

# FERRAMENTAS CRIATIVAS

NO MARK3T1NG D1G1TAL

*Carlos Cardoso*

# ***FERRAMENTAS CRIATIVAS***



# Ferramentas Criativas - Imagem



A simple new way to design



Flyers



Presentations



Facebook covers



Blog graphics



Business cards



Posters

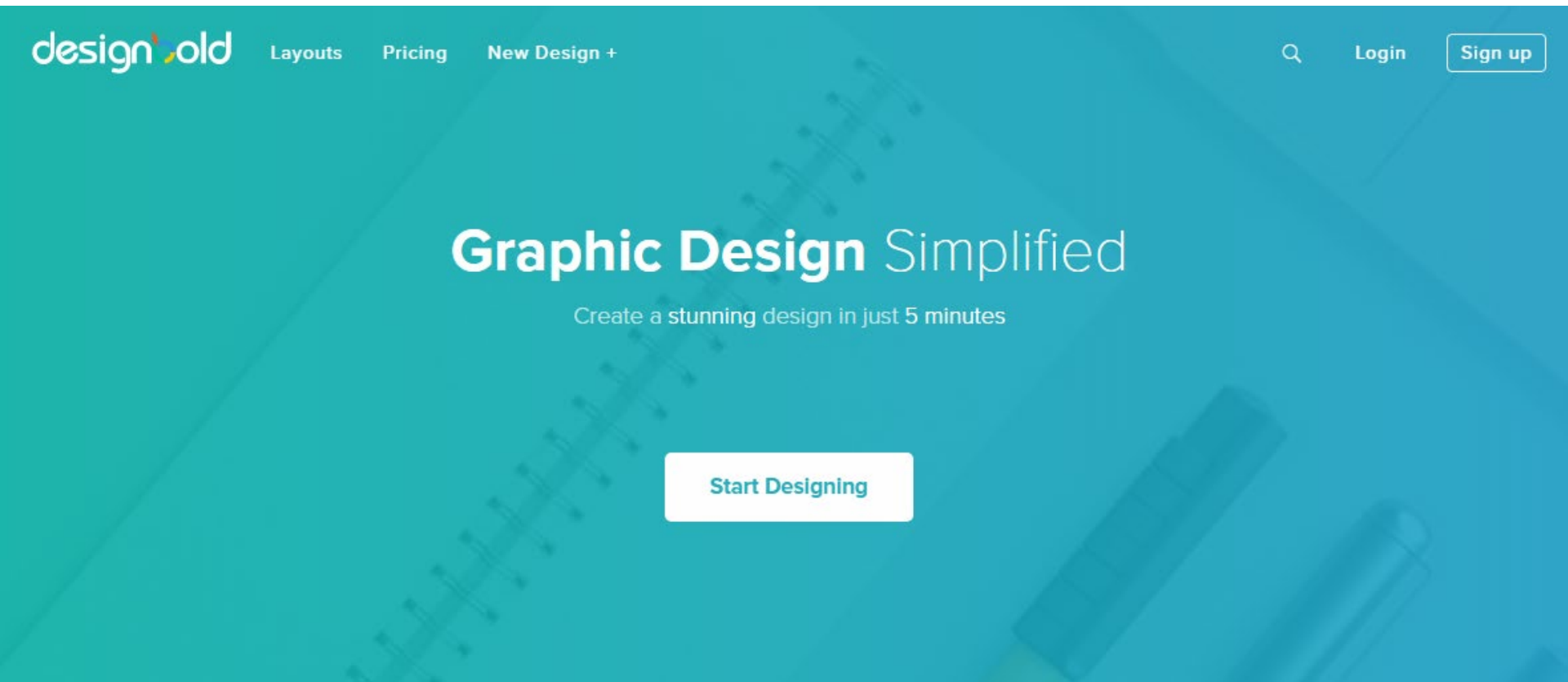


Invitations

**[www.canva.com](http://www.canva.com)**

<https://www.canva.com/graphs/mind-maps>

# Ferramentas Criativas - Imagem



[\*www.designbold.com\*](http://www.designbold.com)

# Ferramentas Criativas - Imagem

befunky

Photo Editor

Collage Maker

Designer



## Introducing Our New Digital Art Effects

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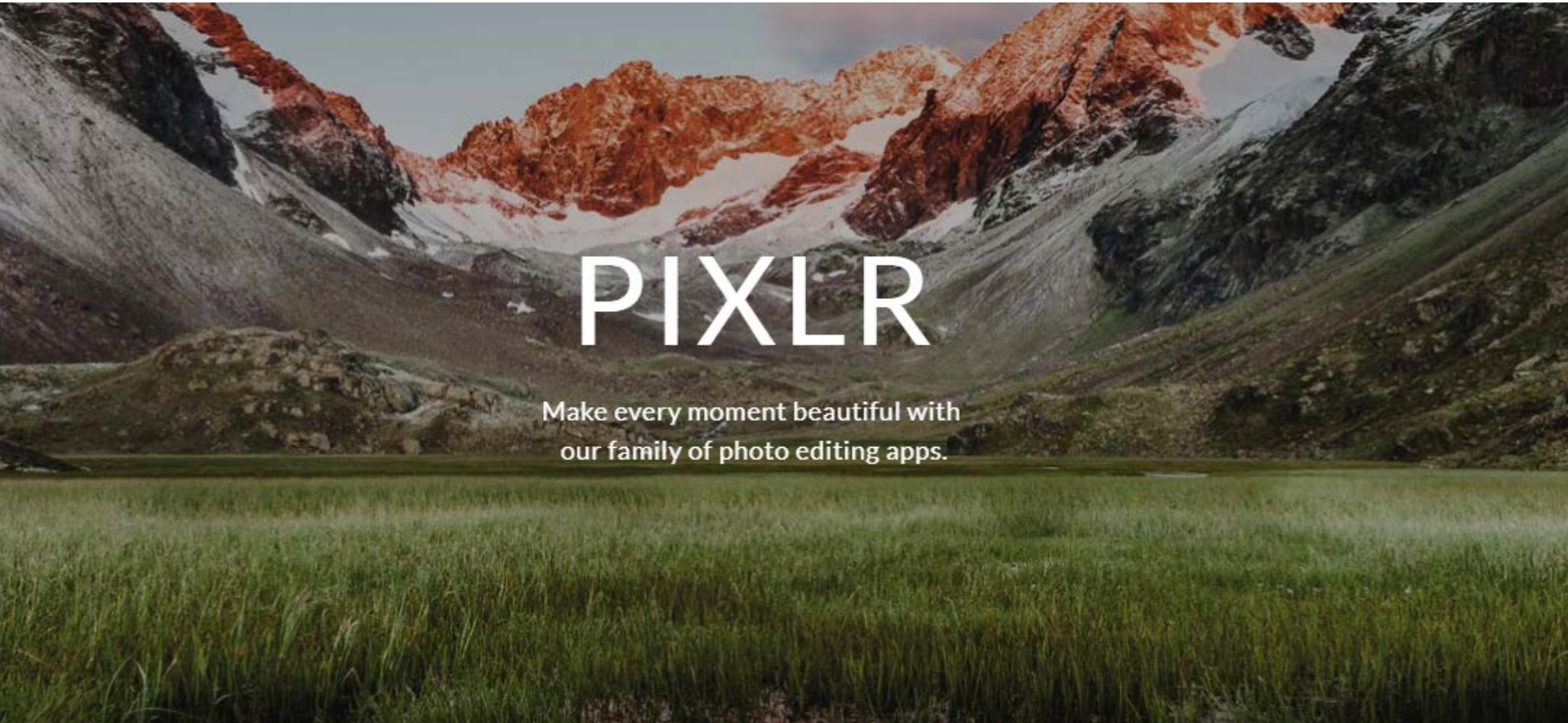
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[www.befunky.com](http://www.befunky.com)



# Ferramentas Criativas - Imagem



[\*www.pixlr.com/\*](http://www.pixlr.com/)

# Ferramentas Criativas - Imagem



***Photo editor. Design maker.  
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Everything you need to make your ideas come to life—photo editing, collage making, graphic design—PicMonkey's got it. It's never been easier to feed your creative beast.

Start a free trial

Edit a Photo

[www.picmonkey.com](http://www.picmonkey.com)

# Recursos: Bancos de Imagens

- <https://unsplash.com/>
- <https://stocksnap.io/>
- [www.freeimages.com](http://www.freeimages.com)
- [www.pexels.com](http://www.pexels.com)
- <https://picjumbo.com/>
- <https://skitterphoto.com/>
- <https://pixabay.com/>
- <https://morguefile.com/>
- <http://publicdomainarchive.com>
- <https://www.foodiesfeed.com/>

<https://www.carloscardoso.pt/os-50-melhores-sites-de-bancos-de-imagem-gratuitas/>

<https://www.carloscardoso.pt/85-sites-imagens-comerciais/>



# Ferramentas Infografias

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## Easy-to-Use Infographic Maker

Take your visual communication to the next level,  
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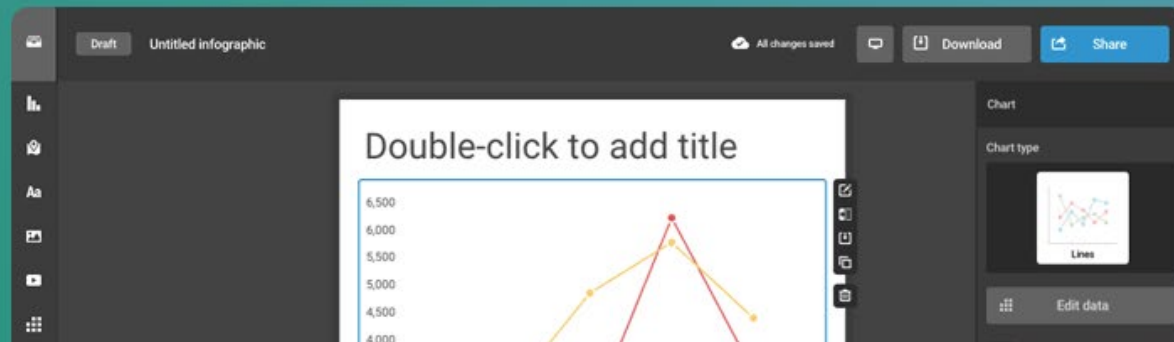
[www.picktochart.com](http://www.picktochart.com)

# Ferramentas Infografias

## Make Infographics and Charts that People Love

Infogram helps students communicate data and complex ideas in a visually engaging way.

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[www.infogram.com](http://www.infogram.com)

# Ferramentas Infografias



PRODUCTS

SOLUTIONS

HOW IT WORKS

PORTFOLIO

## Infographic Design

Work with world-class designers to create infographics that stand out. We make it fast, easy, and affordable.

GET A QUOTE



[www.visual.ly](http://www.visual.ly)

# Ferramentas Infografias

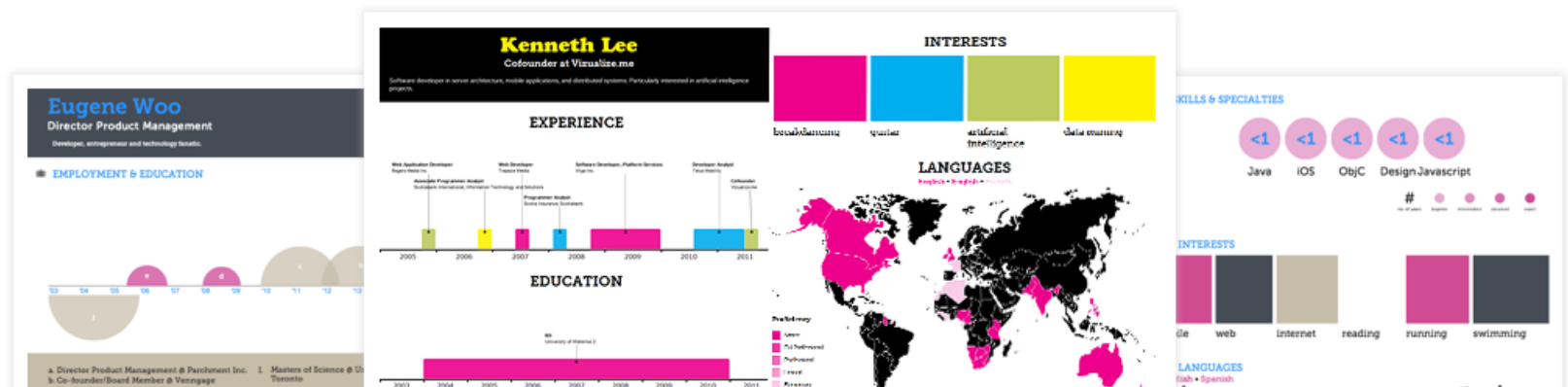
## Visualize your resume in one click

Create your infographic resume for free



**in** Sign in with LinkedIn

Sign up with email



[www.vizualize.me](http://www.vizualize.me)

# Ferramentas Anúncios e Banners



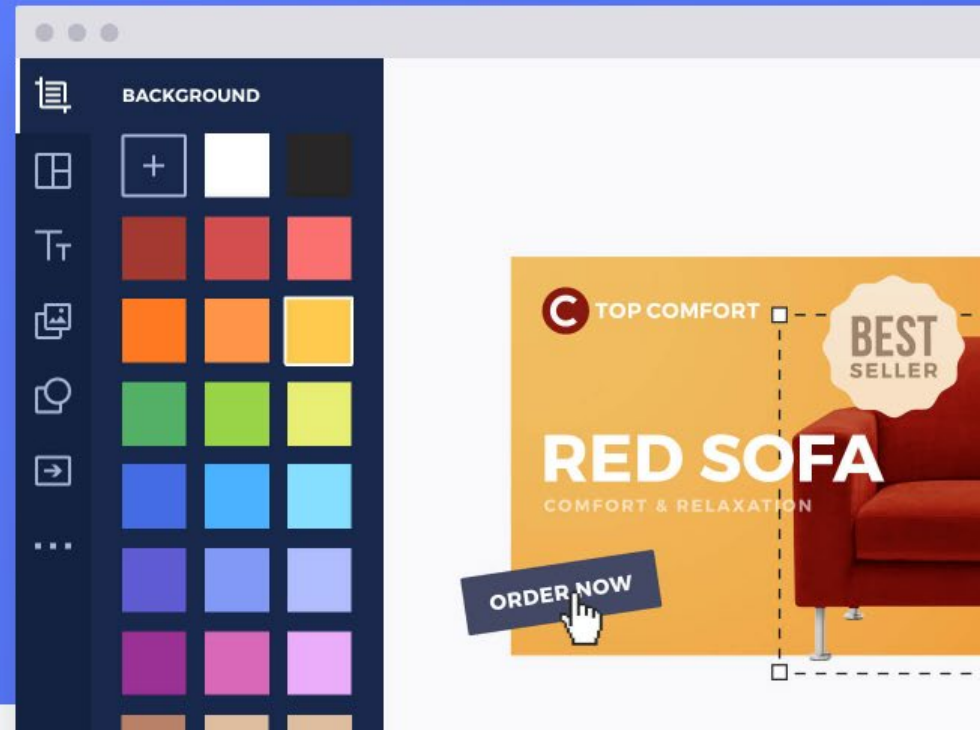
**NOVIDADE** O gerador de banners está aqui! Veja como ele funciona >

## O Criador de Banners Original

CRIE BANNERS PUBLICITÁRIOS ESTÁTICOS OU ANIMADOS EM HTML5.

Comece com um tamanho personalizado ou escolha um modelo de tamanho padrão da nossa galeria. Adicione um fundo, anime texto e formas, experimente cores diferentes e tire o máximo proveito do nosso criador de banners.

Crie um banner



[www.bannersnack.com](http://www.bannersnack.com)



# Ferramentas Anúncios e Banners

Google Web Designer



[www.google.com/webdesigner](http://www.google.com/webdesigner)

# Ferramenta Animação Html5



Home Products ▾ Blog Support ▾ Pricing Download 



[\*www.atomisystems.com/saola-animate\*](http://www.atomisystems.com/saola-animate)

# Ferramentas Anúncios e Banners

Google Rich Media Gallery

SHOWCASE CREATE LEARN FORMATS















## Rich Media Showcase

Browse innovative creatives from top advertisers and agencies to inspire your next campaign.

SUBMIT YOUR CREATIVE

See how Disney used rich media to bring The Jungle Book to life →

Filter by: Enter a keyword for filter

 <p>2020 Aviator Launch Lincoln-MLM</p>	 <p>Stream to your heart's content. limited internet for all the things you love</p> <p>Google Fiber Love Digital</p>	 <p>Good Omen Quiz iHeart</p>	 <p>0.00 / 0.15 Mars VNYWYH</p>	 <p>Virgin Mobile Always On...</p>	 <p>Summer Free Delivery Nespresso</p>	 <p>Dezigual Exotic FW17 Dezigual</p>
 <p>KMC KMC Kia</p>	 <p>Domino's Domino's</p>	 <p>The power tier to recline Lazy Lazy Boy Duo</p>	 <p>TUI Pak Je TUI Deal</p>	 <p>Drive@Earth Mitsubishi</p>	 <p>#Yours Truly TRUE MATCH L'Oreal Truereach L'Oreal</p>	 <p>Marseille Netflix</p>

[www.richmediagallery.com](http://www.richmediagallery.com)

# Ferramenta Catálogos Online



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# Ferramenta Catálogos Online



[www.calameo.com](http://www.calameo.com)



# Ferramenta Catálogos Online

The screenshot shows the SlideShare website. At the top, there is a navigation bar with the LinkedIn logo, the text 'SlideShare', a search bar with the placeholder 'Pesquisar', a 'Carregar' (Upload) button, and a user profile picture. Below the navigation bar, there are tabs for 'Início', 'Tecnologia', 'Educação', 'Mais tópicos', 'Meus painéis de recortes', and 'Para carregadores'. The main content area has a dark blue background with the text 'Descubra. Compartilhe. Apresente.' and 'Compartilhe seus conhecimentos e interesses em apresentações, infográficos, documentos e mais'. Below this, it says 'Principais SlideShares de hoje'. There are three featured slides: 1. A grid of book covers with the text '24 BOOKS you've never heard of — but will CHANGE YOUR LIFE { RYAN HOLIDAY }'. 2. A slide titled 'How LinkedIn built a Community of Half a Billion' by Aatif Awan, Vice President, Growth & International Products at LinkedIn. 3. A slide titled '2017 INSIGHTS FROM LINKEDIN'S WORKPLACE LEARNING REPORT: TRENDS, CHALLENGES AND SOLUTIONS' by Dr. Dr. Anind Dutta, PhD.

[www.slideshare.net](http://www.slideshare.net)

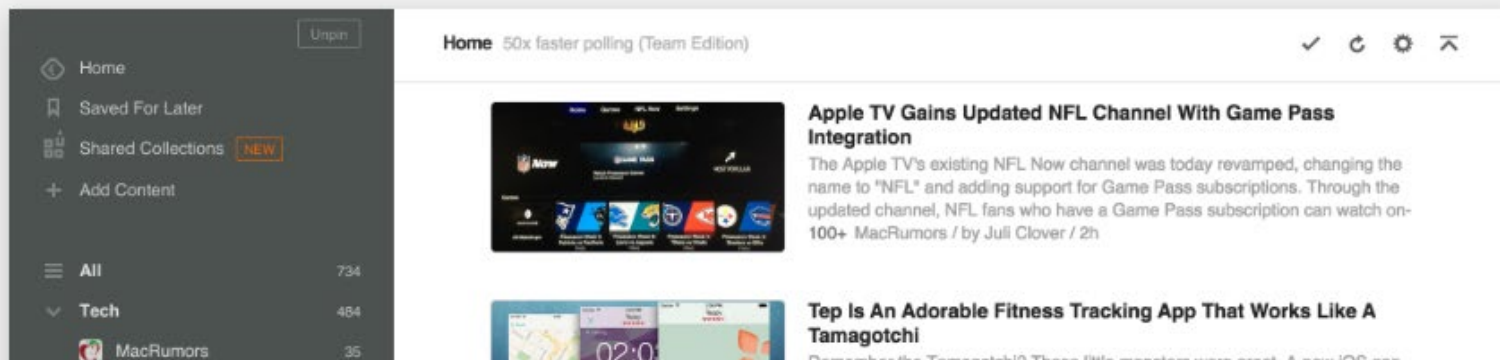
# Ferramenta Arquivar Conteúdos

## Welcome to Feedly

The content you need to accelerate your research, marketing, and sales

GET STARTED FOR FREE

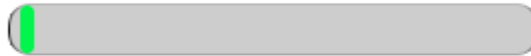
EXISTING USER



[www.feedly.com](http://www.feedly.com)

# GIF's Animados

Loading...



# GIF's Animados

GIFMaker.me

[www.gifmaker.me](http://www.gifmaker.me)

GIFCreator

[www.gifcreator.me](http://www.gifcreator.me)



[www.giphy.com](http://www.giphy.com)

[gifs](http://www.gifs.com)

[www.gifs.com](http://www.gifs.com)



# GIF's Animados

**EZGIF.COM**  
ANIMATED GIFS MADE EASY

[Home](#) [GIF Maker](#) [Video to GIF](#) [Resize](#) [Crop](#) [GIF Optimizer »](#) [Effects »](#) [Split](#) [Add text](#) [WebP](#) [APNG](#)

Online GIF maker and image editor



Video to GIF



GIF Resizer



GIF Optimizer



GIF Maker

Ezgif.com is simple online GIF maker and toolset for basic animated GIF editing. Here you can create, resize, crop, reverse, optimize, and apply some effects to gifs.

[www.ezgif.com](http://www.ezgif.com)



# Cinemagraphs



# Cinemagraphs

- **Cinemagrafia** é um procedimento ou produto de fotografia em que são criadas animações com movimentos menores e repetidos.
- É publicada no formato .GIF e os cinemagraphs dão a ilusão de visualizarmos vídeo.
- Tradicionalmente é feito a partir de uma série de fotos ou filmagens e o segredo é fazer com que apenas uma parte do que foi fotografado ou filmado fique imóvel.

# Cinemagraph

Flixel

Products

Company

Learn

Blog

Gallery

## Magical Tools for Visual Storytelling

Get a plan ▶

Take a Tour

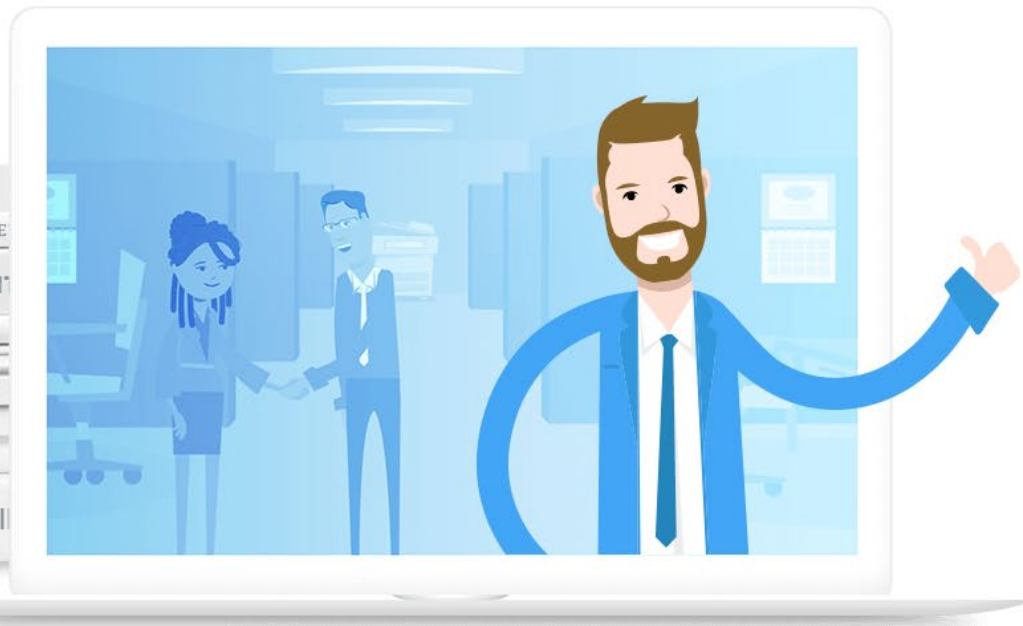
[www.flixel.com](http://www.flixel.com)



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& Presentations

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[www.Powtoon.com](http://www.Powtoon.com)

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[www.goanimate.com](http://www.goanimate.com)



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[www.magisto.com](http://www.magisto.com)

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[www.biteable.com](http://www.biteable.com)

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Join the millions of businesses, photographers, and families who use the power of video to share what matters most to them.

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Find out what Animoto has to offer. [Learn more >](#)

[www.animoto.com](http://www.animoto.com)

# Ferramentas de Vídeo Online



VIDEO TEMPLATES

PRICING

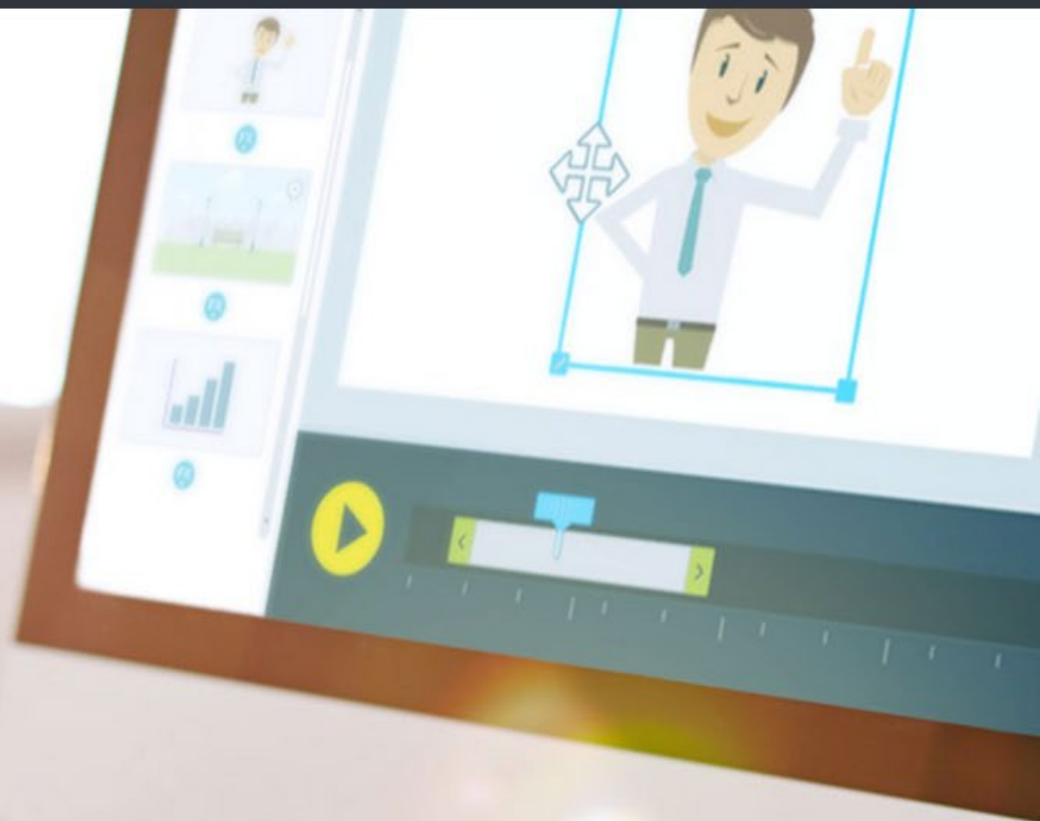
LOGIN

Try It for free

Video is Hard.  
**Raw Shorts is Easy.**

Make an awesome explainer video today. It's Free.

Start Now



[www.rawshorts.com](http://www.rawshorts.com)



# Ferramentas de Vídeo Software

## Video Editing Simplified

Ignite Your Story



A powerful and intuitive video editing experience.

Try It Free ↓

Learn More »



A full-feature mobile editing app.

Learn More »

[www.filmora.wondershare.com](http://www.filmora.wondershare.com)

# Ferramentas de Vídeo Software



[Home](#) | [Download](#)

## VideoPad Video Editor

Video Editing Software Anyone Can Use



[www.nchsoftware.com/videopad](http://www.nchsoftware.com/videopad)



# Ferramentas de Vídeo Software



[www.ezvid.com](http://www.ezvid.com)

# Ferramentas de Vídeo Software (Pagas)

- Adobe Premiere Pro
- Adobe After Effects
- Apple Final Cut
- Vegas Movie Studio
- Corel Vídeo Studio
- Pinnacle Studio
- Cyberlink Power Director
- Adobe Photoshop (vídeo básico)

# Apps de Vídeo Android



## Adobe Premiere Clip

Adobe Reproduzir e editar vídeos

PEGI 3

Esta aplicação é compatível com o seu dispositivo.



## FilmoraGo - Editor de vídeo

Wondershare Software (H.K.) Co., Ltd. Reproduzir e editar vídeos

PEGI 3

Oferece compras na aplicação

Esta aplicação é compatível com o seu dispositivo.



## Funimate: Video Editor Effects & Music Video Maker

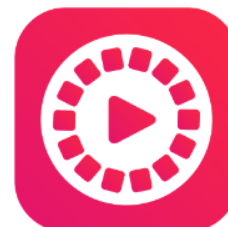
AVCR Inc. Reproduzir e editar vídeos

★★★★★ 340 543

Supervisão parental

Contém anúncios - Oferece compras na aplicação

Esta aplicação é compatível com o seu dispositivo.



## Flipagram

Flipagram, inc. Fotografia

Supervisão parental

Oferece compras na aplicação

Esta aplicação é compatível com o seu dispositivo.



## Movie Maker Filmmaker YouTube & Instagram

ALIVE Inc. Reproduzir e editar vídeos

PEGI 3

Contém anúncios

Esta aplicação é compatível com o seu dispositivo.



## VivaVideo: Grátis Video Editor

QuVideo Inc. Reproduzir e editar vídeos

★★★★★ 6

Supervisão parental

Contém anúncios - Oferece compras na aplicação

Esta aplicação é compatível com o seu dispositivo.

# Apps de Vídeo Apple (iphone, ipad)

## iMovie

By Apple

Open iTunes to buy and download apps.

[View More by This Developer](#)



[View in iTunes](#)

### Description

Description

With a streamlined design and intuitive Multi-Touch gestures, iMovie lets you enjoy your videos and tell stories like never before. Browse your video library, share favorite moments, create beautiful movies, and watch them on all

[Apple Web Site](#) [iMovie Support](#) [Application License Agreement](#)

[...More](#)

### What's New in Version 2.2.3

- Start projects quickly by selecting multiple photos and videos
- Share to Facebook and Vimeo using the standard iOS share interface
- Support for Shared iPad in iOS 9.3 or later

## FilmoraGo—Video Editor of photo,movie editing

By Wondershare Software Co., Ltd

Open iTunes to buy and download apps.



### Description

A pretty powerful video editor application, which will not stamp a watermark on FilmoraGo, making video with music and effects, FilmoraGo helps you make fun anywhere. And your amazing video could be easily shared to your friends on Y

[FilmoraGo—Video Editor of photo,movie editing Support](#)

### What's New in Version 3.2.0

[View in iTunes](#)

## Cute CUT – Full Featured Video Editor

By YU BO

Open iTunes to buy and download apps.



[View in iTunes](#)

### Description

Now, you can DRAW movies, AND you can draw ON movies! Cute YOU in control, allowing you to make the highest quality movies

[Cute CUT – Full Featured Video Editor Support](#)

### What's New in Version 1.8.6

- Fixed YouTube uploading login error.
- Fixed Facebook uploading problem.

## Clipper – Instant Video Editor

By Wander Bit LLC – Photo & Video Editor Apps and More

Open iTunes to buy and download apps.



[View in iTunes](#)

### Description

July 15th Gizmodo App of the Day

"[Clipper] helps you create fun and interesting videos without having t

[Wander Bit LLC – Photo & Video Editor Apps and More Web Site](#) [C Support](#)

### What's New in Version 1.6.2

A few changes under the hood

# Vídeo 360



Realidade virtual

2 492 257 subscribers

INÍCIO

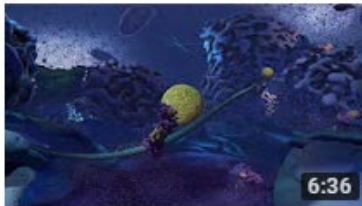
VÍDEOS

LISTAS DE REPRODUÇÃO

CANAIS

ACERCA DE

Os melhores de 360° [REPRODUZIR TODOS](#)



Cellscape VR Biology Guided Tour

Tyler DeWitt  
11 424 visualizações •  
Há 1 semana



EL SQUAD: GLITCHED | VR Experience presented by

WRECKING CREW ORCHESTRA  
15 630 visualizações •  
Há 4 semanas



Drop from a 70-foot waterfall with extreme kayakers in VR

VRtually There  
43 220 visualizações •  
Há 1 semana



3D Painting: Phelps Vs. Shark (360 Video)

Discovery VR ✓  
31 152 visualizações •  
Há 6 dias  
[Legendas](#)



Is Biking To Work Safe In Los Angeles? | 360-degree video

Los Angeles Times ✓  
29 554 visualizações •  
Há 1 semana

[www.youtube.com/360](http://www.youtube.com/360)

# Vídeo 360



Star Wars - The Force Awakens (360 degrees experience)

<https://www.youtube.com/watch?v=f-7qq8n2iqw>



# Vídeo 360

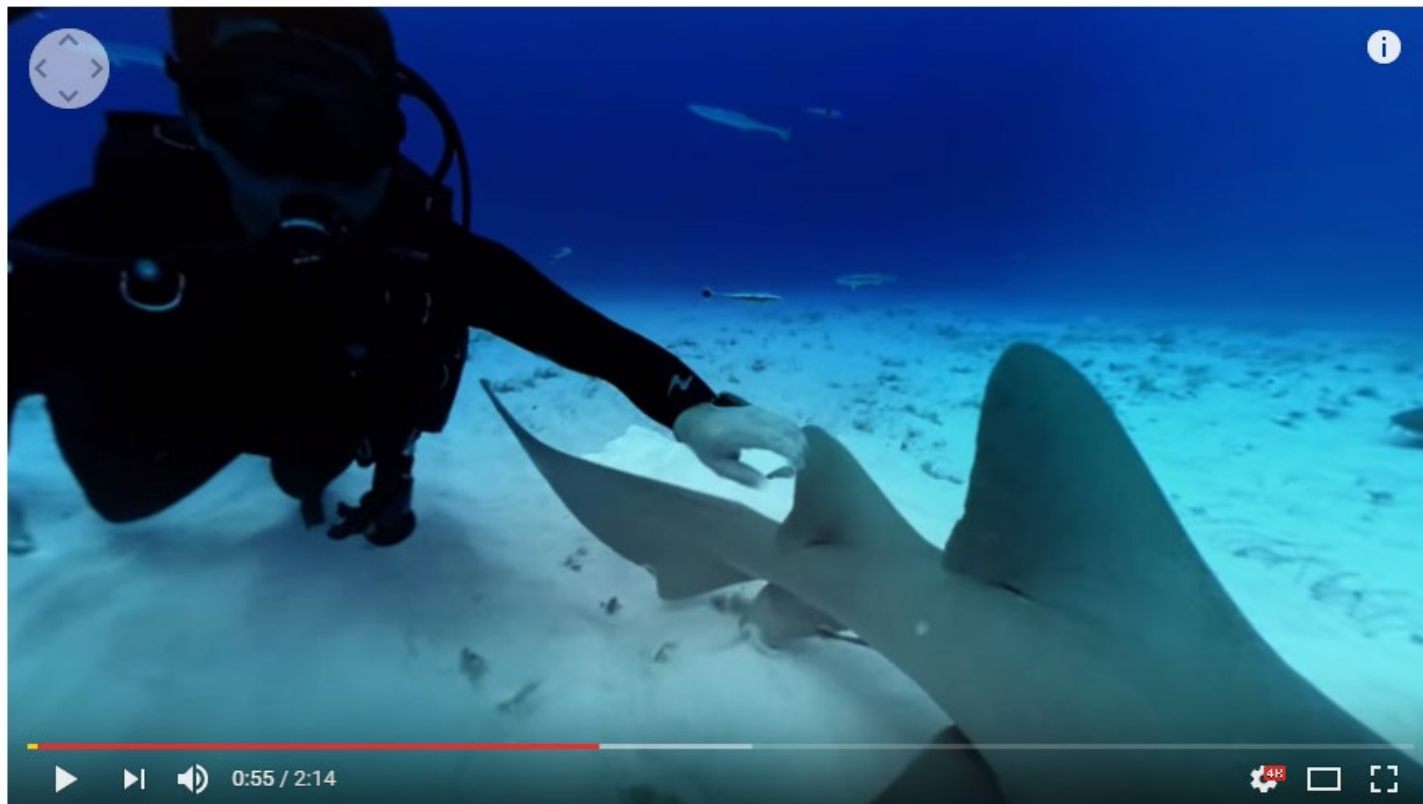


The Conjuring 2: Visions | VR 360 Experience [4K ULTRA HD]

[The Conjuring 2: Visions | VR 360 Experience \[4K ULTRA HD\]](https://www.youtube.com/watch?v=Ofkks4Yy2Ak)

<https://www.youtube.com/watch?v=Ofkks4Yy2Ak>

# Vídeo 360



360° Great Hammerhead Shark Encounter | National Geographic



National Geographic ✓

6 375 596 subscribers

# Recursos de Áudio

## Biblioteca de áudio

Música gratuita

Efeitos sonoros

Procure e transfira música gratuita para o seu projeto.

Faixas	Favoritos	Género ▼	Estado de espírito ▼	Instrumento ▼	Duração ▼	Atribuição ▼
▶	Golden Days	3:07	Topher Mohr and Alex Elena		Pop   Inspirador	
▶	African Drums (Sting)	0:10	Twin Musicom		Clássica   Feliz	
▶	Smiles for Miles	2:11	Silent Partner		Alternativa e punk   Funky	
▶	Pina Colada	2:10	Silent Partner		Jazz e Blues   Funky	
▶	Piri Piri	1:30	Jingle Punks		Jazz e Blues   Funky	
▶	Jingle Bells (Instrumental Jazz)	2:51	E's Jammy Jams		Feriado   Inspirador	

[www.youtube.com/audiolibrary](http://www.youtube.com/audiolibrary)

# Recursos de Áudio



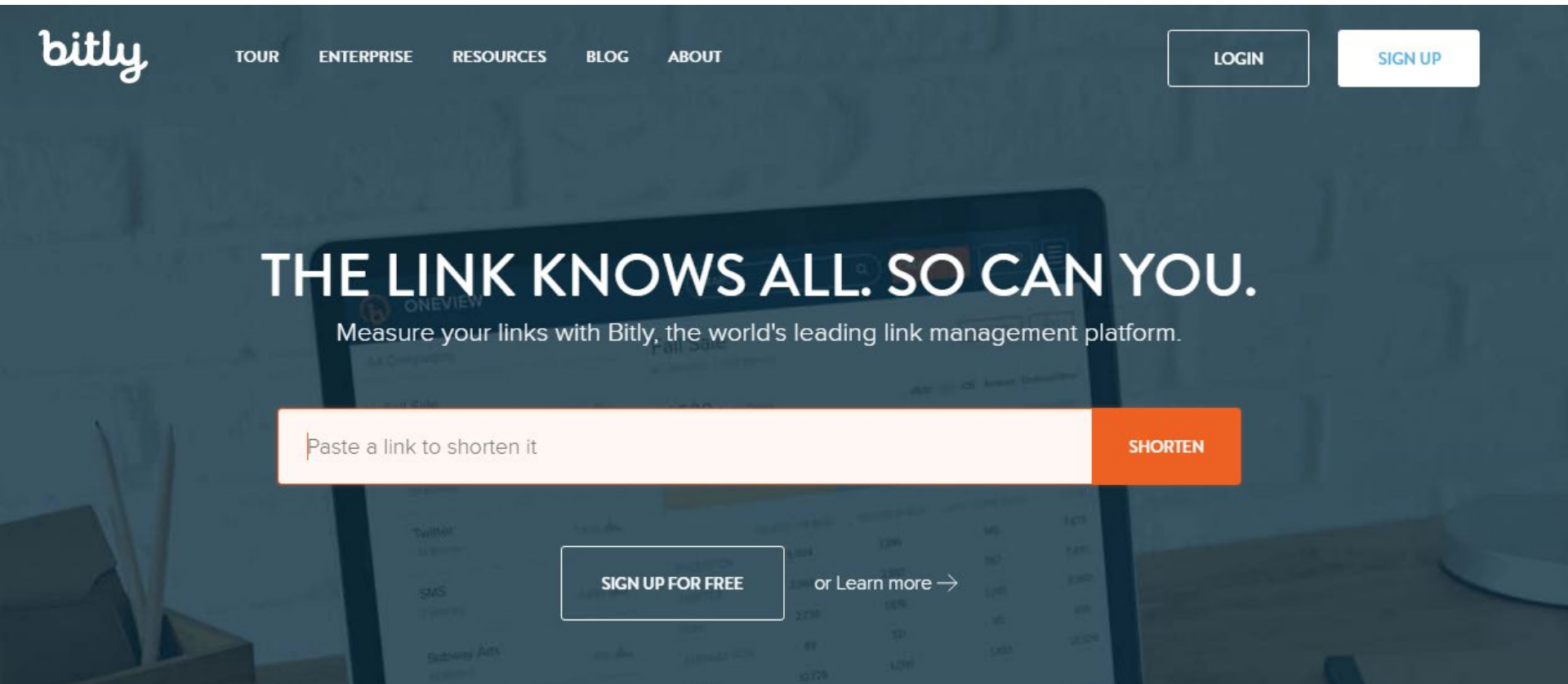
[www.freemusicarchive.com](http://www.freemusicarchive.com)

# QR CODES

[www.the-qr-code-generator.com](http://www.the-qr-code-generator.com)  
[www.qrstuff.com](http://www.qrstuff.com)



# Ferramenta Encurtador URL



[www.bit.ly](https://www.bit.ly)



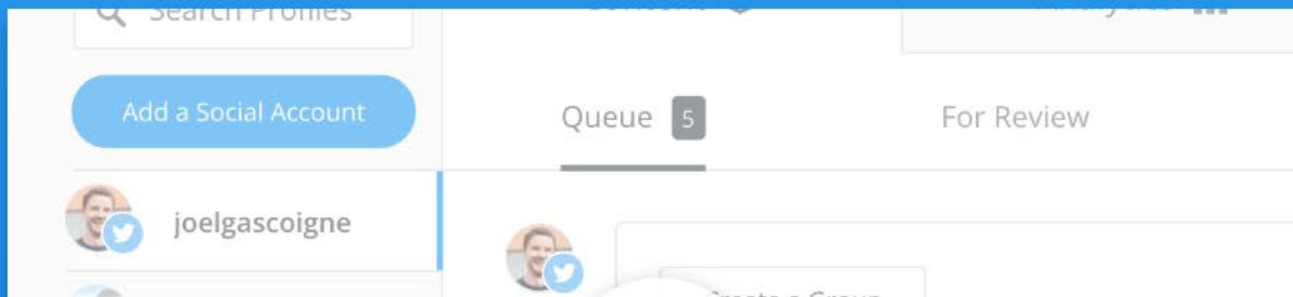
# Ferramentas Gestão Redes Sociais



## Schedule your social media posts for later

Quickly and easily schedule posts for all of your social accounts and Buffer will publish them automatically, according to the posting schedule you put in place.

Schedule your first post now >



[www.buffer.com](https://www.buffer.com)

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**Gerencie todas as suas mídias sociais em um único lugar**

Da captação de clientes em potencial ao atendimento aos clientes, a Hootsuite ajuda você a aproveitar mais as mídias sociais.

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[www.hootsuite.com](http://www.hootsuite.com)

# Ferramentas Email Marketing



[www.mailchimp.com](http://www.mailchimp.com)

# Ferramentas Email Marketing

## Marketing Automation para Todos!

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[www.e-goi.com](http://www.e-goi.com)

# Obrigado! Até breve.

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Skype: carloscardososkype

[www.linkedin.com/in/carloscardosopt](http://www.linkedin.com/in/carloscardosopt)  
[www.instagram.com/carloscardosopt](http://www.instagram.com/carloscardosopt)  
[www.facebook.com/carloscardosoformador](http://www.facebook.com/carloscardosoformador)  
[www.youtube.com/carloscardosopt](http://www.youtube.com/carloscardosopt)



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