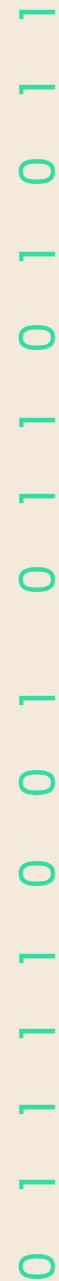


IS YOUR SOCIAL STACK A STRATEGIC ADVANTAGE OR A BUSTED BINGO?

INSTRUCTIONS

If you get 4 or more in a row (horizontal, vertical, or diagonal), it's maybe time to rethink your setup.

This is a fun, diagnostic bingo board to see where your current setup stands.



**We're not even sure
what tool would solve
our problems**

WHAT TO DO NEXT?

So, did you get 4 or more in a row (horizontally, vertically, or diagonally)?
Are your ticks clustered around insight gaps, workflow pain, or cost/fit questions?
If you answered yes, it may be time to explore a platform that:

- Offers tiered pricing and custom roles.
- Bridges' insights + publishing for better decisions.
- Works whether you're a team of 3 or 30.



READY TO GET OUT OF THIS MESS

We've got a list of options for you:

- Check out our Blog on "***Social Listening vs Publishing: Do You Need Both?***"
- Check out our Blog on "***Choosing the Right Social Tech for Your Team Size***"
- Take our interactive quiz on "***What Social Tool Do You Need?***"
- Book a social tech walkthrough with one of our experts.



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Social Tech Stack Bingo

INSTRUCTIONS

Tick off the boxes that apply to your current situation.

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Are You Getting the Most from Your Social Stack?

My stack is a mismatched collection of tools (listening & publishing)	I have no idea who our real audience is	My reports are a manual copy-and-paste marathon	Our content decisions feel more like guesswork than strategy	We're worried we're too small for a powerful social suite
It's an all-or-nothing pricing model with no flexibility	Social insights from social never make it past the marketing team	Our publishing tools feel like they're from 2008	We have zero approval flows or user roles	Our martech spend feels like a black hole with no ROI
Spreadsheets are my primary source of "insights"	Our listening and customer experience teams are completely siloed	I can't track what our competitors are doing easily	We're paying for features we don't even use	Our entire process is held together by workarounds
My platform can't keep up with our campaigns' complexity	Connecting paid vs. organic performance is a complete nightmare	I don't even know where to begin a stack audit	Our insights arrive too late to actually make a difference	We need smarter automation, not just a to-do list
I spend half my day switching between different platforms	We only track vanity metrics like likes and reach	We have no owner for our platform strategy – it's spread too thin	It's a mystery who should have access to what	I'm not even sure what tool would solve our problems