



# Programmes for Content Creation



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# Creative Tools

One of the most important steps in online marketing and promotion can use is to create interesting and captivating content.

To do this different tools are available.

Some easy-to-use tools accessible online are:

- Prezi
- Canva



# CreativeTools – Contents

There are different contents you can create:

- Written text – is the most common type and it is included in almost all online content.
- Images and Videos – these are the contents most used in online marketing and allow you to attract more the attention of your target
- Live streaming – many platforms online (Facebook, Instagram, Youtube, ...) offer the possibility to connect in real time with the audience. Usually live streaming are used to connect with the audience in a planned period and get a closer contact with them. Live streaming have to be carefully planned and organised as part of a wider marketing strategy.

# Creative Tools – Contents

To attract the target group is essential to create content that is:

- Interactive
- Appealing
- Fitted to the target group
- Available in different format

Content created to be shared online has to «look good» on all devices (PC, Tablet, Smartphone) and on the different platforms used. It is important when studying the target group to analyse:

- What platforms they use the most
- What devices they use the most



# Creative Tools - Prezi

Prezi is a tool online that allows you to create «interactive» content online.

There are 3 different Prezi options:

- Prezi Video: can be used to create interactive content to be used in meetings, workshops, webinars, etc.
- Prezi Present: can be used to create interactive and visually pleasing presentations.
- Prezi Design: it allows to create appealing marketing materials like flyers, charts, infographics and more

# Creative Tools - Prezi

To use Prezi you have to create an account and select a category. In each category there are plans and pricings:

- Basic
- Individual
- Students and educators
- Business

For each plan you can identify the features included and select the most adapt for your uses.

**There is a 14-days free trial as well**

# Creative Tools - Prezi

Prezi Video is a perfect tool for hybrid working. It allows you to create:

- Professional content
- Interactive presentations
- Record the presentation done
- Engage with the audience

It can be connected to different meeting/webinar platforms, including:

- ZOOM
- Microsoft TEAMS
- Google MEET
- Webex
- GoToWebinar

# Creative Tools - Prezi

To create your presentation, you can use:

- Templates on the platforms
- Presentations (PowerPoint or Google Slides) already created

And you can easily import materials, photos, videos and other images by dragging the content on the platform



# Creative Tools - Prezi

One of the most important feature of Prezi is that it allows the audience to see you and the presentation at the same time. This creates a more engaging meeting/webinar experience.

At the same time you present, the audience can participate with text, gifs and emojis that appear on screen.

Another key feature is the possibility to record your presentation and share the video afterwards on your platforms.

# Creative Tools - Prezi

With Prezi you can create captivating and creative presentations.  
It created dynamic presentations with animations

Presentations look like stories!



# Creative Tools - Prezi

With Prezi you can ZOOM on parts of your presentation and make it look more dynamic.

The new feature includes the possibility of recording yourself while you present your presentation to create an interactive and interesting video.



# Creative Tools - Prezi

With Prezi Design you can easily design marketing materials that is appealing and professional.

Another platform you can use for free is CANVA.

# Creative Tools - Canva

Canva is a graphic design tool that works to simplify the process of digital design.

There are 3 different Canva options:

- Canva Free gets you thousands of photos, graphics and templates.
- Canva Pro offers all the free features. The plan is charged every year and it is for only one person
- Canva offers the possibility of using the tool for teams and it includes specific features to allow a more smooth work in teams.

# Canva

Canva is easy to sign up for, using either an email, Google account, or Facebook login. Once an account is created, for free, you can pick if you're using it as a teacher, student, or anything else.

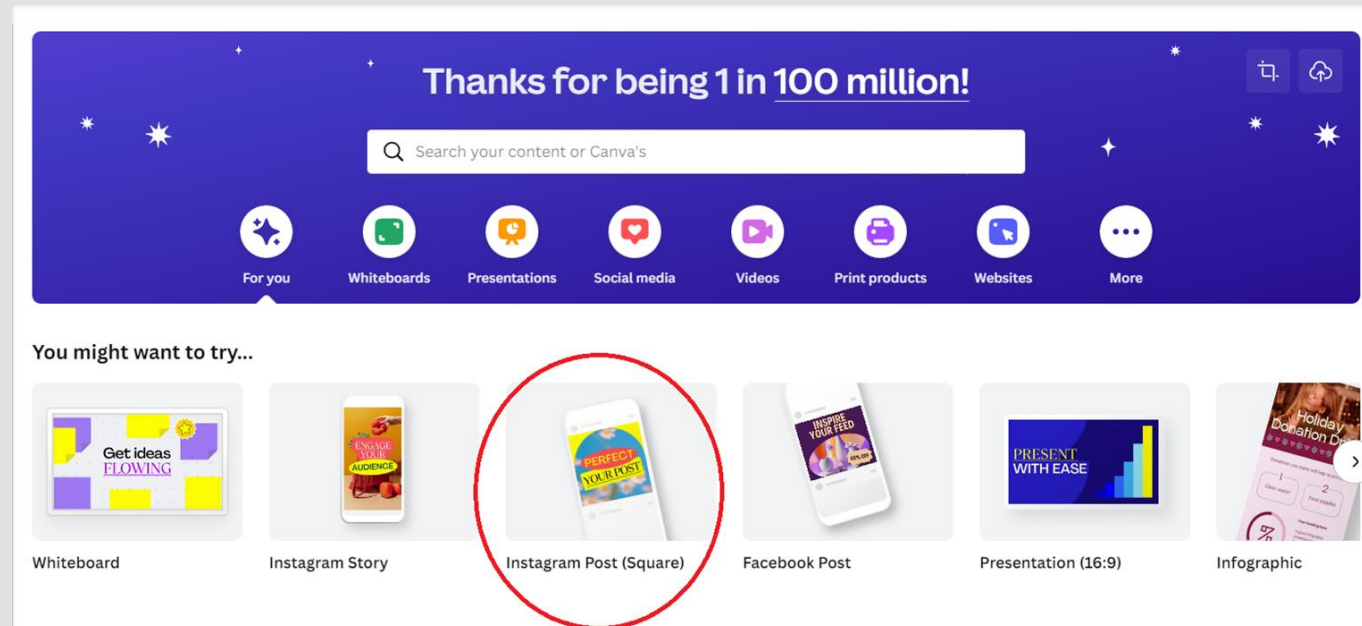
You can create marketing materials (EX. Facebook, Instagram posts, etc.), presentations, logos, videos, websites, CVs, etc.

Let's see how to create a Canva project!

# Canva

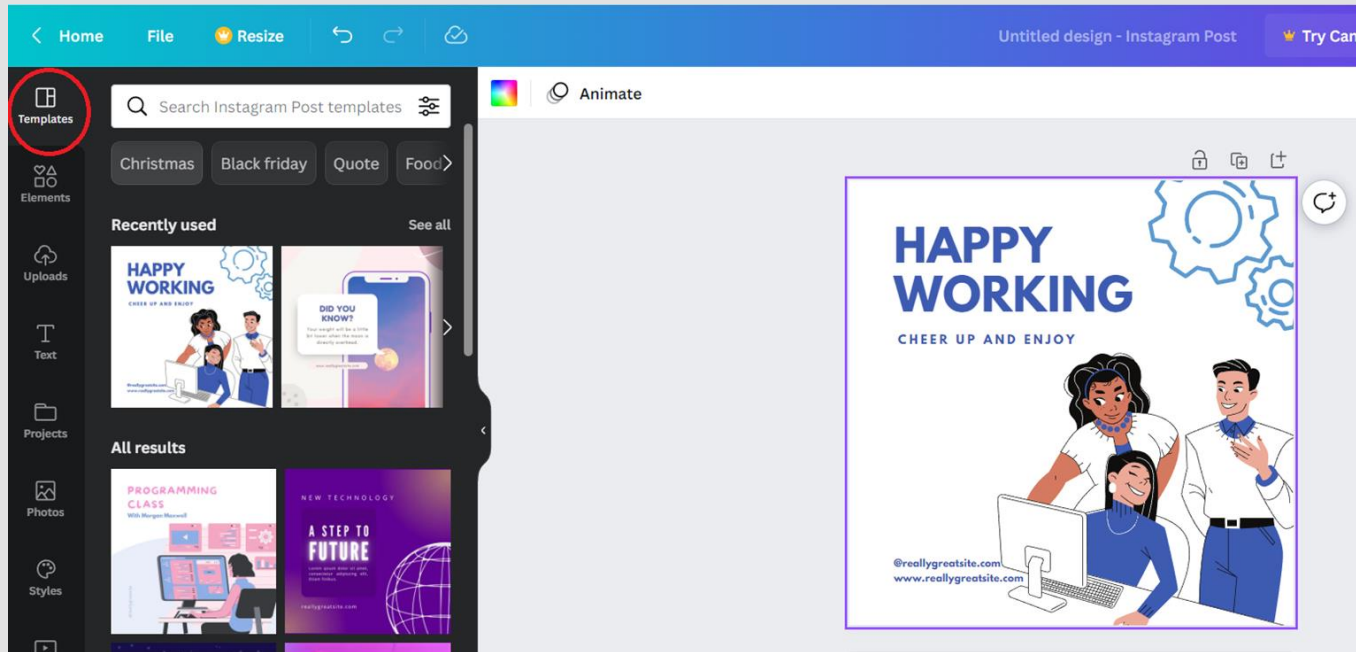
First, you need to choose what kind of presentation you want to make.

EX. Choose Instagram Post (Square).



# Canva

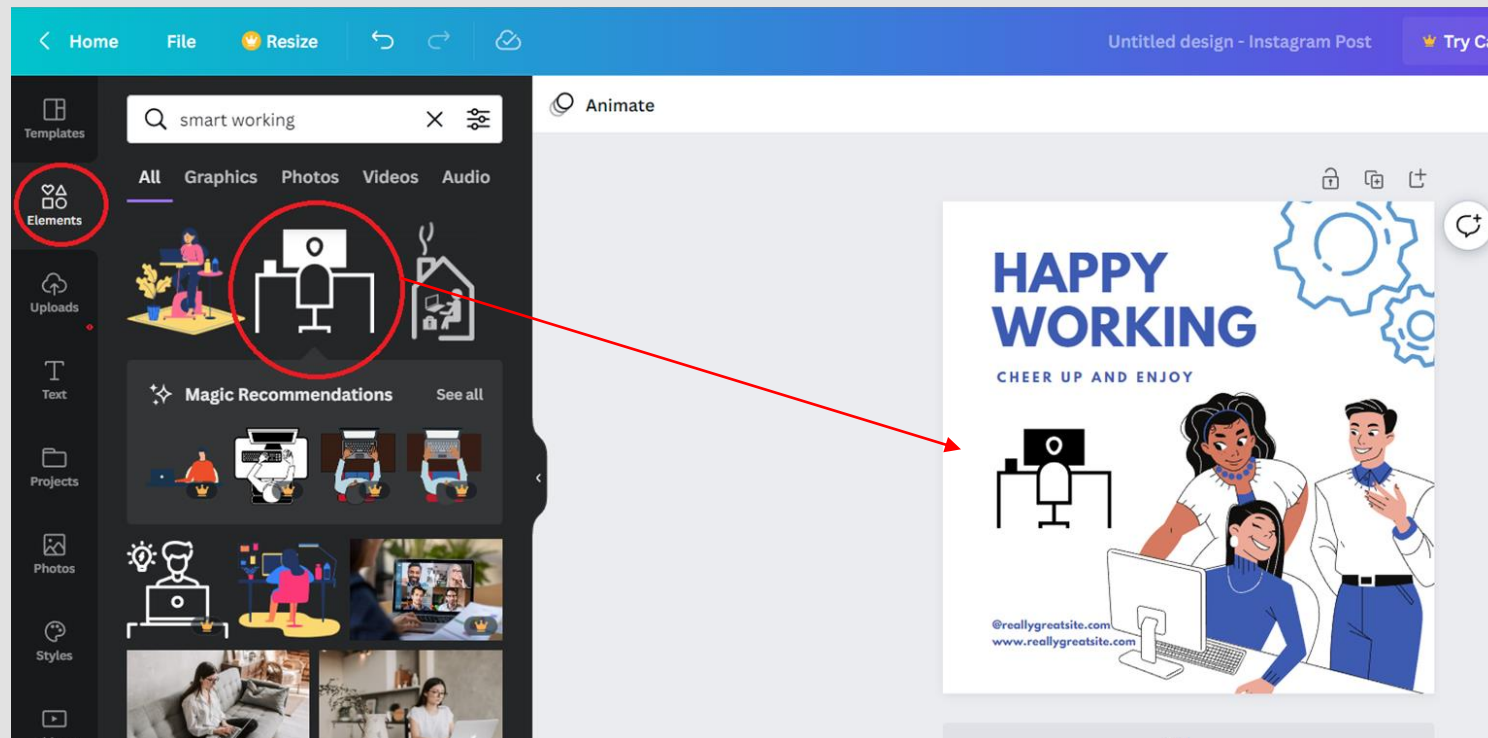
- We choose a **template** to organize our work. Thanks to Canva, we can retouch templates by changing **colors** and applying **animations**.





# Canva

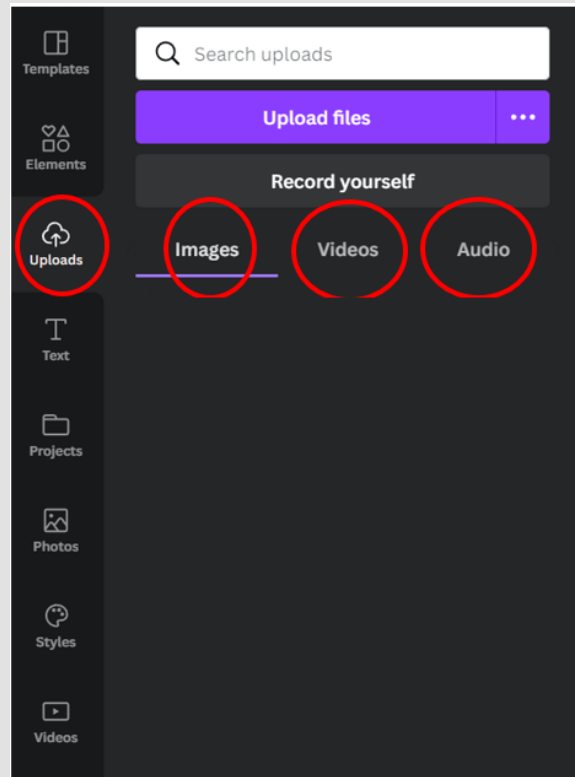
- On our template, we can add elements / stickers for free and the content not free are marked with a yellow star. Some of them can also be modified by changing their color.



# Canva

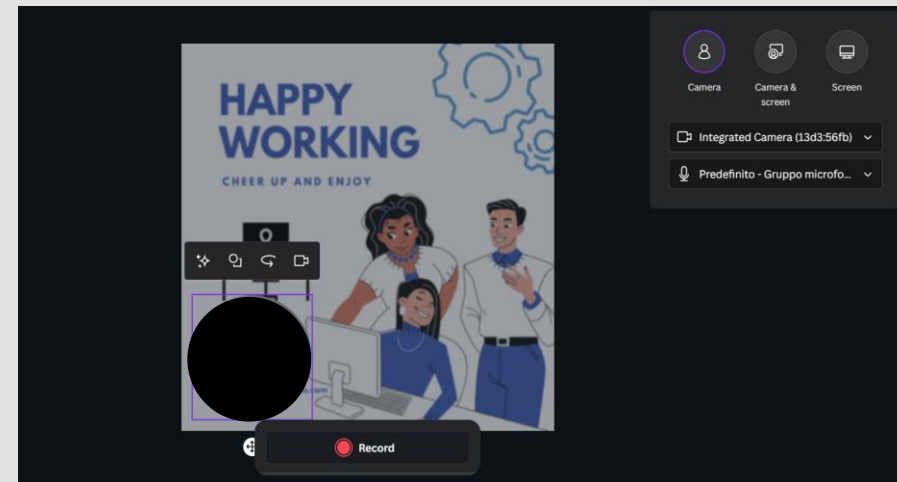
Another option that Canva gives us access to is the possibility to upload:

- Images
- Videos
- Audio



A new feature that Canva has recently added is record yourself (video & audio).

This is a great way to create interactive presentations or videos.





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