

aws marketplace

Sprout Social

Reviews, tips, and advice from real users



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Product Recap



Sprout Social

Sprout Social Recap

Sprout Social is a comprehensive social media management platform that helps organizations streamline their social media presence. Its primary use case is to simplify the process of managing multiple social media accounts, scheduling posts, engaging with followers, and analyzing performance.

The most valuable functionality of Sprout Social is its unified Smart Inbox, which consolidates all social media messages, comments, and mentions into one place. This allows organizations to efficiently respond to customer inquiries, monitor brand mentions, and engage with their audience in real-time.

Sprout Social also offers robust scheduling capabilities, enabling users to plan and publish content across multiple social media platforms in advance. This feature saves time and ensures consistent messaging across channels.

Furthermore, Sprout Social provides in-depth analytics and reporting tools, allowing organizations to measure the impact of their social media efforts. Users can track key metrics, such as engagement, reach, and conversions, to gain insights and make data-driven decisions.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✔ “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

- ✔ “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

- ✔ “Sprout Social is a really good, reliable tool for increasing our online presence and handling patient queries, messages, and comments all in one place without navigating through different social media accounts.”



Zeeshan Ali

General Dentist at Smile Profile Dental Clinic

- ✔ “Sprout Social is the best; it is very good, actually, because I have used Intercom and Zendesk, but when I look at the different software I have used as a customer service agent, I would go for Sprout Social as it is more complete and easy to navigate.”



Esse Wognin

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

- ✔ “In my experience, the best features Sprout Social offers are the ability to manage multiple campaigns.”



Verified user

Special Projects Coordinator at a non-profit with 11-50 employees

What users had to say about valuable features:

“In my experience, the best features Sprout Social offers are the ability to manage multiple campaigns. Sprout Social has positively impacted my organization by allowing a build-out of the social media marketing campaign, but I still use the native platform features for each social media platform instead. Most project sponsors would prefer a Canva presentation of the social media campaign overview.

“While using Sprout Social, in some ways the reporting is better than the native features..”

Verified user

Special Projects Coordinator at a non-profit with 11-50 employees

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“The best feature is the reporting. The reports we receive from Sprout Social are clean; we do not have to go further to clean the data, and they come in a way that we can quickly analyze them with an AI tool that analyzes the data quickly and tells us what to do for specific reasons.

“We have been able to track our SLA and our full-time resolution, which positively impacts our ability to quickly get back to our partners and provide solutions in a timely manner, improving their loyalty.

“We have seen that the satisfaction time has increased since using Sprout Social..”

Esse Wognin

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

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“Sprout Social's best features are the comprehensive tools we can utilize for performance tracking. It is built around reporting and analytics.

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. It also offers strong reporting and analytics capabilities, helping us identify trends, audience behavior, and engagement patterns over time. We have integrated Sprout Social with BigQuery through a third-party application using Google Cloud Platform, the GCP, to perform the necessary integration to process and store the data, which we then use to build and visualize insights for BI dashboards..”

Raghavendra Bhat

Senior Data Analyst at Havas Media

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The best features Sprout Social offers include the compose tool for social posts, reporting and analytics, and content management.

What I appreciate most about the compose tool and the reporting and analytics features is that it helps to track engagements and other analytics and track social campaigns so that we are able to make data-driven decisions easily.

“I would add that social listening and explaining the spikes and the drops, a friendly user interface and easy to understand, great customer care integration, and statistics for organic social are also important features.

“Sprout Social has positively impacted my organization by saving time and increasing engagement.

“We have definitely streamlined our output and allowed us to access metrics, content performance, and engagement all within a few clicks, which improved our productivity in my organization by 20%. .”

Andriana Sophos

Financial Analyst at Honeywell

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“The best features Sprout Social offers are scheduling posts. We can schedule posts according to our needs. Whenever we want the post to be posted, we can schedule it. The second thing is the smart inbox. Messages, whether they are received on Facebook, Instagram, or Twitter, can all be viewed in one place so it is easy to reply to those messages that we receive from patients. There is also a feature called smart listening where we can know what people are talking about regarding our dental clinic and our treatment, and we can address those issues in one place.

“We also use Sprout Social for patient engagement. Using the feature of smart inbox, we can receive all messages and mentions and chats from all the social media in one place. So we can answer patients regarding their queries more effectively and more efficiently.

“The schedule post feature is the one I use the most because we do not have to come back and navigate across each social media while posting. We can easily schedule the post and it gets posted at the time across all the social media without the hassle of navigating through different accounts.

“Scheduling the post, smart inbox, and social listening are only good features. These features help engage more and more patients and really help us connect with our patient queries and help us reply to them in a very short period of time.

“Sprout Social is a really good, reliable tool for increasing our online presence and handling patient queries, messages, and comments all in one place without navigating through different social media accounts. The schedule post and smart inbox features are really good and really help to increase our efficacy..”

Zeeshan Ali

General Dentist at Smile Profile Dental Clinic

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Other Solutions Considered

“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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“We were using Intercom, which was also a great app, but the management decided to switch to Sprout Social, and I can say they have made the best decision because Sprout Social is more complete..”

Esse Wognin

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

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ROI

Real user quotes about their ROI:

“I would focus on both time saved and improved productivity because, based on those metrics and the feedback we are having from our partners, I can confidently confirm that there is a good return on investment..”

Esse Wognin

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

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“I have seen a return on investment as we are getting more appointments through the engagement of educational and promotional posts that we do through Sprout Social. As newer patients are engaging with those posts, those engagements are getting converted into new appointments, which increases revenue. It saves time because Sprout Social handles all the social media in one place, so we do not have to navigate through different social media accounts for posting something. We can easily schedule the post and it gets posted across all the social media platforms at once..”

Zeeshan Ali

General Dentist at Smile Profile Dental Clinic

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Use Case

Sprout Social serves as a central monitoring tool for all social media accounts in my organization, which ensures consistent branding and communications. It is essential for managing multiple accounts from one platform, allowing us to maintain a unified brand voice across various channels. Sprout Social is a great tool, especially for our marketing department efforts by expanding advertising capabilities and enabling simultaneous content publishing.

I can give you a specific example of how I have used Sprout Social for central monitoring and unified branding: we use Sprout Social to post to all of our channels, maintaining a detailed calendar to deliver our input. We also monitor the performance of content both on a local and national level. It helps us to run a comparison on competitors, combined with social listening, as well as reporting on all of our channels as a whole. .”

Andriana Sophos

Financial Analyst at Honeywell

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“My main use case for Sprout Social is scheduling out the calendar, social media campaigns, and then I use it for tagging those campaigns and reporting those metrics to funders.

“I use the tagging and reporting features by making a social media campaign for a project that promotes health access, using a tag with the sponsor name and the funding period, and generating a report for the engagement metrics to provide that to the project sponsor.

“I also use Sprout Social to see the messages that come in across platforms and respond to those messages within Sprout Social platform rather than navigating to that individual platform..”

Verified user

Special Projects Coordinator at a non-profit with 11-50 employees

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“My main use case for Sprout Social is to utilize its user-friendly dashboard and clear visual reports, which allows us to analyze performance based on topics, campaigns, and individual accounts, helping us understand what type of content performs best across different platforms. The main cases are to analyze the paid performance and organic performance.

Using Sprout Social for one of our UAE clients helps us track engagement across multiple social media platforms such as Facebook, Instagram, Twitter, YouTube, and LinkedIn. Sprout Social provides detailed insights into followers, profile performance, and post-level analytics, including both organic and paid-related posts, so based on this post, we give insights on highest-performance posts or even low-performance posts to clients. This helps them analyze the post and user engagement, so for this purpose, we are using Sprout Social.

I have the intention to add more details about my use case..”

Raghavendra Bhat

Senior Data Analyst at Havas Media

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“Sprout Social is used to receive tickets and support our customers. We receive tickets, emails, and queries on specific issues related to the services we provide, and we respond through this platform.

“We use Sprout Social for escalations, as our L1 agents escalate tickets through it. We also use it for data analysis, where we are able to pull reports from Sprout Social and analyze the data to make informed decisions.

“Sprout Social has the capacity to gather all queries we receive across our different channels. We receive queries via email, social media networks, Instagram, LinkedIn, and Facebook, and Sprout Social allows us to centralize all of them into one location for our agents..”

Esse Wognin

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

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“My main use case for Sprout Social is to manage our dental clinic's online presence and engagement with patients. We use Sprout Social to post on different social media platforms such as Instagram, Facebook, and Twitter simultaneously. Using Sprout Social, we can monitor patient comments, messages, and inquiries that we receive on those posts. We can run different campaigns, including educational campaigns and promotional campaigns using Sprout Social.

“For our educational and promotional campaigns using Sprout Social, we post videos and images promoting oral healthcare, such as how to brush your teeth and how to keep your gums healthy. We can schedule those posts using Sprout Social and they get posted at the scheduled time. For a promotional campaign, if we are coming up with some discount or promotional offer on our treatment such as scaling, tooth whitening, or root canal treatment, we can schedule those posts also using Sprout Social..”

Zeeshan Ali

General Dentist at Smile Profile Dental Clinic

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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

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

“My experience with pricing is that it is subscription-based. It depends on which subscription we are taking, whether it is standard, professional, or advanced. The setup is quite straightforward. We just have to connect our different social media accounts and we can start scheduling posts and sending messages to our patients. Licensing is also based on the number of users accessing the platform..”

Zeeshan Ali

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General Dentist at Smile Profile Dental Clinic

Customer Service and Support

“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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Other Advice

“My advice to others looking into using Sprout Social is that they can use it easily since it is user-friendly and has no complex user interface; they can create or customize based on the metrics and dimensions. I gave this review a rating of eight out of ten..”

Raghavendra Bhat

Senior Data Analyst at Havas Media

[Read full review](#) 

My advice to others looking into using Sprout Social is that it has a very user-friendly interface that is helpful. It is a great, in-depth tool for analyzing social data and turning that data into actionable insights, which helps to make data-driven decisions easily.

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. I would rate this product a 9 out of 10. .”

Andriana Sophos

Financial Analyst at Honeywell

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“My advice for others looking into using Sprout Social is that they can really go for it. It increases the social outreach of the organization and helps bring more and more customers or patients to their organization. As we are socially more active and replying to the messages of the patients promptly, those responses help maintain consistent communication between the patient and the organization,

which helps in trust building. The social and promotional campaigns also help increase the number of patients coming to our dental clinic, which increases revenue. It saves time because we can manage all the social media platforms from one dashboard.

“I found this interview to be really comprehensive and to the point and it really covers all the valid points that we need to know about any software. I would rate this product an eight out of ten..”

Zeeshan Ali

General Dentist at Smile Profile Dental Clinic

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“Sprout Social is the best; it is very good, actually, because I have used [Intercom](#) and [Zendesk](#), but when I look at the different software I have used as a customer service agent, I would go for Sprout Social as it is more complete and easy to navigate.

“I was not part of the process of choosing Sprout Social, as this was a management decision, and the experience I am sharing is based on what I have learned using Sprout Social and the former app.

“Sprout Social is a good app, and I highly recommend it. I give this review a rating of nine out of ten..”

Esse Wognin

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

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“I would advise others looking into using Sprout Social to review what your organization's goals are and review what current tools your organization uses. If

you already have an email customer relationship manager such as [Constant Contact](#) or another platform and your primary use is scheduling out posts, it could be helpful, but you need to consider the time spent to publish the post. If you do not already have existing solutions and you are using the platform to help schedule out marketing campaigns, it will not be that helpful. However, if you are using it for seeing across multiple different areas, then it might be best to use that.

“Overall, I find Sprout Social helpful, but I think that it is hard for Sprout Social to keep up with the competing evolution of the social media platforms that it integrates with, and all of the integrations require an account anyway, making it difficult to want to use that one platform to access all of the accounts versus going into those platforms directly when there are some additional features within those platforms that are necessary for engagement.

“I gave this review a rating of 5..”

Verified user

Special Projects Coordinator at a non-profit with 11-50 employees

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Top Industries

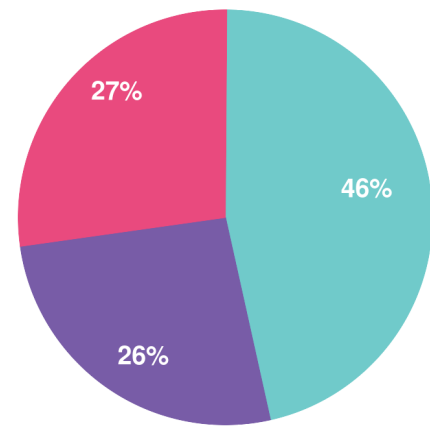
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Company Size

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Large Enterprise Midsize Enterprise Small Business

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