Main idea of the software: It is a tool that essentially helps users grow their social media (for brand but can expand to creators) and obtain top of the funnel leads.

Essential features

* Crawls the web in search for certain keywords. Mainly forums and social medias.
  + This could be keywords by niche or it could be customized to the user.
  + Notifies the user when the keyword is mentioned, if it is customized.
* See what the latest trends tend to be by crawling the web and recognizing keywords and trends that are growing. This is through forums and social media as well.
  + By niche or customized by the user.
  + Notifies the user if it is customized.
  + This is by seeing a large amount of similar keywords being mentioned.
  + These could be hashtags.
* For all social media there would be limitations to ensure the account is not deleted or limited on the platform due to automations.
  + If proxies are needed to ensure that, that would be used.
* Twitter
  + Viral tweet library sorted by keywords and niches.
  + Use ML to generate tweets that can be personalized by using data of viral tweets within the same industry/niche
  + Scheduling of tweets in one sitting.
    - Easy to set a rule for all the tweets in a batch.
  + Auto dm
    - Input accounts and it will generate a list of people through the rules set. Rules could be followers, people that have liked, commented, retweeted. The list would be initially gathered by those initial rules. Then from there it would be narrowed down by a couple things.
      * Like would include if the account is active, bot or brand account. This is through seeing if the account is active or not. If not active, remove it from the list. See if it is a bot by following some sort of pattern or too active throughout 24 hours. Remove from list if so. Brand account meaning it is a company and not a person. Remove from list. All of this is customizable to the individual that is creating this list and how the list is narrowed down.
        + The user can refine it further with demographics like gender, language, follower account range.
      * From there see if their Dm is open or not. If not, remove it from the list.
        + These lists can be saved and sorted based on whether they have interacted or not.
    - After gathering the initial list. The user would create a flow of Dm to the list of users.
      * There could be delays and conditions that the user creates when they create the flow that the software would follow to DM the person or not.
      * Cold DM
        + This is a dm that is the first to go out.
      * Warm DM
        + Looked but not responded or responded
        + Keep narrowing the list or the user can choose to create a new list from the original list.

Ex. list of people that have looked but not replied and/or list of people that have replied.

* + - * Hot DM
        + People that have done what the user want.

Clicked on a link

Signed up for something

* + Auto retweet and autoplug
    - Allow the user to create a list of creators they want to auto like.
    - Create a list of keywords that the software is looking for and autoplug the product or account. Either to get leads or to grow the account.
  + Freebie tweet
    - Give free resource if someone retweet and/or follow, like.
    - Auto dm them the link
    - This is either a way to get leads or followers on the platform.
  + Welcome message
    - When someone new follows, auto sends a welcome message to convert them to a product. It could be a friendly way to add more engagement if there is no product.
    - Templates to send DM or the user can create new ones.
  + Users can organize an audience either that is their followers or people that have interacted with the account. It could be other people’s followers.
  + Follow unfollow method
    - Set creators, keywords and other metrics to verify the interactor’s account is active and interested in your account or brand.
    - Then it will auto like, comment, follow and unfollow to grow the account.
  + Loaded answers
    - Custom loaded answers to certain keywords triggered. Like an automated chat to help users, get followers or leads.
  + Email scrapping
    - Using the audience list tool, the user can choose to enable the email scraping function for the list.
    - This compiles emails if found on the account of the list.
      * Email list downloadable via a CSV file.
* Instagram
  + Auto interaction
    - Auto like, follow unfollow, comment.
    - Auto view story
    - Allow the user to target these interactions by hashtag, locations, interactors of the account list.
      * The user can create an audience list through sourcing through hashtags, followers of other accounts, locations etc.
      * The list would be refined like twitter’s list through making sure that the accounts are active, nonbots and nonbrands.
        + The user can enable or disable any of the refinements.
    - Auto reposting
      * Source content from other accounts and allow the user to post these accounts automatically or following a rule of schedule.
      * They can edit the caption that is autosaved either from a template use or from them.
  + Schedule posts and automatically posting.
    - Batch scheduling and can auto use a set template for caption and tagging the photo.
  + Welcome message
    - Like the twitter
  + Freebie post
    - Like twitter but for IG
  + Auto DM
    - Like twitters but refined for IG
  + Email scrapping
    - Like twitters but refined for IG
* Tiktok
  + Trending sounds
    - Scrape tiktok for trends that are doing the best, which are sounds
    - Shows the hashtags that are most used for the sound overall.
    - What others are doing with the sound
    - Sound link
  + Email scraper
    - Like the above mentioned feature but for IG
  + Audience list
    - Like above, refinements with tiktok in mind. So views, likes, comments etc to ensure they are active, nonbots, nonbranded accounts.
    - Audience list created with hashtags, sounds, keywords etc.
  + Auto interactions
    - Follow unfollow
    - Auto like
    - Auto view
    - Auto dm
      * Whatever the user wants to send out and when
    - Auto comment
  + Welcome message
  + Post scheduling
    - Bulk scheduling using a naming and hashtag template
  + Auto reposting of other contents with switching of the captions depending on what templates are used
* Reddit
  + DMing people that interact with certain subreddits
  + Flow of DMs are created based on conditions the user adds.

Commercialization

* This will be a commercialized software where the user will get a free trial for X amounts of days (customizable) and after they can choose to pay for a monthly subscription to keep using it.
  + With or without need for credit card (customizable)
  + Place for them to sign up for the subscription
    - Basic basic info like email, password and CC (if needed)
* Dashboard to see alerts, stats and analytics
* Sub dashboards for each social media so they can choose what to do with each social media site.
* Admin can create plans and all the features are permission based and charge different prices for them
  + Numbered features like how many DMs to send, how many keywords to customize, hashtags to favorite, how many rounds of commenting, liking, interacting with the platform essentially will be customized per plan.
    - The first plan can be limit of 1000 interactions per month
    - Second plan can be limit of 5000 interactions per month (customizable to the admin)
      * Interactions being DMs, auto liking/following/commenting, scraping emails etc.
  + It can be how many social media accounts can be connected
    - 1st plan - 1 social media per type of social media site
    - 2nd plan 2 social media per type
* Stripe and paypal connection for users to pay for the subscription.
* Stats for the admin on subscriptions and user retention
* Design ideas
  + <https://www.breakcold.com/>
  + <https://www.lemlist.com/>