

10 Visual Marketing tools to add oomph to your marketing campaign

By Rose Broyles



A picture is worth a thousand words. There's something about a photo that captures so many emotions, such as a photo of a cat with a look of perpetual boredom. You know who I'm talking about.... the one and only Grumpy Cat. She's a star!

Since her introduction to the internet, her photos have flooded the landscape on commercials, memes, products and her own Facebook and Instagram pages.

When you're driving a successful visual marketing campaign, think about how easy it is to grab someone's attention simply by taking a picture!

Now you can't just post any old picture; you'll need some great tools to work with. You don't even have

to be a professional designer, just show some creativity and go! Let's take a look at some tools that make your life a little easier:

[PicMonkey](#) If Instagram's filters aren't enough and you want to get creative but aren't comfortable with Photoshop, this is a tool for you. You can create collages, touch up images, add filters and even play with various fonts. It even has a zombie feature if you'd like a hand at the supernatural. These filters are great for Halloween or when you want to add some spice to your marketing campaigns.

[Piktochart](#) Do you like creating infographics to educate your audience without information overkill? Piktochart is user-friendly and allows you to create professional looking infographics without bothering your graphic designer or having to hire one. Everything is drag- and -drop so you don't have to take two hours of your time to read the support page. Each template is professionally designed so you do not have to look like an amateur. It's one of the better infographics creators out there.

[Powtoon](#) Do you ever see [cartoon](#) style infomercials when you head over to a website selling software? Powtoon gives you more creative opportunities to market your product. You can create quality animated graphics without any expensive software. Drag-and-drop, pre-scripted templates are already scripted and ready for you to use in just a few

minutes!

[Gratisography](#) Stock photos bring a professional presence to your visual marketing presence. However, they can also be quite costly if you use a service like [Shutterstock](#) . If budget is an issue for you then this very generous photographer offers his images for free to be used in commercial or personal projects. Who wouldn't want some freebies to use?

[Design Seeds](#) Finding the right color scheme can be hard. If you're not a designer, imagine trying to figure out color theory and the color wheel! Color enthusiast, Jessica Colaluca showcases her favorite color palettes. These palettes are complete with color codes to replicate in your favorite photo manipulation software like Photoshop.

[Snappa](#) Don't have a professional designer you can work with? This is one of the easiest tools you'll be able to use for social media and email marketing. You can create social media posts, ad campaigns, blog posts and email newsletter with professional branding starting with easy and beautiful templates and fonts.

[Polarr](#) Are you afraid to open up Photoshop or fork out the money to use it? How about free and simple? Polar is the "Pro" photo editor for everyone. It's very flexible and you can use it one the web or on your desktop. It comes with some great filters that can really enhance your pictures with user friendly controls.

[Chartblocks](#) Do you like to use charts when you present information? Do you absolutely hate Excel? This is a great tool that you can use to create charts in minutes and it's really easy to use. You can even embed them on your website and it integrates well with Facebook and Twitter.

[Datawrapper](#) This is another charting tool that also allows you to create maps. You can create line charts, bar charts, stacked bar charts, donut charts and tables. Your creations are also fully responsive, so you'll be able to view them on your mobile devices.

[Prezi](#) This is a great alternative to PowerPoint. It combines motion, zoom and spatial relationships which makes your experience much more enjoyable.

Thanks to the advancement of technology, visual designers and even non-designers can market themselves or their product with great tools at their disposal. Coming up with the right design or photo can make a difference in your marketing campaign exposing you to so many opportunities and these tools can help get there!