

# THE BEST SOCIAL MEDIA MANAGEMENT TOOLS

Social media has become an essential aspect of digital marketing, and it has become increasingly challenging to manage multiple social media platforms without the right tools. Social media management tools are designed to simplify and streamline social media tasks, helping marketers create, schedule, and analyse their social media content. This article will explore the best social media management tools available in Australia.



## **Hootsuite**

Hootsuite is one of the most popular social media management tools, widely used by digital marketers across Australia. The platform offers many features, including scheduling, publishing, and analysing social media content. Hootsuite also provides users access to a social media dashboard to monitor conversations and manage multiple social media accounts in one place. Hootsuite offers a free version with limited features, and premium plans start at \$29 per month.

## **Buffer**

Buffer is another popular social media management tool in Australia. It allows marketers to schedule social media posts, analyse performance, and collaborate with team members. Buffer also offers a browser extension that allows users to schedule posts directly from their browser. The tool offers a free version with limited features, and premium plans start at \$15 per month.

### **Sprout Social**

Sprout Social is a comprehensive social media management tool offering various features, including social media publishing, monitoring, and analytics. The tool is designed for businesses of all sizes and provides users access to a social media dashboard to monitor and manage multiple social media accounts. Sprout Social offers a free trial; monthly pricing plans start at \$99.

### **Sendible**

Sendible is a social media management tool offering various features, including social media scheduling, publishing, and monitoring. It also allows users to collaborate and analyse social media performance with team members. Sendible offers a free trial, and monthly pricing plans start at \$29.

### **SocialPilot**

SocialPilot is a social media management tool offering various features, including social media scheduling, publishing, and monitoring. It also allows users to collaborate and analyse social media performance with team members. SocialPilot offers a free trial; monthly pricing plans start at \$25.

### **Choosing the Right Social Media Management Tool**

When selecting the right social media management tool for your business, it's important to consider your social media strategy's specific needs and goals. Some tools are more suitable for small businesses, while others offer more advanced features better suited for larger businesses with multiple social media accounts.

It's also essential to consider the cost of the tool and whether it fits within your budget. Some tools offer free versions with limited features, while others require a subscription fee.

In addition, it's important to consider the tool's usability and how easy it is to navigate and use. A tool with a steep learning curve may not be the best fit for businesses short on time and resources. Ultimately, the right social media management tool will depend on your business's unique needs and goals.

Social media has become an essential component of digital marketing in today's digital age. Social media management tools are designed to simplify and streamline social media tasks, allowing marketers to create, schedule, and analyse their social media content more efficiently.

[Anchor Digital](#) is the best option if you're looking for a reliable social media management agency in Australia. As a [Brisbane social media management](#) agency, they offer various social media services,

including content creation, community management, and social media advertising. Contact them today to learn how they can help you grow your business's social media presence.

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