ZEISS Vision Care

Resource List

ZEISS Content

	http://www.zeiss.com/ecpmarketing	**Password: ZEISS400**	**Logos, social content, CE courses, etc.**
	https://myvisionprofile.zeiss.com/ https://myvisionprofile.zeiss.com/optician-link-generator/en_us/form		**Add to business website**
	https://www.google.com/business/		**Market your business**

Graphics Tools

	https://visage.co/	**Design graphics for each platform**
	https://www.canva.com/	**Graphics and video**
	https://animoto.com/	**Professional quality videos**
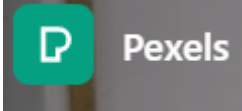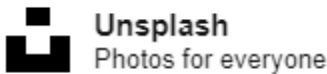
Posting/Analytics Tools

Buffer	https://buffer.com/	**Posting to multiple channels**
Hootsuite	https://hootsuite.com/	**Post to different channels**

Content Generation Tools

feedly	https://feedly.com/i/welcome	**Content discovery tool**
BuzzSumo	https://buzzsumo.com/	**Content discovery and in-depth metrics**

Stock Images and Video

Pexels	https://www.pexels.com/videos	**Images and Video**
Unsplash Photos for everyone	https://unsplash.com/	**Images and Video**

Thank you!

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