



Business growth via HubSpot for Solar Companies

Whether you're just getting started with HubSpot or you're already using it, our technical expertise and solar industry knowledge will help scale your business.

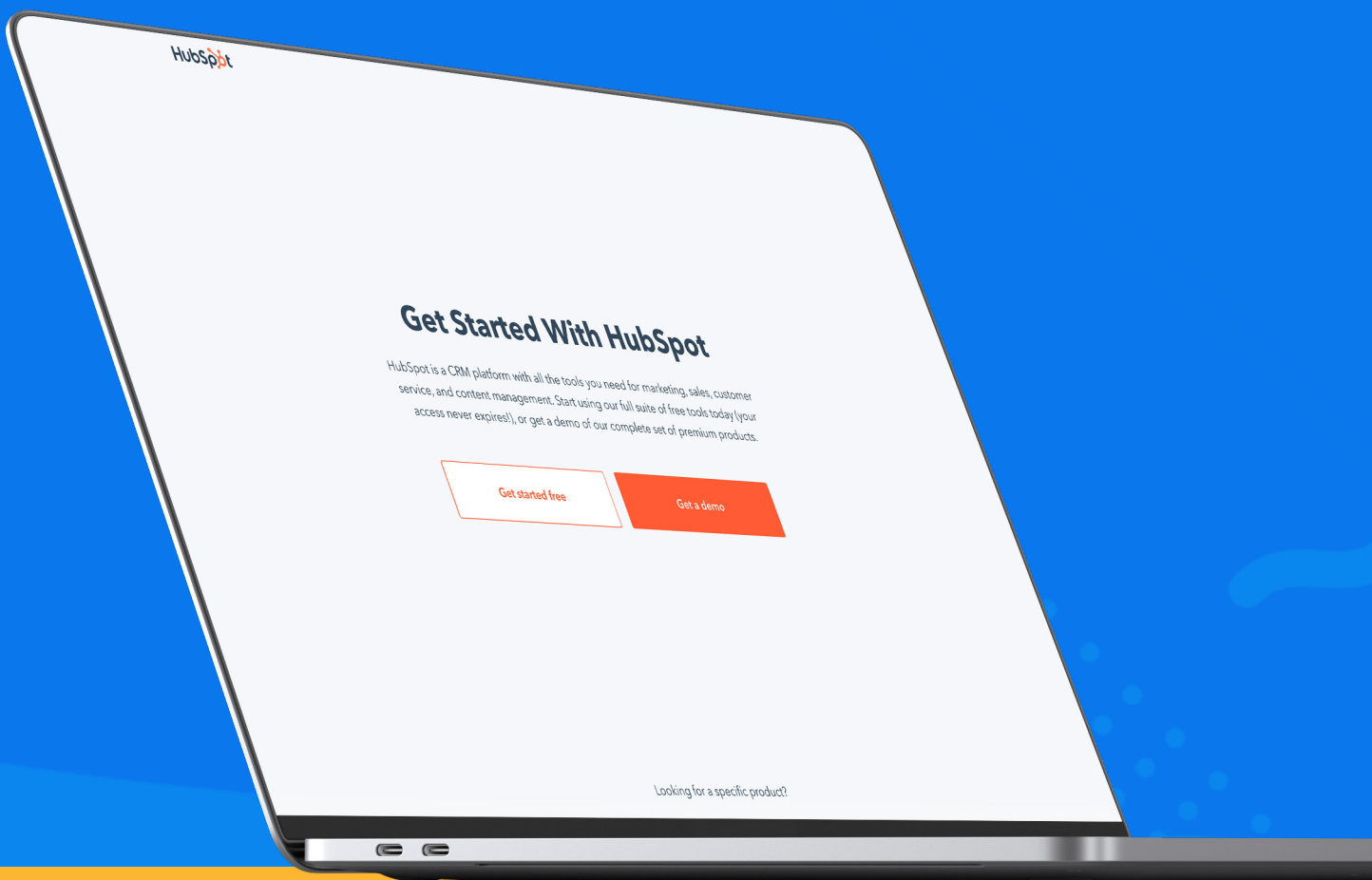


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Why we choose to use HubSpot

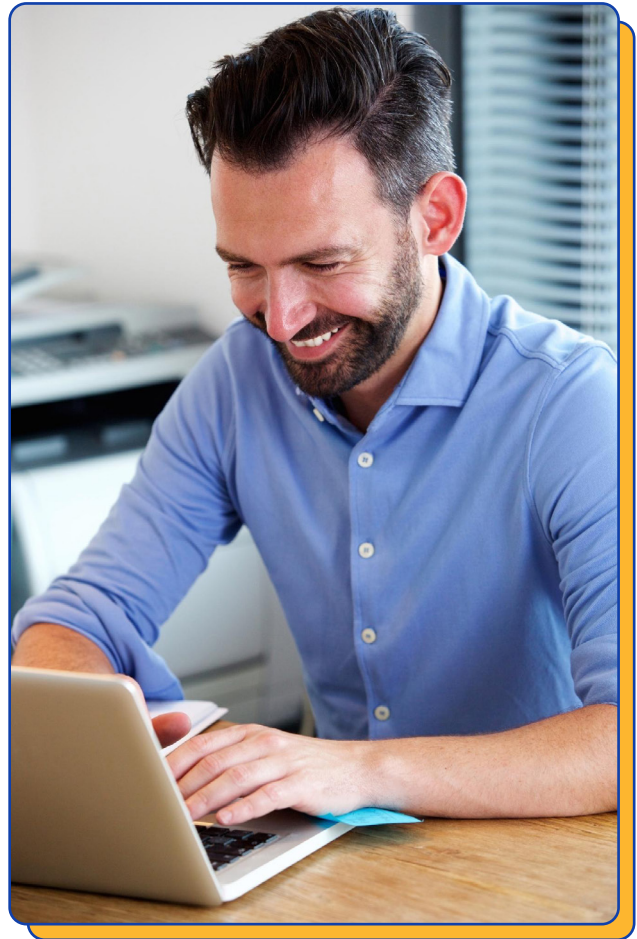
There is a lot of information available about scaling your business and it can be overwhelming. Most companies are looking for a trusted partner who not only takes the time to understand their business but has the technical expertise needed to implement growth strategies.

This guide explains why we choose to work with HubSpot tools to help solar companies scale their business.

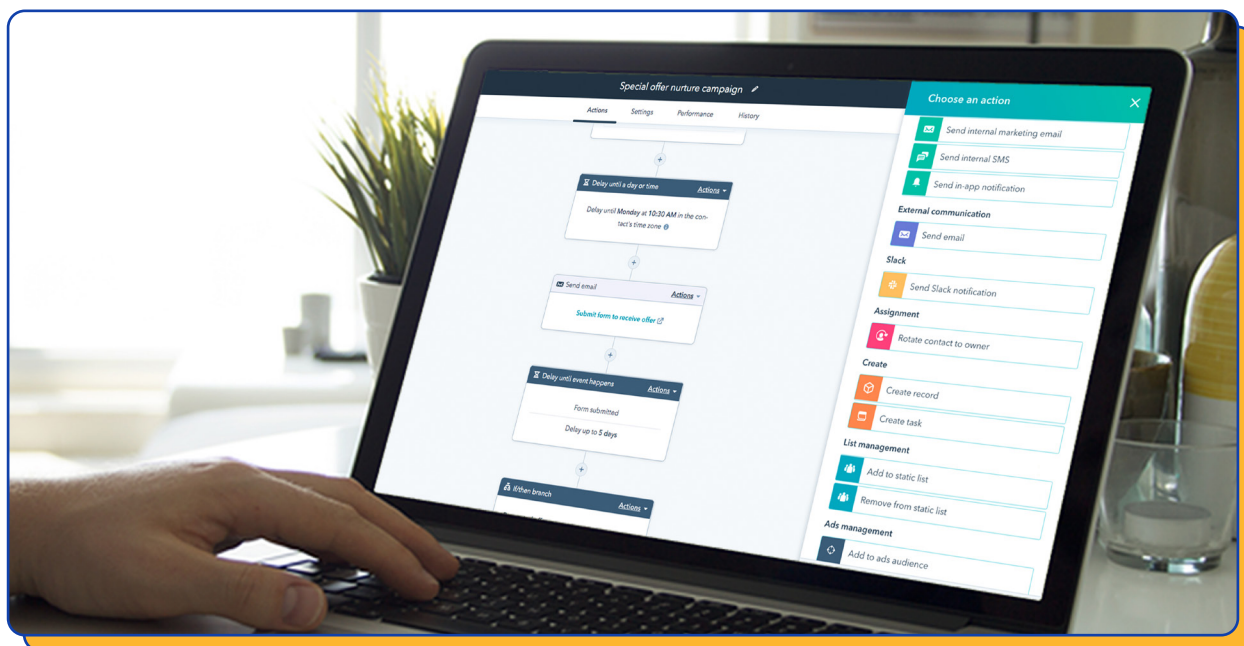
We've been using HubSpot with solar companies for over 7 years. With this tool we solve efficiency and process problems, making it easy for your entire company to work together — from marketing, to sales, to customer service.

Forget complicated, time-consuming manual processes. HubSpot CRM takes care of all the little details like logging emails, recording calls, and managing your data to free up your admin, marketing and sales team.

There are other CRMs available on the market, however we recommend HubSpot to be most suited to solar companies who want to focus on processes and efficiencies.



What problems can be solved by using HubSpot?



Solar companies want to work with us because they:

- ✓ Don't have a single source of truth
- ✓ Have misaligned sales and marketing teams
- ✓ Need to automate and reduce manual tasks
- ✓ Have a lack of visibility on marketing ROI
- ✓ Use excel spreadsheets to manage leads
- ✓ Suspect that certain sales reps can't close a sale
- ✓ Know that pipelines are mismanaged
- ✓ Want sales reps to respond faster when a lead comes in
- ✓ Want to segment the database to not only prioritise sales but communicate better with leads
- ✓ Want to be able to import and export data easily
- ✓ Need customised reporting dashboards
- ✓ Want to be able to integrate with other tools used in the business
- ✓ Want automatic tracking features
- ✓ Want conversations all tracked within one place (email and phone)
- ✓ Want to convert more leads to customers
- ✓ Need a customer ticketing system to manage queries
- ✓ Want to improve marketing activities (landing pages, forms, email marketing, SMS marketing).

How do all the HubSpot Hubs work together?

CRM Platform

UNIFY YOUR MARKETING, SALES & SERVICE DATABASES



Contact management



Company records



Forms

SHARE CONTEXT BETWEEN TEAMS



Contact activity



Contact & company insights



Documents

ORGANIZE & TRACK CUSTOMER COMMUNICATIONS



Reporting dashboard



Conversations inbox



Team email



Live chat



Conversational bots



Tasks



Deals

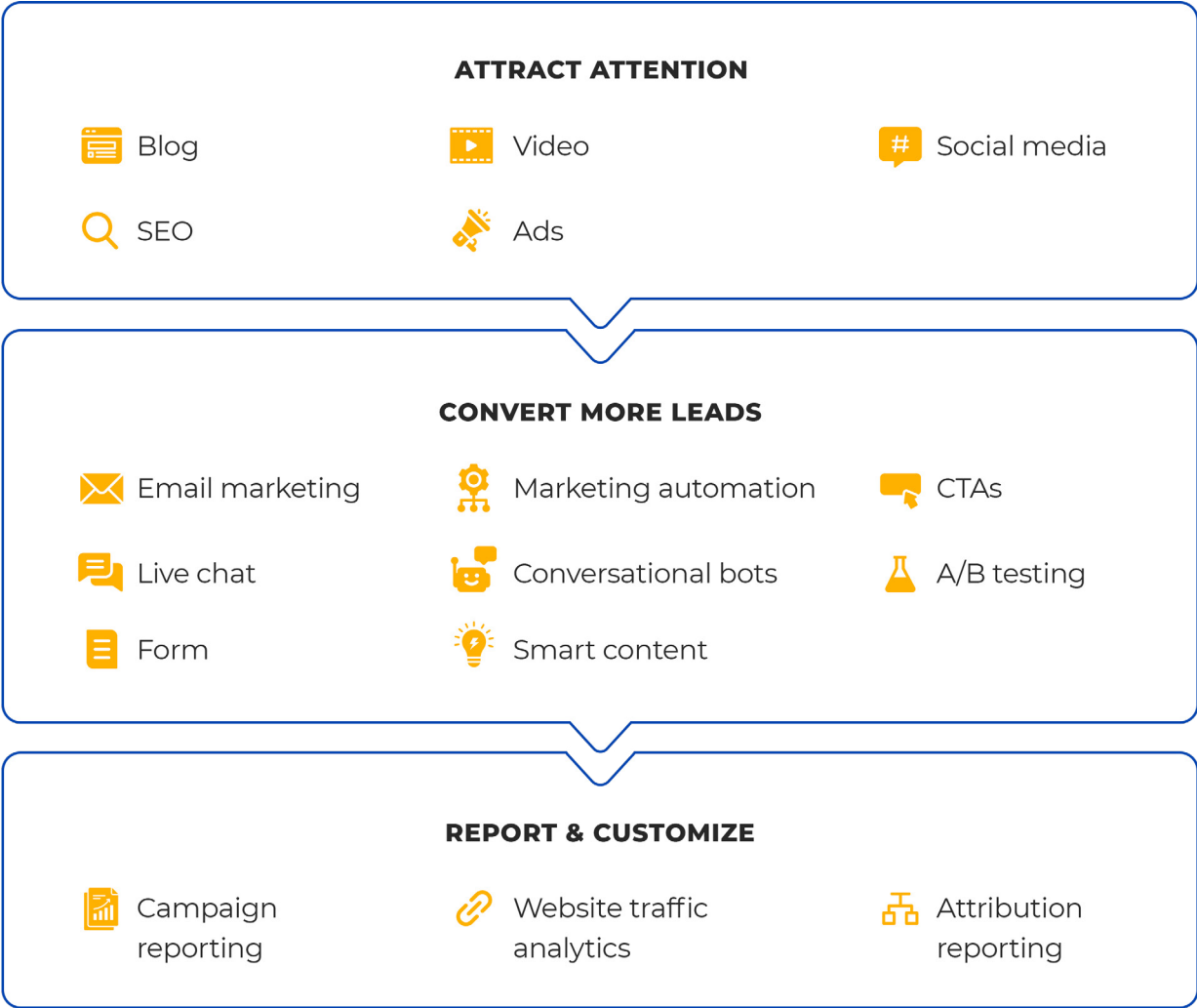


Ticketing

How do all the HubSpot Hubs work together?

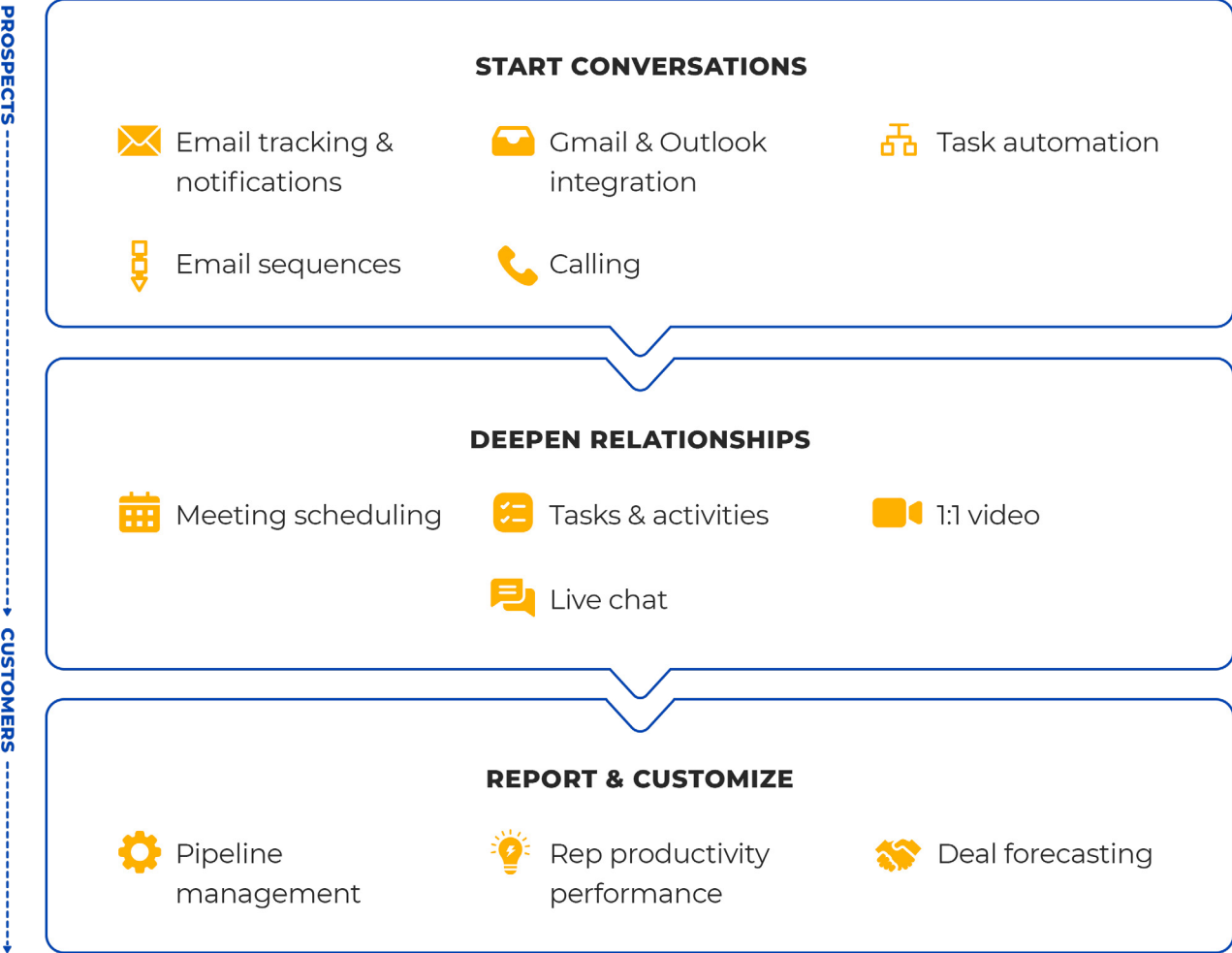
Marketing Hub

STRANGERS
↓
PROSPECTS



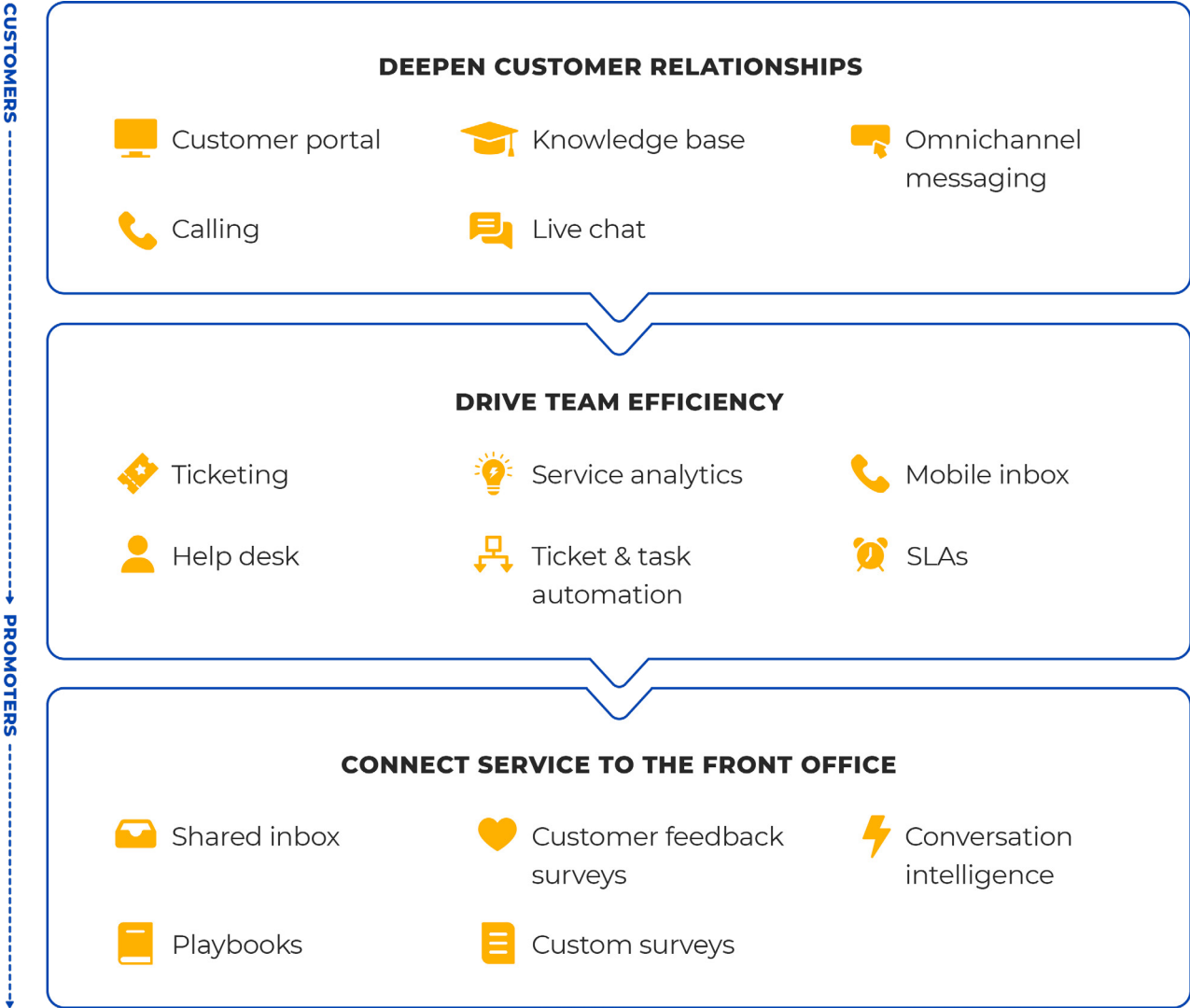
How do all the HubSpot Hubs work together?

Sales Hub



How do all the HubSpot Hubs work together?

Service Hub



How do all the **HubSpot Hubs** work together?

CMS Hub

CREATE REMARKABLE WEBSITE EXPERIENCES WITH EASE



Drag-and-drop editor



Membership-driven content



Local website development



Website themes



Interactive web apps (i.e. payments, event registration)



Dynamic content with HubDB

OPTIMIZE & PERSONALIZE YOUR WEBSITE



SEO recommendations & optimizations



Smart content & reporting



Adaptive testing



Contact attribution report builder



Chat, forms & bots



Web analytics

MANAGE A GROW TEAM & WEBSITE AT SCALE



Standard SSL certificate



Brand domains



Activity logs



Site performance monitoring



Custom CDN configuration



24/7 security monitoring & threat detection

How do all the HubSpot Hubs work together?

Operations Hub

SYNC AND CLEAN CUSTOMER DATA



1K+ integrations



Real-time two-way
data sync



Historical sync



Data deduplication



Field mappings

AUTOMATE EVERY PROCESS



Custom coded workflow
actions



Webhooks



Data quality
automation

What services does **XEN Solar** offer to get started?

START

REVIEW

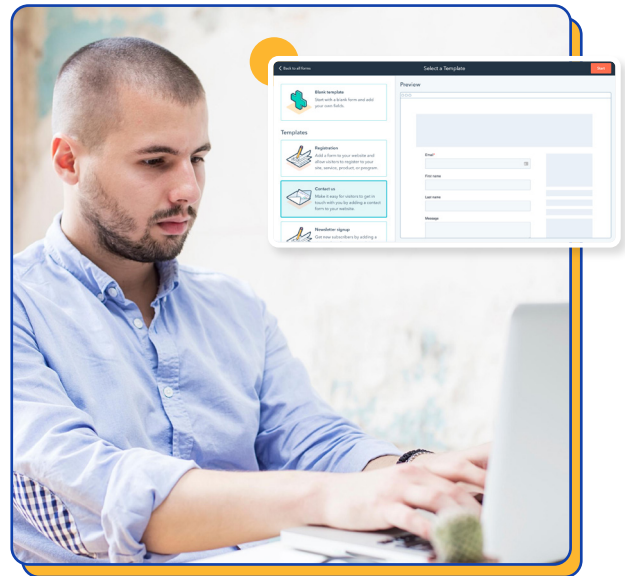
GROW

HubSpot Ignition

A tailored HubSpot onboarding service to help solar companies who are brand new to HubSpot.

We take away all the pain of onboarding and implementing a new system.

We work with you and your sales & marketing teams to plan, prioritise and set up your HubSpot installation that supports your business processes.



START

REVIEW

GROW

HubSpot HealthCheck

A complete review of your HubSpot portal to highlight issues, recommend fixes and streamline your campaigns.

The HubSpot HealthCheck is ideal for mid-large solar companies who already have HubSpot in place and have been using it for more than 6 months. Or they have recently inherited an account and need to clean it up.

Perfect for regular reviews of your portal eg Quarterly or Annually.



What services does **XEN Solar** offer to get started?

○ START

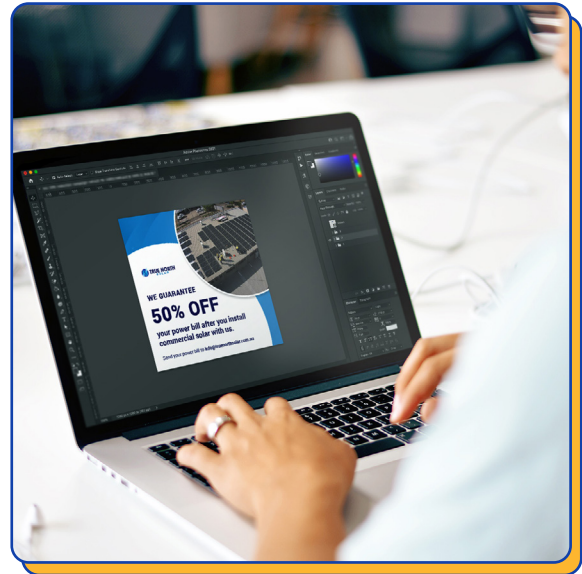
○ REVIEW

☑ GROW

HubSpot Campaign Implementation

Campaign implementation is ideal for existing HubSpot customers who need guidance and implementation help getting a marketing campaign up and running.

This is perfect for solar companies looking to drive targeted traffic to their website and convert into leads.



☑ START

☑ REVIEW

☑ GROW

HubSpot On-Demand

Ideal for solar companies who need quick, responsive HubSpot support - without the need for retainers, contracts or pre-paid blocks of time.

We manage strategy, coordination and implementation for your HubSpot Marketing, Sales and Service Hubs, invoiced at a simple hourly rate.





Book a **discovery call** today to
see how we can help you.

[Book Discovery Call](#)



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