

	Must Have	Should Have	Nice to Have	Don't Need
Networks				
Facebook (Pages)				
Facebook (Groups)				
Twitter				
Instagram				
LinkedIn				
Pinterest				
YouTube				
Google My Business				
Publishing				
Rescheduling options				
Requeue options				
Content categories				
Bulk upload				
Network-specific editing				
Image editing				
Chrome Extension				
Video publishing				
Instagram direct publishing				
Facebook Group publishing				
Asset (media) library				
RSS feed integration				
Boost post				
Tag outgoing content				
Content calendar				
Draft post workflow				
Android and iOS app				
Inbox				
Private/direct message capturing				
Post comments capturing				
Facebook ad comments capturing				
Instagram ad comments capturing				
Monitor Facebook reviews				
Create saved replies				
Reply as another user				
Automated moderation rules				
Tag incoming content				
User conversation history				

Reporting				
Downloadable reports				
Post level statistics				
Combined reports				
Competitive report				
PPT reports				
PDF reports				
CSV reports				
Hashtag reports				
Team response reports				
Engagement reports				
Content performance reports				
Clickthrough reports				
Automatic reporting				
Whitelabel reports				
Monitoring/Listening				
Basic listening features				
Unlimited keyword searches				
Twitter lists monitoring				
Teamwork/Collaboration				
Assign user roles				
Assign tasks				
Live team activity				
Publishing workflow				
Team statistics				
Team audit trail				
Integration with				
Tool 1: (ex. Dropbox)				
Tool 2:				
Tool 2:				
Support				
Live chat				
Email				
Total Monthly Spend				
\$10-75 per month				

\$75-200 per month				
\$200-\$400 per month				
\$400-\$750 per month				
More than \$750 per month				