

Fashion First Year Startup

Content Distribution

		Buffer				Hootsuite			
	Weighting	Score	% Score	Additional Info		Score	% Score	Additional Info	
Pricing									
Is there a free version?	40%	5	2	3 channels (TikTok, IG, Google)		0	0	No.	
Plan cost for the next tier?	10%	4	0.4	\$6 month/channel adds more posts, stories scheduling, GA integration		1	0.1	99€ a month	
Range of channels	5%	5	0.25	9 channels including Mastadon		5	0.25	10	
Scheduled posts in queue	15%	3	0.45	10 posts per channel on free, 2000 with upgrade		5	0.75	Unlimited	
Compatibility									
How well does it fit in our workflow?	20%	5	1	Allows storage of up to 100 ideas (drafts)		3	0.6	Integrated with Canva	
How many users does it allow?	10%	3	0.3	Only allows one user in free and first tier. Team membership is \$12 month/channel		3	0.3	One User	
		Total Score	4.4			Total Score	2		

Customer Relationship Management

		Pipedrive				Salesforce				Freshsales			
	Weighting	Score	% Score	Additional Info		Score	% Score	Additional Info		Score	% Score	Additional Info	
Workflow Integration													
Email templates	20%	3	0.6	No on basic plan		5	1			5	1		
Data import/export	5%	5	0.25	Integrate with spreadsheet or other CRM		5	0.25			0	0		
Google Integration	10%	5	0.5	Chrome Extension for Gmail, Sheets, Slides & Drive		5	0.5	Gmail, Sheets, Slides & Drive integrated		2	0.2	Compatible with Excel and CSV so it will work with Sheets	
Automations	5%	0	0	No on basic plan		0	0	No on basic plan		4	0.2	20 on the starter plan	
Third Party App Integration	10%	5	0.5	Integrated with 300+ third party apps		1	0.1			0	0		
Price													
Per month	50%	4	2	14.90€ per month		2	1	25€ per month		5	2.5	\$15 per month	
		Total Score	3.85			Total Score	2.85			Total Score	3.9		