

COMPETITIVE COMPARISON

Capabilities	SocialMadeSimple *full-service	Soci *platform only	Scorpion *full-service
Pricing Category	\$	\$\$	\$\$\$
Pricing Reviews	<p>"You make social easy and affordable"</p> <p>"The reason I choose SocialMadeSimple is because of the entire package they promised and they have delivered. They keep me on track, and I think it is worth every penny."</p>	<p>"For the price we pay, everything should be included, but they still charge you for new features."</p> <p>"It would be great to even have 1 point of contact, like a dedicated customer service rep, but instead you email the onboarding team, and get a different person each time."</p>	<p>"Costs too much money for the work that's being done."</p> <p>"I spent anywhere from \$1,300 to \$5,000 a month with Scorpion and decided that their services were subpar."</p>
Services Included:			
Scalable Proprietary Technology	✓	✓	✓
Social Media Management	✓	✓	✓
Free Pilot Program Offered	<i>Free 90-day pilot</i>	<i>Free platform demo</i>	✗
Social Marketing Technology			
One Inbox For Messages	✓	✓	✓
Create & Schedule New Posts	✓	✓	✓
View Campaign Results	✓	✓	✓
Social Media Content & Posts			
In-House Content Team	✓	✗	✓
Cross-Network Publishing	✓	✓	✓
Ad Boost Management	✓	✗	✓
Localized Paid Social Advertising			
Targeting, Bidding, & Budget Strategy	✓	✗	✓
Performance Monitoring & Analytics	✓	✗	✓
Continuous Optimization	✓	✗	✓
Franchisor & Franchisee Support			
Reporting & Analytics	✓	✓	✓
Strategic Planning	✓	✗	✓
Dedicated Team of Marketing Experts	✓	✗	✓

350,000 +

LEADS GENERATED

30,000 +

BUSINESSES SERVED

50 MILLION +

SOCIAL POSTS PUBLISHED



"From the very first conversation to our weekly meeting yesterday, we've come to consider SocialMadeSimple as part of our team... It's incredible to look back at how much we've accomplished after only one year... I'm excited for the continued growth of our brand with SocialMadeSimple by our side!"

- Kasie, Marketing Director