

7 Visual Marketing Tools

THAT HELP YOUR SOCIAL MEDIA POSTS STAND OUT

1

Adobe Spark

One tool to easily create high-quality social graphics and animated videos is Adobe Spark. They offer three modules that allow you to easily create different types of content: social posts, pages (i.e., web stories) and animated videos. Adobe Spark is easy to use, comes with a ton of different templates and backgrounds, and best of all...it's FREE!

2

Canva

Canva lets you create social media posts for all the major platforms, including Twitter, Facebook, Pinterest, Instagram, Tumblr and LinkedIn. There are tons of free images and backgrounds to choose from, so most of the time you'll be able to find exactly what you need for FREE!. And if not? Use any of their high-quality, paid images for just \$1!

3

Ripl

Talk about visual marketing tools! This one is pretty clever! Ripl is a super-simple app that allows you to create custom post designs and animated collages and slideshows. The basic version is completely free to use, and comes with 8 designs to choose from.

4

Wordswag

If all you want to do is quickly create stunning text layouts, it doesn't get any better than Wordswag. Wordswag is an app that allows you to caption your photos, create stylish quotes, or make graphics with text overlay. It comes with hundreds of captions to choose from and hundreds of thousands of FREE backgrounds.

5

Snappa

Snappa is a graphic creation tool that allows you to easily create social media posts or ads for all the major platforms. If you're already familiar with Canva, Snappa will be a...SNAP to use! Snappa offers a starter version and a pro version. Both versions give you complete access to a database of 30,000+ free HD photos and graphics!

6

Piktochart

Infographics can be a great way to display data in an eye-catching, easily sharable way. Piktochart makes it easy to create infographics by simply plugging in your data, customizing the layout and sharing on social media. Piktochart comes with over 600 templates, and you can easily customize them simply by dragging and dropping. The free version lets you create unlimited graphics with over 4,000 icons and images.

7

Recite

If you want create a simple, eye-catching image quote in seconds (literally), look no further than Recite. This is the by far the simplest tool on this list. When you go to the site, you only need to do two things:

1. Enter your quote, and **2.** Choose your template. It's that easy!

Don't have a quote in mind? Click on the 'Find a Quote' button, select a topic and then choose from a variety of popular quotes.