

Case Study

Amplifying Solar Growth Through Strategic Marketing

Client Overview

Company: Texas Solar **Location:** Texas, USA

Industry: Solar Energy Construction

TEXAS  SOLAR

Challenges

Despite their strong reputation and widespread operations, Texas Solar faced challenges in:

- Standing out in a competitive solar energy market.
- Increasing their revenue growth.
- Enhancing their online visibility, particularly in local searches.



Objectives

Increase Revenue:

Achieve a measurable increase in company revenue.

Boost Online Visibility:

Rank #1 in local SEO for relevant keywords.

Improve Online Reputation:

Drive positive customer reviews on Google.

Strategy & Execution:

1 Comprehensive Digital Marketing Campaign:

Targeted PPC Ads: We developed and executed a targeted pay-per-click (PPC) campaign focusing on high-intent keywords related to solar installation services in Texas. The ads were tailored to highlight Texas Solar's commitment to quality, transparency, and fast service, which resonated strongly with potential customers.

Content Marketing: A series of blog posts and case studies were created to emphasize Texas Solar's expertise and successful installations. This content was optimized for search engines and shared across social media platforms, increasing engagement and driving traffic to the website.

2 Local SEO Optimization:

On-Page SEO: We optimized Texas Solar's website with relevant local keywords, ensuring they ranked highly for searches like "solar installation Texas" and "residential solar power in Texas."

Google My Business (GMB) Optimization: We enhanced their GMB profile with updated information, high-quality images, and regular posts. We also implemented a strategy to encourage satisfied customers to leave positive reviews, which significantly boosted their local search ranking.

Backlink Strategy: By securing backlinks from reputable local news sites and industry-related blogs, we increased the website's domain authority, further enhancing its local SEO performance.

3 Reputation Management:

Review Generation Campaign: We developed a system that automatically sent follow-up emails to customers after service completion, politely requesting reviews. This effort led to a surge in positive reviews on Google, enhancing the company's credibility and trustworthiness.

Responding to Reviews: Our team monitored and responded to all reviews, both positive and negative, ensuring that Texas Solar's customer service commitment was visible online.

Results

15% Revenue Growth:

Within six months of implementing the marketing strategy, Texas Solar experienced a 15% increase in revenue, directly attributed to the increase in leads and conversions from the digital marketing campaigns.

#1 Local SEO Ranking:

Texas Solar achieved the #1 ranking for key local search terms within three months, driving a significant increase in organic traffic to their website.

Enhanced Online Reputation:

The local SEO campaign and review generation strategy led to a 40% increase in the number of positive Google reviews, strengthening Texas Solar's reputation as a trusted provider in the solar energy market.

Conclusion

By leveraging a strategic mix of digital marketing, local SEO, and reputation management, Esco Media Group helped Texas Solar achieve substantial business growth and solidify their position as a leader in the Texas solar energy market. The success of this campaign not only boosted their revenue but also enhanced their online presence, paving the way for continued success in a competitive industry.