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**19 October 2022**

2:00 pm - 3:00 pm | EDT, New York City

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# How to diversify and grow lead generation without additional ad spend



**Anne Fischer**

Senior editor  
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**Bogdan Zlatkov**

Sr. content marketing manager  
**Aurora Solar**



**Sherry Huang**

Sr. product marketing manager  
**Aurora Solar**




**Scott Nguyen**

CEO  
**Bodhi**

# Welcome!

Do you have any questions? ? 

Send them in via the Q&A tab.  We aim to answer as many as we can today!

You can also let us know of any tech problems there.

We are recording this webinar today. 

We'll let you know by email where to find it and the slide deck, so you can re-watch it at your convenience.  



# Lead Machine: How to diversify & grow your lead generation without additional ad spend

October 19th, 2022

[aurorasolar.com](https://aurorasolar.com)





## Today's Presenters



**Bogdan Zlatkov**

Sr. Content Marketing Manager  
Aurora Solar

**Sherry Huang**

Sr. Product Marketing Manager  
Aurora Solar



**Scott Nguyen**

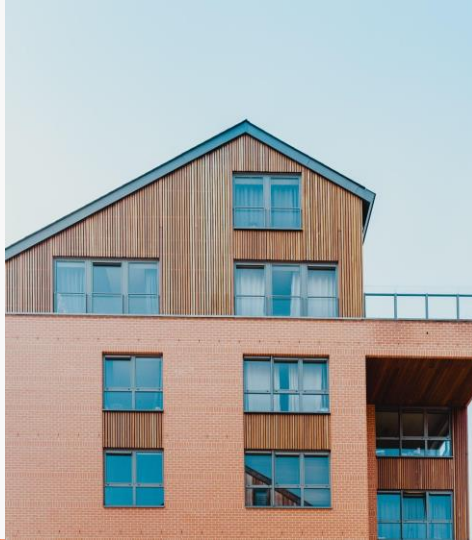
CEO  
Bodhi Solar

## Agenda

1. Optimizing your ad spend
2. Enhancing the digital experience
3. Improving post sales engagement
4. Q&A



# 1 Optimizing your ad spend





## Customer Acquisition is Costly

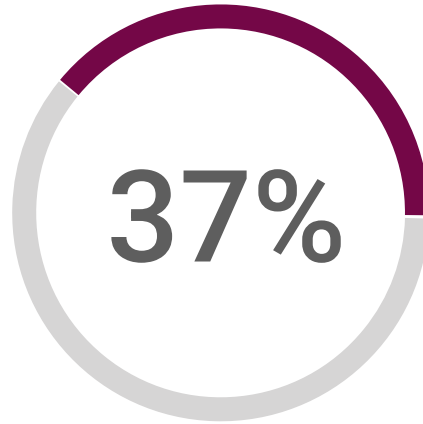
>20%

of solar costs are attributed to  
customer acquisition

(compared to 18% in 2020)



Installers are using external services to generate a large portion of their leads.

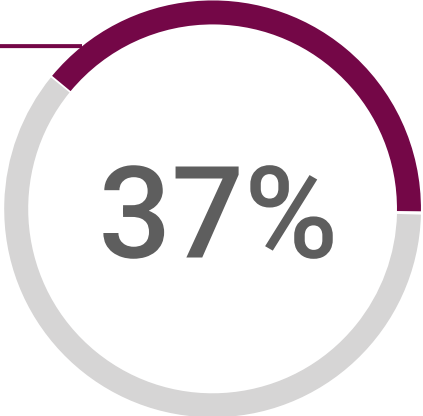


**External Lead Services**

Installers are using external services to generate a large portion of their leads.

**Benefits**

- 1. Get leads on-demand
- 2. Supplement your current pipeline



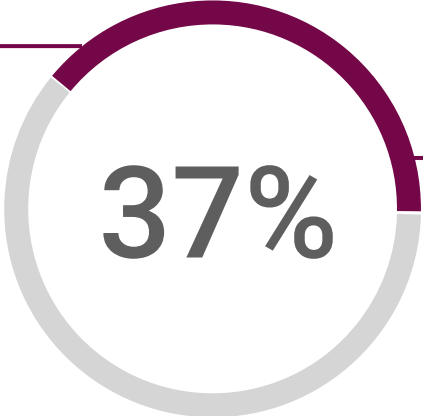
**External Lead Services**



Installers are using external services to generate a large portion of their leads.

**Benefits**

- 1. Get leads on-demand
- 2. Supplement your current pipeline



**External Lead Services**

**Risks**

- 1. Reliant on 3rd party vendors
- 2. Can't improve your lead process
- 3. As more installers buy the leads they become less valuable



What new growth opportunities do you see in the next 6-12 months?

38%

Of solar installers said they will incorporate new lead generation channels





## What changes are you considering to combat a potential economic slowdown?

21%

Of solar installers plan to cut marketing spend





**“How can we earn more leads with less spend?”**





## 3 Factors to successful digital campaigns



**Relevant:** Stop the scroll, answer the question





## 3 Factors to successful digital campaigns



**Relevant:** Stop the scroll, answer the question



**Emotional:** Appeal to more than logic





## 3 Factors to successful digital campaigns



**Relevant:** Stop the scroll, answer the question



**Emotional:** Appeal to more than logic



**Timely:** Show how you can solve the problem right away





## 3 Factors to successful digital campaigns



**Relevant:** Stop the scroll, answer the question

COMPANY NAME 

# GIVE POWER TO YOUR FUTURE

Together we can



Galliam est omnis divisa in partes tres, unam incolunt Belgae, aliam Aquitani, tertia qui ipsorum lingua Celtae nostra Galli appellantur

**LEARN MORE** 

[www.website.com](http://www.website.com)





## 3 Factors to successful digital campaigns



**Relevant:** Stop the scroll, answer the question

### Mid-west

The advertisement features a city skyline at dusk with a heavy rain and lightning storm. A small orange square with a blue and yellow flower logo is in the top right corner. The text is overlaid on the bottom half of the image.

**Thunderstorms in the forecast?**  
Get peace of mind knowing you'll have power no matter the weather.  
Backup your home today and save!

### Florida



**25.3**  
MILLION  
FLORIDIANS

**Are you ready for the next storm?**  
25.3 Million Floridians experienced power outages from 2008-2018. Protect yourself by adding battery storage to your home and sleep easy knowing you'll have power when you need it most.



## 3 Factors to successful digital campaigns



**Relevant:** Stop the scroll, answer the question



**Emotional:** Appeal to more than logic

**WHY SOLAR?**  
let the sun **Brighten** your place..

- Free Electricity
- NO Monthly Bills
- Uninterrupted Flow of Power
- Hassle free Installaion & Working
- Enhanced Property Value

The advertisement features a dark blue background with a grid pattern and a large, semi-transparent image of a house with solar panels on its roof. The text is white and blue, and the overall design is modern and professional.



## 3 Factors to successful digital campaigns



**Relevant:** Stop the scroll, answer the question



**Emotional:** Appeal to more than logic



### FEEL SAFE, EVEN DURING AN OUTAGE

Power outages are growing in frequency, but that doesn't mean you need to feel powerless. With a solar + storage system you'll feel safe knowing your growing family has backup power.



### FEEL SAFE, EVEN DURING AN OUTAGE

Power outages are growing in frequency, but that doesn't mean you need to feel powerless. With a solar + storage system you'll feel safe knowing your growing family has backup power.





## 3 Factors to successful digital campaigns



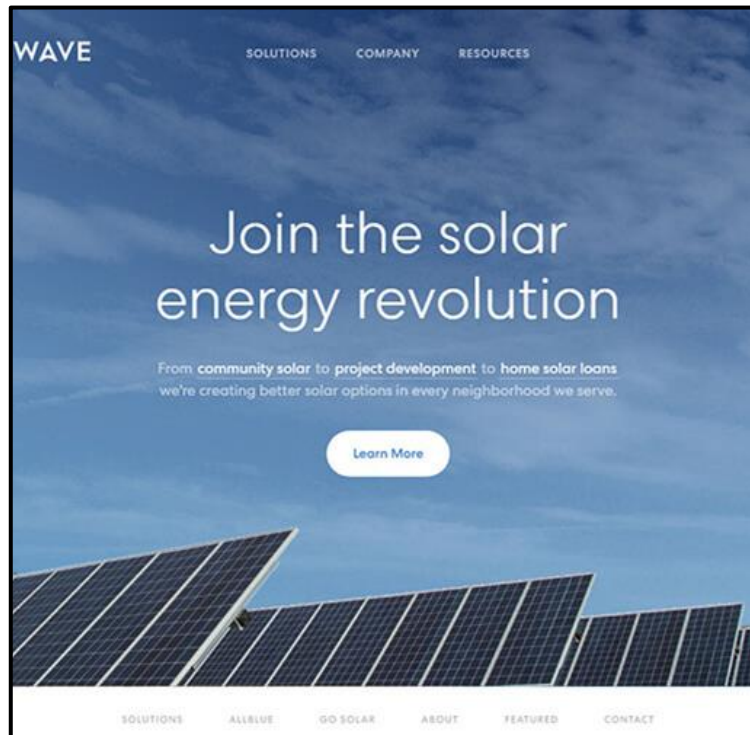
**Relevant:** Stop the scroll, answer the question



**Emotional:** Appeal to more than logic



**Timely:** Show how you can solve the problem right away



Don't send them to a taskless page



## 3 Factors to successful digital campaigns



**Relevant:** Stop the scroll, answer the question



**Emotional:** Appeal to more than logic



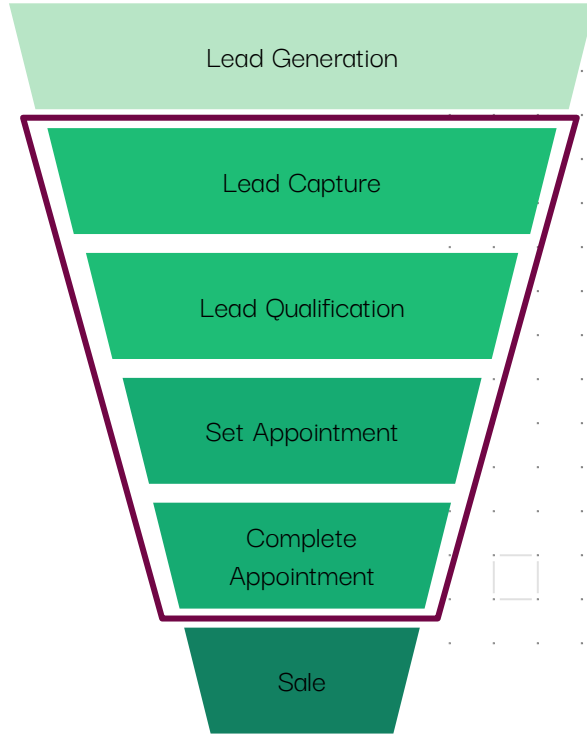
**Timely:** Show how you can solve the problem right away

“Where should I send them then?”



## 2 Enhancing the digital experience





**How might we improve mid-funnel activities to improve our CAC?**



- Activating a digital strategy
- Automate qualification data collection
- Deliver higher-quality leads to sales







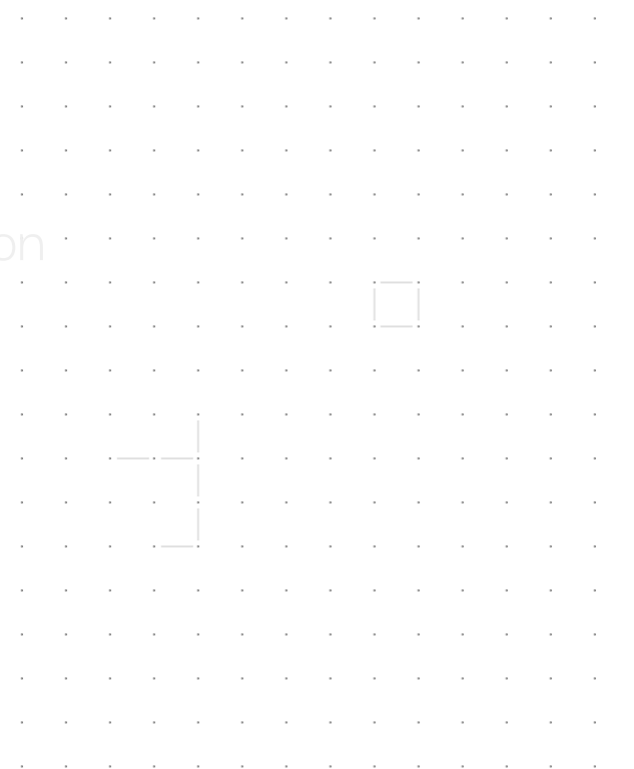
Activating a digital strategy



Automate qualification data collection

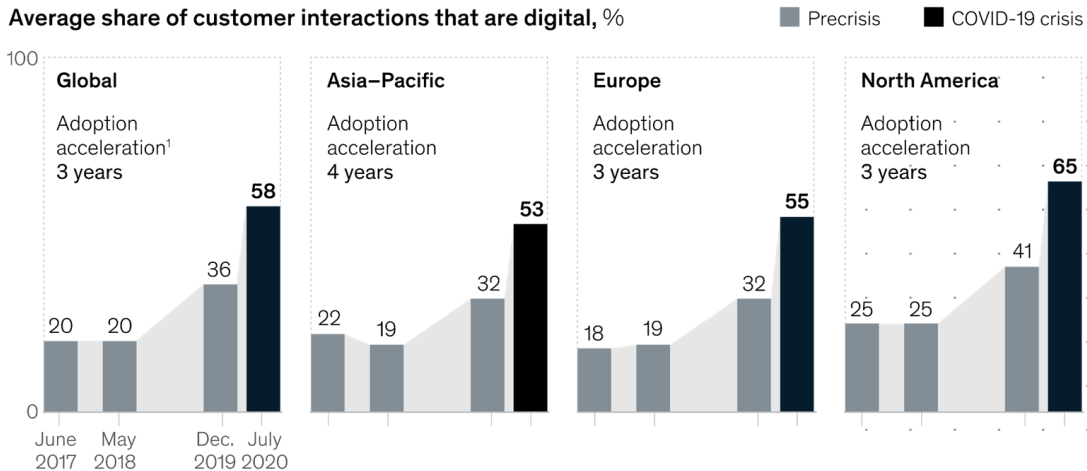


Deliver higher-quality leads to sales





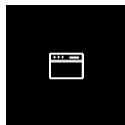
The consumer shift to digital offers a cheaper alternative for solar business to **invest in their digital experiences.**



<sup>1</sup>Years ahead of the average rate of adoption from 2017 to 2019.



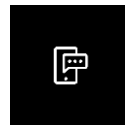
## Activating a digital strategy



**Optimize your website experience** to make a lasting impression and encourage leads down the funnel



**Activate nurture email campaigns** to keep homeowners engaged and win back inactive leads



**Deliver text message reminders** to increase conversion rates down-funnel and reduce time on the phone



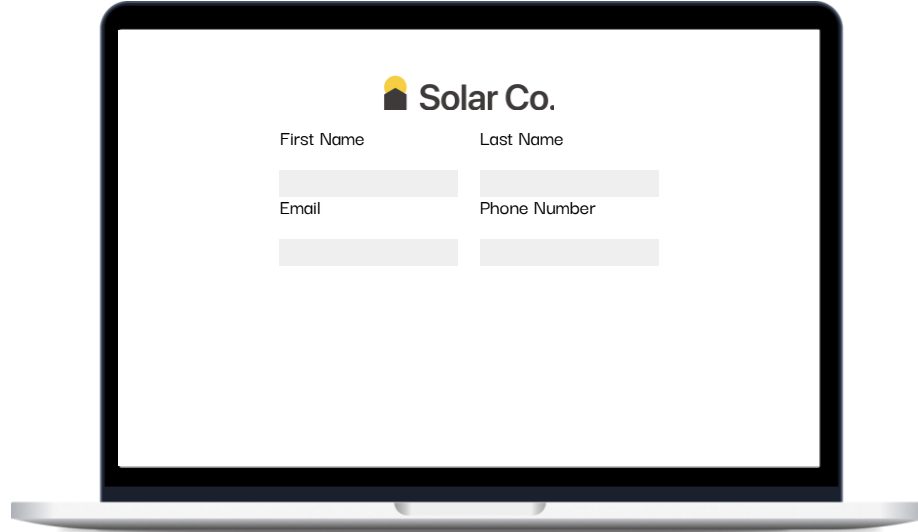


- Activating a digital strategy
- Automate qualification data collection
- Deliver higher-quality leads to sales





## Automate qualification data collection





# Automate qualification data collection

The image shows a laptop screen with a form for Solar Co. The form is titled "Solar Co." and contains the following fields:

Field Label	Field Type
First Name	Text Input
Last Name	Text Input
Email	Text Input
Phone Number	Text Input
Roof Type	Text Input
Roof Age	Text Input
Title	Dropdown Menu
Avg Utility Cost	Text Input
Credit Score	Dropdown Menu





- Activating a digital strategy
- Automate qualification data collection
- Deliver higher-quality leads to sales







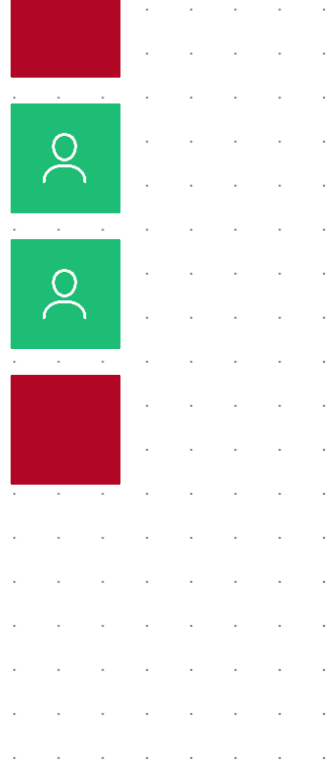


# Deliver higher-quality leads to sales

A laptop screen displays a lead capture form for Solar Co. The form includes the following fields:

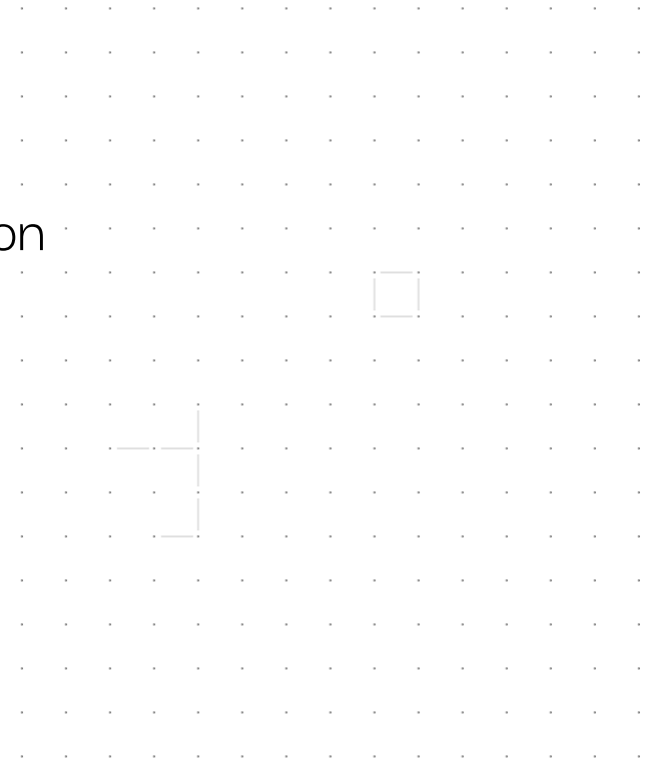
- First Name
- Last Name
- Email
- Phone Number
- Roof Type (dropdown menu)
- Roof Age (dropdown menu)
- Avg Utility Cost (dropdown menu)
- Credit Score (dropdown menu)





- Activating a digital strategy
- Automate qualification data collection
- Deliver higher-quality leads to sales





Get More High Quality Leads

# Interactive Lead Capture Demo

The screenshot shows a mobile browser interface for 'Solar Co.' with the URL 'www.solarcoindustries.com'. The main content area features a headline: 'With solar you could save \$44,400' (with '\$44,400' in green) and a sub-note 'Over 25 years, estimated'. Below this is a calculator showing '22 Solar panels + 1,574 hrs Hours of sunlight = 100% Energy offset'. A 'Get your free quote' button is positioned below the calculator. A small disclaimer at the bottom reads: 'This is a preliminary estimate for illustration purpose only. Actual system production or savings may vary and are not guaranteed.' On the right side, there is a 3D aerial view of a house with solar panels. A button labeled 'Explore your 3D model' with a location '766 Francis Mine, Sacramento, CA' is overlaid on the bottom right of the 3D view.

3 Post Sales  
Engagement



# The solar customer journey



## Customer lifetime value

2x

the value of the initial sale

The solar customer journey



# **4 tips to capitalize on the 25+ year customer relationship**

## Customers need to have a good install experience

**80%**

of solar customers remembered their install experience negatively





Great news!—the final design of your solar system is complete! Click to review. On to Phase 2: Permitting

—Bodhi

**bodhi**

YOUR JOURNEY PROGRESS

40%  
To being solar powered

- Design
- Permitting**
- The Build
- Inspection
- Powering Up

WHAT'S NEXT?

[Apply for permits](#)

**Makai Nguyen**  
The Solar Guy

## Customers need to have a good install experience

Pro tip #1: Automate project updates, design approvals, and most importantly - the no-update updates

# Customers need to be reminded they made a good investment

Pro tip #2: Automate monthly energy reports & reminders of your referral program

**SHARE THE SUN**  
**GIVE YOUR FRIEND \$500**

17 trillion watts is needed to power our global energy consumption. Make sure it's 17 terawatts of clean energy. You'll also receive

**DAILY ENERGY FLOW**

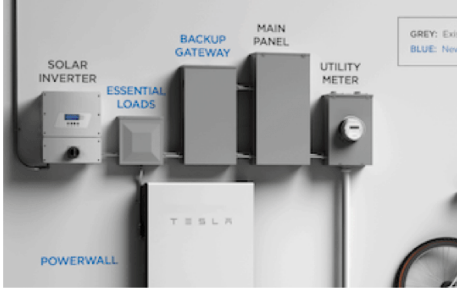
SOLAR PRODUCTION	HOME CONSUMPTION
Saved this month	Today's peak
<b>\$131</b>	<b>6.2kW - 4:05PM</b>

**82%**  
Powered by the sun

**Grow your solar community**



**Richard Feynman**  
Project Manager



### Add batteries to your home solar system

Did you know you can add a solar system to prevent blackouts and reduce your electricity bill? Your utility is offering a special plan that will allow you to take advantage of this state of the art technology. Contact us to find out more!

#### Add batteries to your home solar system

**Channels**

- Email
- Text

**Filters Used**

- Utility Contains Austin Energy
- System Size Greater than 10 kW

Contact us

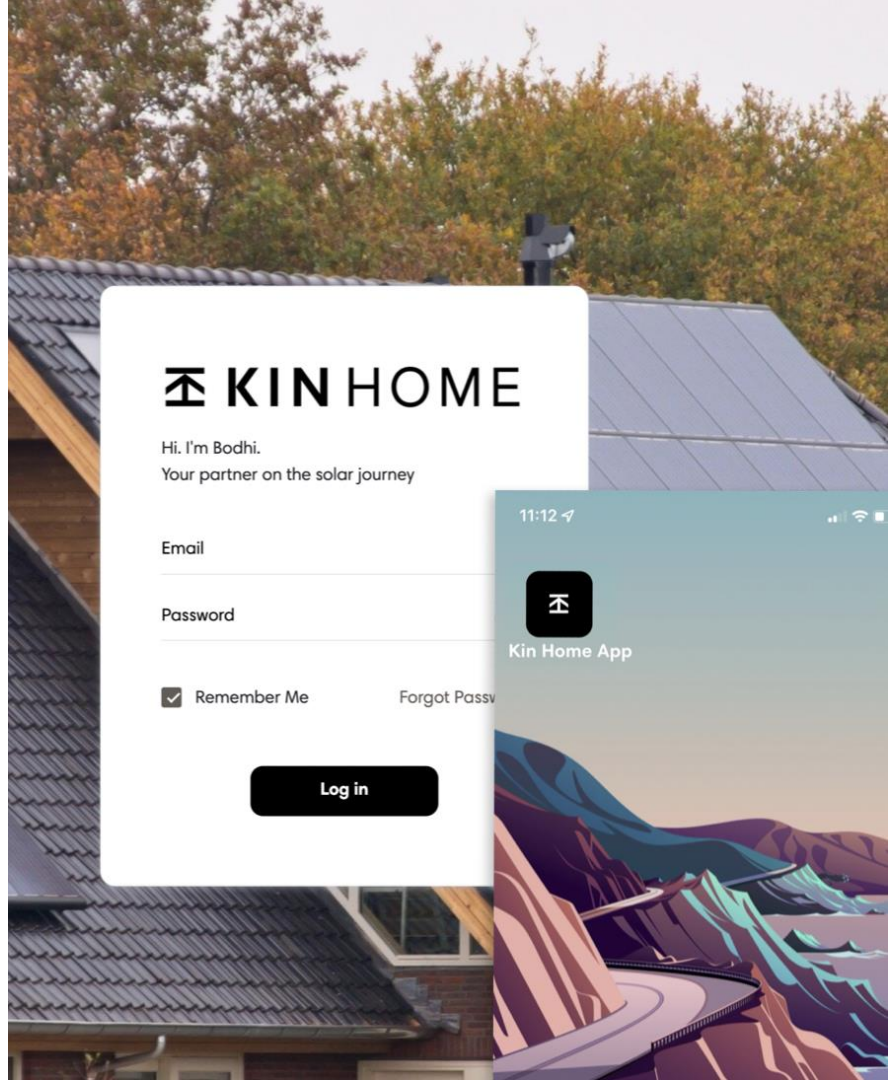
# Customers need to be offered relevant products & services


Pro tip #3: Segment your customers by energy profile to hyper-personalize your promotions



## Customers need to remember your company name

Pro tip #4: Offer your customers a fully branded digital experience



 **KIN HOME**

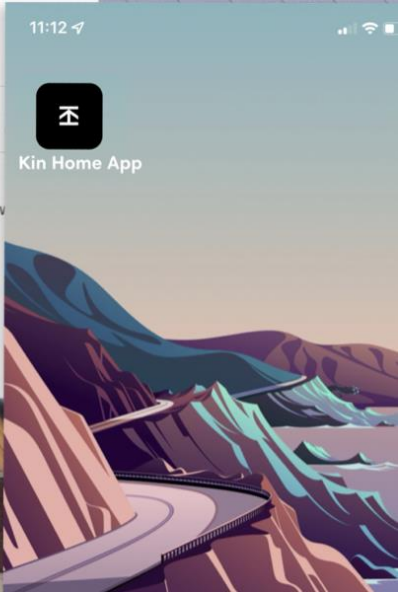
Hi, I'm Bodhi.  
Your partner on the solar journey

Email

Password

Remember Me      [Forgot Password](#)

**Log in**





Questions?



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# How to diversify and grow lead generation without additional ad spend

## Q&A



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by Ryan Kennedy



Most-read online!

**Could we see U.S. solar electricity for \$0 per kWh?**  
by John Fitzgerald Weaver



# Coming up next...

**Thursday, 20 October 2022**

4:0 pm – 5:00 pm AEST, Sydney  
8:00 am – 9:00 am CEST, Sydney

**Thursday, 27 October 2022**

8:00 am – 9:00 am PDT, Los Angeles  
11:00 am – 12:00 pm EDT, New York City

**Many more to come!**

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mounting  
systems for the  
Asia-Pacific**

**How to  
effectively  
procure energy  
storage in 2023**

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**Anne Fischer**

Senior editor  
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**Thank you for  
joining today!**