

B2C · Residential Solar · Brand Build & Performance Marketing

# Residentials Solar System.

How Chimera Marketing built a solar brand from nothing — and turned \$3,600 in ad spend into \$216,000 in residential installations in thirty days, in one of the most competitive home-improvement markets in the United States.

01 — THE CHALLENGE

# A new brand enters a saturated market.

Texas residential solar is not a gentle market. By the time Residential Solar System decided to launch, the space was already crowded with national installers spending millions on television and Google, regional players running aggressive door-to-door sales armies, and a wave of lead-resellers packaging the same homeowner data and selling it to multiple competing companies simultaneously. For a brand-new entrant with no name recognition, no digital presence, and no established sales pipeline, the challenge was not simply to compete — it was to **survive the first thirty days** long enough to prove the model worked.

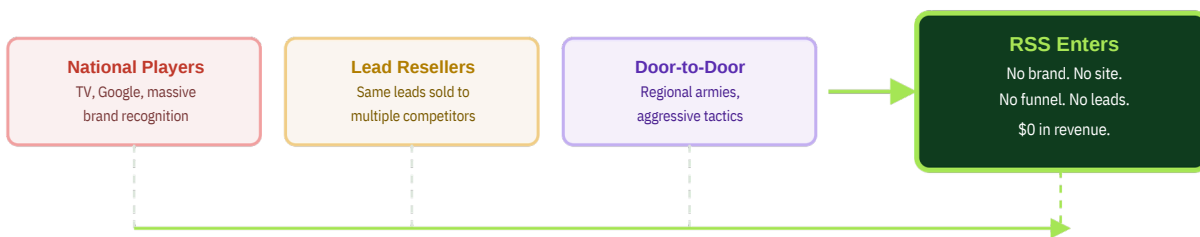
The client arrived with a product, a permit, and a goal. What they did not have was a brand, a website, a customer journey, a lead funnel, or any mechanism to generate qualified appointments. Every component that a functioning solar business needs to acquire and convert customers had to be built from the ground up — simultaneously — and launched into a market that had seen every trick in the playbook.

*"The solar category is one of the most aggressively advertised verticals in home services. Standing out required more than a bigger budget — it required a fundamentally smarter approach to who we were talking to and how."*

THE CORE PROBLEMS

- **Zero brand equity.** In a trust-sensitive, high-ticket purchase category, an unknown name is a liability. Homeowners considering a \$20,000+ installation decision do not gamble on brands they have never heard of.
- **Industry-wide lead quality crisis.** The Texas solar market had been flooded with cheap, unqualified leads sold and resold by lead aggregators. Sales teams across the category were burning out on prospects who could not be financed and would never convert.
- **High cost of acquisition.** Industry benchmarks placed the cost per lead for residential solar between \$30 and \$80 on Meta and \$80–\$200 on Google. For a new entrant with limited runway, those economics were unsustainable from day one.
- **No digital infrastructure.** Without a website, a lead form, a CRM handoff workflow, or a single piece of brand creative, the business could not even begin to acquire customers through digital channels.

THE MARKET LANDSCAPE — WHAT RSS WAS ENTERING



The opportunity: a differentiated brand that earns trust before asking for a sale.

02 — THE STRATEGY

# Qualification over volume.

## *Intention over impressions.*

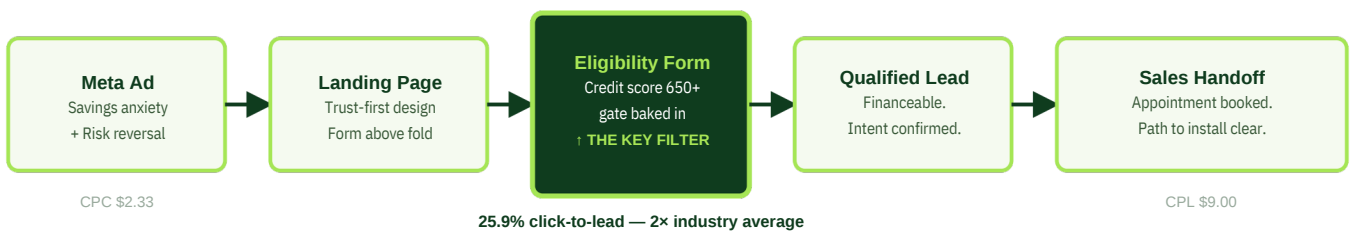
The instinct in performance marketing is always to chase volume — more impressions, more clicks, more leads. Chimera rejected that instinct from the outset. In a market where leads were abundant but worthless, the strategic advantage was not in generating more of the same commodity. It was in generating **fewer, better leads** — prospects who were financially qualified, genuinely interested, and ready to speak to a sales team.

The centrepiece of the strategy was the **credit-score qualification gate**. Built directly into the Meta lead form, every prospect was asked to confirm their credit score sat above 650 — the threshold required for solar financing approval. This single decision carried a counterintuitive consequence: it would reduce raw lead volume. Most agencies would never recommend this to a new client. But it solved the more important problem. Every lead delivered to the sales team was financeable. Every appointment booked had a realistic path to installation. The conversion economics downstream improved dramatically.

*"Adding friction to a lead form is usually considered a mistake. Here, the friction was the point — it was the filter that made the leads worth having."*

Creative strategy followed the same philosophy. Rather than leading with the product, both ad angles led with the prospect's reality. The first creative opened on a pain point — rising electricity costs — that every Texas homeowner recognised immediately. The second dismantled the most common objection in solar: the financial risk. By leading with *\$0 down, 25-year warranty, free maintenance*, the brand absorbed the risk before the prospect had formed it as a reason to say no.

THE ENGINEERED FUNNEL — FROM STRANGER TO QUALIFIED LEAD



03 — THE BUILD

# Seven teams. One coordinated delivery.

Execution at this scope is not a one-department problem. Building Residential Solar System from zero — brand, website, content, lead system, creative, campaigns — required every specialist function working in sequence and in parallel. What follows is the story of how seven departments within Chimera Marketing coordinated to deliver a complete go-to-market engine in a single, compressed timeline.

THE BUILD SEQUENCE — HOW THE DEPARTMENTS WORKED TOGETHER



The Business Development department served as the thread connecting every other team — responsible not just for client communication, but for ensuring every strategic decision made by any individual department served the same unified outcome: **a brand that converted, at a cost the business could sustain, in a market that does not forgive waste.**

<p><b>01 Design Department</b></p> <p><i>Logo, brand identity, visual language, ad creative</i></p>	<p><b>02 Website Development</b></p> <p><i>Full site build, user journey, lead capture infrastructure</i></p>	<p><b>03 SEO Department</b></p> <p><i>Search architecture, on-page optimisation, local presence</i></p>
<p><b>04 Content Writing</b></p> <p><i>Brand voice, website copy, ad messaging, CTA language</i></p>	<p><b>05 Media Buying</b></p> <p><i>Meta campaign strategy, targeting, daily optimisation</i></p>	<p><b>06 Quality Assurance</b></p> <p><i>End-to-end testing, lead flow validation, pre-launch QA</i></p>

## 04 — THE RESULTS

# Thirty days.

## \$216,000 in solar revenue.

**400**  
LEADS

**\$9**  
COST PER LEAD  
(INDUSTRY: \$30-\$80)

**60×**  
AD SPEND

**\$216K**  
9 INSTALLATIONS

In thirty days, the campaign generated **400 qualified leads at \$9 each** — a cost per lead that sat between three and eight times lower than the industry benchmark, achieved on a form that included a credit-score filter most agencies would have removed to protect their numbers. The click-to-lead conversion rate held at **25.9%**, roughly twice the Meta lead-form average, which tells the real story behind the headline: the creative was not just generating clicks, it was generating the right clicks.

- **400 leads** generated from approximately 1,545 clicks at \$2.33 CPC — every click that arrived at the form was pre-warmed by creative designed to speak directly to a homeowner already paying too much for electricity.
- **180 qualified leads** (45%) passed the credit-score gate and entered the sales pipeline as genuinely financeable prospects — not estimates, not recycled data, but homeowners who had self-identified as install-ready.
- **68 appointments** were booked from those 180 qualified leads — a 38% conversion from qualified lead to scheduled consultation, reflecting both the quality of the lead and the clarity of the offer.
- **9 installations closed** within the campaign window at an average deal value of \$24,000 — generating \$216,000 in revenue from a \$3,600 ad spend investment.



*"A 60× return on ad spend is not a lucky outcome. It is the result of every decision — strategic, creative, technical — being made in service of the same goal: qualified customers, at a cost that scales."*