

Trello Review

Pricing, pros, cons and practical fit

Individuals and small teams that want simple, visual Kanban-style project and task management without a heavy setup process.

QUICK FACTS

At a glance

Starting price	\$5/user/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

Very easy to understand and adopt, with a flexible board-and-card model that works for many lightweight workflows.

MAIN LIMITATION

It becomes less suitable when teams need advanced reporting, portfolio management, workload planning, or complex dependencies.

WISETECHLIST VERDICT

Should you use Trello?

Trello is one of the easiest project-management tools to adopt for simple visual workflows. It is excellent for small teams and lightweight projects, but growing organizations may eventually need stronger reporting, planning, and portfolio capabilities.

USE CASES

What can you use Trello for?

- Kanban project management
- Editorial calendars
- Personal productivity

- Marketing workflows
- Simple team planning
- Task tracking

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Very easy to learn
- Generous free plan
- Flexible Kanban boards
- Unlimited Power-Ups per board on Free
- Useful automation
- Good mobile apps

WHAT TO CONSIDER

- Limited advanced reporting
- Weak portfolio and resource planning compared with larger platforms
- Large boards can become difficult to manage

PRACTICAL FIT

How Trello fits a small business workflow

WHAT IT IS

Trello is a visual project-management tool built around boards, lists, and cards. Teams use it to organize tasks, track progress, assign work, set due dates, automate simple actions, and manage lightweight workflows without a complicated setup process.

WHERE IT FITS

Trello fits small teams and individuals that think visually and want to move work through clear stages. It works well for editorial calendars, campaign boards, content production, simple client workflows, and personal planning where a Kanban-style view is enough.

WHEN IT MAY NOT FIT

Trello may not be the right fit once project management requires advanced dependencies, portfolio visibility, resource planning, complex reporting, or large-scale governance. Its simplicity is a strength for lightweight work but can become a limitation for complex programs.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Trello if you want a simple visual board for tasks and projects that people can learn quickly with very little configuration.

SKIP IF

Skip Trello if you need complex dependencies, portfolio reporting, workload management, detailed project analytics, or sophisticated cross-project planning.

Continue your research

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

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