



THRYVE

Turn Your Social Media into a Solar Referral Machine

For solar dealers looking to boost their referral business by leveraging social media. Build an engaged online community, increase trust with prospects, and ultimately generate more solar sales.

Let's start with a quick reality check:

- Do you have a consistent routine for generating referrals every week?
- Are you happy with the number of referrals you're getting?
- If not, what's the game plan to fix that?

Now, consider this:

Recent statistics indicate that 78% of salespeople who use social selling outperform peers who don't use social media ([optinmonster.com](https://www.optinmonster.com)). Additionally, sales professionals who incorporate social selling into their strategies are 51% more likely to achieve their sales quotas ([spotio.com](https://www.spotio.com))

Translation? If you're not leveraging Facebook, Instagram, LinkedIn, local community sites, or even a simple blog to connect with customers—your competitors are. And they're winning.

So, how do you get started and turn social media into your referral-generating powerhouse? Easy as 1-2-3:

1. Claim your digital real estate

Join a social media platform (or revive the ghost town that is your current one). Create a professional yet personalized page for your solar business. Tell your "Why Me" story—the same way you do at the kitchen table. Customers want to connect with you, not just another salesperson.

2. Build your solar squad

Invite everyone—friends, past customers, new prospects, your neighbor's dog (ok, maybe not)—to like, follow, and engage with your page. And here's the real magic: encourage



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customers to share their solar experience on your page. Reviews, comments, and real conversations = instant credibility.

3. Post, post, and post some more

Consistency is key. Share 1-2 posts a week—installation pics, success stories, energy savings wins, or even a quick “Hey, here’s why solar rocks” fact. Video testimonials? PURE GOLD. The more engagement, the better.

The Secret Sauce: Social Proof Sells

Most sales reps underestimate the power of social media. It’s not just a digital billboard—it’s where your customers talk about you (and solar). When meeting with new prospects, scroll through your page with them. If they recognize a past customer, guess what? That’s a trust-building jackpot.

At the end of the day, customers want transparency, credibility, and real connections. Social media delivers all three on a silver (or should we say, sun-powered?) platter.

So, if your best pitch is still “I always answer my phone”—buddy, it’s time for an upgrade. That was cool in 1999. It’s 2025. Get social, get referrals, and get selling!

👉 For tips on creating social media posts, peruse our THRYVE Marketing Toolkit in the THRYVE Dealer Drive.