

Solar Manufacturer and Retailer



Solutions Implemented



HUBSPOT CRM IMPLEMENTATION

We implemented HubSpot Sales Pro, which allowed for immediate tracking of leads and significantly sped up response turnaround times. This integration ensured that no lead was lost and follow-ups were timely and organized.



HUBSPOT SALES AND MARKETING = SMART MARKETING

The HubSpot CRM was connected to HubSpot Marketing, creating a seamless flow of information between the sales and marketing teams. This integration facilitated better campaign tracking and more cohesive strategies.



LEAD NURTURE CAMPAIGN

A comprehensive lead nurture campaign was developed and enabled within HubSpot. This campaign was designed to differentiate them from their competitors by providing personalized content and cross-selling opportunities. It included targeted communications that were specifically tailored to the needs and interests of home developers, architects, contractors, and designers.



DIGITAL MARKETING STRATEGIES

In addition to email campaigns and content marketing, Pay-per-click, display, and video ads drove new business to the retail division. Engaging sales videos were embedded into landing pages that highlighted their unique approach to product quality and installation.



A leading manufacturer and installer of solar solutions, sought to enhance their sales and marketing operations to better compete in a growing market. They aimed to streamline their processes, improve lead tracking, and enhance customer engagement.

Challenges

- ▶ Difficulty in tracking leads and ensuring timely follow-ups.
- ▶ Need for more efficient communication between sales and marketing teams.
- ▶ Desire to implement a robust lead nurturing campaign to stand out from competitors.
- ▶ Targeted communication required with home developers, architects, contractors, and designers.
- ▶ Increasing brand visibility and driving new business through various marketing channels.
- ▶ Boosting website traffic and conversion rates.



INCREASED WEBSITE TRAFFIC

The digital marketing efforts led to a remarkable 78% increase in website traffic. This influx of visitors provided more opportunities for lead generation and conversion.



BOOST IN CLOSED SALES

With the improved lead tracking and nurturing capabilities provided by HubSpot utilization, a 170% increase in closed sales was achieved. The targeted communications and personalized campaigns played a significant role in converting leads into customers.



Conclusion

The company continues to grow its business with personalized communication strategies with new and existing dealers while growing retail sales with targeted advertising and lead nurturing with the HubSpot platform. They've outpaced their competition with a long-term focus on delivering messaging to the right people at the right time.

