Best Free Visual Content Creation Tools To Make Marketing Easy

Keywords	free visual content creation tools, visual content, creation tools
Hits	28491
URL	https://stellarsphinx.com

There’s no doubt about it – we live in a visual age. That means if you don’t have a visual content creation strategy, **you’re losing your audience**.

The stats prove it:

- Video gets lots of online attention across all age groups and is predicted to be 82% of online traffic by 2021
- Content with images gets more views and more shares than other content
- Images help your marketing convert, increasing signups in one case by as much as 329%
- Video can help boost customer retention, as in the case of Tiger Fitness, who had a 60% returning customer rate

The bottom line: if you’re going to **stay ahead of the marketing game**, you need to use visual content marketing.

But not everybody’s a design whiz. We totally get that.

If creating visuals is a stretch, you’re going to need some help. That’s why we’ve put together this list of digital content creation software. It contains the tools you need to nail visual content creation, and there’s an added bonus.

All of the visual content creation tools listed below are free.

That means you can **use visuals to get visitors’ attention without blowing a hole in your budget**, and get the benefits of more attention, more leads, and ultimately, more sales.

Recommended Resource: Need to jumpstart your content marketing results? Get more traffic and conversions with our Ultimate Guide to Content Marketing in 2020.

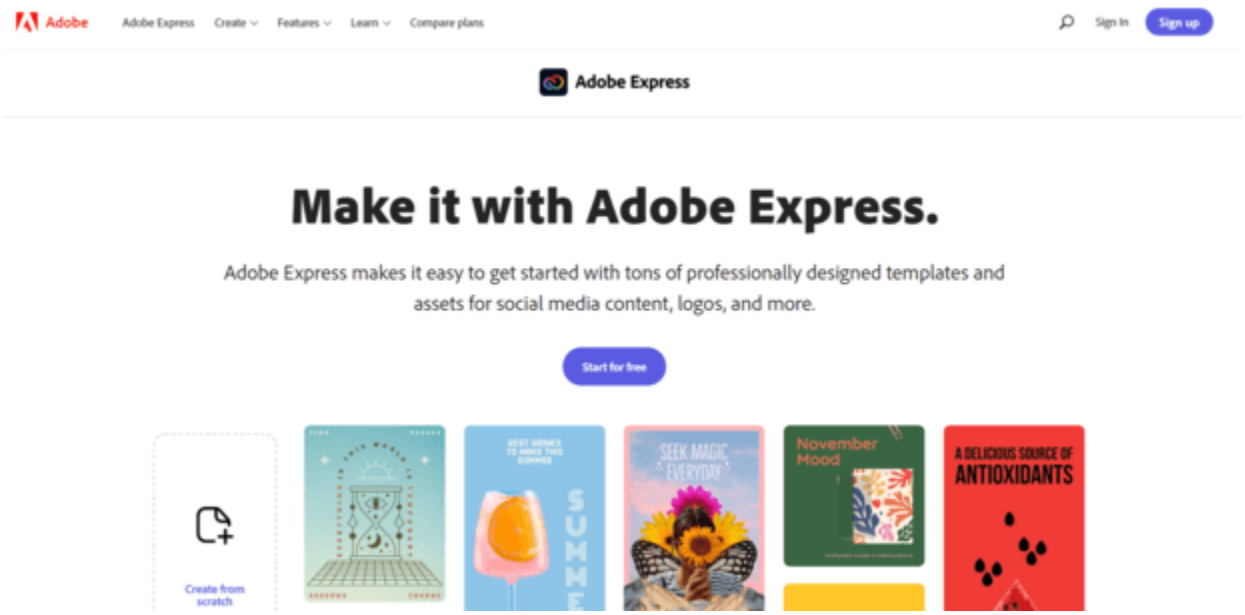
We’ve divided the tools into categories, so you can easily find the visual content creation tools you need first:

- Image Creation Tools
- Video Creation Tools
- Animation Tools
- Infographic Creation Tools
- Screen Capture Tools
- Meme Creation Tools
- GIF Creation Tools
- Presentation Creation Tools

Image Creation Tools

Let’s start our list of digital content creation tools with some tools focused on creating and editing images.

1. **Adobe Express**

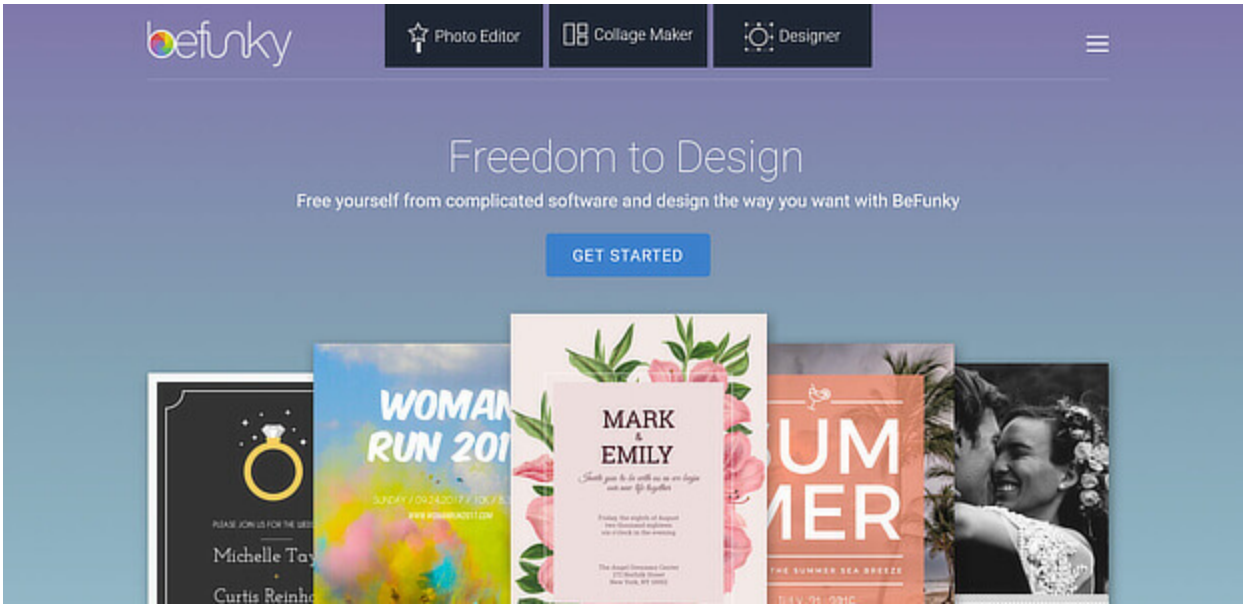


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Adobe Express is a fast content creation software that lets you easily combine text, images, and video content for better storytelling online.

2. BeFunky Graphic Designer

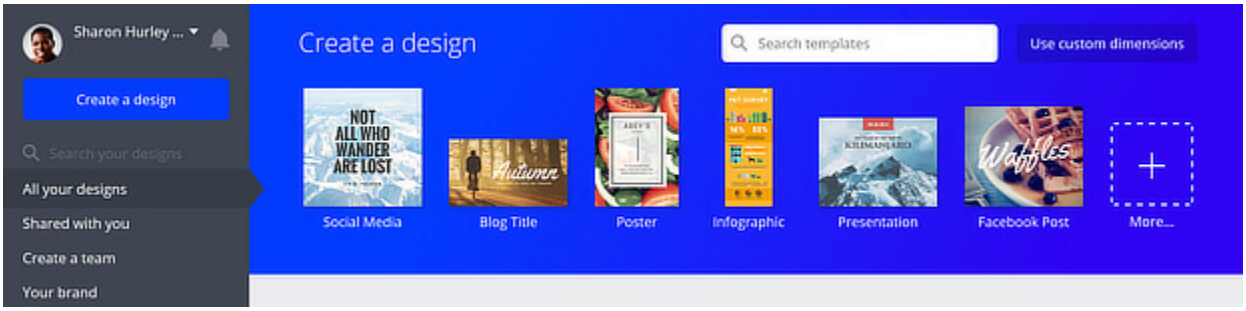
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If you're looking for a way to quickly create collages and other photos, BeFunky Graphic Designer can help. You can also make cards, banners, brochures, and posters with this fast content creation software package.

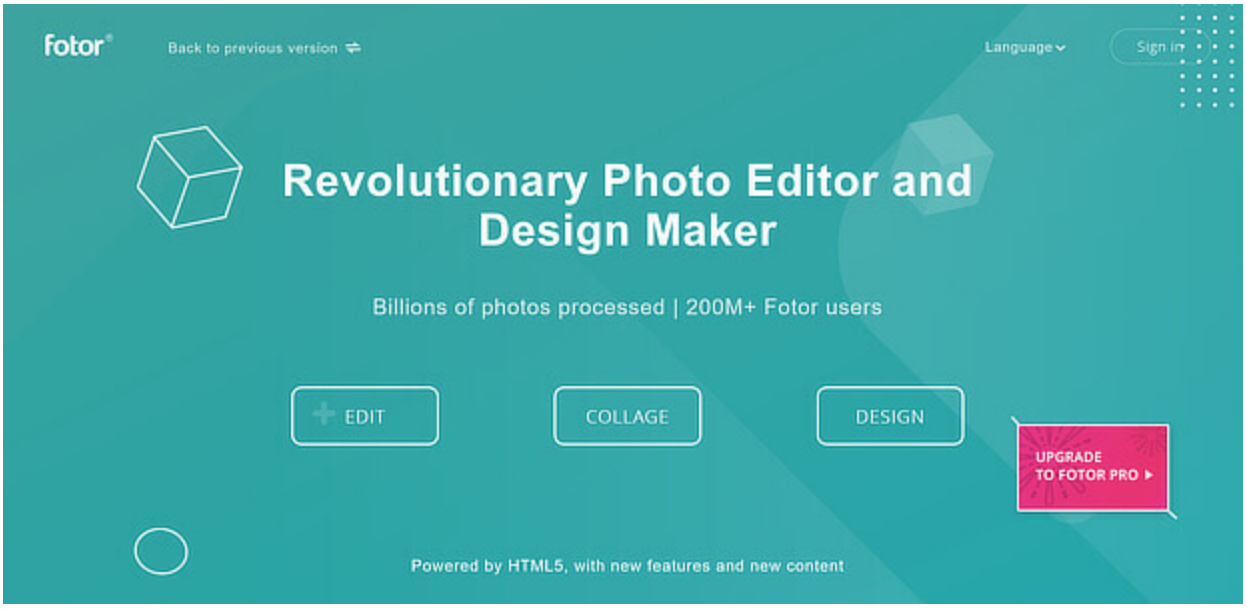
3. Canva

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Canva is one of our favorite tools, making it easy to create and edit customized images for sharing on social media, illustrating blog posts, and much more. It's an essential content marketing tool for many professionals.

4. Fotor

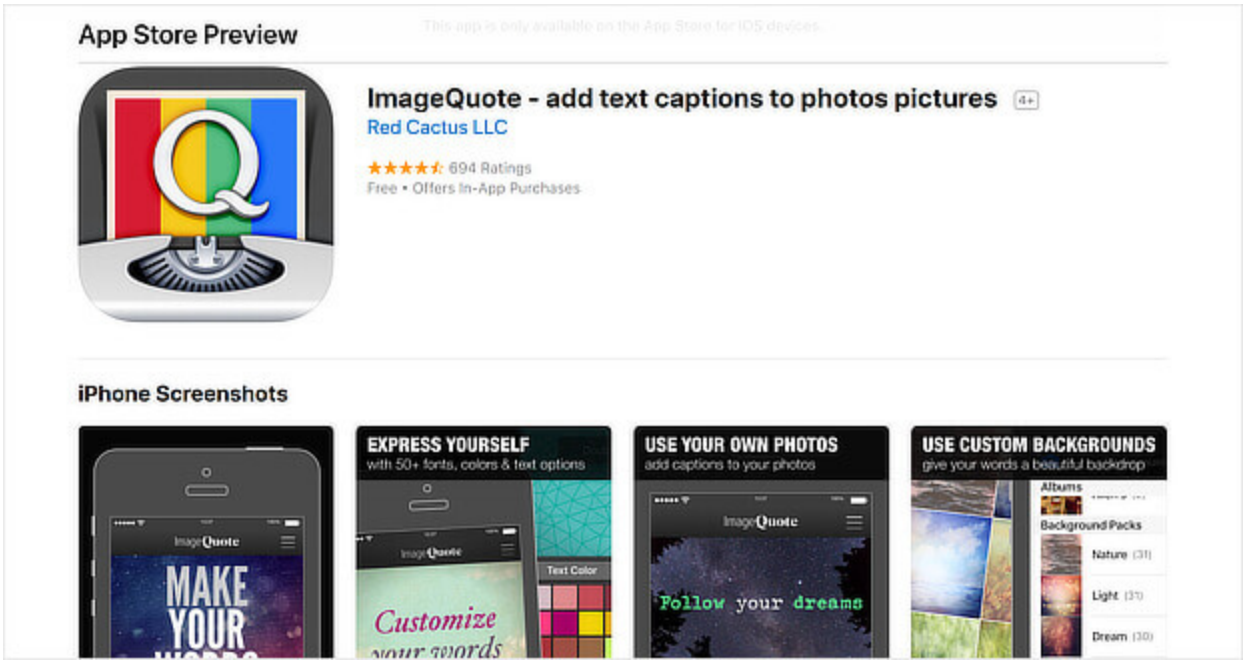


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Looking for photo editing, photo effects, and image retouching? Try the templates and tools from Fotor to make graphic design easy.

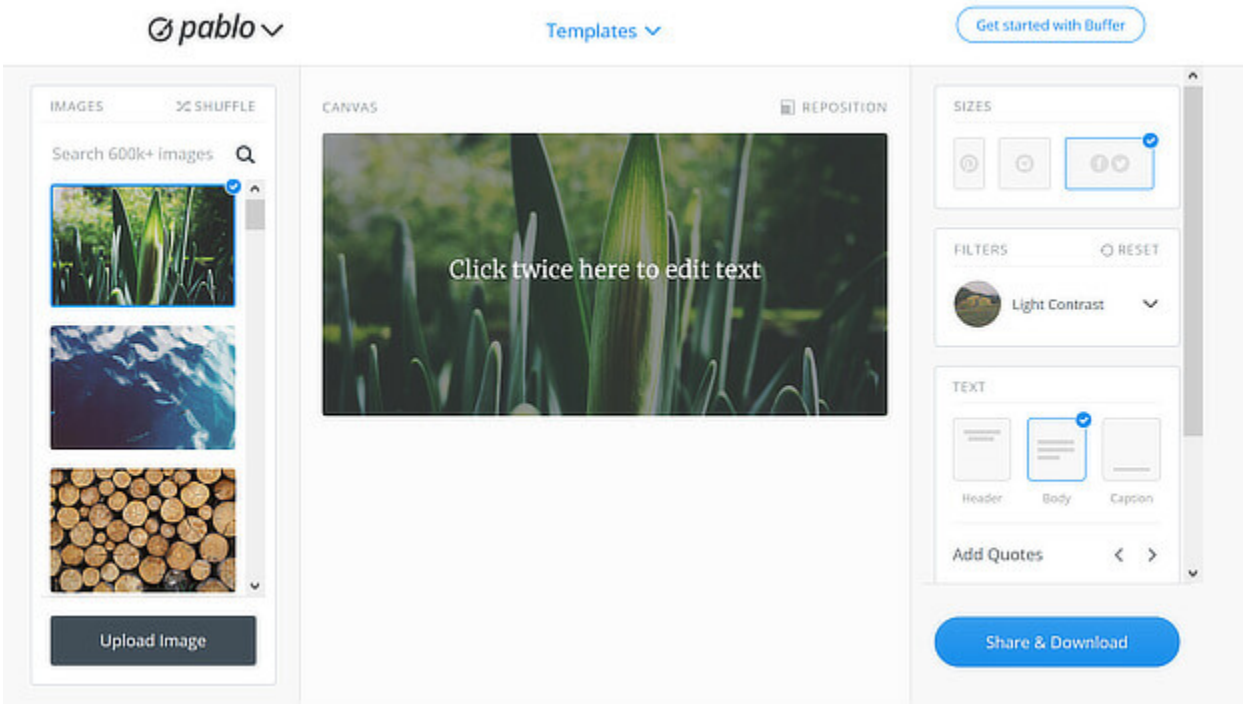
5. Image Quote

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As the name suggests, Image Quote (previously known as Instaquote) is all about helping you create quote graphics by adding words to images. This is a mobile app, available for both iOS and Android.

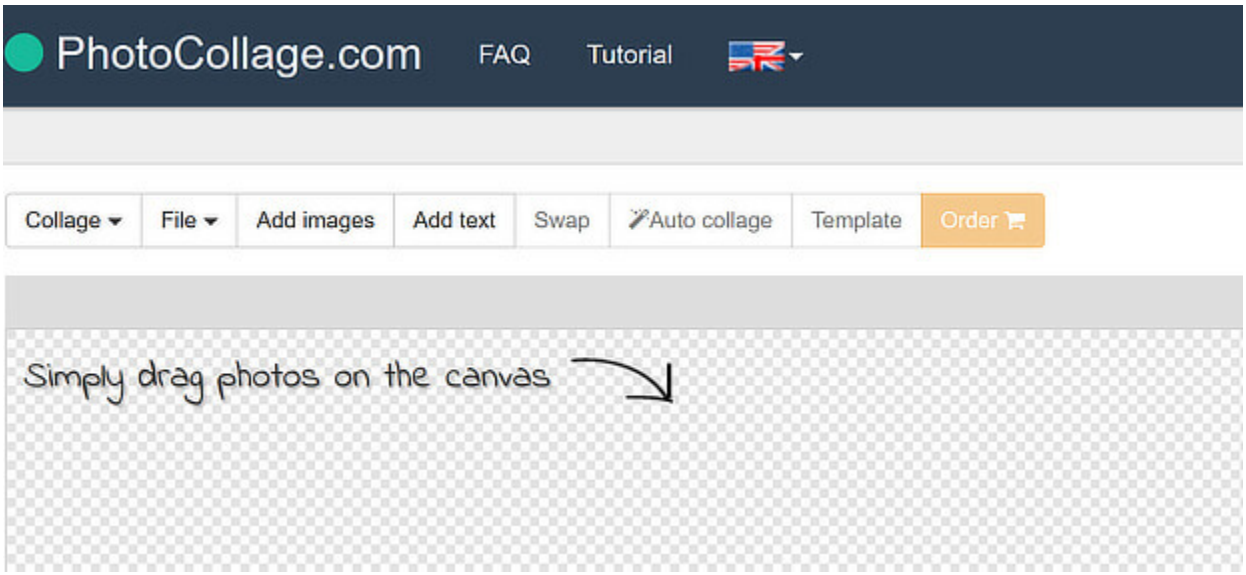
6. Pablo



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If you’re looking for content creation tools for social media, then Pablo, by Buffer, is a good choice. It makes it easy to combine beautiful images with text, and includes filters. You can add your own logo, too.

7. Photo Collage



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Photo Collage opens with a blank canvas where you can add your photos and arrange them. You can also add text. It includes a handy tool to create your collage automatically if you don’t want the hassle of arranging the images yourself.

8. Pixlr

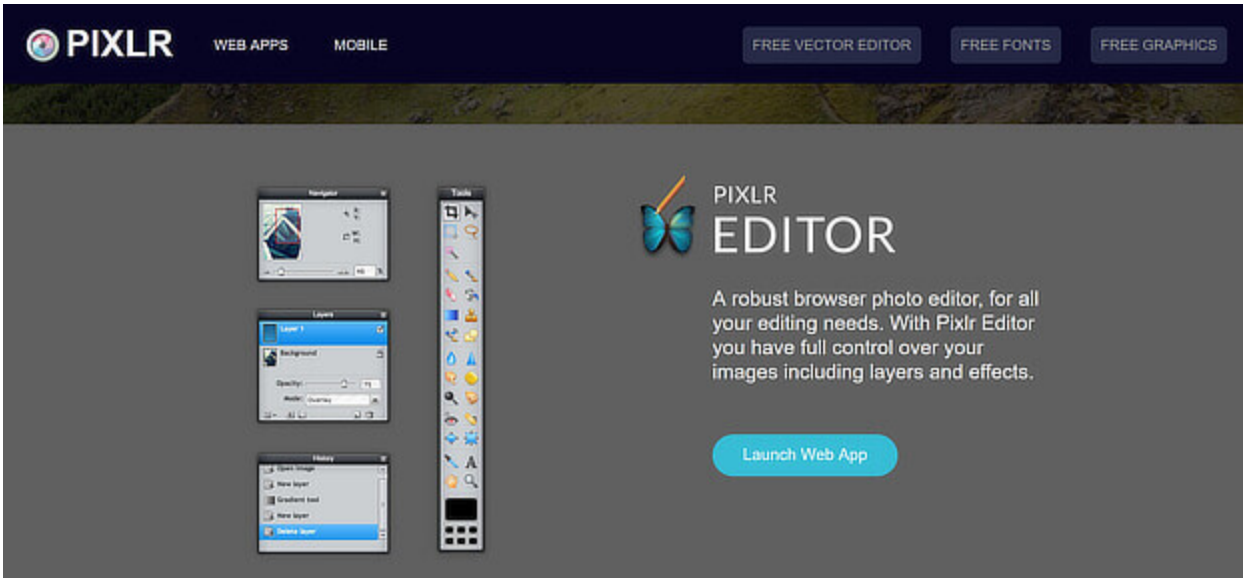


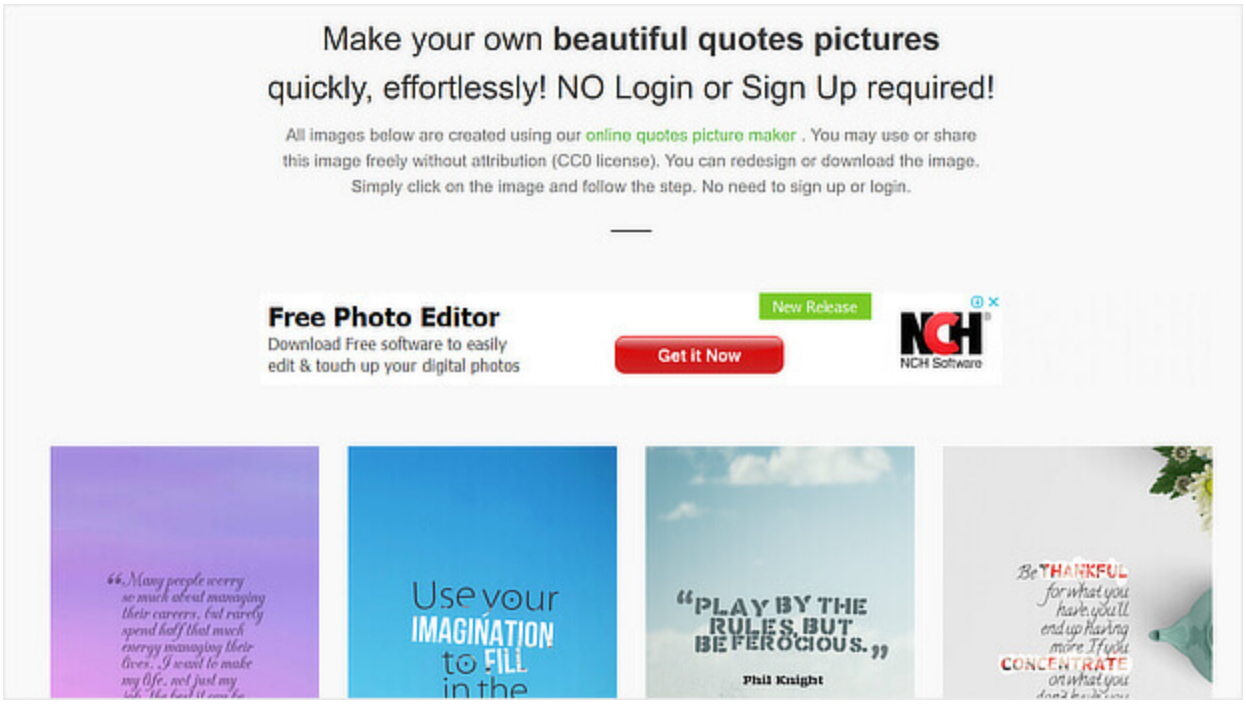
Image: Business Type Indicator

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Pixlr is another useful free content creation tool. It's available in three flavors:

- A quick tool for adding fun filters
- Pixlr Express, which includes more image editing
- The full Pixlr Editor, which has many of the same functions as professional image editing software like Photoshop

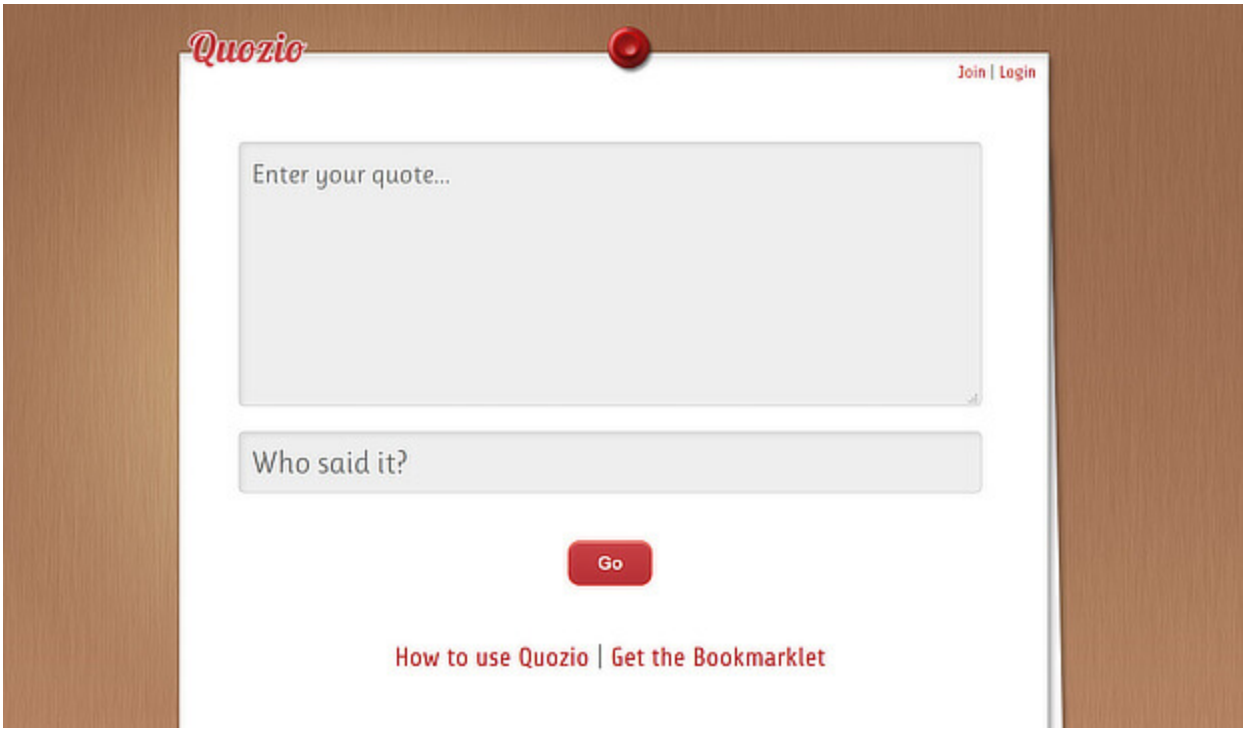
9. Quotes Cover



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You don’t have to login or sign up to use Quotes Cover. This free digital content creation tool lets you easily create quote graphics online. And you can use their designs as a starting point, making the process pretty quick.

10. Quozio

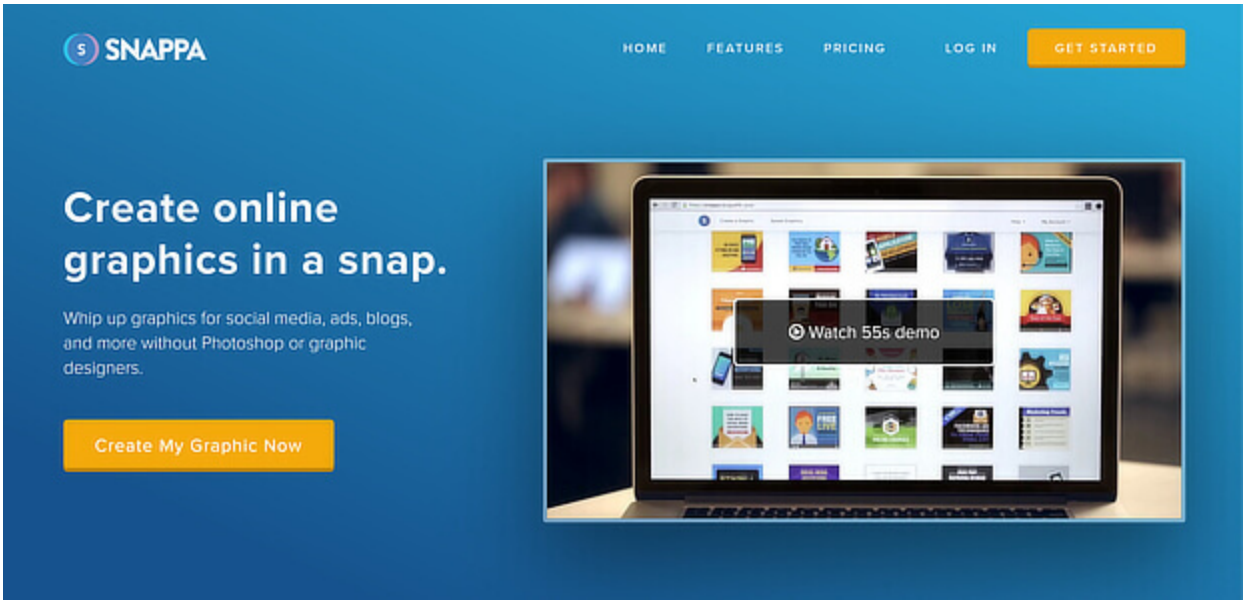


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Quozio is another tool to help you speed up content creation for social media by making it easy to create quote graphics. Just enter your text in a box, say who said it, and you'll soon have plenty of choices with different backgrounds and fonts. Sharing buttons are available just below, which keeps the process simple.

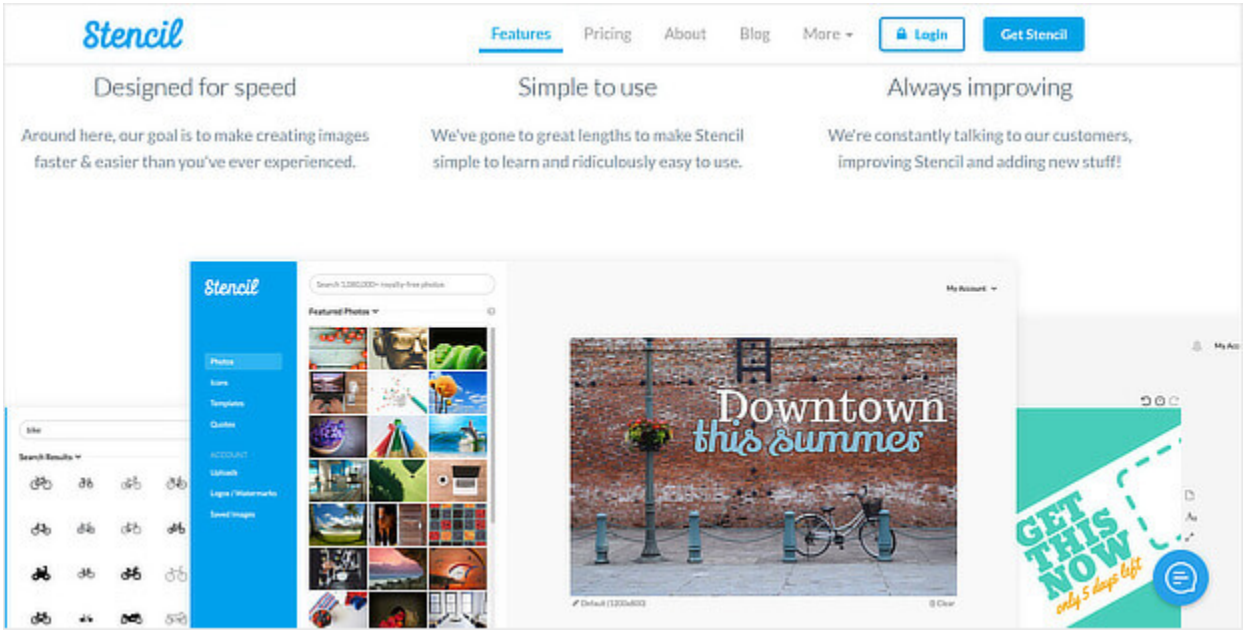
11. Snappa

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The next on our list of free content marketing tools is Snappa. This web app is a full-featured drag and drop image editor, which lets you add and edit effects with a slider. You can upload your own graphics, and save designs in folders.

12. Stencil



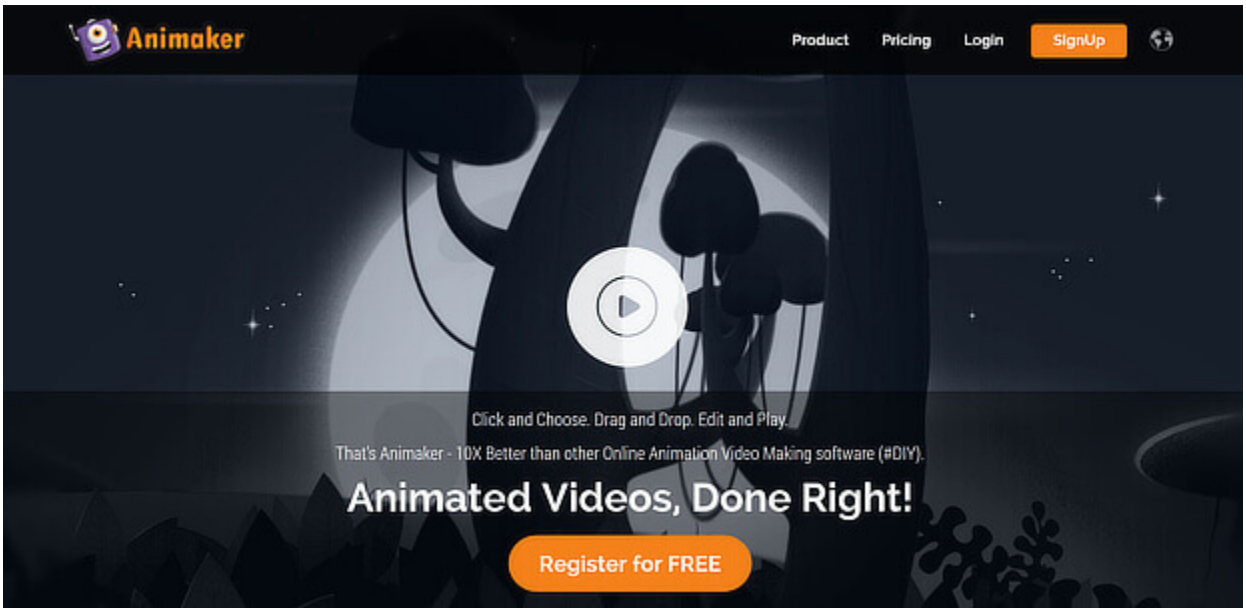
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Stencil streamlines content creation for social media. This fast, simple app lets you easily combine photos, icons, and more to create your own images. And it includes templates and quote graphic templates, too.

Video Creation Tools

Our next selection of free visual content creation tools is all about video.

13. Animaker



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Want to get the effect of a studio-created animated video without the hefty price tag? That's what Animaker offers. You can create multiple video types including explainer videos, whiteboard videos, and even infographic videos.

14. iMovie

visual content creation tools imovie

If you're using iOS or MacOS, then iMovie is likely one of the best free content creation tools you can use. This app makes it easy to create and share videos, and to make Hollywood-style video trailers.

15. Lumen5

lumen5 is a visual content tool

Lumen5 is one of the more interesting visual content creation tools on our list. That’s because it uses artificial intelligence to let you create a video from text. Enter a URL and the software will create videos to match, including photos and music. This is definitely one to keep an eye on.

16. RawShorts

use rawshorts as a visual content creation tool

RawShorts is a drag and drop video editor designed to make it easy to create animated and explainer videos. It includes templates for many industries which users can select and customize. And it’s easy to add other media, transitions, and audio to your video creation.

17. Soapbox

Soapbox by wistia

Soapbox is a Chrome extension from video hosting service Wistia. It lets you create and share videos in your browser window, with no technical skills required. The extension also includes a split-screen view, allowing you to record your webcam and your screen at the same time.

18. VideoShop

digital content creation tools - videoshops

VideoShop lets you add music, sound effects, and voiceovers to your videos. You can also combine and edit clips, and add filters and transitions. Plus it’s easy to share your creations on social media. This app is available on iOS and Android.

Tools to Use: 11 Best Instagram Video Editing Tools Compared (Free and Paid)

Animation Tools

Want to make short animations to liven up your content marketing? These content creation tools will help.

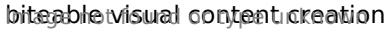
19. Boomerang

Boomerang from Instagram

Boomerang from Instagram

Boomerang is a video app from Instagram, available both as a standalone app and within the Instagram app itself. It allows you to take short stop motion videos, and share them on Instagram. These are a highly engaging and popular content format on that platform.

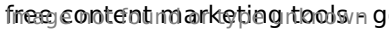
20. Biteable



Biteable visual content creation

Biteable lets you create up to 5 videos per month in its free plan, and publish them to YouTube and Facebook. It says it’s the simplest way to create a video. You can easily choose from pre-made templates, styles, and soundtracks, or create your own. And you need just one click to share to your favorite social media platform.

21. Google Photos



free content marketing tools - google photos

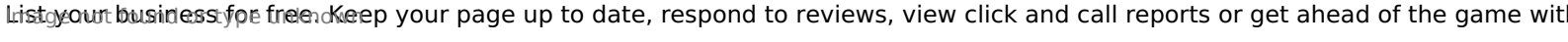
Google Photos has a built-in Assistant that works with the photos you upload to automatically create short movies and animations. If you want more control, you can also create them yourself from within the cross-platform app.

22. Powtoon

powtoon is a well known visual content creation tool

Powtoon bridges the gap between videos and presentations, making it easy to create appealing visual content in only a few minutes. These are an excellent way to get attention and engage your audience.

23. Renderforest



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If you’re looking for a way to create visual content fast, RenderForest is a good option. This cloud-based animation and video maker helps you quickly make intro videos, explainer videos, presentations, infographics, and much more.

24. RendrFX

RendrFX
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RendrFX is a paid service, but you can create up to 3 watermarked videos for free. Add your content to the site's many templates, and you'll soon have an engaging video you can use anywhere.

Infographic Creation Tools

Next, it's time to look at tools for infographics, which are one of the most engaging visual content formats.

25. Easel.ly

easelly is one of the free content creation tools
Image not found or type unknown

Easel.ly aims to make it simple to create infographics by using pre-made templates and adding photos, images, and charts. The free version gives you access to 10 templates, but you'll get hundreds more with a paid plan.

26. Google Charts

google charts
Image not found or type unknown

While Google Charts doesn't exactly let you create infographics, it's a great tool to support infographic creation. That's because it lets you visualize data by creating and customizing multiple chart formats.

27. Infogram

Infogram
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If you're looking for interactive visual content creation tools, Infogram is worth a try. In the free version, you get access to 37 types of interactive infographics plus 13 types of maps, and you can use drag and drop to create a stunning infographic.

28. ThingLink

free content marketing tools - thinglink
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ThingLink is another piece of digital content creation software with a focus on interactivity. You can embed images, video, 360° content, maps and more for a truly immersive experience.

29. Venngage

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Venngage makes it easy to create infographics via a three-step process. First, choose a template, then add elements, and finally, customize your design. Some functionality is reduced in the free plan.

30. Visme



If you want to get started with infographics, Visme has a lot to offer. It includes several templates, charts and widgets that you can use to create your infographic. However, you'll need to upgrade for an even wider range and additional organizational features.

Screen Capture Tools

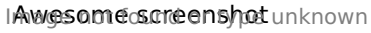
If you need fast content creation software, a screen capture tool's a great way to illustrate something for your audience. Here are some worth checking out.

31. CloudApp



CloudApp is a favorite on the OptinMonster team because it's the tool we use for creating screenshots, screen recordings, and animated GIFs. It's simple to use and allows unlimited screenshots, even in the free version. You can also easily share and store images.

32. Awesome Screenshot



Awesome Screenshot is a browser extension available for Chrome, Firefox, and Safari that lets you quickly capture web pages and add annotations. You can store, organize, and share images, too.

33. Firefox Screenshots

Firefox Screenshots
Image not found or type unknown

Recent versions of the Firefox web browser include the built-in Firefox Screenshots tool. This lets you take a photo of a part of the screen, the visible screen area or the whole web page with just a couple of clicks. You get online storage for images, too.

34. Kap

digital content creation tools - kap
Image not found or type unknown

If you need a digital content creation tool for MacOS, then Kap could be useful. It’s an open-source screen recorder that’s fast, functional, and easy to use.

35. Nimbus Capture

Nimbus Capture
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Nimbus Capture is another browser screenshot tool that allows you to capture and edit screenshots. It works with Chrome, Firefox, Opera, and Edge, as well as on Android, PCs, and Macs.

36. Windows Snipping Tool

windows snipping tool
Image not found or type unknown

The Snipping Tool built into Windows is another easy way to create screenshots. You can use different types of screen captures and can highlight, annotate, and remove URLs from snips.

Meme Creation Tools

Whether they’re cat pictures or screenshots from movies, it’s hard to imagine the web without memes, so here are some visual content creation tools to help you create your own.

37. iMeme

imeme visual content creation software
Image not found or type unknown

iMeme is a digital content creation software for making memes. It includes 50 common memes, or you can use your own photos. You can also customize the text. There’s just one downside: there’s no built-in sharing. You’ll have to download your newly created meme and share it manually.

38. Kapwing

Kapwing
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If you’re looking for a simple meme creator, Kapwing is worth a look. Just upload or paste a link to an image, video, or GIF; add your text; then share your new meme.

39. Make a Meme

visual content creation tools - make a meme
Image not found or type unknown

With Make a Meme, you can upload an image, add text via the onscreen input boxes, then press a button to create your meme. If you’re happy with the meme preview, it’s then easy to share from the preview page.

40. Meme Buddy

use meme buddy as a visual content creation tool
Image not found or type unknown

Meme Buddy is an online meme generator with a difference: it lets you make a meme by voice via an integration with Google Assistant. You can choose images, add text, translate memes, and much more, all without having to touch a keyboard.

41. Meme Generator

Meme Generator for visual content creation
Image not found or type unknown

The meme creation process in the Meme Generator is pretty simple. You search for or add an image, add some text, and then share your meme. It’s pretty quick, making it easy to get started with meme creation.

GIF Creation Tools

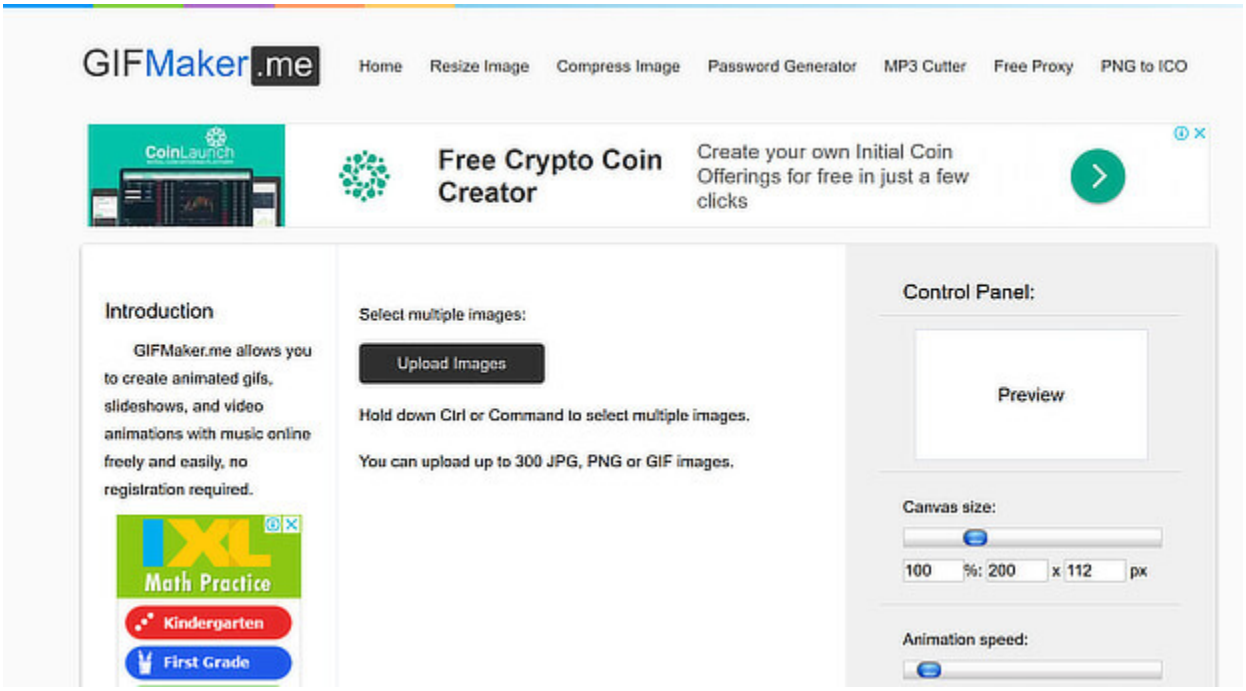
A little bit of animation is great for getting visitors' attention, so it doesn't hurt to add GIFs to your digital content creation mix. Here are some tools to help you get started.

42. Ezgif

ezgif Image not found or type unknown

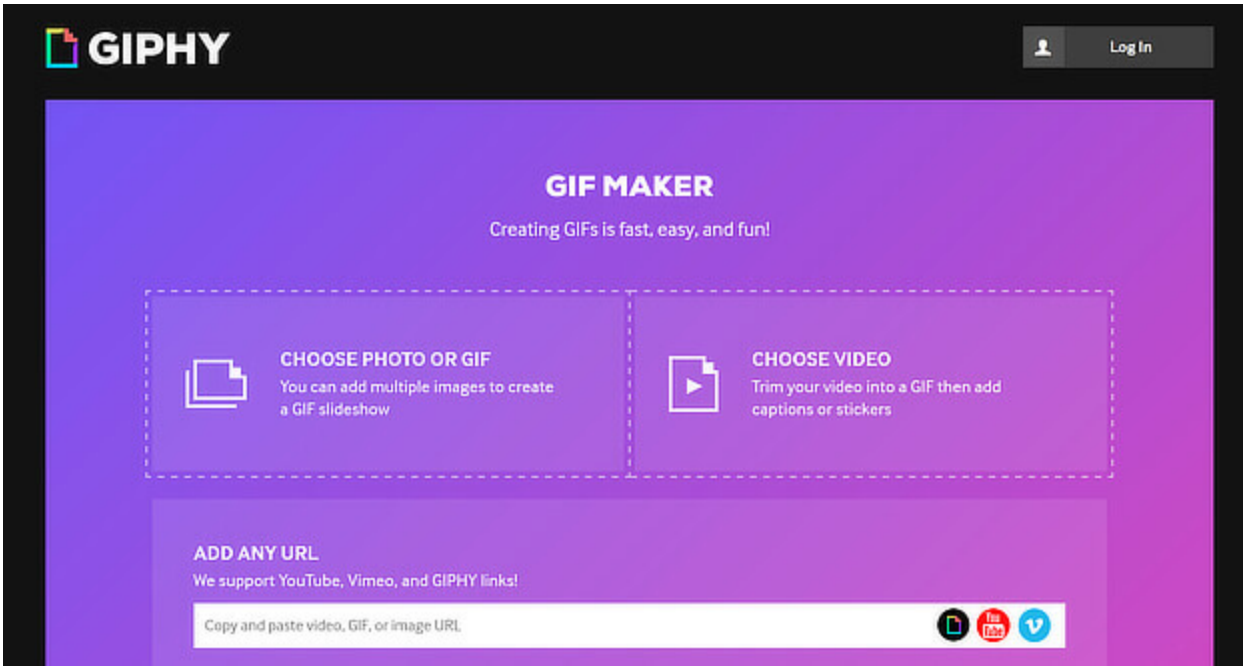
Want to create a GIF fast? With Ezgif you can upload a series of images and it'll create the GIF for you. You can adjust the order of uploaded images, change the GIF size, and tweak animation settings, too.

43. GIFMaker



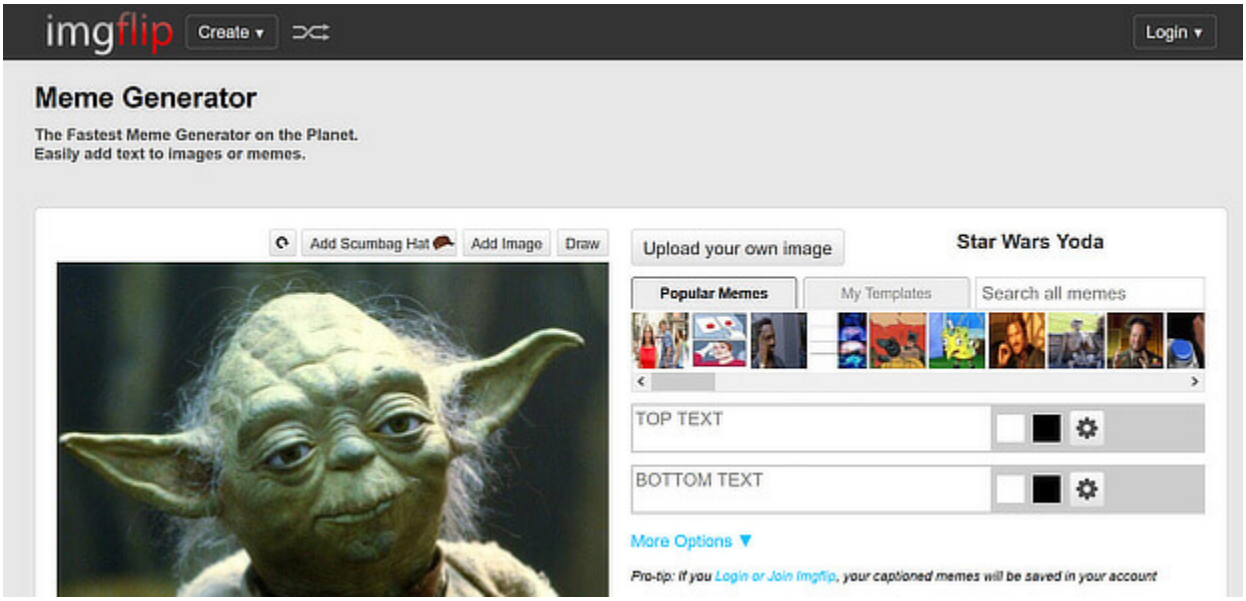
GIFMaker lets you upload up to 300 images to create a new animated GIF. You can use the online GIF creator to change the canvas size and animation speed. There's also the option to add music from YouTube to make your GIF even more appealing.

44. Giphy



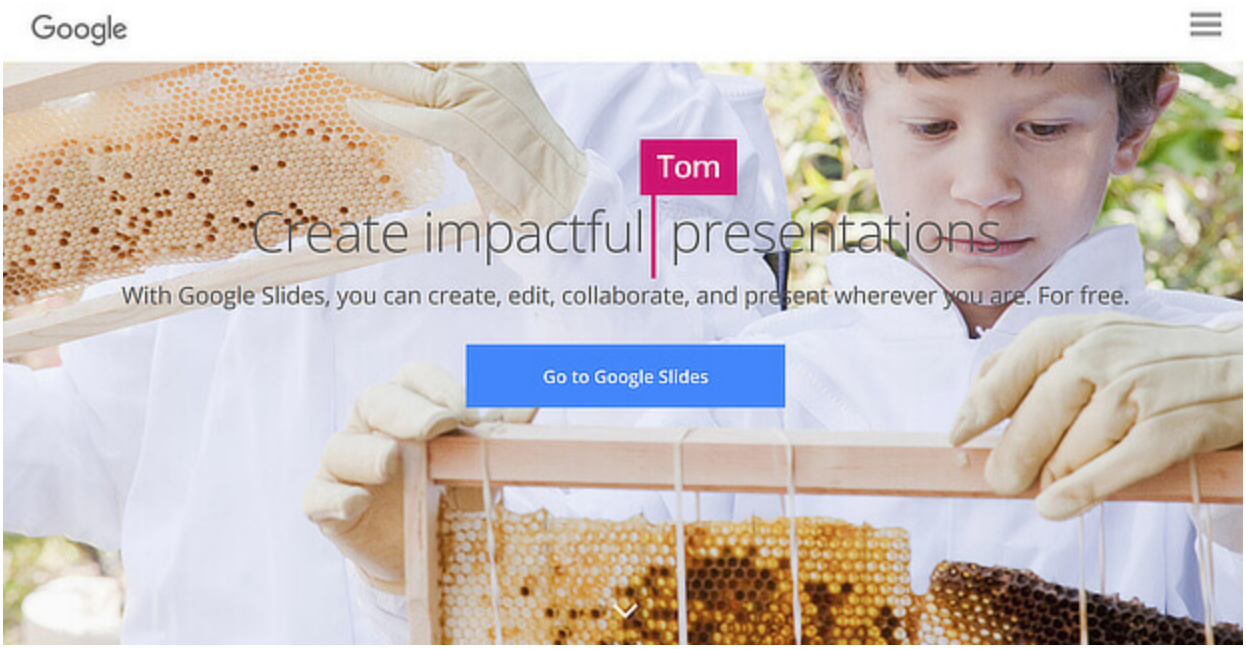
Giphy is one of the best-known content creation tools for social media. It integrates with multiple apps to help people find the right GIF to share. But it also includes an online GIF creator. Just upload a photo or a video, set your animation speed, and add some decorative effects, then your GIF is ready to upload and share.

45. Imgflip



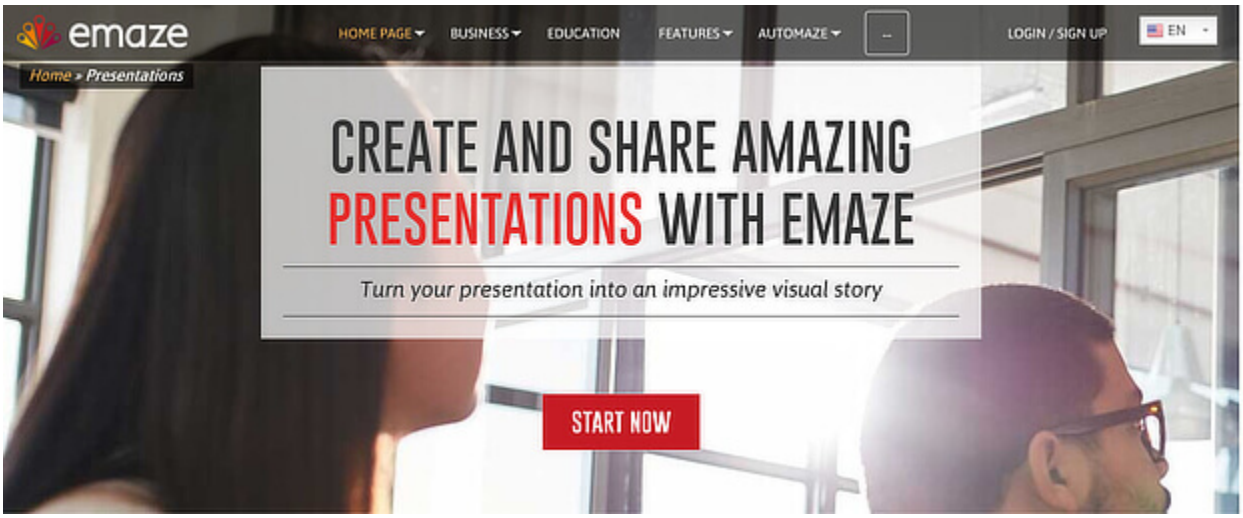
Like other online meme generators, Imgflip works with existing memes or lets you upload your own image. Once that’s done, you can easily add text to the top, bottom or both to create your meme.

46. Google Slides



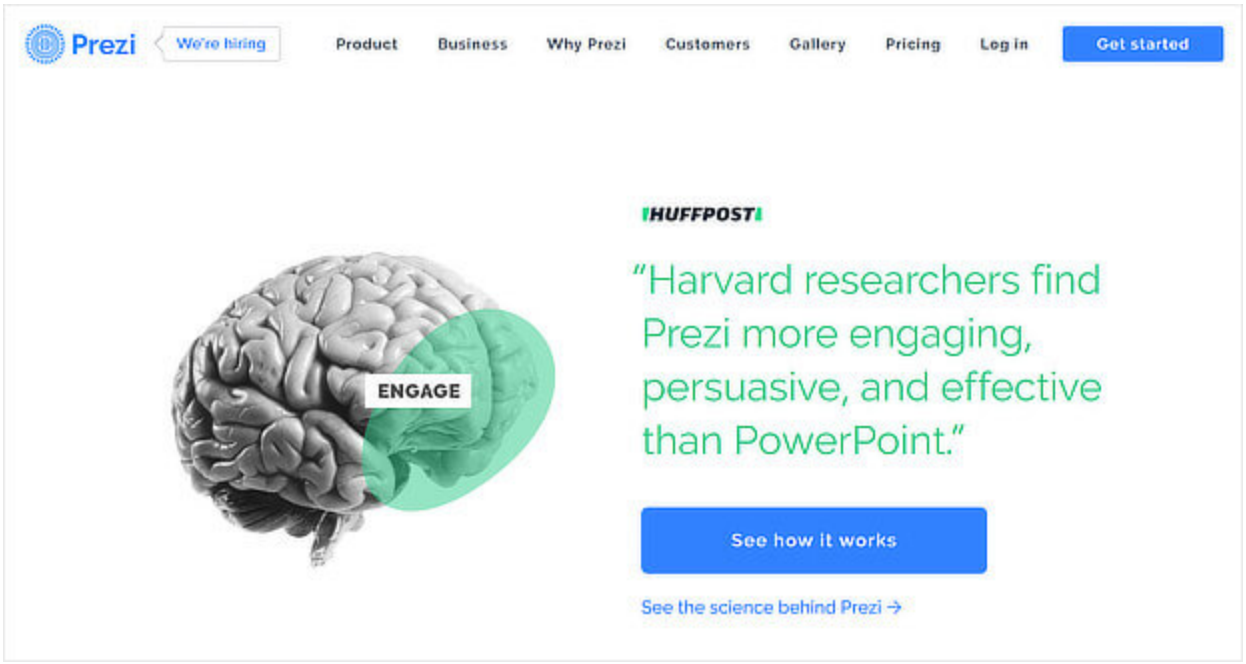
If you're already using other Google services, then Google Slides is a useful part of the suite. It allows you to quickly create visually appealing presentations using pre-made templates. You can also use Slides to work with imported PowerPoint presentations or to export your creations to PowerPoint. Best of all, you never lose your work since everything auto-saves.

47. Emaze



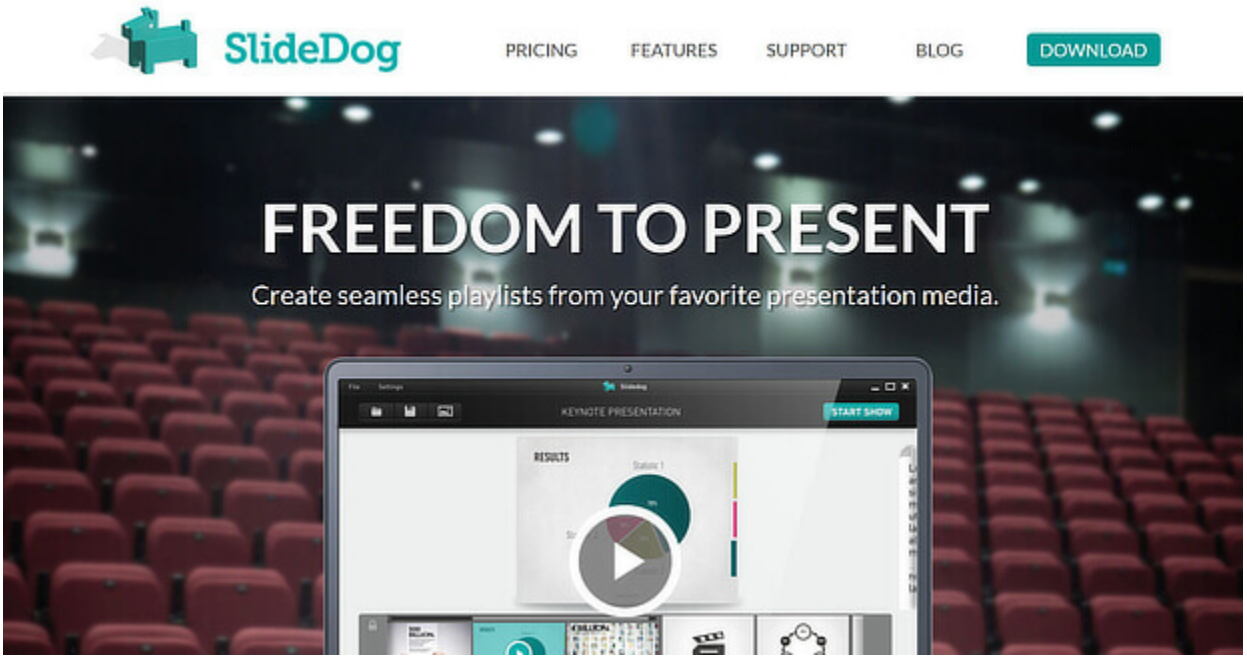
Emaze is an online presentation tool, with templates for design, business and education in a variety of categories. Just choose a template and start editing, and you'll soon have an attractive presentation. You can also create other visual content, as well as websites, with this software.

48. Prezi



Prezi offers presentation design for non-designers, letting you get started quickly with templates relating to different niches. This fast content creation software also makes it easy to change how you navigate through a presentation based on your audience. And it provides stats on audience interaction. The free version has some limitations.

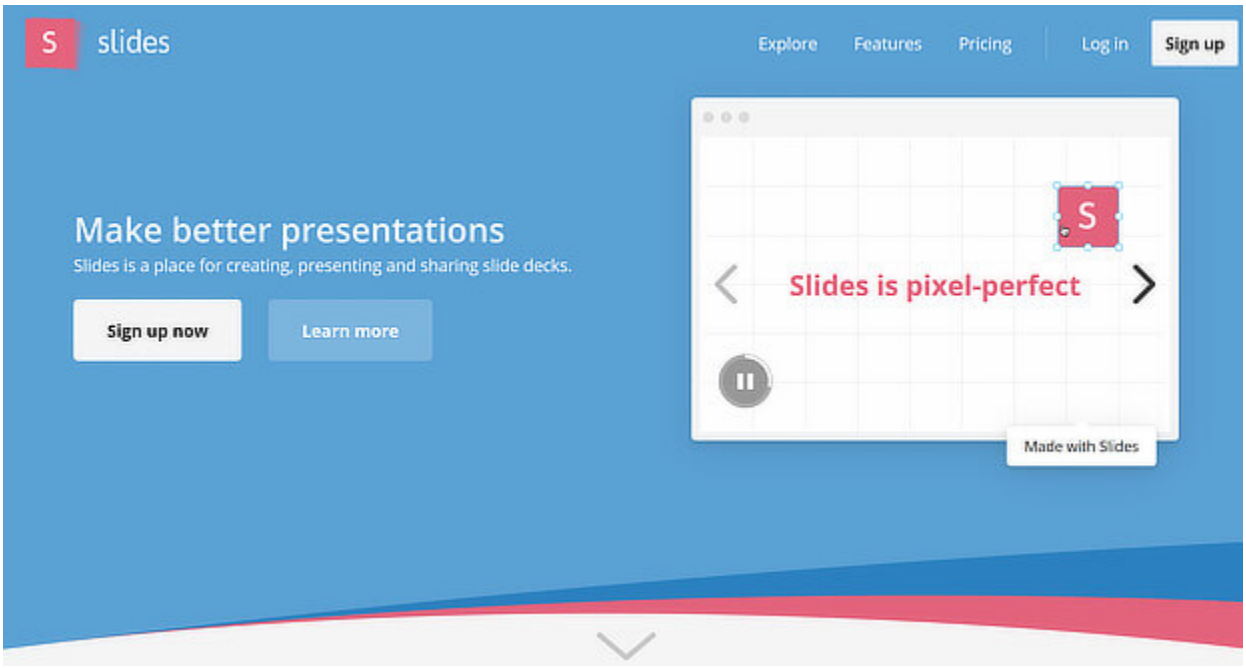
49. SlideDog



SlideDog lets you create and play presentations and media playlists. There's just one catch: in the free version, you can only use Pro features for 15 minutes at a time. Presentations are interactive, and you can livestream and share content. SlideDog

integrates with all common presentation and media software.

50. Slides



Slides is a browser-based presentation tool that offers a live presentation mode. It includes vertical slides, and lets you create private slide decks by default. And it includes the ability to embed presentations and to get data on viewer activity.

But don’t stop there – use the videos, presentations, memes, GIFs and more to improve your marketing campaigns.

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