

Mapping Your Solar Marketing Strategy

Fine-Tune This Year's Priorities

Branding



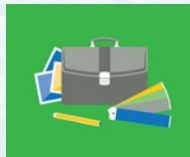
1	
2	
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Graphics



1	
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Collateral



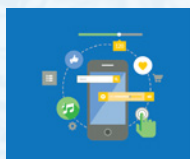
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Website



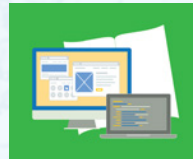
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Social Media



1	
2	
3	
4	
5	

Public Relations



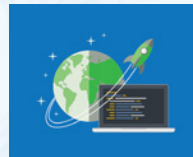
1	
2	
3	
4	
5	

Client Related



1	
2	
3	
4	
5	

Lead Tracking



1	
2	
3	
4	
5	

Other

1	
2	
3	
4	
5	

Other

1	
2	
3	
4	
5	

Sharpen Positioning



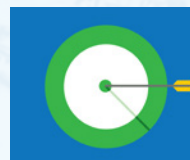
Prep Work

- ☐ Competitive Landscape Review
- ☐ Brand Development
- ☐ Customer Interviews

Our company's top three competitive strengths are

1	
2	
3	

Prioritize Market Sectors



Prep Work

- ☐ Review Prior Sales for Highest Margin Business
- ☐ Focus This Year's Priorities on Past Best Performing Business
- ☐ Decide if New Markets will be Pursued this Year

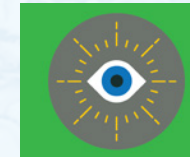
Prioritizing Market Sectors

Our highest priority market sector for this year is

Second highest priority is

A new market(s) we want to work on this year

Understand Most Important Customers



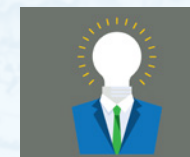
Prep Work

- ☐ Data Review
- ☐ Customer Interviews
- ☐ Sales Team Interviews
- ☐ Consumer Data

The customer types most important to us this year are (name of persona)

1	
2	
3	

Prioritize Resources



Prep Work

- ☐ Determine Types of Resources Needed to Fulfill Highest Priority Items
- ☐ Figure out the Budgets
- ☐ Outline the Expectations and Benchmarks for Successful Resource Work

Human / Talent Resources

The most important new resources we need to fulfill our marketing goals this year are

1	
2	
3	
4	
5	



Map Quarterly Marketing Goals & Budget

Q1 Goals

1	
2	
3	
4	
5	

Budget:

Q2 Goals

1	
2	
3	
4	
5	

Budget:

Q3 Goals

1	
2	
3	
4	
5	

Budget:

Q4 Goals

1	
2	
3	
4	
5	

Budget: