

# Social Media Strategy

SOLORA ENERGY SOLUTION



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- Overview
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01

# Executive Summary

# Overview

## Business Name:

Solora Energy Solution

## Business Description:

Solora specializing in renewable energy solutions, particularly in the field of solar power storage and management. Its products are sold over 40 countries and are exported to more than 20 countries, including South Africa, the United Kingdom, Australia, New Zealand, and the Philippines. Solora is now preparing to expand their presence in the European market.

## Brand's Application:

Solora is best known for its range of hybrid inverters and battery storage systems, which are designed for both on-grid and off-grid solutions. Their products also include solar panels, power packs, charge regulators, and solar lighting. They are highly regarded for their efficiency, performance, and durability.

## Industry:

Solora cater to a wide range of industries including: Residential, Commercial, Industrial, Agricultural, Marine, and New Construction.

## Product or Service:

Solora battery storage systems are highly versatile, providing both off-grid and on-grid solutions. They are used in homes to increase energy independence, in businesses to reduce operational costs and ensure a stable power supply, and in large-scale industrial projects for energy management and grid support. The technology is also adaptable for use in remote locations, building sites, mobile offices, and even for applications like electric vehicle charging and aquaculture.

## Features and Benefits:

**Features:** Solora Products are highly versatile and provide both off-grid and on-grid solutions. The technology is adaptable for use in various applications, including remote locations, building sites, mobile offices, electric vehicle charging, and aquaculture.

### Benefits:

For homes: increase energy independence.

For businesses: help reduce operational costs and ensure a stable power supply.

For large-scale industrial projects: are used for energy management and grid support.

# Executive summary

This social media plan is designed to make Solora Energy the go-to solar energy brand in Europe. It focuses on building awareness, engaging target audiences, and driving business growth through an integrated online presence.

- Build brand credibility across European markets.
- Leverage EU renewable policies for growth.
- Generate high-quality leads for partners and distributors.

# European market & policies

Europe's solar energy market is projected to grow significantly, fueled by robust government incentives and a rising consumer demand for sustainable solutions. For Solora, this policy landscape represents a major opportunity to not only expand the market but also establish a dominant presence in the region.

## **1. Aggressive Renewable Energy Targets**

Ambitious EU goals are creating high demand for energy storage solutions. Solora products are perfectly positioned to meet this need by stabilizing the grid and helping countries meet their climate targets.

## **2. The European Green Deal**

This comprehensive policy provides significant funding and investment opportunities for clean energy and battery manufacturing. This makes it easier for Solora to invest in market expansion and local partnerships.

## **3. Market Design Reform**

Reformed rules enable new revenue streams for energy storage by allowing our systems to participate in grid balancing services. This enhances Solora product value proposition and creates new business models for our partners.

## **4. National-Level Incentives**

Individual EU countries offer specific grants and tax benefits that accelerate the adoption of solar and energy storage. Solora can leverage these incentives in marketing and sales efforts to drive adoption and reduce the barrier to entry for consumers.

--> This social media strategy will highlight how Solora's products align with these policies, positioning the brand as an essential player in Europe's green energy transition.

- Overview
- Buyer persona's

# 02

# Target

# Audience

# Target Audience Overview

- Installers: Professionals who recommend and install solar systems.
- Distributors: Businesses purchasing and reselling Solora products.
- Homeowners: Eco-conscious consumers looking to save on energy costs.



# Buyer Persona 1

## **Name:** Leo - The Professional

Leo is an experienced, licensed electrician or solar professional who runs a small to medium-sized installation company. He is typically in his late 30s to 50s and manages a small crew. He is the technical expert and the primary point of contact for homeowners.

## **Goals:**

- To complete installations efficiently, on time, and within budget.
- To ensure the system is reliable, safe, and performs as promised to the client.
- To minimize call-backs and maintenance issues.
- To maintain a strong reputation and generate positive referrals.
- To stay up-to-date with the latest technology and industry standards.

## **Motivations:**

Quality & Reliability: He needs products he can trust to avoid costly service calls and protect his company's reputation.

Ease of Installation: Time is money. He values components that are easy to configure, integrate, and commission on-site.

Technical Support: He needs access to reliable, responsive

technical support for troubleshooting complex issues.

**Product Availability:** He relies on consistent stock from his distributors to avoid project delays.

## **Challenges & Pain Points:**

Complex Configurations: Products with overly complex settings can lead to installation errors and increased labor time.

Supply Chain Delays: If a product is out of stock, his project timeline is affected, which can damage his client relationships.

Troubleshooting: Diagnosing and resolving issues on-site can be time-consuming and frustrating.



# Buyer Persona 2



## **Persona Name:** Sarah - Solar Supply Manager

**Background:** Sarah works in purchasing or management for a large solar energy distribution company. She is highly analytical, data-driven, and responsible for managing inventory, logistics, and supplier relationships.

### **Goals:**

- To maintain optimal inventory levels to meet installer demand without holding excess stock.
- To secure competitive pricing and favorable terms from manufacturers.
- To provide excellent service to her installer clients, including fast delivery and technical support.
- To grow her company's market share by offering a diverse and high-quality product portfolio.

### **Motivations:**

- Profitability: She is driven by margins and wants to partner with brands that offer strong wholesale pricing and demand in the market.
- Reliable Partnership: She values a manufacturer who can provide consistent product supply, marketing materials, and ongoing support.
- Product Quality: Offering reliable, well-regarded brands like Solora builds trust with her installer base.
- Marketing Support: She appreciates manufacturers who provide promotional materials, training, and sales tools to help her team sell the product effectively.

### **Challenges & Pain Points:**

- Demand Forecasting: Predicting market demand and managing inventory for a rapidly evolving industry is difficult.
- Supplier Relations: She must navigate complex logistics and supply chain issues to ensure on-time delivery.
- Competition: The market is crowded with inverters and batteries, so she needs a compelling reason to choose a brand
- Profitability: She is driven by margins and wants to partner with brands that offer strong wholesale pricing and demand in the market.
- Reliable Partnership: She values a manufacturer who can provide consistent product supply, marketing materials, and ongoing support.
- Product Quality: Offering reliable, well-regarded brands like Solora builds trust with her installer base.

# Buyer Persona 3

## **Name:** David - Home owner

Background: David is a financially savvy homeowner, likely a family man in his 40s or 50s. He is concerned about rising electricity costs and potential grid instability. He has done his research online and sees battery storage as a smart investment.

## **Goals:**

- To achieve energy independence and reduce or eliminate his monthly electricity bills.
- To have a reliable backup power source to protect his family during blackouts or “load shedding.”
- To make a sound financial investment with a clear return on investment (ROI) over time.

## **Motivations:**

- Financial Savings: His primary driver is the long-term economic benefit, including government rebates and potential savings from time-of-use tariffs.
- Ease of Use: He wants a system that is simple to monitor and control, likely through a user-friendly mobile app.
- Reputation: He is influenced by reviews, case studies, and the reputation of the brand and the installer.

## **Challenges & Pain Points:**

- High Upfront Cost: The initial investment can be a significant barrier.
- Information Overload: The technical jargon and numerous product options can be overwhelming.
- Trust: He needs to trust both the brand's reliability and the installer's expertise to make such a significant investment.



03

# Brand Differentiation

- Competitors overview
- Competitors analysis
- Competitors comparison
- Positioning statement

# Competitors Overview



Tesla Energy



Growatt



BYD



Victron Energy



Huawei

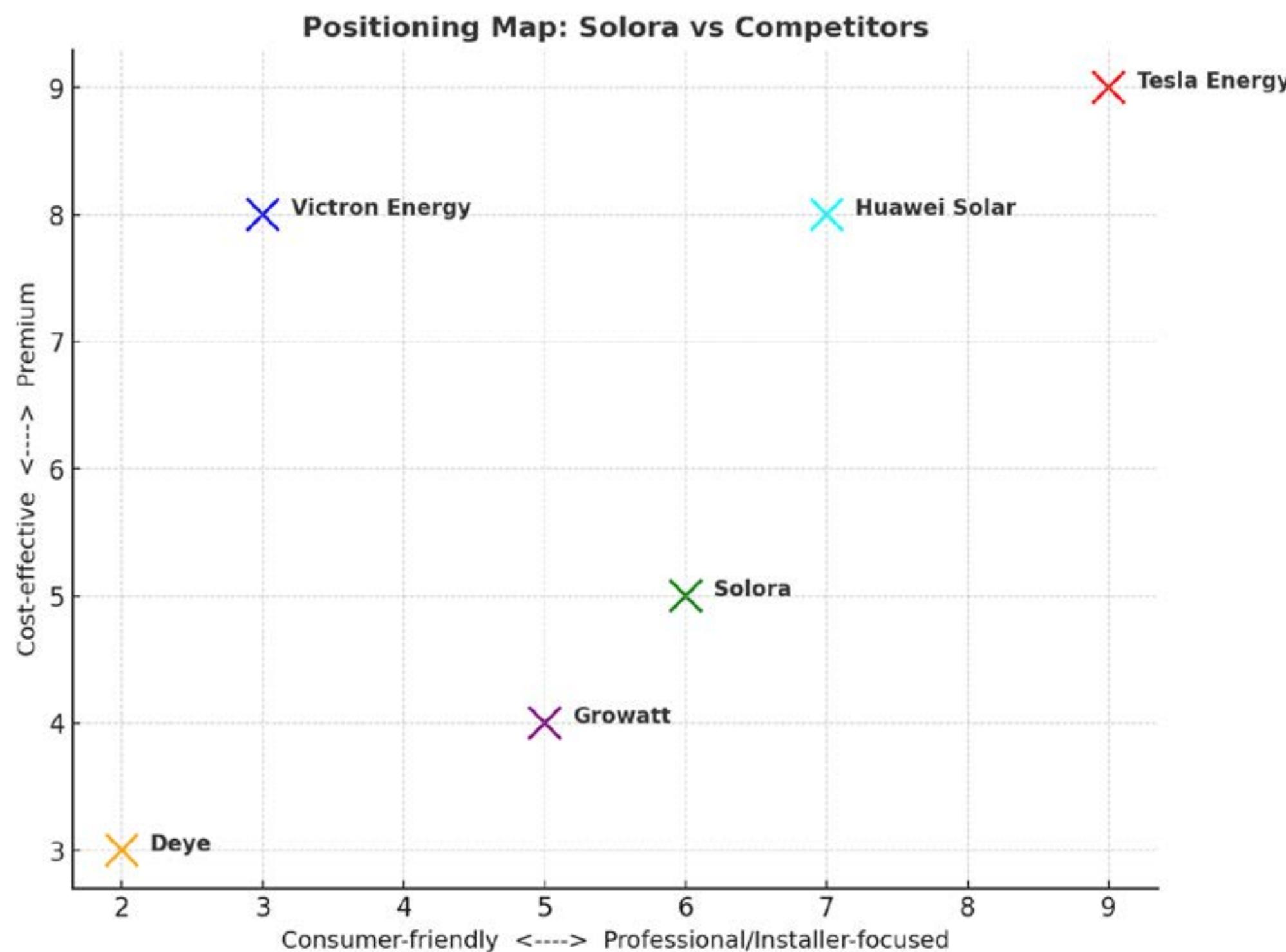


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# Competitors Comparison

Brand	Strengths	Weaknesses	Social Media Platforms	Approx. Followers	Content Pillars
Tesla	<ul style="list-style-type: none"> <li>Global brand recognition, advanced technology, integrated EV &amp; solar offerings.</li> </ul>	<ul style="list-style-type: none"> <li>High price point, strong focus on EVs may obscure solar aspects.</li> </ul>	Instagram, Twitter (X), Facebook, LinkedIn	<p>Instagram: ~9.5M Twitter (X): ~24.2M YouTube: ~2.38M subscribers LinkedIn: ~10.9M followers</p>	<ul style="list-style-type: none"> <li>Innovation &amp; tech updates</li> <li>Sustainability mission</li> <li>Product showcases</li> <li>Customer stories</li> </ul>
Victron	<ul style="list-style-type: none"> <li>Durable energy systems popular in marine and off-grid sectors.</li> <li>Trusted by professionals.</li> </ul>	<ul style="list-style-type: none"> <li>Limited digital marketing presence and broader brand awareness.</li> </ul>	Instagram, Twitter (X), Facebook, LinkedIn	<p>Instagram: ~36K X (Twitter): ~6,034 Facebook : ~30K+ followers</p>	<ul style="list-style-type: none"> <li>Technical tutorials</li> <li>Installer case studies</li> <li>Product benefits</li> <li>Marine/off-grid use cases</li> </ul>
Huawei	<ul style="list-style-type: none"> <li>Strong R&amp;D, integrated ICT and energy expertise, global presence.</li> </ul>	<ul style="list-style-type: none"> <li>Geopolitical and security concerns may impact brand trust.</li> </ul>	Instagram, Twitter (X), Facebook, LinkedIn	<p>Facebook Likes: ~1.85M</p>	<ul style="list-style-type: none"> <li>Smart PV innovation</li> <li>Energy solutions</li> <li>Sustainability initiatives</li> <li>Corporate developments</li> </ul>
Growatt	<ul style="list-style-type: none"> <li>Affordable inverters, broad reach among general consumers.</li> <li>Active community of users/installers.</li> </ul>	<ul style="list-style-type: none"> <li>Less visible in premium or enterprise segments.</li> </ul>	Instagram, Facebook, Twitter (X), LinkedIn	<p>Instagram: ~37K Facebook: ~342K X (Twitter): ~6,998</p>	<ul style="list-style-type: none"> <li>Community testimonials</li> <li>Technical insights</li> <li>Product features</li> <li>Brand culture &amp; CSR</li> </ul>
BYD (Energy)	<ul style="list-style-type: none"> <li>Broad ecosystem: EVs, energy storage, solar solutions.</li> <li>Strong growth in Asia with expanding global footprint.</li> </ul>	<ul style="list-style-type: none"> <li>Solar/energy storage not as emphasized as EV business.</li> <li>Inconsistent global brand identity in renewables.</li> </ul>	Instagram, Facebook, LinkedIn	<p>Instagram: ~223K Facebook: ~328K</p>	<ul style="list-style-type: none"> <li>Battery &amp; solar storage tech</li> <li>Sustainable mobility</li> <li>Corporate achievements</li> <li>Zero-emission ecosystem</li> </ul>

# Positioning Statement



For homeowners and businesses seeking energy independence, Solora is the intelligent hybrid inverter and storage solution that combines advanced, multi-source energy management with a user-friendly interface.

Unlike competitors that are either proprietary and expensive (Tesla), overly complex (Victron), or feature-limited, Solora provides unparalleled versatility and control, ensuring reliable and adaptable power for any environment, from on-grid to off-grid.

- Brand purpose
- Core values
- Mission & Vision
- Proposition
- Brand story

# 04

# Brand Core

05

# Social Media Strategy

- Social Media Audit
- Content Pillars
- Social media Channels
- Brand Collaborations
- Paid Media Strategy
- KPI metrics
- Content Calender

# Social media audit

Performance Analysis		Audience & Content Analysis	
Facebook	Strong community presence, active engagement in comments, and a good mix of product and installation photos. Serves as a key hub for support.	Inconsistent posting schedule; lack of highly polished, professional video content.	Target Personas Content caters well to the Homeowner and Installer personas. There is a missed opportunity to create dedicated content for Distributors focusing on logistics, stock, and partnership benefits.
LinkedIn	Professional tone showcasing industry news and partnerships. Crucial for connecting with Distributors and Installers.	Limited content variety; primarily text-based posts. Opportunity for more case studies.	Content Type Primarily static product posts and technical specifications. Also includes installation highlights (user-generated content) and educational videos (in-depth YouTube content).
Instagram	Visually appealing content with clean product and high-quality installation photos. Good use of Stories.	Low engagement on some posts; needs to diversify content; lacks Reels and short-form video.	Engagement Highest engagement is on user-generated content and posts that directly ask questions to the community, indicating a strong desire for interaction.
Youtube	Excellent platform for technical tutorials and product deep-dives, providing substantial educational value for Installers.	Could benefit from a more consistent upload schedule and more engaging, short-form video content.	

# Content Pillars



Expert Education & Technical Insights



Inspiration & Testimonial



Lifestyle Benefits



Partner Spotlight

Q&A sessions with Solora engineers, video tutorials on product features or troubleshooting, infographics explaining technical concepts.

“Installation of the Week” features, homeowner testimonials on saving money, behind-the-scenes content from installation teams, and polls or questions to spark conversation within the comments.

Tips on how to maximize energy savings using the Solora app, posts about living off-grid, stories of how Solora provides peace of mind during power outages, and features on using clean energy for hobbies or businesses.

Partner success stories, interviews with distributors, information on new product logistics and stock, and content that highlights the ease of working with Solora as a partner.



# Social Media Channels

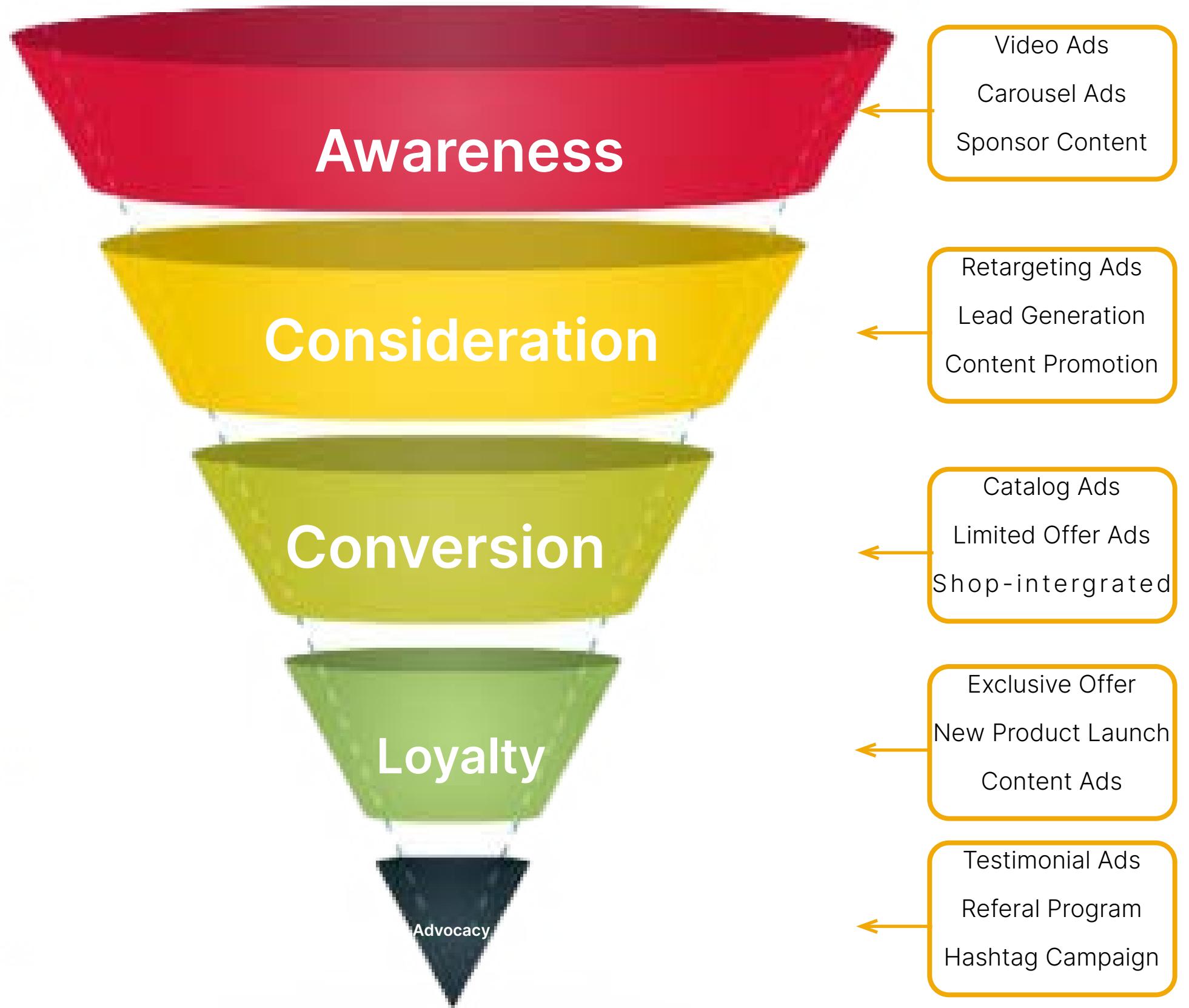
Linkedin		B2B engagement, employer branding
Facebook		Community engagement and support.
Instagram		Lifestyle Benefits & Testimonials
Youtube		Educational content and tutorials.
X		News, customer services

# Brand Collaborations



To increase **brand awareness** and **engagement**, Solora should focus on collaborations that expand its reach to new audiences and reinforce its reputation for quality. This includes industry partnerships with installers and technology companies, content collaborations with trusted influencers and experts in the solar space, community and event-based partnerships that demonstrate its commitment to social responsibility and industry leadership... These efforts will help build a strong, loyal community around the brand.

# Paid Media Strategy



Organic content builds trust and loyalty, while paid ads provide the necessary amplification to reach a broader market and accelerate your growth, especially in a new region like Europe

## Awareness - I know you exist:

Paid ads are powerful for reaching people who have never heard the brand before. By using broad targeting and engaging creatives, we can quickly expand our visibility.

## Consideration - I'm interested and want to know more:

At this stage, the audience is aware of us, but they need more information before taking action. Paid ads help educate and engage them.

## Conversion - I'm ready to buy:

Focusing on people who are ready to purchase. Retargeting and strong calls-to-action are crucial.

## Loyalty - I keep coming back:

Paid ads can be used not just to get new customers but to nurture existing ones, reminding them why they love the brand.

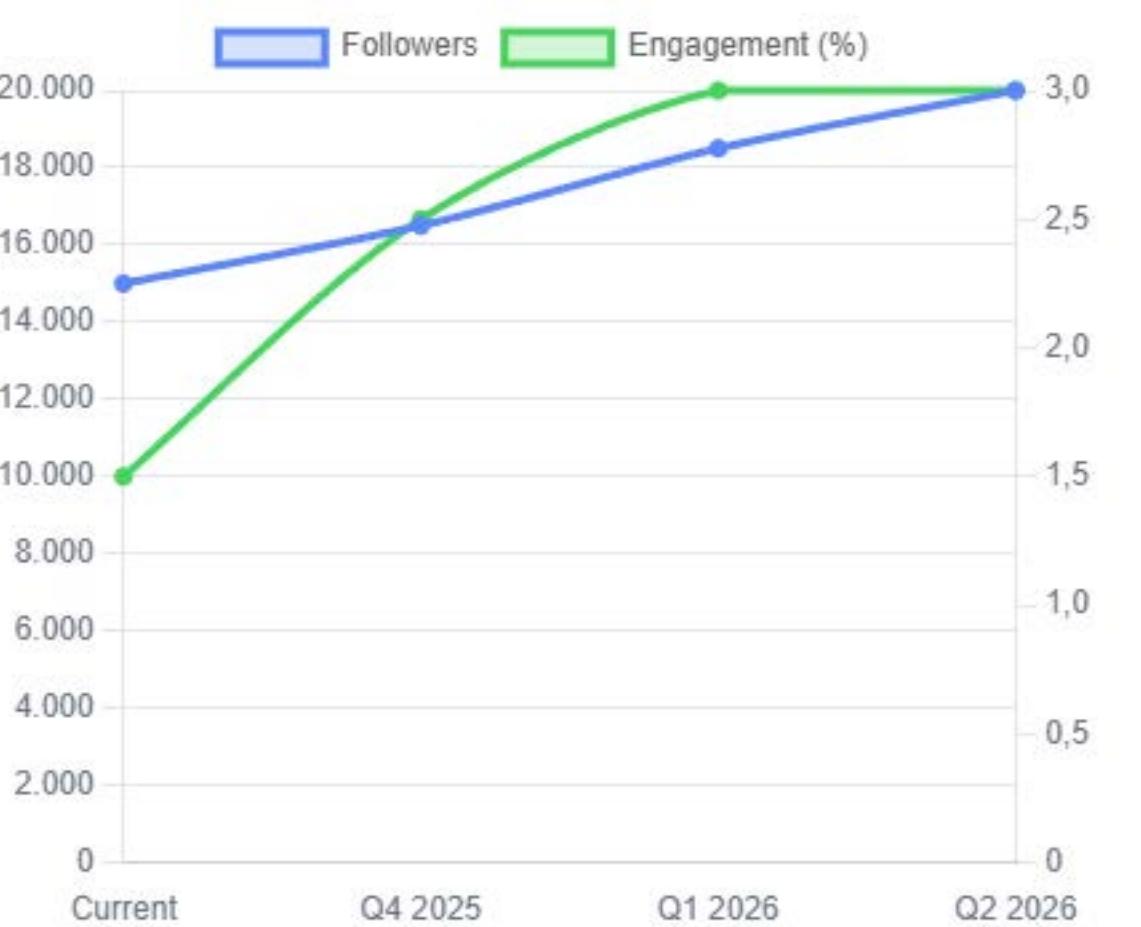
## Advocacy - I tell others about you

Ads amplify user-generated content and referral campaigns, encouraging customers to share their positive experiences.

# KPI Metrics

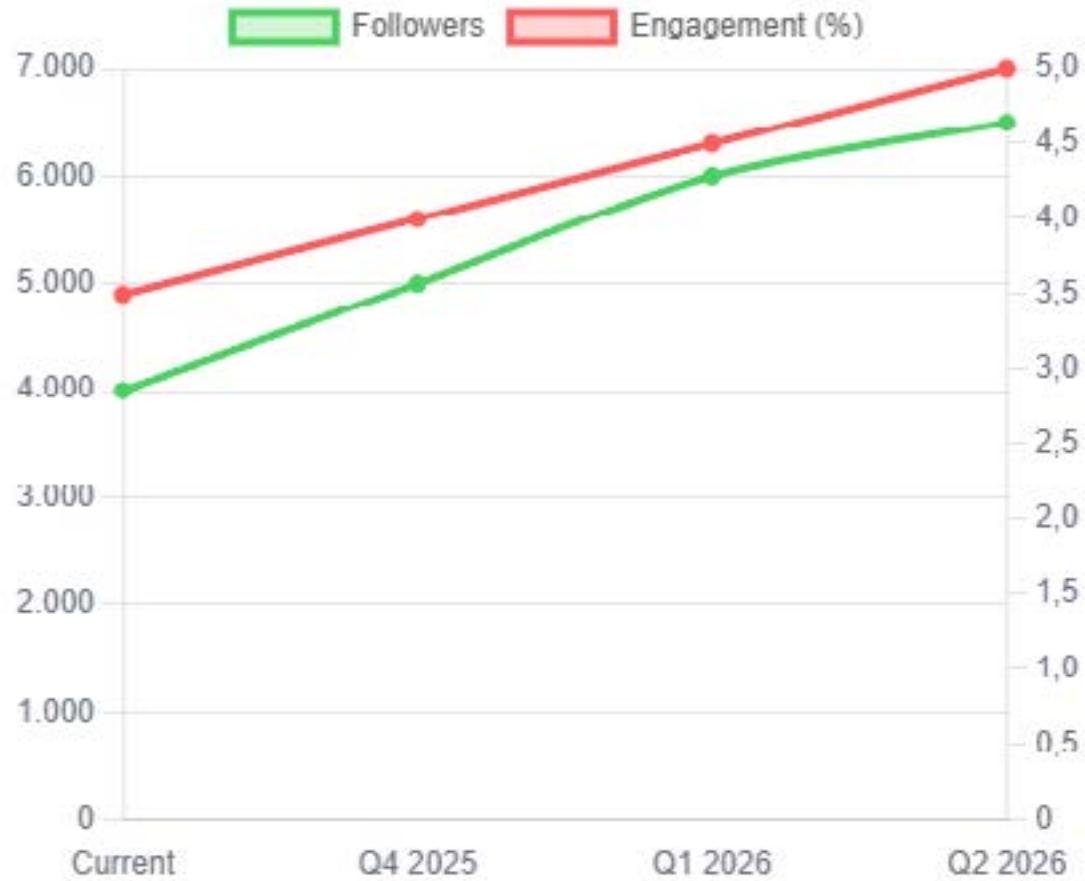
## Facebook

Our goal on Facebook is to increase our posting frequency and introduce more interactive content, boosting our engagement rate and follower count over time.



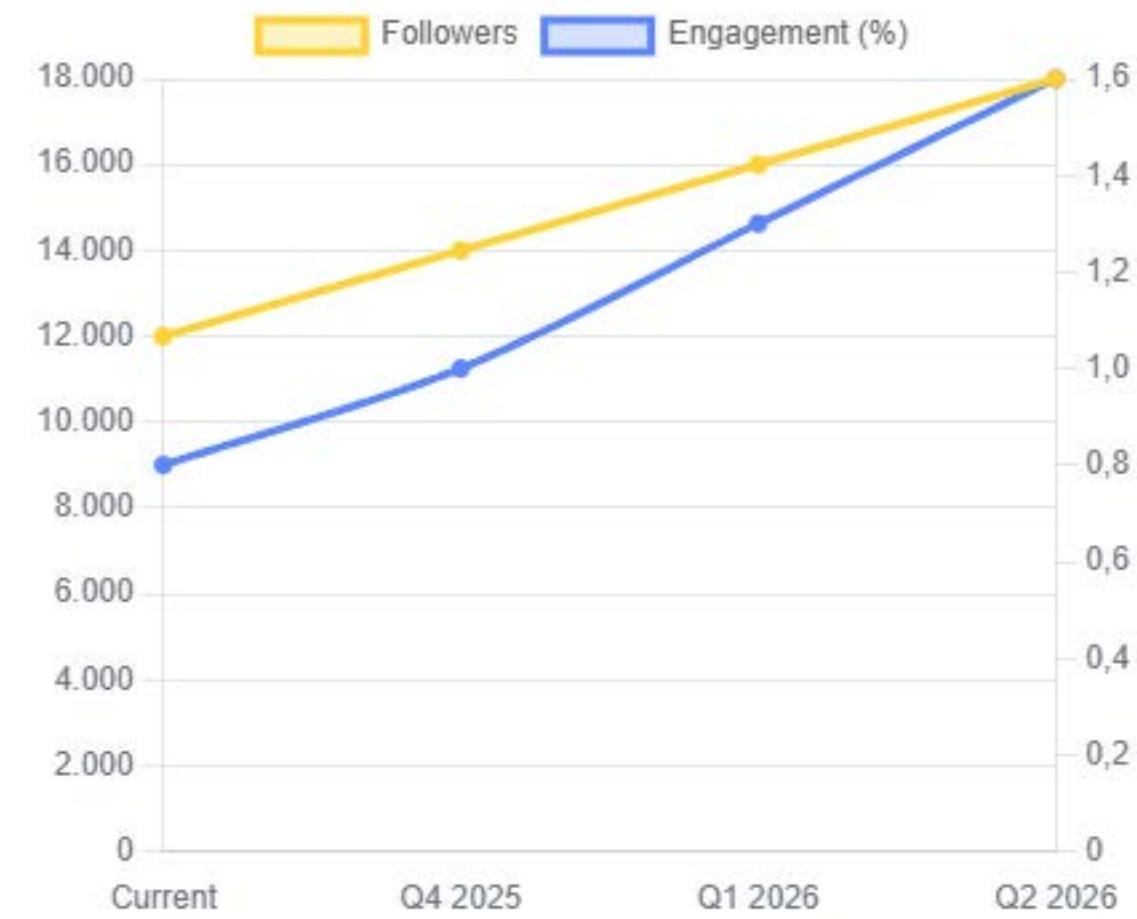
## Instagram

Instagram will become our visual storytelling hub. We'll focus on high-quality visuals and user-generated content to boost followers and maintain high engagement.



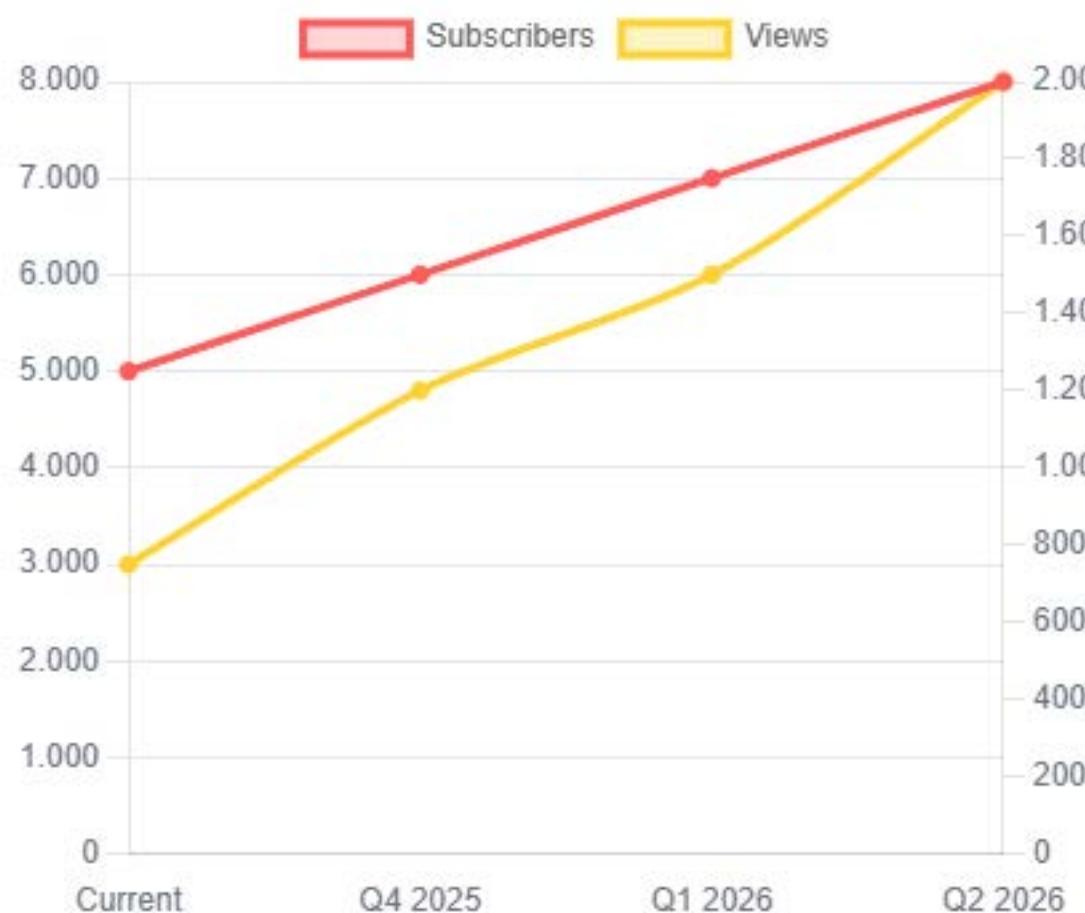
## LinkedIn

Our LinkedIn strategy shifts from corporate announcements to thought leadership, increasing engagement and establishing Sunsunk as an industry authority.



## YouTube

We're launching a consistent, scheduled video series to grow our subscriber base and increase average video views by providing valuable, educational content.



## Twitter/X

We will establish Twitter as our reliable communication hub, focusing on live events and timely updates to grow our audience and improve customer service.



# Content Calender

## 1. Facebook

Goal: Increase posting to 4-5 times per week to boost engagement rate to 2.5% and reach 16,500 followers.

Day	Content	Type
Monday	Technical Tip	Static Image/Short Video: "How-To" post on battery configuration or a short video explaining the benefits of a hybrid inverter.
Tuesday	Poll	Poll/Question Post: "What's Your Power Goal?" or "What's the most important factor when choosing a solar inverter?"
Wednesday	Product showcase	Image Carousel/Short Video: Highlight a specific product with its key features and benefits.
Thursday	Testimonial	Image/Video Testimonial: Repost user-generated content or share a story about a successful installation.
Friday	Q&A	Live Session: Host a live Q&A with a Sunsynk technician to answer common questions from the community.

## 2. YouTube

Goal: Launch a consistent weekly video series to grow subscribers to 6,000 and reach 1,200 average views.

Day	Content	Type
Wednesday	Product Education	Ep. 1: "What is a Hybrid Inverter?" Ep. 2: "The Difference Between Grid-Tied and Off-Grid Systems." Ep. 3: "How to Maximize Your Solar Energy." Ep. 4: "Understanding Battery Storage for Your Home."
Friday	Testimonial	Video Tour: Feature a beautiful home or business installation and interview the owner about their experience with Solora.

# Content Calender

## 3. Linked in

Goal: Shift to thought leadership content to grow followers to 14,000 and boost engagement to 1.0%.

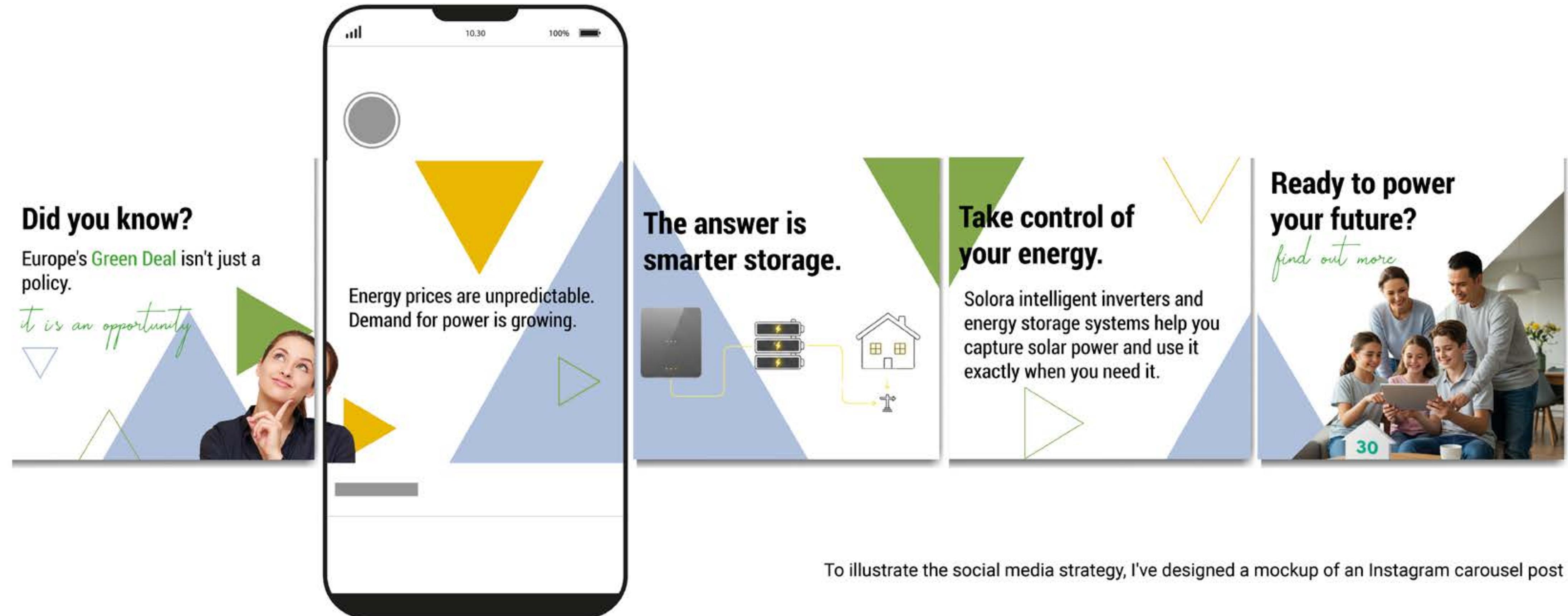
Day	Content	Type
2 x week	Company Insight	Text Post: A senior executive shares an opinion on a new renewable energy policy or market trend.
1 x week	Partner spotlight	Announce a new partnership, or a recent company milestone.
1 x week	Employer Branding	Photo/Text Post: Introduce a key team member and their role in the company's success.

## 4. Instagram

Goal: Focus on visual-heavy Reels and carousels to grow followers to 5,000 and maintain a high engagement rate of 4.0%.

Day	Content	Type
Monday	Lifestyle Benefit	Reel/Carousel: Manage Power from Anywhere: The Sunsynk App Lifestyle/ Makes Off-Grid Dreams a Reality/ How products save electric bills....
Wednesday	Showcase	Image Carousel: A before-and-after of an installation project with key details about the system.
Thursday	Behind the scene	Reel/Story: A quick tour of R&D lab, a look at product manufacturing, or a peek at an office event.
Friday	Testimonial	Story/Reel: Share customer photos or videos of their Solora systems in action.

# Example post



- Contact

Thank you

# Contact



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