

Social Marketing Management Software 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 Software in Global, including the following market information:

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

Global top five companies in 2021 (%)

The global Social Marketing Management Software 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 Software 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 Software 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 Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Cloud-Based

On-Premises

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

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

Financial

Manufacturing Industry

Retail

Services

Other

Global Social Marketing Management Software Market, By Region and Country,

2017-2022, 2023-2028 (\$ Millions)

Global Social Marketing Management Software 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

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Social Marketing Management Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Social Marketing Management Software revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Sprout Social

Hootsuite

Falcon.io

Zoho

Khoros

Sprinklr

Socialbakers

Salesforce

Adobe

Hearsay Systems

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