// THE PLAYBOOK

FOR UK RENEWABLE ENERGY INSTALLERS

# The Renewable Installer Lead Generation Playbook

*How a UK installer cut cost per installation from £1,800 to £340 and doubled monthly volume without buying a single aggregator lead.*

BY

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SECTION

## Why the aggregator lead model is broken

Most UK renewable installers built their business on aggregator-supplied leads. The model worked acceptably from 2018-2022 when aggregator competition was lower and installer demand was higher. It does not work in 2026.

The structural problem: aggregators sell the same homeowner enquiry to between four and seven installers. Each installer calls within an hour. The homeowner experiences this as harassment, picks the cheapest quote regardless of MCS quality, and the survivors of the price-undercutting end up with margin-destroyed installations.

The economic problem: aggregator leads at £100-£200 each convert at 5-10% to installation. That's effective CAC of £1,000-£4,000 per installation. On a £14,000 heat pump install at 30% margin (£4,200 gross profit), aggregator CAC eats most of the margin before any operations costs.

The strategic problem: aggregator dependency means you have no direct brand relationship with homeowners. You can't retarget them. You can't nurture them through the 8-14 week sales cycle properly because their first contact was with an aggregator, not with you. You're a commoditised quote-provider, not a chosen installer.

The solution isn't to stop running aggregator leads on day one. It's to build owned acquisition channels alongside the aggregator spend, then phase down the aggregator dependency as owned production scales. This playbook walks through how.

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## Building the owned-acquisition stack

Owned acquisition for renewable installers has four legs: Google Search, Local SEO, Meta retargeting, and a long-cycle nurture sequence. Each works alone. The combined stack compounds.

Google Search is the highest-priority leg. Homeowners researching renewables type queries with strong purchase intent: 'air source heat pump installer near me', 'BUS grant heat pump', 'solar panels [city] cost'. These queries are cheap to bid on (£3-£8 per click) and convert at 3-8% to enquiry. Properly structured campaigns produce surveys at £40-£120 cost.

Local SEO is the slow compound. Treatment-specific landing pages targeting 'technology + location' keywords gain authority over 6-12 months. Long enough that most installers never invest. The ones who do dominate their geography for years afterwards.


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Meta retargeting captures the long sales cycle. A homeowner who clicked your Google ad three weeks ago but didn't enquire is still in research mode. Retargeting them with installation gallery content and case studies keeps your brand present during their consideration period at low cost.

Long-cycle nurture is the system that captures everyone who enquired but didn't convert within 30 days — typically 70-80% of enquiries. Most installers abandon these. The 12-week sequence we build often recovers 15-25% of them as eventual conversions.

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# Google Search campaign structure for installers

The single most common Google Ads mistake we see in this niche is broad-match campaigns with no audience signals. Spend gets wasted on irrelevant queries: jobs, DIY, free installation queries from non-eligible homeowners.

The structure that works is treatment-specific ad groups with exact and phrase match keywords, location targeting set to the actual service area (not 'people interested in your area'), and audience signals seeded from existing customer demographics.

Ad groups we typically launch with: 'air source heat pump installer + city', 'solar panels + city', 'BUS grant heat pump + city', 'ECO4 eligibility + city'. Each ad group has 3-5 ad variants with rotating headlines and descriptions.

Negative keyword lists are critical. 'Jobs', 'salary', 'free', 'DIY', 'second hand', 'broken', 'repair' all need exclusion. Most installers waste 25-40% of paid search budget on these without realising.

Enhanced Conversions and conversion-value tracking should be configured from day one. Heat pump installations are 4-5x the revenue of solar installations on average; the system should optimise toward the higher-value conversions.

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# Long-cycle nurture for 8-14 week sales journeys

Renewable installations are not impulse purchases. A homeowner considering a heat pump typically spends 8-14 weeks from first research to signed installation contract. Most installers treat the enquiry as if it should convert within seven days, follow up twice, and abandon the lead when it doesn't.

 

The nurture sequence we build is 12 weeks, twelve touches. Mix of email and SMS, with occasional retargeting ad reinforcement.

Week 1: acknowledgement of enquiry, scheme eligibility summary, first installation case study.

Week 2-3: energy bill comparison content, BUS grant deadline reminders, customer testimonials.

Week 4-6: technology comparison content (heat pump vs traditional boiler, solar PV vs solar thermal), Q&A; content addressing common objections (heat pump noise, solar performance in winter).

Week 7-9: installation gallery, post-installation customer satisfaction surveys, financing options.

Week 10-12: scheme deadline urgency, seasonal install slot availability, final personalised re-engagement.

The sequence captures roughly 15-25% of leads who would have otherwise gone cold. On a base of 100 enquiries/month at average installation value £12,000, that's £180,000-£300,000 of incremental annual revenue from leads you were already paying to generate.

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## MCS as a brand pillar, not a footer mention

Homeowners researching renewables increasingly understand that MCS certification matters. It's required for BUS grant access. It's the consumer-protection backbone of the industry. It's the differentiator between an installer who will be around to honour their warranty and a fly-by-night cowboy.

Despite this, most installer marketing buries MCS in the footer. The installers who lead with MCS in their hero sections, explain why it matters, and treat it as a brand pillar convert significantly higher than those who don't.

We rewrite installer hero sections to lead with the credential stack: MCS, RECC, HIES, Trustmark, NICEIC where held. We build dedicated 'why MCS matters' explainer content. We use MCS prominence in ad creative for paid acquisition. We add the certification logos to case study sheets.

This isn't a vanity exercise. The conversion lift is real and measurable. Homeowners considering a £14,000 installation are de-risking the decision. Visible credentials de-risk faster than any other content type.

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## ECO4 and BUS grant marketing specifics

Government scheme details move quarterly. Your marketing needs to keep pace. As of mid-2026 the key facts: BUS grant remains at £7,500 toward heat pump installation (air-source or ground-source). ECO4 obligations continue through March 2026 with means-tested eligibility (broadly: low-income households, EPC band D or worse).

BUS grant marketing should emphasise: the £7,500 grant value, eligibility for off-gas-grid properties (relevant for rural Wales, Scotland, and parts of England), the MCS installer requirement, and the timeline (grants apply at point of installation, not advance reimbursement).

ECO4 marketing is trickier because eligibility is means-tested. ECO4 Flex routes — where local authorities can extend eligibility to households earning slightly above standard thresholds — are the most marketing-relevant pathway for installers. Landing pages should pre-qualify eligibility before booking surveys.

We maintain a live scheme tracker for our installer clients so when policy adjusts (which it does, with limited public notice), your marketing copy updates within days rather than weeks.

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# What to ship in your first 90 days

If you're a UK MCS-certified renewable installer doing 20+ installations a month and want to put this playbook to work, here's the 90-day plan.

Days 1-30: Google Search campaigns built and launched at modest spend (£2,000/month) with treatment-specific ad groups. Two new landing pages for priority technologies. AI receptionist deployed and trained on scheme eligibility. CRM (typically GoHighLevel) configured.

Days 31-60: 12-week nurture sequence built and active. Meta retargeting launched. MCS repositioning across site and creative. First 60-day performance review and Google Ads optimisation.

Days 61-90: Scale Google Search spend on what's working. Launch local SEO content programme (3-5 long-form articles published). Build out Meta cold prospecting campaigns. Begin phase-down of aggregator lead spend as owned production scales.

Month 4-6: Continue compounding all channels. Owned acquisition typically reaches parity with aggregator lead production around month 4-6. Aggregator dependency drops to <30% of total enquiries. Cost per installation halves or better. Margin recovers.

This is the plan we ran with the South-East/Midlands installer. £1,800 to £340 cost per installation, monthly volume from 35 to 78. The same plan works for any MCS-certified UK installer with delivery capacity ready to scale properly.

 

// Ready to ship?

*If you run a renewable energy installer business in the UK and want this system built for you, there's one next step.*

Book a 30-minute strategy call. We audit your current marketing live, identify the gaps, and map a custom plan. Zero pressure. If we're not the right fit, we'll tell you on the call.

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