



Digital Marketing Portfolio for Ermen Systems

Google Ads | SEO | Social Media Organic | Meta Ads

LAST 6 MONTHS

Managed marketing campaigns for an energy efficiency company specializing in indoor air quality, ventilation, and sustainable building solutions.



Google Ads Results Ermen Systems

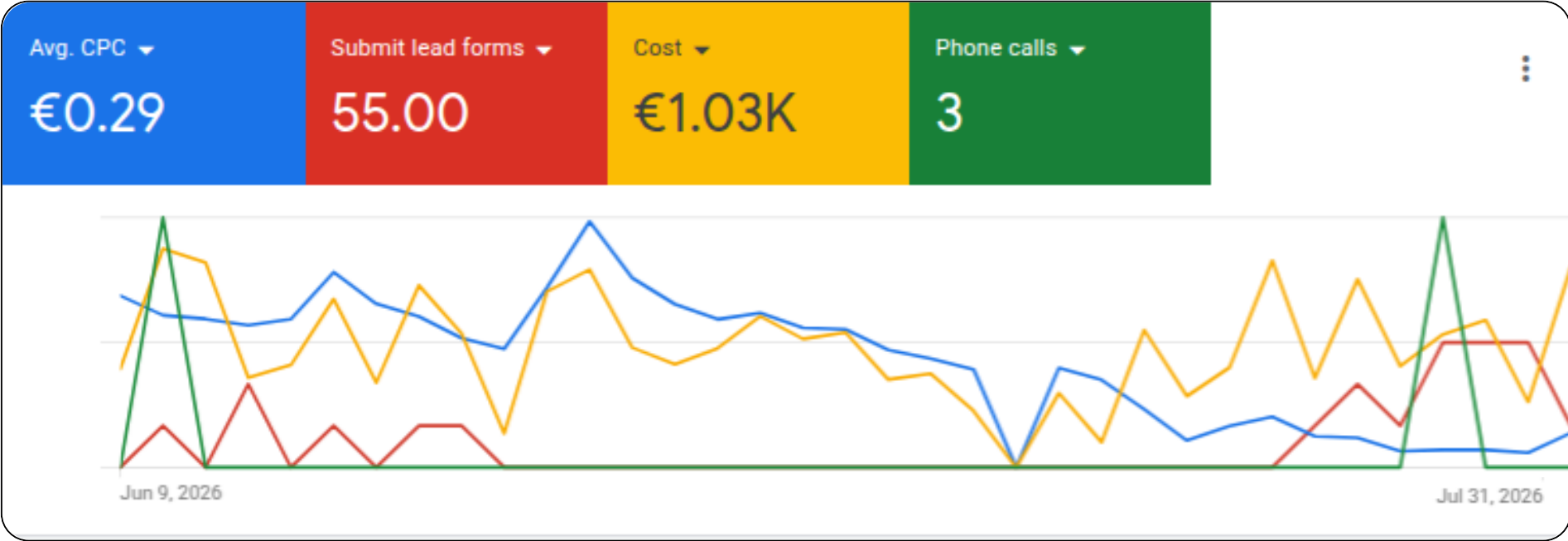
Google Search Ads targeting high-intent indoor air quality, ventilation, destratification, energy efficiency, and HVAC solution keywords.



INDUSTRY
Indoor Air Quality & Energy-Efficient HVAC Solutions.



LOCATION
Ground Floor, Block D,
Monksland Business Park,
Athlone, Roscommon,
Republic of Ireland



Campaign Highlights

- Generated **58 qualified leads** using Google Search and Performance Max campaigns.
- Managed **€1.03k** in ad spend with an average **CPL of €17.76**.
- Achieved an average **CPC of €0.29**, driving high-intent traffic at an exceptionally low cost.

Performance Summary



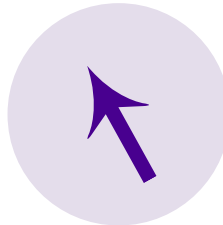
Cost
€1.03k



Total leads
58



Cost Per lead (CPL)
€17.76



Average CPC
€0.29

SEO Results

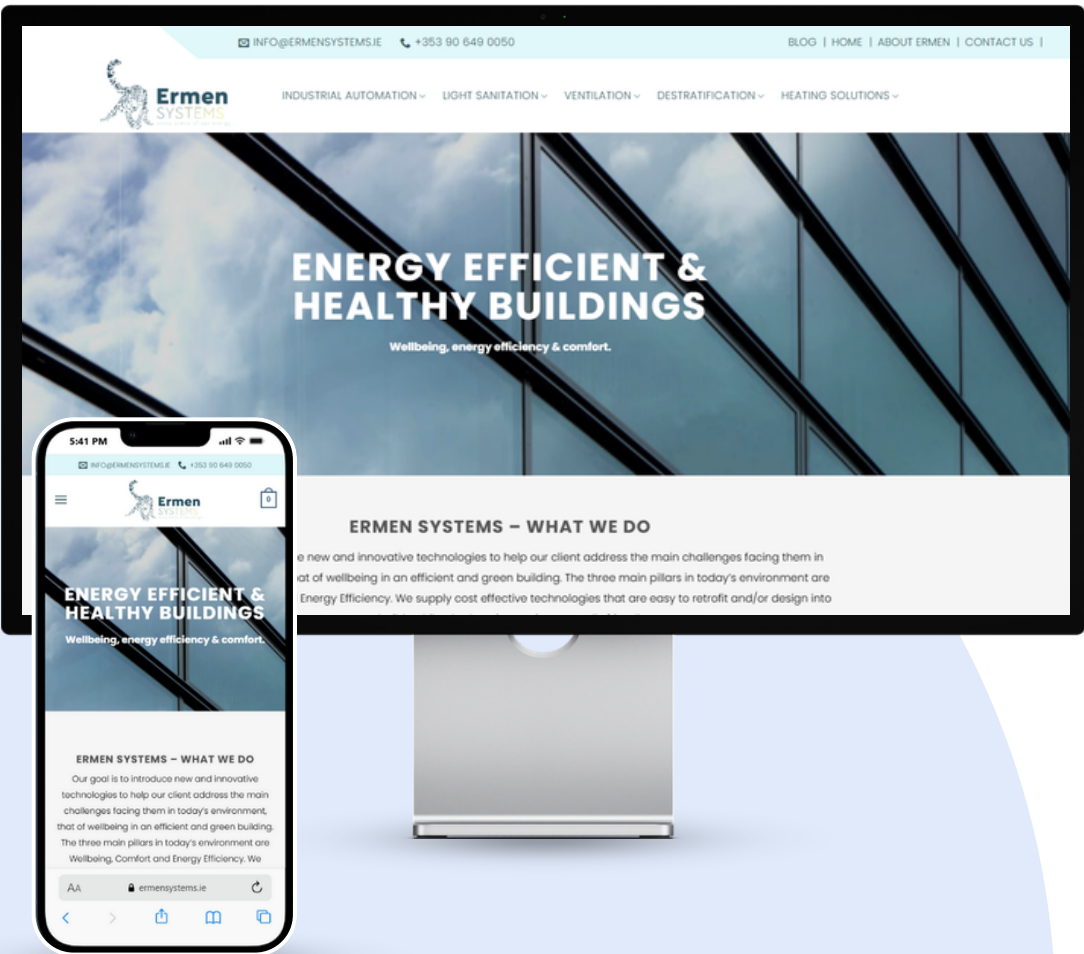
Ermen Systems

Service

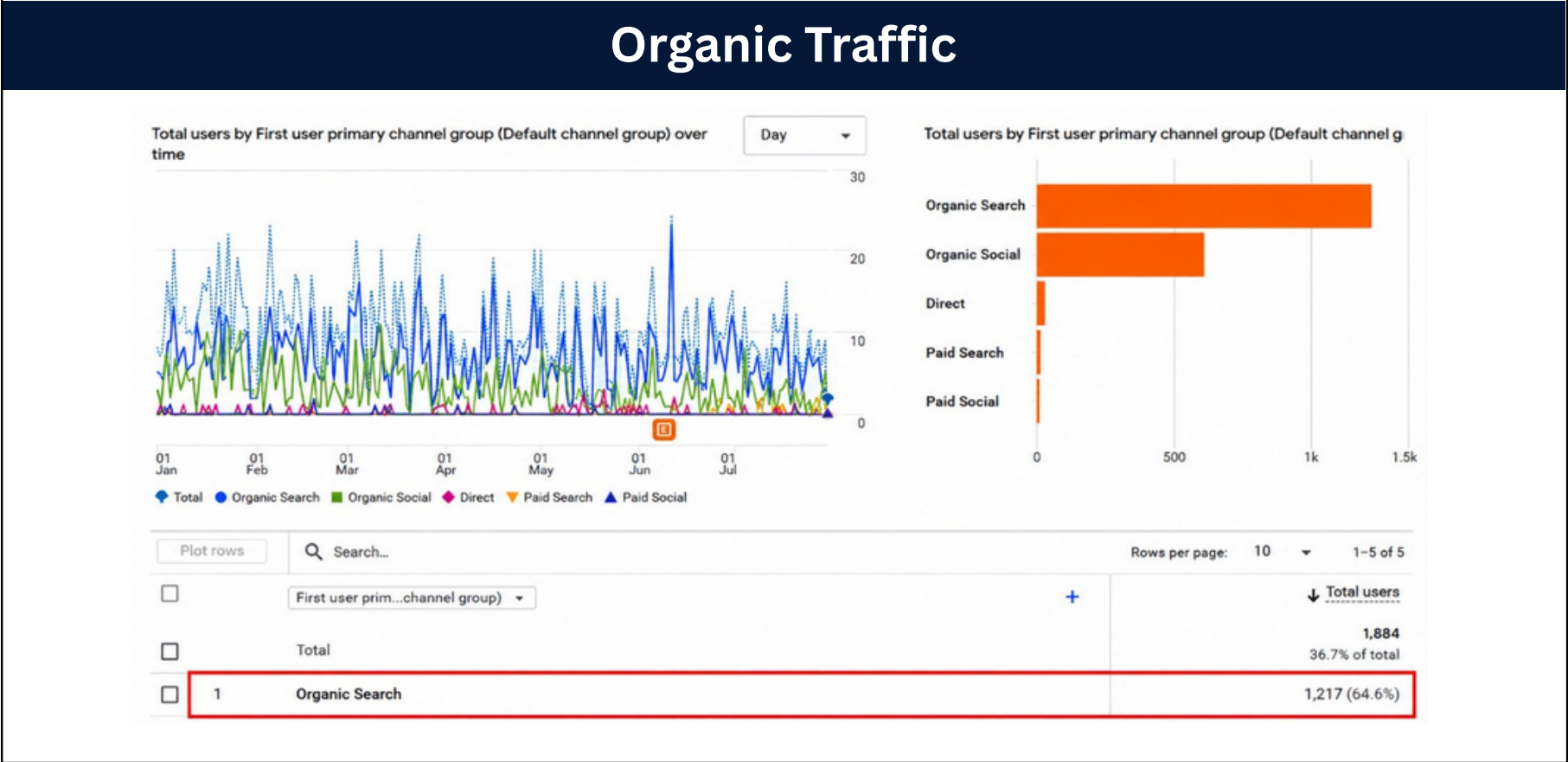
Mechanical Ventilation with Heat Recovery, Indoor Air Quality Solutions, Heat Recovery Ventilation, Air Purification, Smart Ventilation Systems, Commercial & Residential Ventilation Solutions.

Target Location

Ireland



Keyword Ranking Status		
S. No	Keywords	Current Ranking
1	ecocomfort 3	1
2	aspirvelo air ecocomfort 2.0	1
3	aspirvelo air	1
4	biovitae led lighting	1
5	destratification fan	1
6	airius destratification fans	1
7	airius destratification	1
8	fantini cosmi rhinocomfort	1
9	aspira ecocomfort 2.0 smart	1
10	hrv in house	2



Performance Summary



Target Keywords

20



Top 10 Keywords

15



Top 20 Rankings

5



Organic Keywords

392

SEO Overview



Organic Traffic

Increased to 1,217 organic visitors (Ireland), showing strong growth in traffic and online visibility.



Google Search Performance

The website generated 1.28K organic clicks and 80.9K search impressions, increasing its visibility in Google Search Console.



AI Visibility

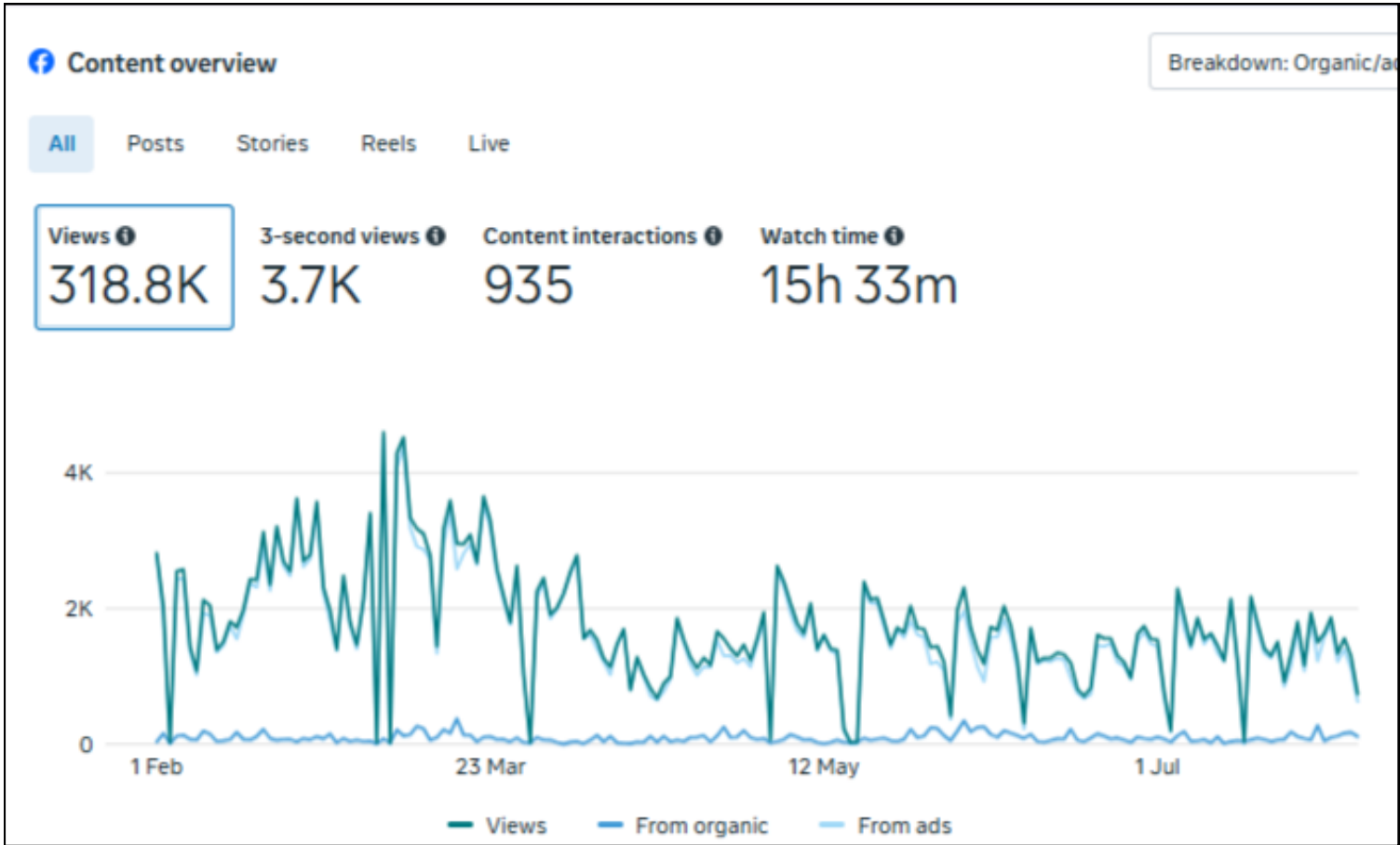
Achieved an AI Visibility Score of 14 with 2 AI mentions and 50 cited pages across ChatGPT (6), Google AI Overview (10), Google AI Mode (36), and Gemini (4).

Facebook Ermen Systems



Strong organic and paid content performance generated 318.8K views, 935 interactions, and over 15.5 hours of watch time.

Organic Content Overview



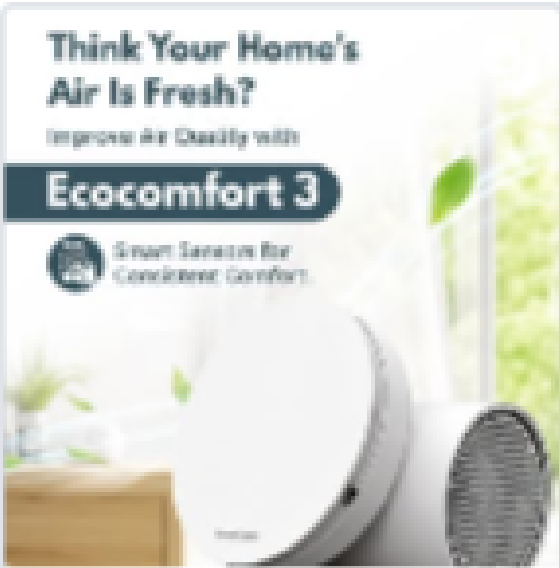
Performance Summary

- Views increased by 411.7%, indicating significantly higher content reach.
- Followers grew from 17 to 122, reflecting improved audience acquisition.
- Link Clicks increased by 323.8%, suggesting stronger CTA performance.
- Profile Visits increased 397.8%, showing higher audience interest.
- Engagement increased 499.4%, demonstrating better-performing content.

Top content by views

 **Top content by views**

[Boost content](#) [See all content](#)

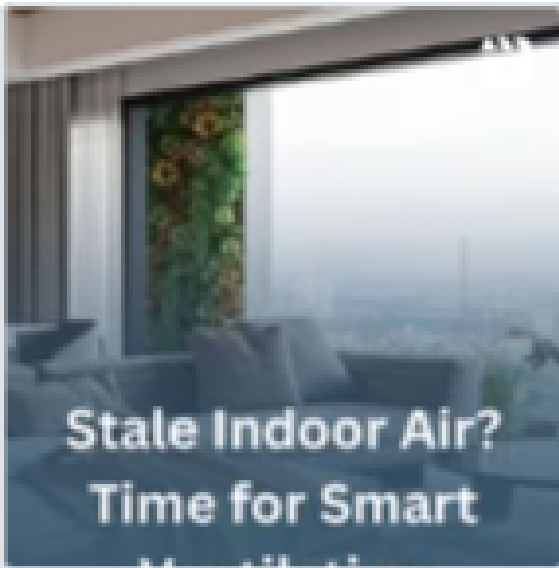


Think Your Home's Air Is Fresh?
Improve Air Quality with
Ecocomfort 3
Smart Sensors for Consistent Comfort.

Improve Air Quality with ECOCOMFORT ...

📅 21 July 23:30

👁 1.5K ❤️ 17
👤 0 ➦ 4



Stale Indoor Air?
Time for Smart

Cold months often mean sealed window...

📅 17 March 23:30

👁 1.2K ❤️ 3
👤 0 ➦ 5



Better Indoor Air Starts with Control
ECOCOMFORT 3
Advanced Sensors for Balanced Indoor Air.

Fresh air shouldn't mean losing heat....

📅 16 June 23:30

👁 1.2K ❤️ 5
👤 0 ➦ 6

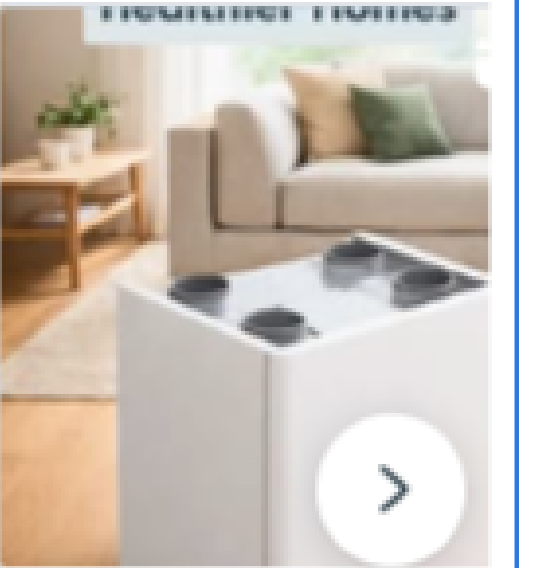


Fresh Air Without
Opening Windows

When your space stays closed, the air can...

📅 30 April 23:31

👁 948 ❤️ 0
👤 0 ➦ 3



Does your indoor air feel humid, stale, or...

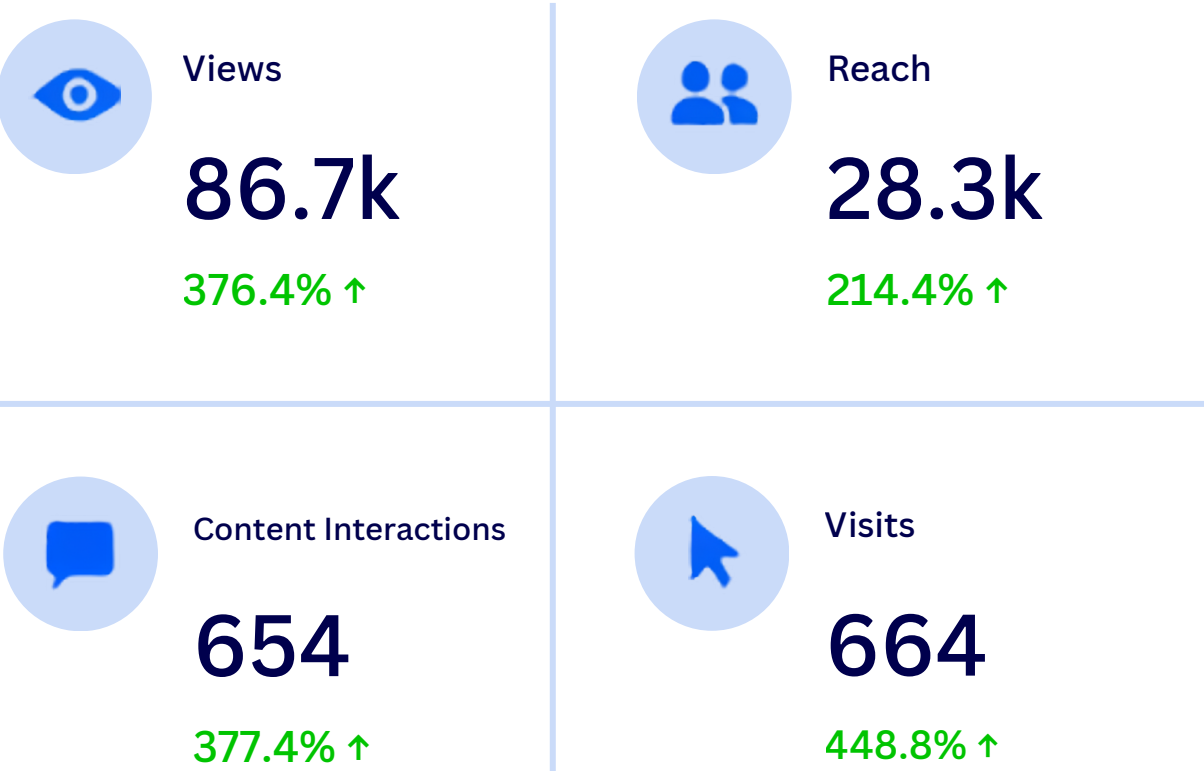
📅 27 April 23:32

👁 865 ❤️ 0
👤 0 ➦ 2

Informative posts addressing common indoor air quality problems attracted the most audience attention.

Facebook Page- <https://www.facebook.com/ermensystems>

Instagram Ermen Systems

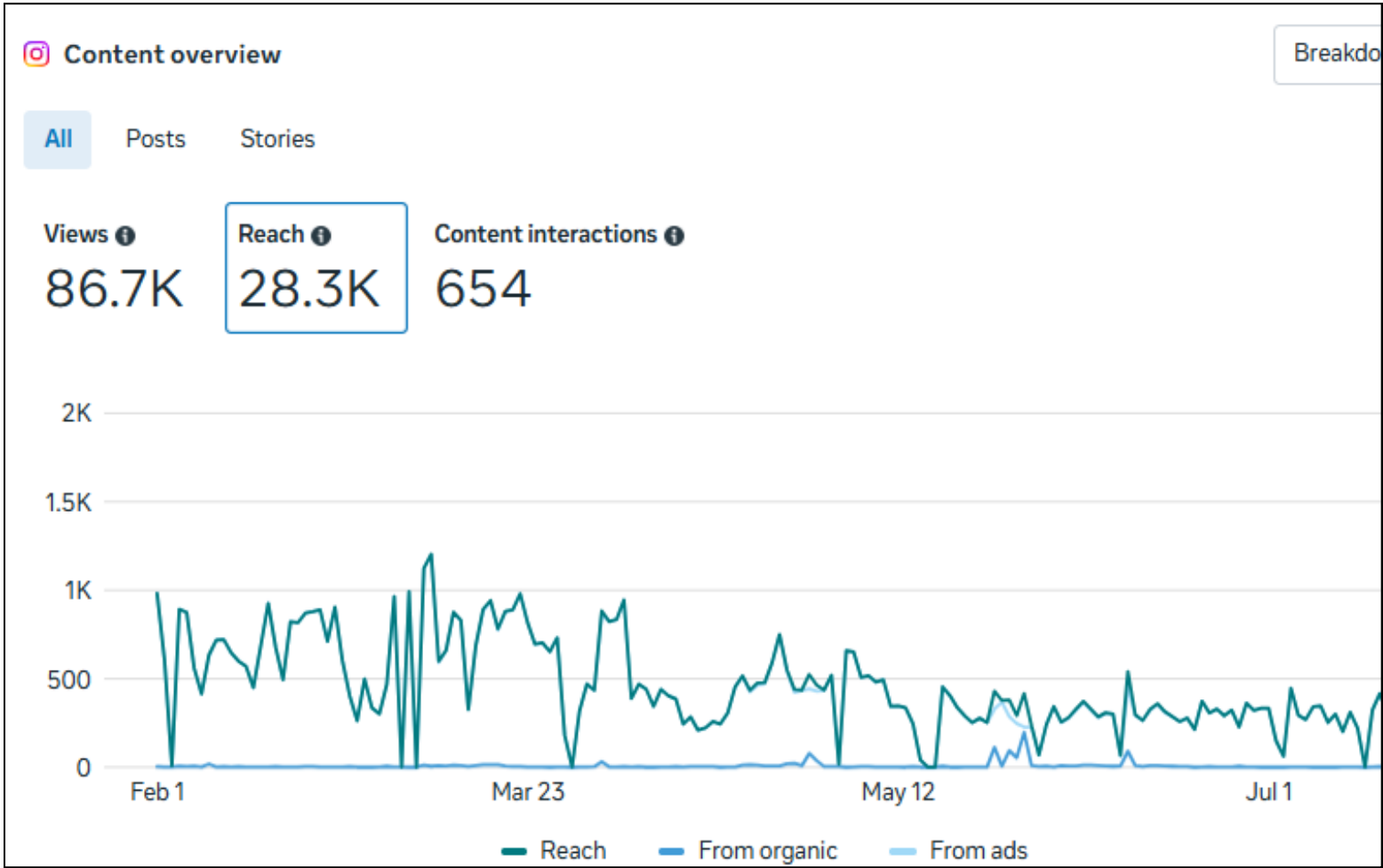


Performance Summary

- Views increased by 376.4%, indicating a significant improvement in overall content visibility.
- Reach grew by 214.4%, reflecting a substantial increase in audience exposure.
- Content interactions increased by 377.4%, demonstrating stronger audience engagement.
- Profile visits increased by 448.8%, showing higher user interest in the brand and its cont.

Content performance remained strong throughout the period, generating 86.7K views, 28.3K reach, and 654 content interactions.

Organic Content Overview



Top content by views

 **Top content by reach**

[Boost content](#) [See all content](#)



RHINOCOMFORT 3
Advanced Ventilation with Air Purification

Cleaner Air Controls Humidity Retains Warmth

Your indoor air can feel heavy and...

📅 Mon Jun 8, 11:30pm

👁 867 ❤️ 7

👤 0 ➡ 0



Heating On... But Room Still Cold?

In large commercial and industrial spaces...

📅 Wed Mar 18, 11:30pm

👁 852 ❤️ 2

👤 0 ➡ 1



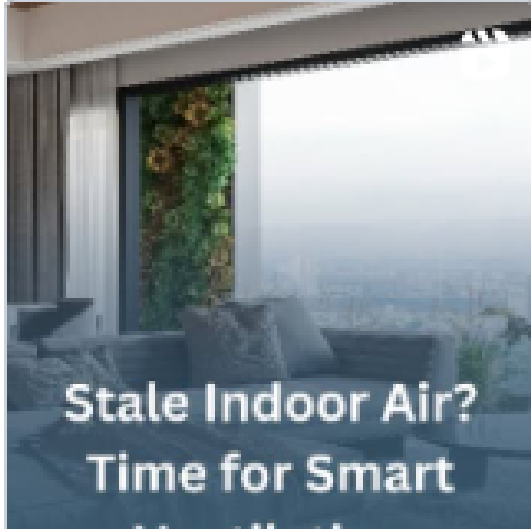
ASPIRCOMFORT PRO X 460H
Smart heat recovery ventilation for consistent indoor comfort

Fresh air. Smarter comfort....

📅 Tue Apr 28, 11:30pm

👁 792 ❤️ 8

👤 0 ➡ 0



Stale Indoor Air? Time for Smart

Cold months often mean sealed window...

📅 Tue Mar 17, 11:30pm

👁 754 ❤️ 1

👤 0 ➡ 0



RHINOCOMFORT 3
Helps Maintain Balanced Indoor Air by Managing Humidity and Airflow.

Indoor air issues are not always visible, bu...

📅 Wed Jun 17, 11:30pm

👁 726 ❤️ 5

👤 0 ➡ 0



W cl

📅

👁

👤

Informative posts highlighting indoor air quality solutions generated the strongest audience reach.

Instagram Page: <https://www.instagram.com/ermensystem.ie>

Meta ads

Ermen Systems

Performance Summary



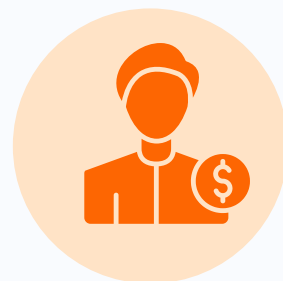
Lead form submissions recorded

442



Total Amount Spent

€2,052.55



Cost Per Lead (CPL)

€4.64

Campaign Highlights

- Successfully generated 442 qualified lead form submissions through Meta advertising campaigns with a total investment of €2,052.55
- Achieved an average Cost Per Lead (CPL) of €4.64, maintaining efficient acquisition costs throughout the campaign period.
- Reached the target audience consistently with an average frequency of 6.54, helping maximize campaign visibility and lead generation.