

# Social Media Management Industry Overview



	<u>Main Street Hub</u>	<u>Web.com</u>	<u>Supermedia</u>	<u>99social.com</u>	<u>"Soccer Mom"</u>	<u>"Local Nerd"</u>	<u>Social Media Consultants</u>
Founded / Business Since	2010	2013	2013	2012	?	?	?
Main Business	yes	x	x	yes	?	?	?
Free Social Media Analysis offered	yes	x	x	x	x	x	yes
Facebook	yes	yes	yes	yes	yes	yes	yes
Max. Posting Freq./week	5	4	regularly?	4	x	x	x
Provided content	yes	yes	yes*	yes	yes*	yes*	x
Google Local	yes	x	x	x	x	x	x
Yelp	yes	x	x	x	x	x	x
Google +	yes	x	x	x	x	x	x
TripAdvisor	x	x	x	x	x	x	x
Responses to Reviews	yes	x	x	x	yes	x	x
Reputation Management	alerts	alerts/fee***	x	x	x	x	x
Competitor Monitoring	x	x	x	x	x	x	x
Reports and Analytics	yes	x	x	x	x	x	x
Monthly Tips	yes	x	x	x	x	x	x
Personal Coaching	yes	x	x	x	x	x	x
Minimum Contract term	90 days	x	x	x	x	x	Yes
Comprehensive Client Profile	x	x	x	x	x	x	Yes
Client Retention Rate / yr.	20%	unknown	unknown	unknown	unknown	unknown	unknown
Set up fee	\$149	0	0	0	up to \$500	up to \$500	\$500-\$2000 / site
Monthly fee	\$399	\$189.99	\$99.95	\$99.00	\$300 - \$800	\$300-\$500	\$800 - \$3000****
<b>Locked in pricing for life</b>	no	no	no	yes	no	no	no
Direct / Local Sales Rep	no	no	no	no	?	?	?
Additional Services / Monthly fee							
Twitter	incl	n/a	n/a	incl	additional cost	additional cost	additional cost
Foursquare	incl	n/a	n/a	n/a	additional cost	additional cost	additional cost
LinkedIn	n/a	n/a	n/a	n/a	additional cost	additional cost	additional cost
YouTube	n/a	n/a	n/a	n/a	additional cost	additional cost	additional cost
Pinterest	n/a	n/a	n/a	n/a	additional cost	additional cost	additional cost
Facebook Enhancement	n/a	n/a	n/a	n/a	additional cost	additional cost	additional cost

\* content provided by client is requested / potentially unqualified content generators

\*\* website claims prices vary by market and are subject to change

\*\*\* additional fee \$9.95 per month

\*\*\*\* resource: Mack Collier blog based on members of national association of social media consultants

(note: all information presented is based on each company's website or industry information)