GO SOLAR POWER
A Service Experts Company

Harnessing Sunpower to Boost Conversions

KEY METRICS

20%
Increase in Traffic

54%
Reduction in Cost Per Click (CPC)

45%
Increase in Conversions

Boosting conversions by nearly 50% while cutting ad spend is a big win for any business aiming to break into new markets. In the crowded solar industry, standing out is tough, but Logical Position helped Go Solar Power fine-tune its messaging and reach its target audience. This case study offers key takeaways for other sales-driven businesses looking to fill their pipeline with more qualified leads.

ABOUT GO SOLAR POWER

Since 2009, Florida-based Go Solar Power has been a national leader in green energy, performing thousands of installations of Tesla solar shingles, batteries, and powerwalls. They've built a reputation as a trusted name, delivering clean energy solutions to both residential and industrial clients. Despite the competitive landscape, GSP has continued to thrive, staying at the forefront of the solar industry.

> "Go Solar Power has a lot to offer anyone looking for affordable and reliable alternative energy solutions. We knew the market was there, but we didn't have a strong online customer acquisition strategy. That's where Logical Position had the biggest impact. They opened new channels and were fundamental to our expansion into new territories."
>
> — Thomas Lanzarotta, Marketing Director, Go Solar Power

New Horizon

Before partnering with Logical Position, GSP managed its ad campaigns in-house with mixed success. Although it saw potential in its efforts, it needed more expertise to execute a robust multi-state lead generation strategy. That's when it turned to LP for a comprehensive account audit and roadmap to improve customer acquisition and resolve lead attribution hurdles.

Goals

- Keep CPA under $100
- Increase conversion rates
- Build brand awareness and improve targeting
- Develop lead attribution roadmap

Flipping the Switch

Logical Position segmented GSP's campaigns by job type and average order value (AOV) to set tailored cost-per-acquisition (CPA) targets. By dividing campaigns between direct-to-consumer (D2C) and business-to-business (B2C), they could better target key demographics.

Residential customer focus:
- Off-grid living/DIYers
- Green alternative energy seekers
- Home automation enthusiasts

Commercial client targets:
- Energy-intensive businesses
- Manufacturers
- Agricultural applications

Through advanced lead generation strategies and detailed audience segmentation, Logical Position tracked and refined the results, continuously optimizing the campaign for better performance. Google Display Ads were crucial in filling high-quality top-of-funnel traffic.

CallRail Integration

Being a service-based business, these Lead Generation campaigns relied on our CallRail integration to track attribution. Once we had enough data to establish a baseline for performance, we continued sculpting their respective audiences to uncover as many new prospects as possible. We targeted the demographics above to keep top of funnel traffic flowing to their website.
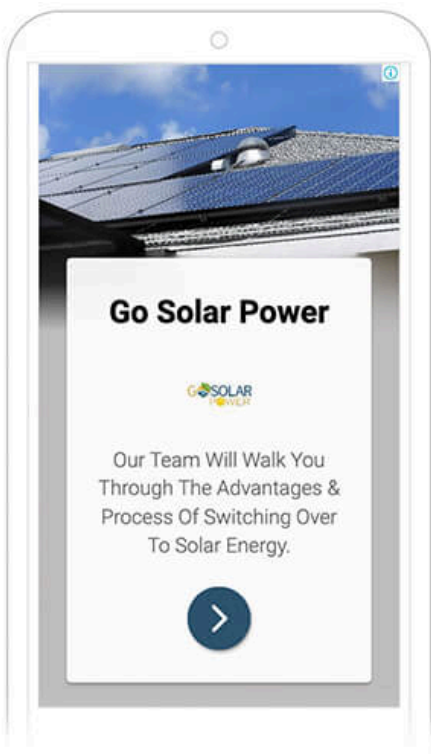
CallRail

RESULTS

Since partnering with Logical Position, Go Solar Power's online presence has soared. Key results include:
- 20% increase in website traffic
- 45% boost in conversions in 2022

The future is bright for Go Solar:
- Expansion goal into five new states (2023)
- Launch EV charger line and portable solar generators (2023)

Impact

The surge in growth enabled Go Solar Power to seize new opportunities, including a strategic partnership with Service Experts, a national leader in plumbing and HVAC. By entrusting Logical Position with its advertising, GSP could concentrate on its core mission—delivering clean, renewable energy solutions.

Tips For Achieving Similar Results

Segment Your Campaigns by Customer Type
Target messaging by audience and set clear CPA targets. Define cost-per-acquisition goals based on the average order value for each customer segment.

Track and Optimize Lead Attribution
Implement a robust lead attribution model with adequate call tracking to measure impact by channels to drive qualified leads.

Use Data-Driven Audience Segmentation
Continuously refine your audience based on performance data. Identify key demographics, interests, and behaviors that convert best inform campaign adjustments.

Build Top of Funnel
Use Google Display Ads to drive traffic at the top of the funnel, keeping your brand top of mind and helping maintain a steady flow of potential leads.

Ready to let your business shine? Reach out to our team and secure your place in the sun today!

Learn More

Ready to Find Out What Makes Us Different?

GET STARTED NOW

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