



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

Smart Cabinets Inc.
Health Care Industry

FollowRocket.com Case Study Series

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Scott Ashley

Chief Executive Officer,
Smart Cabinets Inc.

About Smart Cabinets Inc.

Scott Ashley is in the midst of launching a start-up company, Smart Cabinets Inc. The product, video instructed defibrillators, has been in the works for roughly two years. Although Mr. Ashley isn’t new to running his own business, he is new to the concept of Twitter. As many entrepreneurs know, there aren’t enough hours in the day to get things done. With most of his time spent on business development he needed a solution to get one board with modern age marketing. He says “I had never used Twitter before and had no idea about its concepts, other than knowing that every major brand out there has a strong social media presence and marketing plan.”

The Challenge

After fine tuning the product, Mr. Ashley was ready to introduce it to potential distributors and clients, but his social networking only got him so far. He knew he needed a bigger reach to get his target audiences attention. He knew social media was the answer, but like many entrepreneurs he just didn’t have the time. “My biggest concern was the amount of time it would take to generate a significant amount of followers and having to constantly nurture those online relationships, I just couldn’t do it. Another concern was whether I would be able to generate all the content that was relevant to the product to ultimately drive more traffic to the website.”

The Solution

I knew I had to get on board with the fundamental tool of new age marketing, Twitter, or else I would be missing out on a lot. Through Follow-Rocket my company gained credibility and major brand awareness. In just four months of using FollowRocket’s service, my company’s Twitter followers have surpassed the 4,000 mark. Of those 4,000 I was able to establish 10 significant business distributors and roughly \$800,000 worth of business.” Mr. Ashley explains that at the end of the day, it’s a numbers game. “The more active my twitter page is, the higher the chances I have of a new lead.” He admits he could be using the marketing dollars for a service like cold-calling; however, he says there is a significant difference in expenses. “Follow-Rocket is a much more affordable service with equal results. Plus it is what’s trending, what’s ‘in’.” Once Smart Cabinets Inc. is self-sustaining, Mr. Ashley plans to have his other business ventures on board with Follow-Rocket. “It’s been working great for my company, I’m already seeing great results in a short amount of time, so I’m planning to roll out my other businesses with this service too.”

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.

@PushSmartVideo by the numbers

Based on 3 months of FollowRocket service. Analytics based on activity between the months of Feb 2015 to April 2015.

NUMBER OF FOLLOWERS GAINED

4174

NUMBER OF MESSAGES VIEWED

68,900

NUMBER OF LINKS CLICKED ON

134

NUMBER OF RETWEETS

161

NUMBER OF POSTS FAVORITED

178

NUMBER OF TWEET ENGAGEMENTS

328



FollowRocket (a service by Exclaim Marketing)

777 The Queensway, Unit D
Toronto, Ontario M8Z 1N4

Toronto (416) 889-8345
Toll Free (866) 645-7088

www.follow-rocket.com
www.exclaimit.ca