

Landscape

While SIFT will become a new player to a market with a few notable competitors, SIFT will stand out from the crowd for a number of different reasons. Before diving into what makes SIFT so special, it is important to acknowledge similar programs that SIFT will be competing against and how it differs from them. The most similar social media merging software that comes to mind is Hootsuite, which aims to allow users to manage all of their social media accounts in an interface that uses a block-like grid system. Users create small little hubs that house different social media accounts and can manage posts etc.

Some other major players in the account managing market are Sendible and Buffer. They, just like Hootsuite, allow the user to manage their social media accounts (mainly Facebook, Twitter, Instagram and LinkedIn) and reply to comments or private messages. What they all seem to do, very well, is queue things like posts, events and mass private messaging for announcements and advertisement. It is very clear that these three applications are extremely geared toward business focused users that are managing the social media for their own business, the company they either work for or are being paid to represent online.

This is where SIFT provides an accessible solution for the everyday user that doesn't want to filter through useless features that are specifically designed to make managing a company's digital presence easier. There are only a few options available for those wanting to take their online experience back, and have full control over who and what content they are exposed to and SIFT's goal is to fill this much needed gap in the market with an alternative that feels fresh, exciting and new.

SIFT will take on a much simpler approach to the idea of account management on a more personal level and that is one of the main ways it differs from the other major companies in the industry.