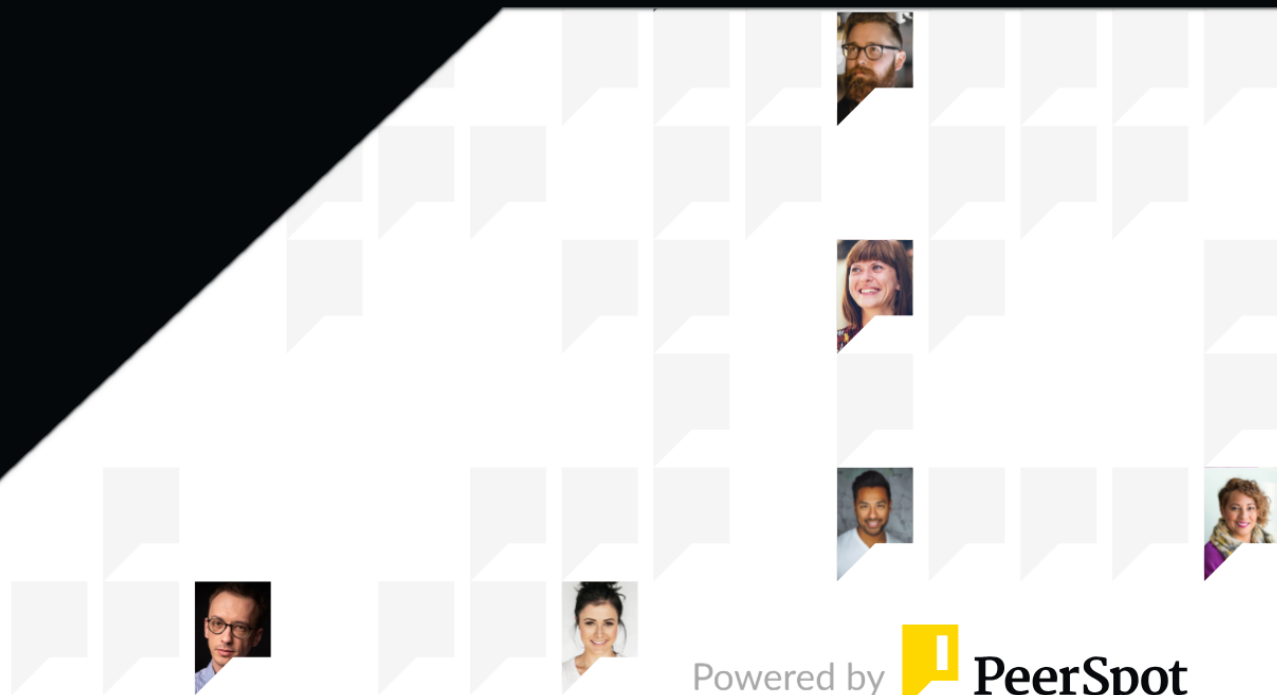


aws marketplace

HootSuite

Reviews, tips, and advice from real users



Powered by  PeerSpot

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Product Recap



HootSuite

HootSuite Recap

HootSuite enhances social media scheduling and management by centralizing content sharing across platforms, increasing engagement, and saving operational time. Its AI-driven tools support team collaboration effectively.

HootSuite is designed for managing social media posts on platforms like Facebook, Twitter, and LinkedIn, allowing users to automate and synchronize content distribution efficiently. Featuring advanced analytics and collaboration tools, it streamlines social media management. It supports real-time insights for managing interactions and tracking performance, reducing the need for multiple employees or platform logins. HootSuite also offers mobile access, helping users maintain consistent messaging and manage content on the go. Users have suggested improvements for expanded features, better Twitter thread scheduling, and more detailed reporting.

What are HootSuite's most important features?

- **AI-driven topic suggestions:** Provide personalized content recommendations for increased engagement.
- **Customizable posts:** Allow for tailored content across different platforms.
- **Advanced analytics tools:** Offer in-depth data analysis and centralized reporting.
- **Mobile app:** Ensures seamless access and management of social media content.

What benefits or ROI should users look for in reviews?

- **Increased social media engagement:** Helps boost platform interactions and visibility.
- **Traffic growth:** Drives more visitors to users' online platforms.
- **Operational time savings:** Reduces the time spent managing social media by centralizing tasks.
- **Effective team collaboration:** Supports coordinated content operations.

In industries such as marketing and customer service, HootSuite is typically used for scheduling and synchronizing posts, analyzing engagement metrics, and improving customer interaction strategies. Marketers benefit from its comprehensive analytics for campaign adjustments and performance tracking, while customer service teams utilize its real-time insights to enhance user engagement and support.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “HootSuite has positively impacted my organization quite significantly because we have seen a rise in applications, and I think we won an award for the best branding use of this technology.”



Calin Balaita

Senior Engineer at Wärtsilä

- ✓ “HootSuite has been truly useful and helpful in my organization because impressions have increased, there has been an increase in traffic, scheduling has become simpler, and approvals have been excellent.”



Babra Mishra

Project Lead at Roche

- ✓ “HootSuite has impacted my organization positively by making my social media marketing easier by ensuring that it got posted on time.”



Samuel-Thomas

Divorce Lawyer at Samuel E Thomas



“HootSuite has positively impacted my organization by offering the possibility to connect everything in one platform, all the social channels, import the assets, and create the copies.”



Cindy Vergel

Senior Business Solution Consultant at a computer software company with 51-200 employees



“With the centralized place for us to manage all our customer conversations and all of our social media engagement, HootSuite has helped us save a lot of time.”



Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants



“HootSuite has positively impacted my organization by reducing the man-hours needed for maintenance, our load to do a campaign has become shorter, so all our tasks resolve faster and can be done more efficiently.”



Verified user

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees



“HootSuite has positively impacted my organization by making it easy for us to post our socials without having to add staff.”



Tom Wondra

CEO at Leonard and Sons

What users had to say about valuable features:

“HootSuite has an AI engine to suggest trending topics related to our business. The engine works really well and comes up with excellent suggestions for more posts. It takes the manual research away from suggesting the topics. It also will create the complete post for you, which you can customize and tweak as per your preferences.

It makes it easy to manage everything in one interface. Social platforms keep changing, however, with HootSuite, you can be assured of one interface to manage it all. We find these features very valuable. .”

Kapil Rampal

Managing Director at Ivory Education Private Limited

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“HootSuite's best features include the ability to consolidate and manage multiple various social media platforms, and the auto-schedule campaign functionality with workflow capabilities. Another valuable feature is the ability to hear sentiment on social media where if our brand is mentioned, HootSuite reports the sentiment to us so we can take proper action.

“HootSuite has positively impacted my organization by reducing the man-hours needed for maintenance. Our load to do a campaign has become shorter, so all our tasks resolve faster and can be done more efficiently..”

Verified user

[Read full review](#) 

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

“The best features HootSuite offers include the content calendar so you know when your posts are going to be making it onto your social media profiles.

“The content calendar and profiles feature impacted my workflow by allowing me to know exactly when the posts were going to go live on the social media websites, and I could structure them to be scheduled when I want them to appear.

“HootSuite has impacted my organization positively by making my social media marketing easier by ensuring that it got posted on time..”

Samuel-Thomas

[Read full review](#) 

Divorce Lawyer at Samuel E Thomas

“One of the best features HootSuite offers is scheduling posts, which allows me to share, for example, ten posts at a time and then set up schedules for them to automatically be posted in the future.

“The scheduling feature helps me because I don't need to visit the app or LinkedIn very often; I basically check once a week and then schedule all my posts and I'm done.

“HootSuite has positively impacted my organization quite significantly because we have seen a rise in applications, and I think we won an award for the best branding use of this technology..”

Calin Balaita

Senior Engineer at Wärtsilä

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“The best features HootSuite offers include brand mentions, which is my favorite, and the scheduling content calendar, as it helps identify what kind of perspective and opinion the market has around a specific product.

“In my day-to-day work, I find the brand mentions feature helpful because when certain topics are discussed, they get highlighted, and we are able to use that information to understand if there is anything we need to pivot to or if there is any product feature that we need to improve or add.

“HootSuite has positively impacted my organization by helping us manage our content in a central location rather than having everything scattered everywhere. We were able to organize everything into HootSuite, which has made us more efficient with our content planning and scheduling..”

Shehan Faiz

Customer success at a tech services company with 51-200 employees

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“In my opinion, the best feature HootSuite offers is the user-friendly platform design. It is very user-friendly. Once you get in, you do not need really complex training because it is very intuitive. I would say that training is useful, but the important thing is that you can start right away and learn how to use it by yourself. The way it is designed, the way you can find the different configuration buttons or options is very intuitive. To me, the UI is one of the strongest advantages from this platform.

“The user interface and design of HootSuite has helped me personally because I have everything in one platform. I have all the social channels in the same platform with one-click access to different profiles and different levels of permissions. Governance is also another use case that I did not mention before that I think is very useful because you can manage the different user level access depending on what you want your team to do in the platform. So that is another very useful way to use the platform. I would say the visual and intuitive way to use the different settings is very useful for me and time-saving.

“HootSuite has positively impacted my organization by offering the possibility to connect everything in one platform, all the social channels, import the assets, and create the copies. The AI help as well is another wonderful tool. I would say having all the tools in one platform such as editorial calendar, assets, editing access to assets, working on the copies, the visualization of the posts, the analytics, the AI support, and the overall UI design are really game-changer features that help you optimize and save time when it comes to creating content for social channels..”

Cindy Vergel

Senior Business Solution Consultant at a computer software company with 51-200 employees

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Other Solutions Considered

“I did not evaluate other options before choosing HootSuite as I'm only a user, but I think only HootSuite was considered, though I cannot say for sure..”

Calin Balaita

Senior Engineer at Wärtsilä

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“Before choosing HootSuite, I evaluated the sales team, which is acceptable, but I need the legal team, the finance team, and integration about the pipeline, which is not very good..”

Verified user

Product & Governance - BPMO at a financial services firm with 201-500 employees

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“This was a plus because with another platform, we had this issue where it was not clear to understand, it was not following current trends or the newest features of how a UX should be..”

Verified user

Director and Marketing Consultant at a non-tech company with 1-10 employees

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ROI

Real user quotes about their ROI:

“I have seen a return on investment as content production has increased. Previously, we were only producing two pieces of content per week, and now we can produce about four to five pieces of content per week..”

Verified user

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

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“I don't know exact metrics for the return on investment as I'm only a user, but I know there has been news of increased applications, and that was the main purpose of using HootSuite—to make ourselves more visible to more future potential employees..”

Calin Balaita

Senior Engineer at Wärtsilä

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“I have seen a return on investment because we have fewer employees needed. We probably would have needed to hire someone to do the work had we not had HootSuite, so it saved a headcount..”

Tom Wondra

CEO at Leonard and Sons

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“We have seen a return on investment as during a week-long campaign, we were able to grow our followers by 17 percent. Our team has cut their time from planning to post down by 30 percent..”

Babra Mishra

Project Lead at Roche

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“I have seen a return on investment based on my experience, as HootSuite helped reduce the time spent on content scheduling and reporting by approximately twenty to thirty percent, allowing my team to focus more on strategy and customer engagement rather than manual tasks. Although I do not have a formal ROI calculation, the productivity gains and improved collaboration made the investment worthwhile..”

Cindy Vergel

Senior Business Solution Consultant at a computer software company with 51-200 employees

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“I have seen a return on investment, as I would say fewer employees are needed because one person can schedule out as far in advance as desired. I'm not sure about monetary return, but as I mentioned a couple of times, definitely the time savings. By cutting social media management in half, it allows us to do other things. The time saver is really the biggest return..”

Trent Conley

Head of Marketing at a tech company with 51-200 employees

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Use Case

“We use HootSuite to manage our social media, including regular posts, advertising campaigns, and responding to messages. The product allows the users to add all the social accounts on a company on one integrated interface.

The best feature of the product is that you can create one post, and it can be released on all platforms, with customization as per the platform (such as hashtags, mentions, etc.).

Our social team uses the product actively to manage all our social media, and they find the product really useful..”

Kapil Rampal

Managing Director at Ivory Education Private Limited

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“My main use case for HootSuite is scheduling social media posts and managing all our social and content calendars in a central location.

“We mainly use HootSuite to schedule our posts by bulk producing our content and then scheduling it across two to three platforms regarding our product. We also look for brand mentions around our product and monitor the pulse we can get around the event industry..”

Shehan Faiz

Customer success at a tech services company with 51-200 employees

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“My main use case for HootSuite is marketing towards social media.

“A specific example of how I used HootSuite for my marketing is that I posted social media content for my law firm.

“HootSuite helped with posting my social media content by providing the content calendar so I could get all my content out on time..”

Samuel-Thomas

Divorce Lawyer at Samuel E Thomas

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“My main use case for HootSuite is sharing and distributing materials curated by the Wärtsilä marketing team.

“A specific example of how I use HootSuite is that the marketing team curates posts and I share them, such as milestones, anniversaries, and recent success stories.

“We are a team of hundreds of people doing the same thing and sharing these materials all around the world..”

Calin Balaita

Senior Engineer at Wärtsilä

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“My main use case for HootSuite is to manage my editorial calendar for content marketing, primarily for content marketing, digital marketing, and everything related to that field. I use HootSuite to manage content, schedule posts, and review and analyze all the results and data for the performance of each social channel.

“A specific example of how I use HootSuite for my editorial calendar and content marketing is that I ensure all our social channels are connected to HootSuite. I curate all the assets, draft all the posts, and schedule each one of them across different social channels. This platform has helped me optimize and expedite the entire process throughout content publishing.

“I have another use case for HootSuite which is obtaining performance metrics and seeing how the posts and all the social channels are performing and comparing all of them. It is very useful when I get metrics such as the top three posts based on engagement. These kinds of metrics are very visual and helpful. Additionally, the way I can export all the analytics is very helpful as well. That is another use case for analytics and publishing, and also synchronizing HootSuite with other APIs or platforms. It is very helpful to automate processes, as Canva connected to HootSuite has helped me import different assets right away..”

Cindy Vergel

Senior Business Solution Consultant at a computer software company with 51-200 employees

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“I am using HootSuite for content distribution and creation. I create content, and because we are managing multiple social media accounts, we consolidate all our social media to HootSuite to ensure that we are not jumping between multiple social media platforms. HootSuite serves as a single platform for all of our social media accounts and acts as our consolidated platform.

“For example, we were previously running a campaign for an offline activation called GIIAS, which is the GAIKINDO Indonesia Automotive event. GIIAS is one of the biggest automotive events in Indonesia, so since this is the biggest and most notable automotive event in Indonesia, we distribute content including articles, media, and social media such as Facebook, Instagram, Twitter, and Threads across multiple platforms. Distributing this to multiple platforms is painful, but with HootSuite, we only need to maintain one platform, and HootSuite automatically handles auto-schedule posting. HootSuite is the single platform that we have to maintain.

“Aside from content distribution, we also use HootSuite for brand sentiment analysis. If there is any negative sentiment toward our brand, we can take proper action. Our customer service will do an outbound call to solve the problem, and then we can take proper action before it escalates to a bigger issue..”

Verified user

[Read full review](#) 

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“My experience with pricing, setup cost, and licensing was positive. I didn't really look at it very deeply. I didn't do a lot of comparison. It was a tool that was recommended to me, and so I looked at it, it looked as though it worked fine, and so I used it..”

Tom Wondra

CEO at Leonard and Sons

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“For the setup, I have been guided by my professors so it has been easy for me. For an individual who is going to try it independently, they might need help. There are many resources available on the internet to assist with setup..”

Anish Bajracharya

Postgraduate at a educational organization with 1,001-5,000 employees

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Customer Service and Support

“I reached out to customer support because some posts could not be shared on certain platforms and some posts appeared duplicate; these issues were fixed easily.

“I would rate the customer support a ten..”

Calin Balaita

Senior Engineer at Wärtsilä

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Other Advice

“HootSuite serves the purpose of what it is designed for. However, sometimes the admin dashboard and the backend panel can be a bit slow and clunky, so it could improve in terms of speed and managing its load. I would recommend HootSuite to social media content managers looking to be more consistent with their posting and content management. I give HootSuite a rating of seven out of ten..”

Shehan Faiz

Customer success at a tech services company with 51-200 employees

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“I trust HootSuite's governance and security. HootSuite is deployed in my organization in a public cloud, and we use [AWS](#) as our cloud provider. I did not purchase HootSuite through the [AWS Marketplace](#). If you are looking to consolidate all your content management and social media account management, you should consider HootSuite because they are a one-stop solution for us. I would rate this product an eight out of ten..”

Verified user

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

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“I would advise others looking into using HootSuite to consider whatever their needs are. I would listen to them and ask them about their requirements. It really depends on the needs of the person. If they want content management and social media management, depending on what they are looking for, I would recommend HootSuite to them.

“I have not tried HootSuite's AI capabilities regarding its accuracy and reliability of output. I would rate this review an 8..”

Verified user

[Read full review](#) 

Social media specialist at a university with 1,001-5,000 employees

“Regarding HootSuite's AI capabilities, I think its governance and security are fine. I don't really do much with that, so I haven't really looked into it, but I'm sure it works fine.

“Regarding HootSuite's AI capabilities, I think the accuracy and reliability of its output seems fine. It seems to be accurate and reliable.

“My advice to others looking into using HootSuite is to definitely consider it, have a look at it, and make sure it meets your needs. I would rate this product a 9 out of 10..”

Tom Wondra

[Read full review](#) 

CEO at Leonard and Sons

“HootSuite does its job and there are no complaints from our side.

“Regarding HootSuite's AI capabilities, I think its governance and security are

fine; I don't have any doubts about it and no reason to find it suspicious.

“Regarding HootSuite's AI capabilities, I think its accuracy and reliability of output are quite good; as long as any AI output goes, it is fine.

“I would advise others looking into using HootSuite to use it. I give this review an overall rating of nine out of ten..”

Calin Balaita

Senior Engineer at Wärtsilä

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“The features that I suggested are the ones that would be better to see in terms of scheduling and the price. I gave a high rating because it was very easy to understand the UX and navigate around.

“We haven't really utilized or saw the difference of how HootSuite adds value to us with the AI. It's not that we don't see it as a reliable AI source at the moment.

“They didn't meet our needs. This can be an area that HootSuite can improve on.

“It was flexible enough and also in terms of security, each time someone enters the account, we were receiving an email.

“My overall rating for this review is seven..”

Verified user

Director and Marketing Consultant at a non-tech company with 1-10 employees

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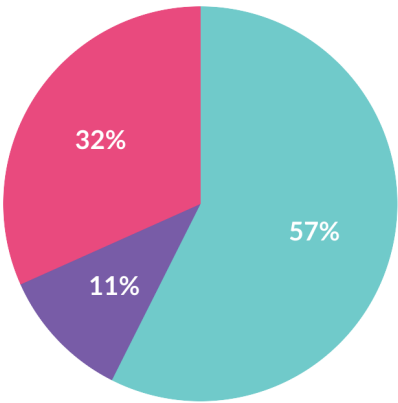
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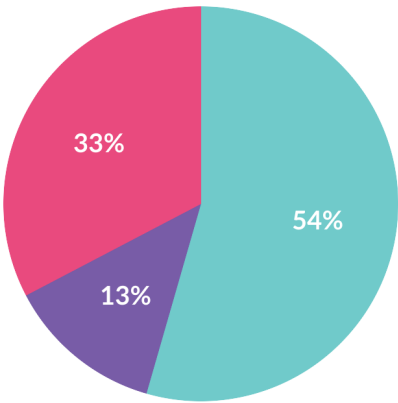


Company Size

by reviewers



by visitors reading reviews



Large Enterprise

Midsized Enterprise

Small Business

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