



The Power of Social Media Stories for Marketers

How Social Media Stories
Are Making Their Way Into Marketing

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The Power of Social Media Stories for Marketers (HD Video Course)



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Social Media Stories - Resource Sheet

The following are powerful apps and resources that you can use to up your social media Stories game!

LapseIt

<http://www.lapseit.com/>

The great thing about Stories is that they can really be anything. If it's a photo or a short video, then it's fair game for a Story!

That's certainly true of time lapse videos. These are short videos that consist of stop-motion made up of lots of still images taken over a long time from a single spot.

They're perfect for showing customers pass by a store for instance, or for showing an entire workout in under a minute.

Photoshop/Gimp

www.adobe.com/Creative_Cloud

<https://www.gimp.org/>

Invest in a good camera and you can first edit pictures on the computer before uploading them via your mobile device.

That means you can now use professional editing software such as Photoshop to apply airbrushing or to add other enhancements. If you don't want to shell out for Photoshop though, why not try using Gimp? This is a piece of free software with almost *all* the same features as Photoshop!

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Adobe Spark

Also from Adobe Creative Cloud is Adobe Spark. This is a powerful tool that can help you take your Stories to the next level by including attractive text animations and much more.

Lumafusion

<https://luma-touch.com/lumafusion-for-ios-2/>

Lumafusion is a piece of video editing software that runs on mobile (currently iOS only). This immediately makes something that a lot of creators have been hoping for for a long time. If you create a lot of Stories for social media, then a tool like this will allow you to quickly and affordably create much more professional looking clips that better engage the audience.

Pixlr

<https://pixlr.com/>

Pixlr is an app that allow you to apply a large selection of effects not available through Instagram or Snapchat alone. You'll gain many more filters, as well as settings that let you change things such as contrast, color temperature and more.

More importantly, Pixlr will let you add text to your images and also create beautiful collages featuring multiple pictures.

Mindly

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

Another great example of a unique type of content that can be shared as a Story comes from Mindly. This is a mind map creating app that can result in some beautiful looking images. These are great for sharing your thought process with the world!

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Instagram Widget by WPZoom

<http://www.wpzoom.com/>

Instagram Widget by WPZoom is a Widget for WordPress sites that will let you embed a feed of your Instagram pictures right into your sidebar. This way, people who visit your site will see that you have an active Instagram account and will be able to see the kinds of inspiring images that you post. If they like what they see, then chances are that they will click on the images and follow you on Instagram.

This is a great way to gain momentum for your main Instagram account, and to create better synergy with a blog. From there, your Stories will make more of a positive impact.

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