

THE DIGITAL LIFE

By Kendra Wright

Improve your Marketing with Photo and Video Apps

Throughout the The Digital Life series, I have shared ways to improve your life, health, productivity and marketing. I have shared photo and video editing apps before, but since technology is always changing, I'm excited to share three more tools with you!

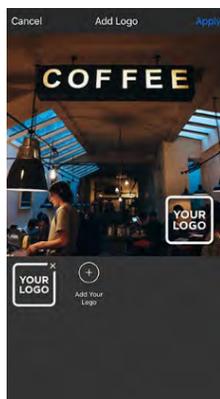
As you know, visual content is king when it comes to social media marketing. The sheer number of images we are exposed to daily, means that the bar is high with regard to image quality. Followers want to see behind the scenes, be the first to know exciting announcements, and then be engaged throughout the event.

Engaging your fans becomes more important with multi-day events since daily posts and updates can lead to more ticket purchases by encouraging those on the fence to head out to your event. And the most compelling posts incorporate photography; posts that incorporate video are even more successful.

So, how can you crank out compelling content while you are in the middle of your event? Thanks to improved photo and video editing apps and phone cameras, you can easily make your graphic content look professional on the go! Here are some great tools that you can use.

Photofy

Photofy is a powerful photo editing app and is one of my favorite apps to use for work and play. It is available on many different platforms and is available for free in the Apple App Store, Google Play and Amazon. Photofy is so powerful



that some have even compared it to Photoshop, but it is much simpler.

You can easily edit or add lots of interesting features to your photos. Popular functionality includes powerful photo editing, text overlay tools (to create memes, add artwork/stickers and logos) and the collage builder.

ProShot

ProShot is truly a world-class photography app, allowing you to turn your smartphone camera into a manually adjusted camera or switch to auto adjust seamlessly. Manually adjusting the camera's features allow you to take great shots without needing to lug around a high-end camera. Another popular feature is light-painting, which can give you great shots of carnival rides, concerts, fireworks and more!

The only downside is that it helps to have some photography knowledge to truly utilize manual controls for exposure, focus and other advanced functions. But if you're a photographer or don't mind a learning curve, check out ProShot, which is available in the Apple App Store, Google Play, and the Windows Phone Store

Magisto

Magisto is a video editing app that quickly and easily turns your photos and videos into high-quality, enticing videos. The beauty of Magisto is that it



magically puts together a great video for you without much work on your part. However, what is happening behind the scenes is extremely accurate artificial intelligence that scans your photos and videos to find the best content.

The software uses facial recognition, action detection and audio analysis to determine which sections of your video are the best. To truly understand Magisto, I'd recommend downloading and playing with the app. Magisto is available on Apple and Android phones and comes out to \$9.99 per month.

I hope that these tools are helpful and allow you to create unique and engaging visual content for your event. If you have personal favorites, please email me, as I am always looking for great new tools and apps!

Kendra Wright started her career managing non-profit fundraising events. Then in an "about face," she took a job managing global Internet strategies at a Fortune 1000 company in 1995, just as the Internet came to being. She left that company in 1998 to found Wright Strategies, working with clients like KEEN Footwear, Nike, Jeep, Chrysler, Intel and Panasonic. Then in 2009, Kendra launched Saffire to do integrated online marketing and ticketing for hundreds of events, venues and destinations. It's been a wild ride! Kendra can be reached at kendra@saffire.com, and more information about Saffire can be found at www.saffire.com.