

Tao Of Marketing: SunRun Solar

Objective: Get people to go through their lead gen process

1. Who Am I Talking To?

a. Homeowners

i. 30 and up

1. Married and with kids

- a. If you press “learn more” on their ad it takes you to a page with target market



ii. Have capital to invest into solar

- 1. Have a decent paying job

iii. Californians

- 1. Have incentive to get solar more than other places

iv. Care about money

- 1. Want lower energy bills

v. Clean energy

- 1. Let's be honest target market=liberals in cali
- 2. Want a tesla
- 3. I think the best word is geeks or low testosterone men who run that area of the world

2. Where are they at now?
 - a. Have a pain/desire to save money
 - i. Want more money for other things to spend on
 - b. Have desire to fit in
 - i. Tribal californians
 1. Clean energy
 2. Be like their neighbors and people around them
 - c. Heard/know about laws in cali that support solar energy
 - i. Toying with the idea of getting solar
 - d. Market awareness
 - i. Level 3 (majority)
 - e. Market sophistication
 - i. Level 4 (this is what they play in the ad)
 - f. Current pain/desire
 - i. 2 out of 5
 - g. Belief in the company
 - i. 1 out of 5
 - h. Will this work for them?
 - i. 2 out of 5
3. What do I want them to do?
 - a. Digest the ad
 - i. Read copy
 - ii. Watch vid
 - iii. Click button
 - b. Go through the lead gen process (not reviewing this)
4. What steps do they need to feel/experience to get there?
 - a. Max out the above levels
 - i. “Keep the lights on, buffer yourself from increasing energy costs, and secure your home during blackouts.”
 1. Increasing desire level here, these are fascinations just not bulleted
 - ii. “Sunrun makes going solar easy with:”
 1. Lowering barrier to entry and also increasing belief in the company

- iii. “✓ No debt or upfront costs with predictable, affordable payments”
 - iv. “✓ 25-year guarantee on all equipment”
 - 1. Increasing belief that this will work for them
 - v. “✓ End-to-end system maintenance with 24/7 monitoring”
 - 1. Increasing belief that this will work for them and belief in company
 - vi. “✓ Backed by the nation’s #1 home solar & battery installer”
 - 1. Belief in the company (self proclaimed)
 - vii. The video relates to the reader and then address a very common/widespread objection
 - viii. It also positions the company as capable and shows social proof.
- b. How is attention grabbed?
- i. I’m assuming this is leaning towards women because the hook is an attractive man
 - 1. Primal indicators of competency
 - ii. Check marks cause a pattern interrupt
- c. How are perceived costs brought down
- i. All the reassurance
 - 1. “✓ No debt or upfront costs with predictable, affordable payments ✓ 25-year guarantee on all equipment ✓ End-to-end system maintenance with 24/7 monitoring”
 - ii. Address the worries they might of had
 - 1. “and secure your home during blackouts.”
 - iii. The vibe of the video is calm and professional
 - iv. The colors are calming and not in your face
 - 1. Text is sans serif (less in your face)
 - 2. White text (professional and calming)
 - 3. The background is a home AKA where the target market is at, therefore resonating with them.

4. The mans body posture is strong and sturdy, seems like he's confident in what he is saying.