Cool Graphic Tools for Social Media and Marketing

Lights! Smartphones! ACTION!

We Can Make a Movie in 5 Minutes!
Adding videos to your email can increase click rates by 300%.

Martech Advisor

Using videos on landing pages can increase conversions by 86%.

Wordstream, 2018
The average user spends 88% more time on a website with video.

Forbes, 2018

LinkedIn users share video 20 times more than other content.

LinkedIn, 2018
96% of U.S. Internet users age 18-24 use YouTube, and 51% of users age 75+.

We Are Flint, 2018
Collages and Video Montages

- **Animoto**
  Very fast video slideshows
- **Magisto**
  AI-powered video clip editor
Reuse
Repurpose
Recycle
The Unexpected Telecommuters...

- EasyMoza
  Cheaper mosaic tool
• Picture Mosaics
  Mosaic video
• Mosaically
  Mosaic for printing

Other Montage Sources
• Facebook
• Apple Photos
• Google Photos
• Canva
Explainer Videos

• PowToon
  Classic animated video maker
• **Doodly**
  Downloadable animated video maker

• **Biteable**
  Online animated and storytelling video maker
• Prezi Video
  Cool slide-over-video tool

  https://prezi.com/v/k4i4ictofo4i/

POP QUIZ!
Other Videos
• Adobe Spark Videos
  Stop-motion-ish video templates

• Lumen5
  Buzzfeed-type videos from blog posts
What kinds of videos should GrowthZone clients make?

101 Video Ideas
Personalized Videos

Video Email Tools

- Loom
- CloudHQ
- Dubb
- Bombbomb
Screencapture Tools
• Snagit
• Camtasia
• Awesome Screenshot (Chrome)
• Reflector (mirror devices)

85% of Facebook videos are watched with the sound off. What effect does closed-captioning have?

Source: 2018 Instapage A/B Video Captioning Tests
What happened when captions were added?

A. Average reach increased 16%
B. Reactions were 17% higher
C. CTA clicks were 26% higher
D. All of the above

Closed Captioning

- Temi and Rev.com
  Easy, super fast transcription for super cheap
- Otter.ai
- Facebook
- YouTube
Video Studio
yournerdybestfriend.com/
2019/01/11/building-a-video-studio/

MultiMedia Organization
• Google Photos
• Apple Photos
Remove.bg
Instant background remover

Wordmark.it
Font Tryer-Outer

Unscreen.com
Background remover for video

Download All Photos
Chrome plugin to umm, download all photos

The Ultimate Tool
This is Old Man Steve
Stop freaking everybody out.

Robots will rule the world.
Text NERD to 66866