

A large, glowing 'AI' in the center of the image, set against a dark background with a circular fiber optic pattern. The 'AI' is composed of bright blue and white lines. The background features a circular arrangement of fiber optic cables, with light reflecting off their surfaces, creating a starburst effect. The overall color palette is dominated by dark blues, purples, and bright whites from the fiber optic lights.

AI

**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

Canva Dreamlab

AI image editing tools in Canva

AI Video Generation tools

Runway – text to video tool

Pika

Sora

CapCut desktop – Video aid tools

Deep nostalgia - Turn an old photo into a video

What we will cover

AI tools to generate Avatars

Synthesia.io

AI Voice generation tools

11 labs - for AI voice overs

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.

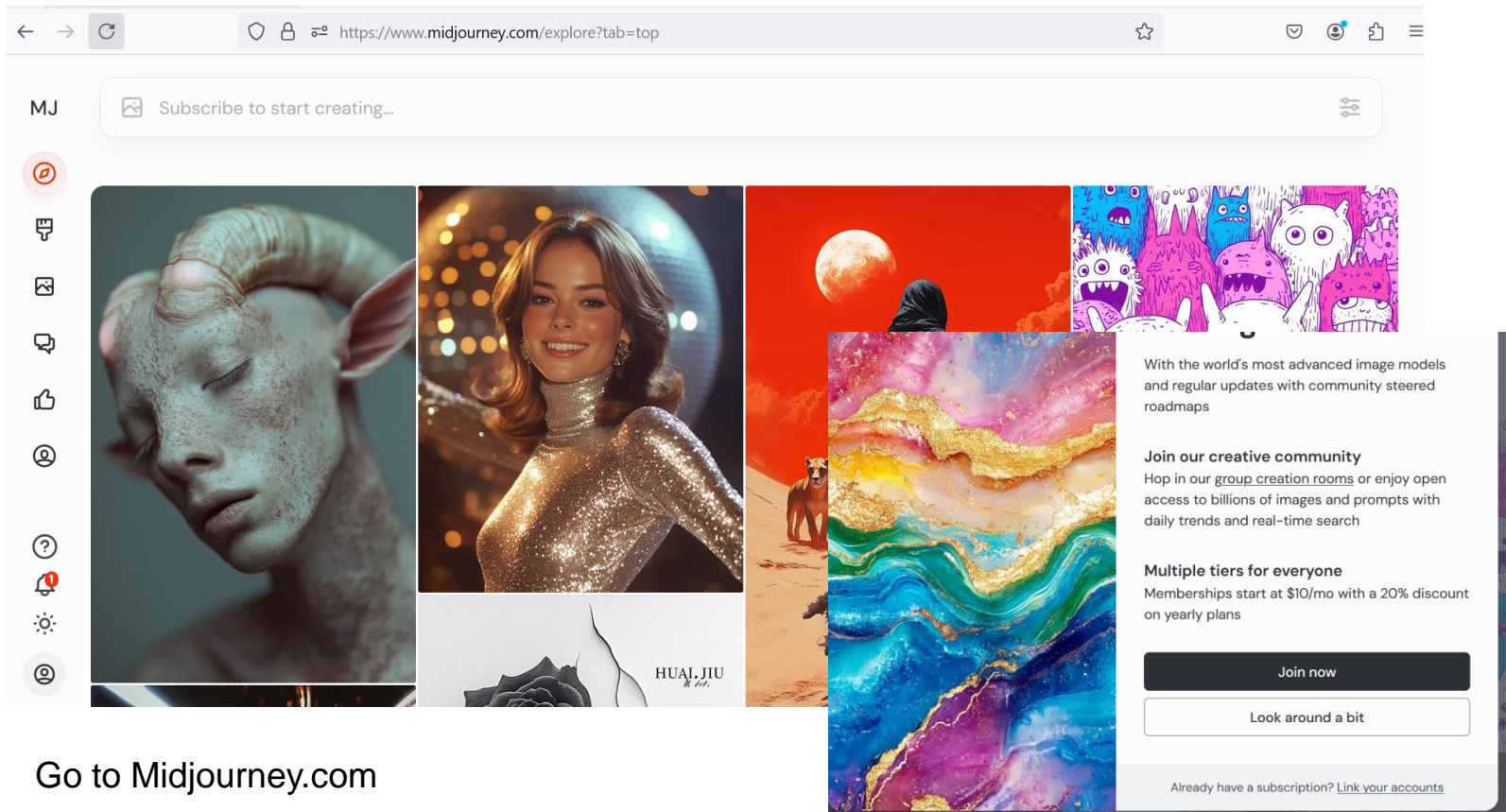
1.. It is not free to use. The cheapest plan is \$12 a month

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



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

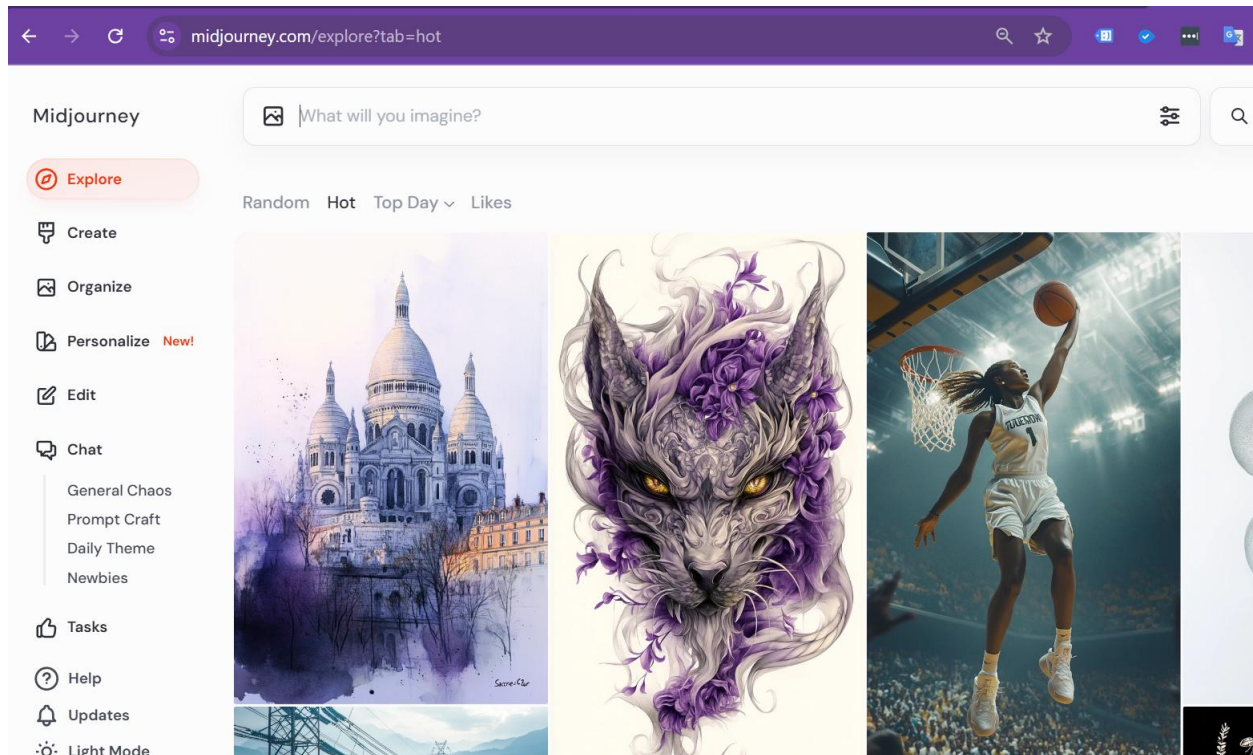
How to use Midjourney



1. Go to Midjourney.com

You cannot create images for free. You need to sign up for a paid account

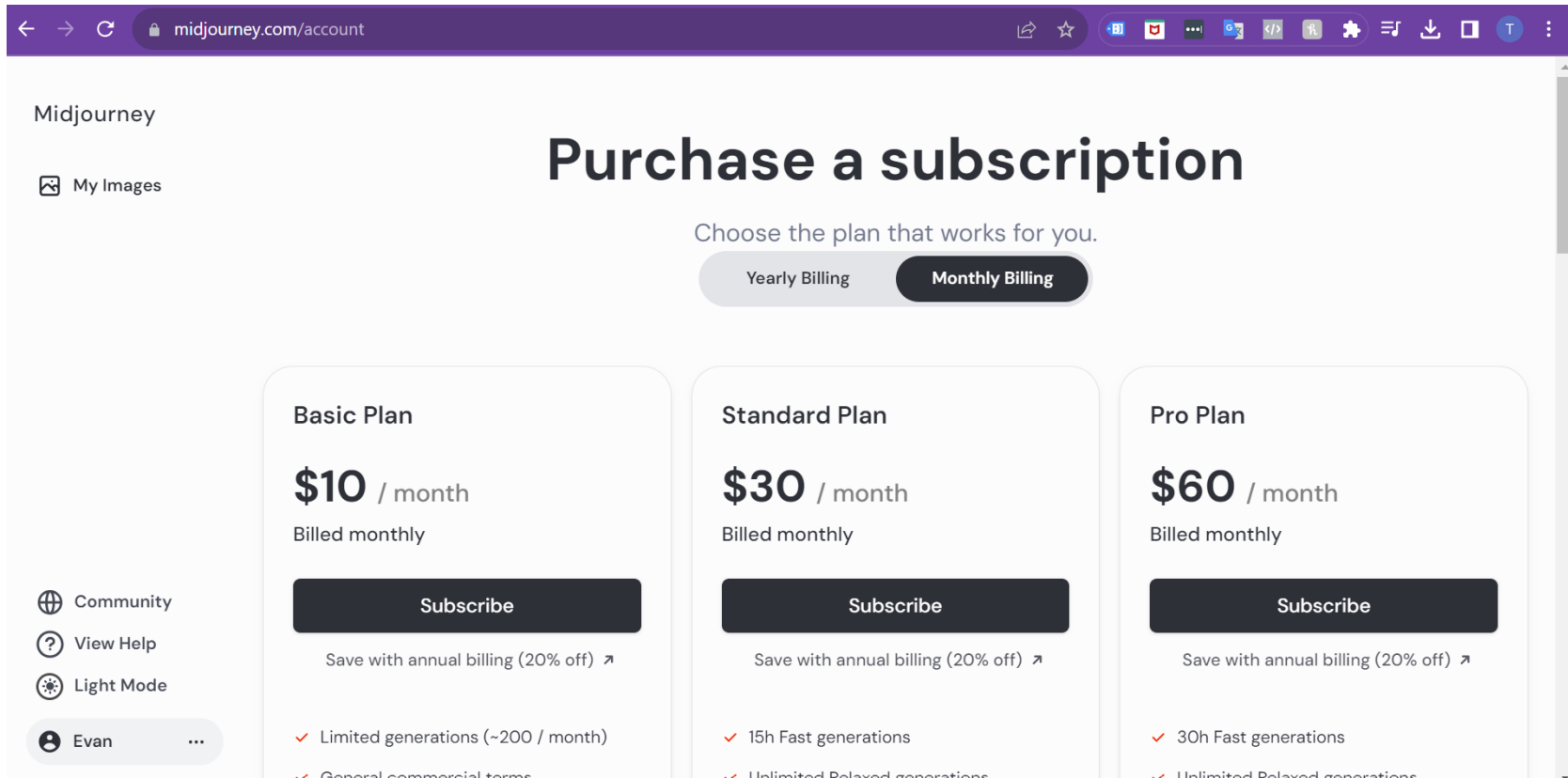
How to use Midjourney



1. Go to Midjourney.com

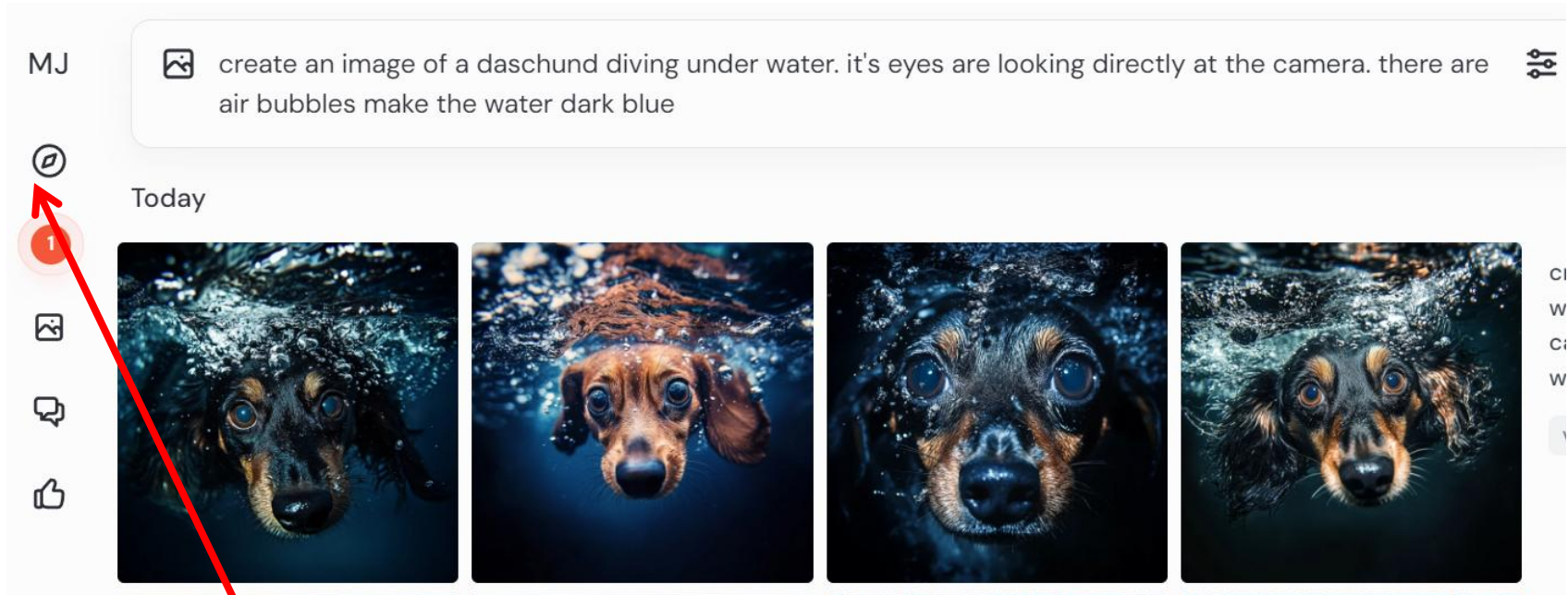
You cannot create images for free. You need to signup for a paid account

How to use Midjourney



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

How to use Midjourney



On the left hand menu click create

Then type in your prompt and it will generate 4 options for you

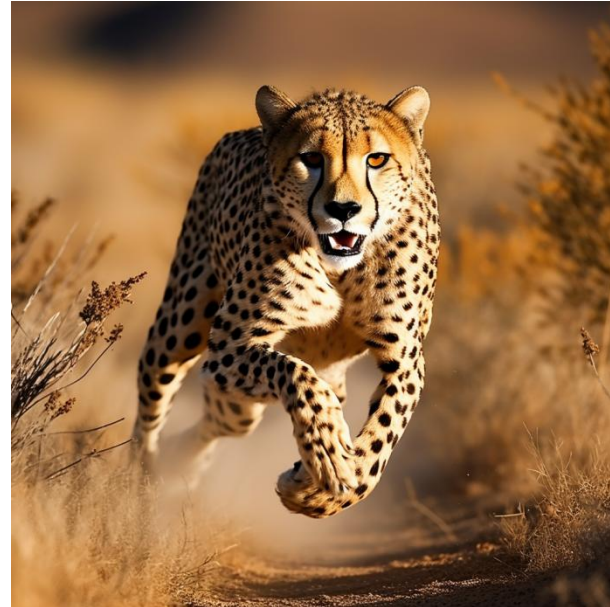
What Midjourney produced for an easy request



A Blue Ceramic Vase with Yellow Tulips

Create an image of a beautifully crafted blue ceramic vase, standing tall and elegant on a smooth, reflective surface. There are yellow tulips in the vase

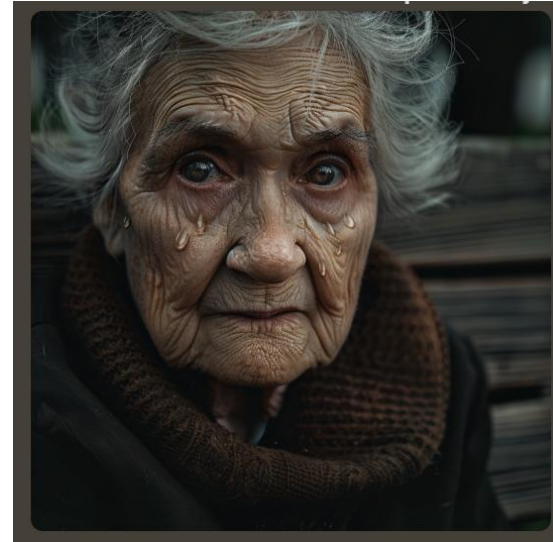
What Midjourney produced for a difficult detailed request



A Cheetah Running Through a Savannah

Envision a scene of a majestic cheetah in full sprint across the vast expanse of the African savannah

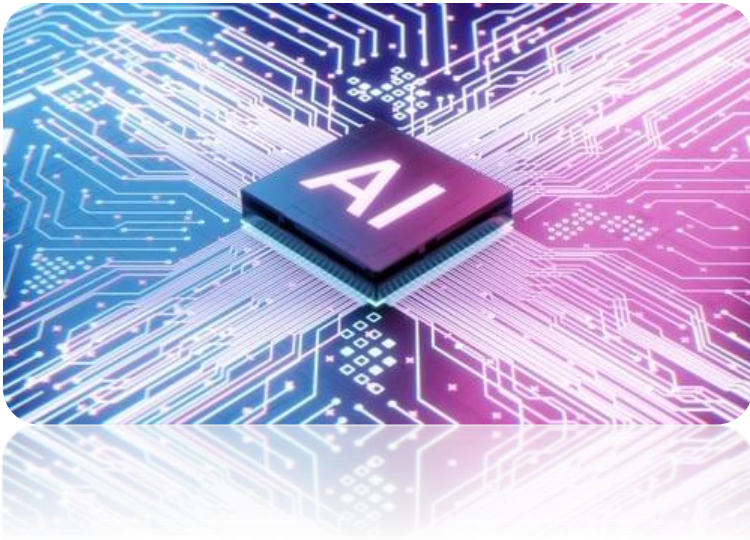
What Midjourney produced for a difficult detailed request



A sad old woman

Create a photo realistic image of an old woman aged around 80

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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The logo for DALL-E 3 is displayed on a black rounded rectangular background. The text "DALL-E 3" is in a large, bold, white sans-serif font. Below it, the OpenAI logo (a green circular icon with a white knot-like design) is followed by the text "Open AI" in a smaller, white sans-serif font. The entire logo is reflected on a light gray surface below it.

DALL-E 3

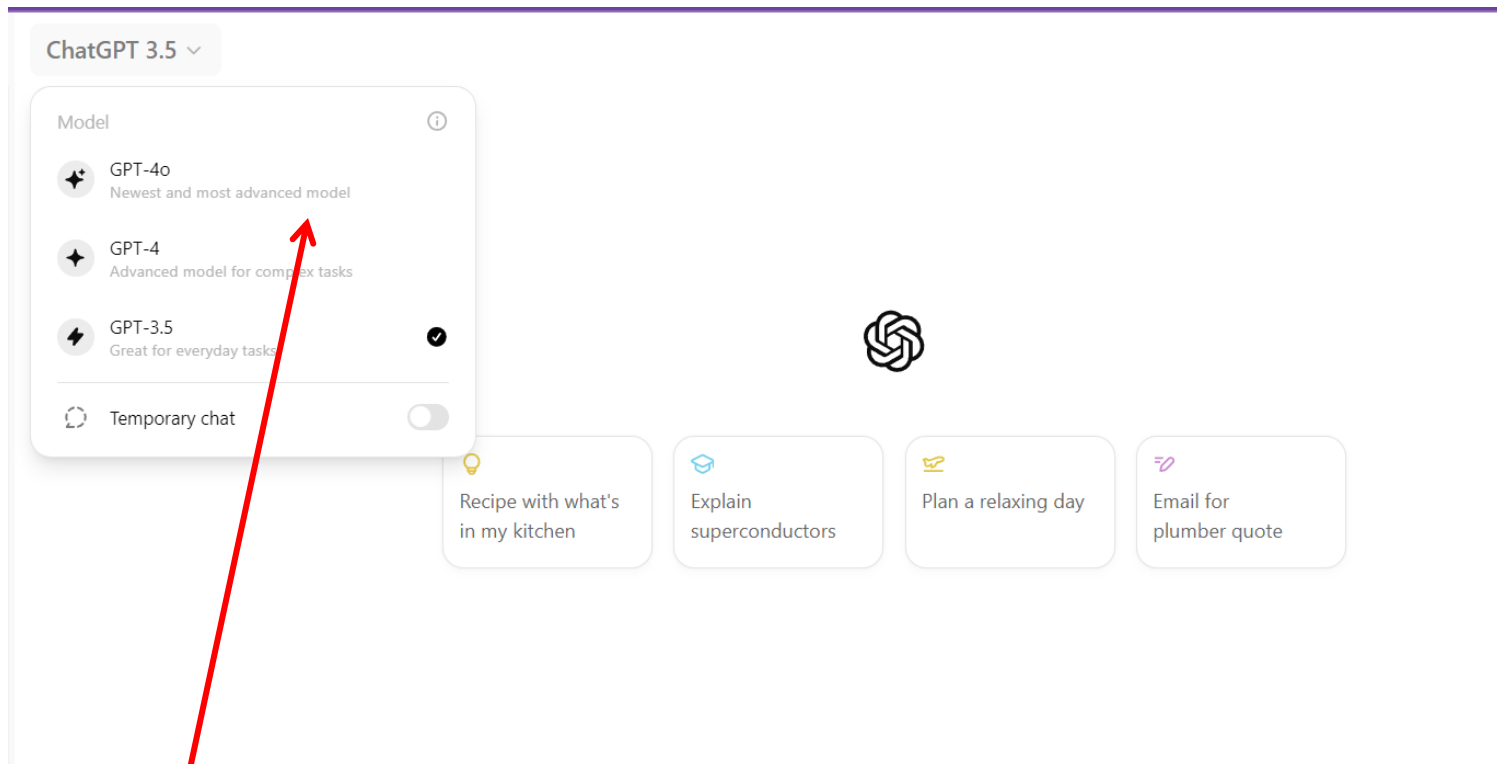


Dalle is the image generator from Open AI, the same company that created Chat GPT

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

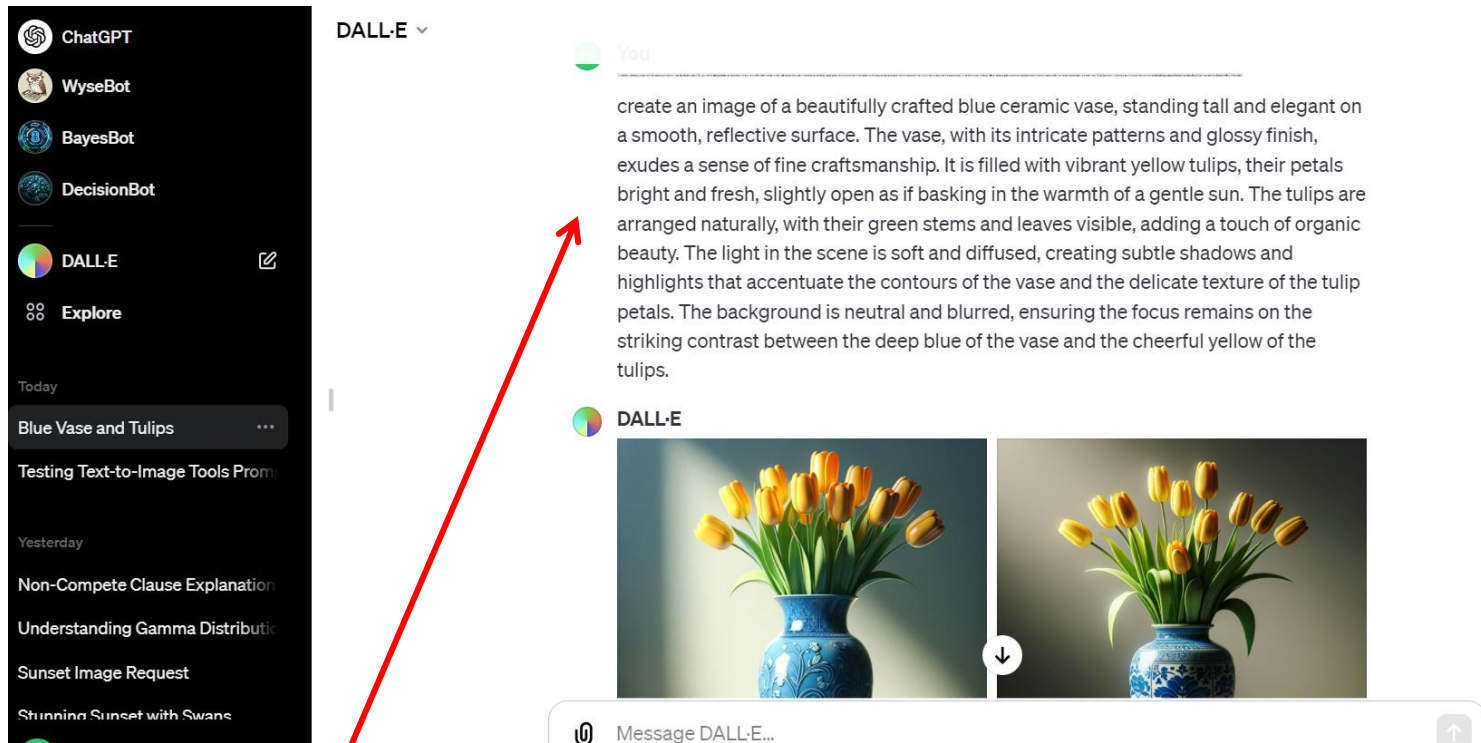
Dalle within Chat GPT 4 and 4o



If you have the free version of Chat GPT you cannot create images using 4

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.

What Dalle within Chat GPT produced for an easy request



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.

What Dalle within Chat GPT produced for a difficult detailed request



A Cheetah Running Through a Savannah

Create a photo realistic image of a majestic cheetah in full sprint across the vast expanse of the African savannah. habitat

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

What Dalle within Chat GPT4 produced for a difficult detailed request

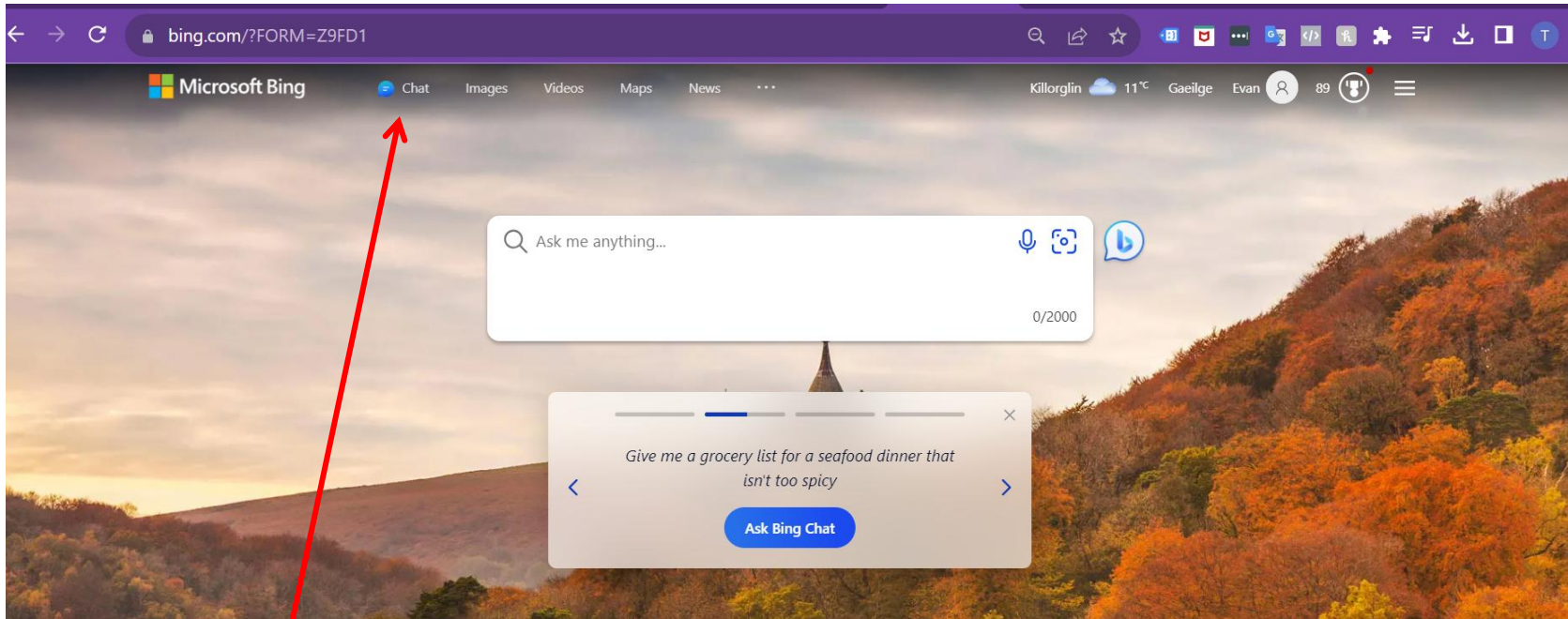


A sad old woman

Create a photo realistic image of an old woman aged around 80.

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

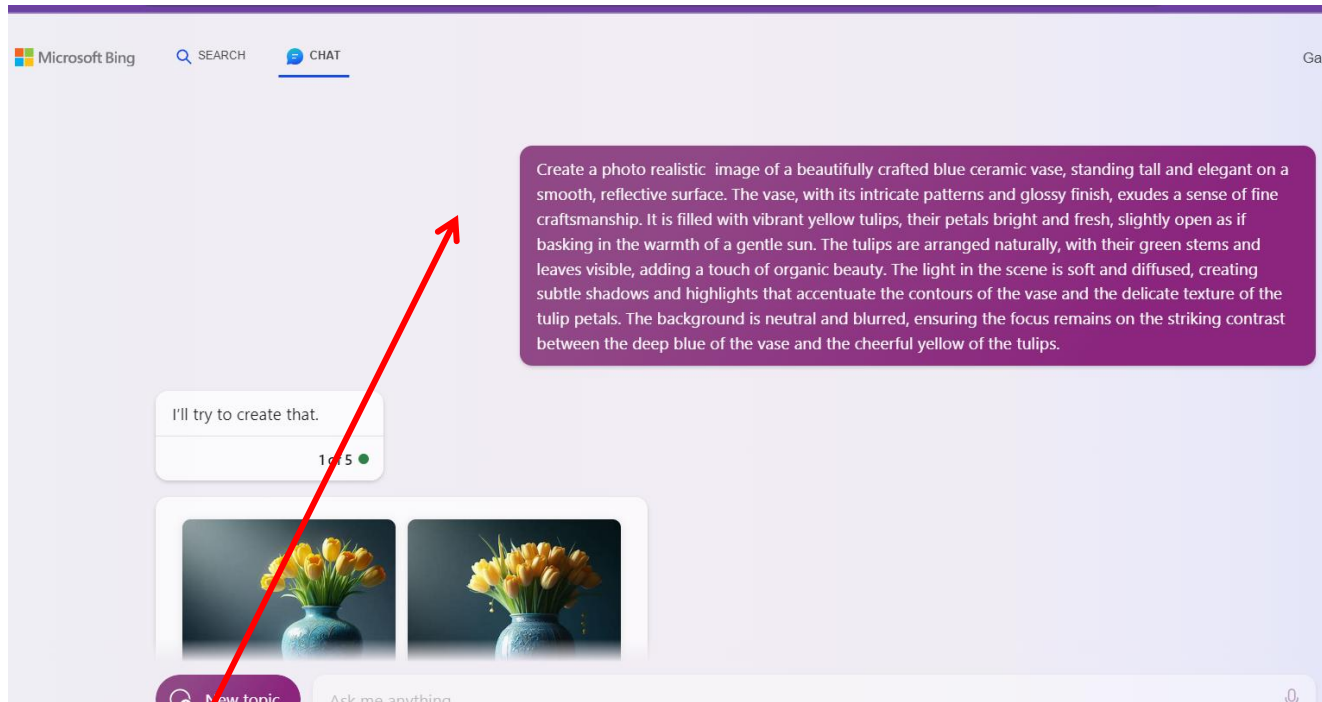
Dalle within Co Pilot



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

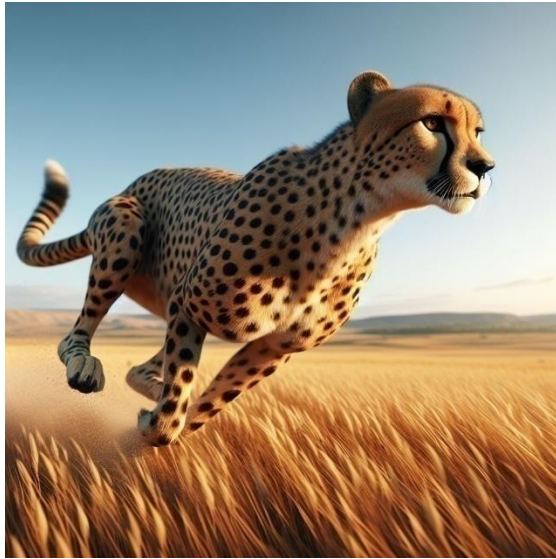
What Dalle within CoPilot produced for an easy request



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.

What Dalle within CoPilot produced for a difficult detailed request



A Cheetah Running Through a Savannah

Create a photo realistic image 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

What Dalle within CoPilot produced for a difficult detailed request



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

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

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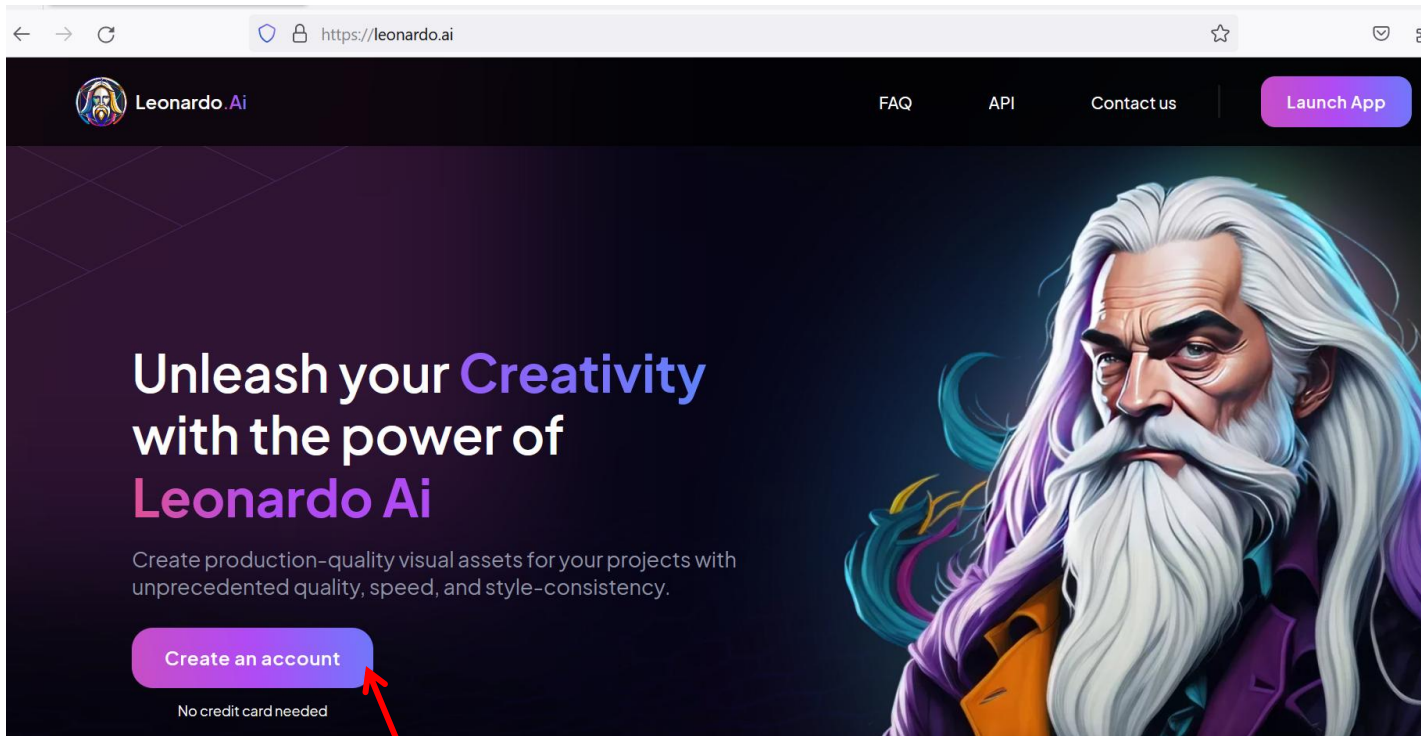
Leonardo



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

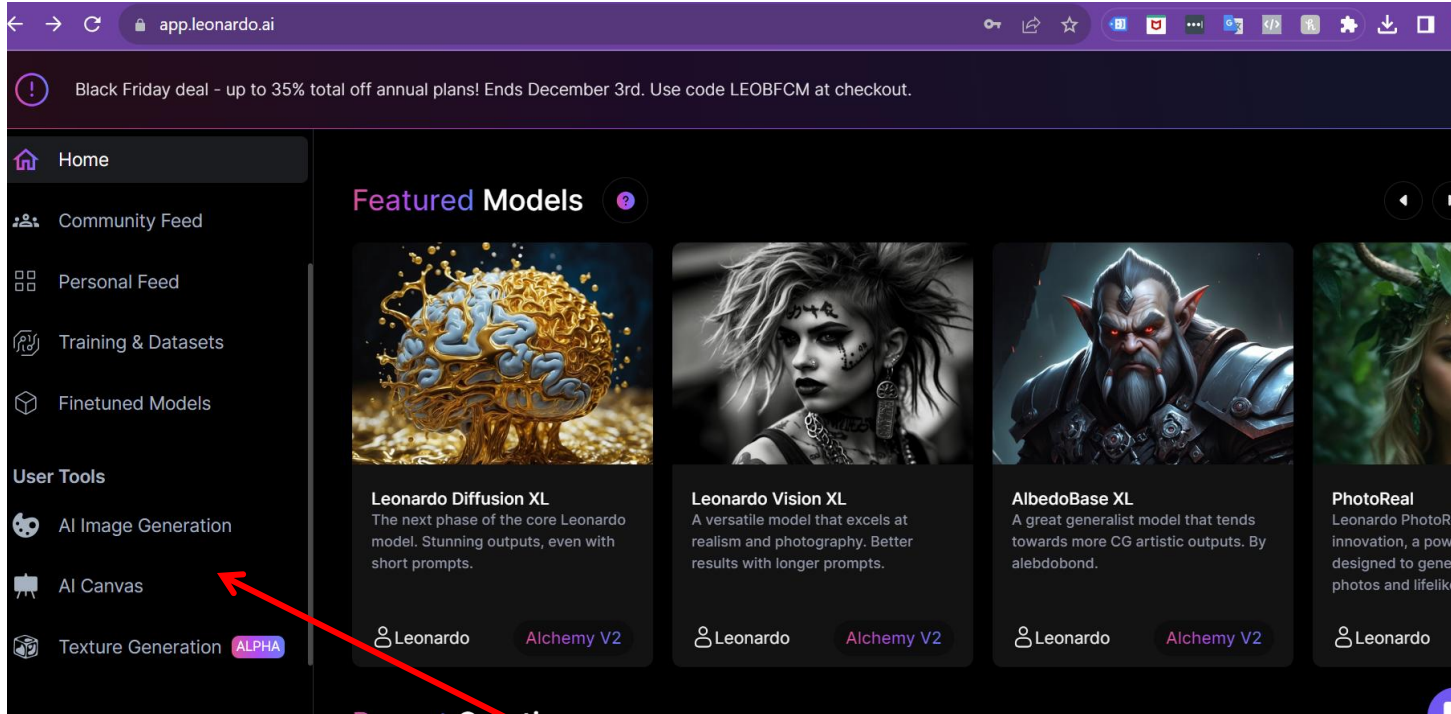
Leonardo



Go to leonardo.ai

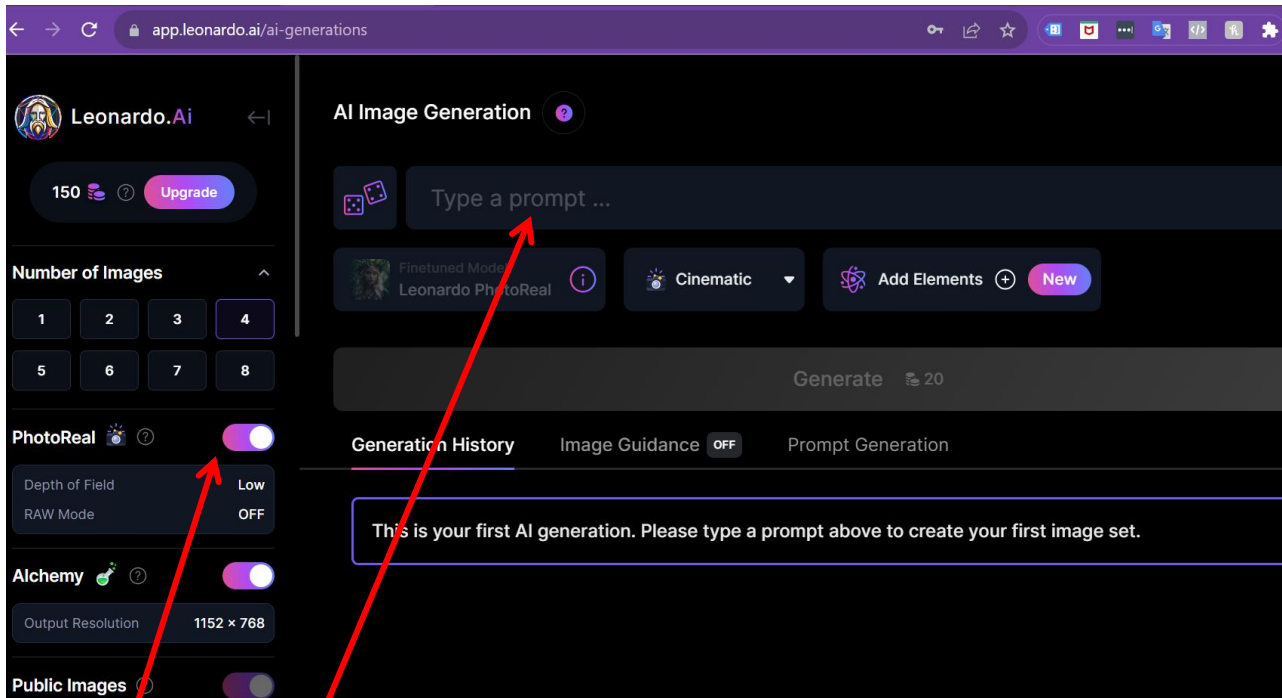
Click create an account and register for a free account

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

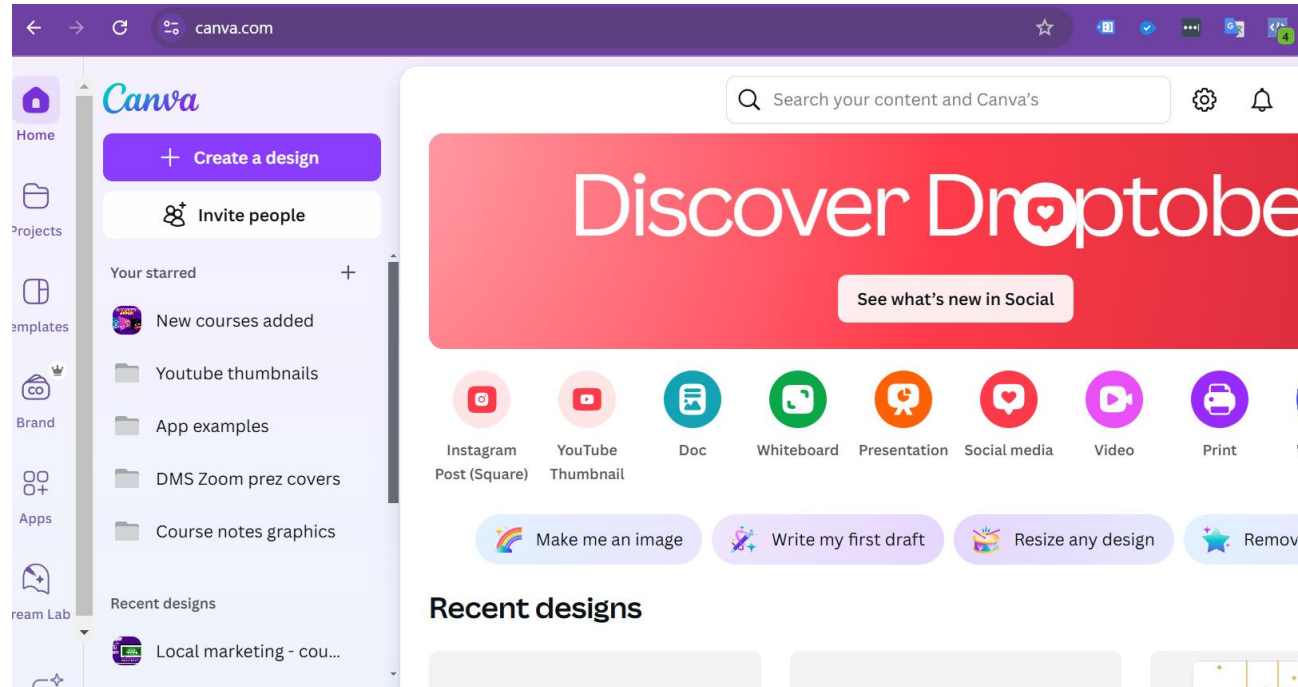
Note – you get 150 credits each day. An image uses 20 credits so you can create around 7 free images a day.

What Leonardo.ai produced



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

Dreamlab in Canva

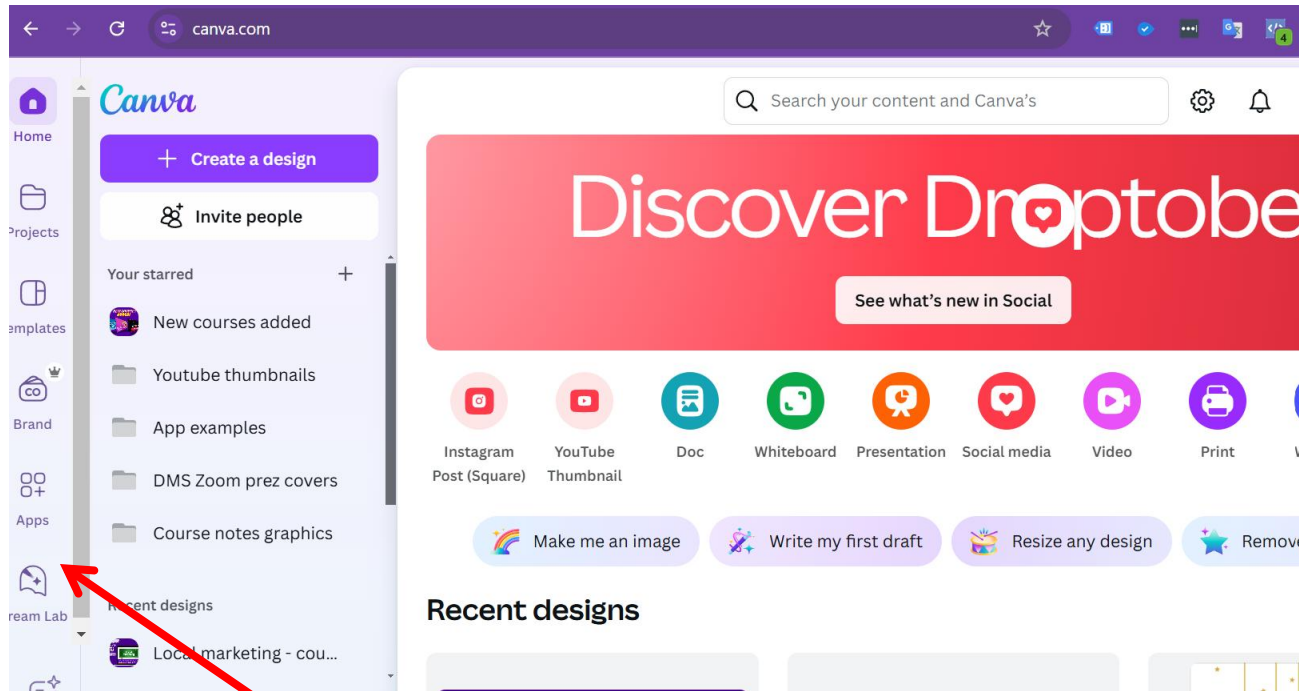


This is Canva's new text to image AI tool called Dream Lab and it is excellent.

There was previously a text to image app in Canva but it wasn't very good. However, they recently purchased Leonardo.ai which is one of the best text to image tools and this is now powering Dreamlab.

Free Canva users can use this tool 20 times in total but paid users can use it 500 times a month.

Dreamlab in Canva



On the home screen left hand menu click on Dreamlab

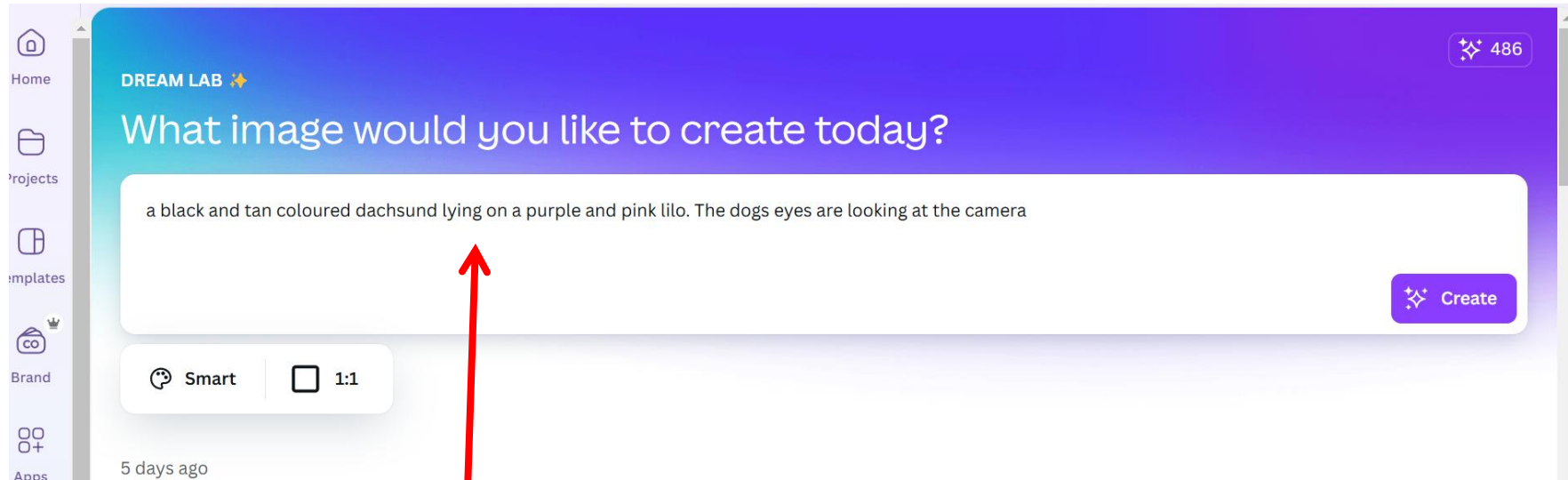
If you have the free version of Canva and you don't yet see the option, click on this link and you should then have it <https://www.canva.com/dream-lab>



This is a Pro feature

However, free accounts can use it 20 times for free

Dreamlab in Canva



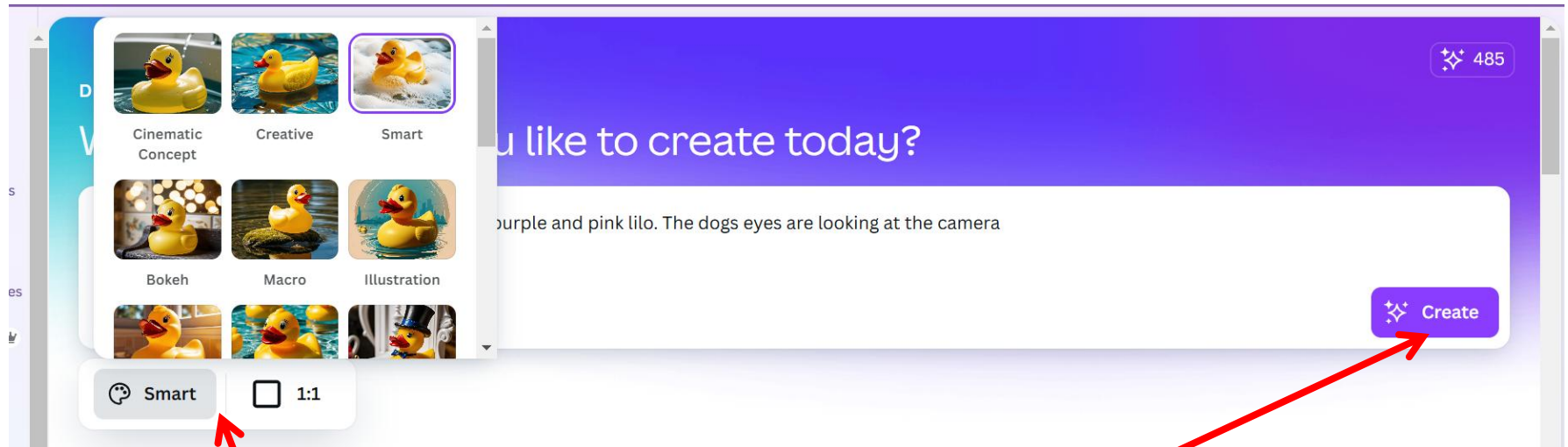
Type in a description of the image that you would like



This is a Pro feature

However, free accounts can use it 20 times for free

Dreamlab in Canva



Note – if you click on style you can choose which type of style you want your image to be in

You can also choose the shape – square, portrait or landscape

Then click create



This is a Pro feature

However, free accounts can use it 20 times for free

Dreamlab in Canva

just now

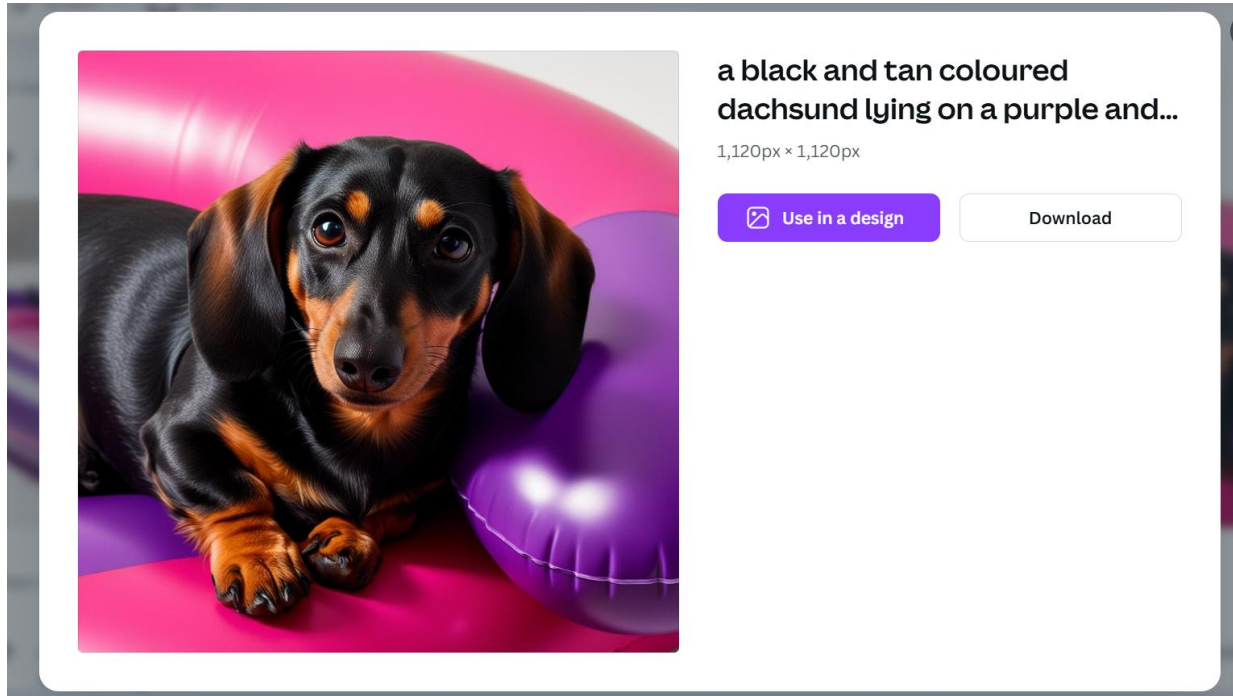
↑ a black and tan coloured dachshund lying on a purple and pink lilo. The dogs eyes are looking at the camera



Dreamlab will create 4 images for you

Click on the one you like

Dreamlab in Canva



You can then either download the image or open it in a design – where you can then add text, graphics, your logo etc. Just like you can with any other image

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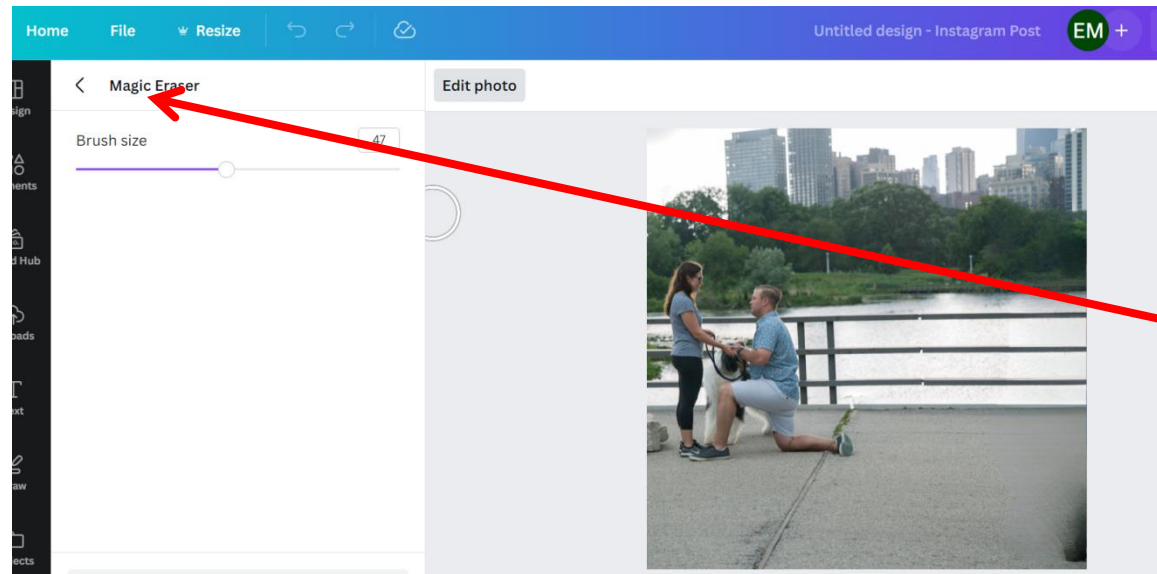
Sora

CapCut desktop – Video aid tools

Deep nostalgia - Turn an old photo into a video

Canva Magic eraser:

Highlight people or objects in an image and it will erase it



It will now be erased

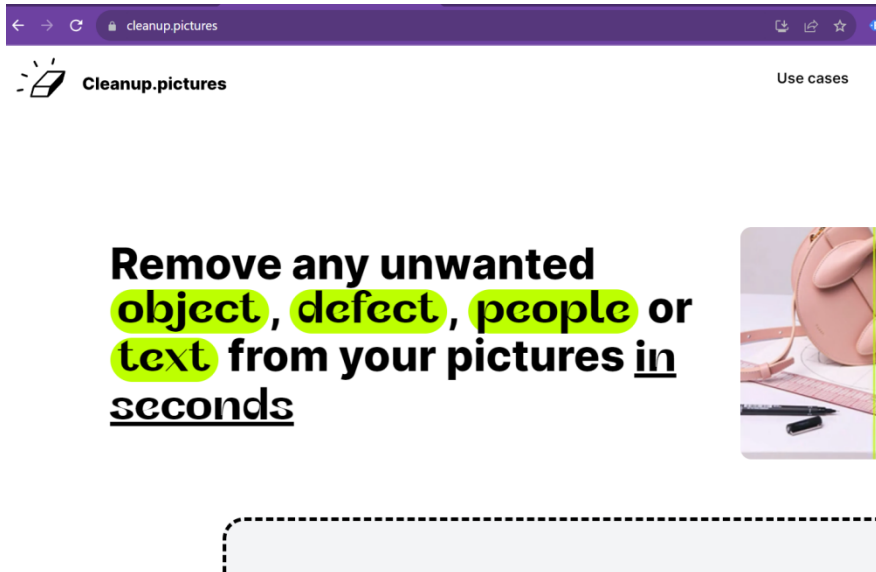
If you are not happy with the results
click reset erasings

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



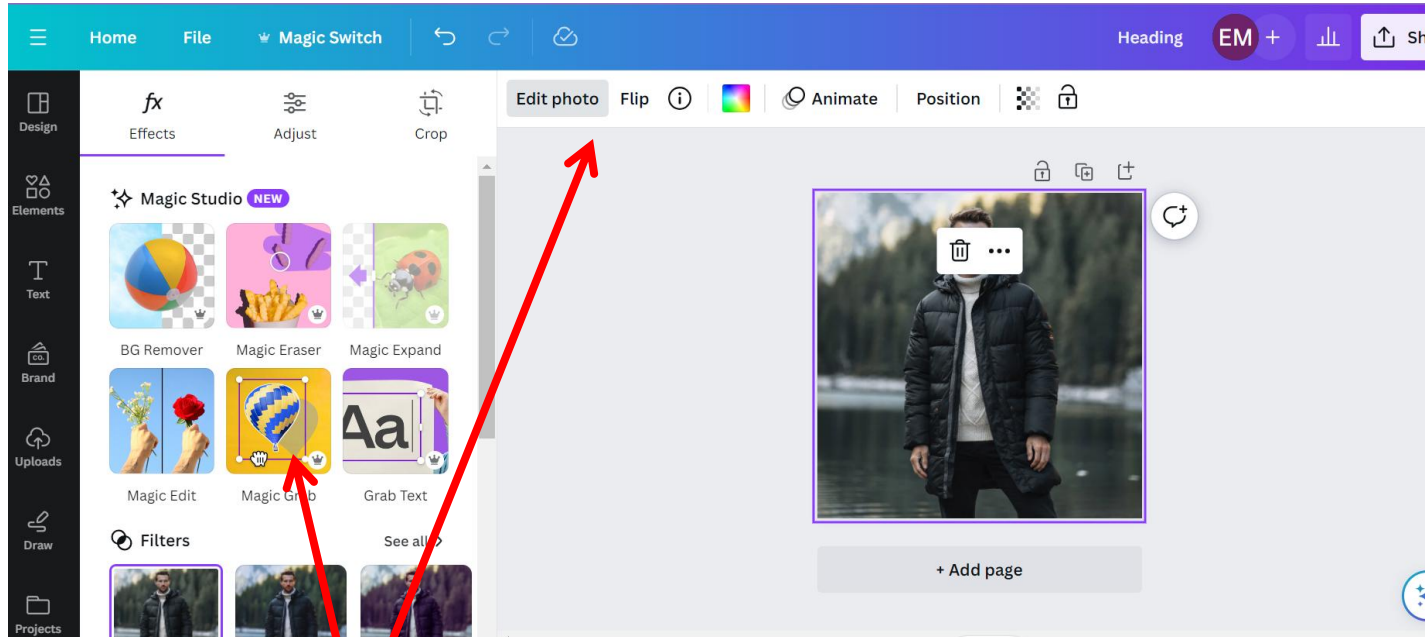
A free alternative to this eraser tool is the website

Cleanup.pictures

Click this link to view my demo

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

Magic grab – isolate and move anything within an image

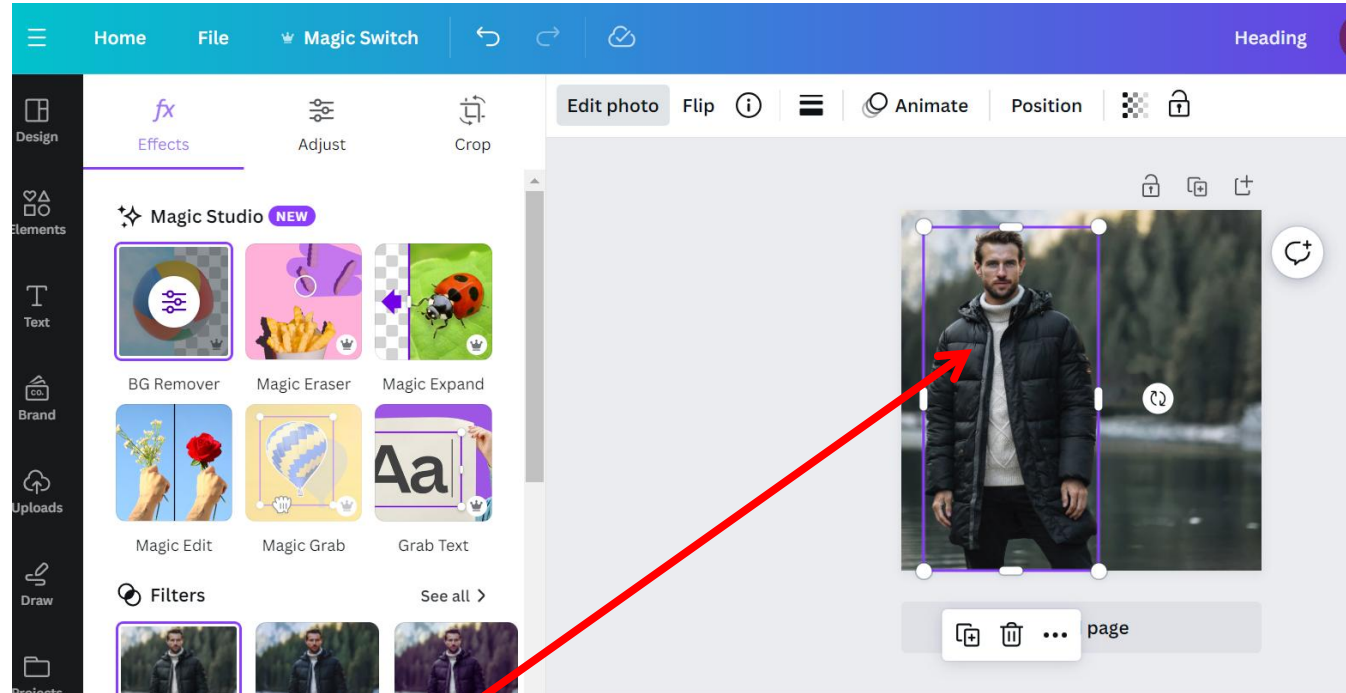


Add your image to your design
Click on your image
Click edit photo
Then click on Magic Grab



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

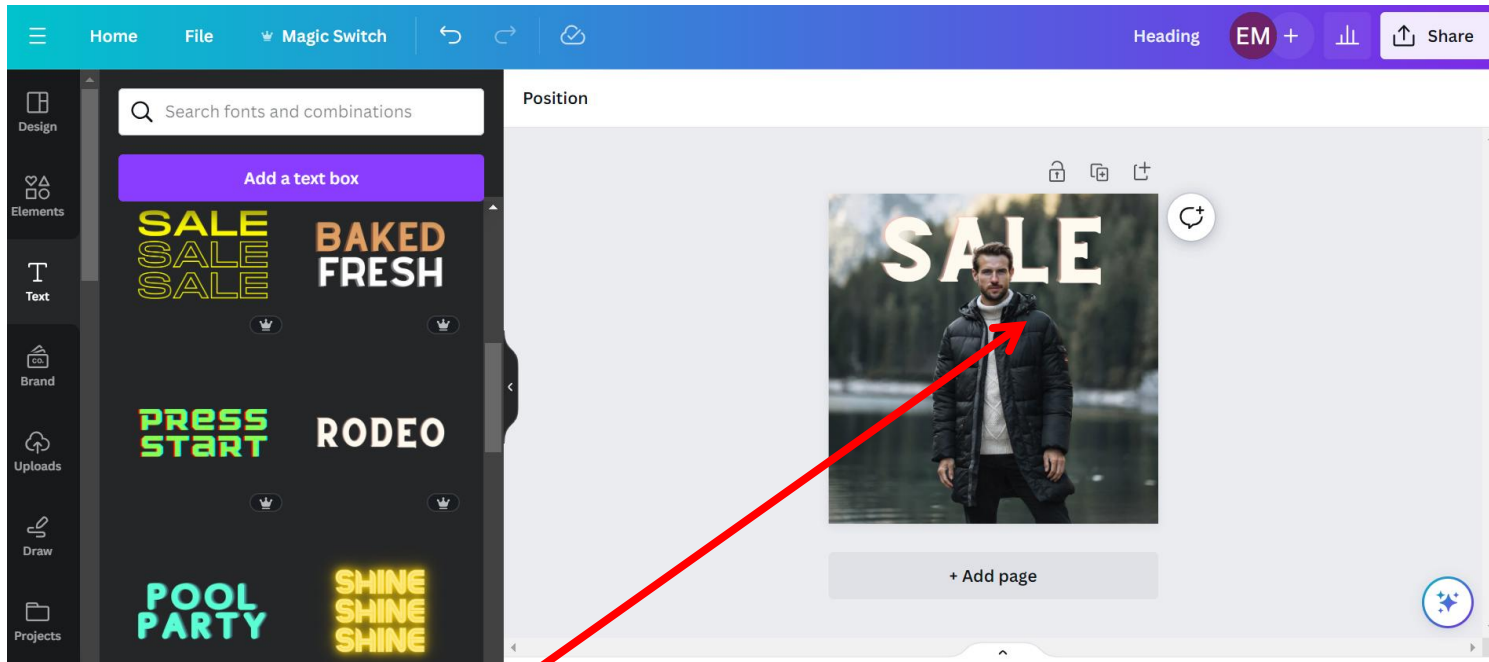
Magic grab – isolate and move anything within an image



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



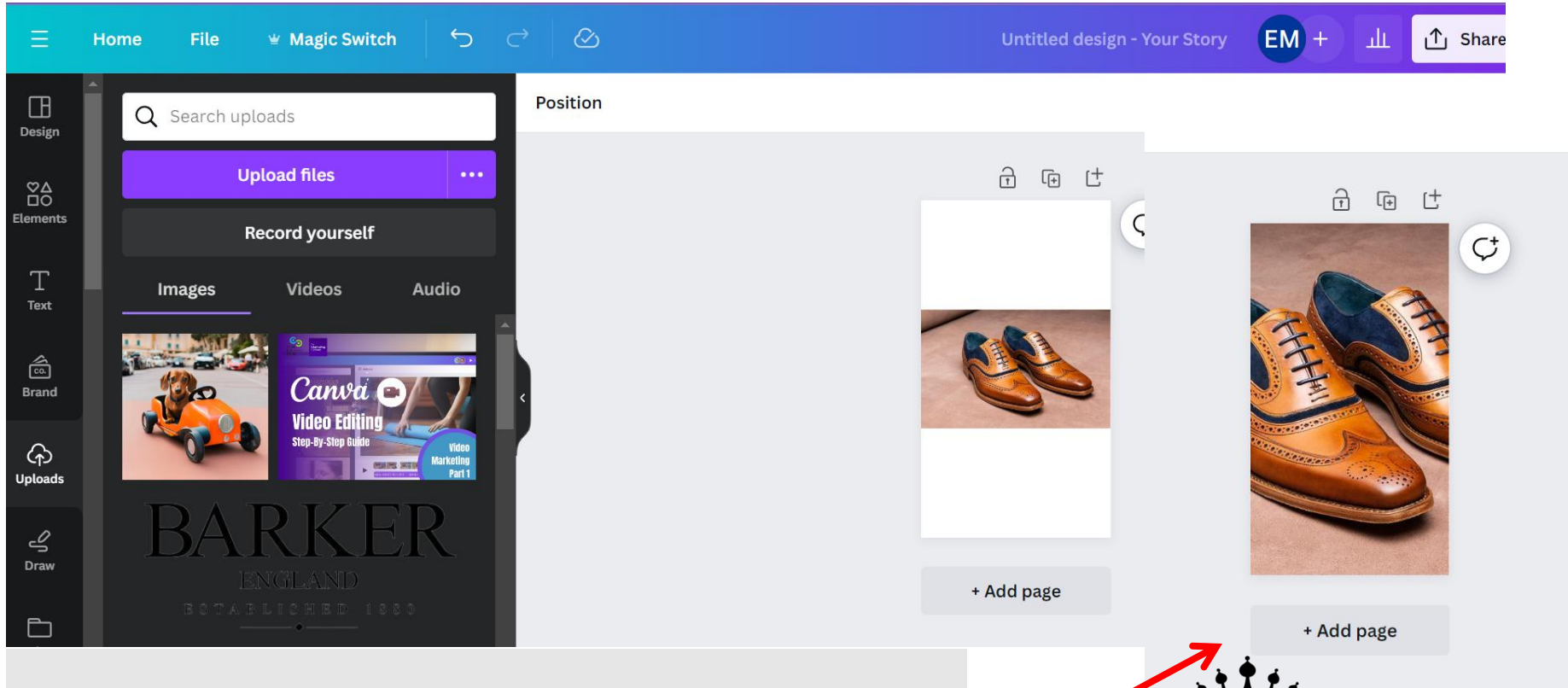
It also means that you can easily place text behind the person or object which is an eye catching effect

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

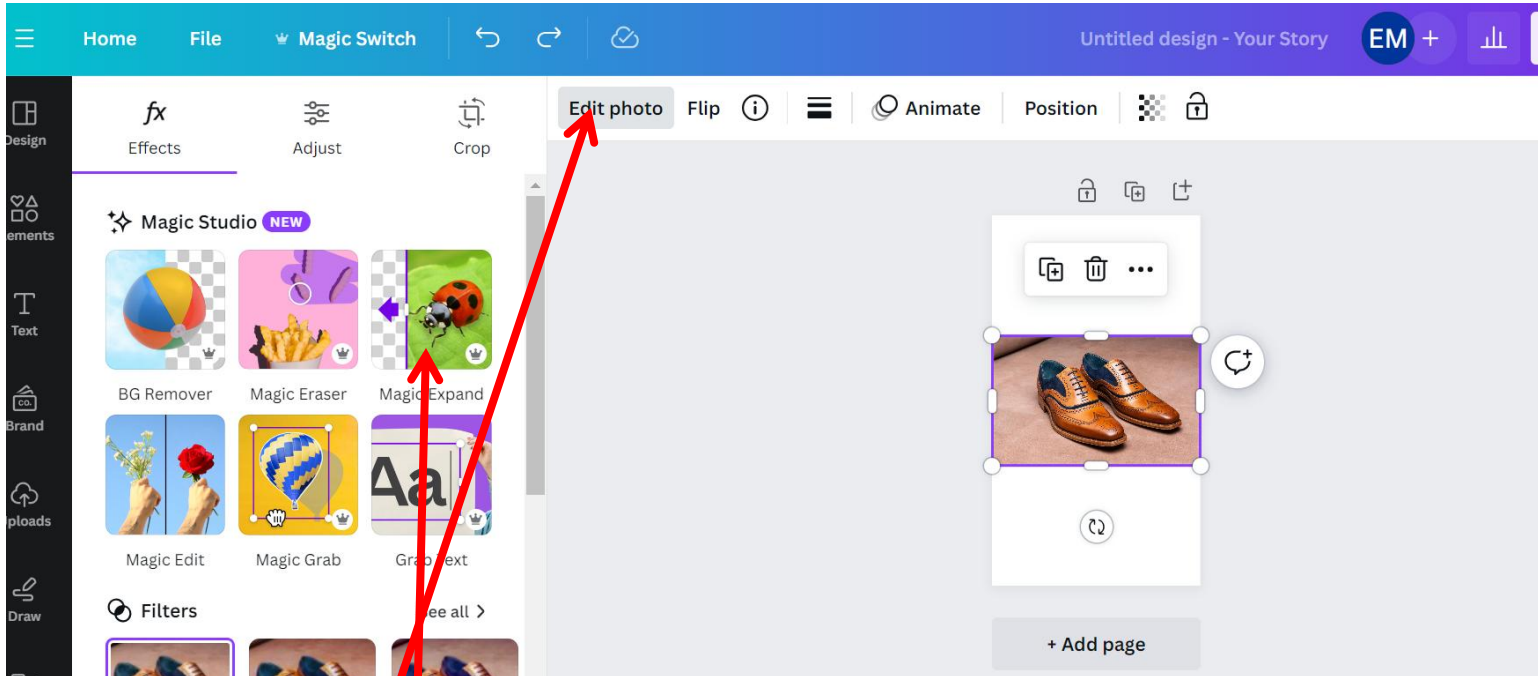
Click on image, click on edit photo and select magic expand



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

Magic expand:

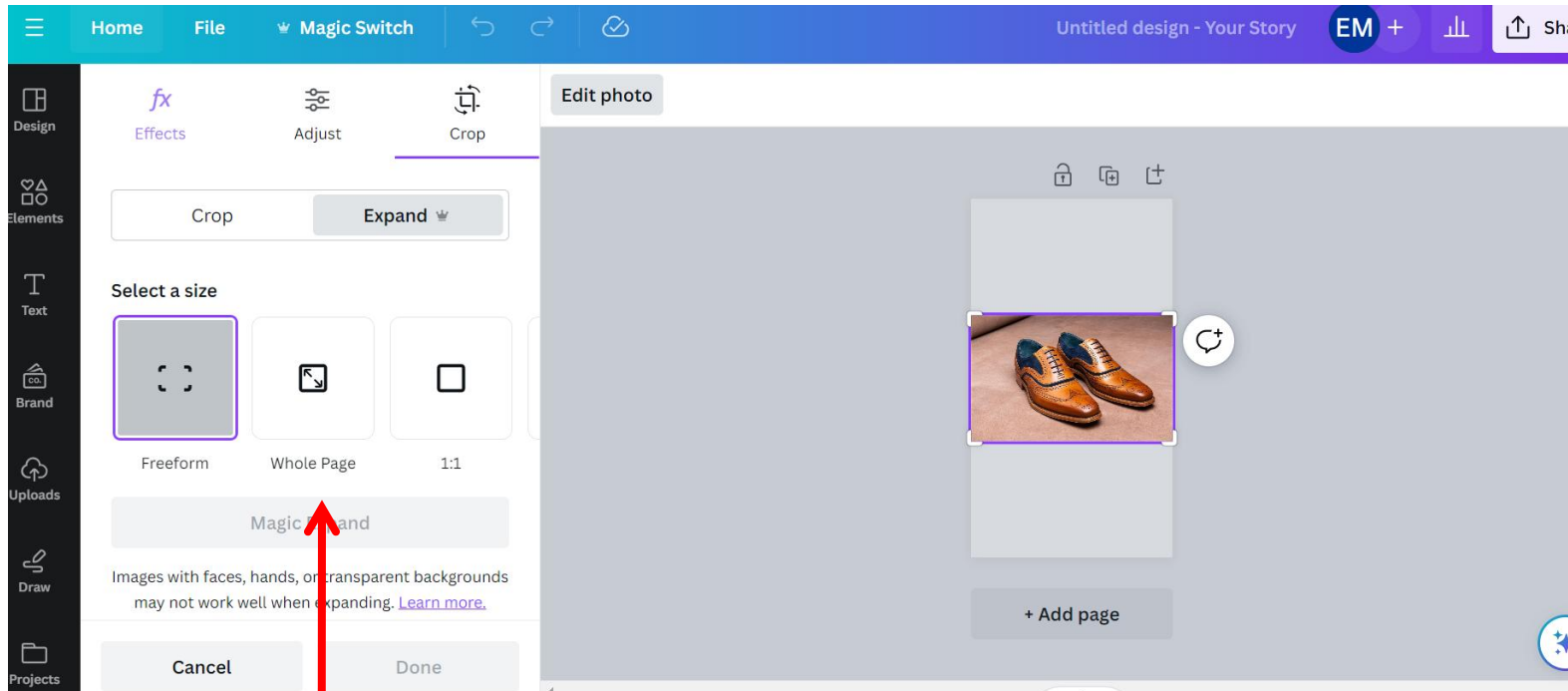
Ask Canva to recreate parts of an image to make it wider or taller



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

Magic expand:

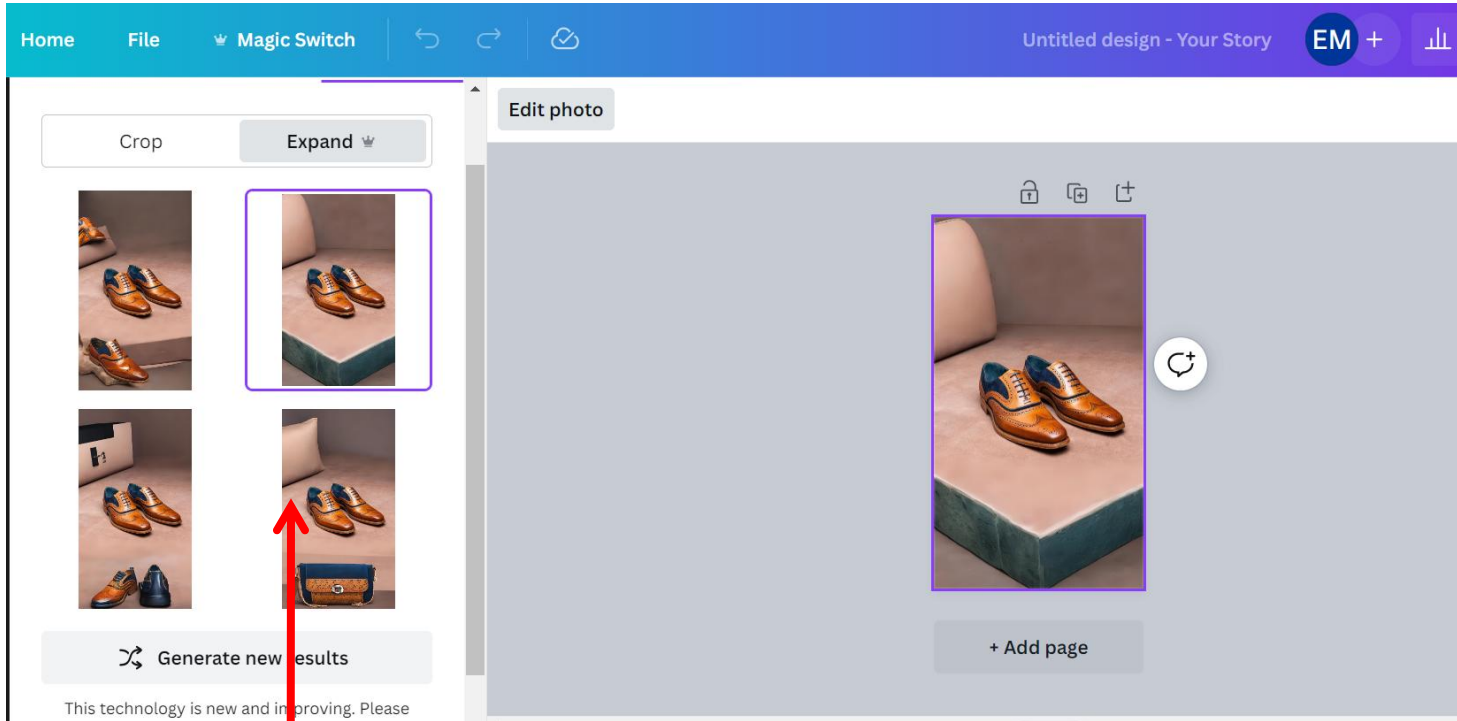
Ask Canva to recreate parts of an image to make it wider or taller



You can now choose whether you want the image to expand to fill the area in page or a different size.

Magic expand:

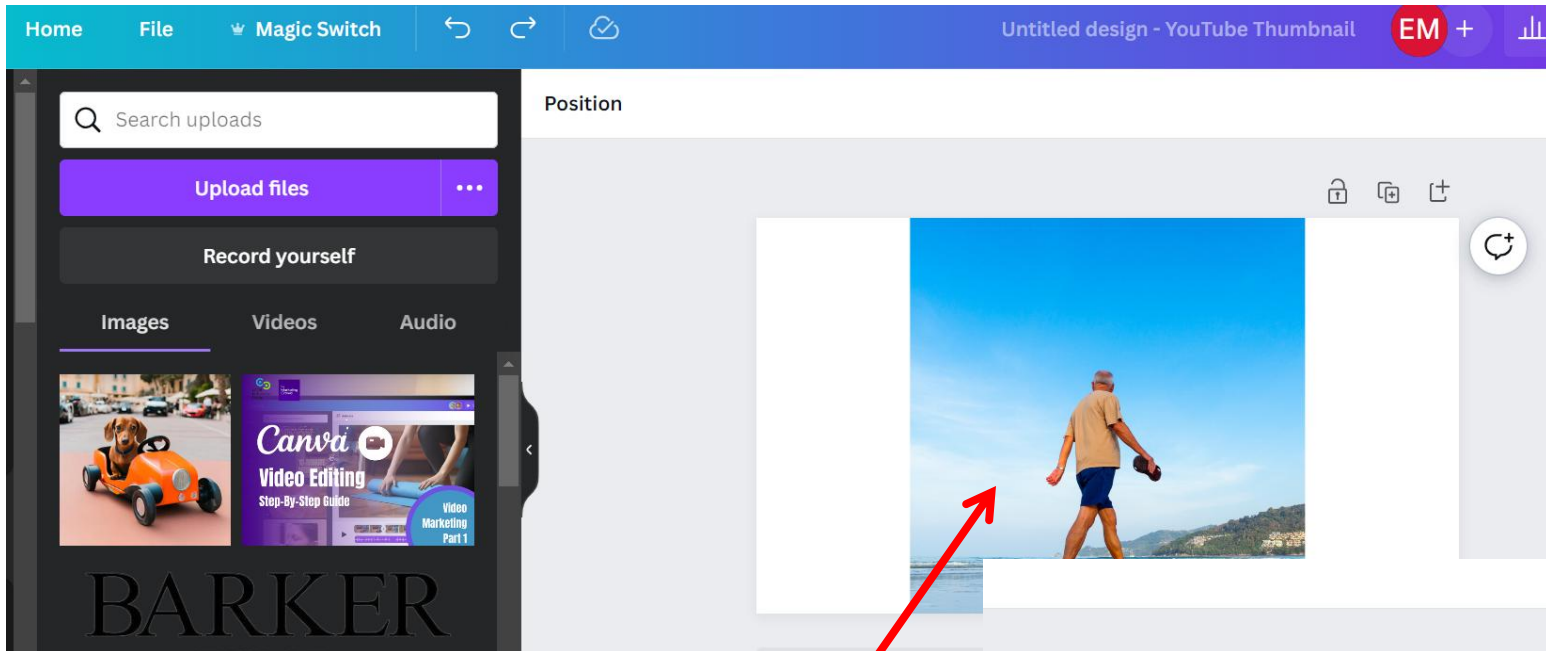
Ask Canva to recreate parts of an image to make it wider or taller



It now gives you 4 options to choose from

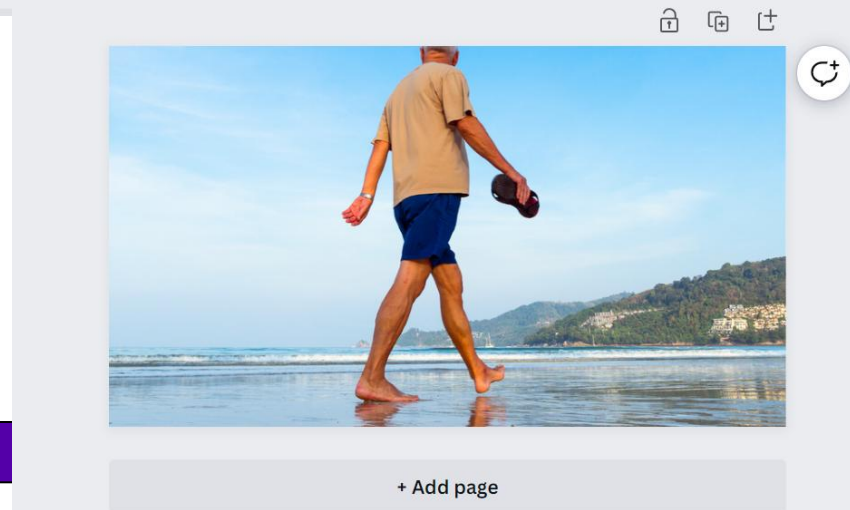
Magic expand:

Ask Canva to recreate parts of an image to make it wider or taller



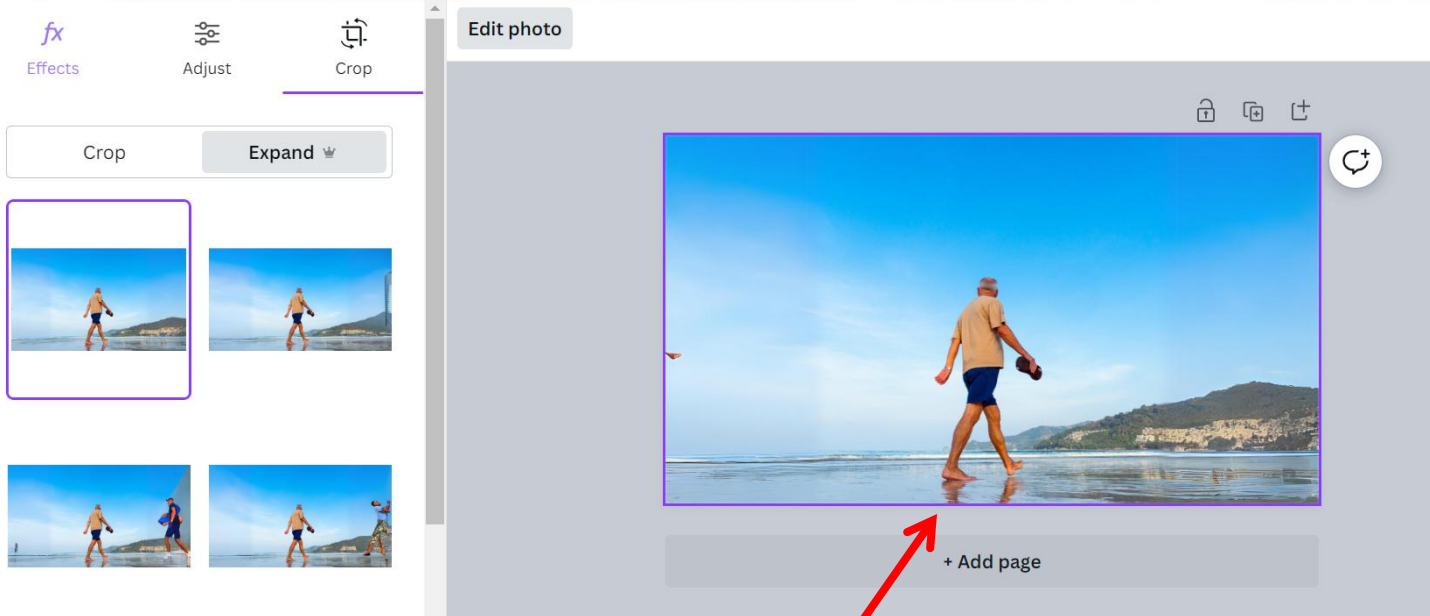
Similarly, you might have a square image that you want to expand to fit a wider area eg. 16:9

If you simply set the image as background it becomes too cropped in



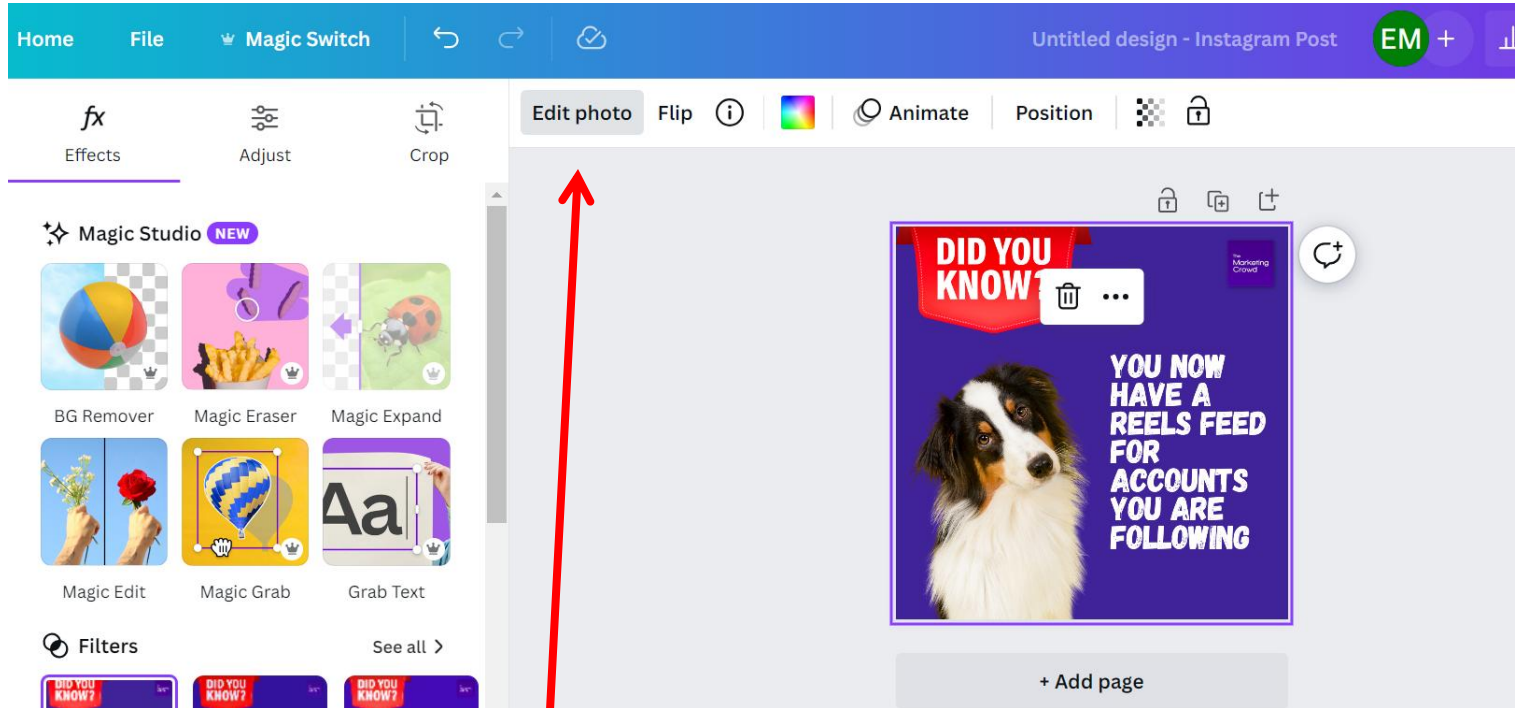
Magic expand:

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.

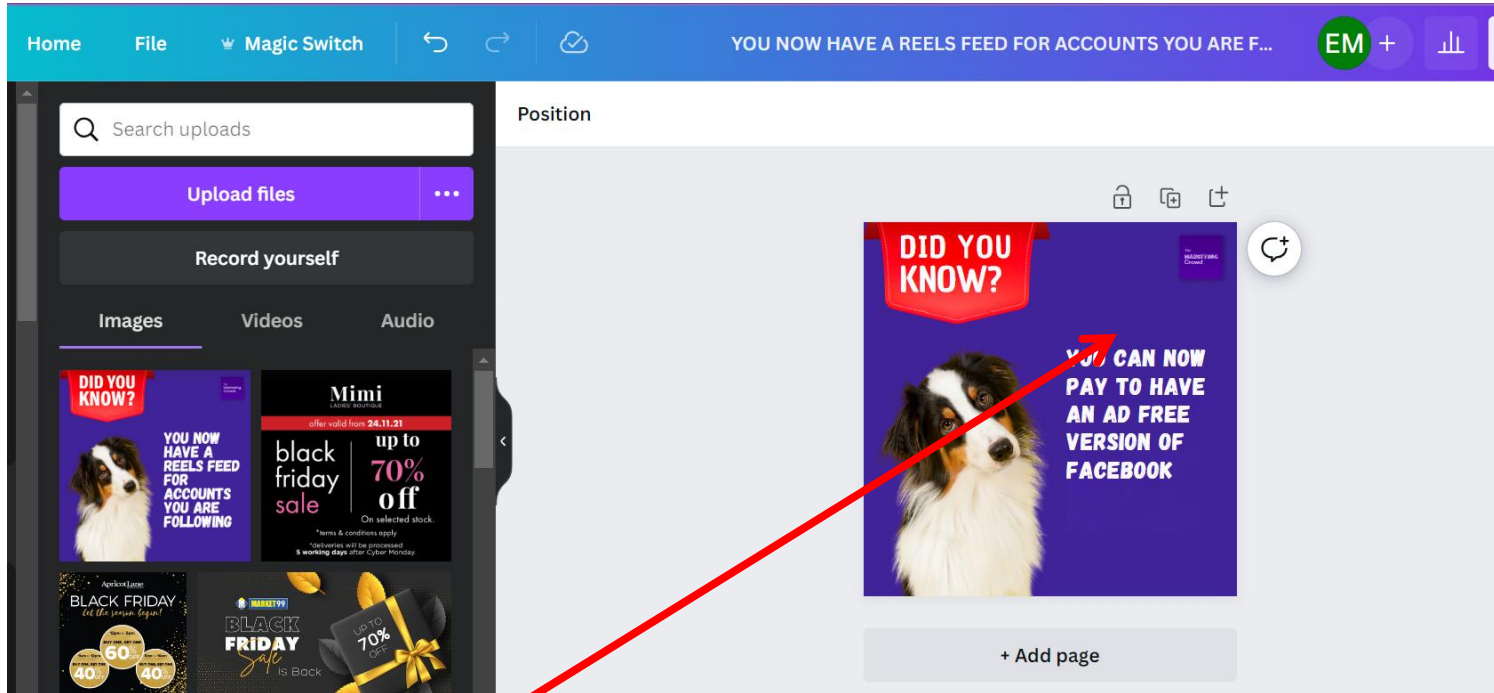
Click on your image, then click edit photo and then Grab text



This is a Pro feature

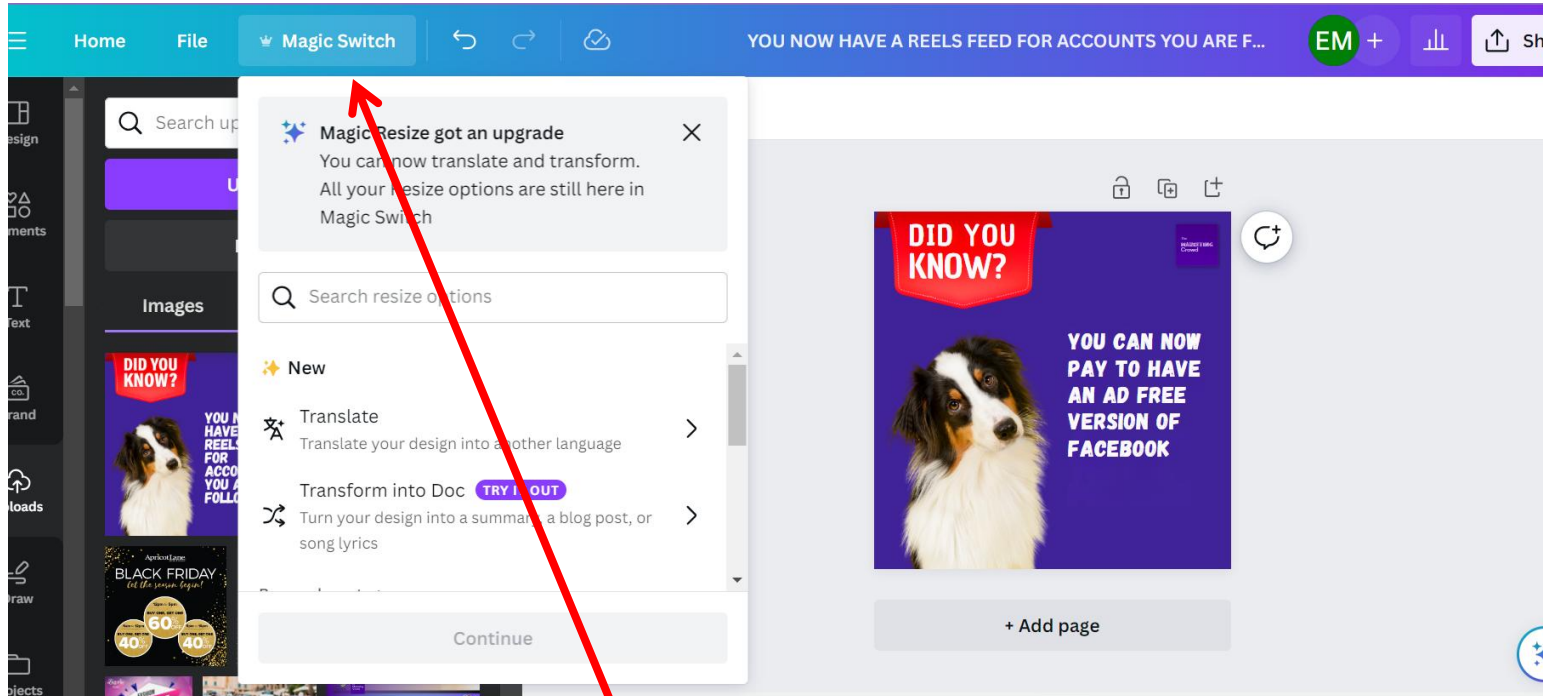
It cannot be used by Free accounts

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

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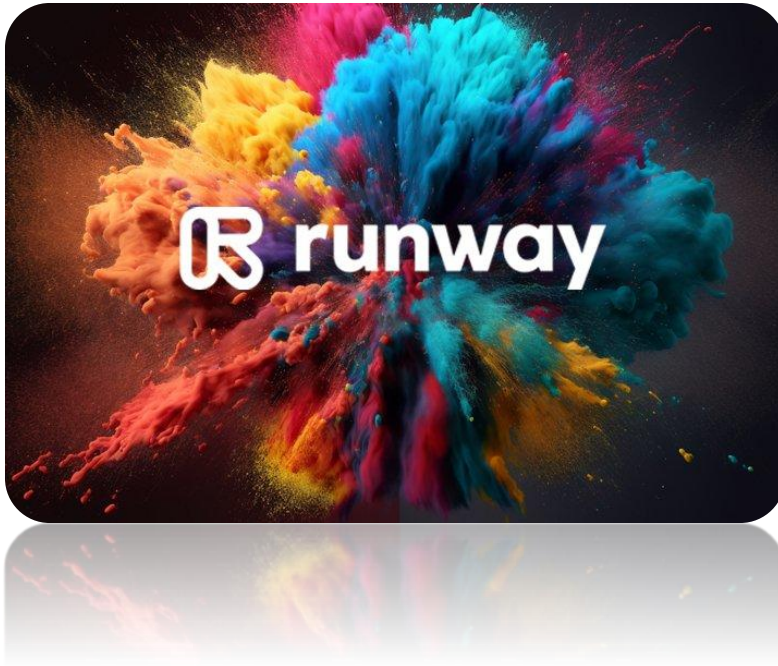
How can text to video creation impact your digital marketing?



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 2025 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

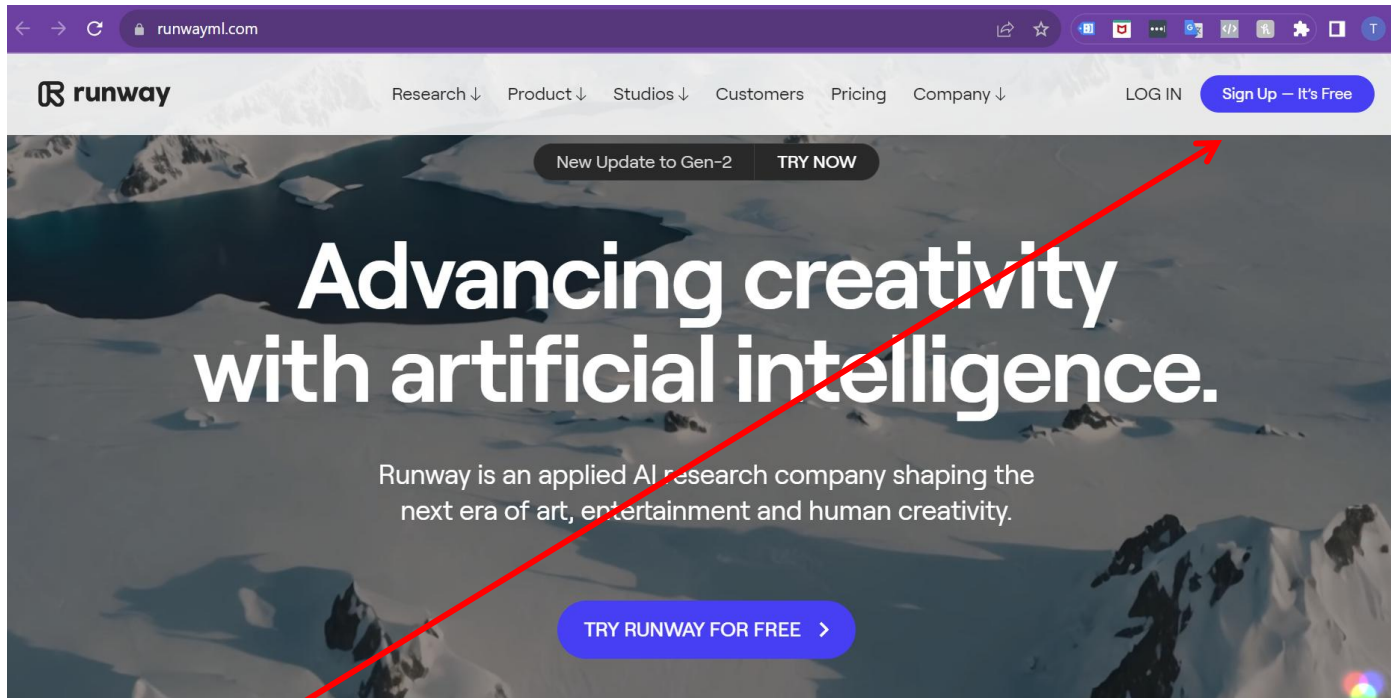
Runway



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



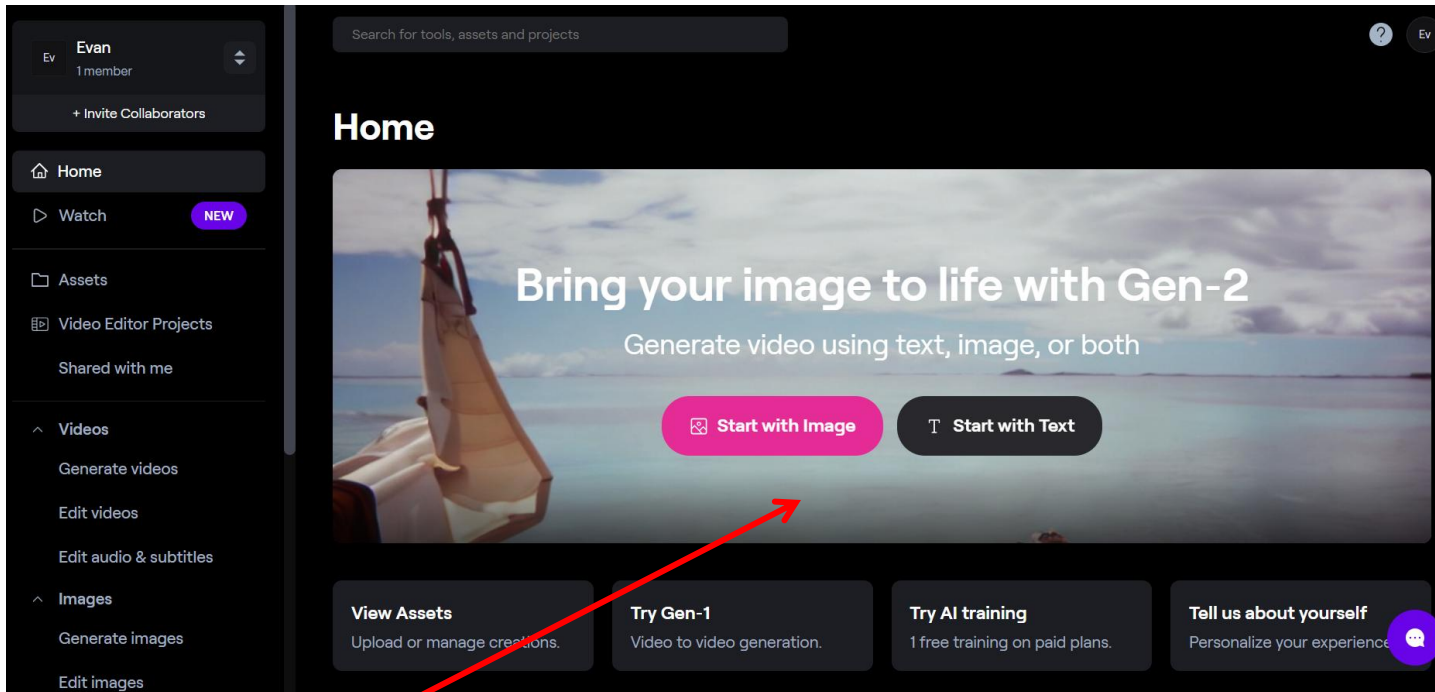
Go to runwayml.com or search for Runway ML in Google
Sign up for a free account and you will be able to test their tools for free
Then login

The screenshot displays the Runway pricing page with a navigation bar at the top. The navigation bar includes the Runway logo, links for Research, Product, Studios, Customers, Pricing, and Company, a LOG IN link, and a Sign Up button labeled 'It's Free'. Below the navigation bar, there are four pricing plans presented in a grid. The first plan, 'Free Forever', is highlighted with a red arrow pointing to its 'Sign up' button. The other three plans are paid subscriptions: '\$12 per user per month', '\$28 per user per month', and '\$76 per user per month'. Each plan lists its features, including the number of credits provided, reset frequency, and video generation capabilities. The Free Forever plan includes 125 credits, while the paid plans offer 625, 2250, and unlimited credits respectively. The \$76 plan also includes unlimited video generations and all Pro Plan features.

Plan	Price	Credits	Reset Frequency	Features
Free Forever	Free	125	One-time	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
\$12	\$12 per user per month	625	Every month	Credits reset to 625 every month starting from your subscription date. Buy more as needed, Upscale resolution and remove watermarks on Gen-1 and Gen-2
\$28	\$28 per user per month	2250	Every month	Credits reset to 2250 every month starting from your subscription date. Buy more as needed, Upscale resolution and remove watermarks on Gen-1 and Gen-2
\$76	\$76 per user per month	Unlimited	Unlimited	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

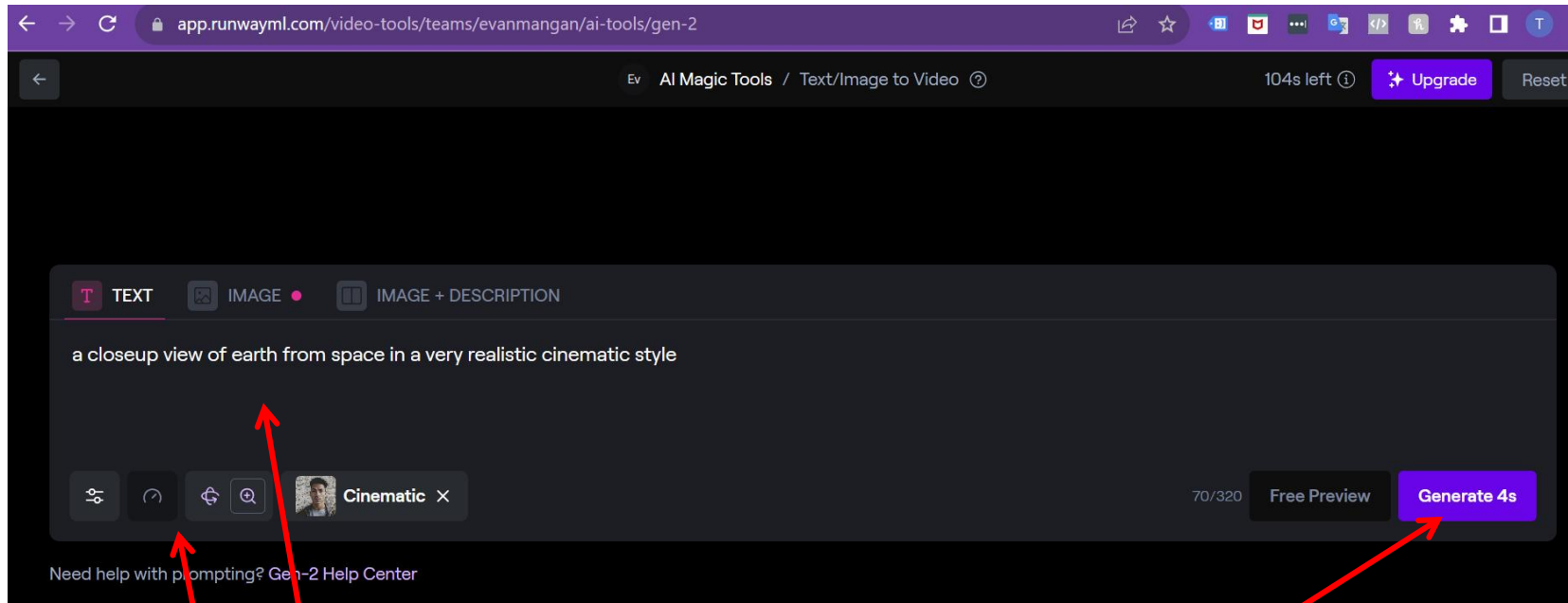
Runway



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

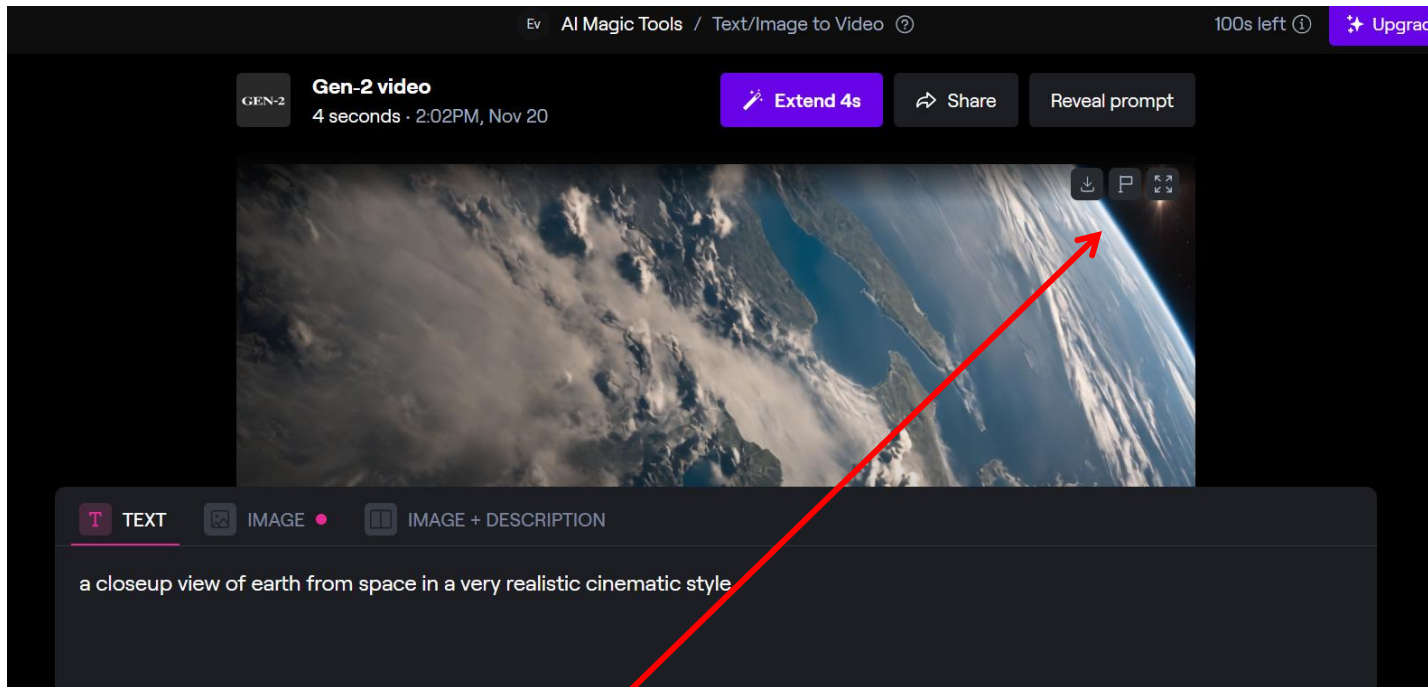
Runway



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

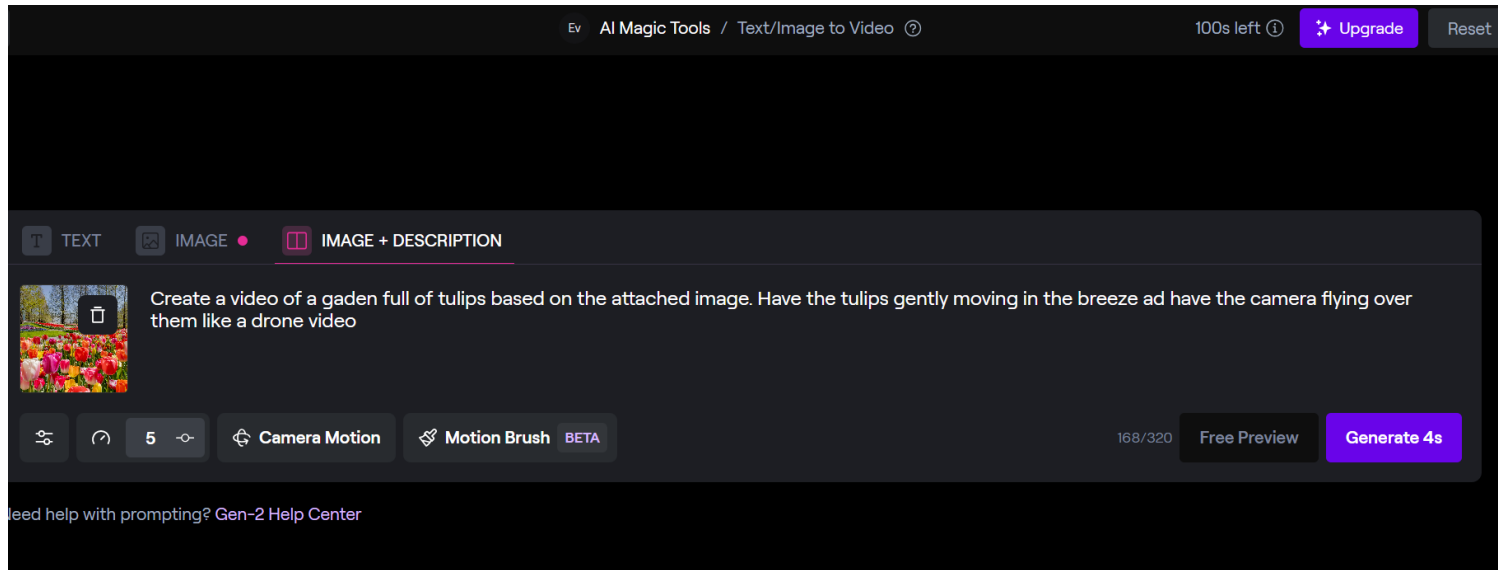


It creates a 4 second video within a minute or two

You can expand to view the video full screen

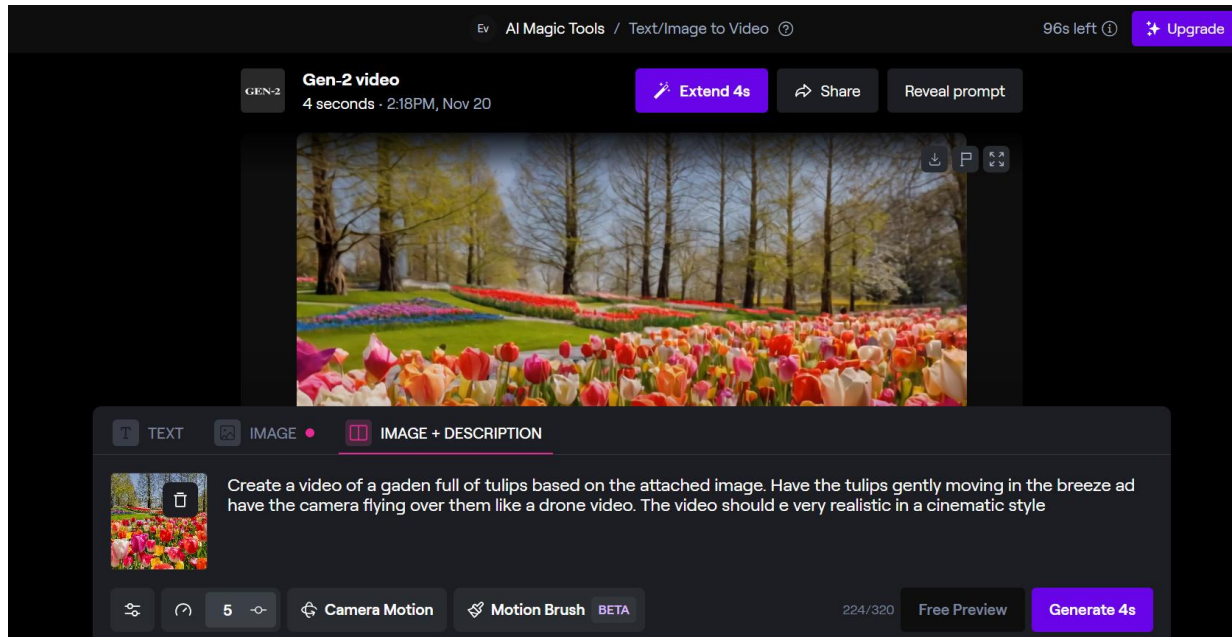
You can download your video

Runway

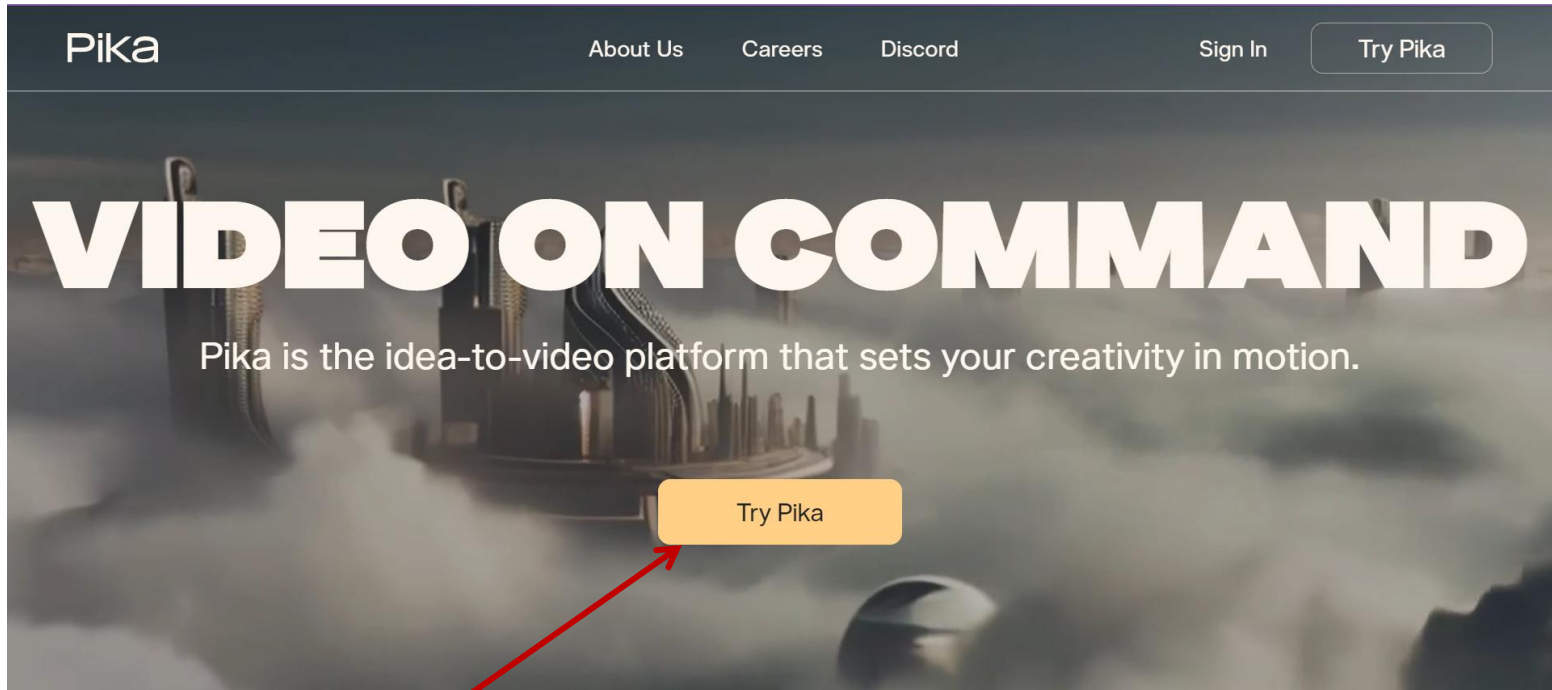


You can also create a video based on an image and text prompt
Select the option for create video based on image
Attach the image
Add your detailed text prompt

Runway



Your video will be created and you can download it.



Go to <https://pika.art/home>

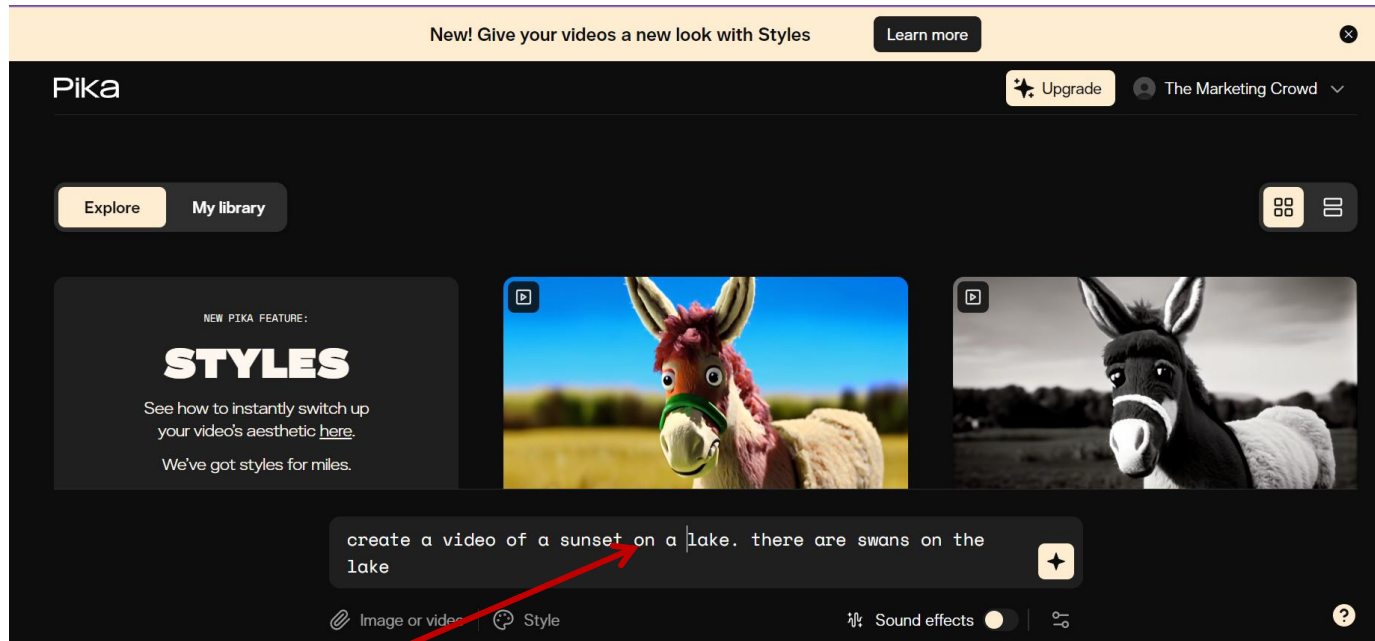
Sign up for a free account

The screenshot displays the Pika pricing page with a dark theme. At the top, the Pika logo is on the left, and a user profile 'The Marketing Crowd' is on the right. Below the logo, there are tabs for 'Yearly -20% Off' and 'Monthly'. The main content area features four plan cards. The first card, 'BASIC', is labeled 'Current plan' and shows a price of '\$0 Free'. It includes features like 250 initial credits, daily credit refills, Lip Sync audio generations, and video downloads. A red arrow points to the 'Credits refill to 30 daily once initial credits run out' feature. The second card, 'STANDARD', is priced at '\$8 / month' (billed yearly as \$96) and offers 700 credits, daily refills, free Lip Sync, video downloads, and upscaling. The third card, 'UNLIMITED', is priced at '\$28 / month' (billed yearly as \$336) and provides unlimited generations, 2000 credits, daily refills, free Lip Sync, video downloads, and upscaling. The fourth card, 'PRO', is priced at '\$58 / month' (billed yearly as \$696) and offers unlimited generations, infinite credits, early access, free Lip Sync, commercial terms, and video downloads. The 'PRO' card is highlighted with an orange background and labeled 'Best value'.

Plan	Price	Key Features
BASIC	\$0 Free	250 initial credits, Credits refill to 30 daily, Lip Sync audio generations, Download videos
STANDARD	\$8 / month	700 credits renew monthly, Credits refill to 30 daily, Free Lip Sync audio generations, Download videos, Upscale resolution
UNLIMITED	\$28 / month	Unlimited Chill generations, 2000 credits renew monthly, Credits refill to 30 daily, Free Lip Sync audio generations, Download videos
PRO	\$58 / month	Unlimited Lightning generations, Infinite credits, Early access to new features, Free Lip Sync audio generations, Commercial terms, Download videos

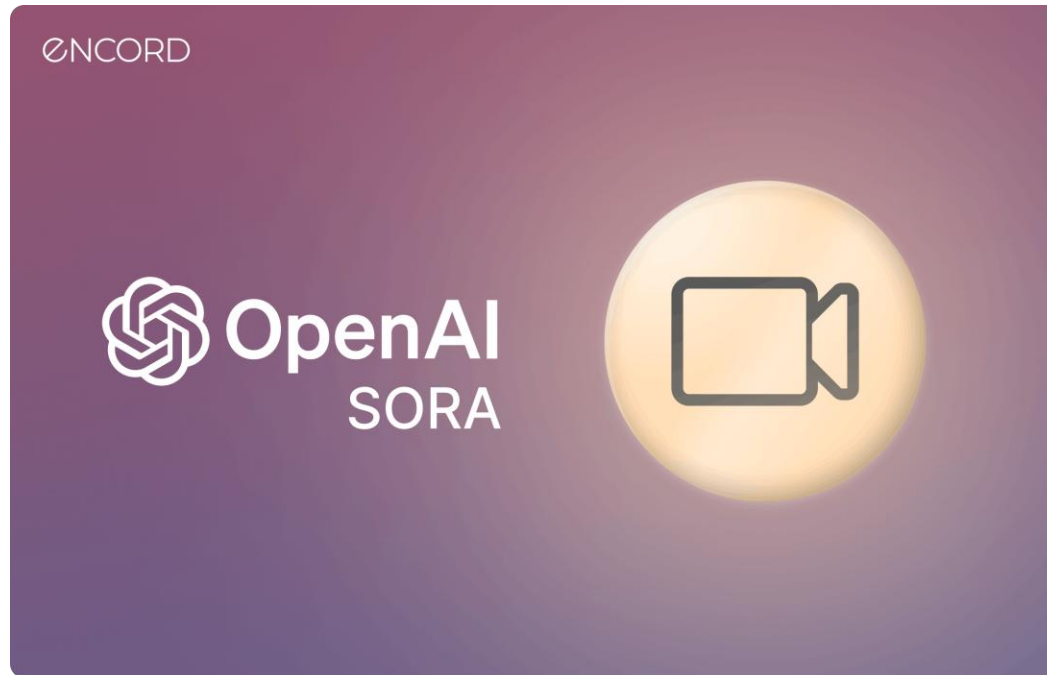
You can use the free plan

Pika



Type in your prompt and hit enter

Sora – from Open AI



Currently not available in Ireland but will be part of the Plus plan when it rolls out in the coming months.

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

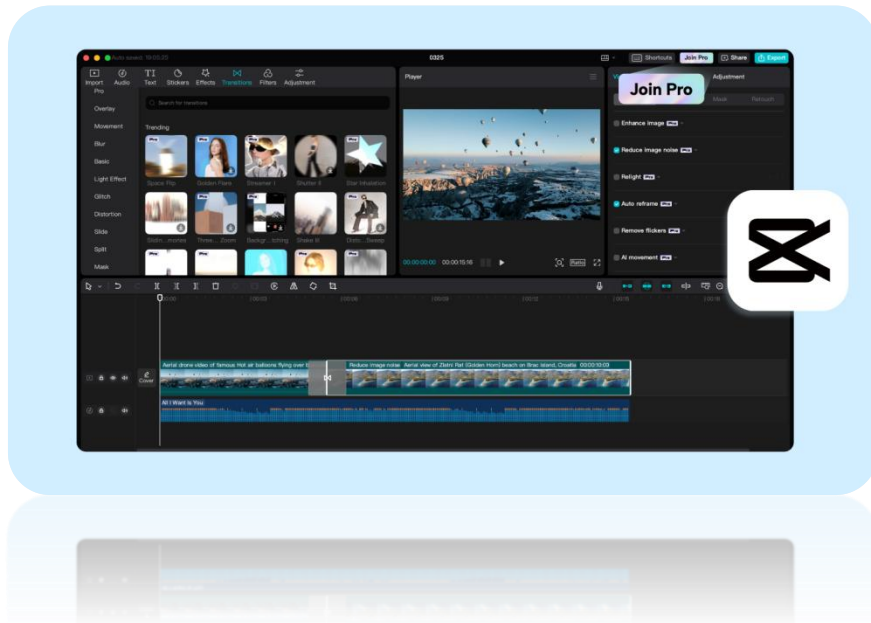


AI videos were VERY basic
12 months ago

Sora videos now look very
high quality



CapCut Video editor



Almost 1 billion users use CapCut on mobile and desktop

It is made by Bytedance - the same company that owns TikTok so there is a lot of integration with TikTok

You can use the editor for free and there won't be a watermark on your video

However, they have lots of Pro features and to use those you would need to buy a license

A license is similar to Canva and tends to be between €9 or €11 a month (it can change depending on offers)

There are 2 desktop versions



CapCut offers two distinct versions: an online editor accessible via web browsers and desktop software that can be downloaded for Windows and Mac.

1. Desktop software

If you have ever used Filmora or Final cut pro, this is the equivalent. You install the software on your device and then you do all of the editing on your PC, Laptop or Mac.

2. Online editor in a web browser

If you have used Canva for editing videos, this is similar but a lot more powerful. However, it is similar in that all the editing is done in the browser. You upload your files to the CapCut server and edit them online

There are 2 desktop versions – Downloadable desktop software



CapCut downloadable software

Performance: Generally offers better performance for handling larger longer videos eg. 30 mins to 2 hours. Plus it is better at more complex edits (many videos with overlays, text , effects) due to the power of local hardware compared editing up in cloud. ***Also, it is not dependant on good broadband.***

Offline Editing: Unlike the online version, users can edit offline, which is important for those with unstable internet connections

Advanced Features: The desktop version includes more sophisticated editing capabilities, such as multilayer editing and advanced audio tools

There are 2 desktop versions – Online editor



CapCut Online Web Editor

Accessibility: The online version is browser-based, allowing users to edit videos from any device with internet access without needing to download software.

Pick up where you left off on another device – if you start editing on one device you can continue on another – because it is all saved on the cloud (like Canva)

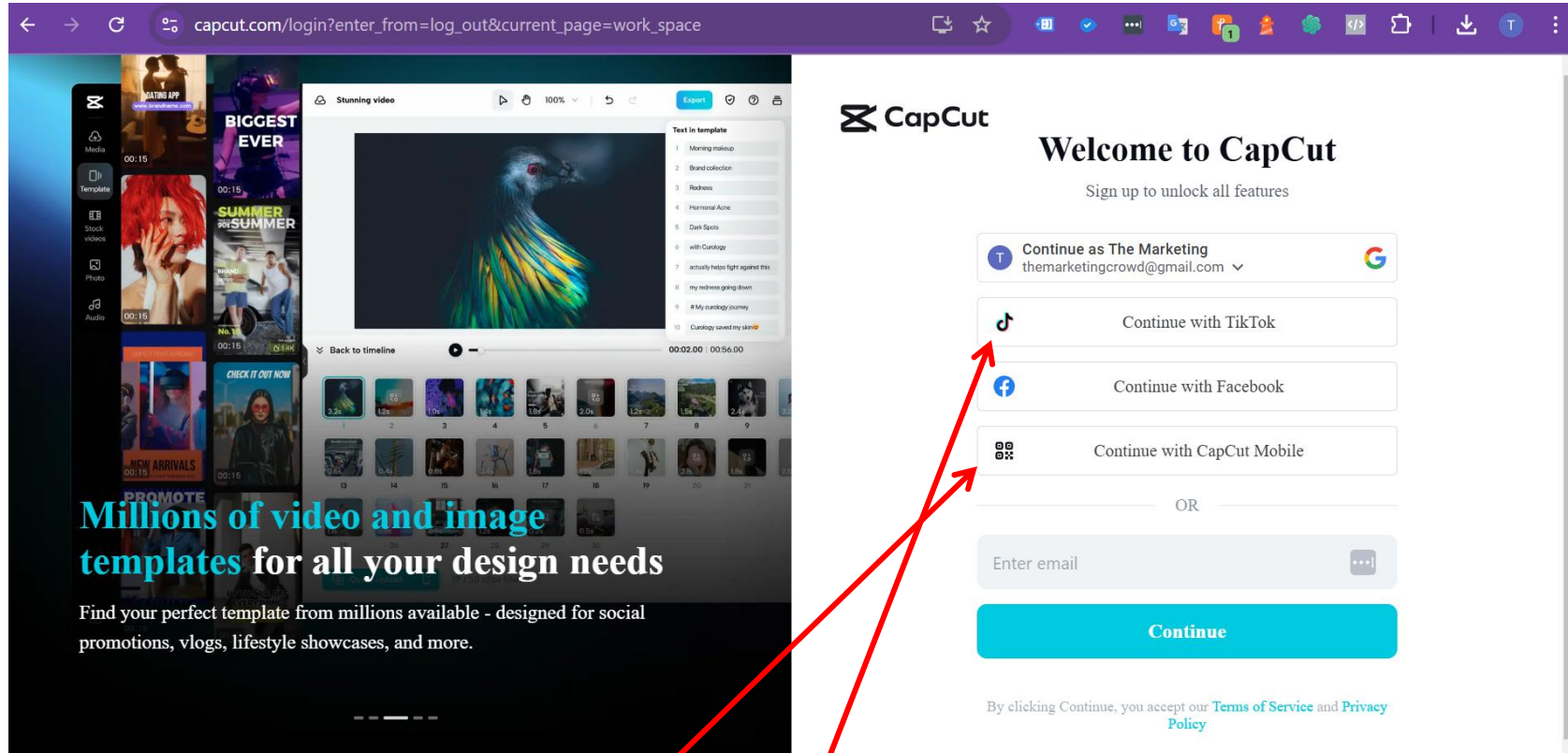
Cloud Storage: Projects are automatically saved in CapCut's secure cloud, providing easy access and collaboration without consuming local storage space

Collaboration Features: The online platform supports teamwork by enabling multiple users to work on a project simultaneously, eliminating the need for file exchanges

Features: There might be less features than the software version but in my opinion it has everything most business people need to make marketing videos

Plus there are some excellent useful features in the web version

How to get started

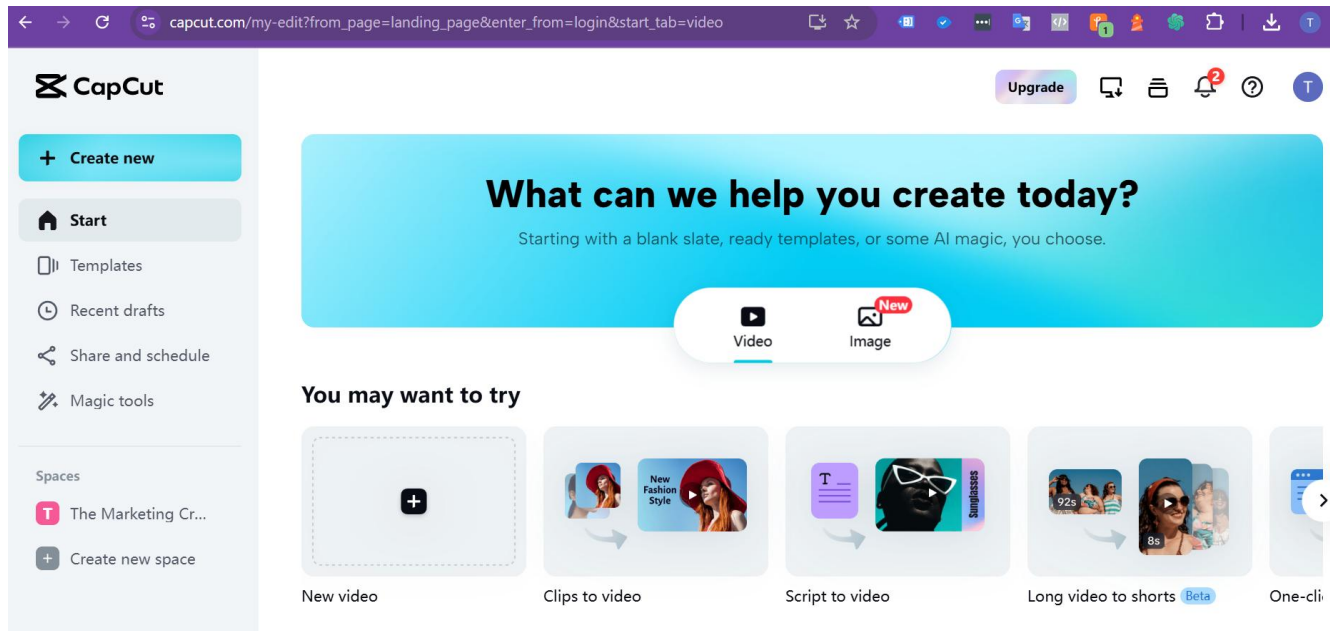


Go to capcut.com on your browser.

You should then create an account.

1. Got a CapCut account on mobile? Select this option and follow instructions.
2. Got a TikTok account? You can login using that
3. Or create an account by logging in with your Gmail

How to get started – Home screen



This is your Home screen.

Create New – Click this to start editing a new video

Start – This is the equivalent of Home

Templates – browse through their templates and simply add your images / videos

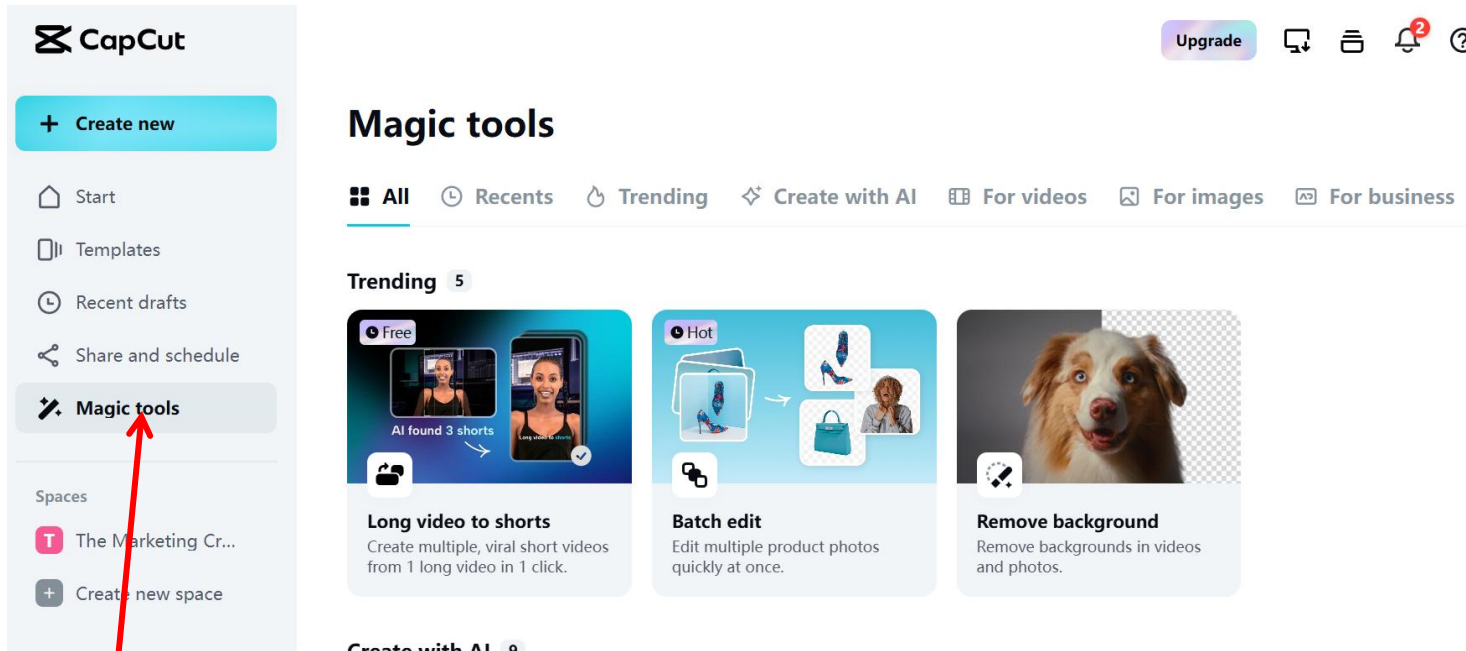
Recent drafts – all your previous video projects live here. You can go back and continue editing them

Share / schedule – people (collaborators) can share video projects with you

Magic tools – they have LOTS of AI tools. They all live here

Spaces – You are given 5gb of storage for free. Your videos take up this storage. If you exceed this you would need to delete files or upgrade for 100gb of storage in the Pro plan

The Ai tools area

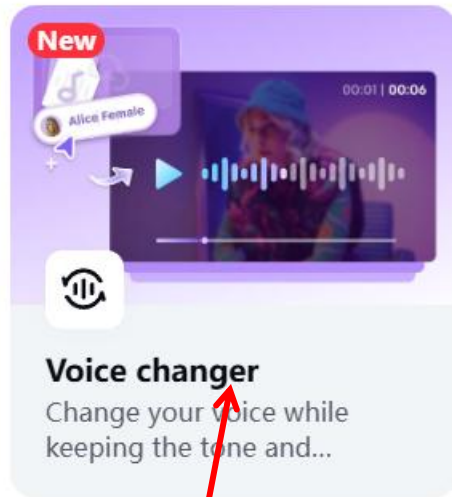


The AI tools are in the Magic tools section

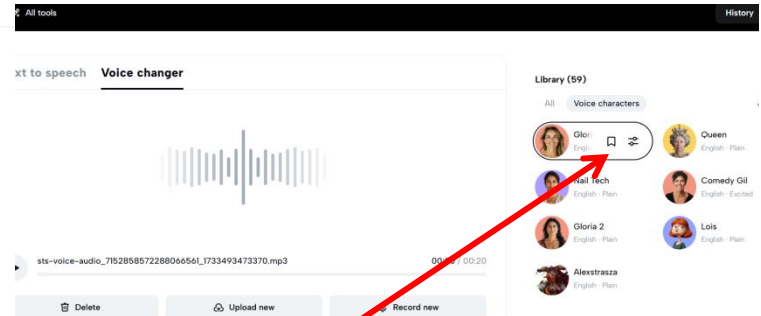
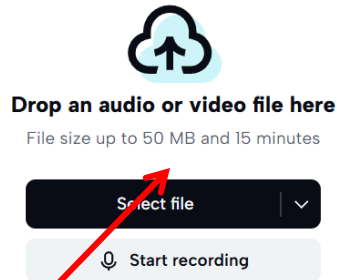
Go to capcut.com
Then click on magic tools

You can now browse through their AI tools for video editing and image editing

The Ai tools area



Voice changer



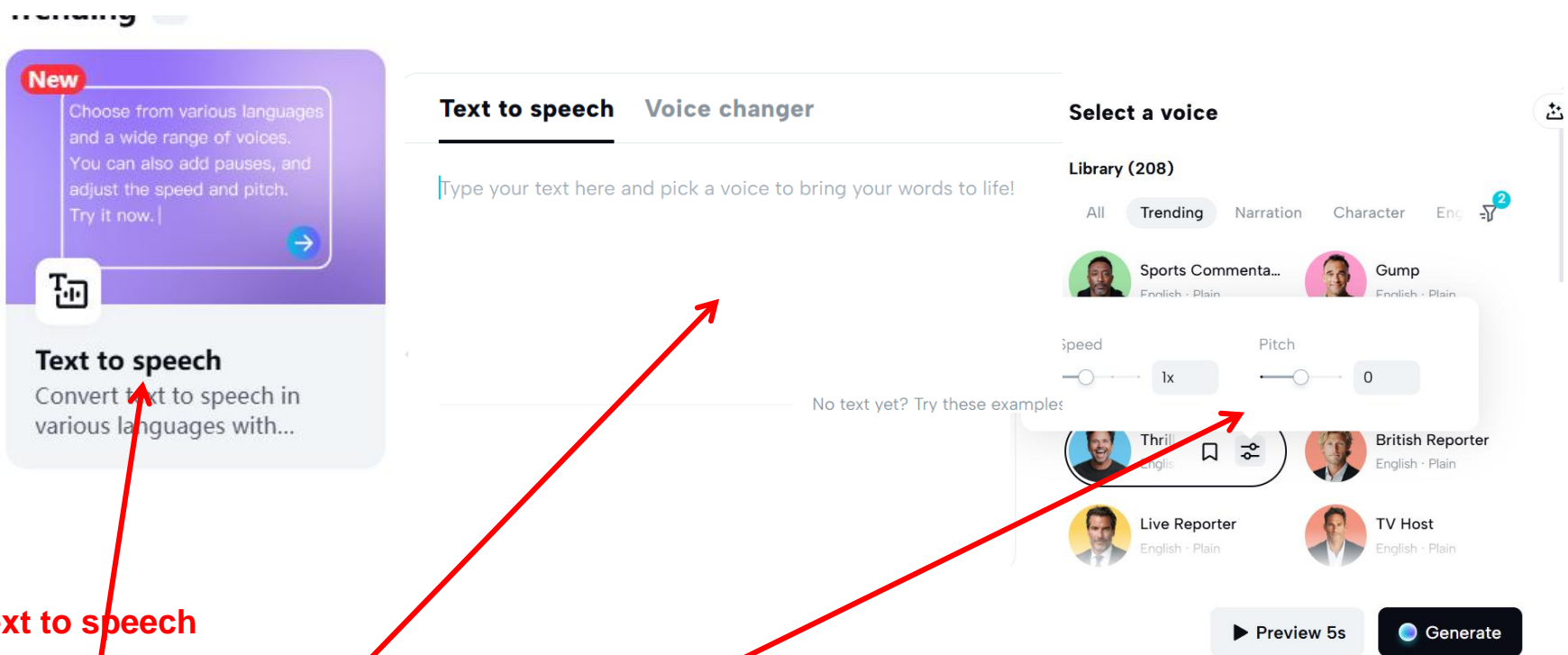
Voice changer

Click on Voice changer

Either upload a video that has someone speaking or record yourself saying what you want in a video
Then select a voice. When you select a voice click on the controls icon and then click generate

You can then download this as an audio file. You could then import this audio file into a video project and use it as a voiceover on your video and match the video clips or images to it.

The Ai tools area



Text to speech

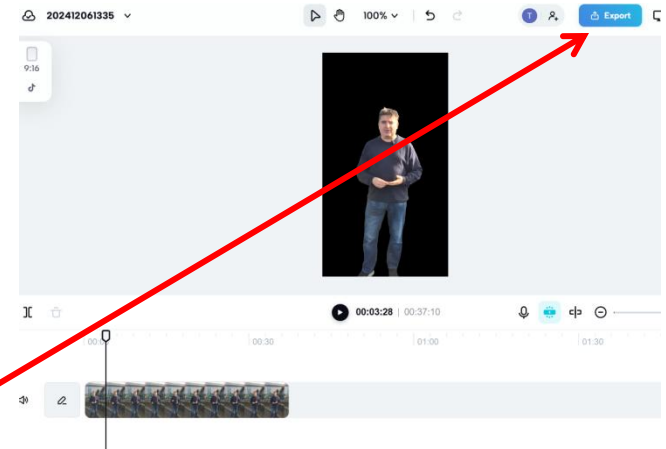
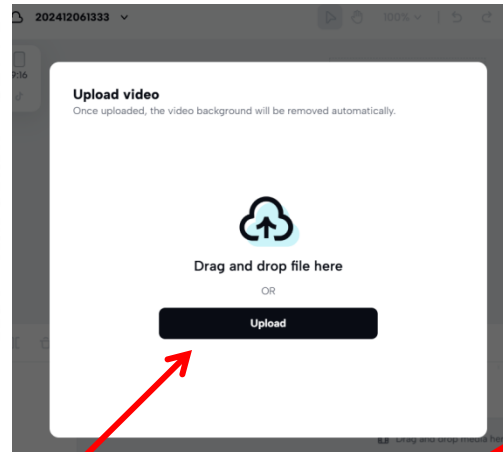
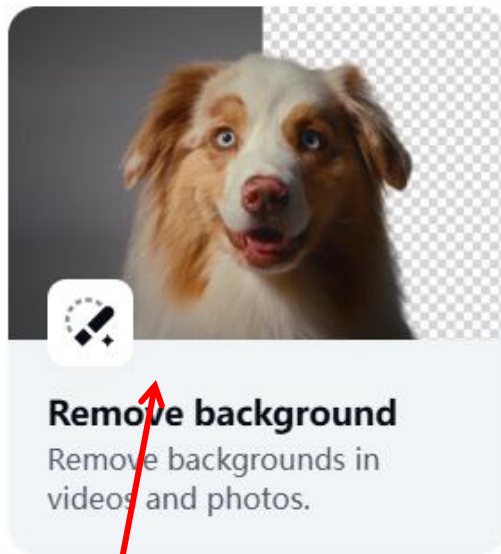
Click on text to speech

Paste in or type what you want said

Then select a voice. When you select a voice click on the controls icon and then click generate

You can then download this as an audio file. You could then import this audio file into a video project and use it as a voiceover on your video and match the video clips or images to it.

The Ai tools area



Remove the background from a video

Click on Remove background

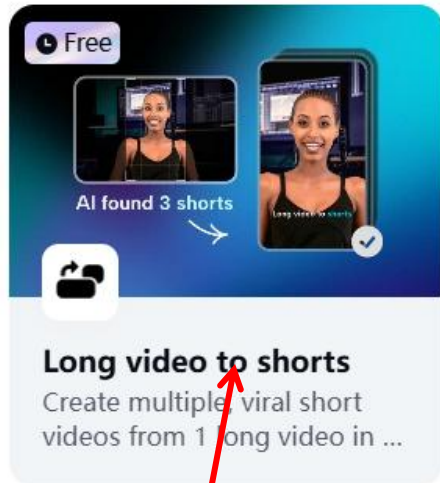
Upload your video

Your video will now have the background removed

You can edit out parts you do not want

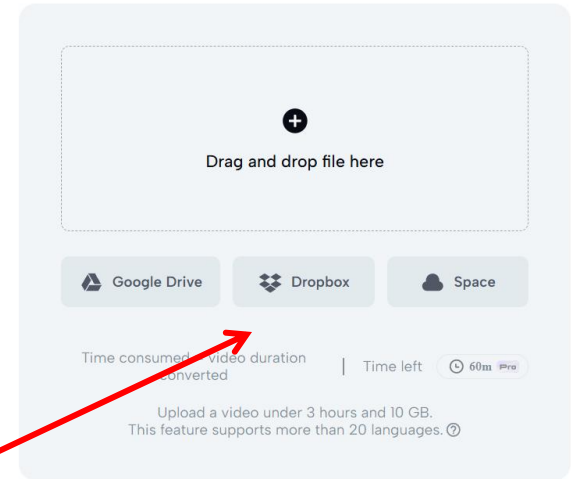
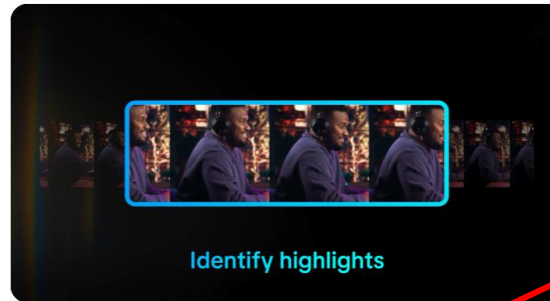
Click export to save this final video that doesn't have a background. You can then use this in future videos

The Ai tools area



1 long, multiple shorts: Viral videos in a snap.

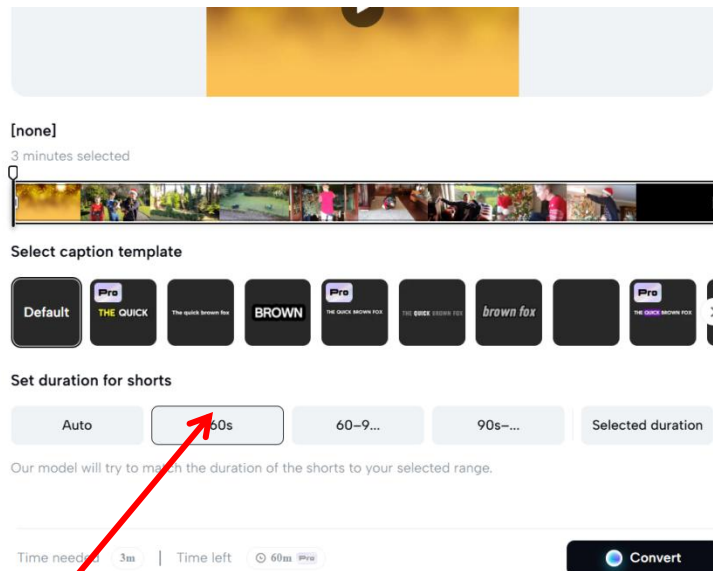
You can convert 60 minutes of long videos to shorts for free every month. [Join Pro](#) to get 240 extra minutes per month.



Long videos to shorts – the Ai will scan your long video, identify the best bits and turn it into multiple short videos that you can share on social media

1. Click Long video to shorts
2. Upload your video

The Ai tools area

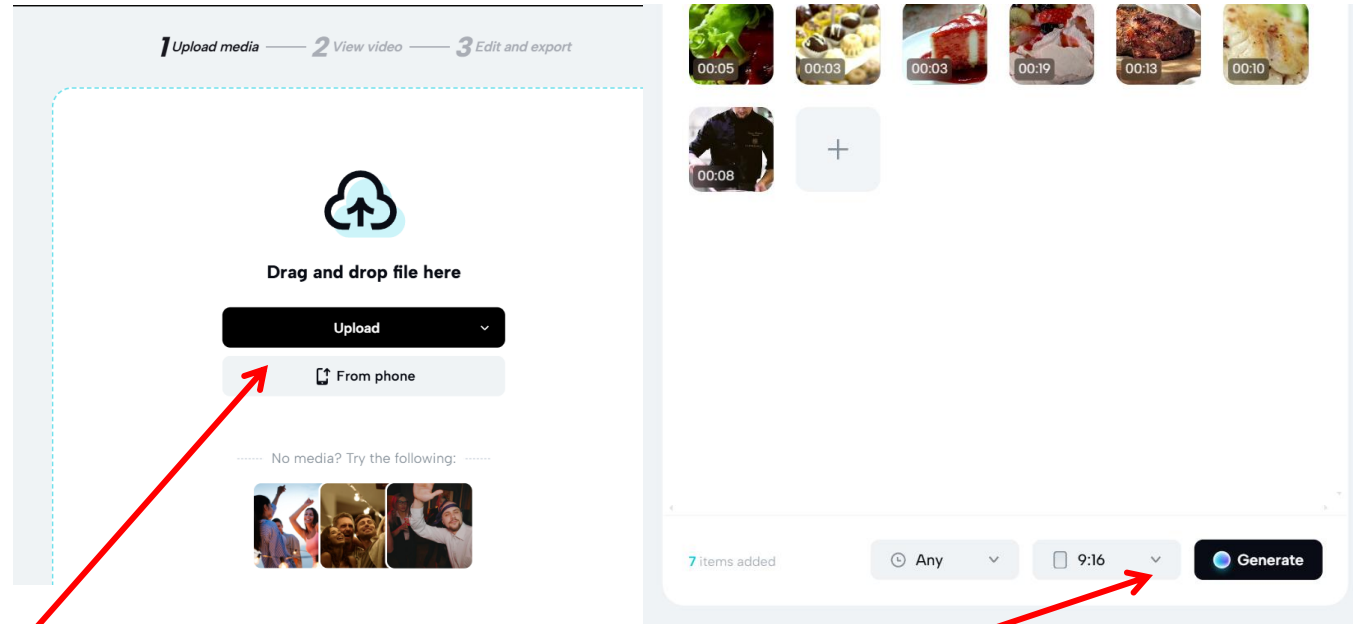
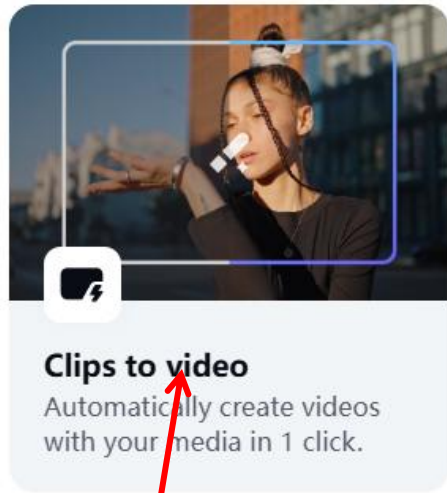


You can then choose what length you want the videos to be
You can also choose whether you want captions and if so what type

Then click generate

It will then show you the videos and you can download them

The Ai tools area



Clips to video - the Ai will edit your videos or images with eye catching effects

Click on Clips to video

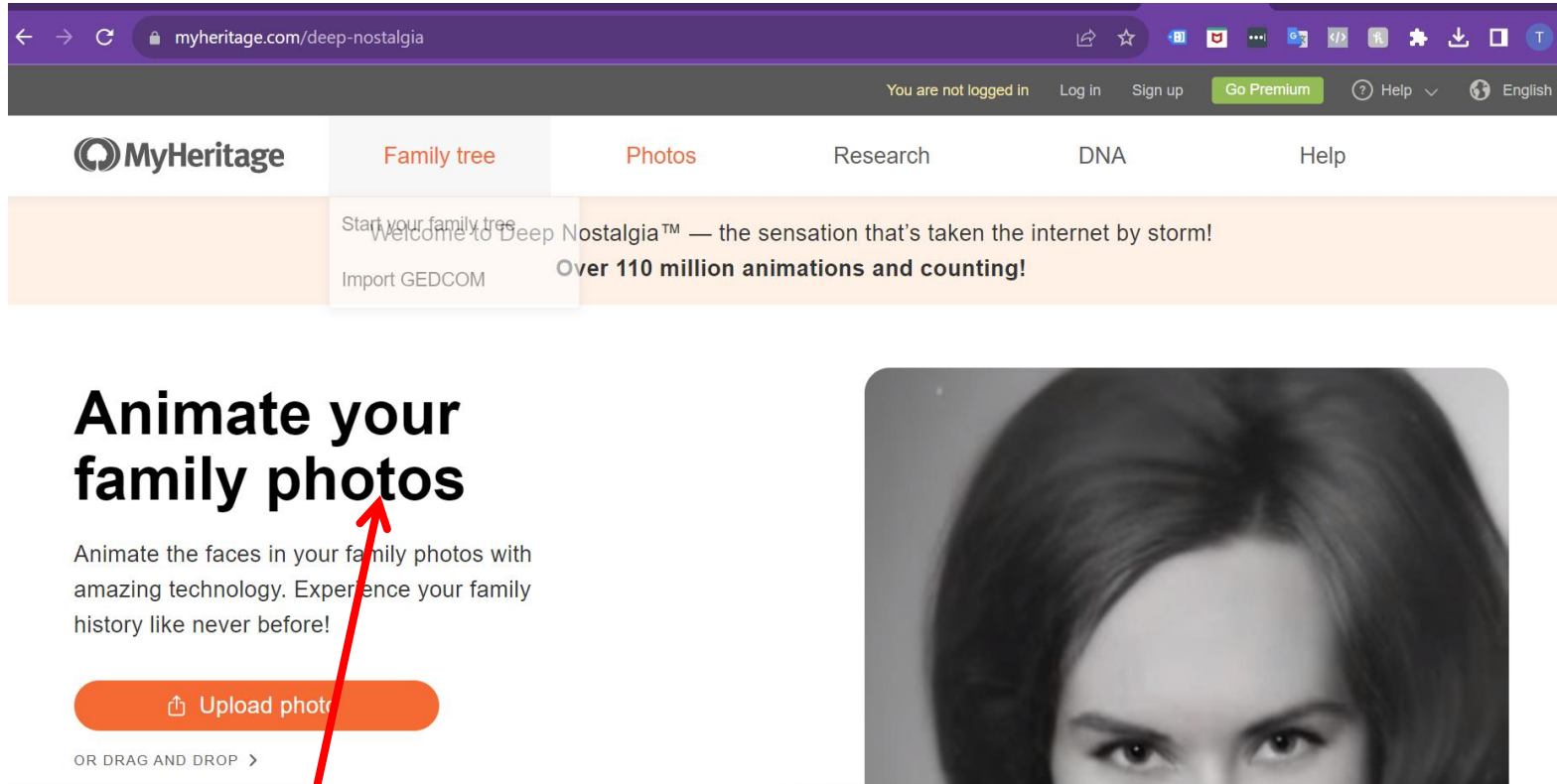
Upload your clips / images

Then choose your video shape eg. 9:16

Click generate

If you like the video click export

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

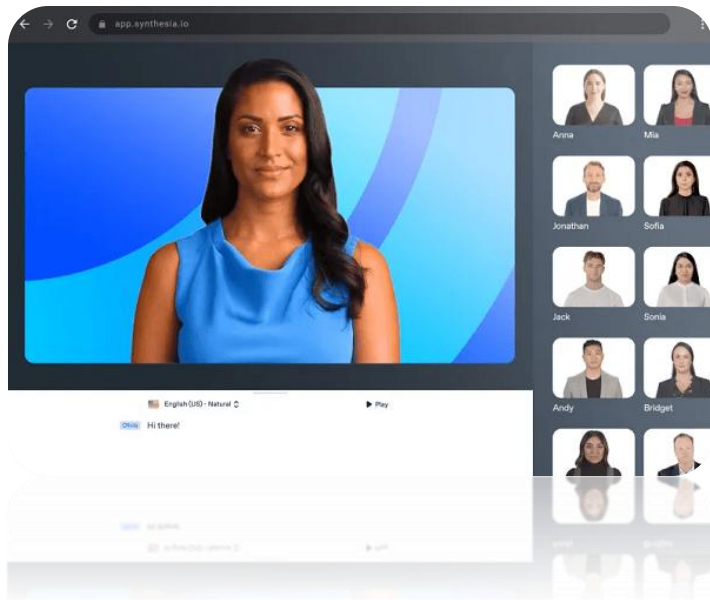
AI tools to generate Avatars

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 ...

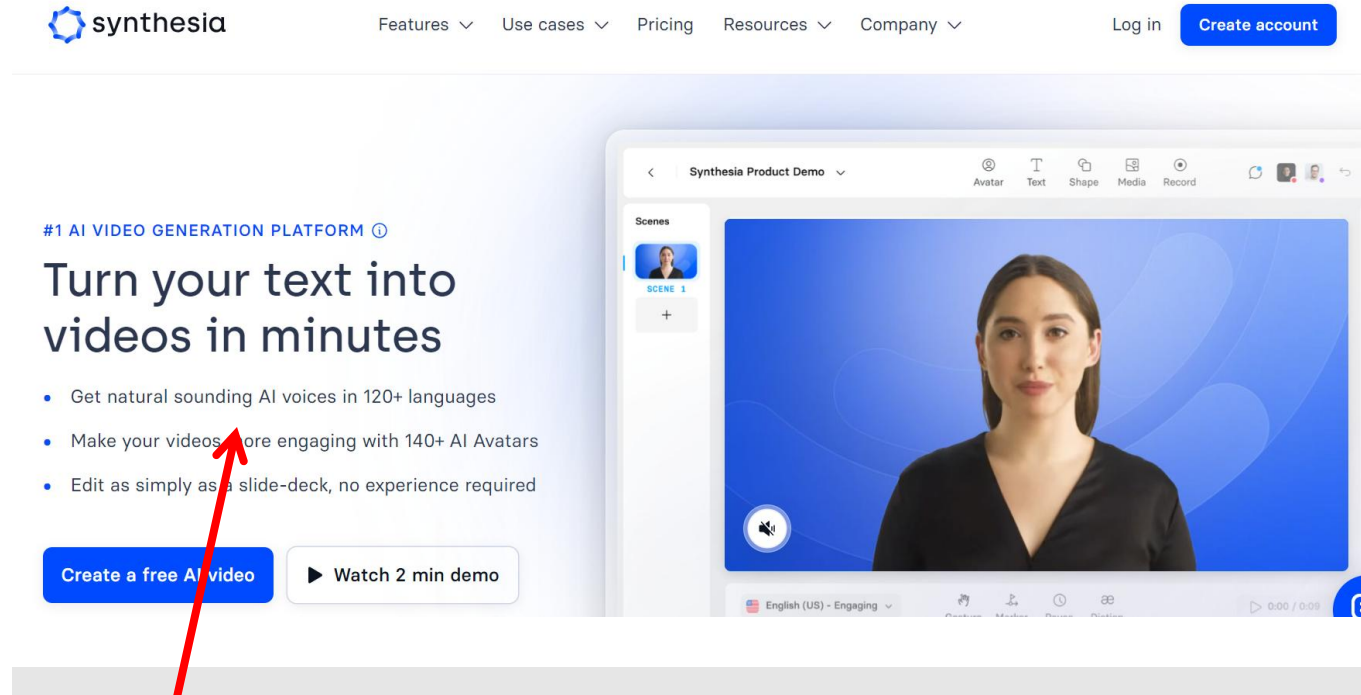
- **Educational / training videos**
- **Customer service videos explaining how your product works.**
- **Website videos that explain how your product works**

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



#1 AI VIDEO GENERATION PLATFORM ⓘ

Turn your text into videos in minutes

- Get natural sounding AI voices in 120+ languages
- Make your videos more engaging with 140+ AI Avatars
- Edit as simply as a slide-deck, no experience required

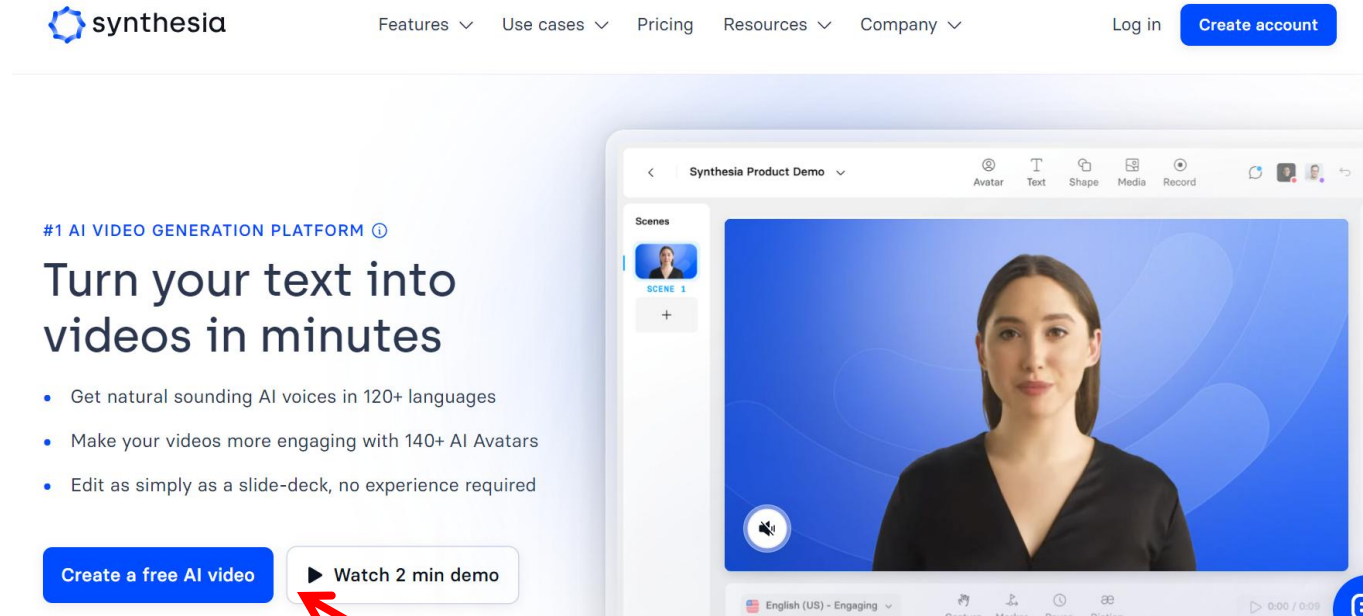
[Create a free AI video](#) [▶ Watch 2 min demo](#)

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/>

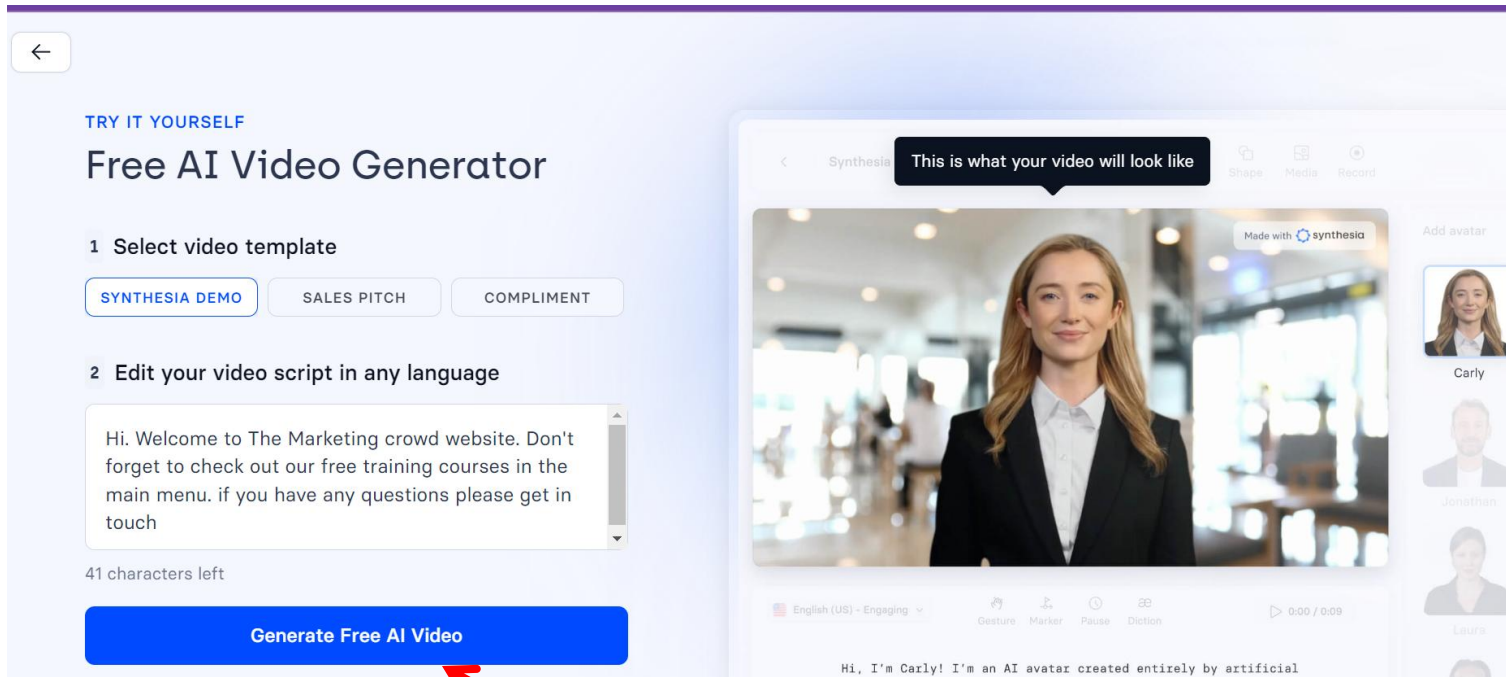
Signup for a free account and then sign in

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



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

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

● WE'RE GENERATING YOUR VIDEO!

You'll receive the video via email

Please check your spam folder too. And in the meantime, you can watch a quick product tour below.



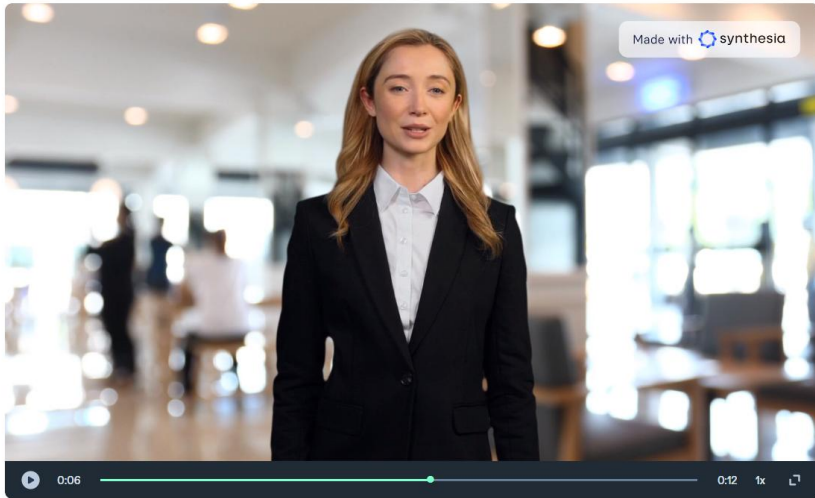
Evan, your AI video is ready! 🙌

Want an AI video superpower? You can now create videos 10x faster than before. No filming crews, studios, or complicated editing software required.

Watch your AI video

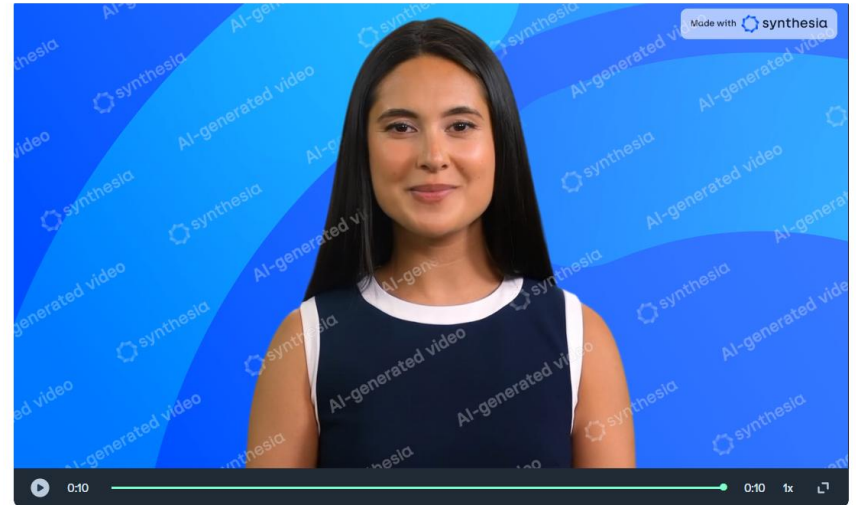
They will then send you an email (within 10 mins) with a link to your video

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

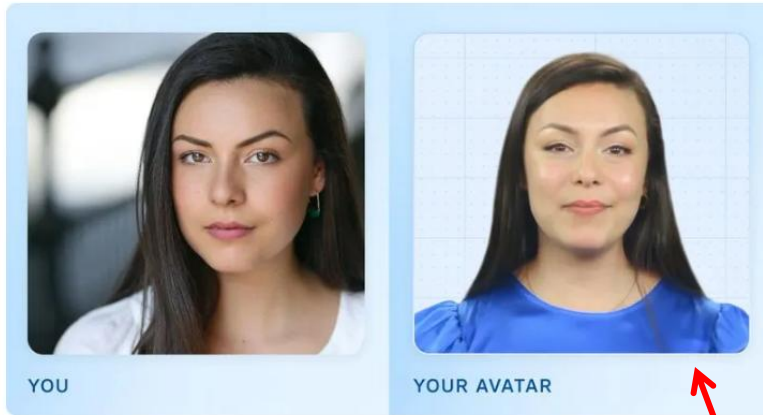
€59 /month

€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 ⓘ

Synthesis – 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.

Synthesis 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

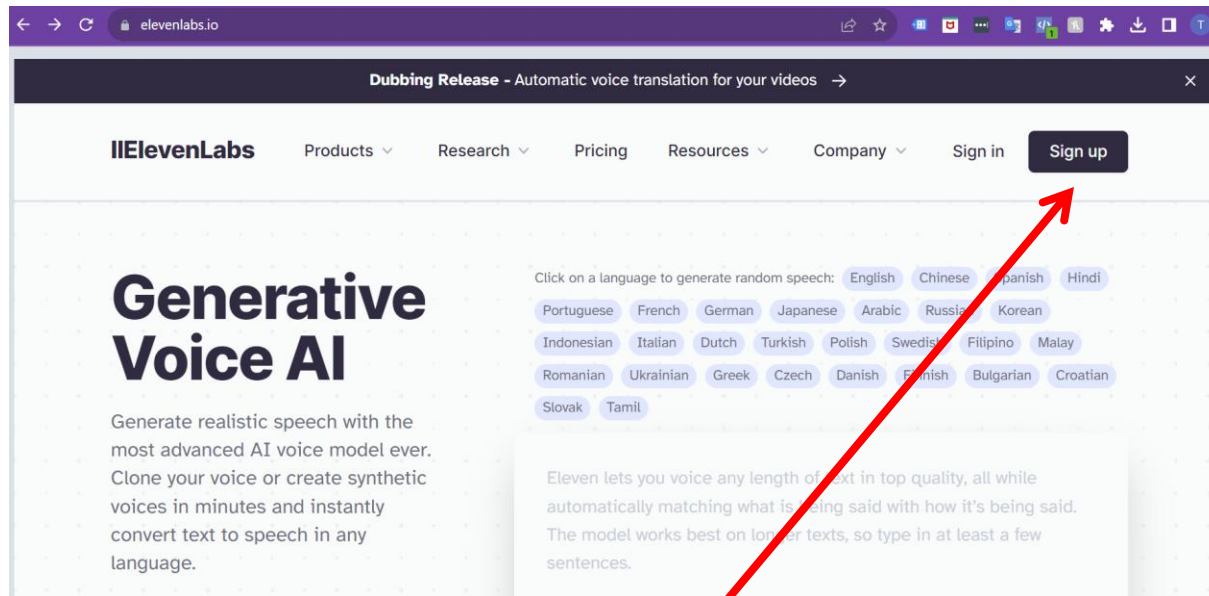
Currently you would either record your own voice and add it as a voiceover in a video or you would commission a voice over artist.

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

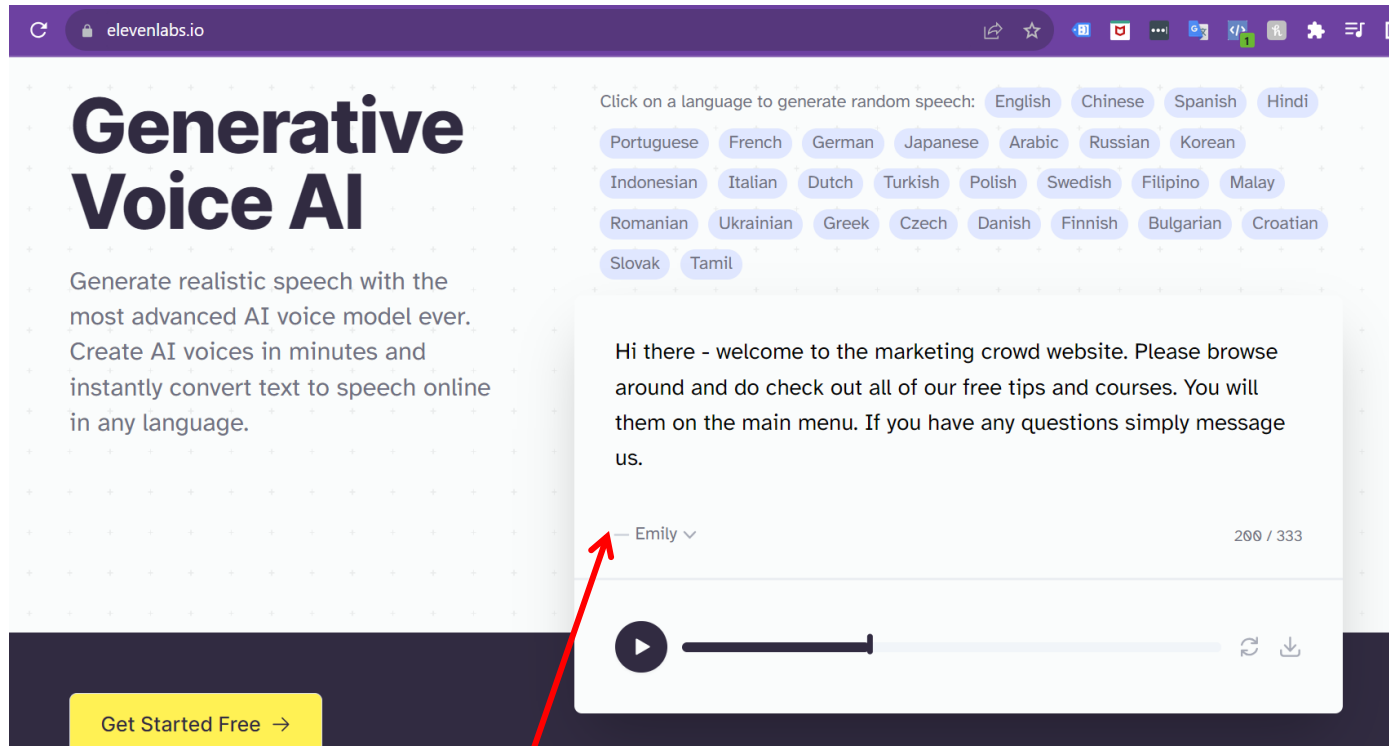


Do you want to generate a professional voiceover for a video?
Or would you like to clone your own voice?

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

Signup for a free account and then sign in

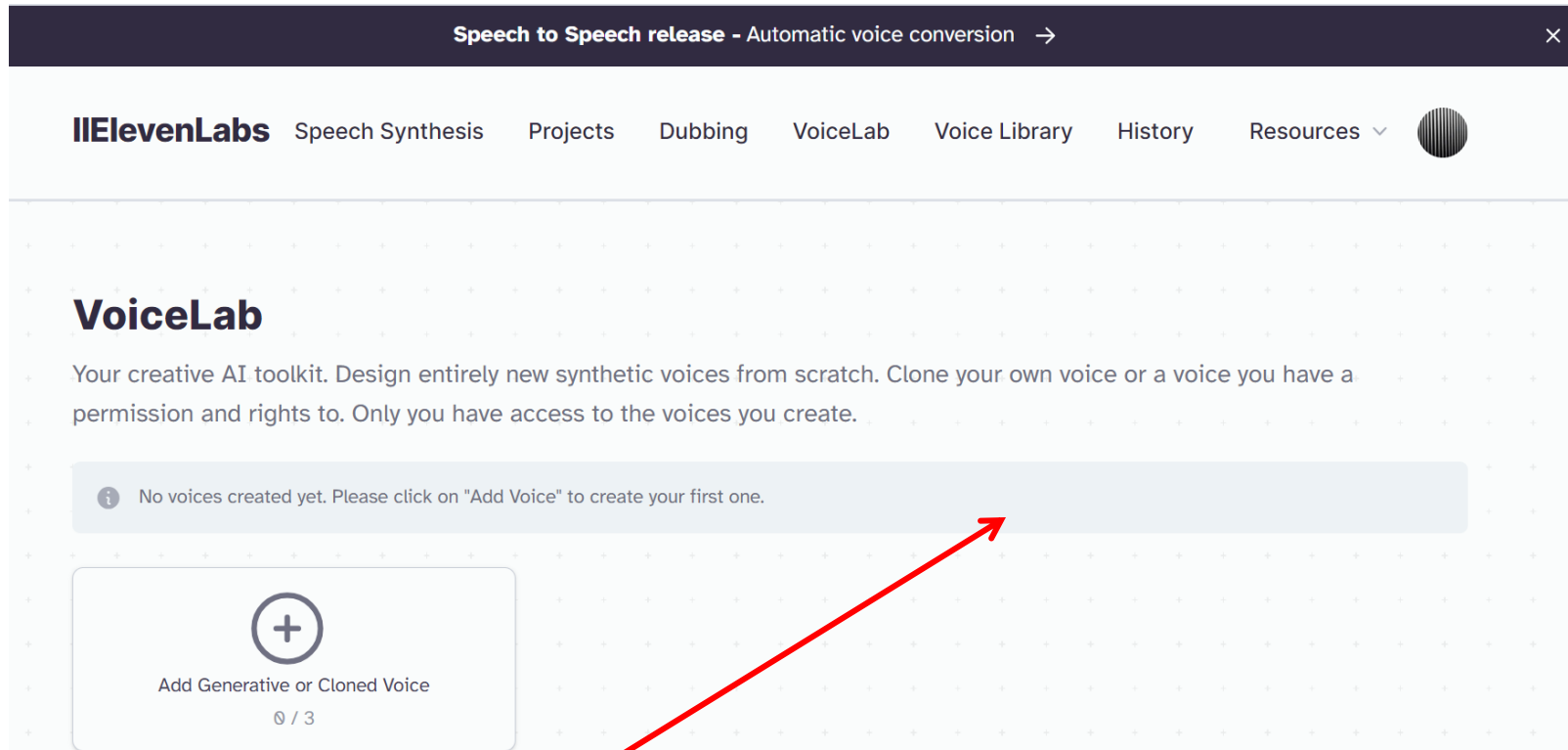
Eleven Labs – Create an AI voiceover



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.

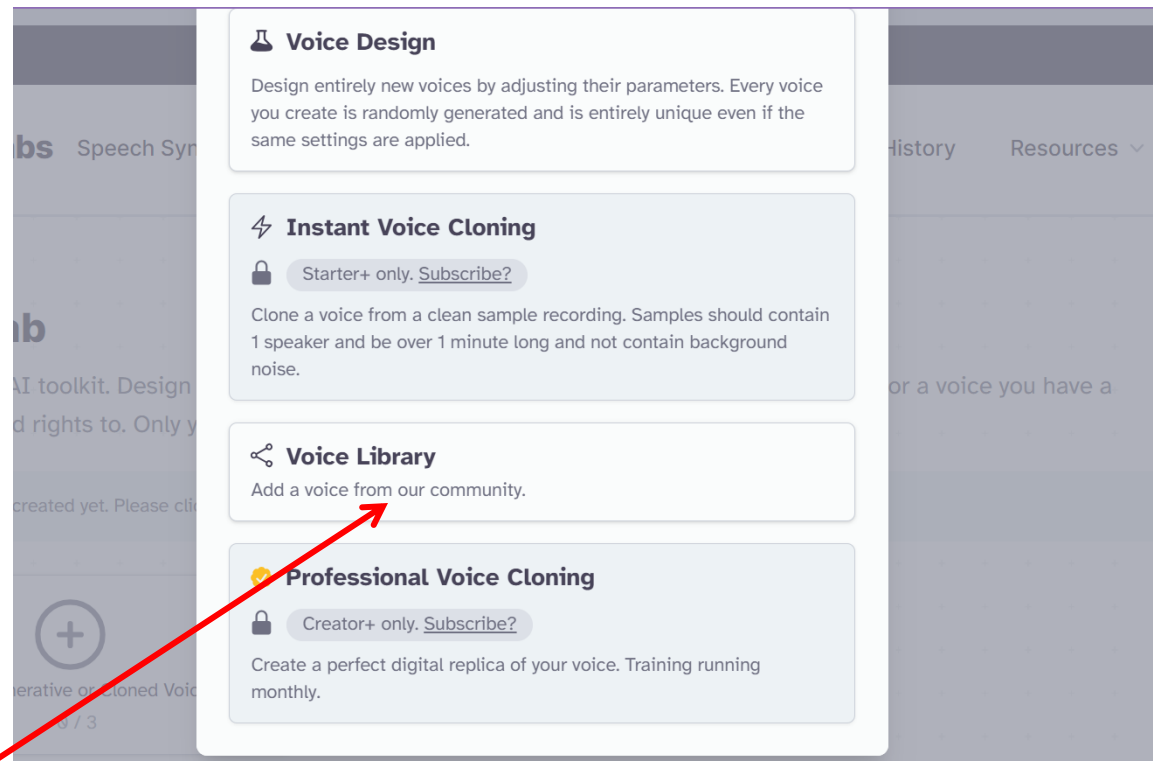
Eleven Labs – Create AI voiceovers



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

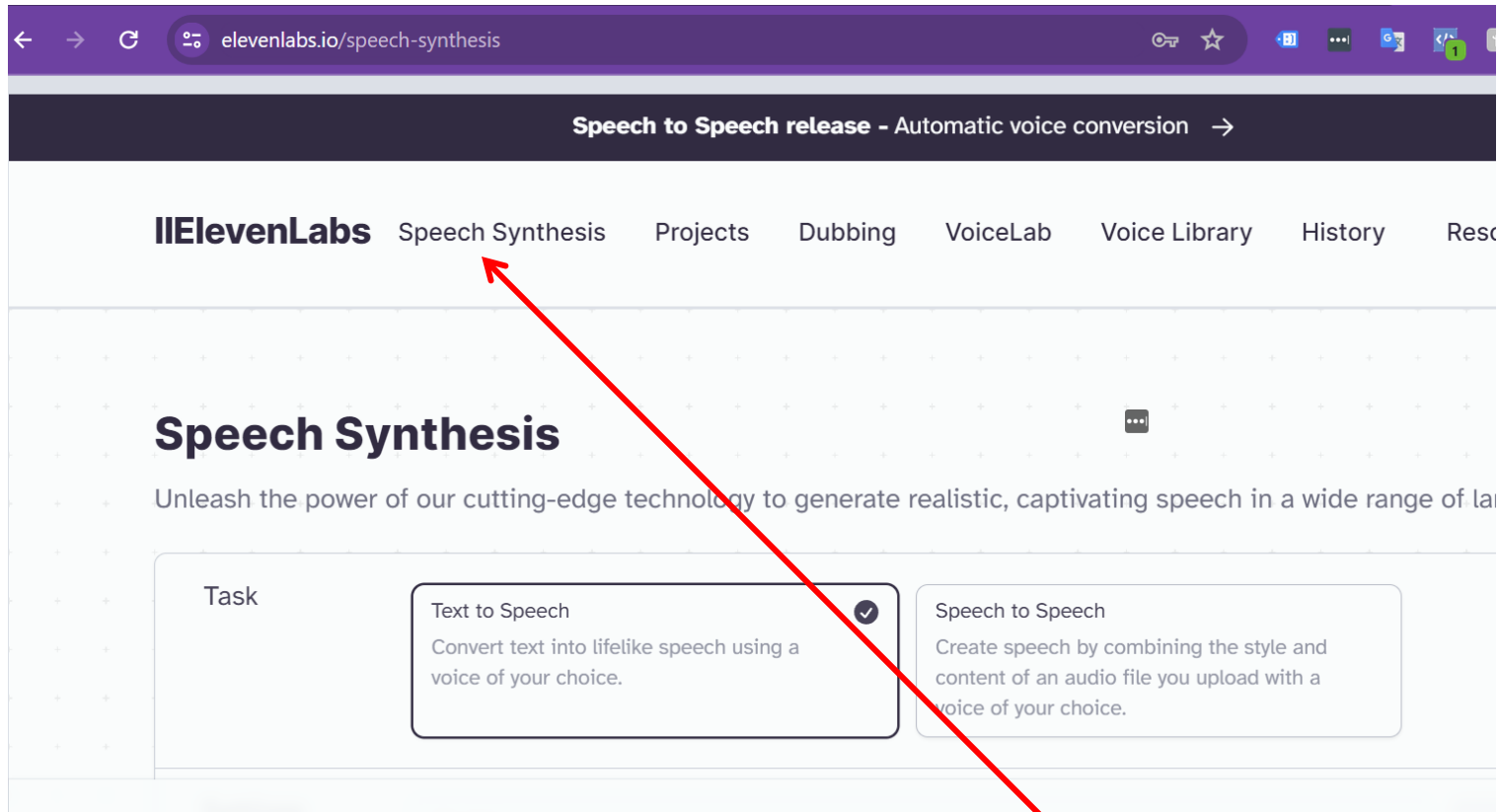


If you are on the free plan you can browse the voice library and create a voice over based on their AI voices

However, you cannot clone your voice using the free plan.

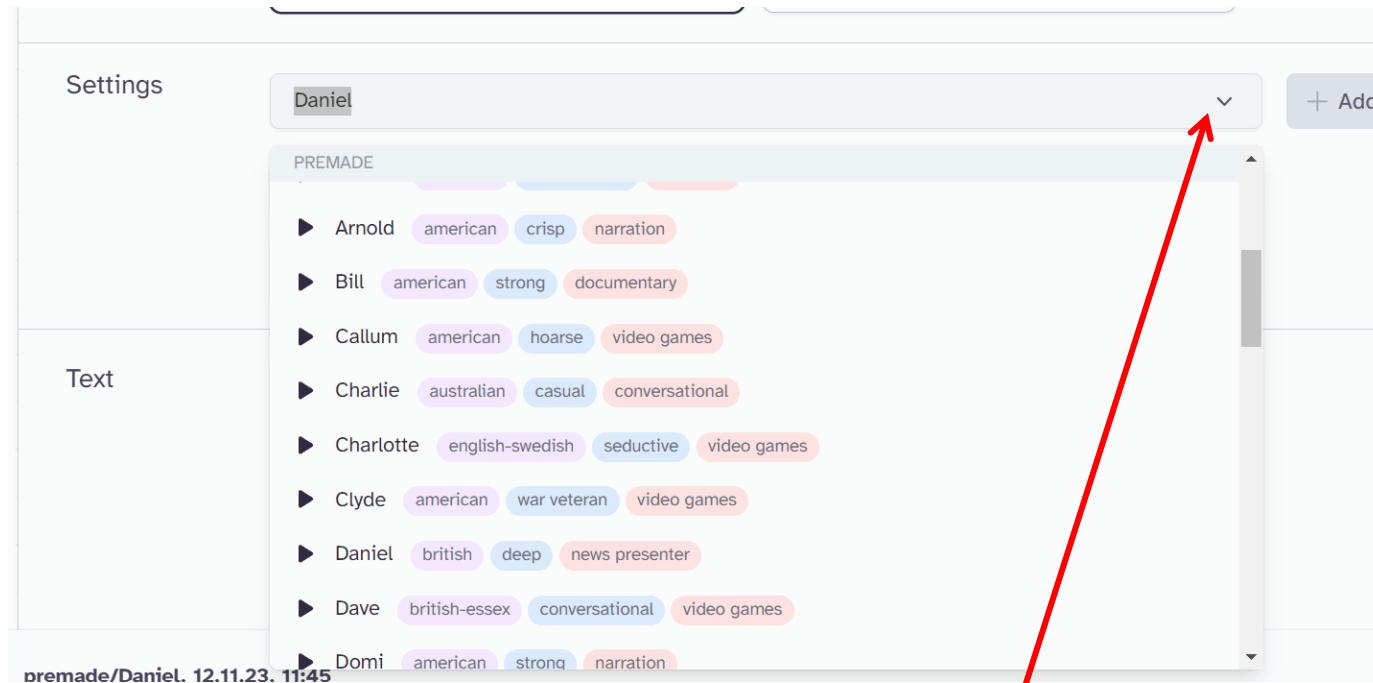
The Starter + plan is \$5 a month and you can clone your voice and use it for 40,000 character a month

Eleven Labs – How to create an AI voice over



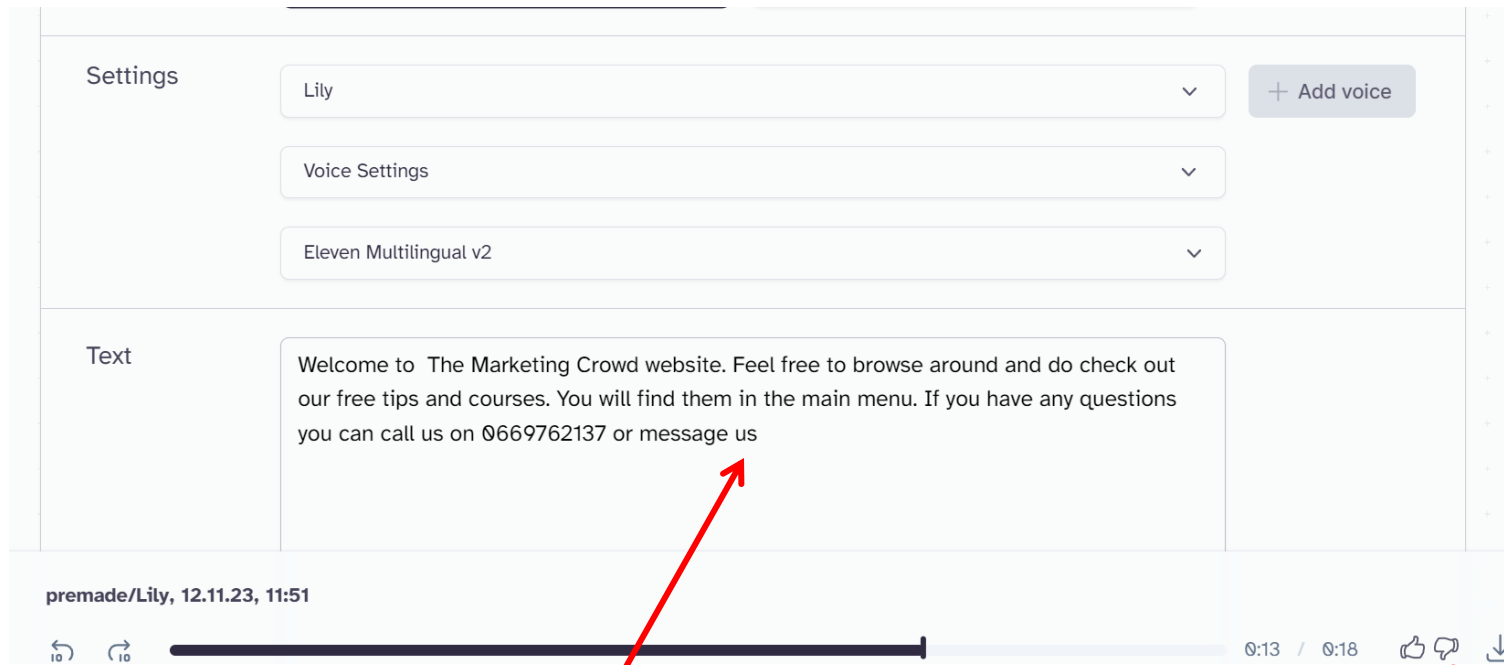
In order to create a Voiceover, login to your account and click Speech Synthesis

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