

FAST COMPANY

”

02-28-23

The 5 tech tools you need to market your business on social media

A digital video strategist shares tips and tools to market your business with social video.

BY KIM RITTBERG



FAST COMPANY

”

1

ALL-IN-ONE TRIPOD AND RING LIGHT

You'll have better quality & be more efficient
(Setting up each time takes time)

@KIMRITTBERG



FAST COMPANY

”

2

VIDEO-EDITING TOOLS

Trim out dead air or turning off your camera!

Try: InShot or CapCut (or hire an editor!)

FAST COMPANY

”

3

A BRAINSTORMING SYSTEM AND PLANNING TOOL

Get it out of your head & organized!

Try: Google Sheets, Trello, Monday

@KIMRITTBERG



FAST COMPANY

”

4

A GRAPHIC DESIGN APP

A cohesive look is a must!

Try: Canva

@KIMRITTBERG



FAST COMPANY

”

5

A WEBSITE

Websites get better organic traffic & SEO
A blog can be a home for repurposed content

@KIMRITTBERG





SAVE THIS...
& SHARE WITH
A BUDDY!

[@KIMRITTBERG](#)
INCREASE LEADS, CREDIBILITY
& INCOME WITH VIDEO

