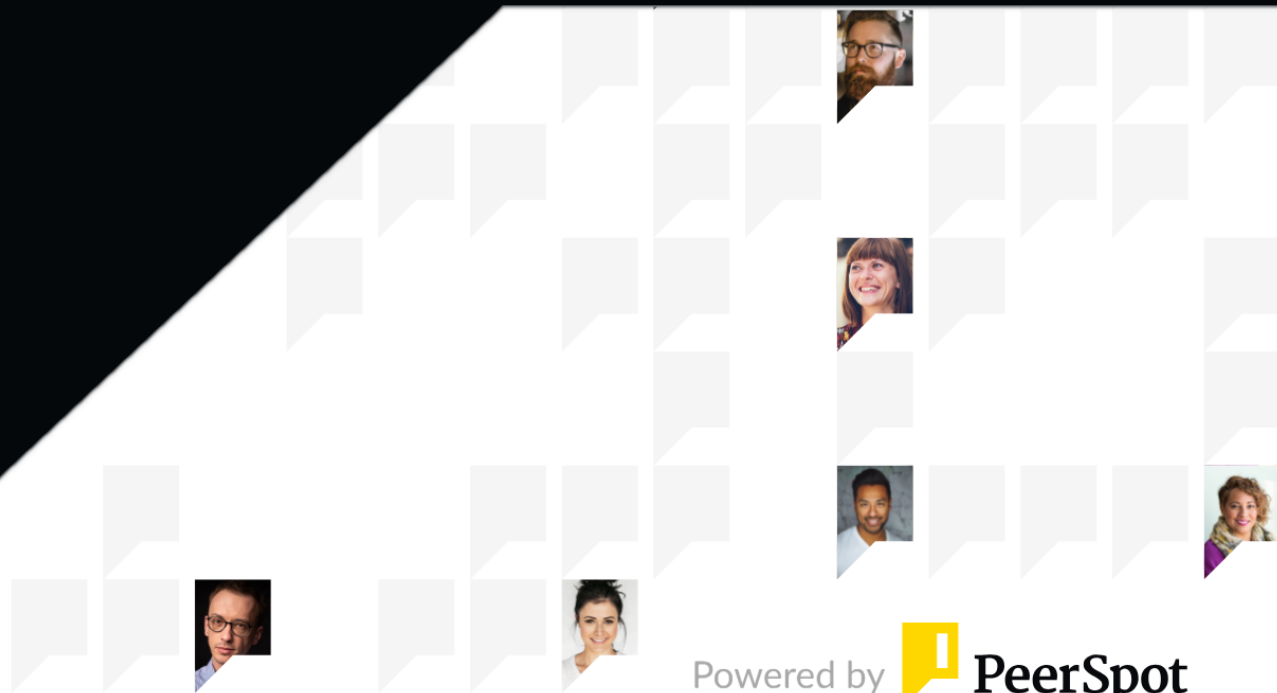




Sprout Social

Reviews, tips, and advice from real users



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Product Recap



Sprout Social

Sprout Social Recap

Sprout Social provides social media management solutions with strengths in scheduling, analytics, and audience insights, assisting businesses in refining strategies.

Known for its intuitive interface and unified platform, Sprout Social supports efficient management across networks like Instagram, Facebook, and Twitter. It facilitates campaign coordination, communication centralization, and derives insightful reports on audience interactions. The platform's social listening aids in tracking mentions and engaging with followers. Despite acclaim for its features, challenges include high pricing and a learning curve due to feature complexity. Feedback calls for improved data customization, image support, and third-party integrations.

What are the key features of Sprout Social?

- **Post Scheduling:** Efficiently plan and automate posts across multiple accounts.
- **Smart Inbox:** Centralizes messages from all social networks for streamlined communication.
- **Advanced Analytics:** Offers comprehensive insights into audience engagement and performance metrics.
- **Social Listening:** Monitors brand mentions for improved interaction and responsiveness.
- **Content Planning:** Supports structured scheduling and publication to maintain brand consistency.

What benefits or ROI should users look for?

- **Time-Saving:** Features like bulk scheduling enhance productivity and efficiency.
- **Audience Engagement:** Detailed analytics help improve strategies and increase interaction rates.
- **Campaign Coordination:** Centralized communication simplifies cross-platform management.
- **Brand Consistency:** Ensures uniform messaging and adherence to brand guidelines.

In healthcare, there is a need for more tailored tools and templates. The industry seeks enhancements in analytics, scheduling, and integration capabilities. Non-marketing teams require simplified access to analytics and smoother integration with a broad range of social networks, including TikTok.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Sprout Social has centralized all of our social media communications, saved us a lot of time, and allowed the team to be more organized and on top of what is going on in social.”



Mirella Karpiesiuk

Social Engagement Manager at a healthcare company with 10,001+ employees



“We would not be able to do it without Sprout Social, and it is very easy to use; the user interface is very friendly and intuitive.”



Paul Katool

Deputy Director of Public Affairs at Mississippi Department of Transportation



“Sprout Social has positively impacted the organizations that I have worked with by helping us to be more efficient and it was much easier to use rather than manually going into these social channels.”



Jessie Paron

Content Creator at Bucket Listers

- ✓ “Sprout Social has saved us a lot of time, provided the convenience of a single login to multiple socials, and requires less time for training, making it very easy to use and start using it.”



Andriana Sophos

Financial Analyst at Honeywell

- ✓ “The only outcome I have seen in my workflow because of Sprout Social is the time, as the same thing if I do manually will cost me around maybe one day or two days, and using Sprout Social this time has shortened to maybe one hour or one and a half hour maximum.”



MuhammadUmar

Social Media Specialist at Teez Agency

- ✓ “One of the biggest advantages of Sprout Social is its user-friendly dashboard and clear visual reports, which make it easy to interpret data and present insights to clients.”



Raghavendra Bhat

Senior Data Analyst at Havas Media



“Using Sprout Social helps us post content within peak active windows; by having that content scheduled in advance, we can better reach our more active audience times, which has a direct correlation to increased engagement and impressions.”



Mica Hoffman

Social Media Senior Associate at a tech company with 10,001+ employees

What users had to say about valuable features:

“For my team, I do not know about the team, but for me, it is actually very helpful.

I give it a solid 10 out of 10.

Because it helped me a lot to save my time. For me, I am the person for which time matters the most.

I think that governance and security has much to do with that. I guess it is an actually secure platform.

It has been very consistent for me. I cannot explain in words, but it is very consistent up until now..”

MuhammadUmar

Social Media Specialist at Teez Agency

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“The best features Sprout Social offers are the ability to post across all platforms from one place, the ability to review the performance of this post in one place, and also the ability to combine all the analytics from all these platforms into one report.

“It helps me to create reports that I can show to stakeholders about the full picture of our digital marketing channels.

“While I can post and look at some analytics on each individual platform, I truly love how Sprout Social gives you the option to create reports that are easy to read and easy to understand by non-marketing stakeholders..”

Verified user

[Read full review](#) 

Growth Marketer at a consultancy with 11-50 employees

“First, we assess and understand what kind of content we need to publish, and we schedule our posts on Sprout Social. We monitor the overall engagement with the customer, see which content is working, which is not, and what kind of response we are getting on our publications.

On a daily basis, we check the analytics and listening to see what is working in the content that has been published, what is not, and how customers are engaged with my posts. Accordingly, we prepare our posts, post them to Sprout Social, schedule them, and do the tracking to know the customer engagement.

We review a certain post for simple engagement and check the details, such as the journey of the content we publish. Through our channel, we get a quick response, proceed with services for our customers, and get clear engagement..”

BhavinShah1

A VP Marketing at Airpay Payment Services Pvt. Ltd.

[Read full review](#) 

“The best features Sprout Social offers include connections to many different social media platforms that allow me to schedule content, as well as the ability to add hashtags for certain profiles and other features specific to each profile, such as carousels.

“I appreciate the exports, as I can export them into a report. I use Data Studio, so it is beneficial to have an Excel sheet that I can upload into a comprehensive report that provides in-depth information regarding following, engagement, and what is working and what is not.

“Sprout Social has positively impacted my organization by allowing us to streamline the scheduling of content, get ahead of everything so we can focus on the present, and pivot when necessary based on what is happening or not happening..”

Stefanie Cash

Sem & Paid Ads Analyst at a consultancy with 11-50 employees

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“The scheduling in advance feature across multiple platforms at once is very helpful. Sprout Social's social listening interface is easy to understand and digest, and the UI there is very strong.

“The scheduling feature definitely makes work more efficient, as it prevents having to work on the weekends. As long as we have everything we need during working hours, we can schedule that content out and save time that way. I appreciate the customizable widgets for social listening, as well as the way the interface looks, making it easy to understand.

“Sprout Social allows multiple members of the team to effectively manage content calendar planning, and it also gives our external agency partners a view into the work. It lets us publish to multiple channels at once and schedule content in advance, which has improved collaboration across teams with insight into different handles and content calendars.

“Using Sprout Social helps us post content within peak active windows. By having that content scheduled in advance, we can better reach our more active audience times, which has a direct correlation to increased engagement and impressions..”

Mica Hoffman

[Read full review](#) 

Social Media Senior Associate at a tech company with 10,001+ employees

“I find that market intelligence, competitor intelligence, as well as performance of our social posts, both organic and inorganic, as well as use across various channels are some of the very important uses of Sprout Social.

“One of the best features that Sprout Social offers is global scheduling, where we can optimize the posting times across our geographic regions to ensure optimized engagements and engagement rates for a similar post. Additionally, the feature to schedule posts for geographically optimized time in local languages is one of the main features that I find very useful.

“Local scheduling has been very helpful for me in terms of ensuring maximum engagement, especially during promotional periods or new product introductions where I need to ensure customer attention is maximized during the introduction period to generate interest both in the digital ecosystem and the offline ecosystem.

“Sprout Social has positively impacted my organization with enhanced engagements, enhanced reach for our social posts, and better ROI for our investment in our social channels..”

Verified user

[Read full review](#) 

Director of Global Marketing and Management at a manufacturing company
with 1,001-5,000 employees

Other Solutions Considered

“We were not using any solution. We were doing the tasks manually because in the starting there was no huge workload. As the workload increased, we switched to Sprout Social..”

MuhammadUmar

Social Media Specialist at Teez Agency

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“Before choosing Sprout Social, we evaluated other options for different locations and projects, with people using Funnel exports, which easily connect with GCP, allowing us to see all the social platforms and search platforms..”

Raghavendra Bhat

Senior Data Analyst at Havas Media

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“Before choosing Sprout Social, I evaluated other options quite a while ago. While I looked at Sprinklr during my internships years ago, they had already adopted Sprinklr, and I have been using Sprout Social ever since..”

Jfdimura Demira

Senior Digital Marketing And Social Media Specialist at a financial services firm with 1,001-5,000 employees

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“The team previously used Sprinklr, which they did not like because it was very messy, not concise, and not centralized. That is the reason for our switch. The feedback about Sprinklr was not positive, so we started using Sprout Social. We did not evaluate many other options; we started with Sprinklr, and Sprout Social was our next pursuit, and we have been with them ever since..”

Mirella Karpiesiuk

Social Engagement Manager at a healthcare company with 10,001+ employees

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ROI

Real user quotes about their ROI:

“The specific outcome that shows how Sprout Social helped me and my team is time saved, which is probably the biggest one because I can schedule content for multiple platforms very easily, and that streamlining makes it a very useful platform..”

Stefanie Cash

Sem & Paid Ads Analyst at a consultancy with 11-50 employees

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“The only good experience I can share with you is the time-saving. I do not know about the investment and the relevant information because the manager does that as well. In terms of time, it actually saved me a lot of time and time is money, and it is actually a return on investment for me..”

MuhammadUmar

Social Media Specialist at Teez Agency

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“I have seen a return on investment as it definitely saves money and time, although I don't have an exact numeric value to associate with that. It frees up my time to assist the attorneys at my work with other tasks and support them with their LinkedIn and digital presence rather than solely focusing on my company's presence..”

Jfdimura Demira

Senior Digital Marketing And Social Media Specialist at a financial services firm with 1,001-5,000 employees

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“While I would not be able to share very specific metrics, I can share an overall example that is very much in the public domain that includes a specific campaign that we did for one of our primary brands. Sprout Social helped us optimize both reach, awareness, as well as ensuring lead generation by suggesting optimum time for our audience persona, specifically on platforms like LinkedIn, which helped us increase our ROI and also plan for our future campaigns..”

Verified user

Director of Global Marketing and Management at a manufacturing company with 1,001-5,000 employees

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“Anecdotal evidence suggests that Sprout Social has saved us time, but it is hard to measure success quantitatively since I just started when they already had it. I know it improved a lot, but I cannot provide exact metrics. Sprout Social saves 10 to 20 hours a week. I believe it did not replace employees; rather, it equipped employees with the tools to be more successful and efficient in their roles. It saved time, allowing the team to focus on other value-add actions that ultimately help the brand..”

Mirella Karpiesiuk

Social Engagement Manager at a healthcare company with 10,001+ employees

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“I have created reports using Sprout Social that my higher-ups have discussed. So it has been able to inform higher-ups in the company who have then gone on to make decisions based on these findings.

“I used my Sprout Social data from my organic content posting to make a case for having an advertising budget. By simply presenting information through this report, my higher-ups were able to grant me a higher advertising budget, which then resulted in new followers and users on our platform and hitting KPIs based on these followers and users..”

Verified user

Growth Marketer at a consultancy with 11-50 employees

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Use Case

“My main use case for Sprout Social is enterprise-level social media management and analytics, and I use it for all my social media operations, from publishing, customer care, and social listening through one channel. It gives me a one-place solution to bridge the gap with my social media..”

BhavinShah1

A VP Marketing at Airpay Payment Services Pvt. Ltd.

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“My main use case for Sprout Social is management of the social media channels at Harman, where we manage it for eight plus brands across key platforms like Facebook, Instagram, LinkedIn, TikTok, and Snapchat.

“One specific example of how I use Sprout Social is from a scheduling point of view for our social posts, for organic social posts across the world, optimizing the reach and engagements based on suggested times that Sprout Social shares with us..”

Verified user

Director of Global Marketing and Management at a manufacturing company with 1,001-5,000 employees

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“Sprout Social helps me to get an aggregate of how my posts are performing across all social media platforms.

“Since I usually have to post on various platforms such as LinkedIn, Instagram, Facebook, TikTok, and so on, it's quite time-consuming to visit every single platform, and it doesn't really show the full picture. Being able to use Sprout Social allows me to see what truly performed well objectively..”

Verified user

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Growth Marketer at a consultancy with 11-50 employees

“My main use case for Sprout Social is scheduling organic posts, but I am also conducting research regarding the analytics and what is happening with content.

“A specific example of how I use Sprout Social for scheduling and analytics is scheduling out 30 days worth of posts to allow me to focus on other things, and reviewing the content itself to see what is performing well, what is performing poorly, and determining what to do moving forward.

“I believe we use it the same way most others use Sprout Social; ultimately, it is a social media scheduling platform..”

Stefanie Cash

[Read full review](#) 

Sem & Paid Ads Analyst at a consultancy with 11-50 employees

“My main use cases for Sprout Social include publishing as well as social listening and tagging for reporting.

“If a PR incident occurred that generated buzz on social media, I would receive a request to complete a social listening report. I would build a Boolean query within Sprout Social to pull relevant mentions of the topic, and then I would build out a presentation using that data to share with leadership.

“We use Sprout Social to publish content on the day of and schedule it in advance across all major social media platforms. Specific post tagging helps to categorize content for easier reporting..”

Mica Hoffman

Social Media Senior Associate at a tech company with 10,001+ employees

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“The main use for Sprout Social in my field is that I sum up all the brands of the agency in it, and I take the comments, take the messages, and reply to the community messages. This is the main and foremost usage for me currently.

Here is an example. I used it for a brand. On Facebook, if I specify, on Facebook I have to scroll down to multiple posts and then I have to find the comments, and then I need to reply to them. In Sprout Social, I gather the comments and the messages at one place, and I reply to all the comments at one place. I do not have to jump from post to post for community management.

This was my basic and foremost usage for Sprout Social. As far as usability is concerned, I mainly use it for multiple brands. I have to log in to one brand, then log in to another brand, then the third brand. Sprout Social allows me to add all the brands at one place, and I manage them directly from the one inbox or from one single platform. I do not have to jump to multiple profiles and multiple posts.

The main and foremost feature that Sprout Social helps with is the gatheredness of all the brands at one place. This is the best feature for me that I have used so far.

There are sections that are made. If I have, let's suppose, three brands, A, B, and C, for example, then all the brands are listed on the left side of the screen, and I click on the brand name and all the comments, all the communities, and everything related to that brand pop up in front of me, and I use that.

I forgot to mention the scheduling tool. Basically, the scheduling is also the most useful feature in Sprout Social. I used it, but I have used it at the month-end or month-start, just to schedule the post. It is a very useful feature for me as well. The reason I did not mention this before is because I do not use the scheduling tool on a daily basis. It has to be used at the end of the month or the start of the month, so that's why it is not on my daily basis review list. It is actually a useful feature..”

MuhammadUmar

Social Media Specialist at Teez Agency

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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.

“The setup is very easy and very intuitive and easy to use, even for new agents who do not have skills in customer support. I would tell anyone to go straight to using the app..”

Esse Wognin

[Read full review](#) 

Senior Partner Support Analyst at a financial services firm with 501-1,000 employees

Customer Service and Support

“I did not feel the need to reach out to customer support. In future, if there would be a need to reach out to customer support, I would definitely reach out to them. For now, I cannot share any experience regarding customer support..”

MuhammadUmar

Social Media Specialist at Teez Agency

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“Sprout Social's customer support is strong. When I have questions, people typically respond right away, and I can send them screenshots of what I'm seeing. I'm satisfied with the support I receive..”

Jfdimura Demira

Senior Digital Marketing And Social Media Specialist at a financial services firm with 1,001-5,000 employees

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“I had an awesome experience with Sprout Social's customer support; they take time based on their availability and work closely with the issues to provide solutions, so it has been a very good experience..”

Raghavendra Bhat

Senior Data Analyst at Havas Media

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“I genuinely recommend Sprout Social most of the time; although there have been a few issues with contact, I believe that was an isolated incident. They are very responsive and helpful, and the service exceeds our expectations, making our workflow easier and accomplishing everything we need. I have no plans on switching to another provider..”

Paul Katool

Deputy Director of Public Affairs at Mississippi Department of Transportation

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“The customer support for Sprout Social was good. We usually received an email or chat support if we needed.

“I would rate the customer support for Sprout Social a 10 on a scale of 1 to 10..”

Jessie Paron

Content Creator at Bucket Listers

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“I rate Sprout Social a 10 easily. It is not just about the program, but also their team. We have a customer success specialist who acts as our account manager, and the team is so helpful. If I chat in with a problem on Sprout Social, even outside of our customer success manager, they are quick to respond. It is a real person I am talking to, and they are very helpful. They follow up if I do not respond, so I think their teams are exemplary. The program itself is great.

“I choose a 10 for my rating because of everything. Sprout Social, as I said earlier, I learned it within a week. It seemed like I was using it for even longer. It is super user-friendly. I love the interface and the features it provides. We get so much from it, and the team does. I use it all the time for many parts of my role, which is why I rated it a 10. I truly think it is the ultimate hub of social media excellence.

“I would rate the customer support a 10. We have a dedicated customer success manager assigned to our team who is very responsive and always checking in. When she is gone, we have someone step in who has been amazing. They come out to our workshops and present to us. They are very communicative, especially if we need help. Their normal customer service team is also helpful and attentive, so I have no issues with their customer service. They are the example of excellent support..”

Mirella Karpiesiuk

Social Engagement Manager at a healthcare company with 10,001+ employees

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Other Advice

“The advice I would give to others is simple and the most basic advice: if anyone wants to save their time and time means a lot to them, then they definitely need to switch to Sprout Social. I gave this review a rating of 10 out of 10..”

MuhammadUmar

Social Media Specialist at Teez Agency

[Read full review](#) 

“My advice for others looking into using Sprout Social is that as long as you can easily onboard your team on Sprout Social, I would highly recommend Sprout Social because the learning curve and the deployment curve are pretty steep. I would rate this product an 8 out of 10..”

Verified user

Director of Global Marketing and Management at a manufacturing company with 1,001-5,000 employees

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“I would recommend establishing a strong relationship with your customer success manager and developing a close relationship in order to be best supported throughout your usage of the tool. Test and learns on Boolean queries to make sure that your query is pulling the most relevant mentions, and then create a benchmarking dashboard to easily reference. I would rate this product an 8..”

Mica Hoffman

Social Media Senior Associate at a tech company with 10,001+ employees

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“Take some time to read the resources on how to actually use Sprout Social. There is probably more than you are aware of.

“I would rate Sprout Social an eight on a scale of one to ten. It is pretty good, but it could use some improvements such as enhanced user-friendliness and more reliable data syncing..”

Verified user

Growth Marketer at a consultancy with 11-50 employees

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“My advice to others looking into using Sprout Social is to determine what you want from it before you use it so you are not mistaken about a feature that it does not have, and make sure that it does have access to all the platforms that you want, with no limitations.

“I find Sprout Social to be an easy-to-use platform that has a nice interface and is quite intuitive. I give this review a rating of nine out of ten..”

Stefanie Cash

Sem & Paid Ads Analyst at a consultancy with 11-50 employees

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“Sometimes, when it comes to user experience, it's really hard to tag businesses in the copy because the way they appear in the dropdown is really slow, and it doesn't always find them, even when I use the @ symbol to tag them. Sometimes, I have to start it on a new line. That part's not the most user-friendly, and though this doesn't happen frequently, I occasionally get an alert that my post wasn't able to post. That can get a little annoying, and I'm not really sure why that happens.

“Sprout Social saves me time and provides a valuable UTM capability. Sprout Social also offers many helpful webinars, so it's really just about working out a few kinks with the reporting and the need for feedback on my posts in some sort of report that I could utilize for my future content calendars.

“My advice to others looking into using Sprout Social is that it saves time, but coming up with creative and social posts still remains time-consuming. Still, it definitely helps with UTM tagging, report visibility, and scheduling. On a scale of one to ten, I would rate Sprout Social an eight..”

Jfdimura Demira

Senior Digital Marketing And Social Media Specialist at a financial services firm with 1,001-5,000 employees

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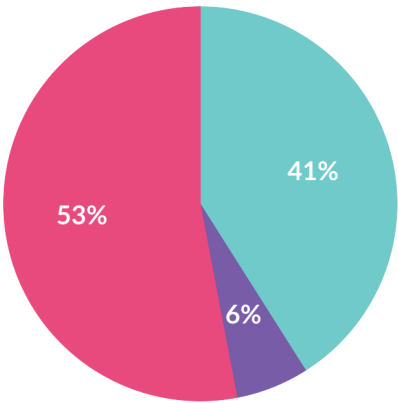
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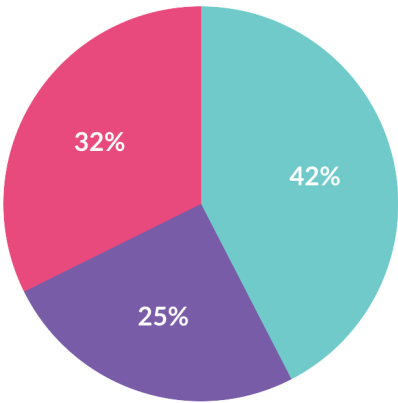


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsized Enterprise Small Business

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