

**HOW TO EDIT MARKETING VIDEOS
ON YOUR PHONE USING CAPCUT APP**

OVER 400 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

Types Of Videos

- 4 main types
- Vertical or landscape?

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

Extra features that will improve your videos

Mobile app Video editor – CapCut



 **CapCut**

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

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

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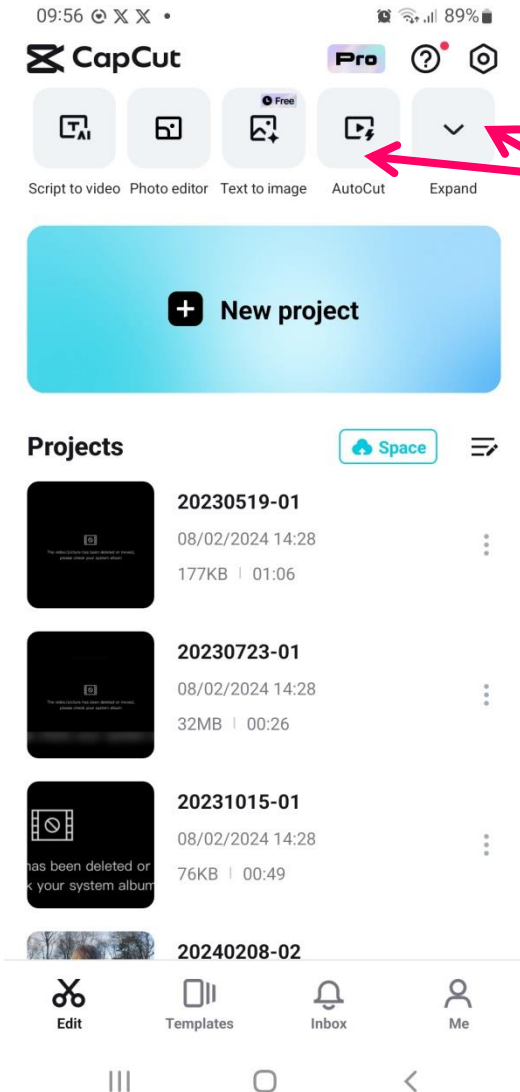
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- Vertical or landscape?

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

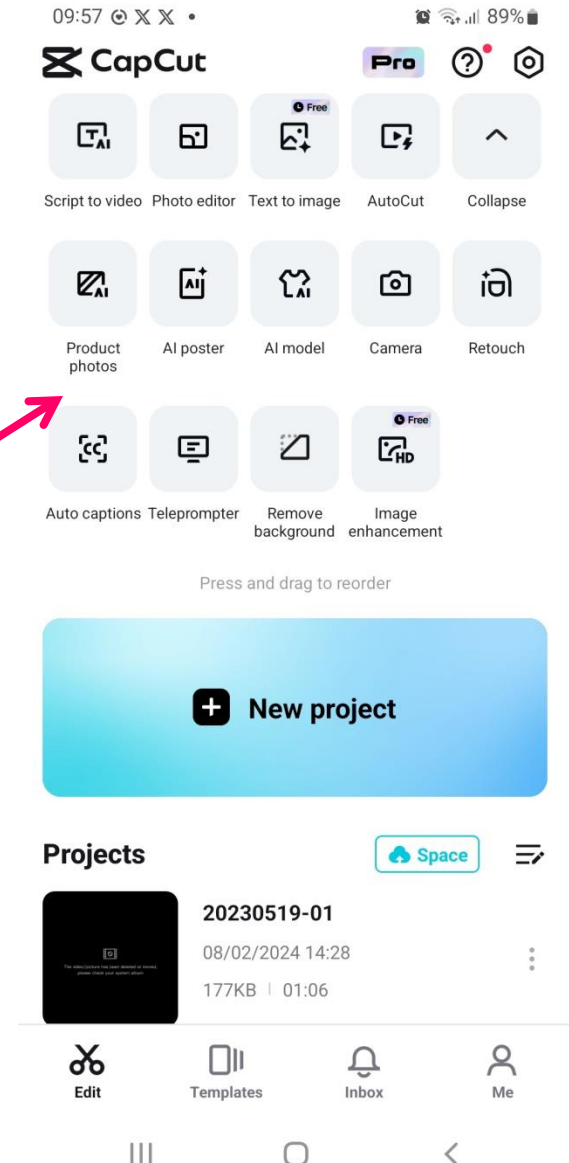
Extra equipment to improve the quality of your videos

Extra features that will improve your videos

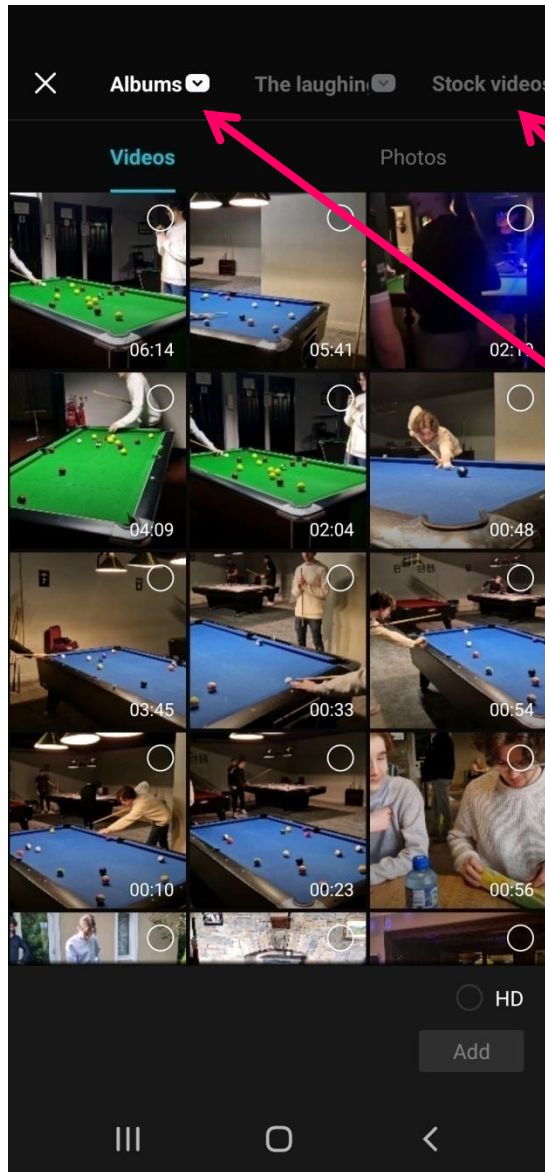
How to get started editing a video



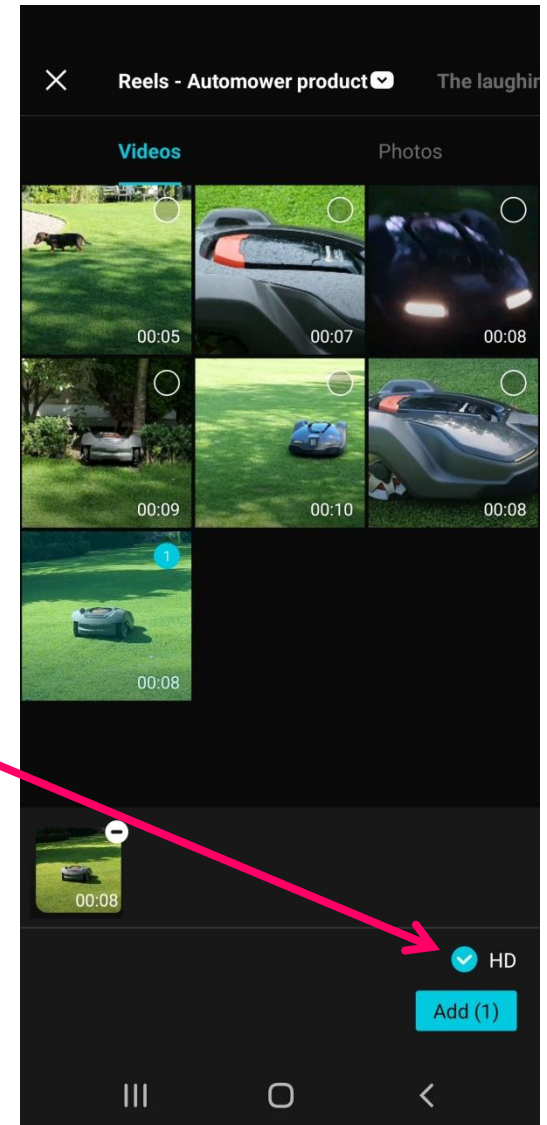
- When you open the app this is your main menu.
- Note that there are options at the top. You can choose one of these options before entering the editor if you wish. E.g. – you want to add captions or use the teleprompter.
- Note – tap the dropdown arrow to display more
- At the bottom you have an option 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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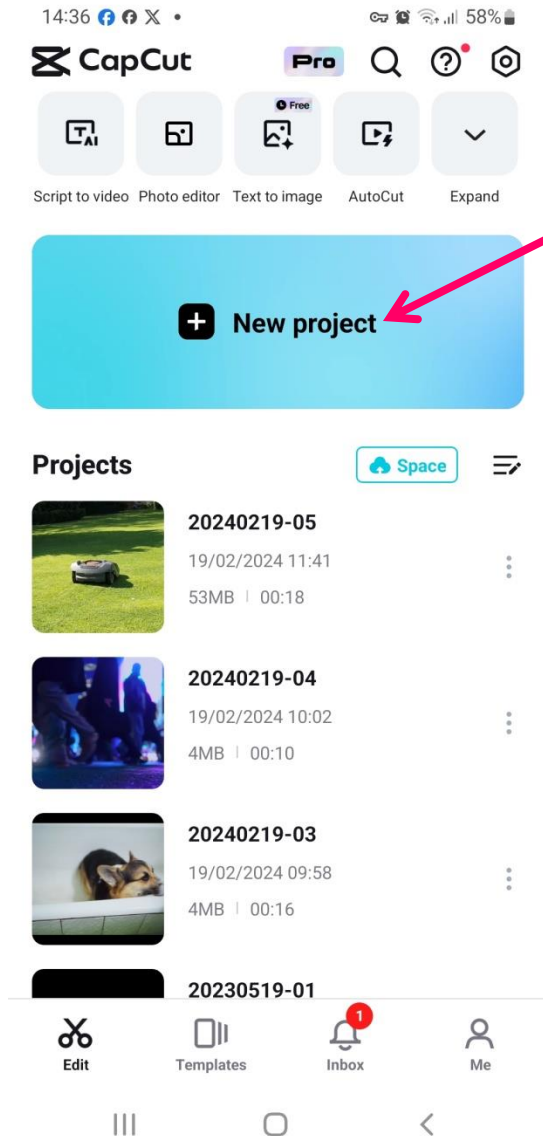
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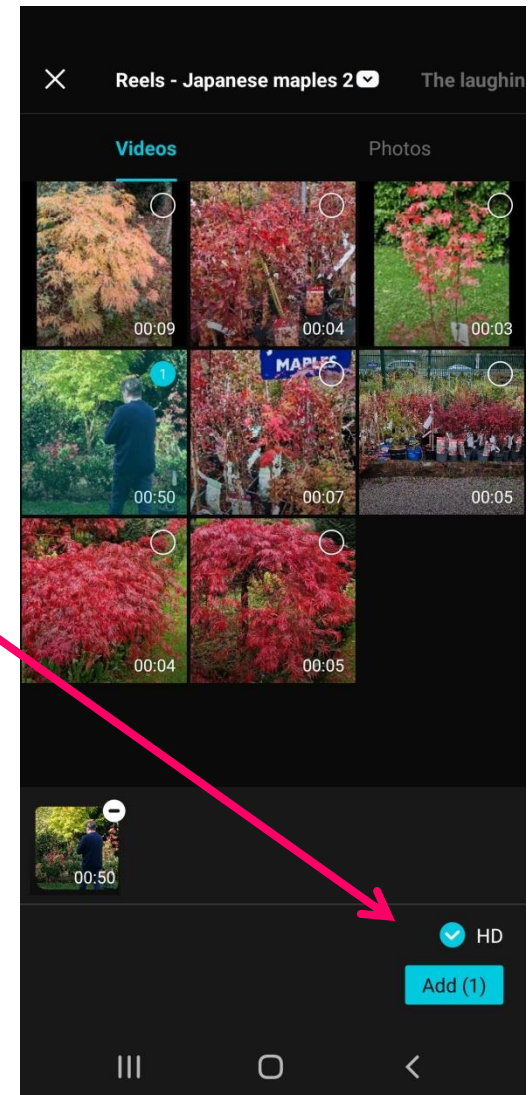
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Extra features that will improve your videos

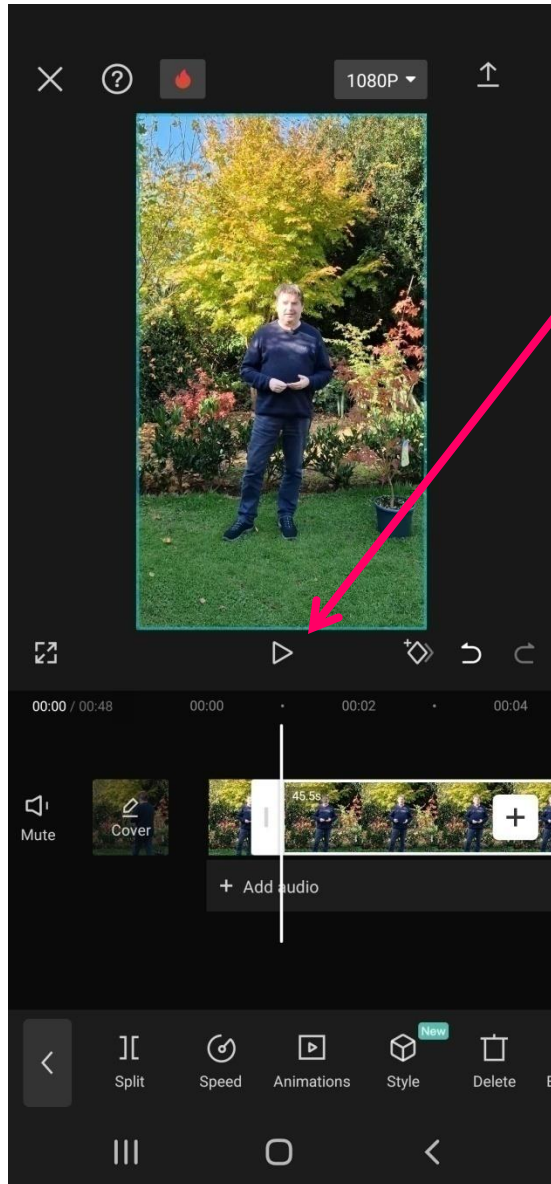
Demo 1 : How to edit a video (Someone speaking to camera)



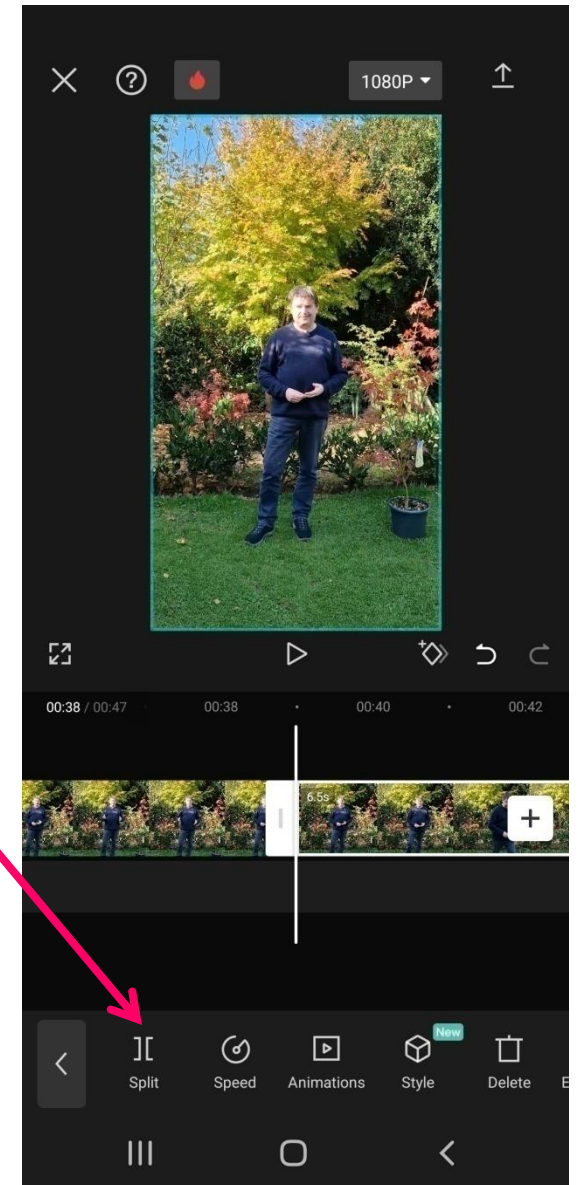
- Open the app
- Tap New project
- Find the album on your phone
- Select the clip you want to start the video with
- Tap HD
- Tap Add



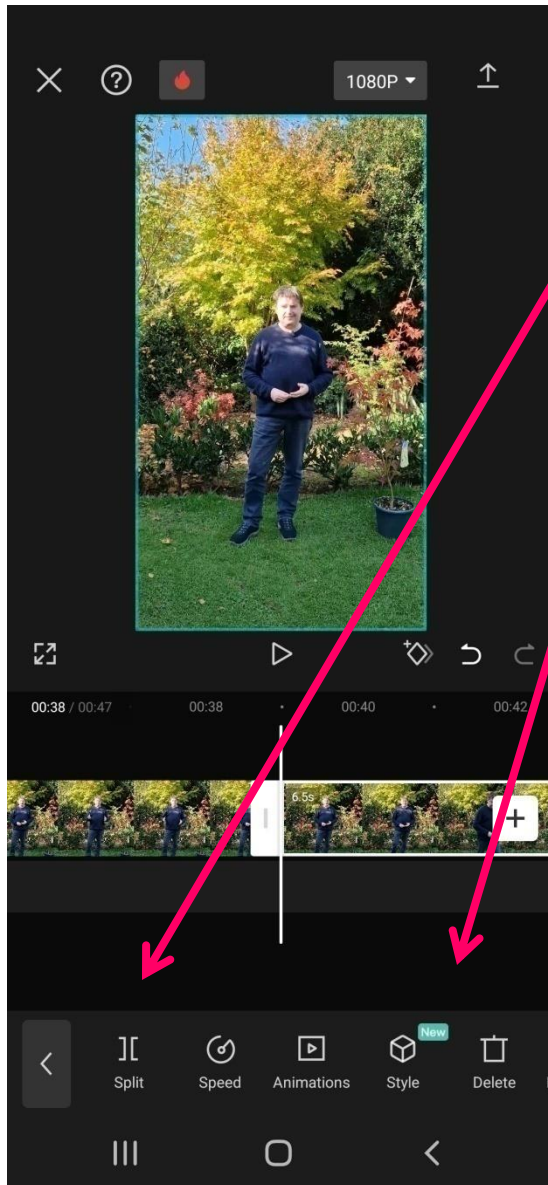
How to edit a video (Someone speaking to camera)



- 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



How to edit a video (Someone speaking to camera)

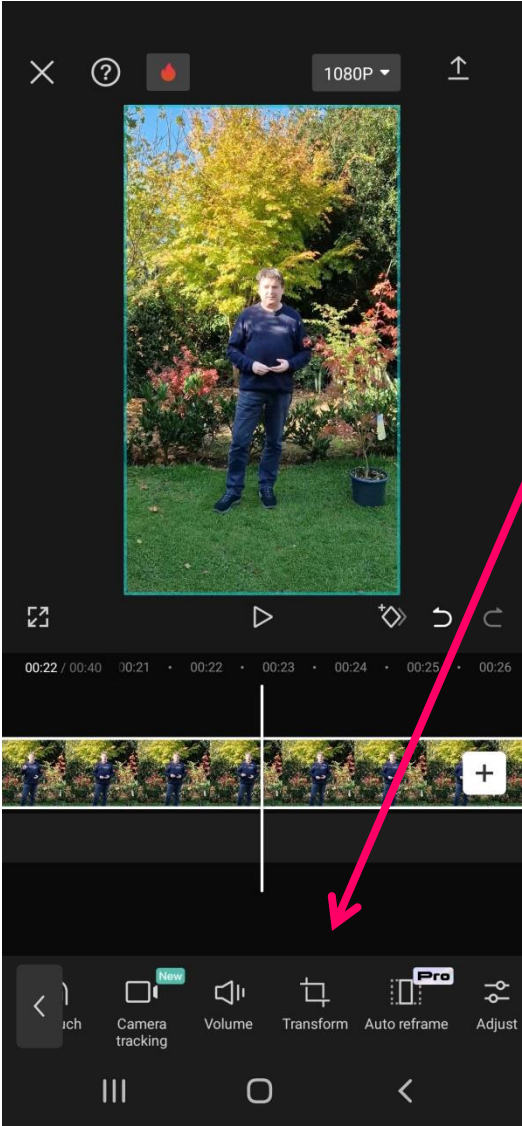


- Tap split
- Then select the part you want to delete
- Then tap on delete
- Then go to the end of your video and if there is something you want to cut out, pause at the end of the part you want to keep and then split and delete the part you don't want

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

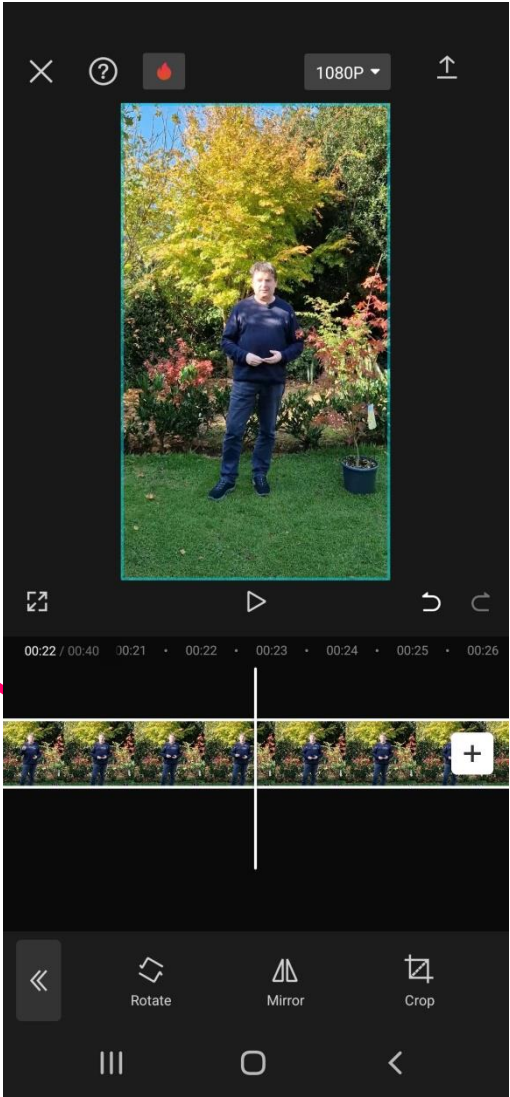
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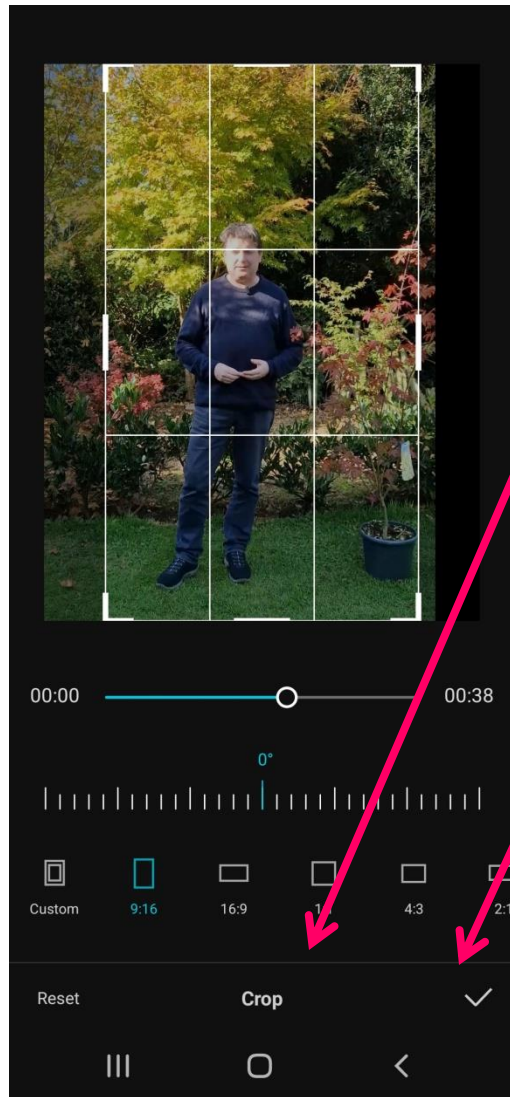
To crop into the video or crop parts out CapCut

Tap on a clip
Then tap transform

Then tap crop



How to edit a video (Someone speaking to camera)



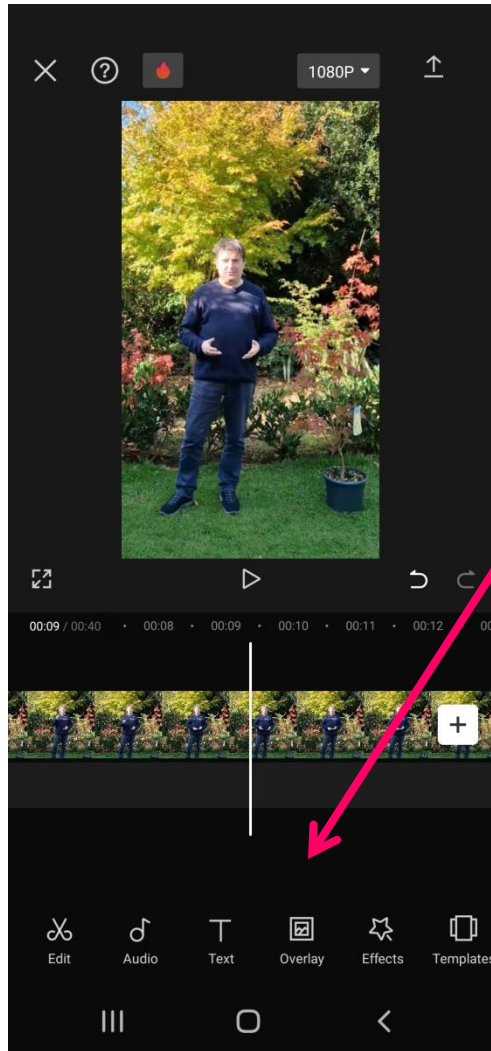
To crop into the video or crop parts out CapCut

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

How to edit a video (Someone speaking to camera)



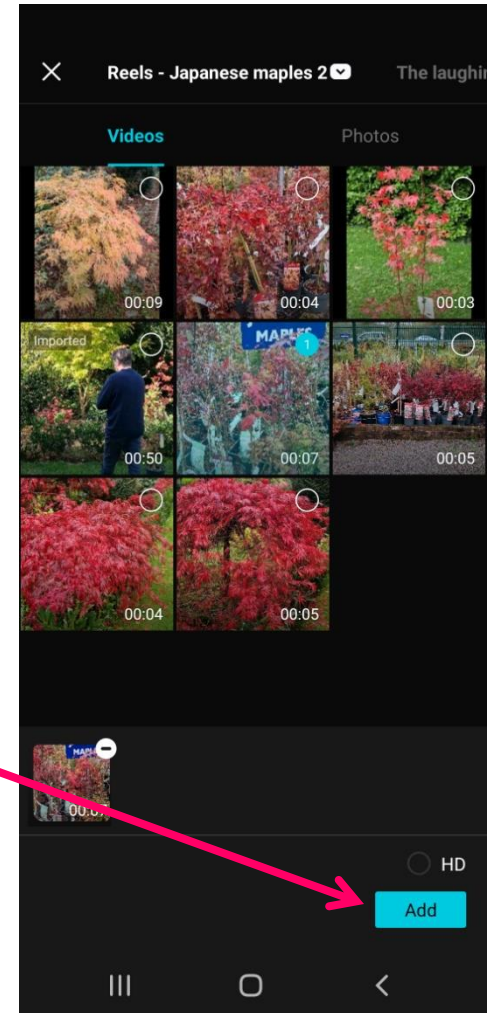
To overlay footage on top of your video

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

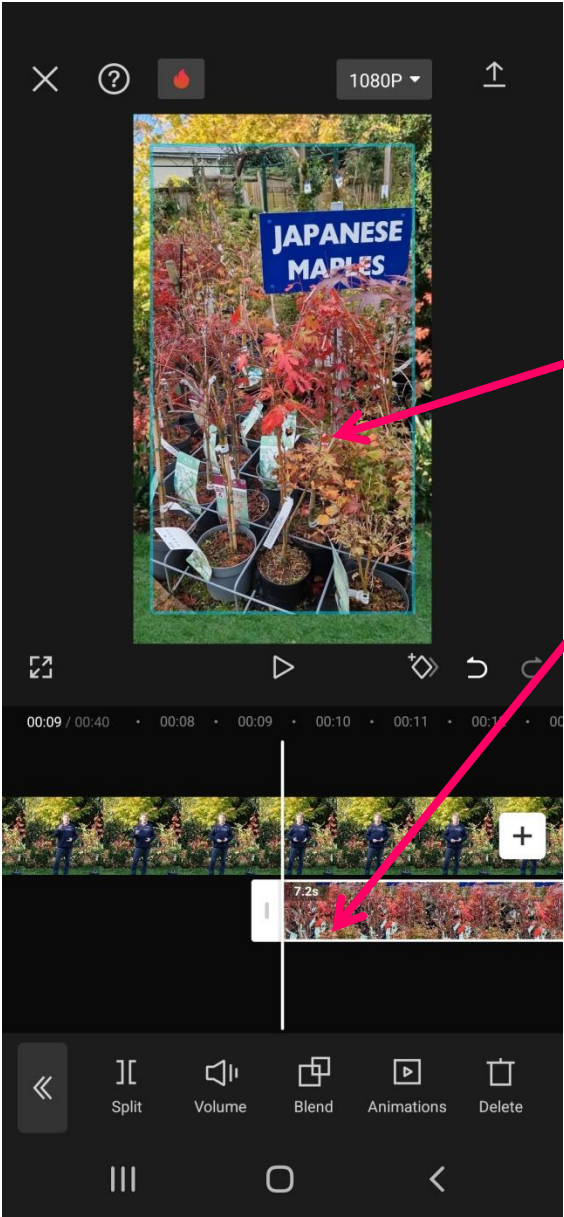
Tap on Overlay in the bottom menu

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

Tap HD and then add



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

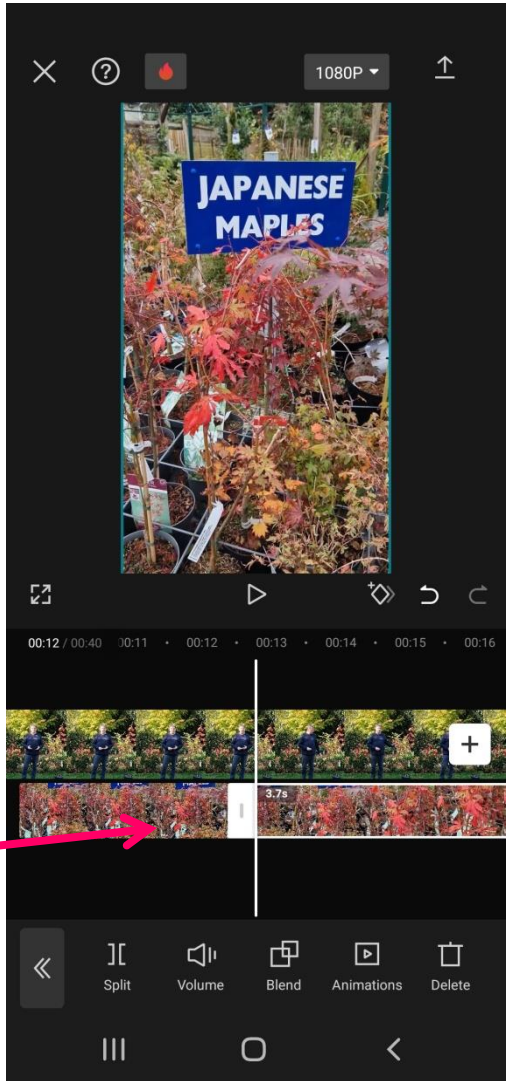
On the timeline the video appears below the main video

Press play and pause where you want the footage to end

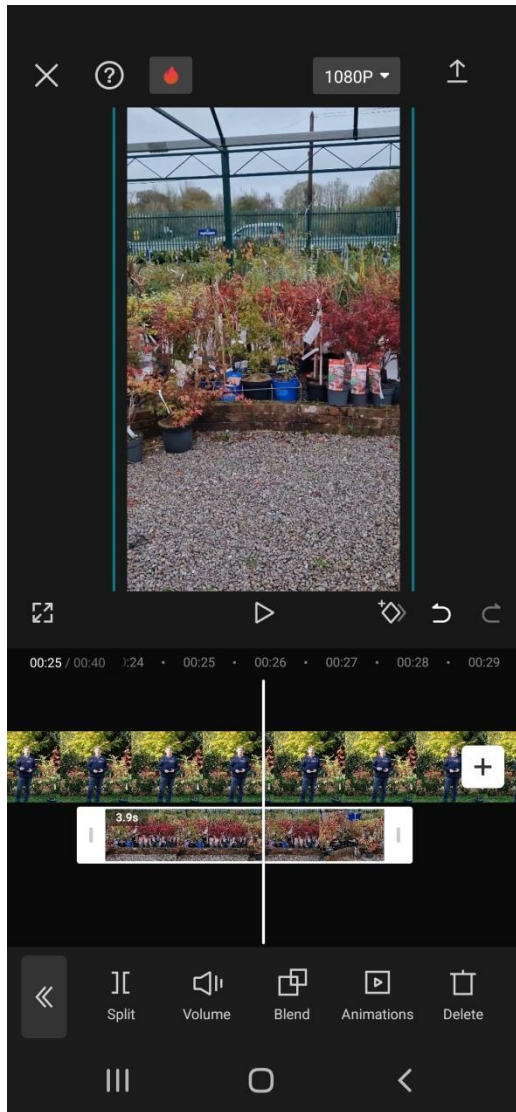
Tap on the footage clip on the timeline

Then tap split and delete

Repeat this process for other footage clips you want to add



How to edit a video (Someone speaking to camera)



To add music

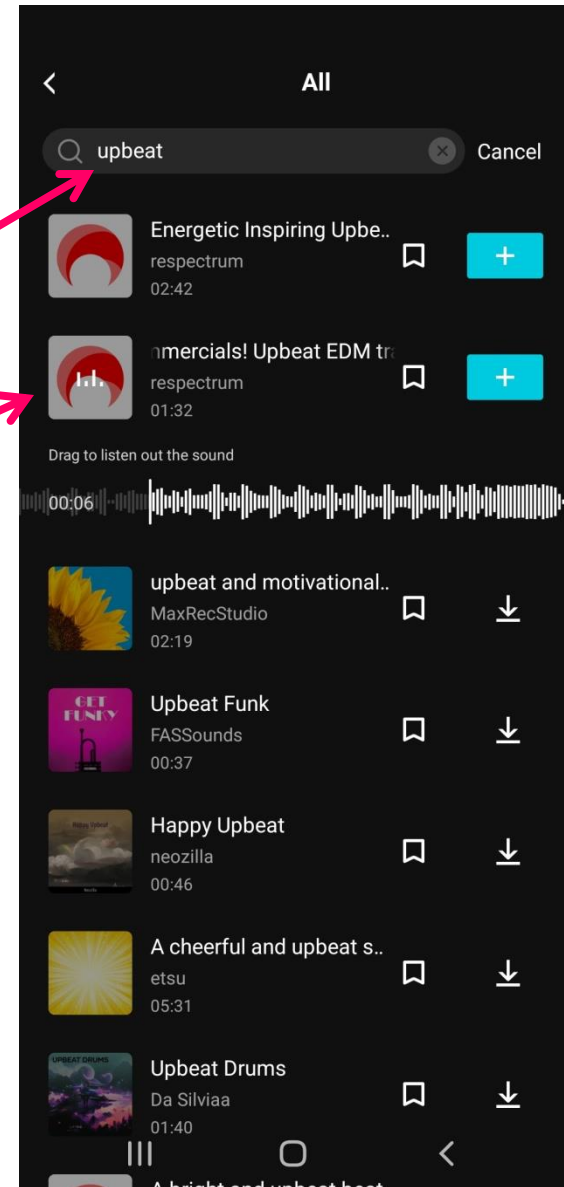
Tap on audio in the bottom menu

Then tap sounds

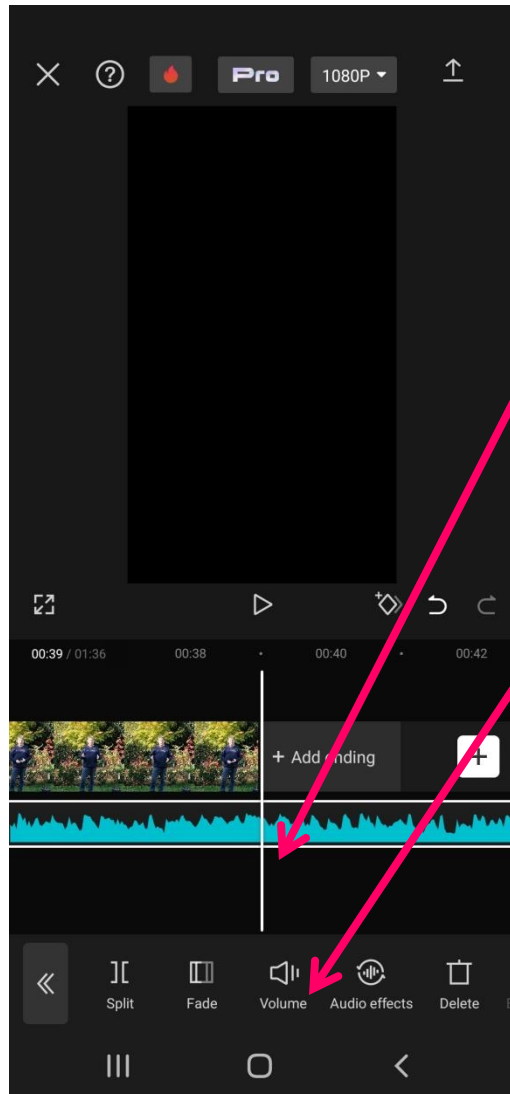
You can then search through their library of music

Tap on the music icon to listen to it

Tap on + to add it



How to edit a video (Someone speaking to camera)



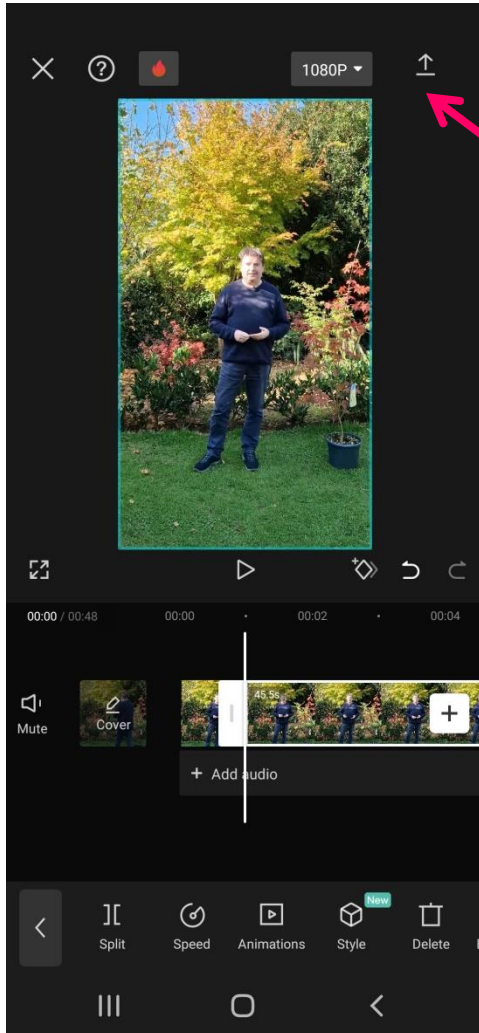
To add music

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

How to edit a video (Someone speaking to camera)

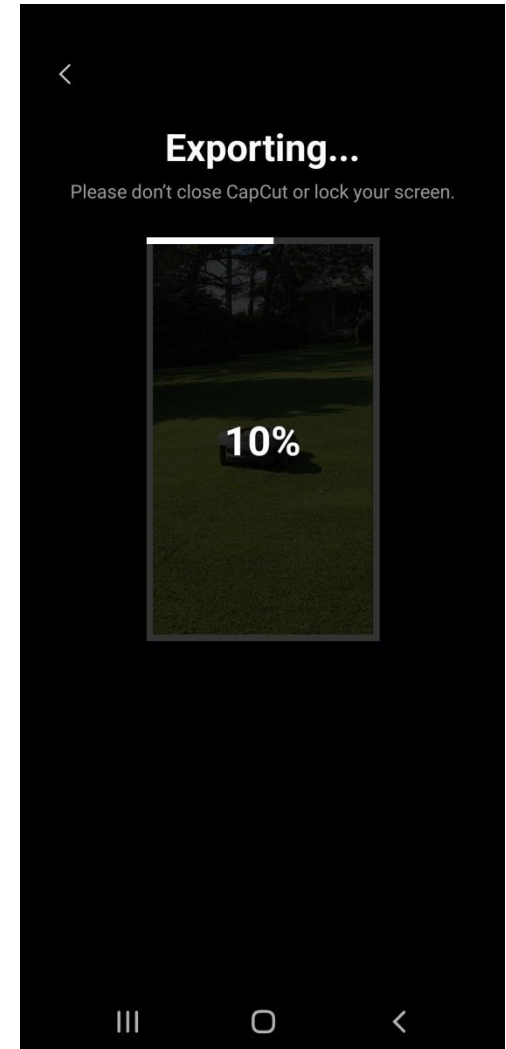


To export your video

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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- 4 main types
- Vertical or landscape?

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

Extra features that will improve your videos

What are the 4 main types of marketing videos for your website & social media



There are 4 big types of marketing videos

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

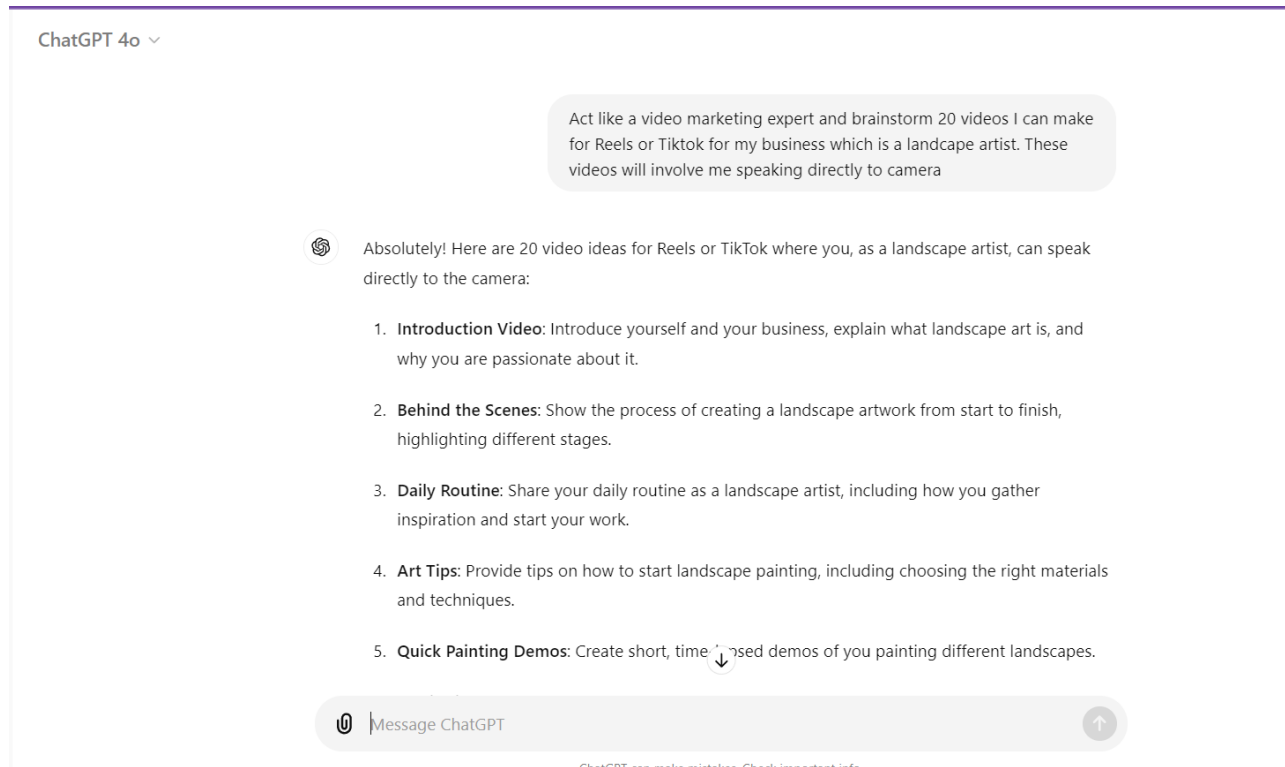
Testimonial and Company promo videos are typically made with someone being interviewed

Product or service videos typically have someone speaking directly to camera

“How To” videos typically have someone speaking to camera

But there are others types of videos you could make

Use Chat GPT to generate ideas for your social media videos



Go to chatgpt.com and use the prompt below to get ideas for video where you are speaking directly to camera

Act like a video marketing expert and brainstorm 20 videos I can make for Reels or TikTok for my business which is a landscape artist. These videos will involve me speaking directly to camera

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.

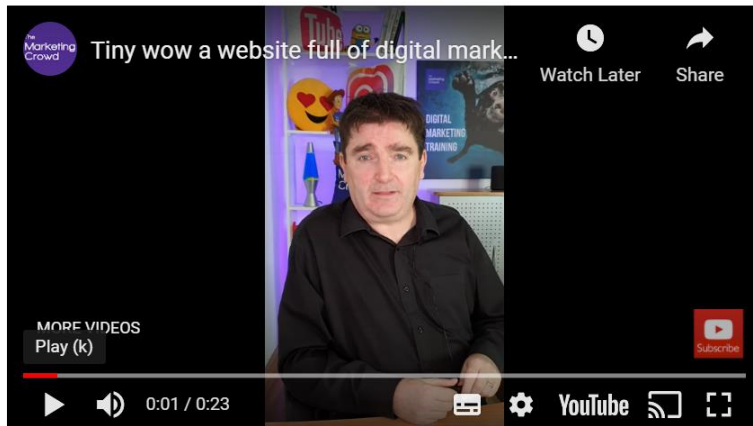
Example of a landscape video



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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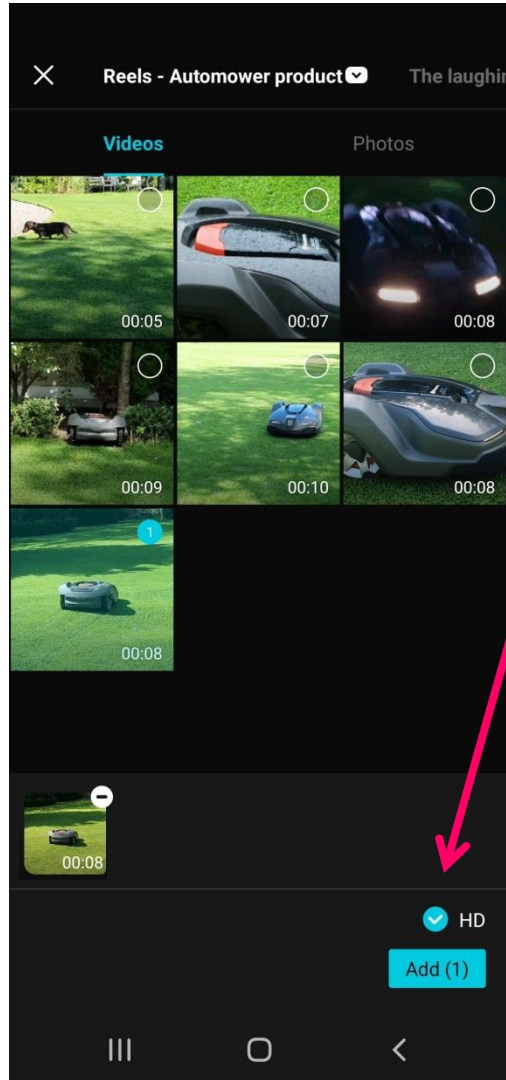
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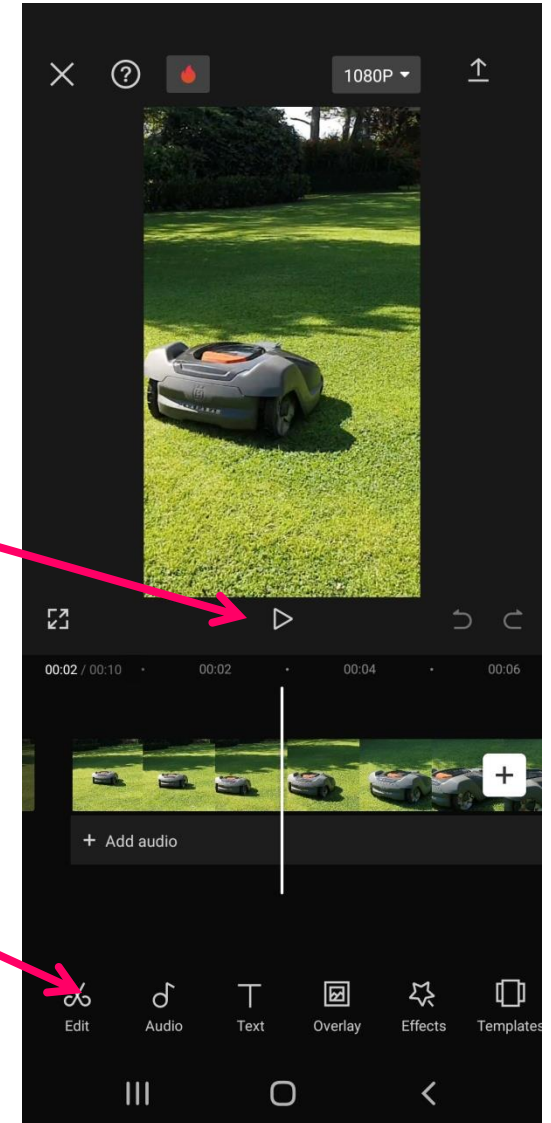
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Extra features that will improve your videos

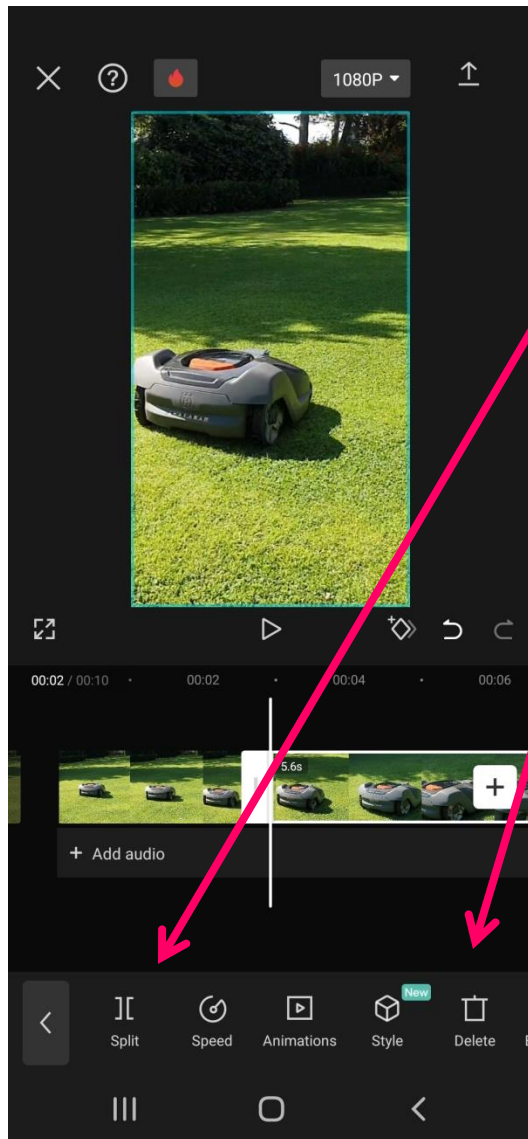
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- Open the app
 - Tap New project
 - Find the album on your phone
 - Select the clip you want to start the video with
 - Tap HD
 - Tap Add
-
- Your clip is now on the timeline
 - Tap play and pause to choose the part where you want to split the clip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



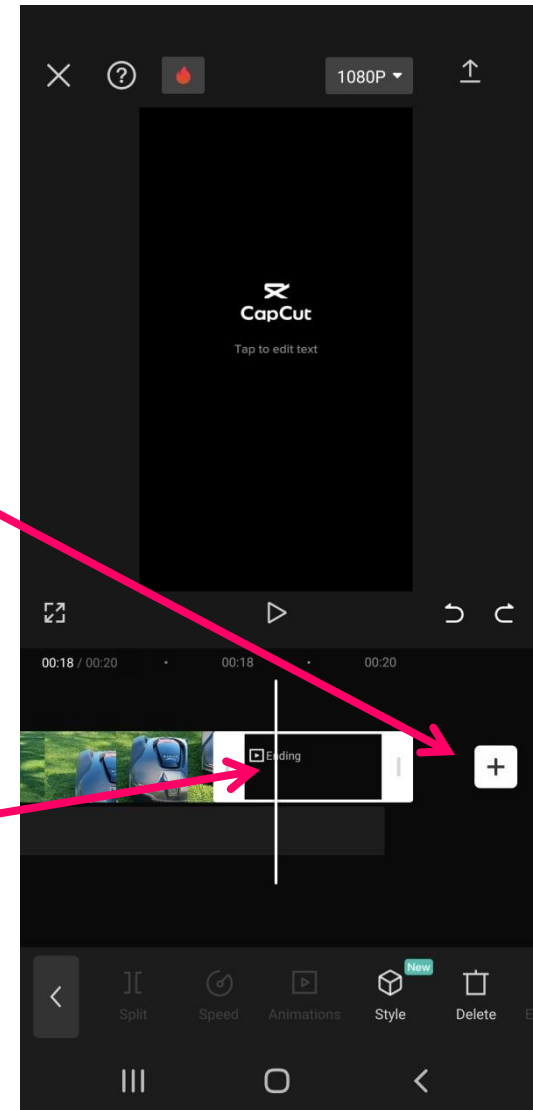
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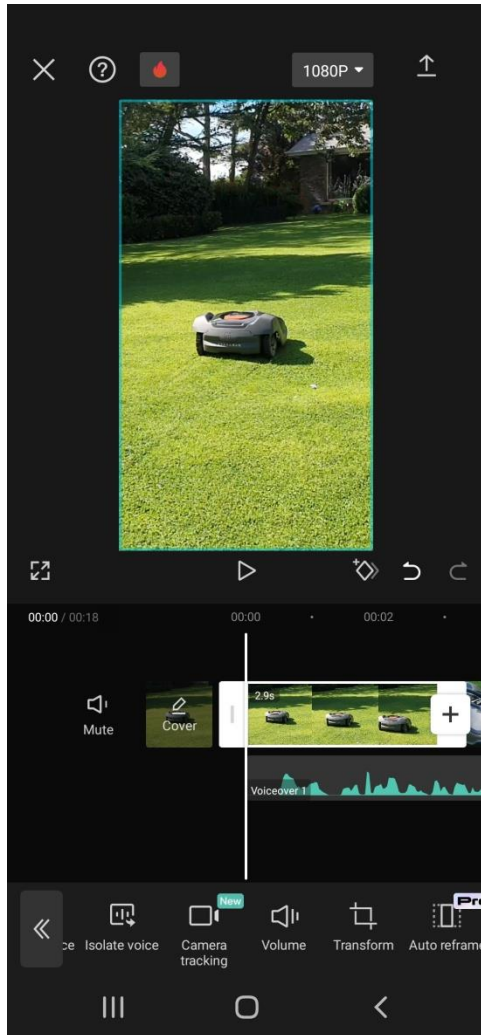
- Tap split
- Then select the part you want to delete
- Then tap on delete
- Then Tap on + in order to add the next clip.
- Select the clip and then repeat the process of splitting and deleting the part you don't want.
- Keep repeating until you have added and edited all your clips

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



How to edit a video (multiple clips plus voiceover)

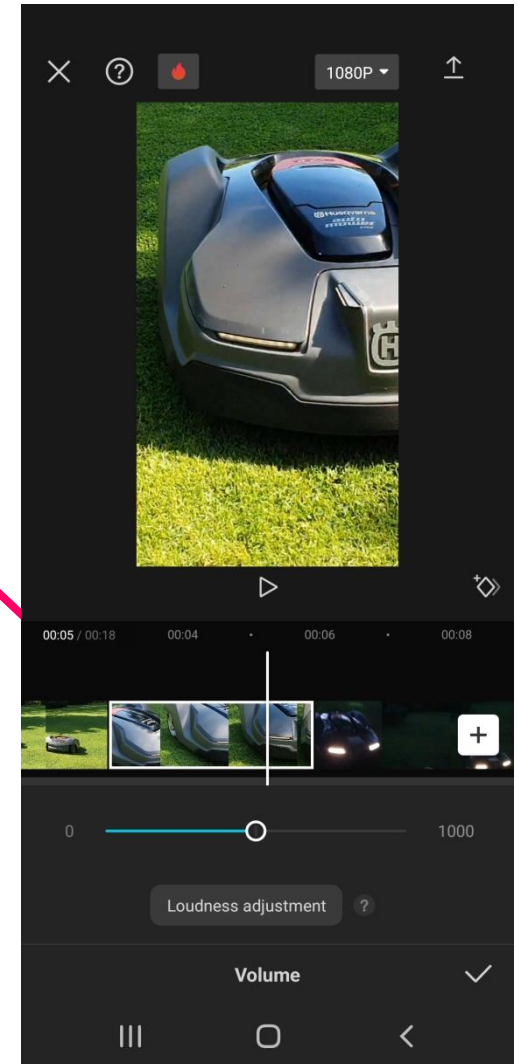


To reduce the volume of your clips

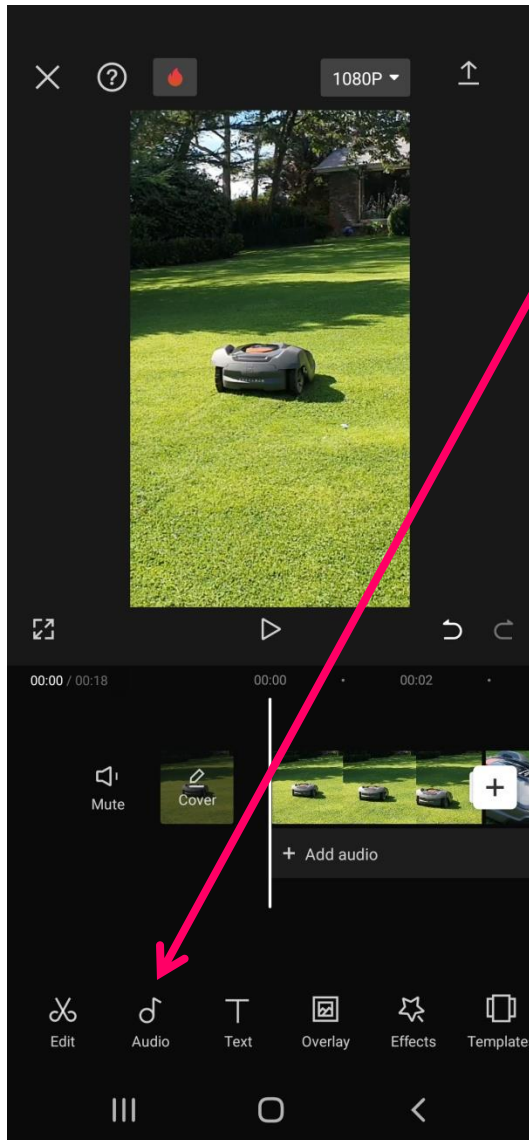
Tap on a clip
Then tap volume

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



How to edit a video (multiple clips plus voiceover)

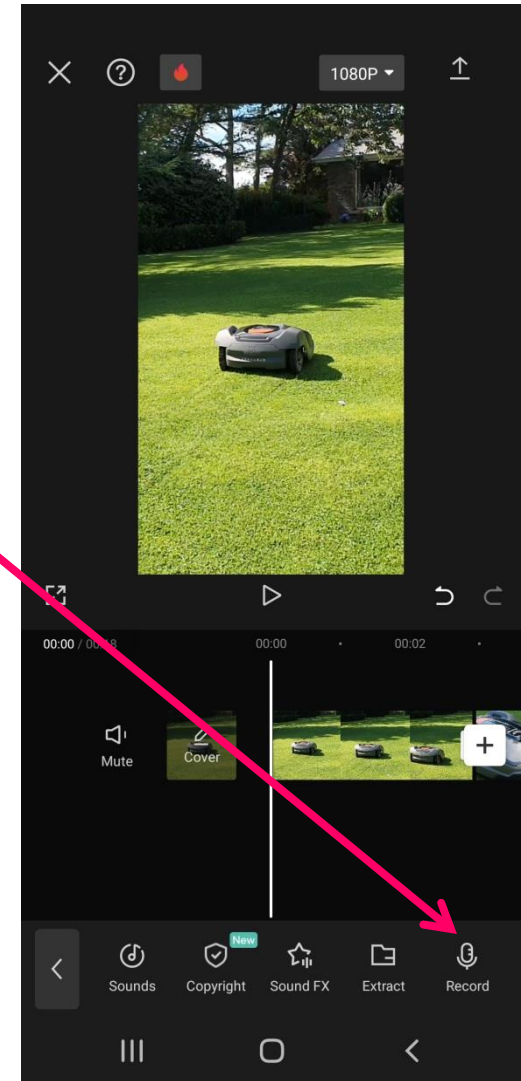


To add a voice over

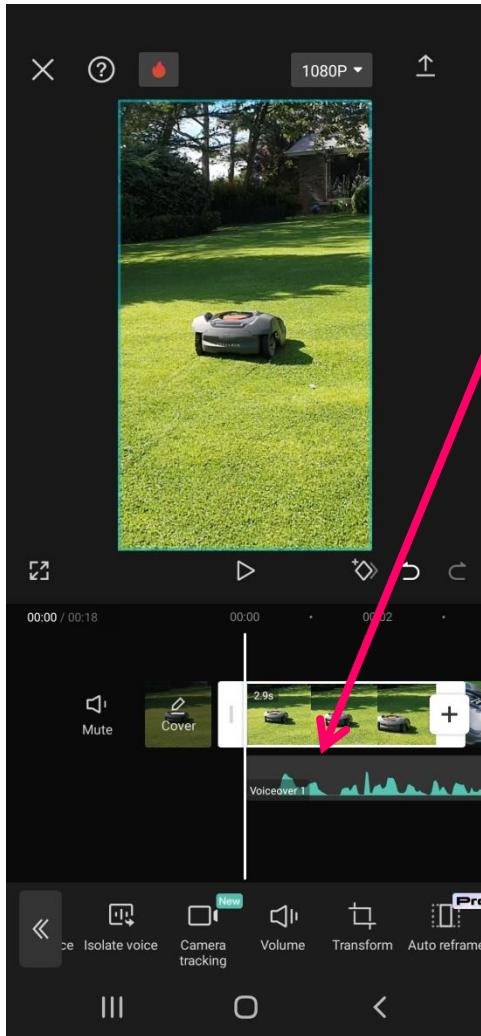
Tap on audio in the bottom menu

Then tap record

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



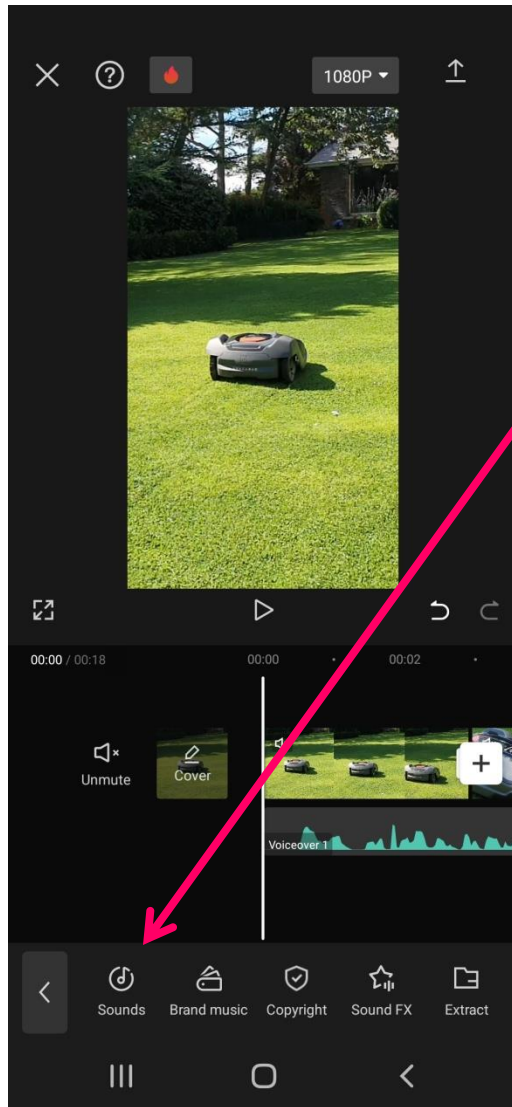
How to edit a video (multiple clips plus voiceover)



To add a voice over

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

How to edit a video (multiple clips plus voiceover)



To add music

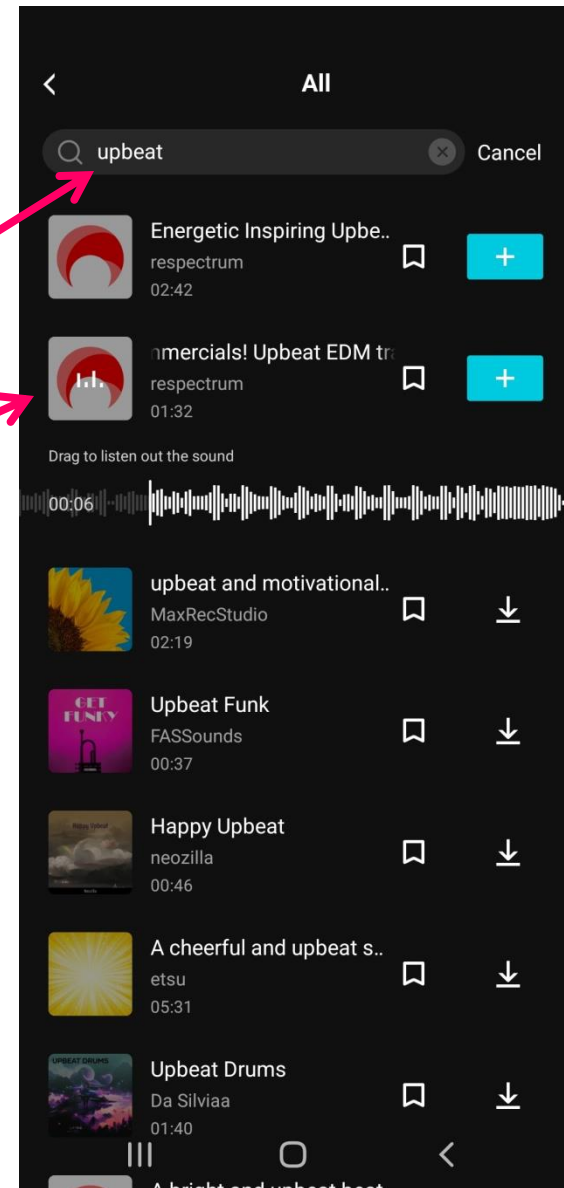
Just like adding a voiceover, tap on audio in the bottom menu

Then tap sounds

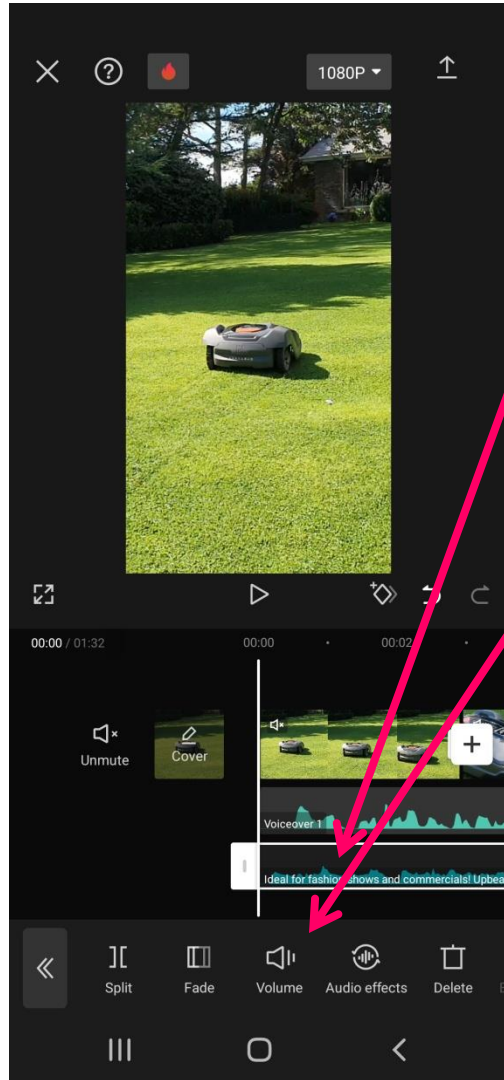
You can then search through their library of music

Tap on the music icon to listen to it

Tap on + to add it



How to edit a video (multiple clips plus voiceover)

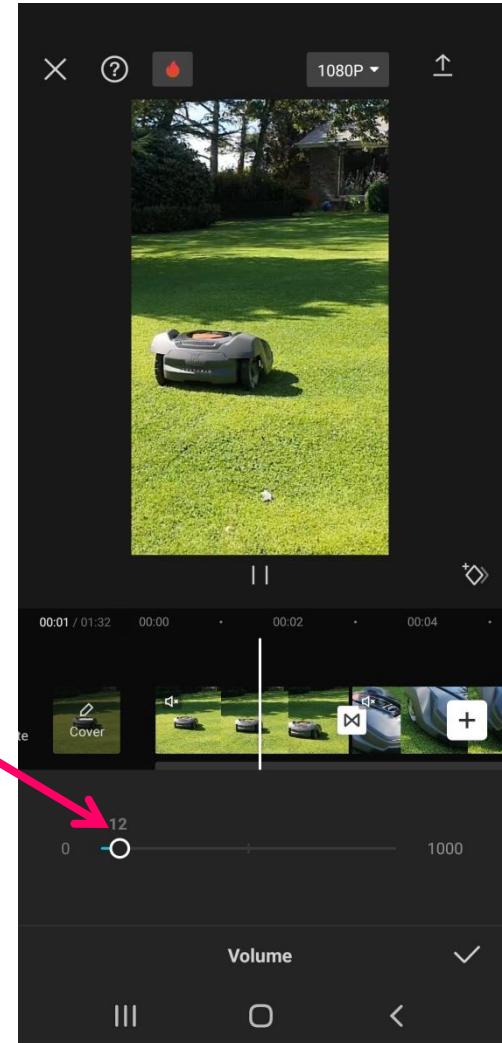


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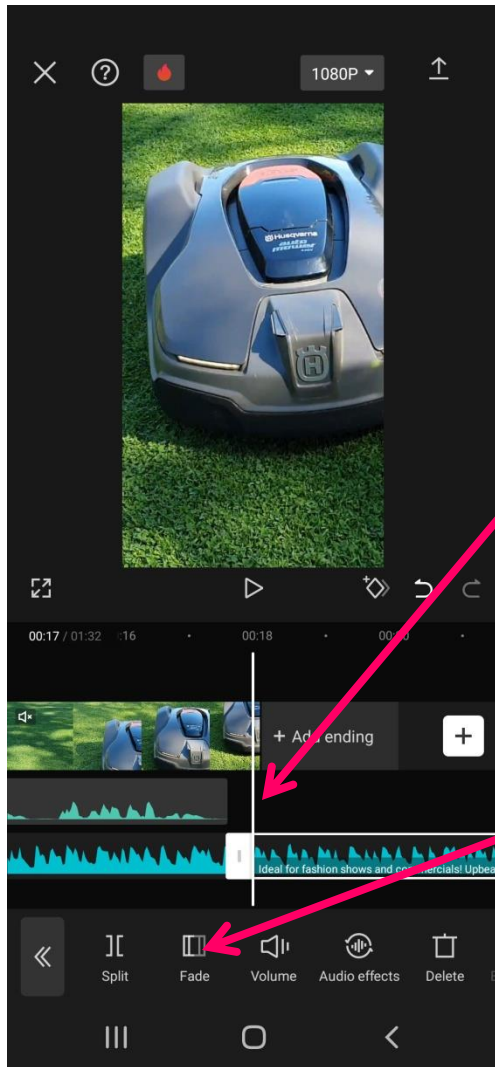
To adjust / reduce the volume of the music, tap on the music in the timeline

Then tap on volume

Then drag the slider to reduce the Volume



How to edit a video (multiple clips plus voiceover)



To add music

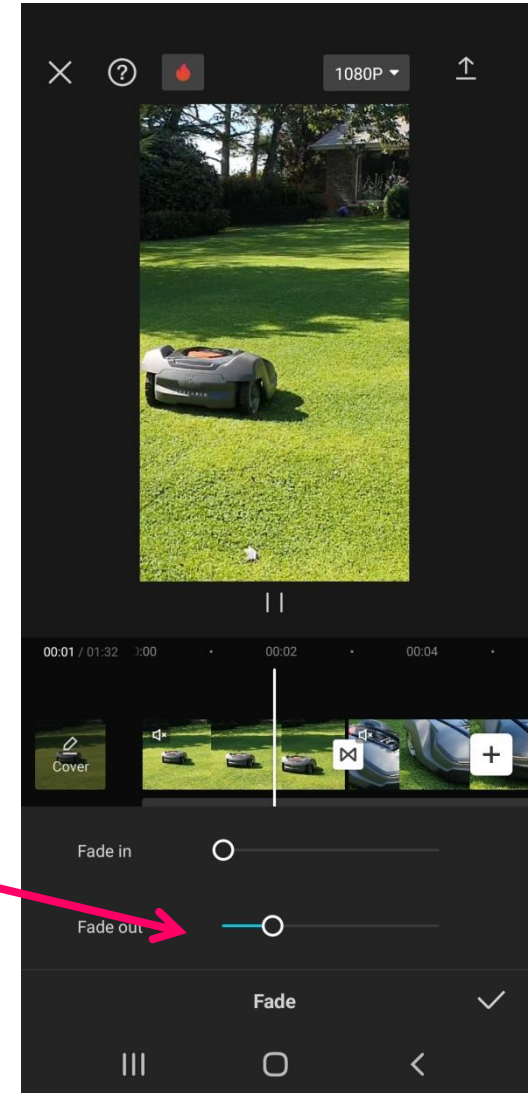
Slide to the end of your video and you will see that the music is longer than your video

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

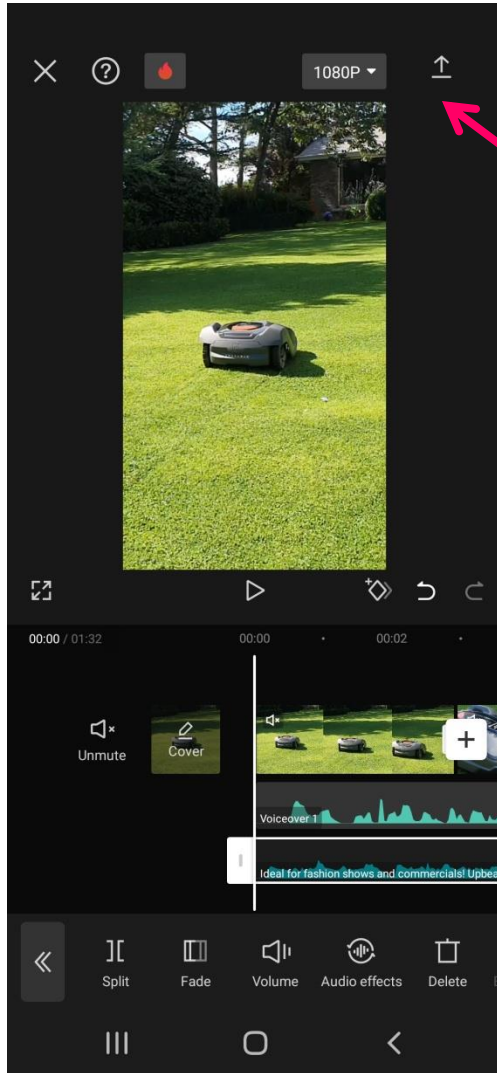
Then tap split and delete the part you don't want

You should now fade out the music

Tap fade and fade out for around 2.5 sec



How to edit a video (multiple clips plus voiceover)

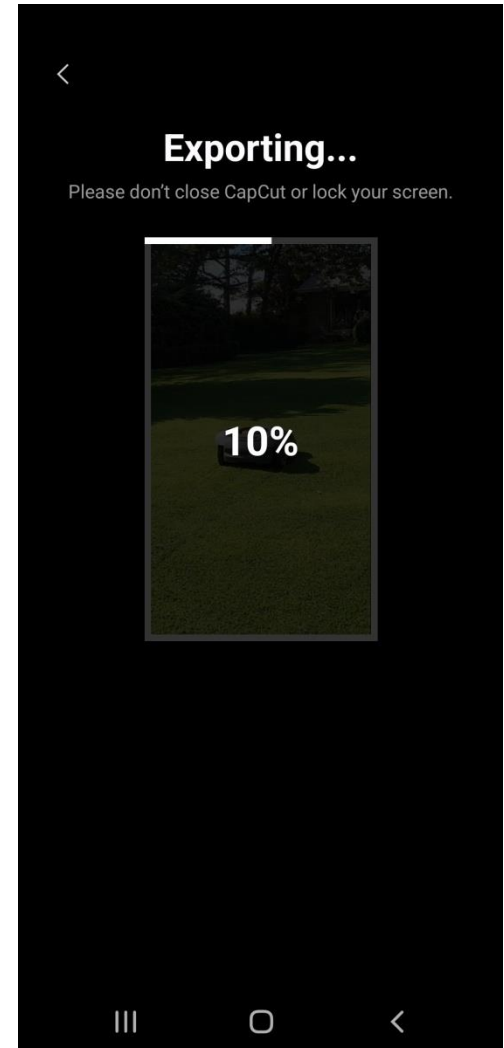


To export your video

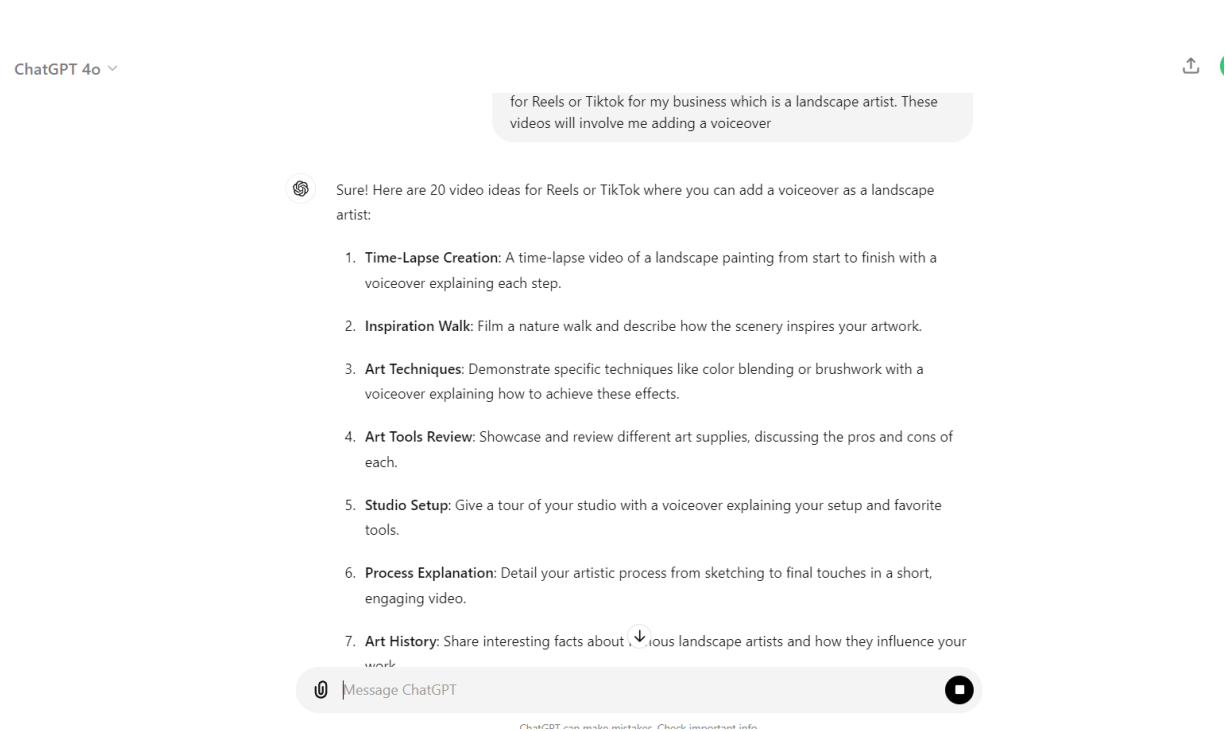
Tap the arrow in the top right of the screen

Your video will export

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Go to chatgpt.com and use the prompt below to get ideas for video where you adding a voiceover

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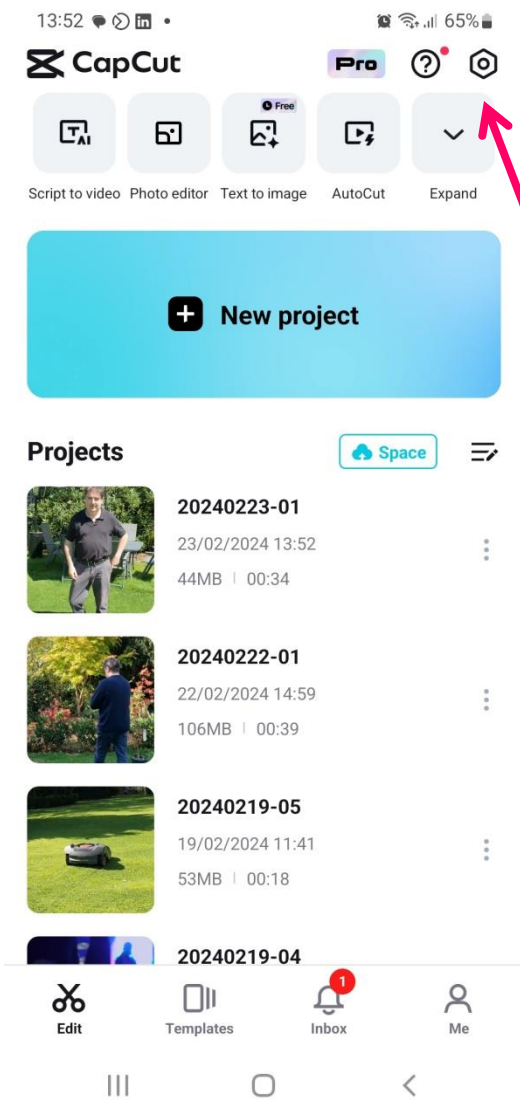
Extra features that will improve your videos

Features you should try ...

Very useful editing features to enhance your video

1. Permanently remove the CapCut logo
2. Add eye catching text using text templates
3. Add captions using very eye catching effects
4. Add bilingual captions
5. Add transitions between clips
6. You can overlay their free stock videos as footage on your video
7. You can remove the background of your video
8. You can retouch (improve the look) of the person speaking
9. You can add effects to the person speaking

Permanently remove the CapCut logo

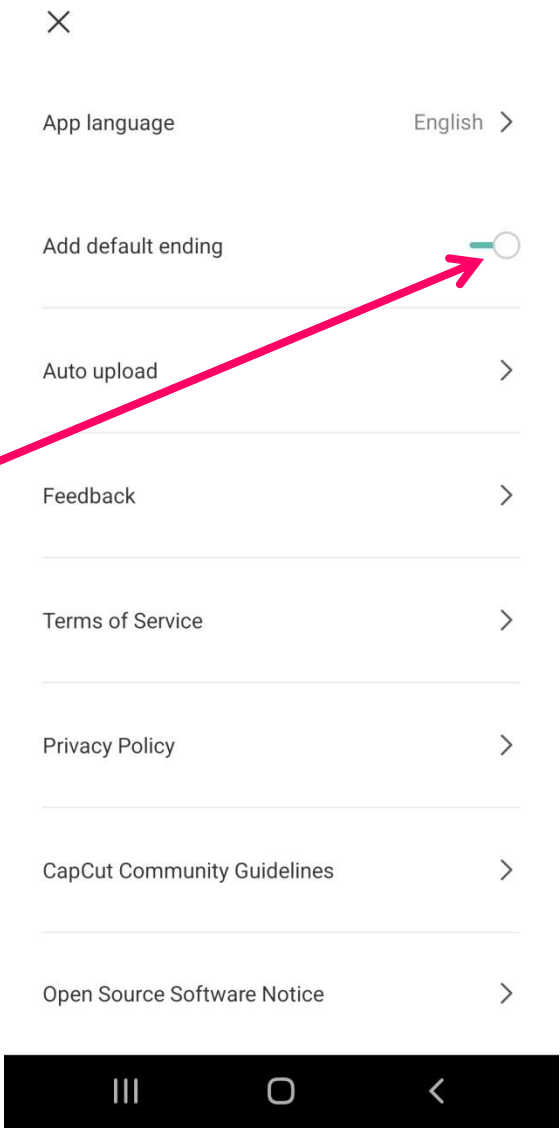


Whenever you create a video CapCut will place the CapCut logo at the end of your video

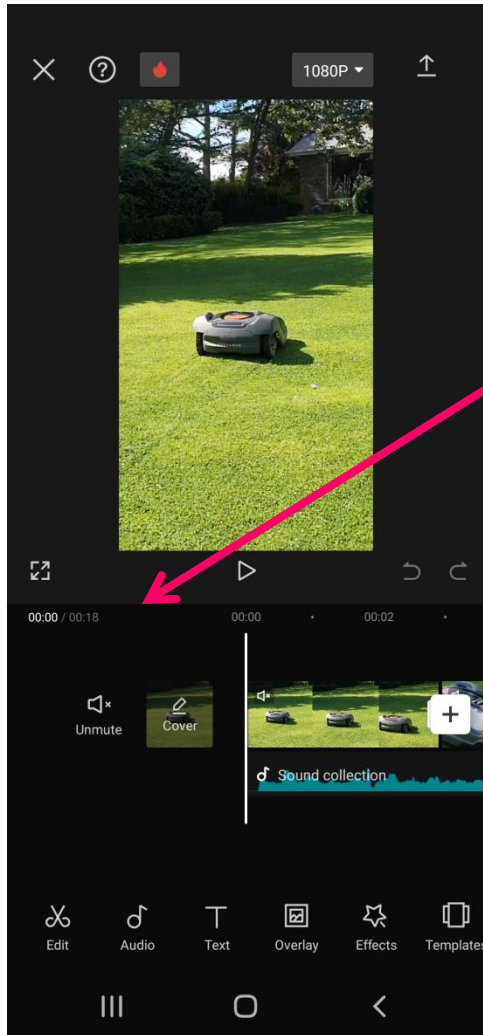
You can permanently turn this off so it won't add it for future videos

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

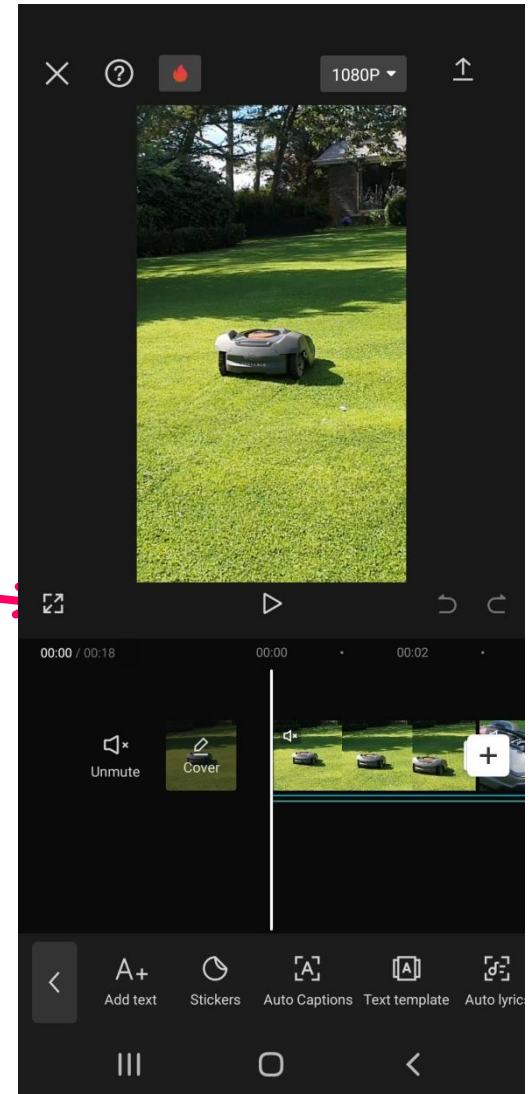
Next to Add default ending toggle to switch this off



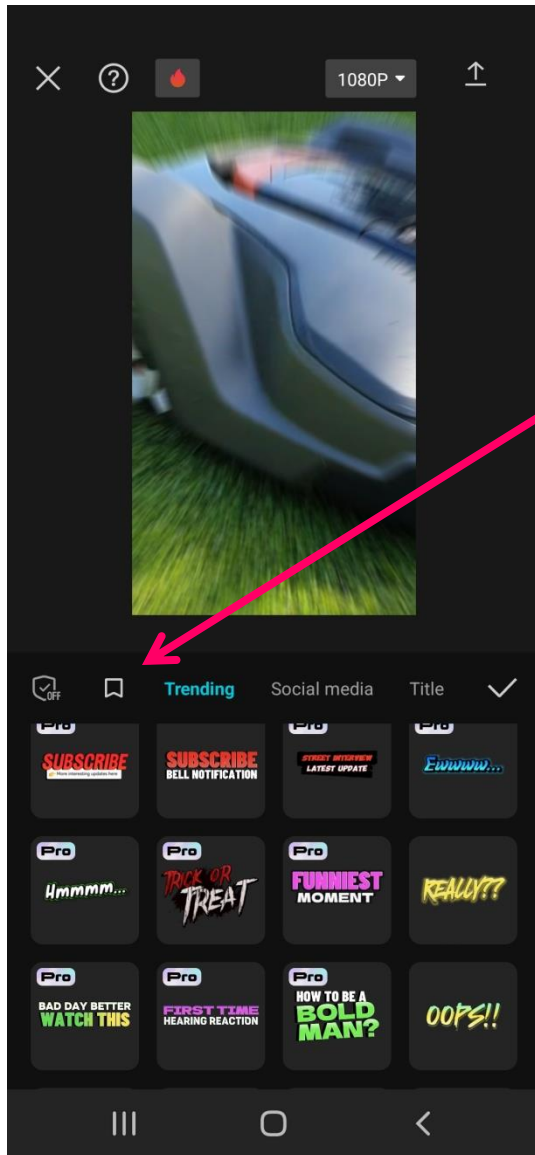
Add eye catching text using text templates



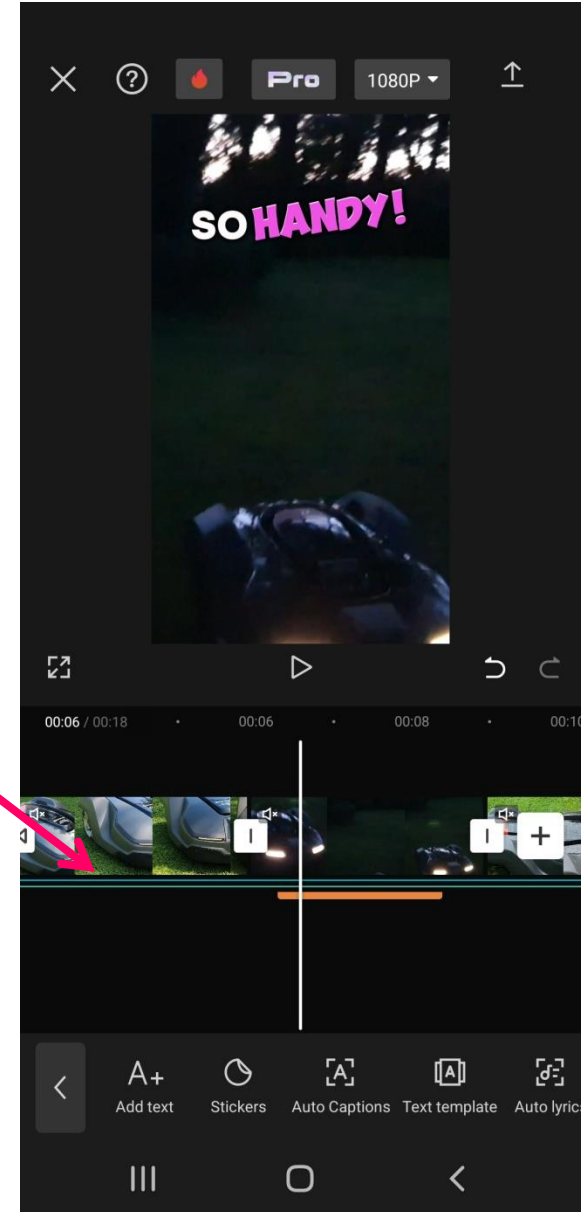
- Tap on Text in the bottom menu
- If you tap on Add text you can type your text, choose font, colour etc.
- But if you tap on Text templates, you can choose from lots of very eye catching text combinations



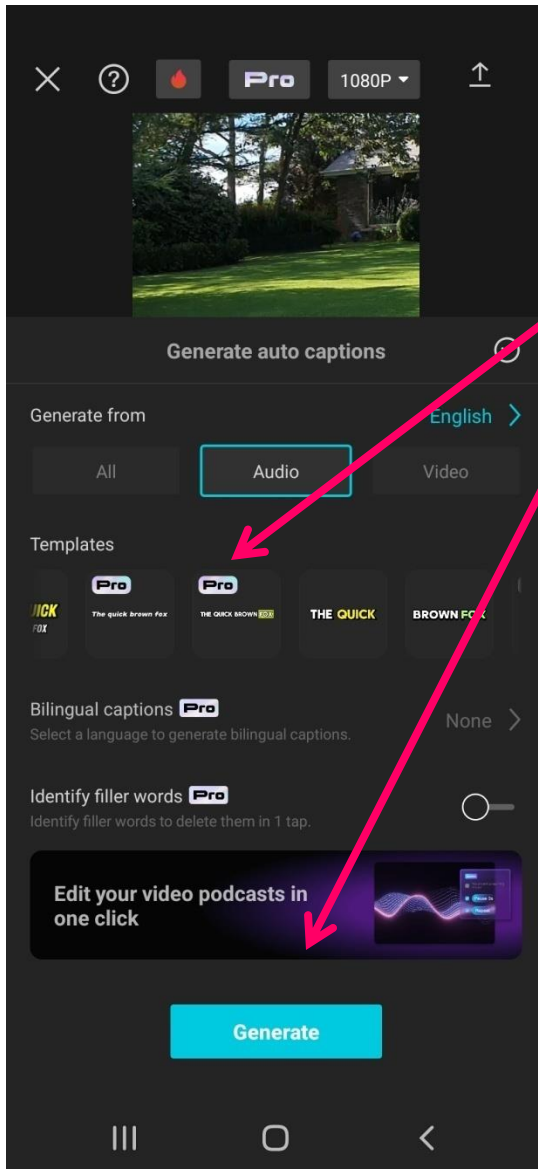
Add eye catching text using text templates



- They have different categories of templates – trending, social media etc
- Tap one and it will appear on your video
- Tap a word to then edit the text
- You can then choose where you want it to start and end on your video



Add captions using very eye catching effects

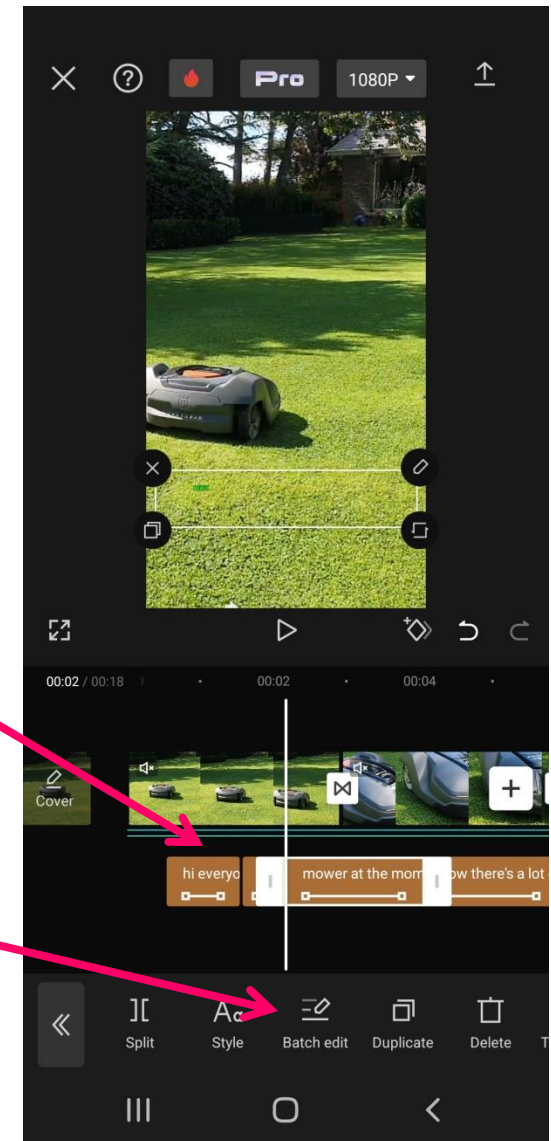


- Tap on text in the bottom menu
- Then tap on auto captions
- Then browse though the captions effects
- Then tap on generate

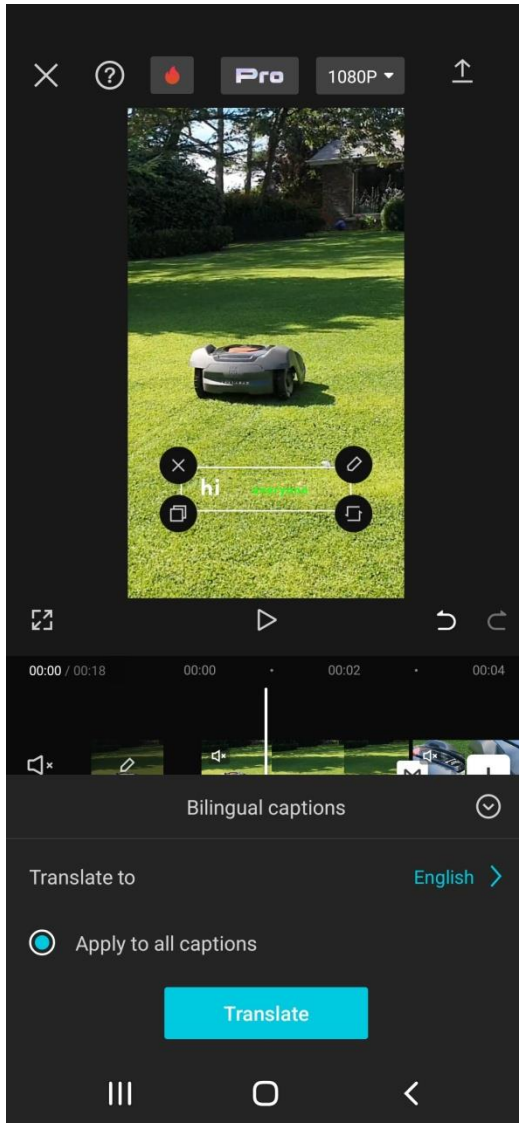
The captions will then appear on the timeline

Tap on any of the boxed and you can correct the text. You can also adjust the size, font, font colour

Tap on Batch edit and you can see all of the text boxes for easy editing

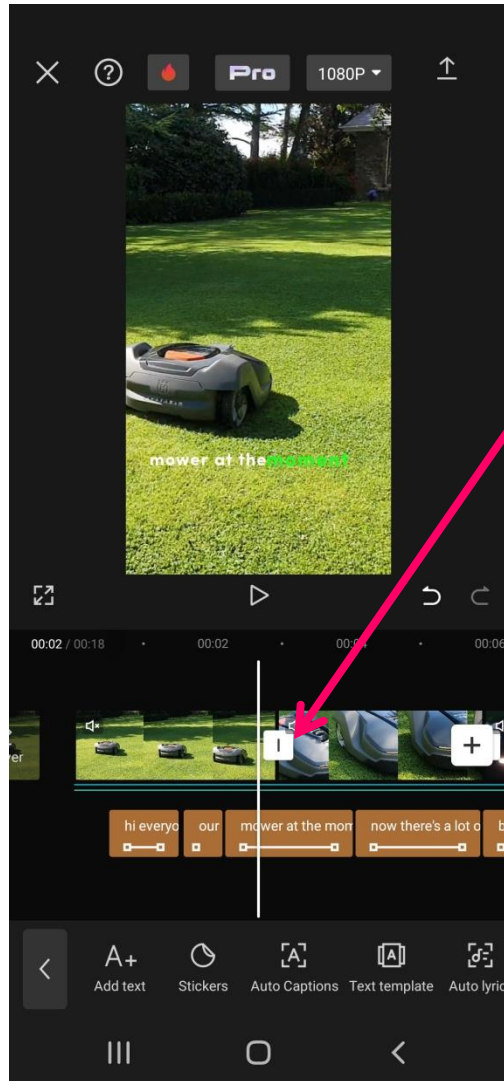


Add bilingual captions



- You can have a second set of captions appear in a different language
- Tap Bilingual captions
- Choose the language e.g. Spanish
- Tap generate
- The second set of captions will then appear below the first

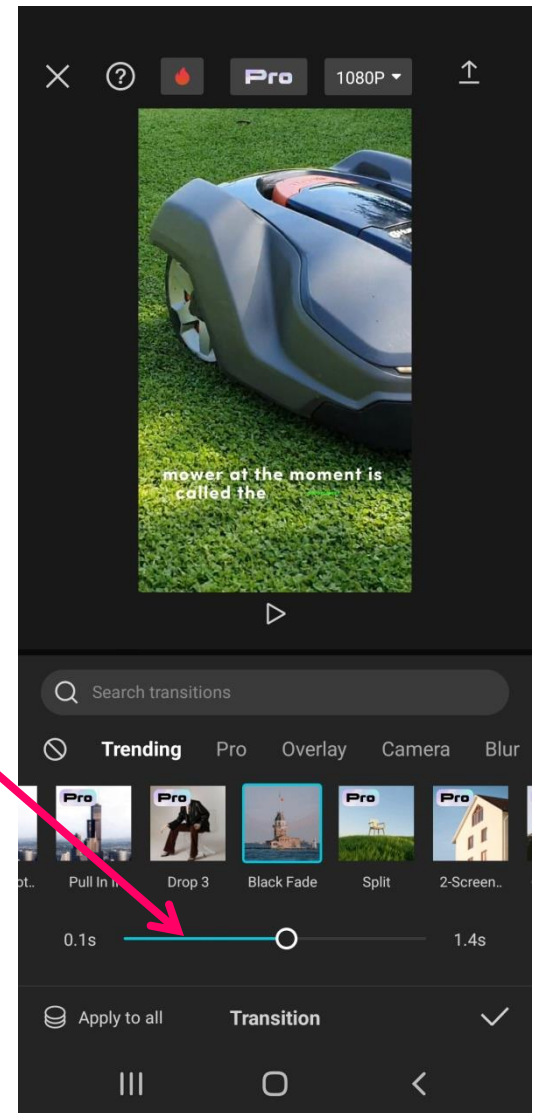
Add transitions between clips



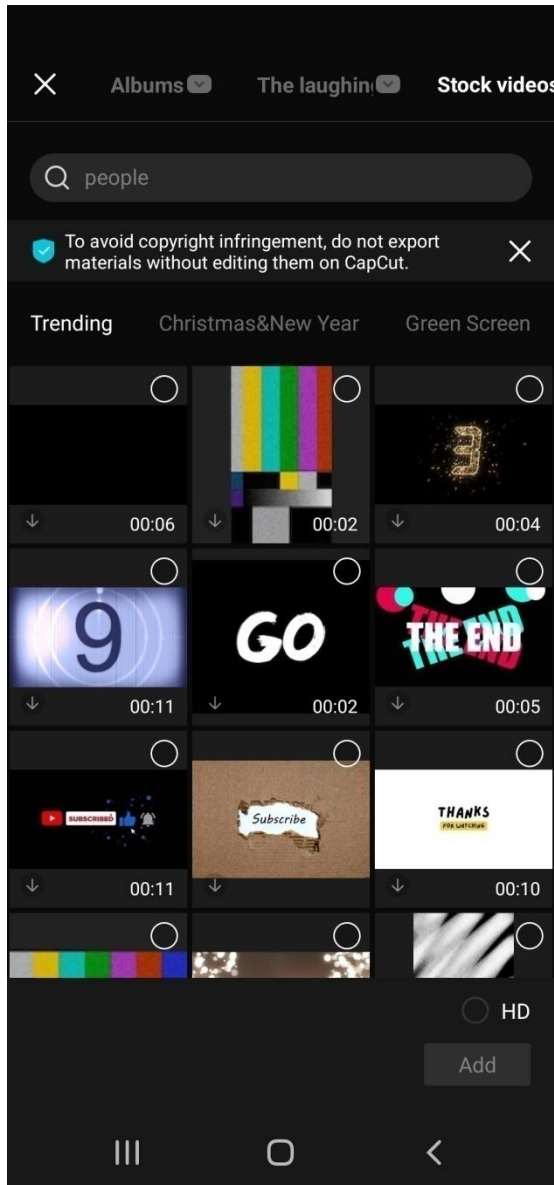
- You can add transition effects between 2 videos
- Tap the line in between the clips

Then choose a transition effect. You will see a preview of how it looks

- You can also adjust the time length to make the effect last longer or shorter
- You can apply to all clips is you want.



You can overlay their free stock videos as footage on your video



To overlay stock videos on top of your video tap on overlay in the bottom menu

On the top right tap stock videos

You can then search for the type of video you want

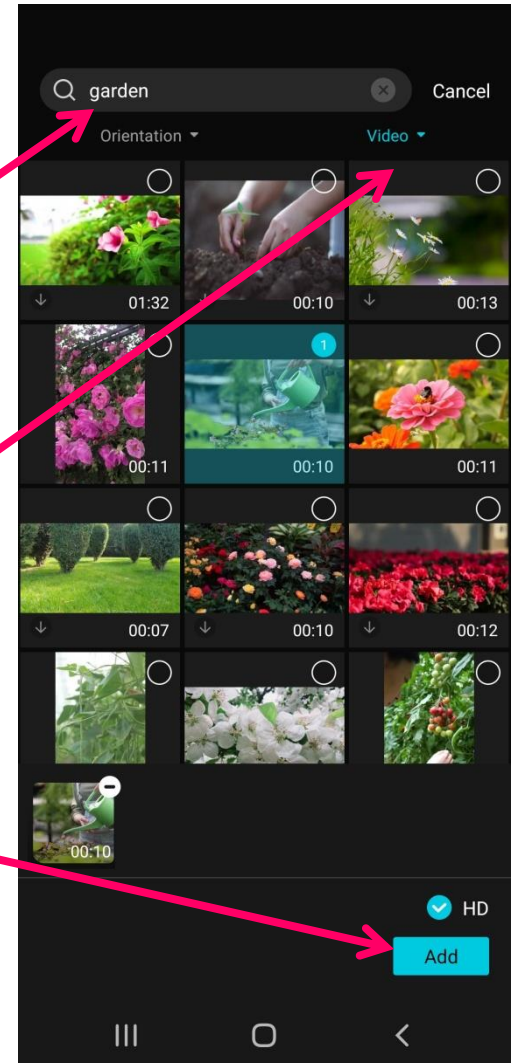
You can also choose whether you want videos or images to do with that topic

Select your video

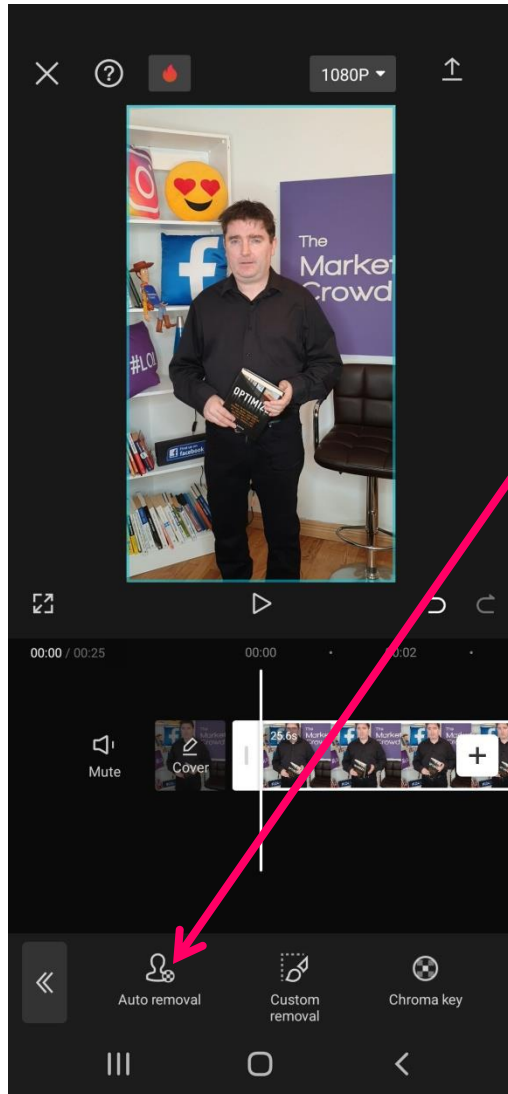
Tap HD

Then add

Then pinch to make your video fill the screen as per previous lesson



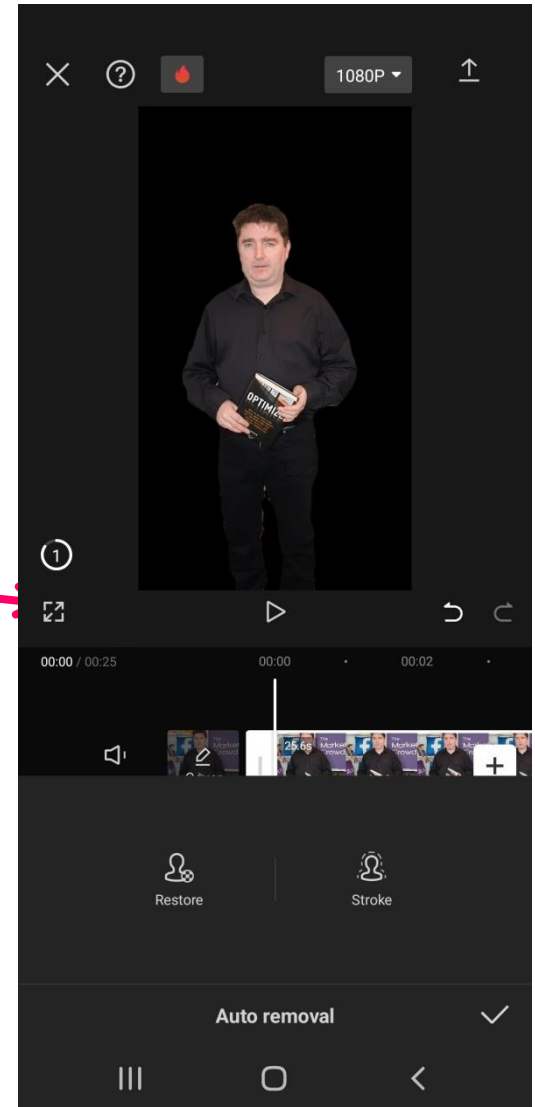
You can remove the background of your video



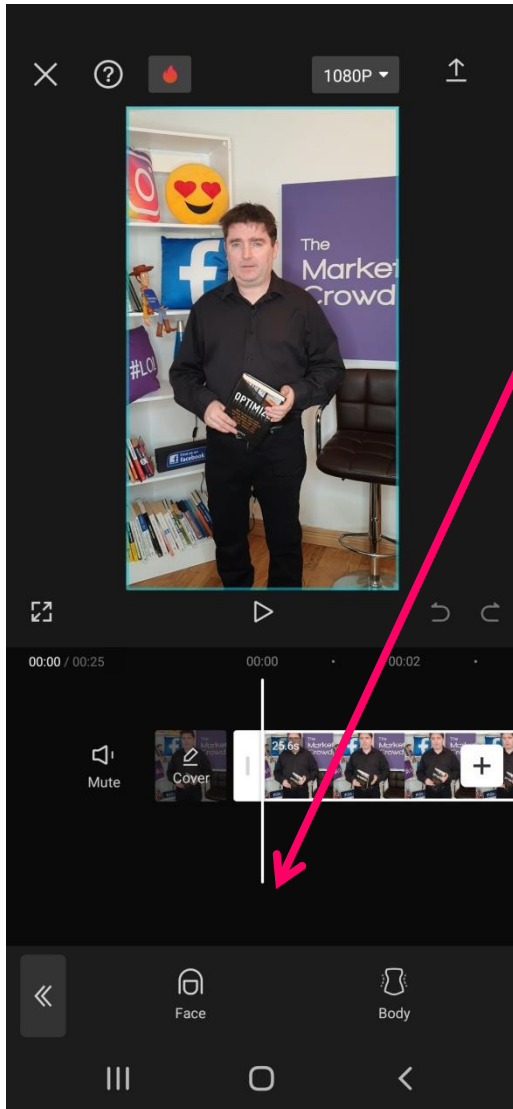
- Tap on your clip in the timeline
- In the bottom menu tap on remove BG
- Then tap auto removal

The background is now removed

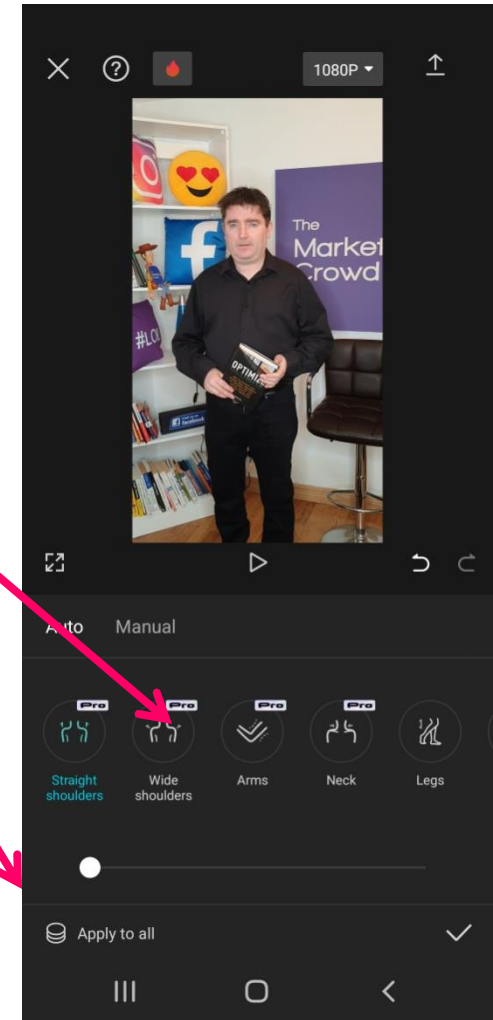
Try doing this when you overlay a video of someone speaking on top of another video or image. The background for the person will not be the main video or image



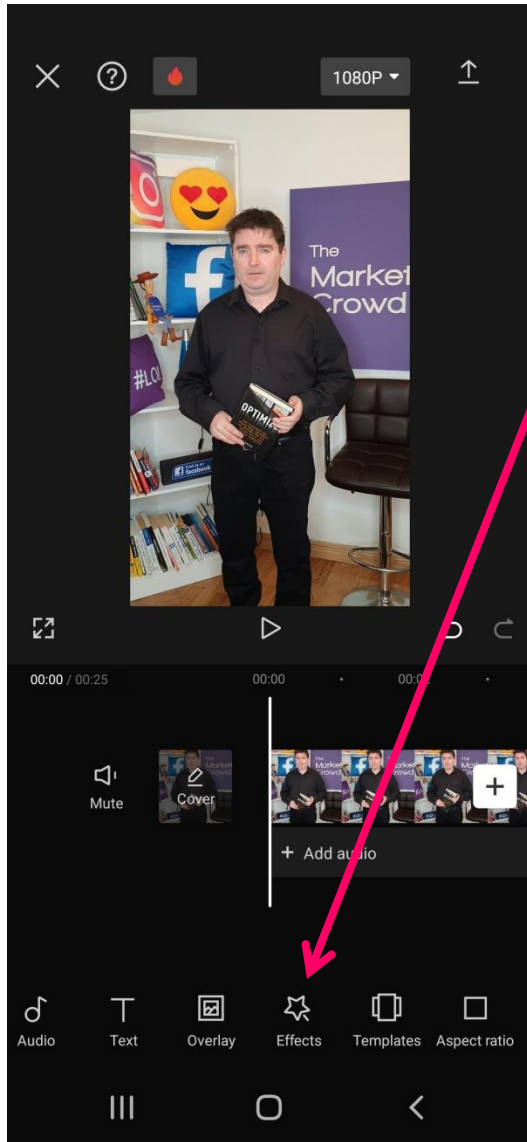
You can retouch (improve the look) of the person speaking



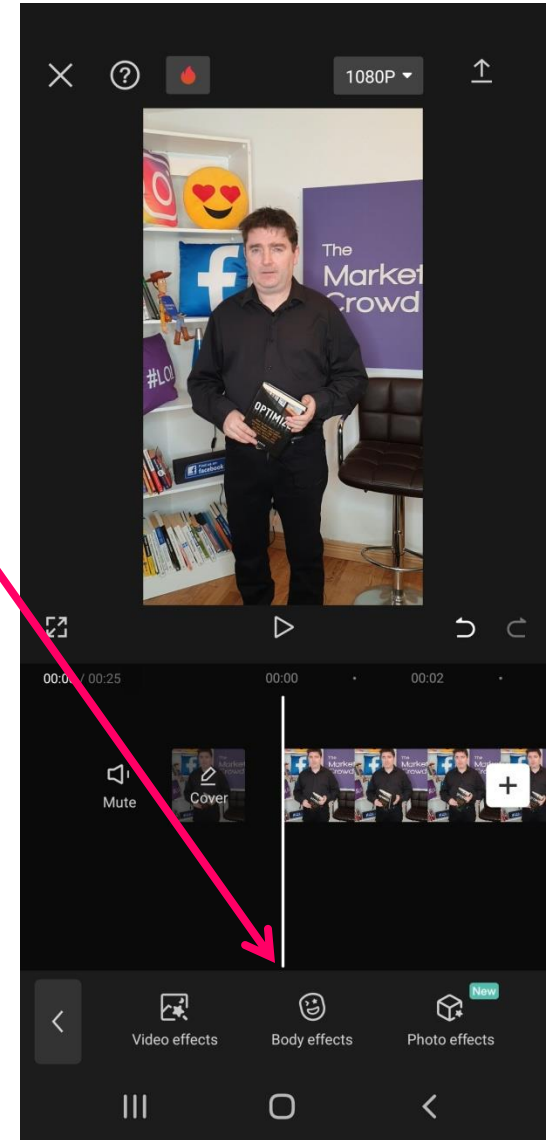
- Tap on a clip on the timeline
- Then tap on retouch
- Then decide if you want to retouch the persons face or body
- When you choose face or body then browse through the various retouching you can do
- When you find one you like you then apply to all clips



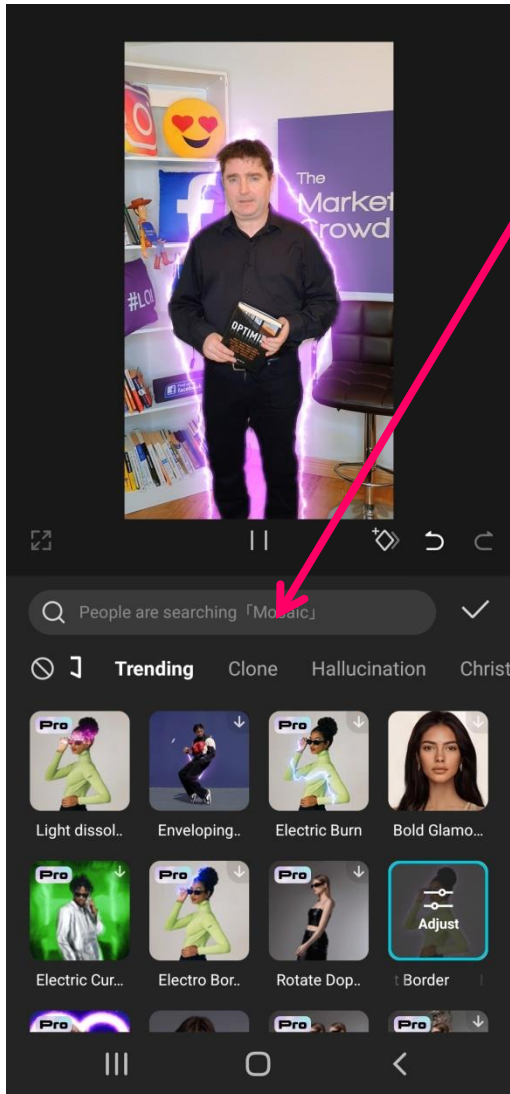
You can add effects to the person speaking



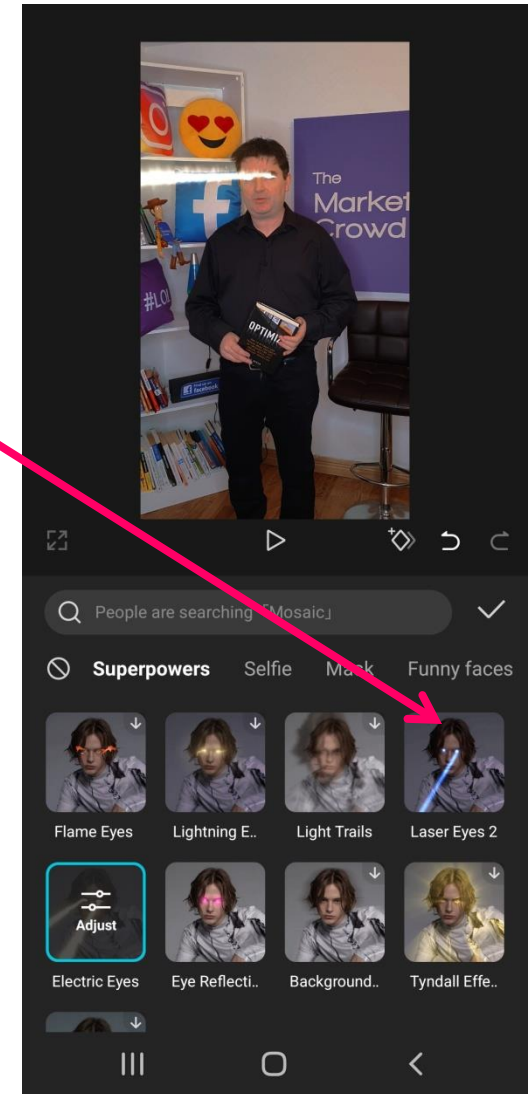
- In the bottom menu tap on effects
- Then tap body effects



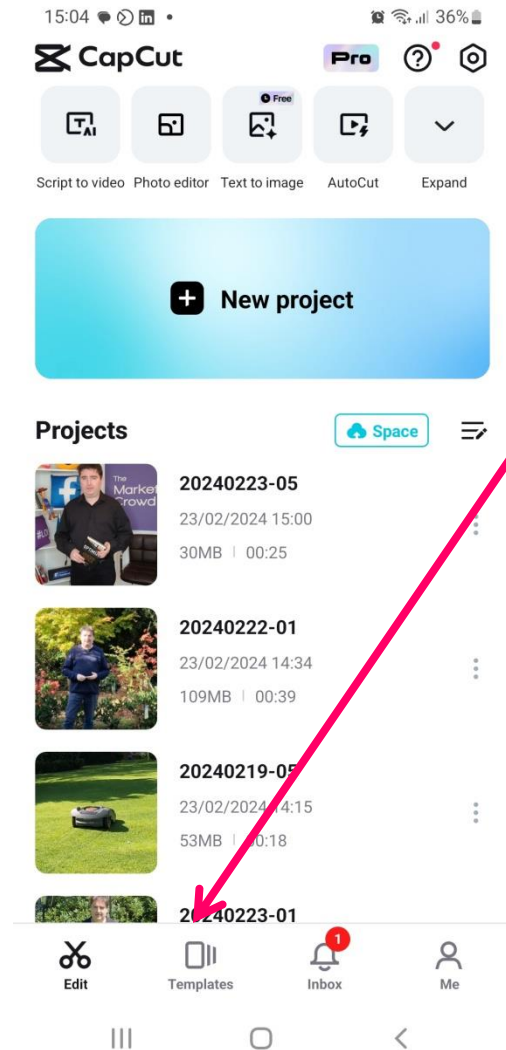
You can add effects to the person speaking



- Browse through the various categories of effects
- Tap an effect and it will preview it



Try video templates



There are lots of video templates you can try

In the main screen when you open the app tap on templates in the bottom menu

Browse through the different categories.

Tap on a template to view it

Tap use template in order to select your files which will then be added to the template

