



The background features three smartphones arranged diagonally. The top-left phone is white with a green and blue abstract app icon. The middle-right phone is black with a blue camera-like app icon. The bottom-left phone is black with a white abstract Q-shaped app icon. All phones show a battery level of 9:41. The background is a blue gradient with a subtle wavy, grid-like texture.

5 Must-Have Mobile Apps in Your Arsenal to Amp Up Your Creatives

YES E-Book Vol. 3

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Easy Apps to Produce Professional, Quality Creatives

The quality of your creative content often determines the perception of your brand among potential customers. When your creatives display a high level of quality, your customers will place more trust in your brand.

You can spend a lot of money to hire professionals to create your creatives. Alternatively, you can use easy-to-use apps to produce professional, quality creatives.





For those with a low budget or still in the stage of bootstrapping your e-commerce brand, you'll be surprised at how easy it is to create great visuals with free apps.

In this guide, we'll show you 5 powerful yet easy-to-use apps to create the visuals for your products and ads.

03

Photo Editing: Snapseed

Most smartphone these days can take incredibly high-quality photos. But when you're an e-commerce brand, you need to take your photo game up another notch.



Taking a good photo is usually not enough, you'll need to edit them well. Instead of using complicated software like Adobe Photoshop or Lightroom (that will cost you more time and money), try using Snapseed.

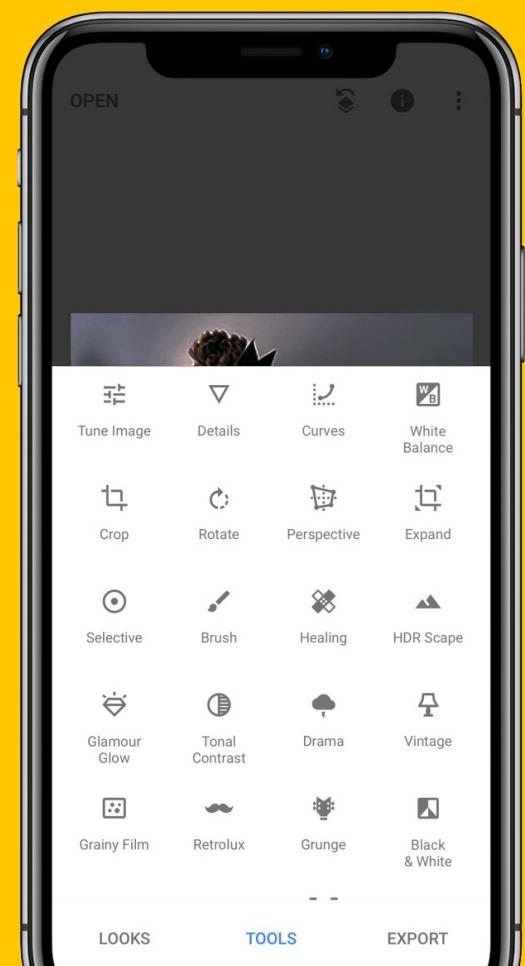
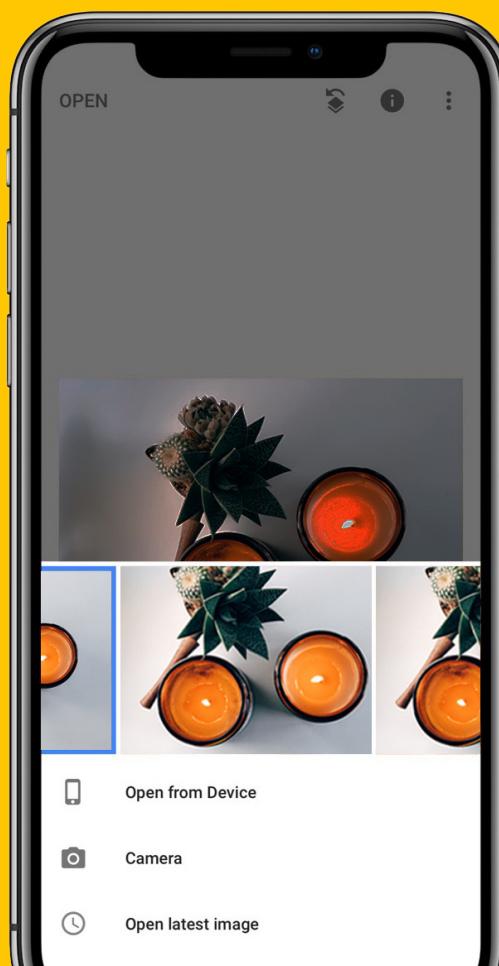
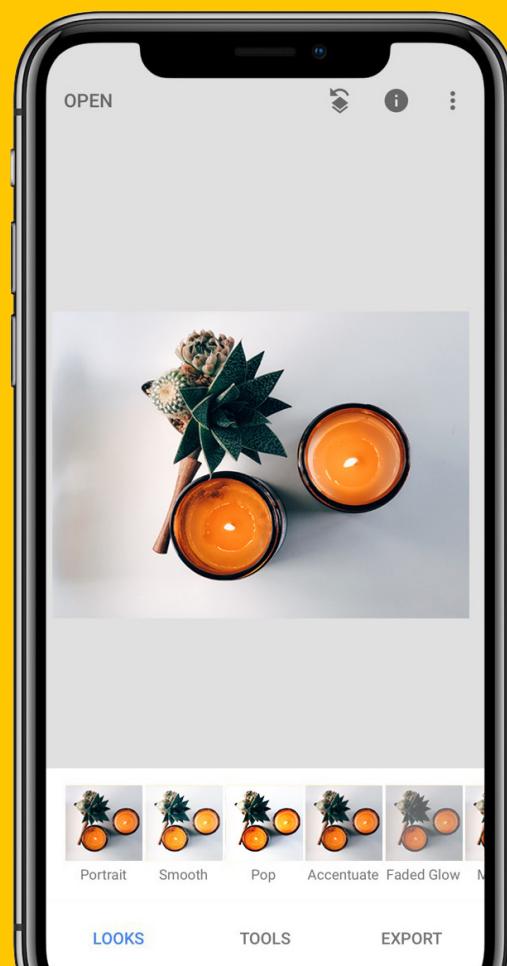
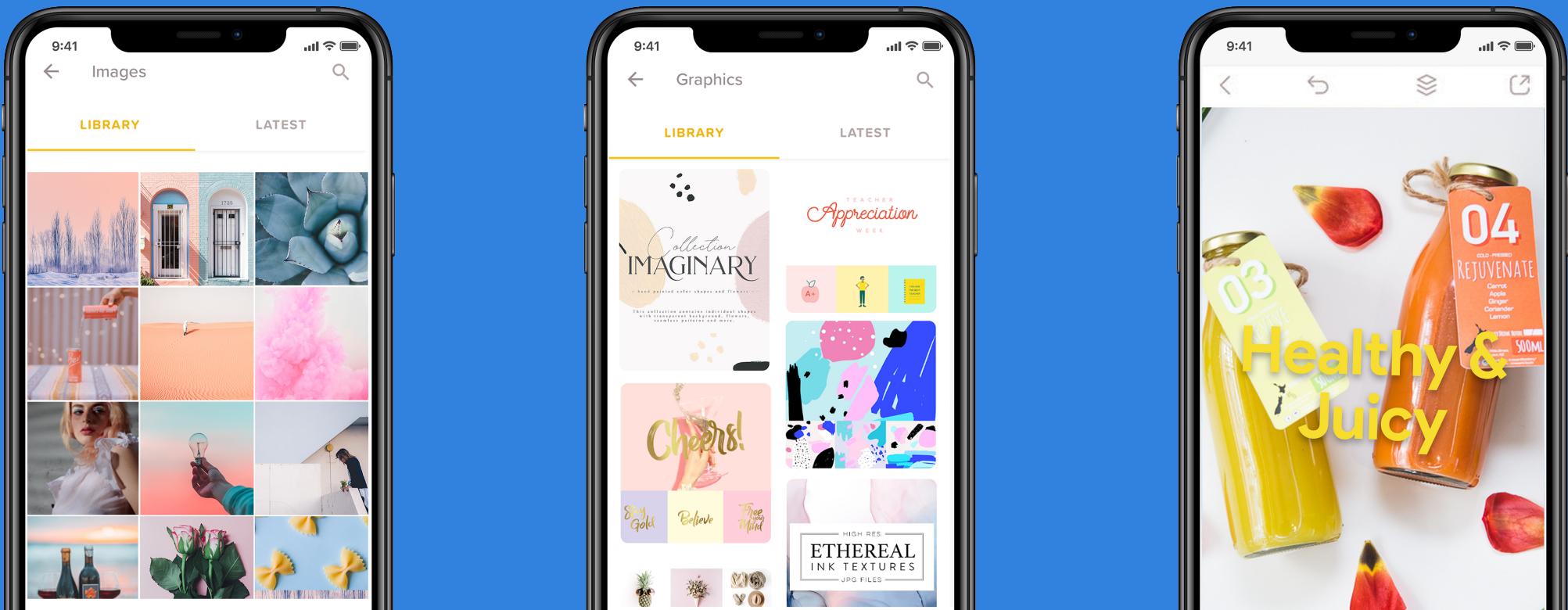




Photo Editing: Over

Selling products online usually requires great still images. Not only does it need to show quality but convey messages. And this is often done using photo editing software.



To help you save time and
simplify your photo editing
process, use Over.

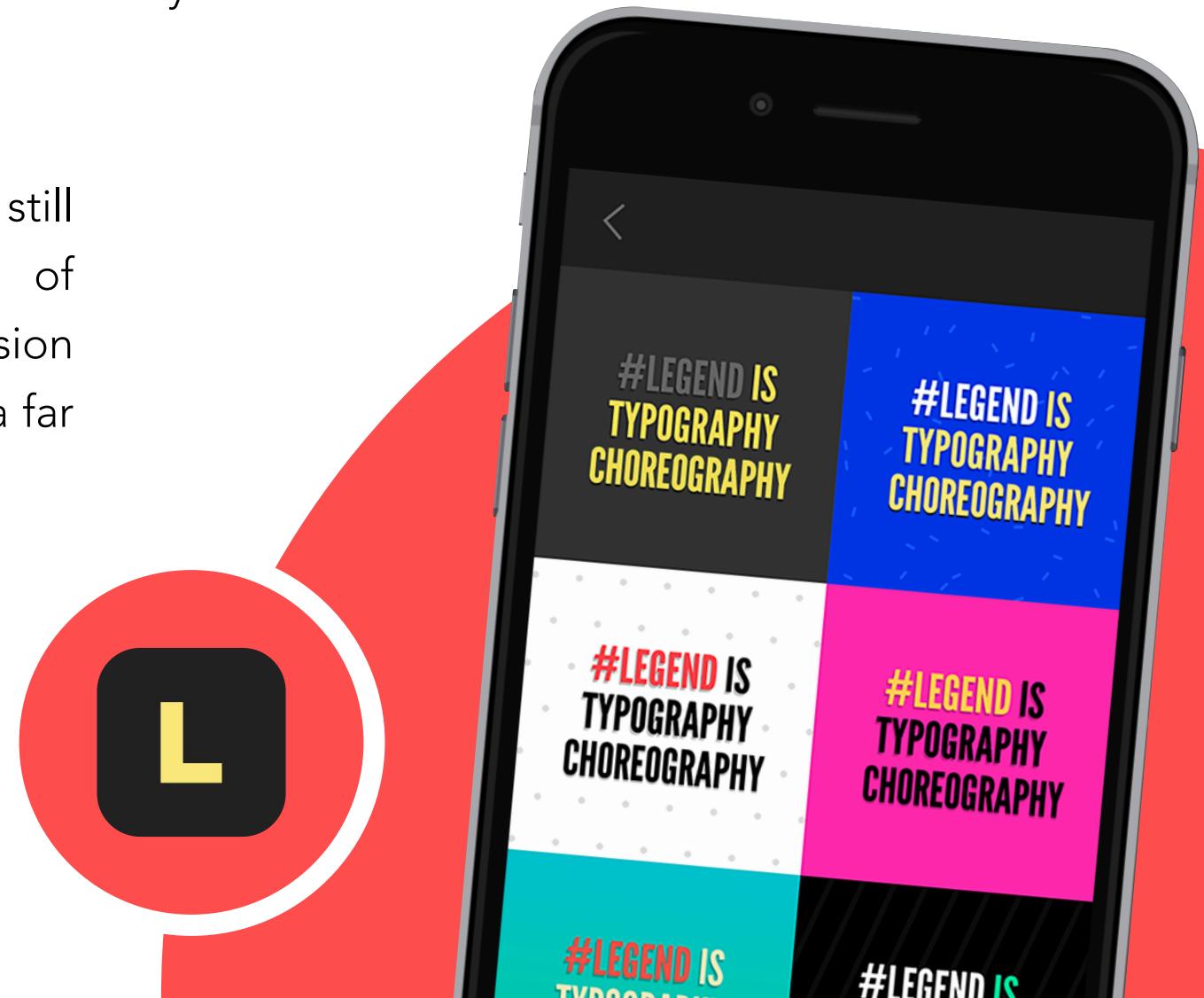
04

Photo to video:

Legend

What's more exciting than a still photo? An animated post, of course! It adds another dimension to your visuals and makes for a far more attractive visual.

Legend is a great app that can add animated text to a photo. Got a product short description? Add them to your still visuals and animate them. Want to add your brand's tagline? Legend can do that for you!



05

GIF Creator: Giphy Cam



Gifs are a lot of fun! Add them to your arsenal of creatives for your e-commerce brand. To create simple gifs, try using Giphy Cam.

Choose any photo you'd like to use and plug it into the app to add simple graphics animation to still photos. And watch your photos come alive!



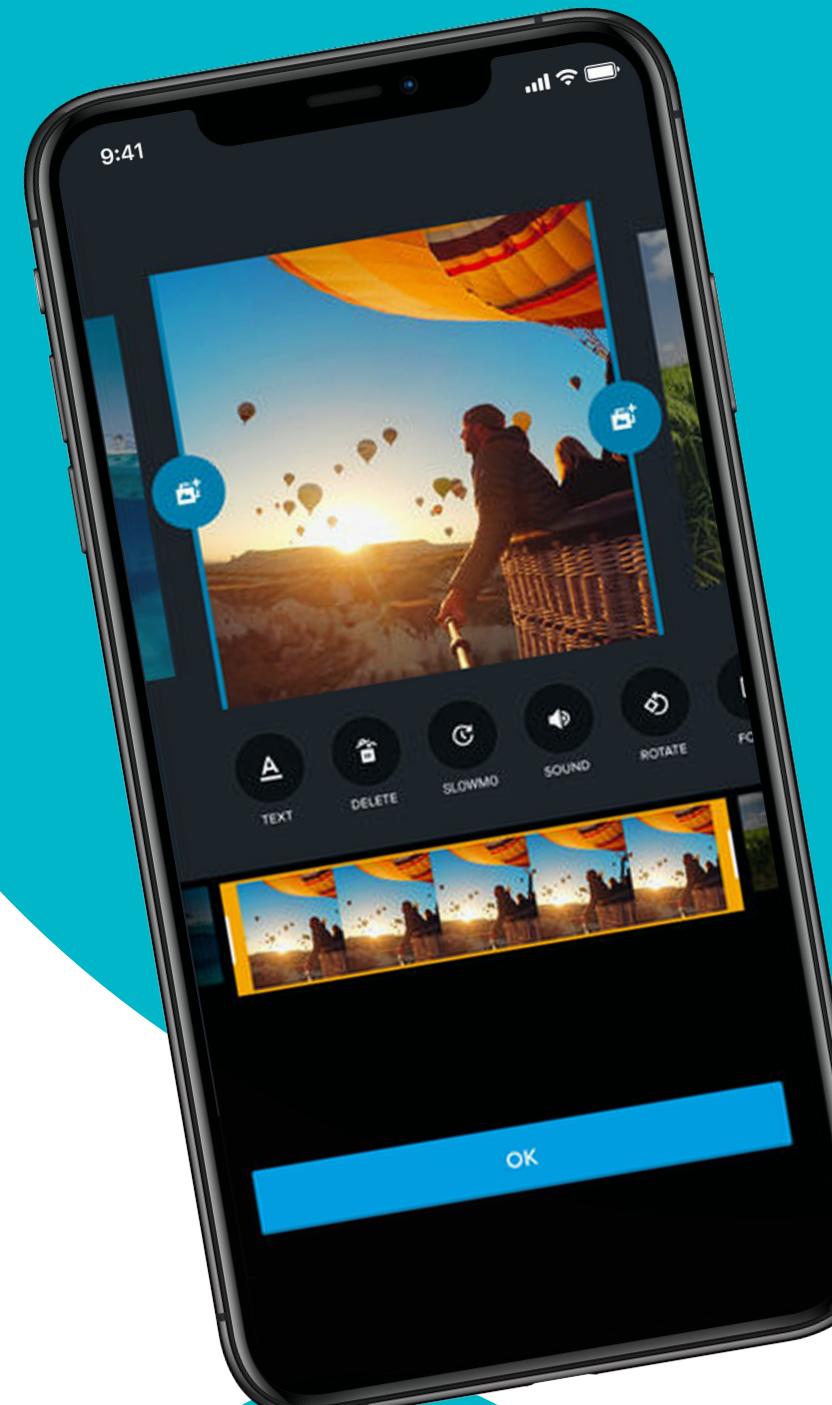
06

Video Editing:

Quik

Video is the future of marketing. Statistics have shown that videos increase brand affinity and ad viewer retention far more than still visuals. But videos are also hard to produce and even harder to edit.

To help you edit videos quicker and easier, use Quik. It's an incredibly powerful app that can add effects and music, and it even comes with ready-made video templates.



07

Tips on Creating Visuals on an App



Visualize how you'd like your creatives to look like.



Find inspiration and ideas from other e-commerce brands' creatives.



Shoot photos and videos with natural lighting.



Use a tripod or place your smartphone on a steady object to reduce blurred or shaky creatives.



Take your time
when editing and
pay attention to
details.



Where possible, try to make the most out of your creative production. For example, a single photoshoot can later be edited to create multiple creatives - single posts, carousel, animated images, and more.



Get feedback from your friends once you've created your visuals.

Let's
Go.

Now that you have an idea on how to make your products more beautiful on social media, let's do it.



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