

HOLD THE PHONE, RUN YOUR BUSINESS

> Imagine you're on-site at a wedding set-up when you remember you need to create a graphic to promote an upcoming event on Facebook — or schedule a series of posts for the coming holiday season. Or, imagine that your delivery driver comes to you with a great photo of a happy recipient, a photo that needs just a little lightening and cropping.

Not long ago, these tasks would have sent most business owners hustling back to their laptops. Today, these jobs and many more can be done remotely, thanks to apps that make on-the-job management of your digital marketing easier than ever before.

With a few swipes and clicks, you can schedule posts, check in on ad campaigns and edit entire videos and photos.

From Phone to Page

While beautiful DSLR photos are great for special projects such as advertisements, your smartphone's camera will do the job for video and photos most of the time. Both Androids and iPhones have high-quality cameras now that include their own built-in features such as photo optimization and panoramic options. You can improve your results using a few apps.



MONKEY, SEE? PicMonkey easily lets users create collages, add themes, touch up photos, add filters and more.

Many retailers say that taking photos and videos is the easy part; it's editing them and getting them in prime shape to share that's the struggle. Unless you're doing super-advanced editing, you don't need to fork out the big bucks for PhotoShop. There are many free online tools to help you with this process.

One of my favorites is PicMonkey, a free app that allows users to create collages, add filters and themes (a little snowfall for a holiday shot?) and touch up photos (think: white teeth and blemish-free skin). PicMonkey has so many editing options as well as effects — similar to Instagram but with significantly more options and control.

Some of my other favorites include:

Video editing:

- iMovie
- Animoto
- Magisto

Photo editing:

- Airbrush
- SnapSeed

Content Creation

Sometimes, you need more than a video or photo to get your point across. You may want to create a custom graphic, a GIF or a mixture of text and video. Yes, you guessed it: There's an app for that. A lot of apps, actually.



BYO GRAPHIC DESIGNER Canva can be used for print, ads, emails and social media.

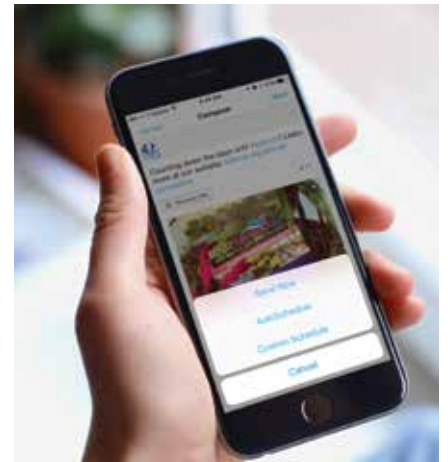
An app that I use regularly at Crystal Media is Canva, which works on desktop, iPhone and Android.

Canva is a free graphic design tool that allows you to build graphics from scratch or work from one of their templates. You can choose to begin projects such as Facebook covers or Instagram posts that are already the correct size. Canva also recently released the option to create animated graphics that you can save as GIFs or videos, adding a whole new level of customization.

Here are a few other great apps for unique content creation:

- **Ripl** (Animated text and video)
- **Legend** (Animated text)
- **Photofy** (Text on images)
- **Word Swag** (Text on images)
- **Adobe Spark** (Graphic creator)
- **Diptic** (Collage maker)

Common Sense Scheduling

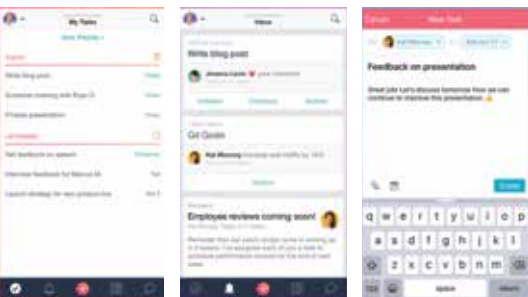


ON DEMAND Use Hootsuite to schedule social media posts in advance.

Scheduling is one of the easiest ways to save time with social media. You don't have to be sitting at your computer to crank out and schedule content.

I like to schedule Facebook posts within the Facebook platform, and I use Later to schedule Instagram posts. As a note, you cannot schedule Instagram posts the same way you schedule Facebook posts (to post automatically). You can only schedule a reminder to post. (You still have to do the actually posting later.)

Here are a few other scheduling options. Some of these have free versions, with a more robust paid option (that



TAG TEAM Asana lets several team members share projects and to-do lists.

often includes content curation and analytics), and several of these offer a free trial. One thing to note: Scheduling also works great for Pinterest, but there are currently no products on the market that let you schedule for free. See which one works best for your needs:

- **Hootsuite**
- **Buffer**
- **Drum Up**
- **Tailwind** (Pinterest and Instagram only)
- **ViralTag**
- **Board Booster** (Pinterest only)

You also can manage your Facebook and Instagram ads directly from your phone. You can access your ads through the Ads Manager app or through the Facebook app.

Other Apps I Love

While these apps didn't fall under the categories above, they are still worth mentioning as good tools for your business. Each can help you run your business while you are on the move:

- **Asana:** Keep track of team to-dos
- **IFTTT:** Sets up automation on your phone to complete tasks such as sharing to social when you post a new blog post
- **Google Analytics:** Access your website's analytics on the go
- **Dropbox and Google Drive:** Upload files, including photo and video, and access these files from any of your devices
- **Unfollowers:** Easily bulk unfollow users from Instagram
- **Letstag:** Hashtag generator 🌿

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