



Fractional CMO case study

**How a solar company
pivoted to more profitable
commercial projects and
achieved a 476% increase
in closed deals in the first
30 days of implementation**

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Michigan Solar Solutions



Michigan Solar Solutions (MSS) was founded by Mark Hagerty in 2007. Serving Michigan with hundreds of installations for businesses and home owners. MSS employs general contractors, electricians, sales staff, solar design experts and factory-trained solar installers. They have a full-time service department, monitoring customer's solar arrays via the internet, handling service calls, warranty claims and more.

Prior to Working with Essential CMO

MSS had seen success and growth before reaching out to Essential CMO. However, the CEO recognized that with renewable incentives coming to an end, he would need a new plan to keep that growth going.

The CEO asked for help generating new leads and help to attract more high-ROI commercial projects.

Because he was running the marketing himself, marketing always had to take a back seat to all his other responsibilities.

Sustain Growth, Expand Commercial Projects

In December 2019 Federal incentives for residential renewable energy projects were being reduced. A new strategy to attract and service residential customers was needed.

With commercial incentives still in place the company looked for a way to bring in more of those higher profit jobs.

And then, in March 2020, a new problem arose: how to sell and serve customers remotely because of the pandemic shutdown.



How we worked together

We began with developing a new customer-centric strategy, brand, and messaging that emphasized their commercial projects. A content strategy was launched to attract commercial business.

Essential CMO began tracking marketing and sales KPIs but the existing technology stack did not provide the data needed to track pipeline status or sales activities. Marketing data was located in separate systems so data could not be connected to sales and revenue to determine ROI. No CRM was in use across the organization.

We recommended and oversaw the implementation of HubSpot Marketing, Sales, and CMS (website) hubs to provide the needed marketing and sales automation, more robust lead generation, and data reporting.

THE OUTCOME

WHAT RESULTS DID WE ACHIEVE?

Essential CMO brought together and managed the MSS internal marketing team and vendors to accomplish remarkable results.

- 52 weeks of articles and lead capture offers were developed and published focusing on topics of interest to Commercial customers.
- HubSpot installation and training of sales reps produced:
 - 151% increase in leads generated
 - 111% increase in traffic
 - 456% increase in deals closed in the first 30 days of using the system.
 - Sales reps saw the sales cycle go from 3 months to 3 weeks.
- New marketing and sales tools facilitated the successful shift to remote sales.
- The CEO and Sales Leaders have dashboards and reports that provide a continuous view of marketing and sales activity and results.
- Revenue has doubled year over year.



"This initiative exceeded way beyond my expectations"

Mark Hagerty
CEO

"There is an incredible amount of knowledge at Essential CMO to improve your business's ability to market, capture data, and improve your online presence that cannot be captured by anyone but a CMO, so if you don't have one, look no further."

John Jevahirian
Commercial Sales Manager

**ARE YOU READY TO SCALE YOUR BUSINESS WITH
MARKETING STRATEGY AND LEADERSHIP?**

BOOK A CALL

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