



# ecoer

Making your home Green & Smart

## **FEBRUARY 2021 HIGHLIGHTS**

- . Uploaded new locations to Dealer Locator on website.
- . Uploaded new AHRI chart to website.
- . Began bi-weekly vendor shout-out posts.
- . Created "Why Is ENERGY STAR Important When Choosing Your HVAC System?" Blog post and uploaded to content syndicate networks.

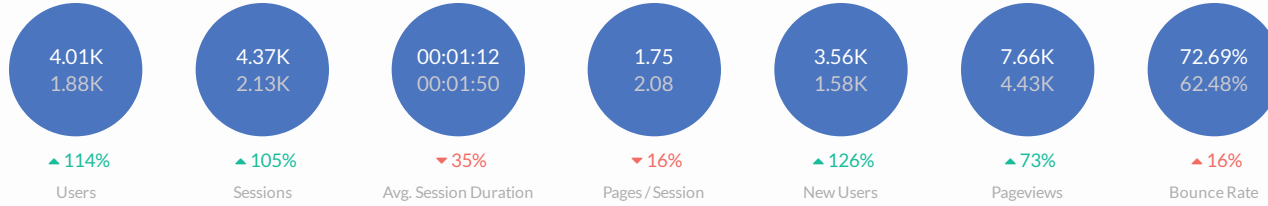
## **OVERALL DIGITAL TAKEAWAYS**

- . Year-to-year growth is 116%.
- . Google My Business Views on Google Search increased to 2,606, which is a 10% increase.
- . LinkedIn Post Impressions increased to 5,804, over double from last month!
- . LinkedIn Page Followers increased by 11, which is a 22% increase!
- . LinkedIn Followers have experienced steady growth.
- . Shared more video posts on social media, which has yielded higher views.
- . There has been a consistent increase in social media data.

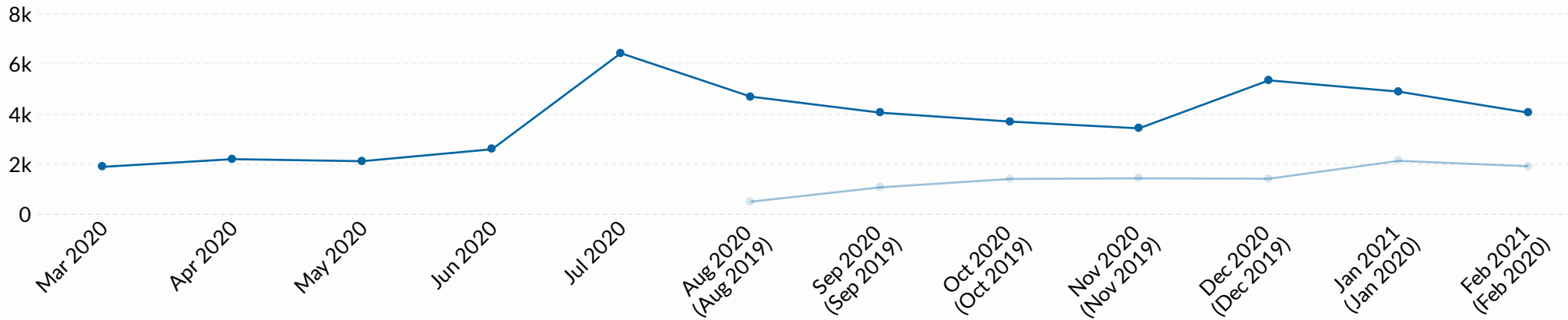
## **YOU SQUARED MEDIA MARCH 2021 ACTION PLAN:**

- . Continue to update website pages to increase website traffic and user experience.
- . Continue to optimize meta-tags to improve SEO.
- . Continue paid advertisements on LinkedIn to create more brand awareness and increase engagement.
- . Continue vendor shout-outs and sharing "real" photos of installations.
- . Promote more HVAC industry B2B focused posts.

## Website Analytics



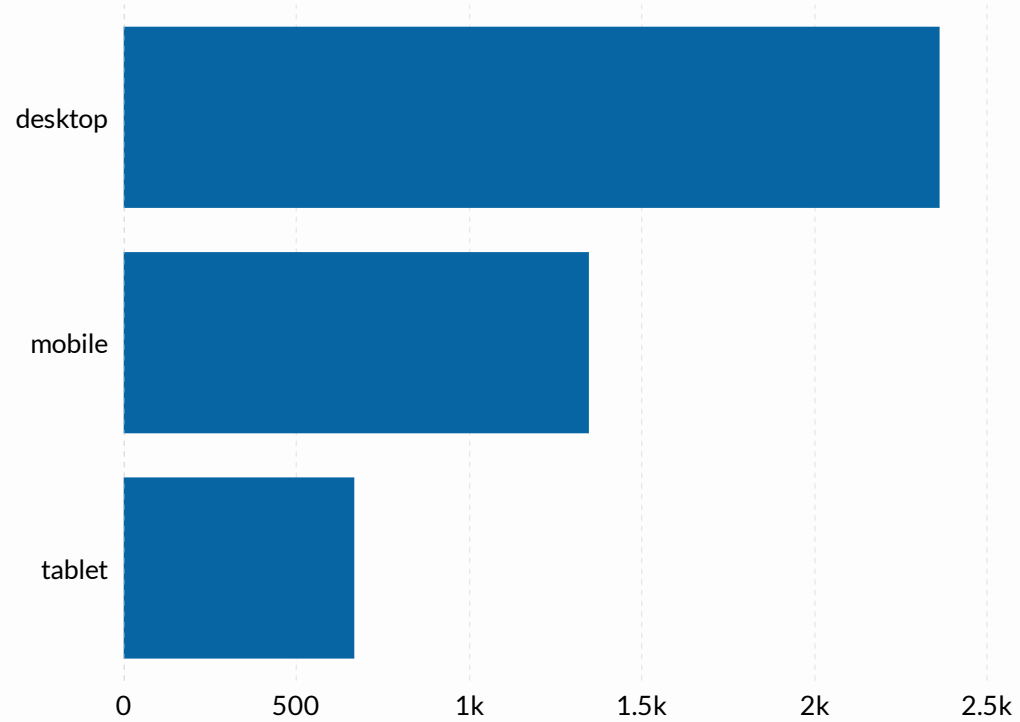
## Users by Year



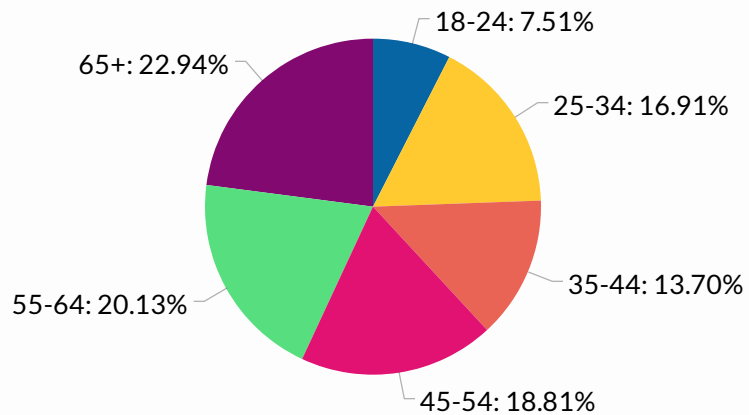
**Users By Country**

Country	Sessions
United States	2,691
Canada	1,419
China	119
India	44
Pakistan	8
United Arab Emirates	7
(not set)	6
United Kingdom	5
Germany	4
Ireland	3

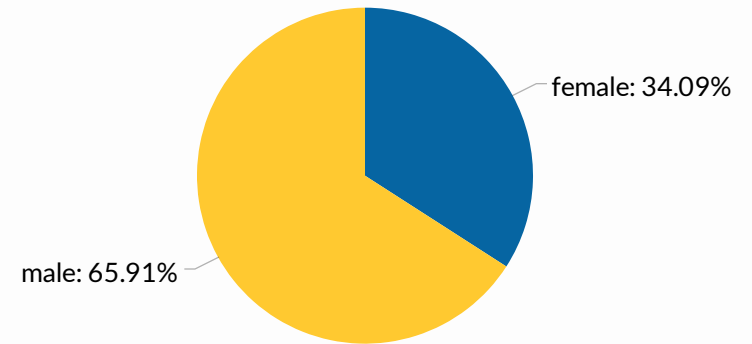
**Users By Device**



**Users by Age**



**Users By Gender**



Top Pages Viewed

Page Path		Pageviews	Users
/about-ecoer/		115	98
/contact/		217	169
/distributor-login/		101	49
/eahatn-series-air-handler/		185	138
/eoda18h-heat-pump/		676	524
/gn-18-air-handler/		163	136
/iot-gateway-system/		179	128
/locations/		244	210
/residential-equipment/		415	293
/touchscreen-thermostat/		109	87

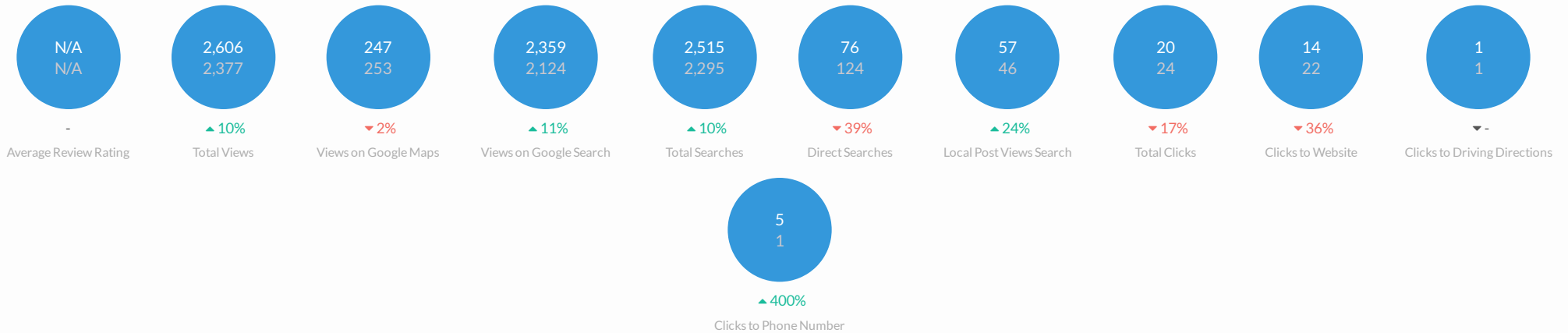
**Top Sources**

Source	Users
(direct)	581
50.31.98.50	1
aax-us-east.amazon-adsystem.com	1
ahrinet.org	1
asgrep.com	3
ashtoninteractive.net	1
atozsales.net	3
baidu	66
bing	120
birdeye.com	8

**Top Medium**

Medium	Users
(none)	581
cpc	3,880
organic	1,538
referral	207

**Google My Business**



Google My Business Post

Posted Feb 17, 2021

HVAC contractors rejoice! Our Smart Inverter (ESI) unitary systems come equipped with 24/7 remote monitoring and self-diagnostics technology so you can prevent issues before they arise.

📍 Visit: <https://www.ecoer.com/iot-gateway-system/> to learn more about our innovative HVAC tech!

[Learn more](#)

👁️ 19 views 🖱️ 0 clicks [Share post](#)

Posted Feb 19, 2021

Our Smart Service (ESS) App gives you all the tools you need to prevent issues before they arise with 24/7 monitoring, all straight to your phone!

📍 To learn more about our innovative HVAC tech, visit: <https://www.ecoer.com/why-ecoer/>

[Learn more](#)

👁️ 18 views 🖱️ 1 click [Share post](#)

Google My Business Views & Clicks

Address Lines	Location Name	Local Post Views Search	Total Clicks
3900 Jermantown Rd., Suite 150	Ecoer	57	20

## Social Media Posts

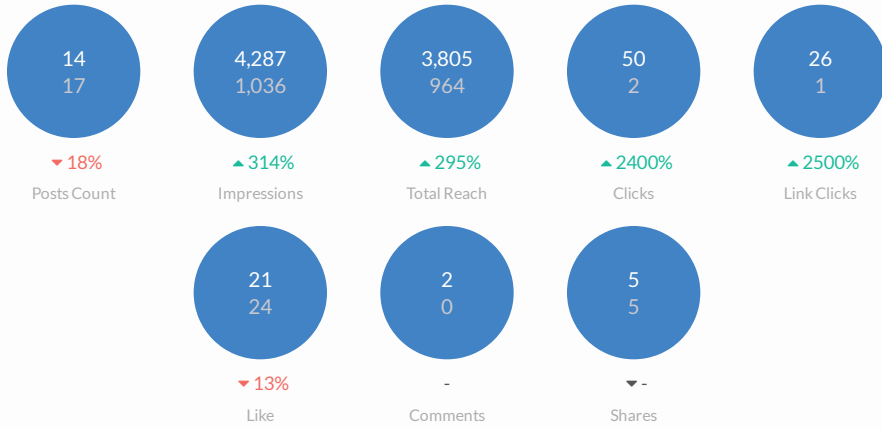
Date	Time	Image	Text	Platform	Global	Views	Engagement	Comments	Actions
02/25/2021	8:19 AM		A SEER rating calculates the efficiency of your AC	Facebook	Global	26	0	1	Boost Post
02/24/2021	8:19 AM		Our Smart Service (ESS) App gives you all the tools	Facebook	Global	19	0	1	Boost Post
02/23/2021	8:19 AM		Ecoer's ten-year limited warranty on parts means	Facebook	Global	17	1	0	Boost Post
02/22/2021	9:28 AM		Ecoer units can still run on two error codes,	Facebook	Global	20	0	1	Boost Post
02/21/2021	4:28 PM		Ecoer units can still run on two error codes,	Facebook	Global	24	0	1	Boost Post
02/19/2021	8:19 AM		Did you know that Ecoer's products are ENERGY	Facebook	Global	17	0	0	Boost Post
02/18/2021	11:42 AM		We are the only HVAC manufacturer that has	Facebook	Global	14	0	0	Boost Post
02/17/2021	3:42 PM		HVAC contractors rejoice! Our Smart Inverter (ESI)	Facebook	Global	330	7	21	Boost Post
02/14/2021	9:00 AM		Love is in the air, not moisture! Ecoer's	Facebook	Global	21	0	0	Boost Post
02/12/2021	12:00 PM		Fact or Fiction? "Green Energy is expensive!"	Facebook	Global	335	1	1	View Promotion
02/11/2021	12:00 PM		Thanks for the support, Anthony! Our IoT	Facebook	Global	2.9K	38	0	View Promotion
02/10/2021	11:00 AM		Need to adjust your home temperature on the go?	Facebook	Global	17	0	0	Boost Post
02/09/2021	10:00 AM		Ecoer's Smart quiet system gives you peace	Facebook	Global	19	0	0	Boost Post
02/08/2021	12:00 PM		HVAC Pros save time and have peace of mind with	Facebook	Global	19	1	1	Boost Post

## f New and Total Facebook Page Likes

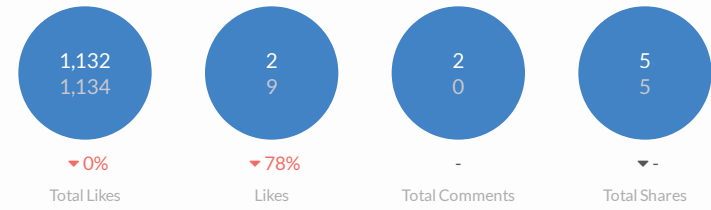
Page	Likes	Total Likes
Ecoer HVAC	2	1,132



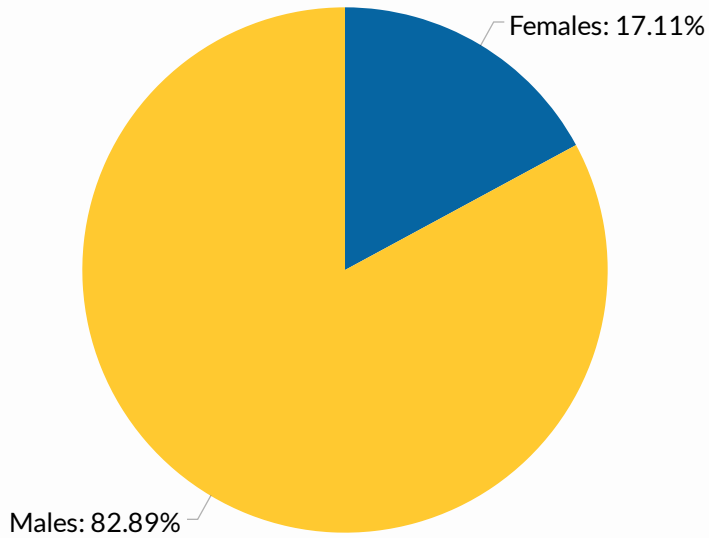
f Facebook Analytics



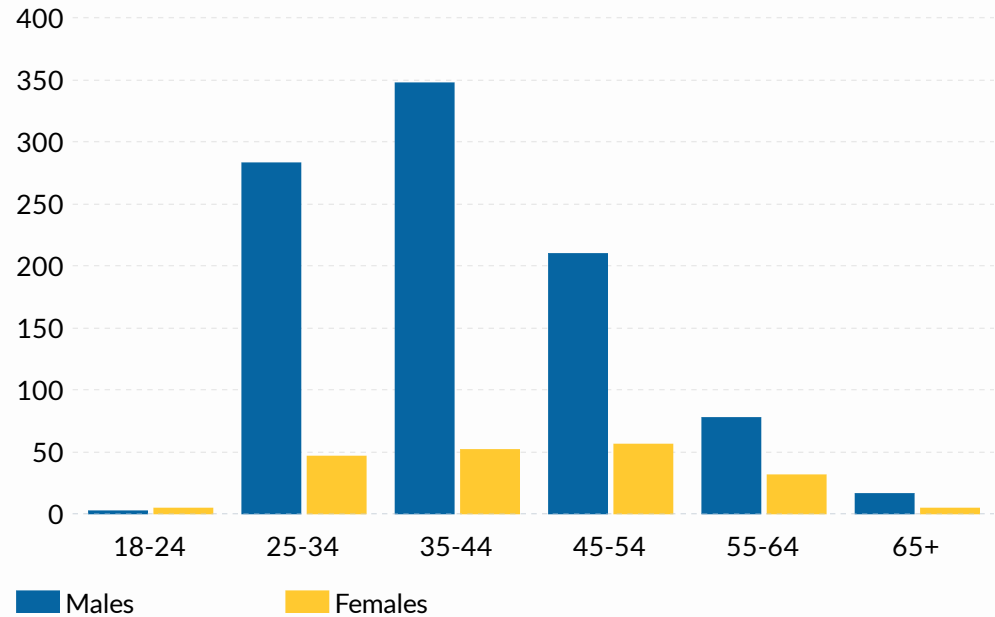
f Page Impressions and Likes



f Facebook Demographics

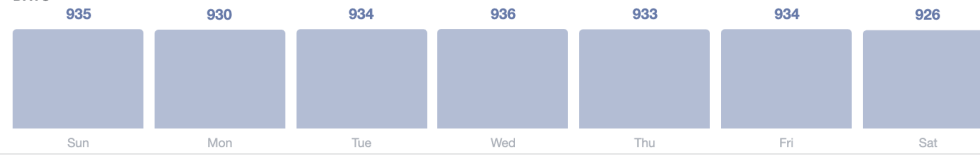
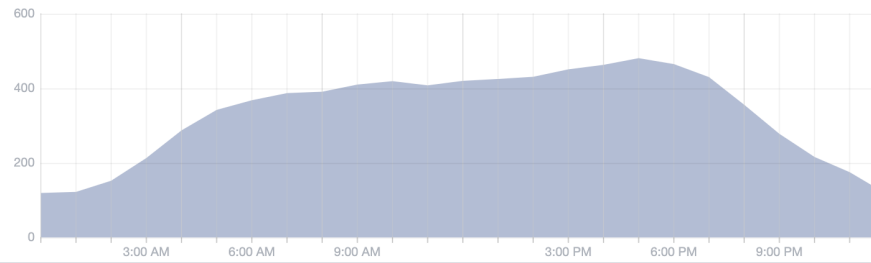


f Facebook Demographics



**f Best Days & Times to Post on Facebook**

Data shown for a recent 1-week period. Insights for the time of day are shown in the Pacific time zone.


**DAYS****TIMES**

f Top Facebook Post

**Post Details**

**Ecoer HVAC**  
Published by Buffer (1) · February 17 · 🌐

HVAC contractors rejoice! Our Smart Inverter (ESI) unitary systems come equipped with 24/7 remote monitoring and self-diagnostics technology so you can prevent issues before they arise.  
👉 Visit: <https://buff.ly/2ZnAIGK> to learn more about our innovative HVAC tech!  
#Ecoer #SmartInverter #esitech



👍 **Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**330** People Reached    **28** Engagements    [Boost Post](#)

Martin Peres, Bill Gardner and Carolina Blair · 1 Comment · 5 Shares

Like   Comment   Share

**Performance for Your Post**

**330** People Reached

**21** Likes, Comments & Shares (1)

14 Likes	3 On Post	11 On Shares
2 Comments	1 On Post	1 On Shares
5 Shares	5 On Post	0 On Shares

**7** Post Clicks

0 Photo Views	0 Link Clicks (0)	7 Other Clicks (0)
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**NEGATIVE FEEDBACK**

0 Hide Post    0 Hide All Posts

0 Report as Spam    0 Unlike Page

Reported stats may be delayed from what appears on posts

Instagram Page Analytics



▲ 50%

Follower Count



▲ 3%

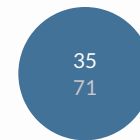
Lifetime Followers Count

Instagram Post Analytics



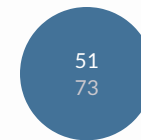
▲ 1500%

Comments Count



▼ 51%

Like Count



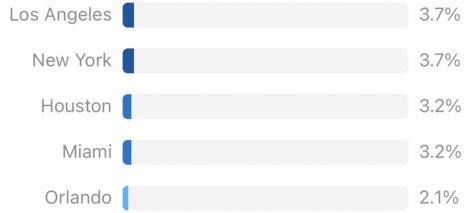
▼ 30%

Engagement

Instagram Demographics

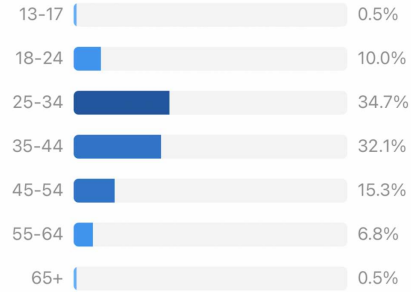
Top Locations

Cities Countries

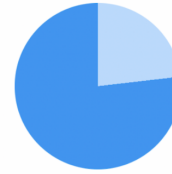


Age Range

All Men Women



Gender



Most Active Times

Hours Days



Top Instagram Post

ecoerhvac



View Insights

Promote

3

1

0

0

Discovery ⓘ

177

Accounts reached  
77% weren't following ecoerhvac

N/A  
Profile Visits

177  
Reach

Follows

N/A

Interactions ⓘ

--  
Actions taken from this post

Reach

177

Impressions

180

From Hashtags

138

From Home

39

From Profile

2

From Other

1

Profile Visits

N/A

## Twitter Analytics



New Tweets



Tweets



Followers



New Followers



Retweet Count



Total Favorites



Mentions

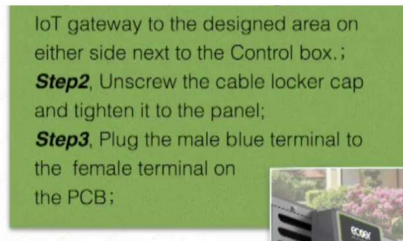
## Top Twitter Organic Post

**Top Tweet** earned 317 impressions

HVAC Pros save time and have peace of mind with our technology. With only two control wires required, installations are quick and simple ✅👍

Visit the link in our bio to learn more about our innovative HVAC tech!

[#ecoer](#) [#greenenergy](#) [#hvac](#)  
[pic.twitter.com/7aVP3ihMxA](https://pic.twitter.com/7aVP3ihMxA)



🔄 2 ❤️ 1

## LinkedIn Analytics (Posts)

Update engagement ⓘ Time range: Feb 1, 2021 - Feb 28, 2021

Show: 20

Update title	Posted by	Created	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares
A SEER rating calculates the efficiency of your AC unit—dividing cooling output b... All followers	Susan Nguyen	2/25/2021	96	-	2	2.08%	1	0	0
Thanks for the support, Anthony! ❤️ Our IoT Gateway System will notify you of a... All followers	Susan Nguyen	2/11/2021	178	-	1	0.56%	7	0	2
Buffer All followers	Susan Nguyen	2/8/2021	172	-	8	4.65%	3	1	1
Our Smart Service (ESS) App gives you all the tools you need to prevent issues... All followers	Susan Nguyen	2/24/2021	99	-	0	0%	2	0	0
Ecoer's ten-year limited warranty on parts means that your customers don't... All followers	Susan Nguyen	2/23/2021	144	-	3	2.08%	4	0	0
Ecoer units can still run on two error codes, preventing system outages for... All followers	Susan Nguyen	2/22/2021	124	-	2	1.61%	4	0	1
Did you know that all of Ecoer's products are ENERGY STAR certified? 📍 Visit:... Sponsored	Susan Nguyen	2/19/2021	4,337	-	42	0.97%	3	0	0

Ecoer units can still run on two error codes, preventing system outages for... All followers	Susan Nguyen	2/22/2021	65	-	0	0%	1	0	1
HVAC contractors rejoice! Our Smart Inverter (ESI) unitary systems come... All followers	Susan Nguyen	2/17/2021	141	-	3	2.13%	6	0	2
Love is in the air, not moisture! 🌧️ Ecoer's Smart Service System ensures... All followers	Susan Nguyen	2/14/2021	79	-	1	1.27%	4	0	0
Fact or Fiction? "Green Energy is expensive!" 🤖 Answer: FICTION! ❌... All followers	Susan Nguyen	2/12/2021	76	-	2	2.63%	1	0	2
We are the only HVAC manufacturer that has incorporated energy efficient full D... All followers	Susan Nguyen	2/18/2021	125	-	4	3.2%	5	0	0
Need to adjust your home temperature on the go? The Ecoer Wifi Thermostat... All followers	Susan Nguyen	2/10/2021	87	-	0	0%	2	0	1
Ecoer's Smart quiet system gives you peace of mind, and peace and quiet! 🧘 ... All followers	Susan Nguyen	2/9/2021	81	-	0	0%	2	0	1

## LinkedIn Analytics Summary

Total Followers	455
New Total Followers	11
Posts Count	14
Impressions	5,804
Comments	1
Shares	11
Clicks	68

in Top LinkedIn Post


Get more impressions by notifying coworkers. [Notify Employees](#)

Posted by Susan Nguyen · 2/11/2021 · [Sponsor now](#) · [...](#)

**Ecoer**  
455 followers  
3w · [🌐](#)

Thanks for the support, Anthony! ❤️

Our IoT Gateway System will notify you of any problems, often befc ...see more



**ecoer**  
Making Your Home Green & Smart

As an HVAC tech, I love the product. Easy to install and a real value to the customer. The support was perfect too, you can put this equipment anywhere. The ability to monitor these units is fantastic.

- Anthony L.

[🌐](#) [👤](#) 7

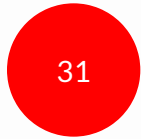
[👍 Like](#) [💬 Comment](#)

Be the first to comment on this

Organic impressions: 173 Impressions [Show stats](#) ▾



 YouTube Analytics



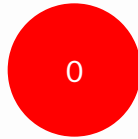
Views



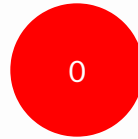
Estimated Hours Watched



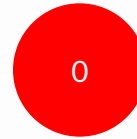
Average View Duration



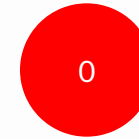
Likes



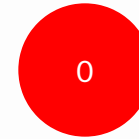
Comments



Shares



Subscribers Gained



Videos Added To Playlists

**f** Facebook Analytics (Paid)

<input type="checkbox"/>	<input type="checkbox"/>	Ad Name	Delivery ↑	Ad Set Name	Bid Strategy <small>Ad Set</small>	Budget <small>Ad Set</small>	Last Significant Edit	Attribution Setting	Results	Reach	Impressions	Cost per Result
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Thanks for the support, Anthony! ❤️"	● Completed	Post: "Thanks for the suppo... <small>0 active ads</small>	Lowest cost <small>Link Clicks</small>	Using campaig...		7-day click or...	25 <small>Link Clicks</small>	2,800	3,313	\$0.40 <small>Per Link Click</small>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Fact or Fiction? "Green Energy is exp..."	● Completed	Post: "Fact or Fiction? "Gree... <small>0 active ads</small>	Lowest cost <small>Post Engagement</small>	Using campaig...		7-day click or...	120 <small>Post Engagements</small>	317	323	\$0.08 <small>Per Post Engagement</small>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Relax, we've got you covered. Ecoer'..."	● Completed	Post: "Relax, we've got you ... <small>0 active ads</small>	Lowest cost <small>Post Engagement</small>	Using campaig...		7-day click or...	169 <small>Post Engagements</small>	418	441	\$0.12 <small>Per Post Engagement</small>

**in** LinkedIn Paid Ads

Campaign Name	Date		Clicks	Impressions	Total Engagements	CPC
Brand awareness - Feb 2, 2021	Feb 2021		19	5,866	19	\$6.84
Website visits - Feb 19, 2021	Feb 2021		41	4,164	41	\$3.17

in Top Ad (Paid)

Posted by Susan Nguyen · 2/19/2021 · Sponsored Content

**Ecoer**  
455 followers  
2w ·

Did you know that all of Ecoer's products are ENERGY STAR certified?

Visit: <https://buff.ly/3qu6Xuc> to learn more about ENERGY STAR ...see more



3

This will help me... I think this is... Thank you for... Who >

Like Comment

**Ecoer** Add a comment...

Sponsored impressions: 4,164 Impressions Show stats

Blog Post

### Why Is ENERGY STAR Important When Choosing Your HVAC System?

by ecoer | Feb 6, 2021 | Blog | 0 comments



ENERGY STAR is the industry standard label denoting energy efficiency. If a product has an ENERGY STAR label, it means that it that met or exceeded very strict requirements set by the U.S. Environmental Protection Agency for energy efficiency and environmental impact. ENERGY STAR certified HVAC heating and cooling systems, such as Ecoer's, have earned the ENERGY STAR seal of approval. This seal ensures that the system you are getting saves energy, and the environment!

Investing in energy efficiency saves money! All of your major appliances from your HVAC technologies to your dishwasher, washing machine, and refrigerator use the most energy in your home, so, it's important to ensure that they are all ENERGY STAR certified. Especially your heating and cooling systems because they account for nearly half of your total energy consumption, according to <https://www.energystar.gov/>.

It's important to ensure your system's efficiency with ENERGY STAR certified products, but it's equally important to make sure that your systems are maintained regularly by professionals before problems occur. Smart home technologies, such as Ecoer's IoT Gateway monitoring systems, are a great hands-off way to ensure your home's efficiency. It alerts HVAC professionals in the event of system faults and regular maintenance alerts. This allows them to resolve the issue remotely via Ecoer's Smart Service Pro App. Most importantly, however, it's constantly monitoring your system and recommending solutions for maximum energy efficiency. Depending on where you live, upgrading old heating and cooling equipment to an ENERGY STAR certified system from Ecoer can cut your annual energy bill by more than \$100.

To learn more about Ecoer's Smart Service System, visit: <https://www.ecoer.com/iot-gateway-system/>

**Categories**

- Blog
- Case Studies
- Press Releases
- Unassignment

**Archives**

- February 2021
- December 2020
- November 2020
- October 2020
- August 2020
- July 2020
- May 2020
- April 2020
- February 2020
- March 2019
- February 2019

**Recent Posts**

- Why is ENERGY STAR Important When Choosing Your HVAC System?
- Ecoer: It's a Trade In with Exos Innovation Award
- How Ecoer Can Help Save Money and Energy
- The Connected Contractor Using IoT Technology to Improve HVAC Services

Content Syndication

Content Syndicate	Link
medium.com	<a href="https://ecoerhvac.medium.com/why-is-energy-star-important-when-choosing-your-hvac-system-50954afb157d">https://ecoerhvac.medium.com/why-is-energy-star-important-when-choosing-your-hvac-system-50954afb157d</a>
mix.com	<a href="https://mix.com/!zz2XUkrr:why-is-energy-star-important-when-choosing-your-hvac-system%3F?utm_source=copy&amp;utm_medium=web&amp;utm_campaign=article_profile&amp;utm_term=button">https://mix.com/!zz2XUkrr:why-is-energy-star-important-when-choosing-your-hvac-system%3F?utm_source=copy&amp;utm_medium=web&amp;utm_campaign=article_profile&amp;utm_term=button</a>
minds.com	<a href="https://www.minds.com/newsfeed/1208939074094116864?referrer=ecoerhvac">https://www.minds.com/newsfeed/1208939074094116864?referrer=ecoerhvac</a>
ACHR, ENERGY STAR, ACCA, LinkedIn, ASE, ACTrade	Emailed

