

Social Media Management

Vendor Landscape

Direct from the perspectives of end-users

Key Factors to Consider

- Usability** – SMMS users place a high emphasis on usability/ user interface.
- Mobility** – a desire to access SMMS products via mobile devices.
- Integration** – capabilities to tie to other systems including CRM and analytics.
- Acquisition Risk/Impact** – acquisition by large platform vendors may slow feature development.
- Enterprise Scalability** – many larger organizations require enterprise functionality like team workflow.

Get the Full Report

Download your free copy of the full Social Media Management Buyers Guide with in depth insights from real users on all 7 use cases.

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