



@TWITTERUKI\_SME PRESENTS

# The Value of a Follower

It all starts with a follow...

Meet Ben.  
Food lover.  
Tweeter.



When Ben sees a Promoted Account for @ChefshopUK, he hits 'Follow'



**73%**  
follow an SME for updates on products

He loves the content tweeted!



**85%**  
of tweeters feel more engaged with an SME after following them

Ben regularly interacts with @ChefshopUK and retweets to his followers



**82%**  
are likely to recommend an SME they follow to friends

Ben's friends become followers, start to engage and buy from @ChefshopUK



**72%**  
of followers are likely to make a purchase after following a company

Meet Ben, Charlie, Sarah...

Food lovers. Tweeters. Happy followers, customers and advocates of @ChefshopUK.



Sign in to [ads.twitter.com](https://ads.twitter.com) to grow your community of followers today.

Let's go

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