

Be disruptive
as you build your creatives

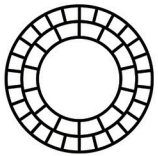
iLuka
MEDIA



Top 5 Cool Picture Apps

Images can breathe a new life in your marketing messages. When it's done creatively, they can transform how people perceive your brand and communicate with it. But how do you create images that wow your customers?

These are some of the best apps on the Google Play Store and Apple Store that allow you to deliver professional-grade pictures, instantly.



VSCO (iOS / Android)

Shoot and edit your images with VSCO's superior mobile presets and advanced camera controls. Publish images or curate others to your VSCO profile.



Snapseed (iOS / Android)

Snapseed is a complete and professional photo editor developed by Google.



Adobe Photoshop Lightroom (iOS / Android)

Adobe Photoshop Lightroom CC for mobile gives you a powerful, yet simple solution for capturing, editing and sharing your photos. And you can upgrade for premium features that give you precise control with seamless access across all your devices – mobile, desktop and web.



Afterlight 2 iOS

Afterlight 2 is a complete overhaul of the original and widely popular "Afterlight", thoughtfully redesigned with ease of use in mind and an extensive list of brand new features. It's one the most powerful, full-featured photo editing experience.



Mextures (iOS)

Mextures is the best app for applying dust and film grain, textures, light leaks and beautiful gradients to your images in seconds.





Top 10 Story Video Apps

When you adopt video in your content strategy, you open your property for an experience that will generate a higher recall of your brand. Best of all, when you use video to tell the story of your property, highlighting what's really special about it, it gives your brand an edge over the competition.

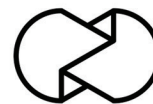
These are some of the top apps that give you a rich video editing, curating, and publishing experience - all with an easy to navigate interface.



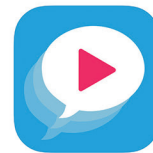
1. Vigo Video
(iOS)



2. Adobe Spark
(iOS)



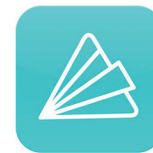
3. Unfold
(iOS)



**4. TextingStory
Chat Story** (iOS)



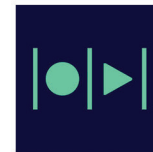
5. Clips
(iOS)



6. Animoto
(iOS / Android)



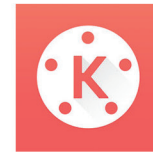
7. FilmoraGo
(iOS / Android)



8. Magisto
(iOS / Android)



9. Quik
(iOS / Android)



10. KineMaster
(iOS / Android)

Top 5 360 Panorama Apps

360 Degree views offer a full immersive experience to your customers. It also develops trust and credibility for your hotel or resort.

You can now give a 360-degree view of your property, room, and other special features without spending a lot of \$\$\$\$\$. All you need is to get started with these free and paid apps for breathtaking panorama shots - right from your phone.

Remember, while these apps allow you to develop a 360-degree experience, it's extremely important to incorporate it into your video marketing strategy. We highly recommend that you pass on your finished video / pictures to your video team who can then tailor it for all the digital platforms.



1. Panorama 360
(iOS / Android)



2. Google Street View
(Android)



3. Cycloramic
(iOS)



4. FOV
(iOS)



5. Fyuse
(iOS)





Top Livestream Sites

Today, 80% people would rather watch live video from a brand than read a blog, and 82% prefer live video from a brand to social posts. Those are staggering numbers that highlight a growing influence of live streaming on digital mediums.

However, it's also important to remember that you don't need expensive equipments or heavy gears to execute a live stream for your hotel or resort. A well-executed live stream can even be shot on a mobile device, handheld, and without support of any external gear. What's more important - and really vital - for live streaming success is the authenticity in the story you are trying to tell.

For example: When you highlight the new amenities in your property, do a comprehensive live video of how it benefits and why people need it in the first place. Talk about its importance and give an unbiased view. At the end, you'll be successful in engaging people through meaningful conversations about your brand.

Now, a well-executed live stream can bring your audience to its feet: make them laugh, make them cry, and also inform, educate, entertain, and inspire - all in one single take.

These are the apps that can help you look like a professional live media reporter, right from the start.



Top Personalized One-On-One Live Video Tools

One-on-one videos can really boost confidence in your property. It not only opens your business for conversations - which customers love to do - but only constructive feedback that helps you improve your property's experience. With one-on-one video tools, you can take customer personalization to a whole new level.

So skip the boring. Take a good look at these smart, and intuitive apps that allow you to conduct one-on-one live videos with your customers anytime, anywhere.



Bonjoro



Wistia



Dubb



Vidyard



Covideo



Loom



BombBomb



Goview



HubSpot
Video Hosting



Want to learn more
about video marketing?

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