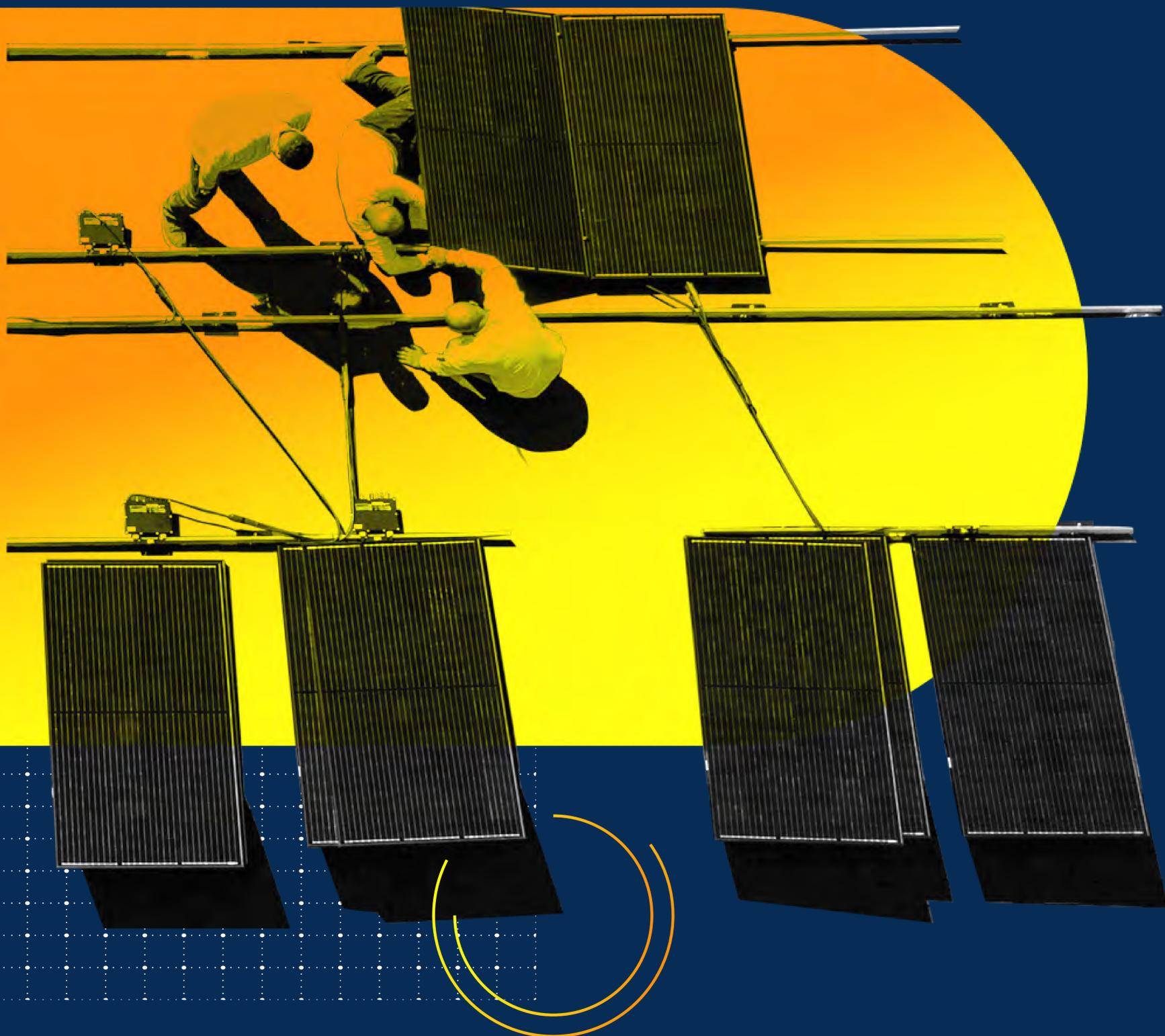


CASE STUDY

How Solar Energy World quadrupled revenue + paid less for results



Quadrupling revenue with minimal budget increase

Background:

Solar Energy World is a leading regional solar energy installation company headquartered in Maryland. When they first approached WebMechanix in 2020, they were expanding their operations rapidly into other regions and were looking to continue the growth trend in both their existing and new markets.

The challenge:

Solar Energy World's initial goal in 2020 was to improve lead quality, specifically their lead-to-set (appointment) rate.

They were generating a lot of leads from Google search and display (mostly display), but only a very small percentage of them were converting to set appointments with homeowners.

A lot of the ad dollars and creatives were focused on convincing their target markets to go solar. However, upon review, we identified plenty of untapped volume from capturing existing solar installation demand in their key markets.

Finally, Solar Energy World was also trying to make Facebook Ads a profitable and effective customer acquisition channel. But they were seeing high lead costs, poor lead quality and inconsistent results. This is an opportunity we would explore further into our partnership.

**The numbers
tell the story:**

4x

INCREASE
in revenue
2020-2022

56%

decrease
in marketing spend
to completed
projects ratio
2020-2022

The solution:

Year 1 of our engagement was all about Google Ads. We started with restructuring the account to improve performance.

We first restructured the account on improving relevance between search terms, ads, and landing pages. We did this to create a more personalized experience and reduce the friction that was preventing users from converting. Additionally, we restructured the search ads themselves to make sure we were spending as much money as possible in the markets with the best performance.

We then turned our attention to optimizing ads, landing pages and keywords in the markets with poor performance. Specifically, we found that regional-specific targeting, ads and landing pages drove much better conversion rates and lead quality. We applied these findings to the whole account for big gains.

The next big move? We turned off display ads completely. Why? Because they had a much higher cost-per-set. Plus, we were

losing search impressions due to budget and had plenty of headroom to grow to search without increasing the cost per lead or set. We moved this spend to search ads where cost per set and run appointment was already better and saw an immediate performance improvement.

This is a key lesson for advertisers with a fixed budget and losing search impression share due to budget and trying to drive revenue: It is more important to capture bottom-of-funnel demand by bidding on high intent keywords than to capture at the top-of-the-funnel. In the latter case, you spend a lot more money and time to nurture those clients into sales. Here, we let the bigger companies do the heavy lifting at the top to get people interested in going solar. Then, we



**SAVE BIG
WHEN YOU
GO SOLAR**



**TAKE CONTROL
OF YOUR
ELECTRIC
BILL**

captured the demand at the bottom of the funnel while people were in the process of deciding which company to use.

Finally, we began to filter our leads with a “qualified” lead conversion on the pixel. Specifically, we would only fire the pixel when the user self-identified as a homeowner (and not when they were a renter or a commercial business, which Solar Energy World wouldn’t service.)

In Year 2, Solar Energy World had seen enough business impact from our work on Google Ads that they entrusted us with managing their Facebook Ads as well.

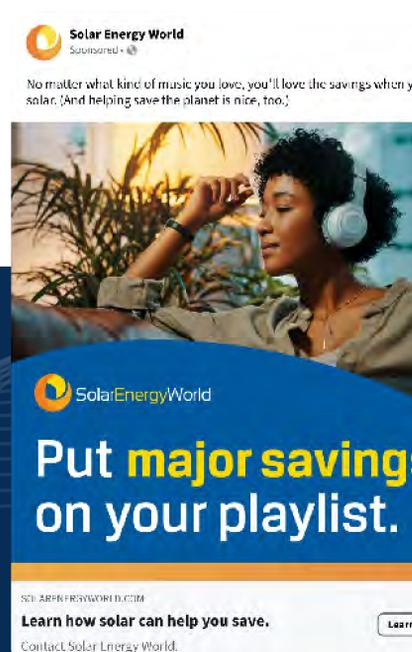
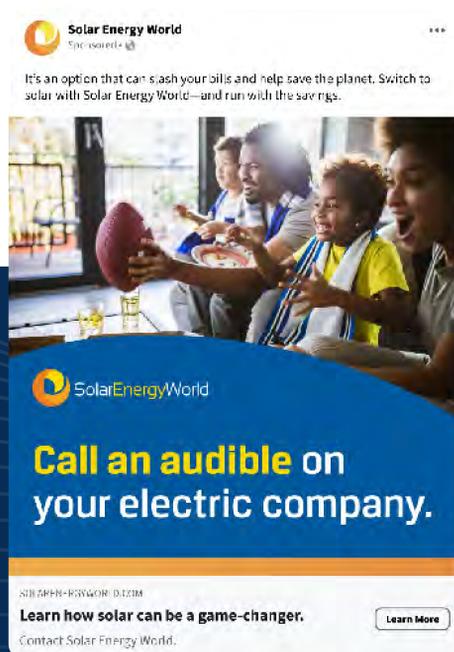
As we did with Google Ads, we set up the Facebook pixel to ensure we were optimizing ONLY for qualified leads. From there, we began to build and target lookalike audiences off of qualified leads that were converting to set and run appointments.

We then restructured and consolidated the account. One of the big shifts in our

strategy was to go super granular with the targeting. The campaigns were set up to target zip codes within Solar Energy World’s operating areas, while excluding bordering non-serviceable states also via zip codes.

These changes allowed us to “crack the code” on Facebook Ads for Solar Energy World. They began to scale spend in their markets, effectively creating a new, profitable stream of paying customers for the business.

On Google, we continued to innovate with a new landing page experience. We tested a multi-step form that asked the user a series of questions to both qualify them and understand their reasons for going solar. This new template converted qualified leads at a significantly higher rate, so we rolled it out across our campaigns for an immediate boost in the top and bottom line.



Year 3 was a year of innovation and optimization on our key channels.

On Facebook, we moved to generating value-based lookalikes. These were audiences based on Solar Energy World's highest-value Closed Won opportunities.

We also embarked on a lot of creative testing that paid off. Specifically, we connected with prospects by using things like region / state-specific language in the ads. We also created ads based around

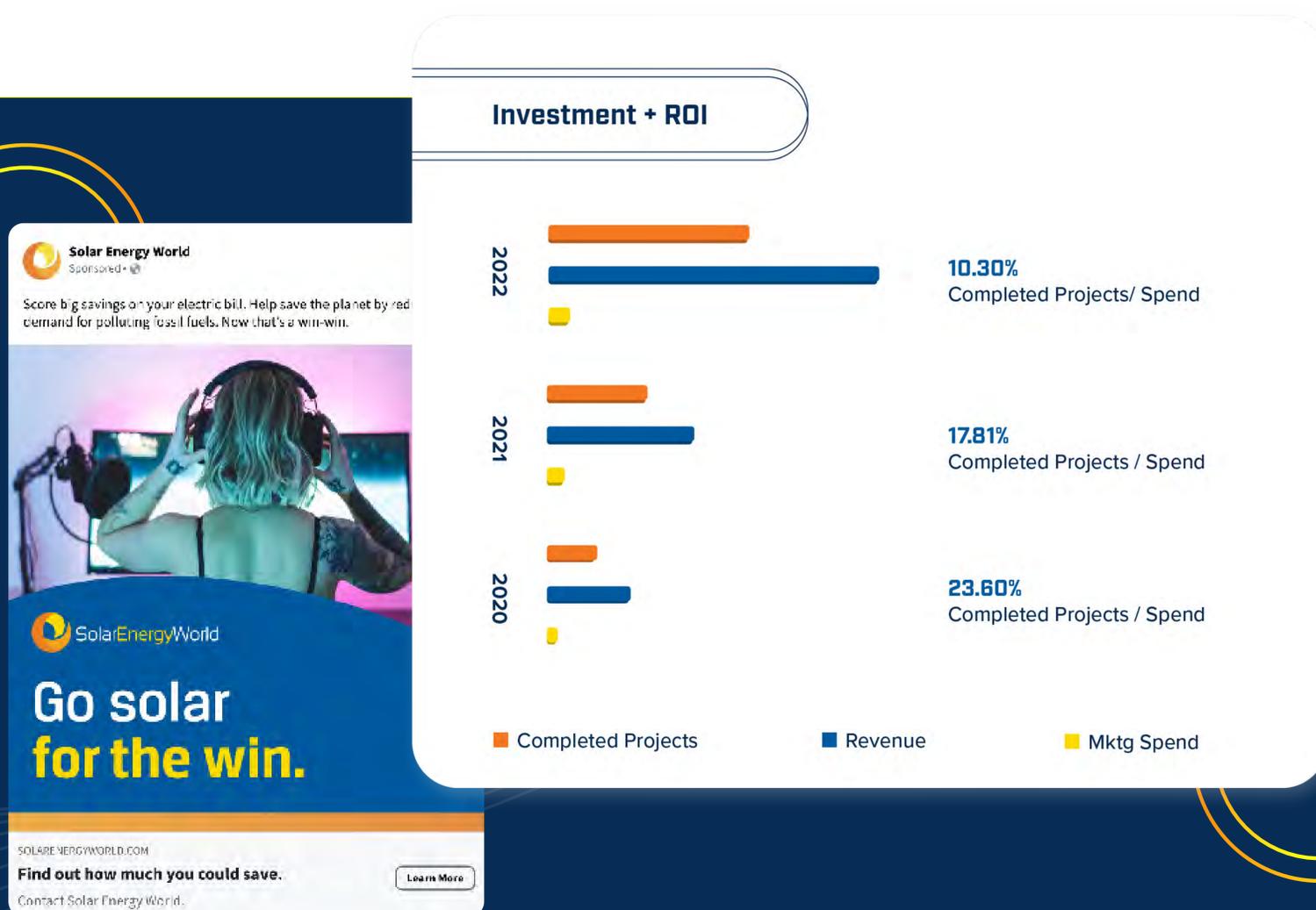
affinity interests of our high-converting audiences to create further reach.

On Google, we focused on optimizing our campaigns to improve quality score. This lowered our average cost-per-click significantly across the board, boosting our return on ad spend. When the Inflation Reduction Act came out and the federal tax credit for solar increased from 20%-30%, we included that in our headlines and landing pages for a major lift in clickthrough and conversion rates.

The current results:

In just three years, Solar Energy World was able to increase completed projects by over 289%, with only a 70% increase in marketing spend — resulting in a 56% decrease in completed projects to marketing spend ratio and 4X revenue growth.

And we're continuing to innovate with new strategies and channels to help them drive further growth.



The bottom line:

When an ambitious company meets an ambitious agency, it's a match made in heaven.

Solar Energy World's aggressive goals pushed us to come up with breakthroughs to drive them to new levels of growth. WebMechanix was thrilled to take on the challenge.

When you focus on the right things with the right levels of intensity and have a team that shares your goals, results like 4X business growth are possible.

Take bold moves, think critically and creatively about your market, and take action.

(And if you need it, hire an agency that cares about your success just as much as you do.)

“

“WebMechanix fundamentally transformed our business and digital presence. 3 years in, they've 4X'ed our sales volume from digital channels while dramatically increasing our profitability. They've become an irreplaceable partner and extension of our team.”

Jamie Ryan, VP of Marketing, Solar Energy World

What about you?

Want to 4X your revenue from digital marketing like Solar Energy World? Status quo not cutting it?

We can help! Grab a time to chat with us here. We'll walk through some options. And even if we're not a fit, we'll try to point you in the right direction.



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