



Case Study: LG Energy

OVERVIEW

LG Energy recognised that an SEO audit and marketing strategy would drive more traffic to the website and generate more leads. **XEN Solar** successfully met these goals.

INDUSTRY

Residential and Commercial Solar

DELIVERABLES

- > Website SEO
- > Marketing Strategy
- > Paid Advertising
- > Social Channels
- > Lead Generation

BACKGROUND STORY

LG Energy has over 80 installation partners as part of the Australia-wide Authorised Solar Dealer Network. These solar installation partner companies provide free advice about solar, inspect your premises and provide high quality installation services for solar systems and battery solutions. With the LG dealer network, support and quality installations are only one phone call away across Australia.

The XEN Solar process was tailored to suit LG Solar and the needs of each dealer. The project started with website SEO, the focus then switched to marketing strategy and paid advertising. **XEN Solar** continues to meet the needs of LG dealers around Australia who are looking for digital marketing services.

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We initially engaged XEN Solar to assist LG Solar & Energy to improve our Igenenergy website SEO, however this project quickly grew to include strategy across paid and social channels as well, with a focus on driving leads.

With the site now gaining 1100 visits per day and providing more than 1200 new leads per month, the project has been a great success.

It has been a vital part of our 35% sales growth, compared to last year.

We've been impressed with XEN Solar's combination of strategic, technical and implementation skills, and introduced them to other divisions across LG.

EXAMPLES OF WORK

LG Solar

Why LG Solar Residential Commercial Products FAQ Contact Us Warranty Request a Quote Find an LG Installer

Call 1 300 178 064 for Technical Battery Enquiries

To Receive FREE Quality Advice CALL LG Solar Direct on 1 300 152 179

The Most Trusted Solar Panel brand in Australia

Learn More



- Residential Solar
- Commercial Solar
- Calculators
- Products

Why LG?

Buying a solar panel system from LG means you are purchasing a high performing product built to last for decades.

LG sees the last 30 years as just the beginning. We look forward to being a major contributor to the solar industry - and global sustainability efforts - for many years to come. Learn more about why LG Solar panels are recommended.

Read More



Our Solar Products



Solar Panels

High quality and long lasting solar panels with a 25 year Product Warranty



Solar Batteries

Some of the best lithium-ion solar home batteries from our sister company LG Chem

LG Solar Calculators

Calculate how much LG Solar can save you over 20 years

Try Now



Why choose LG Solar Panels?

Not all solar panels are built the same. When you purchase solar panels from LG Solar you are investing in a product backed by years of experience and manufactured with the help of stringent research and testing standards.



25 year parts and labour manufacturer's warranty



LG Solar Panel won Top Brand in Australia 5 years in a row



Australia's Most Trusted Solar Panel Brand

Your local LG Solar Installer

With the LG dealer network, support and quality installations, you only one phone call away across Australia

Find your local installer



New LG Solar Guides

Written by experts with over 20 years of solar experience. Receive your FREE copy today

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LG Customer Testimonials



Contact

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