

Grammarly Review

Pricing, pros, cons and practical fit

Improving business writing, rewriting text, adjusting tone, checking grammar, and creating clearer communication across everyday apps.

QUICK FACTS

At a glance

Starting price	\$12/member/mo billed annually
Free plan	Yes
Free trial	Yes
Difficulty	Easy
Last verified	Oct 2026
Best for	Marketing Team, Small Business, Solopreneur

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Works across many writing environments and provides immediate editing assistance without requiring users to move their work into a separate AI chat.

MAIN LIMITATION

It is focused on writing quality rather than broad research, reasoning, analysis, or general business automation.

WISETECHLIST VERDICT

Should you use Grammarly?

Grammarly is one of the easiest AI tools to justify for people who write all day. Its biggest strength is that it improves communication directly inside existing workflows, but it should be treated as a writing assistant rather than a replacement for a general-purpose AI platform.

USE CASES

What can you use Grammarly for?

- AI writing
- Grammar checking
- Rewriting

- Tone adjustment
- Business communication
- Editing

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Useful free plan
- Works across many apps and websites
- Strong rewriting and tone features
- Easy to learn
- Pro includes generative AI prompts

WHAT TO CONSIDER

- Narrower than general AI assistants
- Monthly billing is significantly more expensive than annual
- Advanced features require Pro

PRACTICAL FIT

How Grammarly fits a small business workflow

WHAT IT IS

Grammarly is an AI-assisted writing tool for checking grammar, spelling, clarity, tone, and style across emails, documents, browsers, and supported workplace apps. It is designed to help individuals and teams improve everyday business writing without requiring a separate editing workflow.

WHERE IT FITS

Grammarly fits into a small business workflow when employees regularly write emails, proposals, website copy, support messages, reports, or marketing content. It can provide quick writing feedback while people work, helping teams maintain clearer and more consistent communication.

WHEN IT MAY NOT FIT

Grammarly may not be the right fit if you need a full content production platform, deep brand workflow management, or specialist editing for technical or highly regulated writing. Its suggestions still need human review and context.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Grammarly if you write emails, documents, marketing copy, or other business communication every day and want AI assistance directly inside your normal writing workflow.

SKIP IF

Skip Grammarly as a primary AI subscription if your main needs are research, coding, data analysis, or broad multimodal work rather than writing quality.

Continue your research

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

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