

www.cremestudio.ai



creMe

STUDIO

EDITO
UNO

10 SMART DIGITAL
TOOLS TO BUILD
YOUR BRAND

(WITHOUT BREAKING
THE BANK.)

The express guide to lay
strong foundations with the
right tools, from day one.

STRATEGIC TOOL
FREE EDITION
BY CREME.STUDIO

Building a brand is about more than just a pretty logo.

You need the right tools to bring it to life, to make it visible, credible, and professional.

Here are the tools CREME STUDIO recommends to help you start smart, strong, and in style.



Build.





Design like a pro — even without one

◆ **What it's for**

Create sleek, modern and cohesive visuals for your business — posts, stories, moodboards, slides, ebooks, banners ...

Everything's possible. Without complexity.

◆ **Why it matters**

A brand that wants to be seen must be understood.

And to be understood, it must be **well presented**.

Canva gives you **instant visual power**, no design skills needed.

◆ **Why we love it at CREME STUDIO**

- Smooth, intuitive interface
- Easy-to-use, customizable templates
- Great free version — with lots of pro options
- Perfect for solo or team collaboration

Approved by CREME
STUDIO, obviously.



◆ **CREME tip**

Create your own **brand kit** directly in Canva:

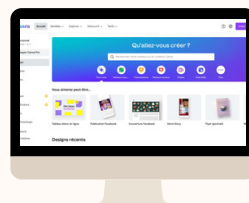
→ 1 moodboard, 1 presentation slide, 1 post template.

Save time **and express your brand identity from day one.**

◆ **Direct link**

www.canva.com 

(Free and paid versions available)





Organize, structure, and simplify your business life

(without losing your mind)

◆ What it's for

Notion is an all-in-one digital workspace that helps you **centralize everything related to your business.**

You can build pages, databases, calendars, planners, trackers ...

Everything is customizable. Everything is modular.

◆ Why it matters

Because without structure, even good ideas scatter.

Notion helps you **keep a clear, global view** of your work.

No more juggling files or sticky notes — **everything lives in one place.**

And that changes everything.

◆ Why we love it at CREME STUDIO

- Minimalist and elegant design, fully customizable
- Free, clean and efficient templates
- Ultra-modular “digital notebook” logic
- The feeling of running your own studio in one space

Approved by CREME
STUDIO, of course.



◆ CREME tip

Start with a simple custom **dashboard** page:

→ 1 idea space, 1 project space, 1 calendar

→ You see it all. You find it all. You breathe better.

And you shape the tool around your mind — not the other way around.

◆ Direct link

www.notion.so 

(Free version is very complete.
Paid plans also available.)



systeme.io

Create sales funnels, pages & email sequences
(without relying on anyone else)

◆ What it's for

Systeme.io helps you **centralize your entire digital business**:
opt-in pages, email campaigns, product sales, automated funnels ...
Everything in one single place.

◆ Why it matters

When you're ready to sell online, you don't have time to link 10 tools together.

Systeme.io lets you **build everything in one place** — no code, no hassle.
It's smooth, accessible, and gets the job done.

◆ Why we love it at CREME STUDIO

- All-in-one, intuitive platform
- Ready-to-use templates to start fast
- Simple & efficient email system
- Ideal for digital services, ebooks, online courses

Approved by CREME
STUDIO, of course.



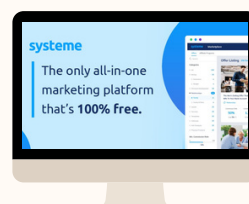
◆ CREME tip

Start with 1 opt-in page + 1 thank-you page + 1 automated email.
→ You'll build the foundations of a smart, simple sales funnel.
And you can upgrade it over time — without starting from scratch.

◆ Direct link

www.systeme.io 

(Free version available
and perfect to get started.)





Build a showcase website easily (without hiring a developer)

◆ What it's for

Wix lets you create a professional, aesthetic and responsive website, to showcase your world, your offers, your journey, and welcome visitors online. It's all drag-and-drop. **No code needed.**

◆ Why it matters

Because having a website means existing beyond social media.

It's about creating a **space that's yours, online 24/7.**

With Wix, you build your own digital home — without relying on anyone else.

◆ Why we love it at CREME STUDIO

- Free design, easy to customize
- Sleek & professional templates
- Fast integration of forms, galleries, blogs...
- A go-to option for solo founders who want a clean start

Approved by CREME
STUDIO, of course.



◆ CREME tip

Start with a simple, clear & complete website:

→ 1 homepage, 1 "about" page, 1 contact page

And keep this mantra in mind:

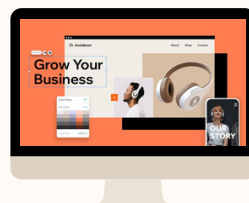
Better a simple aligned site than a complex one never finished.

◆ Direct link

www.wix.com 

(Free version available.

You can upgrade if you want to use your own domain name.)



Typeform

Create stylish quizzes, forms or surveys
(that actually engage people)

◆ What it's for

Typeform helps you **collect information in a smooth and engaging way**: quizzes, client forms, feedback surveys, applications ...
All in a beautiful visual format, 100% responsive.

◆ Why it matters

Because asking the right questions already brings clarity.
And when the experience feels good for your user, you get **more answers, better quality, deeper connection**.
With Typeform, you engage in a different way. A more human one.

◆ Why we love it at CREME STUDIO

- A soft, intuitive, aesthetic interface
- One-question-at-a-time flow → stress-free and smooth
- Clear, actionable results
- Perfect to craft a pro experience — without complexity

Approved by CREME
STUDIO, of course.



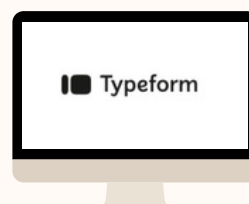
◆ CREME tip

Start with a mini quiz — 3 to 5 questions max.
→ For example: “What’s your entrepreneur profile?”
Add a little emotion, a touch of humor... and a smart redirection to **your offer or free resource**.
Result? You inform. You engage. You convert. Softly.

◆ Direct link

www.typeform.com 

(Free version available.
Perfect to test ideas fast.)





Store, organize and share all your files in one place
 (Your digital desk. Always ready.)

◆ **What it's for**

Google Drive lets you **centralize all your business files**

— visuals, ebooks, PDFs, presentations, contracts ...

Accessible anytime, anywhere : from your laptop, phone or tablet.

→ *Everything. Everywhere. Always synced.*

◆ **Why it matters**

Because in business, digital chaos wastes time — and trust.

With Google Drive, you can **organize everything**, send clean links to clients, and build a clear work environment.

It's your digital workspace.

◆ **Why we love it at CREME STUDIO**

- Auto-sync across all your devices
- Folders that feel like a real studio setup
- Easy, secure sharing via link
- Collaborative options with comments or limited access

Approved by CREME
 STUDIO, of course.



◆ **CREME tip**

Create a clean folder structure from day one:

→ 1 folder per project, with subfolders for each deliverable (brief, assets, exports)

You're laying the foundation of a **clear, lasting, and professional organization.**

◆ **Direct link**

drive.google.com

(Free with a Google account
 — up to 15 GB included.)



Linktree* - Beacons

Create one smart link to gather all your key content
(Stylish. Simple. On-brand.)

◆ What it's for

These tools help you create a **single link page**

— perfect for your Instagram bio or email footer.

Add your website, lead magnet, newsletter, digital offers, social media, forms, quiz → Everything in one easy access point.

◆ Why it matters

Instagram only allows one link in your bio.

But in today's digital world, you often have multiple doors you want people to walk through.

Linktree and Beacons help you gather it all in one clean and aesthetic place.

◆ Why we love it at CREME STUDIO

- Clean, easy-to-customize templates
- You can add icons, colors, visuals
- Free versions are more than enough to start
- That pro “mini-site” effect — no code needed

Approved by CREME
STUDIO, of course.



◆ CREME tip

Think of your link-in-bio as a **digital table of contents** :

→ 1 link to your main offer, 1 to a free resource, 1 to your contact

And don't overload it — too many links = no clicks.

Keep it clear, readable, and true to your brand aesthetic.

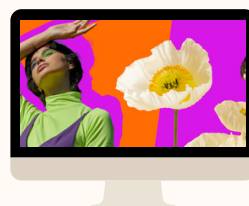
◆ Direct links

linktr.ee *

beacons.ai *

(Two similar platforms

— choose the one that fits your vibe.)



CapCut

Edit pro-looking videos from your phone or laptop
(No tech skills needed.)

◆ What it's for

CapCut is an app that lets you **edit videos easily**, straight from your phone or desktop.

Perfect to create :

→ Reels, tutorials, promo videos, content intros, animated carousels ...

◆ Why it matters

Video is everywhere.

And in a world that scrolls fast, you need to **capture attention in 10 seconds**.

CapCut helps you do that **without drowning in complicated software**, with a clean, pro result.

◆ Why we love it at CREME STUDIO

- Smooth, fast editing — no headaches
- Cool animation tools (dynamic subtitles, effects, transitions)
- You can export in high quality (Insta or YouTube-ready)
- Super complete free version

*Approved by CREME
STUDIO, of course.*



◆ CREME tip

Always build your video around a clear structure :

→ intro — core message — final word or call-to-action.

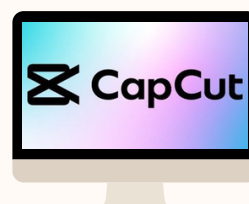
And if you're not ready to show your face, start with animated visuals + voiceover.

You gain impact without exposing yourself directly.

◆ Direct link

www.capcut.com 

(Available as mobile app or browser version. Free.)





Find inspiration, build moodboards, attract traffic
(Without the overwhelm of social media)

◆ **What it's for**

Pinterest is a visual platform that helps you:

- fuel your creative research,
 - organize your visual universe,
 - and even drive traffic to your site, your offers or your content.
- It's a visual search engine, not a social network.

◆ **Why it matters**

As a visual creator or entrepreneur, you need :

- a space for inspiration,
- a strategic vision board,
- a visibility channel that's calm and non-toxic.

Pinterest gives you all of that — **with peace and purpose.**

◆ **Why we love it at CREME STUDIO**

- A smart and soothing platform
- Perfect to create client or personal moodboards
- Can bring long-term traffic to your pages
- No need to “show up” daily — your content lives for weeks

*Approved by CREME
STUDIO, of course.*



◆ **CREME tip**

Start by creating 3 core boards :

→ your brand universe, your visual style, your target audience

Then regularly pin content that aligns (even your own).

Pinterest becomes your creative and strategic mirror.

◆ **Direct link**

www.pinterest.com 

(Free platform.
Accessible via mobile app or browser.)



metricool

Plan your content, track your performance, understand your audience

◆ What it's for

Metricool is a tool that helps you **plan your posts, analyze your performance,** and better understand how your community interacts with your content. Everything is centralized: Instagram, Facebook, LinkedIn, TikTok, your website, your blog ...

◆ Why it matters

Posting is great.

But **knowing what works**, what resonates, and when to post, that's even better. Metricool helps you **build a smarter strategy without losing your spontaneity.**

◆ Why we love it at CREME STUDIO

- A clean and simple interface
- A clear, easy-to-read dashboard
- Useful stats (engagement, clicks, reach...)
- A visual editorial calendar for smooth scheduling

Approved by CREME
STUDIO, of course.



◆ CREME tip

Start with a one-week test :

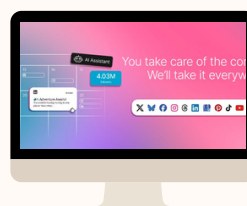
→ schedule 3 to 5 posts, watch the stats, adjust.

And always keep this in mind : **what isn't measured can't be improved.**

◆ Direct link

www.metricool.com ∞

(Free version available.
Perfect to get started.)





These 10 tools are no accident.

They're the exact ones **CREME.STUDIO** uses daily to structure, build and grow the brands we support.

Simple, efficient, accessible.
Just what you need to lay down strong foundations, without the clutter, without the detours.

(And yes, it's also where you can start.)

Build.

Want to go further?

Explore our offers at www.cremestudio.ai
or reach out directly via Instagram.