



# Top 10 Marketing Ideas from Sunvoy Customers

Real campaigns solar installers use to drive revenue, referrals, and retention (without paid ads)



Sunvoy is a growth engine. The best solar companies aren't spending more on ads, **they're getting more value from the customers they already installed.**

Across the country, Sunvoy customers use simple, automated touchpoints to drive more referrals, upsells, and repeat revenue — long after PTO.

Within this guide, you'll discover **10 proven marketing plays** that help you **lower CAC, increase lifetime value, and turn every install into an ongoing revenue opportunity:**

### 1. Battery Readiness Alerts (SMS)

Storm or rate spike → instant battery offer. Turn grid events into high-margin hardware sales.

### 2. Promotional Email Offers

Send seasonal promos or upgrade deals to past customers. Quick revenue without buying new leads.

### 3. Legacy Customer App Relaunch

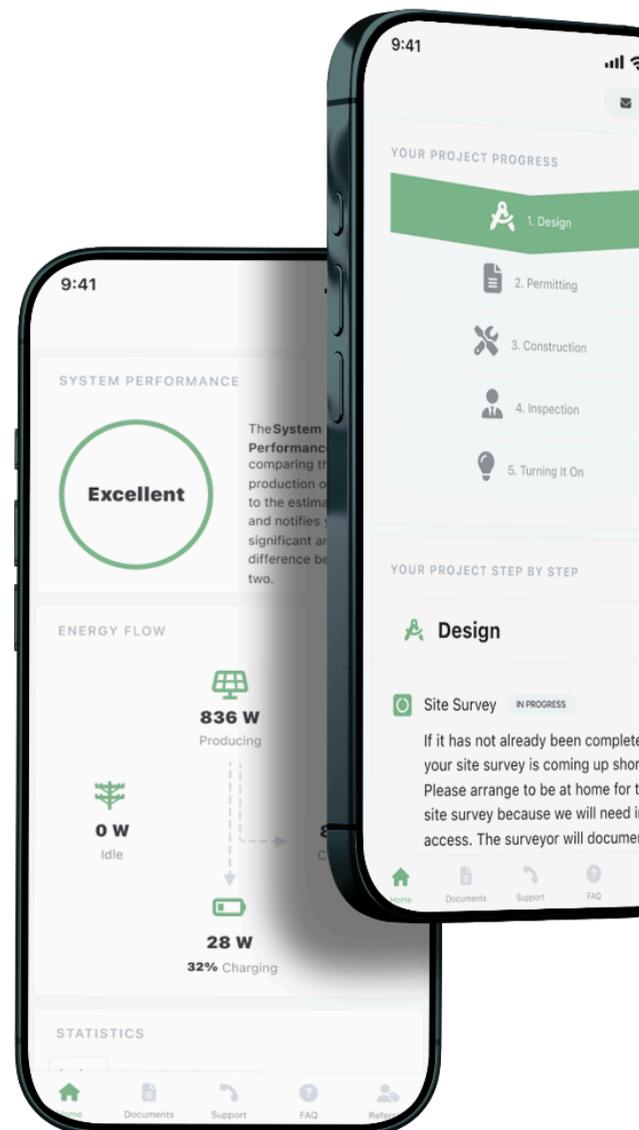
Invite old installs back into your app. Re-engage thousands of dormant customers in one click.

### 4. The "Pizza Tracker" Sales Close

Live install tracking builds trust and excitement. Fewer "what's happening?" calls, higher close rates.

### 5. QR Code Referral Pages

Add QR codes to yard signs and invoices. Every home becomes a mini billboard for referrals.



## 6. Solar Unboxing Social Posts

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## 7. Maintenance Plan Upsells

Anniversary reminders for cleanings or health checks. Recurring service revenue, automatically.

## 8. Digital PTO Handoff + Reviews

"System is live 🎉" + review link.  
Capture 5-star reviews when excitement is highest.

## 9. Golden Hour Referral Push

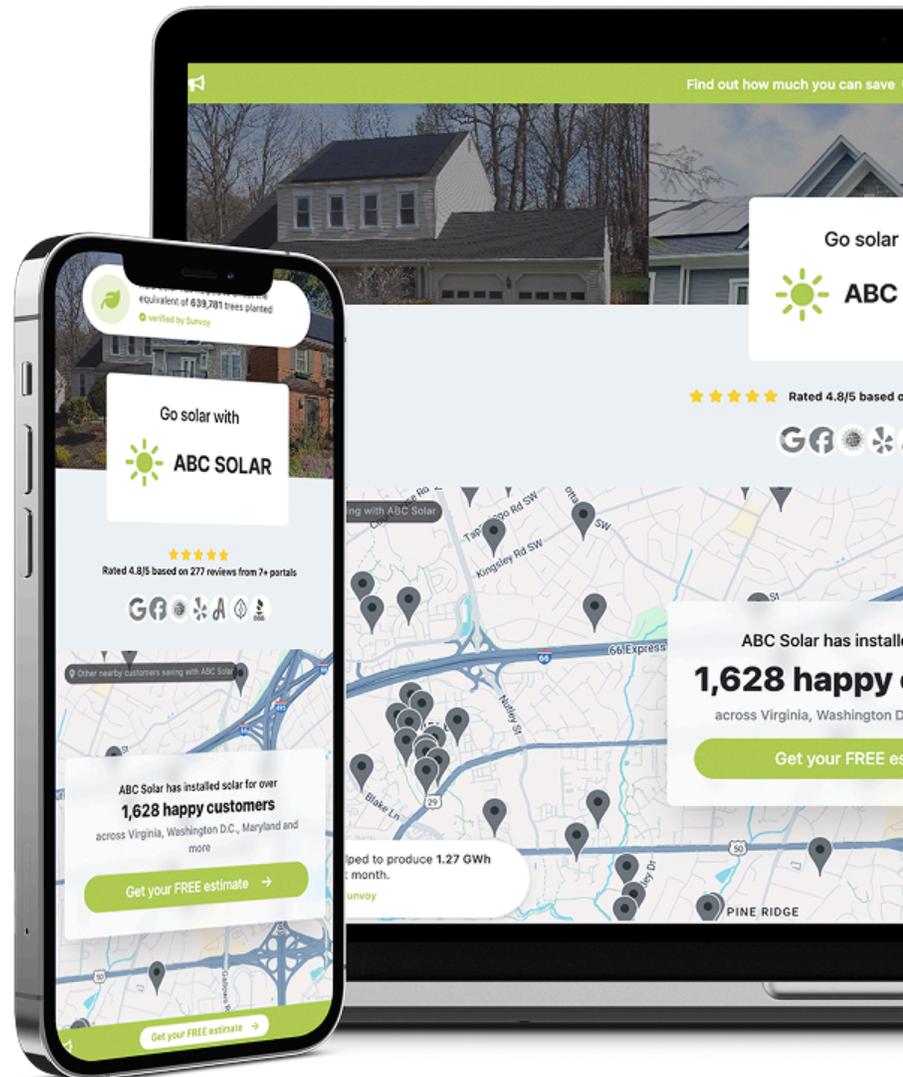
Prompt referrals immediately after install. Happy customers are most likely to share — making this your highest-converting moment.

## 10. Anniversary Impact Reports

Shareable "trees saved" or CO<sub>2</sub> offset cards. Feel-good content that spreads your brand organically."

Every install shouldn't be the end of a sale: **it should be the start of ongoing growth.**

These plays help you stay connected to customers long after PTO, turning relationships into referrals, service revenue, and repeat business, without increasing ad spend.



## Now What?

You've just seen 10 proven marketing ideas real Sunvoy customers use every day.

You might be thinking: ***"These are great... but how do I actually launch this at my company?"***

Truth is — reading this page won't change anything. And neither will adding "improve marketing" to your already packed to-do list.

(We've all been there.)

**The good news is that you don't need new tools, new hires, or a bigger ad budget.**

You already have what you need: your customers. Sunvoy helps you reach them automatically, at the right moment, with the right message.

So every install keeps working for you.

**[Click here to book a free call](#) with our principal Co-Founder and COO Joe Marhamati.** He will help you personally uncover your biggest opportunities and blind spots. And if it's a fit, he will show you what it would look like to have our team working alongside yours and **use our tailor-made software** to implement some of these strategies.

**Book your free audit right now →**



## Time to take ACTION

At this point, you and your team have all the necessary information. **Now it's time to take action and apply what you've learned to ensure your company maximizes the benefits of Sunvoy.**

Simply follow this checklist:

- ~~Read this free whitepaper~~
- [Book a free audit](#)
- Launch your branded Sunvoy app
- Enable broadcasts (SMS, email, push)
- Turn on referral automations
- Add review requests at PTO
- Schedule maintenance & upsell reminders
- Re-engage legacy customers with an app download campaign
- Share QR referral links on yard signs, invoices, and emails
- Publish your app to Apple & Google stores
- Track results from your dashboard and repeat what works