



RealizeYourPower

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Using Social Media to Stimulate Solar Sales

Thomas A. Dinkel
CEO
SunReports, Inc.

Performance Based Monitoring enables brand visibility

- First – some facts about solar BUYING:
- Shopping for a system is hard
- There are lots of brands to choose from
- People don't know what they are buying
- Once it is installed, they don't know if it is working or not

Performance Based Monitoring enables brand visibility

- **And some facts about solar SELLING:**
 - **Selling is hard**
 - **Finding the next customer is very expensive**
 - **People don't know what they are buying**
 - **Once it is installed, no one knows if it is working**

Finding the Next Customer is Expensive

- Take total marketing and sales budget and divide by number of customers
 - \$3,000 - \$5,000 per deal in sales costs?
 - Why does Sungevity give \$1,000 to the Sierra Club to get a solid referral?
 - Why does 1BOG use the crowd-model to reduce sales costs?
- So, what is a qualified referral worth to an installer?

Shopping for Solar

What the Industry Sees....



Shopping for Solar

What the Customer Sees....part 1



The Blizzard of Branding in the Solar Market

Branding in Solar

What the Customer Sees....part 2



Branding in Solar

What the Neighbor Sees....part 3



Shopping for Solar

What the Customer Sees....part 1



The Blizzard of Branding in the Solar Market

Branding in Solar

What the Neighbor Sees...



So Where do Referrals Come From?

- FACT: Solar installations tend to cluster physically in a neighborhood
- But How???
 - Saw the truck?
 - Walked over to talk?
 - Installer left a brochure on the doorknob?

Let's Leverage Social Networks

- Can we cause VIRTUAL clustering of solar installations?
- IF the system is monitored, you can auto-post performance data to Facebook, LinkedIn, Google+, Twitter, etc.
- Becomes a subtle stimulus for a discussion about solar energy
 - “oh, you have solar, how is that working?”
- It MUST have installer or manufacturer branding or url's or why bother!

SunReports Facebook Post



Tom Dinkel

I'm helping to create a GREENER planet. You can too!



Check it out

www.sunreports.com

With my solar installation, I saved the equivalent of:

- * 1449 kWh
- * 931 Miles Driven
- * 310 Lbs Carbon
- * 698 Lbs Coal

System installed by Solar Sun & Sons (www.slrsns.com)

System by Super Solar Supply (www.sprsolrsply.com)



Yesterday at 3:06pm via SunReports



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Keys to Success in Social Media

- The message must be subtle, but on point
 - Overt selling is not effective
- The message must be consistent, and persistent
 - But not too persistent – or the users tune it out
- The tone must be right
 - Not preachy
 - Not too 'in your face'
- The 'high moral ground' is always safe
 - The message is serving the higher good

Challenges in Social Media

1. Choosing the right platform / vehicle
 1. Facebook?
 2. LinkedIn?
 3. Twitter?
 4. Blogging?
 5. Other?
2. Getting someone to take action!
3. Measuring your results
 1. What resonates with your audience?
 2. A/B testing of your messaging / content / presentations
4. Being consistent and persistent with your posts

Conclusions

- You have to play
- No one has the right answer
- Doing something is probably better than doing nothing
- IF you play, you have to commit
- You may not have a direct measurement of your success
 - Think 'marketing' vs. 'sales' budgets



Contact Information:

www.sunreports.com

www.facebook.com/sunreports

info@sunreports.com tom@sunreports.com

Toll-free phone: 1-888-272-9289