

Tao Of Marketing: Solar Facebook Ads

Business objective: Get people to schedule a free consultation

1. Who am I talking to?

a. Homeowners

i. Married

1. Maybe have kids

ii. High energy bills

1. Looking to decrease power bills
2. Worried about price (anal)

iii. Mid to high income

1. Have to be able to afford solar
2. Also have a house worthy of solar

b. Keywords/Phrases

i. Reputable

ii. Trustworthy

iii. On time

iv. Clean

v. Easy installation

vi. Respectful

vii. Not pushy

viii. Walked me through

ix. True to their word

2. Where are they now?

a. Scrolling FB

i. Consuming cheap dopamine

1. Friends and family posts
2. Influencer posts

a. Specific to person but they enjoy what they are seeing regardless

3. Subconsciously in a state of dopamine euphoria

a. Swiping through SM

b. Have high energy bills

i. Get a bill every month 500-800\$

1. Can't afford

- 2. Tired of paying such high bills
 - ii. Looking for a new solution
 - 1. Solar is a common knowledge solution
- c. Market Awareness
 - i. Solution aware (level 3)
- d. Market sophistication
 - i. Level 4 - Level 5
- e. Will This work for me?
 - i. Current level 3 out of 5
 - 1. Not many stories of it not working for people
- f. Belief in the company
 - i. Current level 1 out of 5
 - 1. Lots of companies out there
- g. Current Pain/Desire
 - i. Current level 4 out of 5
 - 1. High energy bills
- 3. What do I want them to do?
 - a. Click “Learn More” and schedule a consultation
- 4. What steps do they need to feel/experience to get there?
 - a. Feel this company is the real deal
 - i. Landing page
 - 1. Video testimonials
 - 2. See the professional website
 - 3. Professional looking pictures/ad creative
 - 4. “Since 2007”
 - a. Competent enough to stay in business for all these years
 - ii. Ad
 - 1. Professional picture
 - a. Communicates they already install solar for people
 - 2. Copy
 - a. “The West Coast Solar team wants to help you design, plan, and install your home solar power system.”
 - i. Implies they know how and what to do (experience with others)

- b. Feel the the desired result is worth it
 - i. Landing page
 - 1. Get 500\$ for referring them to others
 - 2. “Why go solar?”
 - a. Lists benefits
 - 3. Managing energy consumption
 - ii. Ad
 - 1. “Going green:
 - a. Makes them feel important if they take action
 - 2. Financing available
 - a. They don’t have to break the bank to get solar
- c. To sum it up this is a shit ad
 - i. They never cranked on the pain/desire dial
 - 1. Never mentioned money
 - 2. Never mentioned savings
 - ii. They didn’t prove competency in the ad at all
 - 1. No testimony, no #of jobs, didn’t say years in business, didn’t mention # of reviews
 - iii. They didn’t define their market
 - 1. You have no idea who they’re talking to
 - 2. Little to arguably no keywords
 - 3. Don’t know where they offer service
 - iv. They did define the next step, BUT when you click “learn more” it just takes you to their home page.
 - 1. Guaranteed that’s were people fall off IF they even got to that point in the first place
 - v. The picture is ok but the rest is absolute garbage.