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**Adobe Express**

Supercharge Sales  
and Marketing with  
Adobe Express

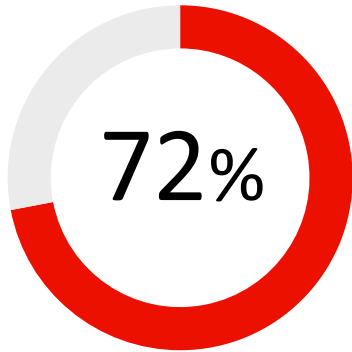


**Elise Swopes**  
Senior Adobe  
Express Evangelist  
Adobe

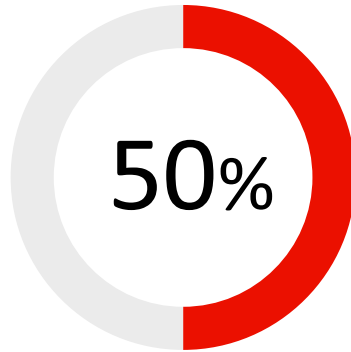


**Dina Gundersen**  
Owner  
Creative Thunder  
Design, Inc.

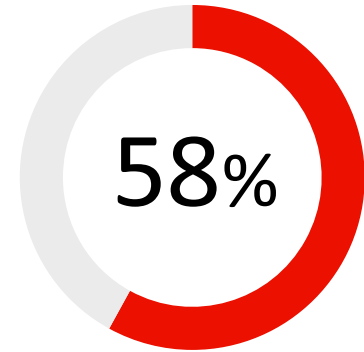
# Adobe and Accenture



of non-creative  
employees require  
**weekly creative support**



report that support isn't  
available **quickly**  
or **cost-effectively**



of these employees spend up to  
**29 hours a week** creating visual  
content independently, often  
without proper training or tools

Made by AI Assistant | August 21, 2025

# Supercharge Sales and Marketing with Adobe Express

## Session summary

In this webinar, Elise Swopes and Dina Gundersen from Adobe demonstrate how Adobe Express empowers sales and marketing teams to create professional, on-brand content quickly and efficiently. The session highlights the challenges teams face with time-consuming content creation and showcases how Adobe Express addresses these issues with its user-friendly tools, customizable templates, and seamless integration with Creative Cloud. Dina provides live demos on creating personalized presentations, repurposing content, adding animations, and editing imported files, illustrating how Adobe Express saves time and enhances productivity.

## Key takeaways

- Adobe Express enables non-designers to create professional-quality content with thousands of customizable templates and built-in stock assets.
- Teams can save up to 29 hours per week by using Adobe Express for quick content creation, freeing up time for core responsibilities.
- The platform supports seamless collaboration with features like shared access, remixable templates, and cloud-based file organization.
- Adobe Express integrates with Creative Cloud, allowing users to upload and edit files like PDFs, Adobe Photoshop files, and PowerPoint presentations.
- Advanced features like generative AI, animation tools, and brand color matching make it easy to create visually impactful and on-brand content.

## Step-by-step demo tutorials

### 1. Creating a personalized presentation in Adobe Express

1. Open Adobe Express and navigate to the homepage.
2. Click on the button labeled "Start from your content."
3. Select and upload your PowerPoint file.
4. Wait for the file to process, or open a pre-uploaded version.
5. Edit elements on each slide by clicking on them. For example:
  - a. Resize logos by dragging the corners.
  - b. Edit text directly by clicking on it and typing.
6. To add an image, click "Media," then search Adobe Stock or upload from your device.
7. Use the "Remove background" quick action for images as needed.
8. Replace illustrations by selecting the image, clicking "Replace," and choosing a new file.
9. Add text effects by selecting text, clicking "Effects," and choosing options like "Drop shadow."
10. Fix typos using the spell check feature.
11. Lock elements by clicking the "Lock" button to prevent accidental changes.
12. Add animations by selecting text, clicking "Animation," and choosing an effect.
13. Apply slide transitions by selecting all slides, clicking the three dots, and choosing a transition.
14. Save or share the presentation by clicking "Present," "Share," or "Download."

### 2. Repurposing content for a new campaign

1. From the homepage, locate the existing social master template.
2. Click "Duplicate" and rename the file for the new campaign.
3. Open the duplicated file.
4. Edit text by clicking on it and typing new content.
5. Replace images by clicking on the image, selecting "Replace," and choosing from Adobe Stock, your device, or generative AI.
6. Use the "Generate image" tool for custom visuals by entering a prompt and selecting the desired result.
7. Crop images by selecting them, clicking "Crop," and adjusting the frame.
8. Adjust layers by dragging elements in the "Layers" panel.
9. Add logos by uploading files and cropping them into shapes using the "Crop" tool.
10. Save or share the updated design by clicking "Download" or "Share."

### 3. Adding animations to social posts

1. Open the social post file in Adobe Express.
2. Select the text or elements you want to animate.
3. Click "Animation" in the top menu.
4. Choose "Animate all" to apply effects to multiple elements.
5. Select an animation style, such as "Glide."
6. Adjust the animation timing and direction using the sliders.
7. Preview the animation in the timeline.
8. Add audio or background music by clicking "Add audio" in the timeline.
9. Save the animated post by clicking "Download" and selecting MP4 or GIF format.

### 4. Editing an uploaded PDF in Adobe Express

1. Upload the PDF file.
2. Wait for the file to process.
3. Edit text by clicking on it and typing.
4. Adjust images by selecting them and using the "Replace" or "Crop" tools.
5. Rearrange pages by dragging them in the page view.
6. Delete pages by selecting them and clicking "Delete."
7. Save the updated file by clicking "Download" and selecting PDF format.

### 5. Organizing files in Adobe Express

1. From the homepage, click "Your stuff" (sometimes labeled Projects or My stuff).
2. Browse or use the search bar to find your projects.
3. Use the filter options (by file type, recent, or shared with you) to narrow down results.
4. To keep things tidy, you can rename, duplicate, or delete projects.

Frequently Asked Questions | August 21, 2025

## Supercharge Sales and Marketing with Adobe Express

### What is Adobe Express?

Adobe Express is an all-in-one content creation app for creating social posts, images, videos, flyers, and more. Adobe Express makes it easy to create standout content using AI that's designed to be commercially safe.

### Can you download Adobe Express to your computer if you have a Creative Cloud account, or is it web only?

Adobe Express is currently for web and mobile only.

### Does Adobe Express perform differently in certain browsers or is there a preferred browser to use?

Adobe Express is fully supported in all common browsers.

### Can you connect Adobe Express with other Adobe software and share content amongst them?

Yes — that's where a lot of value gets unlocked. Adobe Express includes integrations into Adobe Acrobat and all of Creative Cloud by sharing content through Creative Cloud Libraries. Creative professionals commonly use Creative Cloud tools for power user experiences, then share with others through Adobe Express for self-serve, on-brand content remixing/reusing without creating added burden for the creative/design/brand teams.

### Does Adobe Express offer gridlines to aid in aligning our assets?

Yes, and it goes one step further to provide you with a collage-like experience where you can drop in images that are perfectly aligned.

**Can you add alt text easily?**

Yes, you can also use very cool text effects if you want to bring your fonts to life with your content theme. For example, play with fonts made using leaves, sprinkles, or balloons! The sky's the limit with creativity.

**How can you layer multiple videos? I am trying to extract the sound from one video and overlay it on another video. How do I do that?**

This is a better use case for Premiere Pro, but when you buy Creative Cloud All Apps, or single app, you'll also get Adobe Express included for free.

**How easy is actual logo creation in Adobe Express?**

Incredibly easy. You can start from scratch with generative AI or start from your own content.

**Can you import a layered PSD file into Adobe Express?**

You can absolutely do this through Creative Cloud Libraries.

**If you share for editing, is the shared user editing the original or a copy?**

It's the original, but you can keep track of changes using version history.

**Can you import PowerPoint templates?**

Yes, we support importing and exporting PPTX files. Adobe Express shines in integrating all the power of Creative Cloud, including commercially safe generative AI, along with Adobe Stock. This demo showed how easy it is to apply your brand to any content. It also showed how to lock content elements and create a reusable/remixable version to save you a lot of time and provide peace of mind while looking professional and staying on brand.



**Do collaborators need to have an account?**

If a collaborator needs to edit, they'll need an account to attribute those edits. But if they only need to view the file, they don't need to authenticate. If needed, they can log in using a free Adobe Express account.

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**Adobe Express**