



7 REASONS WHY YOU'RE LOSING SOLAR SALES

YOU COULD BE GETTING MORE SALES ...

Most Solar Panel Installation companies are already using cold marketing, such as door knocking, cold calling and leaflet drops etc. However many Solar Panel Installation companies are **failing when it comes to online marketing**.

We'll cover the top 7 reasons many companies (including probably yours and your competitors) are losing out. So get each of these mistakes sorted **and beat your competition**.

Reason. 1

Losing 95% of your website visitors

Only 5% of your website visitors (or less) will take any form of action. The rest are **gone in the wind**. Never to return. Imagine if you could get just another 5% of those people to return, **you could already double the profits** from your website.

So how do we make this happen? Simple. Setup remarketing, or retargeting or whatever you want to call it. I'm sure you've been browsing for a new mattress or powertool (or whatever) before and the next thing you see an ad for that exact same mattress or powertool in your Facebook feed. That's remarketing.

Tip : Get remarketing setup ASAP and get it setup properly.

Reason. 2

Failing to secure profitable advertising.

Search advertising is one of the most common forms of advertising. It's useful because it's not interruptive. A person searches for solar panels and **they see your solar panels**. It's a win win. Because of this the conversion rate of search advertising is very high.

Yes it does cost money to set up, manage and also paying for the ads. But every search advertising campaign we've seen so far (that's been properly setup) **has been profitable**. That means if you're able to use search advertising and you're not, you're losing out on **a significant amount of sales**.

Tip : Get [Search Ads](#) setup ASAP and preferably get help from a professional to ensure they're profitable.

Reason. 3

Customers can't find you via Google search

Someone in your area searches for 'buy solar panels online' and you don't come up in Google. Why is that and how many customers are you losing?

Perhaps **the highest form of ROI** a business can invest in is local SEO. Several months of concerted effort typically results in several years of **significantly more customer enquiries**.

SEO is king, because it gives the customer exactly what they are looking for. It doesn't interrupt their experience making them more likely to convert.

Tip : Hire a local SEO expert, or take a course on local SEO online and create boat load of useful content for your site to help customers find you online.

Reason. 4

Less positive reviews than your competitors

Have you ever shopped on Amazon and been drawn to the product with the best reviews? You're not alone...

People (at least 88% of them) read reviews before they make a decision to purchase anything. It's the pivotal step of the modern customer journey. Without a positive online reputation, people just won't trust you enough to buy from you.

Businesses can live and die by online reviews. Not asking for positive reviews from happy clients is costing you in converted leads.

Tip : Get in touch with a [review generation](#) company or put a solid process in place in your company for generating more customer reviews. This really is essential.

Reason. 5

Not attracting leads via simple quizzes

The average human attention span is now less than that of a goldfish (8 seconds). Quizzes allow people to quickly get personalized feedback, creating a positive reward system for their investment of time. Simply put, people like thinking and talking about themselves.

By setting up a quiz we can answer customers' questions about solar, plus give them personalized feedback based on their questions and answers. We can also capture their details and then contact them as an already warmed-up lead who trusts us based on the fact we've answered their questions. Quizzes really do rock.

Tip : Create a quiz using a [quiz generation tool](#) then drive traffic to it either via your mailing list or advertising.

Reason. 6

Not answering customer queries instantly

Chatbots are like 24/7 sales people who capture your website visitors by answering their questions and getting their contacts details so one of your sales staff can follow up with more in depth information.

If the Chatbot gets any questions they're not sure of, they ask for the persons contact info so they can get back to them with that information.

Not using Chatbots is essentially like not hiring **an extra sales staff member who doesn't require a salary at all.**

Tip : Create a chatbot using one of the dozens of available [chatbot builders online](#).

Reason. 7

Not knowing what advertising is working

A famous quote on marketing I love is “Half the money I spend on marketing is a waste. The problem is, I don’t know which half.”

“Key Performance Indicators” or KPIs track the most important information about your business, beyond just ‘revenue’ and ‘expenses’.

If you track, and work on increasing, each of those KPIs then your business and your standard of living will grow.

Tip : Have a pro setup [Google Data Studio](#) to track all your advertising and spending in one easy to understand place.

The end.

My final thoughts and tips...

Take action. Don't just read these tips and do nothing. Take some action. Start with just one of the tips and make it your mission to find a solution this month, or this quarter.

I want the world to transition to solar. I want everyone driving electric autonomous cars. I want the oceans to be devoid of plastic. I can't make all these things happen myself. But at least by working together you and I can make dint in the first wish. If you need help, don't be a stranger and reach out.

Tip : Need help? Get in touch with me personally at simon@puffinsolar.com