

Crow Solar Solutions

Initial Assessment

****Crow Solar Solutions****

Website: <https://www.crowsolarsolutions.com.au/home>

Google: [Search Link](#)

Facebook: None

Instagram: None

This business does bird proofing for solar panels, which involves getting rid of pigeons that nest under solar panels, cleaning the panels and surrounding roof, then installing mesh to stop them from returning.

He is obviously doing some good business already, having 20 5-star reviews on Google. I also know the owner, Miro, and he had made \$300k revenue in his first 6 months of business through word-of-mouth recommendations when I spoke to him at the beginning of the year, so it's quite a warm lead, and he was keen to keep growing.

He has all the minimum requirements - a website, email address, and instructions to call him, but there is definitely room for improvement. The copy on his website doesn't focus on conversion, so I would offer to fix this. The design isn't the best, and the copy is also way too wordy. It needs to be conversational and focus on the PAS structure across the website, especially the home page. The home page should include a form, so that he can collate information from interested clients for future email marketing, while also showcasing his positive Google reviews. This is the biggest opportunity in my view, because he would be leveraging all of the hard-work and positive feedback that has already been received.

Secondly, I would create some social media pages to allow him to market through Facebook and Instagram. Two-step lead generation to gauge interest then retarget the most interested audience with a low threshold to convert. Images of a pigeon infestation, describing how it starts and how it can get to this stage if left to its devices. Maybe "Click to learn more" to provide more information on how bad the pigeon infestation can get and why it will ruin the investment into solar panels. Then the second ad would be targeted at the audience that clicked through, showing a before-after photo with a link to complete an enquiry form that qualifies the prospect with relevant questions needed to provide a quote.

Draft ad

"Pigeon problems?

I'm sure your solar panels were not installed to be a nest for these pests.

Your investment into clean energy somehow now a bird shelter.

It starts as one or two, and quickly becomes six or seven. Next thing you know, you have a whole flock living on your roof.

This would be fine if they cleaned up after themselves, but they don't!

It's actually quite the opposite. They bring more and more mess as time goes on with their nest debris and the constant droppings.

If you let it go for too long, the panels will be completely covered in droppings and your gutters will turn into a jungle.

This is not the return on investment you are looking for.

Click the link to learn more about how to stop these pests and safeguard your investment into solar"

Additional Notes

I would firstly give his website a facelift and fix the copy and design on every page. The copy is not conversational at all, it's very "corporate-y". The home page should be focusing on converting any visitors. It should have a headline that is not the company name (don't talk about yourself), then Problem, Agitate, Solve. Point out the issue that they are called to fix, which is pigeons nesting on the roof under solar panels, causing a mess and ruining the solar panels. Show images and agitate it with the multitude of problems that follow if it's not addressed. Then talk about your solution, ridding these pests. Add in an immediate call to action, enquiry form, call us today. He could also link all his Google reviews to his website as social proof. He has 20 reviews and a 5-star rating, and so leveraging this would be the biggest opportunity in my view, because he already has social-proof.

The about us, services, and gallery could be improved 1000% as well. About Us, I would talk a little bit about who the owner is, and his credentials, and a story about how he saw the need to fix the problem that his target audience wants to fix. Also leading to a call to action. The services page should just reiterate what the solution is on the Home Page. The gallery should be a bunch of before and after photos, and highlight the Google Reviews. Some of the Google reviews even have photos, which he should be showing any visitors to the website.

I believe he is also in the business to sell the mesh that he installs, so I would add a "Shop" where you can purchase these items as an option. I think the enquiry form is also the best way to collate customer information, so he can retarget them with email marketing to offer ongoing maintenance services.

I think he could come across as more professional if he makes his email address the same as his domain, which could be easily fixed because he already uses Gmail. Then create Facebook and Instagram pages to create an avenue for advertising online.

It also highlights the whole area that he services on Google maps. His business doesn't come up when you search "Bird proofing", "Pigeon proofing", "Solar pigeon proofing", while the whole first page is filled with sponsored searches. This could be worked on.

I believe he could do better if he advertised, and he could advertise to all of Sydney, maybe targeting smaller areas within Sydney, because Sydney is quite large.

I think the message should simply just point out the issue that they are called to fix, which is pigeons nesting on the roof under solar panels, causing a mess and ruining the solar panels. A Two-Step Lead generation, highlighting the issues of pigeons and providing some info-graphics, to see who the ad is reaching, getting them to click through for some information. The landing page could also lead to a contact us/enquiry form. I would then retarget the most interested audience with an offer for a free quote, to fill out an enquiry form which shows they are serious about getting some bird proofing, qualifies them and allows the business to understand what they are looking at before any conversations.

Initial Sales Call

Date: 18 March 2024

Time: 3:54pm

I called Miro as he tried calling me earlier in the day and left a missed call. He received my email and was interested in engaging with me to increase his online presence.

He has never done any online marketing. The only way he has gotten traction online is through very positive Google reviews.

I asked him a little bit about his business, they offer pigeon proofing, which involves getting rid of pigeon infestations on the roof of residential properties, mainly those with solar panels.

He has 2 or 3 employees working for him at the moment. He estimates to earn \$3-4k/week when he is not working much, and \$18k/week when he is at full capacity.

He has plan to expand his business and move interstate to other states in Australia, but wants to increase his online presence before then.

I told him that I see a lot of opportunity to increase his online presence, firstly, by improving his website copy and design. Secondly, by setting up social media pages so he can start putting ads out.

I said that I would come up with a plan of action, and get back to him with full details, estimating at least \$1,000/mth for the things I mentioned.

Get Information

How do you get clients now?

Word of mouth, referrals from previous clients

What kind of marketing do you do right now? How do people find you?

Same as above.

Are you spending anything on advertising? If yes, how much?

No. Only has business cards.

Have you spent anything on advertising in the past? What has worked for you in the past?

No. Keen to get an online presence.

What is working for you right now?

Google reviews is giving him a good reputation.

How are they doing monetarily?

Making up to \$18k/week.

How are you doing right now, client-wise? Is the account full? Can you take on more?

Very busy, but still looking to expand.

What's your average transaction size?

\$600 - \$1,200

How many clients do you get per week?

15 - 25 a week

What kind of margin do you have on each transaction?

90% not including Labour

Wage structure - jobs per day - avg. 4 jobs \$175 a job. Labourers \$100-120 a job

\$350 service, \$125 cleaning, \$125 gutter

150% profit, \$50-70/roll - \$125-150/roll

Is the priority for you to expand the business?

Yes, he wants to expand interstate.

A lot of Indians, Asians, Old Italians, over 35. Elderly that is not safe.

Convert language, chinese, vietnamese, arabic, croatian, serbian, italian.

Presentation

Close

Action Plan

1. Create a Google Workspace Account
 - Already using Gmail, integrate into Google Workspace so you can connect your domain and consider running Google Ads
2. Update email to include his domain @crowsolarsolutions.com.au
 - Looks more professional
3. Update Website
 - Home Page
 - Headline
 - Call to Action
 - Subheading/statement
 - Problem
 - Agitate
 - Solution
 - Google Reviews
 - Call to Action
 - About Us
 - Update the copy, keep it concise
 - Who are you?
 - What is your history?
 - Why did you start Crow solar solutions? What is the biggest problem you aim to solve?
 - Services
 - Bird removal
 - Solar panel and roof cleaning
 - Gutter cleaning
 - Bird proofing
 - Maintenance
 - Gallery
 - What is the aim of this page?
 - Contact Us
 - Form
 - Name
 - Phone
 - Email
 - Suburb
 - How many solar panels do you have?
 - Do you have a bird infestation?
 - Are your gutters blocked?
 - How soon do you need help?
 - Any specific questions?
4. Create a Facebook and Instagram Page

- Set up your business page to reach audiences on Facebook and Instagram through ads.

5. Prepare Google Ad

6. Prepare Facebook Ad

- Message?
 - What is the message you are trying to send?
 - You want to safeguard the everyday Australian's solar investment
 - What is the problem?
 - Solar panels are the perfect home for pigeons.
 - Why is this a problem? Agitate the problem.
 - If you don't get rid of them quickly, you will have a serious problem on your hands
 - Solar panels covered in droppings
 - Gutters filled with nest debris
 - Rustling and noise on your roof
 - Solar panels don't work as intended
 - Investment ruined!
 - How can you get rid of them?
 - You don't want to hurt yourself climbing onto the roof
 - Solar panel installation experts are too busy
 - General pest control don't always offer this service, and they are often too busy as well.
 - Solution
 - Guaranteed.
 - Specialised.
 - Results.
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 - Safeguarding your solar investment
 - Bird removal
 - Gutter cleaning
 - Solar panel and roof cleaning
 - Bird Proofing
 - Ongoing maintenance
 - Social proof
- Market?
 - Homeowners with solar panels
 - Males
 - 35-54 years old
 - 54-65+ - DISCOUNT 10%
- Media?
 - Google search
 - Facebook Ad
 - Direct mail / cards with Qr code.

