




Light Your Dark Spaces
with

SOLA•LITE | SOLAR•TEX

BRINGING LIGHT INTO DARK PLACES



Campaign Objective

Lead generation:

Build awareness of the health benefits of natural light and the potential energy savings from solar tubes and skylights.

Primary audience:

- 35-55
- Homeowners
- Mid-upper middle class

Goals:

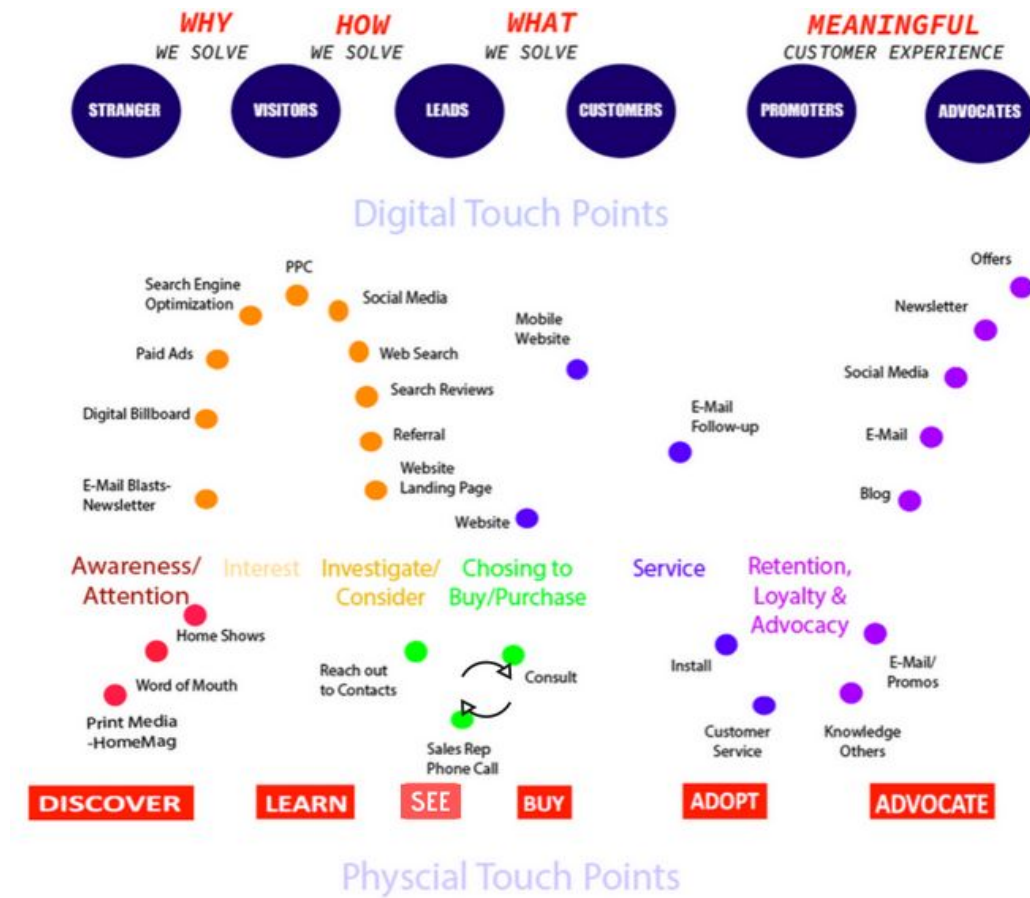
- Looking to save money on utility bills
- Add natural light to home

> 3% CTR

Based on the awareness (top of funnel) objective, the key performance objective for this campaign will be an improvement in the click-thru-rate over the average rate for SolaLite.

**More qualified leads based on
raised awareness level.**

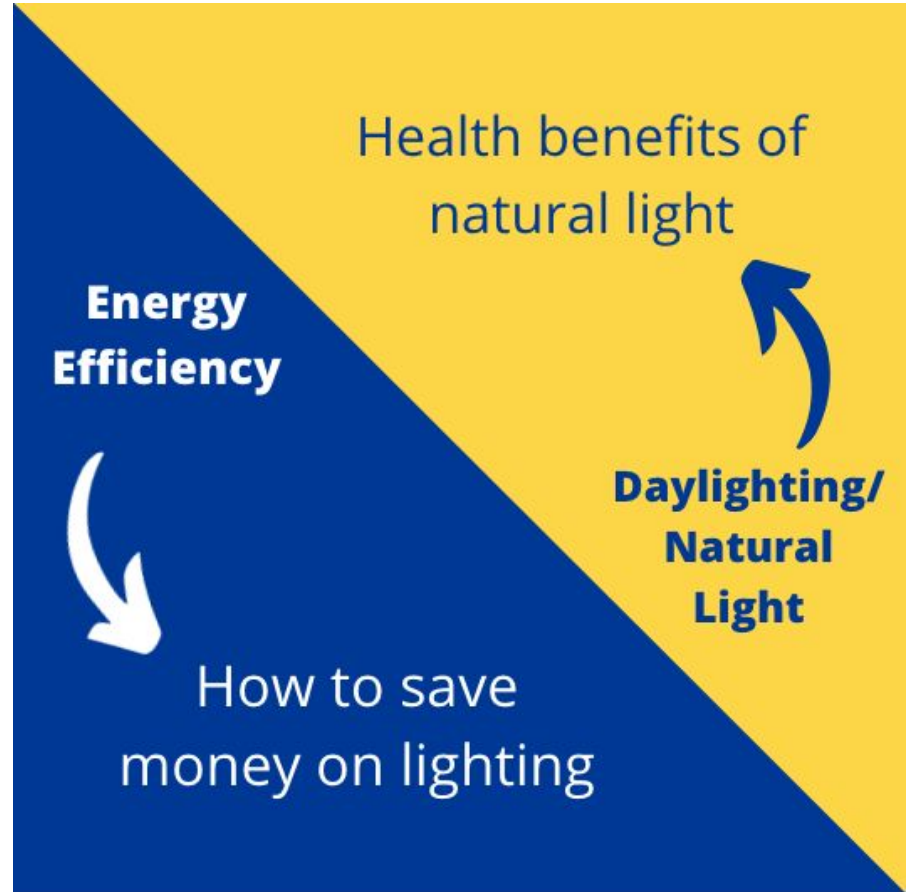
Campaign Impact Forecast



Buyer's Journey - Due to complexity of the ask, the process requires multiple touch points. Generating qualified leads will help reduce this journey.

Content Pillars

Long Tail Keywords =
less competition = Less
Cost for PPC



Landing Page

Bring more sunlight into your home without the cost of a significant remodel.



CALL NOW

What does installation look like?



What sets us apart?



Schedule your consultation now!

CALL NOW

Content examples

Social Media Ads

Video Ad: (Video attached below).



Bring beautiful, natural light into your home with Solatube's innovative tubular daylighting technologies. And convert dark spaces into places you love. <https://bit.ly/35x7z79>



WWW.SOLALITETEXAS.COM

Shed Light on the Best Things in Life

Blog Posts

Bringing Light to Dark Places



Bringing Light to Dark Places with Sola-Lite | SolarTex

Bring light to your darkest places with Sola-Lite | SolarTex; it's affordable and an environmentally friendly way to bring in the natural light into your darkest spaces. Natural lighting allows you to have 100% Color retention making your furniture pop, your countertops pop, brightens your paintings. We have two ways to introduce natural light into your space; Solatube and SolarTex.

				Event specific				Social Media Post Planning			Page Likes			FB Ads				Email Campaigns						
	KEY	Date:	Day:	Which Branch: SL/ST/Q/GS	Event:	Done	Notes: All essential items	Facebook SL	Facebook ST:	Facebook QGS	FB/S L	FB/S T	FB/Q GS	Facebook ADS	FB Ads ST:	FB Ads QGS	Special Deals - Event triggered	SolaLite	SolarTex	QGS	CTR	Bounce Rate	Proposed deal	
Z	SL	1/1	Wednesday	SL/ST/Q/GS: Holiday							342	768	45					5 pt inspection					\$60 Off/Unit	
	ST	1/2	Thursday															5 pt inspection					\$60 Off/Unit	
	QGS	1/3	Friday					Goodbye to Gr										5 pt inspection					\$60 Off/Unit	
	SL/QGS	1/4	Saturday																				\$60 Off/Unit	
	SL/ST	1/5	Sunday					Natural Lite															\$60 Off/Unit	
	SL/ST/QGS	1/6	Monday					Meet the team	Home Show Pt										Austin H&G					\$60 Off/Unit
		1/7	Tuesday					Meet the team										\$100 off total install	\$100 off total inst					\$60 Off/Unit
	Complete	1/8	Wednesday					Meet the team										\$100 off total install	\$100 off total inst					\$60 Off/Unit
	Not Done	1/9	Thursday					Meet the team	Home Show Pt									\$100 off total install	\$100 off total inst					\$60 Off/Unit
		1/10	Friday	ST	Austin Home Show			Meet the team	Home Show Pt	Protect your G								\$100 off total install	\$100 off total inst					\$60 Off/Unit
		1/11	Saturday	ST	Austin Home Show				Home Show Pt									\$100 off total install	\$100 off total inst					\$60 Off/Unit
		1/12	Sunday	ST	Austin Home Show				Home Show Pt									\$100 off total install	\$100 off total inst					\$60 Off/Unit
		1/13	Monday					Make a differ	Make a differ					FB Ad				\$100 off total install	\$100 off total inst					\$60 Off/Unit
		1/14	Tuesday						Thanks for stop									\$100 off total install	\$100 off total inst					\$60 Off/Unit
		1/15	Wednesday															\$100 off total install	\$100 off total inst					\$60 Off/Unit
		1/16	Thursday					Real Estate Ho	Brighten Your h	About us								\$100 off total install	\$100 off total inst					\$60 Off/Unit
	Buyers persona	1/17	Friday															\$100 off total install	\$100 off total inst					\$60 Off/Unit
		1/18	Saturday															\$100 off ST Home t						\$60 Off/Unit
		1/19	Sunday	SL/QGS	Open House - Yarro													\$100 off ST Home t						\$60 Off/Unit
		1/20	Monday					New Year, New	New Year, New									\$100 off ST Home t						\$60 Off/Unit
		1/21	Tuesday															\$100 off ST Home t						\$60 Off/Unit
		1/22	Wednesday					Intro to Hurley										\$100 off ST Home t						\$60 Off/Unit
		1/23	Thursday					Brighten Your h	Clean Home	SnapLock								\$100 off ST Home t						\$60 Off/Unit
		1/24	Friday															\$100 off ST Home t						\$60 Off/Unit

An editorial calendar provides a clear overview of multiple campaigns and channels and helps establish deadlines for the team.

Promotion Plan

Channels

Social

- Facebook
- Pinterest
- Instagram
- YouTube

Channels selected based on intended audience.

Promotion

- PPC/CPC
- Boosting Facebook posts with traction

Budgeting

\$500/month

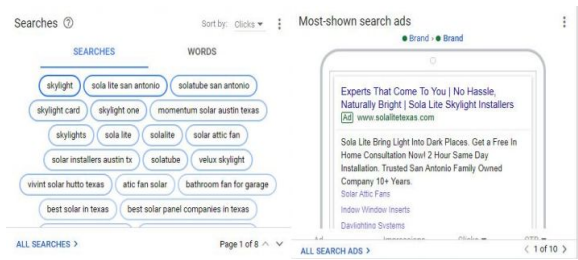
- \$300 for curating native content
- \$150 for sharing paid social ads
- \$50 for promotion through PPC



Each campaign builds to
define the brand
position and iterates on
the theme.

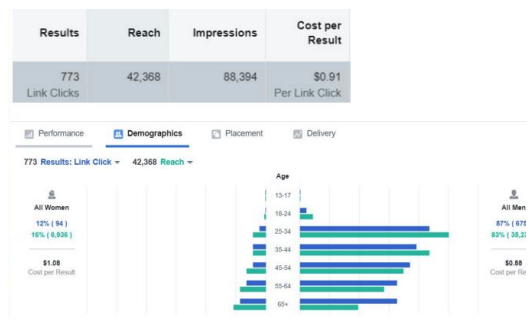


Promotion plan

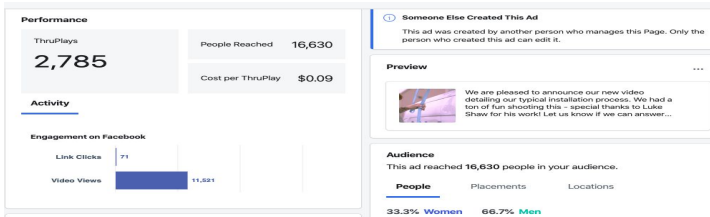


Google Ad search-improve our ranking on some key words.

PPC - Increase the conversion beyond 3 which were our January numbers.



Based on our Feb 2020 Goals for the March 2020 - Good results on our last campaign! Video views are one of the most valuable resources for retargeting.



Facebook promotions will be more focused on video - goal