



VIDEO EDITING APPS FOR CREATING DREAMY REELS

MY TOP 5 APPS FOR EDITING VIDEO ON YOUR PHONE

CHARLOTTE AVENT
ACUPOFTEAANDCAKE.COM

WHY LEVERAGE VIDEO?

The medium of photography is timeless, but there's no escaping the fact that video has become a key priority for many marketers. Short-form video is sky-rocketing and even if your heart is in still images, it's important to navigate the world of reels with confidence.

Creating content and editing it with the help of apps through your phone is a surefire way to elevate your creativity. It also gives you way more options than if you were to simply edit using Instagram or TikTok. Nailing eye-catching video can be a breeze – and here are my favourite apps to help you...

Enjoy!

Charlotte xo

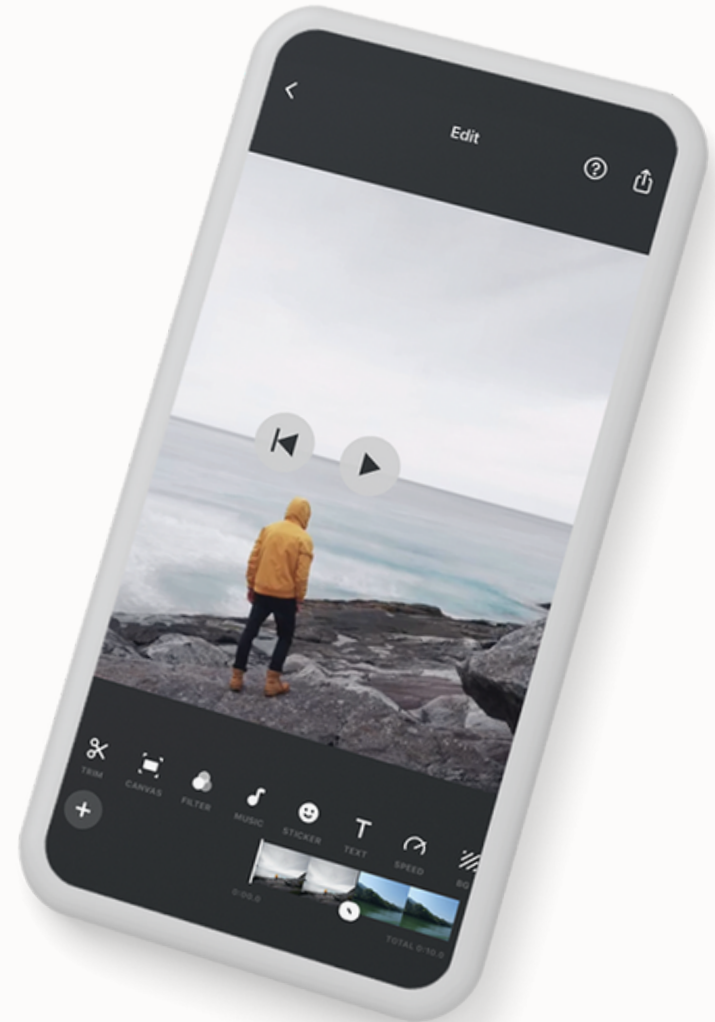


INSHOT



InShot Video Editor can resize any video to the desired aspect ratio. Need a 16:9 video for Instagram stories, reels or TikTok? Or required landscape format for other video-sharing platforms like YouTube? InShot can do that for you.

You can also easily cut your video, split it, merge clips and adjust the speed. Not only that, but it also has some pretty cool filters that will enhance your footage, as well as the ability to add stickers or text overlay.

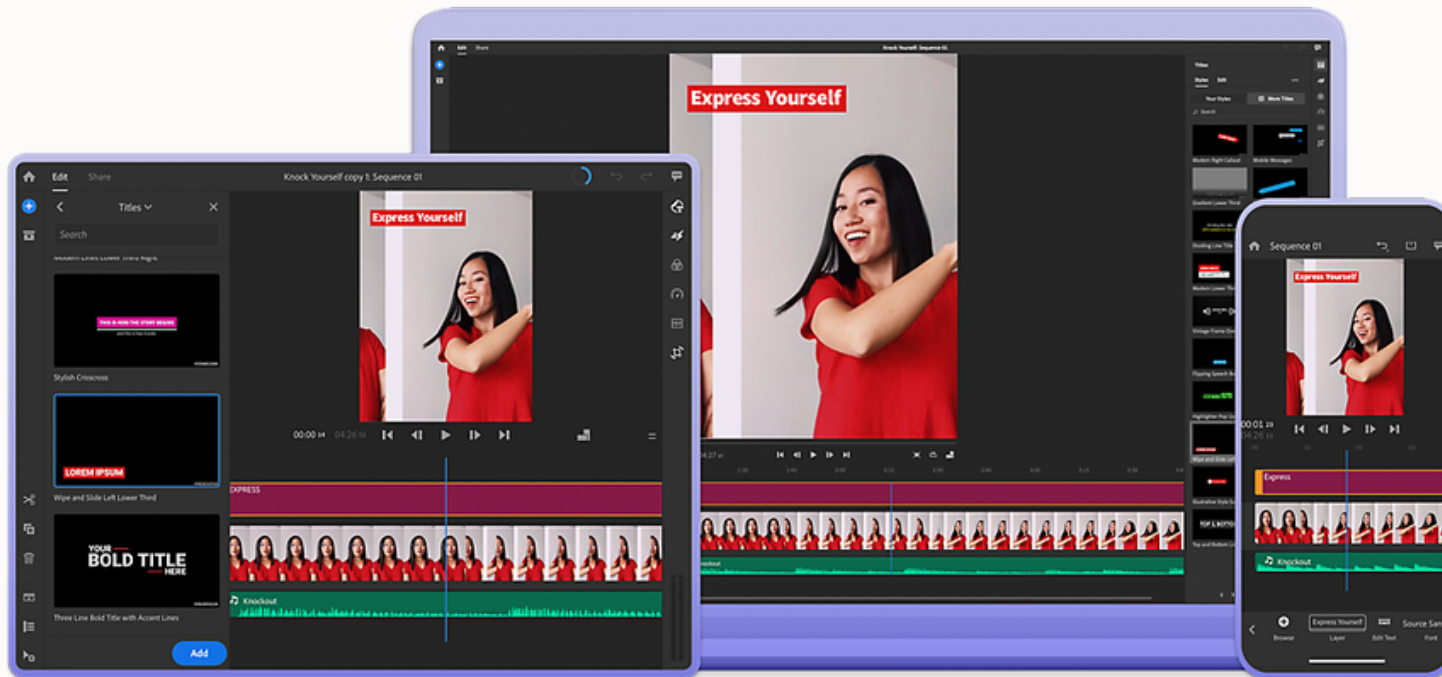


04 / FOR PROFESSIONAL EDITING FROM YOUR PHONE

ADOBE PREMIERE RUSH



Adobe Premiere Rush is a free mobile and desktop video editing app – so you can be creative and professional edit videos on the go. I'm a huge fan of Adobe software and use Premiere Pro on desktop for editing, alongside Photoshop and Lightroom. If you already use Adobe programs, this'll be a breeze to work with.

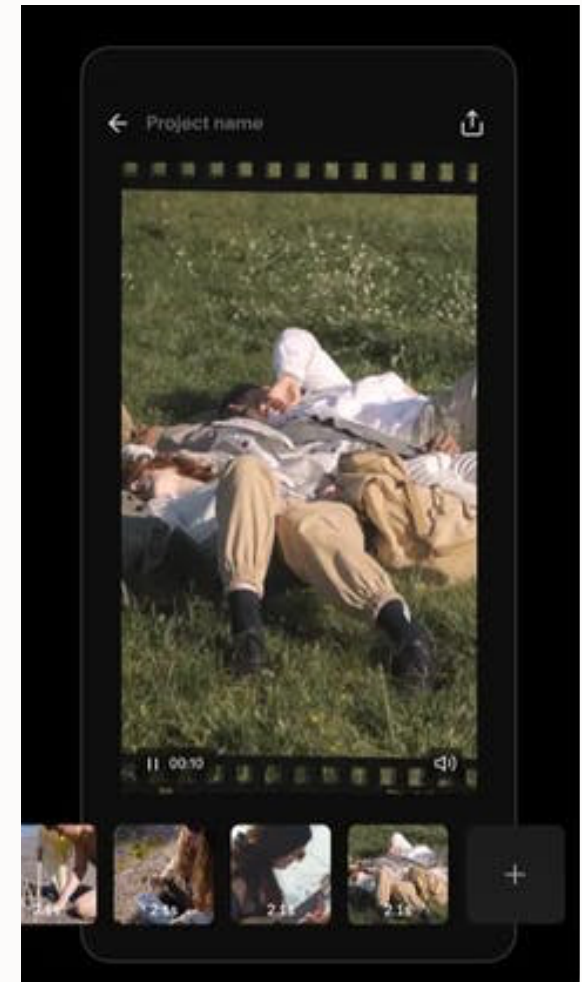


UNFOLD



One of my favourite apps to use! Unfold is a beautifully curated collection of templates for stories and posts, but now had the added bonus of video. Stitching a few images together to create a reel is one thing. Producing an engaging video promotion with visual effects, sync'd to the ideal beat, is a completely different ball game!

There are a whole load of animated templates to choose from which you can download for free. The + and Pro features also allow you to add custom fonts, brand colours, create beautiful link in bio sites and include stickers.



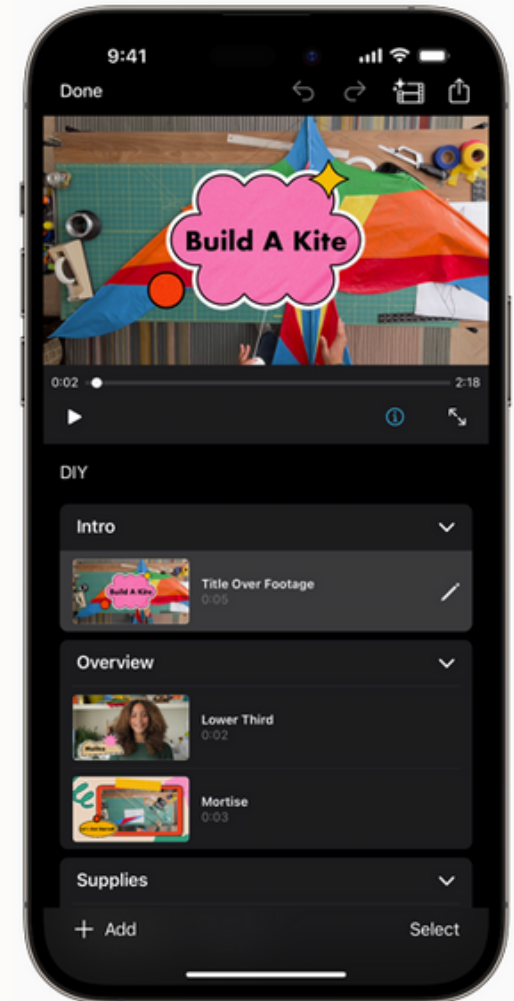
IMOVIE



"Turn your videos into movie magic." iMovie

If you're a newbie to the video editing game, iMovie is honestly one of the easiest programs to help you create cinema-quality videos using Apple products. This is what I started out using to edit client work, and with their app you can edit while out and about, or use the desktop version.

Magic Movie and Storyboards are also great features to use on iPhone or iPad to help you organise clips, create structure and edit with power.

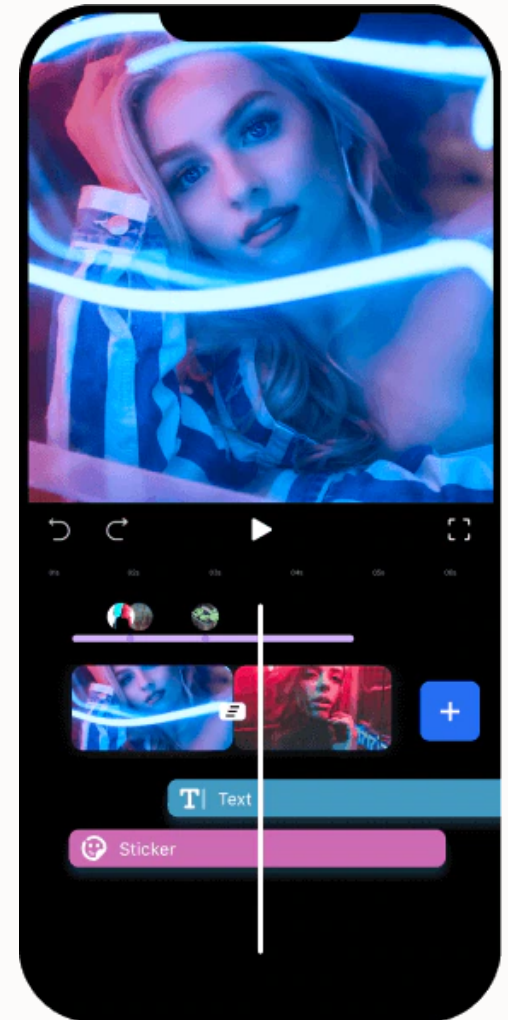


FILMORA



Filmora is a super easy-to-use video editor that has some really awesome features that works wonders on your videos. You can download the app for free, although some features require subscription in order to unlock everything.

You can colour correct multiple clips at a time, or use on of their incredible filters, add engaging transition as well as sync audio and video captured from difference devices.



A woman with long, wavy blonde hair is smiling and looking down at a smartphone held in her right hand. She is wearing a grey, textured V-neck cardigan. The background is softly blurred, showing a window with light coming through on the left and a dark screen on the right. The overall mood is warm and positive.

THANK
YOU