# Six Supporting tools for storytelling

Canva

After identifying the best strategy to pursue to implement an effective business storytelling for your startup and after defining and planning the steps to follow for its realization, Canva comes into play.

With its vast collection of templates and the wide choice of uses available, Canva allows you to cover any need related to storytelling, especially for all those startups that have not yet covered the roles of graphic

designer and social media manager, but who
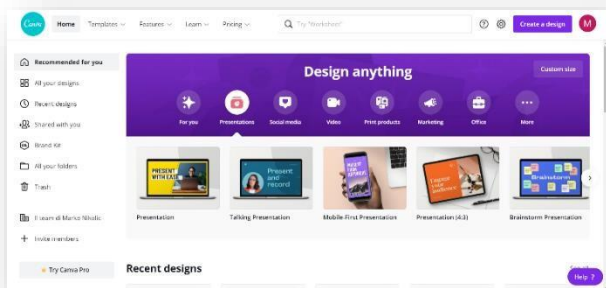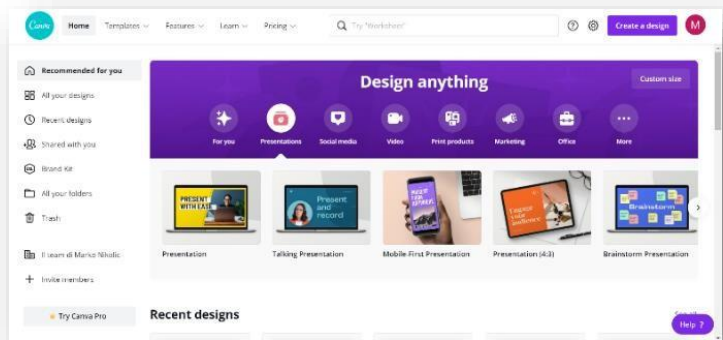
have a business storyteller. If, on the other hand, all three of these figures are already present in the organization, using Canva allows them to greatly facilitate and streamline their work.

Whether it is storytelling carried out through presentations, videos, social media, and whether this has a function aimed at motivating employees or marketing, Canva allows you to produce materials (both suitable for use as social content and for other purposes) with simplicity and intuitiveness through the use of a drag and drop editor.

https://www.canva.com/

Prezi

The business storytelling strategy has been defined and the materials necessary for its realization have been produced, and among these there is an interesting presentation of the startup, to be used during videoconferences. The idea of sharing the screen, however, is not always exciting as it removes direct contact between interlocutors and also makes everything very static and (often) boring.
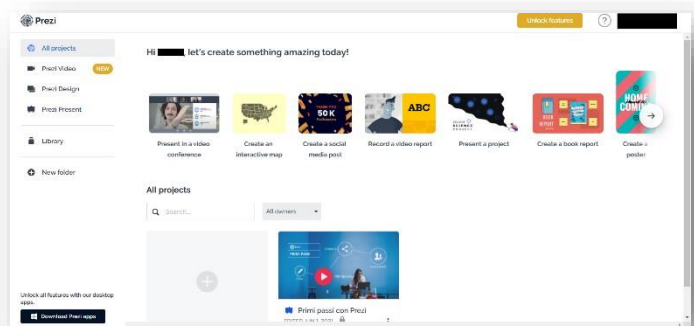
Prezi is a website that allows you to produce interactive materials ranging from live presentations to content for social media, thus solving all the problems relating to the static nature of the content.
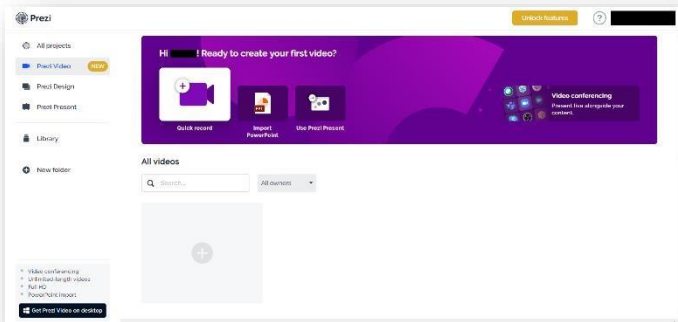
Simple and intuitive in its use, Prezi allows any storyteller to improve the impact of their narratives through the use of attractive and varied templates (of which a huge number are accessible through the free

subscription), also allowing for an easy content adaptation in accordance to any need that may emerge.

Prezi is also available both via browser and via PC and mobile Apps (although the Apps can only be used for making presentations, but not for producing them) and is also compatible with all major videoconference platforms.
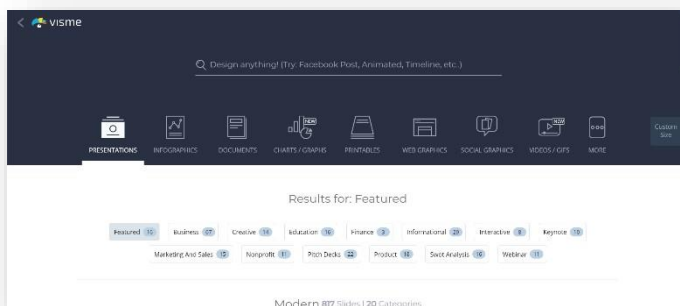
https://prezi.com/

Visme

An excellent business storytelling strategy must be accompanied by materials useful for its implementation that are at the same level.

Creating visual storytelling materials is an easy and intuitive task with Visme. In this day and age, you do not even need to be a pro designer to be able to make content that will amaze your users. With Visme, you can make presentations, infographics, flyers and whatever else you may need.

With thousands of available templates, you can easily create new material to engage your audience. Images,

icons, charts, maps, Visme rocks all the necessary and plenty more.

The effortless editing is more like playing a video game than anything else. There are also a bunch of different user packages that may respond to all your needs, both free and a paid for.
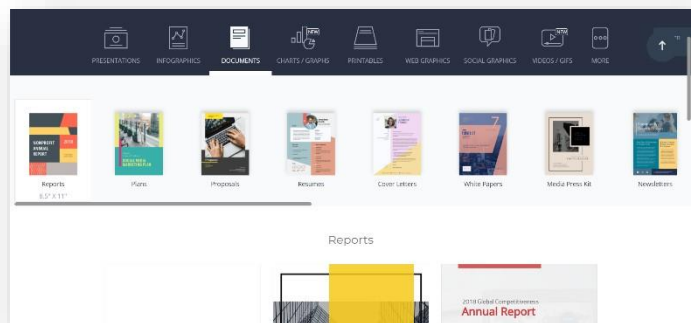
https://www.visme.co/

Ceros

Ceros is an interactive content platform that makes it easy for marketers to create infographics, e-books, and websites without the need for coding knowledge. It enables you to create aesthetically pleasing designs easily, animate them, and input features like social media plug-ins and pop-ups. It also includes access to a catalog of fonts and icons.
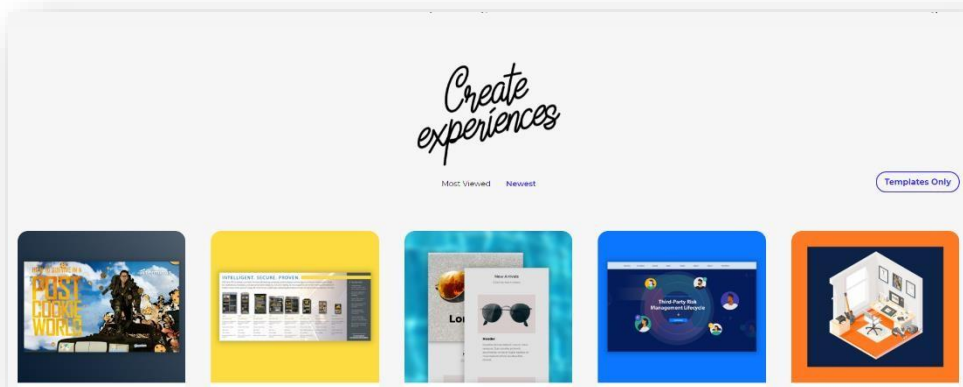
www.ceros.com

Infogram

Infographics are a fantastic way to organize information visually. Users love them. They make text easy to digest and tend to get shared a lot on social media.
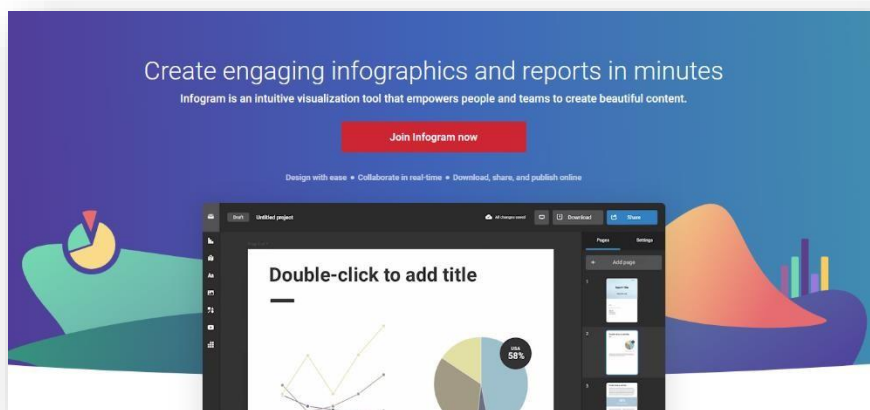
Infogram is a tool that makes designing your own interactive infographics a simple process.

You can also make cool charts and maps by using one of Infogram's themes.

www.infogram.com

Loupe

If you've got a bunch of photos from a company event or some other function and want to share them with your customers, try using Loupe to help you present them in an interesting way. Loupe lets you make a collage of your photos in a

custom shape, send them in a card, or even look for photos in a Where's Waldo-inspired game.
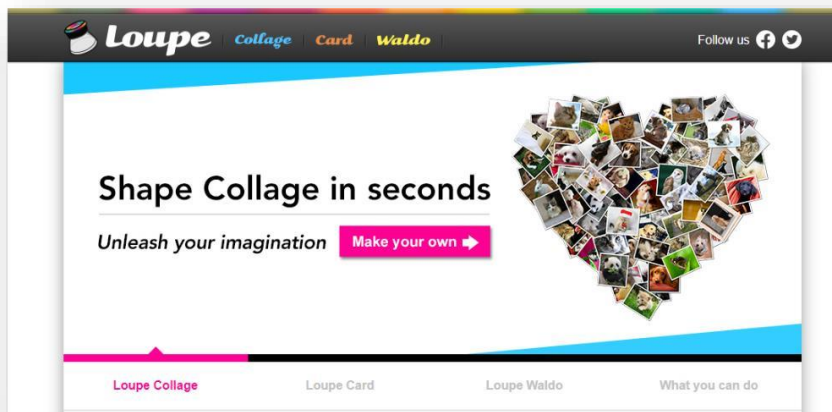
Sharing your photos in a creative way like this can make your content more interesting and help develop a strong brand identity.

http://www.getloupe.com/