



**Digital Marketing**

**Matt Southards**

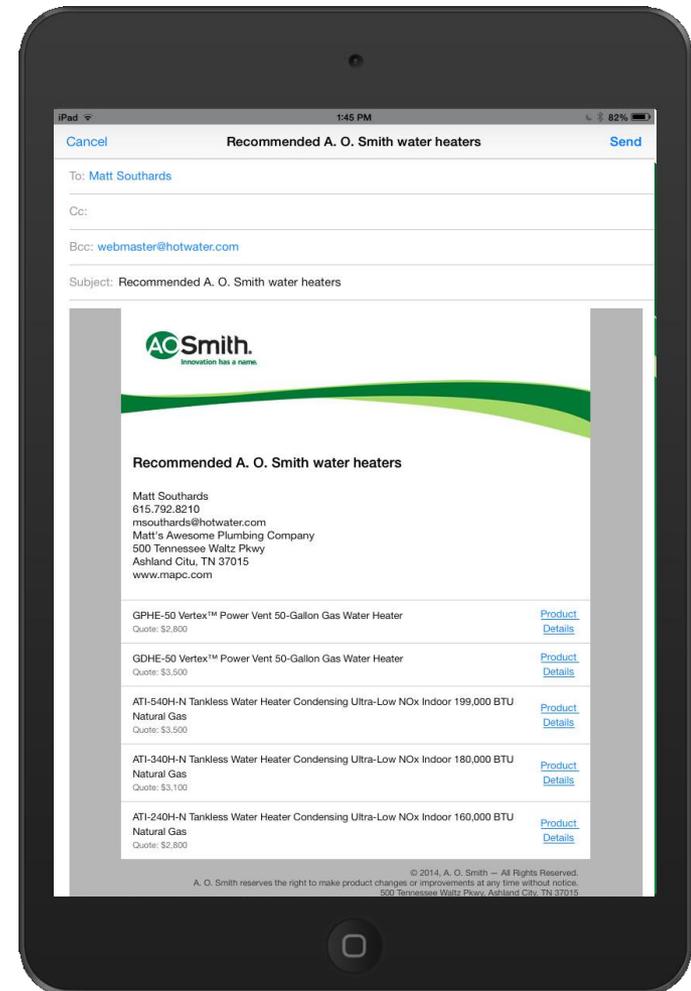
- Engaging with homeowners
  - Attract in-market consumers
  - Inspire confidence
  - Recommend a local installer
- Empowering contractors via mobile apps
  - Personalized product recommendations
  - Localized performance predictions
  - Price quote for installed cost
  - Option to show incentives/rebates

- Attract in-market consumers
  - Online advertising
- Inspire confidence
  - Ratings & Reviews
  - Local rebates & incentives
  - Performance predictions
  - Personalized recommendations
- Recommend a local installer

# Empowering contractors via mobile apps



- Enables contractor to play the role of a consultant rather than of a salesman
- Enables contractors to present the value of rebates & incentives
- Enables the homeowner to buy confidently rather than be “up-sold”



# Contact and Follow Up

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