

Publer Review

Pricing, pros, cons and practical fit

Creators and freelancers who want low starting costs, organized post queues, and options to grow account by account.

QUICK FACTS

At a glance

Starting price	\$5/mo for 1 social account (Professional, monthly)
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

An accessible free tier combined with affordable per-account upgrades and customizable social publishing workflows.

MAIN LIMITATION

Free excludes X and sharply limits queue/history; advanced analytics and evergreen recycling need the Business tier.

WISETECHLIST VERDICT

Should you use Publer?

Publer is a practical value option for creators scheduling several networks on a budget. The free version is useful for light posting; Professional adds capacity, while Business is the better match for data-driven teams or evergreen automation.

USE CASES

What can you use Publer for?

- Schedule social content
- Manage drafts and a shared calendar
- Customize posts by network

- Create recurring content on Business
- Review advanced analytics on Business

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Free tier for up to 3 social accounts
- Post preview and customizable scheduling
- 25 drafts on Free
- Flexible account-based paid pricing
- Unlimited scheduled posts on Professional
- Advanced analytics and recycling on Business

WHAT TO CONSIDER

- No X/Twitter account on Free
- Maximum 10 queued posts per free account
- Free post history lasts only 24 hours
- Analytics and automatic recycling require Business
- Additional accounts raise paid cost

PRACTICAL FIT

How Publer fits a small business workflow

WHAT IT IS

Publer is a social media scheduling and content management service with a calendar, drafts, previews, and posting automation across supported networks. Its free plan targets light usage, while paid plans allow more profiles and workflows. Features such as competitor data and automated evergreen recycling depend on Business.

WHERE IT FITS

Create drafts, tailor captions by network, use a posting queue and calendar, then add analytics, approvals, and evergreen automation if your business moves to a higher plan.

WHEN IT MAY NOT FIT

Not ideal for businesses needing detailed performance reporting or evergreen automation from the lowest-priced plan, or requiring X/Twitter access without a subscription.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Publer if you need inexpensive publishing for a few accounts and are comfortable upgrading to Business for deeper reporting and evergreen recycling.

SKIP IF

Skip Publer if you expect complete analytics, automatic post recycling, or X/Twitter integration with its free plan.

Continue your research

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

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