The
Marketing
Crowd

HOW TO USE THE LATEST AI TOOLS FOR VIDEO, VOICE & IMAGE CREATION

What we will cover

AI Image Generation tools

Midjourney
Dalle
- Within Chat GPT 4
- Within Co Pilot

Leonardo

Meta AI

AI Video Generation tools

Canva - Text to video tool
Runway – text to video tool
Pika
Sora (coming soon)
Deep nostalgia - Turn an old photo into a video

What we will cover

AI tools to generate Avatars
Synthesia.io
D- ID – within Canva as an app

AI Voice generation tools

11 labs - for AI voice overs
Descript – for voice cloning

What are Large Learning Models? (LLMs)

Large Language Models are like super-smart computers that try to understand and talk like humans.

Super-Smart Computer Robots: Think of them as a computer program that's really good at using words, reading stories, and even writing like a person does.

Built Like a Brain: Inside, they are built using something called neural networks. This is a fancy way of saying they're designed like a human brain, using connections called "artificial neurons."

Learning from Everything: They learn by consuming tons of stuff like books, websites, and even what people are saying online. The more they read, the smarter they get.

Image LLMs are fed billions of images. Video LLM are fed billions of videos

Practice Makes Perfect: Just like you might practice a sport to get better, these computer programs keep learning and practicing with more and more information. They keep getting better at understanding and using content the more they practice.

What is Generative AI?

Generative AI refers to a type of artificial intelligence that has the ability to **generate** new data that is similar to the data it was trained on.

It can create original content, such as images, text, audio, or even videos, without direct human input.

Generative AI uses advanced algorithms, typically based on deep learning models to understand patterns and relationships in the training data.

During the training process, the model learns to generate new data that resembles the examples it has seen. For example, if it was trained on a dataset of cat images, it could produce new images of cats that look similar to real cats.

One of the fascinating aspects of generative AI is its ability to create content that didn't exist before. It can be used in various creative applications, like generating artwork, music, or even writing stories.

Many of the tools in this course are both an LLM and generative AI

Chat GPT, Dalle, Midjourney and other tools we will cover falls under the category of both a large learning model and generative AI, combining its extensive language, image or videos understanding with the ability to generate content

Midjourney

Midjourney is the best image generation tool but it is also the most un user friendly.

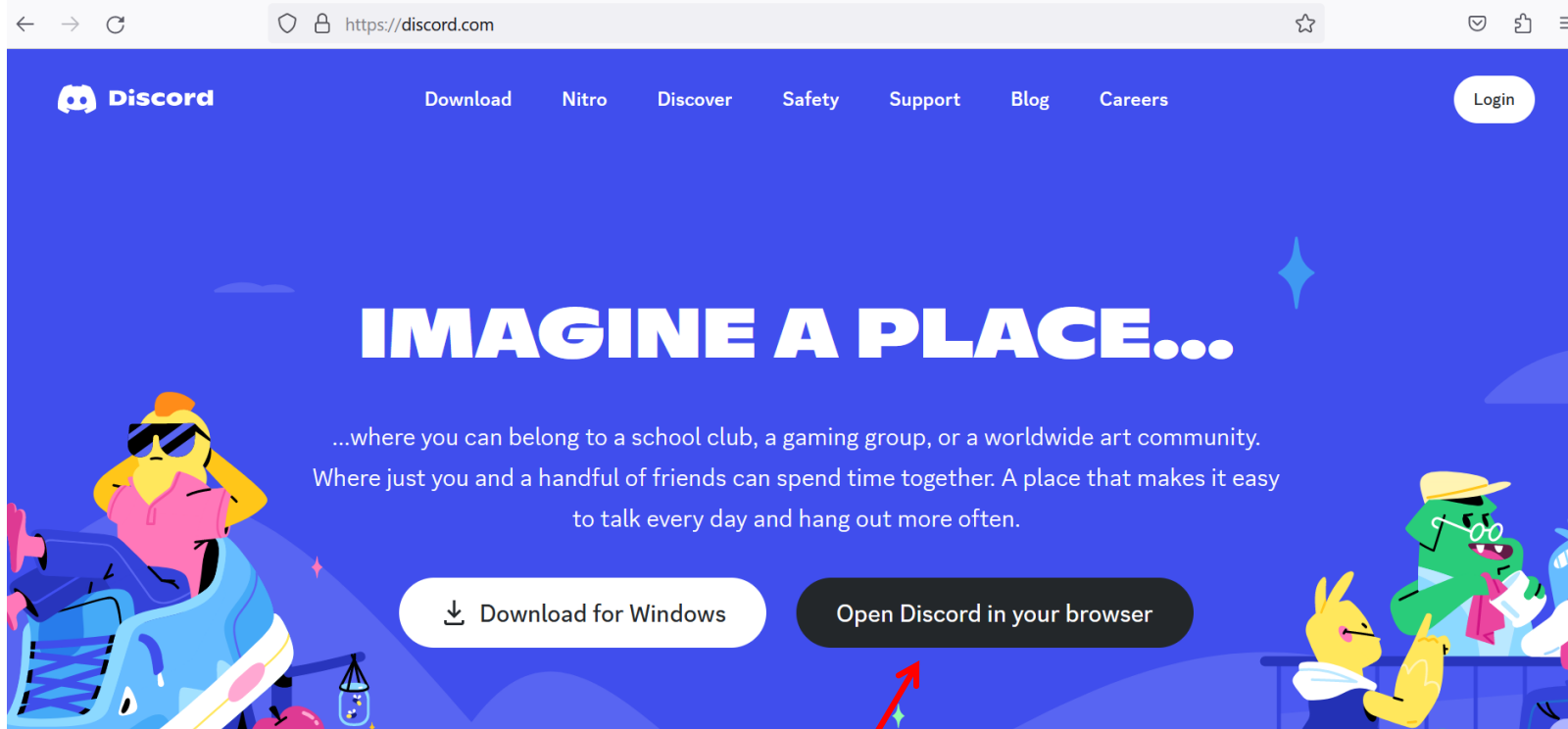1.. It is not free to use. The cheapest plan is $12 a month

2. It is complicated to use – you need to have a discord account and create your images on a discord server.

Midjourney

Faked images of Donal trump and the pope circulated widely on social media last year. These were created using Midjourney
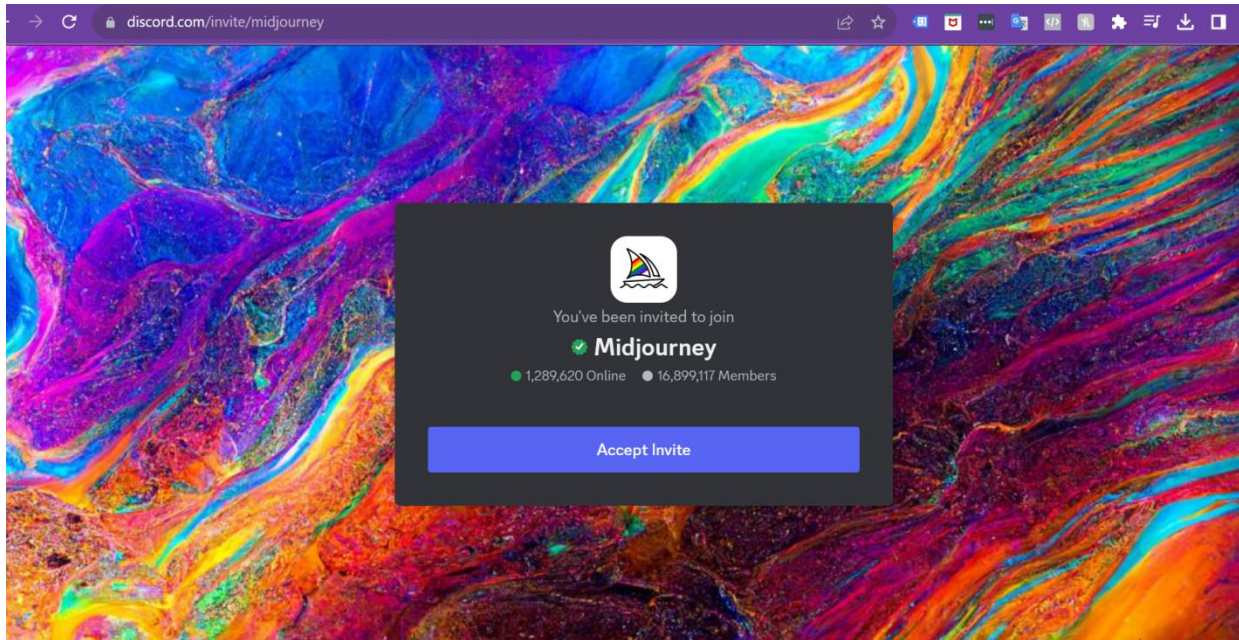
How to use Midjourney

1. You need to have a discord account

- Go to discord.com https://discord.com/
- Click on Login and then register for a free new account if you don't already have one.
- If you already have one click Open discord in your browser
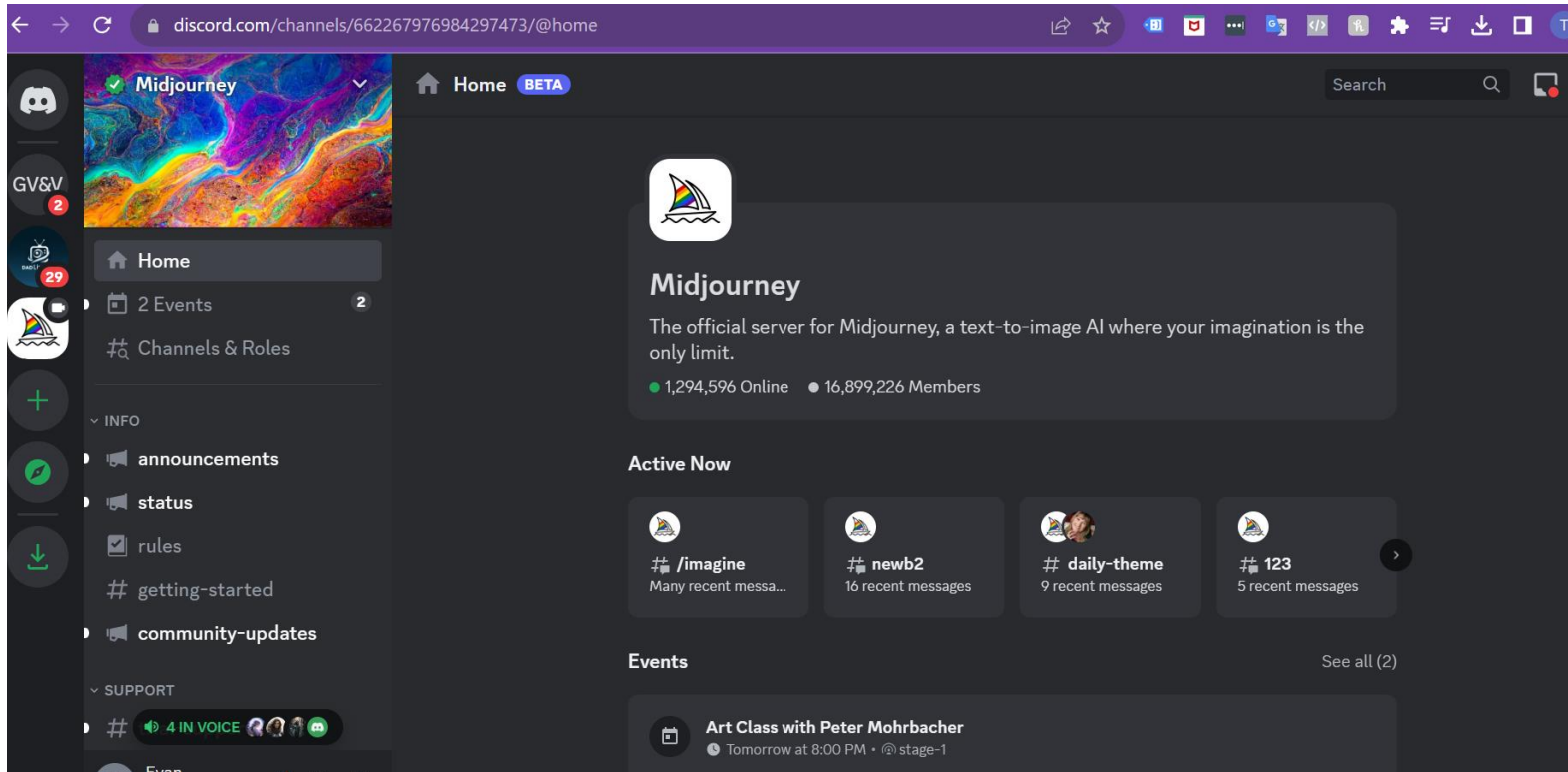
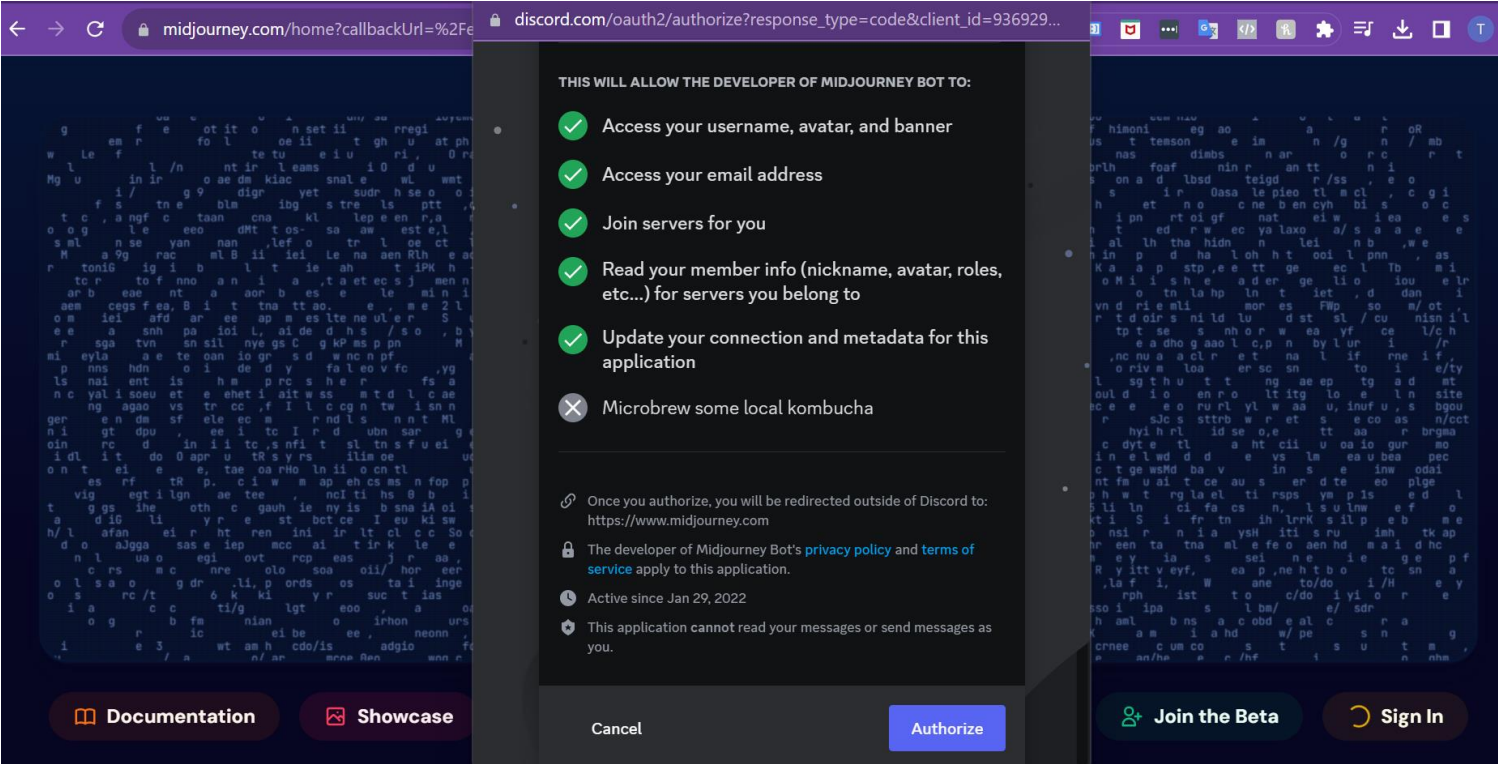# How to use Midjourney
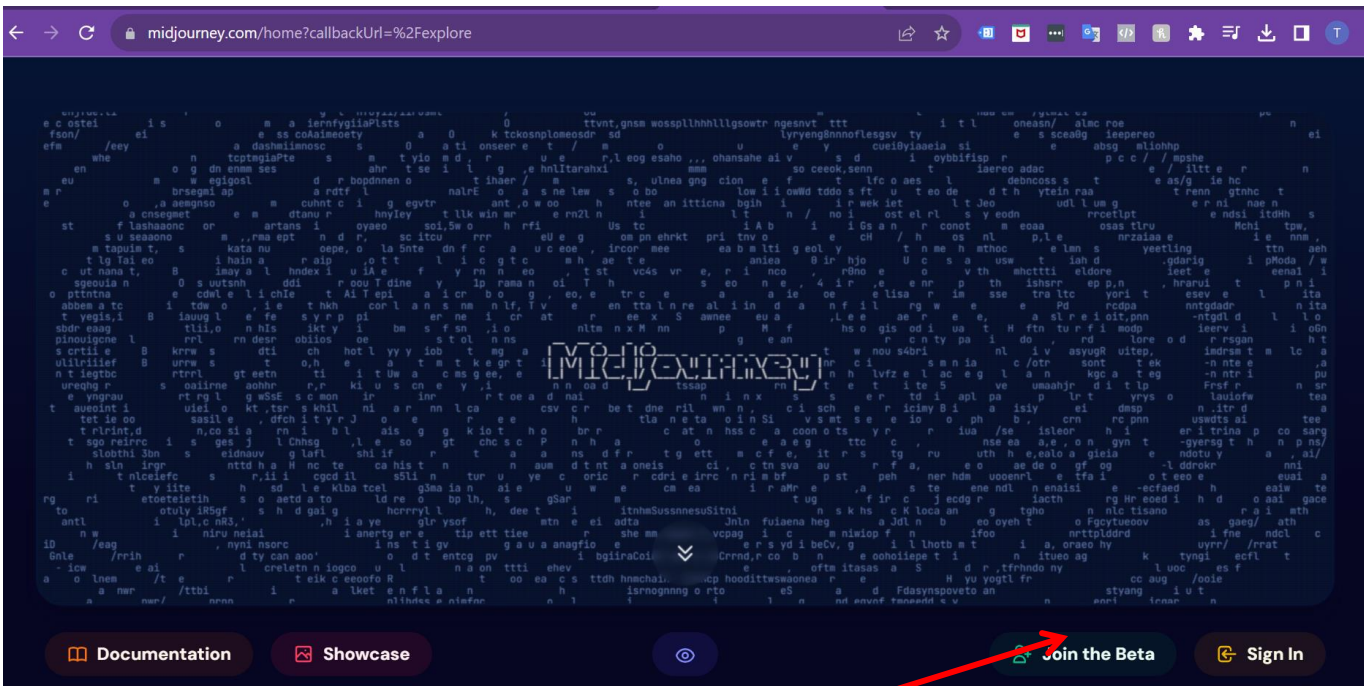
2. Then go to Midjourney.com and click on join the beta

How to use Midjourney

3. Accept the invite to join their discord

How to use Midjourney

4. You are then taken to their discord channel

How to use Midjourney

5. You can now sign in on midjourney.com

Click Sign in and accept when it tries to authorise your Discord account
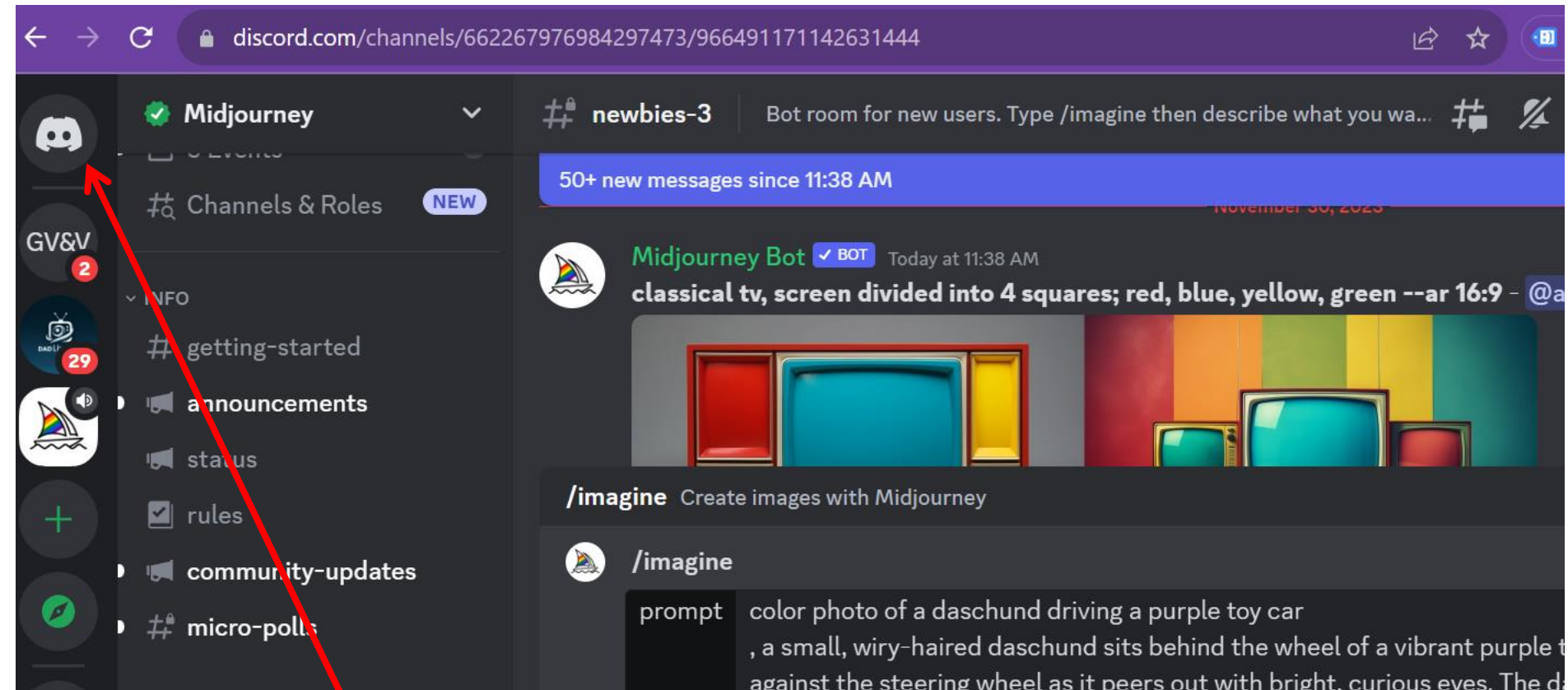
How to use Midjourney

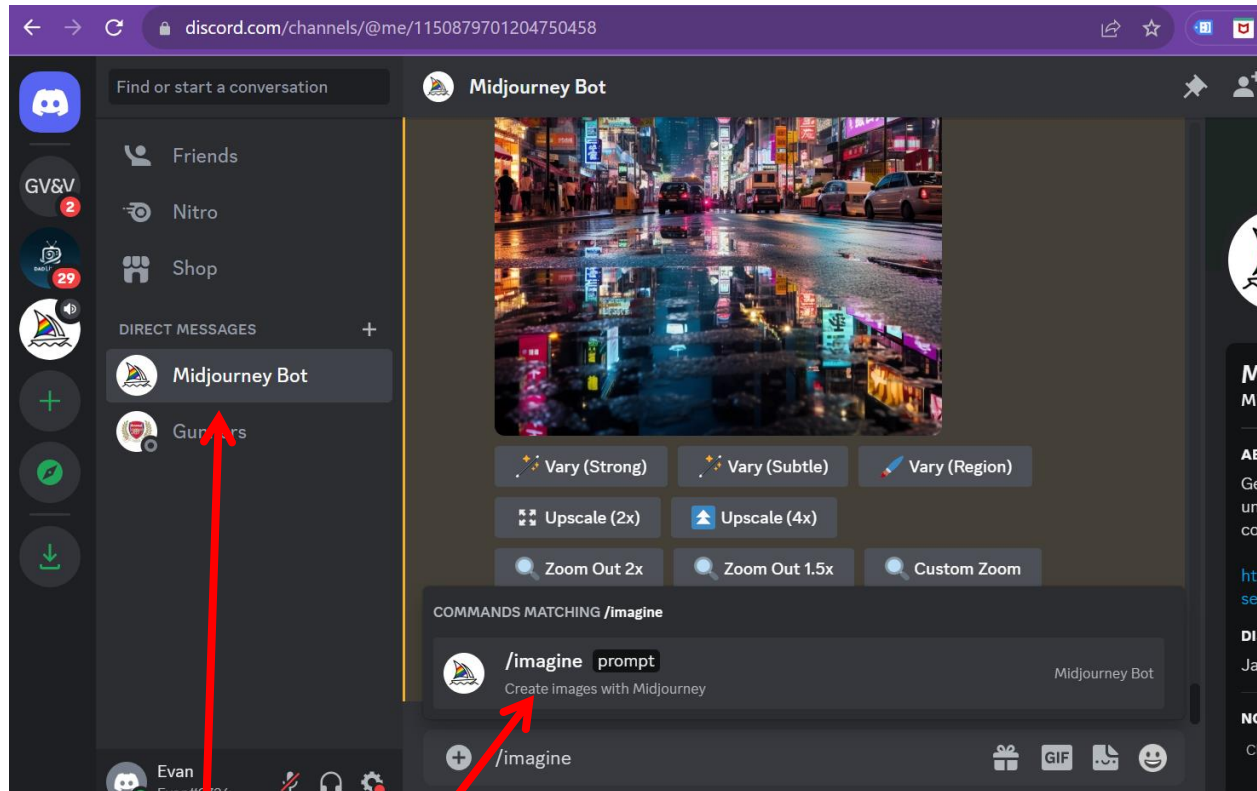6. You now have to choose a payment plan in order to use Midjourney

How to use Midjourney

Once you have paid for a plan you now go back to discord in order to create images ...
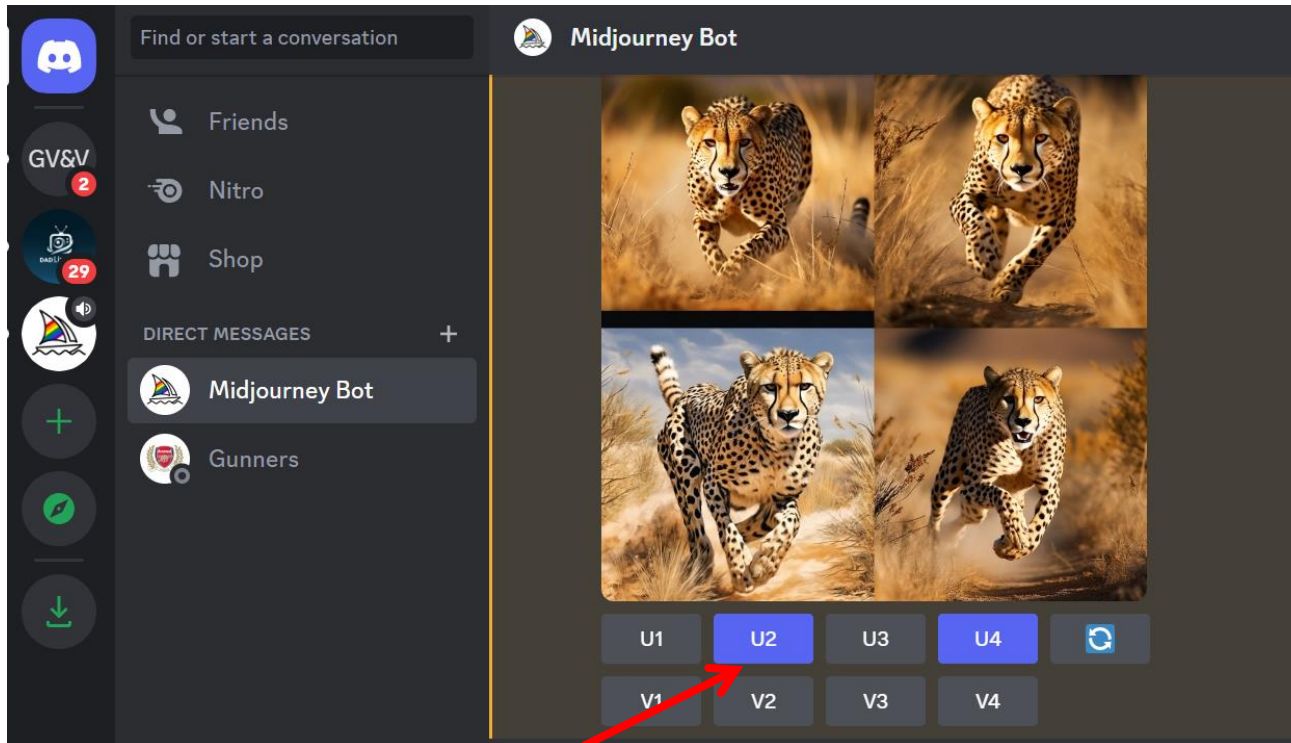
Click on Direct Messages icon.

How to use Midjourney

Then Click on Midjourney Bot

Then in the box type /imagine and a prompt input box appears. Type your prompt in there.
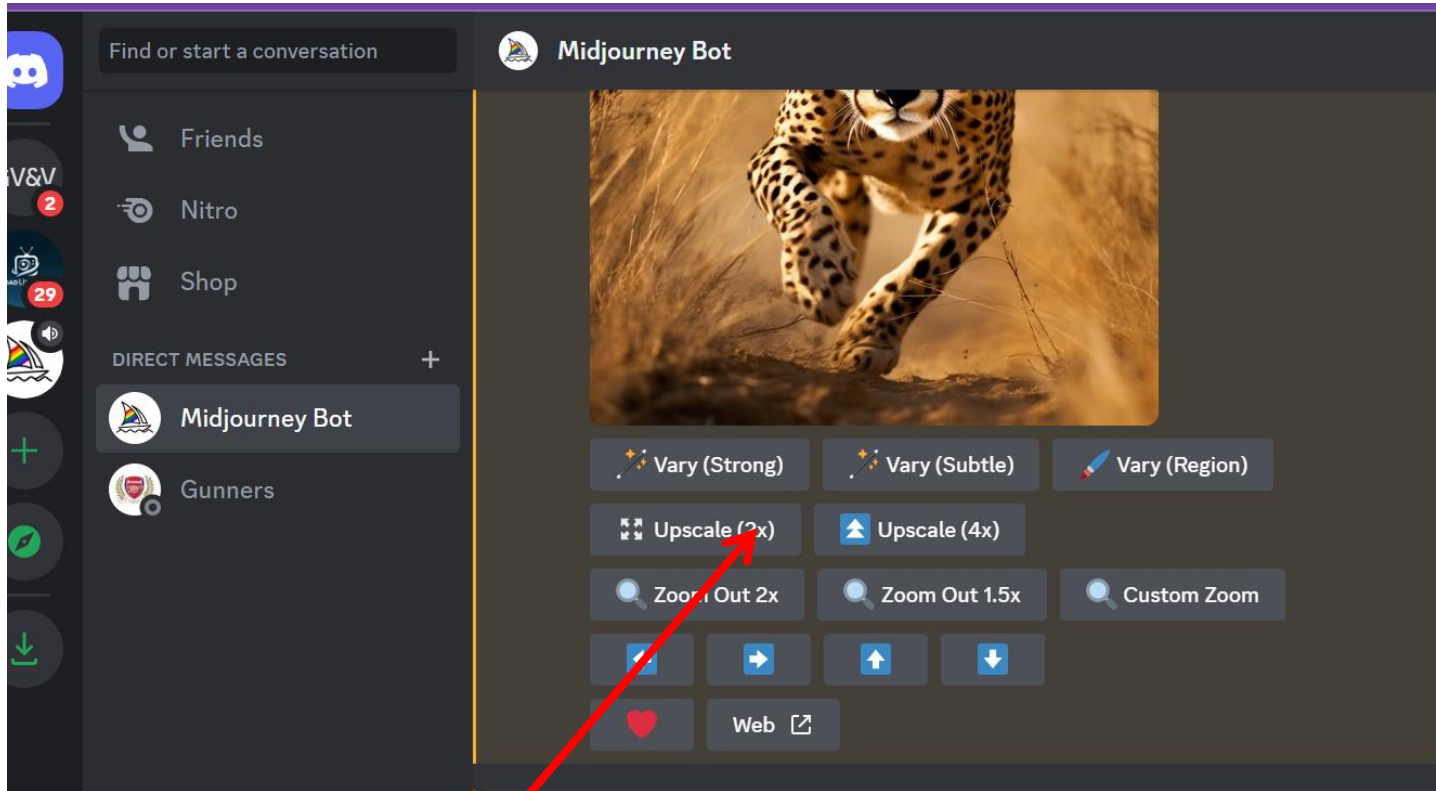
How to use Midjourney

Within 60 seconds it will give you 4 images

U 1 = upscale image 1. u2 = upscale image 2
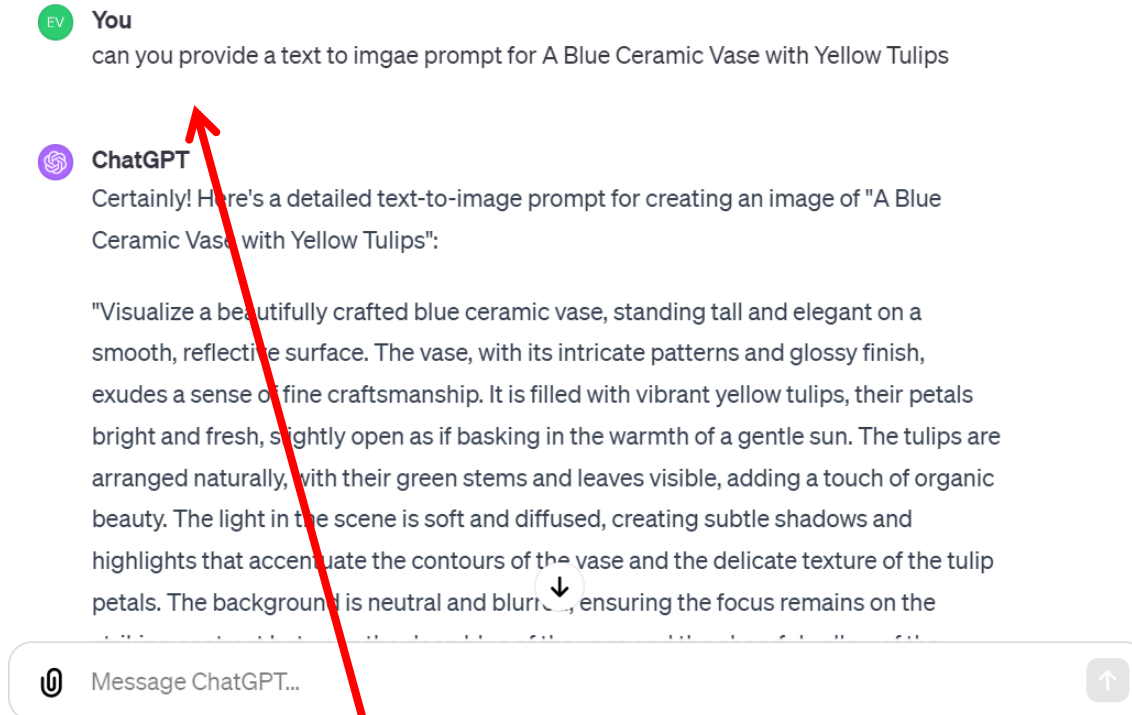If you click on it, it will generate a higher resolution version for you
Click on V in order to get more variations of that image. I.e.. V2 will give more versions for image 2

How to use Midjourney

You can then either download this image or ask for revisions

Want more detailed prompts? Ask Chat GPT

You

can you provide a text to imgae prompt for A Blue Ceramic Vase with Yellow Tulips

ChatGPT

Certainly! Here's a detailed text-to-image prompt for creating an image of "A Blue Ceramic Vase with Yellow Tulips":

"Visualize a beautifully crafted blue ceramic vase, standing tall and elegant on a smooth, reflective surface. The vase, with its intricate patterns and glossy finish, exudes a sense of fine craftsmanship. It is filled with vibrant yellow tulips, their petals bright and fresh, slightly open as if basking in the warmth of a gentle sun. The tulips are arranged naturally, with their green stems and leaves visible, adding a touch of organic beauty. The light in the scene is soft and diffused, creating subtle shadows and highlights that accentuate the contours of the vase and the delicate texture of the tulip petals. The background is neutral and blurred, ensuring the focus remains on the

Message ChatGPT...

The more detailed and specific your prompt the better the image tends to be. If you are struggling to come up with a detailed prompt just ask Chat GPT. Then adapt / change elements in the detailed prompt to suit you

A Blue Ceramic Vase with Yellow Tulips

/imagine prompt:a beautifully crafted blue ceramic vase, standing tall and elegant on a smooth, reflective surface. The vase, with its intricate patterns and glossy finish, exudes a sense of fine craftsmanship. It is filled with vibrant yellow tulips, their petals bright and fresh, slightly open as if basking in the warmth of a gentle sun. The tulips are arranged naturally, with their green stems and leaves visible, adding a touch of organic beauty. The light in the scene is soft and diffused, creating subtle shadows and highlights that accentuate the contours of the vase and the delicate texture of the tulip petals. The background is neutral and blurred, ensuring the focus remains on the striking contrast between the deep blue of the vase and the cheerful yellow of the tulips.
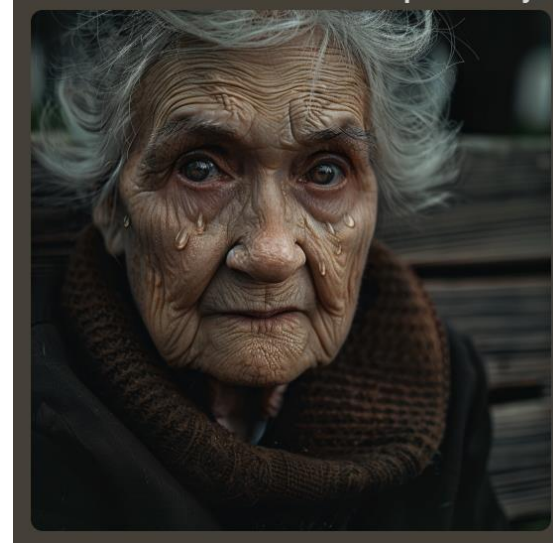
What Midjourney produced for a difficult detailed request
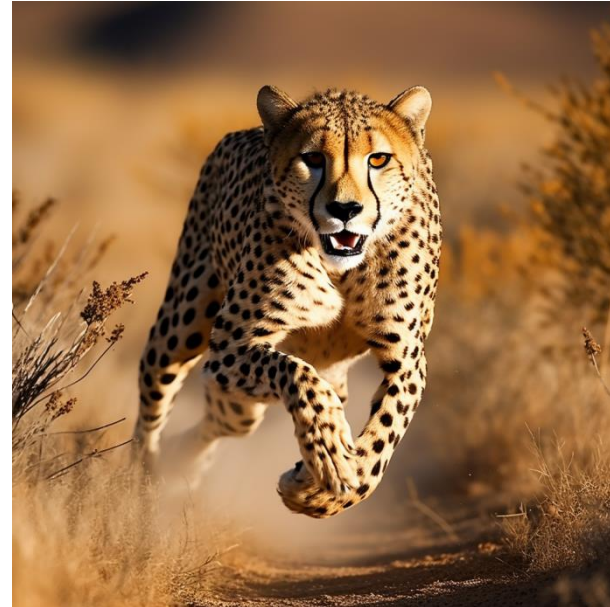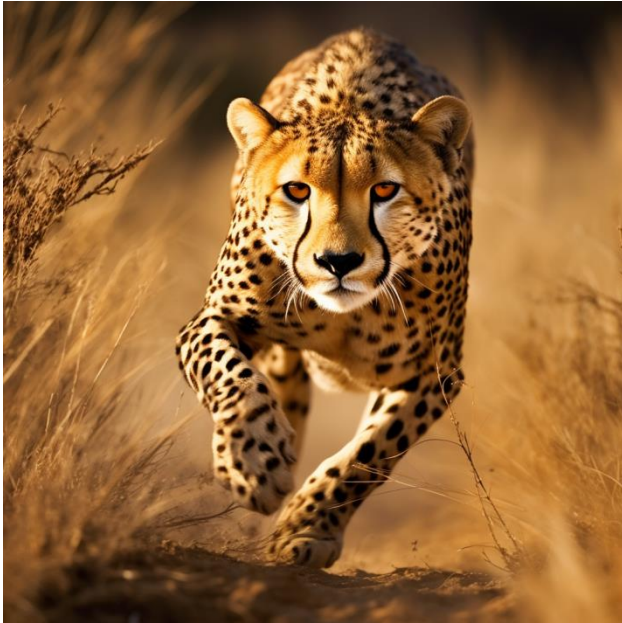
A Cheetah Running Through a Savannah

Envision a scene of a majestic cheetah in full sprint across the vast expanse of the African savannah. The cheetah, marked by its distinctive black spots on golden fur, exhibits a powerful and graceful form as it races across the terrain. Its muscles are visibly defined, capturing the essence of speed and agility. The savannah around it is a blend of golden grasses and sparse greenery, stretching out to a horizon under a clear blue sky. The sun is high, casting dynamic shadows that accentuate the cheetah's rapid movement. Dust is kicked up under its swift paws, adding a sense of motion and intensity to the scene. This image encapsulates the raw power and elegance of one of nature's fastest animals in its natural habitat

A sad old woman

Create a photo realistic image of an old woman aged around 80. Her eyes, a deep shade of hazel, are filled with tears, reflecting a sense of sadness and vulnerability. Her expression is one of sorrow, with her eyebrows slightly furrowed and her small mouth downturned. She is sitting on a wooden bench in a quiet park, surrounded by greenery, adding to the sombre mood of the scene. The lighting is soft, casting a gentle illumination on her face, highlighting the tears on her cheeks and the emotional depth in her eyes

How can text to image creation impact your digital marketing?
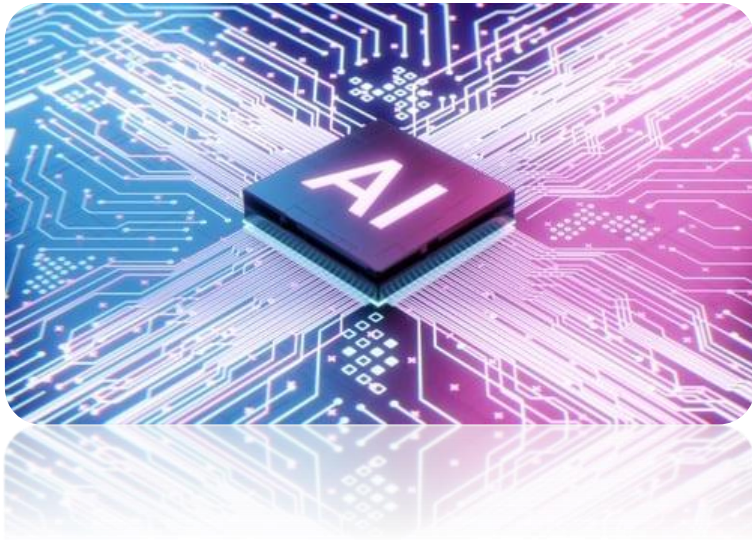
Currently when you are looking for stock images for your website, social media posts or as footage in your videos you would go to Pixabay.com or the image library in Canva

1. As these tools become more common and powerful you can easily have image created that perfectly matches what you are trying to convey
2. In 2024 image creation tools will be incorporated directly into Facebook and Instagram so as you are about to create a post you can customise your own images (Meta announced they are working in this

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Dalle

Dalle is the image generator from Open AI, the same company that created Chat GPT

Dalle 3 is the latest and best version.

There are a variety of ways you can use Dalle, some are paid and some are free

Dalle within Chat GPT 4 and 4o
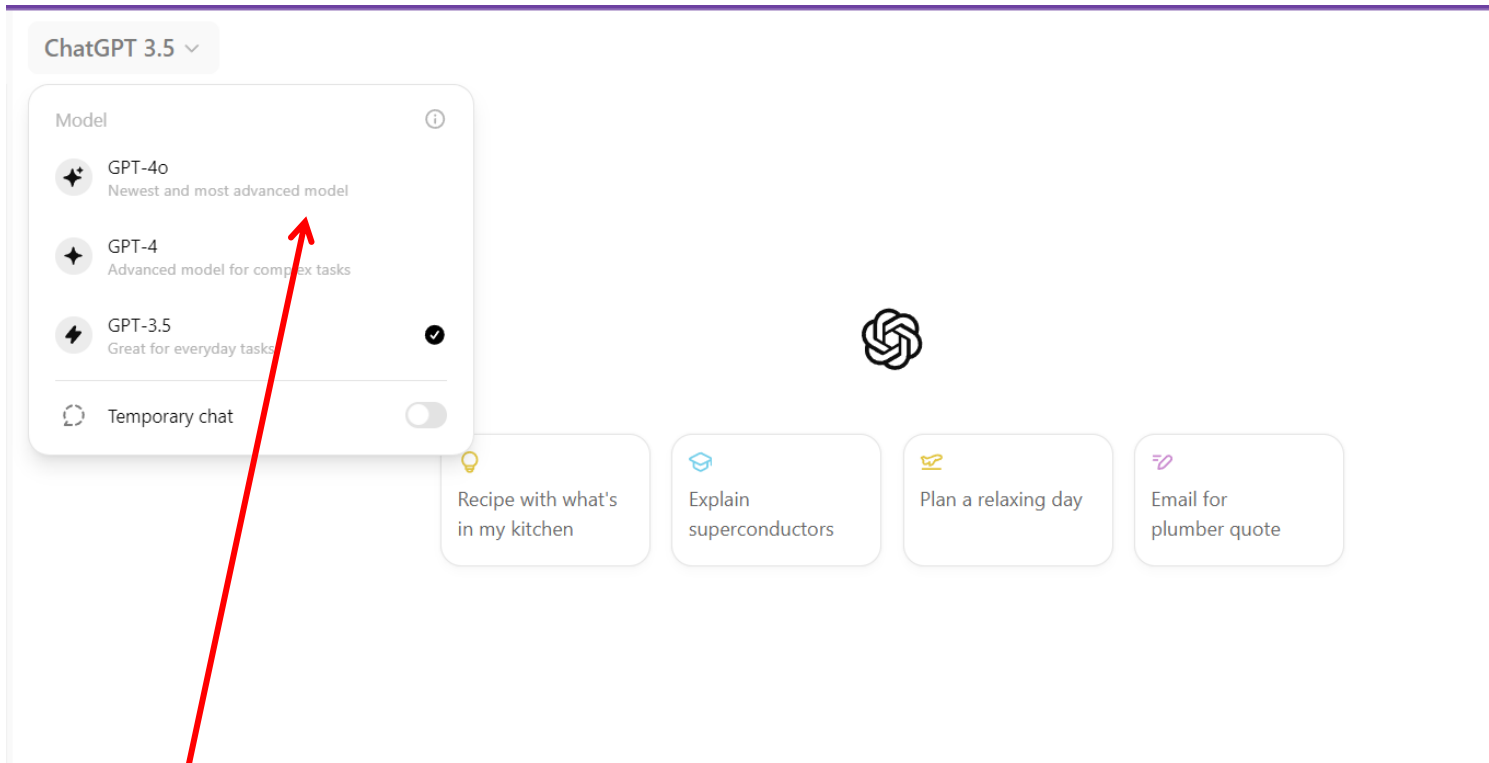
If you have the free version of Chat GPT you cannot create images using 3.5

However, you can get a limited number of image creations / hour using chat GPT 4o

Dalle within Chat GPT 4 and 4o

Write your prompt

It will then give you image options.

What Dalle within Chat GPT produced for an easy request

A Blue Ceramic Vase with Yellow Tulips

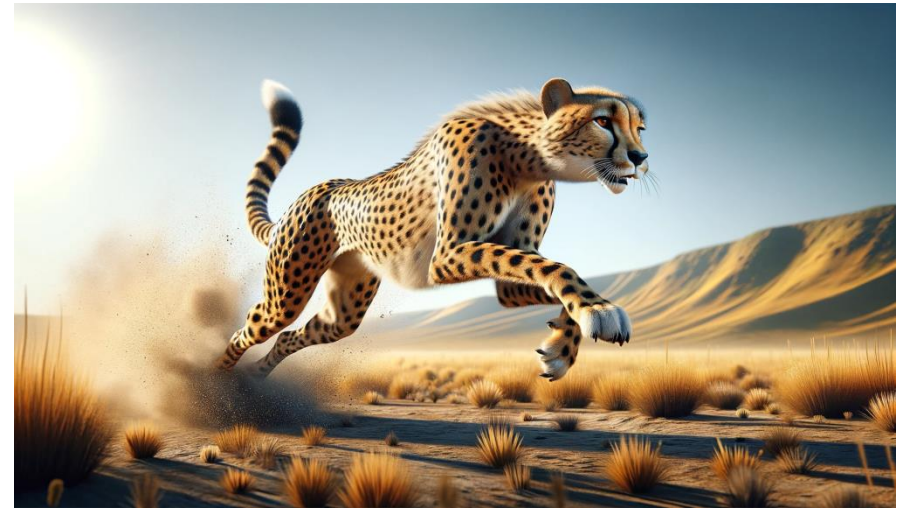When I simply asked for an image with a blue ceramic vase with yellow tulips this is what was produced.

A Blue Ceramic Vase with Yellow Tulips

Create a photo realistic image of a beautifully crafted blue ceramic vase, standing tall and elegant on a smooth, reflective surface. The vase, with its intricate patterns and glossy finish, exudes a sense of fine craftsmanship. It is filled with vibrant yellow tulips, their petals bright and fresh, slightly open as if basking in the warmth of a gentle sun. The tulips are arranged naturally, with their green stems and leaves visible, adding a touch of organic beauty. The light in the scene is soft and diffused, creating subtle shadows and highlights that accentuate the contours of the vase and the delicate texture of the tulip petals. The background is neutral and blurred, ensuring the focus remains on the striking contrast between the deep blue of the vase and the cheerful yellow of the tulips.

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I think these more complicated images are good but not as photo realistic as Midjourney

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Dalle within Co Pilot
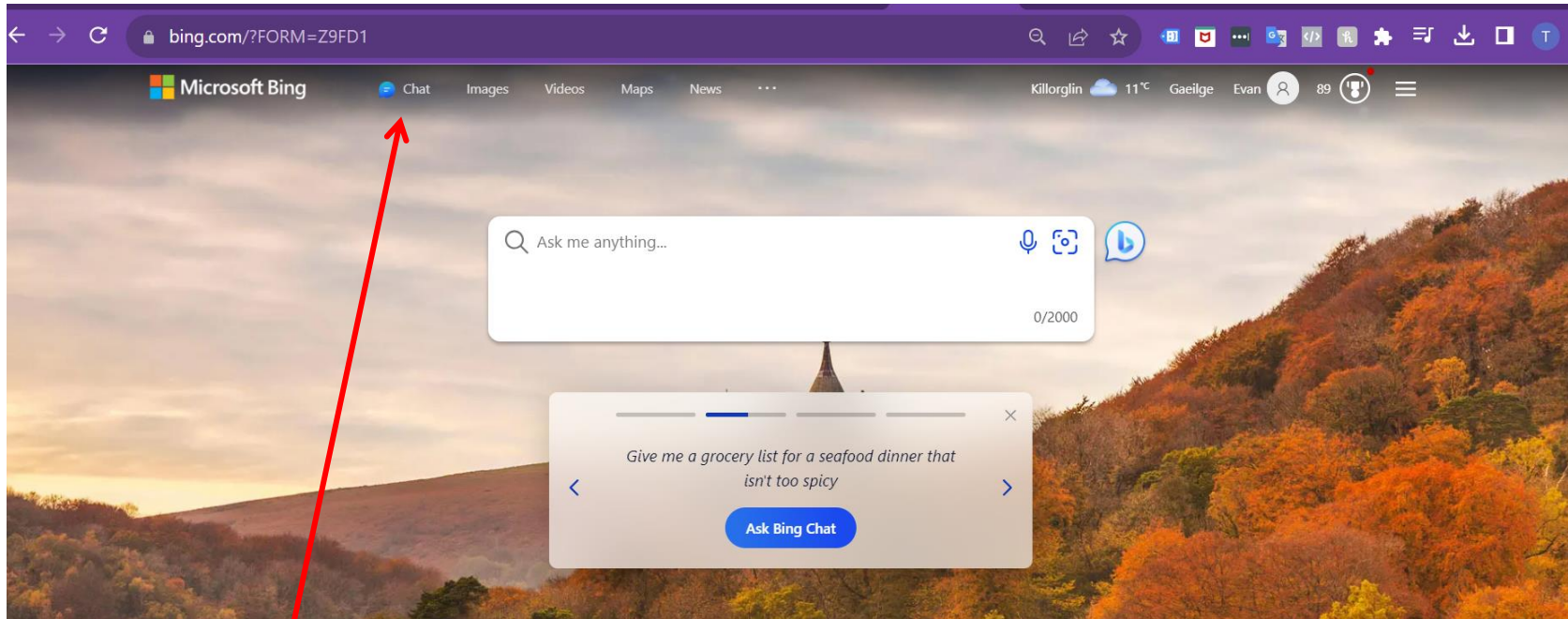
To use Dalle within Bing AI chat go to Bing.com
Then click on CoPilot

Then type in your image prompt

Dalle within CoPilot
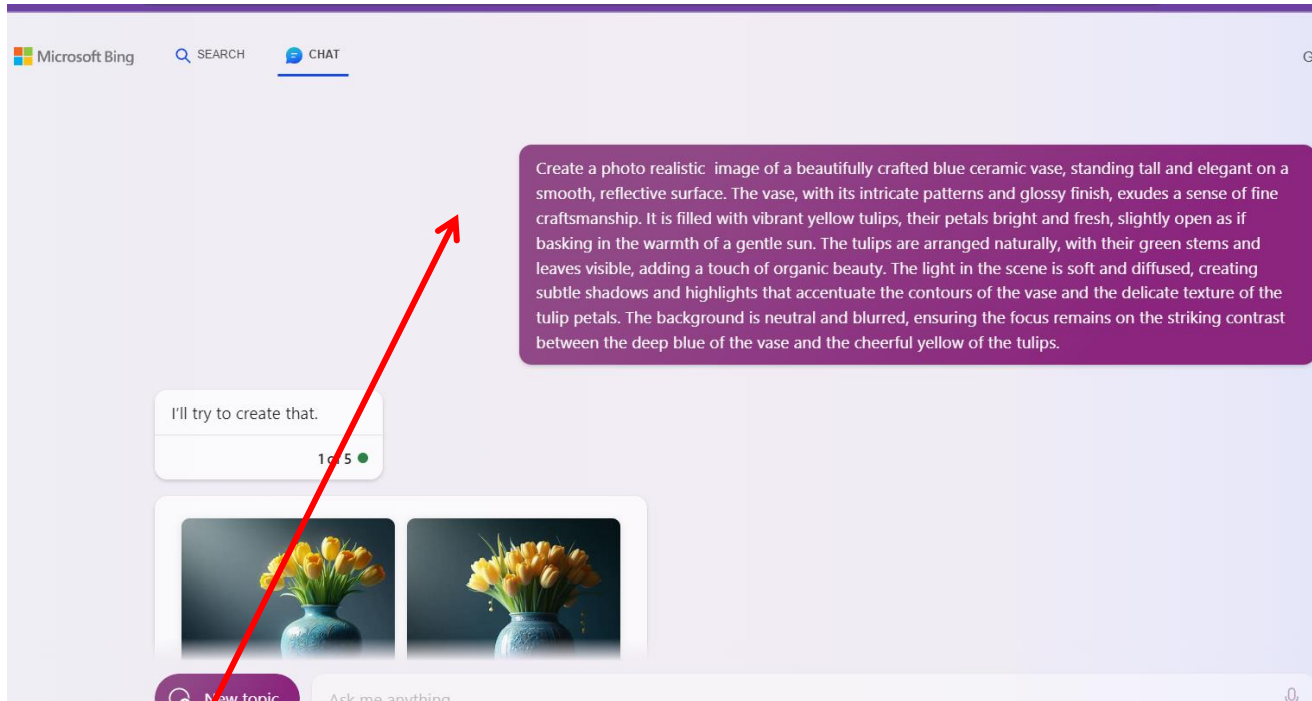
Type your prompt
It will generate 4 images within 60 seconds
Click on one and you can then download it

What Dalle within CoPilot produced for an easy request

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I think these images are very similar to the Dalle images within Chat GPT

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Leonardo
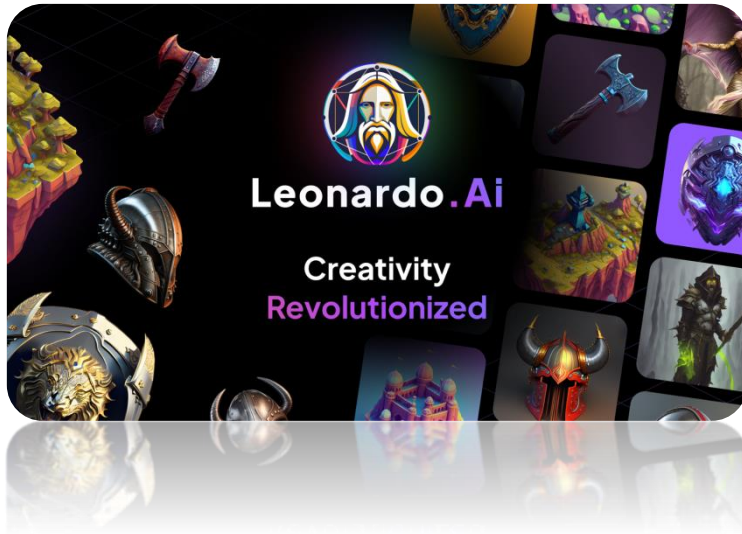
Leonardo is an AI image generation that ...

1. Is easier to use than Midjourney
2. Produces images that are excellent
3. You can create 6-8 free images per day using their best image creation model (alchemy) for a limited period.
4. They make it easy to create different styles of images because they offer different image generation models

Leonardo
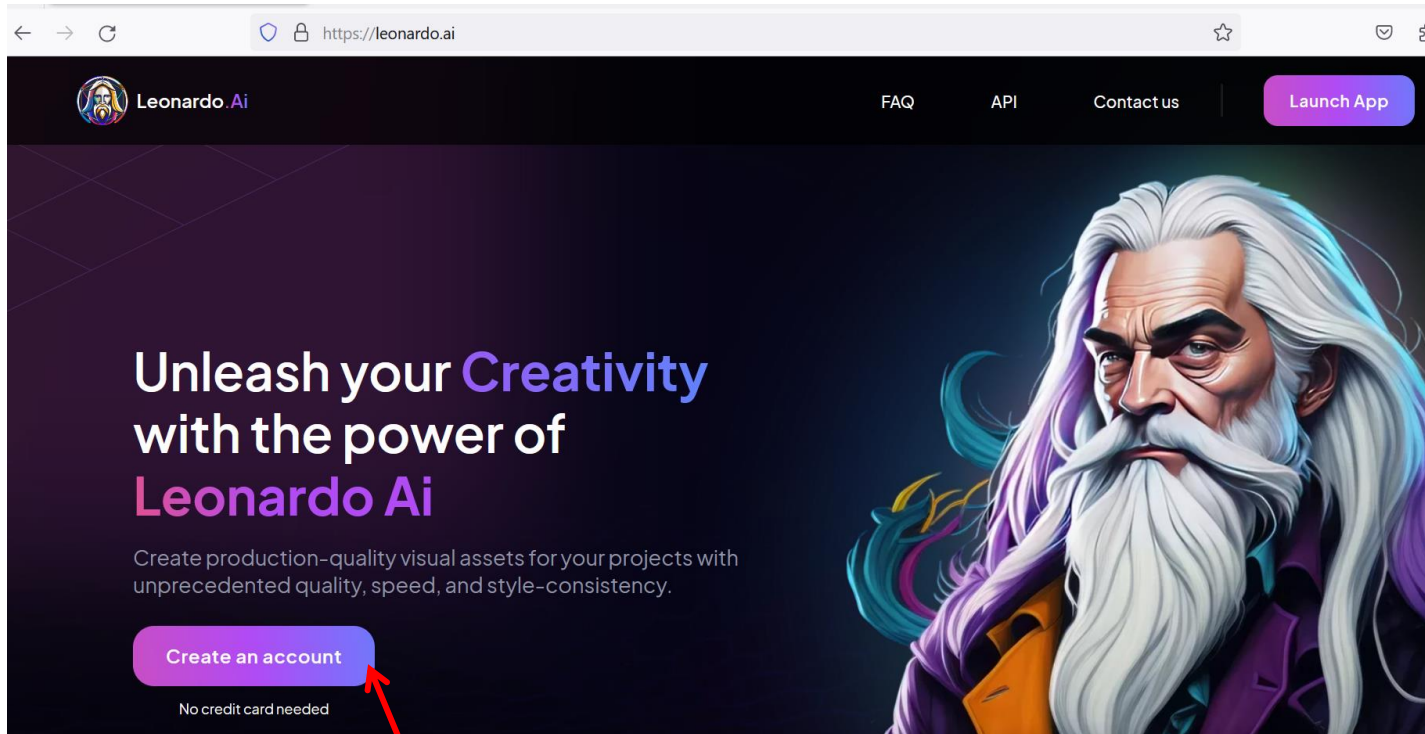
Go to leonardo.ai

Click create an account and register for a free account

Leonardo
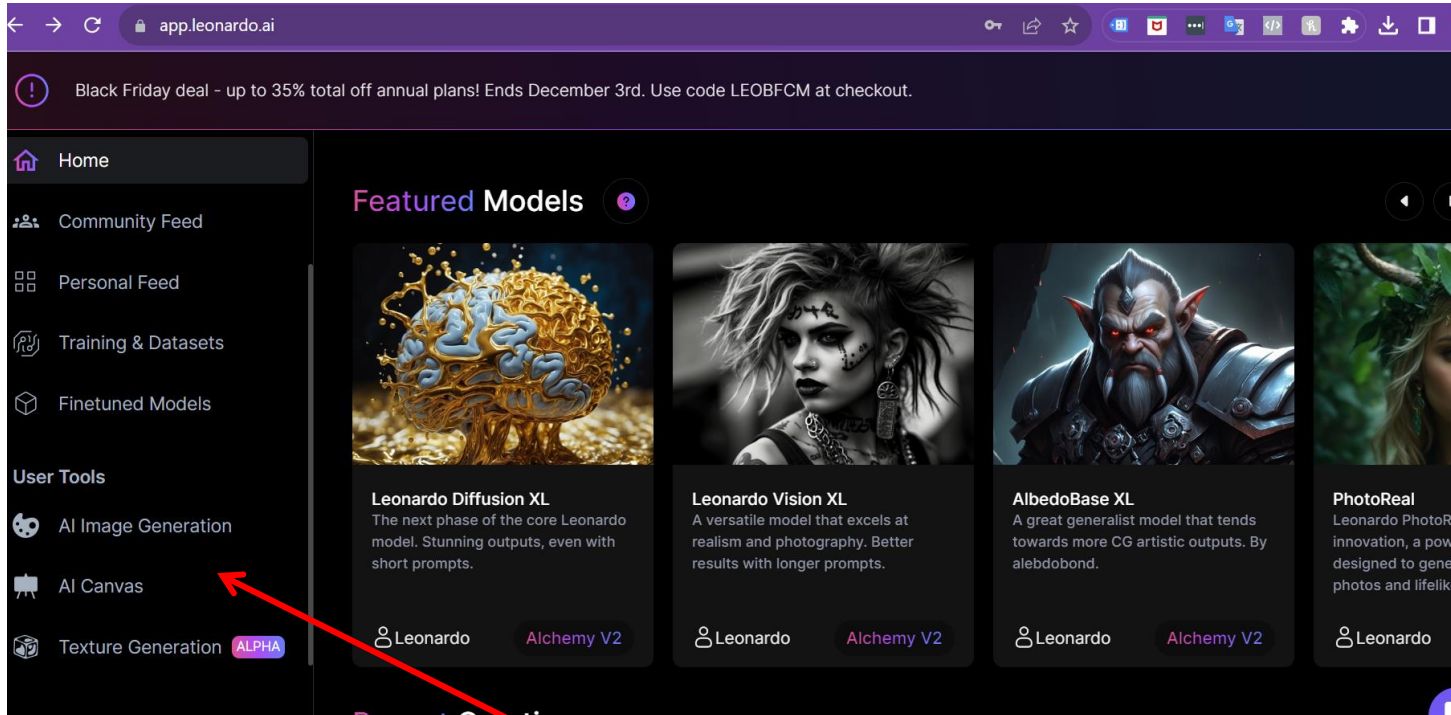
When you login click on AI image generation on the left hand menu

Leonardo
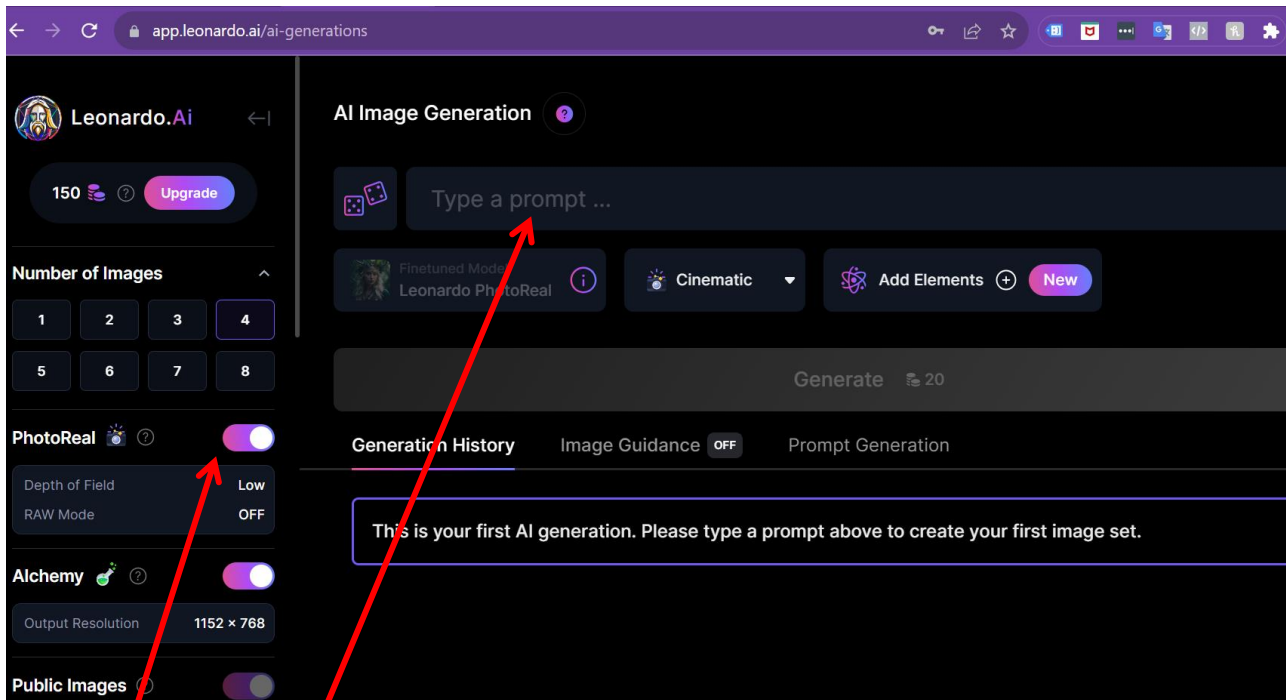
Switch on the option for Photo real to get realistic images
Type you prompt into this box

Note – you get 150 credits each day. An image uses 20 credits so you can create around 7 free images a day.

What Leonaro.ai produced

The quality of these images is excellent and is comparable to Midjourney

My view - Which are the best image generation tools in rank order

1. MidJourney

2. Leonardo

3. Dalle in Chat GPT

Quality of image – Excellent
Cost: €10 per month
Able to use commercially? Yes

Really good
Limited trial 8 free images
Midjourney

Midjourney
Part of Chat GPT Pro (€20/ m
Yes

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Meta.ai

Meta has had it's own Large Learning Model equivalent of Chat GPT since last year called Llama but it was only available for developers. Last week they launched the latest version, Llama 3, in the US and 12 other countries (but not the EU) and it will establish them as one of the leading AI players, alongside Chat GPT, Gemini and Microsoft CoPilot. Here are the main points:

🎯 They have a standalone website at meta.ai (similar to Chat GPT or Google Gemini) where you can enter your prompts and revisit previous chats. When I tested it I found it to be as good and often better than Chat GPT for Digital Marketing related questions.

🎯 On meta.ai they have an image generation tool that will create the image in real time as you type each word. It's pretty amazing to see.

Meta.ai

🎯 It has also been integrated into the search areas on Facebook, Instagram, Messenger and WhatsApp so you can ask the same type of prompts you would ask by going to Chat GPT / Gemini but now within your WhatsApp.

🎯 In the future it will be integrated into the box where you write your posts or Reels on Facebook and Instagram. So you will be able to use it to generate ideas for your posts and it will write a draft of the post for you and it will create the image for you - just like Chat GPT would except it's right there in the post creation box.

Currently the only way to access meta.ai in Ireland is by using a VPN
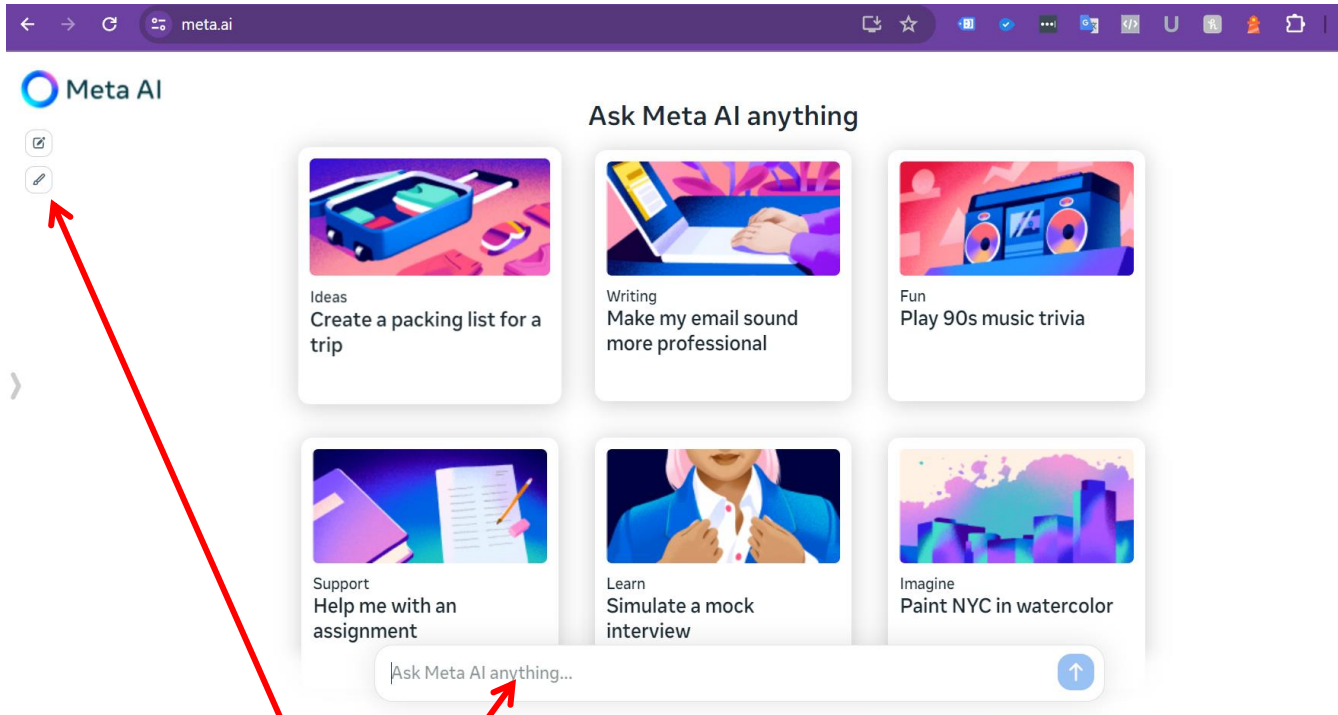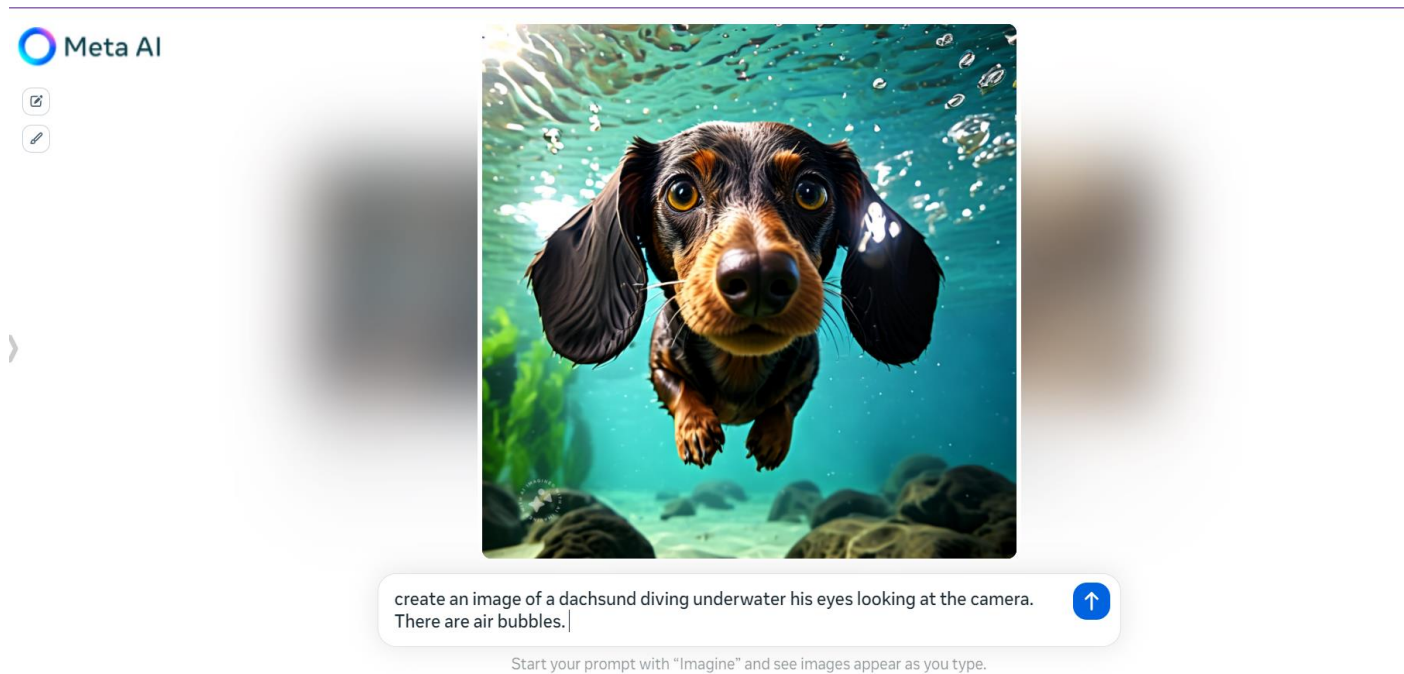
Meta.ai

This is what it looks like
This is the box where you type your prompts

You can write prompt such as Create an image ....
Or you can click on the pencil icon to go to the image creation section called Imagine

Meta.ai

What is brilliant about this tool is that the image appears in front of you with every word that you type

Hit enter and you will receive 4 options

Meta.ai
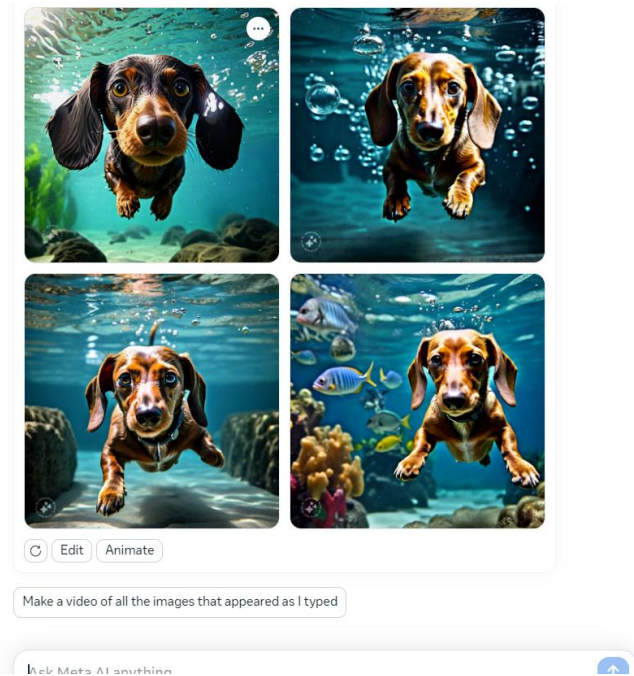
You can then click edit to make changes to an image (cu currently it will just generate anew image)

You can also animate the image

Canva Magic eraser:
Highlight people or objects in an image and it will erase it
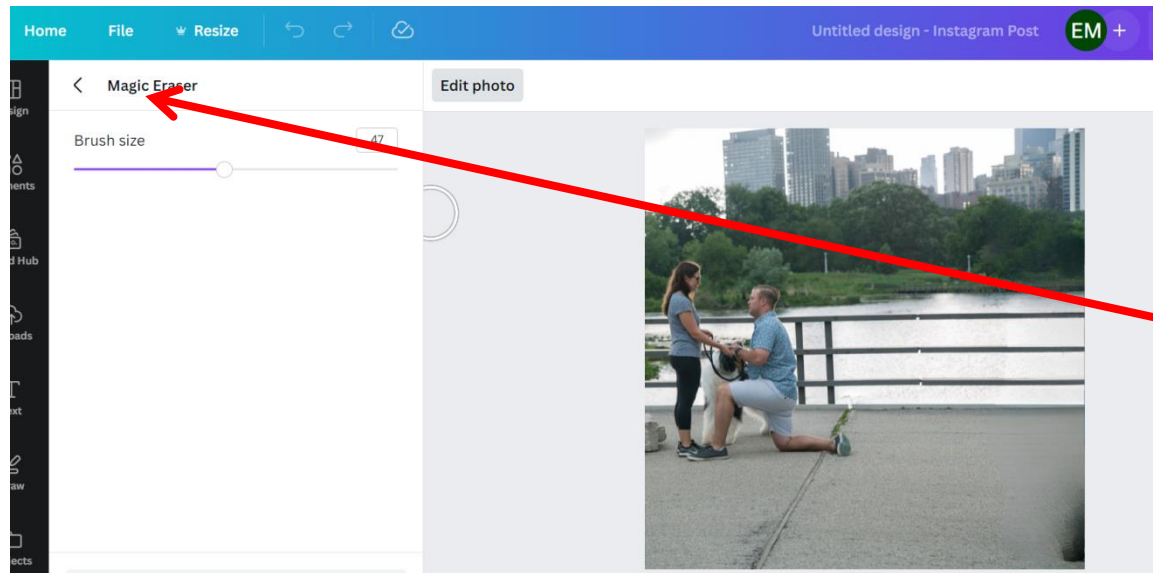
It will now be erased

If you are not happy with the results click reset erasings

Try a larger or smaller brush – depending on how big or small the object is

Then click on the arrow to progress

Magic eraser:
Highlight people or objects in an image and it will erase it

Remove any unwanted object, defect, people or text from your pictures in seconds
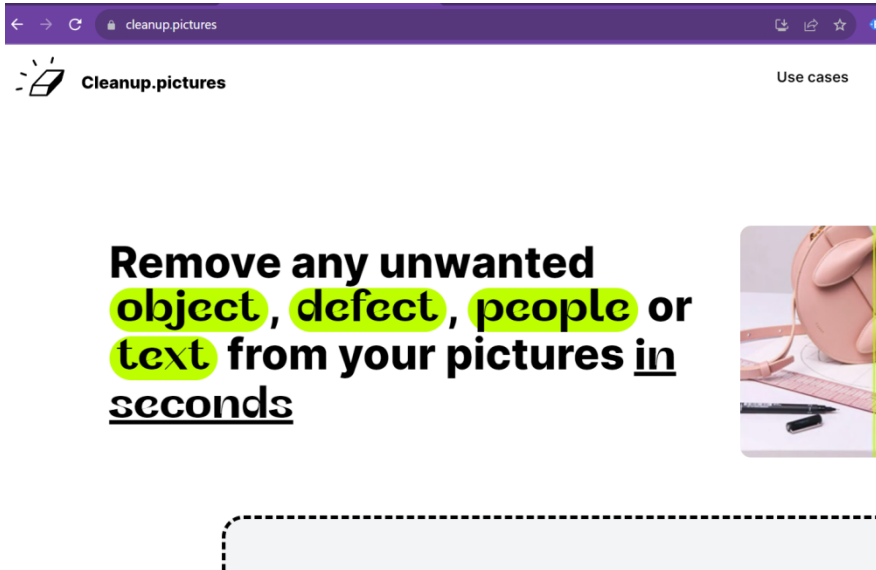
A free alternative to this eraser tool is the website

Cleanup.pictures

Click this link to view my demo

https://www.instagram.com/reel/Cwiifr_s1qU/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA==

Magic grab – isolate and move anything within an image
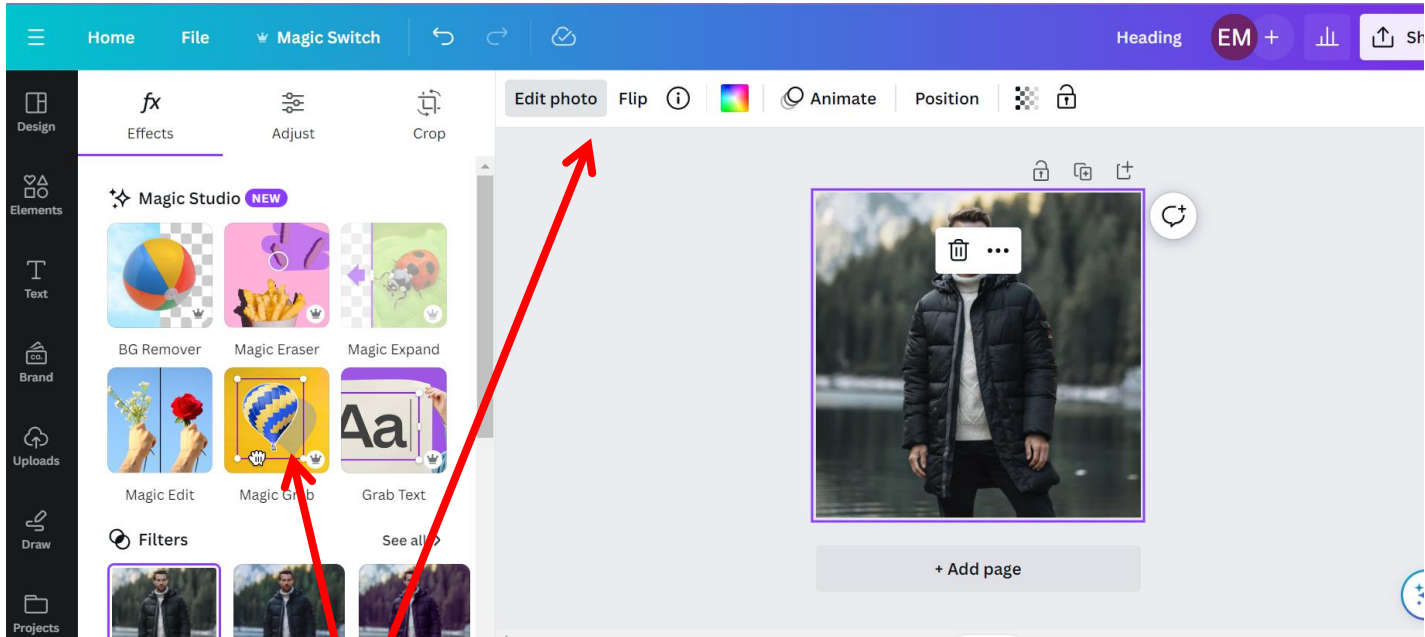
Add your image to your design
Click on your image
Click edit photo
Then click on Magic Grab

This is a Pro feature
It cannot be used by Free accounts

Magic grab – isolate and move anything within an image
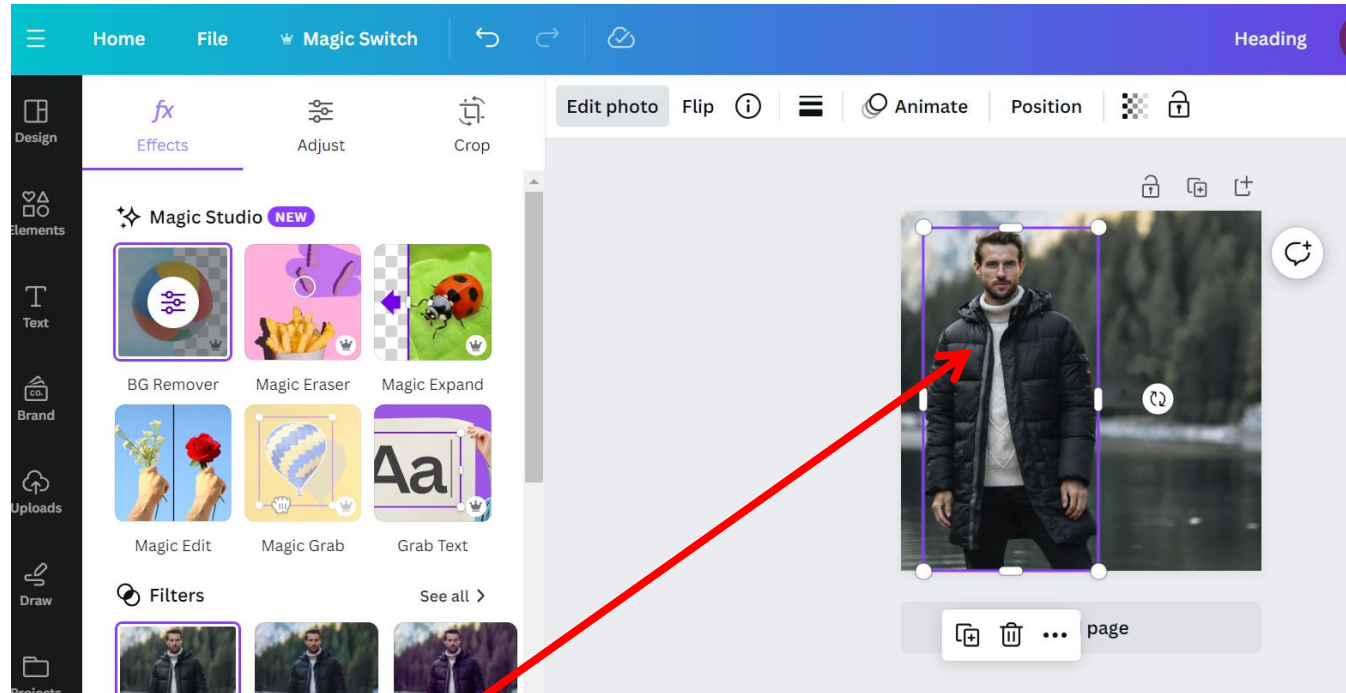
It then identifies the main element in the image
You can then move that element left or right or make it bigger or smaller– ideal if you want to add text beside a person

Magic grab – isolate and move anything within an image
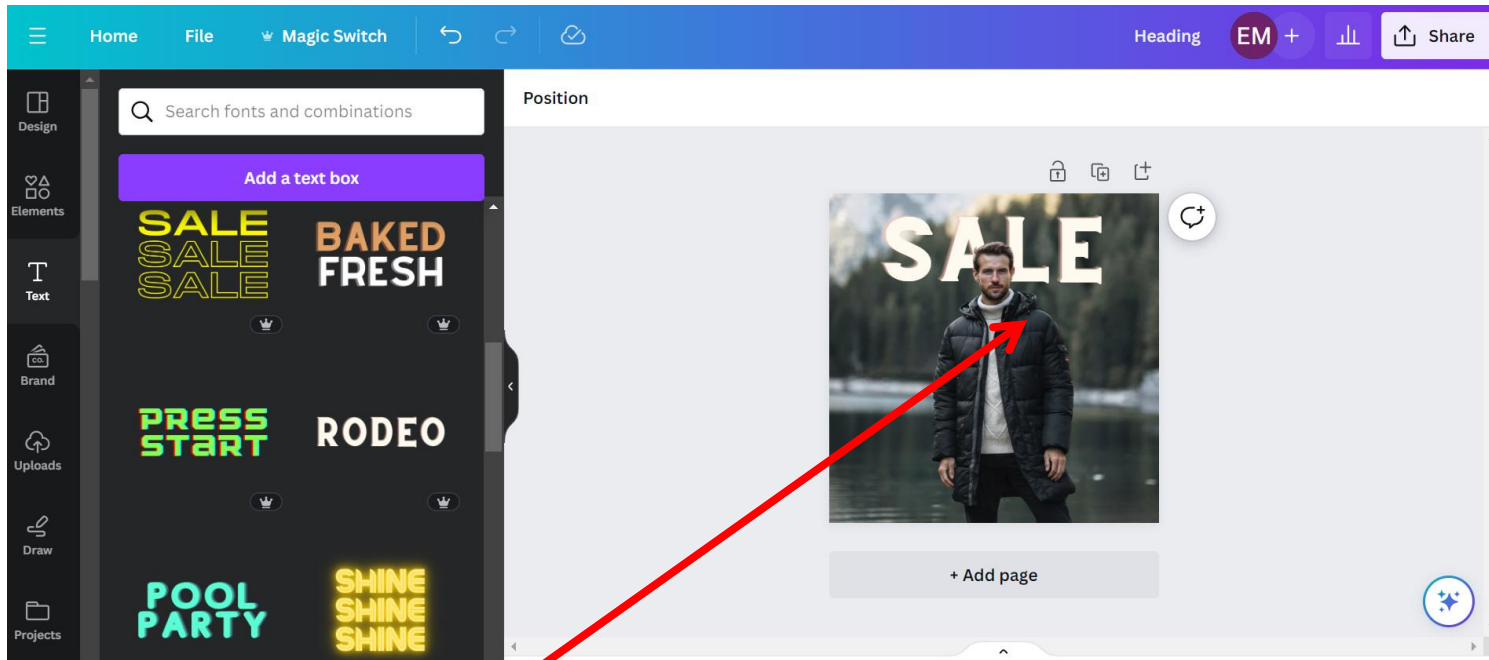
It also means that you can easily place text behind the person or object which is an eye catching effect
1. Add text
2. Right click on the text and select layer – send backward

Or click on the option for "Position" above the image and then drag the text under the person or object in the list of elements

Magic expand:
Ask Canva to recreate parts of an image to make it wider or taller
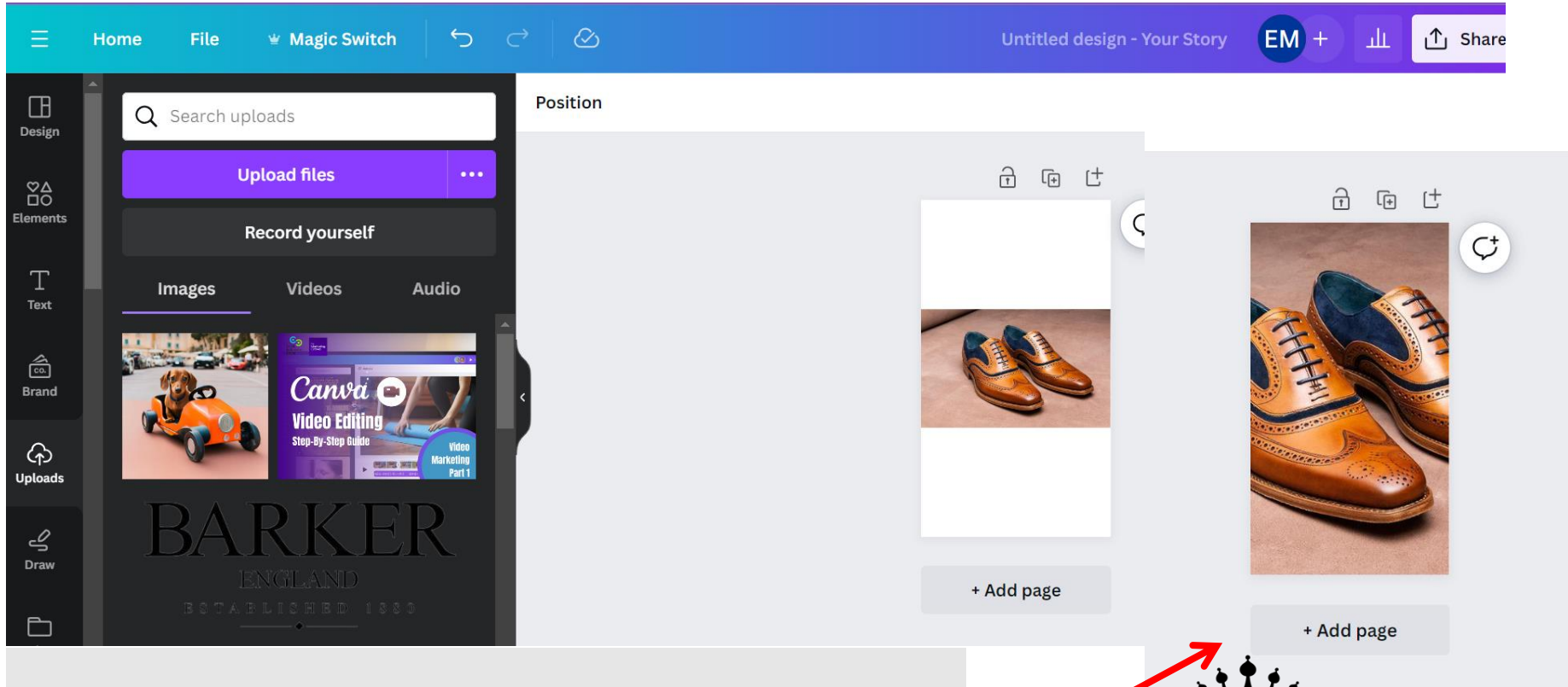
Choose your canvas shape eg. Portrait
Choose your image – eg it is square

If you make the image fill the area it will simply zoom / crop in

If you want to keep the main object the same size you can use magic expand
Click on image, click on edit photo and select magic expand

This is a Pro feature
It cannot be used by Free accounts

Magic expand:
Ask Canva to recreate parts of an image to make it wider or taller
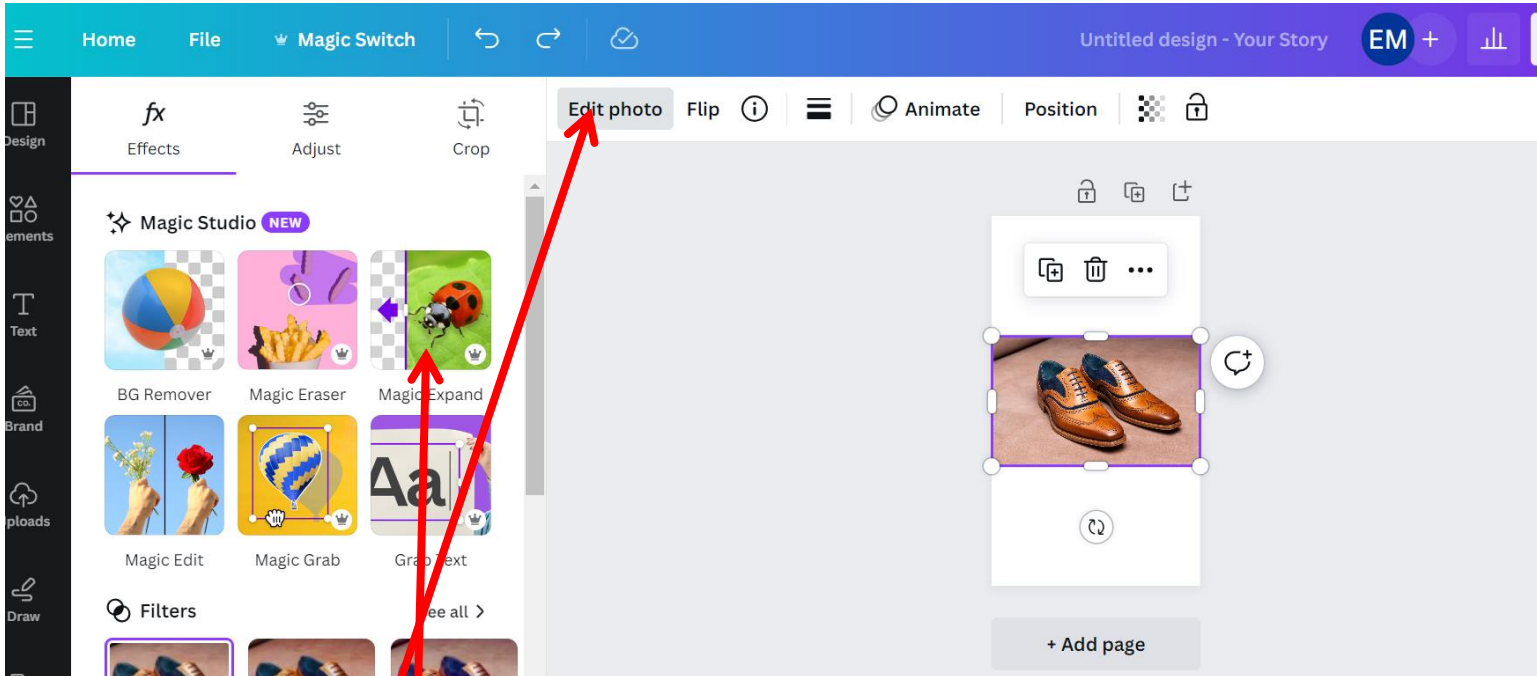
If you want to keep the main object the same size you can use magic expand
Click on image
Click on edit photo
and select magic expand
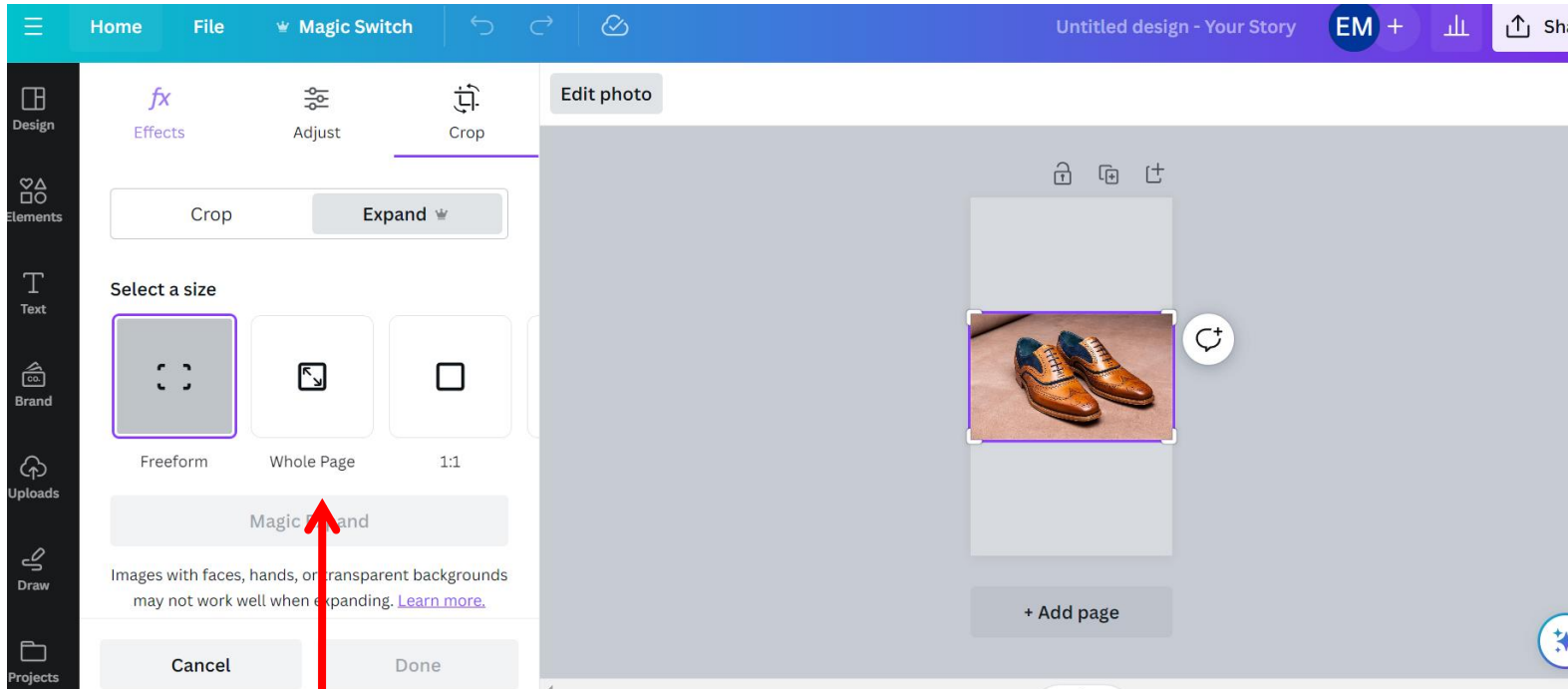
You can now choose whether you want the image to expand to fill the area in page or a different size.

Magic expand:
Ask Canva to recreate parts of an image to make it wider or taller
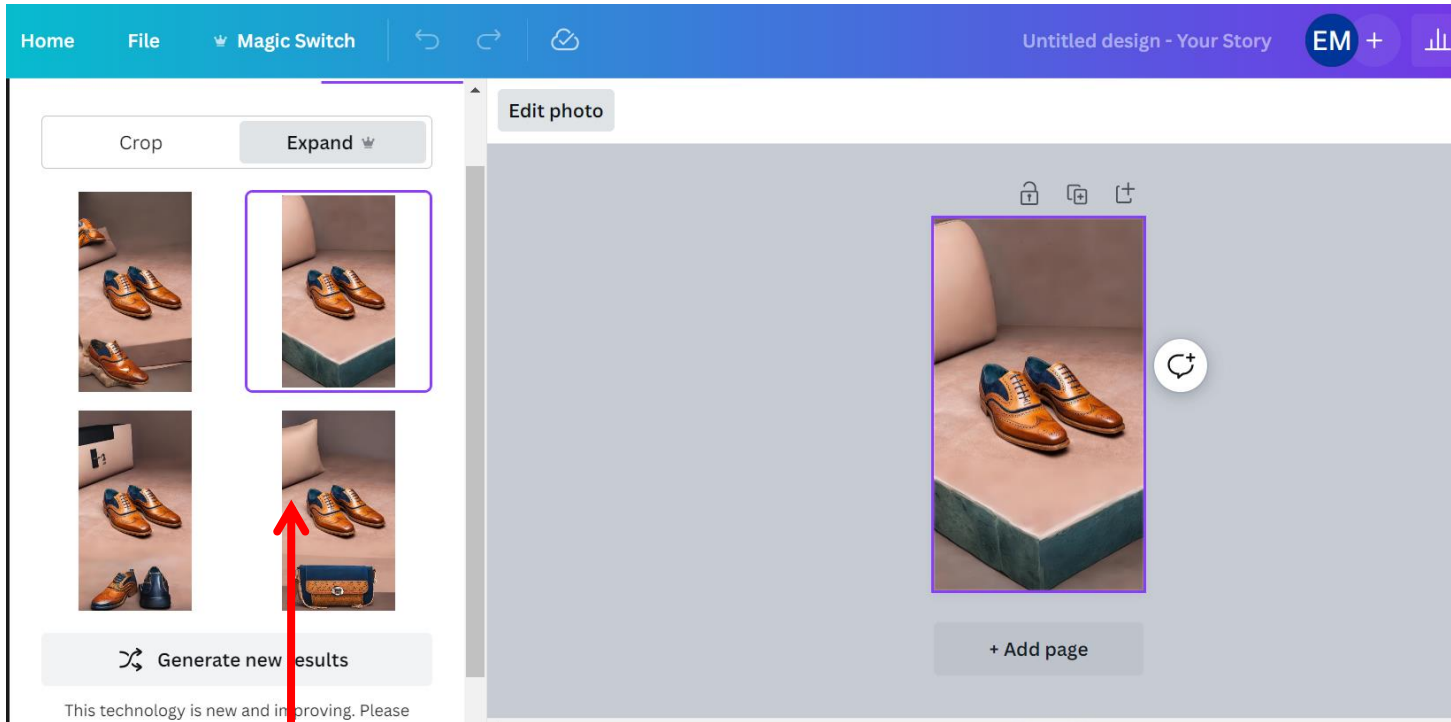
It now gives you 4 options to choose from

Magic expand:
Ask Canva to recreate parts of an image to make it wider or taller
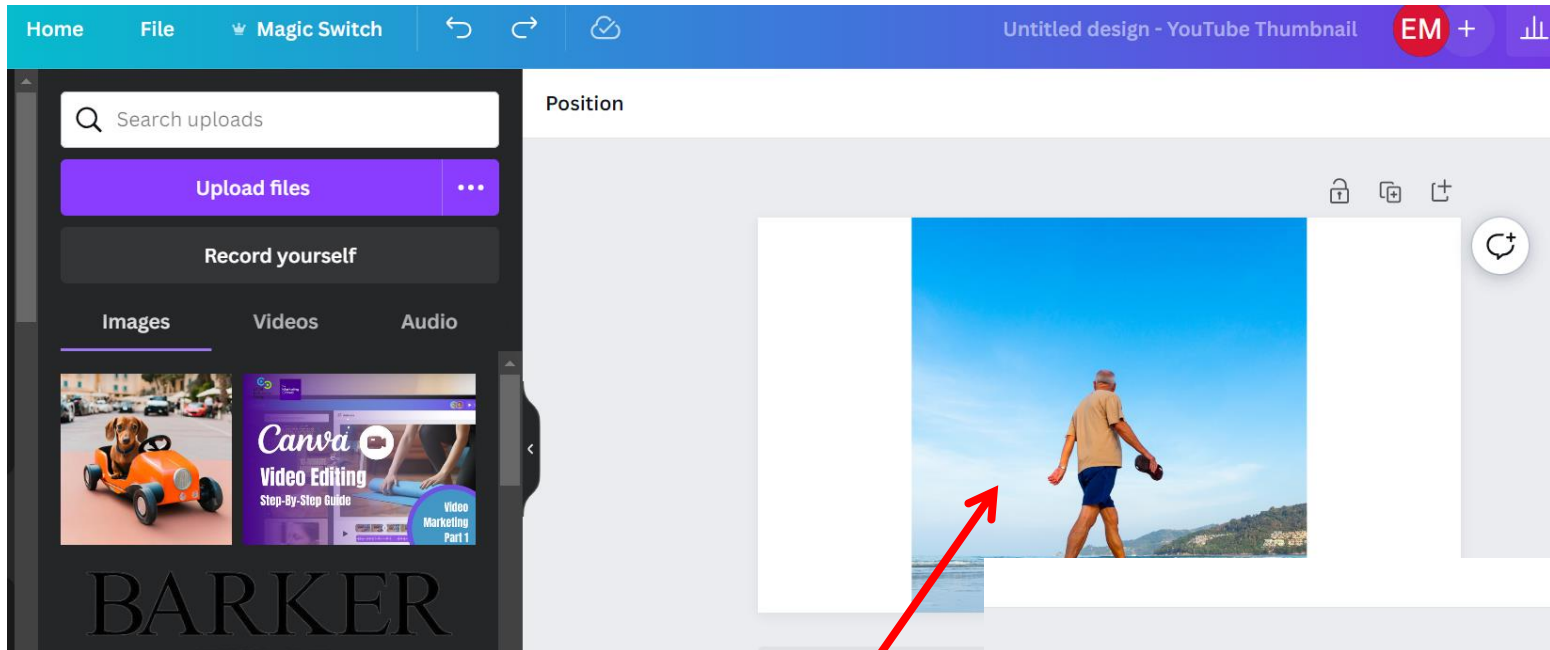
Similarly, you might have a square image that you want to expand to fit a wider area eg. 16:9

If you simply set the image as background it becomes too cropped in
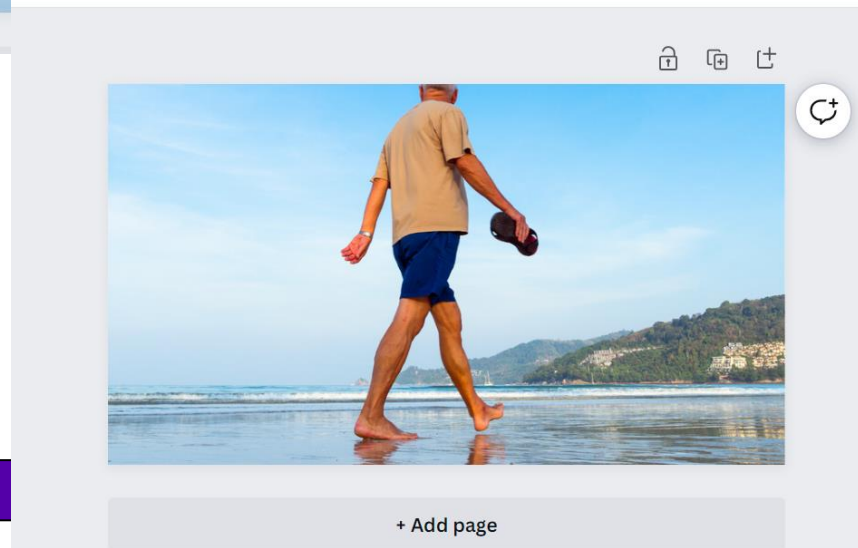
Magic expand:
Ask Canva to recreate parts of an image to make it wider or taller
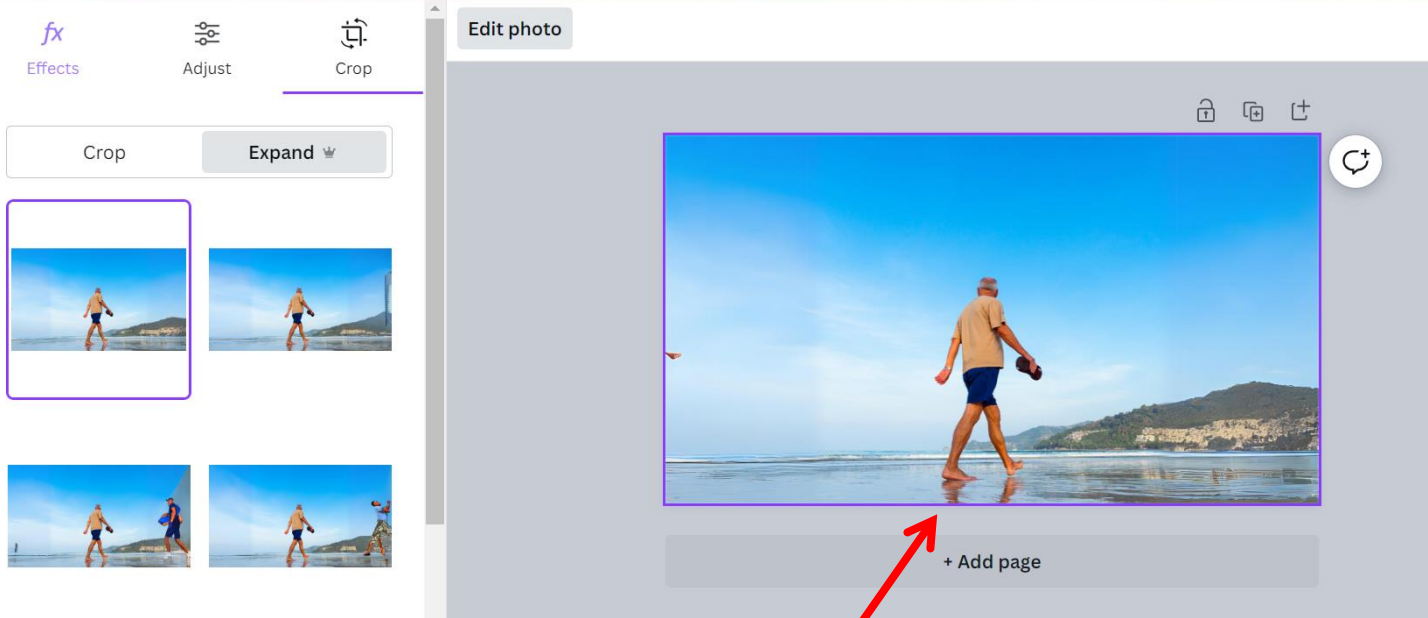
Using magic expand it egg is now a landscape image with everything in proportion

Grab text – isolate and manipulate any text that is in an image
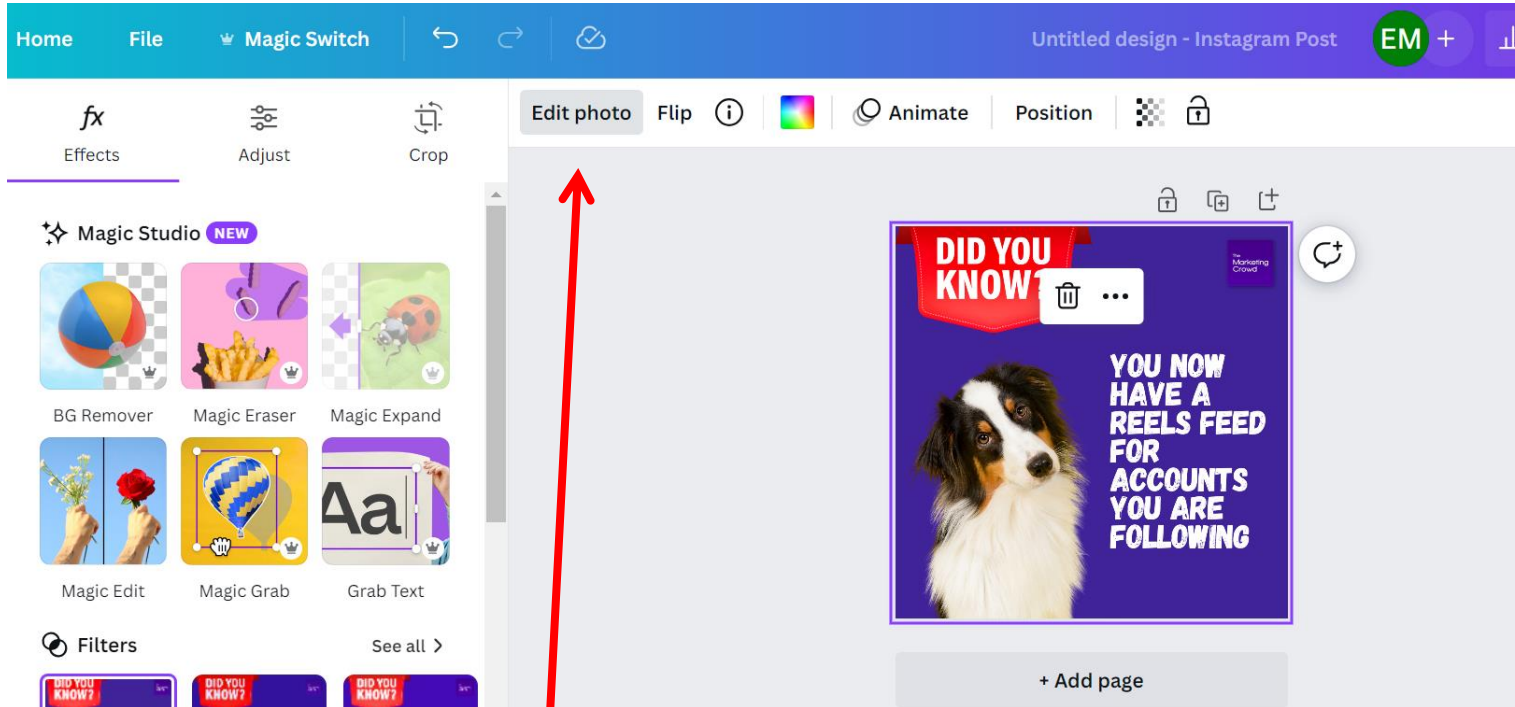
Perhaps you have an image that was designed for you in the past and you now want to reuse it and change some of the text. Normally you cannot edit / change text in an image unless you have the original design file

Now with Canva Grab text you can.
Click on your image, then click edit photo and then Grab text

This is a Pro feature
It cannot be used by Free accounts

Grab text – isolate and manipulate any text that is in an image
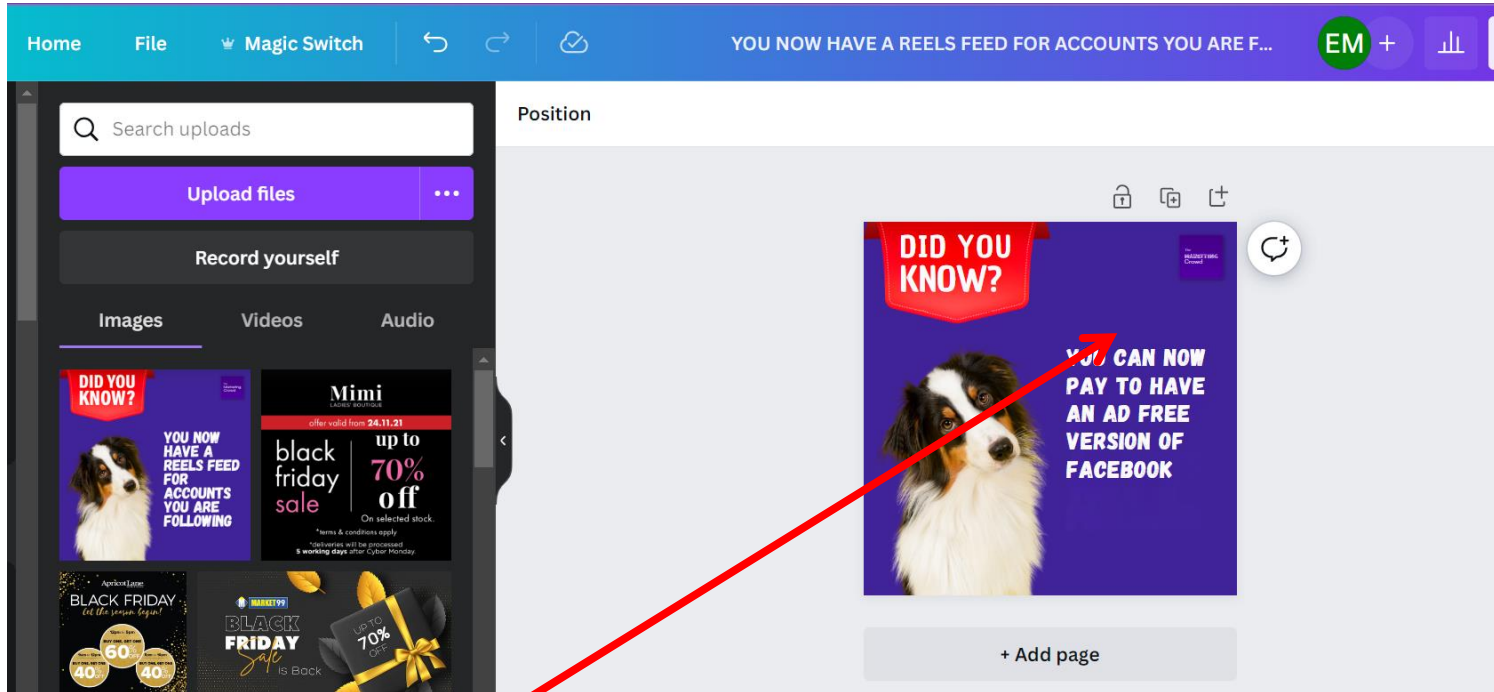
You can now edit the text boxes, change font, colour etc.

Magic switch – an upgrade to the resize feature for Pro users
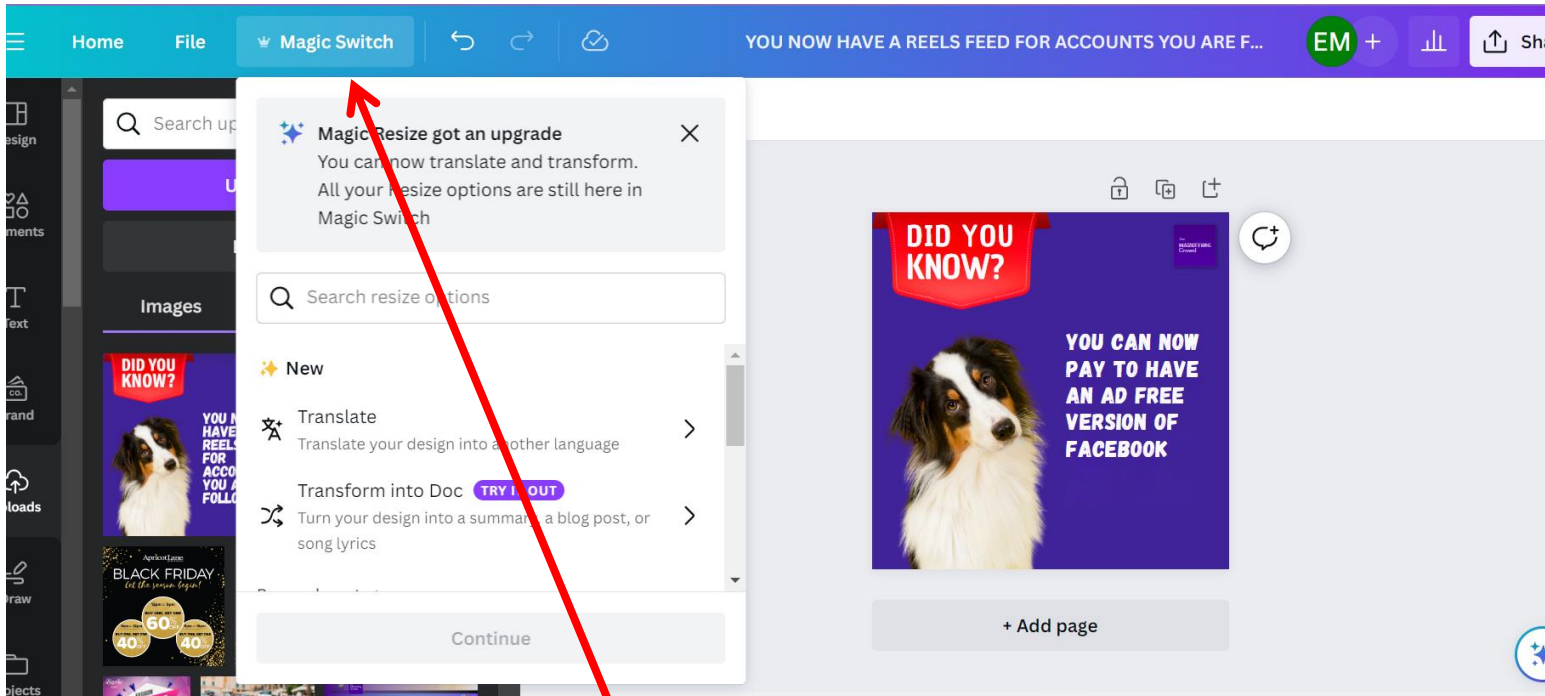
•After you create a design you might want a version of it in a different size eg. You want a portrait version for Stories.
•The resize tool has been rebranded as "magic switch" and it has new features such as translate.
•To convert to a story simply choose the option for social media and then story

This is a Pro feature
It cannot be used by Free accounts

AI Image Generation tools

Midjourney
Dalle
- Within Chat GPT plus
- Withing Bing / Co Pilot
- Within Canva

Leonardo

AI Video Generation tools

Canva - Text to video tool
Runway – text to video tool
Pika
Sora (coming soon)
Deep nostalgia - Turn an old photo into a video

How can text to video creation impact your digital marketing?

Currently when you are looking for stock videos you would go to Pixabay.com or the video library in Canva

1. As these tools become more common and powerful you can easily have short footage videos created that perfectly match what you are trying to convey. You can then overlay these footage videos onto your main video.
2. In 2024 video creation tools are very likely to be incorporated directly into TikTok and Reels and so as you are about to create a video you can customise your own videos

Canva Magic media – Text to video generator
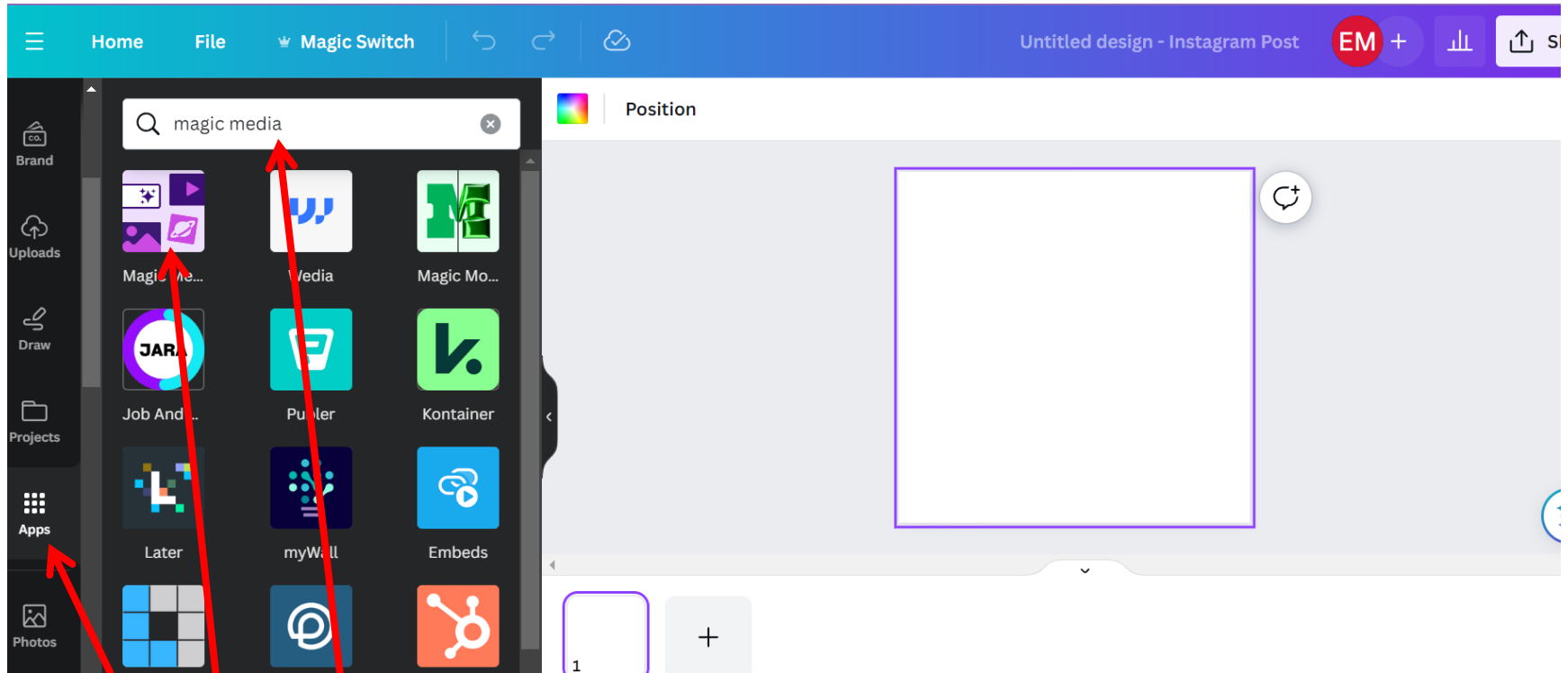
Create a short video by describing it
- Select your canvas shape
- On the left menu click on Apps
- Search for Magic Media
- Click on Magic media

This is a Pro feature
However, free accounts can use it 5 times for free

Magic media – Text to video generator
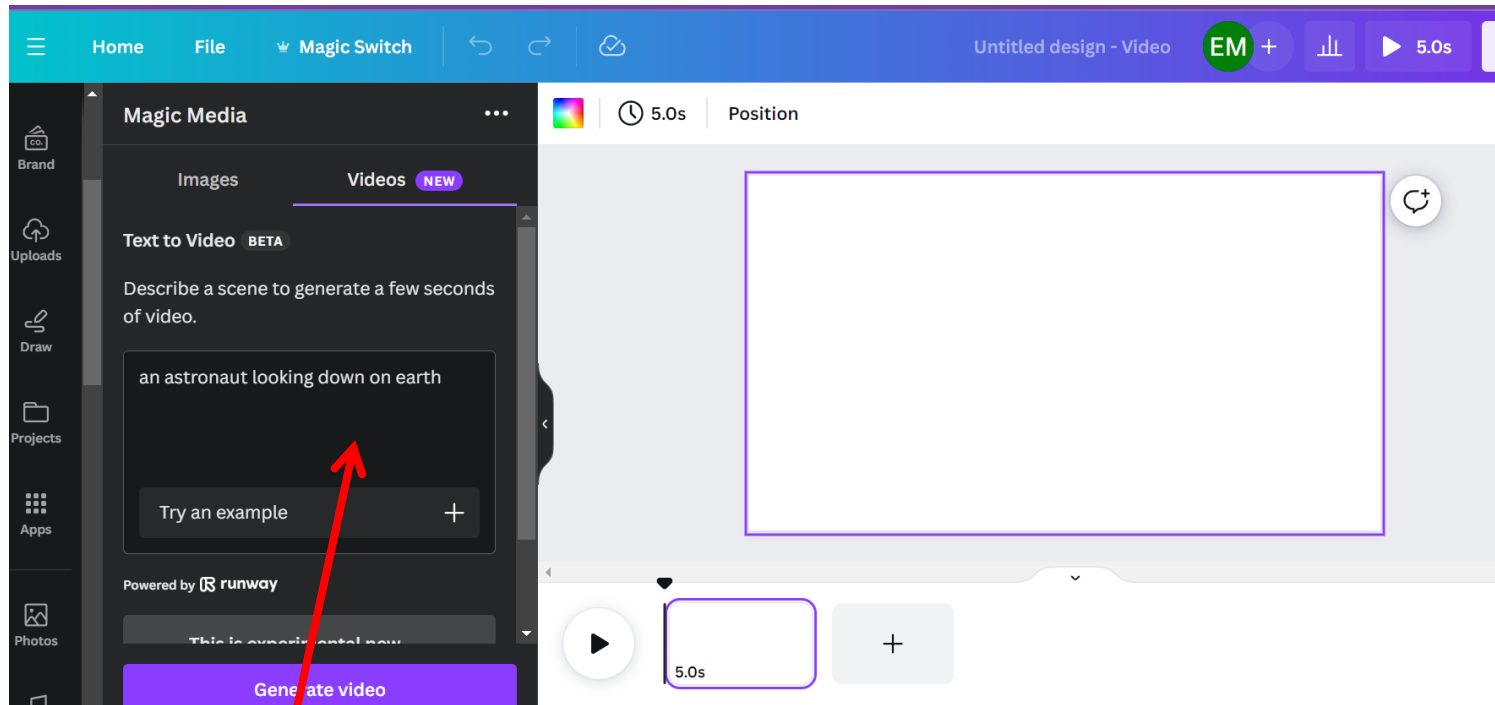
Click on Video to indicate you want to create a video
Type in your description. Be as descriptive as possible
Click generate

Magic media – Text to video generator
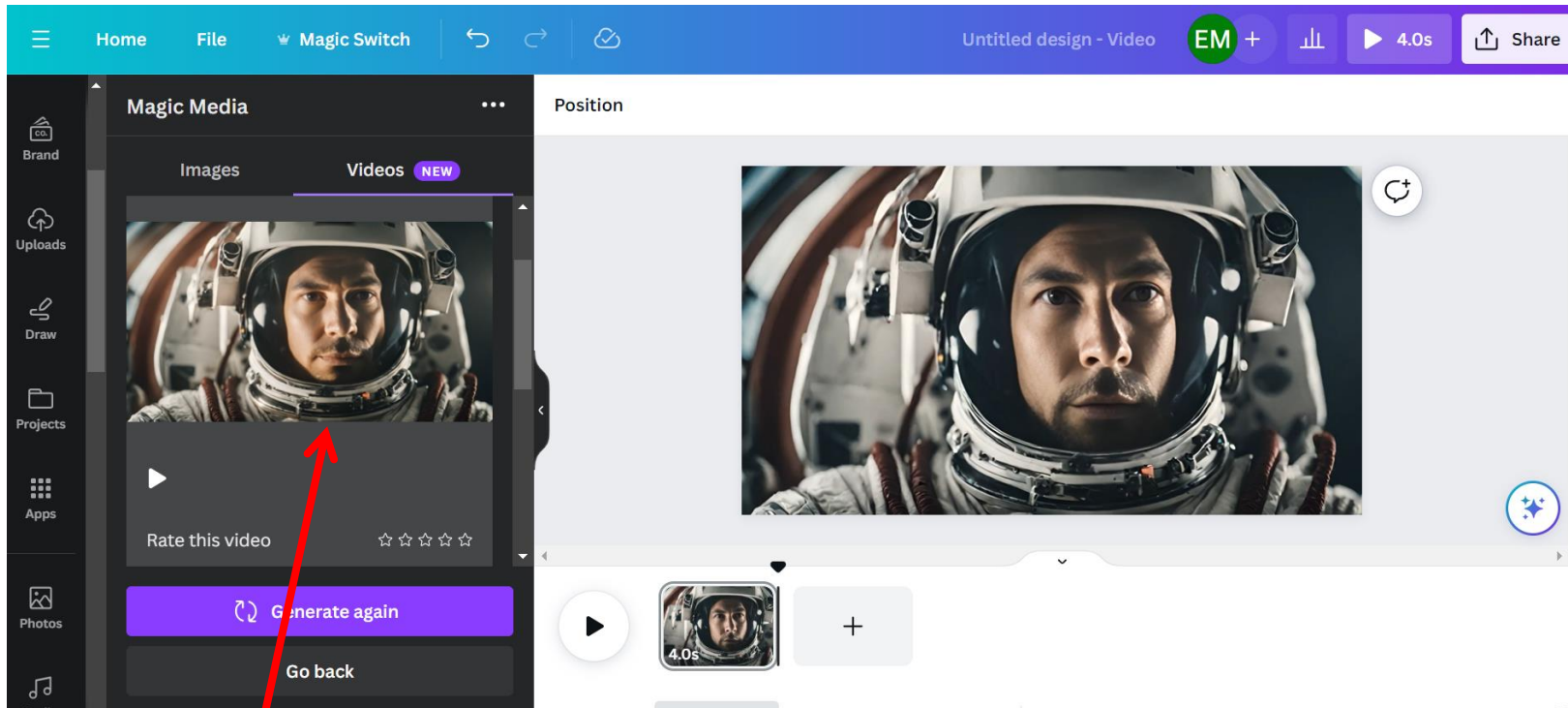
When your video is generated simply drag it down onto the timeline
Your video will be 5 seconds long
Click generate again if you want a different version. When you do it uses one of your credits

Magic media – Text to video generator
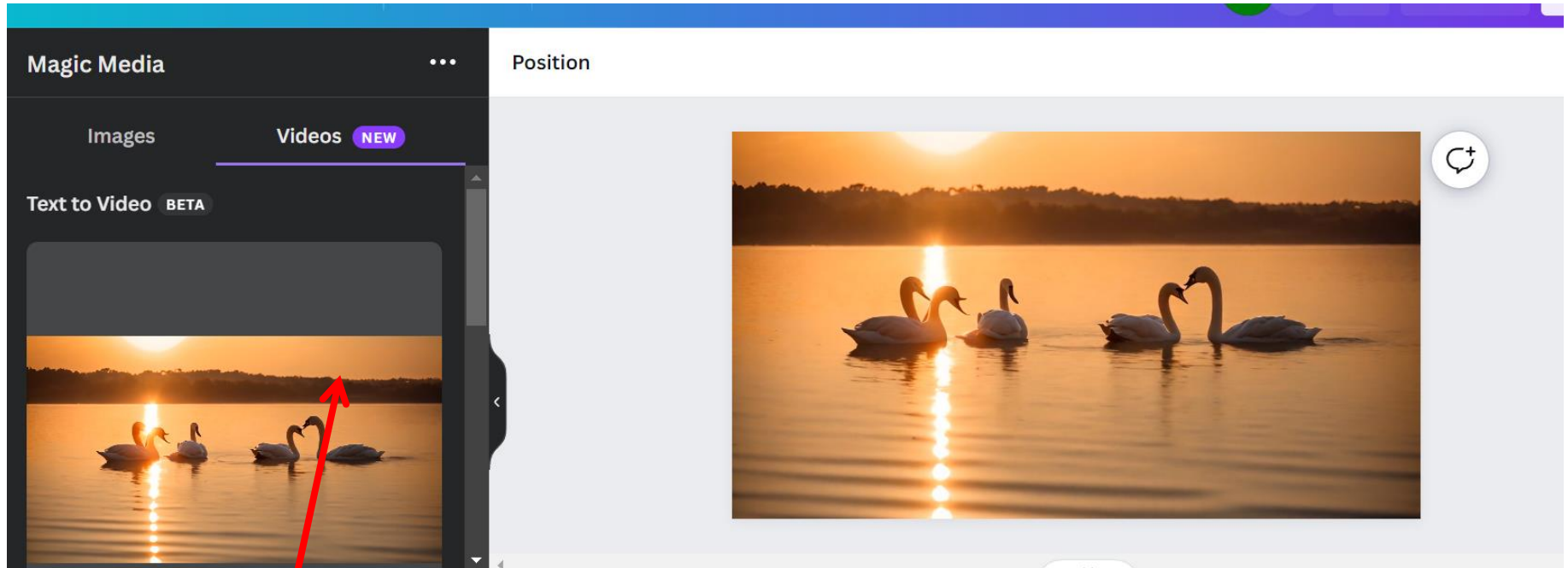
Based on the prompt:

Create a video of a beautiful sunset on a lake. There are swans on the lake

I do not think the quality of the videos created on Canva is currently good enough for your marketing. However, they will be improving it so check it every now and then

Runway

Runway is the leading AI video creation tool and I would definitely use this rather than Canva

You receive free credits to try making videos using Runway
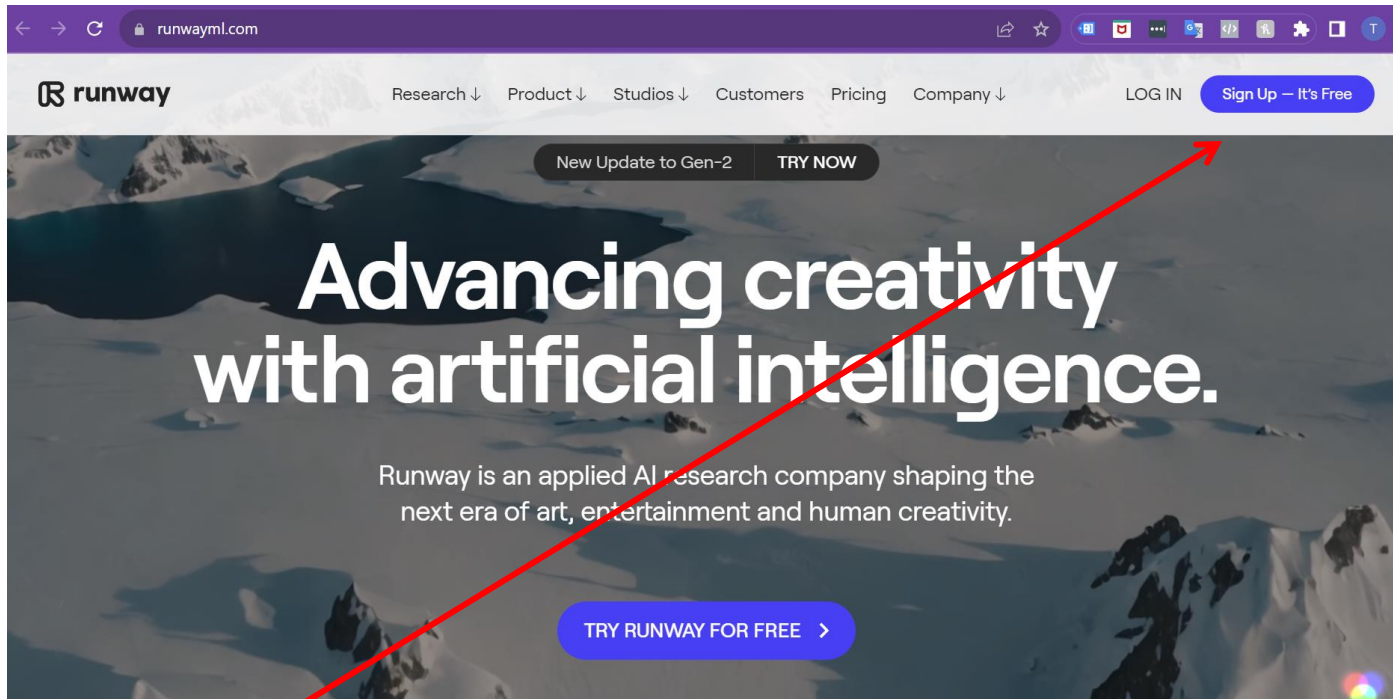
Runway

Go to runwayml.com or search for Runway ML in Google
Sign up for a free account and you will be able to test their tools for free
Then login

Runway

runway

Research ↖ Product ↓ Studios ↓ Customers Pricing Company ↓   LOG IN   Sign Up — It's Free

Free Forever

Sign up

$12 per user per month

max. 5 users per workspace
billed annually as $144

Subscribe now

$28 per user per month

max. 10 users per workspace
billed annually as $336

Subscribe now

$76 per user per month

max. 10 users per workspace
billed annually as $912

Subscribe now

✓ 125 credits ⓘ

✓ Can't buy more credits

✓ Can't upscale resolution or remove watermarks on Gen-1 and Gen-2

✓ Gen-1 (Video to Video) up to 4 sec

✓ 625 credits/month ⓘ

✓ Credits reset to 625 every month starting from your subscription date. Buy more as needed

✓ Upscale resolution and remove watermarks on Gen-1

✓ 2250 credits/month ⓘ

✓ Credits reset to 2250 every month starting from your subscription date. Buy more as needed

✓ Upscale resolution and remove watermarks on Gen-1

✓ Unlimited video generations

Includes all Pro Plan features, plus:

✓ Unlimited generations of Gen-1 and Gen-2 in Explore Mode at relaxed rate ⓘ

✓ Credits (with no rate ⓘ

With the free account you receive 125 credits
This gives you approx 6 four second videos

Runway
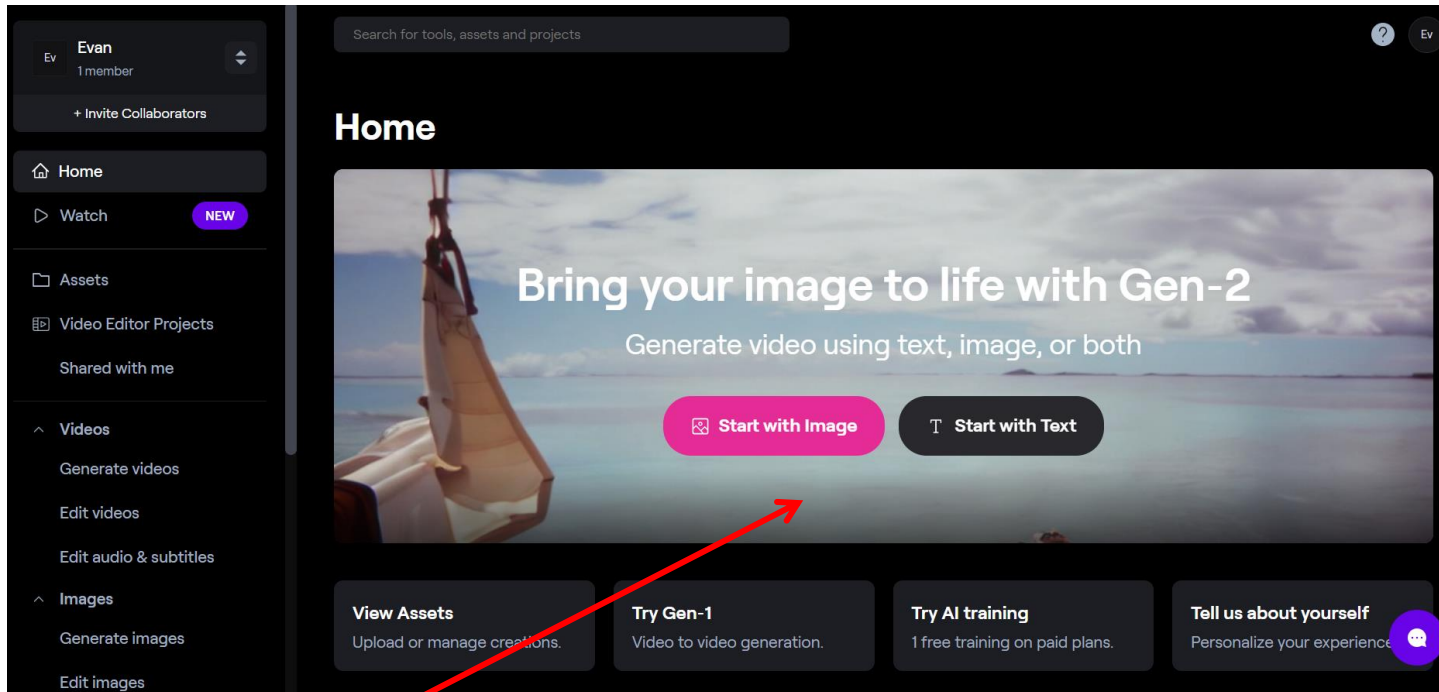
You can create a video based on an image or based on a text prompt

Note – you have 125 free credits. Each second of a video uses 5 credits

Runway
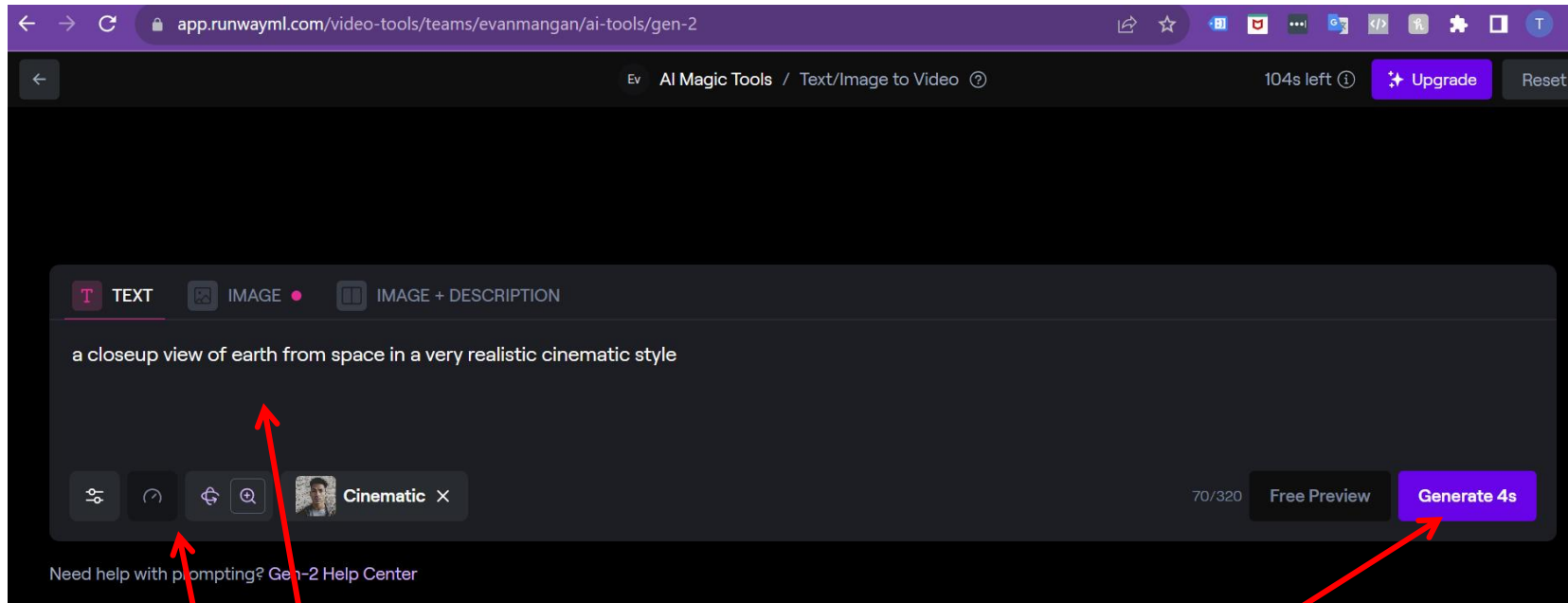
Write a detailed prompt. Start with what you want to see and then add detail about style eg. Cinematic or 3 d cartoon

You can choose to have the camera pan or zoom in your video. You can also specify the style from a drop down. Also try free preview and it might show you a free image before generating the video (depending on how busy the servers are)

Runway
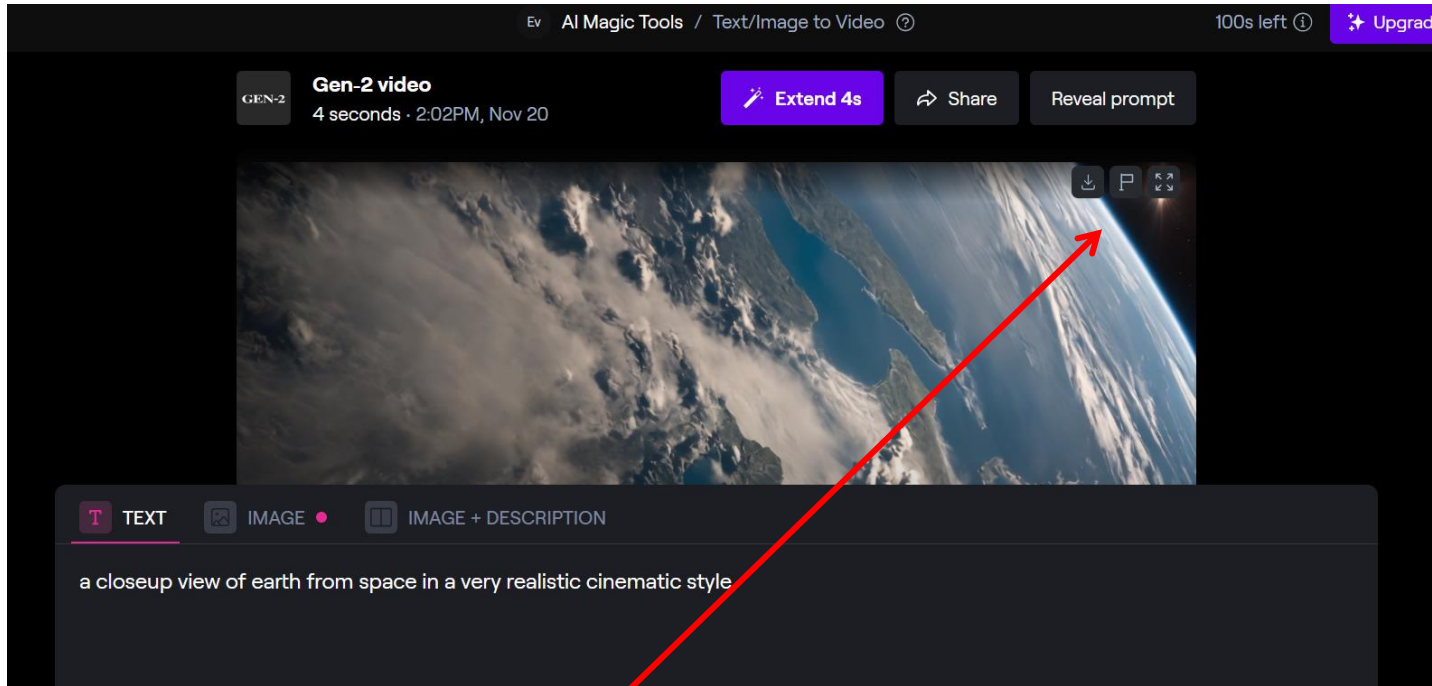
It creates a 4 second video within a minute or two

You can expand to view the video full screen

You can download your video

Runway
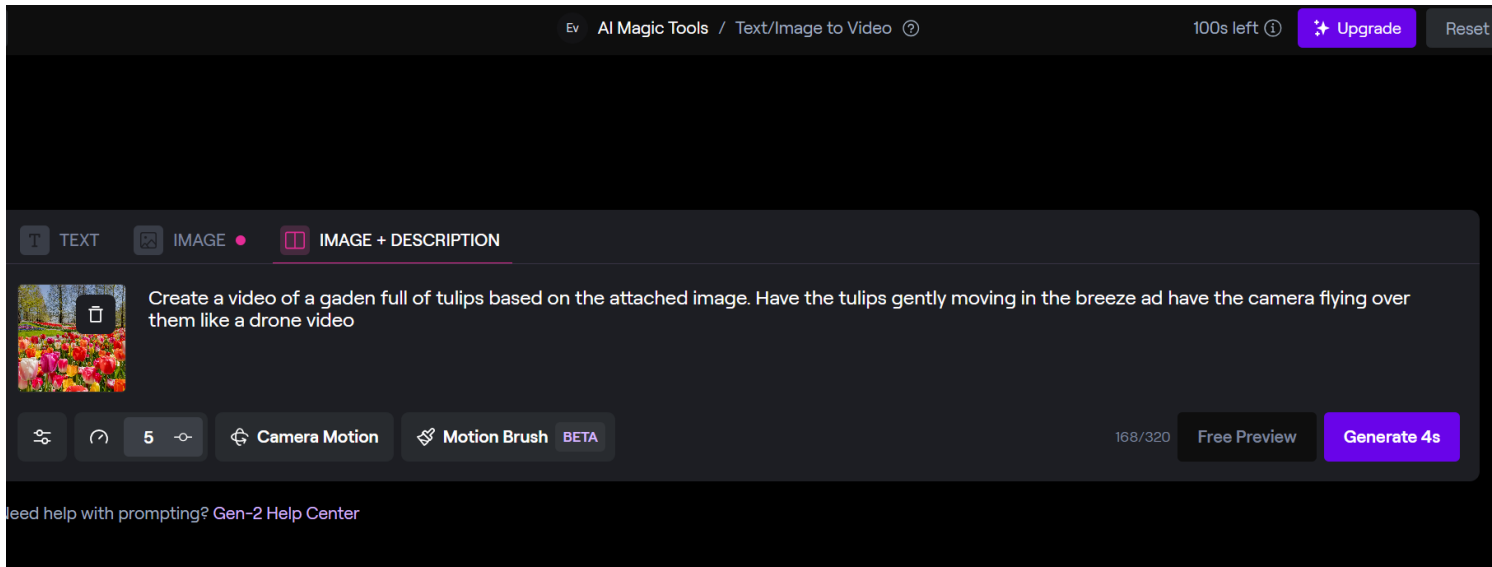
You can also create a video based on an image and text prompt
Select the option for create video based on image
Attach the image
Add your detailed text prompt

Runway
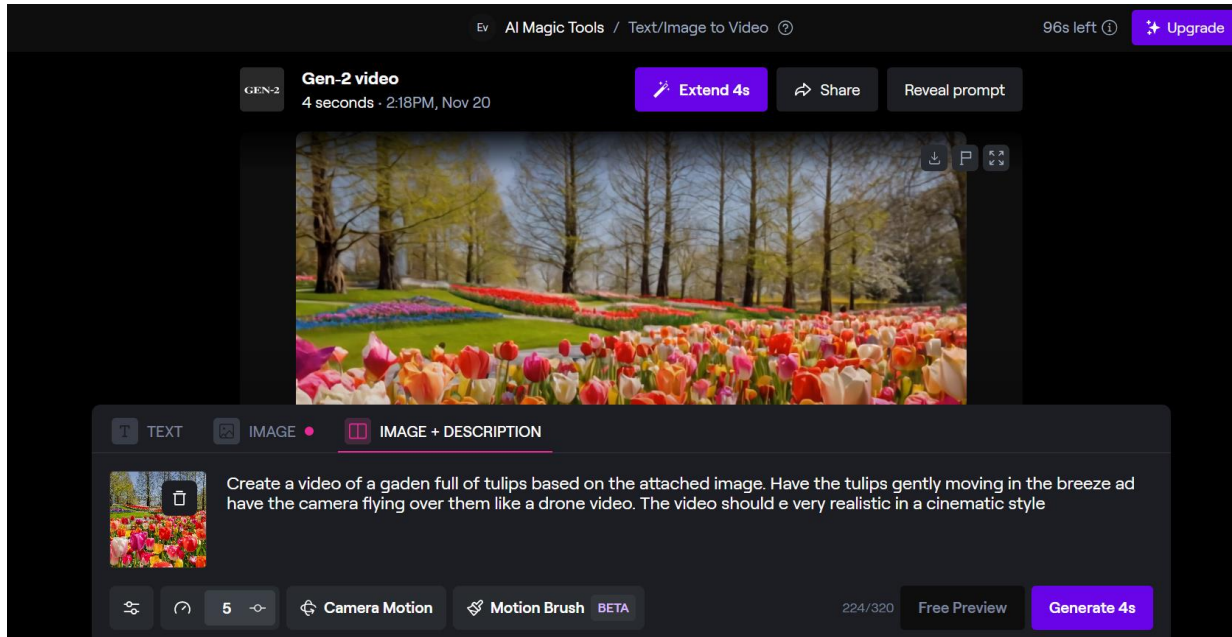
Your video will be created and you can download it.

Pika

Go to https://pika.art/hom

Sign up for a free account

Pika

You can use the free plan

Pika
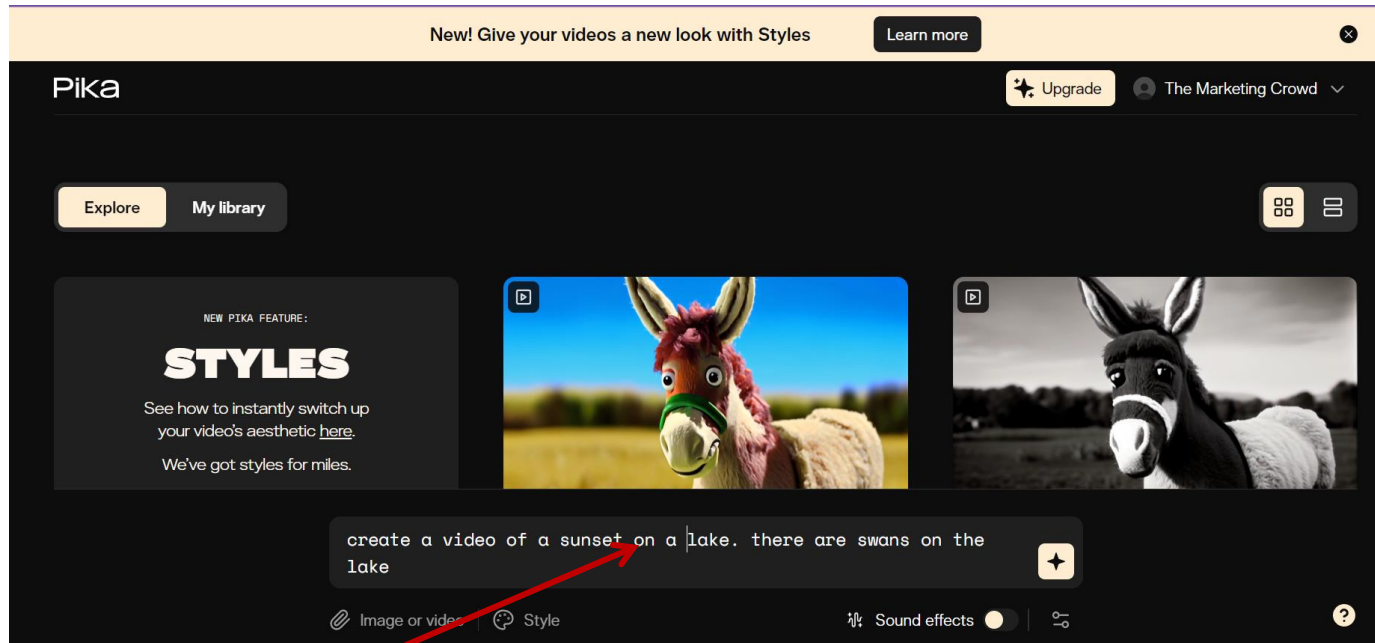
Type in your prompt and hit enter

Sora – Will be launching soon from Open AI and looks amazing
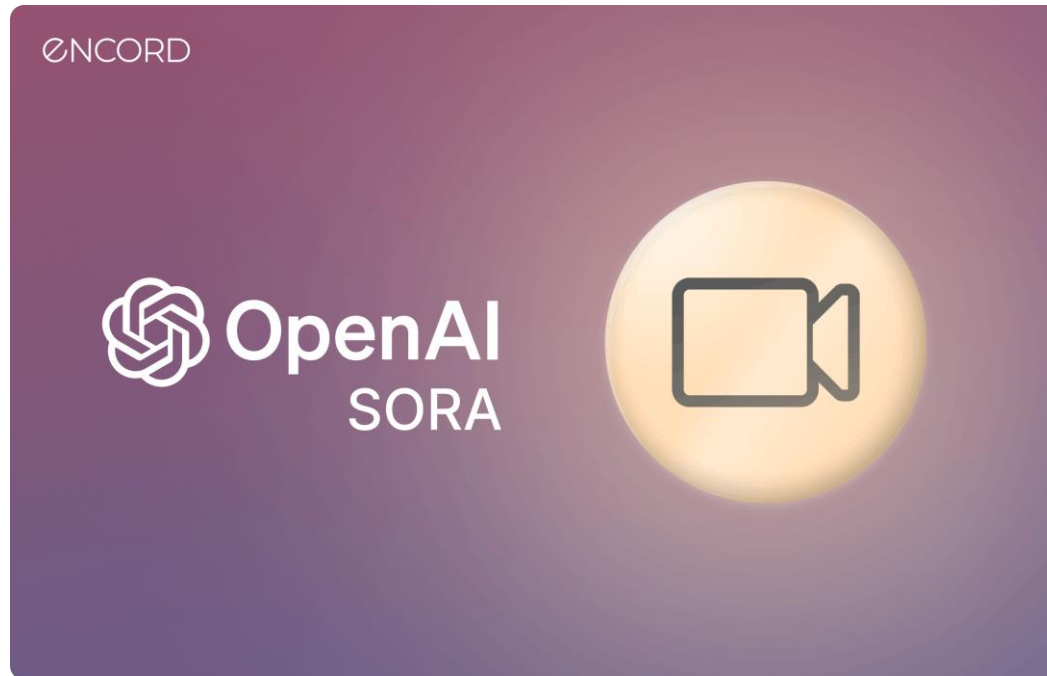
Based on a text prompt it will generate 60 second videos
Currently in beta with high profile youtubers / creators

You can see examples of what it creates here https://openai.com/sora

The pace at which AI tools are improving is very fast

This is the difference between an image created using Dalle 2 and Dalle 3 – the difference was just a few months

Video, Voice and Avatar creation will improve hugely over the next 12 months

The pace at which AI tools are improving is very fast

AI videos were VERY basic 12 months ago

Sora videos now look very high quality

Deep Nostalgia - Turn an old photo into a video
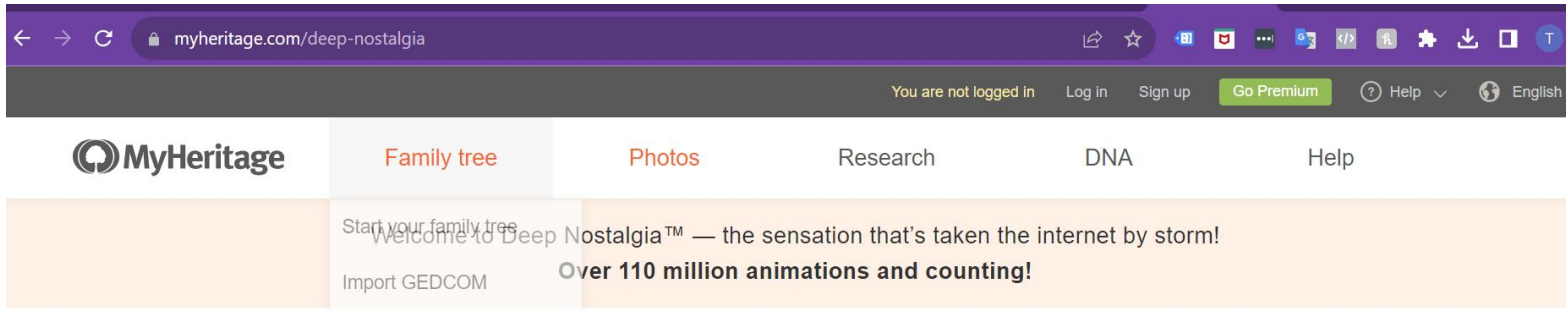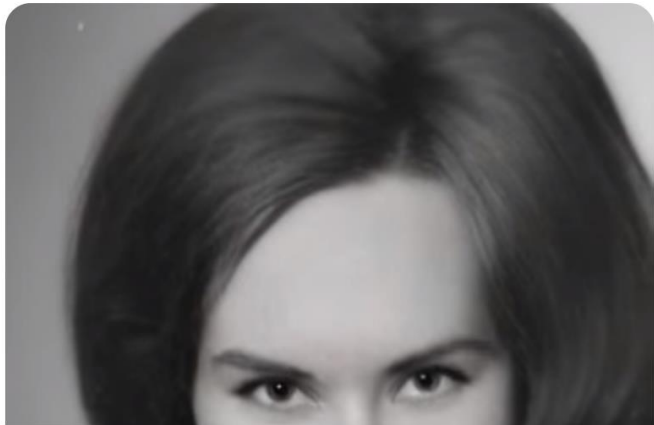
Do a Google search for "Deep Nostalgia My Heritage" and click on the result
Create a free account
Upload an image of a person
The AI will then bring the photo to life.

What we will cover

AI tools to generate Avatars
Synthesia.io

AI Voice generation tools

11 labs - for AI voice overs

How can AI video avatars impact your digital marketing?
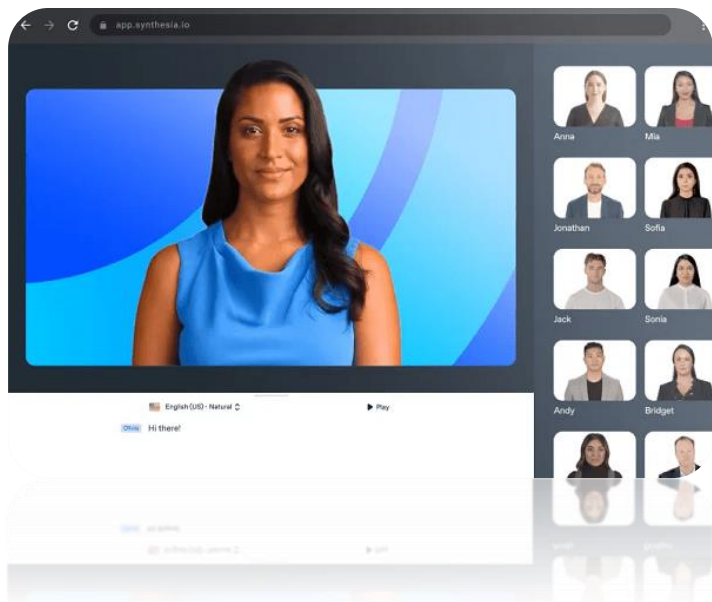
Perhaps you want to make ...

•**Educational / training videos**
•**Customer service videos explaining how your product works.**
•**Website videos that explain how your product works**

Currently if you want a person speaking in your video you need have all of the equipment and then shoot the video, including lots of takes

With an AI video Avatar you can choose the person that you would like to speak in your video and provide the text. That AI person will then speak it in the video – no need for recording equipment etc.

The person can also speak it in any language you want.

Synthesia – Create an AI video Avatar who will say what you type

Would you like someone speaking in your video but you don't want to hire someone or even shoot the video? You can have an AI person (avatar) say what you want in a video

Search for Synthesia.io or click on this link https://www.synthesia.io/

Signup for a free account and then sign in

To try this service, on the homepage click on Create a free Avatar

Synthesia – Create an AI video Avatar who will say what you type

Type in the text that you would like the Avatar to speak
Click generate free AI video
It will then ask you to filling your name and email address

They will then send you an email (within 10 mins) with a link to your video

Synthesia – Create an AI video Avatar who will say what you type
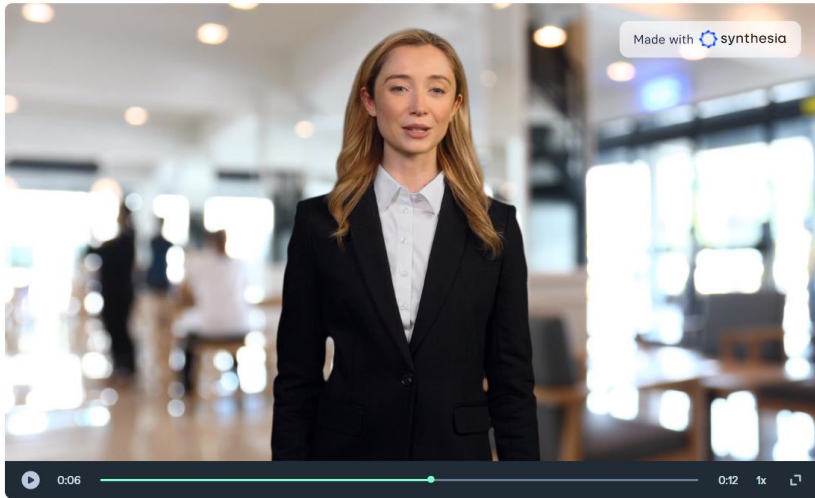
Click this link to view the sample video
https://share.synthesia.io/914b6cd6-d476-4a5c-9cf1-03005f338818

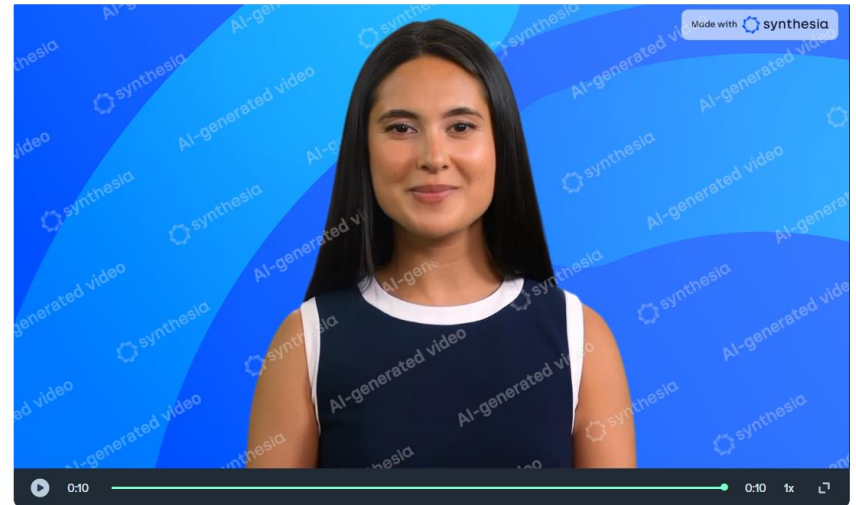Click this link to view the sample video
https://share.synthesia.io/5141d1e1-a4bc-4238-95d2-ac6acb1eb403

Synthesia – Create an AI video Avatar who will say what you type

Starter · Yearly, -25%

Ideal for individuals just starting out with video creation.

€ **20** /month

€240 billed yearly. **Pay monthly →**

Create account now

- ✓ 1 editor & 3 guests ⓘ
- ✓ 120 minutes of video/year ⓘ
- ✓ 70+ AI avatars ⓘ
- ✓ 120+ languages and voices ⓘ
- ✓ AI script assistant **New!** ⓘ
- ✓ Built-in screen recorder ⓘ
- ✓ Image, video & music uploads ⓘ

They have 140 avatars to choose from
They have over 120 voices and accents

So, if you wanted to use an Avatar in your marketing videos, for $20 a month you can have 2 hours of video a year
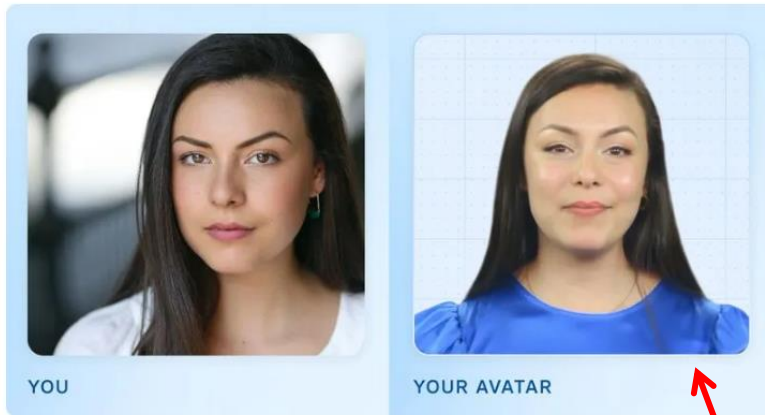
For $59 / mth you get 6 hours of video

€ **59** /month

€708 billed yearly. **Pay monthly →**

Create account now

- ✓ 1 editor & 5 guests ⓘ
- ✓ 360 minutes of video/year ⓘ
- ✓ 90+ AI avatars ⓘ
- ✓ 120+ languages and voices ⓘ
- ✓ AI script assistant **New!** ⓘ
- ✓ Built-in screen recorder ⓘ
- ✓ Image, video & music uploads ⓘ

Synthesia – Create an AI video Avatar who will say what you type

What is a custom avatar?

A custom avatar is a realistic digital version of yourself. Designed in the same style as our stock avatars, they capture your unique likeness. With custom avatars, you can create personalized videos in 120+ languages.

Synthesia also provides the technology to create a Custom Avatar based on your self

https://www.synthesia.io/features/custom-avatar

See an example in this YouTube video
https://youtu.be/9YrYF0wpisg?si=zbS5MtQCL1wwW37c&t=244

Synthesia – Create an AI video Avatar who will say what you type

GET STARTED

Which custom avatar is right for you?

Webcam AI Avatar	Studio AI Avatar
A cost effective solution	Professional-quality avatar
Record from your laptop	Upload studio recordings
720p max. resolution	1080p max. resolution
Chest up framing	Choice of framing
1 free avatar in Starter plan (annual)	Paid add-on feature
Ready in 5 business days	Ready in 10 business days

1. You can create an Avatar of yourself by providing some footage using your web cam
- You get one Avatar of yourself with the Starter plan ($20 a month)
- However, you cannot add your own cloned voice to this – an Ai voice will be used.

2. You can provide a professional studio quality video (you need to provide this)
- Only available on the enterprise plan. Estimated at €1000
- You can add your cloned voice to this

What we will cover

AI tools to generate Avatars
Synthesia.io

AI Voice generation tools

11 labs - for AI voice overs

How can AI voices impact your digital marketing?

I think AI Voice creation will lag behind image and video generation but you will start hearing more about it.
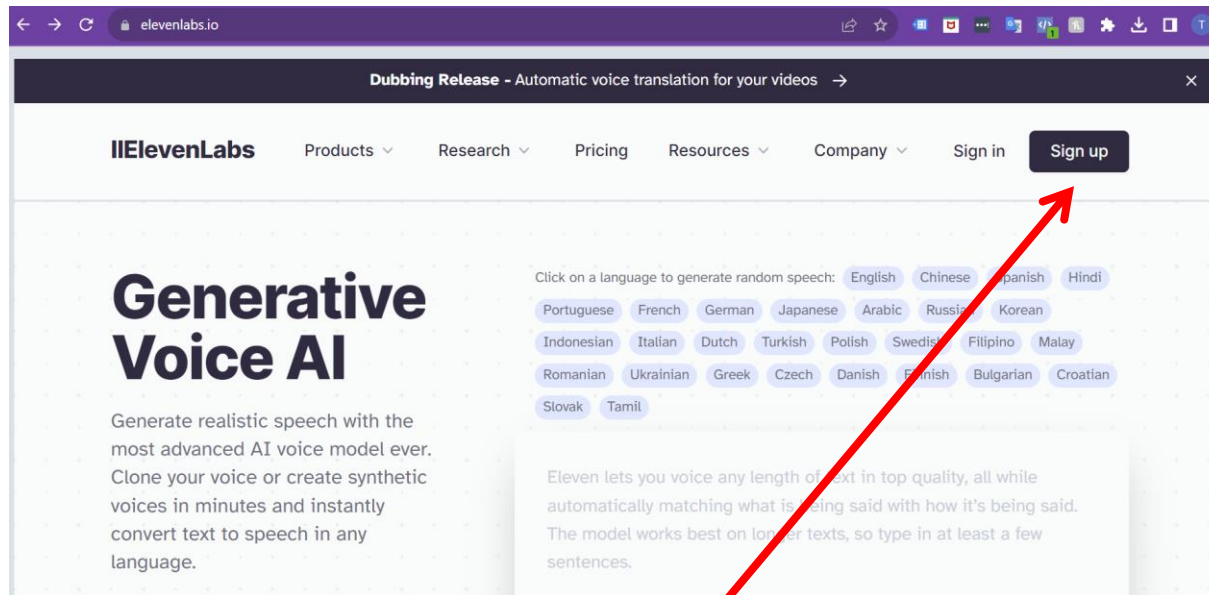
1.   If you want a professional voiceover for a video

Currently you would either record your own voice and add it as a voiceover in a video or your would commission a voice over artist.

With either of these you would need to re record it in a foreign language if you wanted to

With AI voices you can simply choose a voice that you like, type what you want and it will say it. You can add it to your video

And if you want that voice saying it in a different language it will translate it and say it in any language you want. .

Eleven Labs – Create AI voiceovers

Do you want to generate a professional voiceover for a video?
Or would you like to clone your own voice?

Search for Elevenlabs.io or click on this link https://elevenlabs.io/

Signup for a free account and then sign in

Eleven Labs – Create an AI voiceover
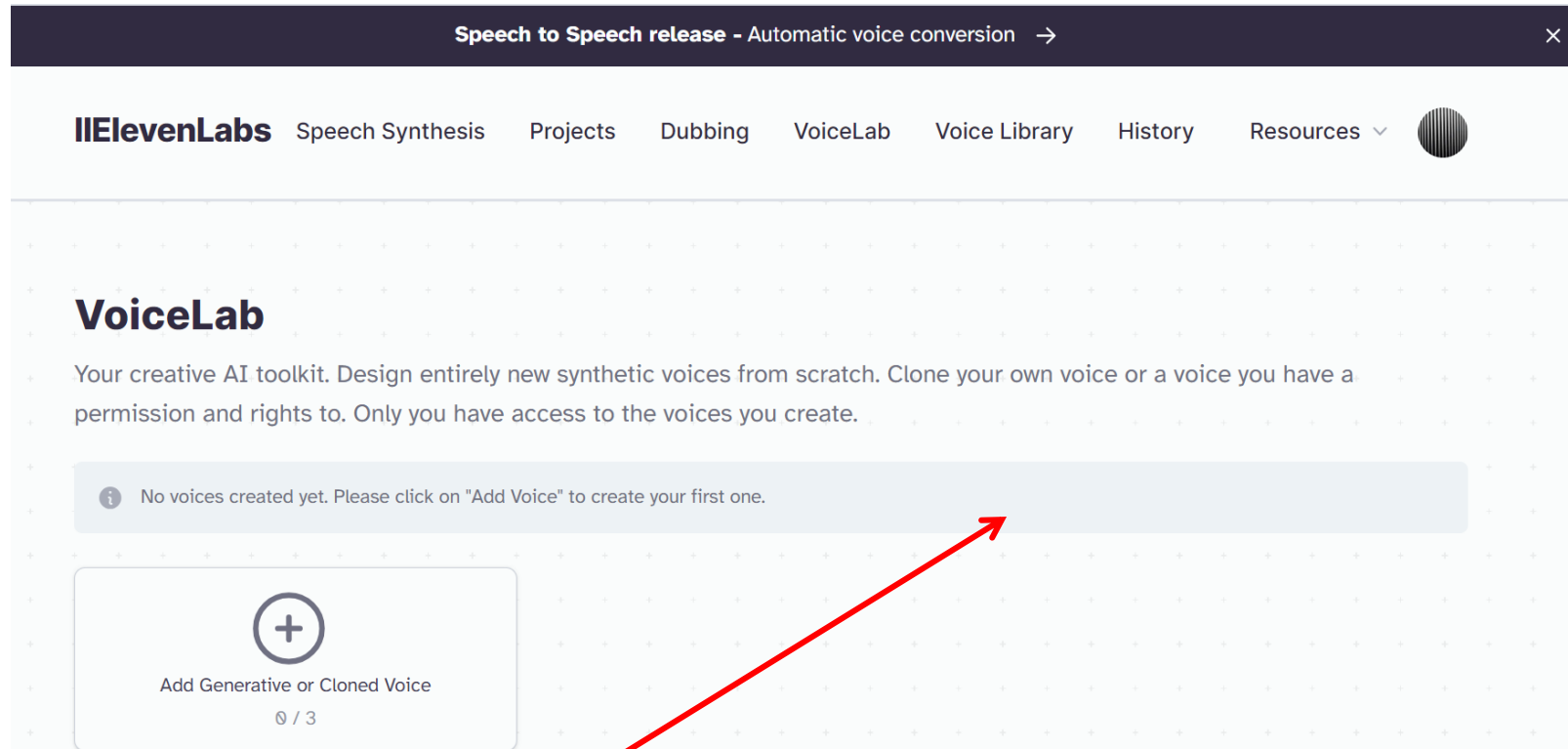

On the homepage you can get a feel for what their AI voices could do for you in terms of a voiceover

1. Choose your language
2. Type what you would like said
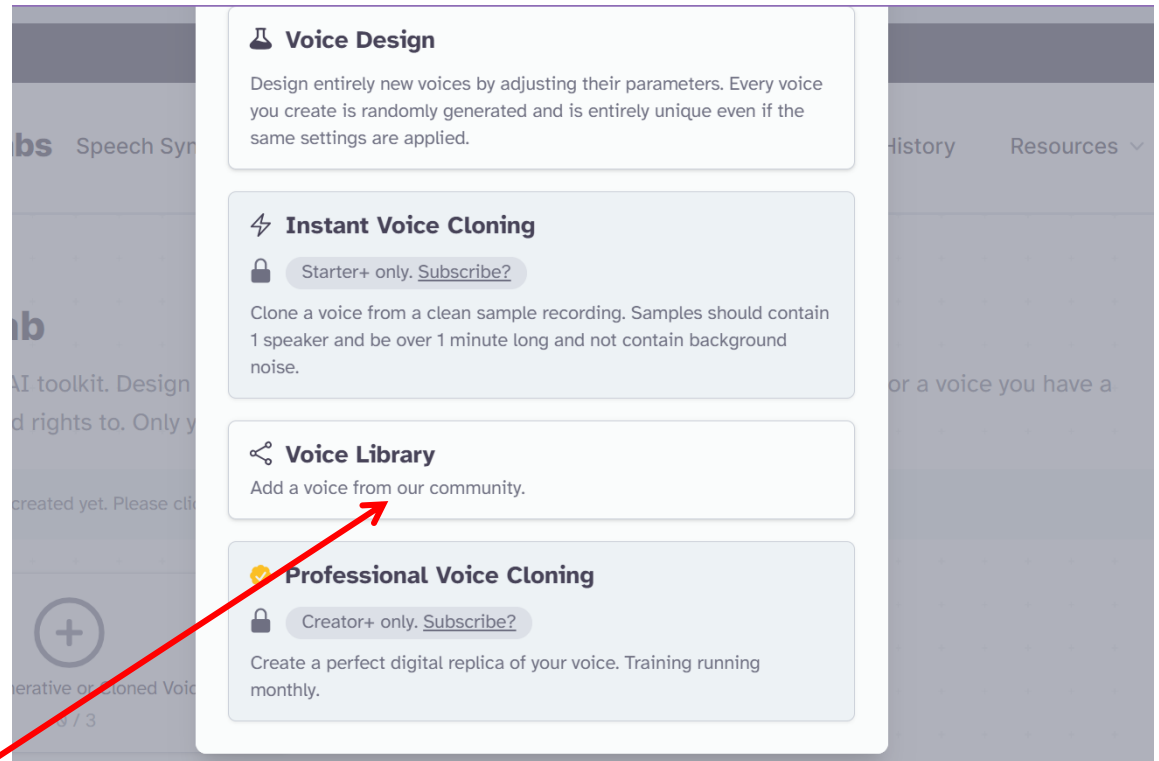3. Then choose a voice from the dropdown and click play.

Eleven Labs – Create AI voiceovers

To create a free voiceover   ....When you are logged in click on Voice Lab
Click on the +

(note – your free plan allows you to create a voiceover using 10,000 characters per month)

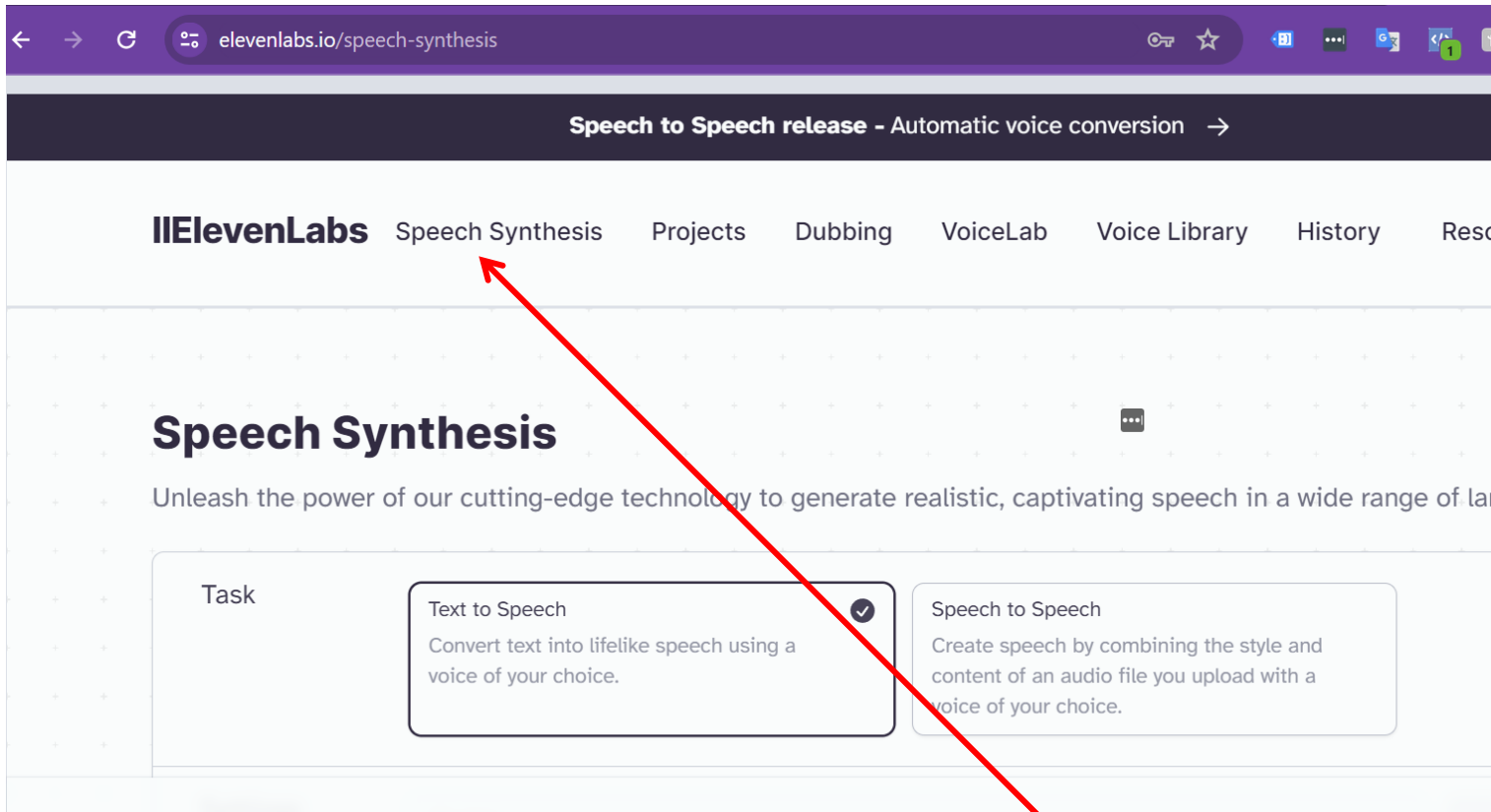# Eleven Labs – Create AI voiceovers

If you are on the free plan you can browse the voice library and create a voice over based on their AI voices

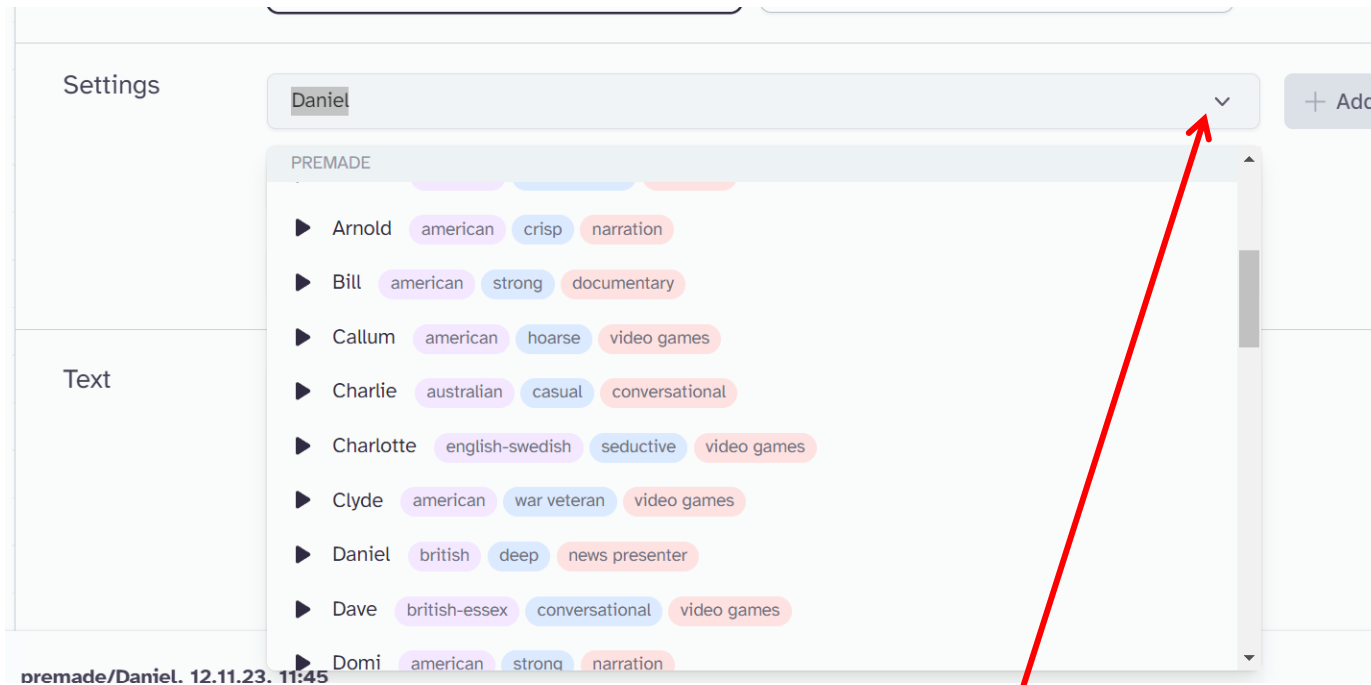However, you cannot clone your voice using the free plan.
The Starter + plan is $5 a month and you can clone your voice and use it for 40,000 character a month

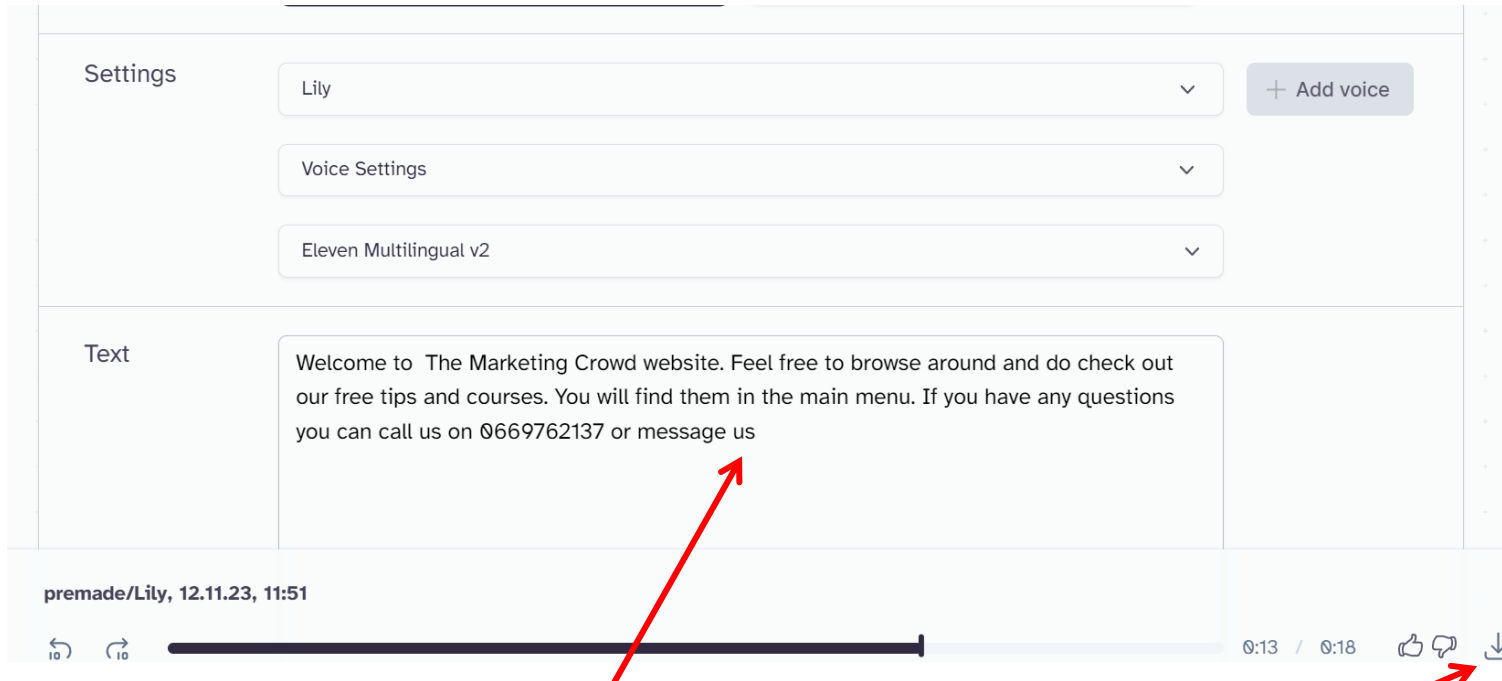# Eleven Labs – How to create an AI voice over

In order to create a Voiceover, login to your account and click Speech Synthesis

Eleven Labs – How to create an AI voice over

Click the dropdown and you can choose a voice based on gender and country

Eleven Labs – How to create an AI voice over

Type in your text and click generate

Then click play to listen to your Voice Over
You can also download it by clicking the download icon