

Buffer Review

Pricing, pros, cons and practical fit

Solo creators and small businesses that need a simple queue for consistent posting across a few social channels.

QUICK FACTS

At a glance

Starting price	\$5/mo per channel billed annually (Essentials)
Free plan	Yes
Free trial	Yes
Difficulty	Easy
Last verified	Oct 2026
Best for	Content Creator, Small Business, Solopreneur

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Straightforward scheduling, an approachable interface, and transparent per-channel pricing.

MAIN LIMITATION

Paying per channel becomes costly as accounts grow; deeper analytics and approval workflows require paid tiers.

WISETECHLIST VERDICT

Should you use Buffer?

Buffer is an excellent starting point when you value fast setup and a simple publishing routine. The free tier covers a few channels; Essentials suits frequent solo publishers, while Team is better for review and approvals.

USE CASES

What can you use Buffer for?

- Schedule social posts
- Organize content ideas
- Maintain a publishing queue

- Review engagement
- Coordinate team approvals on paid plan

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Simple posting queue and calendar
- Free plan for 3 channels
- 10 scheduled posts per channel on Free
- AI writing assistant
- Advanced analytics on Essentials
- Team approvals on Team plan

WHAT TO CONSIDER

- Paid pricing scales per channel
- Free scheduling limited to 10 queued posts per channel
- Advanced reporting requires paid plan
- Approval workflows require Team plan

PRACTICAL FIT

How Buffer fits a small business workflow

WHAT IT IS

Buffer is a social media publishing and planning tool for creators, freelancers, and small marketing teams. Its workflow centers on collecting ideas, drafting content, scheduling posts to connected channels, and understanding basic performance. Features such as deeper analytics and approval controls depend on the chosen plan.

WHERE IT FITS

Capture post ideas, turn them into drafts, queue content for each channel, review basic results, and upgrade for more scheduling capacity or team approvals when the workflow grows.

WHEN IT MAY NOT FIT

Less suitable for teams whose core requirement is enterprise social listening, extensive competitor tracking, or large-scale multi-brand approvals at a fixed account-independent price.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Buffer if you manage a small number of social accounts and want an easy scheduler without a complicated social media dashboard.

SKIP IF

Skip Buffer if you primarily need broad social listening, competitor benchmarking, or complex agency governance rather than a simple publishing workflow.

Continue your research

Read the live review for updated pricing, links and alternatives.

<https://wisetechlist.com/tools/buffer/>