

HOW TO USE INSHOT APP TO EDIT MARKETING VIDEOS ON YOUR PHONE

(100 MILLION PEOPLE USE INSHOT)

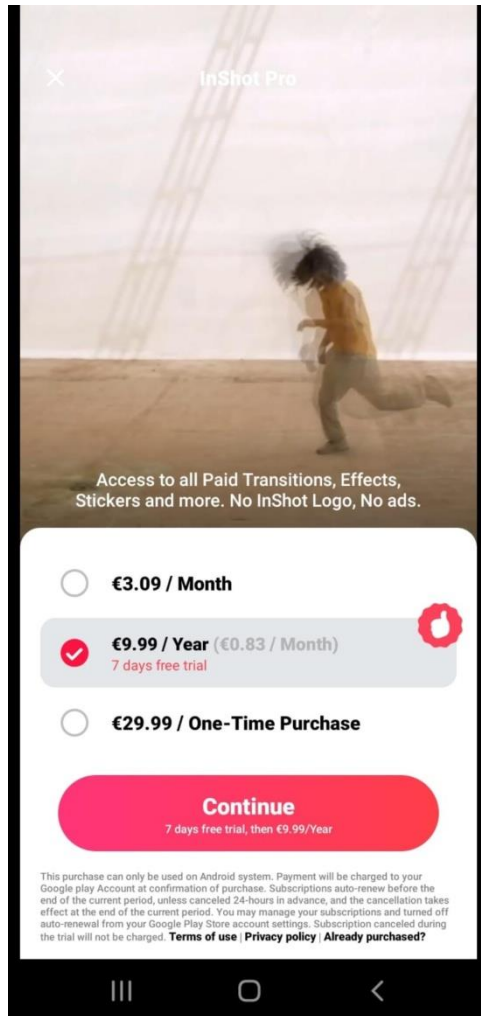


**Video
Marketing
Part 2**

What We Will Cover

1. About InShot App and a run through of its features.
- 2.. Overview of the main type of marketing videos you could make
3. When should you edit your videos Vertical (9:16) and when landscape (16:9)
4. Examples of marketing videos from Irish businesses where someone is speaking to camera
5. Demo 1: How would you edit a Vertical version for Reels, Stories, TikTok
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9. Tips for shooting videos

Mobile app Video editor – InShot



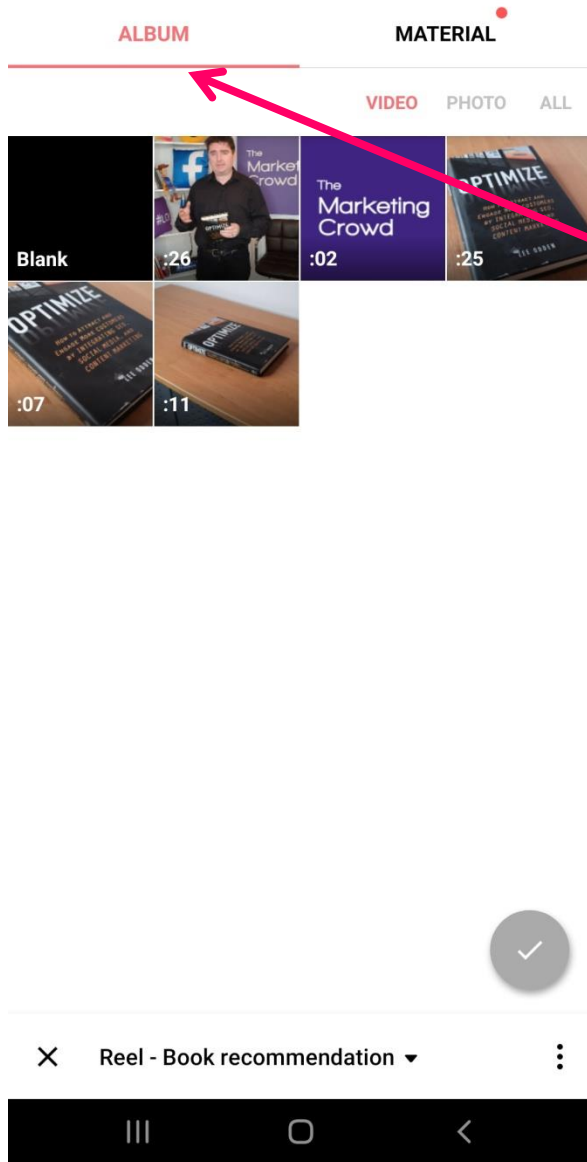
Go to the app store or play store on your phone.
Search for and download InShot

Over 100 million people use InShot

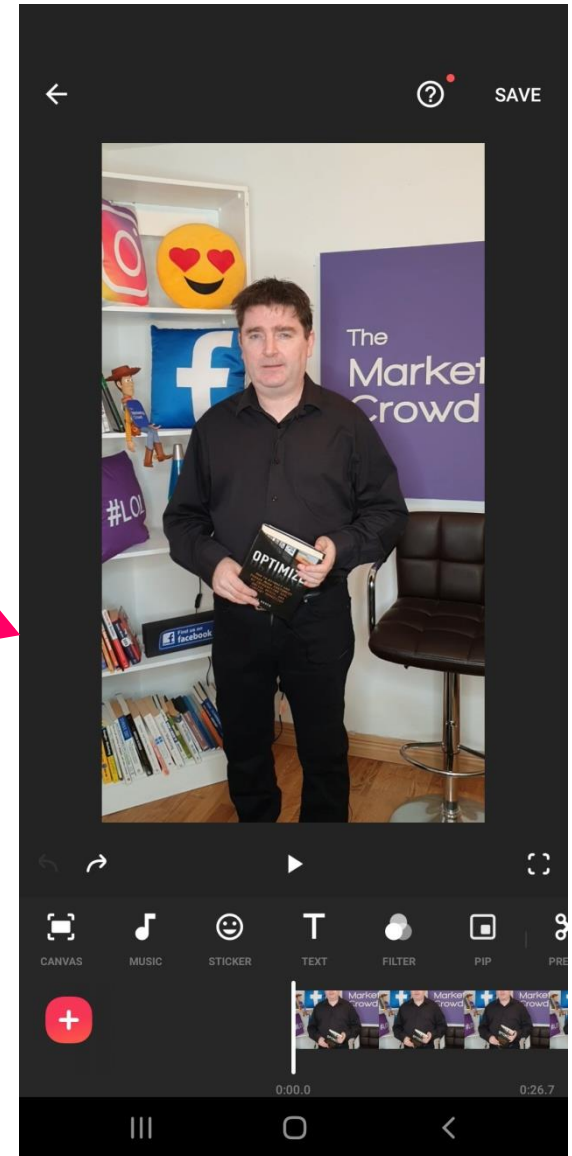
You can try the app for free but there will be a watermark on your video. To remove the watermark you need to buy a license but it is very reasonably priced.

This will easily allow you to add footage to your video when you add it as a PIP (Picture in picture)

How to get started editing a video



- Find the folder on your phone that contains the video clips
- Tap on the clip that you want to appear first in your video
- Your video clip is now in the editor



Overview of the menu in the editor



- Canvas – this allows you to change the shape of your video to square, vertical (9-16) or landscape (16-9)
- Music – this allows you to add music to your video. Choose from one of their tracks, music on your phone or extract a track from a video on your phone
- Stickers – you can add stickers or gifts to your video
- Text – add text, choose the font, colour and animation
- Filter – add filters or effects like Zoom, Fireworks or Snow
- PIP – this is very important as it allows you to overlay a video or image as footage

Overview of the menu in the editor



- Precut – allows you to cut out parts of your clip in different ways e.g. Drag sliders from the start and end or split where you have paused
- Split – tap this if you want to cut the clip exactly where you have paused
- Delete – tap to delete something you have selected e.g. A clip, music, effect, text etc
- Backgrounds – you can have the video appear on a background and you can choose a colour, or image or a blurred background
- Speed – make the video clip run faster or in slow motion
- Crop – crop out something in your video or crop into the video in order to give the impression you are using an extra camera

Overview of the menu in the editor



- Volume – adjust the volume in the video clip
- Voice effect – change the voice in the video to some fun effects
- Replace – replace the clip you select with a different one from your phone
- Duplicate – you can duplicate the selected clip or image
- Reverse – you can have your video clip play in reverse
- Rotate – if your clip appears upside down or sideways you can rotate it to fix it
- Flip – you can have the person in the video facing the opposite way
- Freeze – tap this if you want to take a photo of the part of the video. You can then use the photo in your video.

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What are the 4 main types of marketing videos



There are 4 big types of marketing videos

1. Testimonials
2. Company promo
3. Product / service videos
4. “How to” videos

Testimonial and Company promo videos are typically made with someone being interviewed

Product or service videos typically have someone speaking directly to camera

“How To” videos typically have someone speaking to camera

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Landscape or vertical?

Ask yourself, why are you creating the video



Is it a “marketing” video created to showcase your business, product, service?

- Examples would be company promo, testimonial, 60 second product or service video
- You would want to have these videos on your website and YouTube ... And also post them on Facebook, LinkedIn and Twitter

Landscape or vertical?

Ask yourself, why are you creating the video.

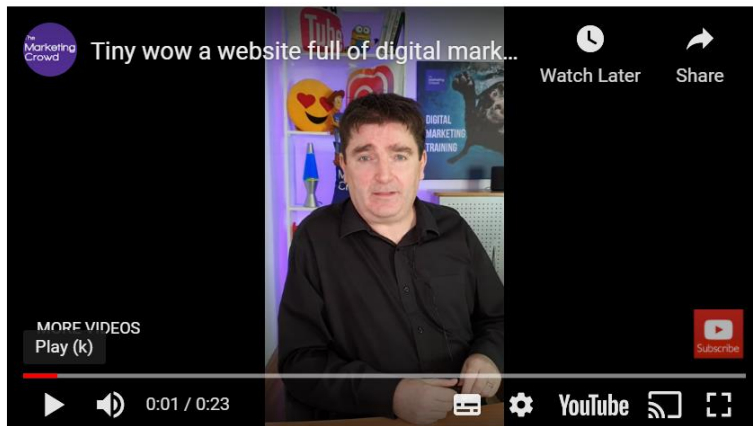
Example of a landscape video



Any important “marketing” videos like these should be shot and edited landscape because that works best on your website and YouTube.

Plus landscape works well on Facebook, Twitter, LinkedIn

Example of a portrait video



Ask yourself, why are you creating the video?



Is it a “social media” video created primarily to be a social media post?

- Examples would be “How to” videos, helpful tips, short videos about a product or promotion, short video about an event or behind the scenes with staff.
- You are really creating this video to post it on Facebook, Instagram, LinkedIn and Twitter and having it on your website is not that important

If this is the case, you need to ask yourself, which is your most important social network – the one you get most reach and engagement on – and then decide the format based on what works best on that social network

If it is Instagram you should make a Reel which is vertical video

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What type of marketing videos tend to have people speaking directly to camera?



Product or service videos examples

- Garden centre / boutique / shoe shop telling us about a new product
- Restaurant owner telling us what is new on the menu
- Estate agent showing us a house on the market
- Life coach telling us about the service he / she offers
- Yoga instructor telling us about upcoming class

“How To” videos examples

- A cookery school showing us a recipe
- A garden centre showing us how to plant something
- A consultant sharing tips and advice

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Why would you use Inshot to create your Reel or TikTok?

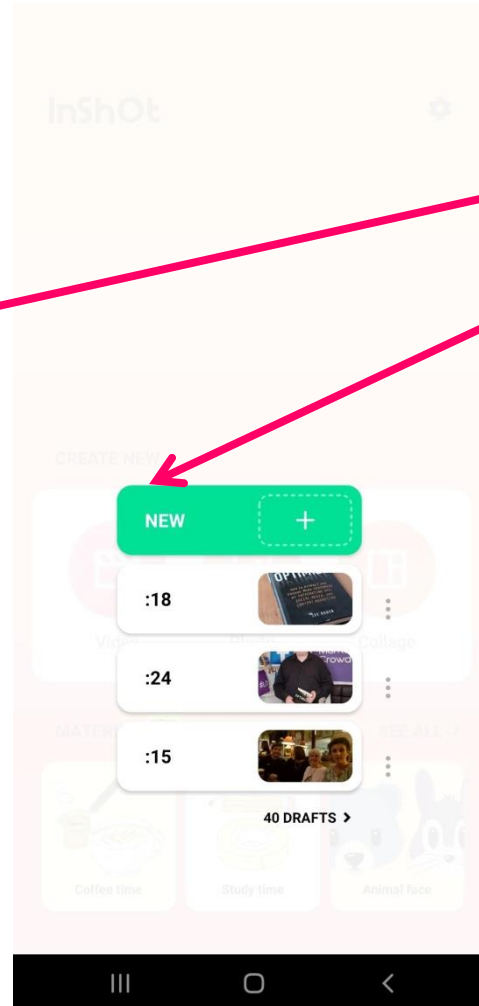
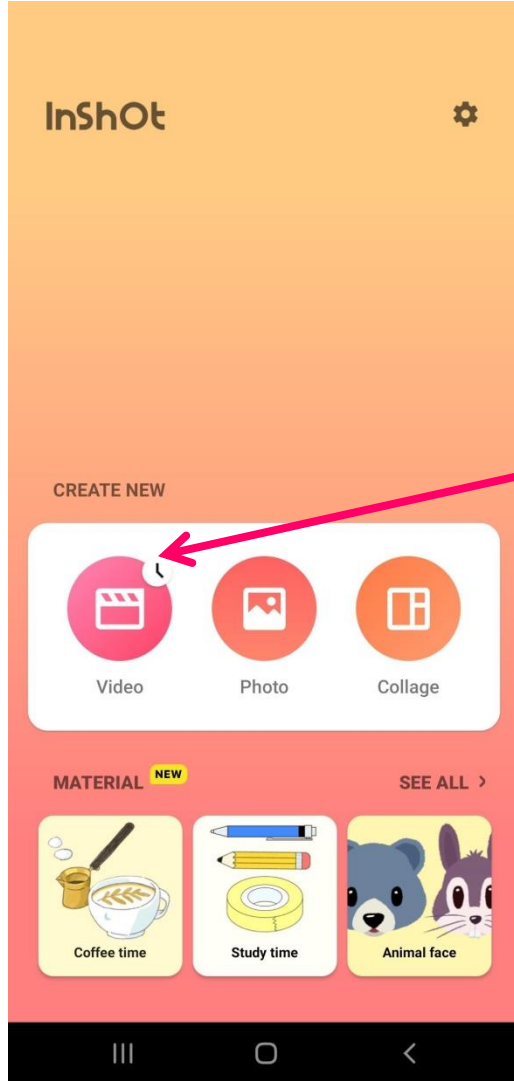


You might want to make your video look more professional by adding footage, text, transitions

1. You would like to overlay footage on a video of someone speaking to camera in order to make your video more impactful
2. You'd like to add custom text
3. You want more flexibility when editing.

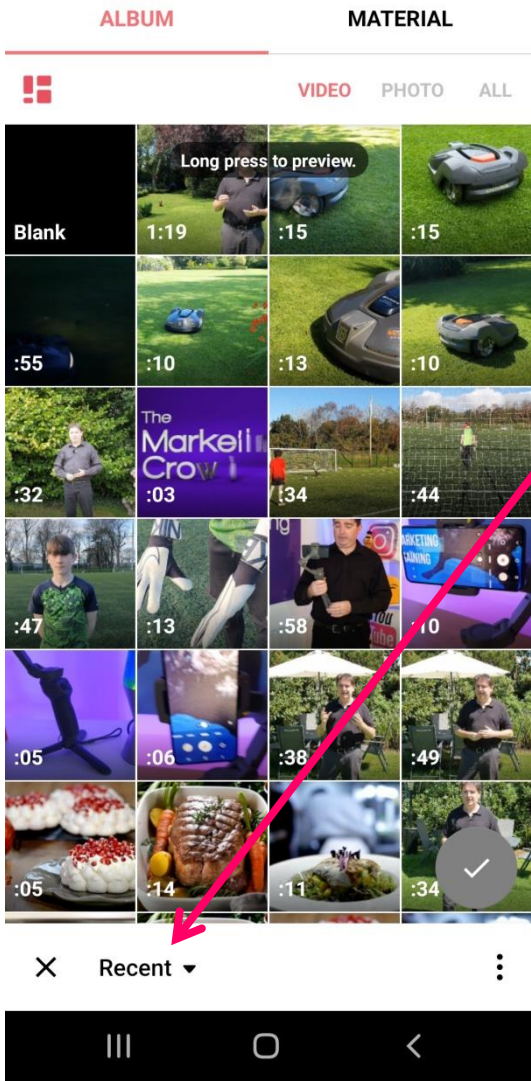
Note – TikTok has recently updated the editor and you can now overlay images on your video and you have more flexibility in cutting out parts of your video

How to create a Portrait video

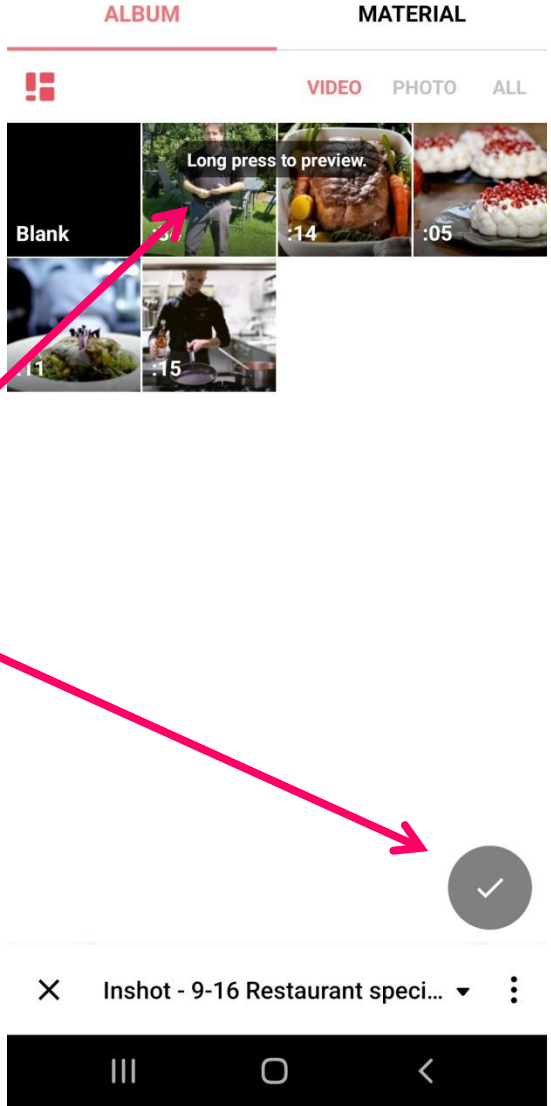


- Download and install InShot app onto your phone
- Tap on the icon to open it
- Tap on video to create a video
- Tap New

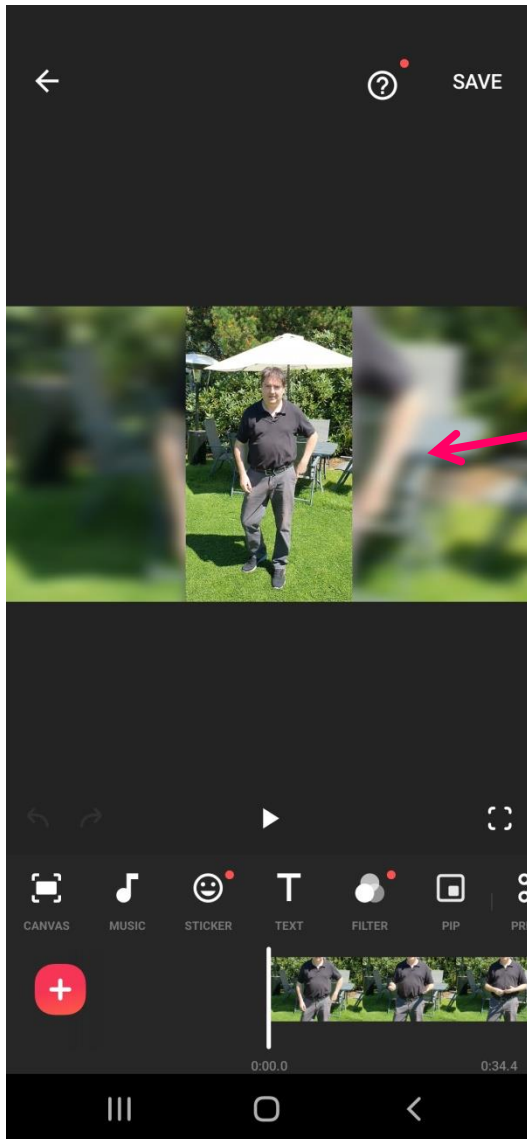
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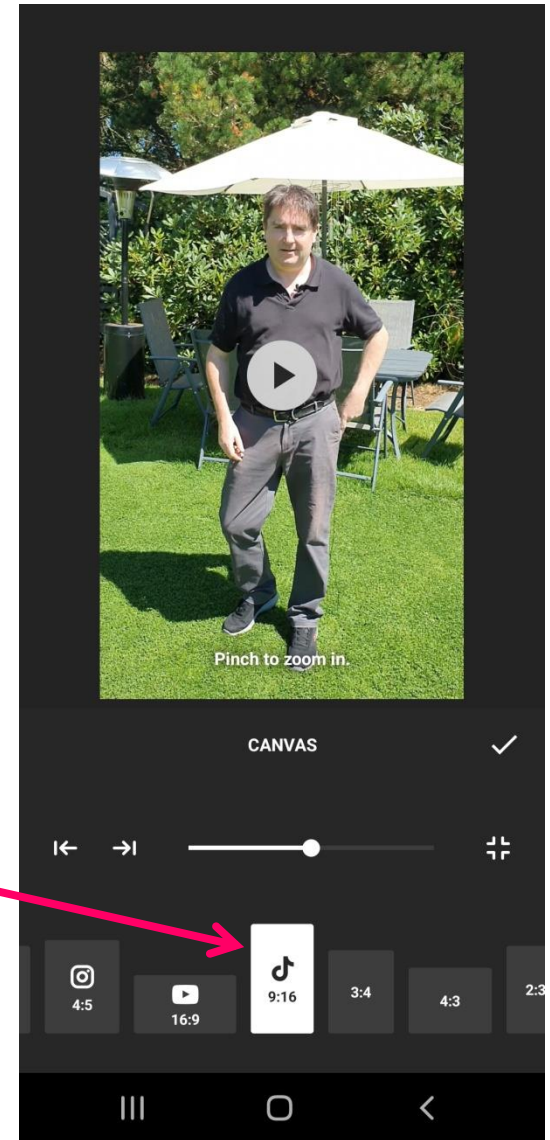
- Select the folder that has your video
- Select your video from your phone folder
- Tap the green arrow to proceed



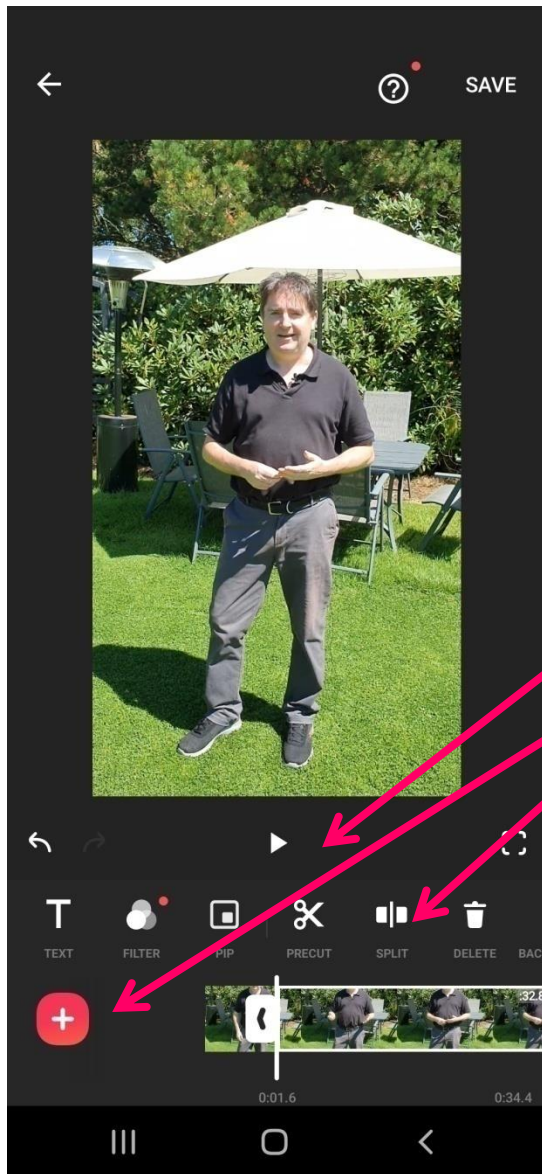
How to create a Portrait video



- Your vertical / portrait video will probably look like this. It is a vertical video in a landscape player.
- You need to change the canvas to 9:16
- Tap on Canvas in the menu
- Then tap 9:16

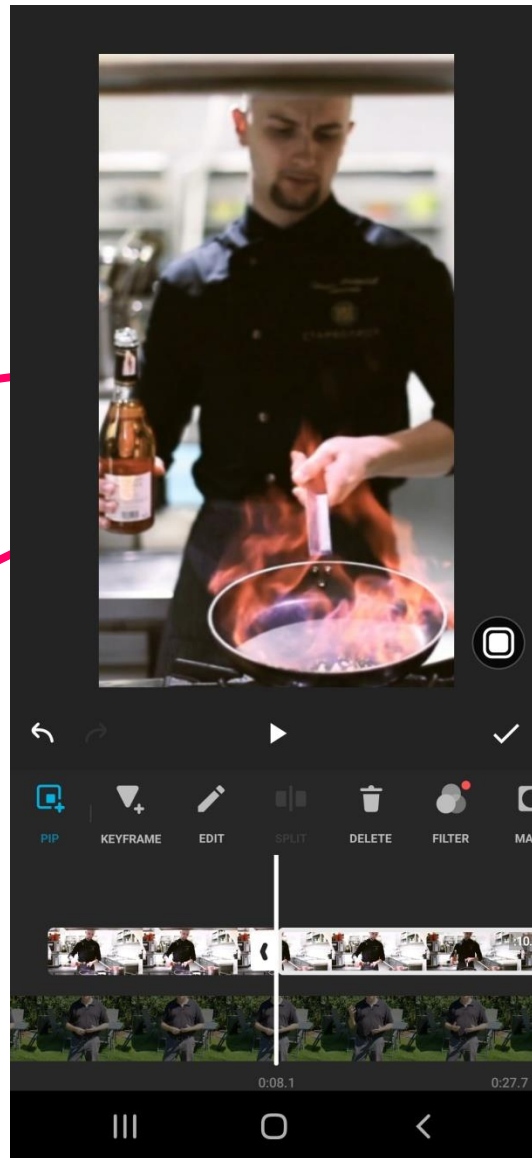
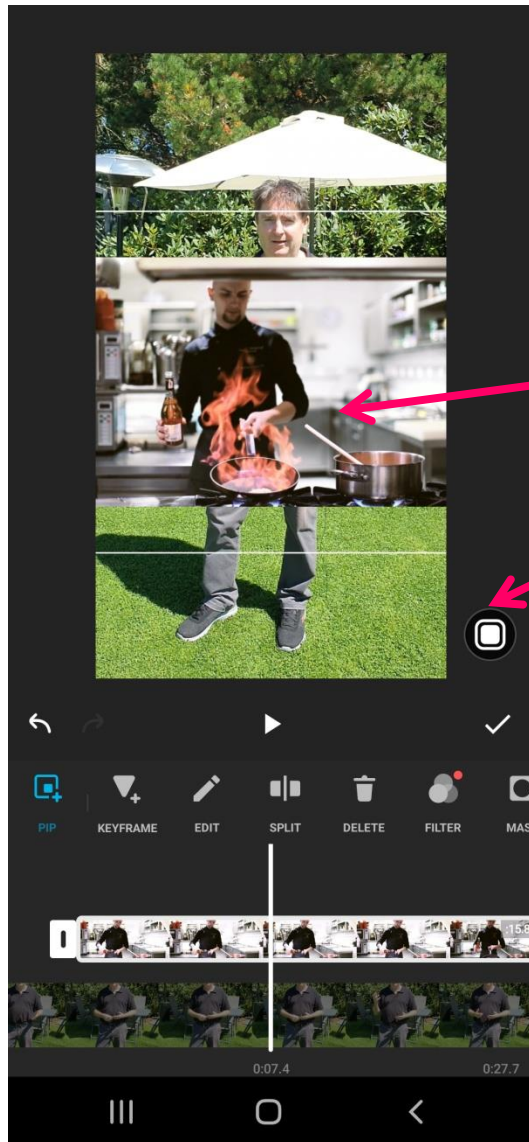


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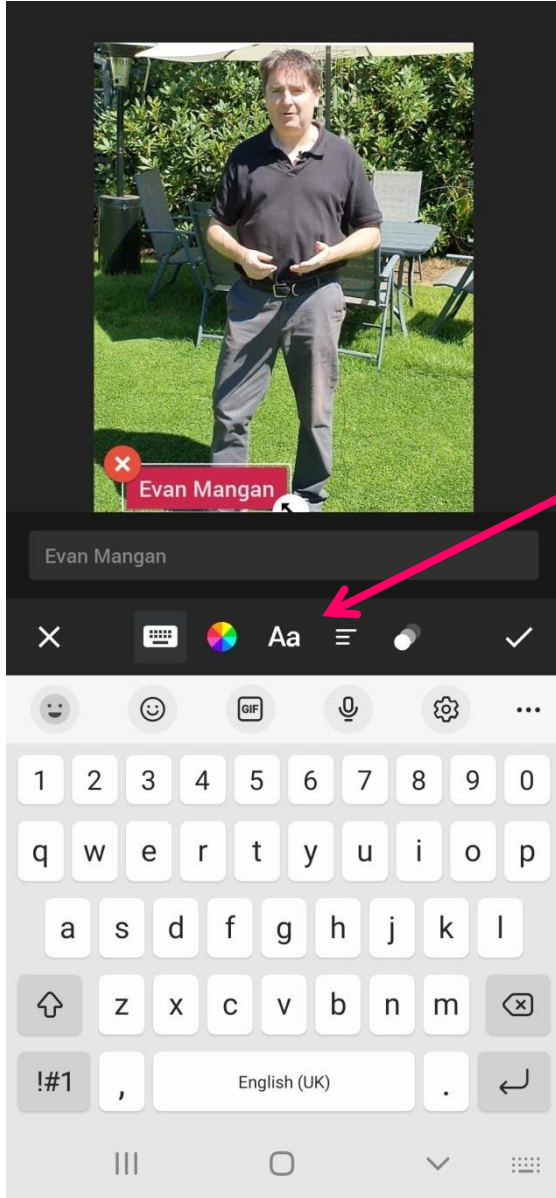
- You can now edit your video
- Click play and pause
- Tap on split to cut your clip
- Select the bit of a clip you want to delete and tap bin
- If you want to add more video clips tap on the + and repeat the process
- To add footage on top of the main video tap on PIP

How to create a Portrait video

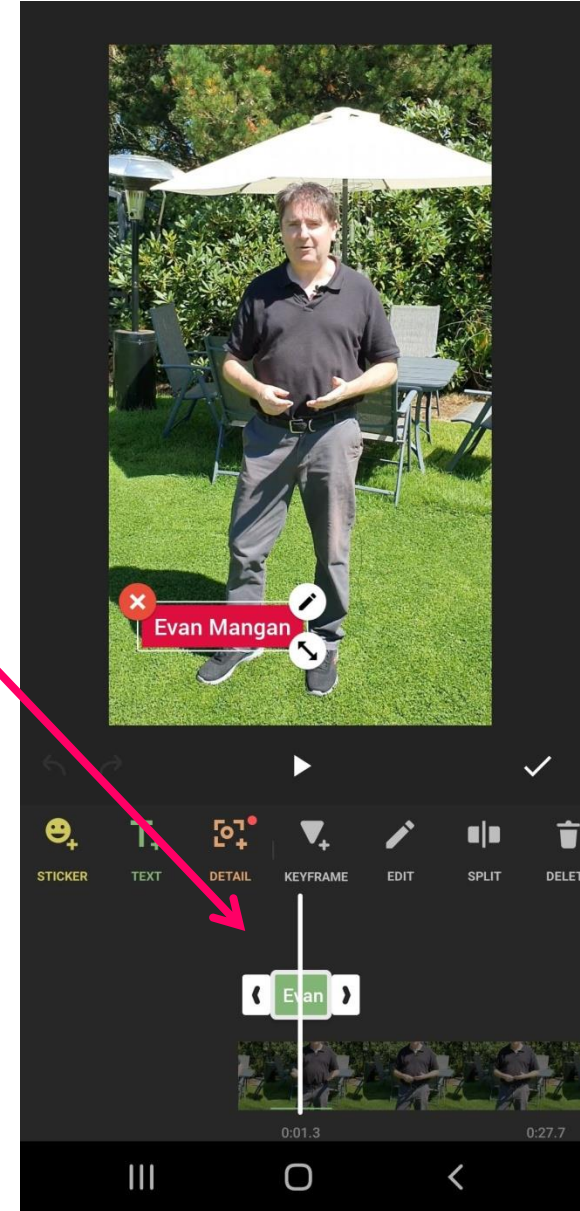


- Select the footage clip from your phone
- Tap the enlarge icon
- Then pinch to make the clip fill the screen
- When you want to cut the footage clip tap on split and then bin the bit you don't want
- If you want to add more footage repeat the process

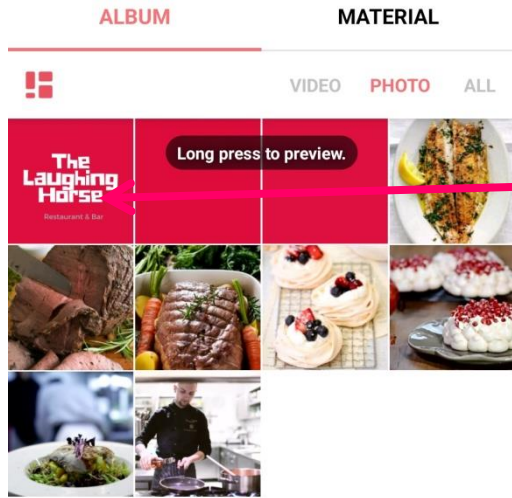
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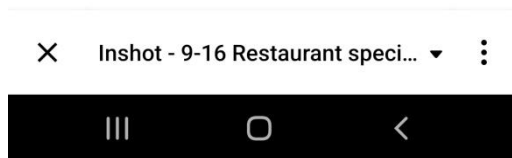
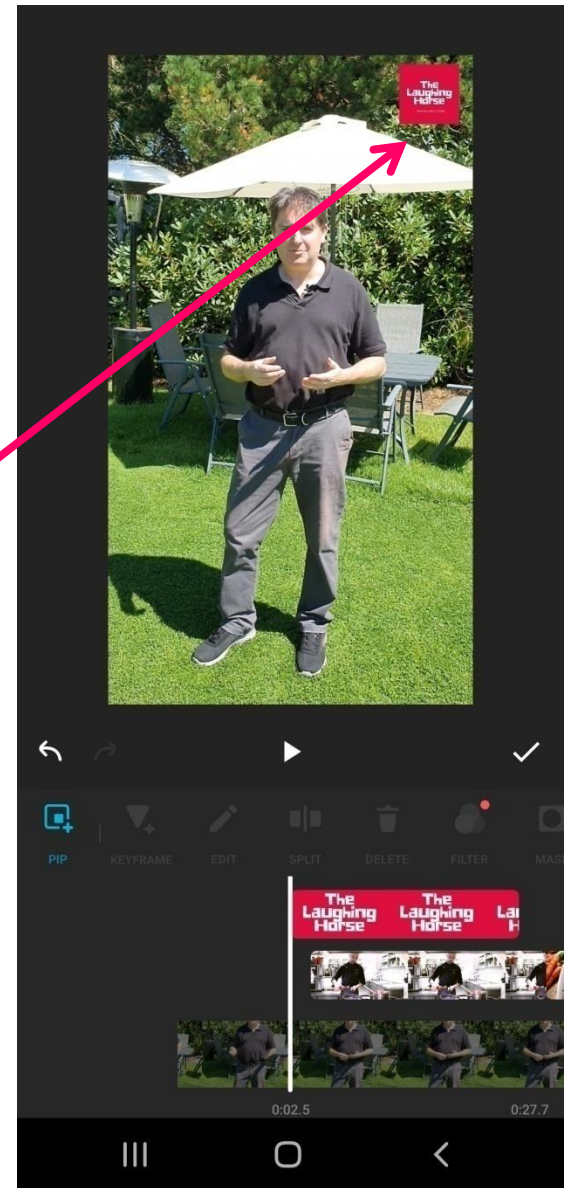
- To add text tap text icon
- Type your text
- You can change the font, add a background colour, add some animation
- You can extend the text box with your finger to make the text last as long or short as you want



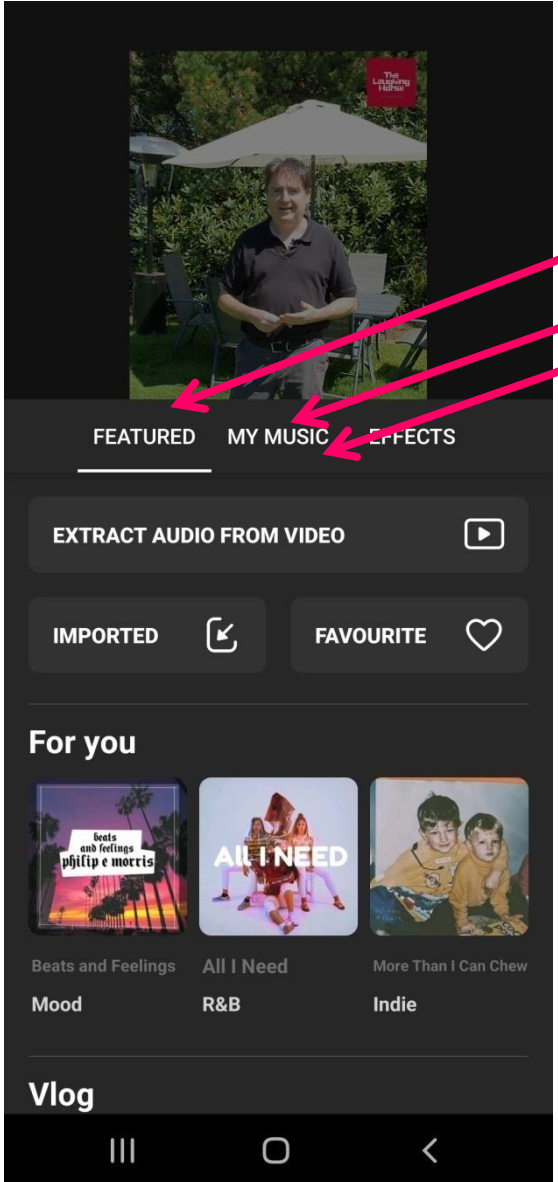
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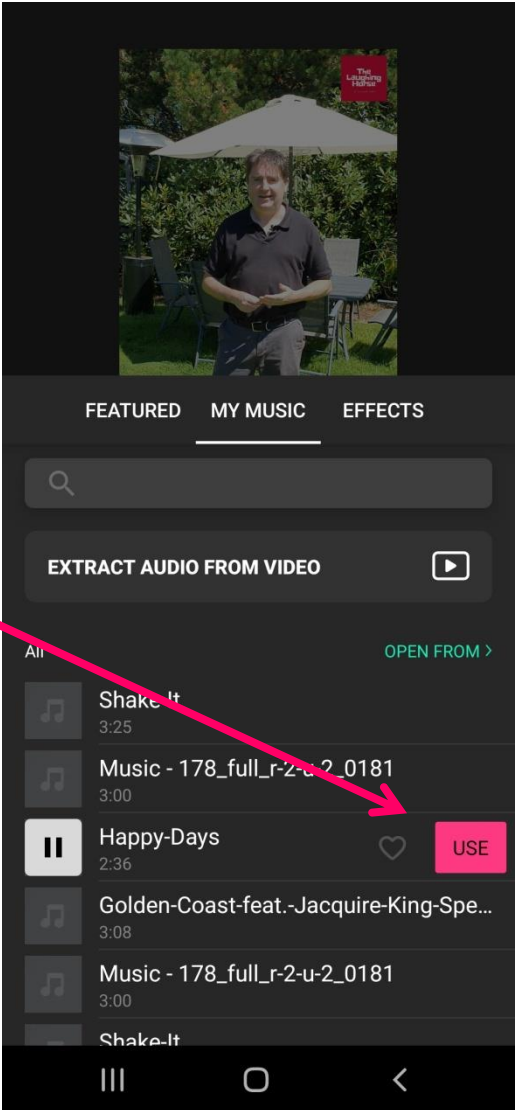
- To add your logo, tap on PIP
- Select your logo
- It will appear on your video
- Drag a corner to make it smaller and position it in the top right



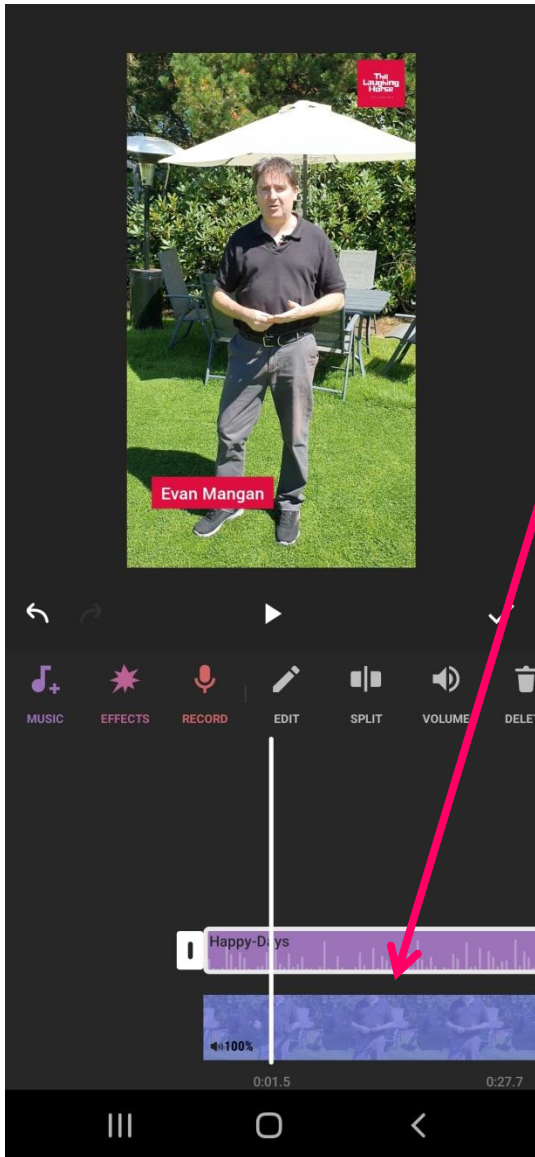
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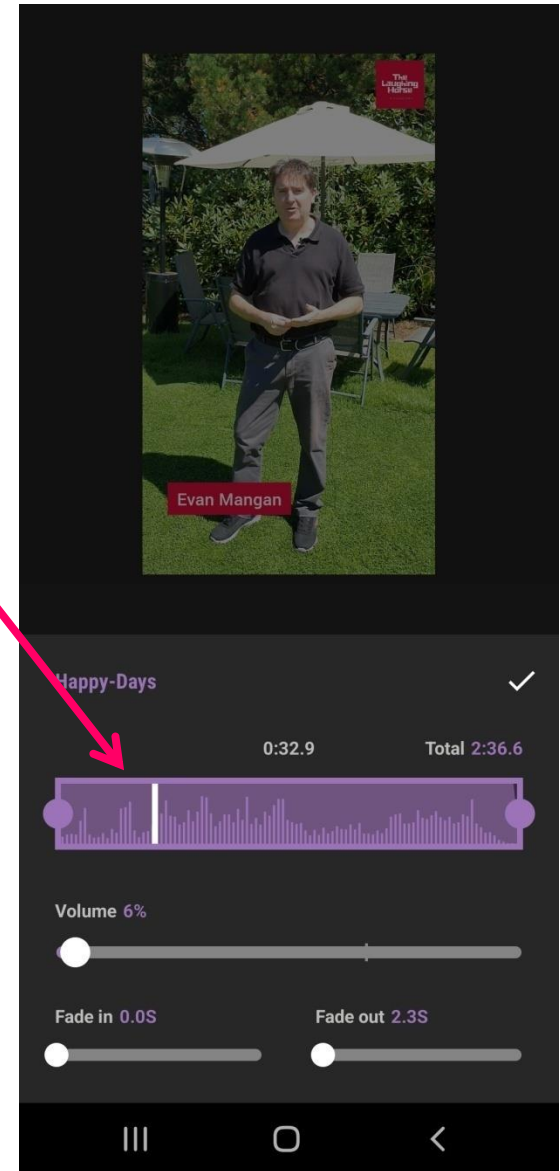
- To add music tap music icon
 - You can use stock music provided by Inshot
 - Or music from your phone
 - Or extract music from a video on your phone
-
- Choose a music track



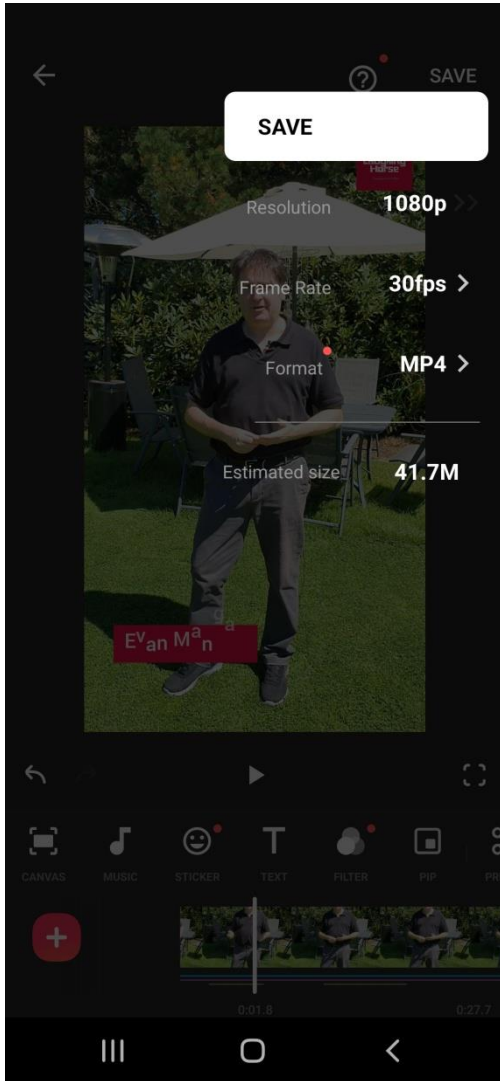
How to create a Portrait video



- Tap the track
- You can now
- Adjust the length of the music
- Lower the volume
- Fade it in or out



How to create a Portrait video



- To save your video Tap save in the top right hand corner

How to speak directly to camera



Go into a room on your own and spend around 10 minutes speaking to the camera – to get used to looking at it,

Practise what you are going to say off camera so that it will flow naturally when you are on camera

Speak enthusiastically / confidently and make a point of not saying ahm

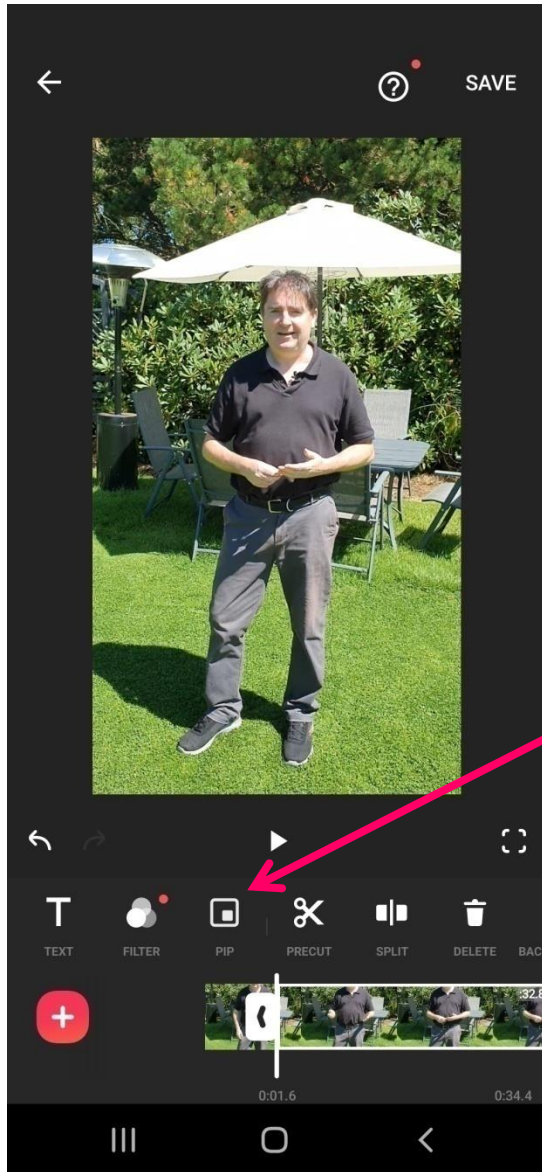
Keep your eyes fixed on the camera for around 90% of the time – get used to not looking away from it when you are speaking

Do three takes of each section. Don't just record yourself saying it once. In the editor you can choose the best bits and bin the rest.

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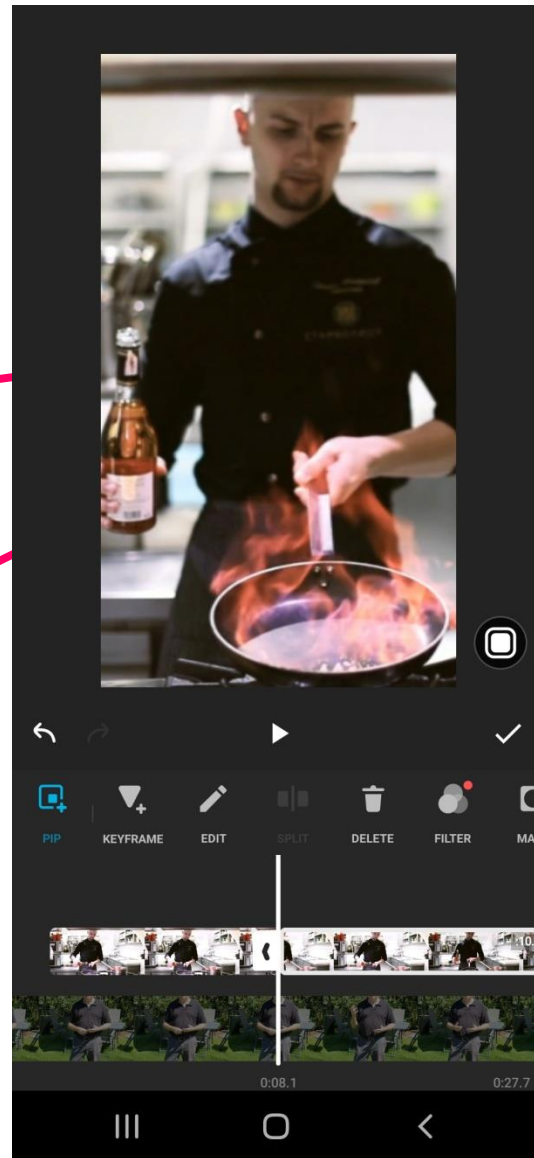
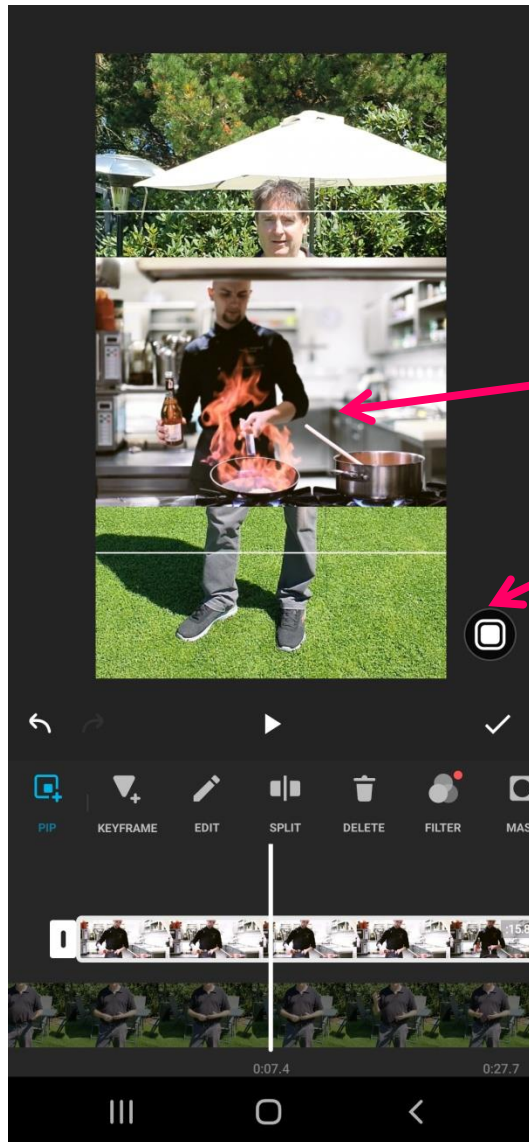
How to add images as footage on your video



If you don't have any videos to add as footage you can use images. The process is the same as videos

- To add footage on top of the main video tap on PIP

How to add images as footage on your video



- Select the image from your phone
- Tap the enlarge icon
- Then pinch to make the image fill the screen
- When you want to cut the image tap on split and then bin the bit you don't want
- If you want to add more images repeat the process

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What type of marketing videos tend to have people being interviewed



Because they are not looking at the camera the person is more relaxed and these 2 types of video Lend themselves to people being interviewed and the questions cut out.

Promo videos

- Business owners explaining the products or services that they offer
- Hotel or restaurant staff explaining what the hotel or restaurant is like

Testimonials

- Customers answering questions about a product or service

Recap on Level 1 course - How to interview people



This is what documentary makers, RTE nationwide and most news companies do.

When interviewing staff or customers it's almost always better to stand to one side of the camera rather than ask them to speak into the camera. Otherwise they can look shifty and feel uncomfortable

Always smile at them and nod to encourage them that they are doing great.

Shoot people from the waist up

Never interview people in front of a window as they will appear dark / in shadow.

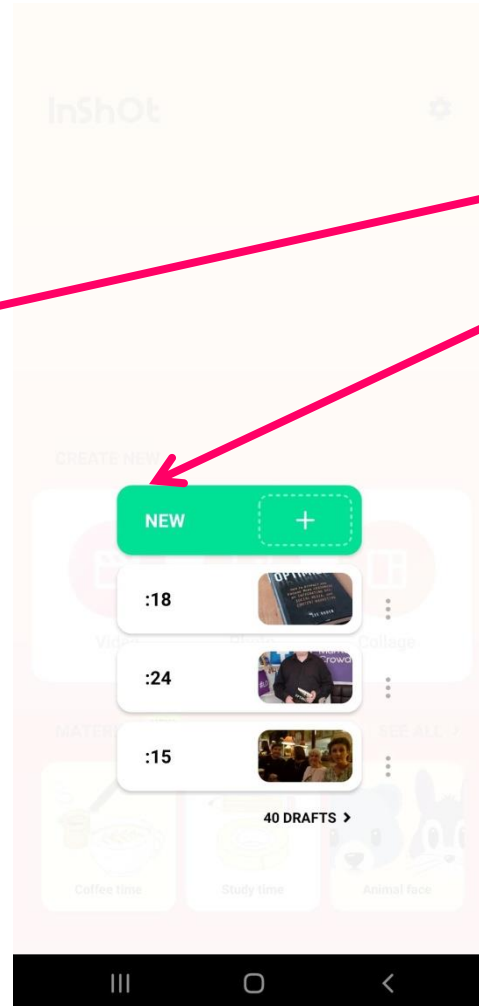
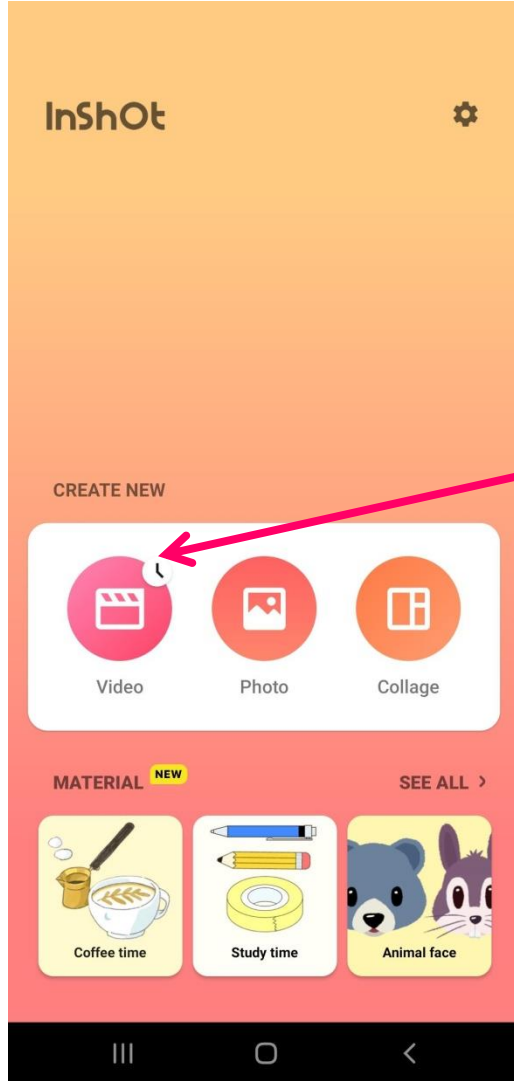
Avoid shadows in the background from lights or Sun

Keep the background simple – nothing that will distract attention.

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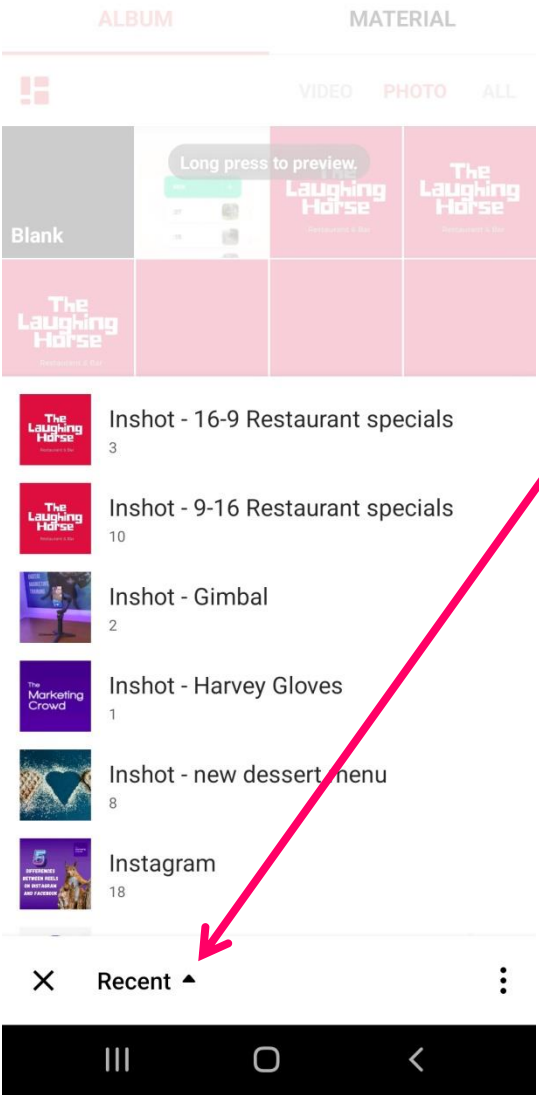
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How to edit a landscape video

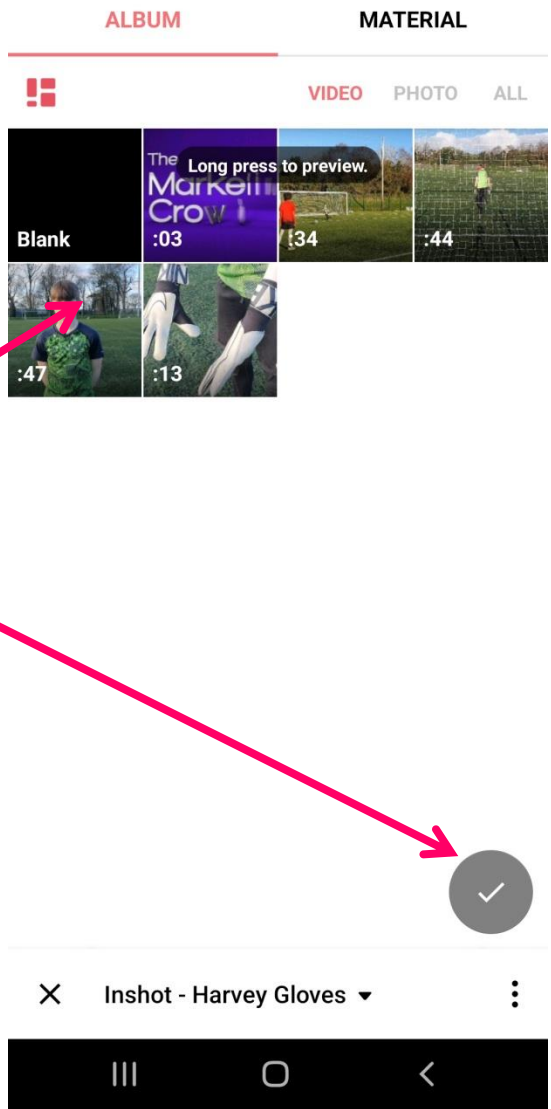


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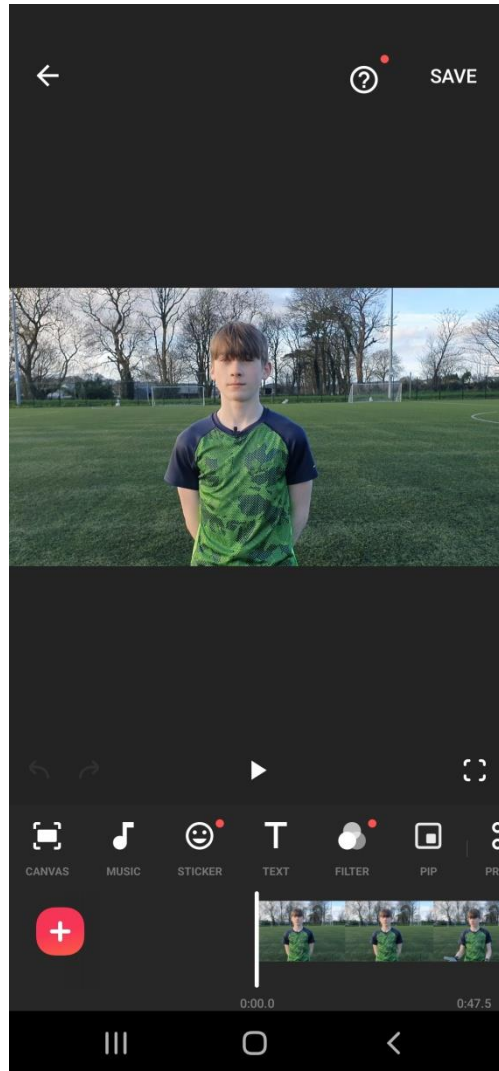
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- Select the folder that has your video
- Select your video from your phone folder
- Tap the green arrow to proceed



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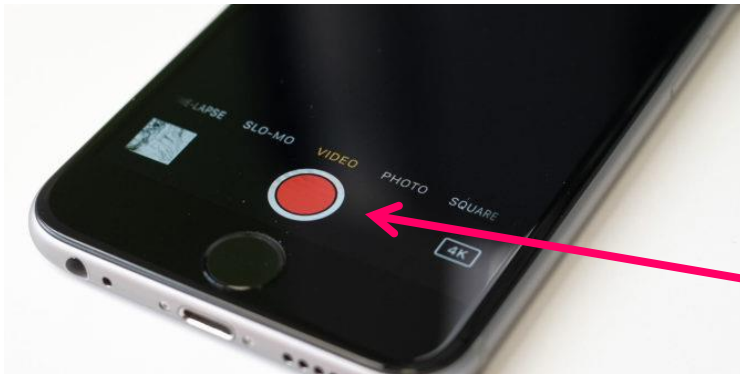


- Your landscape video will fit the screen
 - Then follow the same process as the vertical video
1. Cut out the bits you don't want and add more clips if you wish
 2. Add footage
 3. Add text
 4. Add music
 5. Add your logo

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Some technical pitfalls to avoid



1. Always wipe your lens before shooting
2. Always put your phone on Airplane mode to avoid incoming notifications interfering with the sound recording
3. Always shoot in Landscape format unless you are specifically shooting the video for Instagram stories or IGTV (Portrait format)
4. Always have the red record button on the right hand side when you are holding the phone in landscape format – otherwise your clips will be upside down when you pull them into the editor
5. When speaking to camera, always face the lens, not the selfie camera. The front facing lens is typically three times better quality