How to Select the right Social Studio edition

salesforce marketing cloud

With Salesforce Social Studio, we've integrated Publish, Engage, and Analyze capabilities in a new easy-to-use solution, so you can seamlessly collaborate with your team to plan, publish, respond, listen, and report on your successes.

With Social Studio you can listen to what's being said about your brand on social, as well as follow the traffic on your owned social channels. Use that intelligence to plan your campaigns and publish topical and engaging content. Then use the Engage functionality to build 1:1 relationships with customers and prospects who respond to your posts.

Give your team Social Studio, the only solution designed for the social content marketer by social pioneers. Collaborate, plan, analyze, engage, and succeed with Social Studio:

- Build collaborative Workspaces, so teams can nimbly operate at social speed.

- Analyze conversations on your social properties along with the broad social web for real-time market, customer, and competitive intelligence.

- Listen for emerging trends and conversations to inform and validate your campaign and community strategies.

- Plan, publish, report, and share your content without friction, and while seamlessly complying with your content governance policies.

- Engage with customers and prospects along their journey with your brand. Improve customer satisfaction by being available and responsive.

> "After an internal review of more than 25 different solutions, we selected Social Studio as our social media management system. It will allow Citrix to manage our global social properties more efficiently and securely, understand how our social content is performing, and know what people are saying about us, all while integrating into our established business processes across the company."

Justin Levy, Director, Social Marketing, Citrix

Choose the Social Studio edition that's right for your business

Basic	Pro	Corporate	Enterprise
Start Your Social Marketing Journey with Listening and Engagement	Listen, Publish and Engage Across Social Networks	Social Marketing and Social Customer Service for Multiple Brands or Product Lines	Maximize Results at Scale Across Teams, Brands and Geographies
$1,000/mo. (BILLED ANNUALLY)	**$4,000/mo.** (BILLED ANNUALLY)	**$12,000/mo.** (BILLED ANNUALLY)	**Call for details**
2 social accounts	Get all the Basic features plus:	Get all the features of Pro plus:	Ready to take social across your business?
20,000 monthly mentions	10 social accounts	20 social accounts	Call now for additional details and pricing.
Ideal for brand listening and engagement on your core social properties	250K monthly mentions	1.5M monthly mentions	
*Add Publishing for an additional $500 per month	Achieve compliance & governance with Publish Approval Rules	Full Social Automation capabilities	
	3rd party apps partner access	Social Care Integration with Salesforce Service Cloud	

Social Studio Edition Comparison

Feature	Basic	Pro	Corporate	Enterprise
Browser-based HTML web app	✅	✅	✅	✅
Mobile app for iOS	✅	✅	✅	✅
English, Japanese, French, German, Spanish language options (UI)	✅	✅	✅	✅
Workspace, roles, and permissions configuration	✅	✅	✅	✅
Preset Dashboards for owned Facebook, Twitter, and LinkedIn properties with zoom-in capabilities	✅	✅	✅	✅
Social Listening with 1 billion sources	✅	✅	✅	✅
Support for listening in 39 languages	✅	✅	✅	✅
Create detailed Topic Profile searches	✅	✅	✅	✅
Automated Sentiment	✅	✅	✅	✅
Analysis of conversations on social channels + broad listening	✅	✅	✅	✅
Additional data available from 8 Insights partners like Clarabridge	✅	✅	✅	✅
Mobile Quick Search for any Listening Query	✅	✅	✅	✅
Schedule and publish to social channels with a collaborative Content Calendar	✅	✅	✅	✅
Publishing preview	✅	✅	✅	✅
Attach media and images for Publishing and Engagement	✅	✅	✅	✅
Inline image editing with 19 modification options	✅	✅	✅	✅
Build and apply publish macros	✅	✅	✅	✅
Follow/unfollow Twitter handle	✅	✅	✅	✅
Bit.ly use for publishing links	✅	✅	✅	✅
Search content by labels, authors, social networks	✅	✅	✅	✅
Twitter Search	✅	✅	✅	✅
Flag a post	✅	✅	✅	✅
Save & draft content	✅	✅	✅	✅
Audit content author	✅	✅	✅	✅
Ability to gate and feed target content	✅	✅	✅	✅
	✅	✅	✅	✅

Feature	Basic	Pro	Corporate	Enterprise
Share successful content with other workspaces	✅	✅	✅	✅
Performance metrics by post, channel, and workspace	✅	✅	✅	✅
Engagement on social network inbox messages (Facebook, Twitter)	✅	✅	✅	✅
Engagement on social channels + broad listening	✅	✅	✅	✅
Customize Engagement stack view	✅	✅	✅	✅
Search keywords and groups of keywords in Social Account stack	✅	✅	✅	✅
Ability to like, favorite, quote, retweet, share	✅	✅	✅	✅
Customize engagement content refresh rate	✅	✅	✅	✅
Assign posts to other users	✅	✅	✅	✅
Apply notes, labels, sentiment, classification, and priority to posts	✅	✅	✅	✅
Build and apply macros	✅	✅	✅	✅
Send a post to Salesforce Service Cloud	✅	✅	✅	✅
Engagement audit trail	✅	✅	✅	✅
Column filtering by media type, status, priority, assignment, keyword/group	✅	✅	✅	✅
Social Listening Command Center	💲	💲	💲	💲
Premier Success	💲	💲	💲	💲
Publishing Approval Rules		✅	✅	✅
Premier Content Apps with 10 Partners		✅	✅	✅
Ability to build Custom Apps for Publishing		✅	✅	✅
Automation of post management with Social Hub business rules			✅	✅

✅ Included in base user license

💲 Additional fee applies

For More Information
Contact your account executive to learn how we can help you accelerate your CRM success.

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