



Market Aged Solar Leads | 5 Tips

Description

5 Fantastic Tips for Marketing to Aged Solar Leads

If you're in the solar industry, you know that leads are everything. They're the fuel that powers your business. But did you know there's a veritable gold mine in aged solar leads just waiting for you to tap into it? These leads may have been in your system for a while but still have luster. With the right strategy, you can market aged solar leads correctly and reignite their interest in solar energy and turn these aged leads into valuable solar appointments and installations.

At the Leads Warehouse, we're your go-to provider for these [aged solar leads](#). And today, we're here to share some top-notch tips to help you effectively market to these potential goldmines.

1. Reestablish Contact with Confidence

Getting back in touch with aged solar leads requires much finesse. Make sure to reestablish contact information and confirm their continued interest in solar energy. Remember, time can change many things, including phone numbers and email addresses!

2. Provide Value and Information

Don't just make a sales pitch. Instead, offer valuable information that will rekindle their interest in solar. Share recent advancements in solar energy, potential savings, and [environmental benefits](#). Information is power!

3. Offer Incentives

Who doesn't love a good deal? Offering incentives or discounts can reignite interest in aged solar leads. Make it clear that they stand to gain from taking action now.

4. Leverage Call Centers

A quality call center can be your best friend when reaching out to aged solar leads. They have the training and patience to handle objections and rekindle interest in your services.

5. Stay Persistent

Marketing to aged solar leads is more than just a one-and-done effort. It requires persistence. Only some leads will be ready to convert immediately, but with consistent effort, your conversion rate will increase!

And now, let's address some common FAQs:

FAQs

- **What are aged solar leads?** Aged solar leads are potential customers who have expressed interest in solar energy in the past but for various reasons have not yet made a purchase or commitment. These leads can still hold significant potential for conversion. (Source: [Investopedia](#))
- **How much should I pay for solar leads?** The cost of solar leads can vary greatly, depending on the quality and source of the lead. On average, you should pay between \$20 to \$80 per lead. However, remember that aged solar leads can often be obtained at a lower cost.
- **How much do aged leads cost?** Aged leads are generally less expensive than fresh leads, often ranging from a few cents to a few dollars each. The exact price will depend on the lead's age, quality, and the provider.

Remember, aged solar leads may have been forgotten, but they're not gone. With the right strategy, you can breathe new life into these leads and reap the rewards. Good luck and happy marketing!

Disclaimer: Prices for leads mentioned are illustrative and may vary depending on various factors.

Sources

- [Investopedia](#)
- [LeadsWarehouse](#)
- [Solar Power World](#)

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