



# CASE STUDY

NEW MARKETING STRATEGY DRIVES 76%  
INCREASE IN REVENUE FOR SACRAMENTO  
SOLAR PIONEER



# How Aztec Solar Partnered with Ellington Digital to Increase Sales

## About Aztec Solar

Aztec Solar is a solar energy solutions provider that provides solar products and technologies to home and business owners. The company prides itself on its knowledgeable solar experts and award-winning customer service. Aztec Solar has served the solar energy needs of the greater Sacramento area for four decades.

While Aztec knows solar, it faced several marketing challenges, including developing a strong online brand and creating a sustainable source of leads. Aztec needed an affordable solution for their digital marketing needs. They needed someone to not only launch an effective online presence for them, but to use that presence to create real opportunities and drive results.

**"Choosing Ellington Digital as our digital marketing partner was the best decision we have made to grow our business. Their team is quick to offer new ideas and suggestions. The key component of the partnership is their commitment to a timely execution. We would recommend their services to any company that may be in the market for a better digital marketing experience."**

**JONATHAN G., AZTEC SOLAR**

## Overall Goals

- Holistic digital marketing strategy and funnel
- Create awareness
- Generate interest
- Drive conversions

## Primary Tactics

- Full Inbound marketing campaign
- Full website refresh with customer data tracking
- Custom lead tools
- Downloadable education guides
- Email marketing
- Video marketing
- Social media marketing
- Targeted digital ads
- Search engine optimization

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## Additional Campaign Tactics

- Optimization of existing AdWord campaigns with clear calls to action
- Use of negative keywords to attract, capture and convert active sales opportunities
- Text message nurturing campaign to further conversion rate
- Multiple-touchpoint brand awareness campaign to foster trust and loyalty



# ONE-YEAR RESULTS

OVER THE PAST YEAR, AZTEC SOLAR HAS SURPASSED ITS GOALS FOR SEARCH, LEAD GENERATION, AND REVENUE.

## Search Engine Optimization

45% increase in average position on Google

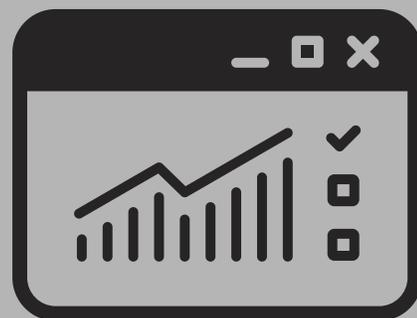


## Click-through Rate

83% increase in organic search clicks

## Website Traffic

83% increase in website visits



# ONE-YEAR RESULTS

## Lead Generation

28% increase in inbound leads generated



## Appointments

103% increase in sales appointments set

## Units Sold

140% increase in units sold



## Revenue

76% increase in annual revenue

# LET'S WORK TOGETHER

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## About Ellington Digital

Ellington Digital is a full-service marketing agency offering digital marketing strategy, graphic design, web development, SEO, advertising, social media marketing, copywriting, and public relations to businesses. We work with businesses to develop and execute marketing plans that fit their needs and budgets to market more effectively and drive the results they need.

Ellington Digital's mission is to bring effective, quality branding and marketing to entrepreneurs, small- and mid-size businesses. Our goal is to maximize our clients' marketing dollars while maintaining and upholding our core values: integrity, passion, excellence, compassion, and community.

Most importantly, we take pride in being a family-owned, local business in California.

