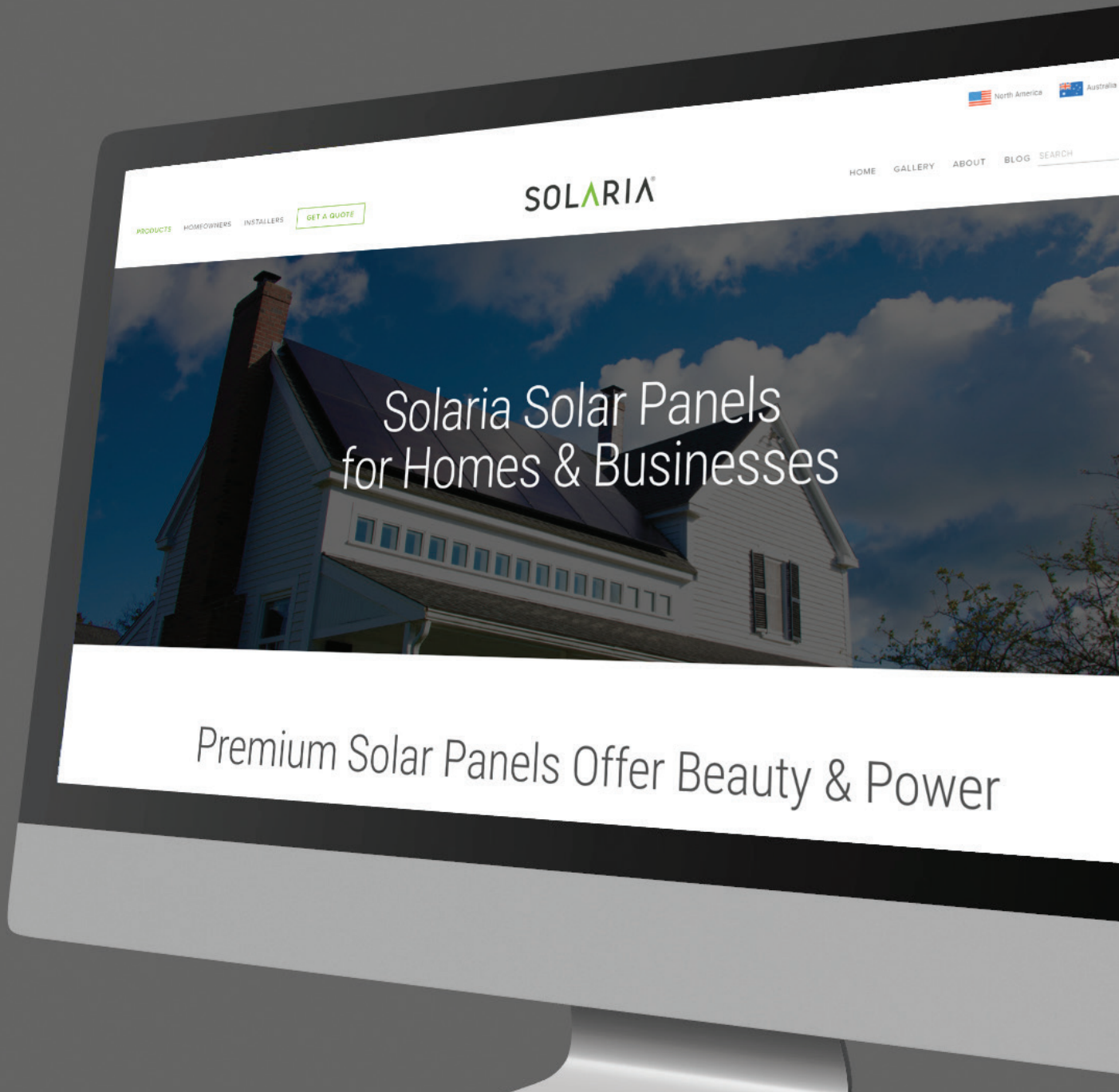


Solaria® Pro Partner Dealers

Digital Marketing Guide



SOLARIA®
Redefining Solar

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What Is Digital Marketing?

Digital marketing includes all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as **search engines**, **social media**, **email**, **blog**, and other websites and services to connect with customers, current and new.



Digital marketing helps you reach a much larger audience than you could through traditional methods, and target the consumers who are most likely to buy your product or service. Additionally, it's often less expensive than traditional advertising, and enables you to measure success more accurately and immediately so you can make changes as you see fit.

Digital Marketing Benefits

1. **Precise Targeting** - Target only the consumers most likely to be interested in going solar through social media targeting tools, Search Engine Optimization (SEO) strategies, and pay-per-click Search Engine Marketing (SEM) through Google, Bing, etc.
2. **Cost Effective** - Some digital marketing efforts require minimal spends, like posting to social media, blogging, or SEO efforts. Even paid campaigns are more precise so you can avoid spending money on advertising to consumers that aren't interested in solar or local to your business.
3. **Measurable** - Digital marketing platforms like social media have built-in analytics tracking. There are free tools like Google Analytics to track your website and blog SEO efforts. You could also use a CRM and marketing automation service like HubSpot to bring all your analytics into one place. Tracking ROI ensures you get the most bang for your buck.

In This Guide

In this guide we have pulled various learning and content resources that we at Solaria have found helpful while building demand through digital marketing. These resources come from multiple sources and from our own experience and we wanted to share them to empower our Pro Partners to use all available tools to successfully sell more solar. Using the resources and methods suggested in this guide is not a guarantee of successful digital marketing for your company and brand. Always follow best practices and standards.



Learning Resources

In order to really understand how digital marketing can benefit your business we suggest browsing the resources below.

1. ***Blogs & other resources from HubSpot*** - HubSpot is a powerful platform that offers CRM, Marketing Automation, Sales Streamlining and more. Their blog and trainings are rich resources for learning more about digital marketing and inbound sales. Guides and advice about social media marketing, SEO, using the different ad platforms, tips for writing blogs, and more are available. There will be several links to posts and guides from HubSpot throughout this guide. Find what you want to know here: blog.hubspot.com
2. ***Tools from Google*** - Google is the most powerful search engine on the internet. Learning to use the services they provide is a huge asset to your marketing efforts.
 - Google Ads Beginner's Guide:
ads.google.com/learn/beginners/tools/google-digital-garage.html
 - Google Analytics Academy:
analytics.google.com/analytics/academy/
3. ***Social Media Marketing*** - Social media is a direct connection to consumers, through content posting or advertising. Your business probably already has social media accounts set-up.
 - Facebook & Instagram advertising:
www.facebook.com/business/m/advertise-im21-lwi
 - LinkedIn Advertising
training.marketing.linkedin.com
 - Twitter Advertising
business.twitter.com/en/help/campaign-setup/campaigns-101.html
4. ***Glossary of Marketing Terms*** - There are a lot of marketing-specific terms and acronyms to wrap your head around when trying to learn the basics, some of which will be in this guide. Here is a good resource to translate the language of marketing:
blog.hubspot.com/marketing/inbound-marketing-glossary-list

Content & Other Resources

Use these resources to generate and manage digital marketing content and campaigns.

1. ***Blogs and Online Industry News*** - Follow reputable industry blogs, social media accounts, and news sources. When stories or topics are applicable to your business or customers, share them in your own company blog and social media posts. Site sources where applicable.

- The Solaria Blog

www.solaria.com/blog

- 100 Best Solar Blogs & Websites

blog.feedspot.com/solar_energy_blogs

2. ***Tools for creating graphics and marketing materials*** - Whether you are a budding graphic designer or you want to use template artwork, here are some resources for creating marketing materials

- Adobe Creative Suite - Photoshop, InDesign, Illustrator are all software programs from Adobe that allows you to create materials from scratch.

www.adobe.com

- Canva - Provides an easy interface for creating materials and graphics from existing templates that can be customized to match your branding. From social media - ready graphics to PowerPoint slide decks, Canva can provide it.

www.canva.com

- Solaria Digital Marketing Resources - we provide product and installation images, videos, animation clips, YouTube ads, and marketing materials you can include in your digital marketing. Find those assets in our Google Drive:

https://drive.google.com/drive/folders/1wRBfdA52WHNqXf_KiURVzpEJco20_6i5?usp=sharing

3. ***Social Media Management***- Scheduling posts across your social media accounts can be time consuming. There are plenty of tools that can help you manage your accounts and view analytics all in one place. Here are a couple popular tools:

- Sprout Social - Along with the ability to manage your social media accounts all in one place, they provide a very comprehensive blog with content ideas and education on using social media in your digital marketing campaigns.
sproutsocial.com
- Hubspot - One of HubSpot's many features is the ability to manage and schedule social media posts and advertising and the subsequent reporting all in one place. You can also monitor and moderate direct messaging and comments through this service.
www.hubspot.com/products/marketing/social-inbox



Online Lead Generation & Management

How do homeowners interested in solar find you? How do they reach out to your company online or “convert” from a web or social media visitor to a lead? Having a robust source of homegrown, online leads is a huge value to any business so it’s important to have the tools to gather, track, and follow-up with homeowners interested in solar. You likely have basic “contact us” or “get a quote” type forms somewhere on your website. But what happens to the data after a consumer inputs it? There are many tools that make online lead gathering much more streamlined and trackable.

This is a helpful resource:

blog.hubspot.com/marketing/beginner-inbound-lead-generation-guide-ht

1. **Online Lead Sources** - The three best sources for quality lead generation because interested homeowners are coming directly to you.

- Search Engine Optimization (SEO): build the content of your website so that it is optimized to organically show up in search engine results pages (SERPs) by local homeowner/customer about solar and bring traffic to your website or landing page:

blog.hubspot.com/marketing/local-seo



- Search Engine Marketing (SEM): using paid advertising to ensure that your business’s products or services are visible in search engine results pages (SERPs). When a user types in a certain keyword, SEM enables your business to appear as a result for that search query. Ex: Google & YouTube Ads. Google & YouTube Ads has very robust audience targeting.
- Social Media Posts & Advertising: using unpaid and paid posts to target local

homeowners interested in solar. Social media also has very robust audience targeting.

2. **Online Forms** - Where does the data go?

- Basic CSM forms, like the built-in “contact us” forms, usually email entry data to a designated employee inbox only. Some CSM platforms, like Squarespace, integrate with popular CRMs.
- Your CRM will have a lead capture embeddable form that will input form entries directly into your customer database. Salesforce, HubSpot, etc all have this functionality.
- Formsite or another online form service - these services offer more options for customizable web forms. The forms are embeddable on your website and can be used on their own to store entry data but lack the capabilities of a full CRM platform. They are capable of integrating with CRM services to input entries directly into an existing database.

3. **Landing pages** - Landing pages are just what they sound like - a page on your website where a user lands after clicking on an ad, call to action on your site, or a link in your social media post. Once there, you collect a visitor’s contact information via a lead-capture form. It’s good to have separate landing pages for separate campaigns, a visitor should always know why clicking on an ad brought them to that specific page. *Ex:* One ad’s call to action is “Join us to learn more about solar at our homeowner webinar. Register Now!” Then the landing page should give more information about the webinar event and have a registration form. Get more info about landing pages here:

blog.hubspot.com/blog/tabid/6307/bid/7177/what-is-a-landing-page-and-why-should-you-care

- ## 4. **Social Media Lead Forms** - Using a social media platform’s built-in lead forms while advertising there tends to have a better outcome than sending interested parties outside of that platform. Homeowners are more likely to fill out the form if they don’t have to find their way back to their social media feeds. These built-in lead forms usually also integrate with your CRM to input leads directly into your database.
- ## 5. **Google & YouTube Ads Forms**- Google Ads has its own built-in lead form that integrates with your CRM that is also available for YouTube Ads. Or you can direct users to a campaign-related landing page with an embedded lead form on your website.
- ## 6. **CRM & Marketing Automation** - Quick lead follow-up is a must. If you don’t have a CRM to store contact data or automate notifications and lead assignment, interested qualified homeowners

will get lost in the shuffle and prompt follow-up goes out the window. Luckily tools like HubSpot offer a lot of solutions to make a lead management process flow smoothly. Example process:

- Homeowner clicks on your Google Ad and fills out the form on your Get a Solar Quote landing page
- Their information is stored in your CRM and several automations trigger:
 - The lead is sent a generic follow-up email confirming their entry and checking that their email address is valid
 - Other information like location or an “intent” question (get a quote, DIY project help, etc) helps qualify this lead before a rep has to spend their time on it.
 - An assignment automation assigns the lead to the nearest open sales rep and notifies that rep.
- The assigned rep promptly reaches out to the interested homeowner to set a meeting. The rep can easily find the lead’s contact information in the CRM and the automations helped remove several manual steps the rep would otherwise have to do. This whole process is done in seconds.

Social Media

Social media connects consumers directly to the companies, products, and brands they love. If you can build an active community of followers, you have a space for your customers to share your company with their friends and family providing unparalleled testimonial reach. Additionally, you can precisely target your ideal customers very easily with built-in capabilities.



Posting Tips

1. ***Different Platforms for different focuses*** - each platform has a slightly different use and audience.
2. ***Frequency of posting is different across platforms***
3. ***Share or repost posts on your accounts from your favorite:***
 - Manufacturers (like Solaria)
 - Industry or other relevant blogs
 - Industry or national news sources
 - Tip: it is important to only share reliable, fact-checked posts and stories from legitimate accounts.
4. ***Share links*** - link back to your website or lead gathering landing pages as often as possible to generate website traffic and create leads for your sales team.
5. ***Share public events or where your team is*** - going to any home shows, solar expos, or farmers markets? Share the event info and link to register to invite folks to visit your booth/

table or set a meeting with one of your reps. During and after the event share pictures and videos of your space and team.

6. **Use hashtags for keywords** - this is especially important on Twitter but all the platforms use them. Examples:

- #solar
- #solarpower
- #(your state or area)solar
- #solarenergy
- #solarpanels
- #renewableenergy
- #greenenergy

7. **Monitor your engagement** - check your accounts daily for comments and messages, users expect quick response. It's also important to keep an eye on folks commenting in bad faith (trolls) or scammers/spammers that might use your posts to trick followers into their scams.

8. **When to "boost" posts** - any post you would like to guarantee will be seen by your audience you should "boost." Boosting a post just means making that post into an ad - you set a budget, pick an audience, and set a time frame for how long you would like to boost that post. This is particularly helpful to amplify events and promos you want to share. All platforms have this option.

9. **General information about each platform:**

- **Facebook** has a slightly older user base and focused more towards consumer/personal engagement - a good place to target homeowners in your area. Post at least twice a week, include an image or video and link to your website/blog or landing page.
- **LinkedIn** has a professional user base and is great for sharing industry and company news, posting job openings, industry events, and networking with contacts at product manufacturer and distribution companies. Post at least twice a week.
- **Twitter** has a user base of professionals and consumers. Post as frequently as you like. Limited to a 280 character count - including

facebook

LinkedIn



links, spaces, and hashtags.

- **Instagram** has a user base of median aged users and is mainly an image and video sharing channel, great for sharing your latest project but cannot support links outside of advertising. Think of it as a portfolio or gallery of your work.

Sample Social Media Posts

Below are sample posts for you to customize for your own use. Be sure to use our Digital Marketing asset folder to find product shots, documents, and videos to go along with these posts! Find it here:

https://drive.google.com/drive/folders/1wRBfdA52WHNqXf_KiURVzpEJco20_6i5?usp=sharing

- We're proud to be a trusted solar power installer in [our community]. Our community's satisfaction with their solar systems and savings are our #1 priority. Find out how we can help you go solar. Contact us today: [Insert company contact info here]. You can also check out our website: [Insert URL here] #solar
- Why go solar? Using clean, renewable energy sources helps the environment, helps fight climate change, and saves money for homeowners and businesses. There are local, state and federal incentives that can help offset the costs. We can meet remotely or in-person to discuss your options and help you secure your energy future now. Contact us today at [insert contact info]. Visit our website: [insert company URL] #solarpower
- We are a proud member of the Solaria Pro Partner program. Solaria provides solar panels with high efficiency, high power output, outstanding durability, and long-term reliability all while being the most aesthetically pleasing panel on the market. Contact us today at [insert contact info]. Find out more product information here: www.solaria.com/solar-panels #solar
- If you're concerned about energy security, now is the right time to go solar. We can walk you through storage options, tax incentives, long-term financial savings, and ways for your system to pay for itself in the shortest possible time. Contact us today at [insert contact info]. Visit our website:[insert company URL] #solar
- If you're concerned about the up-front costs of going solar, keep this in mind: there are finance options, payment plans, and local, state and federal incentives that may help offset those costs. Also factor in the amount you'll no longer be paying to your utility company. We can set

up a meeting to walk through the time it will take for your installation to pay for itself. After that, it will produce free power for your home. Contact us today at [insert contact info] to set up a time to meet. Visit our website: [insert company URL]

- Thinking about going solar but not sure if now is the time? Let us talk you through what make this the perfect time to go solar. Contact us today at [insert contact info]. Visit our website: [insert company URL]
- We provide Solaria PowerXT solar panels, which are an advantage on roofs that experience shading. These high-efficiency panels are also the most beautiful panels on the market and backed by Solaria's 30-year warranty. Watch this 30-second video on Solaria's Shading Advantage. Contact us: [Insert company contact info here]. [Post Solaria's Power In The Shade Advantage video] #solarpower
- One of our happy customers shared this experience and/or these images of their #solarpower system. Contact us if you like what you see [insert contact info][Insert testimonial and/or installation images]
- Are you thinking about DIYing your solar system? Here's why Solaria, the manufacturer of our premium solar panel offering, suggests you go pro - with a Solaria Pro Partner (Like us!) Contact us for more information [insert contact info] Read the blog post here: www.solaria.com/blog/installing-solar-pro-diy

Keywords for Google Ads & SEO

Whether you're writing content for your website or blog or setting up your Google Ads account, Keywords are an important part of showing up in homeowner search engine results pages (SERPs). Here are some basic keywords to get started.

- solar
- solar/pv panels/modules
- solar energy/power/electric system
- solar on roof/rooftop solar/ solar panels for roofs
- home solar power/solar for home/solar house
- residential solar
- solar near me/in [local area]
- solar energy/power/electricity
- solar with storage/battery
- power/electricity back-up
- best solar panel
- better solar panel
- solar quote/ get a solar quote
- solar systems
- residential solar panel installer/install/installation
- solar install/installer/installation
- solar quote/solar installation quote
- solar panel price/solar power cost/ cost of solar
- solar savings calculator/how much solar saves
- solar savings
- american solar/ US solar
- most energy/power/electricity solar/ solar panels
- highest/high energy/power/electricity solar/ solar panels
- buy solar system/solar panels for home
- black solar panels
- solar in shade
- beautiful solar/solar panels
- solar panel/module manufacturer
- most efficient/highest efficiency home solar



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