



CREATIVE MARKETING RESOURCES

A creative marketing strategy requires careful attention to your overall brand which includes thoughtful graphic design, eloquent copywriting, and engaging multimedia.

The **Osaic Advisor Marketing Solutions Team** has created this resource guide to help you develop your creative marketing strategy.

For additional questions and support with your marketing strategy, schedule a complimentary **First Friday Coaching Session** with the Advisor Marketing Solutions Team.

BRAND DEVELOPMENT

Brand Development

Graphic Design
Copywriting Services
Video Production
Image Resources

<http://upwork.com>

Upwork is a job board/marketplace and home to thousands of top-rated freelancers where clients post projects. Freelancers submit proposals and make bids to win these projects. After each project is completed, both the client and the freelancer leave reviews of each other – helping the best move to the top.

HIRE
A PRO

<http://peopleperhour.com>

A community of curated freelance talent available to work remotely at the click of a button. Find freelance brand development professionals, consultants, freelancers & contractors. Post jobs for free and outsource work.

HIRE
A PRO

<http://freelancer.com>

It's always free to post your project with Freelancer and, once you post, you'll automatically begin to receive bids from freelancers. Alternatively, you can browse through the talent available on the Freelancer site and make a direct offer to a freelancer instead.

HIRE
A PRO

<http://99designs.com>

99Designs is an online design marketplace that facilitates access to affordable custom branding options from over 1 million freelance designers. Select from different categories of services including logo and brand design, web and app design, business and advertising design, packaging, and label design and more.

HIRE
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<http://crew.com>

Crew is a website that connects people working on projects with hand-picked, screened creative professionals in the mobile & web industry. The goal of Crew is to ensure that the right project finds the hands of the right professional, every single time.

HIRE
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<http://canva.com>

Canva is an easy-to-use, online tool that offers a variety of content types including announcements, book covers, brochures, business cards, greeting cards, newsletters, presentations, and more.

Free to use with optional premium features for an additional cost.

DIY



<http://visme.co>

From images to infographics, eBooks and videos, these web-based tools use pre-designed templates along with drag-and-drop functionality to allow you to create a whole host of engaging content with Visme.

Free to use with optional premium features for an additional cost.

DIY



<http://spark.adobe.com>

Adobe Spark makes it easy to create social graphics, web stories, and animated videos that look fantastic. Spark is web-based and puts easy, professional content creation into everyone's hands.

Free to use with optional premium features for an additional cost.

DIY



<http://fiverr.com>

Hire creative freelancers to aid in building your brand from the ground up or to enhance your existing marketing strategy. Creative services include development of your website, logo, social media profile, content marketing graphics and more.

Services start at \$5 and vary with each service.

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Services start at \$299 with optional premium features for an additional cost.

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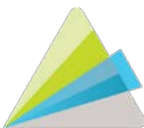


<http://lumen5.com>

Lumen5 allows you to easily create high quality and engaging videos with content from blog posts. By analyzing the content of your blog post, Lumen5 can automatically create a video storyboard for you.

Free to use with optional premium features for an additional cost.

DIY



<http://animoto.com>

Animoto helps you turn your photos and video clips into video slideshows with minimal effort. It's one of the few video tools that let you easily create square videos, too.

Starting at \$16 per month, annual subscriptions are discounted.

DIY



<http://bigvu.tv>

If you often retake your videos because you can't remember what to say, you'll enjoy BIGVU Teleprompter. By displaying your script as you record your video, you can easily refer to your script. And, with its web-based video editor, you can enhance your video by changing the background and adding captions.

Free to use with optional premium features for an additional cost.

DIY



<http://animatron.com>

Animatron Wave is a new online video making tool that is designed for creating videos for social media. It provides access to the library of 2.5 million professional stock footage.

Free to use with optional premium features for an additional cost.

DIY



<http://rocketium.com>

With Rocketium, you can create videos for social media or advertising in minutes. You can easily switch between different video orientations — landscape, portrait, or square — and Rocketium will automatically resize your media files and captions accordingly.

Free to use with optional premium features for an additional cost.

DIY

IMAGE RESOURCES

Brand Development
Graphic Design
Copywriting Services
Video Production
Image Resources



Getty Images offers royalty free images per subscription basis to use for any creative needs.

Paid Service

<https://www.gettyimages.com/photos/free>



iStock Getty Images offers images, illustrations, clip art, videos, and audio tracks.

Paid Service

<https://www.istockphoto.com/>



Pexels offers free high-resolution images and videos available for both personal and business use.

Free Service

<https://www.pexels.com/>



Adobe Stock Images offers stock images as well as illustrations and videos.

Paid Service

<https://stock.adobe.com/>



Pixabay offers over 1 million free images of high resolution available for any needs.

Free Service

<https://pixabay.com/>



Unsplash offers photos from a community of photographers that are free to use.

Free Service

<https://unsplash.com/>