

Top X Video Editing Tools Businesses Can Make Use of With Their Windows 10 OS

No digital marketing plan is complete without a killer gallery of videos to your credit.

Whether you are a burgeoning business that has only recently joined the video marketing bandwagon or a seasoned enterprise that has only now decided to give video production a chance, these amazing video editing tools are sure to give you a head start.

To be sure, there are tons of free online tools out there that make video editing a worthwhile experience. All you would need is a standard account to get things started and then you would be well on your way to making superb, viral-worthy video content.

People are fast catching up on the trend of using online tools such as an invitation maker as on the website here to make things more relatable, savvy, and upbeat. You could create a stunning invitation for any kind of event simply by clicking, dragging, and dropping content, and finishing it off with voice narration.

Picture 1 of Top X Video Editing Tools Businesses Can Make Use of With Their Windows 10 OS

But using software and tools that you can install on your PC is an altogether different experience. Although people would consider it a more traditional approach to video editing, there are a plethora of milestones you can achieve with installable software. It is not for no reason that Adobe Premiere Pro, Final Cut Pro, and so on have such a huge fan base.

As such, this article will venture to list out and discuss the top tools of 2020. The best thing about this handy editing software is the fact that it is completely free and fully compatible with Windows 7, 8, and 10 operating systems.

Microsoft Photos (Free)

Microsoft photos are the built-in app that comes along with your windows 10 operating system. Ideal for businesses that are just starting out and are therefore on the lookout for tools that are within their tight budget, the Microsoft photos app has it all.

You can edit photos, videos, create videos from scratch, and even make superb looking albums. You can even turn your images into videos by switching to the Automatic Video Mode to save you the hassle of painstakingly editing video clips to make it watch-worthy.

But if you are keen on having complete control over your video's overall output, the Custom Video Mode would suit you best. Under this feature, you will be able to trim your clips, resize them, play with the volume settings until you find the right balance, and choose from an array of filters.

You also get to add text, motion graphics, and 3D effects on your video clips. The only glitch in this setup is the fact that you won't be introduced to too many sophisticated and advanced tools and settings. You will not have the luxury of a timeline, split tool features, green screen, and video stabilization effects, and so on.

But if you're just starting to get the hang of video editing, this tool could be your best bet.

Avidemux Video Editor (Free)

Avidemux is another free video editing software that you can install on your PC. The tool is compatible with Windows 7, 8, and 10 Operating Systems. The great thing about the software is the fact that it supports various file types, unlike the Microsoft Photos app.

Just like the Microsoft photos application, Avidemux lacks timeline support which is why you can't add filters or transitions between clips. The ulterior motive of the software is to promote its practical uses rather than the look and feel of your video.

As such, its encoding option is pretty solid with an interface that is more than user-friendly. The tool supports the following formats:

1. Supported Input Formats: AVI, MOV, MPEG, MP4
2. Supported Output Formats: XVID, AVI, DIVX, MPEG, MP4, and so on.

All in all, the software is ideal for basic editing purposes and is great for businesses that are just entering the market.

Many online tools could serve as an alternative to the Avidemux Video Editor such as promo video templates from InVideo.io that allow users to select video clips from an amalgam of templates that businesses could use to promote their enterprise and capture the attention of their audience.

VSDC Video Editor

Although the VSDC video editor is completely free software, you would have to pay for technical support. The software itself is quite nuanced with several advanced features available to users. As it is a non-linear platform, you are free to place clips on timelines.

The software also has a built-in video converter wherein you can seamlessly convert anything that is in audio and video format to a different format. Another one of its awesome features is that you can export your final video content to Instagram, Facebook, and YouTube.

The platform also allows you to edit 4K and HD videos (which is a big deal for a free video editor). VSDC supports several (and most used) video input and output formats to boot. All in all, you don't have to worry about

the interface even if you're a beginner.

MiniTool MovieMaker (Free)

The ideal alternative to Microsoft Photos, the MiniTool MovieMaker has everything that you would need in a video editing software if you're just testing the waters. Its simple interface allows you to switch between three modes of editing:

1. Media Library
2. Preview Mode
3. Timeline

With this sort of segmentation and interface, you can easily edit and trim clips, arrange them, combine them into one, and even apply filters and transitions between clips. You can also add text, edit music files, combine audio files, make audio clips to fade in, fade out, and so on. The final product is free of watermarks as well.

Wrapping Up

With the tools mentioned above, your business would thrive in terms of its digital marketing and video marketing goals. You don't have to worry about ruining things, the software crashing all of a sudden, or spend hours on end to figure out how the interface works.

These tools are free, simple, easy to work with, and most importantly, it is user-friendly -- An ideal scenario for businesses that are just flourishing so that they don't have to worry about the budget and instead focus on growing the company.

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