



Market Data / **Supplier Selection** /
Event Presentations / User Experience
Benchmarking / Best Practice /
Template Files / Trends & Innovation



Social Media Management Systems Buyer's Guide 2011

Technology for external social media
engagement and workflow processes

Sample only, please download the full report from:



<http://econsultancy.com/reports/social-media-management-systems-buyers-guide>

Social Media Management Systems Buyer's Guide 2011



Published October 2011

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without prior permission in writing from the publisher.

Copyright © Econsultancy.com Ltd 2011

Econsultancy London
4th Floor, 91-93 Farringdon Rd
London EC1M 3LN
United Kingdom

Telephone:
+44 (0) 20 7269 1450

<http://econsultancy.com>
help@econsultancy.com

Econsultancy New York
41 East 11th St., 11th Floor
New York, NY 10003
United States

Telephone:
+1 212 699 3626

Contents

1. Introduction.....	5
1.1. About Econsultancy	6
2. Executive Summary	7
3. The Market.....	8
3.1. Market overview.....	8
3.2. Market growth.....	11
3.3. Drivers of growth and market trends	12
3.3.1. How social media permeates the whole organisation.....	12
3.3.2. Marketers continue to grapple with social data	13
3.3.3. Need to control engagement across third party platforms ...	15
3.4. Return on investment	16
4. Strengths, Weaknesses, Opportunities and Threats (SWOT)	17
4.1. Strengths.....	17
4.2. Weaknesses.....	18
4.3. Opportunities	19
4.4. Threats	20
5. Costs and Pricing Models	21
5.1. Technology costs	21
5.2. Other costs.....	21
6. Finding the right supplier: Tips and pitfalls	22
6.1. Introduction	22
6.2. What type of solution are you looking for?	22
6.3. What kind of control do you want?.....	22
6.4. What are the specific features of the technology?.....	23
6.5. Have you carefully assessed the pedigree of your vendor/agency?	23
6.6. Are you planning for tomorrow and not just today?.....	24
7. Market Positioning Charts.....	25
7.1. Explanation for Chart 1: System capabilities	25
7.1.1. Positioning summary diagram: Platform capabilities	26



7.2.	Explanation for Chart 2: Type of Solution	27
7.2.1.	Positioning summary diagram: Client focus	28
8.	Supplier Matrices.....	29
8.1.	Platform overview	29
8.2.	Platform services	30
9.	SMMS supplier marketplace and profiles	32
9.1.	Alterian	32
9.2.	Buddy Media.....	39
9.3.	Campaign Commander Social Edition	45
9.4.	Comufy.....	51
9.5.	Context Optional	56
9.6.	Conversocial	64
9.7.	CoTweet (ExactTarget).....	70
9.8.	EngageSciences	80
9.9.	HootSuite.....	87
9.10.	Jive Software	97
9.11.	Socialbakers.....	103
9.12.	Socialtext	109
9.13.	Spredfast.....	115
9.14.	Sprinklr.....	122
9.15.	Syncapse	128
9.16.	thismoment	134
9.17.	Vitruve	141

1. Introduction

Econsultancy's buyer's guides are the ideal starting place for anybody researching new suppliers in digital market sectors. They contain **in-depth vendor profiles**; to help you quickly evaluate suppliers and service providers, as well as **market analysis** to help you put things into perspective. Vendors are selected for the report based on a combination of factors, not limited to, but including:

- **Analysis of capabilities** (services / products)
- **Clients**
- **Experience** (qualifications / trade bodies / case studies)
- **Expertise** (by sector / topic)
- **UK / US status** (a UK and / or US office is preferred, occasional exceptions are made)
- **Ability to take on and fulfil new projects**
- **Recommendations from trusted sources** (or anecdotal evidence to the contrary)
- **Google visibility**
- **Business model** (a high % of turnover should be related to these services)
- **Company website**

Econsultancy does not explicitly recommend any of the suppliers featured in these guides, principally because it is impossible for us to work with all of them to form a first-hand opinion. But we do believe - based on an intensive and careful selection process - that the chosen vendors represent quality.

Buyer's Guides are updated on an annual basis, so the information contained within is recent and thus valid. Send any questions or comments to Linus.Gregoriadis@Econsultancy.com

Please note that the profiles in this report have been compiled by selected vendors, and not by Econsultancy.

The following companies / platforms either declined to be featured or failed to submit a profile on time:

- Awareness Networks
- Expion
- MediaFunnel
- Postling
- Qontext
- Shoutlet
- SocialVolt

Sample only, please download the full report from:



<http://econsultancy.com/reports/social-media-management-systems-buyers-guide>



1.1. About Econsultancy

Econsultancy is a [digital publishing and training group](#), focused on best practice digital marketing and e-commerce, and is used by more than 300,000 internet professionals every month. Our hub has 100,000+ members worldwide from clients, agencies and suppliers alike

The company publishes [practical and time-saving research](#) to help marketers make better decisions about the digital environment, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy has offices in New York and London, and hosts more than [100 events](#) every year in the US and UK. Many of the world's most famous brands use Econsultancy to [educate and train](#) their staff. Some of Econsultancy's members include: Google, Yahoo, Dell, BBC, BT, Shell, Vodafone, Virgin Atlantic, Barclays, Deloitte, T-Mobile and Estée Lauder.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works. Call us to find out more on +44 (0)20 7269 1450 (London) or +1 212 699 3626 (New York). You can also [contact us online](#).

Further reading

Social Media and Online PR Report

<http://econsultancy.com/uk/reports/social-media-and-online-pr-report>

Value of Social Media Report

<http://econsultancy.com/uk/reports/value-of-social-media-report>

Social Media Statistics

<http://econsultancy.com/uk/reports/social-media-statistics>

Social Media Integration

<http://econsultancy.com/reports/social-media-integration>

Online Reputation and Buzz Monitoring Buyer's Guide

<http://econsultancy.com/uk/reports/online-reputation-and-buzz-monitoring-buyer-s-guide>

Social media and relationship development in professional services

<http://econsultancy.com/uk/reports/social-media-and-relationship-development-in-professional-services>

Online Measurement and Strategy Report

<http://econsultancy.com/uk/reports/online-measurement-and-strategy-report>

Customer Engagement Report

<http://econsultancy.com/uk/reports/customer-engagement-report>

Multichannel Customer Experience Report

<http://econsultancy.com/uk/reports/multichannel-customer-experience-report>



2. Executive Summary

A requirement for social media management systems (SMMS) has become more apparent as more organisations have sought to harness and to engage with social media.

The need for processes and varying degrees of automation has been recognised by companies for whom social media interaction is occurring on a large scale, with ramifications for a range of different business functions including sales, marketing, customer service and product development.

Consequently, social media management systems (SMMS) are rising in popularity and gaining more prominence within the ever-increasing suite of tools used by marketers. Companies are prepared to invest in technology to complement the creation of specific social media-related job roles and new responsibilities across different departments.

Sample only, please download the full report from:



<http://econsultancy.com/reports/social-media-management-systems-buyers-guide>

3. The Market

3.1 Market overview

The market for SMMS is fragmented and consequently it can be difficult to understand the distinctions between the technologies.

Systems typically offer a variety of functions for commercial control and engagement within social landscapes. This can either be within an internal environment, for example onsite forums and blogs that are the property of an organisation, or for external channels or networks such as Facebook, Twitter and YouTube.

External management encompasses elements of marketing communications, community management, sentiment analysis and social analytics. Crucially, it is the strengths or weaknesses in these distinctive areas which define individual vendors.

This guide focuses exclusively on social media management systems for external channels.

What the experts say

“There is a rapid adoption of new features among users of these technologies, but a huge inability to differentiate. This is an emerging innovation market - think garage-style startups with entrepreneurs at the helm. While we’ve seen new vendors emerge rapidly in the last year, this also makes the features a commodity and a ‘feature war’ is in place - they are unable to leap ahead from competitors.”

SAMPLE QUOTE

Sample only, please download the full report from:



<http://econsultancy.com/reports/social-media-management-systems-buyers-guide>



3.2 Drivers of growth and market trends

3.2.1 How social media permeates the whole organisation

What has become increasingly clear over the last few years is that social media is not just the responsibility of one single department within an organisation, although marketing and communications have often taken the lead in terms of driving engagement and insight.

Organisations must ensure that they are abandoning outdated models and implementing larger, company-wide social strategies.

As Econsultancy research shows, communication with customers reaches across many different channels, both online and offline. Social media can be seen as a channel or touch point in its own right, but it also permeates various other areas.

The proliferation of customer touch points, illustrated in the chart above, serves to highlight the importance of joined-up communication and customer engagement. SMM systems can allow a broad range of individuals across different business functions and marketing disciplines to become social representatives for their business.

3.2.2 Marketers continue to grapple with social data

The sheer size and scale of data generated by social media means that it is virtually impossible for organisations to manage this manually. This brings us back to the power of SMMS as an automated workflow and processing tool that allows the individuals using it to have a greater degree of control.

The companies that have seen the greatest rewards from social media have typically approached it in phases.

Sample only, please download the full report from:



<http://econsultancy.com/reports/social-media-management-systems-buyers-guide>



3.3 Return on investment

Social media management systems can help an organisation to:

Drive revenue

- Boosting online traffic/improve customer acquisition through engagement and real-time support.

Cost savings

- Reduce internal costs by employing services which save time and effort.
 - Technology can help manage large amounts of information quickly.
 - Informed activity can help a business develop and grow.

Sample only, please download the full report from:



<http://econsultancy.com/reports/social-media-management-systems-buyers-guide>



4 Strengths, Weaknesses, Opportunities and Threats (SWOT)

This section contains a 'SWOT' analysis for the e-commerce market, from the perspective of suppliers. It also serves as a summary of some of the points made above.

4.1 Strengths

- The demand for technology which makes social media **easier to manage and implement within organisations** continues to increase.
 - As the potential opportunities and risks of social media are more widely understood at a senior level, **more resources will be invested in proven technology and platforms.**
 - **As social media moves beyond the responsibility of marketing** and into other organisational departments (such as customer service, sales and PR) the demand for SMM systems will increase.

4.2 Weaknesses

- The pace of change in the world of social media means that **associated technology has to advance** at a similar speed.
 - Ongoing maintenance costs can be a headache for companies, especially when the customer bears the entire cost of any upgrades or improvements.

5. Costs and Pricing Models

5.1 Technology costs

Whether you are buying installed software or using the software-as-a-service (SaaS) model, costs become fairly complex and the payment models are varied.

Importantly, pricing bands should remain relatively low, given that the marketplace is already becoming crowded with suppliers offering similar functionality at a basic level. Vendors have to be competitive: advanced, unique functionality is where value can be added.

Sample only, please download the full report from:



<http://econsultancy.com/reports/social-media-management-systems-buyers-guide>



6 Finding the right supplier: Tips and pitfalls

6.2 What type of solution are you looking for?

Companies looking for an SMMS supplier should be aware that there are important differences in the types of technology profiled in this report.

Like many types of marketing technology, SMMS can generally be deployed in two ways. Installed software or hosted solutions. The former is where the relevant technology is physically installed within an organisation's IT infrastructure, while the latter refers to remotely-hosted (software-as-a-service or SaaS) technology.

6.3 Have you carefully assessed the pedigree of your vendor/agency?

- Which clients do your prospective vendors have and are they happy?
 - Have you checked out their websites?
 - Do they have clients in your own sector?
 - What is the calibre of the partners associated with the vendor?
- How flexible will the vendor be in helping you to meet your individual needs?
- How good is their customer service?
- Are you clear when you will start incurring additional costs?

6.4 Are you planning for tomorrow and not just today?

It is important to make sure that your system is easily scalable so that you don't have to change your technology after your organisation has reached the next stage of growth.

Ensure that the platform you choose can be easily integrated with other parts of your business, such as your CRM database: Your SMS system should be the engine room of your online marketing and customer service efforts, helping with customer acquisition, customer retention, cross-selling and up-selling etc.

Sample only, please download the full report from:

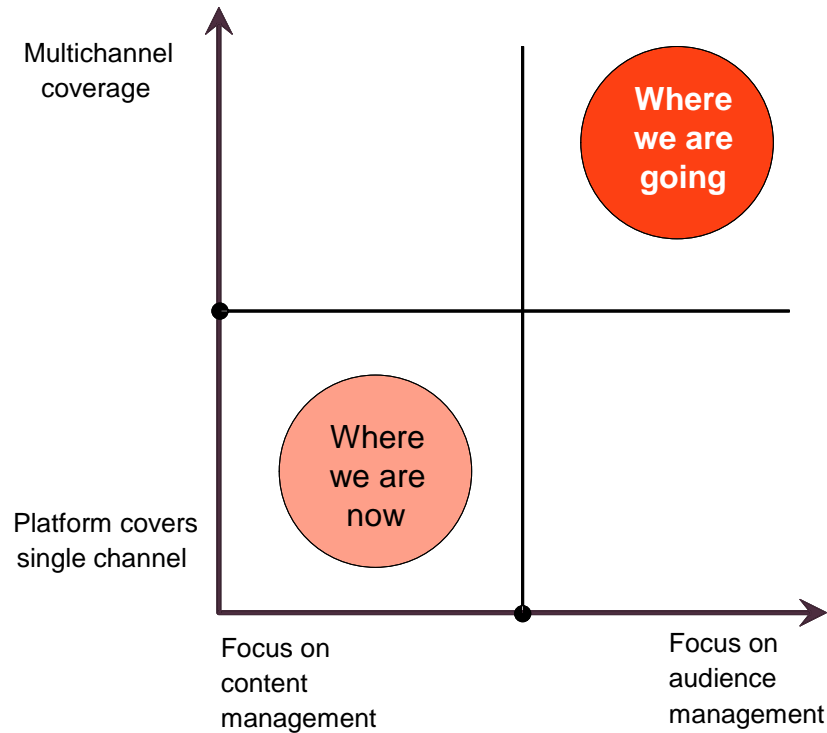


<http://econsultancy.com/reports/social-media-management-systems-buyers-guide>



7 Market Positioning Charts

7.2 Explanation for Chart 1: System capabilities



The vertical axis charts the amount of channels the technology is able to cover.

The horizontal axis charts where the main focus of the tool lies, either on content production (internal) or audience management (external).

The pale circle denotes the company's current position while the brighter circle reflects medium and long-term aspirations. If the circles are in the same position, the company is happy with its current market positioning and has no plans to change.

For example, on the chart displayed, the company is currently focusing on content management within a single channel, but is aiming to move towards audience management, across as many different channels as possible.

Please note that these charts show market positioning from each vendor's own perspective.

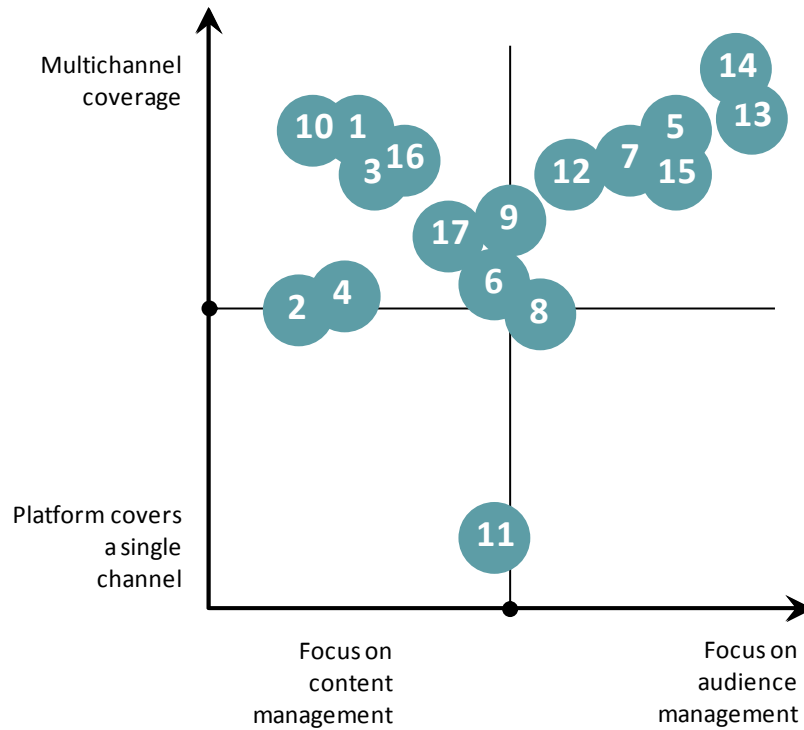
Sample only, please download the full report from:



<http://econsultancy.com/reports/social-media-management-systems-buyers-guide>

7.2.1 Positioning summary diagram: Platform capabilities

The summary market positioning charts give an at-a-glance overview of where vendors sit in terms of their current capability. For each vendor's future positioning, please refer to the charts after each vendor's profile.

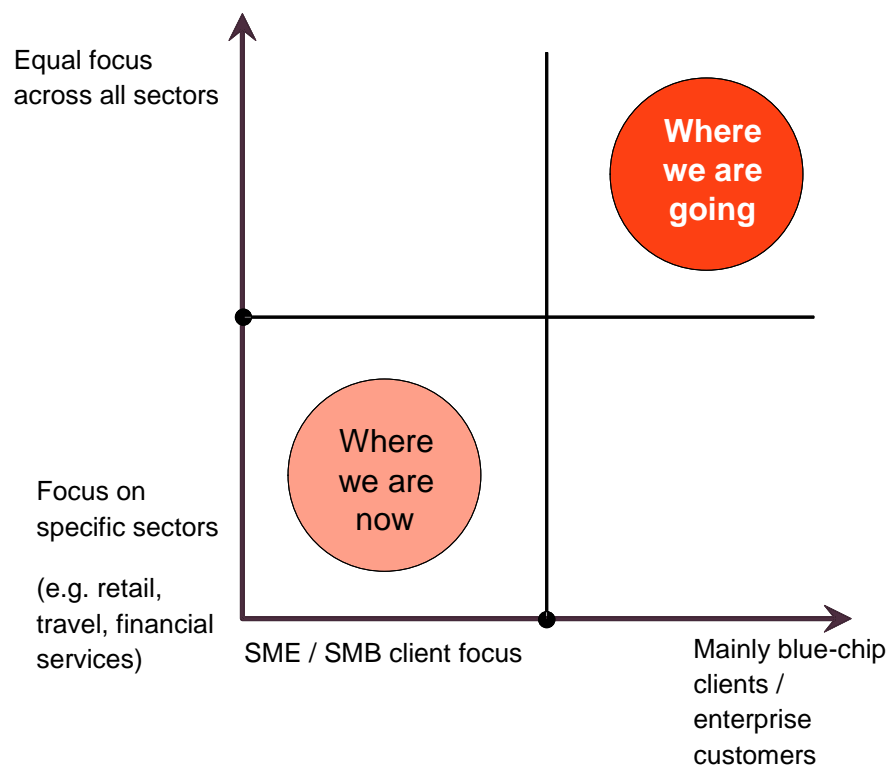


Sample only, please download the full report from:



<http://econsultancy.com/reports/social-media-management-systems-buyers-guide>

7.3 Explanation for Chart 2: Type of Solution



The vertical axis charts the extent to which the social media management technology is geared towards either one specific sector, versus being a universal tool across all types of industries.

The horizontal axis charts whether the solutions are designed for smaller businesses or large enterprises.

The pale circle denotes the company's current position while the bright circle reflects its medium and long-term aspirations. If the circles are in the same position, the company is happy with its current market positioning and has no plans to change.

For example, on the chart displayed, the company currently sells to small organisations, as a specialist covering only to specific verticals. However, in the future, they want to expand their proposition across more sectors and larger organisations.

Please note that these charts show market positioning from the vendor's own perspective.

Sample only, please download the full report from:



<http://econsultancy.com/reports/social-media-management-systems-buyers-guide>

8 Supplier Matrices

Matrix guide to platform services	Social media management systems																
	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample
Platform management capabilities																	
Workflow / planning support	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Content production tools	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Content allocation tools	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Content scheduling	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Multi-user access / roles	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Geo-targeting	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Multi-lingual capabilities	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Rich media support	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Customization	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Automated management	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Competitions / contests	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Mobile access	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Performance analysis	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Sentiment analysis	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Filters (e.g. keywords, user groups, etc)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Archiving	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Virus / spyware protection	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Priority escalation	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Email notifications	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
SMS notifications	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●



Matrix guide to platform services	Social media management systems																	
	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample	Sample
Integration																		
Third-party analytics	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
CRM databases	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Email platforms	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Mobile marketing	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
E-commerce platforms	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Search engine marketing	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Supporting services																		
Consultancy	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Strategy and planning	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Training	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Community management	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Campaign management	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Build & design	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Properties covered																		
Facebook	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Twitter	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
YouTube	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
LinkedIn	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Foursquare	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Other	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●



9 SMMS supplier marketplace and profiles

9.2 Sample

Sample profile

www.sample.com

Company Proposition

Sample

Brief Company History

Sample

Clients

Sample

Platform overview

Conversation management	Content management	Audience management	Multiple channel capabilities	Reporting and analytics
Sample	Sample	Sample	Sample	Sample

LOGO



HEAD OFFICE ADDRESS

Sample document

OTHER OFFICE LOCATIONS

Sample document

USA CONTACT

Sample document

EMEA CONTACT

Sample document

Sample only, please download the full report from:



<http://econsultancy.com/reports/social-media-management-systems-buyers-guide>



Company Information	
Turnover 2010	Sample document
Projected growth for 2011	Sample document
Projected turnover 2011	Sample document
Years in business	Sample document
International capability	Sample document
Partnerships with other companies	Sample document
USP	
What sets you apart from your competitors?	Sample document
Agency clients	Sample document
Client list	Sample document
UK client list	Sample document
Testimonials	Sample document
Case study	
Recent case study	Sample document
Platform management capabilities	
Workflow / planning support	Sample document
Content production tools	Sample document
Content allocation tools	Sample document
Content scheduling	Sample document
Multi-user access / roles	Sample document
Geo-targeting	Sample document
Multi-lingual capabilities	Sample document
Rich media support	Sample document
Customization	Sample document



Automated management	Sample document
Competitions / contests	Sample document
Mobile access	Sample document
Performance analysis	Sample document
Sentiment analysis	Sample document
Filters (e.g. keywords, user groups, etc)	Sample document
Archiving	Sample document
Virus / spyware protection	Sample document
Priority escalation	Sample document
Email notifications	Sample document
SMS notifications	Sample document
Other	Sample document
Integration	
Third-party analytics	Sample document
CRM databases	Sample document
Email platforms	Sample document
Mobile marketing	Sample document
E-commerce platforms	Sample document
Search engine marketing	Sample document
Other	Sample document
Supporting services	
Consultancy	Sample document
Strategy and planning	Sample document
Training	Sample document
Community management	Sample document
Campaign management	Sample document
Build & design	Sample document



Other	Sample document
Properties covered	
Facebook	Sample document
Twitter	Sample document
YouTube	Sample document
LinkedIn	Sample document
Foursquare	Sample document
Other	Sample document
Charging models	
How do you typically charge clients?	Sample document
Account management costs.	Sample document
Support costs: Including training, upgrades, day rates, etc	Sample document
Other	Sample document
Additional supporting information	
White papers/published documents	Sample document
Membership of industry bodies/Professional associations	Sample document
Other	Sample document

Sample only, please download the full report from:



<http://econsultancy.com/reports/social-media-management-systems-buyers-guide>

