?New Marketing App TweetPilot Helps Businesses Build a More Relevant Follower Base

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An innovative new web-based app is set to make Twitter marketing more streamlined and more effective for businesses and individuals. TweetPilot, which is due to launch at the end of September 2015, will help Twitter users to grow a relevant and highly responsive following on the social platform.

Amongst TweetPilot's many tools is the ability to quickly and efficiently search for the appropriate people to follow in order to build up an engaged target audience. Users can search for people within their industry, their location or based on Twitter users that follow competitors, thus only following individuals who meet their target demographics. The app also allows users to keep track of those who have followed them back and set up automated direct messages to new followers.

Twitter currently has an estimated 230 million users, which is why the social media platform is such a popular outlet for brands, businesses and individuals to connect with their target audience. Marketing on Twitter can be incredibly successful but the biggest difficulty marketers face is growing a list of engaged followers. The best tactic to use is to follow individuals in order that they follow back, but this can be incredibly time consuming and it can be tricky for marketers to connect with their target demographic.

TweetPilot will therefore be welcomed enthusiastically by social media marketers all over the world. The app will mean that they no longer have to manually trawl for relevant users and individually follow them; it will do it for them based on their requirements. Plus, it can keep track of users who have followed back in order to allow marketers to measure and analyse their success.

Lewis Crutch, founder of TweetPilot, has talked of his excitement about the app's launch: "We've been working on TweetPilot for a number of months now and have had a fantastic response already from people we've told about it. Twitter marketing is so important for businesses to build their online presence but at the moment it's incredibly tough to build a relevant and engaged following. We're hoping to change that and we're very excited about adding the finishing touches to the app and launching this September."

All new TweetPilot users will be given a free 10 day trial of the app - without having to input their payment details - to explore its tools and effectiveness. They will then have three account options to choose from based on their usage:

• Free - limited functionality for low levels of use

• Pro, $9.95 - all features available for one Twitter account, best suited to individuals or businesses with single brands

• Agency, £49.95 - all features available for unlimited Twitter accounts, best suited to digital marketing agencies or large businesses with multiple brands

Over the coming months, TweetPilot will continue to develop the app, adding extra features and finishing touches before its launch in September. Its impact on the effectiveness of marketing on Twitter is expected to be significant since they provided such in-depth search facilities giving users an increased level of control when building an engaged and relevant follower base on Twitter.

For more information about TweetPilot and to stay informed about pre-launch updates visit http://www.tweetpilot.com or follow @TweetPilotHQ on Twitter.

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