ACROSS THE TABLE

BUSINESS CONSULTING

APP COMPARISON 10 · HEARABOUTIT

HearAboutIt vs Buffer, Predis.ai and Hootsuite

One topic in, posts for every platform out — and a frank look at what the rest of this market charges.

Knowledge Article C10

AI Stack Series · acrossthetable.biz

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BEFORE YOU READ THIS

This guide compares HearAboutIt against three other products that do a similar job. HearAboutIt is my own. I build it, and I make money if you buy it.

That is exactly why this guide names the places where one of the other three is the better buy, and says so plainly. A comparison that found my own product best at everything would not be worth your time, and you would be right not to believe it.

> **NOT FOR SALE YET**
> HearAboutIt is listed as "Coming soon" on acrossthetable.biz. You cannot buy it today. The other three products in this guide are available right now, and if you need this job done this month, one of them is your answer.

WHAT HEARABOUTIT DOES

Describe one topic. Get posts written for every platform.

HearAboutIt takes one topic and produces posts for five platforms, with a review-and-approve step before anything goes out and scheduling once it does.

The design assumption is an owner who is not going to manage a content calendar — who wants to say what the topic is and be done.

What is in it:

- AI content for five platforms
- Review and approve before posting
- Scheduling
- Prompt library

Price: $149.99 per month · $1656.98 per year. There is a 14-day free trial.

THE THREE IT IS UP AGAINST

This is the most competitive market of any product in this series, and the one where I have to be most direct about price. The table shows it clearly: this category charges single-digit to low-double-digit dollars a month, and HearAboutIt is priced far above that.

That gap is dealt with head-on further down. Read that section before you decide anything.

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Product	What it is	How it charges	Who it suits
HearAboutIt (mine)	Describe one topic; it writes posts for five platforms, you approve, it schedules	Flat monthly or yearly, regardless of how many channels	An owner who will not open a social media tool and wants it done
Buffer	Scheduling across channels with an AI assistant that adapts a post per platform	Free tier for a few channels, then per channel per month	Almost anyone who wants reliable scheduling cheaply
Predis.ai	AI that generates the whole post — copy and visuals — from a short prompt	Monthly, in the low tens of dollars	Owners who want the creative made, not just scheduled
Hootsuite	The long-standing all-in-one platform, with AI writing and full analytics	Per user per month, at a professional price point	Businesses that need analytics, approvals and multiple users

Prices move. Every figure for the other three comes from the source listed at the end of this guide, with the date it was published, so you can see how fresh it is and check it yourself. The figures for HearAboutIt are its own published prices.

WHAT EACH ONE IS ACTUALLY GOOD AT

Buffer

Buffer is the sensible default. Zapier’s guide, last reviewed in September 2026, listed a free plan for up to three channels and the Essentials plan from about $5 per channel per month billed annually, naming Buffer the best pick for adapting posts to each channel.

That per-channel pricing is the thing to watch: five platforms is five channels. It is still inexpensive, but it is not five dollars.

Its AI assistant rewrites a single idea for each platform, which is the core of what this category does.

Pick this one if: you want dependable scheduling at the lowest credible price and you are willing to press the buttons.

Predis.ai

Predis.ai is the closest competitor in function: you give it a topic and it produces the post, including visuals, rather than only scheduling something you wrote.

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Zapier listed its Core plan around $24 a month billed annually, naming it the best pick for creating all post content with AI.

If "describe one topic and get posts" is the job, this is the established product doing exactly that.

Pick this one if: you want AI to produce the whole post including images, at a well-established price.

Hootsuite

Hootsuite is the enterprise-leaning option: scheduling, AI content, inbox management, analytics and approval workflows across a team.

Zapier listed Standard at $99 per user per month and Professional at $199, with a free trial. That is a serious budget, and it buys depth a small tool does not have.

For a one-person business it is almost certainly more platform than the job requires.

Pick this one if: you have a team, you need approvals and real analytics, and the budget is there.

WHERE HEARABOUTIT IS THE WRONG CHOICE

If any of these describes you, buy one of the others instead. You will be happier and I would rather tell you now than take your money.

- You want the cheapest reliable way to schedule posts. That is Buffer, and it has a free tier.
- You want AI to generate posts including images from a topic. Predis.ai does that today at a fraction of the price.
- You need analytics, team approvals and multiple users. That is Hootsuite.
- You are prepared to spend twenty minutes a week in a tool. The whole premise here is that you will not, and if you will, cheaper tools win easily.
- You need it now. HearAboutIt is listed as coming soon; all three of the others are available today.

WHAT ACTUALLY MAKES HEARABOUTIT DIFFERENT

The intended difference is the review-and-approve step and the fact that it is built for someone who does not want to learn a social media tool. Buffer and Hootsuite are dashboards: powerful, and they expect you to show up. The premise here is an owner who describes a topic and checks what came back.

The second intended difference is flat pricing against per-channel pricing. Buffer charges per channel, so posting to five platforms costs five times the headline. A flat price is simpler to predict.

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I am saying "intended" deliberately. Until it ships and people use it, that is a design claim and not a demonstrated one, and you should treat it that way.

The honest limit

The pricing is the problem and I am not going to pretend otherwise. At its listed price HearAboutIt costs more than Hootsuite Standard and many times what Predis.ai or Buffer charge for broadly the same job. Per-channel pricing narrows the gap somewhat — five channels on Buffer is not five dollars — but it does not close it.

An unlaunched product at the top of its market's price range is a hard case to make, and you should not buy it on my say-so. If you need posts written and scheduled this month, buy Buffer or Predis.ai. I would rather give you that answer than a worse one dressed up.

I am reviewing this pricing. If you are reading this later, check the current figure on the page rather than trusting this paragraph.

HOW TO DECIDE

Answer these about your own business. The answers point at one of the four.

- How many platforms do you actually post to? That number multiplies per-channel pricing.
- Will you log into a dashboard weekly? Be honest. It changes the answer completely.
- Do you need the images made, or only the words?
- Does anyone need to approve posts before they go out?
- What is the cheapest option that would genuinely get you posting? Start there.

YOUR QUICK REVIEW

- ☐ I know how many channels I need and what that costs per channel.
- ☐ I have been honest about whether I will use a dashboard.
- ☐ I have tried a free tier before paying anything.
- ☐ I know whether I need images or only copy.
- ☐ I know which of these I can buy today.

WHERE THESE NUMBERS CAME FROM

Everything stated about the other three products comes from the sources below, on the dates shown. Nothing here is from memory and nothing is estimated.

- Zapier, "The best AI social media management tools," published April 2023, updated April 2026, last reviewed September 2026 — plan structures and pricing for Buffer, Predis.ai and Hootsuite. Zapier notes its own figures for Predis.ai and Hootsuite differ between its summary table and body text, so check both vendors directly.

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- HearAboutIt pricing: acrossthetable.biz/hearaboutit/, read from the site's own published pricing data.

Pricing pages change without notice. Before you buy anything in this guide, including mine, open the vendor's own pricing page and check.

ADDITIONAL RESOURCES

Product	Where to find it	What it is for
Buffer	buffer.com	Almost anyone who wants reliable scheduling cheaply
Predis.ai	predis.ai	Owners who want the creative made, not just scheduled
Hootsuite	hootsuite.com	Businesses that need analytics, approvals and multiple users
HearAboutIt	acrossthetable.biz/hearaboutit/	An owner who will not open a social media tool and wants it done
Across the Table AI Assessment	acrossthetable.biz/#assessment	Fifteen minutes. Tells you which job to fix first, before you buy anything.
The Scaling Edge	acrossthetablebiz.substack.com	Weekly newsletter for owners without a business background.

CONTINUE LEARNING

The knowledge article on writing the copy compares the general-purpose AI writing tools for the same job.

The Across the Table AI Assessment will tell you whether social content is really where your next customer comes from.

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The Scaling Edge newsletter: https://acrossthetablebiz.substack.com

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ACROSS THE TABLE BUSINESS CONSULTING

101 N First Ave, Suite 2325-1495, Phoenix, AZ 85003

info@acrossthetable.biz · 480-582-4716 · acrossthetable.biz