Essential Marketing Toolkit

Video Creation, Audio & Media Players

Video Creation Software

Jing

Made by the same company as Camtasia, Techsmith, this is a slightly lesser version but still excellent and easy to use and understand. Make a video or take a photograph of what you see on your computer monitor and share it instantly via your blog, email, or social media networks. You host the images on Jing's site for free. Highly Recommended.

LINK TO RESOURCE

Rating ⭐⭐⭐⭐⭐

Camtasia **Not Free**

Try a cool trial version of Camtasia Studio for screen capture and video editing. Very popular amongst internet marketers new and old, probably because it is so user friendly. Comes complete with very informative video tutorials of its own, so if you do incorporate a problem using the software then you can easily revert to the video library for results.

LINK TO RESOURCE

Rating ⭐⭐⭐⭐⭐

Animoto

Creates custom videos from your pictures, videos and music. The free version will allow you to create a 30 second long video.

LINK TO RESOURCE

Rating ⭐⭐⭐⭐☆

Freez Screen

Freez Screen Video Capture is a screen-capture & screen-recording tool to record screen activities and sounds into standard AVI video files. You can record any part of the screen's activities and the cursor's movements, using a microphone to narrate your screen recordings. You can choose the output video's compressor (such as Microsoft Video 1, MPEG-4, DivX...), quality, frame rate, audio format (such as PCM, ADPCM, MP3, OGG...), and volume. You can also start, pause, and stop screen recording with hotkeys. Use Freez Screen Video Capture to create screen demos, training videos, animated tutorials, animated presentations etc.

LINK TO RESOURCE   Rating ★★★★☆

Wink

Wink is a Tutorial and Presentation creation software, primarily aimed at creating tutorials on how to use software such as MS-Word/Excel for example. Using Wink you can capture screenshots, add explanations boxes, buttons, titles etc. and generate a highly effective tutorial for your users.

LINK TO RESOURCE   Rating ★★★☆☆

Open Office

OS is a good alternative to Microsoft PowerPoint for screen capture and slide show presentations.

LINK TO RESOURCE   Rating ★★★☆☆

Hand Brake

Great piece of free software that rips DVD's, including blue ray, and converts them to MPEG-4 format for the Mac operating system, Linux and windows.

LINK TO RESOURCE   Rating ★★★☆☆

Orbital Downloader

You will need to download the software to download flash movies from the internet.

LINK TO RESOURCE   Rating ★★☆☆☆

Power Bullet

Easily create flash presentations with drag and drop format.

LINK TO RESOURCE   Rating ★★☆☆☆

Video Marketing Resources

YouTube Secret Weapon

As the site name suggests this is a YouTube based facility that has its own blog devoted to maximising YouTube usage. Tutorial webinars are a regular occurrence, available on Google plus too which is really useful these days.

LINK TO RESOURCE   Rating ⭐⭐⭐☆☆

Social Blade

Very useful because this will show you the top ten most subscribed YouTube users as well as the users with the most views. Enables you to see how many subscribers you gain per hour or per day. Allows you to see how much you or another user can potentially earn from partners.

LINK TO RESOURCE   Rating ⭐⭐⭐☆☆

Mefeedia

Shows the most popular videos from all over the internet that people are liking and watching from over 30,000 sites. Great for marketing ideas.

LINK TO RESOURCE   Rating ⭐⭐⭐☆☆

Video Hosting Sites

Although YouTube is the overwhelming favourite video site on the internet today, and may never be beaten on size and audience, there are many alternatives out there.

Viddler

One of the market leaders. Viddler will provide a fully customisable platform for you to create a branded video solution for any business. Allows you to choose multiplayer styles, colours and an overlay of your own logo. You can also track and analyse video performance. Plus, much more. **I give this a big high five.**

LINK TO RESOURCE   Rating ⭐⭐⭐⭐⭐

Vimeo

Can teach you how to create great videos and how to add things like music to them. Join groups within the site and discuss videos with other members.

LINK TO RESOURCE   Rating ⭐⭐⭐⭐⭐

Veoh / Qlipso

Enables users to identify themselves using 3D animated avatars, webcams or Facebook thumbnails, along with social features such as video, voice and text chat; all of which can be accessed within the same user interface, allowing users to view online content while having the ability to see and chat with one another.

LINK TO RESOURCE   Rating ⭐⭐⭐⭐☆

Tube Mogul

This service distributes videos to multiple video sharing sites.

LINK TO RESOURCE   Rating ⭐⭐⭐⭐☆

Magnify

Magnify is the leading provider of cloud-based video curating solutions to the online publishing, brands, and ad networks. Magnify solutions enable websites to curate, upload, and aggregate content.

LINK TO RESOURCE   Rating ⭐⭐⭐☆☆

Pixel Pipe

Get your videos, audios, photos and other files distributed to loads of different online services.

LINK TO RESOURCE   Rating ⭐⭐☆☆☆

Media Players

VLC

VLC is one, if not the, best media player ever created. It is lightweight, portable, and can play almost **any** media format out there (incl. videos downloaded from sites like YouTube). VLC can even be used as a streaming media server, can play DVD's, can be used as an audio decoder, and doesn't require external, extra codecs to run. VLC can also accompany customisable skins, as well as nearly every operating system that exists (Mac, Windows and Linux).

LINK TO RESOURCE   Rating ⭐⭐⭐⭐⭐

Real Player

Real Player is an excellent alternative to VLC, Real Player will do converting and organising your videos, downloading and sharing on social networks. Simple to install and easy to use. There is of course a paid upgrade option which is very reasonable.

LINK TO RESOURCE   Rating ⭐⭐⭐⭐⭐

Media Jukebox

Media Jukebox is an all-in-one media player, music collection organizer, iPod connector and music store with extreme tagging techniques. This music player can pretty much do it all. While not as small as VLC, it definitely does have a bunch of features. It can even be used to sync your phone, while finding tags for your newest imported songs, and simultaneously downloading the newest plug-in to customize your user experience. You can further maximize Media Jukebox's abilities by adding playlists to download automatically and creating or using a custom skin. Media Jukebox deserves to be on this list for sure.

LINK TO RESOURCE   Rating ★★★★☆

Winamp

Many music fanatics are familiar with Winamp as being one of the most widely used media players in the world. It has developed into one of the most feature oriented media players ever created. Features include: lots of customisable skins, built-in internet radio, support for a wide variety of audio and video formats, flash support, customisable plug-ins, support for multiple languages, ability to sync with your iPod, etc. There is a free version, of course, but you can upgrade to the PRO version for even more features.

LINK TO RESOURCE   Rating ★★★★☆

Songbird

Songbird is one of the most customisable media players ever created. Besides being created by Mozilla, and being open source, it allows users to create add-ons/plug-ins for added user experience. Built-in options include: Last.fm playback history plug-in, support for the iPod, available for Windows, Mac, and Linux, metadata management, etc.

LINK TO RESOURCE   Rating ★★★★☆

KM Player

KMPlayer, while not as widely used, is one of the best, free, media players. While supporting numerous different formats, languages, skins, etc, it is relatively lightweight and can be used for numerous different media related material.
The application itself is extremely customisable by its own settings, but can be further customised to fit your own needs as well. Features include: Compressed album support, multiple file formats, numerous decoders, support for subtitles, plug-ins, etc.

LINK TO RESOURCE   Rating ★★★★☆

AUDIO RECORDING & EDITING

It is good to know that there are more and more free options out there for people who are seeking high quality audio recording and editing software. No matter what you are doing, whether you are recording music of your own, making a seamless mix tape for a friend or putting together a multimedia presentation, these free and powerful open source programs can definitely come in handy. Let's have a look at the seven best ones.

Audacity

Of course, Audacity needs no introduction to people who deal with audio editing and recording. It is by far the most popular multi-platform freeware of its kind. It has an incredibly clean interface and a large amount of great features that help you to not only record and edit your audio easily, but also enhance it to get exactly what you are looking for out of your recording.

LINK TO RESOURCE   Rating ⭐⭐⭐⭐⭐

Jokosher

This audio editor works for both Windows and Linux users. Even though many use it for podcasts and recording audio from their computers, Jokosher is geared more towards musicians looking for a free audio editing tool. It supports a variety of audio formats, including OGG, MP3, FLAC and WAV.

LINK TO RESOURCE   Rating ⭐⭐⭐⭐☆

Ardour

Ardour is only for Mac and Linux users. Even though it's a free program, it has the option of donating, and if you take it for free as a Mac user, you will get the demo version. However, Linux users get the free version no matter what, but they do not receive customer support in that case. It is a very in-depth workstation with many essential features for serious audio engineers.

LINK TO RESOURCE   Rating ⭐⭐⭐⭐☆

Record For All

Though RecordForAll is mostly know as a great tool for recording and editing your favourite podcasts, it can be used in many other ways. You can record streaming audio from the Internet using this tool, but you can also record and edit your own clips with the help of an external microphone. There are even some nifty audio effects included in the free version, which is made for Windows users. The free version will give you watermarked audio files, but you can upgrade to the paid version to get rid of them if you enjoy using the freeware.

LINK TO RESOURCE   Rating ⭐⭐⭐⭐☆

Traverso DAW

Traverso DAW is one of the more serious tools on the list, and you can use it to record and edit multi-track projects and layers – even full bands if you want to. It includes real-time audio processing, non-destructive editing and a very fast and well-designed interface. It is one of the more complex ones, but it comes with a very comprehensive user manual that will help get you started. It is available for Windows, Mac and Linux users.

LINK TO RESOURCE   Rating ★★★★☆

Wavosaur

Wavosaur is the freeware that is most similar in look and feel to Audacity. It is easy to use and requires no installation. If you are looking for a quick and portable tool for editing and recording sound as an alternative to Audacity, this is the one to check out.

LINK TO RESOURCE   Rating ★★★☆☆

Linux Multi-Media Studio

Even though it is one of the most popular audio editors and records for Linux, the Linux MultiMedia Studio is also available in a version that is made for Windows users. It is a recorder and editor, but it can also be used as a workstation like Sound Forge and Fruity Loops for people who are putting together their own sounds. It's a good tool for DJs who want to put together beats, sounds and melodies on the go.

LINK TO RESOURCE   Rating ★★★★★

Voices

This is a site to find people who will do voice overs for you. Membership is free but the actual process of placing and fulfilling a job will cost you some money. But it is included here upon recommendation as a very useful utility.

LINK TO RESOURCE   Rating ★★★☆☆

iSpeech

Text to speech service, text to audio converter tool. Compatible with DOC, DOCX, PPT, PPTX, XLS, XLSX, PDF, RTF, HTML formats.

LINK TO RESOURCE   Rating ★★☆☆☆

Listen To YouTube

Free service that will strip out the audio portion of a YouTube video into a downloadable MP3 file that you can post on your site or to blog cast directories.

LINK TO RESOURCE   Rating ★★★☆☆