
The Solar Growth Blueprint

The complete marketing framework for solar companies that want to generate more leads, close more installs, and build a brand homeowners trust.

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01 The Digital Growth Checklist

These are the 25 highest-leverage marketing moves we see across the solar companies generating the most leads and closing the most installs.

OFFER & PRICING

#01 Free home solar assessment

No-cost roof evaluation and savings estimate. Gets you in the door without pressure.

#02 Structured financing options

\$0-down leases, PPAs, PACE financing, loan partners. Removes the biggest objection.

#03 Battery storage upsell at proposal

Add-on battery backup, EV charger prep, panel upgrades. Adds 20-40% to project value.

#04 Price-lock and rate-rise positioning

Lock in energy costs before the next utility rate hike. Creates urgency without discounting.

#05 Referral bonus program

\$500-\$1,000 per referral. Your best customers are your cheapest lead source.

AD PRODUCTION

#06 Hook-first ad creation

80% of ad performance is the first 2-3 seconds. Lead with the electric bill, not the panel.

#07 Five ad formats in rotation

Bill comparisons, roof transformations, testimonials, myth-busters, seasonal urgency. Each reaches different homeowners.

#08 Customer content as primary engine

Real homeowners showing their bill savings, roof installs, and app screenshots. Outperforms polished brand content.

LEAD NURTURE & SPEED

#09 Under-5-minute response to every lead

Most solar companies reply in 4-12 hours. Under 5 minutes = 3-5x more appointments set.

#10 Multi-step follow-up for every lead

Text, email, phone over 14 days. Solar is a considered purchase. Most leads need 5-8 touches.

#11 Appointment show-rate optimization

Confirmation texts, day-before reminders, and morning-of outreach lift show rates by 25-40%.

#12 Speed-to-site visit pipeline

The faster you get on the roof, the faster you close. Compress the timeline from inquiry to proposal.

AI & AUTOMATION

#13 AI assistant trained on your packages and incentives

Handles after-hours inquiries. Knows your panel brands, financing options, local incentives, and install timeline.

#14 Automated review collection after every install

A system that asks for Google reviews 1-2 weeks post-install. Builds local SEO automatically.

#15 Automated lead scoring and routing

Know instantly if a lead is a homeowner with a good roof and utility spend, or a renter just browsing.

WEBSITE & LOCAL SEO

#16 Service pages for every city and county you cover

'Solar installation in [city]' pages. This is how homeowners find you on Google.

#17 Optimized Google Business Profile

Photos of real installs, reviews, Q&A, posts. 60%+ of local solar discovery starts here.

#18 Dedicated landing pages for every ad campaign

Sending ad traffic to your homepage loses 50-70% of clicks. Each campaign needs its own page.

CONTENT & PLATFORM

#19 Repeatable install documentation system

Drone shots, time-lapses, before/after roof photos on every job. Content from every install.

#20 Educational content that busts myths

Does solar work when it is cloudy? Do panels damage your roof? How long is payback? Trust-building content.

#21 Google Search ads for high-intent homeowners

'Solar panels near me,' 'solar installation [city],' 'how much does solar cost.'
Ready-to-buy searches.

#22 Retargeting on every website visitor

95% of visitors leave without requesting a quote. Retargeting keeps you top of mind for weeks.

#23 12-month campaign calendar

Planned around rate hikes, tax credit deadlines, and seasonal peaks. Not scrambled last minute.

THE PATTERN: They built systems. The owner is not the bottleneck.

02 Insights From 50+ Solar Audits

After auditing 50+ solar companies, the same patterns show up. Not mistakes. Underleveraged opportunities. Each one is revenue on the table.

● HIGH IMPACT

● MEDIUM IMPACT

● EMERGING

HIGH

#01

Slow Response Time

Under 5 min = 3-5x more appointments. Most solar companies reply in 4-12 hours.

HIGH

#02

No Retargeting

Solar is a 30-90 day decision. No retargeting = losing leads who were not ready yet.

HIGH

#03

All Traffic to Homepage

City-specific landing pages convert 2-3x higher than your homepage.

HIGH

#04

Only 1-3 Ad Creatives Running

Winning companies test 10-50+ creatives per month. Volume finds winners.

MEDIUM

#05

No Post-Install Follow-Up

Drives reviews, referrals, battery upsells, and maintenance contracts. Huge LTV.

MEDIUM

#06

No Referral Program

Referrals close at 2-3x the rate of cold leads. Most companies leave this on the table.

MEDIUM

#07

Google Business Profile Neglected

60%+ of local discovery starts here. Old photos, few reviews, no posts = invisible.

MEDIUM

#08

Proposal Pages That Confuse, Not Close

Homeowners need savings math, financing options, visual roof layouts, and social proof.

EMERGING

#09

No AI-Powered Inquiry Handling

AI assistants capture after-hours and weekend leads that competitors lose.

EMERGING

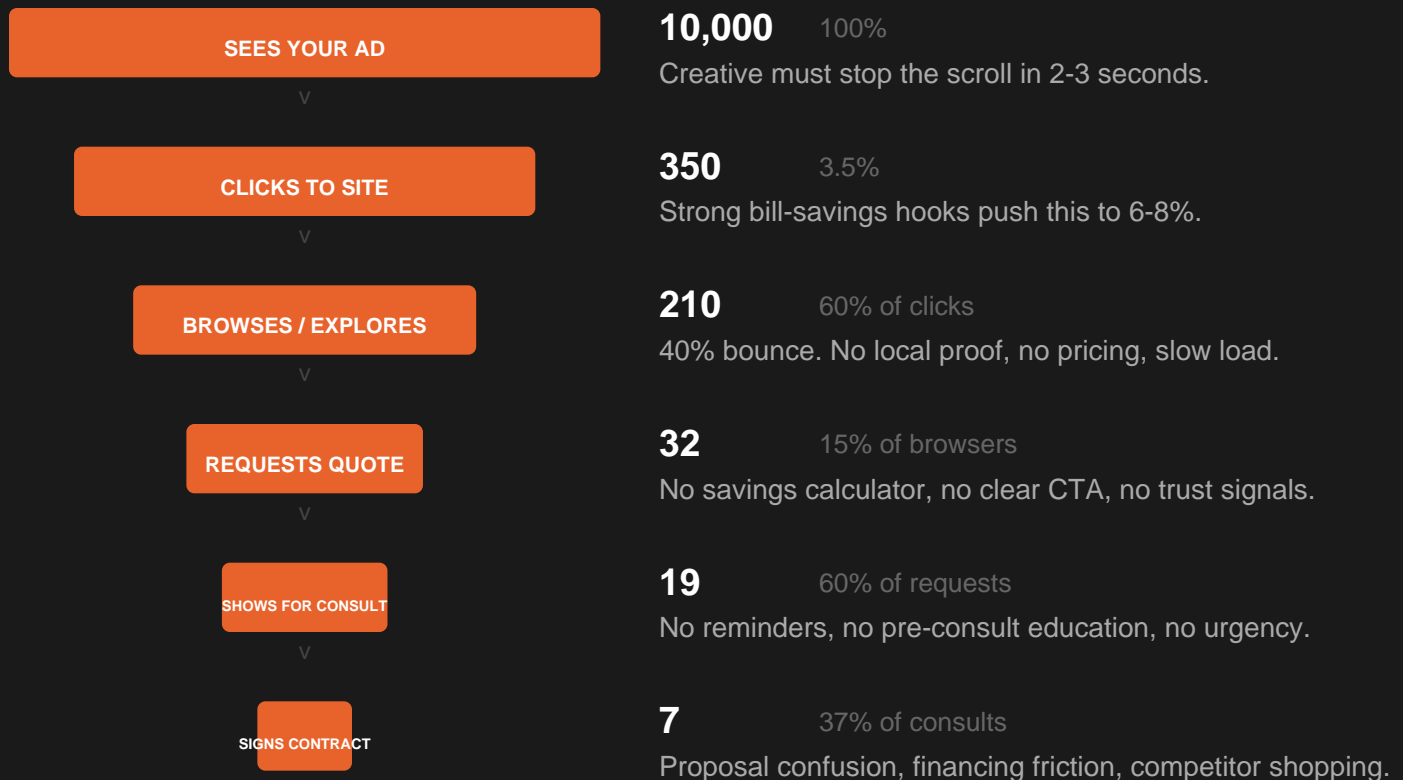
#10

No Video Content Strategy

Short-form video of installs, savings reveals, and myth-busters is the fastest-growing channel.

03 Where Solar Companies Lose Homeowners

Every solar company has the same customer journey. Most leak revenue at every stage. Here is where the biggest drop-offs happen.



SUMMARY:

10,000 ad views become 7 signed contracts. Fix any single stage = 2-3x more installs without spending more on ads.

04 Ad Formats That Sell Solar

18 creative formats organized by homeowner awareness. The solar companies getting the best results test across all stages and let data pick winners.

Understanding Homeowner Awareness Levels

Not every homeowner is in the same mental state. Your ad creative must match where they are in their journey.

UNAWARE

They have not thought about solar. Maybe they assume it is too expensive or not for them. Your job: interrupt their scroll with something they cannot ignore.

PROBLEM AWARE

They are frustrated with high electric bills or worried about rate hikes, but have not connected that to solar yet. Your job: position solar as the fix.

SOLUTION AWARE

They know solar exists and are researching options, comparing companies, and looking at pricing. Your job: show why your company is the best choice.

PRODUCT AWARE

They know your company specifically and are deciding whether to request a quote. Your job: close with social proof, guarantees, and local credibility.

MOST AWARE

They have visited your site, maybe started a quote request. They just need a reason to act now. Your job: urgency, incentive deadlines, and limited availability.

Formats at a Glance

UNAWARE

Scroll-stopping visuals, money metaphors, anti-utility hooks

PROBLEM AWARE

Bill shock comparisons, neighbor pressure, ease-of-savings

SOLUTION AWARE

Install walkthroughs, installer credibility, myth busters, cost math

PRODUCT AWARE

Customer testimonials, review walls, emotional brand stories

MOST AWARE

Tax credit deadlines, \$0 down offers, limited slots, referral bonuses



UNAWARE

One Roof Pays For Itself

Aerial neighborhood. Copy does the rest.



UNAWARE

Roof As Savings Account

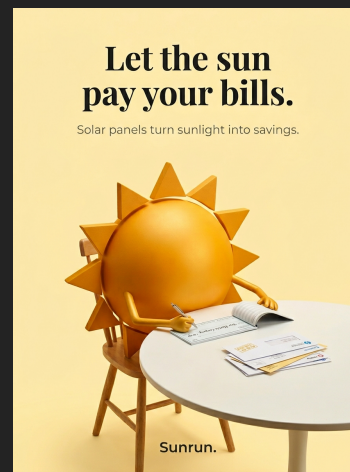
Piggy bank with panels. Money metaphor.



UNAWARE

Wallet Metaphor

Panels in a wallet. Instant visual punch.



UNAWARE

Sun Pays Your Bills

Playful character. Disarming and memorable.



UNAWARE

Stop Renting Sunlight

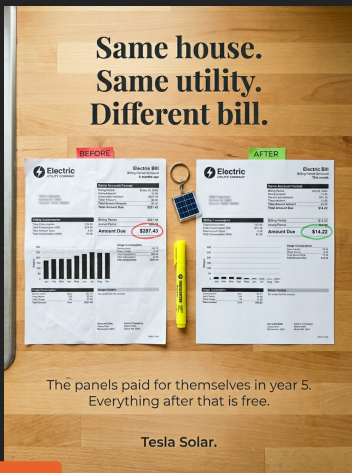
Bold typography. Anti-utility reframe.



UNAWARE

Throw Away The Bill

Bill as paper airplane. Visual of freedom.



Same house.
Same utility.
Different bill.

The panels paid for themselves in year 5.
Everything after that is free.

Tesla Solar.

PROBLEM AWARE

Before And After Bill

Same house, same utility, different bill.



Your meter is
running backwards.

That's what solar does.

Sunrun.

PROBLEM AWARE

Meter Running Backwards

Close-up meter. Shows the core benefit.



Your neighbor
already did it.

They're saving \$142/month. Are you?

Tesla Solar.

PROBLEM AWARE

Neighbor Already Did It

Social pressure and envy.



The sun works.
You don't have to.

Sunrun.

PROBLEM AWARE

The Sun Works, You Don't

Hammock view. Solar as effortless.



From quote to power-on
in 4 simple steps.



Free Home Assessment
We survey your roof, analyze your usage, and design your system.
Montserrat Regular 9pt

Custom Design & Permits.
Your system designed to maximize production. We handle all permits.
Montserrat Regular 9pt



Professional Installation.
Our certified team installs in 1-2 days. Your roof warranty stays intact.
Montserrat Regular 9pt

Power On.
Your system goes live. Watch your savings in real-time from your phone.
Montserrat Regular 9pt



Average time from consultation to power: 6-8 weeks.
Montserrat Regular, 11pt, warm gray

Tesla Solar,
Montserrat Medium, 10pt, charcoal, tracking +140

SOLUTION AWARE

Quote To Power-On

4-step install walkthrough.



5 SIGNS
of a Great Solar Installer

- 1 They show you their license before you ask.
Every state requires solar contractor licensing. If they dodge the question, leave.
- 2 They do a site survey before quoting.
Anyone who quotes without seeing your roof is guessing.
- 3 They explain what happens to your roof warranty.
A bad installation voids it. A good one preserves it.
- 4 They guarantee energy production in writing.
Not estimates. Written guarantees. If the system underperforms, they pay.
- 5 They have 100+ local installs you can drive by.
Not stock photos. Real roofs. In your area. With addresses.

We check every box. Come see for yourself.

Sunrun.

SOLUTION AWARE

Signs Of A Great Installer

5-point checklist. Positions honesty.

MYTH:
Solar panels don't work when it's cloudy.

FACT:
Germany gets less sunshine than most of the United States. They're the world's #4 solar producer.



Solar works in rain. Solar works in clouds. Solar works in your zip code.

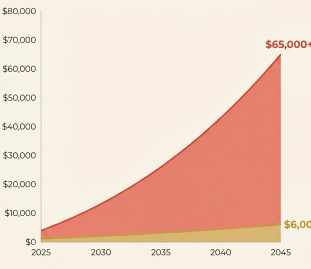
SunPower.

SOLUTION AWARE

Myth Vs Fact

Busts cloudy day objection with data.

What you'll pay for electricity over the next 20 years.



The math isn't close.

Average solar payback period: 6-8 years. The next 12+ years are free.


Tesla Solar.

SOLUTION AWARE

20-Year Cost Chart

Utility cost vs solar. The math is stark.

Power their future.
Because dreams deserve light.



SunPower.

PRODUCT AWARE

Power Their Future

Child under panels. Emotional brand.



Home.
Powered by the sun.

Sunrun.

PRODUCT AWARE

Home Powered By Sun

Family on porch. Aspirational lifestyle.

What 4,200 homeowners are saying.

★★★★★ "Our bill went from \$280 to \$12."	★★★★★ "Installation was done in one day. ONE DAY!"	★★★★★ "Roof looks better than before."
★★★★★ "Wish we'd done it five years ago."	★★★★★ "The tax credit paid for half of it."	★★★★★ "Neighbors keep asking who we used."
★★★★★ "Customer service actually called ME to check in."	★★★★★ "Our home value went up \$25,000."	★★★★★ "They handled every single permit."
★★★★★ "Even works on cloudy days. Who knew."	★★★★★ "Paid for itself in 5 years flat."	★★★★★ "We're producing MORE than we use."

4.9 ★ Overall satisfaction based on verified reviews.
Based on 4,200 verified reviews.

SunPower.

PRODUCT AWARE

Review Wall

Grid of 5-star reviews. Closes skeptics.



GO SOLAR FOR
\$0 DOWN
Start saving from month one.

★★★★★ 4,200+ Reviews | 25-Year Warranty | 30% Tax Credit

Your monthly solar payment is less than your current electric bill.
Most homeowners save from day one.

Tesla Solar.

MOST AWARE

\$0 Down Offer

Financing offer with trust badges.

More Ad Formats Worth Testing

Formats commonly used by high-performing solar companies:

UNAWARE

Dramatic Aerial / Drone Shot

Entire neighborhood with one solar roof. Stands out.

'What If' Scenario

'What if your electric bill was \$0?' Pattern interrupt.

Environmental Impact Visual

'Your roof could offset X tons of CO2.' Green appeal.

PROBLEM AWARE

Utility Company Frustration

'Tired of rate hikes?' Channels existing anger.

'Your Neighbor Saves \$X/Month'

Specific savings number + local proof. Relatable.

Cost of Waiting Calculator

'Every month you wait costs you \$X.' Inaction penalty.

SOLUTION AWARE

Day-in-the-Life Install Video

Crew arrives, panels go up, system turns on. Demystifies.

Financing Options Explainer

Lease vs. loan vs. PPA vs. cash. Clear and simple.

'5 Questions to Ask Any Solar Company'

Educational. Positions you as the honest choice.

PRODUCT AWARE

Homeowner Savings Reveal

Real homeowner opens app and shows \$12 electric bill.

Google Review Screenshot Ad

5-star reviews stacked. Simple and effective.

Founder / Owner Story

Local business owner. Why they started. Connection.

MOST AWARE

'Last Chance' Tax Credit Ad

Federal ITC deadline approaching. Pure urgency.

Retargeting with Savings Estimate

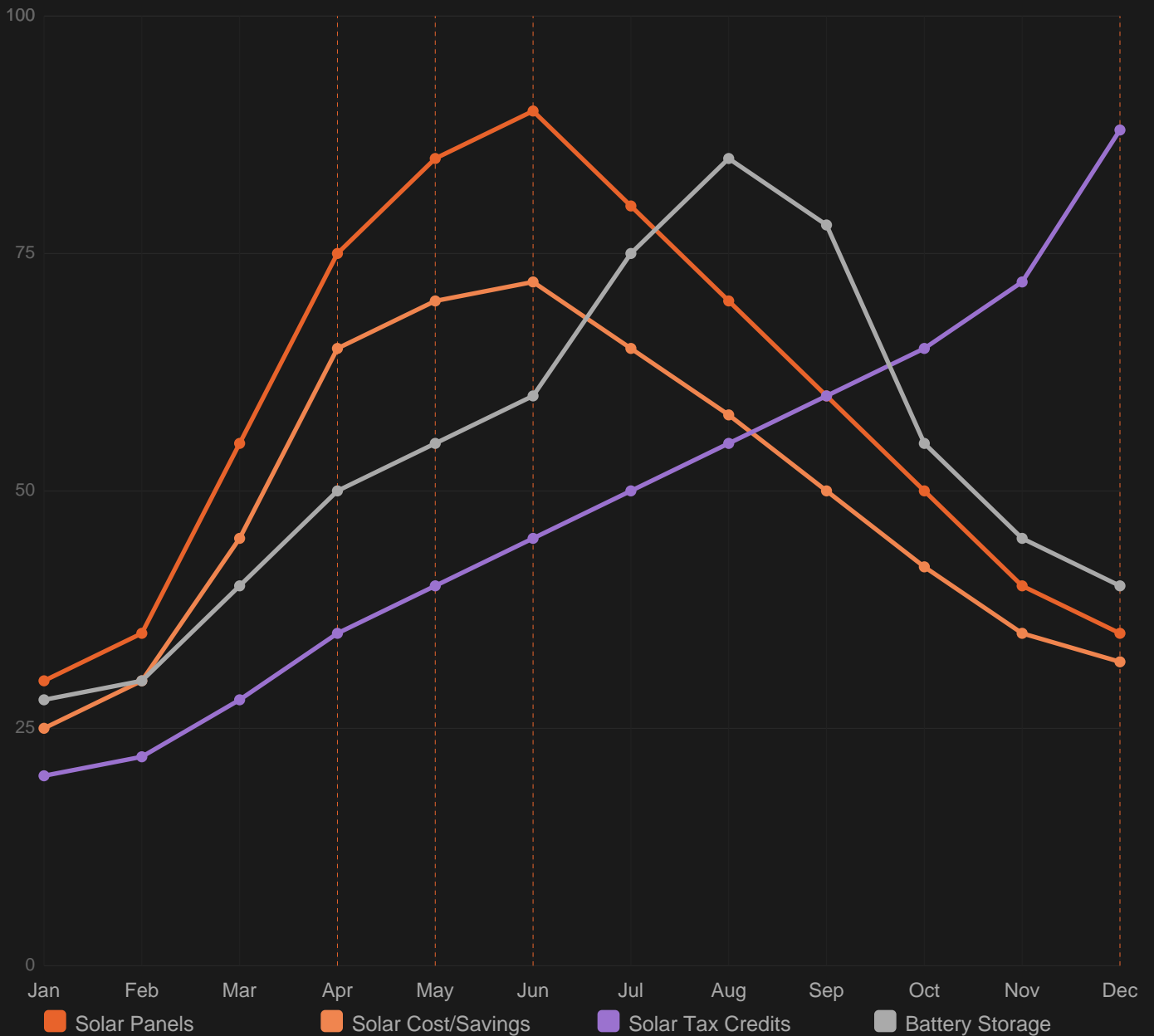
'You could save \$X. Ready to find out?' Personalized.

Seasonal Rush Ad

'Summer install calendar filling fast. Book your slot.'

05 Search Trends by Season

When homeowners search for solar. Peaks = biggest opportunities. Smart companies also advertise during dips when ad costs drop.



WHAT TO DO:

Build awareness in winter (Nov-Feb) when ad costs drop.
Scale hard in spring (Mar-Jun) when search volume peaks.

06 24-Event Campaign Calendar

Every selling window mapped. Launch campaigns 4-6 weeks before each event.

MONTH	EVENT	HOOK	AUDIENCE
Jan	New Year Energy Goals	<i>New year, new savings. Lock in your rate.</i>	Homeowners 30-60
Jan-Feb	Winter Bill Shock	<i>Heating bills peak. Perfect time to show savings.</i>	High-bill homeowners
Feb	Tax Season Prep	<i>'Use your refund to go solar. \$0 out of pocket.'</i>	Tax filers
Mar	Spring Equinox	<i>More sun, more savings. Solar season begins.</i>	All homeowners
Mar-Apr	Rate Hike Announcements	<i>Utility raises rates. Your cost stays the same.</i>	Utility customers
Apr	Earth Day	<i>Go green and save money. Both at once.</i>	Eco-conscious
Apr-May	Tax Credit Deadline Push	<i>'Federal tax credit available now. Do not wait.'</i>	Decision-stage leads
May	Home Improvement Season	<i>Solar adds \$15K-\$30K to home value.</i>	Homeowners, seller
May-Jun	Summer Prep	<i>'Beat the summer electric bill before it beats you.'</i>	AC-heavy markets
Jun-Jul	Peak Sun Season	<i>Maximum production. Maximum savings. Best ROI.</i>	All segments
Jul	4th of July	<i>Energy independence starts on your roof.</i>	Patriotic angle
Aug	Back to School	<i>Lower your bills before the school-year budget crunch.</i>	Parents
Aug-Sep	Fall Install Rush	<i>'Book now. Install before winter.'</i>	Warm leads
Sep	National Preparedness	<i>Battery backup. Power through outages.</i>	Storm-prone areas
Oct	Energy Awareness Month	<i>How much are you spending? Find out free.</i>	All homeowners
Oct-Nov	Pre-Holiday Savings	<i>Lower your bills before the holiday spending hits.</i>	Budget-conscious
Nov	Black Friday / Cyber	<i>Best solar pricing of the year. Limited slots.</i>	All segments
Dec	Year-End Tax Credit	<i>Last chance to claim this year's federal tax credit.</i>	High earners
Ongoing	New Homeowner	<i>Just bought a house? Lock in energy costs now.</i>	Recent buyers
Ongoing	Referral Program	<i>Refer a neighbor. Earn \$500-\$1,000.</i>	Existing customers

MONTH	EVENT	HOOK	AUDIENCE
Ongoing	EV Owner Targeting	<i>Drive on sunshine. Charge your EV with solar.</i>	EV owners
Ongoing	Rate Hike Retargeting	<i>'Rates just went up again.' Retarget utility customers.</i>	Website visitors
Ongoing	Battery Upsell	<i>Already have solar? Add battery backup.</i>	Existing solar
Ongoing	Roof Replacement Combo	<i>New roof + solar = one project, one crew, one savings.</i>	Aging roof owners

07 Revenue Hiding in Your Gaps

Fix one gap. See the impact. Conservative estimates from real solar company data.

+200%

appointments set

Fix Response Time

4-12hr reply > under 5 min

40 leads/mo, setting 8 appointments. Could become 24. At \$15K avg install = massive pipeline.

+45%

referral revenue

Launch a Referral Program

No program > \$1,000 per referral

Every install should generate 1-2 referrals. Referrals close at 2-3x the rate of cold leads.

+30%

close rate

Fix Your Proposal Experience

Confusing PDF > visual, clear proposal

Show savings math, financing options, roof layout, and timeline. Make saying yes easy.

2-5x

cost per lead

Test More Creatives

2 creatives > 20+ per month

Best vs. worst ad = 5-10x different. Volume cuts cost per lead in half.

SUMMARY:

Conservative numbers. Most solar companies have 3+ gaps open. Fix one at a time. Each fix makes the next one more powerful.

Get Your Company's Marketing Audit For Free.

You have seen the full framework. Now see how your solar company stacks up. We will review your website, ads, local presence, and lead pipeline.

[BOOK YOUR FREE AUDIT](#)

audit.connectlabz.com

What is included:

- Website and landing page assessment
- Ad creative and targeting review
- Google Business Profile analysis
- Lead pipeline and response time audit
- Competitive local positioning review
- Custom growth roadmap

No commitment. No pressure. Just clarity on what is working and what needs fixing.

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