



TerraCurrent

Solar content strategy

With this template, build your content strategy or contact us for help

Holistic Branding, Marketing and Public Relations for
Clean Energy, Clean Transportation and Corporate Sustainability

Brand

ABC Solar provides a fully integrated IT platform for solar installers and distributors backed by first-rate training resources that help users maximize the value of ABC Solar software. Designed for sizable companies with complex software requirements, ABC Solar delivers business intelligence to drive continual reduction of solar project soft costs.



Together We Do More

Solar content strategy

Goals

As ABC Solar prepares for a product launch, standardize engagement for customers who make IT decisions, including CFOs, CEOs, and controllers. Tailor content for the target audience: experienced, educated business professionals who value substantive information.

Start the customer journey with a market survey co-produced with Acme Market Research. Continue with a white paper and supplemental blog posts addressing customer pain points and the ABC Solar perspective on process optimization. Conclude with a software demonstration.



Setting

ABC Solar currently has a website featuring a five-minute presentation, three customer testimonials, and a customer support portal.

A company blog, adoption of at least one social media channel, and an email newsletter would help nurture relationships with people who are interested in ABC Solar but are not yet ready to become customers.



Competitors

The solar software ecosystem is crowded but highly specialized. Some of these companies, notably XYZ Solar, are using effective content marketing tactics and attempting to differentiate their content from the competition. However, none of the software suppliers to our knowledge have fully integrated content with the customer journey and the user experience. The opportunity is there for ABC Solar to become a content marketing leader among solar software providers.



Core strategy

ABC Solar empowers solar installers and distributors with purpose-built information technology and an enduring commitment to customer success.



Together We Do More

Solar content strategy

Themes

Platform-specific technology leadership

Instead of reinventing the wheel, ABC Solar is bringing a new set of wheels to the industry.

Soft cost reduction

Show how soft cost reduction is driving market growth.

Customer support

Show how implementation and training improve outcomes for new users.



Content Plan

Develop content assets that support the key steps of the customer journey: discovery, consideration, and conversion.



Discovery

Start with a market survey co-produced with Acme Market Research. Based on survey responses, ABC Solar will invite participants who fit a key customer persona to learn about enterprise software that drives solar soft cost reduction. People who answer the call to action advance to the consideration stage of the customer journey.

ABC Solar can also use targeted posts on a social media platform like LinkedIn to drive traffic to a website landing page that also invites people to exchange their contact details for info about a fully integrated software platform.



Consideration

Add subscribers to an email drip campaign about topics that are relevant to IT system pain points. Email messages will include a call to action inviting recipients to download a white paper on ABC Solar's perspective on process optimization in solar. Leads who download the white paper advance to the conversion stage of the customer journey.



Conversion

On a white paper download thank you page, show a short video highlighting the functionality of the ABC Solar software and the engagement model for customer success. Conduct sales outreach at this stage with a full software demonstration.



Thank you

For more information or to contact us, visit
terracurrent.com

