The Marketing Crowd

Local Enterprise Office
Let's talk business

HOW TO MAKE CHRISTMAS MARKETING VIDEOS USING
CapCut

What We Will Cover

1. **About the app**

2. Demo 1: How to make a "Merry Christmas to our customers" video using video clips, text and music

3. Demo 2: How to make a video using video clips, music and voiceover

4. Demo 3: How to make a Christmas product sales video speaking to camera

5. Additional Equipment you might need when shooting your videos (Mic, lighting, Tripod)

Mobile app Video editor – CapCut

Over 400 million people use Inshot

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

It's like Canva in that you can use most of it for free.

However, they have lots of Pro features and to use those you would need to be a monthly Pro user (approx €10 / month)

In this course I will be showing you how to make videos for free

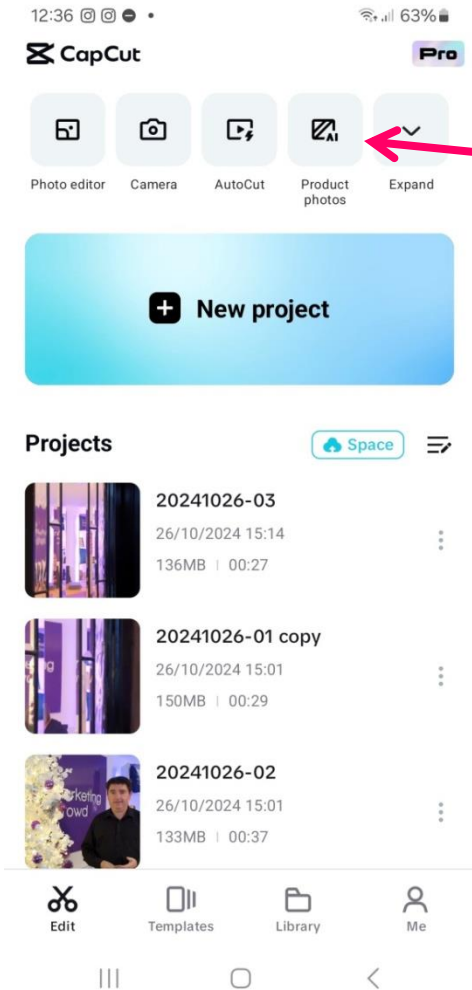# Why use CapCut rather than just make your videos in Instagram reels?

By using CapCut you can ..

- Make videos for any social platform, YouTube and your website
- Much better text effects and can import fonts
- Much better captions
- Much better transitions
- Can overlay footage
- Can overlay graphics from Canva and remove background

And if you create the video in CapCut you can then

- Select it as a video for your Reel and then add copyright music like Wham or Mariah Carey as part of the Reel creation process.
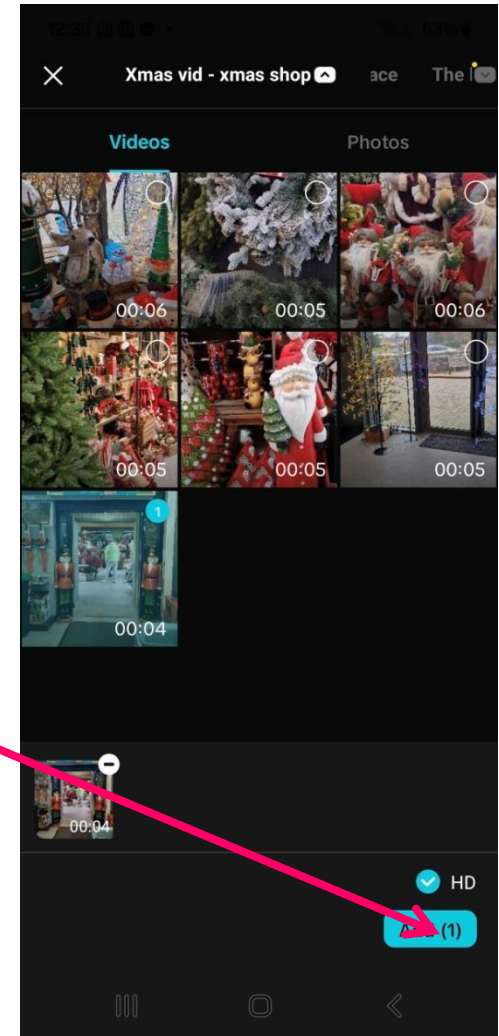
- When you open the app this is your main menu.
- Note that there are options at the top. You can choose one of these options before entering the editor if you wish. Eg – you want to add captions or use the teleprompter.
- Note – tap the dropdown arrow to display more
- At the bottom you have an option to use their premade templates

- To edit a video simply tap on New Project
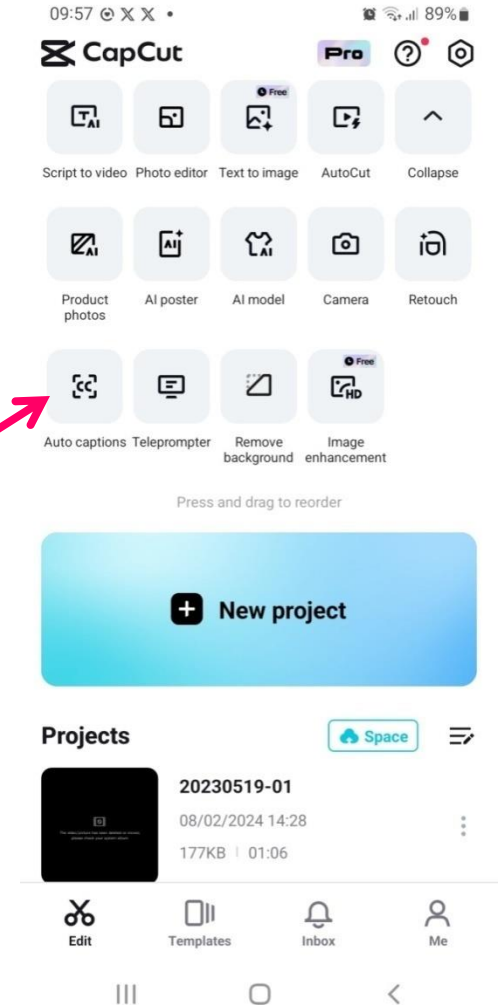
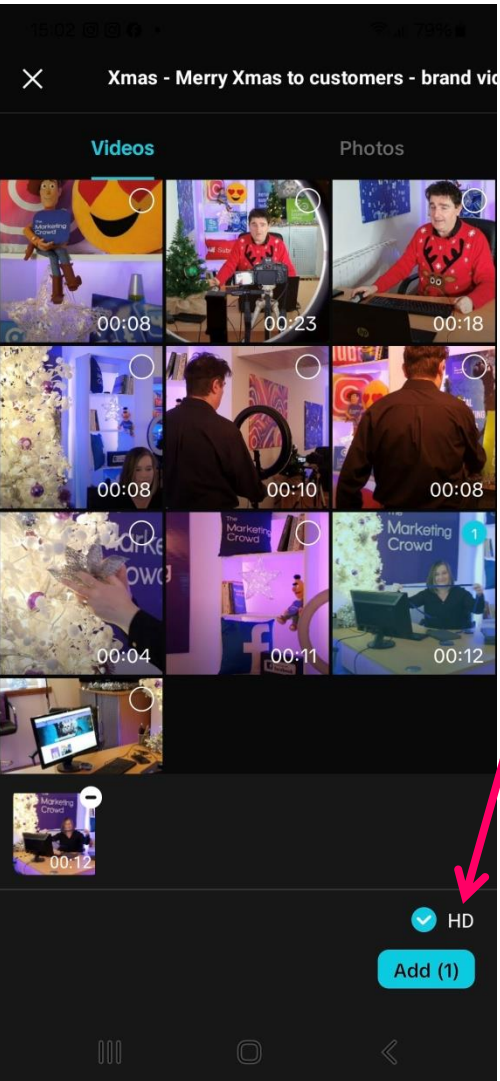# How to get started editing a video
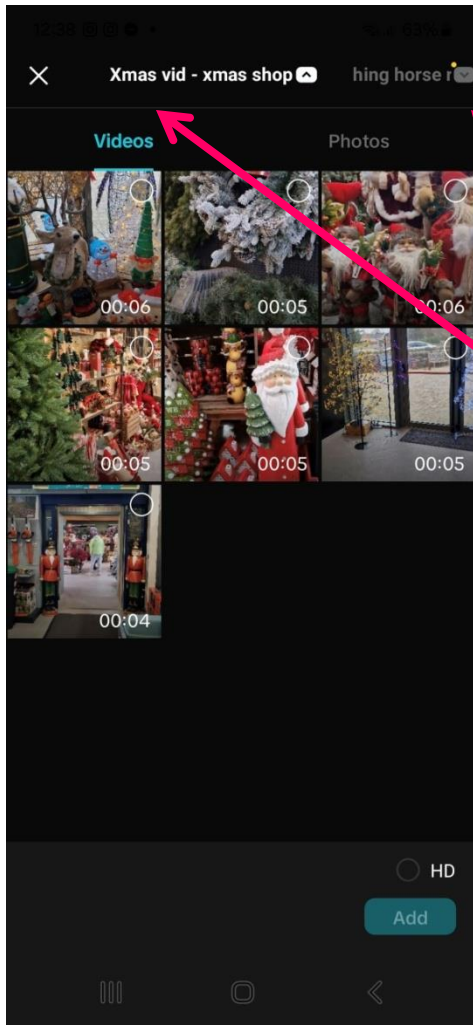
- You can now choose videos from your phone

- 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 clip that you want. Tap HD to use the HD version of the clip
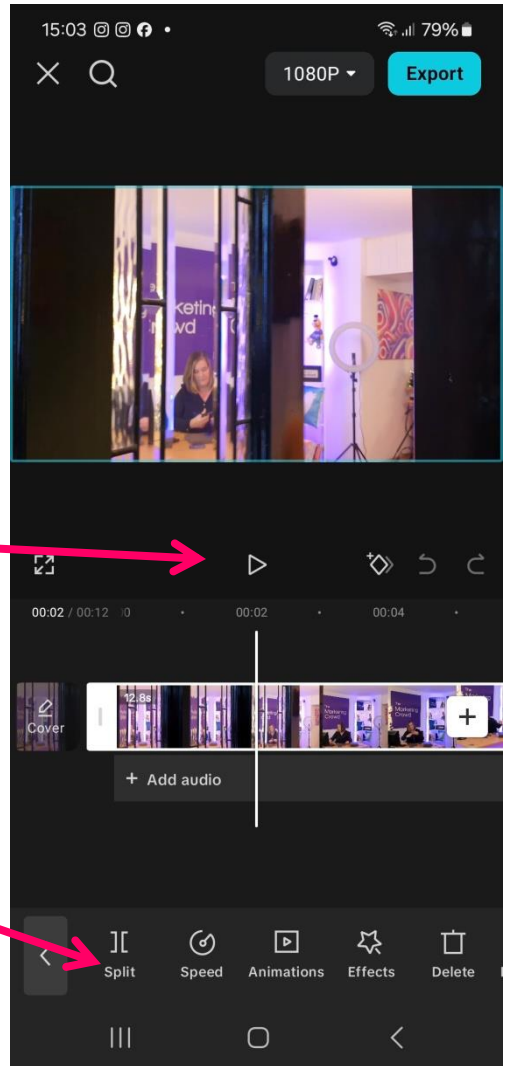
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4. Demo 3: How to make a Christmas product sales video speaking to camera

5. Additional Equipment you might need when shooting your videos (Mic, lighting, Tripod)

- 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
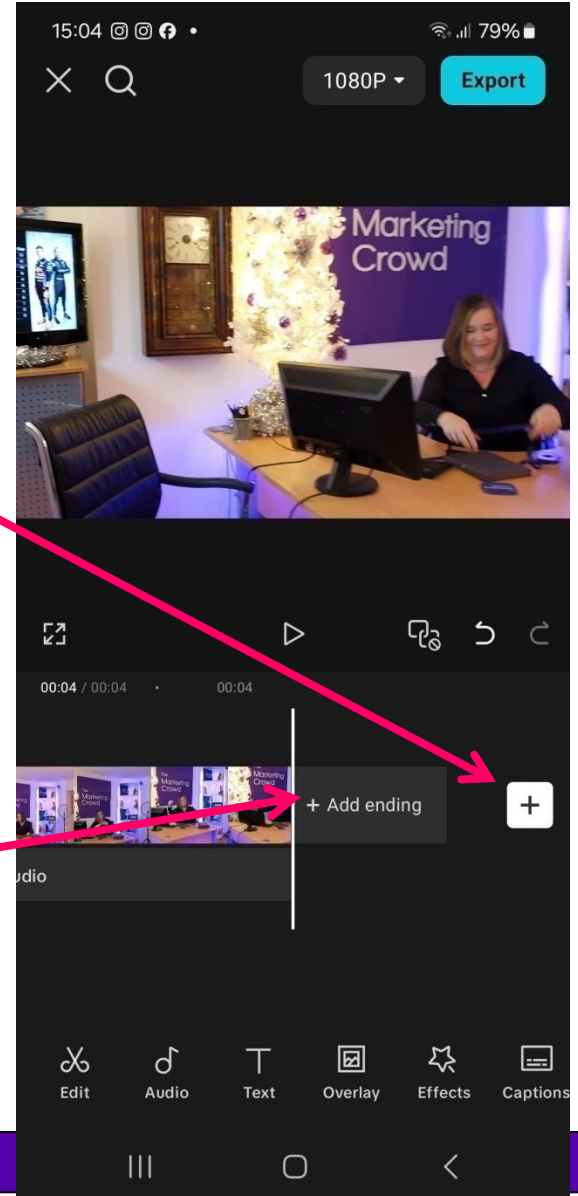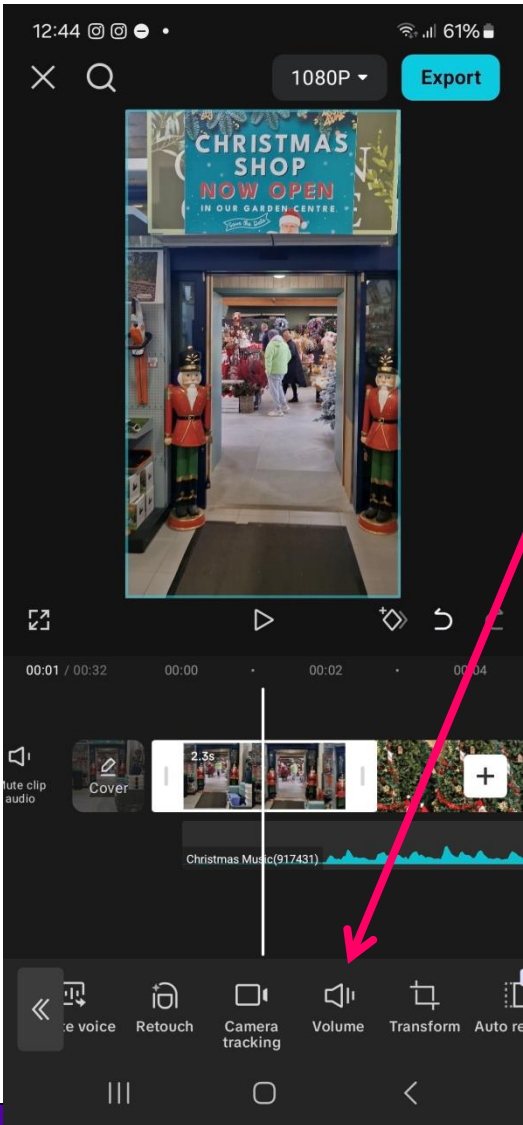- To get the split option either tap edit or tap on the clip

- 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

To reduce the volume of your clips
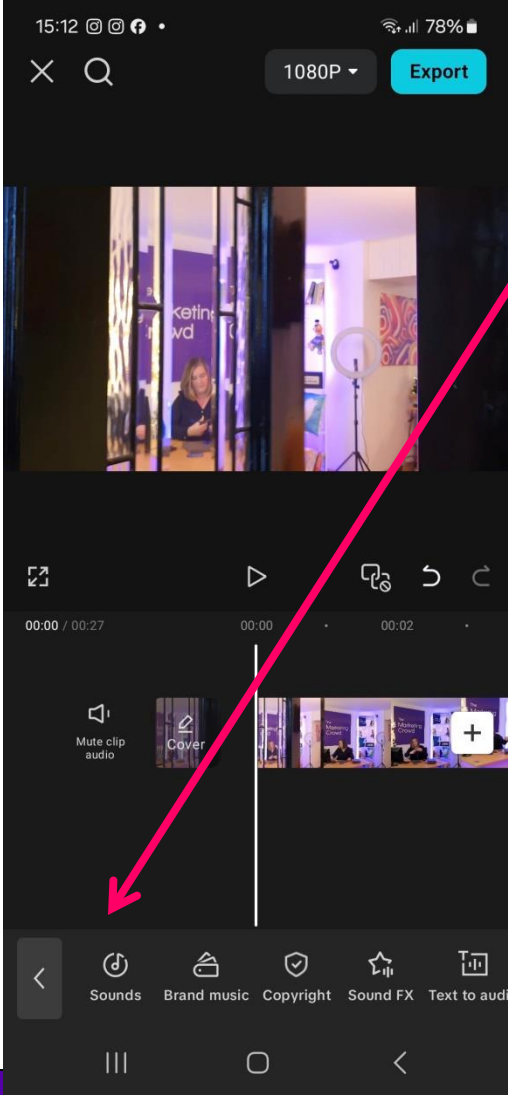
Tap on a clip
Then tap volume

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

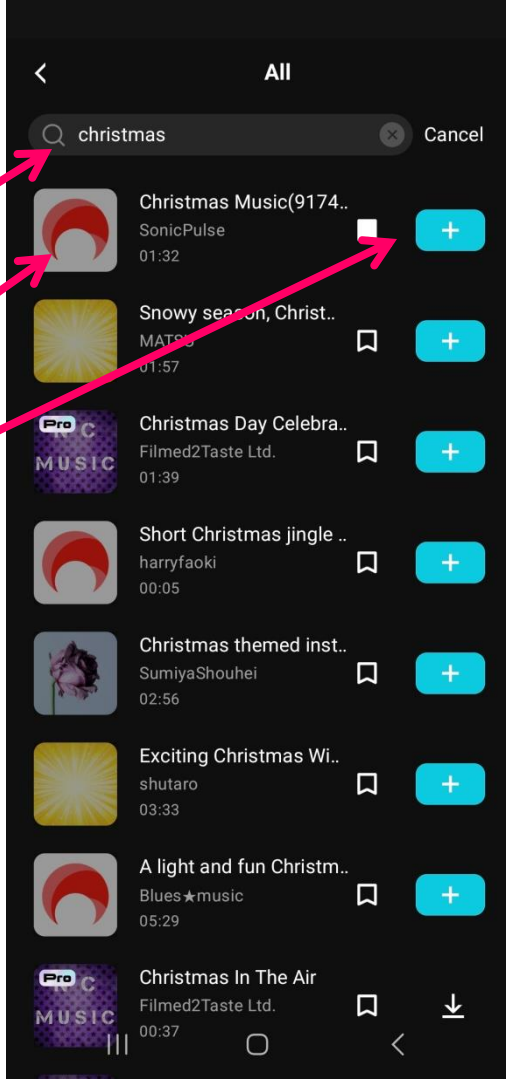Or tap loudness adjustment and it will reduce the volume of all other clips to match what you did in the first

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

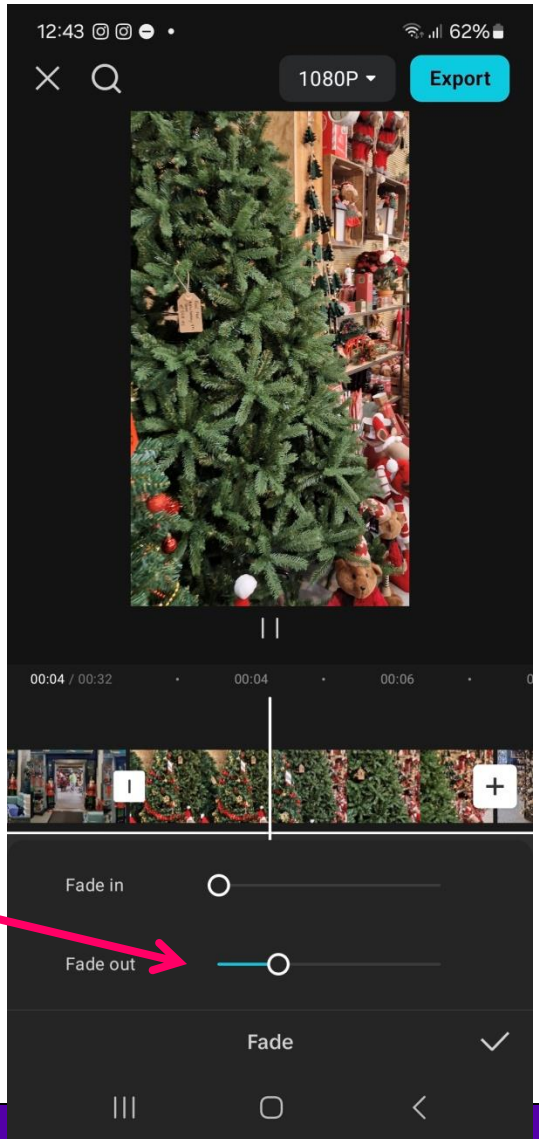Tap on + to add it

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

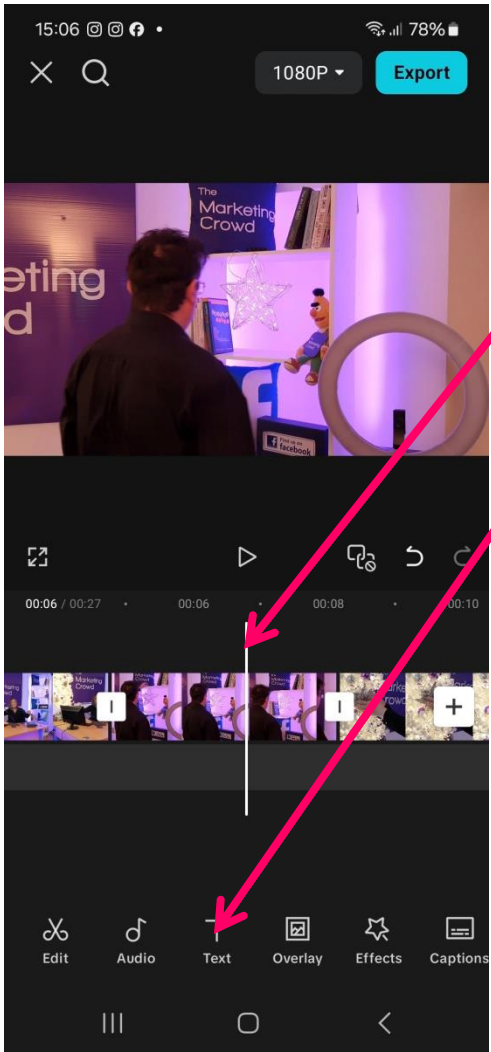Then tap split and delete the part you don't want

You should now fade out the music

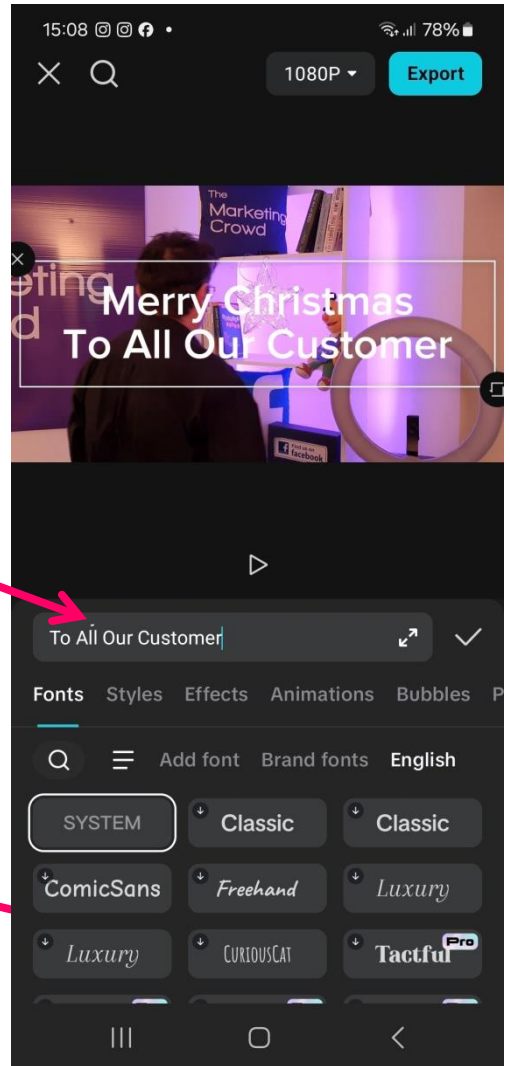Tap fade and fade out for around 2.5 sec

To add Text

Pause your video where you want to add text. The text will be added just to the right of the white line.
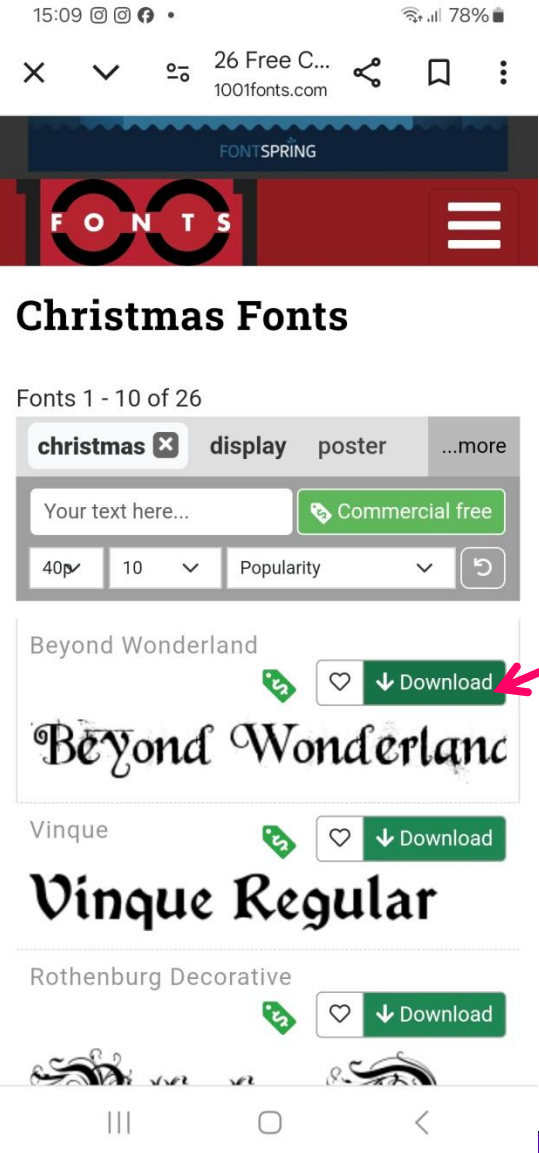
Tap on Text in the main menu

Type your text in the box

Browse though the fonts and choose one that you like.

If you want to upload a Christmas font you can tap Add Font

To add Text

Do a Google search for Free Christmas fonts commercial
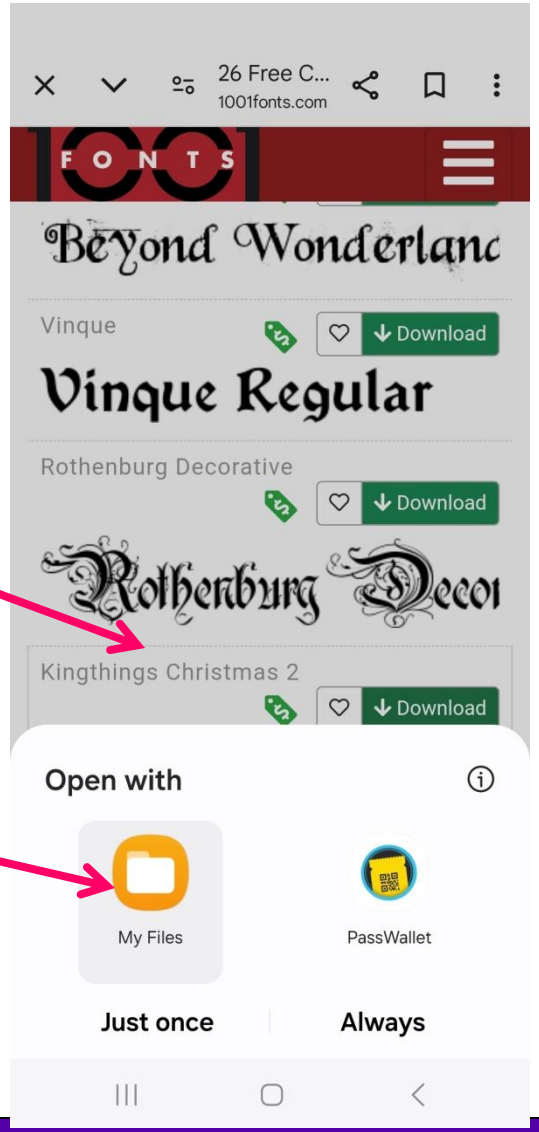
Or go to this page
https://www.1001fonts.com/christmas-fonts.html

Find a Christmas font that you like

Tap download

Follow the instructions to open the font file

I selected My Files, Just once

15:09 ⊙ ⊙ 🅕 •   📶 78%

✅ **3 selected**
All

e ▶ Download ▶ **kingthings-christmas-2.zip**

TXT   allfontsinfo.txt
       23 Mar 2012 13:33   23.35 KB

TXT   kingthingsEULA.txt
       4 Sept 2009 13:49   618 B

       Kingthings C...tmas 2.2.ttf
       22 Mar 2012 19:59   200 KB

Cancel   **Extract**

||| ◯   ‹

To add Text

Then Tap Extract

Then Go back to CapCut and tap the button that says "Add font"

Find you font under My Files

Select it and tap done

15:10 ⊙ ⊙ 🅕 •   📶 78%

‹ **Select item**   🔍 ☰

⬇ Date   ↓

⦿   Kingthings C...tmas 2.2.ttf
     22 Mar 2012 19:59   200 KB

Done

||| ◯   ‹

To add Text

You can also change the colour and style of the text
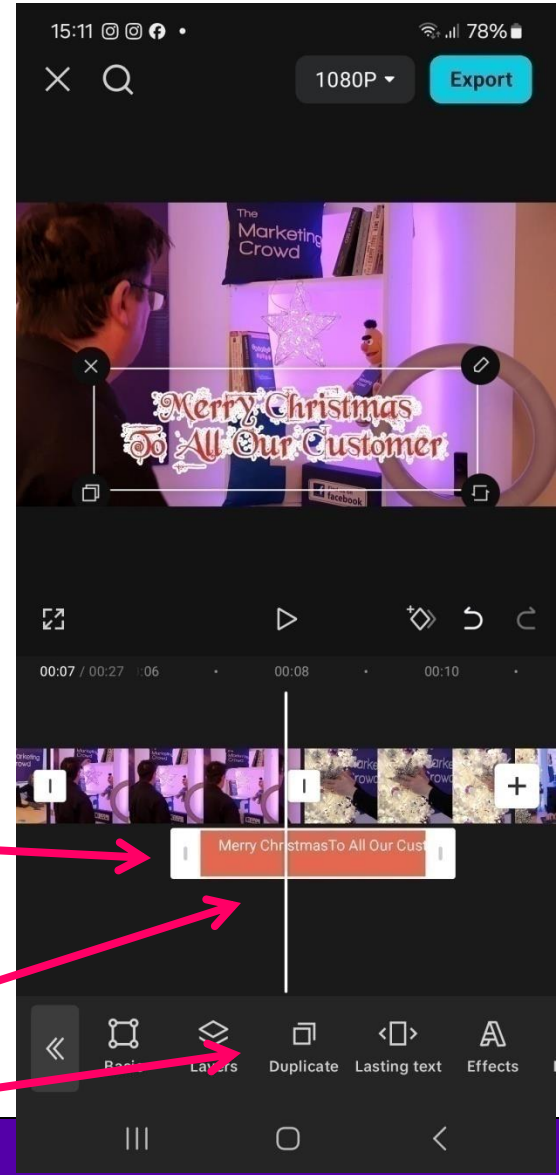
Beside, Font, Tap on Style

I chose this red outline

Play around with styles, colours

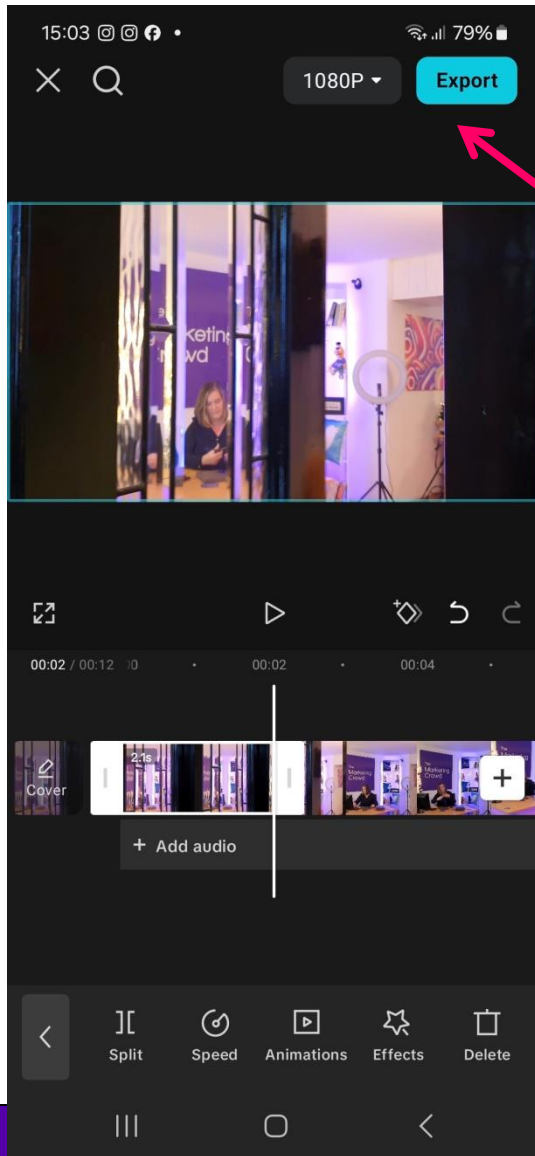Also try animations to have your text animate in or out

To indicate where you want the text to start and end drag the Sliders

Also, if you want to duplicate the text in order to use it elsewhere in the video, tap on the text box and then duplicate

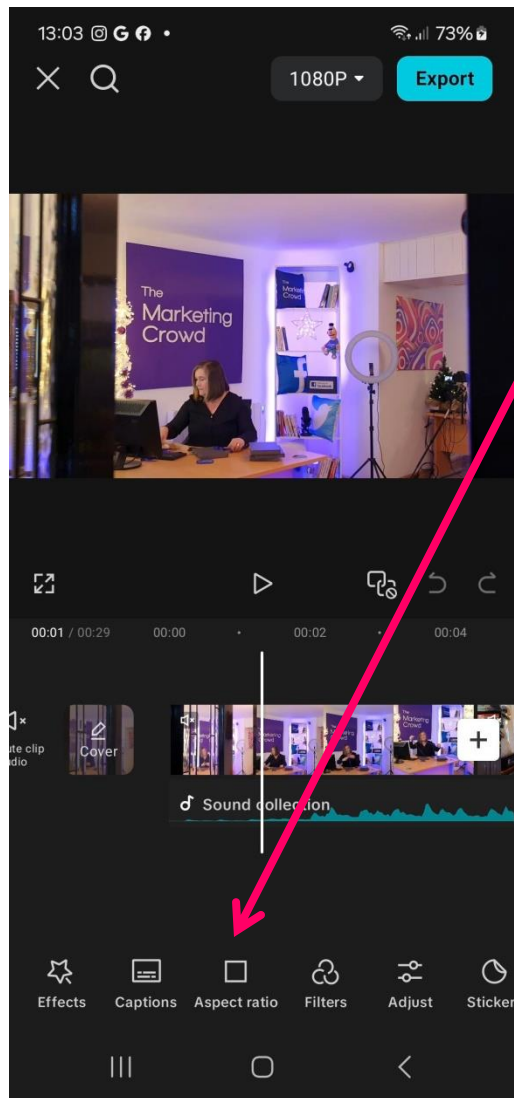# Demo 1 : Merry Christmas to our customers video

To export your video

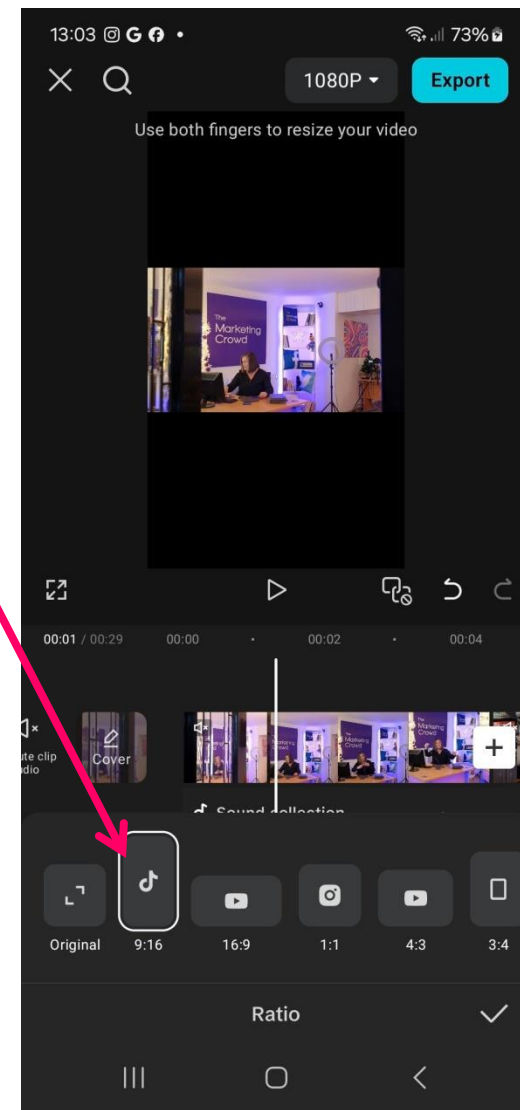Tap the arrow in the top right of the screen

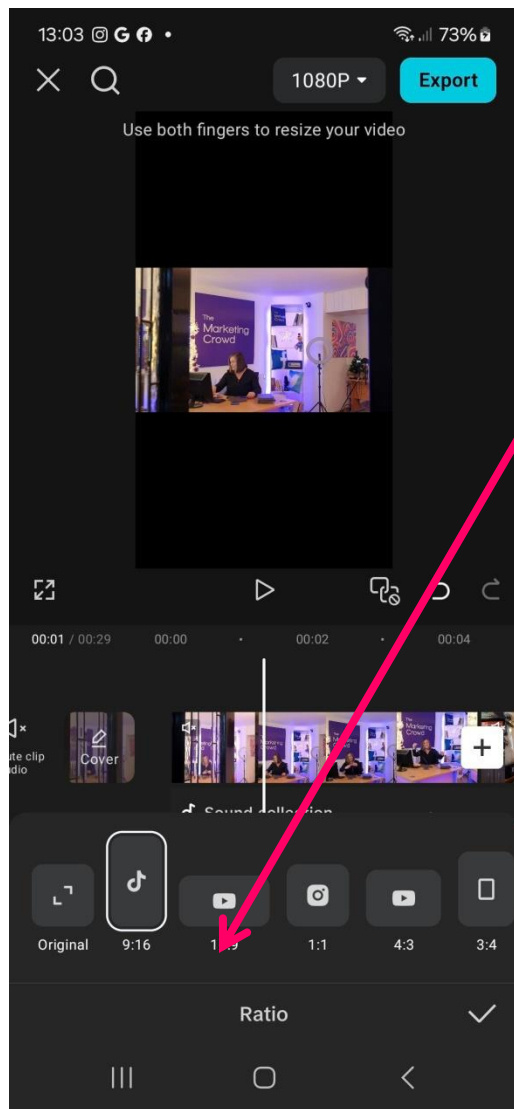Your video will export

It will be placed in your camera folder

To change the aspect ratio – shape

Swipe left on the main menu to see Aspect Ratio]]Select the aspect ratio / shape you want to change it to eg. 9:16 for portrait

Use both fingers to resize your video

Effects   Captions   Aspect ratio   Filters   Adjust   Sticker

Original   9:16   16:9   1:1   4:3   3:4

Ratio

If you want to change the video to Portrait shape (9:16)

To change the aspect ratio – shape

With 2 fingers, pinch on the video to expand it to portrait to fill the screen

Swipe left to the next clip and also pinch that one to expand it
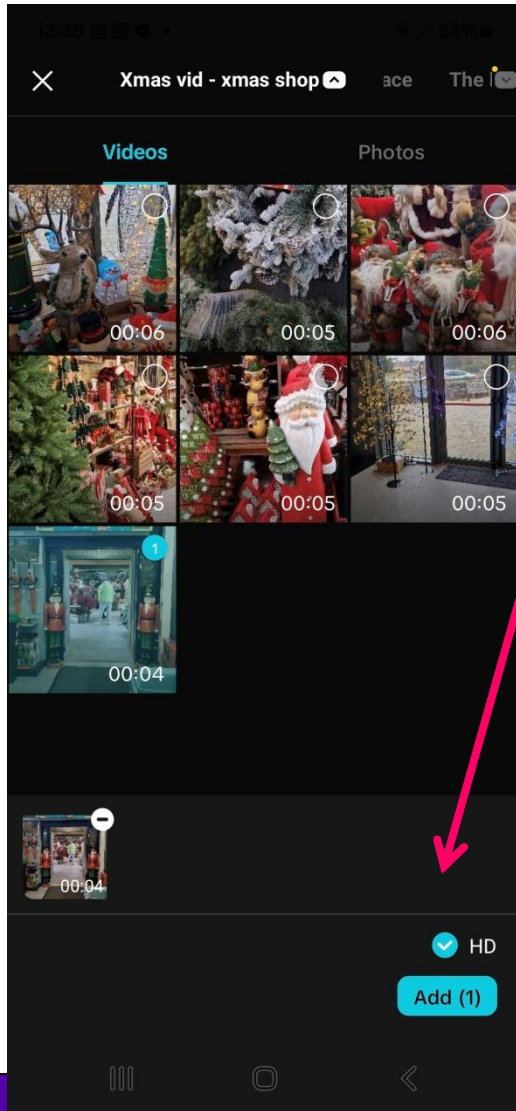
Repeat with all the clips

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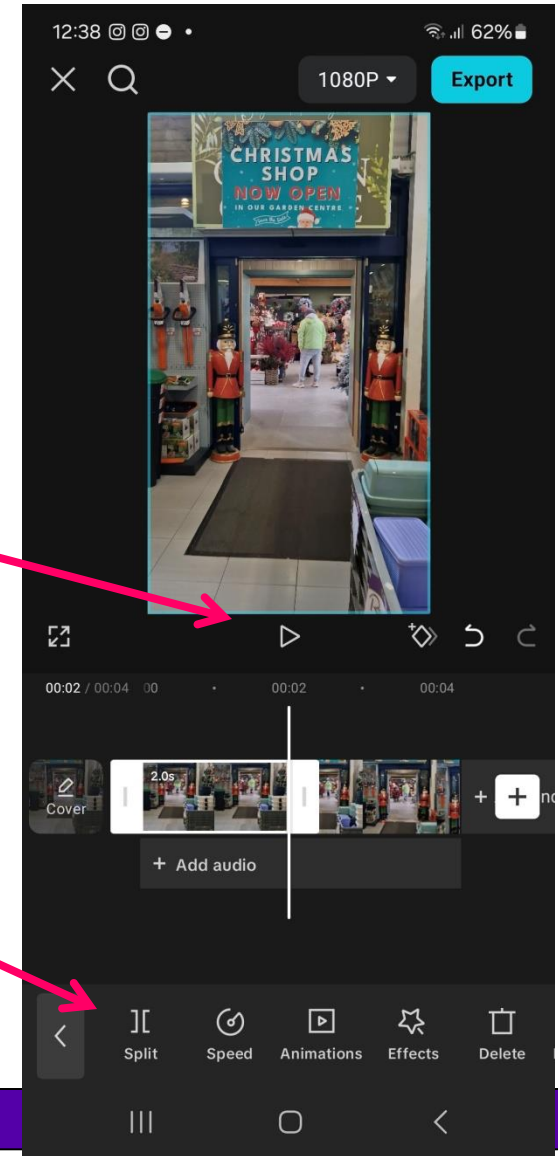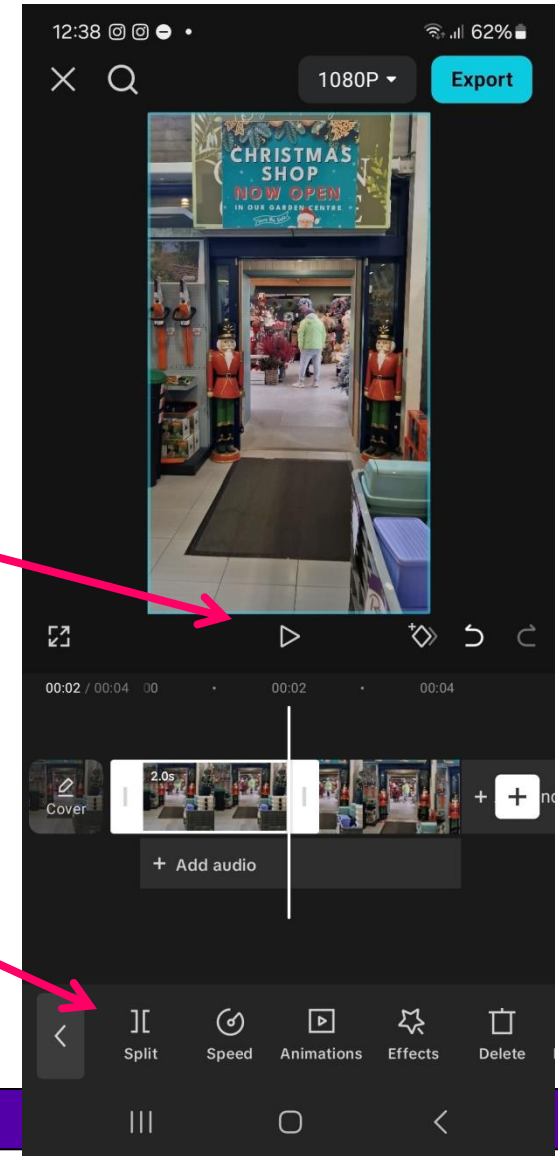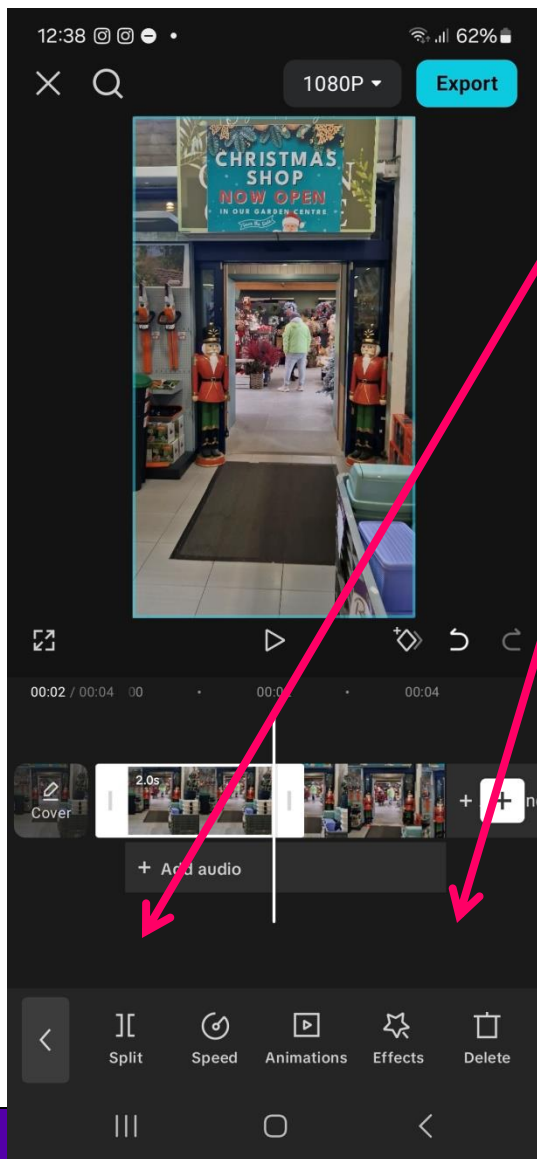
- Open the app
- Tap New project
- Find the album on your phone
- Select the clip you want to start the video with
- Tap HD
- Tap Add

- 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

- 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.
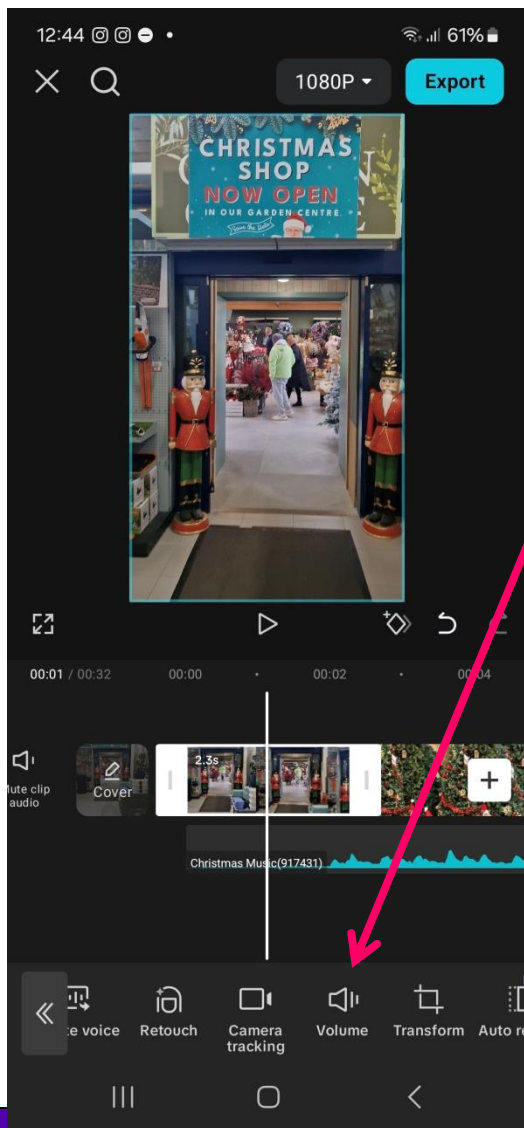- Keep repeating until you have added and edited all your clips

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
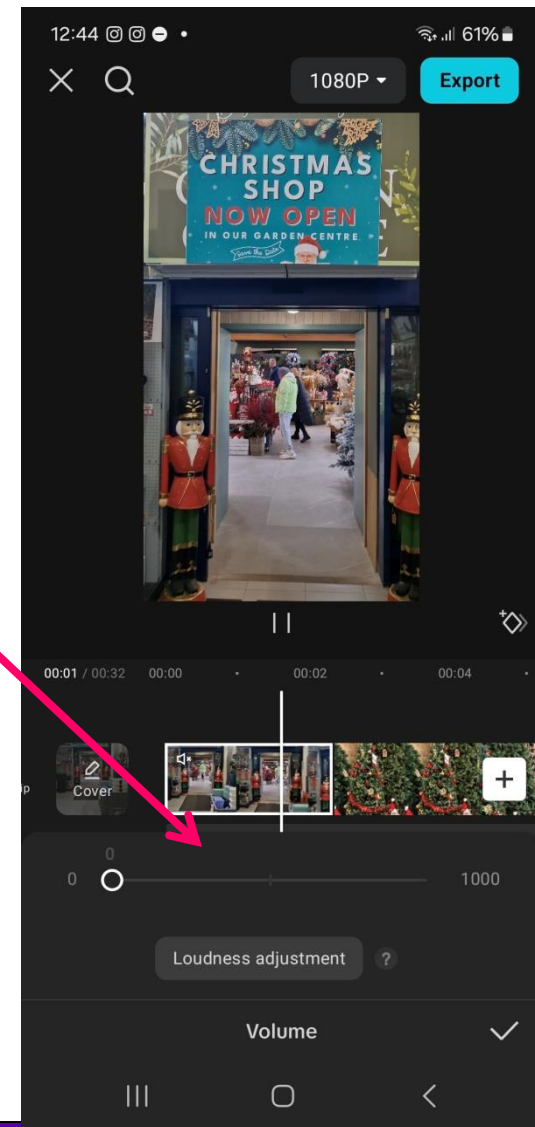
To reduce the volume of your clips

Tap on a clip
Then tap volume

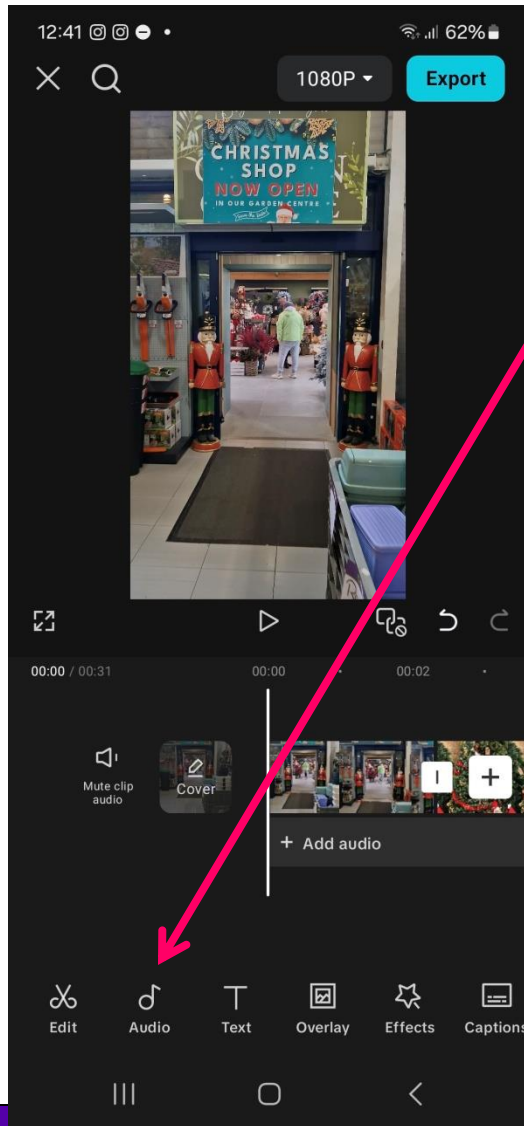Reduce the volume by dragging the slider to the left

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

Or tap loudness adjustment and it will reduce the volume of all other clips to match what you did in the first
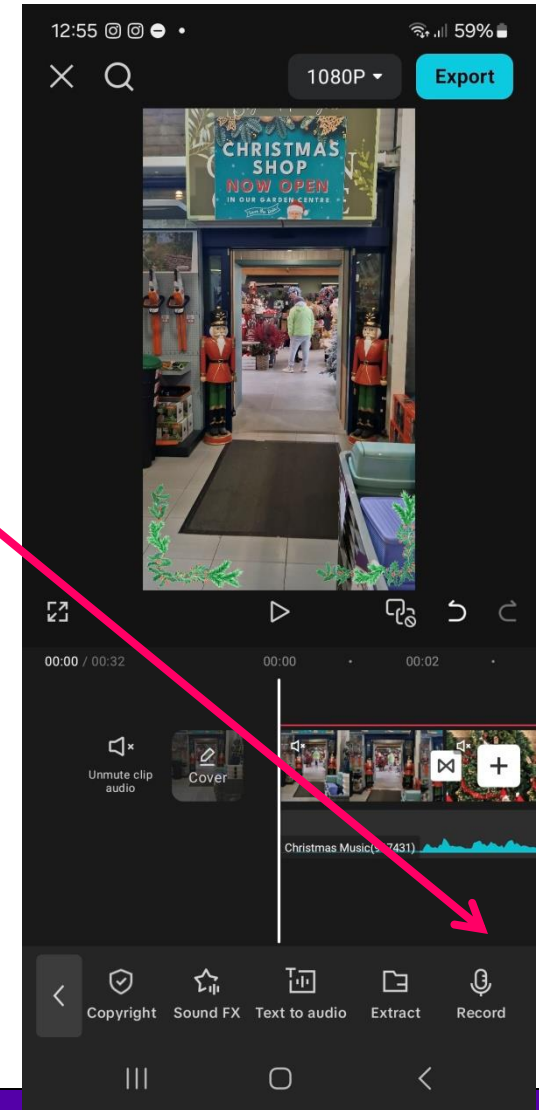
To add a voice over

Tap on audio in the bottom menu

Then tap record

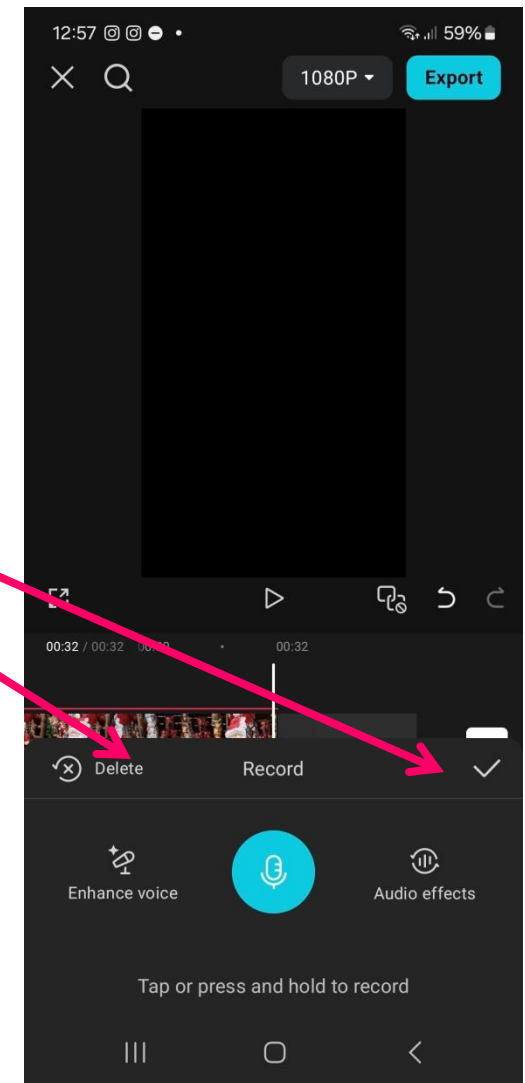Then speak into the phone. (You will get a better result if you use a microphone)
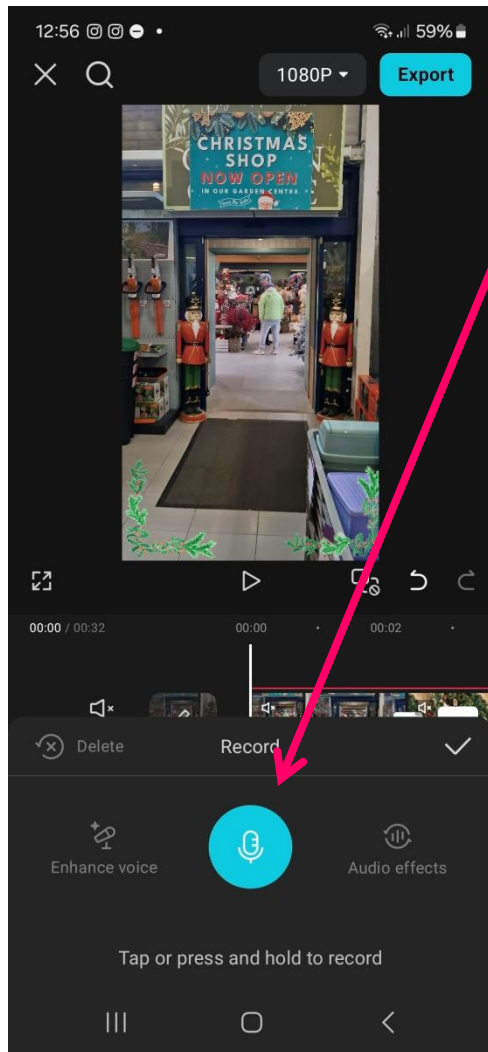
Then tap record

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

If you want to record it tap delete and re record

If you are happy tap on the tick
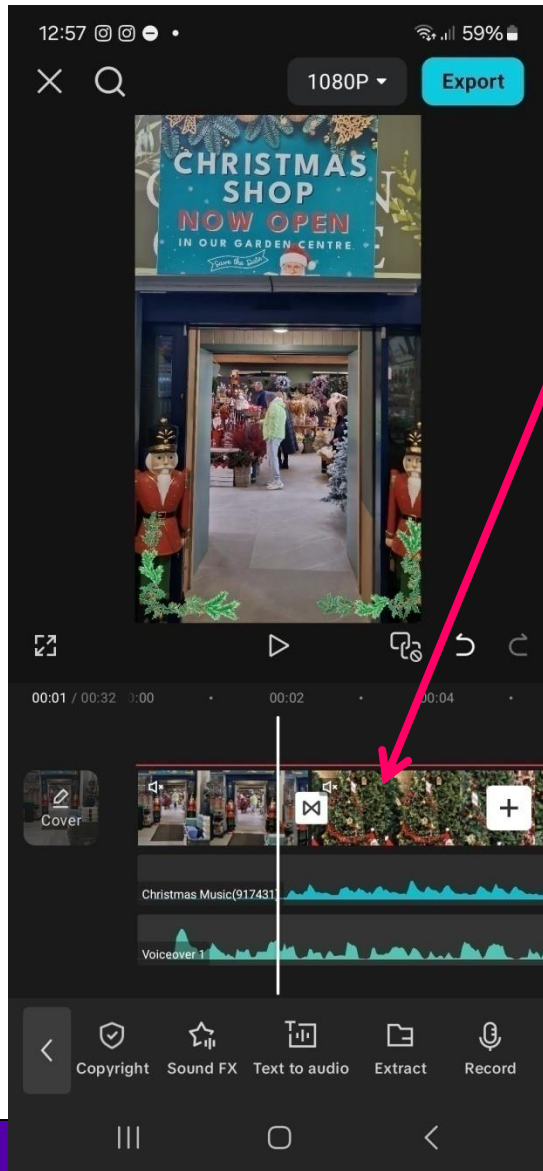
To add a voice over

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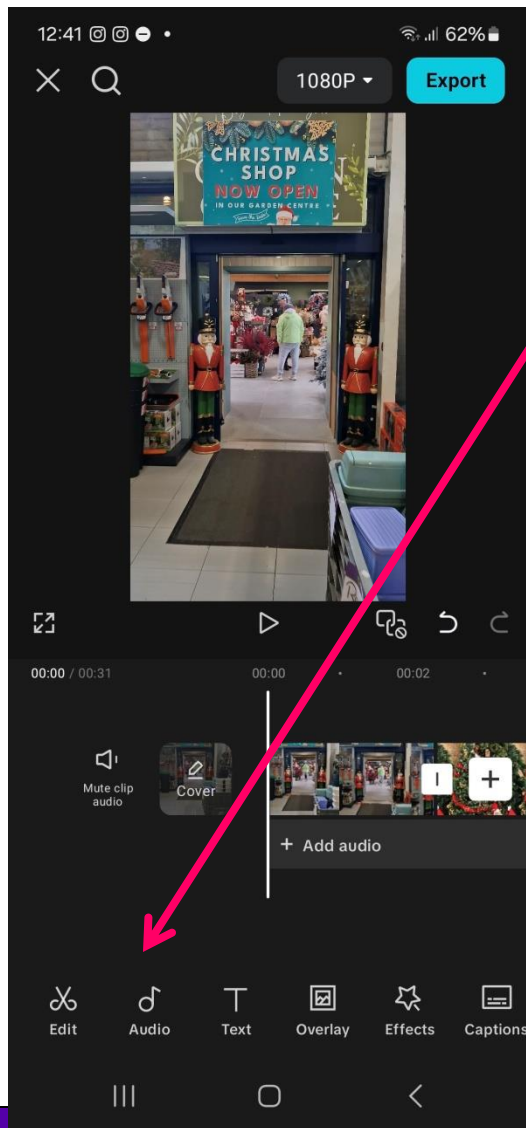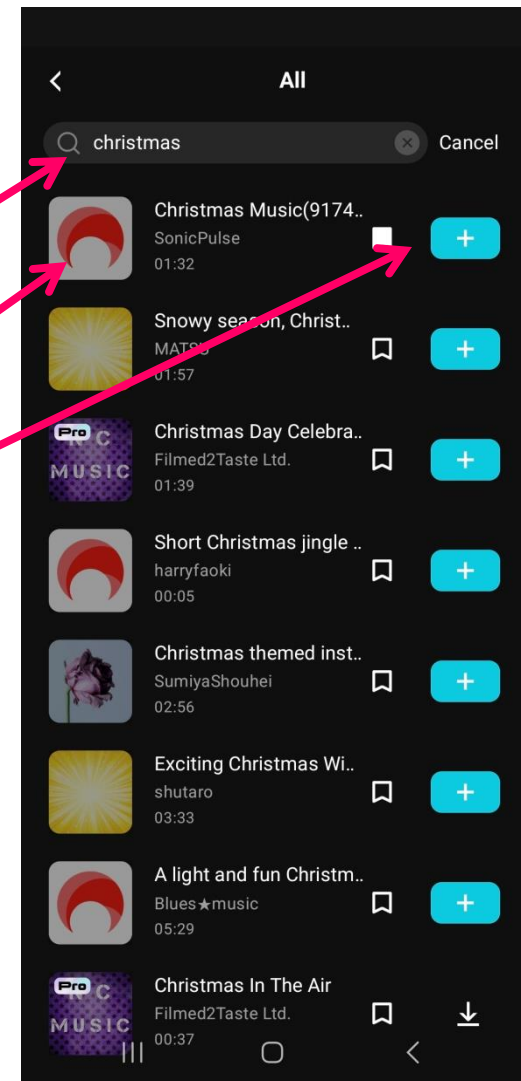
To add music

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
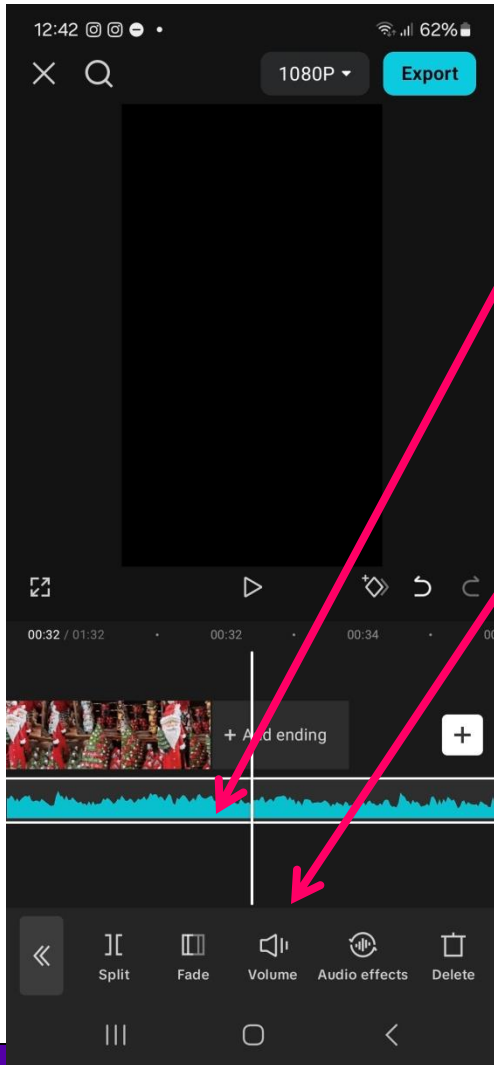
To add music

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 to a level where you can hear the voiceover easily when you tap play

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

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

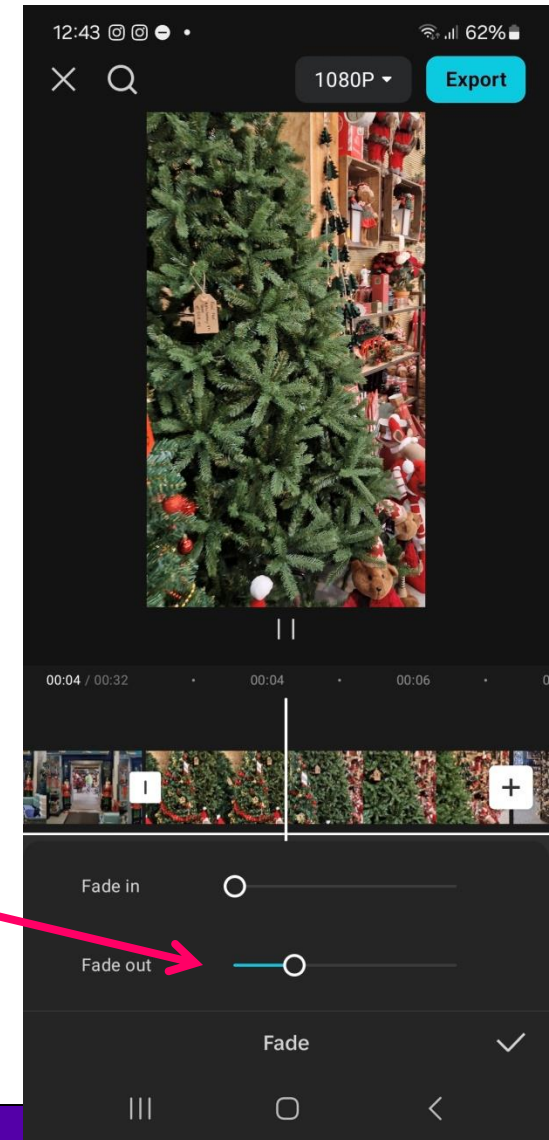You could add some Xmas themed stickers to your video eg. Xmas tree, wreath etc.

Pause where in the video you want to add the sticker. It will be added after the white line

Then tap on text

Then tap on sticker

Then search for Christmas

Choose a sticker and it will appear on the video, Position it where you want it
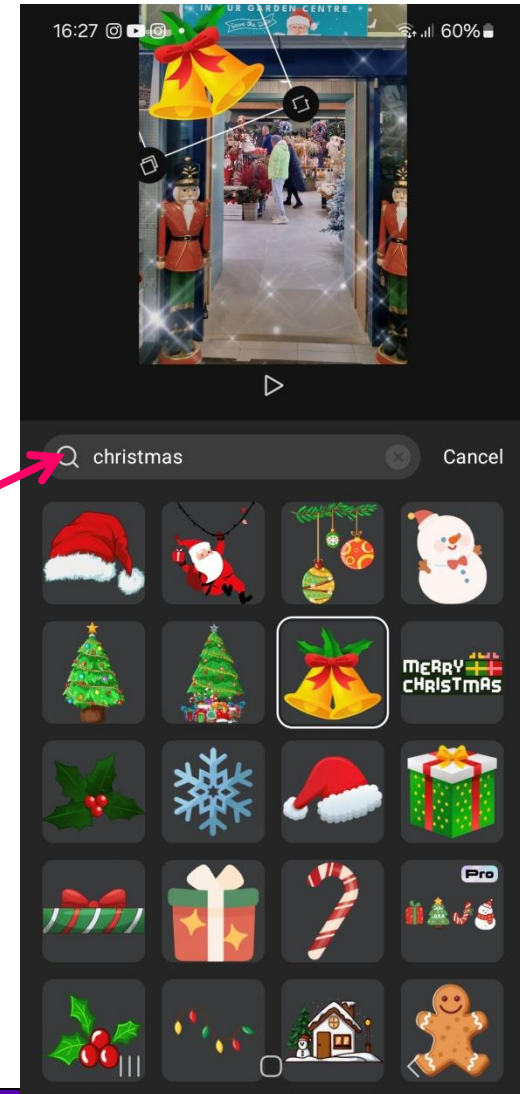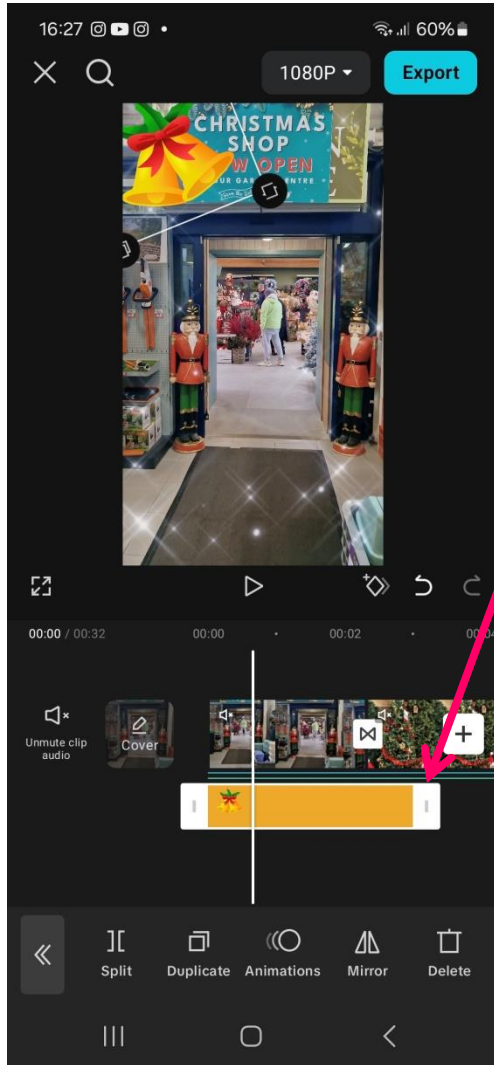
You can then decide where you want the sticker to start and end by dragging the sliders for the sticker on the timeline
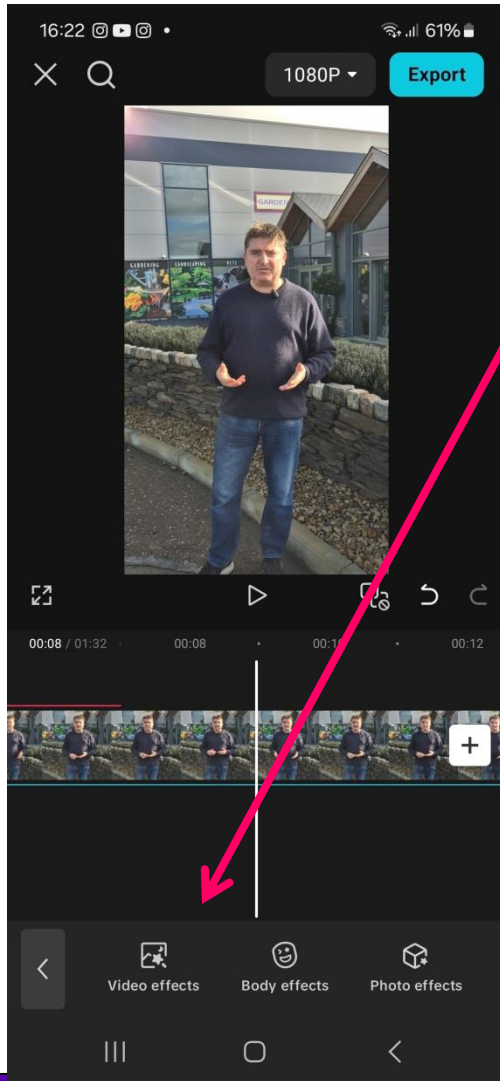
In the main menu tap on effects

Then tap on video effects

Then search for Christmas
Tap on the effect you wan to add
and it will appear on your video.

You can then drag the slier on the
timeline to indicate when you want
the effect to start and end
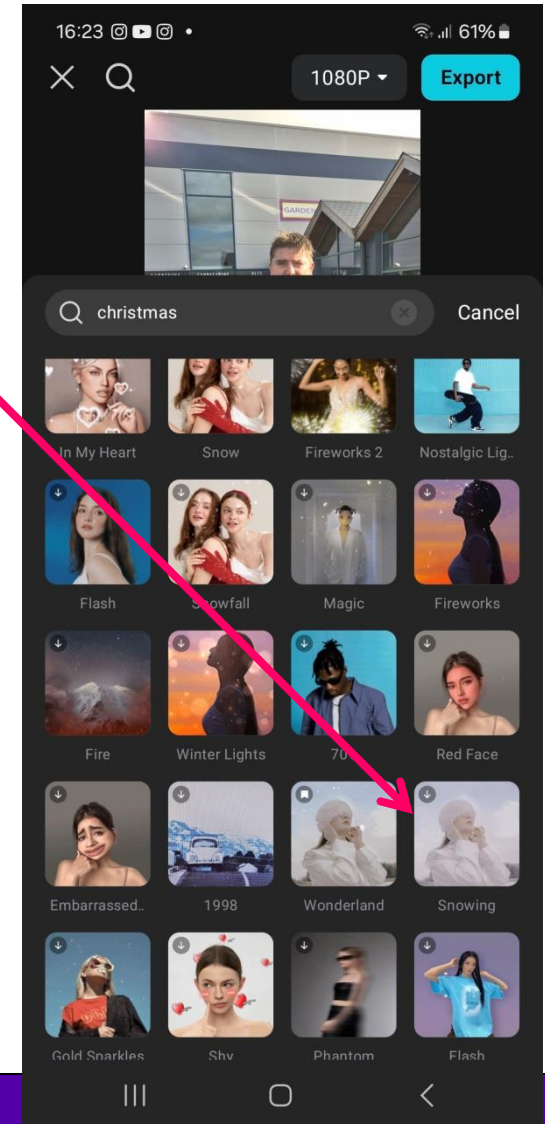
Optional Extra 3 – you could overlay some graphics from Canva

Open the Canva app on your Phone

Choose a square or Portrait sized Canvas

Tap on elements in order to search for graphics

Search for Christmas or Christmas Border

Browse though and add what you want to the Canva
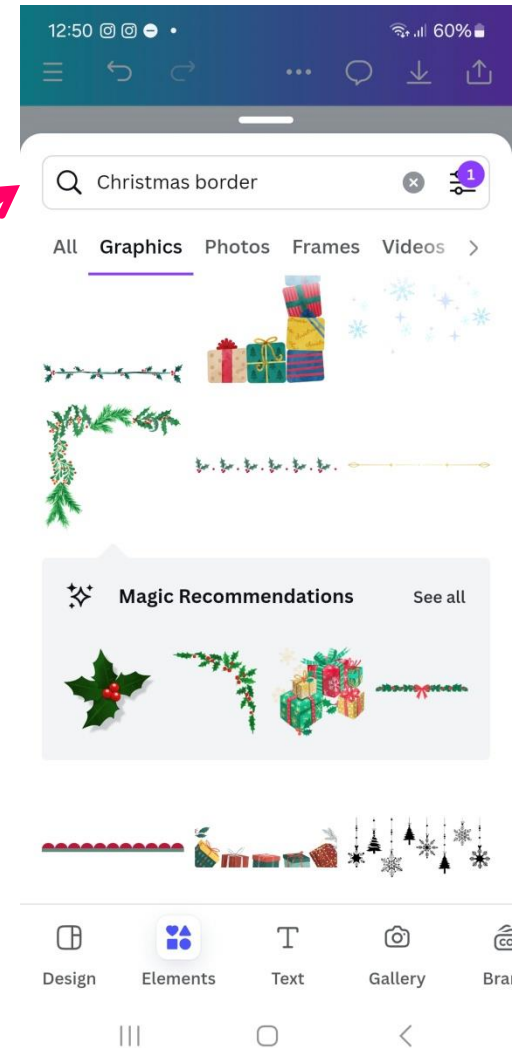
Optional Extra – you could overlay some graphics from Canva
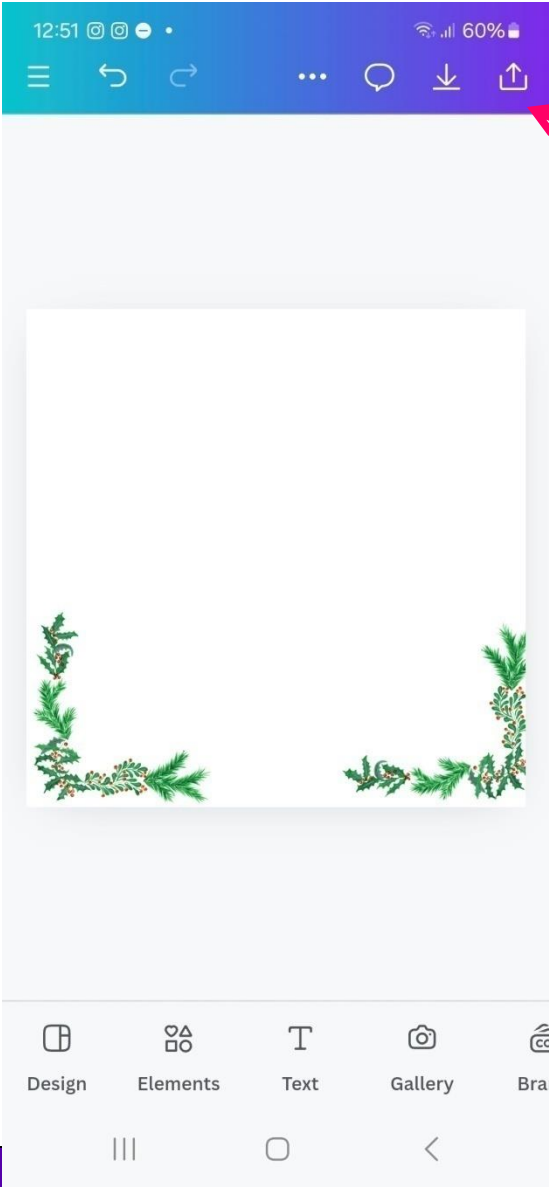
To download this to your phone tap on the arrow

Then slide tot he start of the video

Tap overlay
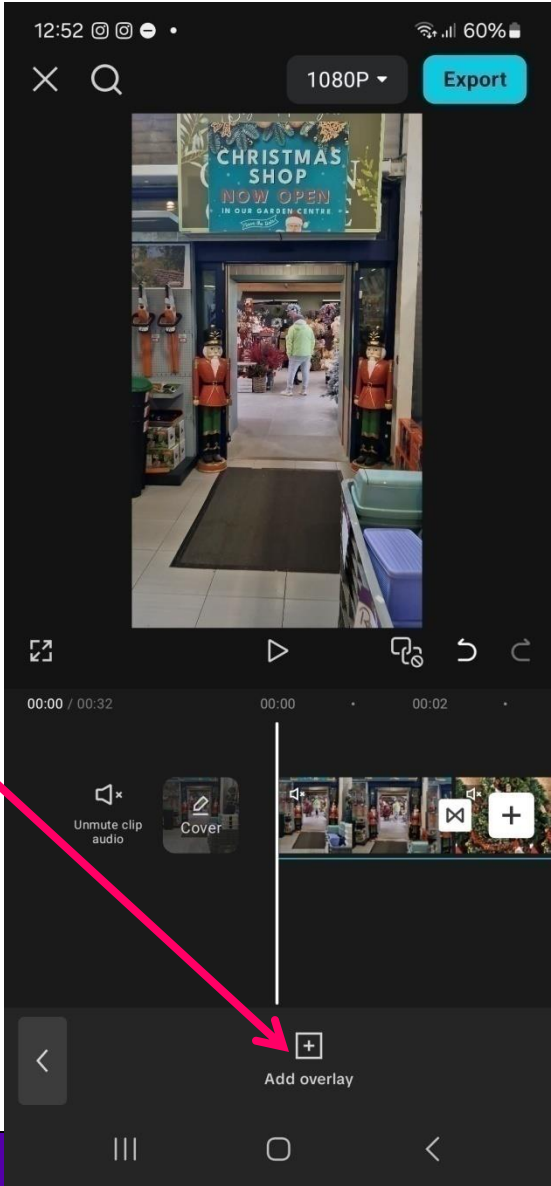
Add overlay

Optional Extra – you could overlay some graphics from Canva
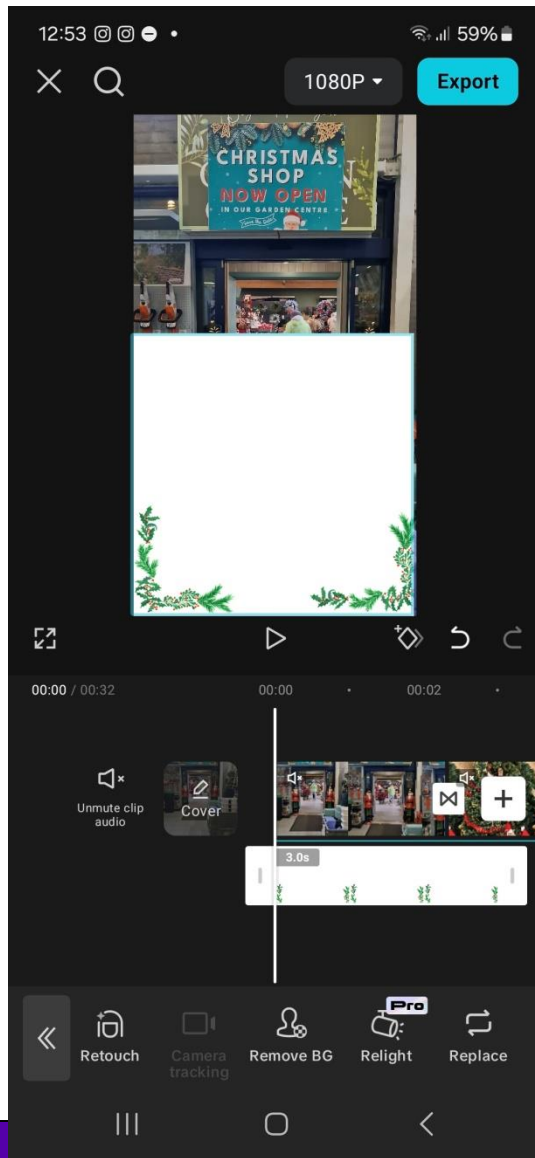
Position the image where you want it

Then , to remove the Background

1. Tap the image
2. Then find and tap remove BG
3. Then tap Chromakey if you are using free version
4. Then tap the white area of the image and it will remove the white background
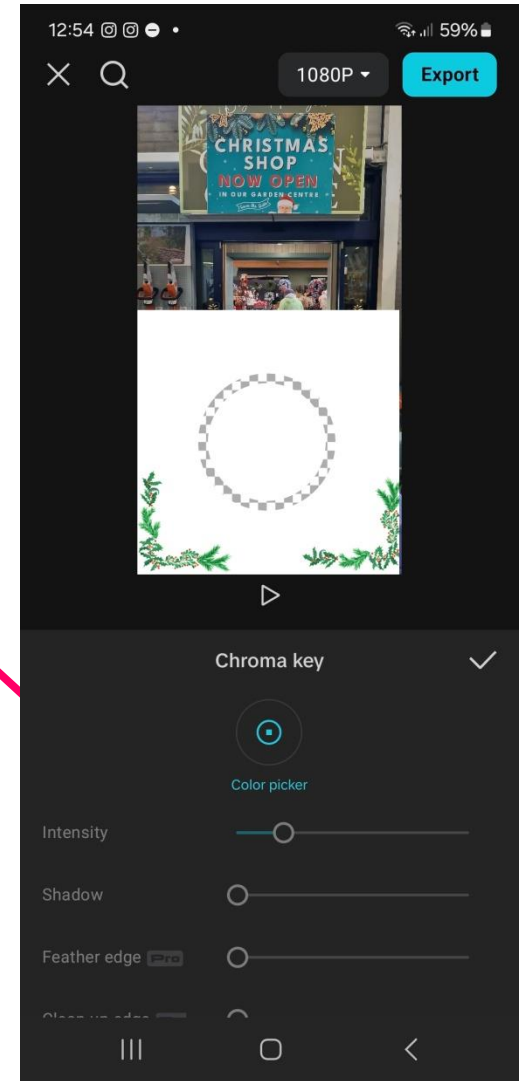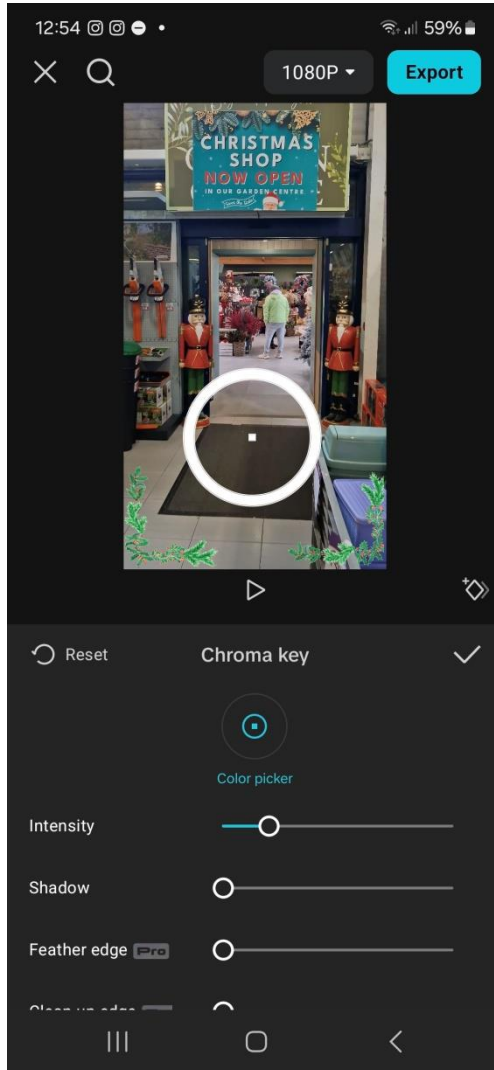
Your graphic is now on the video without the white background

However, if you want this to run for the length of the video don't forget to stretch the slider for the overlay to the end of the video

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5. Additional Equipment you might need when shooting your videos (Mic, lighting, Tripod)

- 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

- 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
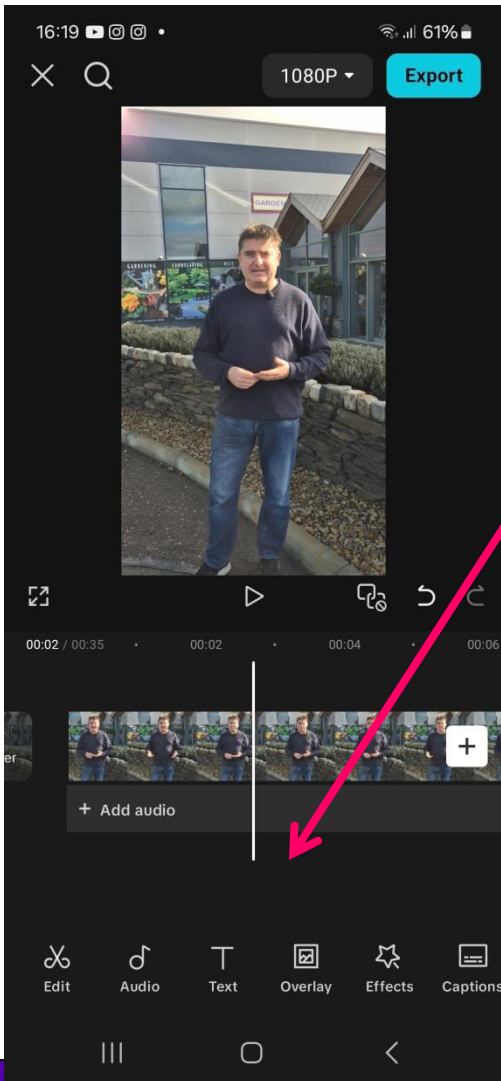
To overlay footage on top of your video

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
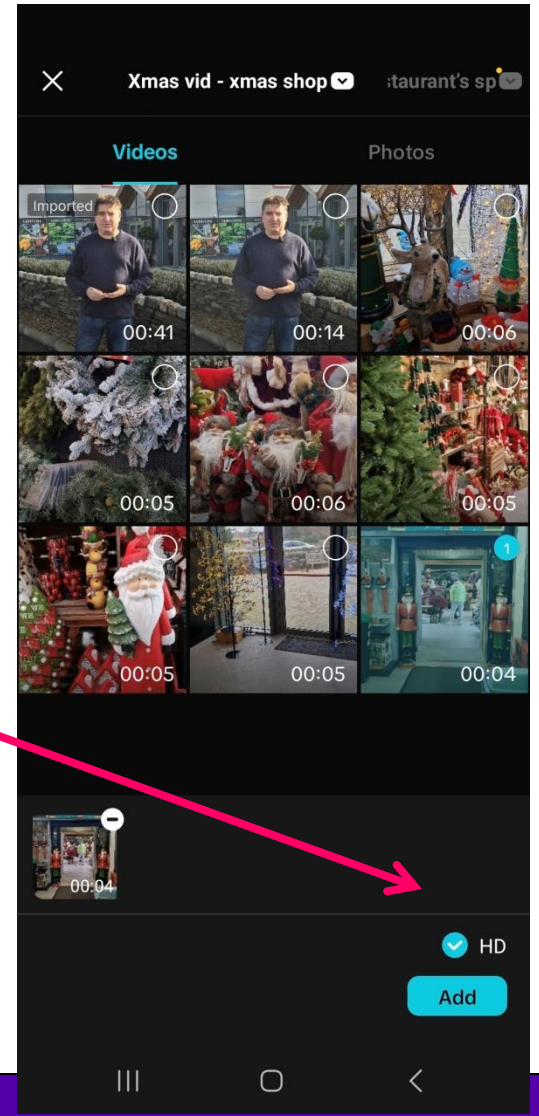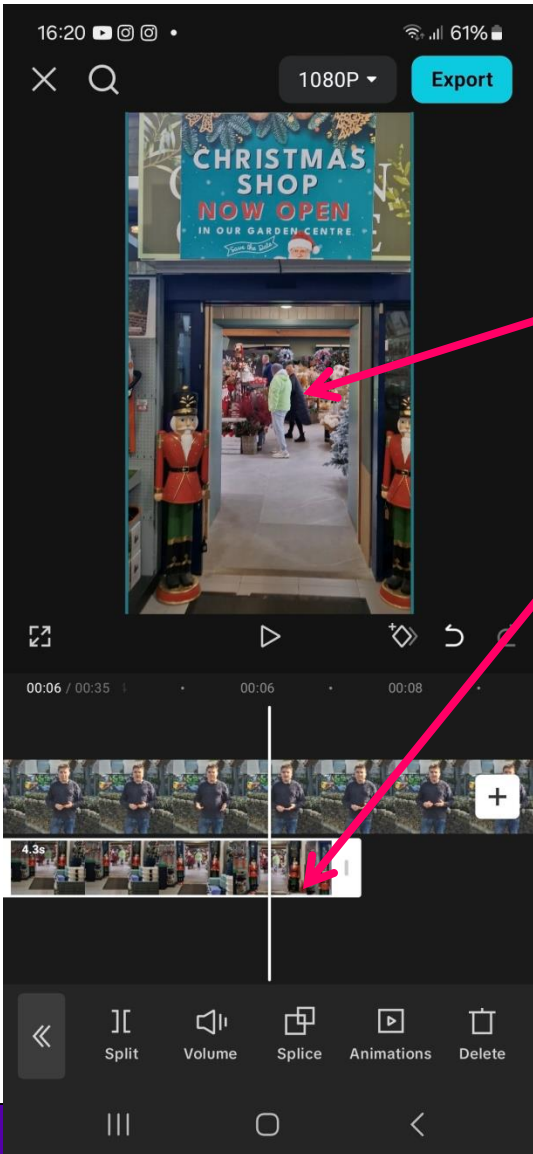
To overlay footage on top of your video

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
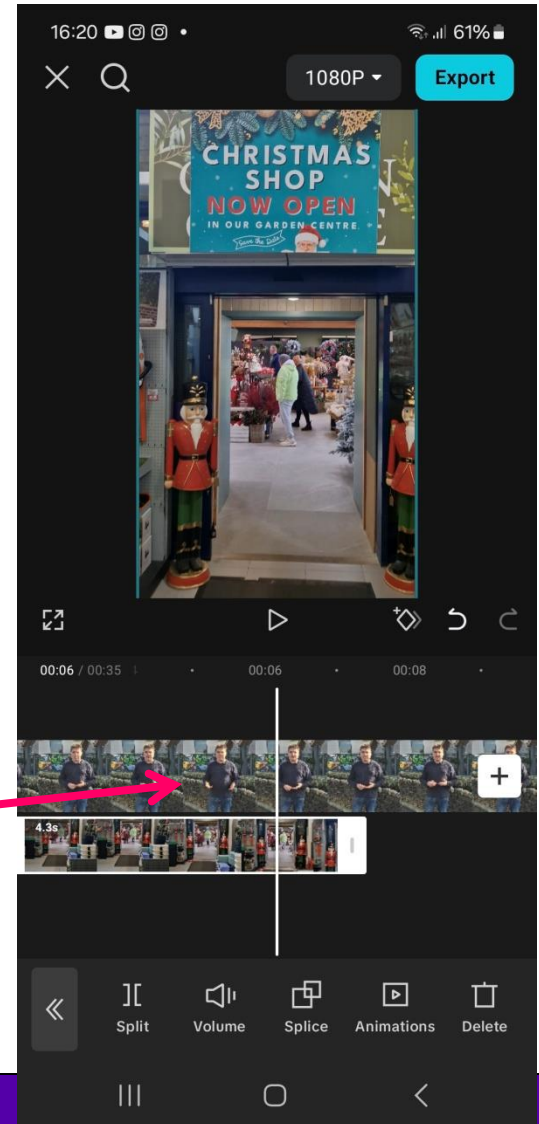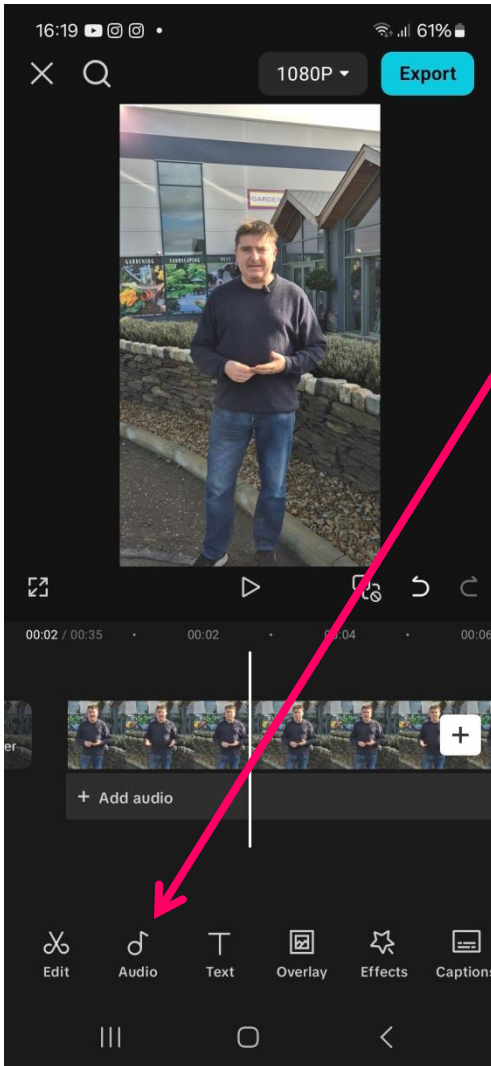
To add music

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
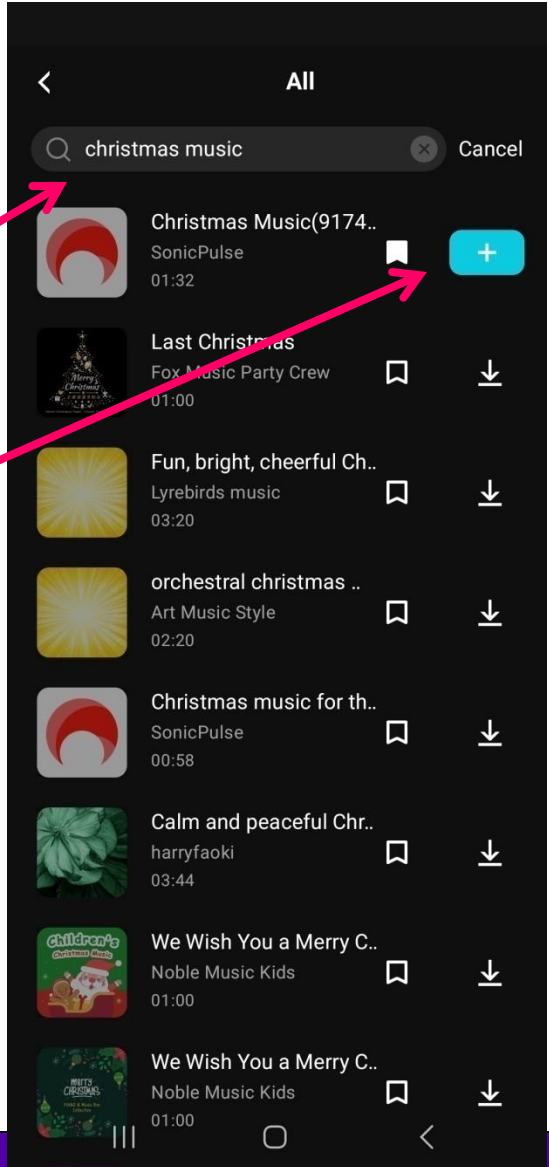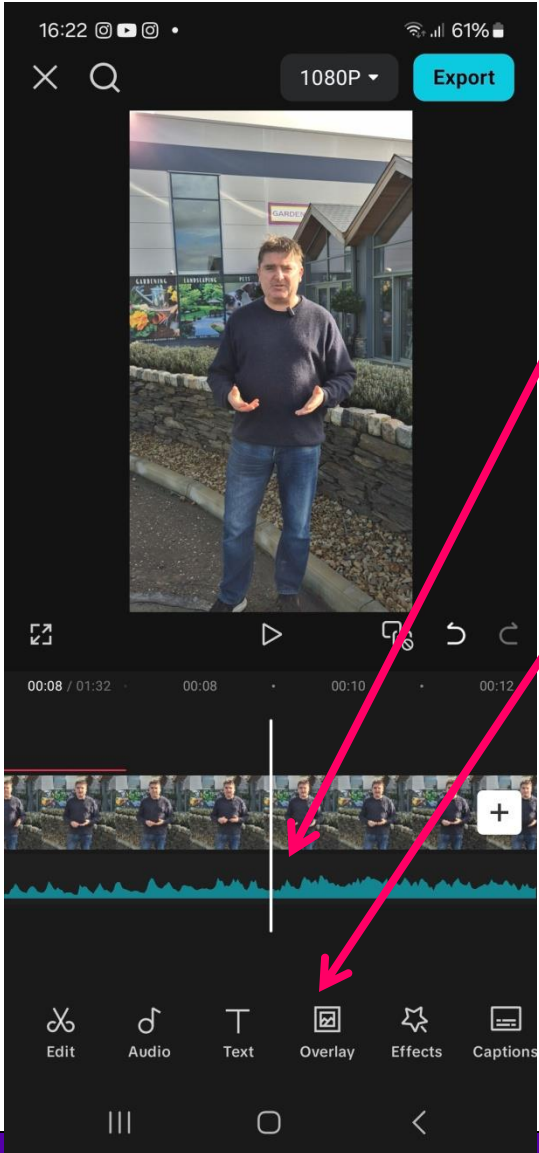
To add music

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

Note: Don't forget to split the music at the end of the video and also fade out the music.
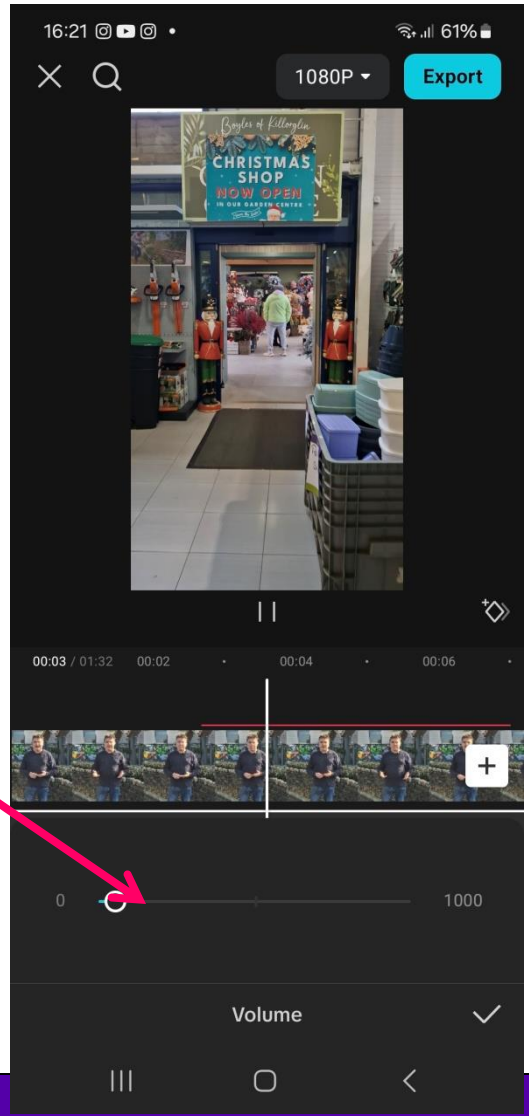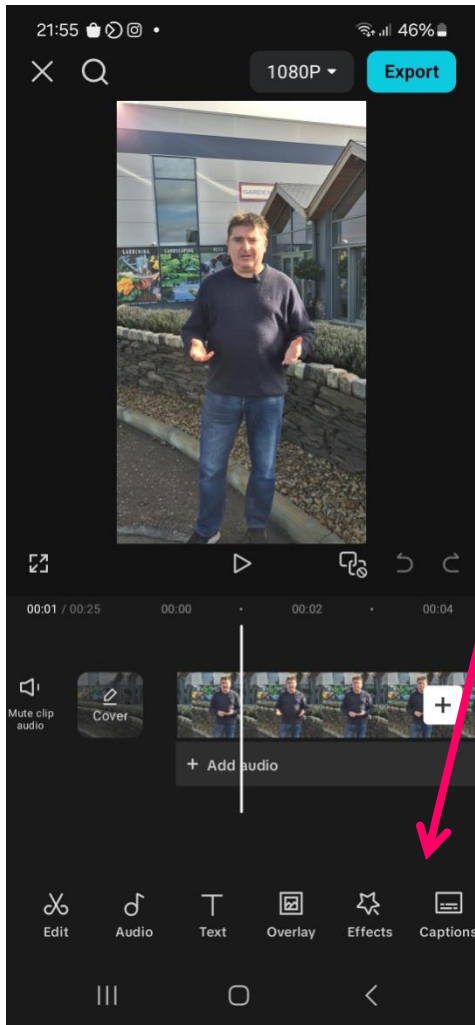
To add captions

Tap on captions

Choose a template (pro is only for monthly subscribers)

Then tap Generate
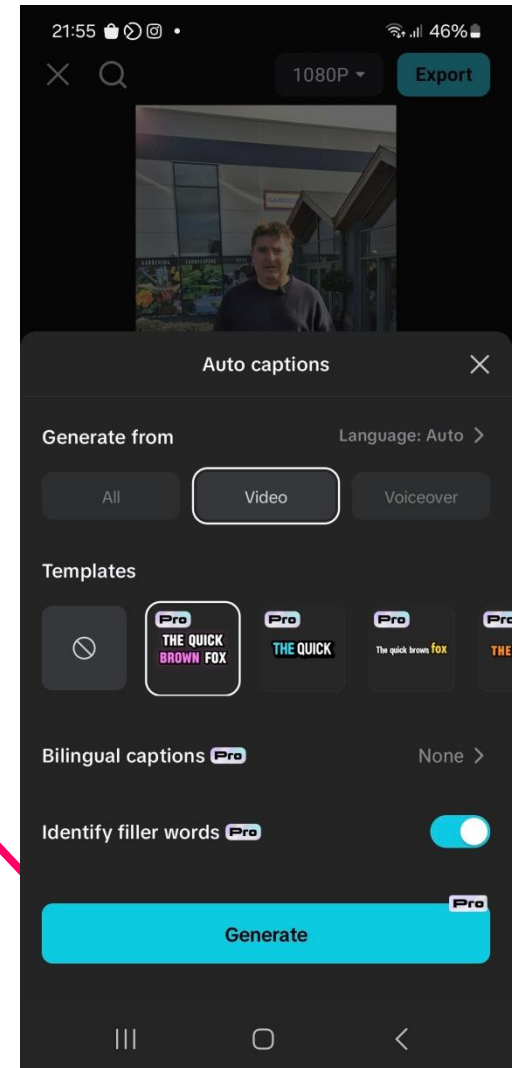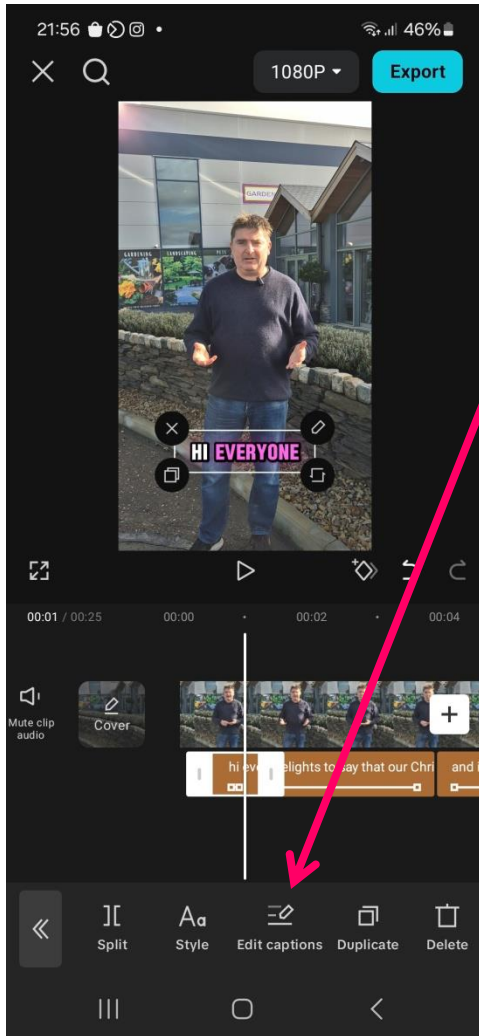
To add captions

To proof read and correct any mistakes tap on edit captions

Then tap into and edit any part of the Text

When finished tap the tick
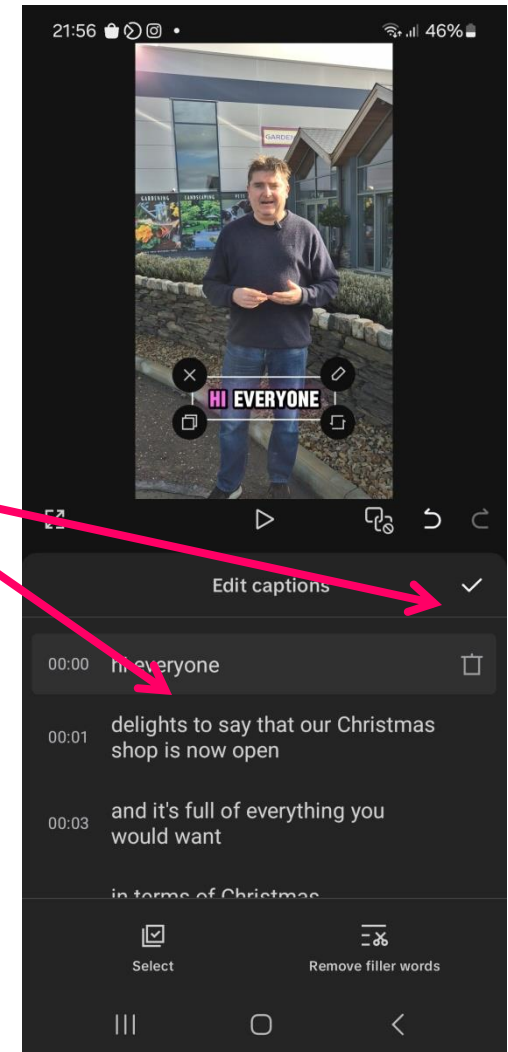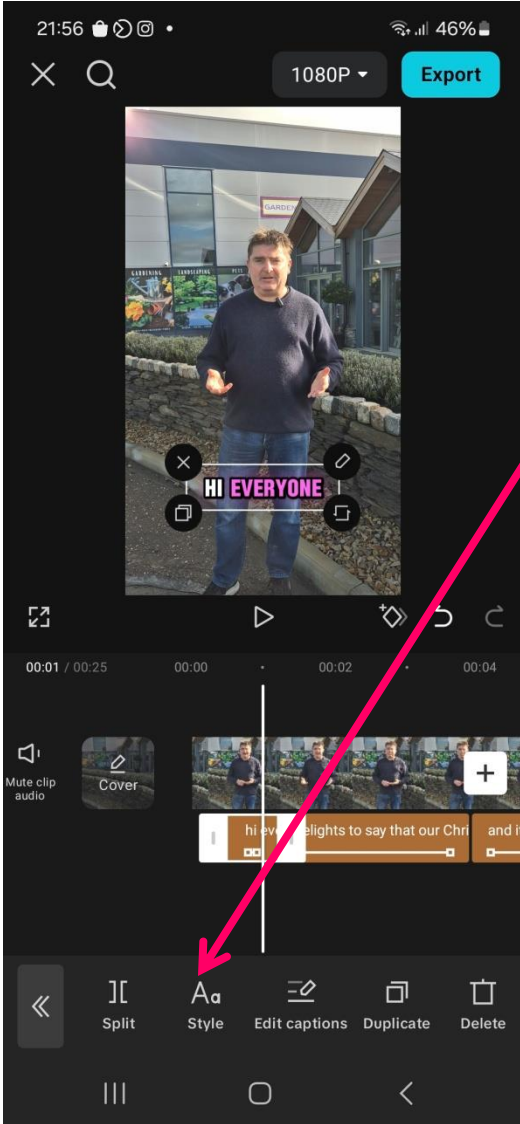
To add captions

Tap on Style in order to change the template, font, text colour

Then select any changes under template, font style
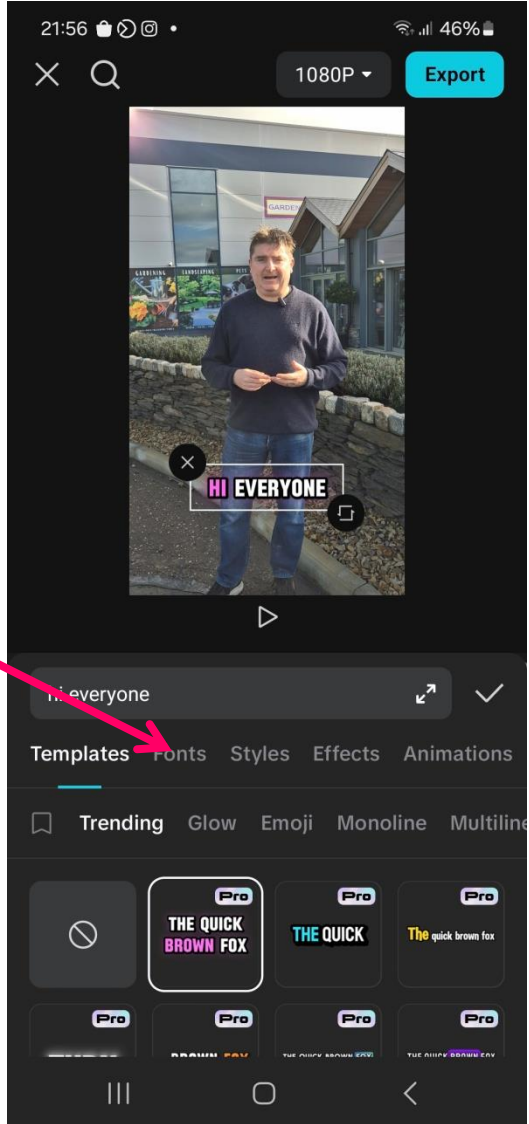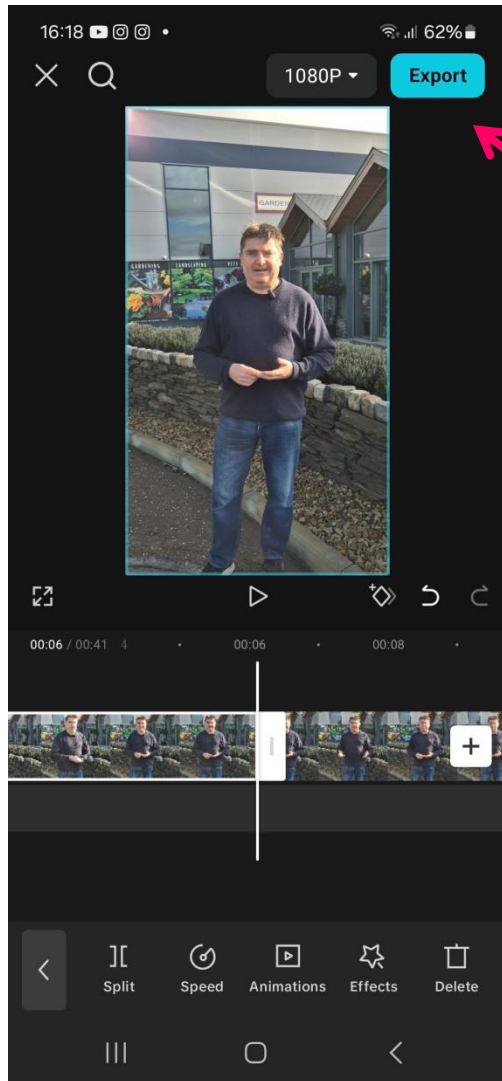
To export your video

Tap the arrow in the top right of the screen

Your video will export

It will be placed in your camera folder
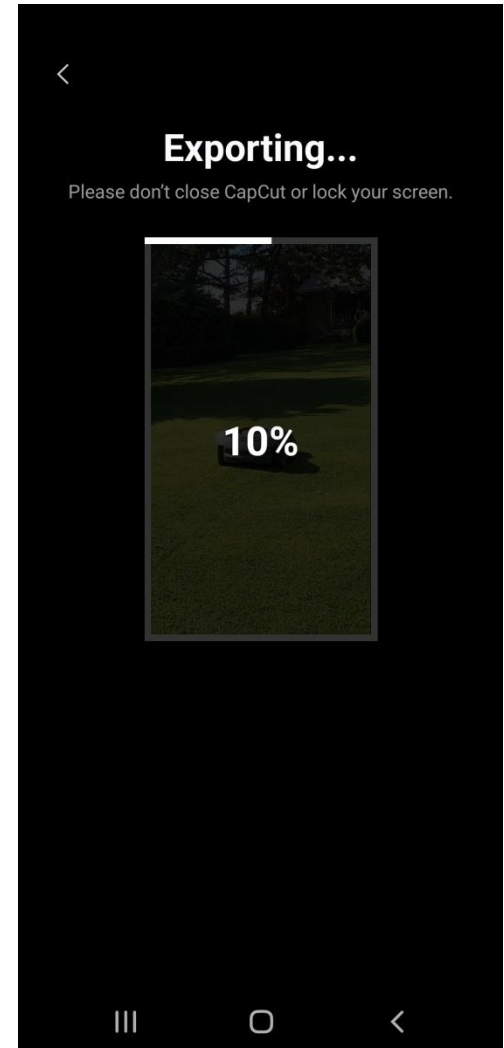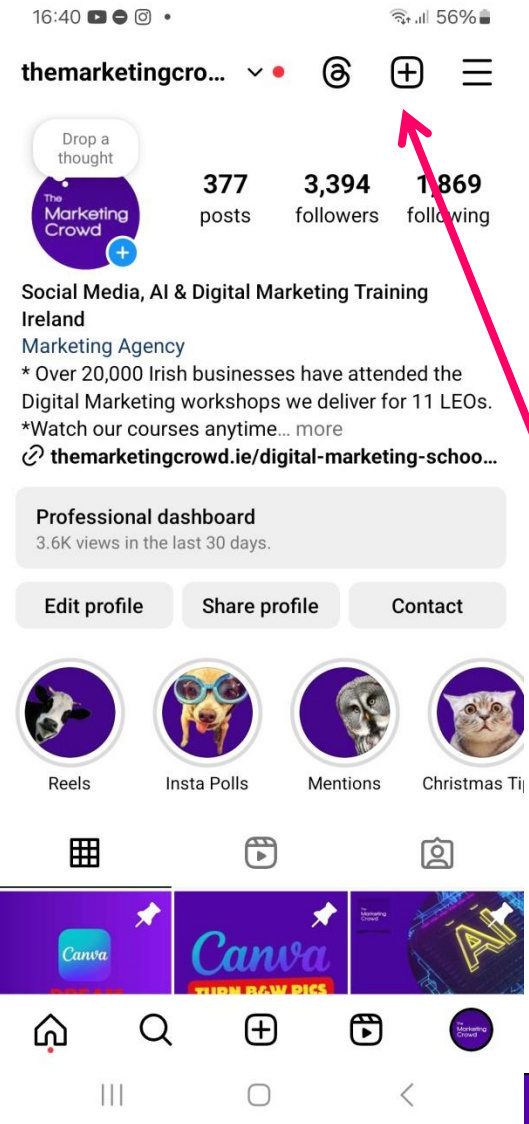
Want to add Mariah Carey or Wham Xmas music on Instagram Reels?

You can do this but do not add music within CapCut. Export your final video without music

Go to your Instagram Account. Note, it needs to be a personal account or a Creator account to have the copyright music (Business accounts do not have copyright music)

Tap on +
Then Tap on Reel
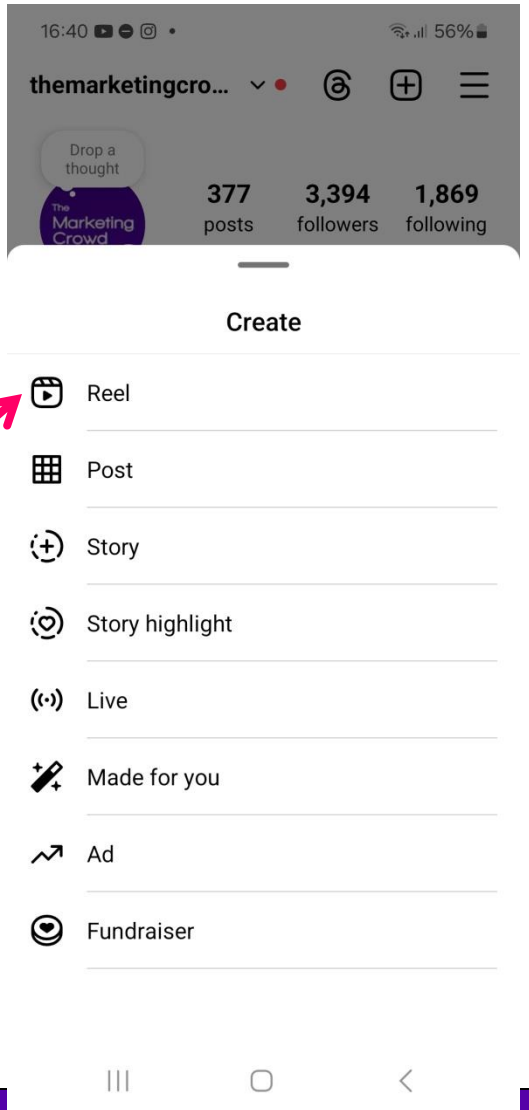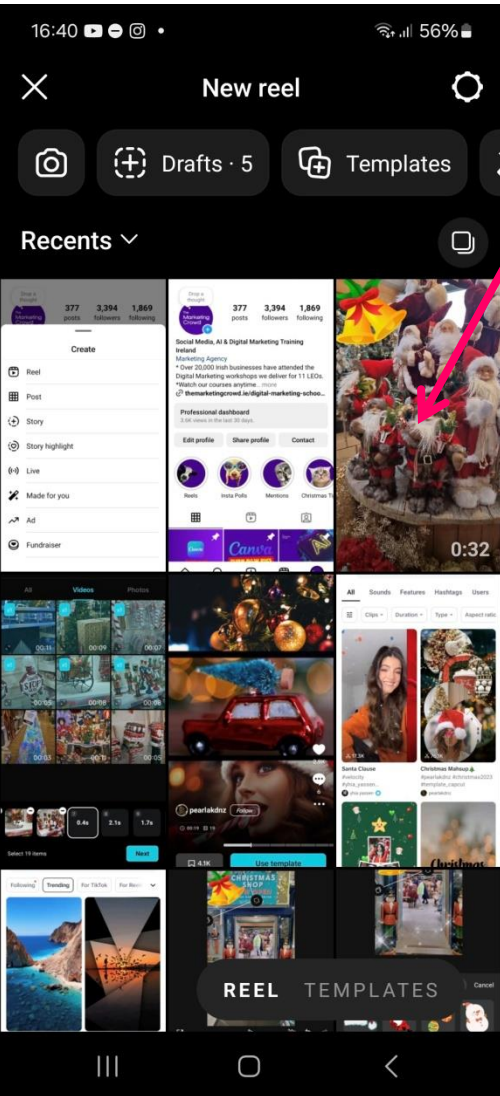
Select the video from your phones gallery that you exported from CapCut

Then tap on the music icon to search for and choose music
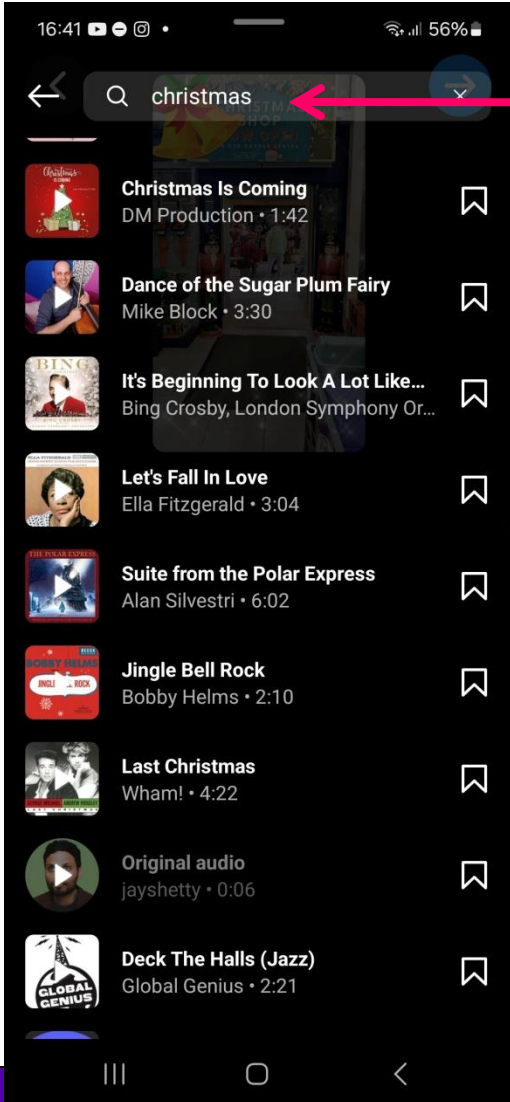
Search for Christmas

Choose your music (Wham, Mariah Carey etc)

Then tap done
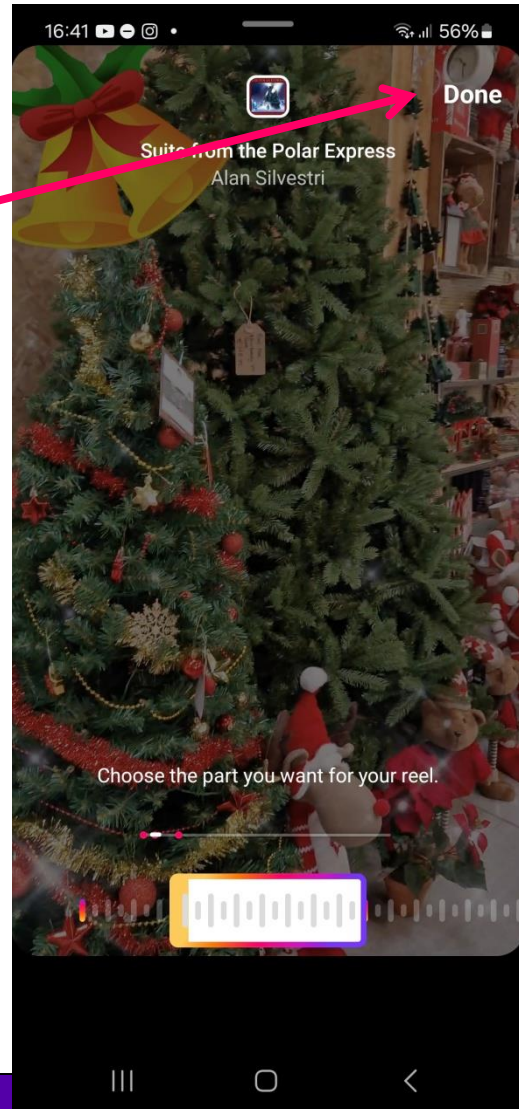
By default, Instagram will mute the audio in your video and the music will be at 100% volume

You want to reduce the music volume and you want to restore the audio of you speaking

1. Tap on the icon for controls
2. Drag the slider to the left to reduce the volume of the music
3. Tap the x icon on audio to restore the audio from your video

4. Then tap done
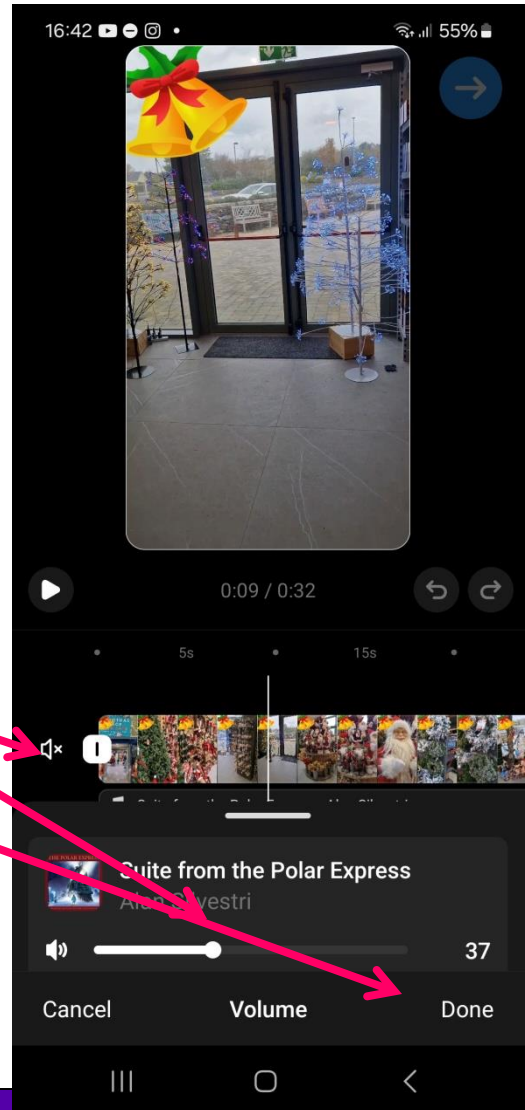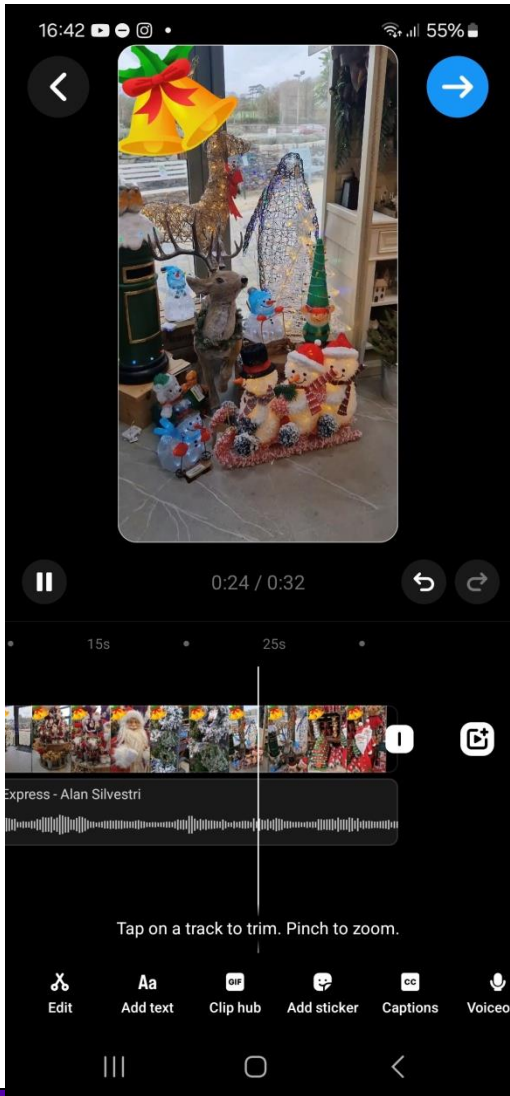
Then tap the blue arrow to progress

Then fill in the caption, add hashtags, choose a cover

And then share
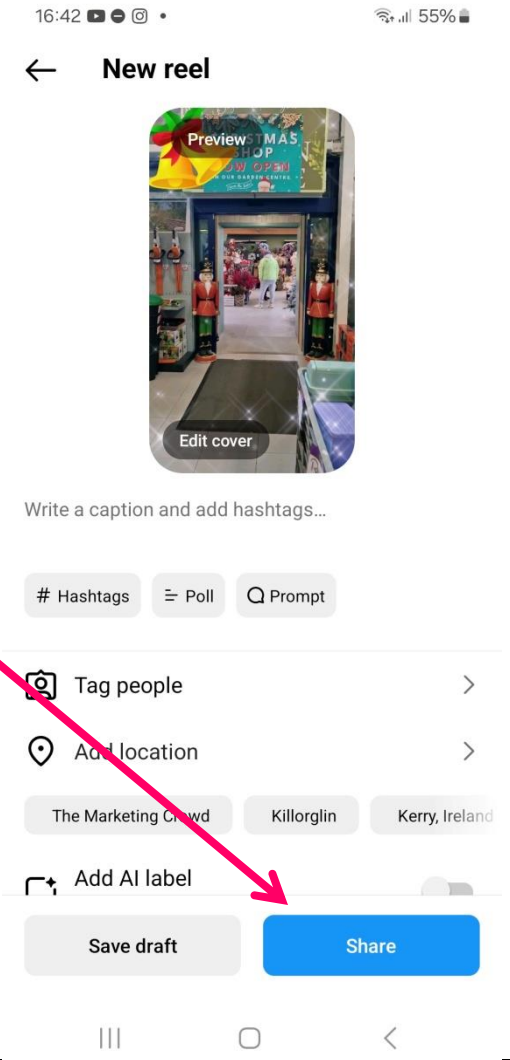
Example video - Shop local in our town videos

Example - Skibbereen credit union

Created a series of videos for lots of shops in the town with the message – Shop local this Christmas

Could a few shops in your town group together to create a local campaign?

Example video - Overview of our products videos – staff speaking to camera

Embellish & Higgildy Piggildy - Shop Local in Skibbereen this Christmas

Do you have physical products or a shop?

You could make a Christmas video where a member of staff is speaking to camera but when editing the video show lots of footage of the products.

Recap on the benefits of using CapCut rather than just make your videos in Instagram reels:

By using CapCut you can ..

- Make videos for any social platform, YouTube and your website
- Much better text effects and can import fonts
- Much better captions
- Much better transitions and animations
- Can overlay footage
- Can overlay graphics from Canva and remove background

And if you create the video in CapCut you can then

- Select it as a video for your Reel and then add copyright music like Wham or Mariah Carey as part of the Reel creation process.

What We Will Cover

1. About the app

2. Demo 1: How to make a "Merry Christmas to our customers" video using video clips, text and music

3. Demo 2: How to make a video using video clips, music and voiceover

4. Demo 3: How to make a Christmas product sales video speaking to camera

5. **Additional Equipment you might need when shooting your videos (Mic, lighting, Tripod)**

Option 1: RØDE Wireless ME

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 ★★★★½ ⌄   6,157 ratings

Amazon's Choice for "rode wireless me"

300+ bought in past month

EUR **154**⁹¹

✓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.

BUILT-IN MICS IN BOTH TRANSMITTER & RECEIVER

Roll over image to zoom in

Buy new:

EUR **154**⁹¹

✓prime

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

⊙ Deliver to Evan - Killorglin V93

In stock

−   Quantity: 1   +

Add to Basket

Buy Now

Dispatches from	Amazon
Sold by	Amazon
Returns	Returnable with 30 days of recei...

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

RØDE Interview GO Handheld Adaptor for Wireless GO

Visit the RØDE Store

4.5 ★★★★½ ⌄ 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 | invisiLav (3 pack) |

| **Interview GO** | Lav-Headset (Junior) | Lav-Headset (Large) |

| Lav-Headset (Medium) | MagClip GO | Pivot Adapter |

Roll over image to zoom in

EUR 24⁶⁰

✓prime

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Deliver to Evan - Killorglin V93

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: Hollyland Lark 2

Watch a video overview here
https://www.youtube.com/watch?v=PQUi8RgkBoM

For iphone or Android only €170
For Camera / Laptop + Iphone + Android combo €200

What is great about this mic
1. **The size and weight - small and light**
2. **Two mics**
3. **Excellent sound**
4. **Long range**
5. **Windbreaker**
6. **The versatility of combo pack – it works with everything**
7. **Charge the box and it charges everything**

Android version: https://www.amazon.co.uk/Microphone-Compatible-Cancelling-Livestream-Vlog-Black-Black/dp/B0CP7P4RRQ

Links

Iphone version : https://www.amazon.co.uk/Microphone-Compatible-Cancelling-Livestream-Vlog-Black-Black/dp/B0CP7NYJM7?th=1

Combo version: : https://www.amazon.co.uk/Microphone-Compatible-Cancelling-Livestream-Vlog-Black-Black/dp/B0CP7QXWPN?th=1

Option 3: 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
(However, does not come with windbreakers)

Cost: Approx €70 - €80
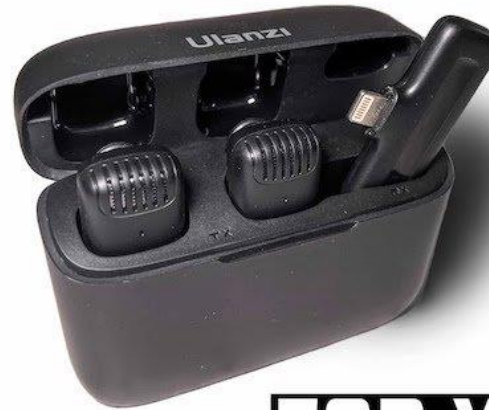
Watch a video demo
https://www.youtube.com/watch?v=o6F0IZzmnX4

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)

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

EUR**36**⁰⁰

Roll over image to zoom in

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**

EUR**36**⁰⁰

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− Quantity: 1 +

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Dispatches from   Amazon
Sold by   KTU PHOTOGRAPHY
Returns   Returnable within 30 days of receipt
Packaging   Ships in product packaging

⌄ See more

☐ Add gift options

Link to amazon

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

Tripod Adjuster mount

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

Brand: ipow
4.6 ★★★★½ ⌄   1,422 ratings

Amazon's Choice

50+ bought in past month

EUR9 10

✓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

Roll over image to zoom in

EUR9 10

✓prime

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

⌄ See more

☐ Add gift options

Add to List

amazon

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

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

Lights

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

Lights

- A good budget alternative

- 12 inch diameter

- Good light if you are close to the light.

- Not as good for lighting up half a room

Cost: Approx €35

amazon

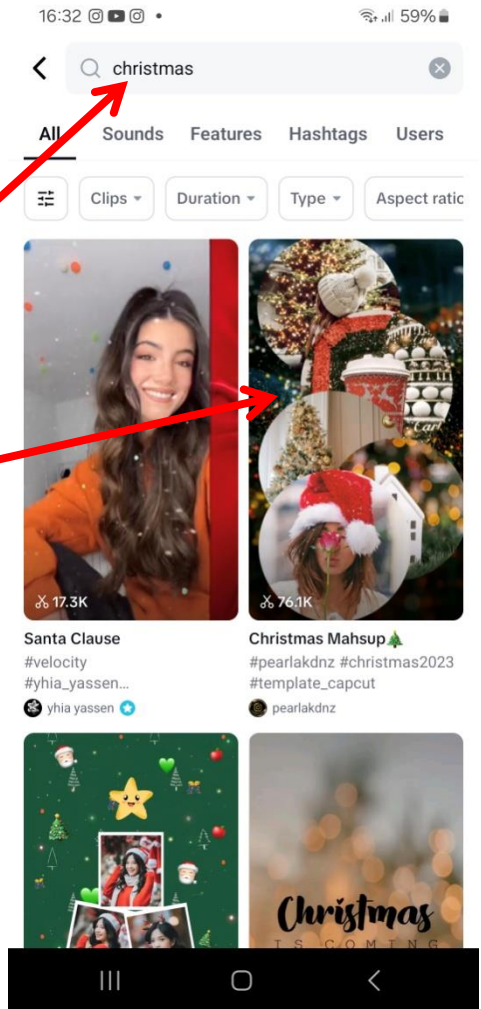# Bonus – Extra tip we might not have been able to cover

They have some brilliant Christmas video templates that you should Consider – these don't require any Editing

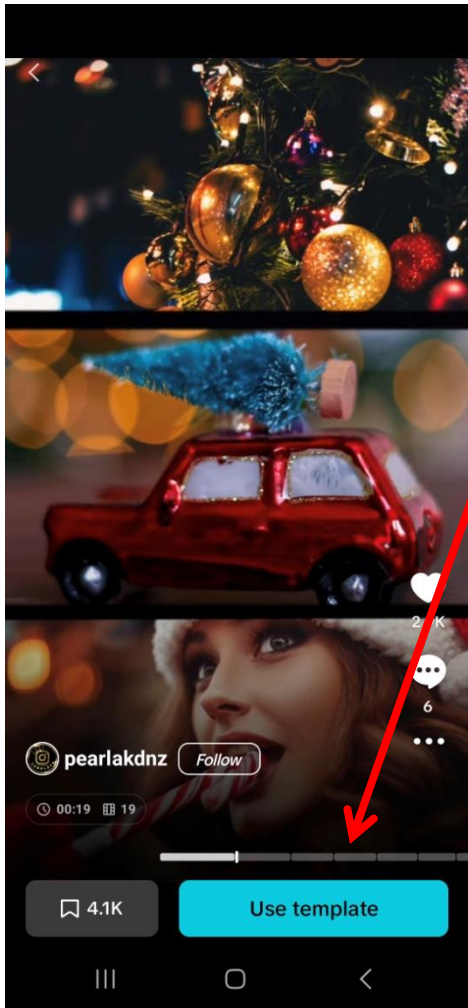When you first open the app tap on Templates

Then search for Christmas

Choose a template by tapping on it

Bonus – Extra tip we might not have been able to cover

Then tap Use template

It will then tell you how many images or videos you need to select form your phone

Select them by tapping

Then tap Next

You will then be shown your video with all of your files in it.

Tap export to save it to your phone