
⚡ Lead Genesis – Explosive Lead Generation & \$10M+ Revenue from Solar Sales

Client: Lead Genesis

Market: United States – Solar Energy Sector

Engagement: Performance Marketing & Affiliate Partnership

Scope: 360° Lead Generation System (Cold Calling, SEO, Warm Transfers, Ads)

Duration: 12 Months

Status: Premier Affiliate Partner

□ The Challenge

Lead Genesis, a leading U.S. solar energy firm, wanted to **aggressively scale customer acquisition** in a highly competitive and regulated market.

But solar lead generation is complex:

- High-cost per lead
- Low consumer trust in new providers
- Compliance and regional restrictions
- Limited in-house bandwidth to scale outbound marketing

Their internal teams were saturated. The company needed a **high-performance affiliate marketing partner** capable of generating **qualified leads at scale**, with **full-funnel control** and **conversion accountability**.

□ Our Strategy: Full-Funnel Performance Engine

We developed and executed a **multi-channel, full-funnel lead generation framework**, designed to **create, nurture, and transfer** intent-qualified leads at scale across key U.S. regions.

✓ 1. Cold Call Systems at Scale

- Deployed a **20-agent call center team**, trained in U.S. compliance and solar objection handling
- Used **predictive dialers with region-wise filtering**, synced to real-time solar eligibility databases

- Created **psychologically tested scripts** focused on lowering skepticism and warming leads in under 90 seconds
- **Qualified & warm-transferred** only those leads that passed the cost-saving threshold + homeowner filter

✓2. Digital Marketing Infrastructure

- Ran **ZIP-targeted ad campaigns** (Meta + Google) to capture high-intent leads
- Used **dynamic landing pages** with real-time calculators: “See how much you save with solar in 3 seconds”
- Integrated lead forms directly into warm-transfer pipelines
- Created urgency via **limited incentive ads**: “\$0 Installation until July 30 – for eligible ZIPs only”

✓3. SEO & Organic Traffic Funnel

- Built and ranked **15+ local SEO-optimized microsites** targeting “solar panel installers near me”
- Published **high-EAT content** (Expertise–Authority–Trust) comparing solar incentives by state
- Captured **passive organic leads daily**, funneled directly into CRM or warm call queue

✓4. Conversion Ecosystem Optimization

- Designed **lead scoring engine** based on interaction depth (call duration, ad engagement, form depth)
- Integrated with Lead Genesis' internal CRM using API-based delivery
- Provided **daily dashboards + real-time tracking links** to verify cost-per-lead, cost-per-sale, and regional ROIs
- Maintained < 60 seconds **response time SLAs** for every warm lead handoff

□ Results

□ In just **12 months**, Hatch Maze (as Lead Genesis' primary affiliate partner):

- □ Delivered **5,000+ qualified solar leads**
- □ Converted **1,000+ confirmed solar installs**
- □ Drove **\$10M+ in attributed revenue**

- ↓ Reduced average **cost-per-install by 28%**
- ☐ Achieved **top-tier partner status** among all affiliates
- ☐ Warm transfer rate above **70%**, exceeding internal benchmarks

□ Client Testimonial (Generated)

"We've worked with dozens of affiliates, but Hatch Maze operated like an internal performance division. Their systems, lead quality, and transparency made scaling effortless. We went from stressed pipelines to consistent installs — and \$10 million in new business."

— **John Quigley, VP Sales, Lead Genesis**