



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

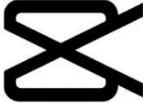
- How to get started editing a video
- Overview of the menu in the editor

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

Video equipment

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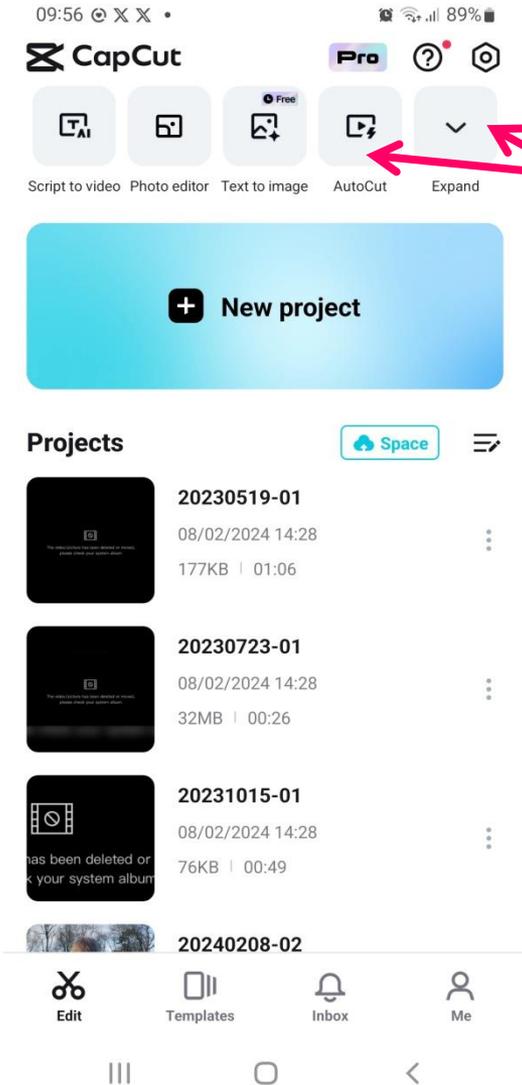
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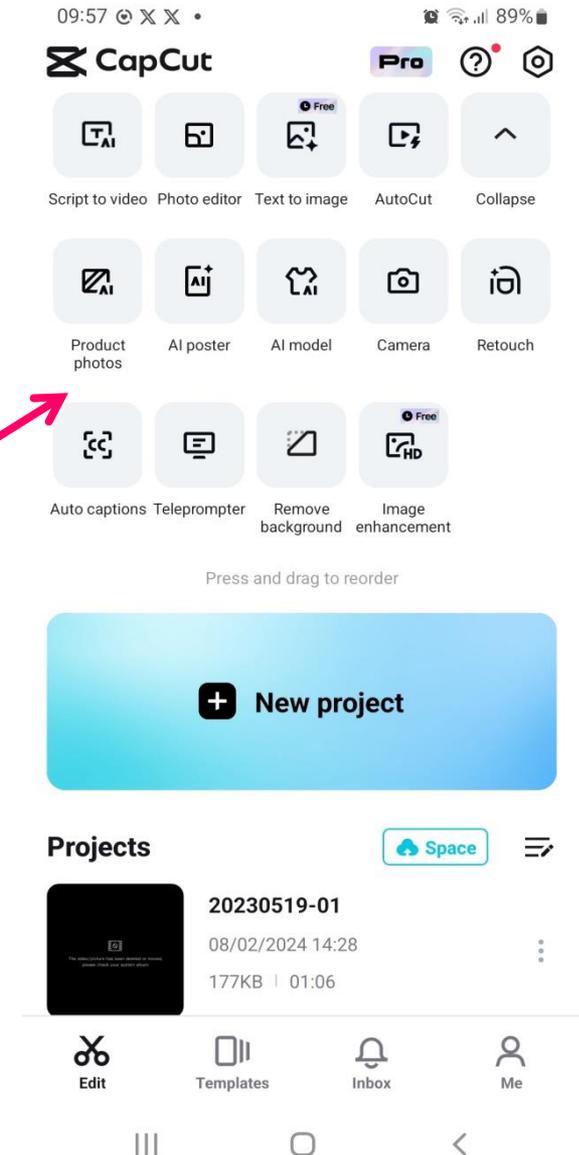
Demo : How to edit a video where someone is speaking to camera

Video equipment

How to get started editing a video



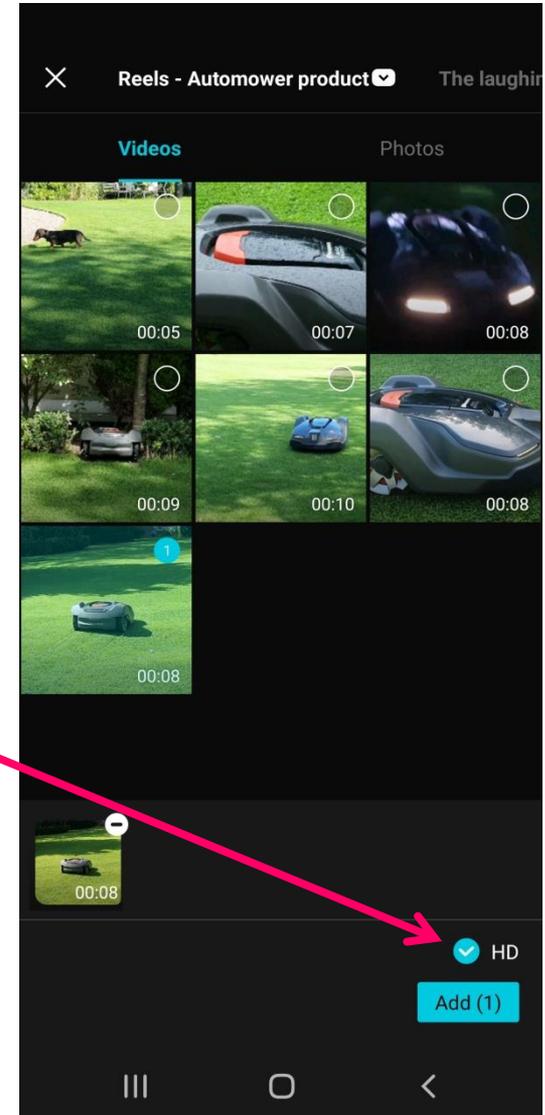
- When you open the app this is your main menu.
- Note that there are options at the top. You can choose one of these options before entering the editor if you wish. E.g. – you want to add captions or use the teleprompter.
- Note – tap the dropdown arrow to display more
- At the bottom you have an option 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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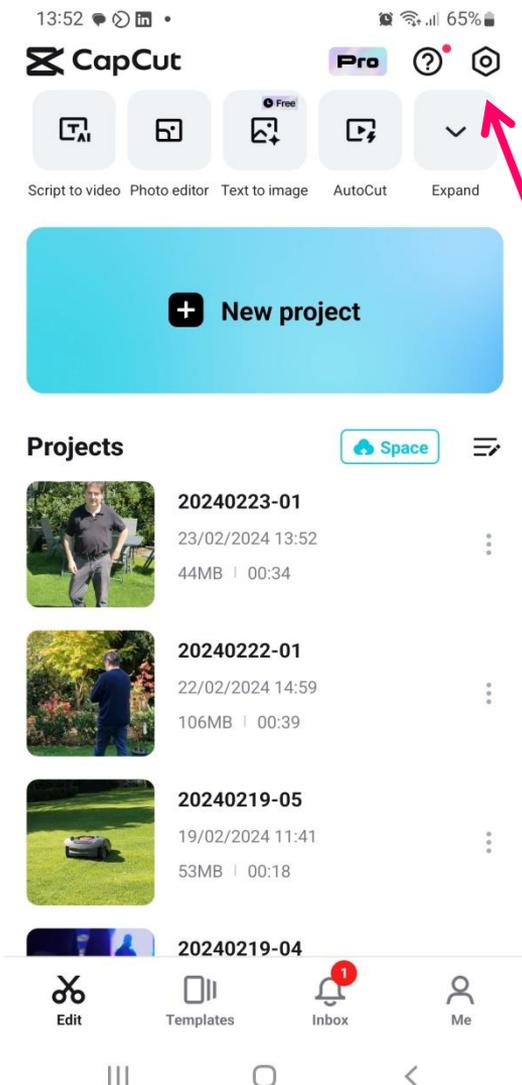
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Demo 1: How to edit a video where someone is speaking to camera

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

Permanently remove the CapCut logo

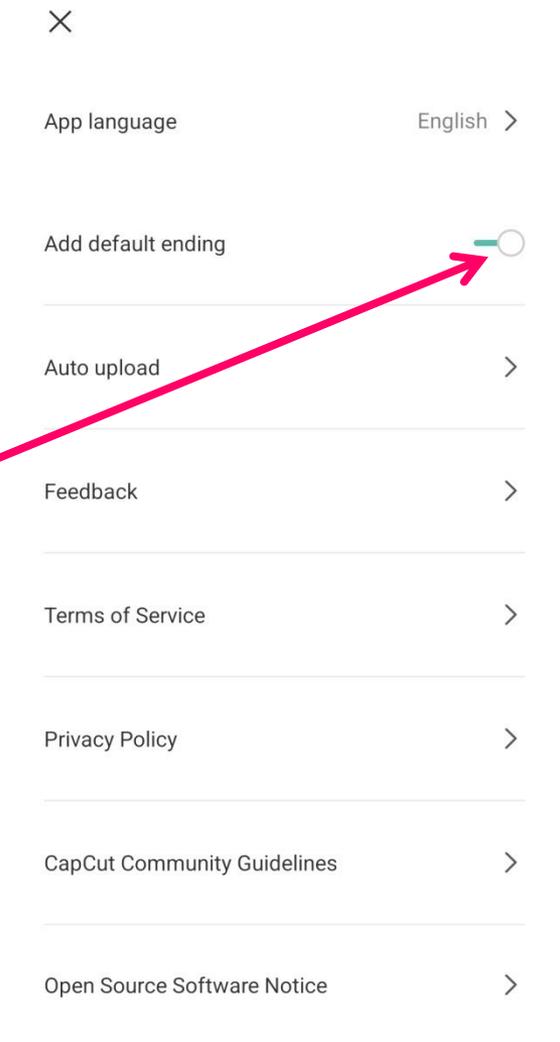


Whenever you create a video CapCut will place the CapCut logo at the end of your video

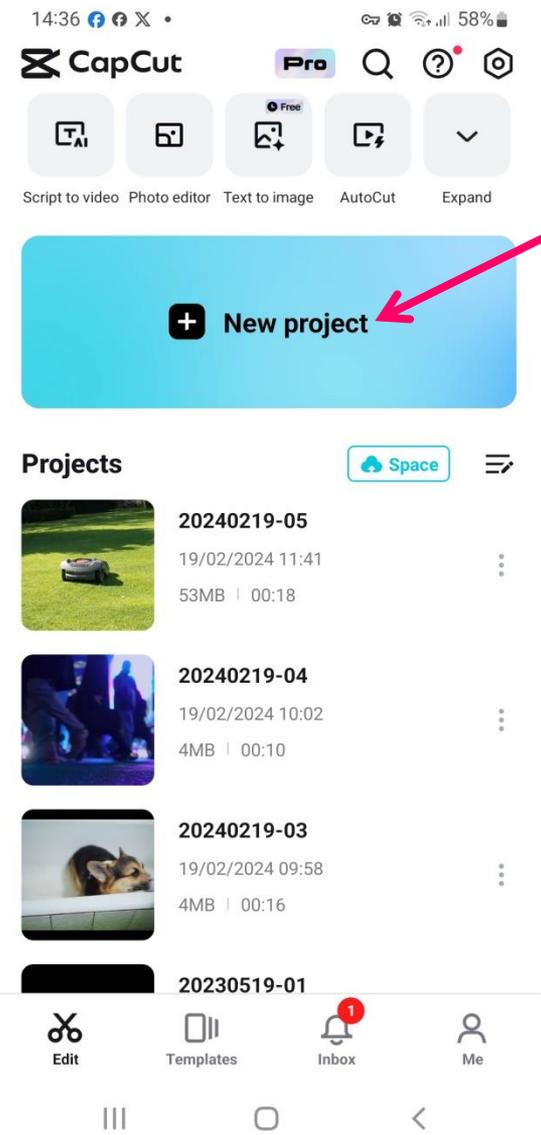
You can permanently turn this off so it won't add it for future videos

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

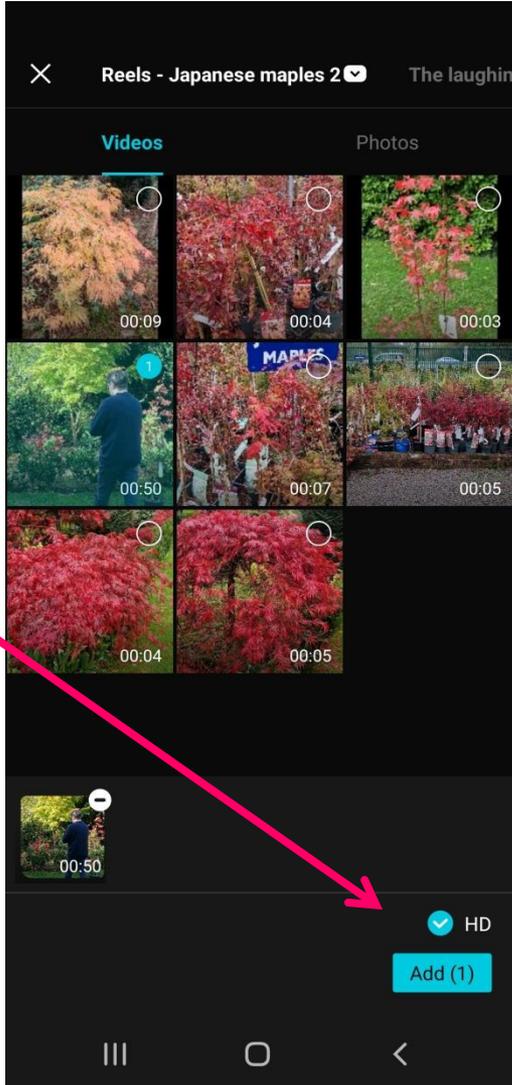
Next to Add default ending toggle to switch this off



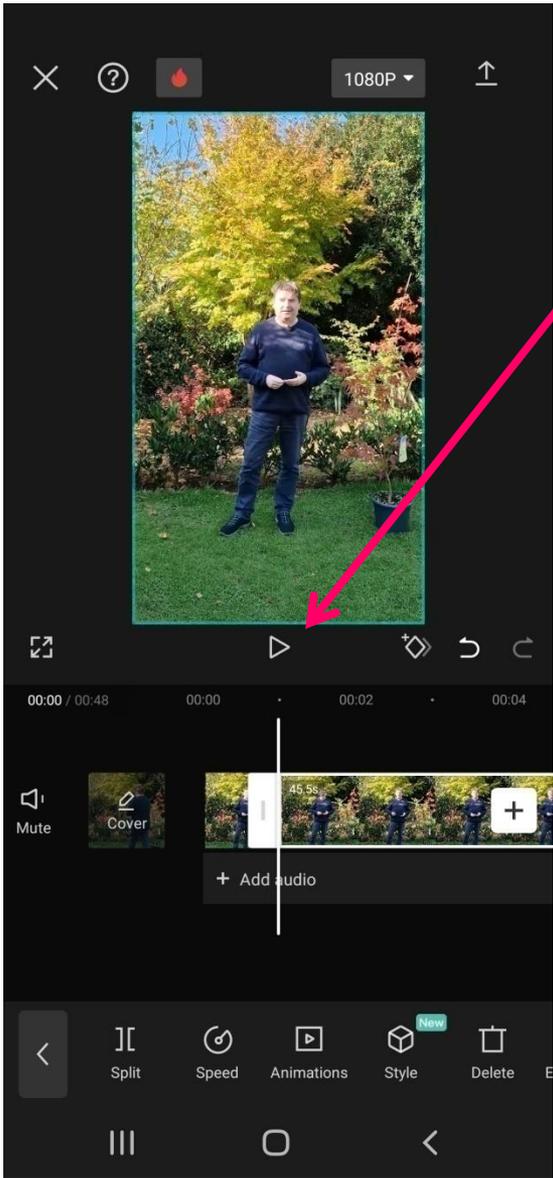
Demo 2 : How to edit a video (Someone speaking to camera)



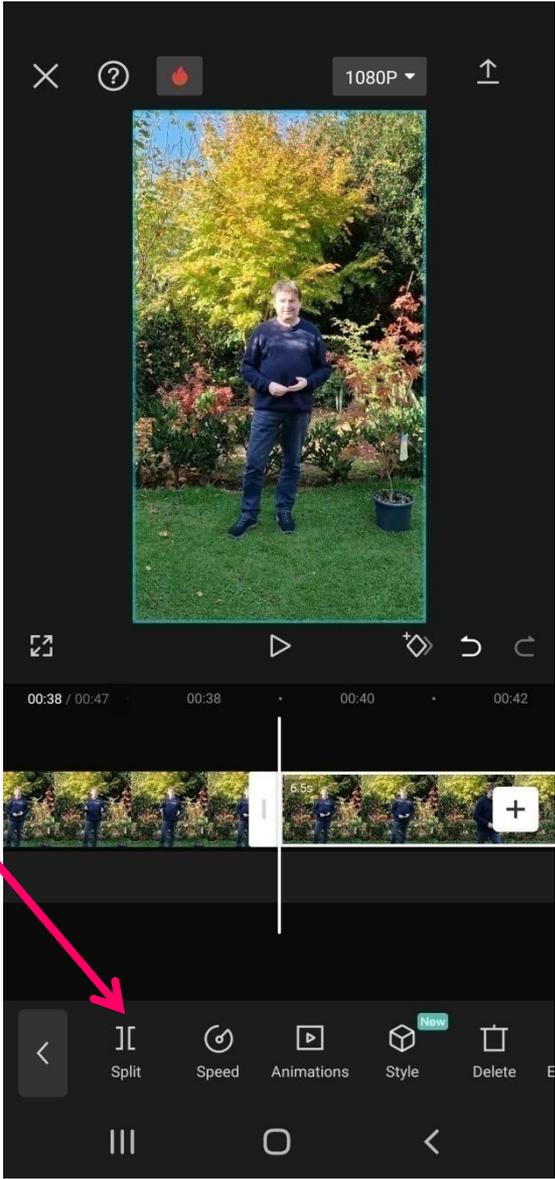
- Open the app
- Tap New project
- Find the album on your phone
- Select the clip you want to start the video with
- Tap HD
- Tap Add



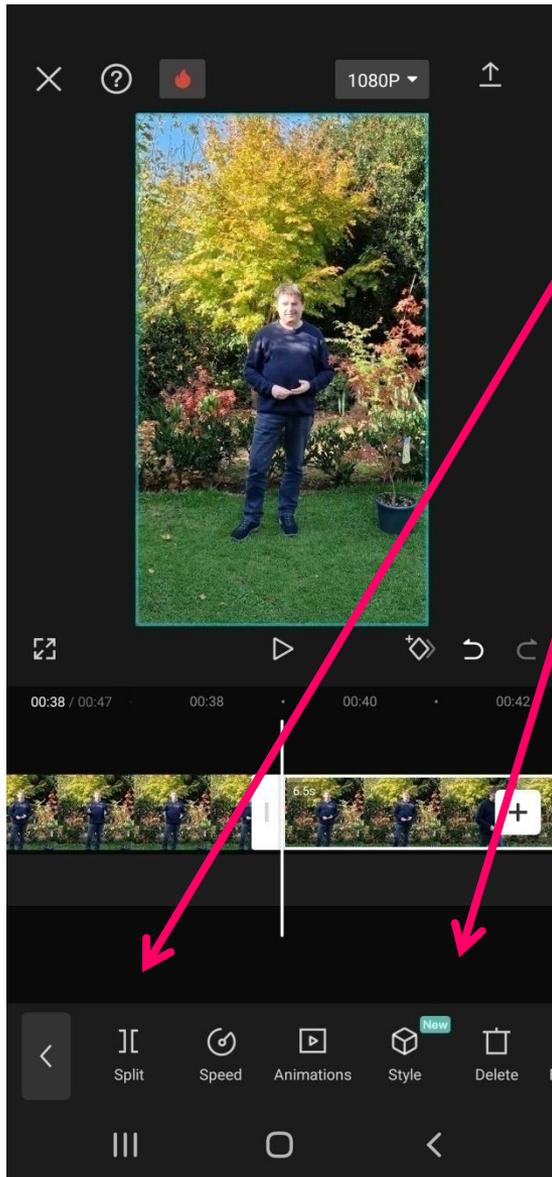
Demo 2 : How to edit a video (Someone speaking to camera)



- 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)

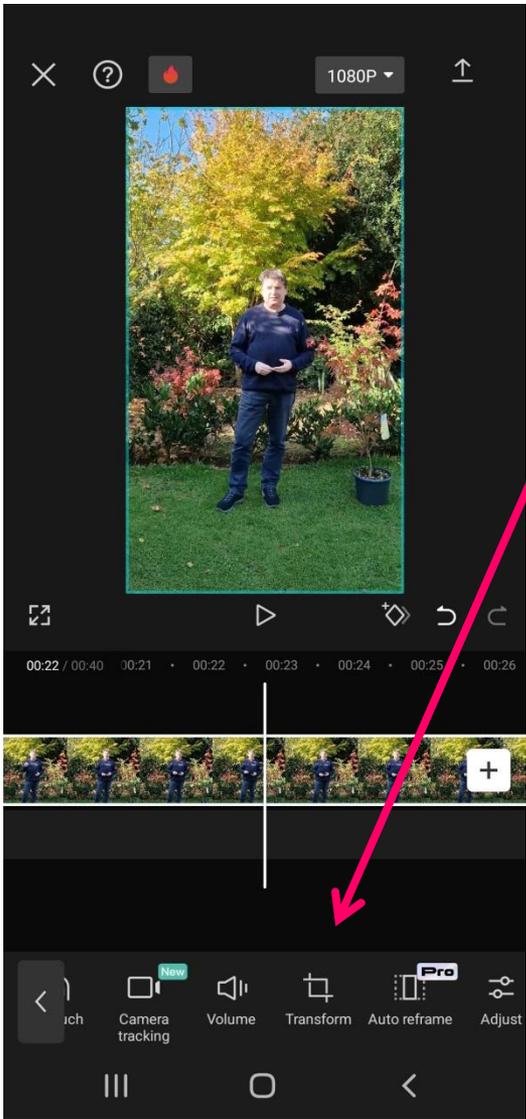


- Tap split
- Then select the part you want to delete
- Then tap on delete
- Then go to the end of your video and if there is something you want to cut out, pause at the end of the part you want to keep and then split and delete the part you don't want

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

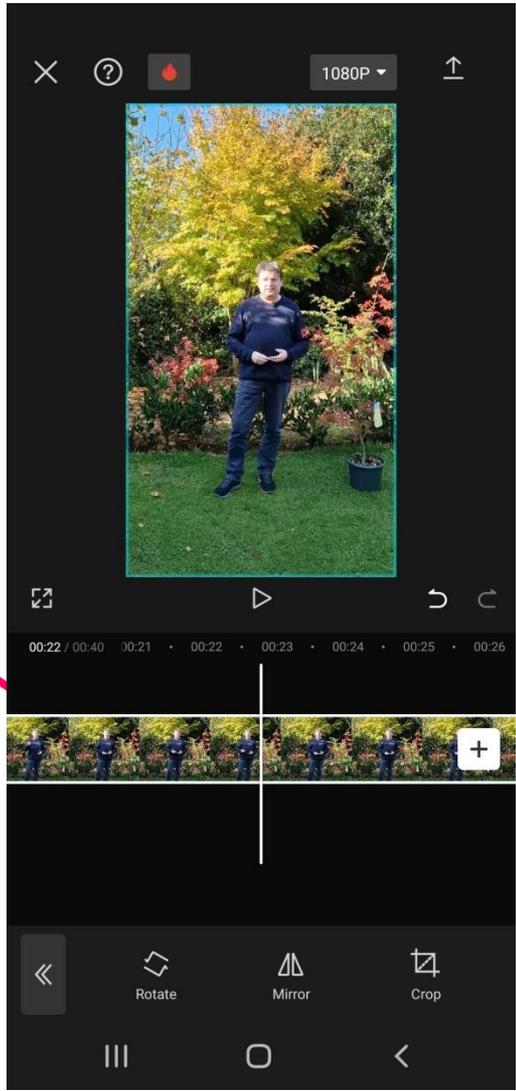
Demo 2 : How to edit a video (Someone speaking to camera)



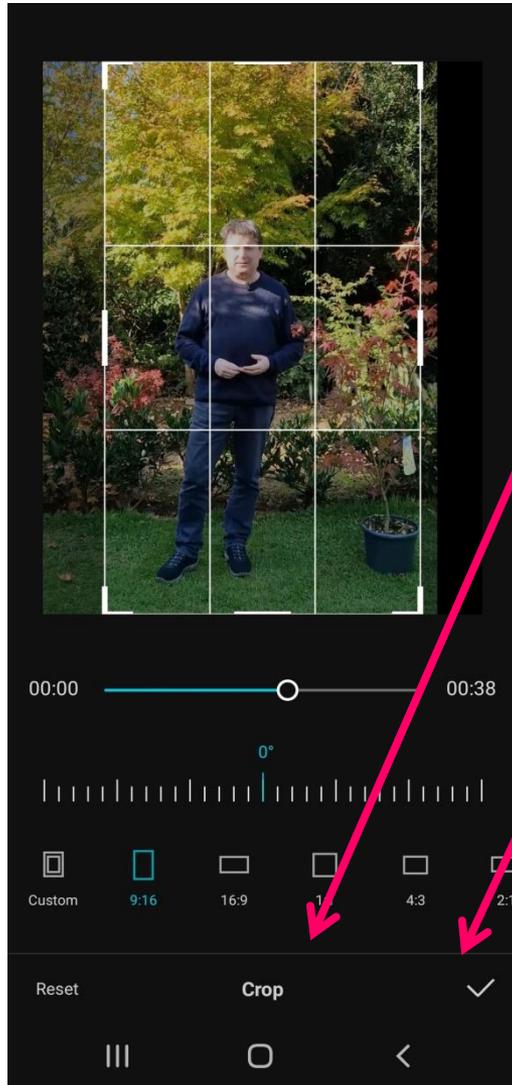
To crop into the video or crop parts out delete

Tap on a clip
Then tap transform

Then tap crop



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



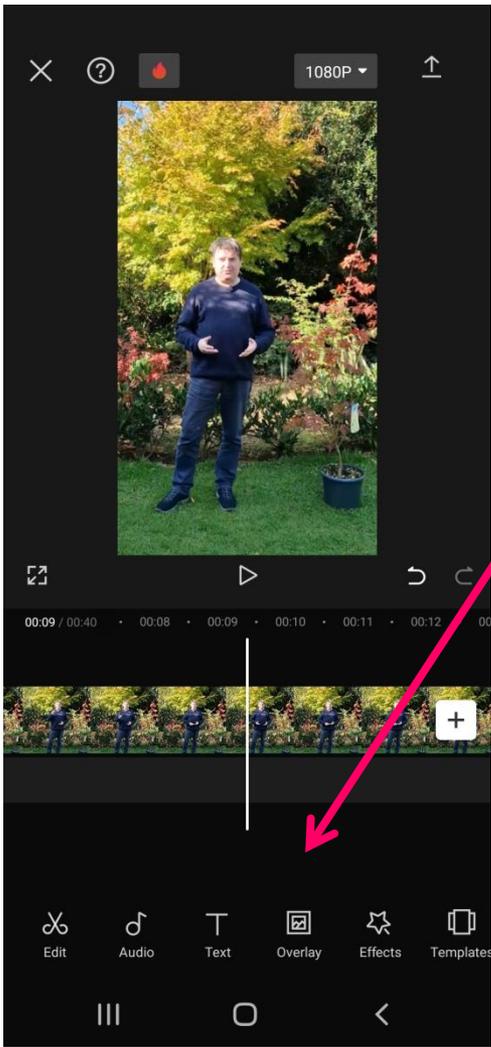
To crop into the video or crop parts out delete

Select the shape of your video e.g., 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)



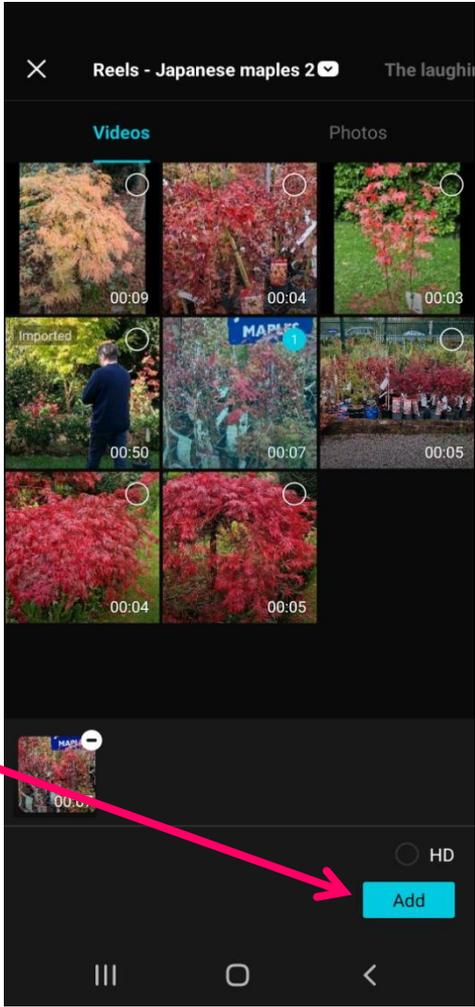
To overlay footage on top of your video

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

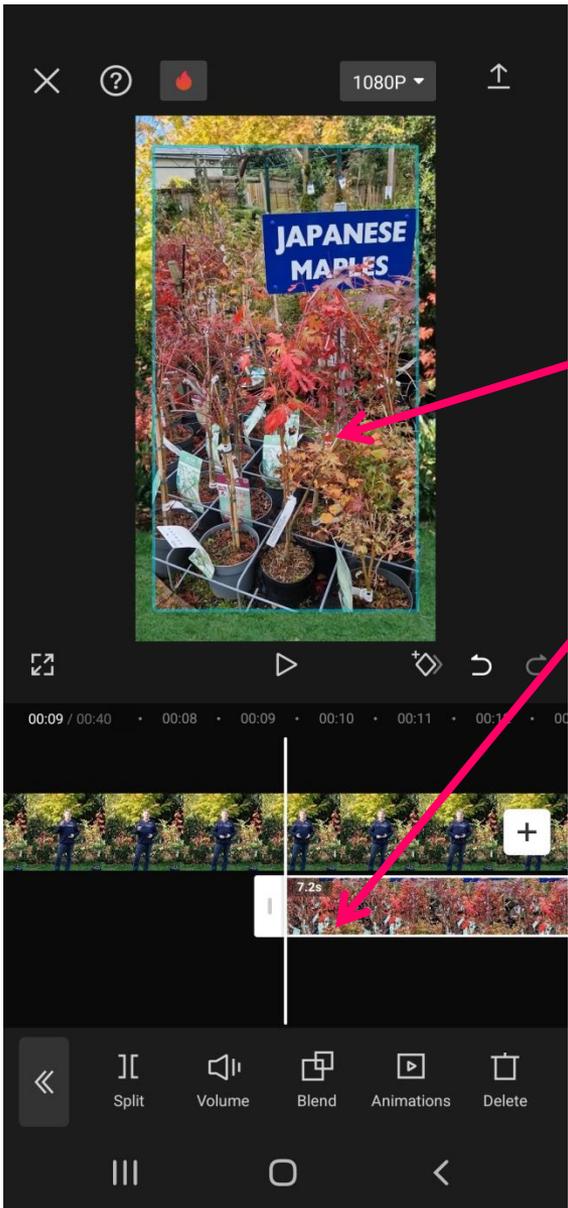
Tap on Overlay in the bottom menu

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

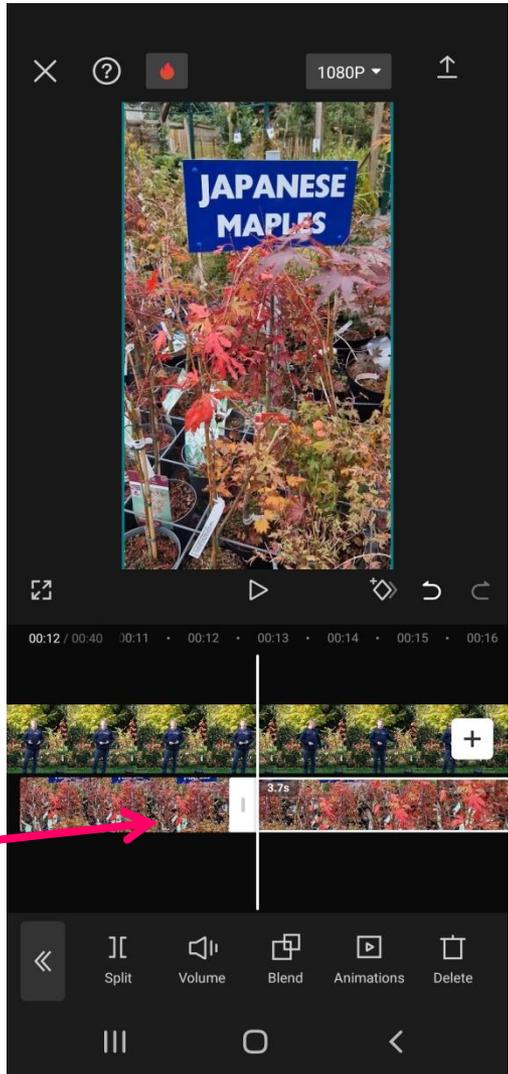
On the timeline the video appears below the main video

Press play and pause where you want the footage to end

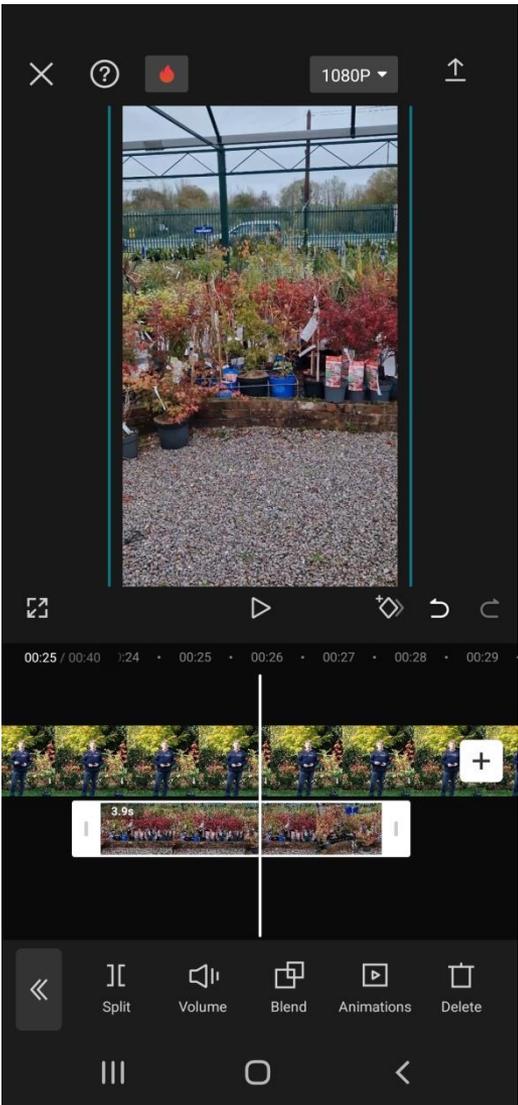
Tap on the footage clip on the timeline

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

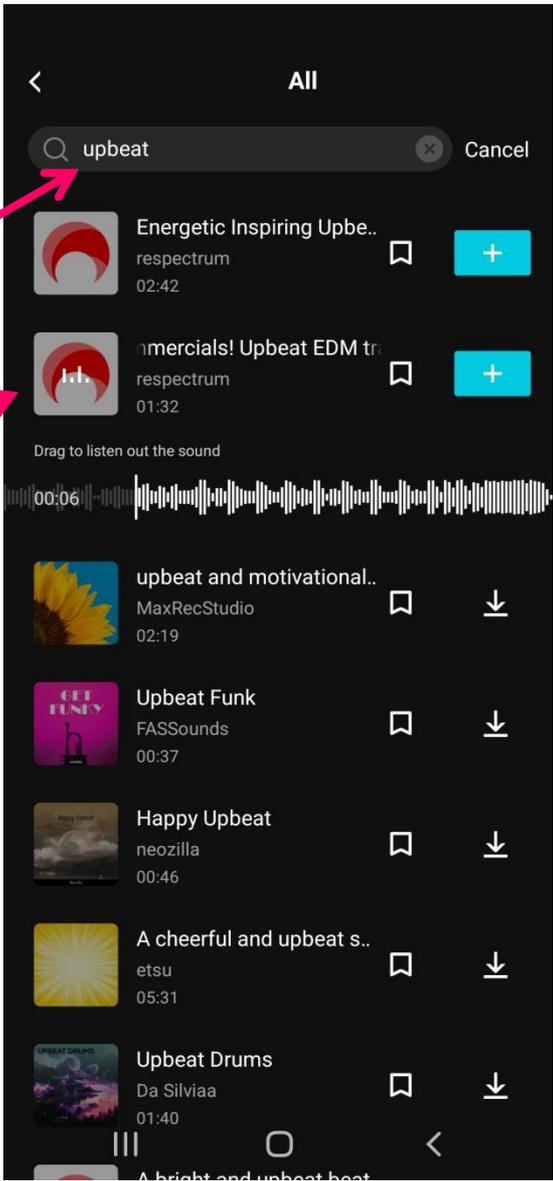
Tap on audio in the bottom menu

Then tap sounds

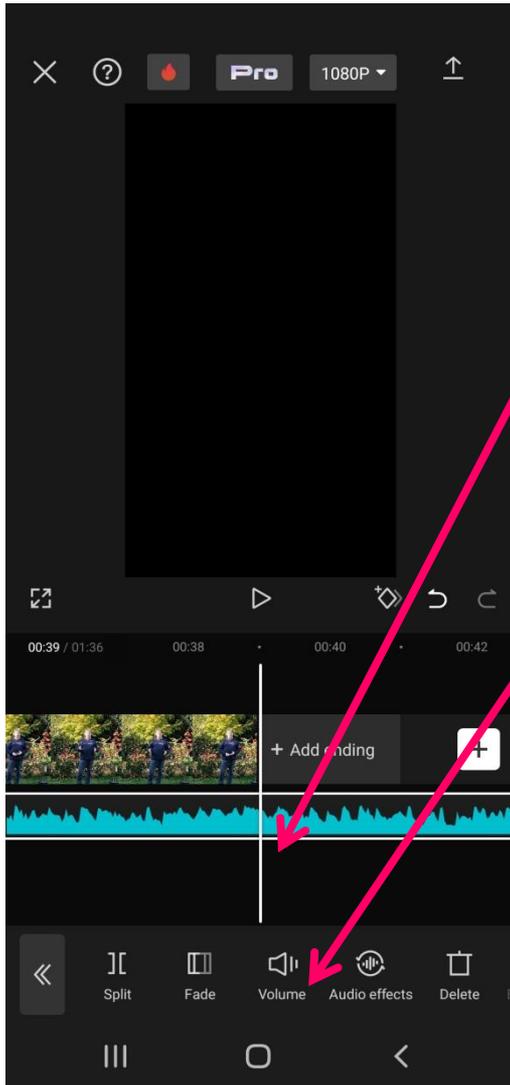
You can then search through their library of music

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)



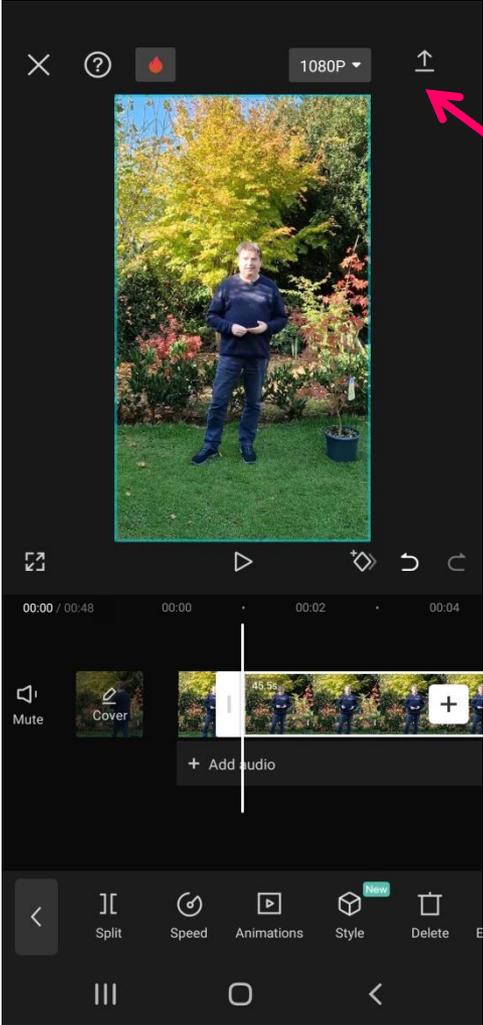
To add music

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)

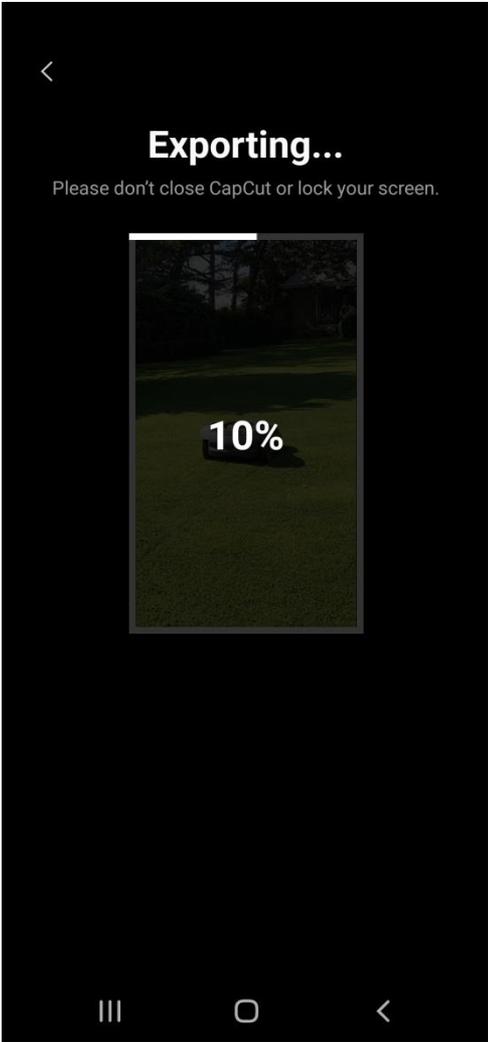


To export your video

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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Video equipment

Option 1: RØDE Wireless ME

Back to results



Roll over image to zoom in



RØDE Wireless ME Ultra-compact Wireless Microphone System with Built-in Microphones, GainAssist Technology and 100m Range for Filmmaking, Interviews and Content Creation

Visit the RØDE Store
4.3 ★★★★★ 6,157 ratings

Amazon's Choice for "rode wireless me"

300+ bought in past month

EUR 154⁹¹

prime
Save up to 8% with business pricing. Sign up for a free Amazon Business account
May be available at a lower price from other sellers, potentially without free Prime shipping.

Buy new:
EUR 154⁹¹

prime

FREE delivery Thursday. Order within 8 hrs 28 mins. Details

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In stock

Quantity: 1

Add to Basket

Buy Now

Dispatches from Amazon
Sold by Amazon
Returns Returnable with 30-day refund policy

Watch a video overview here
<https://www.youtube.com/watch?v=NoaPPQQtgtQ>

Links to
Irish
Websites
Plus
Amazon

<https://www.whelancameras.ie/rode-wireless-me>

<https://camerakit.ie/product/rode-wireless-me/>

<https://www.amazon.co.uk/R%C3%98DE-Ultra-compact-Microphone-Microphones-GainAssist/dp/B0BQLB596V/>

Useful accessory that turns your Rode wireless mic into hand held mic



Roll over image to zoom in

RØDE Interview GO Handheld Adaptor for Wireless GO

Visit the RØDE Store
4.5 ★★★★★ 2,875 ratings
Amazon's Choice

400+ bought in past month

-49% EUR 24⁶⁰
RRP: EUR48.01

prime
Save 5% on any 4 qualifying items | Terms

May be available at a lower price from other sellers, potentially without free Prime shipping.

Style Name: Interview GO

DCS1 GN1 PG1 PG2R invisLav (3 pack)
Interview GO Lav-Headset (Junior) Lav-Headset (Large)
Lav-Headset (Medium) MagClip GO Pivot Adapter

EUR 24⁶⁰
prime
FREE delivery Thursday. Order within 8 hrs 14 mins. Details
Deliver to Evan - Killorglin V07
In stock
Quantity: 1
Add to Basket
Buy Now
Dispatches from Amazon
Sold by Amazon
Returns Returnable within 30 days of receipt
Payment Secure transaction
See more
Add gift options

Links to Irish Websites

<https://camerakit.ie/product/rode-interview-go/>

<https://www.camera.ie/products/rode-interview-go>

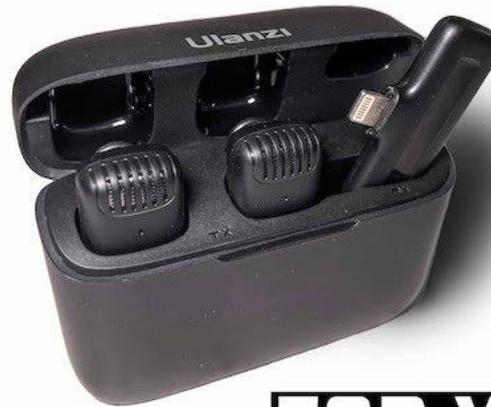
Option 2: Ulanzi J12 Wireless Microphone (2 microphones)

1 receiver attaches to the
charger port of your phone

2 microphones

Works up to 65 feet away from
the phone

Cost: Approx €70 - €80



**DUAL
WIRELESS
MIC
FOR YOUR PHONE**

Watch a video demo

<https://www.youtube.com/watch?v=o6F0lZzmnX4>

This is the version for iPhones: <https://www.amazon.co.uk/J12-Lightning-Smartphone-Microphone-Compatible-black/dp/B0BK9FDT3M>

This is the version for Android: <https://www.amazon.co.uk/ULANZI-Microphone-Plug-Play-Recording-Transmission-Black/dp/B0B38Y8NYY> or <https://www.ulanzi.com/products/ulanzi-j12-wireless-lavalier-microphone?variant=42630746996957>

Tripod (I use this one all the time and it's excellent plus very reasonable)



Roll over image to zoom in



JOILCAN Camera Tripod for Canon Nikon Sony, 65" Aluminum Alloy Tripod Stand with Detachable Head & Phone Holder & Carry Bag, Lightweight DSLR Tripod for Smartphone/Vlog/Streaming, Max Load 5.5kg

Visit the JOILCAN Store

4.4 ★★★★★ 1,494 ratings

Amazon's Choice

300+ bought in past month

EUR36⁰⁰

✓prime

Voucher: Apply EUR 5.86 voucher [Shop items >](#) | [Terms](#)

Buy 2 or more, save 3% Discount by Amazon [Terms](#)

Promotion Message Save 5% on Heavy duty alu... [1 promotion](#) ▾

Colour Name: **Classic Black**

EUR36⁰⁰

✓prime

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In stock

- Quantity: 1 +

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Sold by	KTU PHOTOGRAPHY
Returns	Returnable within 30 days of receipt
Packaging	Ships in product packaging
✓ See more	
<input type="checkbox"/> Add gift options	

**Link to
amazon**

<https://www.amazon.co.uk/gp/product/B0BBQ5F2L8/>

Tripod Adjuster mount



Roll over image to zoom in



ipow Mobile Phone Tripod Adapter, Rotatable Bracket Smartphone Clamp Holder Compatible with Samsung Huawei Used on Tripod, Monopod, Selfie Stick

Brand: ipow
4.6 ★★★★★ 1,422 ratings

Amazon's Choice

50+ bought in past month

EUR 9¹⁰

prime

Brand ipow
Colour Black
Compatible devices iPhone 12 Pro,12, iPhone 11, iPhone XS Max, XR,X, iPhone 8 Plus, Samsung Galaxy S21 Ultra,S20, Samsung Galaxy Note 20, iPhone...

[See more](#)

Mounting type Tripod
Special feature Adjustable

EUR 9¹⁰

prime

FREE delivery **Thursday**. Order within 8 hrs 6 mins. [Details](#)

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In stock

Quantity: 1

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Buy Now

Dispatches from Amazon
Sold by Jingshun Trade
Returns Returnable within 30 days of receipt
Payment Secure transaction

[See more](#)

Add gift options

Add to List



<https://www.amazon.co.uk/gp/product/B01N193MHD/>

Fantaseal® Ergonomic Smartphone Handheld Grip Stabilizer Holder

Versatile camera grip, with a Smartphone Clamp, perfect for phone to shoot smooth video and photos. (Allowable Cellphone Size 3.5" to 5.7")

Cost: Approx €12



amazon

https://www.amazon.co.uk/gp/product/B01M3VRD5Y/ref=oh_aui_detailpage_o01_s00?ie=UTF8&p_sc=1

DJI Osmo Mobile Gimbal

Brilliant Gimbal for taking videos as you are moving.

It has a motorised weight and balance system so your video looks as smooth as a drone video

Cost: €120



Links to Irish Websites

<https://www.currys.ie/ieen/cameras-and-camcorders/photography-accessories/camcorder-accessories/dji-osmo-mobile-3-handheld-gimbal-10226788-pdt.html>

Neewer Camera Photo Video Lightning Kit: 18 inches/48 centimetres Outer 55 5500K Dimmable LED Ring Light

- Very good lighting kit for a beginner on a budget
- Ideal for “how to” videos, customer testimonials company videos where you require good lighting

€115

amazon

https://www.amazon.co.uk/gp/product/B01N0OJPXC/ref=oh_aui_detailpage_o05_s00?ie=UTF8&psc=1



Oifig Fiontair Áitiúil

Local Enterprise Office



Clár Chistí Eorpacha Struchtúrtha
agus Infheistíochta na hÉireann
2014–2020

Co-funded by the Irish Government
and the European Union



European Union
European Regional
Development Fund