What is Loomly?

Loomly is a comprehensive social media calendar tool that offers more than just scheduling. Its features range from post previews and optimization tips to audience engagement analytics. Loomly's prime focus is on businesses that demand a structured, insightful approach to their social media.

With its seamless collaboration features, Loomly promotes teamwork. With real-time notifications, you can easily assign tasks, give feedback on drafts, and keep everyone in the loop. Loomly is therefore suited for teams of all sizes, delivering a consistent brand voice and fast workflow.

While scheduling is at its core, Loomly doesn't stop there. Dive deeper into content performance with detailed analytics, track campaign successes, and gain valuable insights into audience engagement. This data-driven approach empowers you to refine your strategies and make informed decisions for continuous social media growth.

Many other platforms provide comparable features and functions if you're searching for a Loomly alternative for your social media management needs.

Other Loomly Comparisons

Loomly Vs Hootsuite

Loomly Vs Later

Loomly Vs Social Pilot

See All

What is Buffer?

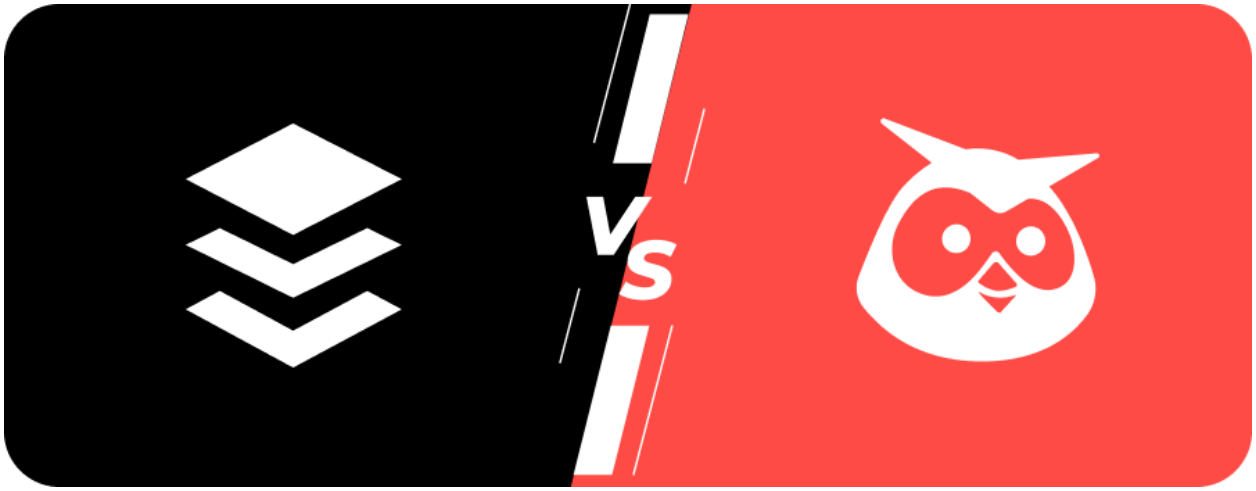
Buffer is a renowned name in the world of social media management. Known for its simplicity and efficiency, it allows users to schedule, publish, and analyze their posts across various platforms. With a user-friendly interface, Buffer aims to streamline the social media process for both beginners and seasoned marketers.

Buffer's power lies in its user-friendly scheduling and publishing capabilities. Users can effortlessly plan and schedule content, adding images or videos and choosing optimal posting times. The tool's content calendar offers a visual overview of scheduled posts, ensuring a consistent and organized presence on social media platforms. Additionally, Buffer excels in providing insightful analytics and reporting features.

Users frequently commend Buffer for its streamlined approach to social media management. The scheduling feature, in particular, is a major draw, allowing for advanced planning and a consistent online presence. Despite its strengths, Buffer does have limitations, particularly in real-time engagement and platform-specific functionalities.

As a result, some users may find themselves exploring Buffer alternatives that offer different features or more comprehensive solutions tailored to their specific requirements. These alternatives can provide additional functionalities that complement or exceed what Buffer offers, ensuring a well-rounded and effective social media management strategy.

Other Buffer Comparisons



Buffer Vs Hootsuite

Buffer Vs Later

Buffer Vs Sendible

See All

Overview

Selecting the ideal social media management tool often pivots on complex details that determine one from another. In this guide, we place Loomly and Buffer side by side, offering a thorough exploration of both. With our expertise in the realm of social media tools through RecurPost, we're here to give you an unbiased breakdown.

Loomly and Buffer are both major players in the realm of social media management, each catering to a slightly different set of needs. Loomly positions itself as a combined and user-friendly platform with a focus on content creation and scheduling. It's an excellent choice for small to mid-sized businesses and agencies seeking easy workflow and content optimization. Buffer, on the other hand, is known for its simplicity and ease of use, making it a favorite among solopreneurs and small businesses. It offers clear scheduling and analytics features, making it an ideal choice for those who prioritize simplicity and efficiency.

Loomly vs Buffer: User Rating

Rating Categories	Loomly	Buffer
Star Rating (Out of 5)	4.2	4.4

Meets Requirements (Out of 10)	8.6	9.0
Ease of Use (Out of 10)	8.7	9.3
Ease of Setup (Out of 10)	8.5	9.2
Quality of Support (Out of 10)	8.3	8.9
Product Direction (% positive)	82%	85%

Summary: Buffer leads slightly in the user rating categories, particularly when it comes to ease of use and setup. However, Loomly offers structured planning and analytical insights that make it quite competitive.

Loomly vs Buffer: Feature Comparison

Features	Loomly	Buffer
Pricing (per month in USD)	25$	15$
Free Trial	Yes	Yes
Platforms Supported	Major platforms supported	All major platforms
Visual Content Calendar	Yes	Limited
Post Optimization Tips	Yes	No
Audience Engagement Analytics	Comprehensive	Basic

Multimedia support	Yes	Yes
Note on Pricing	Based on social accounts	Pricing varies by feature tier

Summary: On the feature front, Loomly offers complete insights and optimization tips, making it a choice for data-driven strategies. Buffer, on the other hand, highlights simplicity and ease, catering more to those looking for scheduling and publishing.

Pros and Cons of Using Loomly

Pros

- Comprehensive calendar view
- Deep insights and optimization tips
- Streamlined post previews

Cons

- It is good for users looking for a simple tool.

Loomly and Buffer The Bottom Line

Loomly is tailored for businesses focused on comprehensive strategies, offering planning and valuable insights. Buffer, known for its efficiency and clarity, is for those who want a clear scheduling solution. Your choice will hinge on whether you have important insights.

RecurPost as an alternative to Loomly and Buffer

RecurPost provides the best of both worlds, merging features with ease of use.

Start your 14 day free trial >

Feature	RecurPost	Loomly	Buffer

Pricing (per month in USD)	$25	Approx. $25 (Base plan)	Approx. $6(per month per channel)For 5 channels-$5
Free Trial	Yes	Yes	Yes
Bulk Scheduling	Yes	Yes	Yes
AI Content Generation	Yes	Yes(Caption and Twitter posts)	No
Advanced Analytics	Yes	Yes	On higher plans

Team Management	Yes	Yes	On higher plans
Platform Support	Instagram Business Instagram Personal Facebook personal Facebook page Facebook Group LinkedIn Profile LinkedIn Company Youtube Twitter(X) Google Business profile Pinterest Tiktok	Instagram Reels, Stories, posts, Carousels LinkedIn Page Facebook Reels, Stories, posts, Carousels Twitter(X) TikTok YouTube Google Business profile Pinterest Snapchat(through mobile app)	Facebook Page Facebook Group Instagram Business Instagram Creator LinkedIn page LinkedIn profile Twitter(X) Google Business profile Pinterest Mastodon Tiktok Youtube
Caption Customization	Yes	Yes	Yes
URL Shortener	Yes	Yes	Yes

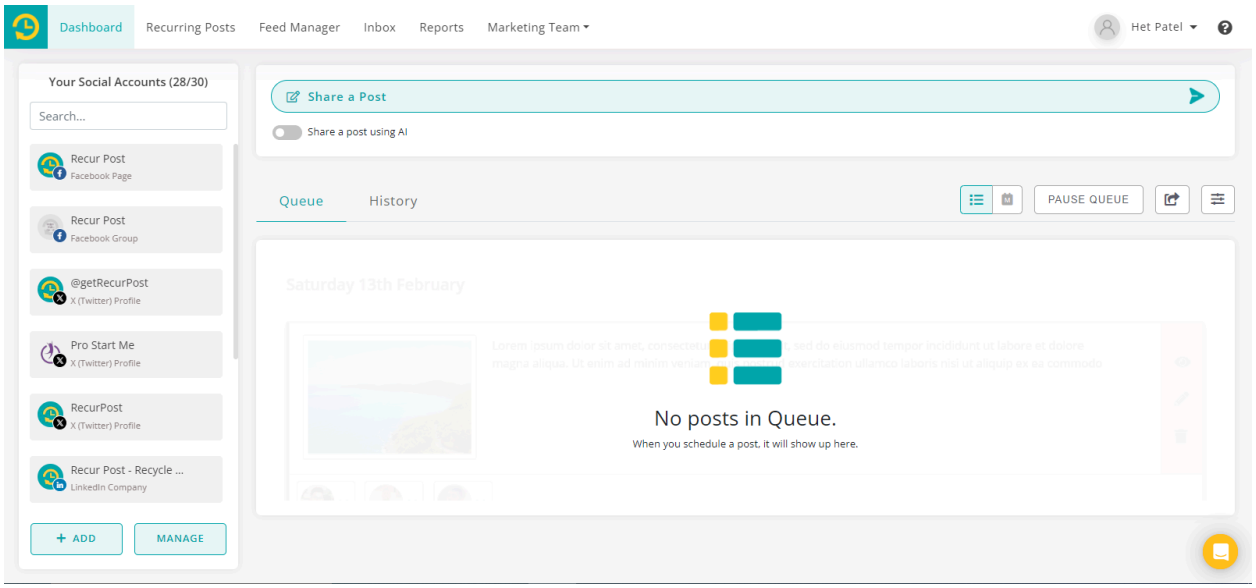
White Label Reports	Yes	No	On higher plans

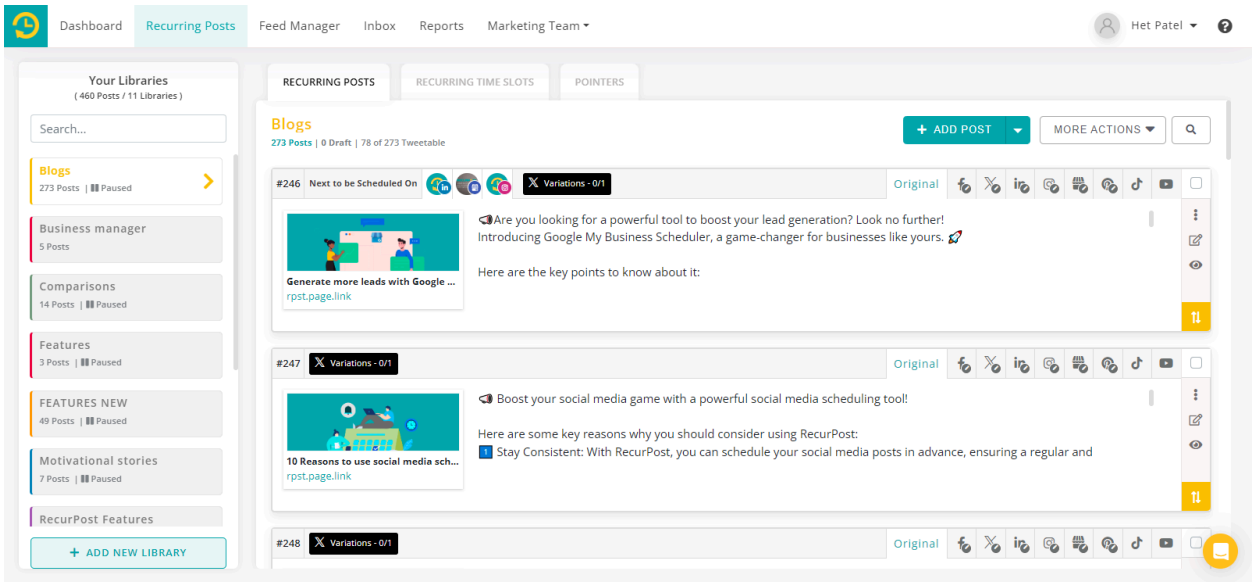
Start your 14 day free trial >

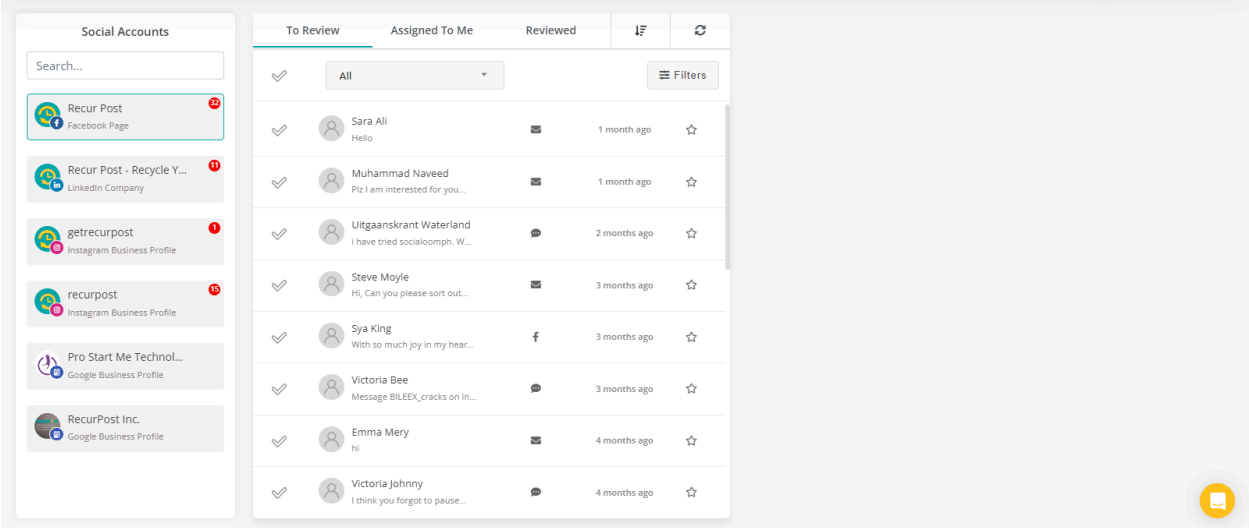
Why RecurPost Is Better Than Loomly and Buffer?

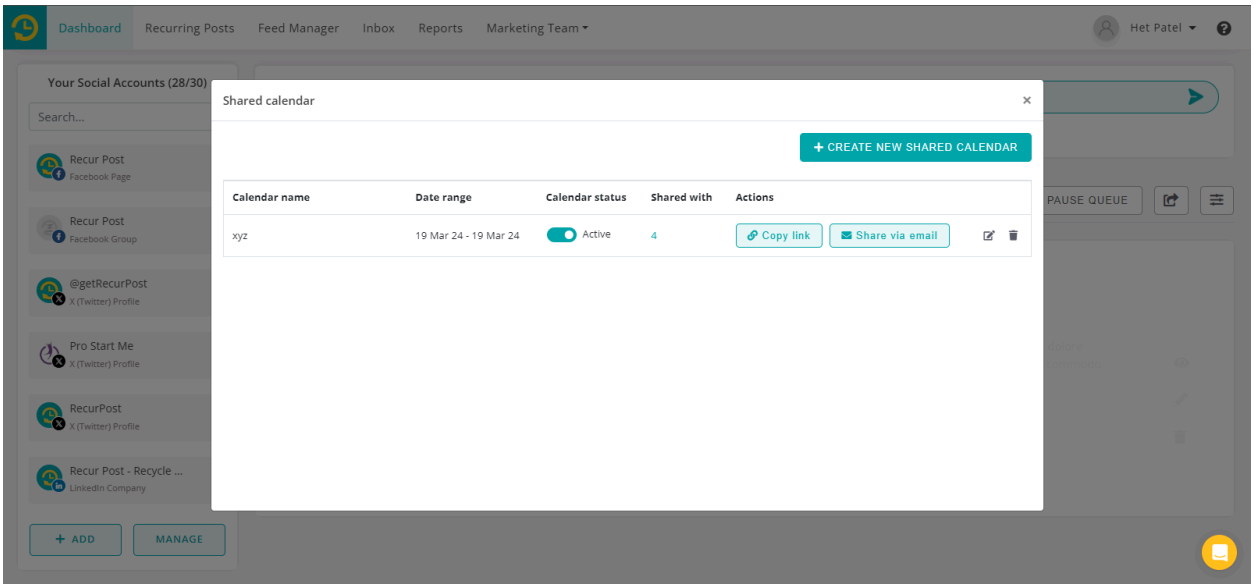
As Loomly and Buffer each have their strengths, RecurPost shines by offering a complete suite that caters to a vast array of needs. Thus, the important question isn't about choosing Loomly or Buffer but why you have yet to consider RecurPost for your social management toolkit.

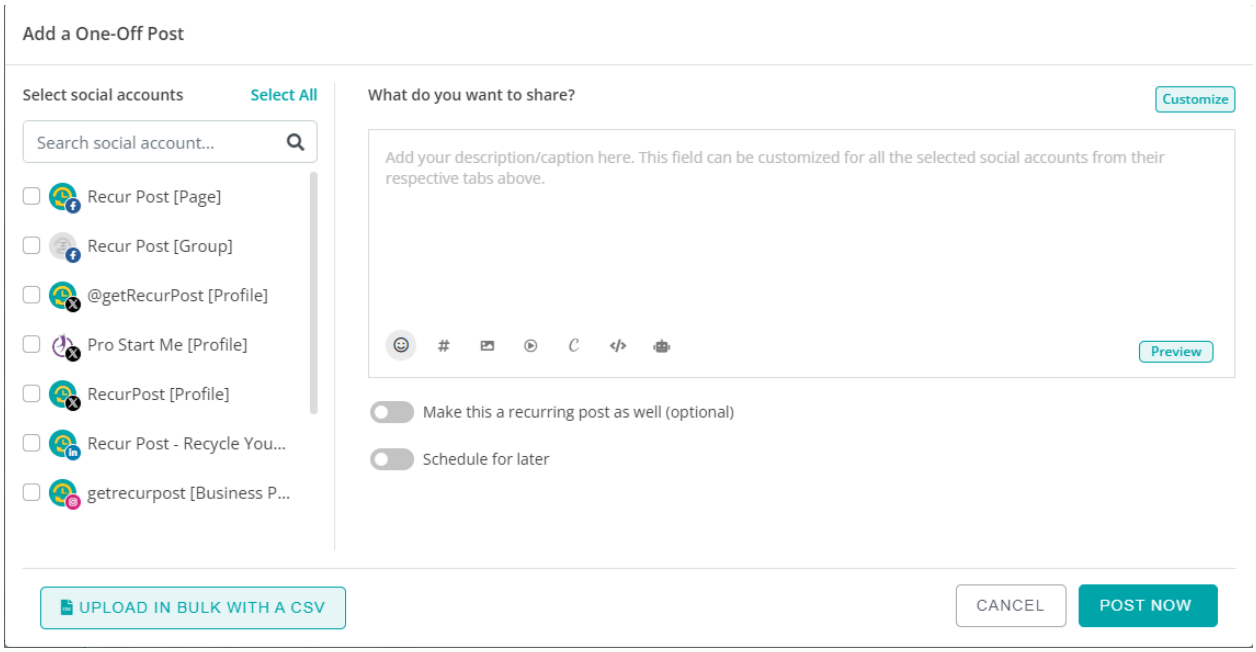
Recurpost Images



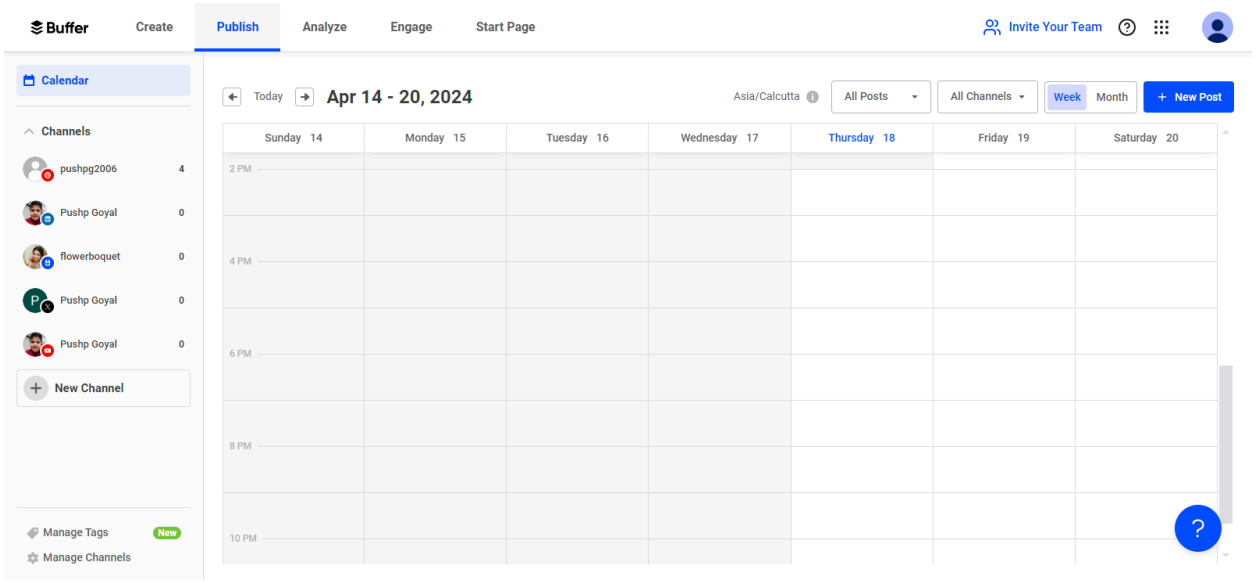


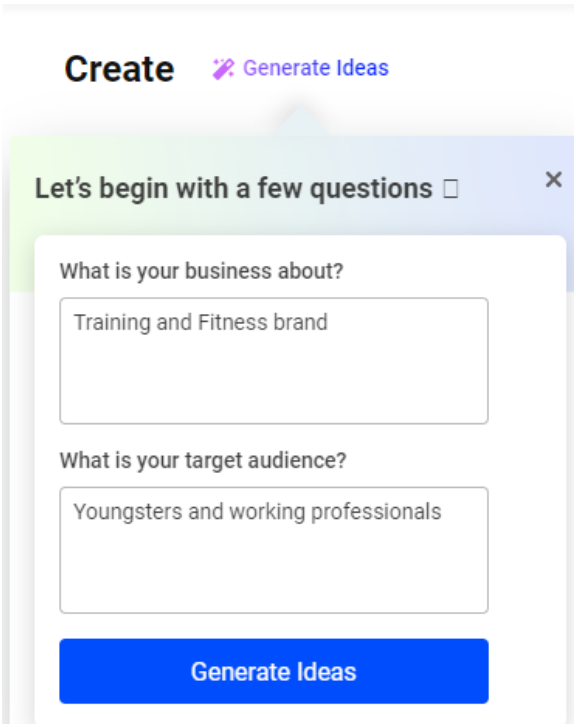

Social Accounts
Search...
Recur Post
Facebook Page
Recur Post - Recycle Y...
LinkedIn Company
getrecurpost
Instagram Business Profile
recurpost
Instagram Business Profile
Pro Start Me Technol...
Google Business Profile
RecurPost Inc.
Google Business Profile
To Review
Assigned To Me
Reviewed
All
Filters
Sara Ali
Hello
1 month ago
Muhammad Naveed
Plz I am interested for you...
1 month ago
Uitgaanskrant Waterland
i have tried socialoomph. W...
2 months ago
Steve Moyle
Hi, Can you please sort out...
3 months ago
Sya King
With so much joy in my hear...
3 months ago
Victoria Bee
Message BILEEX_cracks on in...
3 months ago
Emma Mery
hi
4 months ago
Victoria Johnny
I think you forgot to pause...
4 months ago

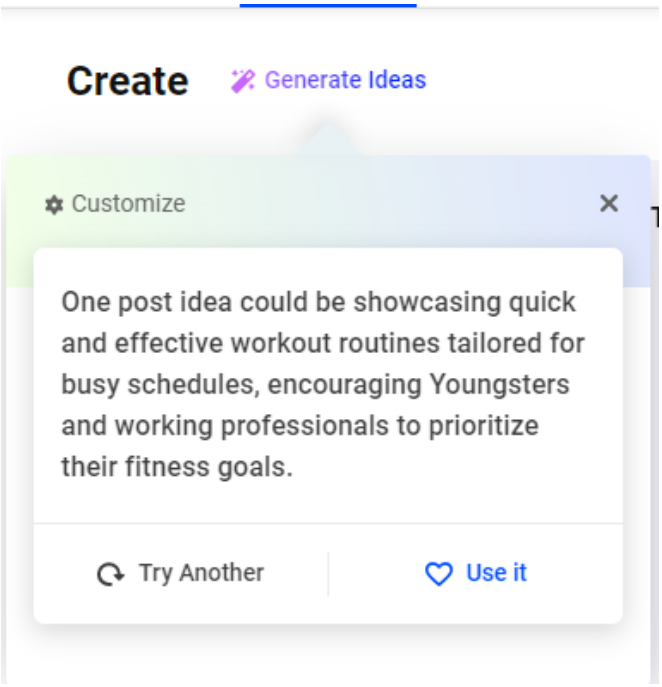

Dashboard
Recurring Posts
Feed Manager
Inbox
Reports
Marketing Team
Het Patel
Your Social Accounts (28/30)
Search...
Recur Post
Facebook Page
Recur Post
Facebook Group
@getRecurPost
X (Twitter) Profile
Pro Start Me
X (Twitter) Profile
RecurPost
X (Twitter) Profile
Recur Post - Recycle ...
LinkedIn Company
+ ADD
MANAGE
Shared calendar
+ CREATE NEW SHARED CALENDAR
Calendar name
Date range
Calendar status
Shared with
Actions
xyz
19 Mar 24 - 19 Mar 24
Active
4
Copy link
Share via email
PAUSE QUEUE

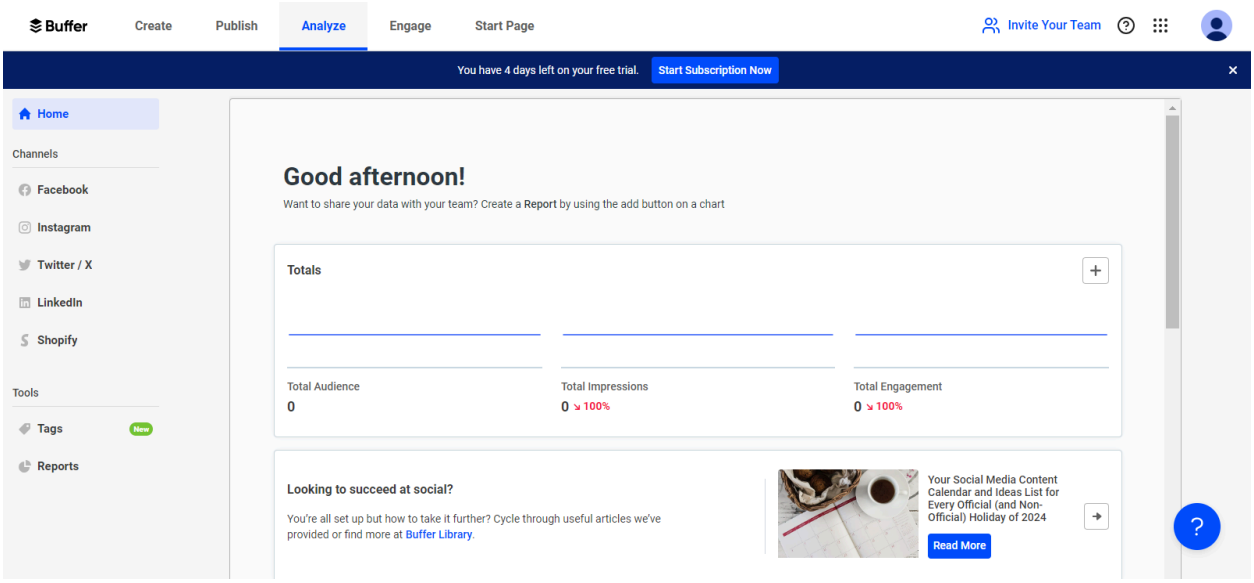


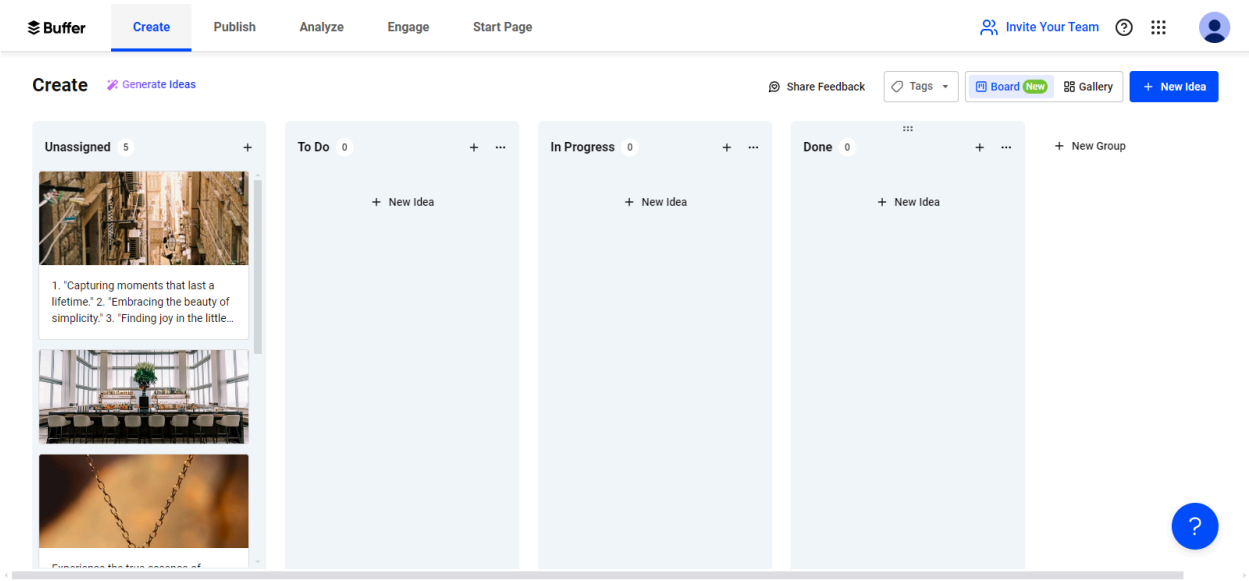
Buffer Images

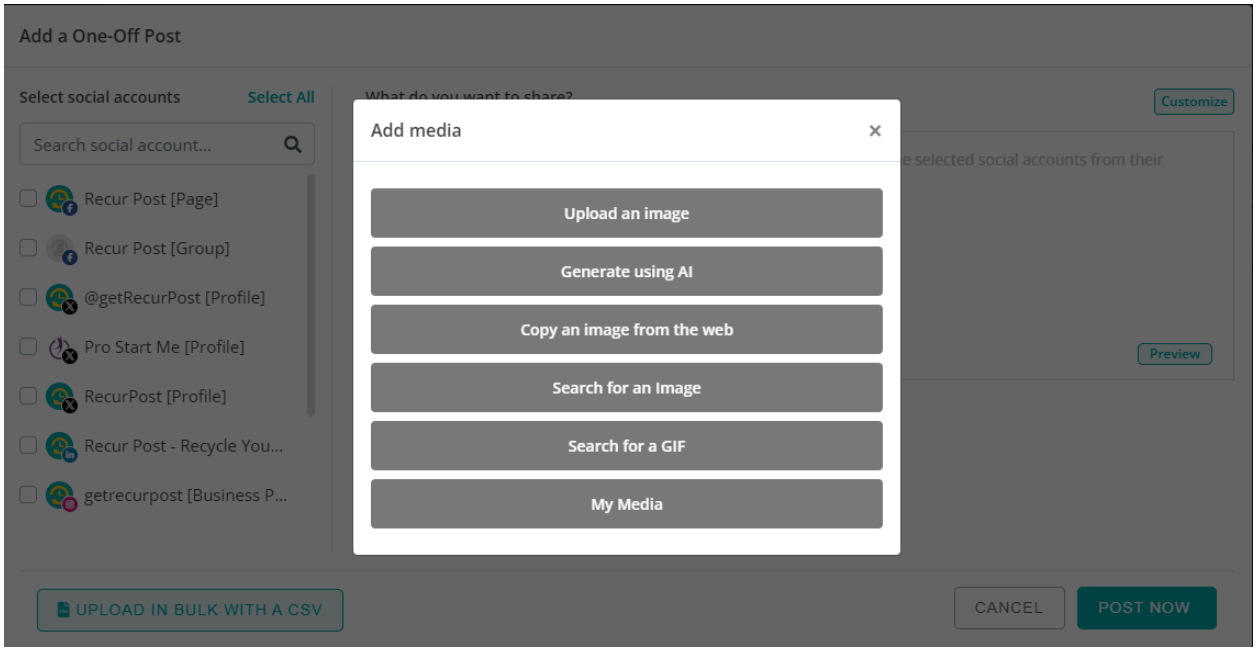


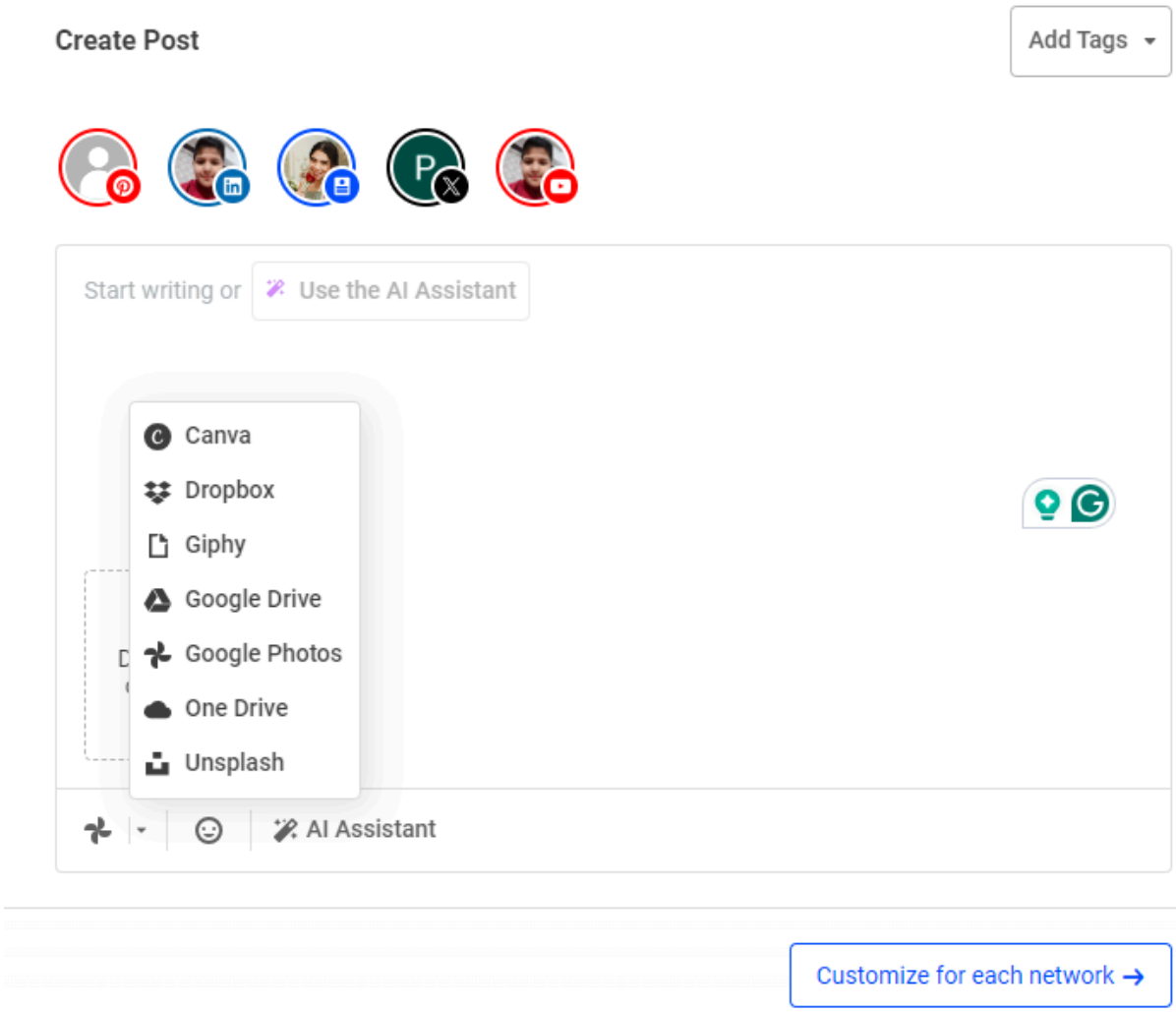

Create
Generate Ideas
Let's begin with a few questions
What is your business about?
Training and Fitness brand
What is your target audience?
Youngsters and working professionals
Generate Ideas


Create
Generate Ideas
Customize
One post idea could be showcasing quick and effective workout routines tailored for busy schedules, encouraging Youngsters and working professionals to prioritize their fitness goals.
Try Another
Use it

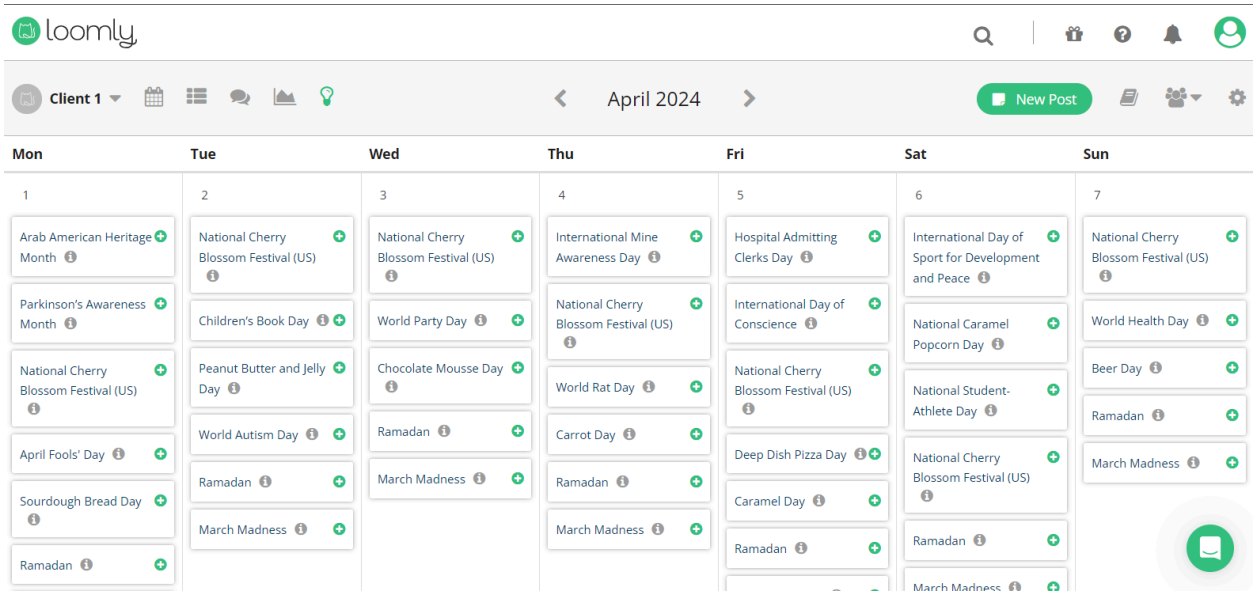

Buffer
Create
Publish
Analyze
Engage
Start Page
Invite Your Team
You have 4 days left on your free trial.
Start Subscription Now
Home
Channels
Facebook
Instagram
Twitter / X
LinkedIn
Shopify
Tools
Tags
New
Reports
Good afternoon!
Want to share your data with your team? Create a Report by using the add button on a chart
Totals
Total Audience
0
Total Impressions
0 ↘ 100%
Total Engagement
0 ↘ 100%
Looking to succeed at social?
You're all set up but how to take it further? Cycle through useful articles we've provided or find more at Buffer Library.
Your Social Media Content Calendar and Ideas List for Every Official (and Non-Official) Holiday of 2024
Read More

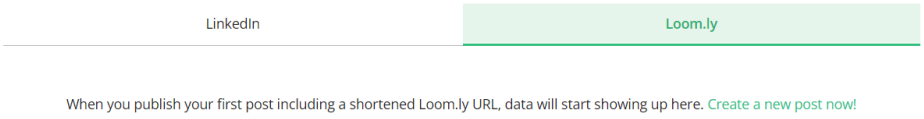

Buffer
Create
Publish
Analyze
Engage
Start Page
Invite Your Team
Create
Generate Ideas
Share Feedback
Tags
Board New
Gallery
New Idea
Unassigned 5
To Do 0
In Progress 0
Done 0
New Group
New Idea
1. "Capturing moments that last a lifetime." 2. "Embracing the beauty of simplicity." 3. "Finding joy in the little...

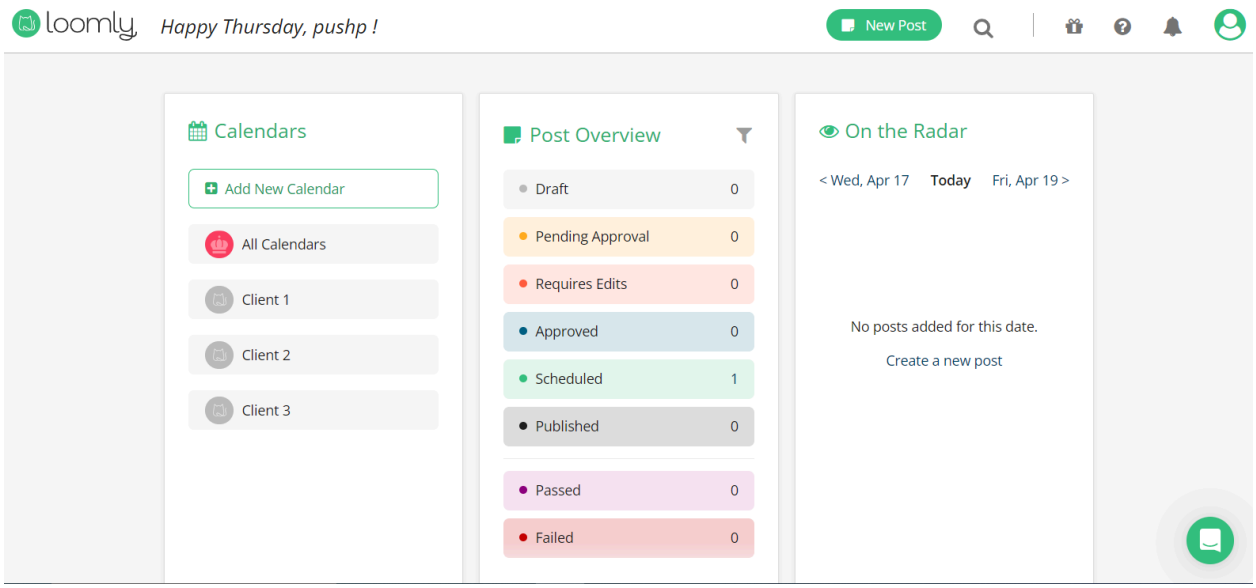

Add a One-Off Post
Select social accounts
Select All
Search social account...
Recur Post [Page]
Recur Post [Group]
@getRecurPost [Profile]
Pro Start Me [Profile]
RecurPost [Profile]
Recur Post - Recycle You...
getrecurpost [Business P...
Customize
Preview
Add media
Upload an image
Generate using AI
Copy an image from the web
Search for an Image
Search for a GIF
My Media
UPLOAD IN BULK WITH A CSV
CANCEL
POST NOW

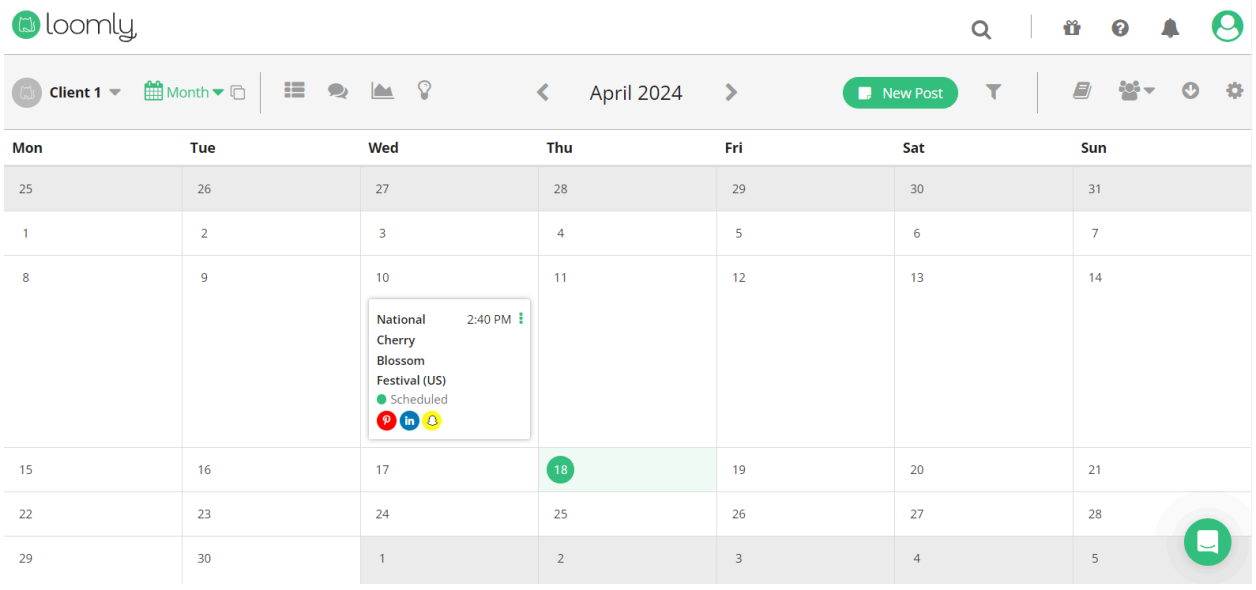

Create Post
Add Tags
Start writing or
Use the AI Assistant
Canva
Dropbox
Giphy
Google Drive
Google Photos
One Drive
Unsplash
AI Assistant
Customize for each network

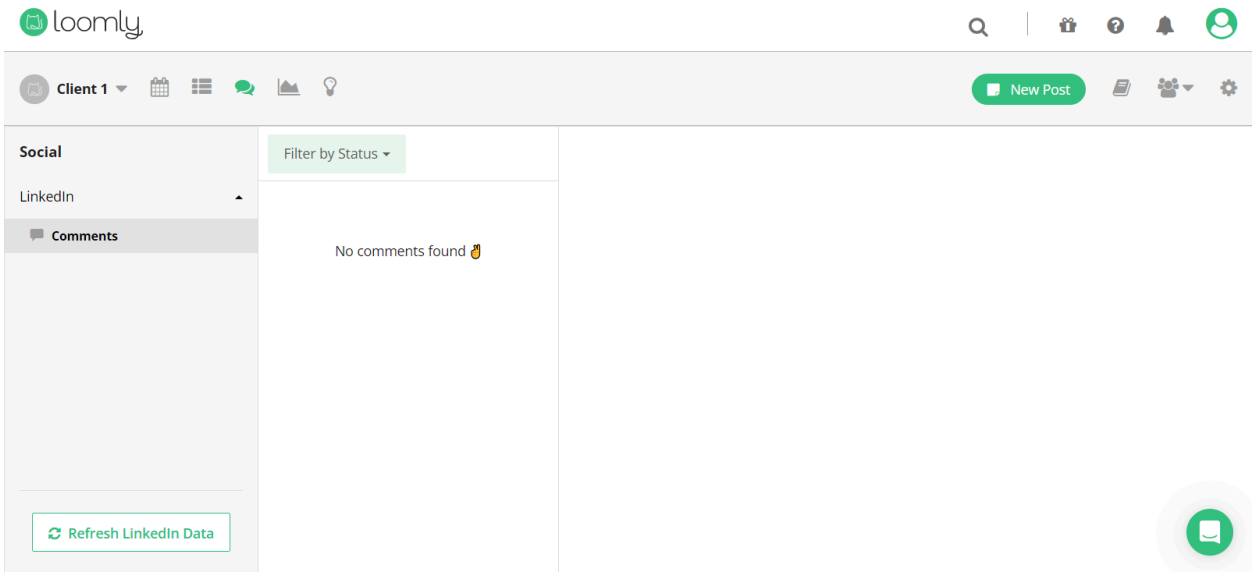
Loomly Images






loomly
Happy Thursday, pushp !
New Post
Calendars
Add New Calendar
All Calendars
Client 1
Client 2
Client 3
Post Overview
Draft 0
Pending Approval 0
Requires Edits 0
Approved 0
Scheduled 1
Published 0
Passed 0
Failed 0
On the Radar
< Wed, Apr 17 Today Fri, Apr 19 >
No posts added for this date.
Create a new post


loomly
Client 1
Month
April 2024
New Post
Mon Tue Wed Thu Fri Sat Sun
25 26 27 28 29 30 31
1 2 3 4 5 6 7
8 9 10 11 12 13 14
National Cherry Blossom Festival (US) 2:40 PM
Scheduled
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 1 2 3 4 5


loomly
Client 1
New Post
Social
LinkedIn
Comments
Filter by Status
No comments found
Refresh LinkedIn Data