



HOW TO EDIT MARKETING VIDEOS ON YOUR PHONE USING CAPCUT APP

(200 MILLION PEOPLE USE CAPCUT)

What We Will Cover

About the app

- How to get it?
- Why try it instead of Inshot app?

Overview of the main navigation

- How to get started editing a video
- Overview of the menu in the editor

Demo 1: How to edit a video where someone is speaking to camera

Demo 2 : How to edit a video (multiple clips plus voiceover)

Mobile app Video editor – CapCut



 CapCut

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

Over 200 million people use Inshot

It is made by Bytedance - the same company that owns TikTok so there is a lot of integration with TikTok

You can use the app for free and there won't be a watermark on your video

However, they have lots of Pro features and to use those you would need to buy a license

What is the main alternative to CapCut?



Title	Duration	Price
InShot Pro - Monthly	Monthly	\$3.99
InShot Pro - Yearly	Annual	\$17.99
Remove ads	One-Time	\$3.99
InShot Pro - Lifetime	One-Time	\$39.99

Inshot has everything you need to make very high quality marketing videos

But If you want to use it for free, there will be a watermark on your video.

However, the cost of a license is very reasonable. You could buy a lifetime license for \$40

Why use CapCut instead of Inshot?



Capcut vs InShot

\$7.99/Monthly

\$9.99/One month

\$74.99/Yearly

Purchase
Will charge \$7.99 in the next period

By tapping "Purchase",
you agree to [Terms of Service](#) and [Privacy Policy](#).

The main benefits of CapCut:

- You can use it for free and there won't be a watermark. You can do for free most of what you can do on Inshot
- They have better free captions and better free text effects than Inshot
- They have extra free features like video templates and Teleprompter, Stock video library that Inshot doesn't have

Plus .. In the Pro version they also have some very eye catching and advanced effects that look way better than Inshot

However, the Pro version of CapCut is more expensive than an Inshot license

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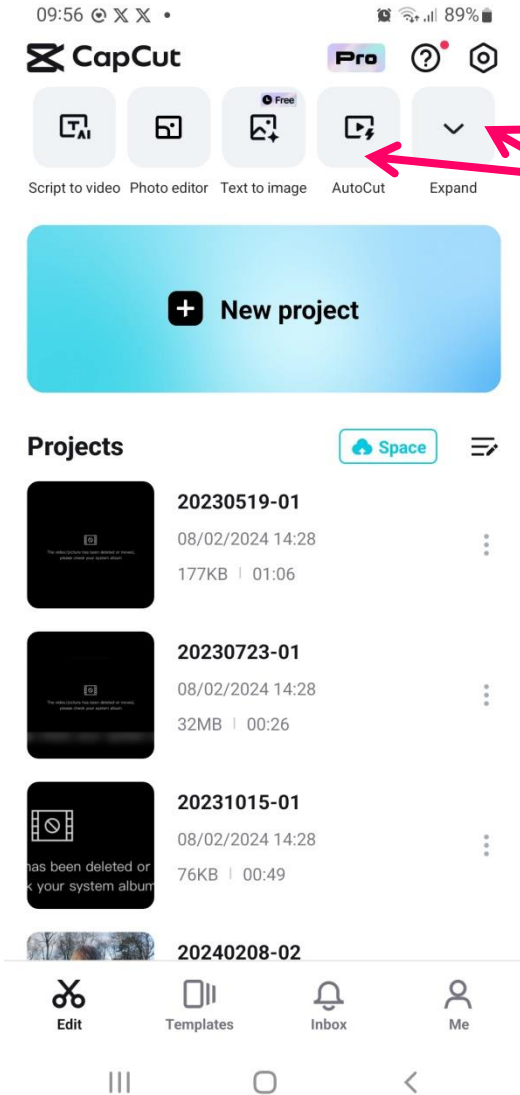
Overview of the main navigation

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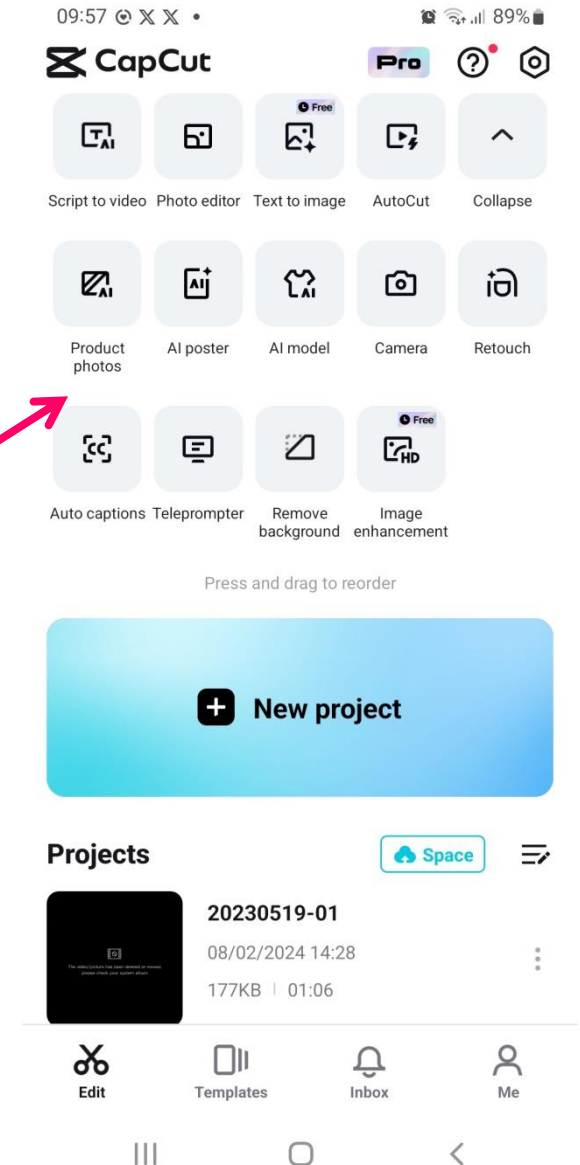
Demo 1 : How to edit a video (multiple clips plus voiceover)

Demo 2: How to edit a video where someone is speaking to camera

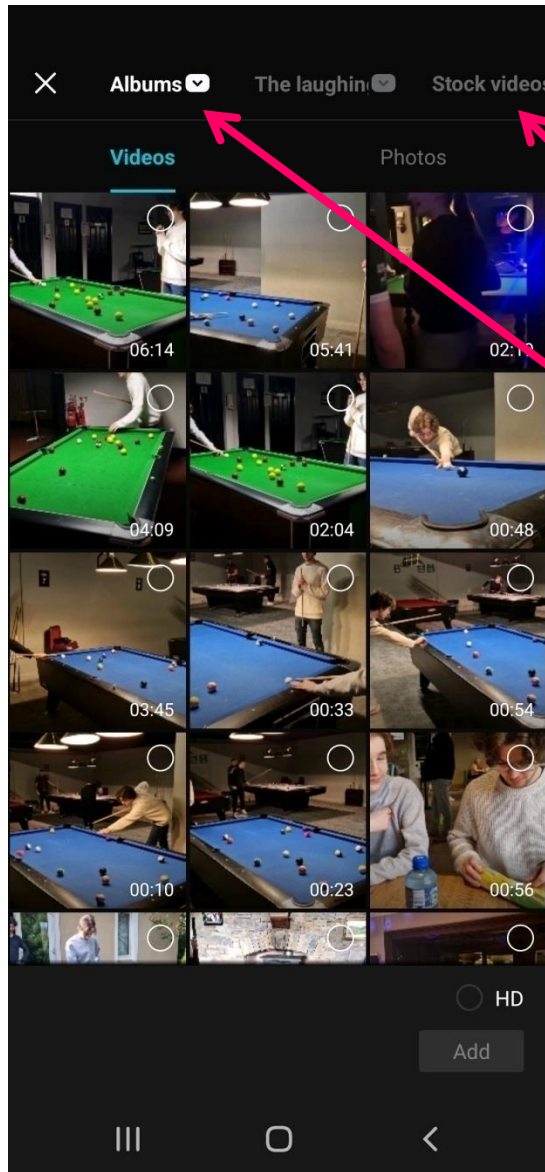
How to get started editing a video



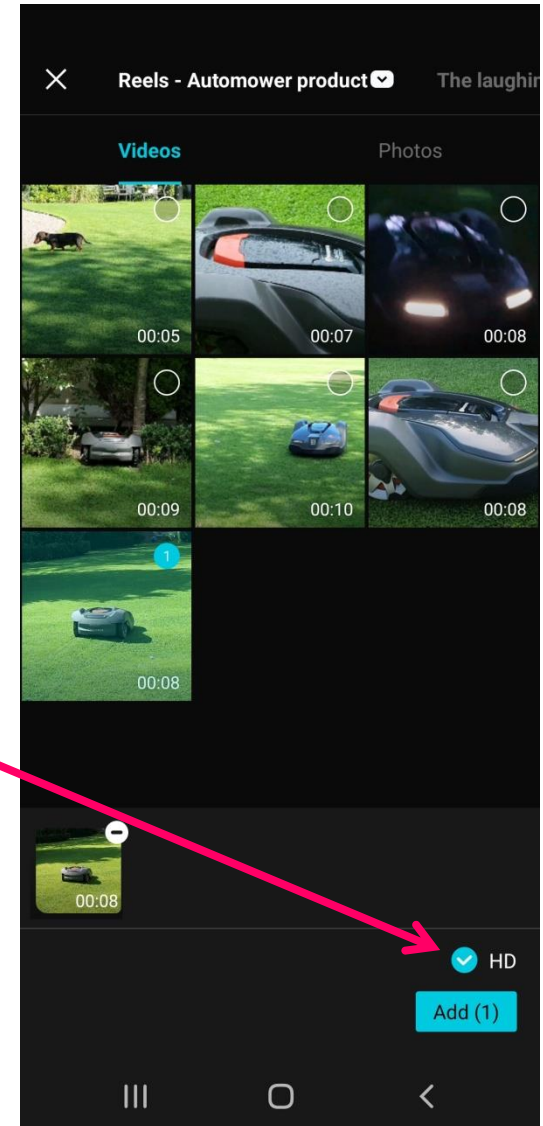
- When you open the app this is your main menu.
- Note that there are options at the top. You can choose one of these options before entering the editor if you wish. Eg – you want to add captions or use the teleprompter.
- Note – tap the dropdown arrow to display more
- At the bottom you have an option to use their premade templates
- To edit a video simply tap on New Project



How to get started editing a video



- You can now choose videos from your phone
- Note – you can also browse through their free stock video and free stock image library
- To get to an album on your phone tap the dropdown next to album
- When you find the album, select the clips that you want. Tap HD to use the HD version of the clip



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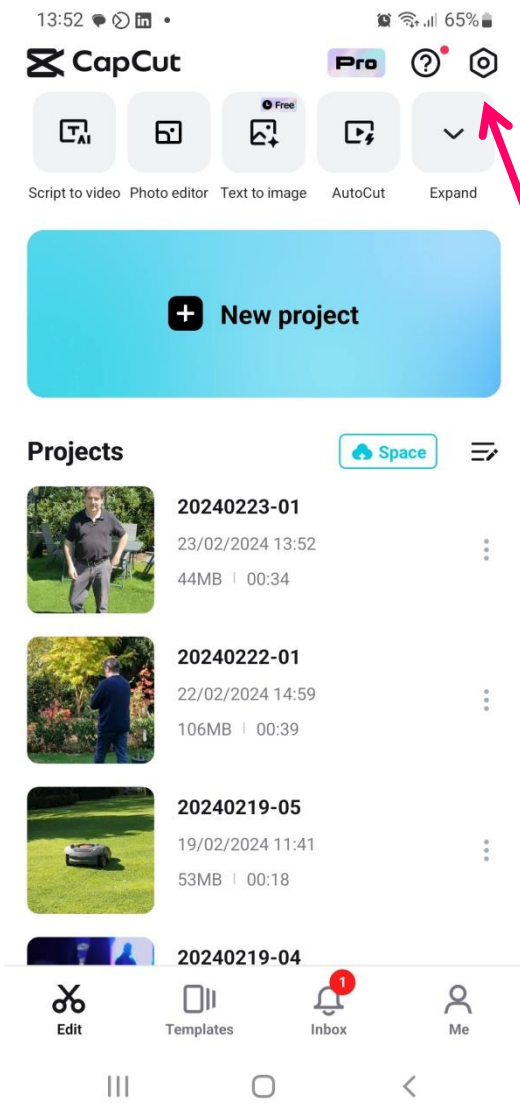
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Permanently remove the CapCut logo

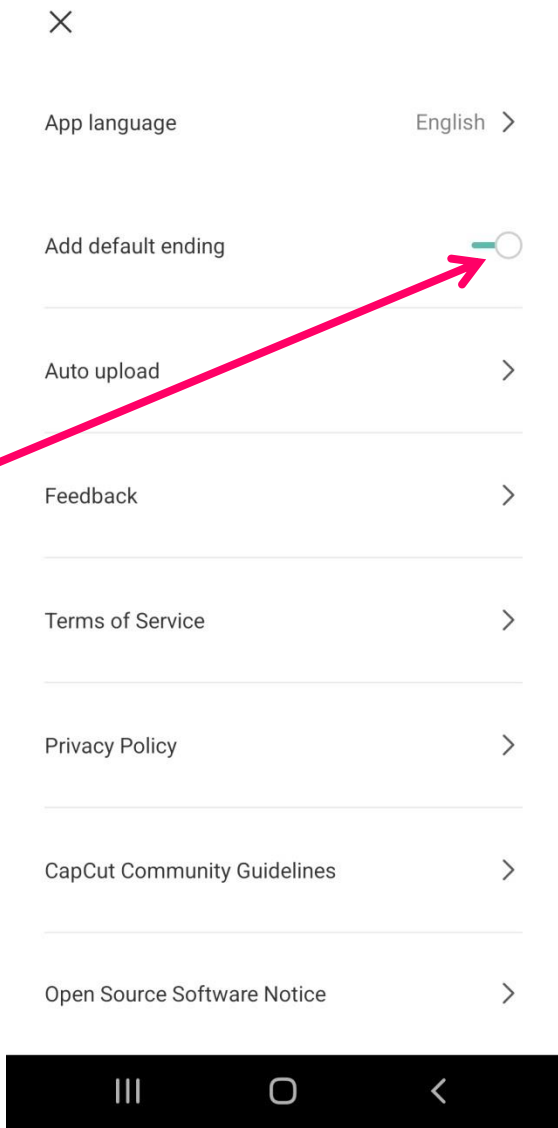


Whenever you create a video CapCut will place the CapCut logo at the end of your video

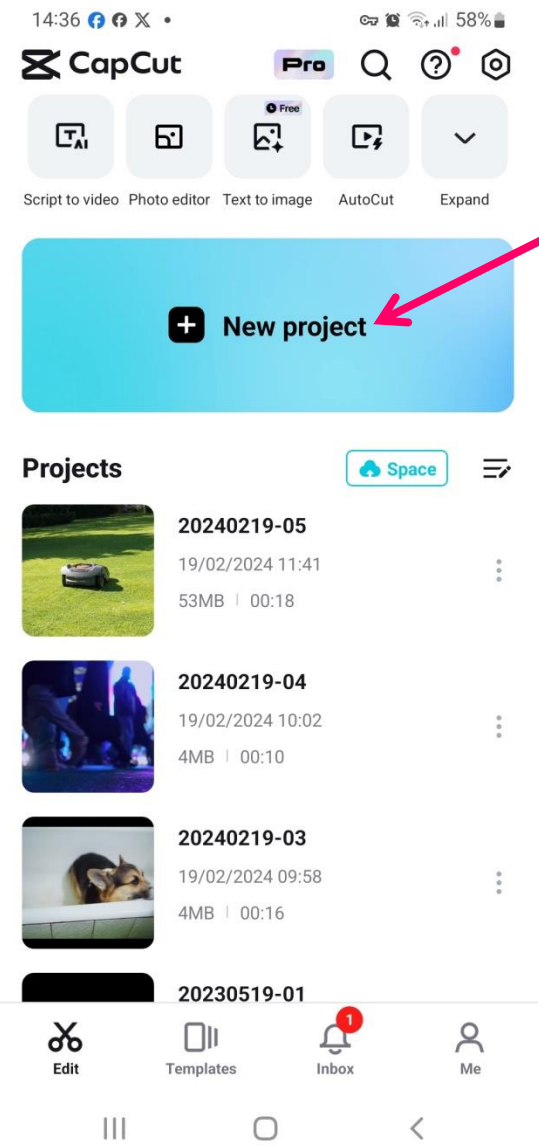
You can permanently turn this off so it won't add it for future videos

When you open the app, tap on settings icon top right

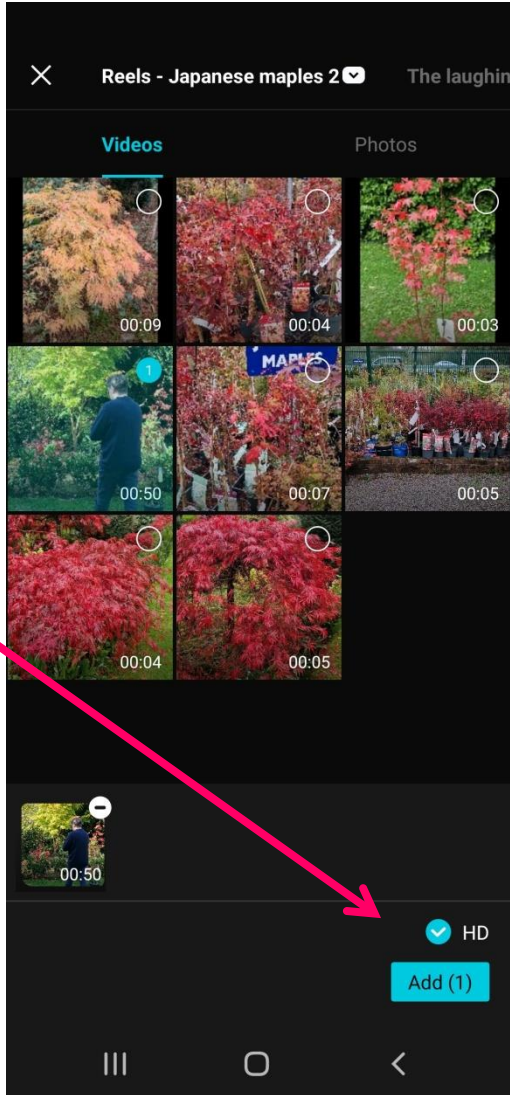
Next to Add default ending toggle to switch this off



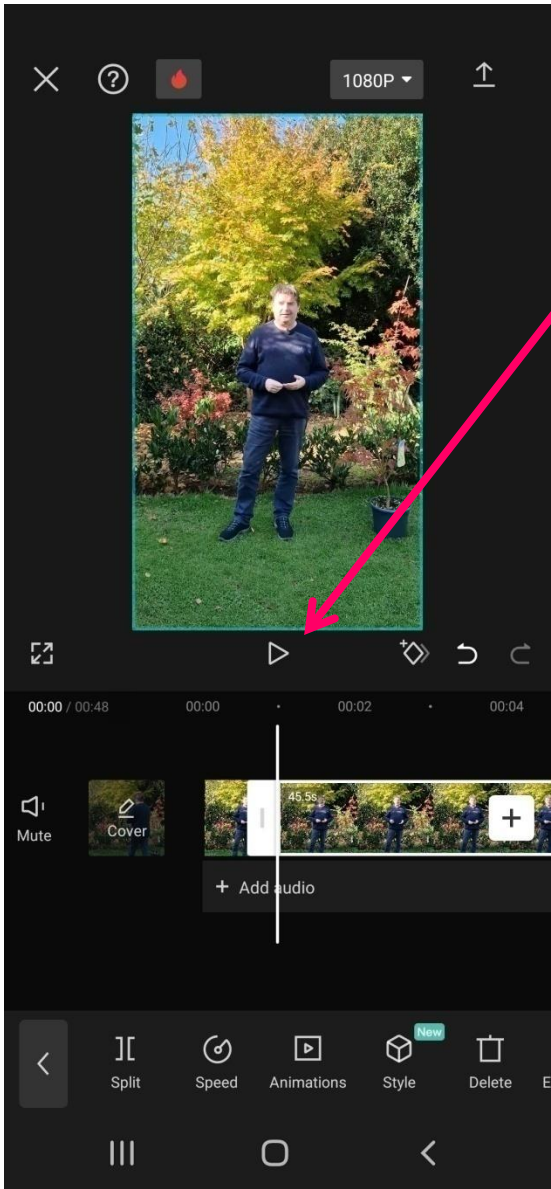
Demo 2 : How to edit a video (Someone speaking to camera)



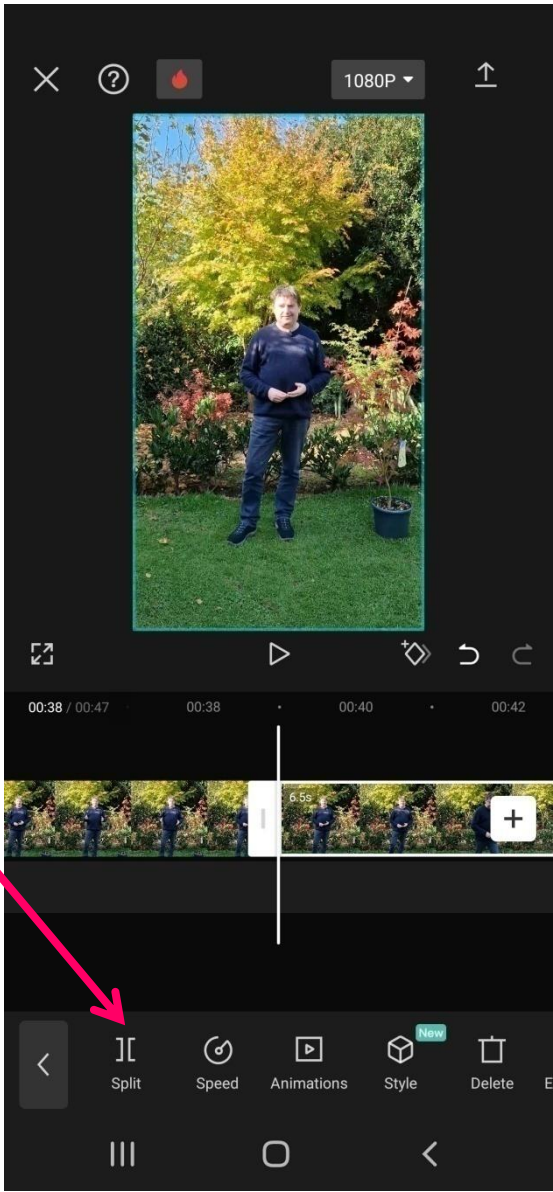
- Open the app
- Tap New project
- Find the album on your phone
- Select the clip you want to start the video with
- Tap HD
- Tap Add



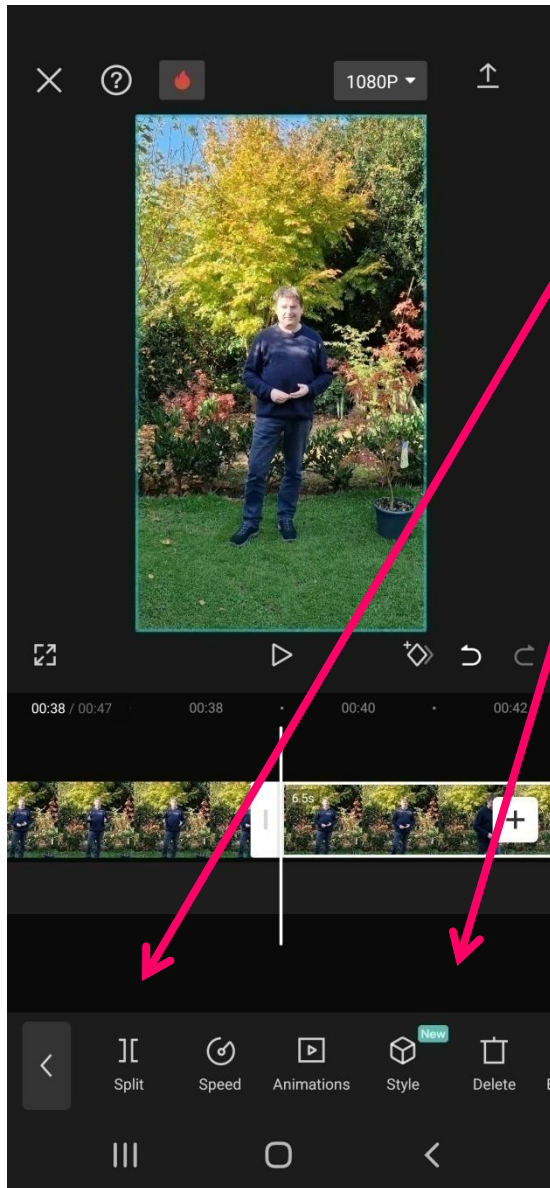
Demo 2 : How to edit a video (Someone speaking to camera)



- Your clip is now on the timeline
- Tap play and pause to choose the part where you want to split the clip
- To get the split option either tap edit or tap on the clip



Demo 2 : How to edit a video (Someone speaking to camera)

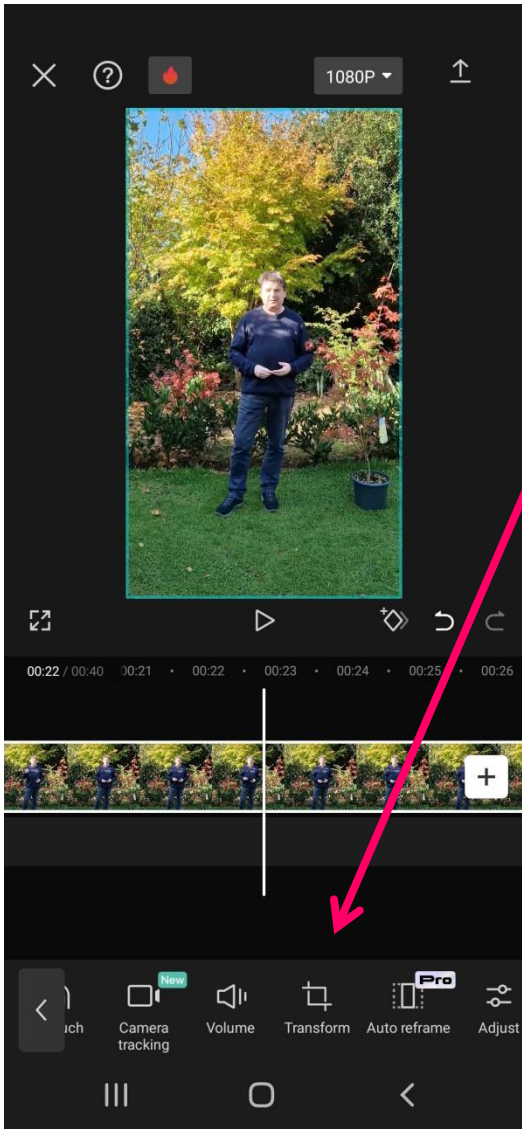


- Tap split
- Then select the part you want to delete
- Then tap on delete
- Then go to the end of your video and if there is something you want to cut out, pause at the end of the part you want to keep and then split and delete the part you don't want

Remove the CapCut logo clip at the end

- At the end of your video will be the CapCut logo. To delete this simply tap on the clip and then tap delete

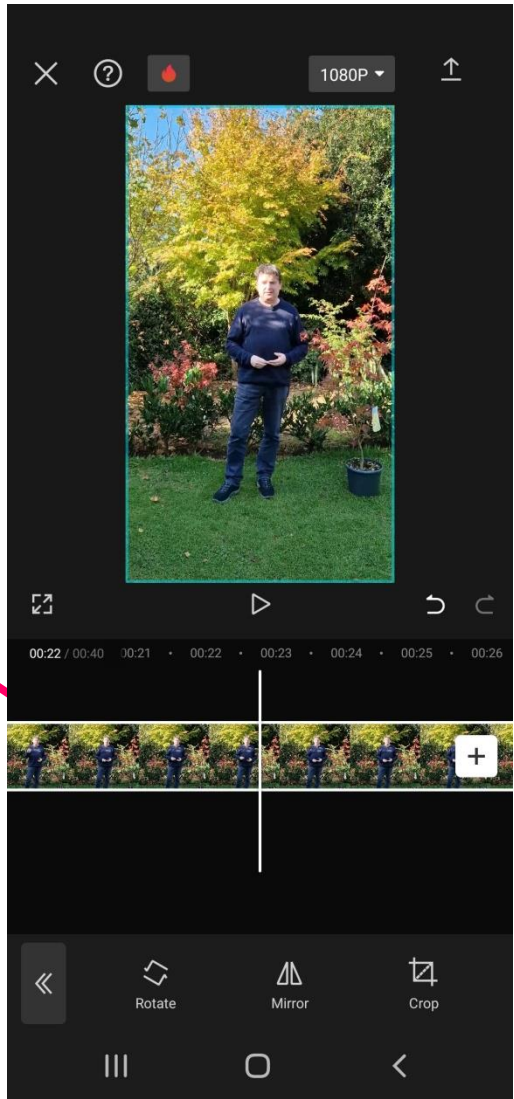
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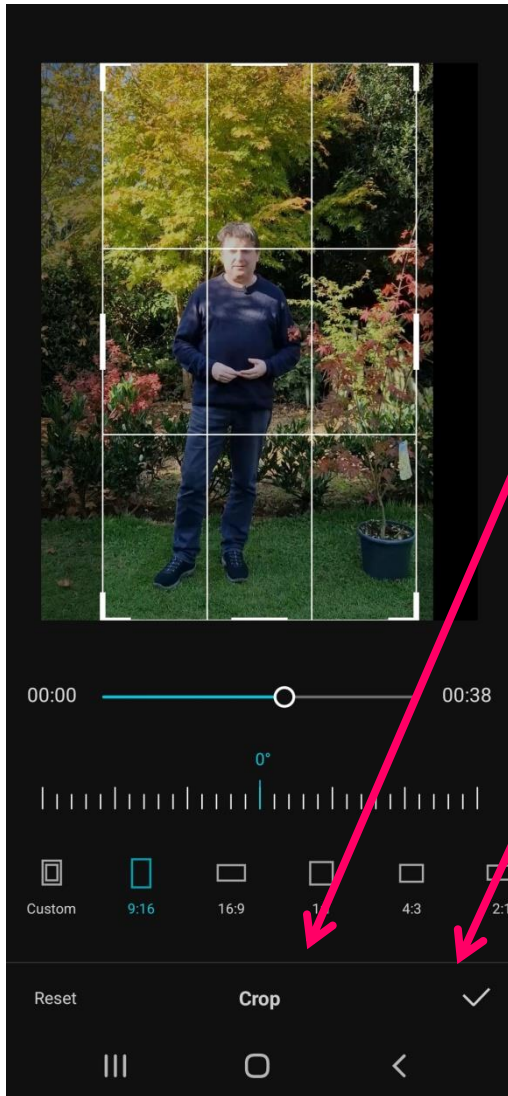
To crop into the video or crop parts out delete

Tap on a clip
Then tap transform

Then tap crop



Demo 2 : How to edit a video (Someone speaking to camera)



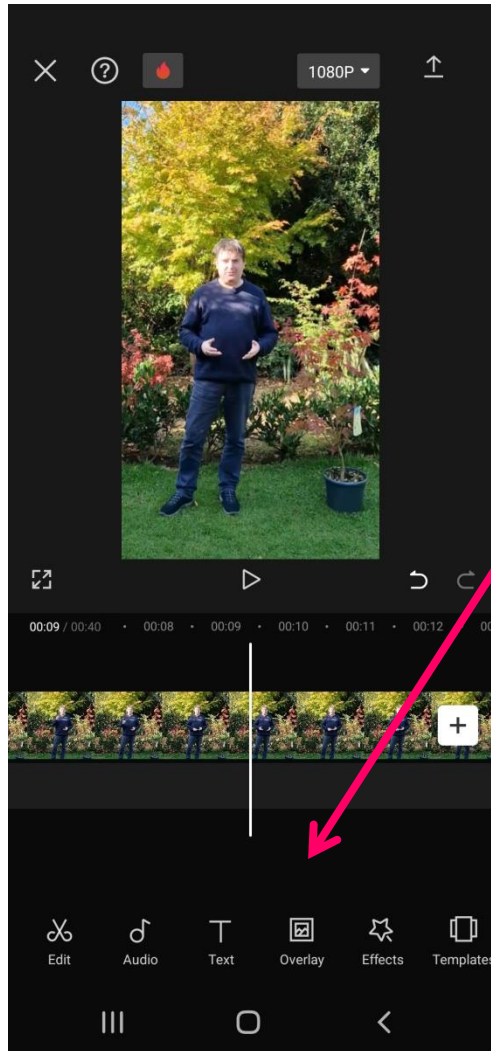
To crop into the video or crop parts out / delete

Select the shape of your video eg, 9:16

Then drag the corner of the video to choose the crop you want

Then tap on the tick

Demo 2 : How to edit a video (Someone speaking to camera)



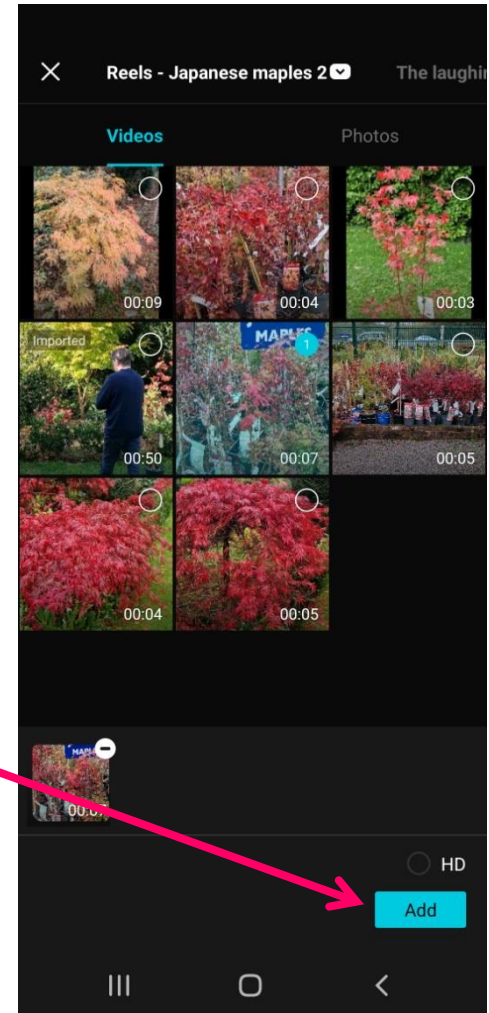
To overlay footage on top of your video

Play and then pause at the point where you would like to overlay footage

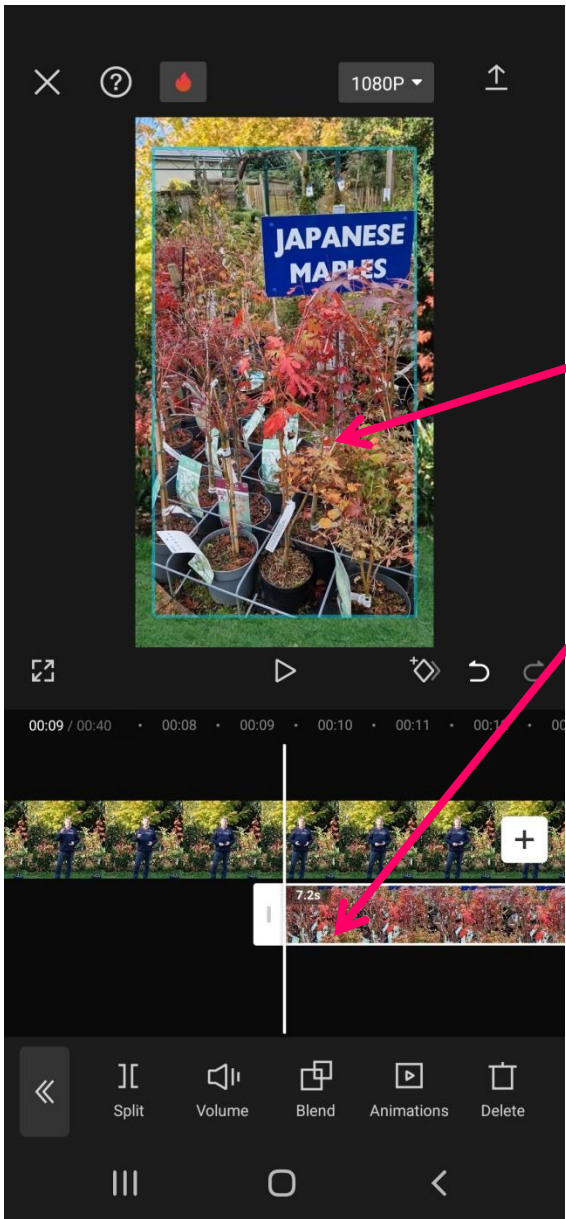
Tap on Overlay in the bottom menu

Find the footage / video that you want to overlay. Tap to select

Tap HD and then add



Demo 2 : How to edit a video (Someone speaking to camera)



To overlay footage on top of your video

The video now appears on top of your main video.

You can pinch it with 2 fingers to expand it to completely cover the main video

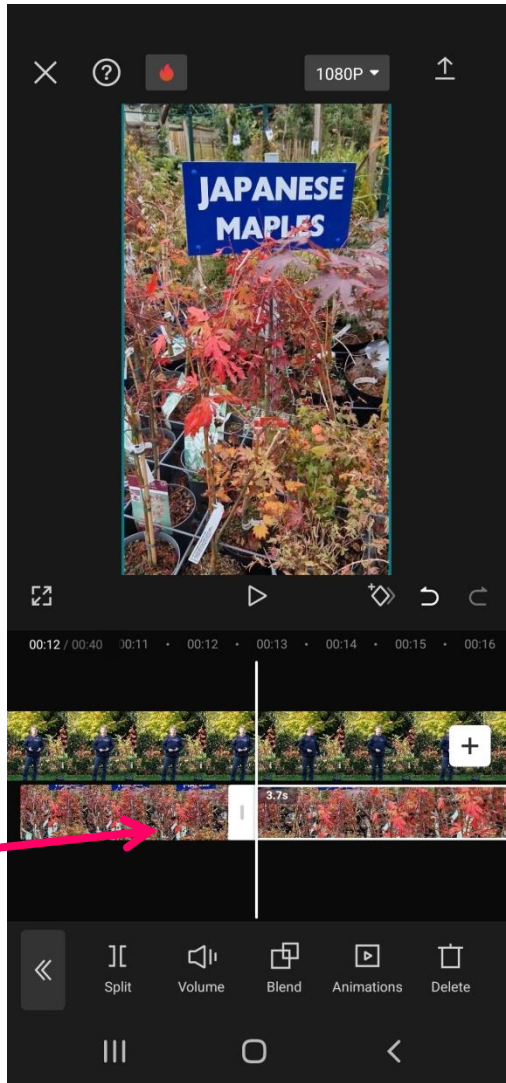
On the timeline the video appears below the main video

Press play and pause where you want the footage to end

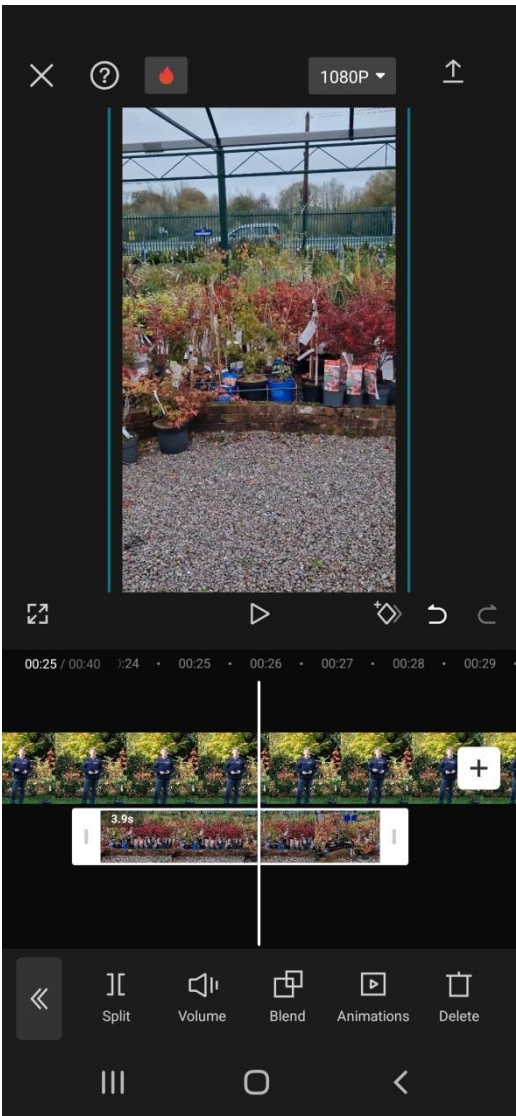
Tap on the footage clip on the timeline

Then tap split and delete

Repeat this process for other footage clips you want to add



Demo 2 : How to edit a video (Someone speaking to camera)



To add music

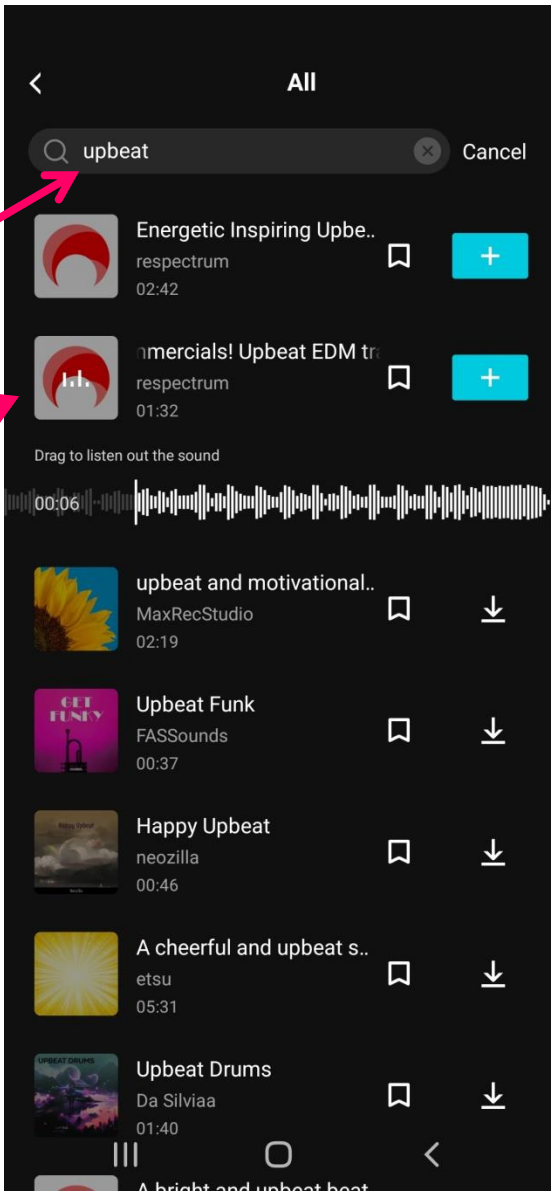
Tap on audio in the bottom menu

Then tap sounds

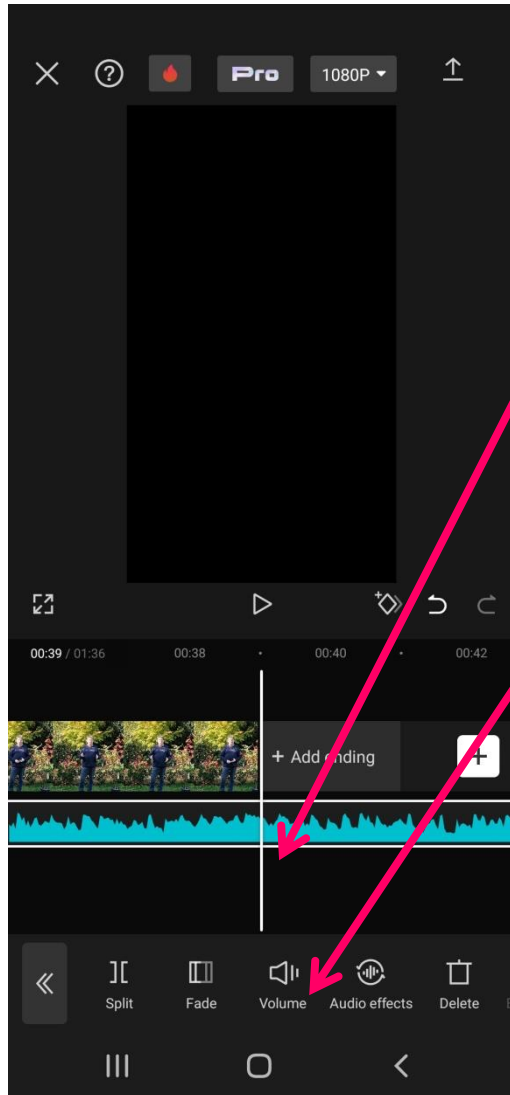
You can then search through their library of music

Tap on the music icon to listen to it

Tap on + to add it



Demo 2 : How to edit a video (Someone speaking to camera)



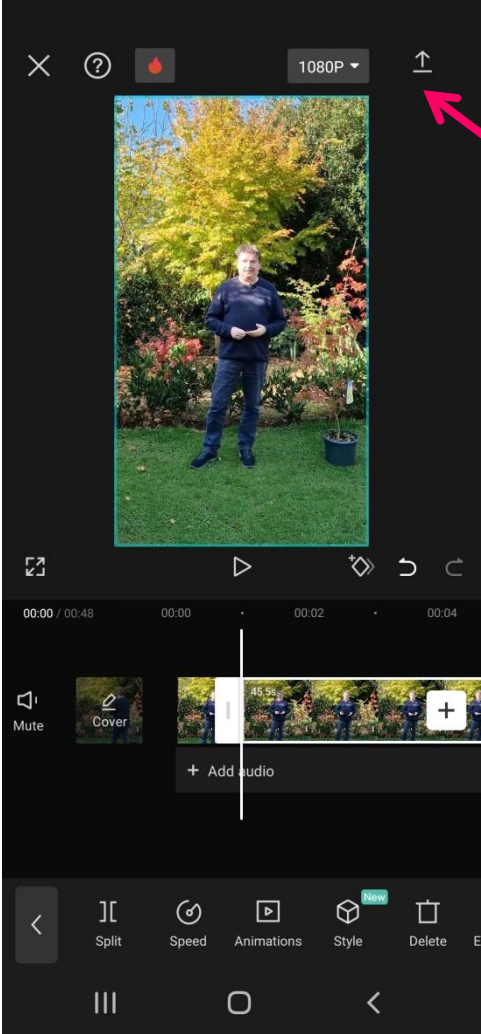
To add music

To adjust / reduce the volume of the music, tap on the music in the timeline

Then tap on volume

Then drag the slider to reduce the Volume

Demo 2 : How to edit a video (Someone speaking to camera)

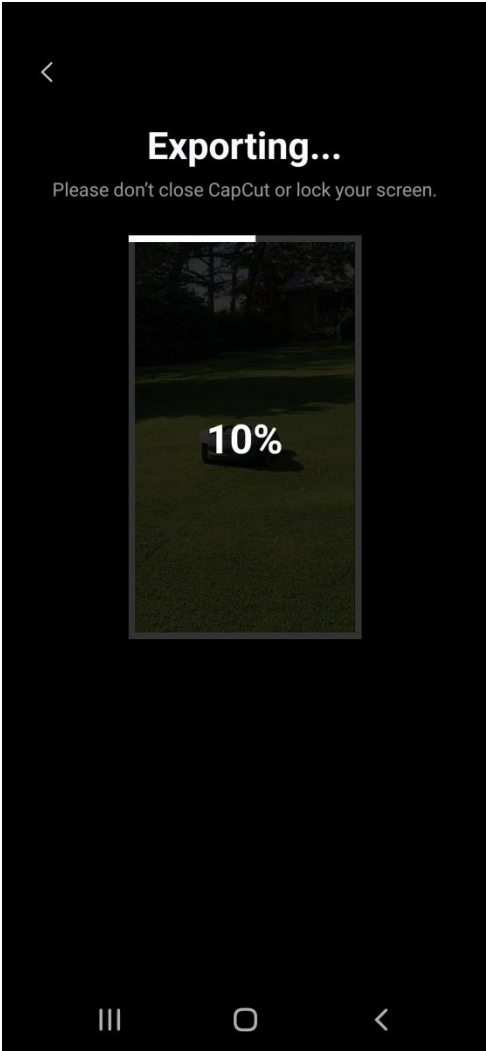


To export your video

Tap the arrow in the top right of the screen

Your video will export

It will be placed in your camera folder



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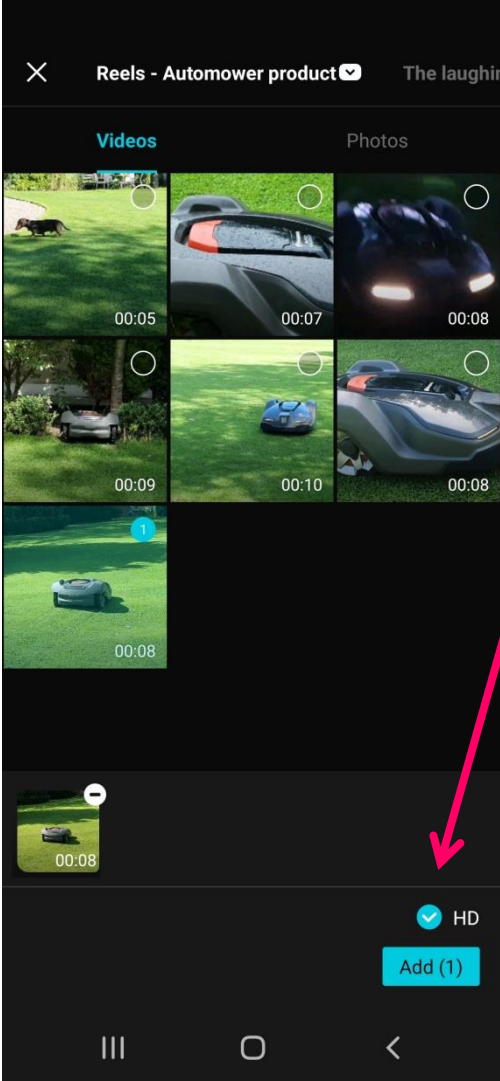
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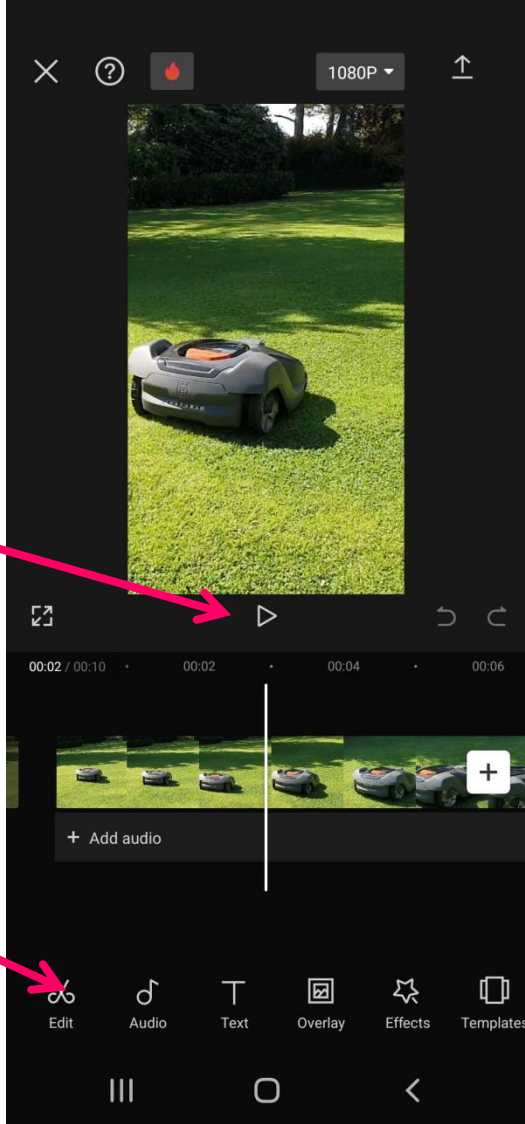
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Demo 2 : How to edit a video (multiple clips plus voiceover)

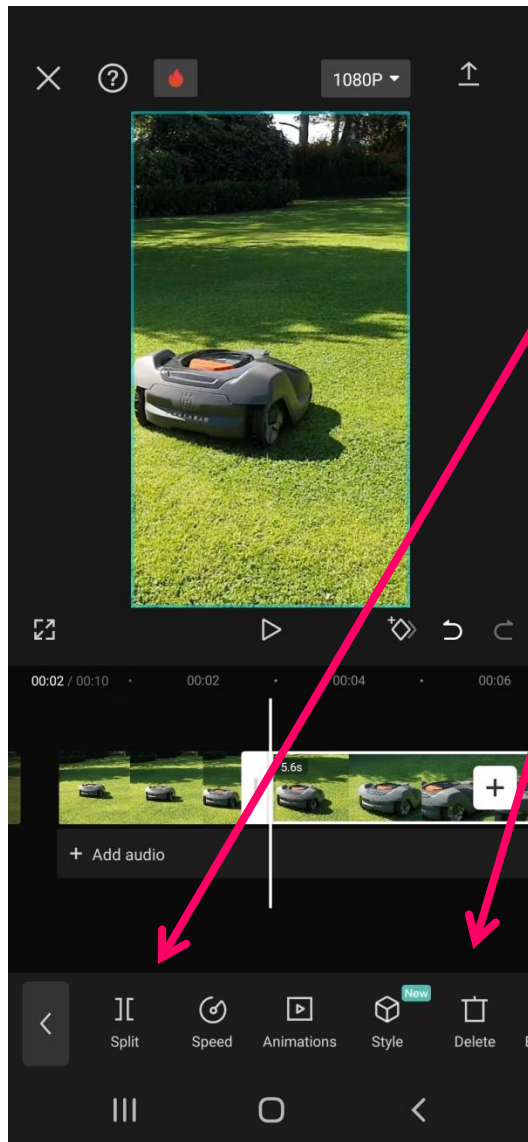
Demo 1 : How to edit a video (multiple clips plus voiceover)



- Open the app
 - Tap New project
 - Find the album on your phone
 - Select the clip you want to start the video with
 - Tap HD
 - Tap Add
-
- Your clip is now on the timeline
 - Tap play and pause to choose the part where you want to split the clip
 - To get the split option either tap edit or tap on the clip



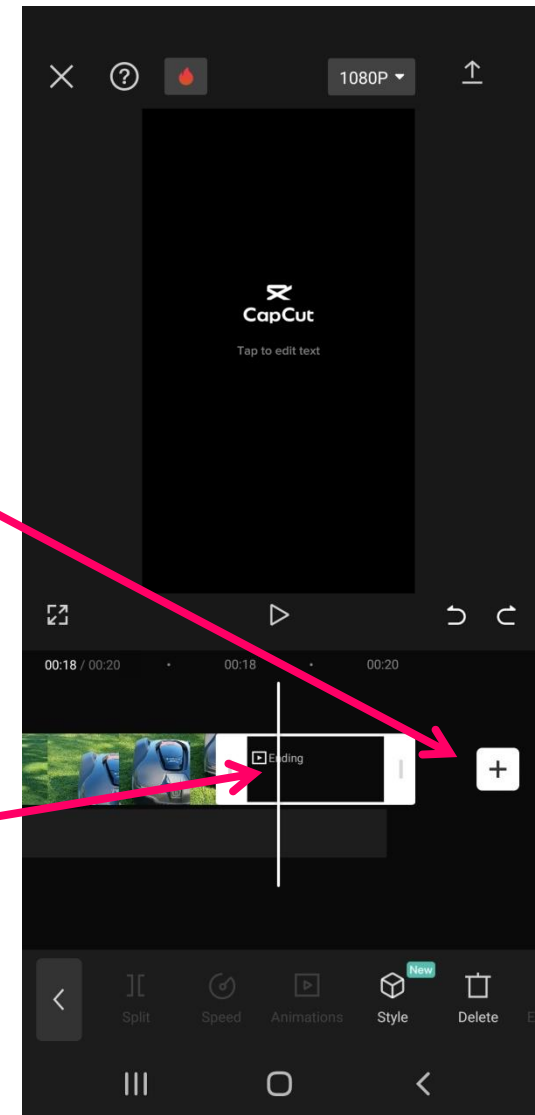
Demo 1 : How to edit a video (multiple clips plus voiceover)



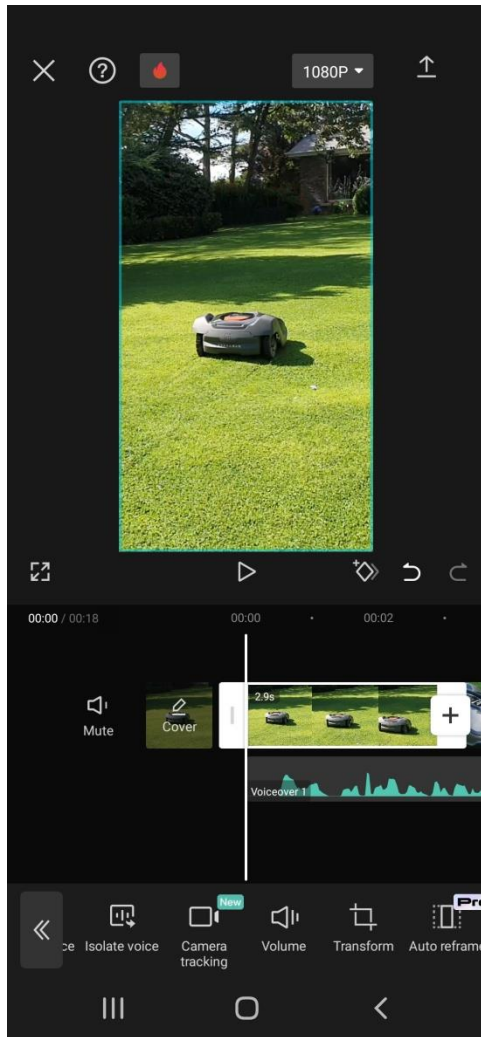
- Tap split
- Then select the part you want to delete
- Then tap on delete
- Then Tap on + in order to add the next clip.
- Select the clip and then repeat the process of splitting and deleting the part you don't want.
- Keep repeating until you have added and edited all your clips

Remove the CapCut logo clip at the end

- At the end of your video there will be the CapCut logo. To delete this simply tap on the clip and then tap delete



Demo 1 : How to edit a video (multiple clips plus voiceover)

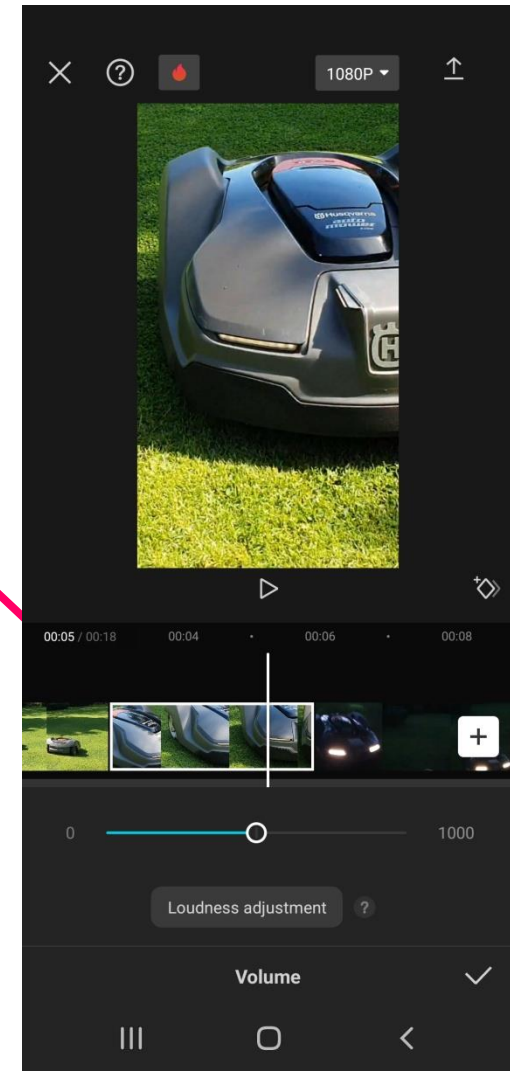


To reduce the volume of your clips

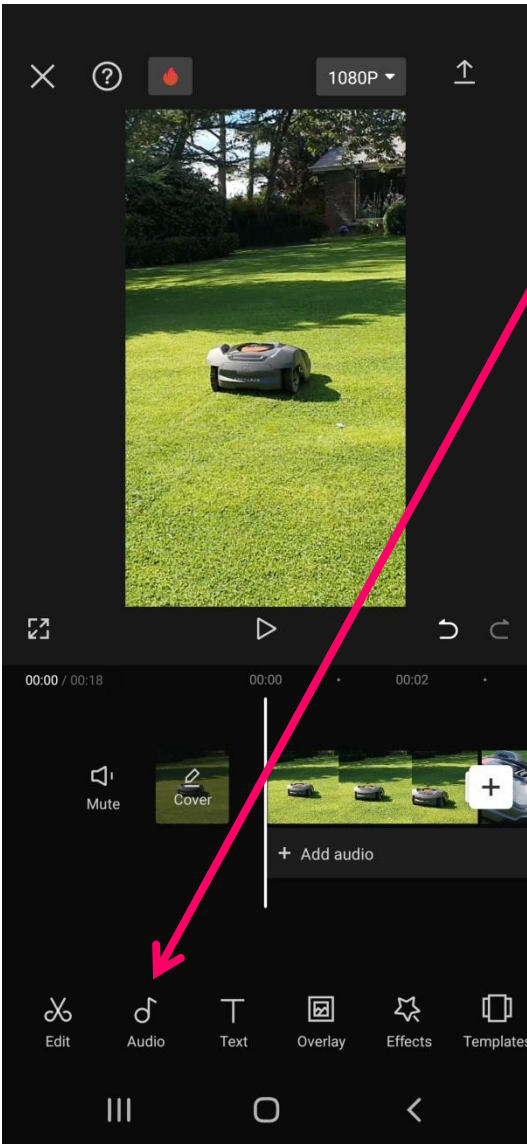
Tap on a clip
Then tap volume

Reduce the volume by dragging
the slider to the left

To reduce the volume of other
clips simply tap on another clip at
this stage and you can drag the
slider



Demo 1 : How to edit a video (multiple clips plus voiceover)

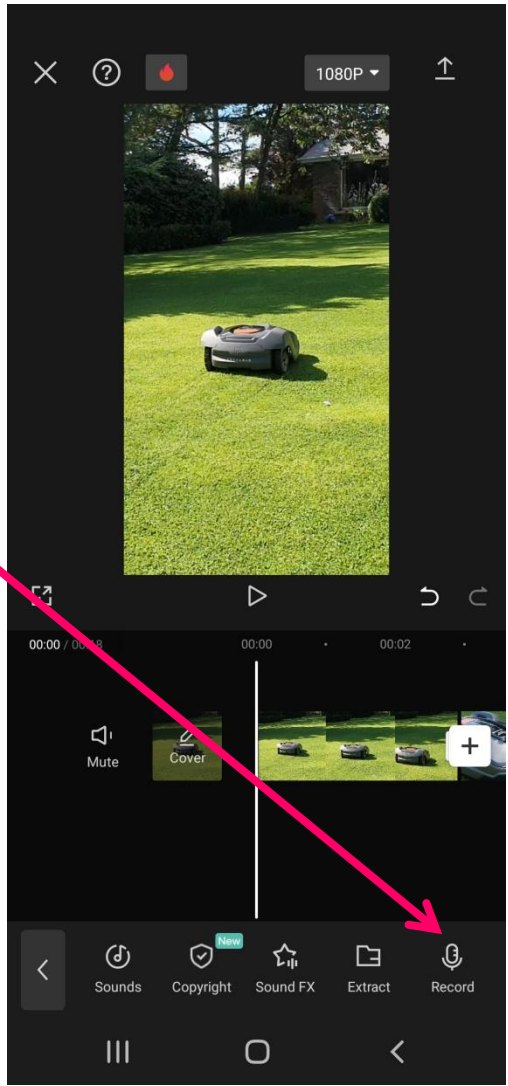


To add a voice over

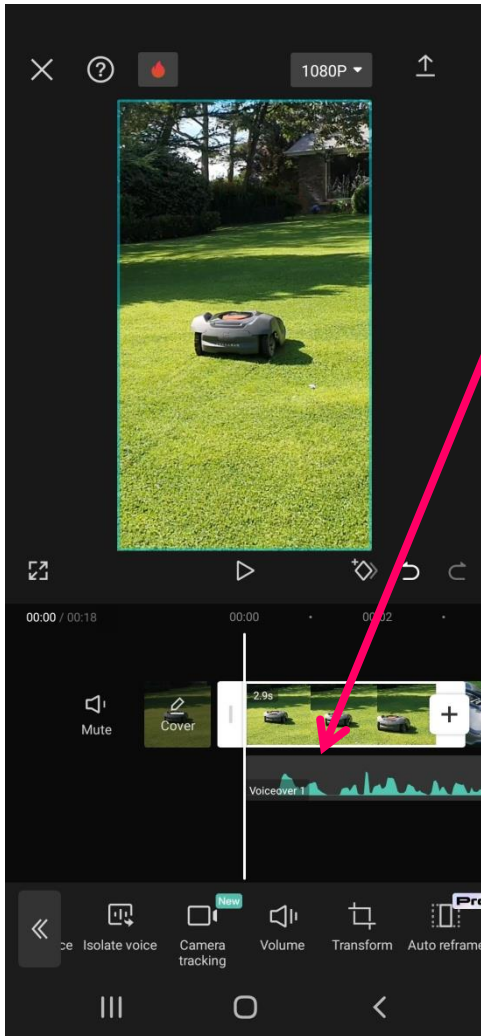
Tap on audio in the bottom menu

Then tap record

Then speak into the phone. (You will get a better result if you use a microphone)



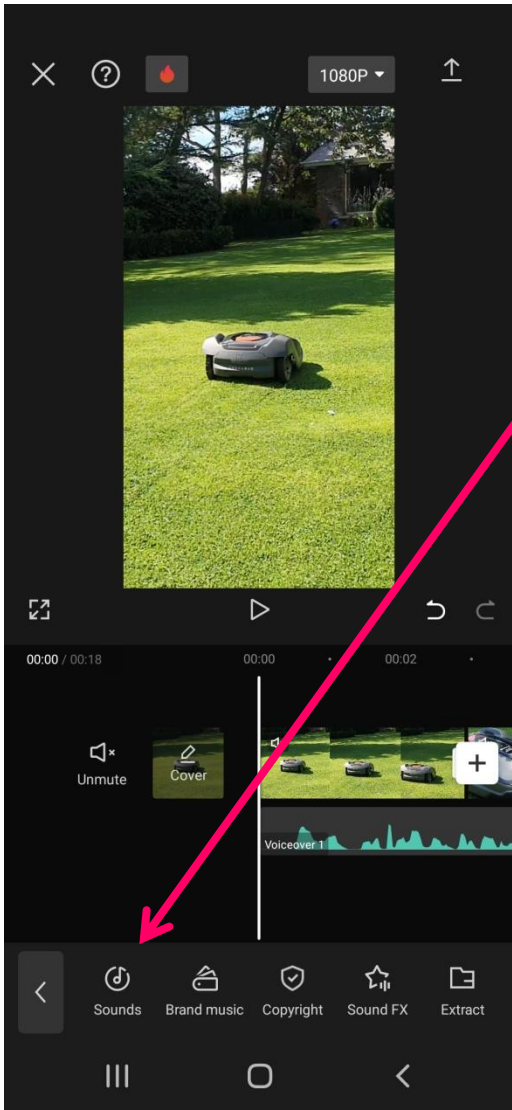
Demo 1 : How to edit a video (multiple clips plus voiceover)



To add a voice over

Your voiceover will now be added to the timeline below your video

Demo 1 : How to edit a video (multiple clips plus voiceover)



To add music

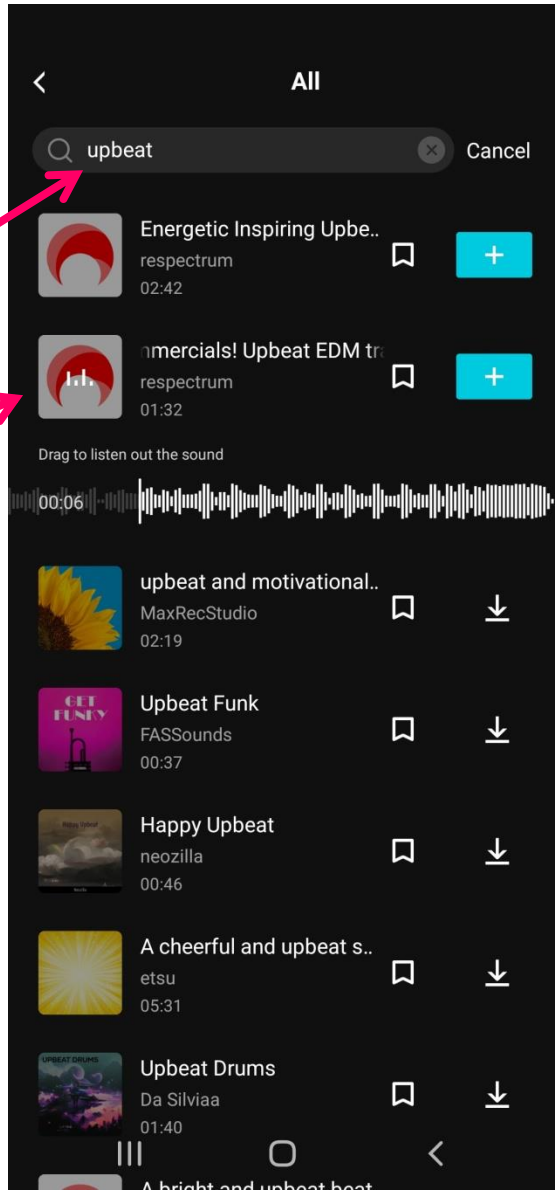
Just like adding a voiceover, tap on audio in the bottom menu

Then tap sounds

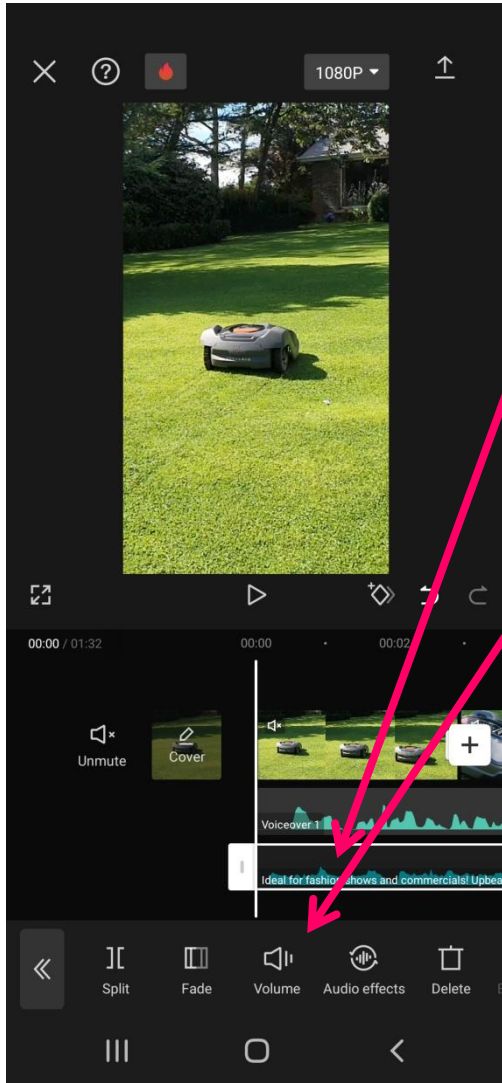
You can then search through their library of music

Tap on the music icon to listen to it

Tap on + to add it



Demo 1 : How to edit a video (multiple clips plus voiceover)

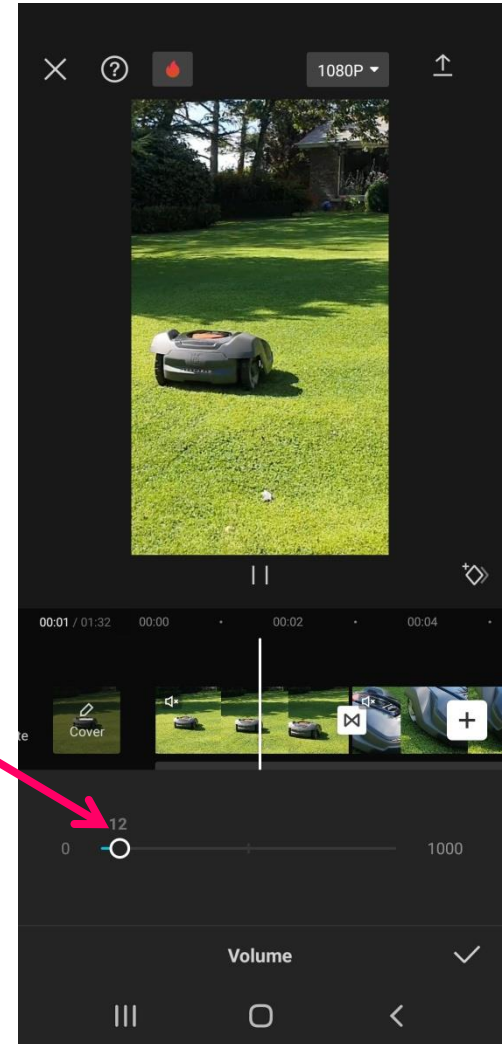


To add music

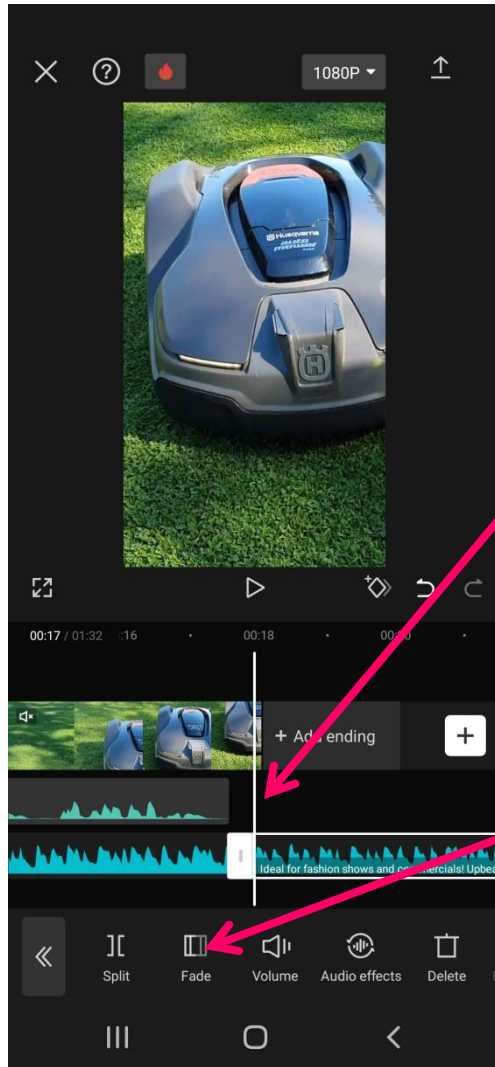
To adjust / reduce the volume of the music, tap on the music in the timeline

Then tap on volume

Then drag the slider to reduce the Volume



Demo 1 : How to edit a video (multiple clips plus voiceover)



To add music

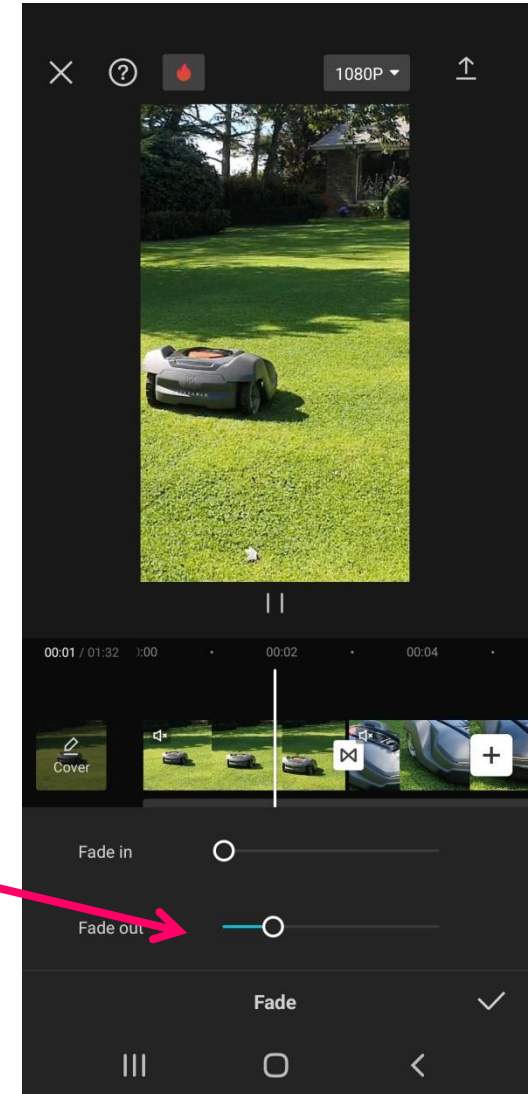
Slide to the end of your video and you will see that the music is longer than your video

Position the line at the point you want to cut the music

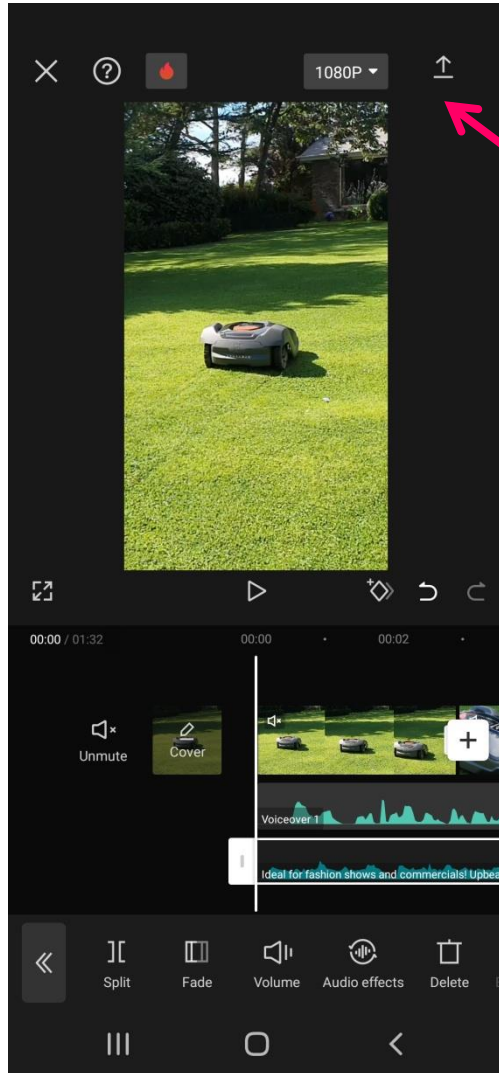
Then tap split and delete the part you don't want

You should now fade out the music

Tap fade and fade out for around 2.5 sec



Demo 1 : How to edit a video (multiple clips plus voiceover)



To export your video

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