

XEN Solar

works with **solar companies** - including dealers, installers and suppliers - to coordinate **digital strategy**, implement **marketing technology** and drive **business growth** through digital marketing campaigns.

Core Services



Strategy

Set your digital strategic direction



Personas

Audience research and targeting



Lead Generation

Business growth campaigns



Lead Nurturing

Segmenting, scoring & expanding



Reporting & Insights

Dashboards & management ROI



Websites

Design and development



Implementation

HubSpot strategy and execution



SEO

Content strategy and optimisation



Paid Advertising

Google AdWords & paid social



Social

Social media management

Digital Ecosystem



Strategic Direction

Understanding and agreeing on digital goals for your business, including KPIs, audiences, differentiation and targeting



Content Strategy

Detailed research, content planning and campaign implementation



Technical Implementation

Expert implementation of your marketing technology stack including HubSpot, Google, website, social and paid advertising platforms



Realtime Reporting

Reporting and insights for stakeholders and practitioners, including management dashboards, analytics reports and insights reviews

Client Results: LG Energy



Strategy + Lead Generation

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

With the site now 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's combination of strategic, technical and implementation skills, and have now introduced them into other divisions across LG.

MARKUS LAMBERT

National Manager, Solar Sales

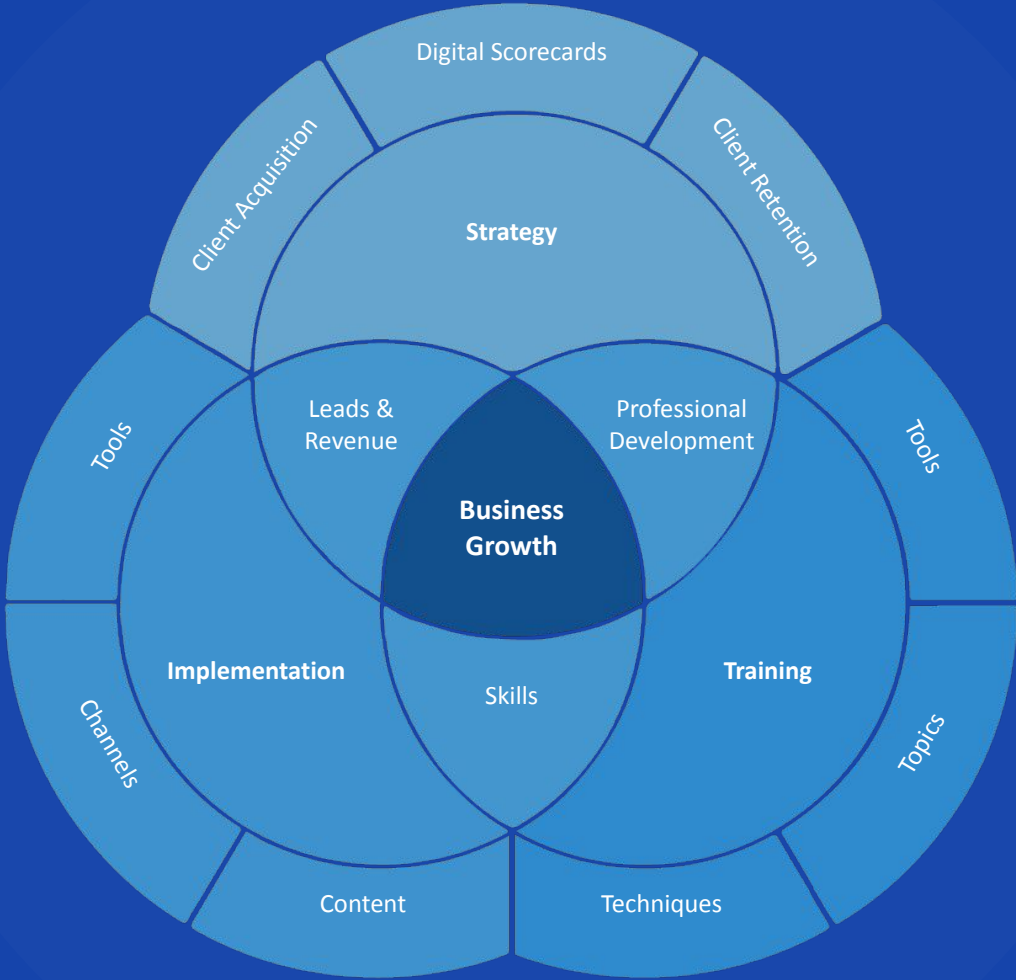
LG

<https://lgenergy.com.au/>



Growth Model

The XEN Business Growth System



Technical Specialists

- Since 2009
- Founder is a Software Engineer and former CTO
- Australia's Highly Certified HubSpot Agency
- End-to-end Marketing Technology Experience
- Asia-Pacific's Leading HubSpot Podcast

29

HubSpot Certifications

12

Years of Leads

2000+

Leads Generated Every Month

Certified Expertise



HubSpot Platinum Partner

XEN has been a HubSpot Certified Partner since 2012. XEN is one of the most HubSpot exam certified agencies in Asia Pacific.



Google Partner

XEN has been a Google Partner since 2010, working with the full suite of Google tools including certification in Google Ads.



Databox Premier Partner


XEN has attained the highest level of the Databox partner program, demonstrating expertise in all aspects of their reporting and dashboarding platform.

Contact **XEN**

 02 8006 4428 | 0413 489 388

 craig@xen.com.au

 www.xensolar.com

 Suite 404
56 Hercules Street
Chatswood NSW 2067