

COMPETITIVE COMPARISON

CAPABILITIES	SOCIALMADESIMPLE	SOCI	SCORPION
Pricing Category ¹	\$	\$\$\$\$	Not Provided
Pricing Reviews ²	"You make social easy and affordable"	"For the price we pay, everything should be included, but they still charge you for new features."	"I spent anywhere from \$1,300 to \$5,000 a month with Scorpion and decided that their services were subpar."
Services Included			
Scalable Proprietary Technology	✓	✓	✓
Social Media Management	✓	✓	✓
Free Pilot Program Offered	Free 90-Day Pilot	Free Platform Demo	Not Offered
Social Marketing Technology			
One Inbox for Messages	✓	✓	✓
Create & Schedule New Posts	✓	✓	✓
View Campaign Results	✓	✓	✓
Custom Content Creation			
In-House Content Team	✓	✗	✓
Cross-Network Publishing	✓	✓	✓
Ad Boost Managed	✓	✗	✓
Paid Social Advertising			
Targeting/Bidding/Budget Strategy	✓	✗	✓
Performance Monitoring/Analytics	✓	✗	✓
Continuous Strategy Optimization	✓	✗	✓
Franchisor/Franchisee Support			
Reporting & Analytics	✓	✓	✓
Strategic Planning	✓	✗	✓
Team of Marketing Experts	✓	✗	✓

1. Pricing categories collected from public Facebook Pages.

2. Client reviews collected from G2, Capterra, & Yelp.

✗ Not included in base pricing - Additional fees required to access services plus technology.