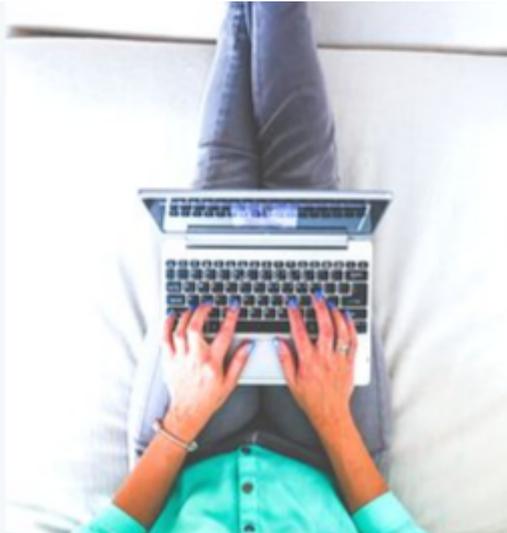


## Create Animated Video Easily for Your Business



According to [Oberlo](#), 85 percent of all internet users in the U.S. watched online video content monthly on any of their devices. So, how do you get in on this?

Inexpensive video tools are a great start.

Here's a list of tools we've been exploring.

### [VEED.IO](#)

This easy-to-use video tool has several plans available, even a free one for those who just want to create a video now and again. In the editor, you can add text and audio, remove audio, add subtitles automatically, crop, rotate, add filters and effects, and more. Watch their [15-minute tutorial](#) to see just how easy it is.

### [RawShorts](#)

This inexpensive tool uses artificial intelligence to create animated videos right from the copy you upload. How cool! They also have a royalty-free media library filled with resources by industry. Pricing ranges from \$20 for three videos up to 25 videos for \$8 each.

### [Biteable](#)

This product is free if you plan to load the files directly onto a social media platform. They have a large image and icon library, plus royalty-free music to choose from. Free videos

include the Biteable watermark. Paid plans do not and start at \$20 per month.

### [Lumen5](#)

Both free and paid plans are available. This easy-to-use tool allows you to start from blog copy that it scans from your website. No uploading needed. This is not just for animations. It also creates active, live video looks. Pricing starts at \$19/month.

### [Animaker](#)

This explainer video tool uses animation and cartoons to create video content. One of the cool features is you can upload your copy and then choose the script “voice” you want it to use. For the camera-shy, one benefit is that you, nor your, voice makes an “appearance” in the video. Pricing starts at \$12/month.

### [Pikwizard](#)

A stunning library of over 1 million stock images and videos. Royalty free and safe for commercial use, with no attribution required. According to David Cohen, “Our goal is to have the library of free stock videos online by the end of the year.” Now that’s something we can get behind.

### **Old School**

If you really want to control the full production process, you can use tools like Keynote and iTunes to use slides, movement, and music. It’s a much more complex process because you have to create the slide deck, find royalty-free music, import the music, time the slides, and phew... export, test, etc. Your video will be truly customized. Cost is free, but time is money.

If you’re using video in your marketing, I’d love to hear what you’re using and it’s benefits. Drop a line in the comments.