

What Is Buffer?

- Social media automation & content planning platform
- Manage multiple social media accounts in one place
- Schedule, publish, and analyze posts
- Analyze performance (likes, engagement, reach)
- Reply to comments from one dashboard
- Generate post ideas



Buffer

<https://buffer.com>

What Problems Does Buffer Solve?

Create personalized videos for multiple customers at once

Difficulty measuring social media performance

Inconsistent & time-consuming posting

Managing multiple social accounts in one place

Repetitive Tasks

How Can a Small Business Use Buffer?



Local Coffee Shop:

- **Specific Use:** Used to plan week's social media post on Instagram & Facebook posts at once. Buffer schedules everything automatically, so they stay active online without having to post during busy morning rush hours.



Fitness Studio:

- **Specific Use:** A fitness studio uses to promote classes, share stories, & post reminders. Uses AI-assisted captions to scheduled posts, they maintain a consistent presence, keeping members engaged without hiring a full-time marketer.



Jewelry Store:

- **Specific Use:** Uses to schedule product posts, behind-the-scenes content, & promotions across multiple platforms. Analytics help them see what drives clicks and sales, so they can refine their content and grow their audience over time.

Buffer Competitors

Feature	Buffer	Hootsuite	Sprout Social
Analytics	Basic	Advanced	Very Advanced
Visual Planner	Basic	Basic	Good
Team Collaboration	Limited	Good	Excellent
Free Plan	Basic	Basic	Advanced
Best for	Small business owners handling their own social media	More than posting — Listening, analytics, inbox management, and teamwork	Professional-level social media management and analytics

Getting Started With Buffer - Costs

Plans	Price	Best For	Key Features
Free	Free forever	Individuals starting out	<ul style="list-style-type: none">• 3 channels, 10 posts per channel• 100 ideas, basic analytics
Essential	\$5/month	Small businesses needing more automation	<ul style="list-style-type: none">• 1 channel, unlimited posts, ideas,• Advanced analytics, hashtag manager• Community inbox
Team	\$10/month	Teams or agencies collaborating on content	<ul style="list-style-type: none">• All of essential plus• Access levels• Content approval workflows

Getting Started With Buffer- Demo

- Demo: <https://youtu.be/6UOTaSc8zRw?si=a1QBZLHtb8NSliqW>

