



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

AMA Networks  
IT / Computer Industry

# FollowRocket.com Case Study Series

“ We have had tons of leads and we have been able to land clients through FollowRocket. We’ve landed two large clients in the past couple of months, so our outcome has been very positive! ”

**Amir Hadziosmanovic**  
CEO, AMA Networks

By the numbers, @AMANetworks and @AMANetworks\_LA

Based on 2 months of FollowRocket service. Analytics based on activity between the months of October 2016 to November 2016

NUMBER OF FOLLOWERS GAINED

1450 and 2790

NUMBER OF MESSAGES VIEWED (in thousands)

724.7K and 707.1K

NUMBER OF LINKS CLICKED ON

94 and 88

NUMBER OF RETWEETS

84 and 108

NUMBER OF POSTS FAVORITED

315 and 326

NUMBER OF TWEET REPLIES

76 and 76

## About AMA Networks

Mr. Hadziosmanovic has been the President and CEO of AMA Networks since 1996. AMA Networks is an IT consulting company. They assist their clients with a wide range of IT related initiatives, problems and projects. Their services revolve around anything that has to do with computer programs, server management, network management, VOIP, IT security and IT consulting.

## The Challenge

Mr. Hadziosmanovic was seeking more business and specifically was looking for an affordable service which would help him generate leads. He wanted to get AMA Networks out there and showcase their wide range of services they have to offer. As CEO of the company Mr. Hadziosmanovic is a very busy man. “I felt I really didn’t have enough hours to manage social media and I really didn’t have the desire to. I felt like my time and efforts were needed growing the business. Managing Twitter feeds, posts and interacting online is extremely time-consuming and my time is more useful spent in other areas,” he explained.

## The Solution

Mr. Hadziosmanovic discovered FollowRocket and after discussing their service and how they drive business, he was very intrigued and decided to sign up. Utilizing a two account local marketing strategy, their AMA Networks Los Angeles account have now been with FollowRocket for about three months and their Twitter following has grown exponentially, from 200 to 3447. “We have had tons of leads and we have been able to land clients through FollowRocket. We’ve landed two large clients in the past couple of months, so our outcome has been very positive! Best part, one of these clients could result in being multi-national. It has the potential to be a very lucrative client,” he expressed.

“The business world is changing and you just never know where your next opportunity will come from or where the business relationship may form from. Years ago business relationships were formed by cold calling, knocking on doors or knowing someone to introduce you. The great thing now is social media does so much of that legwork for you. If you have a product people want, you can expose it to millions of people in seconds.” AMA Networks is reaching thousands of more people on Twitter than they were before, which translates to connections and leads. Engagement is higher and they are communicating more than ever through banners, posts, case studies, tweets and retweets. “There is so much value with FollowRockets services, with the exposure they can bring your company they can connect you and help to create something that is marketable.”

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.**