

CREATIVE CURRENCY

The Evolution of Marketing Solutions



October 2025
Vol. 2, Issue # 14

Tools of the Month: Are They Worth It?



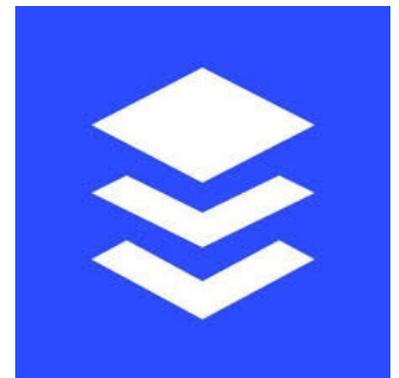
- **Pros:** Easy-to-use design platform with templates for everything from social posts to presentations.
- **Cons:** Advanced features locked behind Pro subscription.
- **Best For:** Small businesses needing professional-looking graphics without hiring a designer.



MAILCHIMP



- **Pros:** Intuitive email marketing platform with automations and audience segmentation.
- **Cons:** Pricing climbs quickly as your list grows.
- **Best For:** Businesses starting to build an email list and send consistent newsletters.



BUFFER

- **Pros:** Simple social media scheduling with analytics built in.
- **Cons:** Limited free plan, fewer advanced features compared to competitors.
- **Best For:** Entrepreneurs who want a “set it and forget it” approach to posting.



TRELLO

- **Pros:** Visual task management tool that keeps projects organized.
- **Cons:** Can feel too simple for larger teams or complex workflows.
- **Best For:** Small teams tracking content ideas, campaigns, or client projects in one place.

