



FollowRocket is a service dedicated to helping businesses discover new leads and opportunities through Twitter. Through targeted campaigns, FollowRocket will assist you to gain followers, develop leads, and maximize your social media investment to your benefit.

FollowRocket is a small group of techno engineers, geeks, and marketers who are passionate (perhaps borderline obsessive) about Twitter. FollowRocket knows how to manipulate the “techy stuff” allowing you to spend your valuable time engaging customers and growing your business.

## FollowRocket.com Case Study Series

Level Up Fitness  
Health and Fitness Industry

# FollowRocket.com Case Study Series

“It’s happening organically without me having to do any work which is great. I get calls frequently from people who have found me through Twitter. I would definitely recommend FollowRocket because why not? It’s very little work you have to do to produce all of these great leads.”

**Daniel Roth**  
Owner

## By the numbers:

@LevelUp\_Spc\_Fit, @LevelUp\_Per\_Fit  
and @LevelUp\_Grp\_Fit

Based on almost 2 months of FollowRocket service. Analytics based on activity between December 27, 2015 to February 17, 2016

NUMBER OF FOLLOWERS GAINED

2032

NUMBER OF MESSAGES VIEWED

1,663,100+

NUMBER OF LINKS CLICKED ON

394

NUMBER OF RETWEETS

357

NUMBER OF POSTS FAVORITED

2093

NUMBER OF TWEET REPLIES

110

## About Level-up Fitness

Daniel Roth is the owner and director of Level-up Fitness, a personal training and group fitness studio he started about six months ago. A large part of the business is programming for people with developmental disabilities and special needs; modified and adapted fitness classes depending on their customer’s individual goals. There’s a health crisis within the population of people with autism and developmental disabilities. Obesity rates and cardiovascular disease are high, it’s an epidemic. His goal is to start people on a better track towards a healthy lifestyle.

## The Challenge

Mr. Roth knew his market was very niche and he wanted to get his message out. He is very skilled in the fitness world but not in social media and networking. “I was a complete novice to Twitter and social media in general. My whole life I’ve never been into social media but now that I own a business I know that it’s an extremely important part of growing my business. I didn’t have a Facebook account, Twitter or Instagram. I virtually had no online presence,” he explained. Mr. Roth was looking to do advertising and increase awareness of his company. “Especially with my services for people specifically with special needs, it’s a very difficult environment to navigate. There’s no central hub for anyone who’s looking for that type of service. One of the best ways is through social media because a lot of people who are advocates and support that population are very active online.”

## The Solution

Mr. Roth was pitched the idea for FollowRocket about two months ago and he agreed to sign on right away. “I learned so much just from talking to them and the effects that it’s had on my business has been very noticeable. I started with zero followers because I didn’t even have an account, now I have over 1000 followers. I’ve also had a lot of connections with organizations which is very important.” A non-profit charity has recently been in contact with Level-up Fitness and they have been invited on a radio and television show. “I’m going to be able to go on-air and spread my message and that contact was through Twitter, which is really amazing.” Mr. Roth had also been trying to get a hold of several large Autism advocacy organizations for months but he wasn’t getting through. They actually ended up contacting him after finding him through Twitter. “I’ve now had several meetings with people on their board and we’ve put together several projects. Maybe that would have eventually happened but FollowRocket really sped up the process for me. I’m still at the start up point of my business so I wasn’t expecting to be hugely profitable in the first year, but now I’ve been getting all kinds of lead generation. It’s happening organically without me having to do any work which is great. I get calls frequently from people who have found me through Twitter. I would definitely recommend FollowRocket because why not? It’s very little work you have to do to produce all of these great leads. Once you’re built up and people start sharing your stuff you’re just on a receiving end and people start contacting you. It’s a no brainer.”

Find out today why you can’t afford not to work with FollowRocket. Visit us online and see how our Twitter service will generate leads and create new opportunities for your business.

**Real Followers. Unreal Results.**