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If you're already using Instagram for business, you're probably aware of the myriad benefits of using this social media platform as a marketing tool. Yes, Instagram itself provides marketers tons of useful functionality. But sometimes you need a little extra help to take things to the next level. That's where Instagram apps come in. Here we've compiled the best Instagram apps for: Photo Editing. These are apps that help you edit, resize, and add filters to your photos. Layout and design. These apps help your brand add interesting elements like collages and graphics. Video tools. These apps elevates how your brand captures, designs, and edits videos. Audience engagement, analysis and data. Use Instagram apps to track how your brand engages with your audience and monitor your content performance. There are a lot of great apps for Instagram Stories too. But we deal with them in a separate blog post dedicated to the best apps for Instagram Stories. Let's get started! Instagram photos editor apps 1. VSCO (iOS and Android) Why you should try it: Source: VSCO on Apple Store VSCO is one of the original and most popular photo editing apps. In fact, it is so popular that more than 200 million Instagram posts have #VSCO hashtag. There are 10 free preset filters that make your photos look like they were taken on film. There are also a number of photo editing tools available to increase image quality, such as contrast and saturation to improve your photos, grains that add texture to photos, and crop and skewed tools that change the perspective of your photos. For more than 200 preset filters and advanced photo editing tools, you can upgrade from the free version of this Instagram app to become a VSCO member. 2. Avatan Photo Editor (iOS and Android) Why you should try it: Source: Avatan Photo Editor on Apple Store In addition to offering effects and filters to lie above your original image, Avatan Photo Editor makes it easy to retouch photos and create your own custom effects for photos. The basic version of this photo editing app is free, although there is the possibility of more features or advanced tools by making in-app purchases. 3. Snapseed (iOS and Android) Why you should try it: Source: Snapseed on the App Store With this photo editing Instagram app you can work with both JPG and RAW files that make it a powerful tool for professional photographers. Beyond filtering your photos using the presets, you can perform serious photo editing tasks in Snapseed. There are 29 tools and features, so you can edit photos by removing items (or even people) from the image, adjusting the geometry of buildings, using curves to control the brightness of the image and enhance images with incredible precision. 4. Adobe Lightroom Photo Editor (iOS and Android) Why you should try it: Source: Adobe Lightroom on the App Store Adobe Adobe is known for its powerful photo editing features, and the Adobe Lightroom Photo Editor app is no exception. Take and edit raw photos using your app's editing tools and elevate photos to a professional quality by adjusting hue, saturation, exposure, shadows, and more. Try out the preset filters, be inspired by edits other Lightroom users have made using the Discover section. And learn from the interactive guides to take your photo editing skills up a notch. See this post on Instagram Hello everyone. @benjamin\_warde here, welcome back to #LightroomLessons. One way to really make your photos look their best is to sharpen them up a little (especially if you want to print the picture - does anyone other than me still do that?) But when you sharpen the image, all the details are brought out — the good things you want and the bad things you don't want (like camera noise). Swipe through the mini tutorial to learn the secret Lightroom trick to sharpen only the things you actually want to get sharpened! • • Step 1: – First, make sure you are in edit mode. • • Step 2: 📱 Scroll the edit controls until you see Detail and press it. • Step 3: – Drag the slider To sharpen the image to the right until the image looks good. (Bonus tips - double-tap your photo to zoom in, so you can really see the effect of sharpness.) – Here's the problem – in a large, slippery area with no fine details, there's nothing to sharpen except noise, so when I increase sharpening it just makes the big, beautiful sky look super gnarly. (I've zoomed in here so you can see how bad it looks.) • • Step 5: – We can fix this! The masking slider allows us to mask the image so that only part of the image is sharpened. When the Masking slider is 0, the entire image is sharpened. When you move the slider to the right, only the most prominent details of the image are sharpened, and large slippery areas like our sky are left alone. • • Step 6: But there is another problem – it can be difficult to say how far one moves the masking slider. So here's the secret trick: use two fingers to move the masking slider. When you do this, it displays the mask while dragging the slider. Areas that are white will be sharpened. Areas that are black will not be sharpened. In this case, I moved the slider up to the sky was completely black, but all the details of the water were still white. (Bonus Tips — If you're using Lightroom on a computer, you can view the mask by holding down the option key (Mac) or the Alt key (Windows) while dragging the Mask slider.) A post shared by Adobe Photoshop Lightroom (@lightroom) on May 29, 2020 at 12:03 pm PDT 5. A color story (iOS and Android) Why you should try it: A color item on Google Play This photo editing app is all about making the colors in your photos pop. There are 20 free editing tools, as well as filters, effects and presets designed by professional photographers and influencers. There are also some advanced editing tools, and the Instagram grid planning preview tool helps you ensure that your brand's Instagram grid looks unified and coherent. Instagram layout and design apps 6. Layout From Instagram (iOS and Android) Why you should try it: Source: Layout From Instagram on app Store Create collages easily using this free Instagram app, and compile up to nine photos in different combinations. Select photos from your library or take photos while you're walking using the app's built-in photo booth. Layout makes it easy to create different collage layouts, pair collagen with filters, and add other personal items and share on Instagram. 7. A Design Kit (iOS) Why you should try it: Source: A design set on the App Store This Instagram app comes from the creators of A Color Story. Use it to customize and customize the content on your Instagram feed by adding stickers, fonts, designs, and textures to your photos on layers. The app has over 60 different fonts, more than 200 collage layouts and more than 200 design options. And the realistic brushes and different backgrounds, such as metallics, marble and speckle, will add texture and depth to your photos. 8. AppForType (iOS and Android) Why you should try it: Source: AppForType on the App Store This is one of the best Instagram apps for lovers of typography. In addition to offering designs, frames and collage templates, AppForType 60 has font choices to overlay the brand's image. What really makes this Instagram app stand out is how you can take a picture of your own handwriting and upload it to the app. 9. Grid and Square Maker (Android) Why you should try it: Source: Grid and Square Maker on Google Play Grid and Square Maker will make an image a grid for Instagram, equally share that image in multiple square photos at the same time as a high resolution. This can be used by your brand to create anticipation around a big announcement. In addition to being a photo producer in the grid, Grid and Square Maker also transform photos into panoramic images and crop photos into the perfect square to fit Instagram's format. Instagram apps for video 10. Boomerang from Instagram (iOS and Android) Why you should try it: Source: Boomerang from Instagram on the App Store Boomerang may be the easiest and easiest video recording Instagram app out there. Create mini videos by opening the free app and pressing a button. That's all! Boomerang takes an eruption of 10 images and then connects them together, resulting in a short video that loops like a GIF. You can use the front cameras back to make a short, funny video. Bonus: no editing required. 11. Hyperlapse from Instagram (iOS) Why You try it: Source: Hyperlapse from Instagram on the App Store This free Instagram app helps your brand recording of quality time, without having to carry around large photography equipment. Record video by holding your phone, as the app stabilizes the recorded video. Then share it on Instagram. You can also speed up the video to 12 times the original speed, creating an interesting effect and an engaging way to watch video content that was recorded slowly over time. 12. InShot - Video Editor (iOS and Android) Why you should try it: Source: InShot on the App Store This is one of the best Instagram apps out there for video editing, mainly because it is so extensive. You can trim, cut, share, merge, and crop video clips. It's easy to adjust settings like brightness and saturation. And adding music to video is one of InShot's most important features. In addition, this app has features specific to Instagram, such as making the video space for Instagram screen. 13. Go Pro (iOS and Android) Why you should try it: Source: GoPro on the App Store If you take epic outdoor video content for Instagram using a GoPro camera, the GoPro app will make your life much easier. While taking photos, use your phone to adjust your video or time-lapse settings and get a clear preview of the photo. Once the video is recorded, make changes— such as freezing your favorite frames, movie-like transitions, or playing with speed, perspective, and color — right in the GoPro app. 14. Magisto Video Editor (iOS and Android) Why you should try it: Source: Magisto Video Editor on the App Store This Instagram app is an artificial intelligence-driven video tool. The app simply uses AI to find the best and most eye-catching parts of your footage to create video that appeals to an audience. It also uses its algorithm to incorporate edits, effects and transitions to take the clip to the next level. Instagram apps for audience engagement, analytics, and data 15. Hootsuite mobile app (iOS and Android) Why you should try it: The Hootsuite app allows brands to track performance on all social networks, including Instagram. The Hootsuite app lets you plan for Instagram posts to be published later, even if you can't be at your desktop. This way, you always post content at the optimal time to engage your audience and fill the content calendar on social media. Hootsuite also makes it easy to monitor competitors' Instagram content and track hashtags. Also monitor Instagram analytics using Hootsuite's analytics feature. In addition, you can create analysis reports and share data specific to your brand's goals with your company. Find more information about Hootsuite analytics for Instagram here: 16. Panoramiq Insights Why you should try it: Source: Hootsuite Use this app with Hootsuite to take your Instagram analysis up a notch. Panoramiq Insights from Synaptive gives you Analytics for your Instagram account, including demographics, views, new followers, profile views, and link clicks. And if your business has more than one Instagram account, this app can track analytics for two accounts. Share the results your app has compiled by exporting your analysis reports as a spreadsheet or PDF. 17. Command for Instagram (iOS) Why you should try it: Source: Command for Instagram on App Store Command provides a number of unique metrics and shares the brand's most important statistics every day. It also generates a report card that grades everything from your followers to your post rate. You can also get hashtag and caption recommendations, support text writing, and help find the best hashtags for your content. 18. Trending Hashtags by StatStory (iOS and Android) Why you should try it: Source: Trending Hashtags of StatStory on the App Store Adding hashtags to your Instagram posts is a great way to increase audience engagement. This Instagram app supports your brand's hashtag strategy by helping you incorporate popular hashtags. It also uses an algorithm to find hashtags relevant to your brand, and recommends a mix of popular and less popular hashtags to help you reach a wide audience. 19. Clean Up (iOS) Why you should try it: Source: Clean it up on the App Store If you notice a lot of spam comments or want to clean up which Instagram accounts your brand interacts with, this is one of the best Instagram apps to clean up your follower list and reduce those comments. With one tap, this app will mass clean your follower list, bulk block bot accounts or inactive followers, bulk delete duplicate content, bulk as opposed to and bulk as posts. Manage your Instagram presence with your other social channels and save time using Hootsuite. From a single dashboard, you can plan and publish posts, engage your audience, and measure performance. Try it for free today. Get started

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