



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**

Reenvision Digital Marketing  
Online Marketing

# FollowRocket.com Case Study Series

“When we started out we were a random nobody on social media and within three months of being with FollowRocket we are now the number two digital marketing company in Ottawa on Twitter.”

**David McLeod**  
Founding Partner,  
Reenvision Digital Marketing

## @ReEnvisionGroup by the numbers

Based on 3 months of FollowRocket service. Analytics based on activity between the months of September 2016 to November 2016

NUMBER OF FOLLOWERS GAINED

4,050

NUMBER OF MESSAGES VIEWED

1,300,000

NUMBER OF LINKS CLICKED ON

808

NUMBER OF RETWEETS

213

NUMBER OF POSTS FAVORITED

1,200

NUMBER OF TWEET REPLIES

203

## About The Artist Project

David McLeod is one of the founding partners and the marketing strategist for Reenvision Digital Marketing, a new marketing and web design company based out of Ottawa. He is very experienced in the online world and focuses mainly on inbound marketing. He builds his clients a captive audience through content, and then remarkets it for them with a focus on growth for web and design. They started up about a year ago and spent the first few months developing a business plan. They completed their first sale in February 2015 and began growing as a company.

## The Challenge

Although Mr. McLeod specializes in helping others reach their desired clients, he found he didn't have the time or tools to build his own online presence and generate new leads for Reenvision. He explained, "We weren't really doing a great job on our own accounts, on a business to business level, so how could we expect our clients to trust us to grow theirs?" He knew he needed to take action to help grow his own business, which would in turn help his clients enormously.

## The Solution

Mr. McLeod decided to partner with FollowRocket in August, 2015. "It wasn't necessarily about the followers but how to convert a follower into a lead. The biggest thing is the scale, to connect with several hundred people at a time and to be able to pay someone else to do that is astronomical." He needed to generate more leads because clients' equal dollars. Within two months of being with FollowRocket they landed a massive \$30k account with a mortgage company. The lead came through Twitter, which is thanks to FollowRocket, and they are currently Reenvision's largest account for total revenue. Another massive lead, which is closing in January, will bring in \$4500 a month. "Honestly right now FollowRocket is helping us generate 80% of our leads through Twitter. The design they have, to be able to hit such a large audience of people who are part of your target market, really increases your ability to make money." Within three months of partnering with FollowRocket they went from 150 followers on Twitter to 4050. Mr. McLeod says he is very impressed and that's a powerful number for any person in the industry. "When we started out we were a random nobody on social media and within three months of being with FollowRocket we are now the number two digital marketing company in Ottawa on Twitter."

"If you compare the growth lines for Reenvision in the past couple of months, every other company looks like a flat line with minimal growth. Reenvision, powered by FollowRocket is an up burst on the graph and literally just cuts everyone off in massive fashion." Mr. McLeod says he would highly recommend the service to anyone and has already signed up five of his clients for FollowRocket. "It doesn't matter what industry you're in or what your target market is, everyone's on social media. Your client is on Twitter and FollowRocket will find them."

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 **Real Followers. Unreal Results.**