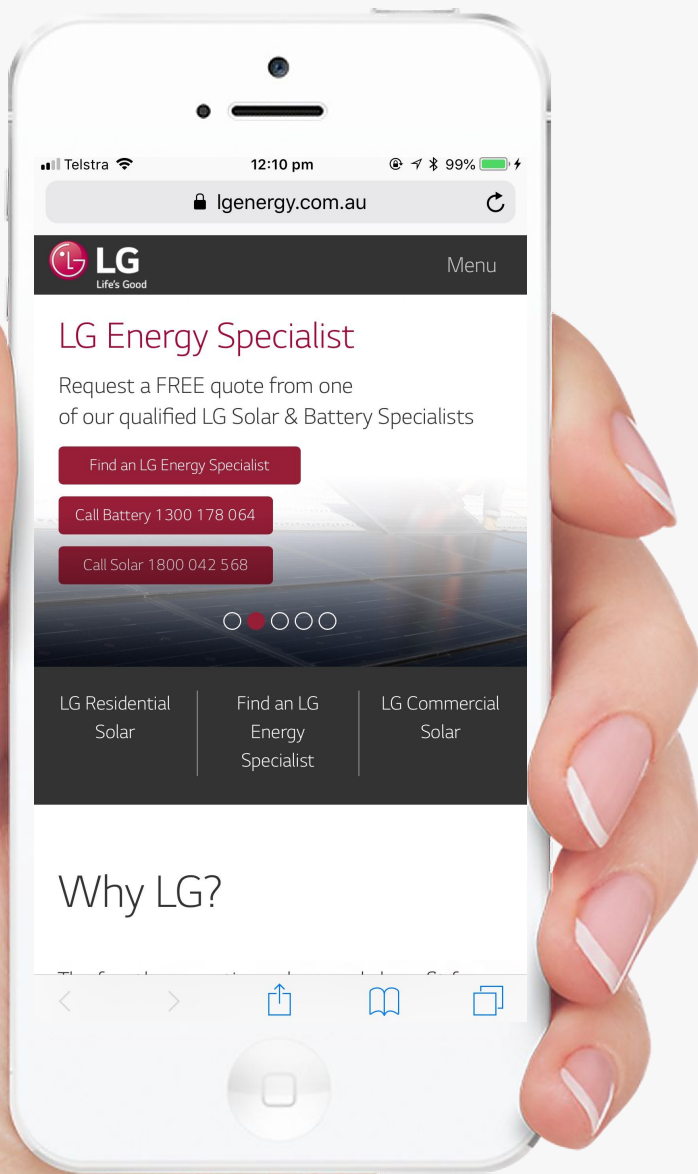
## OUR CASE STUDIES & RECENT WORK











45% of LG Traffic in 2018 was on mobile

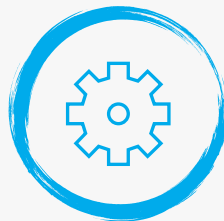
# Mobile Friendly



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...

Second, let's talk about how **lead generation** is changing



# Lead Generation

## Key items to put in place

- People are pulling back
- Contact leads proactively
- Provide **help first**, sell second
- Keep them engaged and educated with continual follow ups (more emails, calls)
- Phone calls: “How did you hear about us?”
- Call tracking

Call all leads right away (eg within a day)  
Provide **help first**,  
Sell second



Ask callers **how they found you**.  
Use these insights to guide your spend.

# SUMMARY



# Summary So Far

## Digital Marketing

- There are **challenges** to face
- There are **opportunities** to improve
- **Credibility**: website and social
- **Lead Generation**: more proactive

# Solar Action Items

## Credibility:

- ❑ Ask customers for **reviews** on Google and Facebook
- ❑ Use **Instagram** for showcasing installs and quality
- ❑ Highlight **installs** (image and video) on your site and Facebook
- ❑ Highlight your **time in business** - quality and reliability
- ❑ **Mobile** friendly site
- ❑ **Fast** site

# Solar Action Items

## Lead Generation:

- ❑ Ask customers **how they found you** - especially when they call
- ❑ Call all leads (including ebook downloaders) right away, but...
- ❑ Be **helpful** first, sell second

# Chat with us



Sydney based agency, with staff in  
Sydney and Newcastle



+61 (02) 8006 4428  
+61 (0) 413 489 388



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



[craig@xen.com.au](mailto:craig@xen.com.au)  
[craig@xensolar.com.au](mailto:craig@xensolar.com.au)



How can we help you?  
(We're interested to know what you are struggling with)

[www.xensolar.com.au/lq-dealers](http://www.xensolar.com.au/lq-dealers)