

Tindo Solar

Australian-made renewable energy solutions for residential, commercial and wholesale markets.



Company Profile

Australia's only solar panel manufacturer.

Strategy | SEO | Google Ads | Social Media

Based in South Australia, Tindo Solar is Australia's only solar panel manufacturer. Tindo's mission is to harness the full potential of the Australian sun to deliver efficient, durable, and innovative solar technology.

The Challenge


Tindo Solar faced significant transparency issues with previous digital marketing partners, who often failed to provide clear insights into investment performance and ROI. The company needed a reliable digital marketing partner to improve transparency and deliver consistent, honest reporting to drive better business outcomes.

Our Analysis

Upon reviewing Tindo Solar's digital presence and business goals, we identified key areas for improvement, particularly in SEO, Google Ads, and social media. There was a significant opportunity to enhance visibility and drive more organic traffic through a strategic, data-driven approach to digital marketing.


The Solution

We developed a comprehensive digital marketing strategy tailored to Tindo Solar's needs, focusing on:



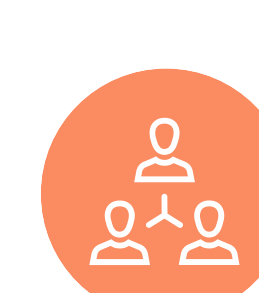
Search Engine Optimisation

Implemented a targeted SEO strategy, optimized site structure, and developed a high-impact backlink strategy for Tindo Solar.



Google Ads

Refining and expanding Google Ads campaigns to improve ad performance and ROI.



Social Media

Enhancing social media presence to engage with a broader audience as well as running lead form campaigns to drive more leads.

Our strategy emphasised sustainable, long-term growth while aligning with Tindo Solar's overall business objectives. We regularly evaluate the effectiveness of our approach through data analysis, allowing us to adjust and optimise campaigns for maximum impact.

Results

Since partnering with Augmentum Digital, Tindo Solar has seen remarkable improvements. Our dynamic strategy has established Tindo Solar as a leader in the renewable energy sector, demonstrating the power of tailored digital marketing solutions in achieving business success.

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Lead Generation

151%

increase in lead volume as well as a significant increase in lead quality, with tracked contacts peaking at 1,147 in May and we have continued to maintain high levels.

Market Presence

#1 on Google

Tindo Solar is now ranked number one on Google for the highly competitive keyword 'Solar Panels Adelaide', significantly enhancing their visibility and market share through strategic SEO and targeted advertising.

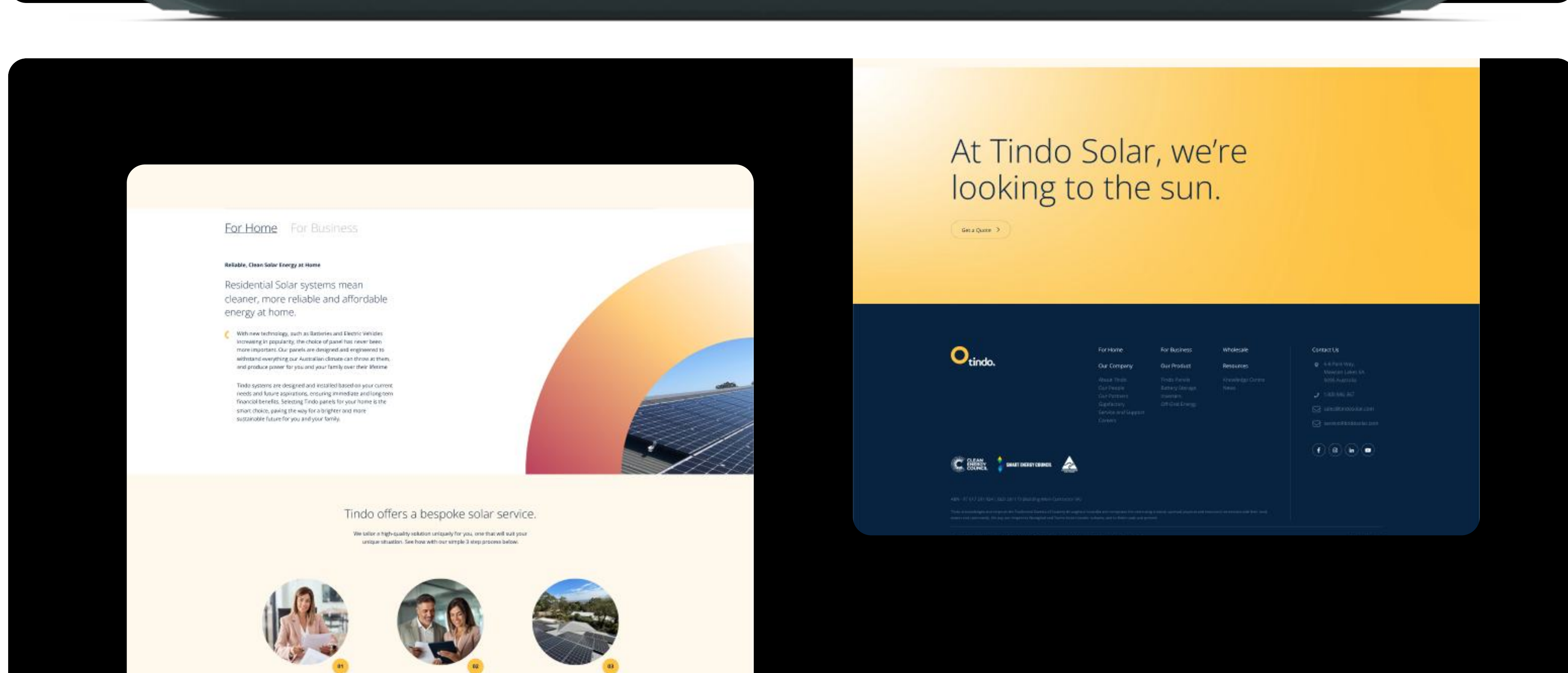
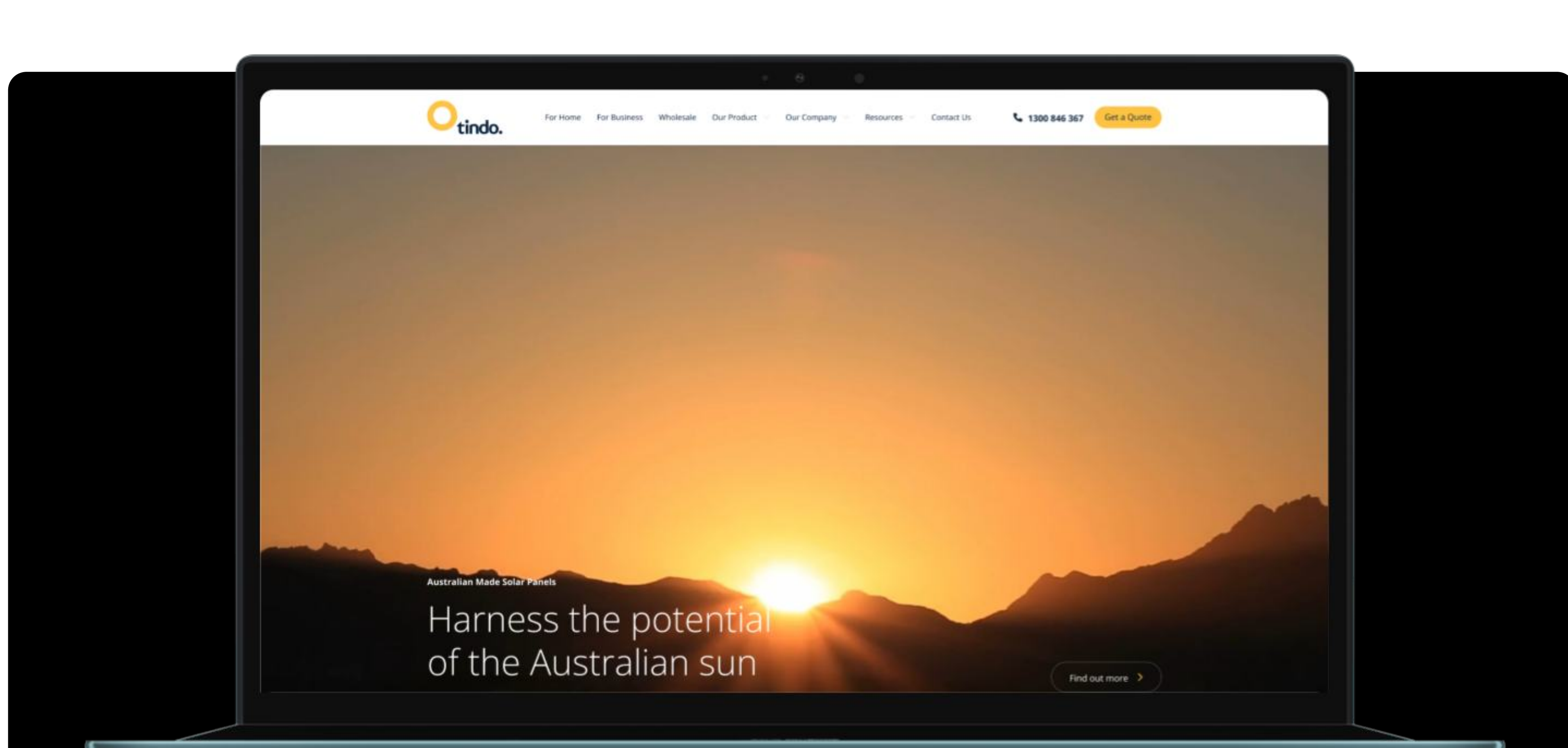
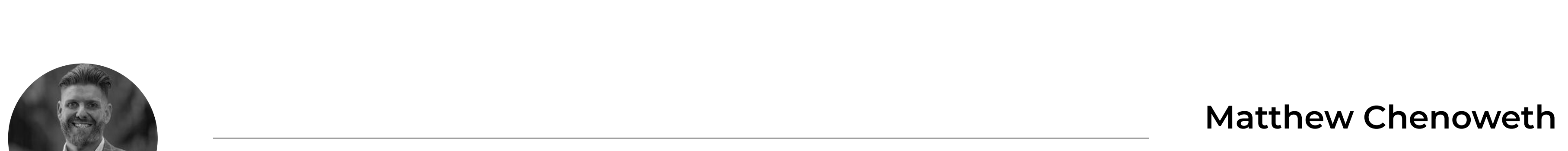
Cost Efficiency

\$57.42

We have successfully brought down their cost per conversion to \$57.42 from \$110, improving their return on investment (ROI) and allowing them to acquire new customers more cost-effectively.

Client Testimonials

"Partnering with Augmentum Digital has been a game-changer for Tindo Solar. We struggled with transparency and clear ROI from previous digital marketing partners, but Augmentum Digital's proactive and honest approach has transformed our experience. Their expertise in SEO, Google Ads, and social media has significantly boosted our market presence and lead generation. The team's professionalism and deep understanding of our business needs have resulted in substantial improvements in lead volume and quality, appointment bookings, and sales conversions. We are now more confident in our digital marketing strategies and look forward to continued growth with Augmentum Digital."



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