

Best Social Media Management Tools For Small Business Owners

Building and maintaining a brand's presence in the digital world can become challenging without the proper set of skills. For small business owners, social media management, in particular, doesn't come easy. You must stay on top of trends, create content, and advertise the company without coming off as salesy or too promotional.

Regardless of whether you do the work yourself or delegate the task to an employee, one must ensure that the associated social media accounts stay active (and that their followers remain engaged!).

Have You Recently Asked Yourself The Following Questions?

- *How do I find the time to post on social media as a business owner?*
- *Is hiring a dedicated employee the only way to post regularly on social media and build my brand's digital presence?*
- *I don't have the capital to pay thousands of pounds to build a system that does this for me. Are there any other options?*

If you have recently asked yourself any of these questions, there's a solution. Thankfully, there is software that helps you gain control over social network management without breaking the bank. Individuals, startups, and small business owners should take advantage of sophisticated social media management tools that have been designed to take the headache out of the equation of managing social media. Let's take a closer look.

Why Your Small Business Needs Social Media Management Tools

Social media platforms let users post from their desktop or mobile device, whether through apps or a web browser. Many business owners don't have the time to manage business-critical activities in the first place, let alone curate social media accounts. Tools that assist in small business social media management remove most of the hard work involved in the process. Here's how:

- They consolidate all of your accounts into one single place.
- They give you the option to schedule your social media posts.
- They allow you to delegate posting responsibilities safely.
- They provide the option to review and approve posts before they go live.
- They offer reliable analytics that tracks the progress of your accounts.
- They even let you respond to post comments and private messages directly from the software.

What Are The Best Social Media Tools For Small Businesses?

The majority of the tools we've gathered and listed below provide options for any form of social media scenario that small and medium-sized companies may encounter. However, some come with certain features that are more comprehensive than others. Here are the tools we recommend taking a closer look at to manage your social media (in random order).

[Nimble](#)

Nimble CRM is the first tool on our list of social media management tools. It's an innovative cloud system for small and medium businesses compatible with most social media platforms, including LinkedIn. It can be used to monitor customer interactions during each stage of the sales funnel and handle some of the activities that social media managers perform, such as delivering customer service updates on social media.

The trial edition is available for free (it will remain active for 14 days after the date of registration). There is also a full subscription-based version available for \$19 per month.

[Sprout Social](#)

Sprout Social has a small business-specific social media management package. This is a cost-effective option that gives entrepreneurs access to Sprout's outstanding content management, social listening, analytics, and post scheduling features, as well as a number of seats to allow multiple employees to use the platform. With an intuitive workflow and the option to manually set posting times or let the program's algorithm optimize your posting time for maximum visibility, Sprout makes social media management simple. Packages start at \$99 per month, but most



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small businesses will need to upgrade to the \$149 per month Corporate package (since it provides more than one seat on the platform).

[Hootsuite](#)

Over 15 million people and more than 800 Fortune 1000 companies use Hootsuite, the most popular social media management tool on the market. There's a reason for Hootsuite's popularity: it's a feature-rich platform that lets you optimize and schedule content, track social ROI, run social media ads, and more.

People love Hootsuite because it lets them manage multiple accounts and keywords, interact with over 35 social networks, and bulk-schedule social media posts in a breeze.

Multi-user plans begin at \$129 a month and provide 20 social profiles and three user seats. Larger plans begin at \$599 and go up from there, depending on your requirements. If you are the only one who needs access to the account, the \$19 monthly plan is perfectly fine, but you won't be able to add any more seats to the program unless you upgrade.

[Buffer](#)

Buffer is a user-friendly, streamlined social media management tool that helps companies, corporations, agencies, and individuals achieve positive social media engagement and performance.

Buffer is a social network planner for small businesses that is easy to use. The platform is similar to Sprout and Hootsuite, but it has a better mobile experience. If you are using a mobile device, you can post on the go with a full range of features. The basic plan is free, although it lacks a calendar and social analytic features. Its plans are divided into publishing and analytics, so buying one won't come with the other. Its publishing plan starts at 15\$ per month and its analytics plan starts at 35\$ per month. If you're just looking to publish posts and don't need analytics as a small business owner, this is a great and affordable option!



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[Everypost](#)

Everypost is a straightforward, low-cost social media manager that teaches users the fundamentals of social media management. Social media sharing, collaboration on posts, and scheduling solutions are also supported by the tool. Everypost doesn't have sophisticated features like analytics or post-approval procedures, but it does have a better variety of plans to meet the business's needs. Although a free subscription is available, small business owners would need to upgrade to the \$9.99 per month pro package to use Everypost to effectively manage their social media platforms with all of its features.

[Extra Suggestion - Social Champ](#)

Here's one you probably haven't encountered much on the web. Social Champ is a social media management tool that few have heard of. It's the new kid on the block that offers just about every feature the popular tools provide, at just a fraction of the cost. Its Professional Package costs just 9\$ (yup, that's right) per month and includes 15 SOCIAL MEDIA ACCOUNTS! Now that's what we call a deal!

Bottom Line - Best Social Media Management Tools for Small Business Owners

Regardless of the social media management tool you ultimately choose for your small business, it's important to remember that the most important thing for your company's digital presence is to promote your services and products and engage with your audience. Your journey into social media should include a well-thought-out approach, an idea of how often you want to share, and a solid grasp of what your potential followers want to see. After you have decided on a social media strategy, you will need to find a social media management tool that fits your needs. As we've mentioned, there are plenty of tools out there, so just go for one that suits your small business's demands.