



SunStar Strategic Alternative Energy Practice

Residential & Commercial Solar



Is Your Communications Strategy Helping You Grow?

Residential and commercial solar installation is a fast-growing segment of the solar energy industry. The public is paying attention as communities and businesses begin to recognize the benefits of diversifying their energy use. As a result, you need to stand out to gain a strong foothold in the market place. Is your company successful at:

- Competing without scale
- Accessing development capital
- Finding investors
- Correcting misperceptions and improving perceived value of solar energy

- Improving research & development
- Dealing with unwilling communities
- Working despite a lack of a National Renewable Energy Standard & uncertainty about tax credits
- Attracting new customers

SunStar Strategic's approach encompasses both public relations and marketing services which work together to build your image and credibility. We offer a strategic structured news generation program and marketing plan to support your sales process.

Stand out among the competition:

In our messaging workshop, you'll articulate key messages to promote your story, consistently and understandably. Our team will ensure your messages are on target and communicated to the right audiences and stakeholders.

Attract investment: Thinking of an IPO in the future? Want to be part of the M&A activity? Wondering how you can expand your sales and distribution channels? Our team will focus on creating opportunities that match your business priorities.

Grow and expand: Our cost-efficient news generation program is designed to inform and attract investors, industry leaders and consumers, elevating your reputation and bringing recognition to your track record.

Shape a positive public perception:

We can help you communicate with the community to let them know you reciprocate their strongest values, such as creating jobs, lowering energy bills, reducing the carbon footprint, enabling energy independence, living off the grid, increasing property value, aesthetic look and revenue generation.

Build your image: SunStar ensures your marketing efforts are focused. We can create marketing materials, design or update your website and help you monitor your success at driving people to it making your services more sellable and your sales process more effective.

SunStar Strategic understands the entrepreneurial nature of residential and commercial application solar companies. We can work closely with your communications team to support your goals or we can step in as your external communications team. Our results-focused executives are dedicated to your success and responsive to your needs. Our clients rely on us for meaningful strategic planning, careful execution of the plan and objective evaluation of the results.



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Read our blog: alternativematters.com