

Solar SMS Marketing Guide for Aged Solar Leads

Description

The Leads Ware House

Top Strategy to Get Aged Solar Leads on the Phone â?? Solar SMS Marketing Guide

Solar SMS Marketing Guide

DISCLAIMER: Always consult with competent legal counsel before starting SMS marketing to your aged solar leads. This article is for information purposes only and should not be construed as legal advice.

If youâ??re new to SMS marketing, the first thing you need to do is build a database of phone numbers, which you already have from your incoming leads!

Letâ??s keep it simple with aged solar leads:

â??Are you still interested in solar?â?•

â??Did you want to chat about solar tomorrow for 15 minutes? Whenâ??s a good time to call? Thanks, -Repâ?•

Next, weâ??ll discuss an autoresponder, you can set up a string of messages over the sales cycle depending on the status of the deal.

Some people save SMS as a last resort after several phone calls.

I would highly recommend a 30, 60, 90, and 180-day message cycle.

SMS has more power than just contacting existing solar leads. You can also use this as an opt-in and lead generator in itself: â?? Text â??SOLARFALLâ?• to 9999 to fall into savings! Up to 50% off residential solar through October!â?•

In this case, â??SOLARFALLâ?• is the keyword and 9999 is a short code. You can promote the offer on your social media, through your email list, and through signage like yard signs, billboards, etc.



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Automation for the customer and speed up the sales cycle â?? SMS Marketing Guide!

You can also automate some of your business processes into SMS may streamline your customersâ?? experience once theyâ??re signed on.

Your salesperson can also generate an agreement on their mobile and your CRM can text it to the customer to electronically sign and or make a payment.

Reminders never hurt either. It never hurts to message your customer about their upcoming appointment

Also, once the customerâ??s work has been completed â?? you have two more opportunities. One is to ask for a referral and remind them they can get $500 or whatnot for referring you to a solar customer, but also ask for a review to build your social media presence.

Where do you get opt-in solar leads that convert? The Leads Warehouse has leads that close at $500 CPA or lower!

Some great SMS Platforms:

Sonar

Sales Message

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