What It Does

The Follow Us platform enables businesses that service a geographic region to organically grow their relevant Twitter and Instagram following to generate new and ongoing business. Follow Us subscribers receive daily emails that log businesses into their Follow Us account, where they simply look at and respond to the recommended action items on the list.

The person performing the daily actions never leaves the Follow Us control panel to accomplish these tasks, which takes about 2 minutes per day. You either click on the checkbox to "do it" or swipe to the right to "not do it". In both outcomes, our software 'sees' what was decided and learns to focus on more relevant customers.

Follow Us recommends action items such as liking, re-tweeting or following certain people that it believes are likely to be interested in the business. It does this to first get their attention. For those that prove interested, using our AI engine, Follow Us develops a personality matrix from their social media content and then finds other people who have similar traits.

Business Types

Brick & Mortar

As a stand-alone service, Follow Us works best businesses that have a physical location into which customers need to walk to obtain service or purchase products. Organic growth is recognized relatively quickly. Follow Us is appropriate both for single location businesses and also for large chains.

Professional Services

Businesses that operate from a location that is not dependent on the areas frequented by their customer base will also enjoy organic growth by using Follow Us. However, vertical specific businesses will attract a much smaller number of followers, due to the nature of the customer's specific need and their interest in the business. The average sale for a professional service is larger than that of a typical brick and mortar business, and therefore the conversion rates still enable Follow Us to be a profitable investment.

eCommerce Businesses

Businesses that operate entirely online and do not have any tie to a physical location or customer area-segment will not benefit from Follow Us as a stand-alone service. The first point of relevancy for Follow Us is location, and the amount of data available is too vast for the software to use without the business paying for multiple locations.

Social Media Profiles

Follow Us works with businesses that utilize one social media profile for all their locations and also with businesses or franchises that enable their locations to operate independent social media profiles. In both use-cases, Follow Us is incredibly effective.

Account Management

We enable businesses to manage their own accounts by performing action items completed by the user directly from the app's interface through simple and guided instructions. Our in-house team can perform action items on behalf of businesses for a small additional monthly fee charged per location.

Reporting & Analytics

Weekly emails that contain easily explained analytics and data are sufficient for few-location based small businesses. For larger chains, Follow Us enables use of a customizable reporting tool that specifies user-specific demographic data.