



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

**Stay City Rentals
Rental Property Industry**

FollowRocket.com Case Study Series

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Ronnie Mickle

Owner,
Stay City Rentals

About Stay City Rentals

Mr. Mickle is the owner of Stay City Rentals, a company that provides corporate housing and vacation rental homes. His business has been doing well for the past three years and he has housing options in Los Angeles, Miami and the Philippines for travellers. He says he gives guests a great alternative to hotels, as they are essentially furnished apartments with pools, gyms and all of the features of a luxury apartment. He is a busy man, and like all successful business owners he eats, sleeps and breathes his business, feeling like there aren't enough hours in the day.

The Challenge

Mr. Mickle felt he needed to increase his presence online. He runs social media for his personal life, but found running it for a business was an entirely new concept. “I didn't really understand Twitter and we seriously needed help in that department, I'm so busy every single day. We needed to connect with new people and make ourselves known in our community. Social media is a blessing if you know how to use it and a curse if you don't,” Mr. Mickle explained.

The Solution

“FollowRocket caught my eye, I knew that we were falling short on our Twitter account and I didn't realize that it could be so complicated to run. FollowRocket created a very successful campaign for us and we have gone from 300 followers to 2819 within three months. I value the leads most of all because through Twitter our followers are now linked to our website. Website traffic and clicks have increased enormously which is generating tons of business for us.” Mr. Mickle knows how popular Twitter is and has now learned how powerful it is for monetizing. Stay City Rentals have been building a strong presence in their community, which really comes down to awareness. They are now able to work with other businesses in order to mutually benefit themselves and their customers. The key is targeting people who need the business and connecting with others in the same field.

“These are people who are really interested in what we have to say about our city. We have been interacting so much with other local businesses, before we had no activity on our Twitter account and now we have thousands of followers, plus daily tweets and retweets. FollowRocket handles all of that, so it's great and very easy for us.” Mr. Mickle has referred FollowRocket to several of his colleagues who also needed assistance generating leads. “I referred them to a huge non-profit organization and they were very impressed as well. I've had big companies reach out to me and asked us to help them with marketing because our Twitter presence and marketing is so successful. Before FollowRocket I wasn't able to connect with social media at all and now it plays a huge part in the success of Stay City Rentals.”

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.**

@StayCityRentals 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

2,817

NUMBER OF MESSAGES VIEWED

1,400,000

NUMBER OF LINKS CLICKED ON

1,100

NUMBER OF RETWEETS

429

NUMBER OF POSTS FAVORITED

1,100

NUMBER OF TWEET REPLIES

172