

Benefits of A Social Media Scheduling Tool:

- Schedule posts in advance
- Versioning for different social platforms
- Keep track of all your conversations
- Data in one place for analysis
- Search for keywords in conversations
- Prove ROI to management
- Free up time for real-time engagement
- Simplify content curation process
- Make uniformity and consistency of brand easier

A Few Of The Top Social Media Posting & Scheduling Tools:

- Loomly
- Agorapulse
- Sendible
- Promo Republic
- ContentCal
- Sprout Social
- Hootsuite
- Buffer
- TweetDeck
- SocialOomph
- MeetEdgar
- CoSchedule
- Post Planner
- Everypost
- Crowdfire
- Later
- Planoly
- Feedly
- Sked Social
- Zoho Social
- And more.....

Kick some tires
(many start out
free)

Check the boxes
that are important
to you

Many online
comparisons like
this one >



The Top 5 Hootsuite Alternatives for Small Businesses



	Hootsuite	agora pulse	buffer	eClincher	Sendible	SOCIALPILOT
Free Version Available?	✓		✓			
Multichannel Support?	✓	✓	✓	✓	✓	✓
Pricing for Base Plan	\$29 per month	\$89 per month	\$15 per month	\$59 per month	\$29 per month	\$30 per month
Profiles Included in Base Plan	10 profiles 1 user	10 profiles 2 users	3 profiles 1 user	10 profiles 1 user	12 services* 1 user	25 profiles 3 users
Daily Post Limit in Base Plan	No limit	No limit	No limit	No limit	No limit	200
Queue Size in Base Plan	30	No limit	10 per account	100	No limit	2,500
Overall Rating (out of 5)	4.5	4.6	4.4	4.6	4.0	4.3
Ease of Use Rating (out of 5)	4.5	4.5	4.3	4.7	4.1	4.2

*A service is a one way interaction with a social network. You may need multiple services per social media account.


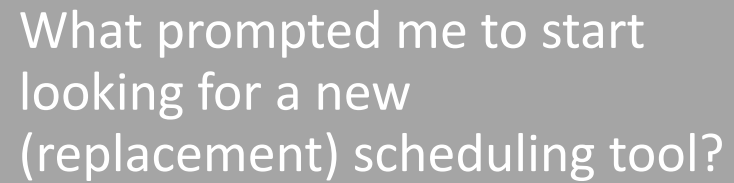


4 Questions Ask Yourself

What am I looking to accomplish with my social media marketing efforts?



What prompted me to start looking for a new (replacement) scheduling tool?



What experience do I want/need for myself or my team?



What's my budget?





3 Quick Steps To Finding Your 'Must- Have' Features

