



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**

The Artist Project  
Artistic / Painting Industry

# FollowRocket.com Case Study Series

“...it feels like I reached my hand into a hat and pulled out all these followers and leads...it's like magic.”

**Susan Stanley**  
President,  
The Artist Project

## About The Artist Project

As the president of The Artist Project, Susan Stanley's role is focused on promoting Northern Artists. Artists like Halin de Repentigny, depend heavily on Susan to get maximum exposure of their work and brand awareness of themselves as artists. For the past year and a half Susan has been engaged in a number of initiatives to help create more national exposure of her clients, especially in a remote area like Whitehorse, Yukon Territory, where she and the artists are situated. Creating a strong social network and making connections with galleries and introducing artists to fans is vital to the success of The Artist Project.

## The Challenge

Despite Susan's lengthy career in journalism and communications, there are still evolutions in technology, tools and programs that she isn't quite familiar with. A huge asset that Susan isn't familiar with and realized she could further utilize, is Twitter. Although she had a broad knowledge of social media, she didn't have any in-depth knowledge or experience in the matter. She was finding it difficult and repetitive using the same tools she had used in the past to promote her artists and their work. She needed something that could connect her globally and give her a greater playing field to further expose the works of her clients.

## The Solution

Susan decided to take action and try a new service for one of her artists, Halin. In just three months, Halin's Twitter had dramatically improved using FollowRocket. "FollowRocket had managed to raise the number of followers from about 300 to 5,750! And not only is the number of followers impressive, but where these followers are coming from is fantastic. We are now getting attention from people all over the globe; we now have some fans in places like Brazil and Africa." Susan says Halin is overwhelmed with the success and fan base he's seeing with his Twitter account. Susan tells us "Halin is not social media savvy, and he's just mind blown on the number of people who follow him and are interested in his work!" Within the three months of using the service, Susan also managed to sell one of Halin's high valued paintings using Twitter and had three art galleries reach out to her in interest of selling Halin's artwork. Susan explains that the benefits were not only for the Twitter account itself and for generating targeted and motivated leads. "Alex and the people at FollowRocket have been the most attentive service providers I could ever ask for; any question I have, Alex Stojkovic is there to answer it right away and further explain elements of Twitter and the FollowRocket service in depth. As Halin said to me, "it feels like I reached my hand into a hat and pulled out all these followers and leads...it's like magic."

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 opportunities for your business. **Real Followers. Unreal Results.**

## @ArtistProj by the numbers

Based on 3 months of FollowRocket service. Analytics based on activity between the months of August 2016 to October 2016)

NUMBER OF FOLLOWERS GAINED

5,756

NUMBER OF MESSAGES VIEWED

979,000

NUMBER OF LINKS CLICKED ON

1,800

NUMBER OF RETWEETS

1,300

NUMBER OF POSTS FAVORITED

3,300

NUMBER OF TWEET REPLIES

1,100



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