

GLOBAL SMO COMPARISON SHEET

Feature Set	Budget (64 Hrs)	PREMIUM (98 Hrs)	Ultimate (149 Hrs)	
SMI ACCOUNTS TO MANAGE	Facebook	●	●	●
	Twitter	●	●	●
	Instagram		●	●
	Pinterest		●	●
	LinkedIn			●
	YouTube			●
INITIAL MARKETING REPORTS	Content Strategy Sheet	●	●	●
	Project Management Report	●	●	●
	Group Promotional Content Posting	●	●	●
	Editorial Calender	●	●	●
	Participating in Trending Topics		●	●
	Facebook Ads Manager		●	●
	Trending Hashtags Research		●	●
SOCIAL MEDIA UPDATES	Social Media Art Works/ Cover Images Updates	1 in 1 Month	2 in 1 Month	4 in 1 Month
	New Social Media About Us Description Updates	●	●	●
	Social Media About Us Content Updates			●
PROJECT CONTENT CURATION PROGRESS	Custom Posts Creation With Branded Graphics (Weekly)	3 to 4	10 to 20	25 to 30
	Scheduling Posts With Tools	●	●	●
PAGE REPUTATION MANAGEMENT	Respond To Comments & Replies	●	●	●
	Respond To Direct Messages & Mentions	●	●	●
	Spam Monitoring (Weekly)		●	●