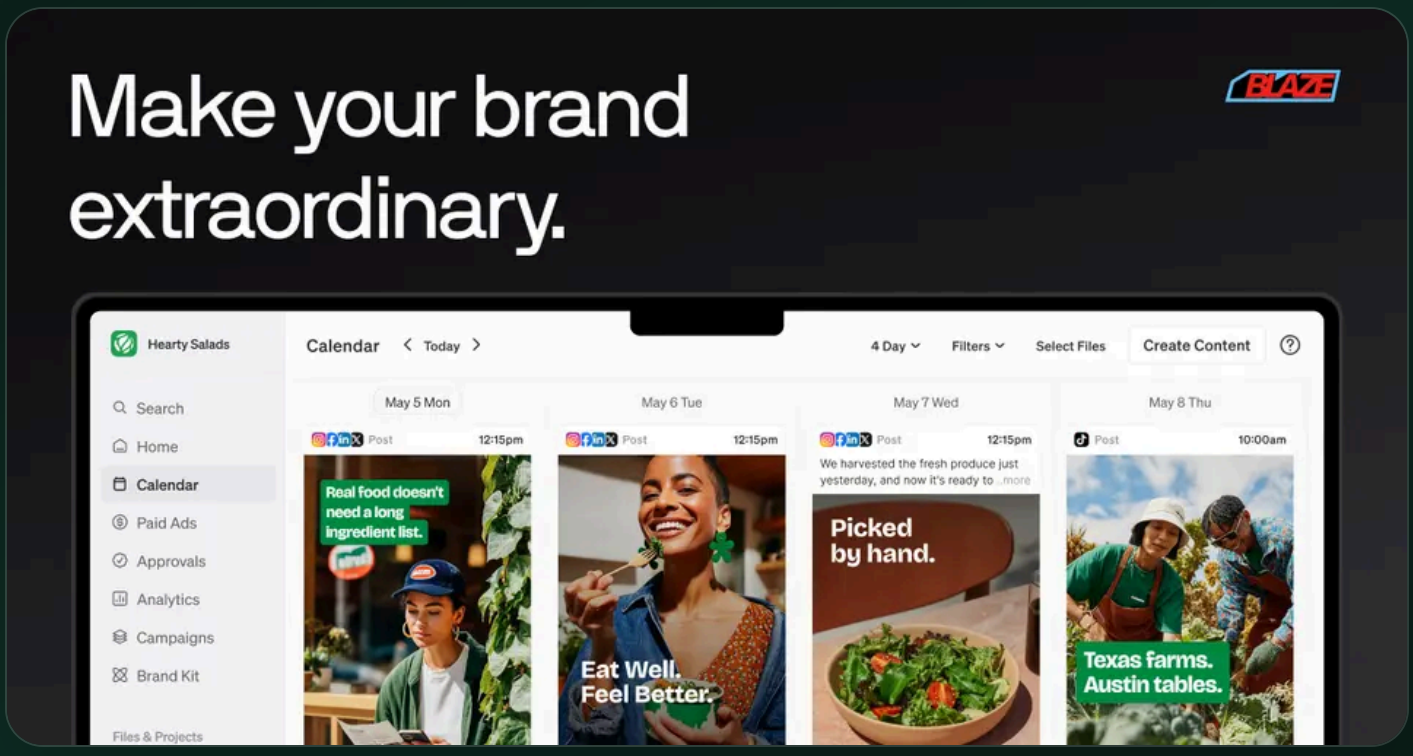
ToolGPA

NOVEMBER 2026

# Blaze

## The Insider's Guide

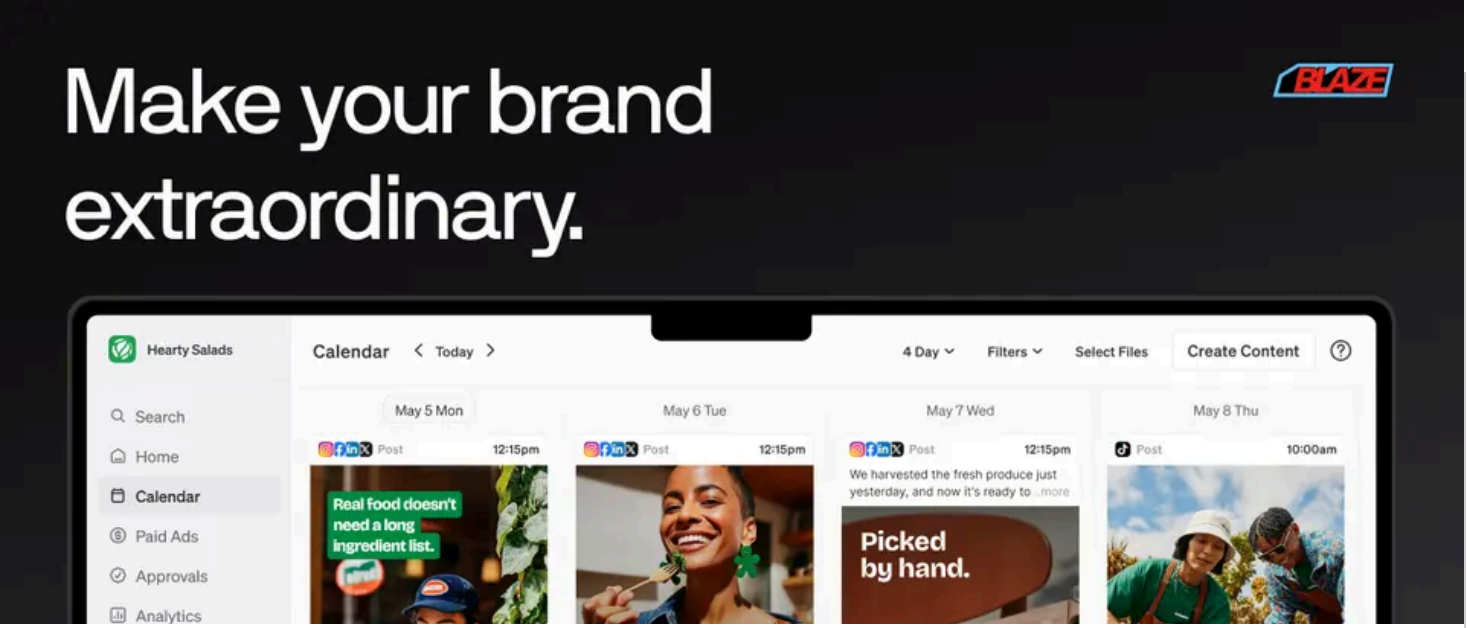
AI marketing planner that drafts and posts content for you




**Every plan, grade, refund rule and rival among social media schedulers, read from Blaze's own pages.**

Made by Almanac Labs, Inc. · checked Nov 13, 2026 · toolgpa.com

2.0
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Who made this guide, what else is on the site, and how to cite it


ToolGPA put this guide together from Blaze's own pages, its app-store listings and our grades. Every fact in it is on Blaze's page too, where it is kept up to date. Checked Nov 13, 2026.

# Welcome

What it is, who it suits, its grades and the ten things to know first

**2.0**

GPA, above 19 of the 90 other social media schedulers we grade

Blaze builds a brand profile from your website, then generates a content plan and posts for social channels, blogs, email and Meta ads. You review and approve before anything publishes. The listed software plans are self-directed; the homepage also mentions a team that can run marketing for you.

> "
>
> **A web app where you build a brand profile first.**
>
> From our grade for ease of use

To get you started, here are **9 things to know about Blaze**, taken from its own pages and our grades.

**1** **Best for AI-made content plans for small businesses**

Blaze builds a content plan from your brand and writes social posts, blog and email output, with ads on top.

**2** **Paid plans start at $79 a month**

As its pricing page puts it: $79 per month.

**3** **You can try it first**

7-day free trial, no credit card required

**4** **It runs on Web**

Web.

**5** **Brand and content plan**

Blaze sets up a brand identity and content strategy from your business details, then drafts a first week of posts and the topics for the next.

**6** **Social publishing**

Generates and publishes to Instagram, Facebook, TikTok, X, YouTube Shorts, LinkedIn and Google Business Profile.

**7** **Blog and email output**

Publishes blog posts to WordPress, Wix or GoHighLevel and sends newsletters through Mailchimp.

**8** **A 2.0 GPA, above 19 of 90**

That is against the other social media schedulers we grade, on value, the free plan, features, ease of use and platforms.

**9** **Keep it**

To replace Blaze you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

### Blaze at a glance

| | |
|---|---|
| PRICING<br>Free trial, from $79 per month | FREE PLAN<br>No |
| FREE TRIAL<br>7-day free trial, no credit card required | RUNS ON<br>Web |
| MADE BY<br>Almanac Labs, Inc. | CATEGORY<br>Social Media Schedulers |
| OUR GRADE<br>2.0 GPA, fair | |

## The report card

### Best for AI-made content plans for small businesses

Blaze builds a content plan from your brand and writes social posts, blog and email output, with ads on top. It starts at $79 a month, output is capped by credits, and the cheaper plan is for one user.

| TOOLGPA REPORT CARD | Blaze | Graded Nov 13, 2026 |
|---|---|---|
| SUBJECT | GRADE | COMMENT |
| **Value for money** | D | $79 a month, more than three times the $24.99 category middle, and only just under the dearest tenth at $99. |
| **Free plan and trial** | C | A 7-day trial with no credit card, and no free plan. |
| **Features** | C | Brand plan, publishing, blog and email output, review before posting and ads. Output is credit-capped, with about 600 posts a month on Starter. |
| **Ease of use** | C | A web app where you build a brand profile first. No store rating on record. |
| **Platforms and integrations** | B | Web only, with Instagram, Facebook, TikTok, LinkedIn, WordPress, Wix, GoHighLevel and Mailchimp. |
| **Grade point average** | | Fair, out of 4.0 **2.0** |

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

### Who Blaze is for

- ✓ Fits if you want a plan and drafts generated for one brand
- ✓ Makes sense if you have budget well above scheduler prices

### Who it is not for

- ✕ Pricey if you just want to schedule posts, at $79 a month
- ✕ Tight if you make video, as Starter's 600 credits cover about 40 AI videos
- ✕ Not for you if you run several brands, as each needs its own workspace
- ✕ Watch out: extra credits are bought separately, and Starter is for 1 user

## Good to know

### Good for

- ✓ Owners of small businesses who have no time to plan content
- ✓ Single-brand teams that want drafts to approve rather than write
- ✓ Businesses that need social posts, blogs and email from one tool

### Worth knowing

- ⓘ There is no free plan; after the 7-day trial every plan is paid.
- ⓘ Credits cap output: Starter's 600 credits cover about 40 AI videos or 600 social posts a month.
- ⓘ Each brand needs its own workspace, and extra credits are bought separately.
- ⓘ The Starter plan is for one user; the pricing page lists unlimited users only on Growth.

# What it costs

Every plan, the free plan, ways to pay less and how prices have moved

**$79**
A month to start

Blaze is a paid product with a free trial, starting at $79 per month.

STARTER

**$79**

per month, 1 user

3 posting accounts, 600 generation credits a month and automated ad campaigns.

GROWTH

**$149**

per month, unlimited users

10 posting accounts, 1,500 generation credits a month and a yearly planning window.

### Trying it first

7-day free trial, no credit card required

Read from blaze.ai on Nov 13, 2026.

## Ways to pay less

NONPROFIT

### 20% off annual plans for nonprofits and education

Blaze says nonprofits and education customers get 20% off annual subscriptions after eligibility is verified by chat or email.

Stated on blaze.ai

# What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

AI marketing planner that drafts and posts content for you. Here is what it does, as its own site describes it, and what it covers: AI features, calendar, marketing automation, video generation.

"

**Brand plan, publishing, blog and email output, review before posting and ads.**

From our grade for features

### Brand and content plan

Blaze sets up a brand identity and content strategy from your business details, then drafts a first week of posts and the topics for the next.

### Social publishing

Generates and publishes to Instagram, Facebook, TikTok, X, YouTube Shorts, LinkedIn and Google Business Profile.

### Blog and email output

Publishes blog posts to WordPress, Wix or GoHighLevel and sends newsletters through Mailchimp.

### Review before publishing

Content is queued for approval, so nothing goes out until the account owner signs off.

### Paid ads

Creates and adjusts Meta ad campaigns from performance data. Google Search Ads are listed as coming soon.

### Credit-based generation

Each item draws credits: 1 for a static social post, 3 for an email or blog post, 15 for an AI video.

### Where it runs

Web

### What it works with

Instagram
Facebook
TikTok
LinkedIn
WordPress
Wix
GoHighLevel
Mailchimp

Blaze is made by Almanac Labs, Inc.

# Where it stands

Its grades against its category, and whether to keep it or make your own

**19**/90

Other social media schedulers it is graded above

Blaze's GPA of 2.0 is higher than 19 of the 90 other social media schedulers we grade, and level with 16.

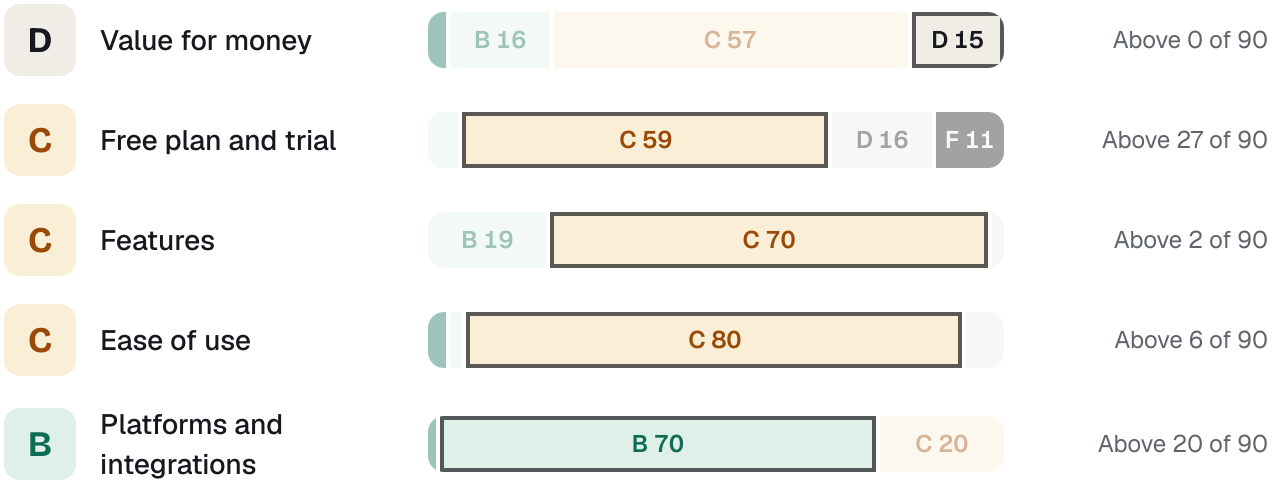
It stands best on platforms and integrations (B, above 20 of 90) and worst on value for money (D, above 0).

Its paid plans start at $79 a month, against a middle price of $24.46 for the category: 66 of the 79 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 12 tools score higher and cost less.

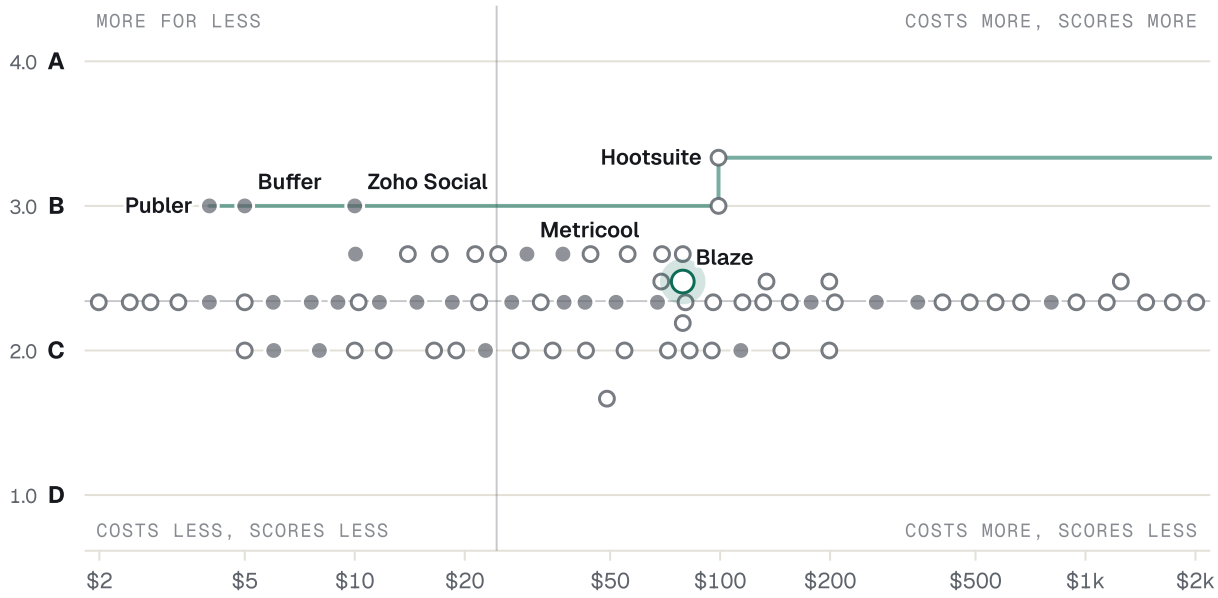
## Each grade against the category

Every bar is all 91 social media schedulers we grade, cut by the letter each got. Blaze's own letter is outlined.



## Price against what you get

Each dot is one of 80 social media schedulers. Further left costs less; higher up scores better on features, ease of use and platforms. Blaze is the marked dot.




What paid plans start at, a month (each step along is roughly double) ⍰

## Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

### Keep it

To replace Blaze you would be making email sent in volume that still reaches the inbox. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 55 of the 90 other social media schedulers grade higher. It costs $948 a year.

**What you could make**

- Calendar: an app builder makes this well.

**What you could not**

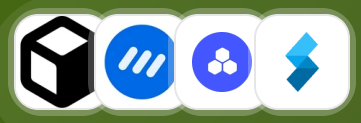
- Email sent in volume that still reaches the inbox.

- A video model, which you can rent by the second but not make.
- It plugs into other products, Instagram, Facebook and TikTok among them.
- AI features, unless you pay a model provider for each request yourself.

**What this rests on.** Blaze's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

# The alternatives

The tools it is most often weighed against, side by side



Ocoya, ContentStudio, FeedHive and Supergrow

The 4 tools Blaze is most often weighed against, with where each one differs from it.

2.0 GPA

## Ocoya

Free trial · from $29/mo

AI-assisted social scheduler with a design studio and workflows.

- Blaze also covers marketing automation and video generation.
- Ocoya also covers templates, shared inbox and workflow automation.

Blaze and Ocoya compared in full

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2.4 GPA

## ContentStudio

Free trial · from $19/mo

Social media planner with AI content, inbox and agency workspaces.

- Only ContentStudio lists iOS and Android apps.
- Only ContentStudio lists a browser extension.
- Blaze also covers marketing automation and video generation.

Blaze and ContentStudio compared in full

2.2
GPA

## FeedHive

Free trial · from €15/mo

AI social media scheduler with automation and agent connections.

- Blaze also covers calendar, marketing automation and video generation.
- FeedHive also covers templates and workflow automation.

Blaze and FeedHive compared in full

2.2
GPA

## Supergrow

Free trial · from $31/mo

LinkedIn content planner that writes in your own voice.

- Blaze also covers marketing automation and video generation.
- Supergrow also covers kanban boards, reports and content optimization.

Blaze and Supergrow compared in full

PART 06 · QUESTIONS

# Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

### Is Blaze free?

No, Blaze is a paid product, but you can try it first. 7-day free trial, no credit card required.

### How much does Blaze cost?

Blaze lists 2 plans. Starter: $79 per month, 1 user.

### What platforms does Blaze work on?

Blaze is available on Web.

### Does Blaze offer any discounts?

Blaze publicly lists the following: 20% off annual plans for nonprofits and education.

### Does Blaze have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Blaze is listed for Web.

### Does Blaze have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Blaze is listed for Web.

### Is Blaze open source?

Blaze is not described as open source on its own site, as read on Nov 13, 2026.

### What does Blaze integrate with?

Blaze's listing names Instagram, Facebook, TikTok, LinkedIn, WordPress, Wix, GoHighLevel and Mailchimp.

### Who makes Blaze?

Blaze is made by Almanac Labs, Inc.

### What are the alternatives to Blaze?

The closest alternatives to Blaze in our directory are Ocoya, ContentStudio, FeedHive and Supergrow.

### How does Blaze compare with other social media schedulers?

Blaze's GPA of 2.0 is higher than 19 of the 90 other social media schedulers we grade, and level with 16.

### Is Blaze good value for money?

ToolGPA grades Blaze D for value for money. Its paid plans start at $79 a month, against a middle price of $24.46 for the category: 66 of the 79 others that charge start lower.

### Could I make my own version of Blaze?

To replace Blaze you would be making email sent in volume that still reaches the inbox.

## Where this guide comes from

The prices, plans, platforms and features were read from Blaze's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Blaze's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Almanac Labs, Inc. Prices change, so check blaze.ai before you buy.

blaze.ai

blaze.ai/pricing

blaze.ai/integrations

# About ToolGPA

Who made this guide, what else is on the site, and how to cite it

**7,721**

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

| 7,721 | 95 | 739 | 579 |
|---|---|---|---|
| tools graded | categories | price changes on record | apps priced in 12 countries |

## What else is on toolgpa.com

### Blaze, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/blaze

### How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

### Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

### Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

### Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

### Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

### Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

### Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

**Scan for the live page**

Prices and grades as they are today

### Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "Blaze: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/blaze
```

### Know someone choosing between social media schedulers?

Send them this guide: toolgpa.com/tools/blaze/guide

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded social media schedulers after Blaze, each with an Insider's Guide of its own.

### Social Media Schedulers Insider's Guide

Every one of the 91 social media schedulers we grade, compared

### Buffer Insider's Guide

Social media scheduler priced by the channel, with a free plan

2.8 GPA

### Fedica Insider's Guide

Scheduling and follower analytics across 15 social networks

2.6 GPA

### Hootsuite Insider's Guide

Social media suite for publishing, inbox, listening and reports

2.6 GPA

ToolGPA

## Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Blaze's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Blaze is a trademark of its owner, and this guide is not made, paid for or approved by Almanac Labs, Inc. Prices and plans change: check blaze.ai before you buy.