Marketing Success Stories

Partner Solar Programs + Content-Centric Digital Marketing

energysage

Powered by SunShot
U.S. Department of Energy
EnergySage
Solar Marketplace
A Novel Approach: First and only comparison-shopping website for solar PV systems and financing options.

Consumers receive multiple quotes from pre-screened installers in an apples-to-apples comparison format.

EnergySage is where smart people shop for solar.
EnergySage Instant Estimate

EnergySage’s Instant Estimate feature delivers immediate solar information to consumers, including:

- Aerial image of property
- Estimated solar system size
- Review of financing options
- Estimated solar economics
Simple, online comparison-shopping solution

1. Property owners create property profiles
   - Specify property location
   - Energy usage
   - System and financing preferences

2. Solar installers design systems, submit quotes
   - Use aerial images
   - Phone, email contact
   - Submit quotes online via marketplace

3. Homeowners compare quotes & select one
   - Apples-to-apples comparison of system & financing options
   - Live decision support from solar advisors
Impartial information & resources accelerate solar adoption

Educational Resources
- Articles
- Blogs
- Videos & Presentations
- Infographics

Unbiased Solar Guidance
- Case studies
- Ratings & reviews
- Q & A Forum
- Solar advisors

Industry Directory and Profiles
- Installers
- Equipment manufacturers
- Financing companies
Solar shopping made simple

FOR CONSUMERS
• Simplicity
• Choice
• Transparency
• No cost

Up to 20% lower prices than market averages

FOR INSTALLERS
• Quality leads
• Lower acquisition cost
• Shorter sales cycle
• Manageable sales fees

Efficient online sales channel to help grow business
EnergySage: by the numbers

2 SunShot awards from U.S. Department of Energy
30+ states covered in solar marketplace
275+ pre-screened local solar installers
20% lower install prices, on average
3x – 4x customer likelihood to go solar, on average
1,000,000+ solar data points collected per month

energysage.com/data
Partnership Programs
EnergySage is the solar partner of choice for leading organizations across the country
Co-branded solar stakeholder engagement programs

Custom program materials:

- Custom landing page
- Partner logo follows customers throughout EnergySage marketplace
- Customized images and assets
- Educational content geared towards partner’s audience
Program Dashboard: track program success, impact and customer lists

Track your program success
Analytics and metrics to provide you with real-time insight into the success of your program

- Total Program Participants: 450
- Total Follow-ups: 545
- Total Sales: 90

Impact in your community

Environmental benefits over 20 years

Trees Planted: 229,850
Cars Off the Road: 1,885
Reduced Carbon Emissions: 8,965

Program participants
Details about participants and their properties listed as part of your programs

Program subscribers
Details about users who have signed up for the mailing list as part of your program

See how your program did in the last 30 days

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Increase your impact. Promote your solar program

Copy Landing Page URL
Content-Centric Digital Marketing
It starts with good content

Solar 101
Solar panel systems can be complicated. EnergySage can help. The most comprehensive, easy to understand information about solar PV anywhere. We‘ll have you feeling like an expert in no time.

Solar can be installed at almost any property anywhere in the U.S.
You don‘t need to live somewhere sunny to receive the financial benefits from going solar. Find out how solar can work for you.

Is your roof suitable for solar?
What really drives your savings? How sunny it is where you live vs. local electric rates

The Top 10 cities for solar are not the sunniest
Let’s talk about good content…

• Contextual targeting
• Where in the funnel?
• Keyword planning
Whole funnel scope

On-page

SEO

CTAs

Email Capture

Remarketing Tags

Facebook

Google AdWords
Remarketing

Community Solar In MA - massachusettshomesolar.com
Top Rated Community Solar Plans. Renters Welcome - No Roof Required
Zero Down - Free Quote - No Obligation - Latest Rebates
Residential Solar | Home Solar Incentives
Solar Tax Credits | Shared Solar Benefits

Solar In MA - As Low As $0 Down & Free Install
Go Solar by Oct 31st and Save $1000
Predictable Energy Costs - Remote Solar Design - Custom Designed Solar
Specializes In Remotely Designing Home Solar – Diamond Certified
Request a Free Quote - Cost & Benefits of Solar - Take Your Business Solar

Rooftop Solar Panels - VivintSolar.com
Home Solar Solutions to Help Save Money & Protect the Environment!
+ Rating – Better Business Bureau

Rooftop Solar
Your local, community centric solar installer. Serving Arizona and California: Flagstaff, Sedona, Verde Valley, Northern Arizona, San Diego, Borrego Springs, ...

The Hole in the Rooftop Solar-Panel Craze - WSJ
The Wall Street Journal
May 17, 2015 - Most people buy rooftop solar panels because they think it will save them money or make them green, or both. But the truth is that rooftop solar...

In the news
Rooftop solar less lucrative
Hawaii Tribune-Herald (subscription) - 10 hours ago

Get Solar For $0 Down
www.solarcity.com/Massachusetts
3.5 ★★★★★ rating for solarcity.com
(855) 276-7813
Get A Free Home Solar Quote In Massachusetts & Start Saving Today!

Solar Panels for Homes
www.solar-massachusetts.org/
70% Lower Bills. MA and Fed Rebates
Free Home Solar Evaluations!
Reactivation
AS SEEN IN
“The marketplace’s functionality and usability is light years ahead of other similar sites.”
– GREENTECH MEDIA
Appendix
Proven partnership implementation model

EnergySage creates custom landing page
- Your logo and branding
- Customized messages
- Program overview
- Educational resources
- Tracks participation

You promote program to your community
- Choose the best way to promote the program
- Email, blog, social media and website/intranet
- The more you promote, the greater the impact!

Review the environmental & financial benefits!
- EnergySage Advisors help members throughout the process
- Regular impact reporting
EnergySage supports program outreach efforts with creative marketing materials and educational resources.
Growing library of fun and engaging informational videos