

Pricing and plans

Close the gaps in your social media marketing workflow with the most complete tool for every stage of growth.

Supported Networks



<p><b>Standard</b></p> <p><b>\$49</b> per user/month (Billed annually)</p> <p><b>\$59</b> per user/month (Billed monthly)</p> <p>10 social profiles</p> <p>\$10/mo per additional social profile (Billed annually)</p> <p>\$15/mo per additional social profile (Billed monthly)</p> <p><b>All features you need to get started:</b></p> <ul style="list-style-type: none"><li>✔ Posts scheduling</li><li>✔ Unlimited posts</li><li>✔ Draft posts</li><li>✔ Unified Publishing Calendar</li><li>✔ Standard Social Inbox</li><li>✔ Instant translations</li><li>✔ Report export</li><li>✔ Basic Social Media ROI</li><li>✔ Custom Report date range</li><li>✔ White-label reporting</li><li>✔ Google Chrome extension</li><li>✔ Mobile application (iOS &amp; Android)</li><li>✔ Google Analytics Integration</li></ul>	<p><b>Professional</b></p> <p><b>\$79</b> per user/month (Billed annually)</p> <p><b>\$99</b> per user/month (Billed monthly)</p> <p>10 social profiles</p> <p>\$10/mo per additional social profile (Billed annually)</p> <p>\$15/mo per additional social profile (Billed monthly)</p> <p><b>All features available on the Standard plan, plus:</b></p> <ul style="list-style-type: none"><li>✔ Instagram Product Tagging</li><li>✔ PulseLink in bio</li><li>✔ Instagram grid view</li><li>✔ First comment scheduling (Instagram, Facebook, LinkedIn)</li><li>✔ X (Twitter) threads scheduling</li><li>✔ Team workflow</li><li>✔ Canva integration</li><li>✔ Calendar notes</li><li>✔ Basic Ad Comment Monitoring</li><li>✔ Team performance reports</li><li>✔ Priority email &amp; chat support</li></ul>	<p><b>Advanced</b></p> <p><b>\$119</b> per user/month (Billed annually)</p> <p><b>\$149</b> per user/month (Billed monthly)</p> <p>10 social profiles</p> <p>\$10/mo per additional social profile (Billed annually)</p> <p>\$15/mo per additional social profile (Billed monthly)</p> <p><b>All features available on the Professional plan, plus:</b></p> <ul style="list-style-type: none"><li>✔ Content Library</li><li>✔ 5 Shared Calendars</li><li>✔ Bulk publish content</li><li>✔ Content queues</li><li>✔ Advanced spam management</li><li>✔ Advanced Ad comments monitoring</li><li>✔ Automated Inbox Assistant</li><li>✔ Saved replies</li><li>✔ Inbox bulk actions</li><li>✔ Publishing content labels</li><li>✔ Advanced Social Media ROI reports</li><li>✔ Power reports (customized)</li></ul>	<p><b>Custom</b></p> <p>Custom solutions tailored to your business needs.</p> <p></p> <p><b>All features available on the Advanced plan, plus:</b></p> <ul style="list-style-type: none"><li>✔ Unlimited social profiles</li><li>✔ Unlimited Shared Calendars</li><li>✔ Priority email, chat, &amp; phone support</li><li>✔ Dedicated Account Manager</li><li>✔ Quarterly Business Reviews</li><li>✔ Single Sign-On (SSO)</li><li>✔ CRM Integration</li><li>✔ Schedule Facebook Boosted Posts</li></ul>
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<p><b>Free</b></p> <p><b>\$0/Mo</b></p> <p>3 social profiles, 1 user</p> <ul style="list-style-type: none"><li>✔ 10 scheduled posts</li><li>✔ Basic Social Inbox*</li><li>✔ Basic Reporting</li><li>✔ Limited Social Media ROI report</li><li>✔ Mobile app</li></ul>
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\*limited to 100 messages or comments per month

Compare plans

Publishing	Free	Standard	Professional	Advanced	Custom
Scheduled posts	10 Scheduled posts	Unlimited	Unlimited	Unlimited	Unlimited
Instagram Product Tagging	✗	✗	✔	✔	✔
PulseLink in bio	✗	✗	✔	✔	✔
Unified calendar	✗	✔	✔	✔	✔
Instagram grid	✗	✗	✔	✔	✔
Facebook Boosting	✗	✗	✗	✗	✔
First comment scheduling (Instagram, Facebook, LinkedIn)	✗	✗	✔	✔	✔
Label Content	✗	✗	✗	✔	✔
Content library	✗	10 images/ 2 videos	10 images/ 2 videos	✔	✔
X (Twitter) threads scheduling	✗	✗	✔	✔	✔
Collaboration					
Assign & approve posts	✗	✗	✔	✔	✔
Comments on posts	✗	✗	✔	✔	✔
Collision detection	✗	✗	✔	✔	✔
Bulk approve	✗	✗	✗	✔	✔
Shared calendar	✗	✗	✗	yes, 5	Unlimited
Productivity					
Draft posts	✗	✔	✔	✔	✔
Canva integration	✗	✗	✔	✔	✔
Calendar notes	✗	✗	✔	✔	✔
Content queues	✗	✗	✗	✔	✔
Bulk publishing	✗	✗	✗	✔	✔
Engagement					
Advanced social inbox	✗	✔	✔	✔	✔
Manage GMB reviews	✗	✔	✔	✔	✔
Inline translation	✗	✔	✔	✔	✔
Assign content	✗	✗	✔	✔	✔
Ad comments monitoring	✗	✗	✔	✔	✔
Advanced spam management	✗	✗	✗	✔	✔
Automated inbox assistant	✗	✗	✗	✔	✔
Saved replies	✗	✗	✗	✔	✔
Bulk actions	✗	✗	✗	✔	✔
Label tags	✗	✗	✗	✔	✔
Listening					
<b>Advanced Social/Web Listening Search</b> <small>*Monitor brand mentions and sentiment, consumer discussions, industry trends, and aggregate insights for reporting purposes. Listen across X, FB, IG, Web, and Blog sources for keywords, mentions &amp; hashtags.</small>	✗	\$40/search/ month	\$40/search/ month	\$40/search/ month	\$40/search/ month
Reporting					
Basic report	✔	✔	✔	✔	✔
Google Analytics Integration	✔	✔	✔	✔	✔
Basic social media ROI report	✔	✔	✔	✔	✔
Basic report export	✗	✔	✔	✔	✔
Top content	✗	✔	✔	✔	✔
Report date picker	✗	✔	✔	✔	✔
White-label reporting	✗	✔	✔	✔	✔
Team performance report	✗	✗	✔	✔	✔
Advanced power reports	✗	✗	✗	✔	✔
Advanced social media ROI report	✗	✗	✗	✔	✔
Data retention	1 month	6 months	12 months	24 months	24 months
Other benefits					
X Lite <small>*Includes only X (Twitter) Publishing capabilities.</small>	✔	✔	✔	✔	✔
X Plus <small>*Includes X (Twitter) Publishing, Inbox, and Reporting.</small>	✗	\$30/month/profile	\$30/month/profile	\$30/month/profile	\$30/month/profile
Advocacy <small>*Includes unlimited campaigns and 50 advocates.</small>	✗	\$150/month	\$150/month	\$150/month	Custom
Mobile app	✔	✔	✔	✔	✔
Customer support	email support	email support	priority email & chat support	priority email & chat support	priority email & chat & phone support
Response time	best efforts	6hrs or less	2hrs or less	1hr or less	30min or less
Training	Group training	Group training	Group training	Group training	1-1 training
Team workflow	✗	✗	✔	✔	✔
Dedicated account manager	✗	✗	✗	✗	✔
Quaterly business review	✗	✗	✗	✗	✔
Single Sign-On (SSO)	✗	✗	✗	✗	✔
CRM Integration <small>*Connect your Salesforce or HubSpot CRM to link customer contacts directly to your Social Inbox engagement.</small>	✗	✗	✗	✗	✔