

# TOOLS USED TO CREATE ENGAGING CREATIVE

Images  
Videos



# TOOLS

- Wondershare Filmora – To edit videos (various packages, easy to use, affordable)  
<https://www.wondershare.net/>
- Loom – to record monitor screen or an application (great for presentations, training, etc.)  
<https://www.useloom.com/>
- Canva and PicMonkey – image editing softwares (highly popular in advertising community)  
<https://www.canva.com/>  
<https://www.picmonkey.com/>
- Bitly – link shortening tool (paid version lets you brand your own link)  
<https://bitly.com/>
- Alt Codes and Emojis – 0.5% higher CTR when Alt Codes are used in the copy  
<https://www.alt-codes.net/>  
<https://emojikeyboard.org/>
- Facebook stock images (not images of people)
- High level tools – Adobe Photoshop and Illustrator