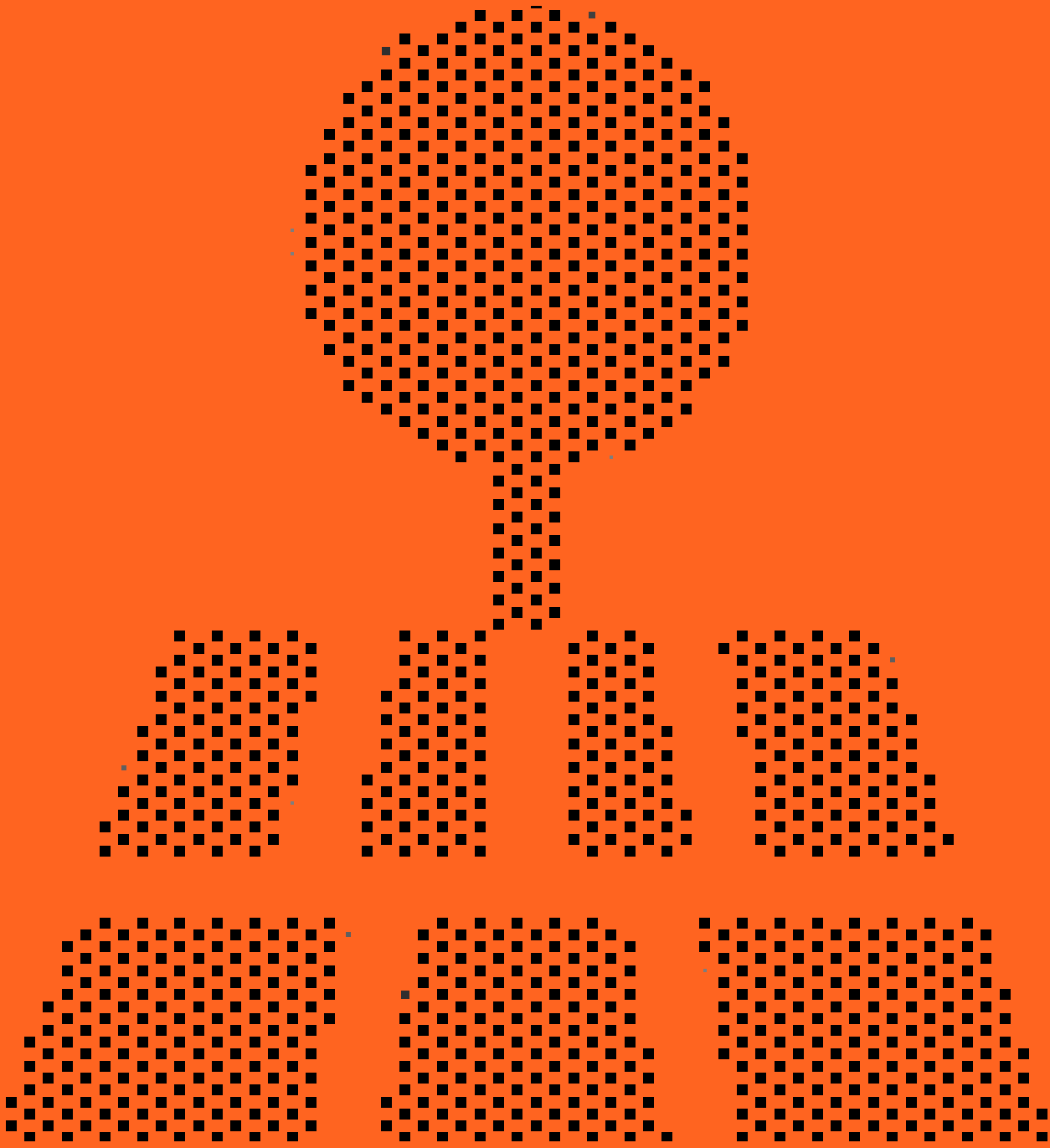
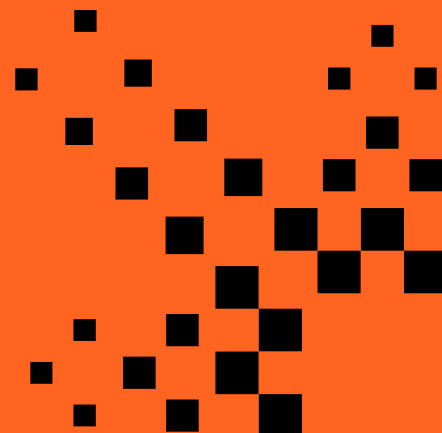


# Solar developer's guide to landowner marketing



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# Introduction

With the solar industry booming and competition intensifying, solar developers must adopt innovative marketing strategies to thrive in this dynamic landscape. Targeting marketing campaigns can dramatically boost conversion rates and accelerate solar adoption by efficiently allocating resources, connecting with the right audience, and addressing unique challenges within the solar energy market. This comprehensive guide will dive into the obstacles clean energy developers face with solar outreach and how PVcase Prospect's cutting-edge platform for renewable development can enhance return on investment (ROI) and conversion rates with integrated targeted solar marketing tools.

## CHAPTER 1

# Challenges with solar landowner outreach

As the solar industry experiences rapid growth, competition over a limited pool of ideal customers becomes increasingly fierce. This poses a challenge for solar developers to distinguish themselves and capture the attention of potential landowners. Traditional approaches of collecting as many leads as possible often result in poor-quality leads with low engagement rates. Without doing research upfront, this generic approach can be synonymous with door knockers pitching solar to someone who already knows they are not a good candidate (such as a house with an east-west orientation or trees shading their roof) – wasting valuable time and resources. While we do not cater to the residential solar market, essential lessons can be learned from the industry's mistakes. Because the time spent on commercial solar projects is much higher, this furthers our reasoning for failing fast and only pursuing viable sites.

Additionally, without personalized messaging, leads may perceive outreach efforts as generic and impersonal, leading to a lack of trust in the information provided and diminishing the likelihood of successful conversions. Also, many landowners need more awareness and understanding of solar and its benefits, so developers must educate customers about the advantages of solar and address common misconceptions for customers to feel comfortable moving forward.

## CHAPTER 2

# Targeted direct mailers for quality leads

Harnessing the power of targeted mailers has revolutionized customer acquisition for solar businesses. Targeted mailers lead to higher response rates, minimize wasted resources, and improve cost efficiency by reaching the right audience. This personalized communication improves lead quality, fosters loyalty, and builds strong relationships, offering a competitive advantage with an impressive average ROI of 42:1.

Below are several reasons why implementing a strategic, targeted marketing approach is essential for maintaining success in solar development:

<b>Only pursue quality parcels</b>	Leverage automation to speed up the process and deliver more accurate data, prioritizing high-quality leads over quantity through a “fail fast” approach.
<b>Improve lead quality</b>	Targeted marketing attracts high-quality leads by using a personalized approach, thus improving the likelihood of converting leads into loyal partners.
<b>Enhance ROI</b>	Tailoring messages to specific landowners improves ROI, yielding more successful and cost-effective results than broad marketing campaigns.
<b>Reach the right audience</b>	Targeted marketing enables solar developers to engage with the audience most likely to partner on solar energy solutions, optimizing resource allocation.
<b>Address specific needs</b>	This strategic marketing approach allows developers to offer custom solutions to customers’ unique needs, concerns, and motivations.
<b>Localized strategies</b>	Given the diverse landscape of solar regulations, incentives, and market dynamics across various regions, targeted marketing allows developers to customize their strategies by region, ensuring messaging resonates with local audiences.
<b>Educate and spread awareness</b>	Targeted marketing can dispel common misconceptions, lack of awareness, and perceived obstacles in the solar industry, thus fostering education and encouraging widespread adoption.
<b>Customize messaging</b>	Personalized messaging connects better with customers, builds trust, and showcases effort. Consider including custom <u>solar lease rates</u> based on local demand, cost of interconnection, ease of construction, amount of land, and other short-term market factors to make an attractive offer for the landowner.
<b>Adaptability</b>	Targeted strategies offer agility and responsiveness to align with rapidly changing market dynamics and emerging trends within the solar industry.

## Competitive advantage

Highlight unique value propositions adapted to a specific audience to stand out from the competition.

## Optimize customer acquisition

Understand audience demographics, behaviors, and preferences to optimize customer acquisition strategies for maximum effectiveness and high conversion rates.

## CHAPTER 3

# Benefits of PVcase Prospect for enhanced ROI and conversions

PVcase Prospect equips solar developers with the best data sets at their fingertips and automates site analysis to eliminate non-ideal parcels, saving both time and money. Within a single user-friendly interface, PVcase Prospect empowers solar developers to optimize their processes, improve lead quality, and accelerate project timelines, boosting ROI and conversion rates.

Here are the key benefits of PVcase Prospect's data-driven approach and rigorous preliminary analysis to boost solar marketing efforts:

### High-quality leads

Fill your pipeline with top-tier solar leads through an automated site selection process, ensuring a consistent flow of active projects.

### Expedite projects

Double or quadruple efficiency in site selection, facilitating faster outreach to landowners.

### User-friendly interface

This simplified platform allows developers, not just GIS (Geographic Information System) developers, to perform complex environmental analysis easily.

### Soft cost reduction

Reduce expenses by managing the entire process internally, eliminating the need to hire expensive GIS analysts, external land agents, or new developers.

### Landowner identification

Quickly identify landowners, ownership information, and addresses for prime properties using parcel data from local counties, saving time by avoiding unviable sites.

### Targeted solar marketing

Save time and resources with an automated customized marketing report that uses industry-leading parcel data coverage (including standardized ownership records) to simplify targeted direct mailers.

### Landowner outreach tracking

Record landowner outreach details, including site control status, agreement type, notes, and updated contact information, to streamline project management under one platform.

### Market expansion

Seamlessly enter new markets and maintain a consistent site selection process across different regions.

#### Simple Parcel Search:

Automate land searches based on known infrastructure, such as substations and transmission lines, or use PVcase Prospect's [Capacity Maps](#) to find the best points of interconnection (POIs) based on grid proximity and parcel size.

#### Automated Marketing Reports:

Create custom marketing reports for solar leads instantly with the click of a button, incorporating parcel metadata, parcel images/maps, buildable area analysis, and associated hazards.

#### Bulk Analysis:

Save time and effort by conducting automated analysis, project management, and creating mailers in bulk, thereby maximizing efficiency with a streamlined approach.

## CHAPTER 4

# How to use PVcase Prospect for effective solar marketing

This section outlines the step-by-step process of how to use PVcase Prospect for targeted solar marketing. Solar developers can improve lead quality, accelerate project timelines, and enhance their success in solar development marketing initiatives by following these steps.

### STEP 1: Identify Opportunistic Sites

Early identification of viable land is crucial for renewable energy projects. Focus on finding potential sites in close proximity to substations, transmission lines, and/or distribution lines (POIs) for cost-effective projects. Then start your search by inputting your minimum acreage, contiguous land ownership, and customized setbacks within PVcase Prospect. Use layers to identify ideal areas based on IRA (Inflation Reduction Act) guidelines and [Capacity Maps](#) to understand injection capacity before searching for parcels.

Developers can also search for specific landowners by name, such as well-known ranchers and farmers and other landowners with large holdings. You can also import Google Earth KMLs/KMZs (or Shapefiles) to PVcase Prospect to analyze suitability for already-identified potential sites.

### STEP 2: Conduct Buildable Area Analysis at Scale

Save valuable time, effort, and resources by only choosing the most suitable parcels for solar development early in the process as part of a "fail fast" strategy. With PVcase Prospect, you can quickly assess site buildability for solar development by automatically evaluating hazards, constraints, and actual buildable acreage for thousands of potential sites in one greenfielding campaign. Once you have completed your search, you can use the Super Parcel tool to combine multiple parcels into a larger site and apply internal site boundary setbacks to understand total usable acreage.

### **STEP 3: Remove undesirable projects**

Narrow down the list of potential projects by eliminating unsuitable projects early in the process at scale (based on buildable area, proximity to the grid, etc.) and prioritizing more promising sites. By implementing stringent selection criteria, valuable time and resources can be conserved, resulting in significant cost savings. Additionally, this proactive approach streamlines the project development process, allowing for a more efficient allocation of resources towards viable opportunities.

### **STEP 4: Apply filters**

Leverage interactive tables to filter, sort, and edit information for enhanced accessibility. Quickly slice and dice parcels based on key attributes like buildable acreage and/or distance to the nearest substation (or power line) to focus on the best options first. As you filter the list, the map will also update so it is easy to see where the best sites are located. Use the star rating system to quickly mark the most feasible sites based on buildability and chance of moving forward. Ultimately, this strategic filtering enhances the overall quality of selected parcels, increasing the likelihood of successful project outcomes. You can also update information, such as mailing addresses, to keep all data up-to-date.

### **STEP 5: Export marketing report**

Export PVcase Prospect's automated marketing reports in bulk for filtered parcels or individual sites. The downloaded zip file will contain a separate folder containing each parcel's PDF report and site map images for use in large-scale targeted marketing campaigns or for internal purposes. Other export options include the parcel map images, Shapefiles (for array layouts and system design), KML files (Google Earth mapping file), PVcase-formatted file for design in PVcase Ground Mount, and Excel/CSV for mailers or upload to your CRM – Customer Relationship Management – software easily.

Each marketing report will contain the following elements to establish trust with landowners by demonstrating your due diligence upfront:

#### **Parcel metadata**

This section includes crucial details such as the landowner's name, site address, mailing address, parcel ID/APN, county, and more.

#### **Parcel image**

An image displaying the parcel boundary on a map for visual reference.

## Buildable Area Analysis

This automated custom analysis provides information on the buildable acres, the relative percentage of the original lot size, and a map highlighting the buildable area for potential renewable sites.

## Hazards

Depending on what you chose to analyze, the report covers the following hazards as part of due diligence: wetlands, FEMA floodplains, high slope areas, critical habitats, conservation easements, public lands, buildings/ infrastructure, roads, trees, bedrock depth, and setbacks around each hazard and internally from the site boundary.

### STEP 6: Send direct mailers

Start by exporting your PDF reports or parcel images to receive a CSV file packed with essential parcel metadata, including image file locations. This streamlines the mail merge process, allowing for the creating of highly personalized mailers at scale. Imagine sending out a letter that greets each landowner by name, discusses their specific parcel, and includes a detailed property map. This approach makes your communication more relevant and significantly boosts engagement.

Incorporate your company's branding into these mailers, with customized templates prominently featured on the cover. Stand out from the competition by presenting a clear vision of the proposed site area and a preliminary analysis of buildable land. This helps landowners visualize their property's potential and demonstrates your commitment to thorough due diligence.

After tailoring your mailers with these personalized touches, print them out and proceed with your standard process for contacting landowners. This step transforms generic outreach into a targeted strategy to secure solar development deals through direct, meaningful engagement.

### STEP 7: Track landowner outreach

With the PVcase Prospect, you can efficiently project manage landowner outreach details by updating notes, agreement types, and site control status.

### STEP 8: Update Buildable Analysis with additional information

As a last measure, incorporate additional landowner-provided information, such as adjusting setbacks or marking additional exclusion areas to redefine buildable area analysis. Once you have determined which landowners are willing or unwilling to participate, you can update the site within Prospect to ensure you have enough acreage for your project.

# Conclusion

Targeted marketing is pivotal in solar development, allowing for efficient resource utilization and fostering improved conversion rates. PVcase Prospect's data-driven and streamlined approach simplifies the process of engaging landowners at scale by identifying optimal sites early and offering personalized customization with an automated marketing report.

Whether your projects involve greenfields, community solar, commercial, or utility-scale projects, PVcase Prospect ensures the implementation of high-quality projects.

Curious to learn more about how PVcase Prospect can enhance the quality of your solar leads and drive conversions? Contact our solar experts today to schedule a demo of our leading solution, designed to move renewable development forward with targeted mailers and rapid preliminary analysis.

# Best practices checklist for solar landowner outreach

Below is a best practices checklist designed to empower developers with their solar marketing efforts:

- Employ a “fail fast” approach to filter out unsuitable sites early in the process, saving time and resources for more promising prospects.
- Use a customized approach by tailoring your outreach efforts to each landowner’s specific needs, preferences, or concerns by using personalized communication with targeted direct mailers.
- Focus your efforts on identifying and engaging with landowners who are more likely to move forward, such as those with large land size, proximity to existing grid infrastructure, and minimal hazards.
- Search for contiguous land owned by the same landowner for more straightforward deal closures with fewer separate contracts. Build trust with your customers through customized reports and direct interactions.
- Involve landowners, neighbors, community members, and other stakeholders to gain public opinion with an inclusive approach. Be sure to address their concerns and gather feedback.
- Include an FAQ (frequently asked questions) section in your targeted mailers to educate landowners about solar energy, explain the associated benefits, and dispel common misinformation and myths.
- Consider dual-use agrivoltaics, which can support crop cultivation, solar beekeeping, and livestock grazing underneath the solar arrays, offering additional benefits to farmers and ranchers.

## References

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# About PVcase

PVcase is moving solar forward with an alternative to the traditional labor-intensive, time-consuming, and error-prone solar project development process. Our end-to-end solar development platform connects site selection, PV design, and yield estimation. In doing so, we're not only helping solar teams achieve maximum results in a fraction of the time, we're accelerating the global transition to clean energy. PVcase ends clunky processes and corrupted data to clear the path to a net-zero economy.

Whether you use a single product or plug into the entire platform, PVcase makes you faster, more precise, and more productive at every stage of solar project development. PVcase is a leading choice for solar energy professionals, and the results speak for themselves. Our platform supports over 1,500 customers in 75+ countries, powering the development of more than 4 TW of projects a year.

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