

# 5 TOOLS

**TO IDENTIFY & FOLLOW KEY  
INDUSTRY INFLUENCERS**



# 5 TOOLS TO IDENTIFY & FOLLOW KEY INDUSTRY INFLUENCERS

Is your Twitter getting full of lists that you follow making it a challenge to filter through them and search for specific keywords or people? We say, "challenge accepted!"

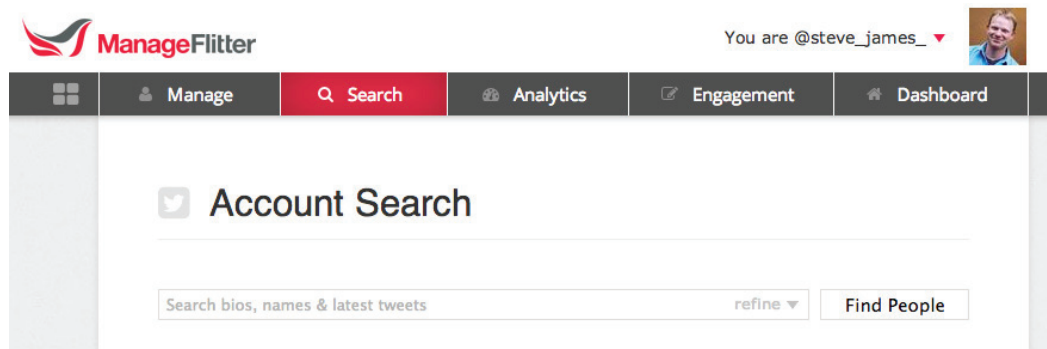
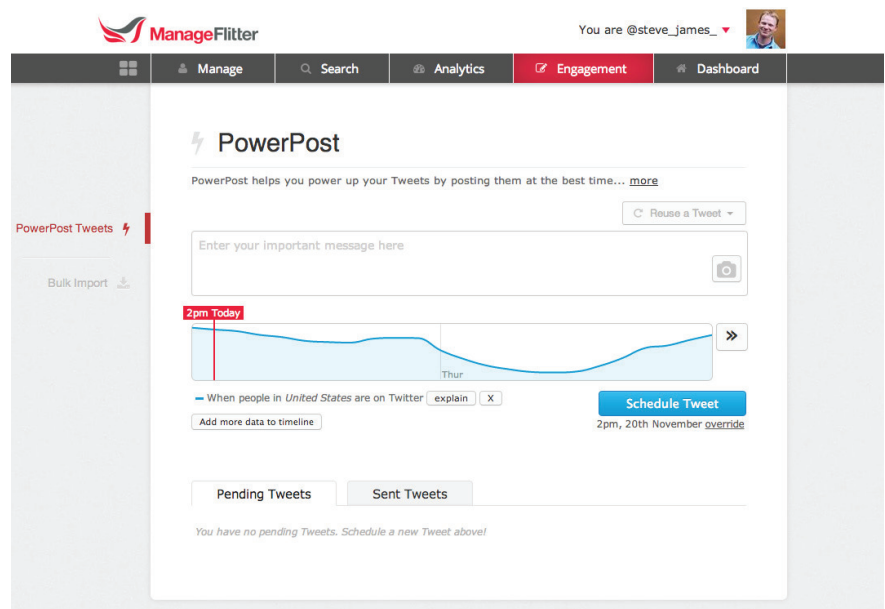
Twitter tools have been created and developed to help filter through lists based on keywords, find and connect with the right influencers on Twitter, remove spam accounts and view inactive ones.

We've put together a list of 5 Twitter tools that allow you to better manage, organize, and analyze who and what you follow to improve your overall experience.

## 1. MANAGEFLITTER

View and manage the accounts you follow for free. See accounts that don't follow you back, accounts with high and low influence, inactive accounts, and find new people to follow. You can also change settings to reveal the possible spammy accounts you follow. Other features include:

- Managing multiple accounts and sort and filter through all Twitter accounts
- Growing your business by finding relevant people to connect with using the engagement tools
- Using analytics to track yourself
- PowerPost to easily schedule tweets at the right time



## 2. CONTAXIO

Contaxio tracks your followers and friends on Twitter, Facebook, LinkedIn, and Google+. With Contaxio, you are able to manage relevant, real-time relationship data for business and personal accounts. Export your data and analytics for each account. Features include:

- Ability to analyze followers and your following
- Search and sort based on criteria
- Save information about followers who have posted on your profiles
- Review your social activity on your accounts

## 3. TWEETPI

Tweepi uses a column format to help you view each of the accounts you follow. You are able to control how much or how little information about the accounts. See who has a verified account, how many times an account appears in a Twitter list, and when they last tweeted. You can also filter through your columns based on specified criteria. Other features include:

- Flush out the accounts that you follow but they don't follow you back
- Find all the followers that follow you, but you don't follow them - then follow back
- Cleanup and remove any inactive accounts you follow
- Force spammy accounts to unfollow you
- Discover and follow new accounts



### Follow new tweeps

Want to follow new users based on which tweeps they're interested in? Try following an @user's followers.

[Follow followers »](#)

Got a role model and you want to follow who he or she is following?

[Follow friends »](#)

## 4. UNTWEEPS

UnTweeps is a simple tool that shows you which accounts you follow that haven't tweeted in a while. Remove inactive accounts and follow more active users within your niche. Other features include:

- See a list of accounts you have blocked on Twitter
- Create "Whitelists" of accounts that don't tweet often but you want to keep following.
- Filter through accounts based on their activity over a certain number of days.

## 5. FOLLOWERWONK

With Followerwonk, you can find, analyze, and optimize your Twitter accounts for social growth. See your followers, where they're located, and when they last tweeted. Analyze and share your reports. Other features include:

- Breakout your followers by location, bio, who they follow, and more
- Follow and unfollow within the tool
- Connect with new influencers in your niche by searching Twitter bios for specific keywords
- Compare your social graph to others and see how to stack up against your competition.

**\*\*Followerwonk is bundled in with Moz Pro, so it does mean that it is a paid tool starting at \$99 per month.\*\***

Check out each of these tools and test them out to see which would best fit your needs. Using Twitter shouldn't be frustrating. These tools are meant to help simplify your social media experience and help you grow your social reach by connecting and sharing with top influencers.

