

Social Marketing Management (SMM) Applications Market, Global Outlook and Forecast 2022-2028

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Abstracts

Social Marketing Management (SMM) applications include the tools, templates and services to create, maintain and optimize a commercial presence in social environments. This market focuses on the vendor solutions that help you analyze and participate in social conversations. This is done through social listening, publishing, engagement (of broader audiences, as well as social user communities), reporting and analytics capabilities, and support for workflow and automation of SMM processes.

This report contains market size and forecasts of Social Marketing Management (SMM) Applications in Global, including the following market information:

Global Social Marketing Management (SMM) Applications Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Social Marketing Management (SMM) Applications market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Cloud-Based Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Social Marketing Management (SMM) Applications include Sprout Social, Hootsuite, Falcon.io, Zoho, Khoros, Sprinklr, Socialbakers,



Salesforce and Adobe and etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Social Marketing Management (SMM) Applications companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Social Marketing Management (SMM) Applications Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Social Marketing Management (SMM) Applications Market Segment Percentages, by Type, 2021 (%)

Cloud-Based

On-Premises

Global Social Marketing Management (SMM) Applications Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Social Marketing Management (SMM) Applications Market Segment Percentages, by Application, 2021 (%)

Large Enterprises (1000+Users)

Medium-Sized Enterprise (499-1000 Users)

Small Enterprises (1-499Users)

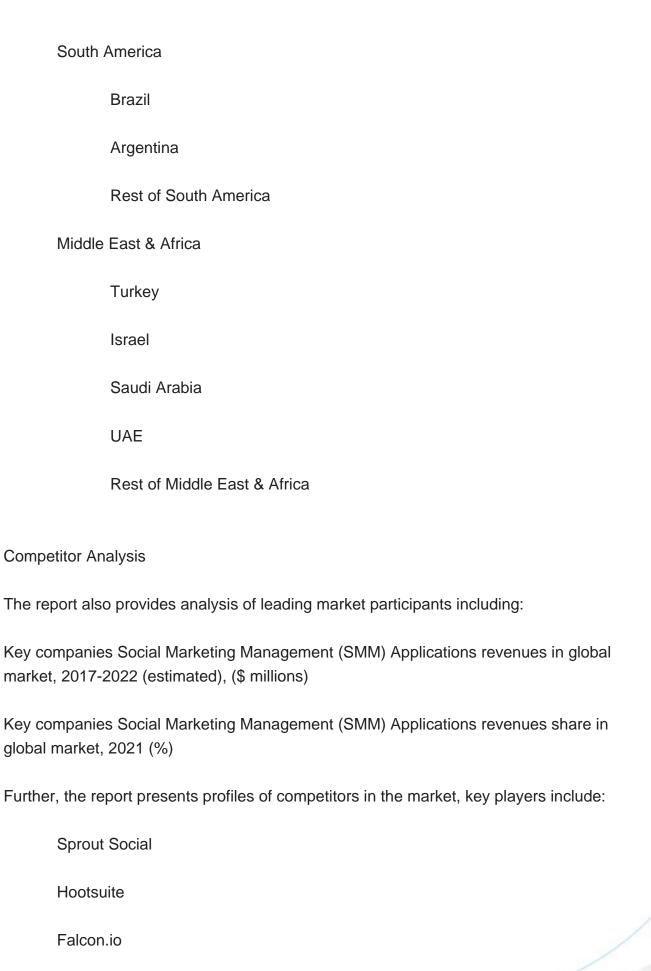
Global Social Marketing Management (SMM) Applications Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Social Marketing Management (SMM) Applications Market Segment Percentages, By Region and Country, 2021 (%)



North America				
	US			
	Canada			
	Mexico			
Europe				
	Germany			
	France			
	U.K.			
	Italy			
	Russia			
	Nordic Countries			
	Benelux			
	Rest of Europe			
Asia				
	China			
	Japan			
	South Korea			
	Southeast Asia			
	India			
	Rest of Asia			







Zoho		
Khoros		
Sprinklr		
Socialbakers		
Salesforce		
Adobe		
Hearsay Systems		



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