



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

Dr. Colin Swala  
Healthcare Industry

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**Dr. Colin Swala**  
Chiropractor

## About Dr. Colin Swala

For Doctor Colin Swala, community is everything. Just over a year ago, Dr. Swala set up his private practice and began serving his community as a Chiropractor. Within the short time of establishment, he was able to rapidly make a name for himself and provide six different disciplines at his office for his patients. For Dr. Swala, providing the best service possible means connecting with your local community; who are, in return, your local patients. Up until three months ago, Dr. Swala had been without much social media interaction and knew he needed a change.

## The Challenge

Like most people, Dr. Swala knew the potential power of Twitter, but again like most people, hadn't a clue where to start. "Being a healthcare practitioner, seeing patients all day and running a business, the last thing I have time for is sitting at the computer and building an online community. As much as I would love to personally be able to do so, I just don't have the time, and my practice would suffer if I tackled this alone." Dr. Swala explains the challenge he faced when first trying Twitter. "I knew the incredible power Twitter has for a private practice; however I really didn't know where to get started. So, I reached out to FollowRocket for help."

## The Solution

"After three months, my following had gone from non-existent, to roughly 3,500! Its like I've been given a big platform in the middle of my community giving me the opportunity to share our message with thousands of people." Dr. Swala was more than ecstatic about the service. "My goal with Twitter was in fact to build my Twitter following base, however it was more so about creating a local audience for health education. Alex Stojkovic was able to geo-target our follower base allowing us to build our audience mostly from the local community which is very important for our type of business." Dr. Swala had an unexpected result from FollowRocket as well. "By my surprise, a lot of small local businesses have been connecting and reaching out to us as well looking to work with us which connects us to an even great number of people. Twitter for B2B as well, it's great! I would definitely recommend FollowRocket to anyone in the healthcare field looking to connect with their community. I've realized now that Twitter is the most interactive and effective social media platform out there by creating the opportunity to deliver your message to a mass audience and in return get the results you're looking for. We needed the audience however and our goal originally was to get to 500 followers but Alex Stojkovic and his team blew this goal out of the water!"

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.**

## @maxchiropractic by the numbers

Based on 3 months of FollowRocket service. Analytics based on activity between the months of March 2015 to May 2015)

NUMBER OF FOLLOWERS GAINED

3,380

NUMBER OF MESSAGES VIEWED

24,234

NUMBER OF LINKS CLICKED ON

104

NUMBER OF RETWEETS

64

NUMBER OF POSTS FAVORITED

126

NUMBER OF TWEET ENGAGEMENTS

480



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