

# *DIGITAL* *Digest*

5

CONTENT CREATION  
TOOLS FOR SMALL  
BUSINESS



## 5

## CONTENT CREATION TOOLS FOR SMALL BUSINESS

Canva

Online and mobile app graphic design tool that can be used to create social media posts, deck presentations, posters, videos, logos and much more! 10 million users are active on the platform monthly and over 14 million designs have been created since the platform was launched in 2013.



*Free version & Pro version available for \$12.99/month*

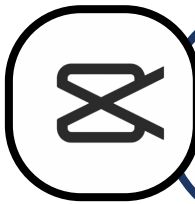


ADOBE EXPRESS

Online and mobile app that has the ability to create social graphics, short videos, web page designs, edit & combine PDF documents, and produce QR codes.



*Free version & Premium version available for \$9.99/month*

CAPCUT  
VIDEO EDITOR

Mobile video editing software that can be used to produce Instagram Reels and TikToks. Features include: in-app fonts & effects, keyframe animation, smooth slow-motion, chroma key, and stabilization.



*Free version available for iOS and Android*

GOOGLE  
TRENDS

Web-based platform created by Google that allows users to view the popularity of search terms on the platform. Users can view whether a trend is on the rise or declining, explore keywords related to your business category, deep-dive into the most searched trends by region, and much more!



**FREE**

META  
AD LIBRARY

Online platform created by Meta (formerly Facebook) that houses current and past paid digital advertisements shared by creators and businesses on the platform. Users can search by country, ad category, keyword or specific business/creator name.



**FREE**