

## Chapter 4

# Free And Paid Video Marketing Software

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When it comes to marketing, you need to show your best. Good content is great, but you know what makes good content excellent? Good content made with quality. Whether you are starting or you're in the middle of video marketing, always make sure you make your videos look their best with software.

If you're starting, you can always use the free versions of software until you finally get the hang of software use, then maybe you can progress onto paid software versions.

***The following are free versions of Video Marketing Software:***

### **Clipchamp**

When it comes to marketing like video marketing, you require the use of tools like software used to make your marketing life easier and to make sure your work is done. Clipchamp is the type of software that makes it easier for you to upload, record, and share your video content on any browser. It can help you directly upload to Google or your YouTube Channel.

Furthermore, you can compress and convert videos in-browser, all while using simple drag and drop tools to upload videos. You can also webcam record in-browser while the converter compresses the video into a small file to enable faster uploads and easy distribution. Clipchamp is offered with three plans, of which the basic plan is free with five video uploads a month and 5 minute webcam recording time. The other plans are business and enterprise, whereby you have to pay monthly to access the software fully.

### **Renderforest**

A video marketer has to have a way to create their videos, which is why a tool like Renderforest helps make that happen. It is an online video creation platform that is free in its basic plan. It is easy and simple to use and grants you're the features of saving your work, which can be accessed anytime. Furthermore, it offers about 300 templates for video making, and you can customize your very own video template to personalize your videos.

Lastly, you can publish videos to YouTube and further edit them offline. To access this tool fully and experience other features, you can pay for other packages starting at \$49 a month.

## **Soapbox**

Yes, video marketing is super important, but what do you do about the videos to make sure it meets your audience's requirements. When it comes to the editing, recording, and uploading of your videos, you need a software like Soapbox. It's a tool that is a chrome extension, and it is free. You can record yourself on a webcam while it helps show the combination of voice form from the microphone and the video from the webcam.

You may also share your videos in a few clicks with the use of Soapbox, and most importantly, you can work on your video thumbnails as well. You can save your work in a video gallery when you're done, and you can even work in a split-screen mode to multi-task. However, if you want to up the ante, you can always pay their yearly fee of \$300 to experience their advanced software.

### ***The following are paid versions of Video Marketing software:***

#### **Adobe Premier Pro CC**

When it comes to the best of the best, Adobe gives other software a run for their money. This is the type of software that makes you decide whether you're serious about video making or not. You can directly upload it to YouTube from this software. It is a diverse and versatile software that can allow you to edit videos in 360 or VR. It's a software that is constantly getting better and helps maintain graphics, effects, and color matching, all while you can multi-task other projects.

There's a diverse assortment of stackable audio and various video filters. You can also work on your audio separately and make it better by reducing noise and making sure that the background audio doesn't drown out dialog. To be very honest, these are only the basic positives of the software, and it has a long list; however, state of the art software does not come cheap. The single app requires \$20.99/ month, whereas all apps require 49.94/month.

#### **Apple Final Cut Pro X**

This fine state of the art software is limited to all Mac owners, and it holds a reputation for doing a good job for video editors. This software competes with Adobe as it has made it pay once fee, which makes it cheaper than Adobe and other software if you work on videos regularly. It works well and ranges itself as you can upload videos directly on YouTube, Facebook, and Vimeo.

It can support 360 and VR videos, and you are offered a huge selection of effects. It also categorizes each thing you work on in your videos like dialog, music, effects, etc. Apple Final Cut Pro X unanimously gives you value for your money as it is an onetime

fee. It ranges from \$8.95- \$299 and is worth it if you are serious about video shooting and are regular.

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