



ecoer

Making your home Green & Smart

Prepared by: You Squared Media

JANUARY 2021 HIGHLIGHTS

- . LinkedIn Followers have experienced steady growth.
- . There has been a consistent increase in social media data.

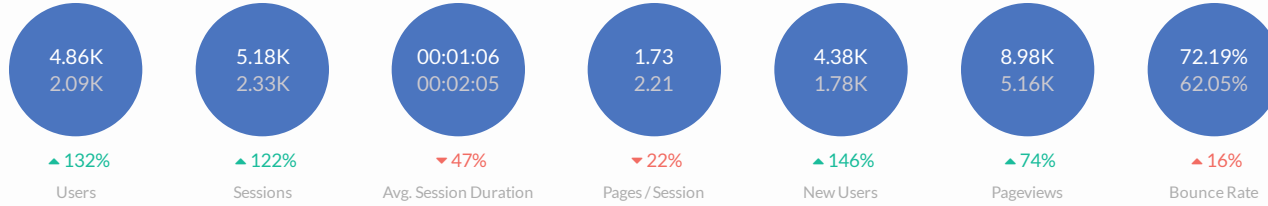
OVERALL DIGITAL TAKEAWAYS

- . Average session duration on the website is 1:06, which is an increase of 35%.
- . Compared to last year, new website users are up substantially at a 146% increase for a total of 4.38k!
- . The website page views increased to 8.98k.
- . Google My Business Views on Google Search increased to 2,124.
- . LinkedIn Post Impressions increased to 2,797.
- . LinkedIn Page Impressions is 3,300.

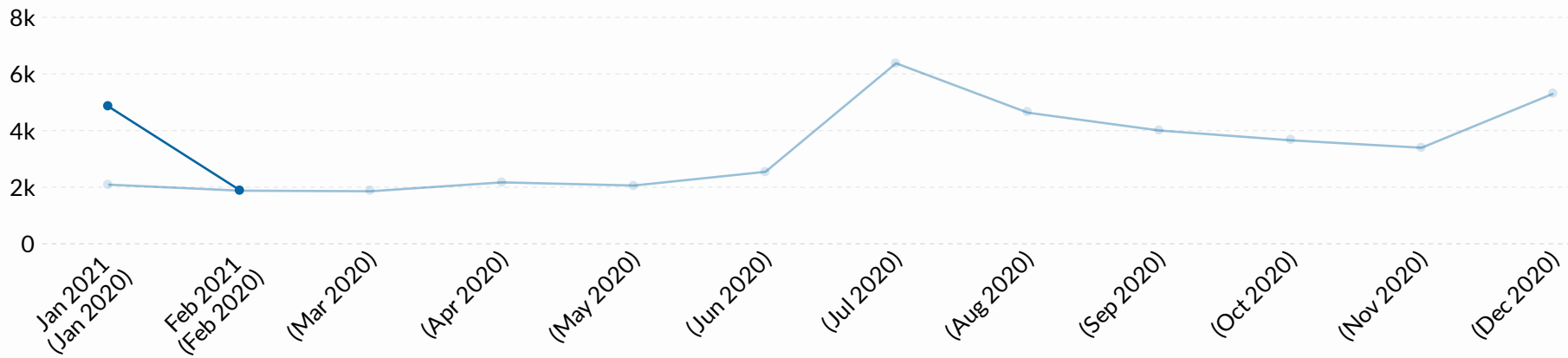
YOU SQUARED MEDIA FEBRUARY 2021 ACTION PLAN:

- . 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 promoting the new Dealer Locator feature of the website on social media.
- . Promote more HVAC industry B2B focused posts.
- . Create Vendor Spotlight posts and LinkedIn stories to increase page follows.

Website Analytics



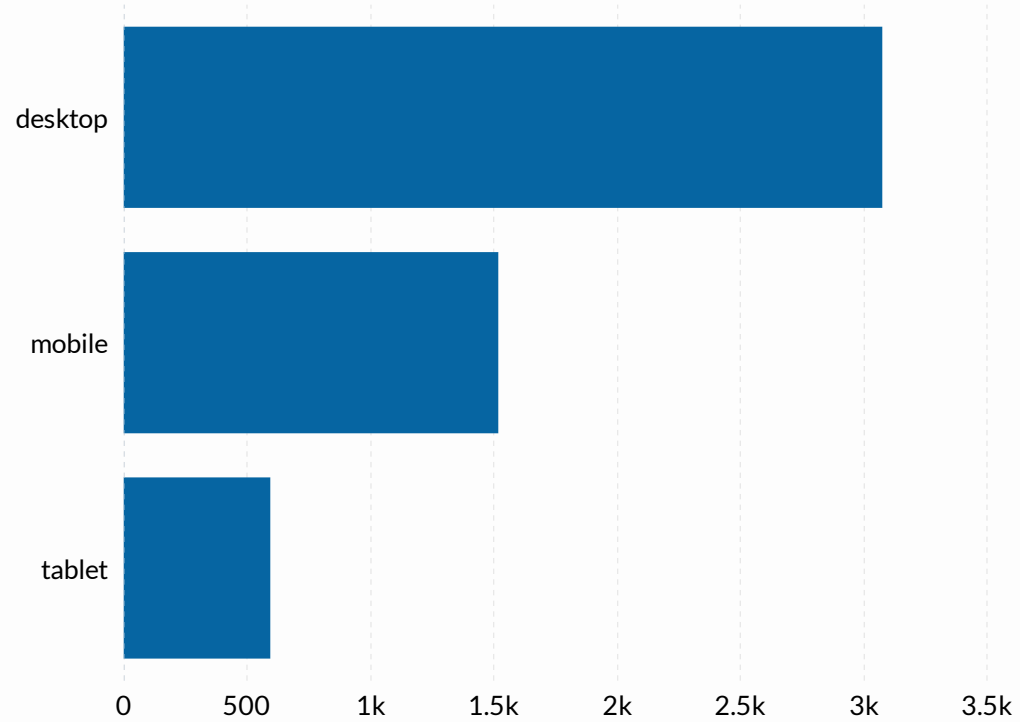
Users By Year



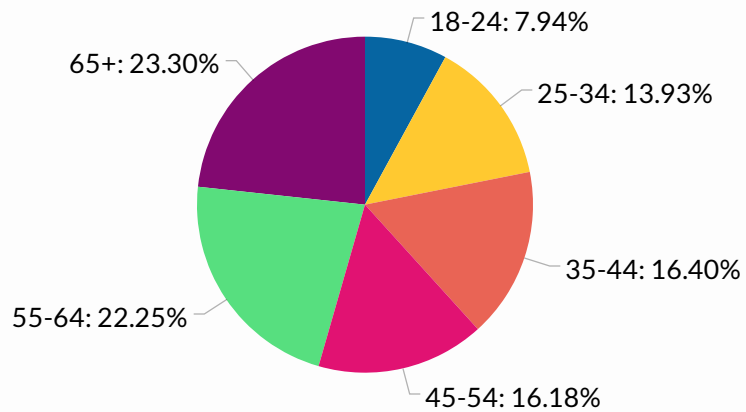
Users By Country

Country	Sessions
United States	3,337
Canada	1,466
(not set)	134
China	97
India	32
United Kingdom	10
Philippines	8
United Arab Emirates	6
Ireland	4
Italy	4

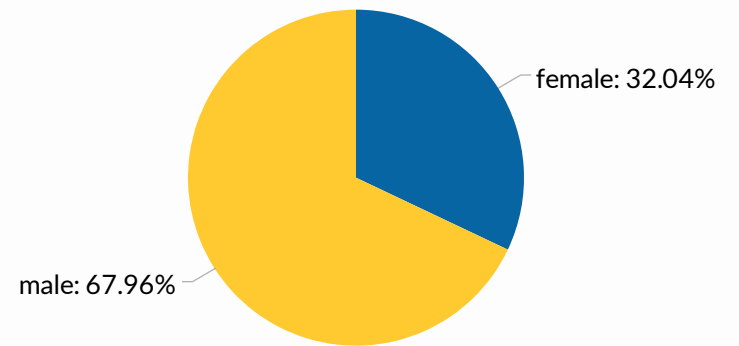
Users By Device



Users by Age



Users By Gender




Top Pages Viewed

Page Path		Pageviews	Users
/about-ecoer/		95	84
/contact/		286	210
/dealer/		113	57
/distributor-login/		114	53
/eahatn-series-air-handler/		184	158
/eoda18h-heat-pump/		838	642
/gn-18-air-handler/		197	169
/iot-gateway-system/		135	113
/locations/		311	264
/residential-equipment/		461	345

Google My Business Post

Posted Dec 29, 2020



We're a finalist! Ecoer's in the running for most inventive and original products, systems and technology in the Heating category. Read more here!

[Learn more](#)

22 views 0 clicks [Share post](#)

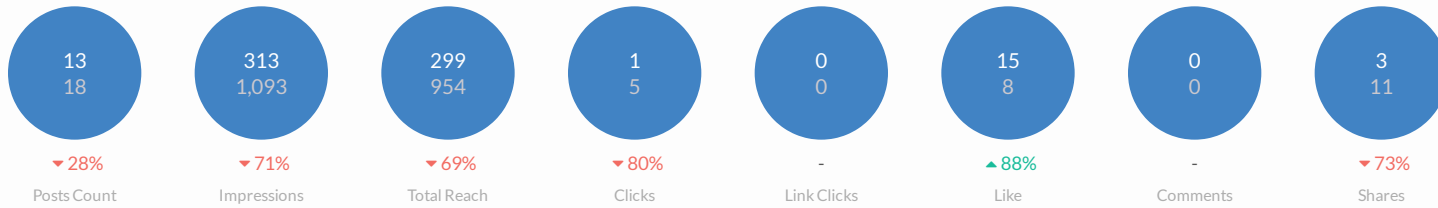
Google My Business Views & Clicks

Address Lines	Location Name	Local Post Views Search	Total Clicks
3900 Jermantown Rd., Suite 150	Ecoer	46	24

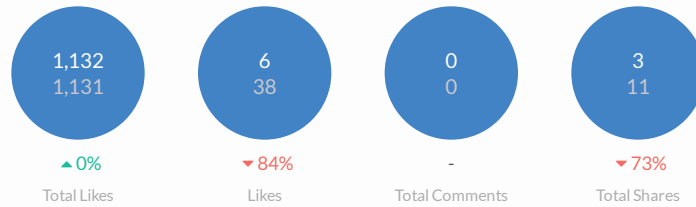
f New and Total Facebook Page Likes

Page	Likes	Total Likes
Ecoer HVAC	6	1,132

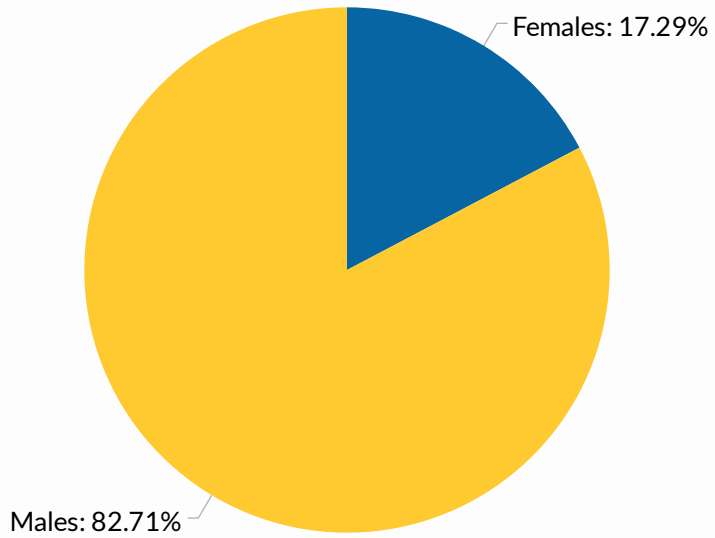
f Facebook Analytics



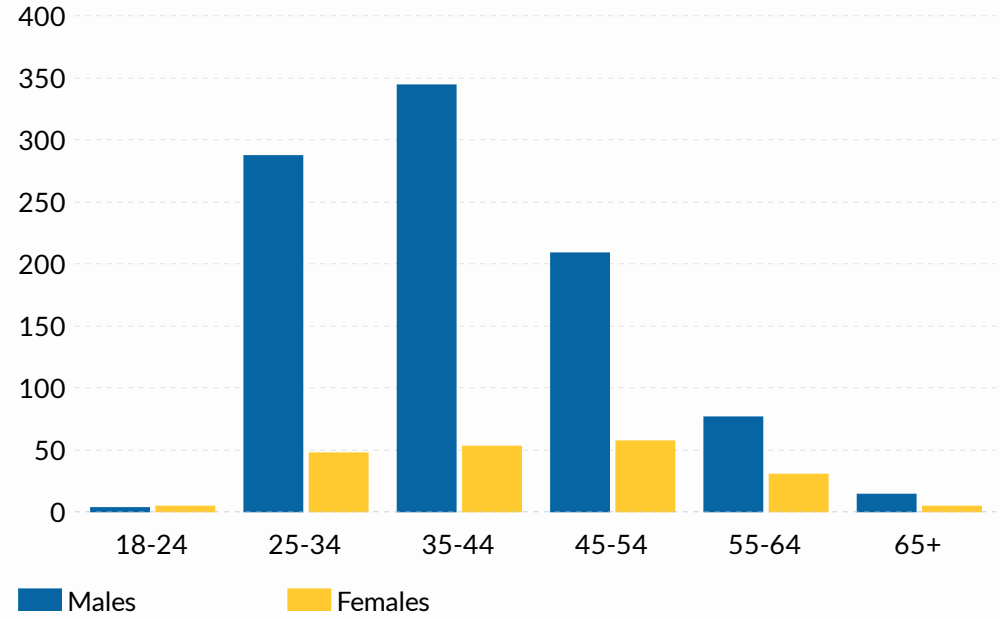
f Page Impressions and Likes



f Facebook Demographics

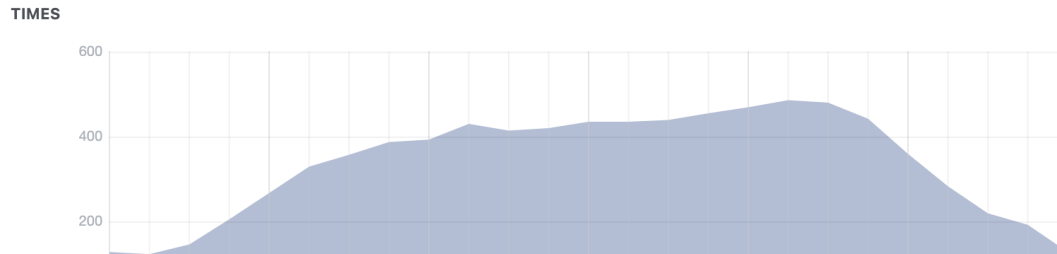
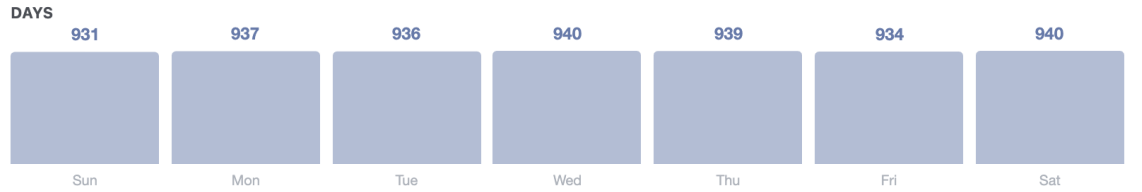


f Facebook Demographics



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.



f Top Facebook Post

Post Details
✕


Ecoer HVAC

Published by Hootsuite [?] · January 5 · 🌐

We know you're busy. ✅ Ecoer's IoT Gateway System helps you make time for the important things in life by leaving HVAC maintenance and repairs to the pros.

🔧 Ecoer's innovative system allows our contractors to make changes remotely to ensure your system is operating efficiently and your home is as comfortable as can be. 💚

#Ecoer #greenenergy #hvac



Making your home Green & Smart

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

94
People Reached

5
Engagements

[Boost Post](#)

David Breecher and Bill Gardner

3 Shares

👍 Like
💬 Comment
🔗 Share
⋮

Performance for Your Post

94 People Reached

5 Likes, Comments & Shares ⓘ

2 Likes	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

0 Post Clicks

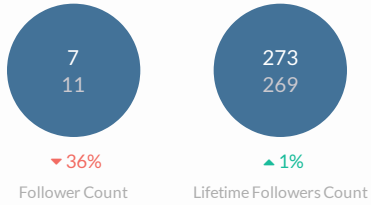
0 Photo Views	0 Link Clicks ⓘ	0 Other Clicks ⓘ
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NEGATIVE FEEDBACK

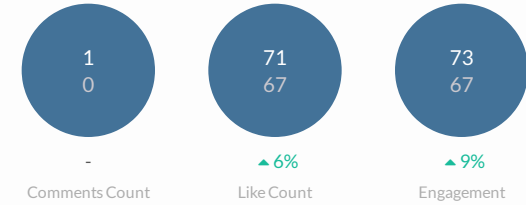
0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Instagram Page Analytics



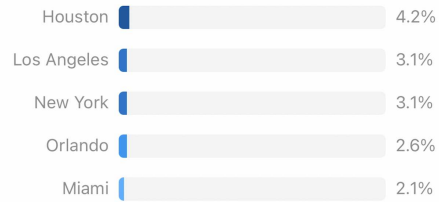
Instagram Post Analytics



Instagram Demographics

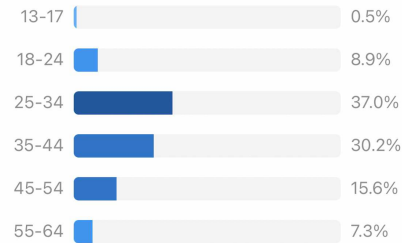
Top Locations

Cities Countries



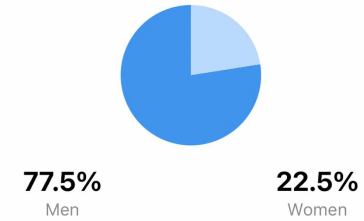
Age Range

All Men Women



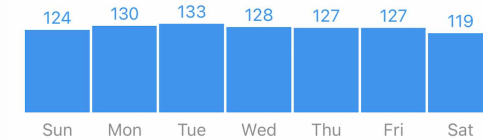
Instagram Analytics

Gender



Most Active Times

Hours Days



Top Instagram Post



3
0
0
1

Discovery ⓘ

128

Accounts reached
85% weren't following ecoerhvac

N/A
Profile Visits

128
Reach

Follows

N/A

Interactions ⓘ

--
Actions taken from this post

Reach

128

Impressions

131

From Hashtags

109

From Home

19

From Profile

3

Profile Visits

N/A

Twitter Analytics



New Tweets



Tweets



Followers



New Followers



Retweet Count



Total Favorites



Mentions

Top Twitter Organic Post

Top Tweet earned 132 impressions

📱 Ecoer's IoT Gateway System allows our contractors to make changes remotely to ensure your system is operating efficiently and your home is as comfortable as can be.



[#Ecoer](#) [#hvac](#) [#greenenergy](#)
pic.twitter.com/g9MAJ3WyhX

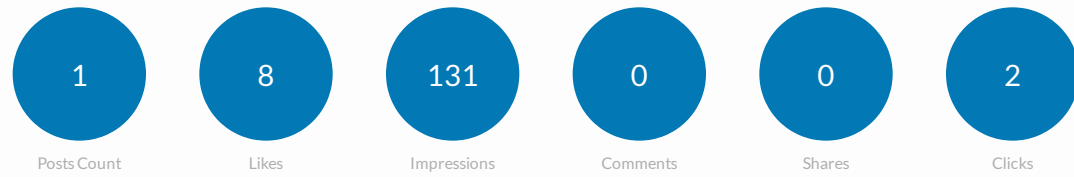


↻ 1 ♥ 2

in LinkedIn Analytics - Page



in LinkedIn Analytics - Post



 Top LinkedIn Post

 **Ecoer**
447 followers
1mo · 

Our energy star certified systems make sure you put a little more green back in your pocket. 🌱🏡

...see more



Making your home Green & Smart



 9

 YouTube Analytics



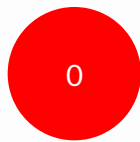
Views



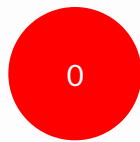
Estimated Hours Watched



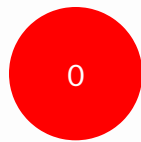
Average View Duration



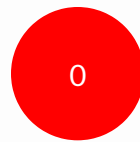
Likes



Comments



Shares





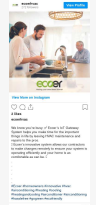


Subscribers Gained















Videos Added To Playlists

| SOCIAL MEDIA ORGANIC - SUMMARY GRIDS |

 Social Media Posts

Caption	Date	Comments Count	Like Count	Engagement	Impressions	Reach	Media Count	Preview
Total		1	71	73	1,184	1,146	17	
Happy New Year! Welcome 2021! #HappyNewYear #NewYear #Ecoer	Jan 01, 2021	0	2	2	29	26	1	
Did you know that temperature affects your quality of sleep as well as your dreams? Get the best night's sleep possible with Ecoer's systems. You can save energy by maximizing lower speed operation while maintaining consistent temperature in	Jan 04, 2021	0	5	5	41	37	1	
We know you're busy. ☐ Ecoer's IoT Gateway System helps you make time for the important things in life by leaving HVAC maintenance and repairs to the pros. ☐ Ecoer's innovative system allows our contractors to make chan	Jan 05, 2021	0	2	2	60	59	1	
Loved our service? Let us know! Leave us a comment or review so we can better serve you in the future! https://www.ecoer.com/reviews/ #Ecoer #heatingandcooling #hvac #homeowners #innovative #airconditioning #heating #cooling #airconditioning #hasslefree	Jan 07, 2021	0	2	2	38	38	1	
Let's chat! Whether you just need maintenance or an entirely new HVAC system, we can answer all of your questions. https://www.ecoer.com/contact/ #Ecoer #hvaccontractor #hvactechnician #homeowners #innovative #hvac #airconditioning #heating #coo	Jan 08, 2021	0	6	6	141	139	1	

<p>Tip of the day: replace those filters regularly! Dirty filters cause your system to work harder. Regularly changing filters is an inexpensive way to keep your system running it's best! #Ecoer #homeowners #innovative #hvac #airconditioning #heating</p>	<p>Jan 11, 2021</p>	<p>0</p>	<p>2</p>	<p>2</p>	<p>66</p>	<p>64</p>	<p>1</p>	
<p>Have you checked out our website recently? Learn more about what we do, our systems and our mission. https://www.ecoer.com/about-ecoer/ #Ecoer #homeowners #innovative #hvac #airconditioning #heating #cooling #heatingandcooling #airconditioner #hasslefree</p>	<p>Jan 13, 2021</p>	<p>0</p>	<p>4</p>	<p>4</p>	<p>64</p>	<p>61</p>	<p>1</p>	
<p>Our energy star certified systems make sure you put a little more green back in your pocket. ☑☑ https://www.ecoer.com/iot-gateway-system/ #Ecoer #gogreen #energysaving #innovative #heating #cooling #heatingandcooling #airconditioning #ai</p>	<p>Jan 14, 2021</p>	<p>0</p>	<p>5</p>	<p>5</p>	<p>92</p>	<p>89</p>	<p>1</p>	
<p>After all, home is where the hea(r)t is. #Ecoer #homesweethome #heating #comfy #hvaccontractor #hvactechnician #hasslefree #tech #technology #innovative #airconditioning #ac #cooling #heatingandcooling</p>	<p>Jan 15, 2021</p>	<p>0</p>	<p>3</p>	<p>4</p>	<p>131</p>	<p>128</p>	<p>1</p>	
<p>Want to learn more about our Heat Pumps and Air Handlers? Learn how our residential systems' efficiency can save you money and energy! ☑☑ https://www.ecoer.com/residential-equipment #Ecoer #homeowners #innovative #hva</p>	<p>Jan 19, 2021</p>	<p>1</p>	<p>5</p>	<p>6</p>	<p>37</p>	<p>36</p>	<p>1</p>	
<p>Small changes can make a BIG impact. Energy saving actions in your home today will reduce greenhouse gas emissions and help protect our planet tomorrow and for good. Check out our Energy Star Systems and do good! ☑ #Ecoer #hvaccontract</p>	<p>Jan 20, 2021</p>	<p>0</p>	<p>5</p>	<p>5</p>	<p>81</p>	<p>78</p>	<p>1</p>	

<p>Energy savings tip of the week: Use your curtains and drapes. During cold weather, take advantage of the sun's warmth by keeping curtains open on south facing windows during daylight hours. To keep out the heat of the summer sun, close window shades in wa</p>	<p>Jan 21, 2021</p>	<p>0</p>	<p>6</p>	<p>6</p>	<p>63</p>	<p>58</p>	<p>1</p>	
<p>Whether its virtual learning or working from home, Ecoer's quiet system will keep you comfortable so you can focus on your tasks. Visit our website to learn more ☐ #Ecoer #hvaccontractor #hvactechnician #hasslefree #tech #techno</p>	<p>Jan 22, 2021</p>	<p>0</p>	<p>4</p>	<p>4</p>	<p>26</p>	<p>24</p>	<p>1</p>	
<p>Don't wait until it breaks! Make sure you keep regular maintenance on your systems to prevent costly repairs. Contact a local technician if you have any questions about your HVAC maintenance. #Ecoer #homeowners #innovative #hvac #aircon</p>	<p>Jan 25, 2021</p>	<p>0</p>	<p>4</p>	<p>4</p>	<p>84</p>	<p>84</p>	<p>1</p>	
<p>Cold weather means blankets and binging your favorite shows and movies. Ecoer is here to make your home comfortable for movie night! ☐ #Ecoer #hvaccontractor #hvactechnician #hasslefree #tech #technology #innovative #airconditioning #a</p>	<p>Jan 26, 2021</p>	<p>0</p>	<p>8</p>	<p>8</p>	<p>89</p>	<p>87</p>	<p>1</p>	
<p>Relax, we've got you covered. Ecoer's Smart Service System provides automatic alerts and allows your contractor to control and troubleshoot straight from their smartphone☐ #Ecoer #innovative #heating #cooling #heatingandc</p>	<p>Jan 27, 2021</p>	<p>0</p>	<p>4</p>	<p>4</p>	<p>30</p>	<p>30</p>	<p>1</p>	
<p>Energy savings tip of the week: Use a ceiling fan so you can turn down your air-conditioner. This way you can lower your energy bill and still stay comfortable. Just be sure to turn it off when you leave the room. #Ecoer #hvaccontractor #hvac</p>	<p>Jan 29, 2021</p>	<p>0</p>	<p>4</p>	<p>4</p>	<p>112</p>	<p>108</p>	<p>1</p>	

f Ads Ads Analytics (Paid)

Start Date	Campaign	Total Ad Reach	Impressions	Post Engagement	Clicks	Post Comments	Post Shares	Page Likes	CPC
2020-12-30	[12/30/2020] Promoting Ecoer HVAC	493	506	4	8	0	0	3	\$0.85
2021-01-21	Post: "Have you seen our brand new website?! We're..."	90	90	39	1	0	0	0	\$5.89
2021-01-21	Post: "Minimally-invasive treatments allow our patients..."	130	130	28	2	0	0	0	\$1.96
2021-01-21	Post: "Thank you for choosing us to treat your pain and..."	156	156	37	4	1	0	0	\$1.00
Total		869	882	108	15	1	0	3	\$1.38

