

An aerial photograph of a solar farm at sunset. The sun is a bright, glowing orb in the upper left corner, casting a warm, golden light across the sky and the solar panels. The solar panels are arranged in neat, parallel rows that stretch across the landscape. The ground between the panels is a light, sandy or gravelly color. In the distance, a line of trees and some buildings are visible against the horizon. A semi-transparent white rectangular box is centered over the middle of the image, containing the title text in a blue, sans-serif font.

Media Marketing Best Practices for the Solar Industry

Presented by Earth Coast Productions



The Power of Video for Solar Marketing

- **Show behind-the-scenes footage**
72% of customers prefer video over text for learning about a product
- **Expert interviews build authority**
Video on landing pages can increase conversions by 80%
- **Customer testimonials build trust**
90% of customers say videos help them make buying decisions



Captivate Viewers with Live Demos



Live

Show live solar panel installations



Q&A

Broadcast Q&As with solar techs



Demo

Demo new products like Tesla Powerwall or BIPV

Create Offers That Stop Scroll



Be Unique

Avoid generic offers like
"\$500 cashback"



Be Attention-grabbing

Use weird/strange images to grab
attention



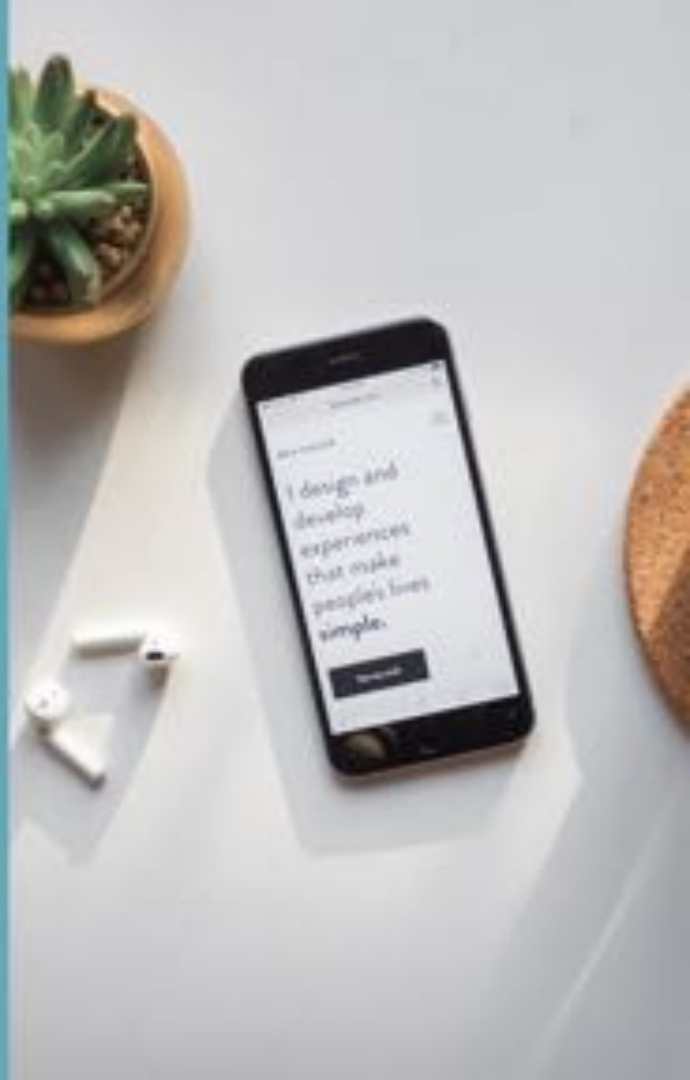
Be Niche

Target offers specifically like
"Xcel Customers"

Less is More

Streamline Conversions with Landing Pages

- 1 | Link ads to dedicated Landing Pages
- 2 | Create a lead qualifying quiz
- 3 | Remove navigation - focus on one goal, aka clear CTA
- 4 | Mobile optimized design
- 5 | Match branding for familiarity



Follow-Up Sequences for More Leads

Stay Top of Mind

1 Email and text message sequences

2 Automate sequences for set durations

3 Lead nurturing across multiple channels



Optimizing Video Ads

5

Seconds

HOOK ATTENTION IN THE FIRST 5 SECONDS + MAINTAIN INTRIGUE

2

Minutes

VIDEOS UNDER 2 MINUTES GET THE MOST ENGAGEMENT

80

%

LANDING PAGES WITH VIDEO CAN INCREASE CONVERSION RATES BY 80%



Research What Grabs Your Attention

"Good advertising does not just circulate information. It penetrates the public mind with desires and belief." Leo Burnett

Analyze ads that make you stop scrolling

Study ads that catch your eye

Note interesting concepts from other industries

Save inspiring ads in an inspiration folder

Study analytics on high performing ads

Use what intrigues you on your audience

The Recipe for Success In Summary...



1 | Video & live content engages

Entertain and educate

Content that educates and entertains will connect with your audience.

2 | Irresistible offers drive conversions

Urgency and exclusivity

Craft compelling offers that create urgency and demand for your products.

3 | Landing pages streamline process

Focus and simplify

Optimize landing pages to filter out distractions and focus visitors on converting.

4 | Sequences recapture missed leads

Persistence and automation

Follow-up campaigns remind prospects and automate nurturing.

5 | Optimize video ads for retention

Engage and retain

Strategically hook and hold attention to drive video viewership and conversions.

6 | Research what grabs attention

Analyze and apply

Analyze ads that interrupt and intrigue you to uncover proven strategies.



Let's Discuss!

What makes you take notice or watch a video ad until the end?

Purpose-driven

Media Strategy



Video Production

EarthCoast.com