



# ecoer

Making your home Green & Smart

## **MARCH 2021 HIGHLIGHTS**

- . Promoted Distributor incentive posts to "small business owners" audience on LinkedIn.
- . Shared review posts from HVAC companies to increase engagement and followers.
- . Shared "real" installation photos on social media.
- . Created "How to Maximize Energy Efficiency with HVAC Systems" Blog post, and uploaded to content syndicate networks.

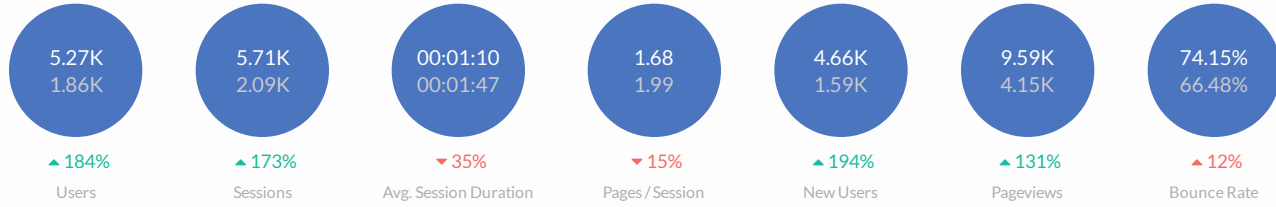
## **OVERALL DIGITAL TAKEAWAYS**

- . Website users increased substantially by 184%!
- . Website new users increased substantially by 194%!
- . Website sessions increased substantially by 173%!
- . Website page views increased substantially by 131%!
- . Google My Business direct searches increased by 47%!
- . LinkedIn Post Impressions increased to 5,804, over double from last month!
- . LinkedIn Page Followers increased by 21, which is a 50% increase!
- . LinkedIn Page Clicks increased substantially to 161 from 40, a 402% increase!

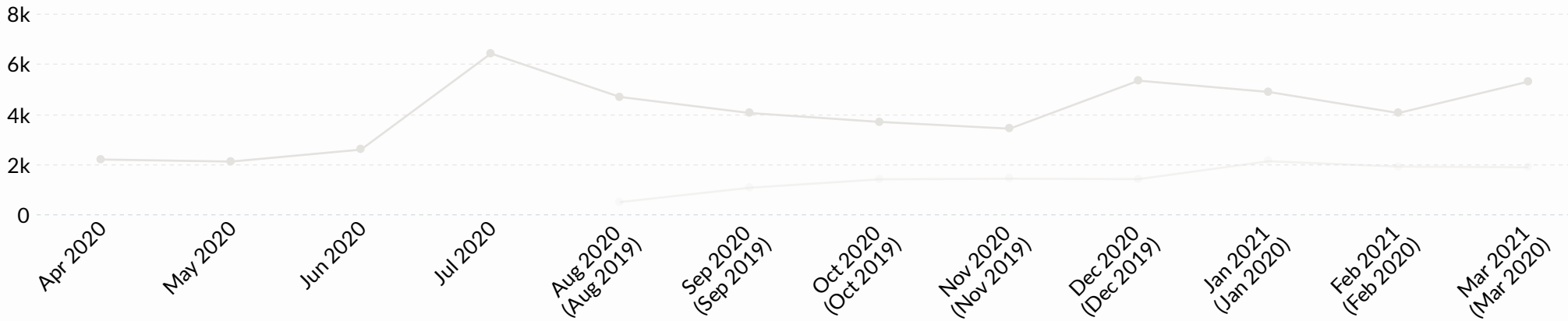
## **YOU SQUARED MEDIA APRIL 2021 ACTION PLAN:**

- . Continue to update website pages to increase website traffic and user experience.
- . Continue to optimize meta-tags to improve SEO.
- . Continue vendor shout-outs and sharing "real" photos of installations.
- . Promote more HVAC industry B2B focused posts.
- . Promote Distributor incentives posts to increase engagement.

## Website Analytics



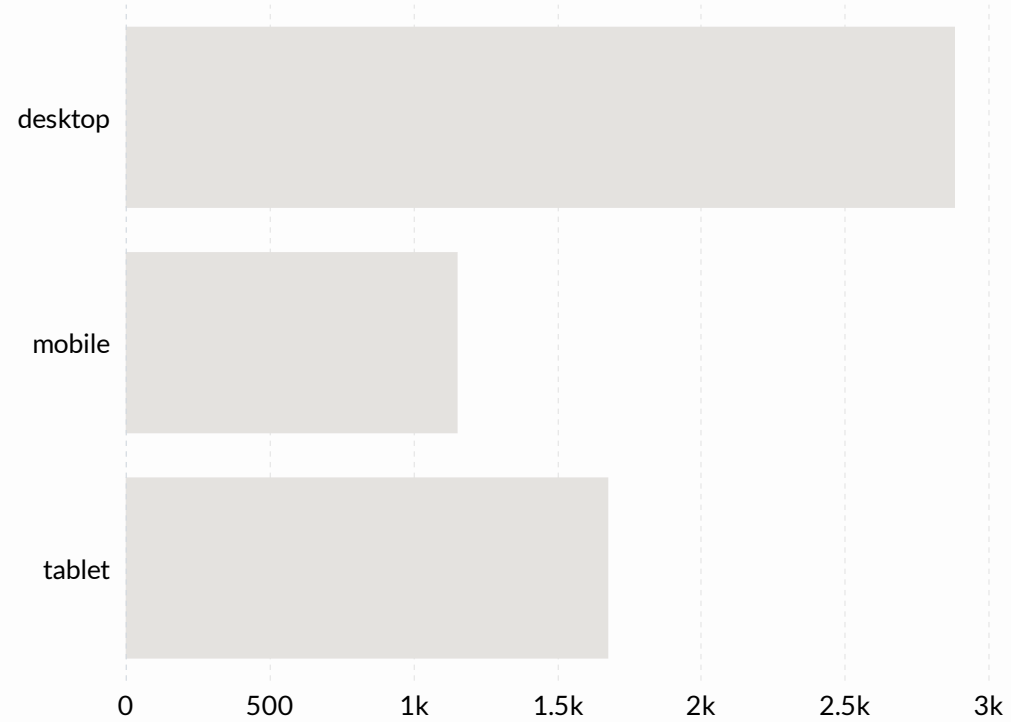
## Users by Year



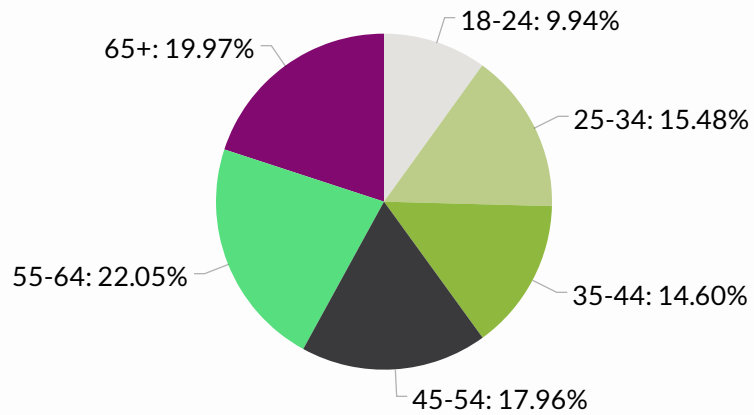
**Users By Country**

Country	Sessions
United States	4,552
Canada	859
China	146
India	26
France	12
United Kingdom	11
United Arab Emirates	9
Hong Kong	8
Taiwan	8
Philippines	8

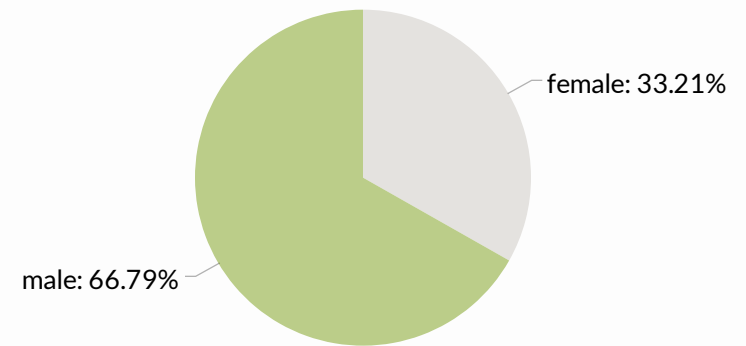
**Users By Device**



**Users by Age**



**Users By Gender**



Top Pages Viewed

Page Path		Pageviews	Users
/about-ecoer/		141	125
/contact/		276	218
/distributor-login/		91	43
/eahatn-series-air-handler/		194	154
/eoda18h-heat-pump/		762	558
/gn-18-air-handler/		184	153
/iot-gateway-system/		149	124
/locations/		247	199
/residential-equipment/		426	291
/touchscreen-thermostat/		149	118

Top Sources

Source		Users
(direct)		769
aax.amazon-adsystem.com		2
adwords.corp.google.com		8
amazon.com		1
asgrep.com		9
ashtoninteractive.net		1
atozsales.net		12
baidu		60
bing		150
birdeye.com		4

Top Medium

Medium		Users
(none)		769
cpc		4,914
organic		1,754
referral		273

Google My Business



Average Review Rating



Total Views  
▲ 14%



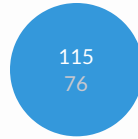
Views on Google Maps  
▲ 28%



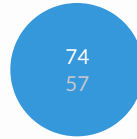
Views on Google Search  
▲ 12%



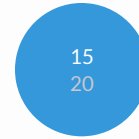
Total Searches  
▲ 12%



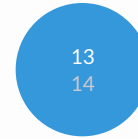
Direct Searches  
▲ 51%



Local Post Views Search  
▲ 30%



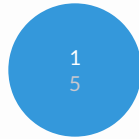
Total Clicks  
▼ 25%



Clicks to Website  
▼ 7%




Clicks to Driving Directions  
▼ -



Clicks to Phone Number  
▼ 80%

Google My Business Post

Updated Mar 8, 2021



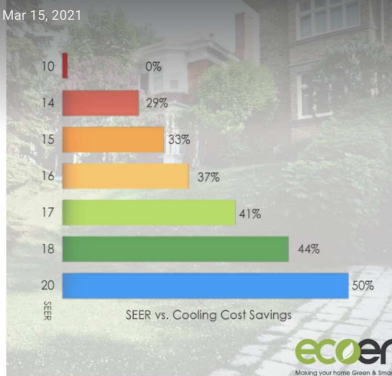
Energy efficiency and reducing our carbon footprint is more important now than ever to consumers 🌍

Our highly-efficient units require less energy, saving your customers money and the planet!

[Learn more](#)

👁️ 31 views 🖱️ 0 clicks [Share post](#)

Posted Mar 15, 2021



SEER Rating	Cooling Cost Savings
10	0%
14	29%
15	33%
16	37%
17	41%
18	44%
20	50%

Thanks to our SEER rating of up to 20, a HSPF rating of up to 10 and a self-learning load programming, our inverter system can reduce annual utility bills by up to 50%!

Reduce your carbon footprint and your energy bill with Ecoer 🌱🌿

[Learn more](#)

👁️ 26 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	74	15

## Social Media Posts

03/31/2021 8:19 AM	We love this clean install! 🔧😄 This unit provides			13		0 2		<a href="#">Boost Post</a>
03/30/2021 8:19 AM	"Alexa, set temperature to 72 degrees at 6pm!"			12		0 0		<a href="#">Boost Post</a>
03/29/2021 8:19 AM	"Great product with leading edge tech." -			18		0 0		<a href="#">Boost Post</a>
03/27/2021 8:19 AM	Are you waiting for your clients to call you when			13		0 0		<a href="#">Boost Post</a>
03/25/2021 8:19 AM	Check out this curb appeal 😊 Show us some			15		0 0		<a href="#">Boost Post</a>
03/24/2021 8:19 AM	"You also get coated coils and the condensing unit			20		0 0		<a href="#">Boost Post</a>
03/23/2021 8:19 AM	Did you know that between 60 and 67			14		0 0		<a href="#">Boost Post</a>
03/22/2021 8:19 AM	📺 Dealer Spotlight: ETRU! ETRU has been			141		1 5		<a href="#">View Promotion</a>
03/21/2021 4:28 PM	Ecoer's smart heating and cooling system has a			21		0 1		<a href="#">Boost Post</a>

## New and Total Facebook Page Likes

Page

Likes

Total Likes

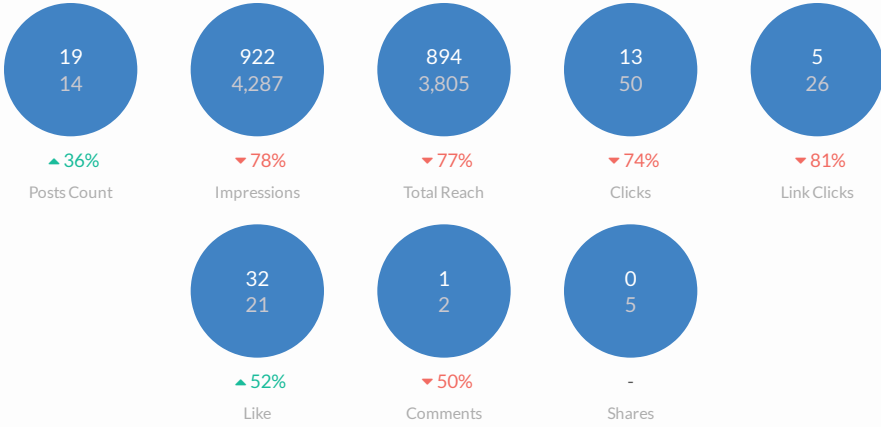
Ecoer HVAC

3

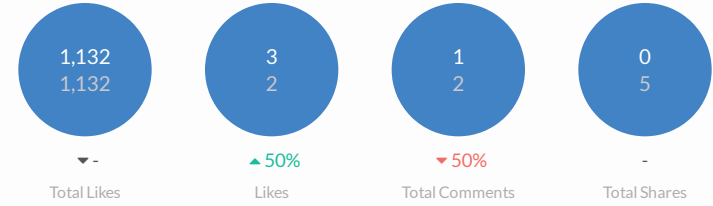
1,132



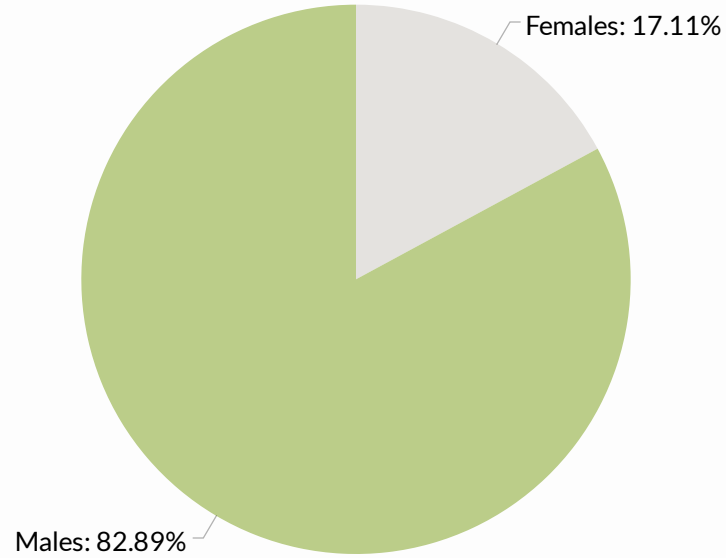
f Facebook Analytics



f Page Impressions and Likes



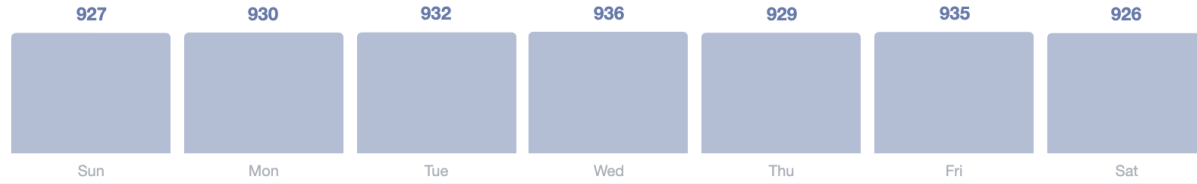
f Facebook Demographics



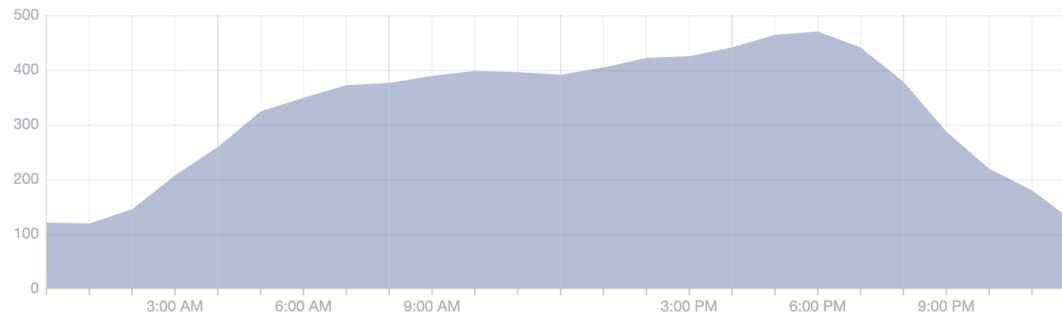
**f Best Days & Times to Post on Facebook**

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**  
March 11 · 🌐

Making your home Green & Smart doesn't have to be complicated! 🏡  
With Ecoer's Programmable Touchscreen Thermostat, you can set your temperature remotely from your smartphone, and HVAC pros can do remote diagnostic and troubleshooting!  
📍 To learn more about our Green & Smart HVAC tech, visit:  
<https://buff.ly/3dnHVJG...> See More

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

**47** People Reached    **2** Engagements    [Boost Post](#)

👤 Bill Gardner    1 Comment

👍 Like    💬 Comment    ➦ Share

**Performance for Your Post**

**47** People Reached

**2** Likes, Comments & Shares 📊

<b>1</b> Likes	<b>1</b> On Post	<b>0</b> On Shares
<b>1</b> Comments	<b>1</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**0** Post Clicks

<b>0</b> Photo Views	<b>0</b> Link Clicks 📊	<b>0</b> Other Clicks 📊
----------------------	------------------------	-------------------------

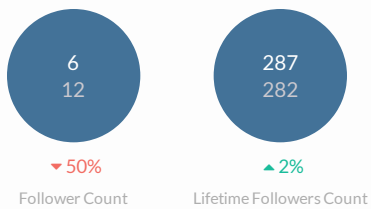
**NEGATIVE FEEDBACK**

**0** Hide Post    **0** Hide All Posts

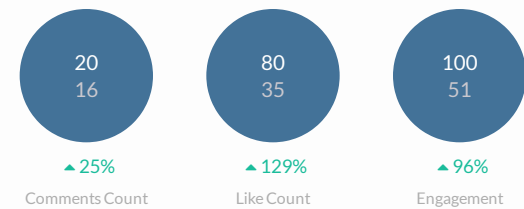
**0** Report as Spam    **0** Unlike Page

Reported stats may be delayed from what appears on posts

📷 Instagram Page Analytics

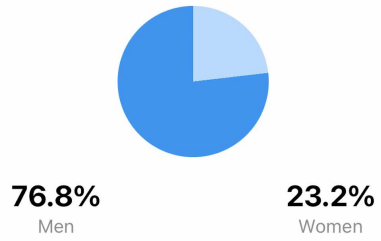


📷 Instagram Post Analytics

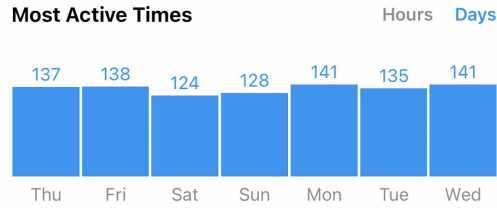


Instagram Demographics

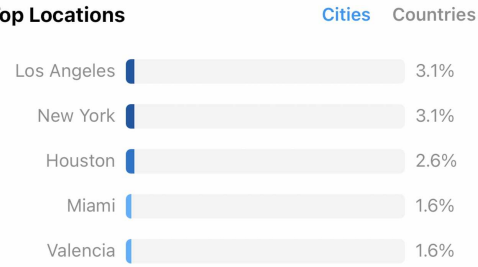
Gender



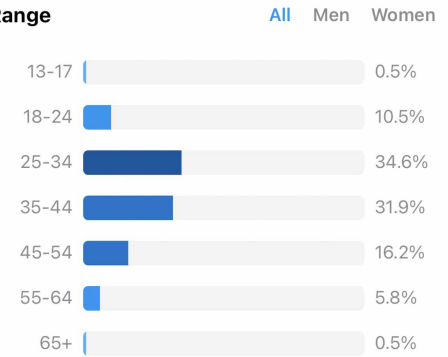
Most Active Times



Top Locations



Age Range



Top Instagram Post

Discovery ⓘ

321

Accounts reached  
87% weren't following ecoerhvac

Follows

N/A

Reach

321

Impressions

335

From Hashtags

292

From Home

39

From Profile

4

Post Insights

10

1

0

0

2

Profile Visits

321

Reach

Interactions ⓘ

3

Actions taken from this post

Profile Visits

2

Website Clicks

1



View Insights

Promote

Twitter Analytics

19

New Tweets

466

Tweets

43

Followers

0

New Followers

0

Retweet Count

3

Total Favorites

1

Mentions

 Top Twitter Organic Post

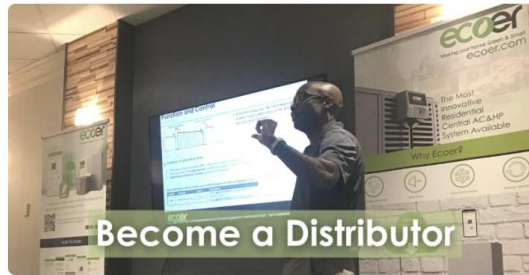
**Top Tweet** earned 188 impressions

Give your clients the latest and greatest in HVAC innovation and energy efficiency and partner with us! We'll give you all the tools you need, including online support, marketing materials, training, &more!

 To learn more, visit: [buff.ly/3dnHVJG](https://buff.ly/3dnHVJG)

[#Ecoer](#) [#gogreen](#) [#SEER](#)

[pic.twitter.com/wNWsxI7xcc](https://pic.twitter.com/wNWsxI7xcc)



 2

[View Tweet activity](#)

[View all Tweet activity](#)

LinkedIn Analytics (Posts)

Update title	Posted by	Created	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares									
Give your clients the latest and greatest in HVAC innovation and energy efficien... Sponsored	Susan Nguyen	3/18/2021	143	-	6	4.2%	8	0	1									
We love this clean install! 🌟 This unit provides comfort while running as quiet... All followers	Susan Nguyen	3/31/2021	299	-	11	3.68%	15	0	0									
I am so happy with these units. The electric bill was low and I am totally... All followers	Susan Nguyen	3/17/2021	94	-	0	0%	5	0	3									
"Alexa, set temperature to 72 degrees at 6pm!" Ecoer's Wi-Fi programmable... All followers	Susan Nguyen	3/30/2021	106	-	1	0.94%	5	0	0									
Tues 03:16 All followers	Susan Nguyen	3/16/2021	114	-	5	4.39%	2	0	0									
Great product with leading edge tech." - Brandon C., HVAC/R Pro Thanks for the... All followers	Susan Nguyen	3/29/2021	206	-	19	9.22%	8	2	1									
Thanks to our SEER rating of up to 20, a HSPF rating of up to 10 and a self-... All followers	Susan Nguyen	3/15/2021	173	-	2	1.16%	5	0	1									
Are you waiting for your clients to call you when there's a system outage or... All followers	Susan Nguyen	3/28/2021	105	-	9	8.57%	2	0	3									
Ecoer's Smart IoT Gateway is one of the ways Ecoer stands out above the rest... All followers	Susan Nguyen	3/14/2021	113	-	3	2.65%	2	0	0									
Check out this curb appeal 🏡 Show us some #HVAClove and tag us in your... All followers	Susan Nguyen	3/25/2021	111	-	8	7.21%	5	0	4									
"We are a Mechanical Contracting Company and have already installed... Sponsored	Susan Nguyen	3/12/2021	8,161	-	63	0.77%	1	0	1									
"You also get coated coils and the condensing unit cabinet is coated insid... All followers	Susan Nguyen	3/24/2021	98	-	5	5.1%	3	0	0									
Making your home Green & Smart doesn't have to be complicated! 📺 With... All followers	Susan Nguyen	3/11/2021	78	-	1	1.28%	4	0	0									
Did you know that between 60 and 67 degrees is the ideal temperature for... All followers	Susan Nguyen	3/23/2021	84	-	0	0%	3	0	1									
Dealer Spotlight: AvalonAir! HVACR started and owned, AvalonAir has been... All followers	Susan Nguyen	3/10/2021	86	-	4	4.65%	2	0	1									
Energy efficiency and reducing our carbon footprint is more important now... All followers	Susan Nguyen	3/9/2021	118	-	4	3.39%	7	0	1									
Ecoer's smart heating and cooling system has a built-in Nighttime Quiet... All followers	Susan Nguyen	3/21/2021	285	-	8	2.81%	10	0	2									
Ecoer units are designed to be efficient, and have over 30 stage settings, taking... All followers	Fariba Arabgha...	3/3/2021	124	-	5	4.03%	4	0	0									

LinkedIn Analytics Summary

Total Followers	476
New Total Followers	21
Posts Count	19
Impressions	10,651
Comments	2
Shares	19
Clicks	161

in Top LinkedIn Post

**Ecoer**  
476 followers  
1w • 🌐

We love this clean install! 🌱👍 This unit provides comfort while running as quiet as a whisper at 56dB 🌱

...see more



👍 15

👍 Like 💬 Comment

Be the first to comment on this

Organic impressions: 301 Impressions Show stats ▾

YouTube Analytics



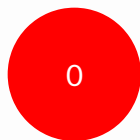
Views



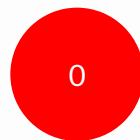
Estimated Hours Watched



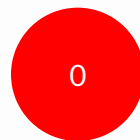
Average View Duration



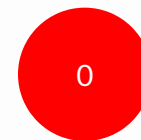
Likes



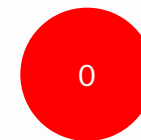
Comments



Shares





Subscribers Gained



Videos Added To Playlists



**f Ads Facebook Analytics (Paid)**

Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget	Attribution Setting	Results	Reach	Impressions	Cost per Result	Amount Spent ↓	Ends	Starts
 Post: "Dealer Spotlight: ETRU!"	Completed	Post: "Dealer Spotlight: ETRU!" 0 active ads	Lowest cost Post Engagement	Using campaign ...	7-day click or...	43 Post Engagements	118	127	\$0.23 Per Post Engagement	\$10.00	Mar 26, 2021	Mar 22, 2021
Post: "I am so happy with these units. The electri..."	Completed	Post: "I am so happy with these u..." 0 active ads	Lowest cost Post Engagement	Using campaign ...	7-day click or...	54 Post Engagements	135	141	\$0.19 Per Post Engagement	\$10.00	Mar 26, 2021	Mar 22, 2021
Post: "We are a Mechanical Contracting Company..."	Completed	Post: "We are a Mechanical Contra..." 0 active ads	Lowest cost Post Engagement	Using campaign ...	7-day click or...	70 Post Engagements	198	200	\$0.14 Per Post Engagement	\$10.00	Mar 16, 2021	Mar 12, 2021
 Post: "Dealer Spotlight: AvalonAir!"	Completed	Post: "Dealer Spotlight: AvalonA..." 0 active ads	Lowest cost Post Engagement	Using campaign ...	7-day click or...	70 Post Engagements	94	98	\$0.14 Per Post Engagement	\$10.00	Mar 16, 2021	Mar 12, 2021


**in LinkedIn Paid Ads**

Campaign Name	Date	Clicks	Impressions	Total Engagements	CPC
Engagement - Mar 23, 2021	Mar 2021	61	8,069	61	\$2.46

in Top Ad (Paid)

**Ecoer**  
476 followers  
1mo · 🌐

"We are a Mechanical Contracting Company and have already installed several Ecoer units. From the technical point of view, Ecoer Smart Inverter systems are excellent. Their technology, performance, cost, ease of installation, ...see more



1

👍 Like    💬 Comment

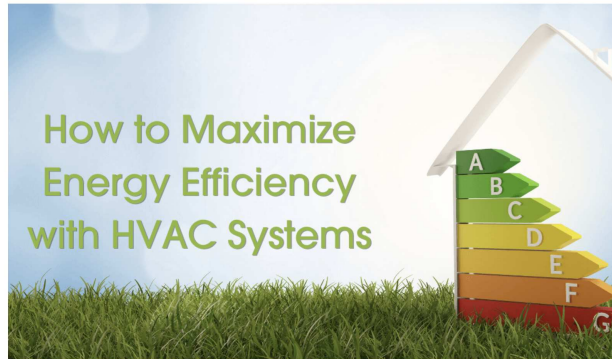
Be the first to comment on this

Sponsored impressions: 8,069 Impressions      Show stats ▾

Blog Post

## How to Maximize Energy Efficiency with HVAC Systems

by ecoer | Mar 29, 2021 | Blog | 0 comments



### What's a SEER ratio?

The U.S. Department of Energy defines SEER as the Seasonal Energy Efficiency Ratio, or the measure of the energy efficiency of a heating and cooling system. **Minimum standards** are set by the DOE, depending on geographical region.

To calculate a SEER ratio, DOE simulates a "typical" cooling season of a region, and compares outdoor temperatures (from 60 degrees to over 100) to a constant indoor temperature. Then, they divide that number by energy usage in Watt-Hours. The total is the maximum energy efficiency, or SEER ratio. The higher the number, the higher the energy efficiency. This means the greater the comfort in the summer months when air conditioning usage is at its highest. The minimum standard for all current systems is a SEER ratio of 13.

The lower the SEER ratio, like with older HVAC systems, the lower the energy efficiency. These systems usually have a SEER ratio of only 8 or 9. They are usually single-stage, run on only one speed, do not maintain humidity levels, and do not adjust to weather conditions. These systems are not equipped to adjust speed and temperature automatically. As a result, HVAC systems must run longer and on more energy than necessary to remove humidity and cool the home. This creates hot and cold spots, and costs consumers.

### How does SEER affect Energy Efficiency?

Generally, a higher SEER ratio is a good indicator of energy efficiency as a whole. Similarly, **ENERGY STAR ratings** also have a significant effect. However, SEER is not a clear-cut representation of the total energy output of a system. Geographical differences, ductwork, size of the home, and other variables affect energy efficiency. To put it into perspective, your car has a MPG ratio of 39 highway miles. However, the conditions used to measure this are usually not the conditions that you will be driving in. Bumper-to-bumper traffic decreases your MPG ratio, just as driving habits, tire and road conditions, etc. do as well. However, it's safe to say that a sedan has a higher MPG ratio than a truck. That same principle applies with energy efficiency of your HVAC system.

### How do homeowners and HVAC pros optimize Energy Efficiency?

So, what's a good SEER ratio for your HVAC system? The one that makes your home comfortable, using the least amount of energy. It may seem oversimplified, but when comparing your current system to one with a higher SEER ratio, going with the higher ratio reduces your costs and is more energy efficient. However, the energy efficiency and cost savings don't stop there. You can take it a step further to ensure maximum energy efficiency! Make sure your HVAC system has a variable-speed compressor and that you regularly service and maintain it.

Systems such as Ecoer's Smart Service System with IoT technology have these energy efficiency and cost-saving features and more. Their SEER ratio greatly exceeds the minimum, at a ratio of 20, and their Smart Service App alerts your HVAC professional of maintenance needed on the system, giving suggestions for reducing energy usage further. These features ensure maximum energy efficiency and cost savings with your HVAC system.

To learn more about Ecoer's IoT Gateway System, and how their innovative tech looks beyond just the SEER ratio to save money and the environment, visit: <https://www.ecoer.com/why-ecoer/>.



## Content Syndication

Content Syndicate

Link

medium.com	<a href="https://ecoerhvac.medium.com/how-to-maximize-energy-efficiency-with-hvac-systems-1742feba51d9">https://ecoerhvac.medium.com/how-to-maximize-energy-efficiency-with-hvac-systems-1742feba51d9</a>
mix.com	<a href="https://mix.com/!nrGXvl34:how-to-maximize-energy-efficiency-with-hvac-systems?utm_source=copy&amp;utm_medium=web&amp;utm_campaign=article_profile&amp;utm_term=button">https://mix.com/!nrGXvl34:how-to-maximize-energy-efficiency-with-hvac-systems?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/1223396670008741888?referrer=ecoerhvac">https://www.minds.com/newsfeed/1223396670008741888?referrer=ecoerhvac</a>
ACHR, ENERGY STAR, ACCA, LinkedIn, ASE, ACTrade	Emailed

