

# YOUR AI TOOLBOX FOR DIGITAL MARKETING

# What we will cover

## AI Image Tools

### Create images by describing them – best free tool – Gemini

Create images by describing them – paid tool – Canva

Useful sites that have lots of AI image tools

Create a text graphic – Canva dream lab or Ideogram.ai

Create an image based on an image plus description –CapCut

Photo coloriser – CapCut desktop

Remove the background from an image – remove.bg

Remove background form multiple images at once & add keyline stroke - Flexiclip

Erase something form an image – cleanup.pictures

Increase the resolution of an image

# Unlimited Image creation

T create an image of a cheetah running through the savannah

Evan M

✦ Sure, here is an image of a cheetah running through the savannah:



Enter a prompt here

Gemini may display inaccurate info, including about people, so double-check its responses. Your privacy and Gemini

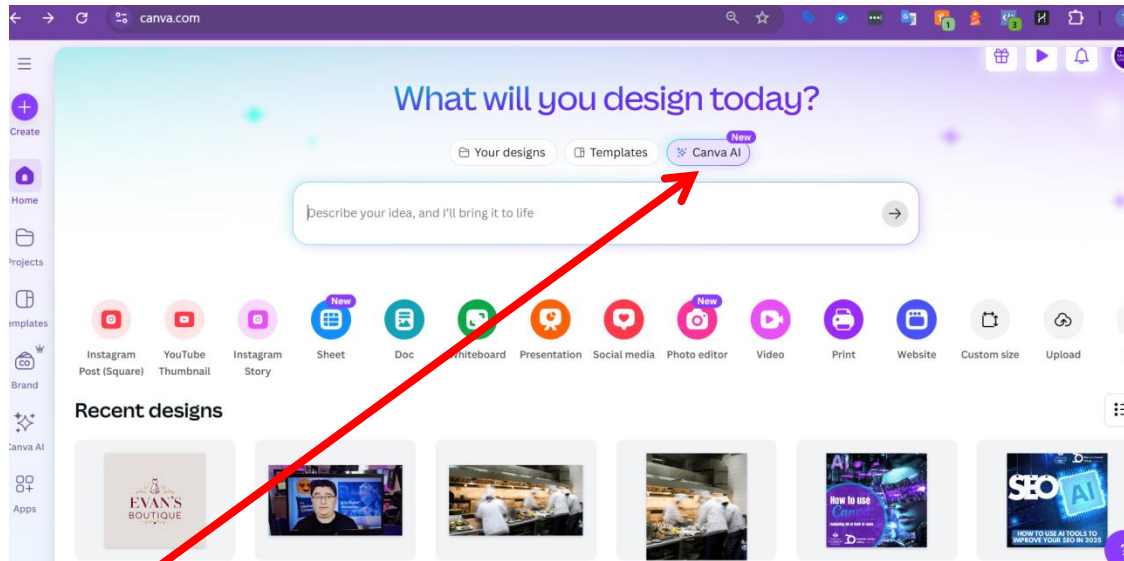
Start your prompts with " Create an image".

Type whatever you want to create. You can use these images in your digital marketing

**Imagen, the image creator got a major upgrade and the quality of the images are excellent.**

Unlike the free version of Chat GPT you can create unlimited images in Gemini

# Overview of AI in Canva



There is an AI hub located in the centre panel

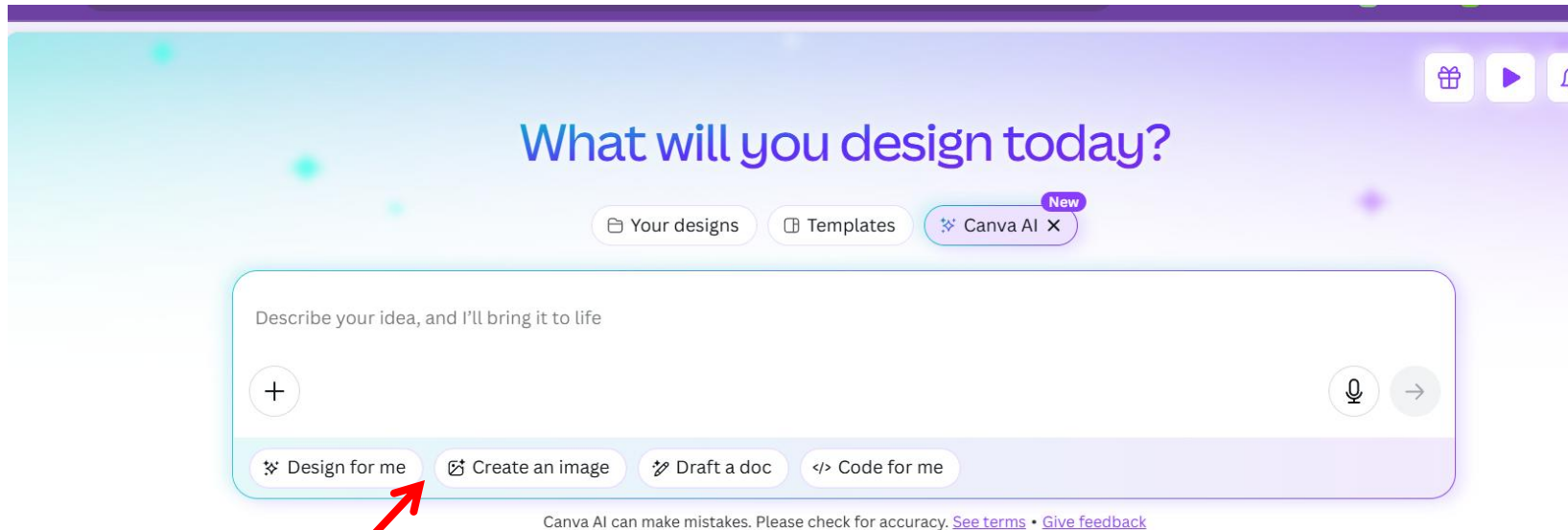
Pro users can use this an unlimited number of times. However, for free users ...

**AI Image Generation:** Free users are allowed 20 lifetime uses of Dream

**Magic Design:** Free accounts have a 10 lifetime use limit for Magic Design features, which includes tools like Magic Design for Presentations

**Other AI Tools:** Free users also have access to Magic Write (Canva's AI text generator), but this is capped at 50 total uses

# Overview of AI in Canva

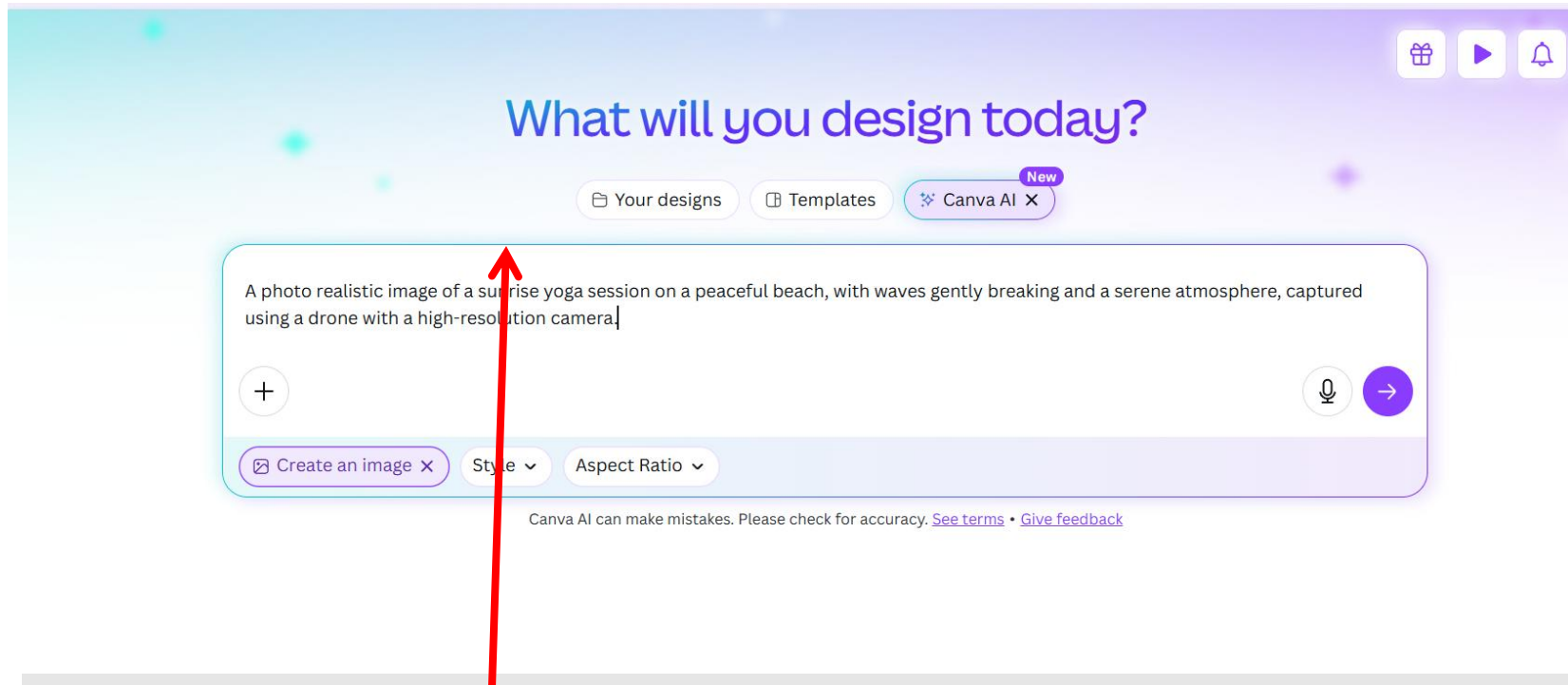


**Design for me** – you can ask it to design a social media post or a logo simply by describing what you want

**Create an image** – describe the image that you want

**Draft a doc** – ask it to write a social media post or text for a web page – just like Chat GPT

# Image creation in AI Hub



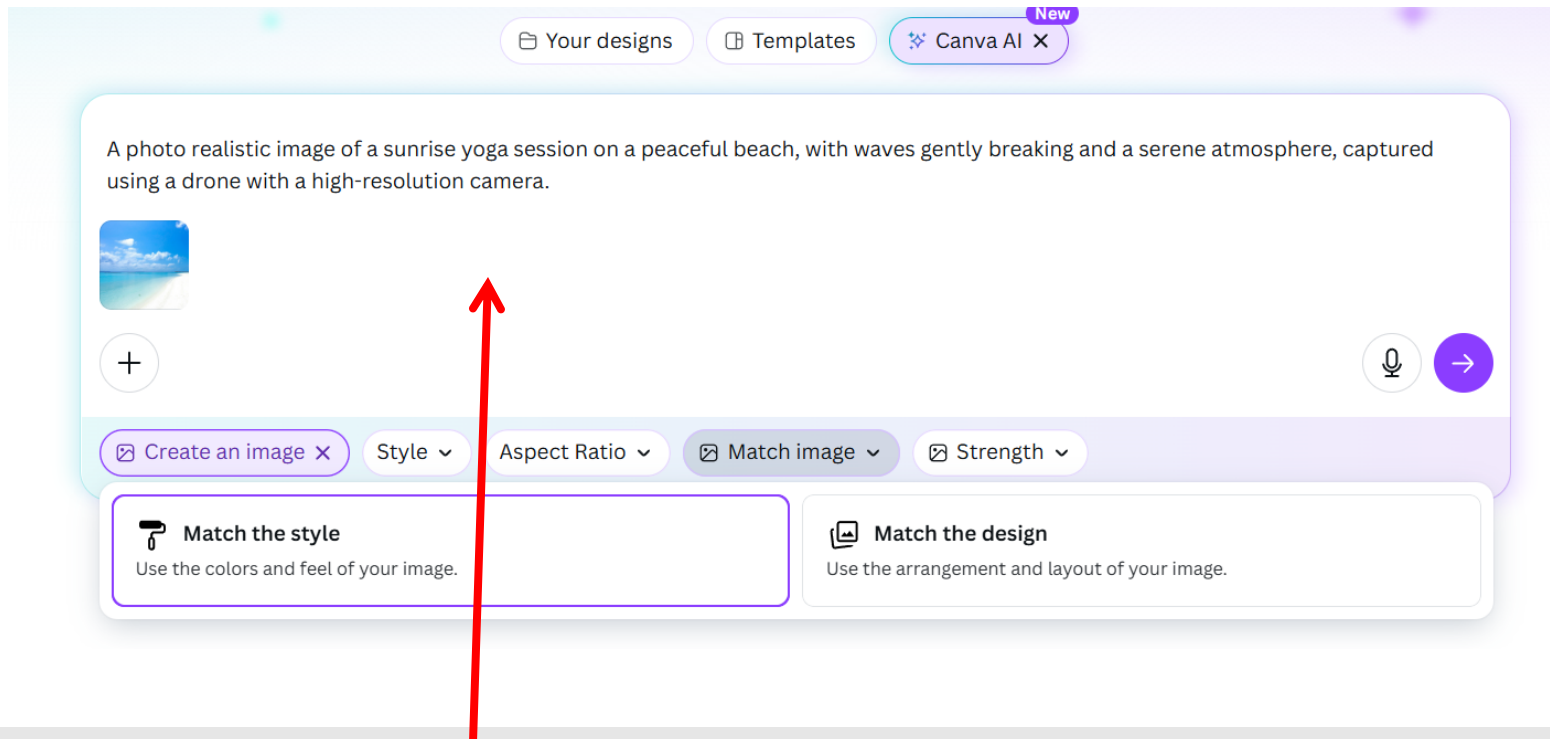
Click on create an image

Type in a description of the image that you would like

Choose a style eg. Stock image, illustration. Bokeh

Choose an aspect ration (Landscape, portrait, square)

# Image creation in AI Hub



You can also click on the + icon and add an image

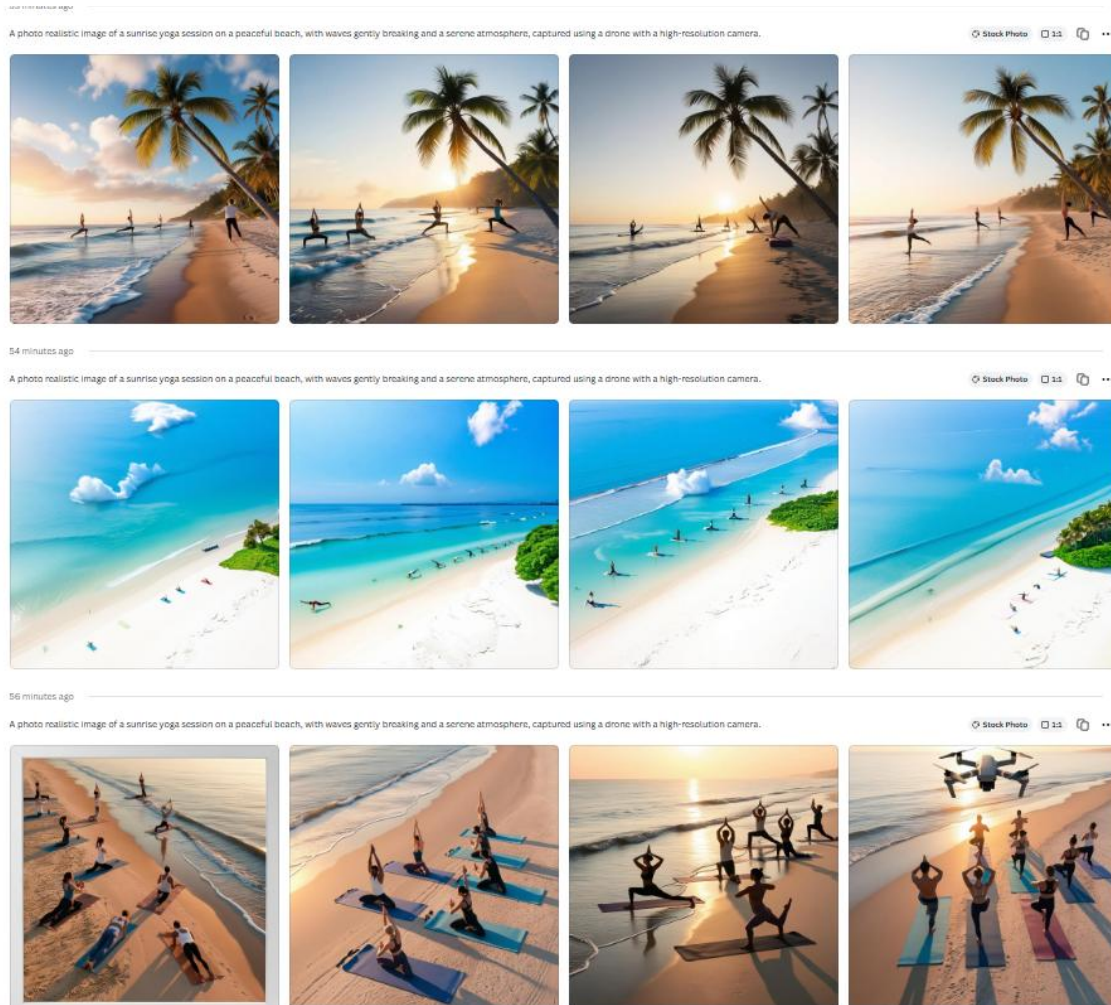
When you add the image you can then choose to “Match Image” and then choose style or structure

Style = You want the new image to look like the attached image in terms of colours / vibe

Structure = You want the new image to use the same structure elements (trees, mountains, beach) as in the attached image



# Image creation in AI Hub



3. Beach with palm tree attached and requested similar structure



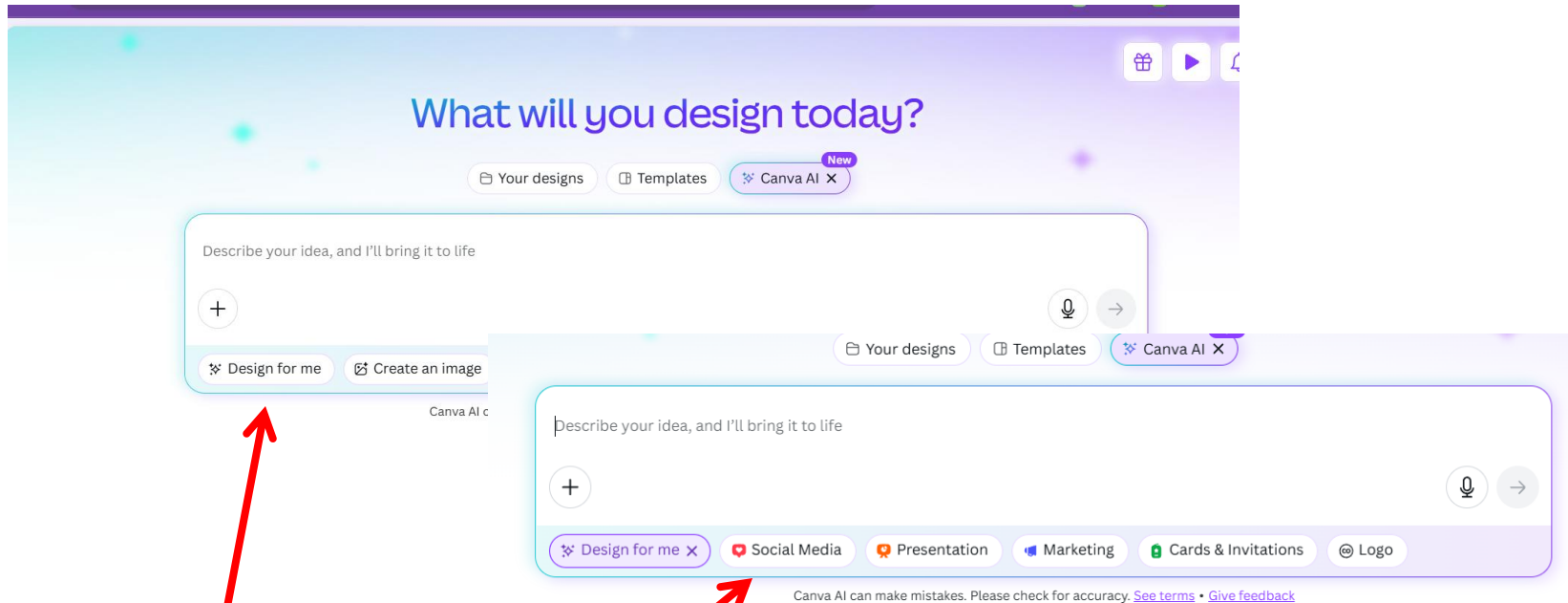
2. Tropical beach attached and requested similar style



1. Just a text prompt – no reference image attached



# Design For me in AI hub

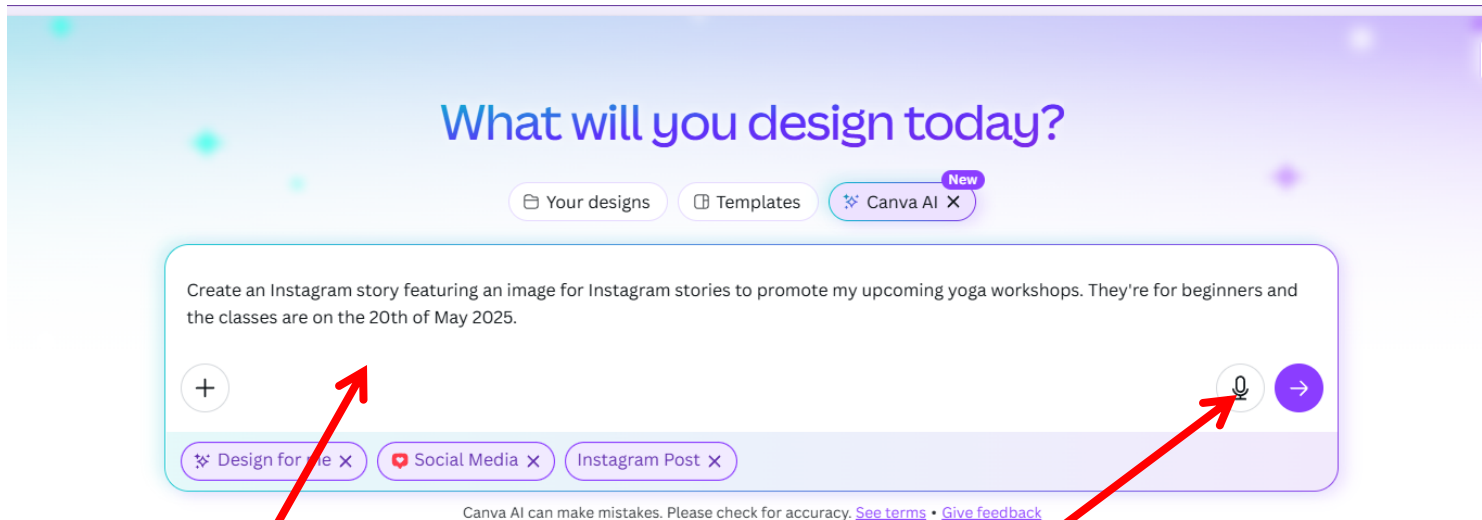


**Click on design for me**

**Then choose social media or presentation or Logo**

**I am choosing Social Media and format = Instagram post**

# Design For me in AI hub



**Type what you want it to design**

**Or tap the microphone and speak and then enter**

# Design For me in AI hub

← Yoga Workshops for Beginners - May 20, 2025

stories to promote my upcoming yoga workshops. They're for beginners and the classes are on the 20th of May 2025.

Got it! Give me a moment while I work on that Instagram Story to promote your yoga workshops.



- More designs
- With pictures of calm yoga studio
- With muted colors

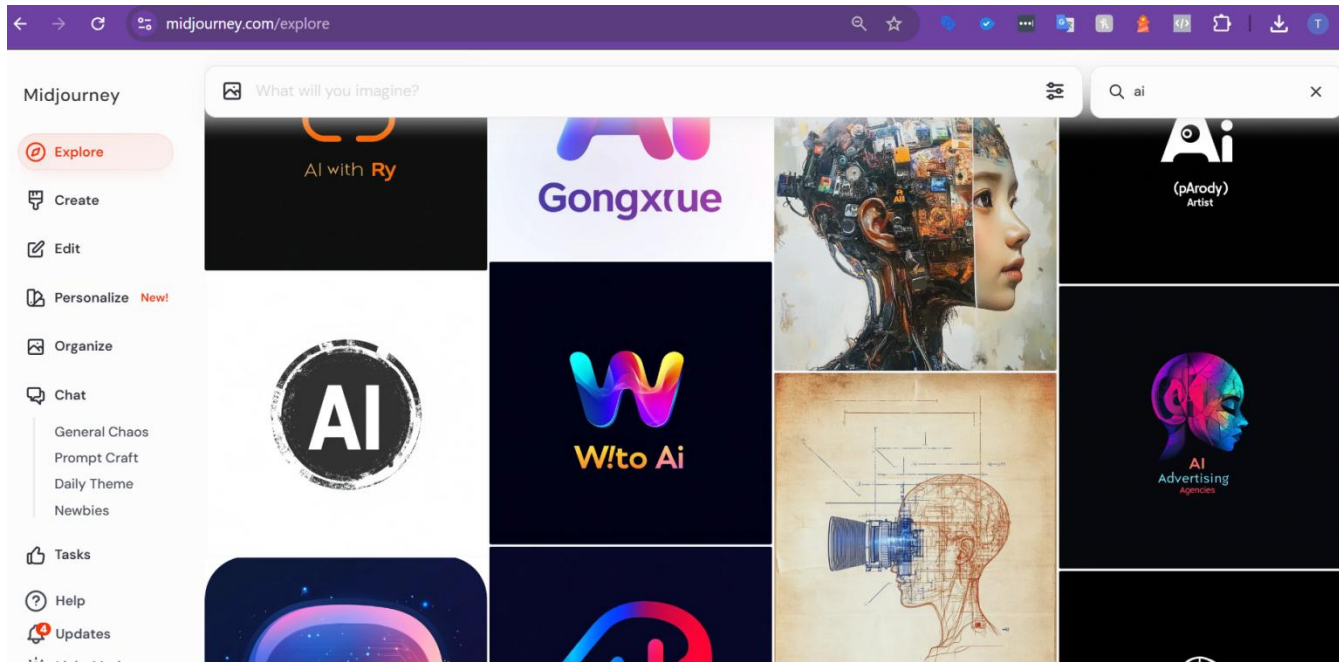
Ask me anything



You can then ask it to change the colour, adapt the kind of images and it will redo the designs

You can then edit a design (change text etc)

Looking for some AI image inspiration and also source styles?  
Go to Midjourney and search – you can do this for free



If you are looking for some images to do with a topic in order to

- See what type of prompts were used or
- B) to save them image and use it as a style reference in Canva
- Go to Midjourney./com and search through the images

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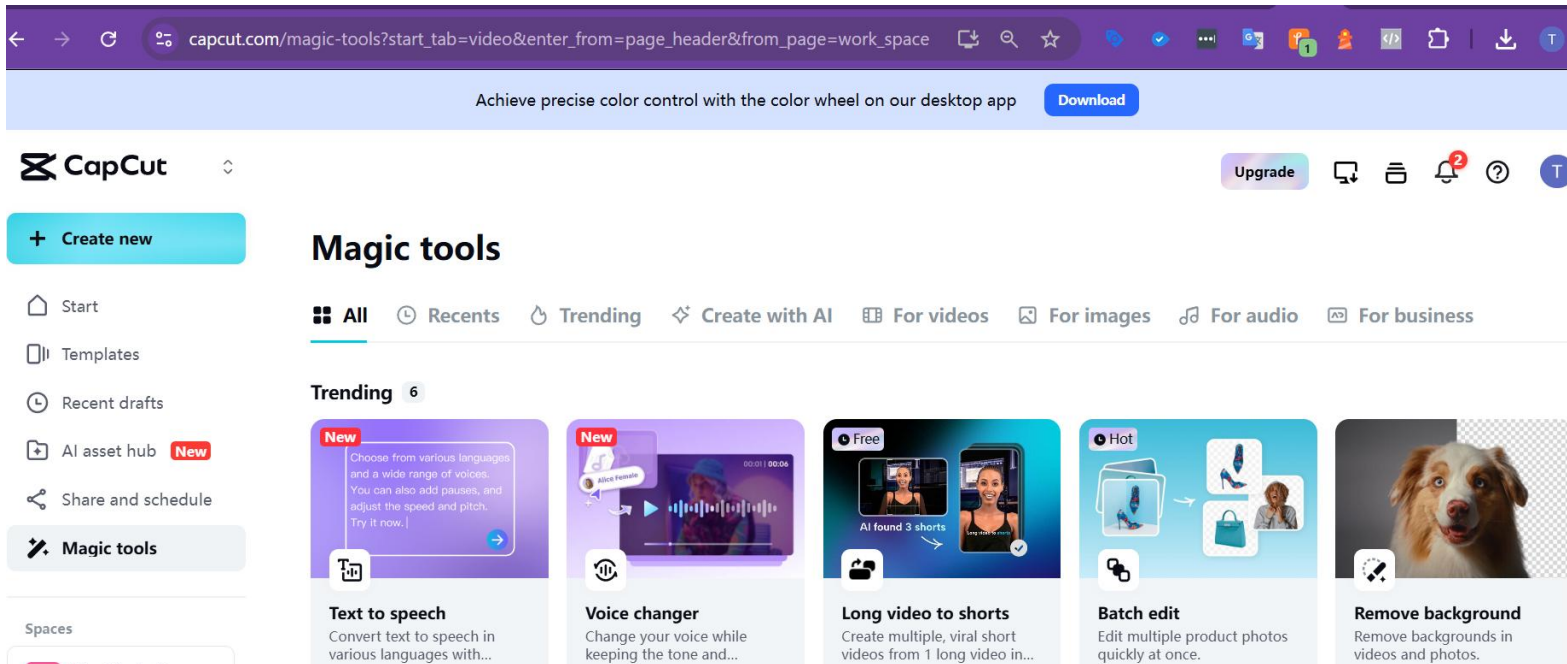
Remove the background from an image – remove.bg

Remove background from multiple images at once & add keyline stroke - Flexiclip

Erase something from an image – cleanup.pictures

# Useful sites that have lots of AI image tools

## Capcut.com on desktop



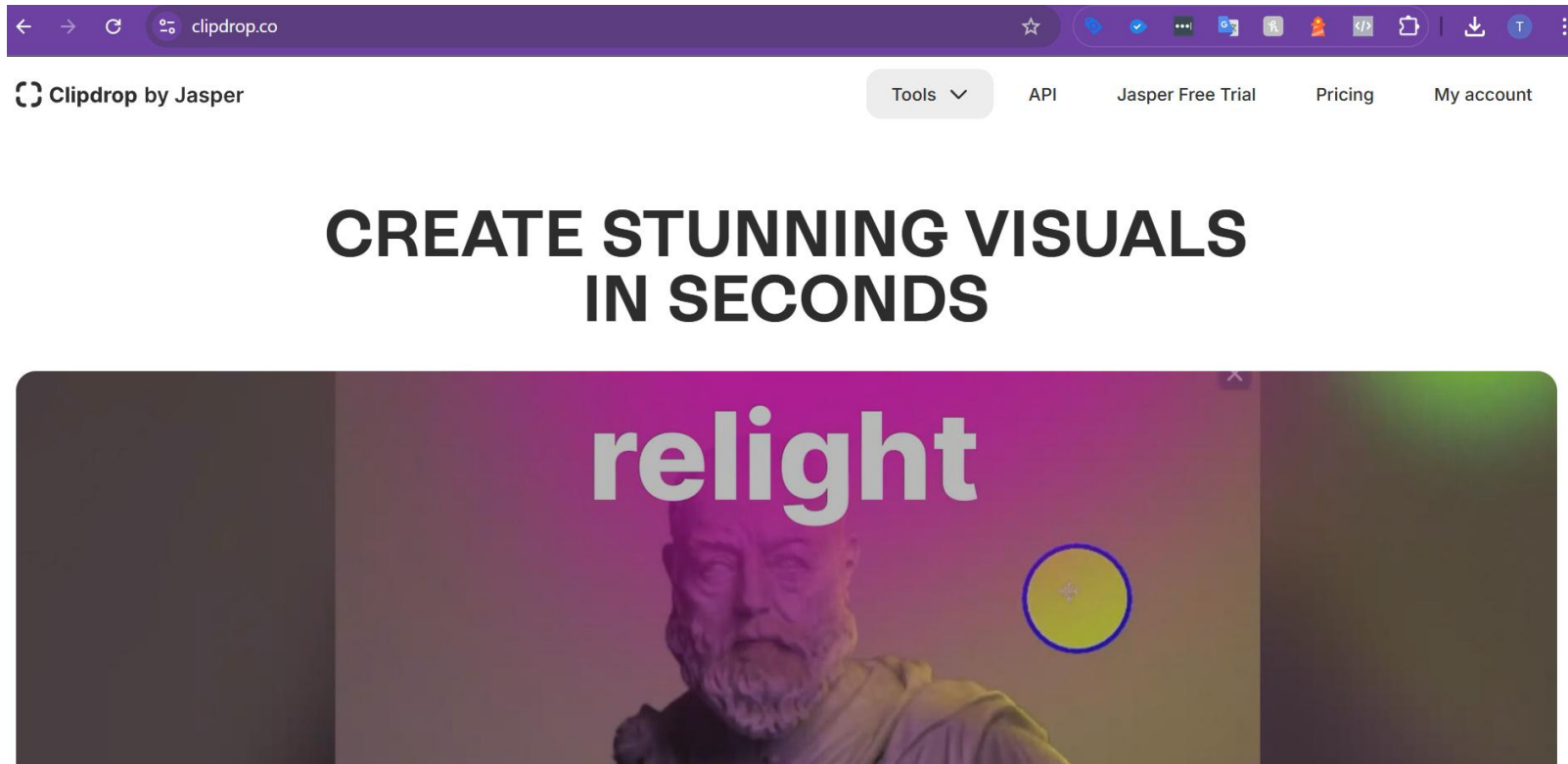
Go to capcut.com and login using Gmail or TikTok logins  
On the left menu there is a section called Magic tools

[https://www.capcut.com/magic-tools?start\\_tab=video&enter\\_from=page\\_header&from\\_page=work\\_space](https://www.capcut.com/magic-tools?start_tab=video&enter_from=page_header&from_page=work_space)



# Useful sites that have lots of AI image tools

## Clipdrop.co

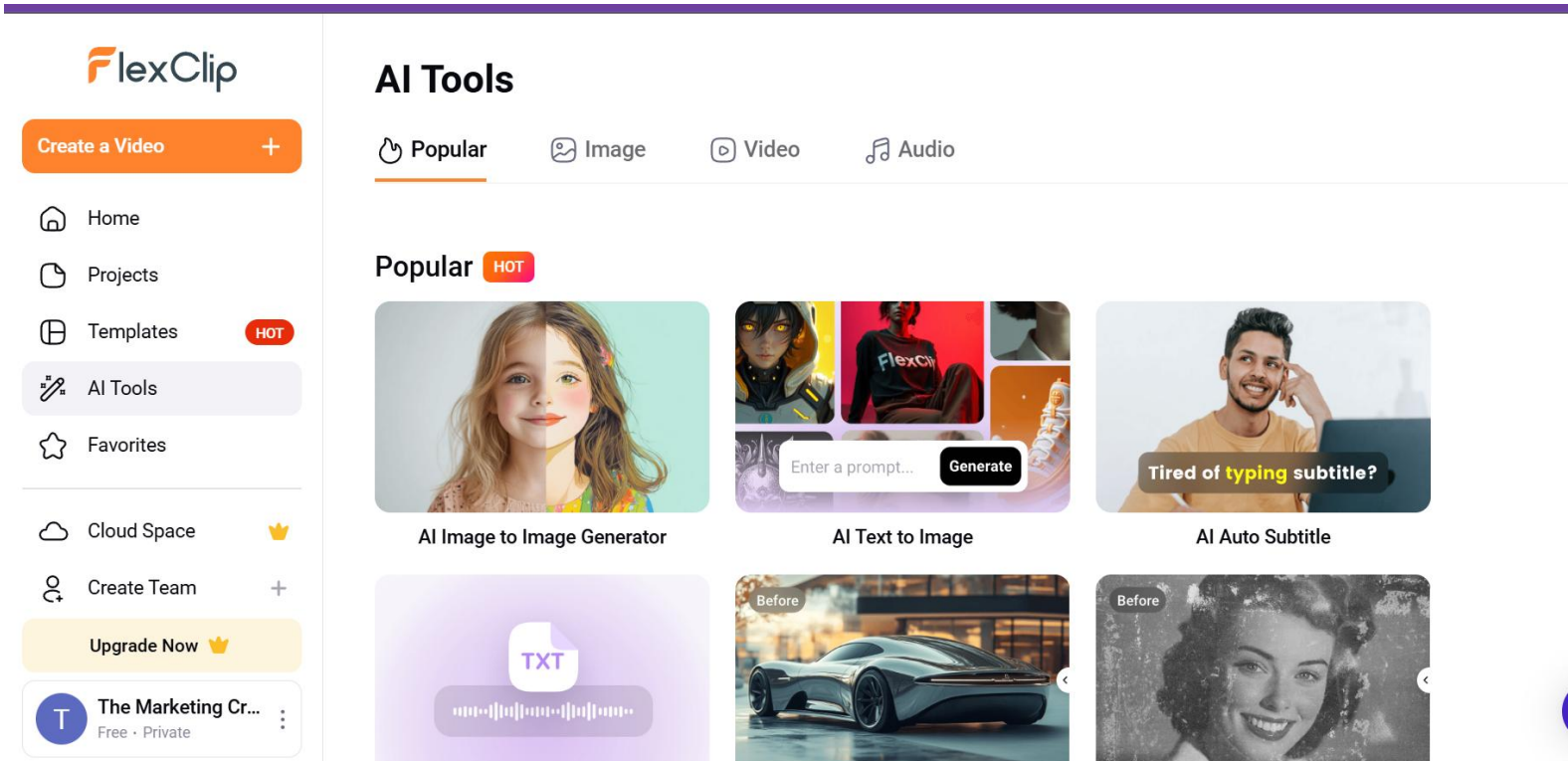


Lots of free tools, including the background remover tool cleanup.pictures

<https://clipdrop.co/>

# Useful sites that have lots of AI image tools

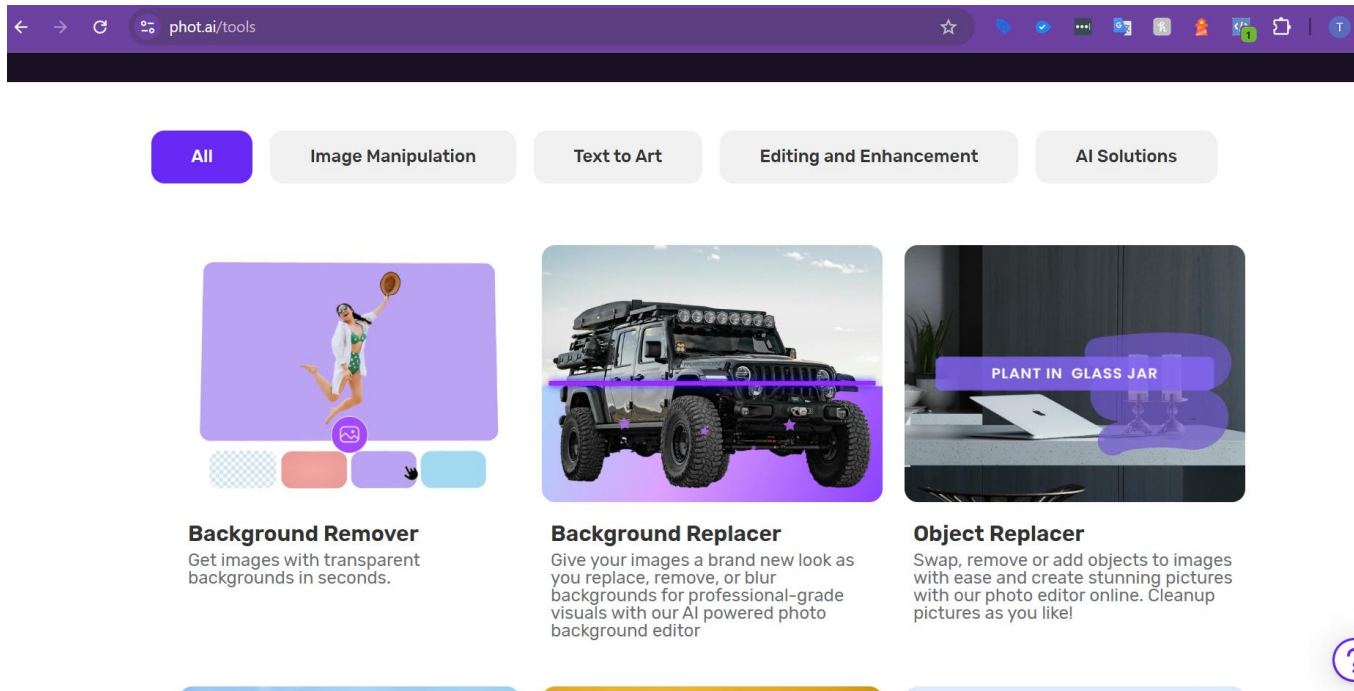
## Flexclip.com



In the main menu hover over Tools and Also over AI and you will see the full range of tools  
<https://www.flexclip.com/>

# Useful sites that have lots of AI image tools

## phot.ai on desktop



Go to phot.ai and login using Gmail or Facebook

On the left menu there is a section called Tools

Then choose edit and enhancement. Browse through the tools

The free plan gives you access to most of the tools. There will be a watermark on the image but watermarks can be removed with a magic eraser eg. Cleanup.pictures

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Turn an image of a person into a painting / cartoon / claymation - Flexiclip

Photo coloriser – Capcut desktop

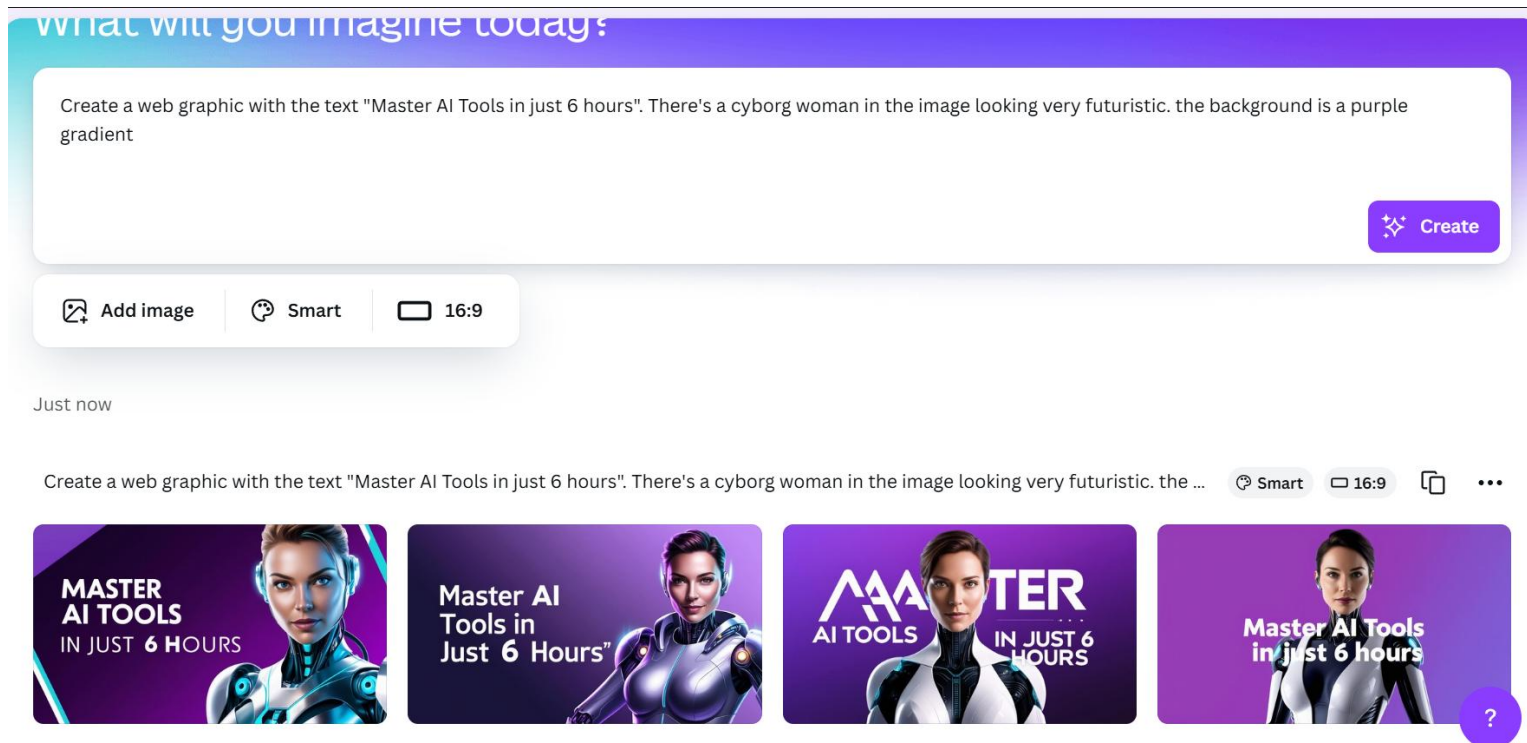
Remove the background from an image – remove.bg

Remove background form multiple images at once & add keyline stroke - Flexiclip

Erase something form an image – cleanup.pictures

# Create a text graphic

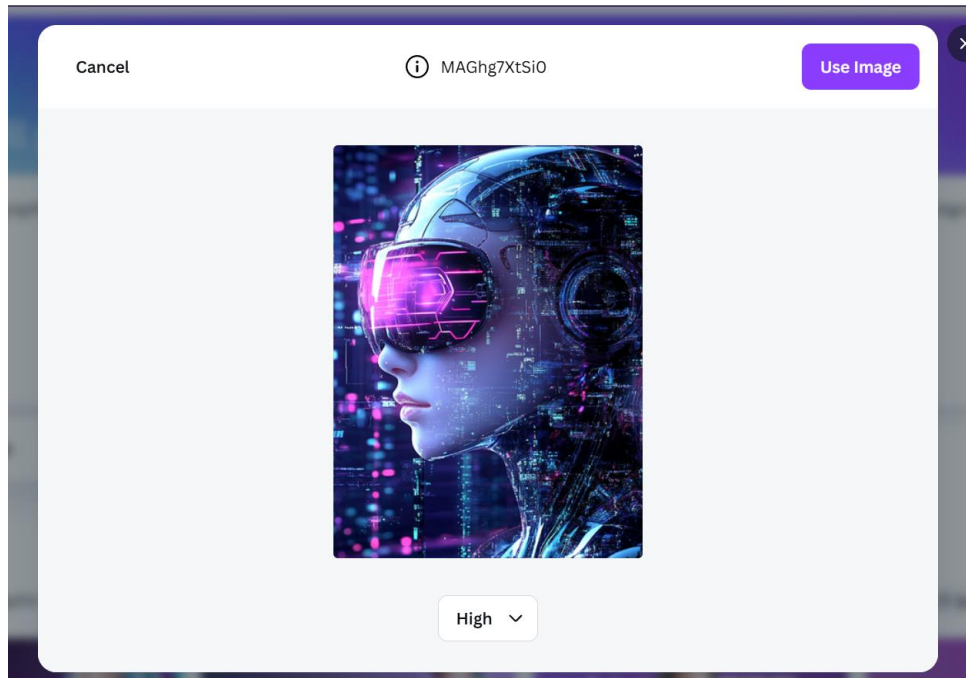
## Option 1 – Canva AI image creator



Describe the image you want and the text you want on it  
However, if you are not happy with the image, you could attach one as a style reference.

# Create a text graphic

## Option 1 – Canva AI image creator

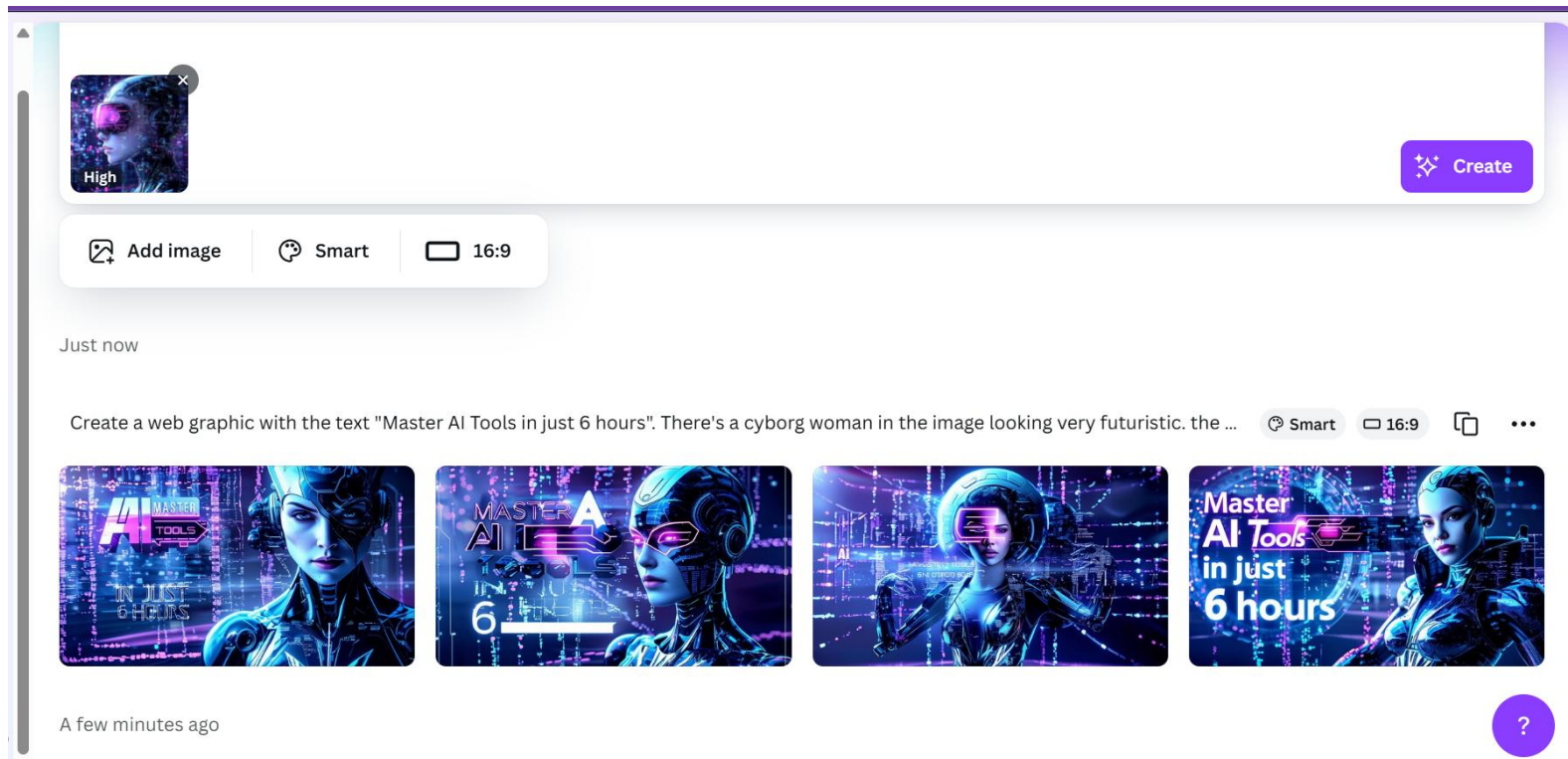


I want my image to look more like this so I attached it and set the influence to high.



# Create a text graphic

## Option 1 – Canva AI image creator

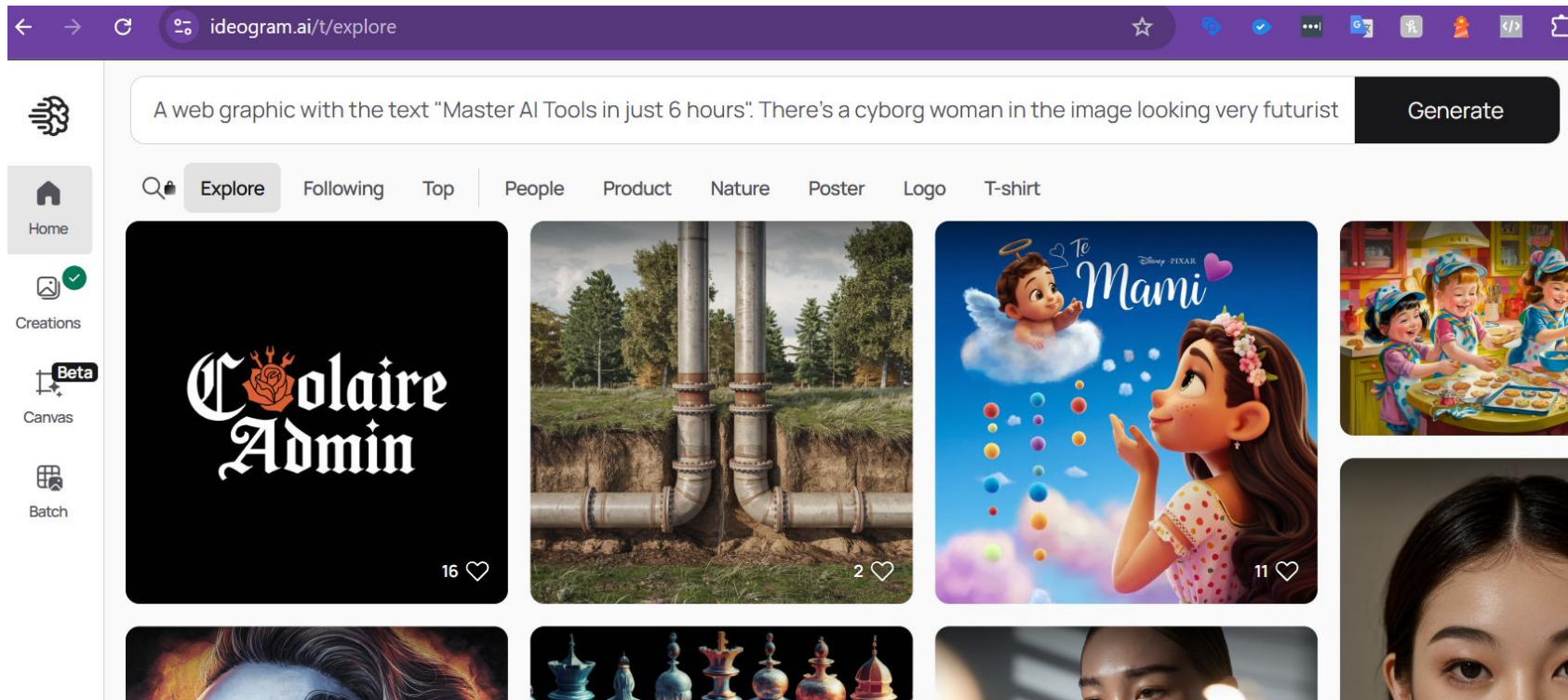


The next images were much more what I wanted in terms of style,.  
But the text wasn't great

A lot of AIs struggle with text and often get the spelling wrong

# Create a text graphic

## Option 2 – Idiogram.ai



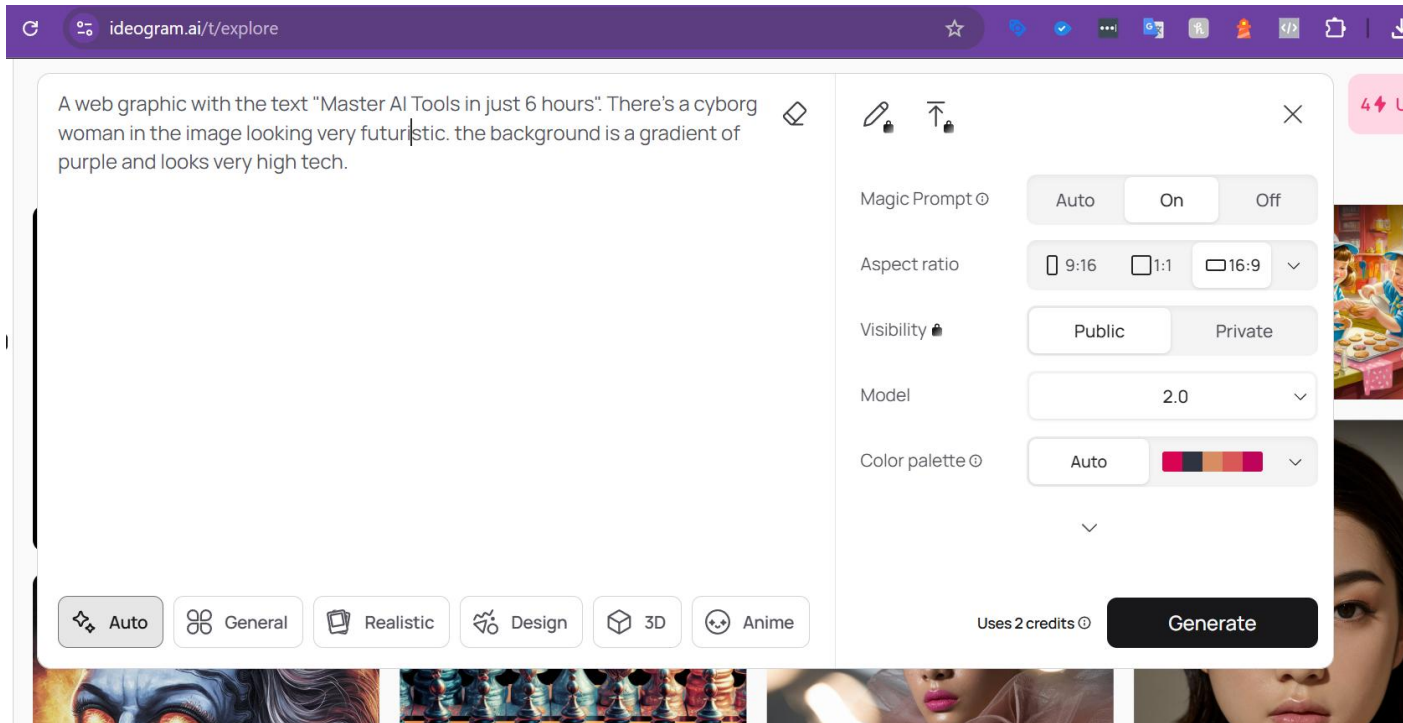
<https://ideogram.ai/>

You can try idiogram for free 5 times.

Type in your detailed prompt

# Create a text graphic

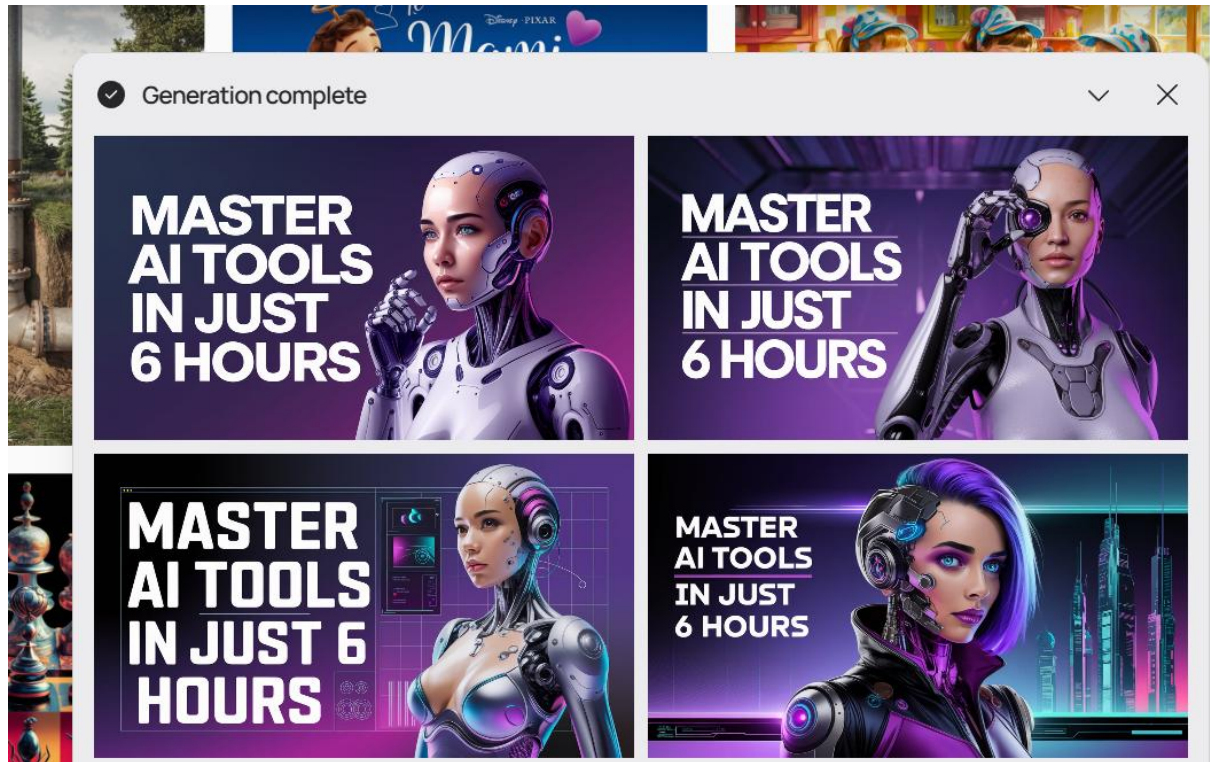
## Option 2 – Ideogram.ai



If you click on the prompt it expands and you can choose aspect ratio

# Create a text graphic

## Option 2 – Idiogram.ai

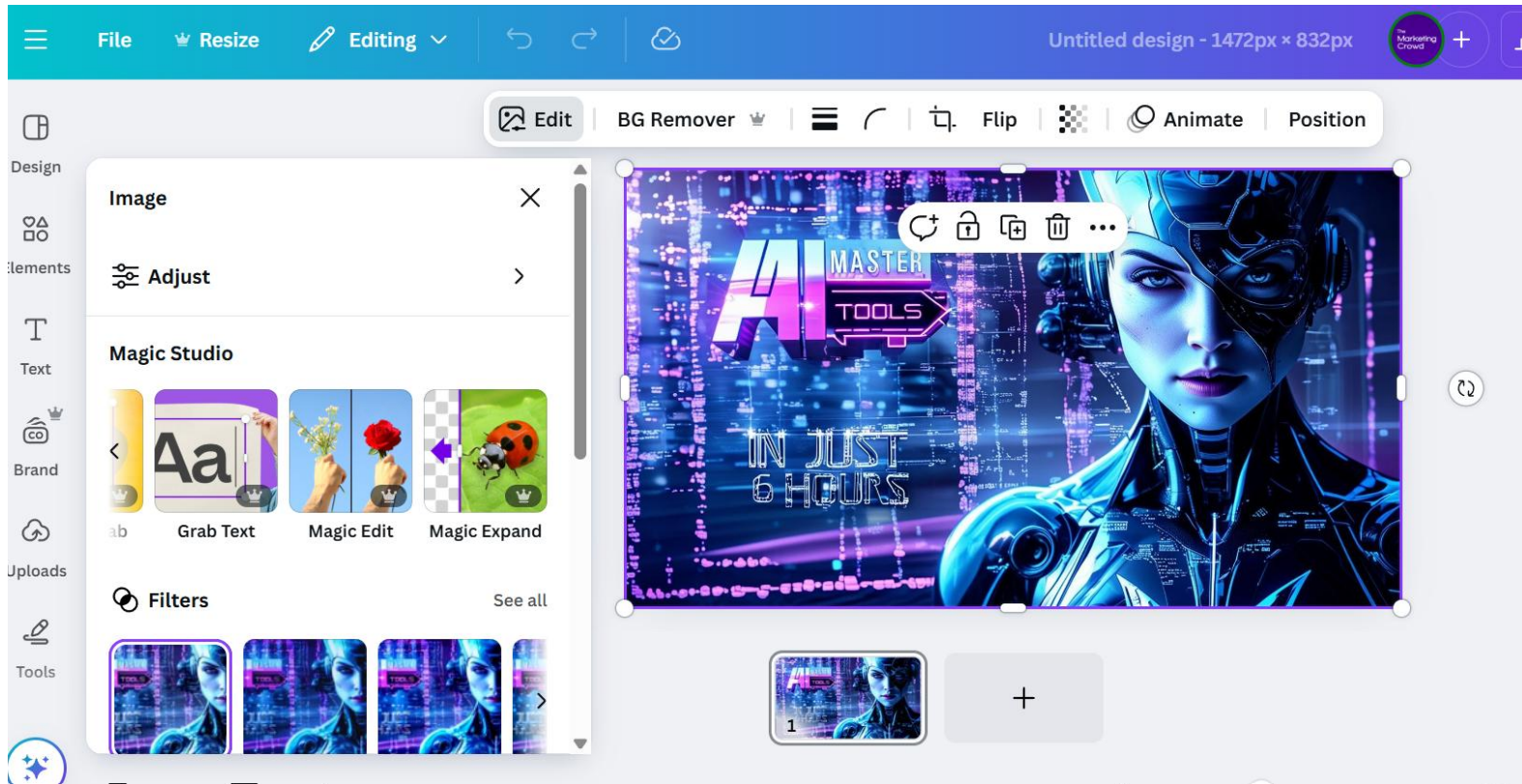


It then produces 4 options.

Ideogram has a very good reputation for creating Text in images with very few errors

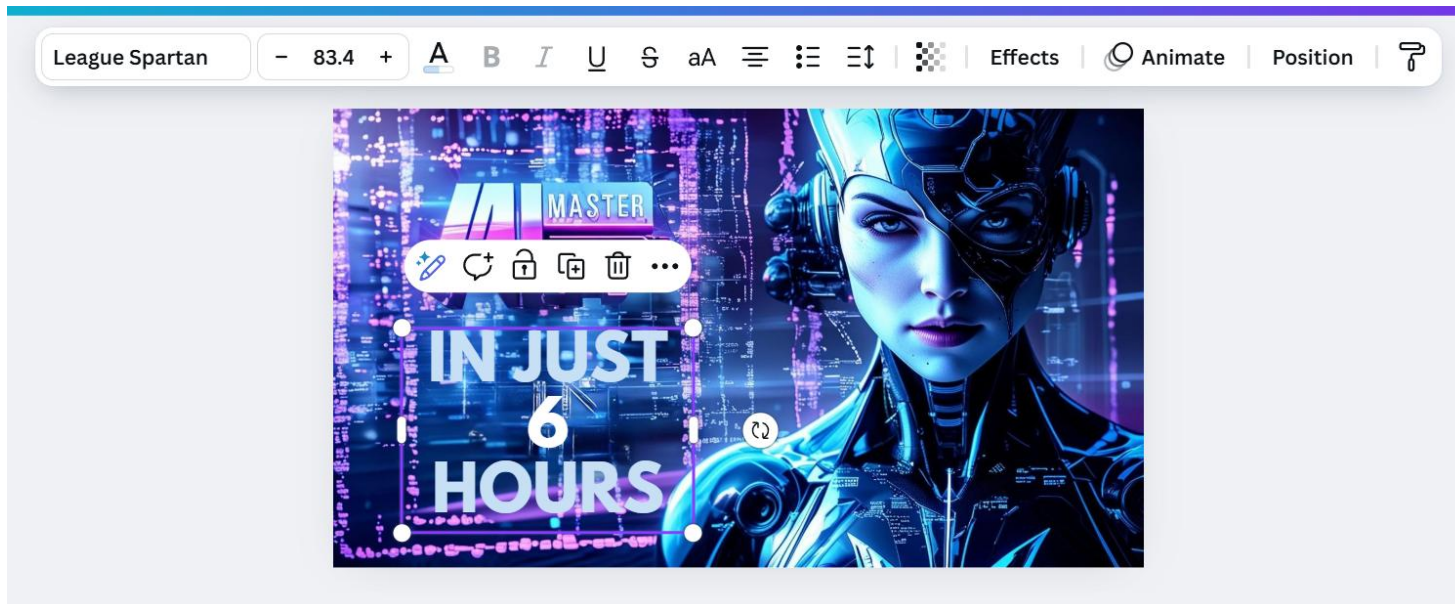


What if you like the image but there is a spelling or text error?  
Use the grab text AI tool in Canva



Open your image in Canva  
Click on the image, then edit image then select grab text in magic studio

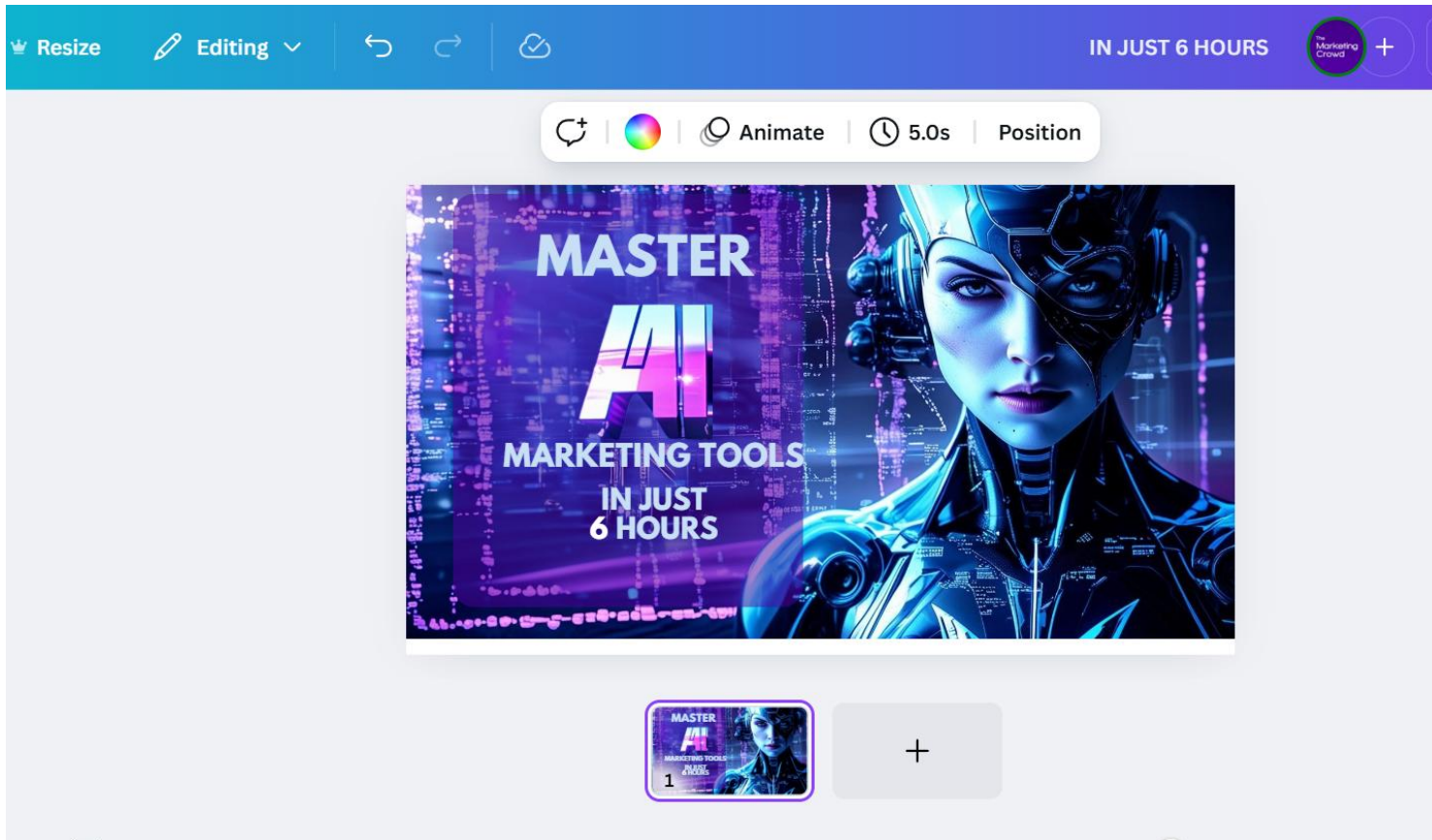
What if you like the image but there is a spelling or text error?  
Use the grab text AI tool in Canva



You can then edit the text, change the font, change the colour



What if you want to delete or change some of the text / graphics  
Use the magic grab AI tool in Canva



You can then grab a graphic that is in the design  
You can now move things around and make any changes you want

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Turn an image of a person into a painting / cartoon / claymation - Flexiclip

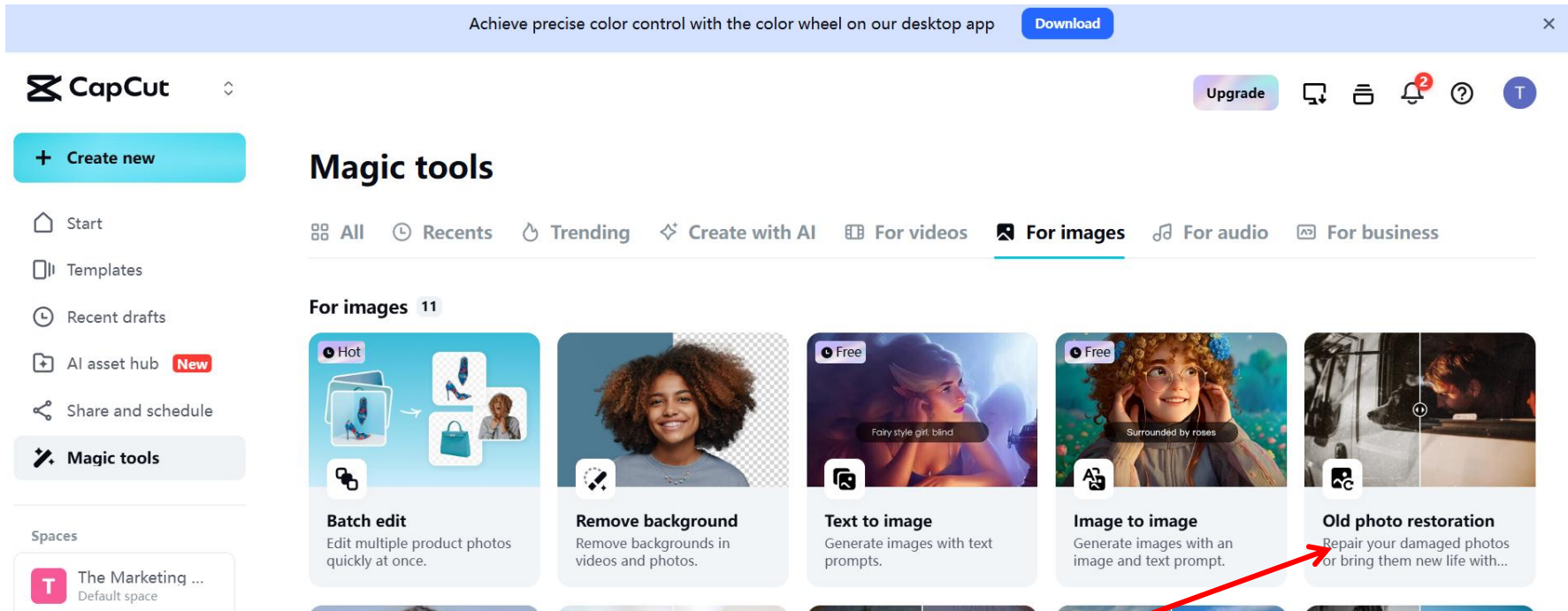
### **Photo coloriser – Capcut desktop**

Remove the background from an image – remove.bg

Remove background form multiple images at once & add keyline stroke - Flexiclip

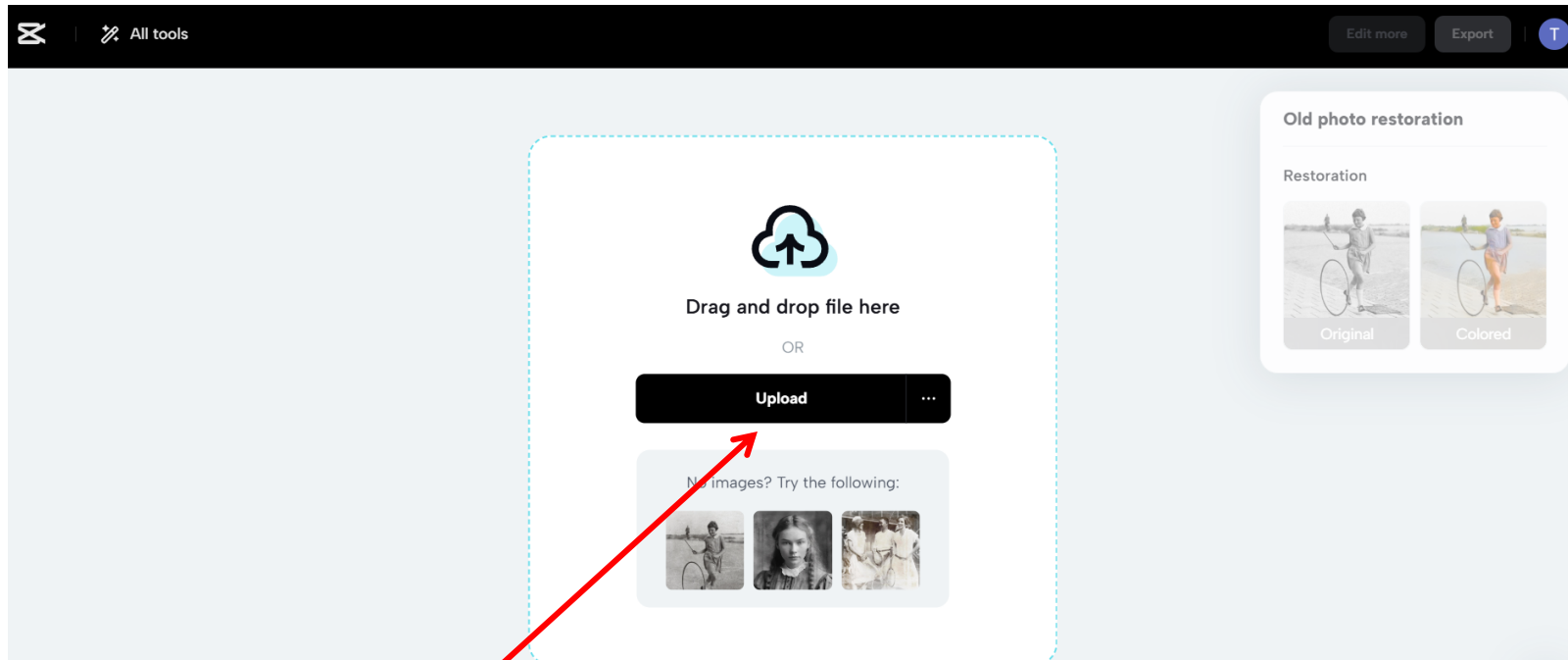
Erase something form an image – cleanup.pictures

# Photo coloriser – turn an old black and white image into colour & restore it capcut.com on desktop



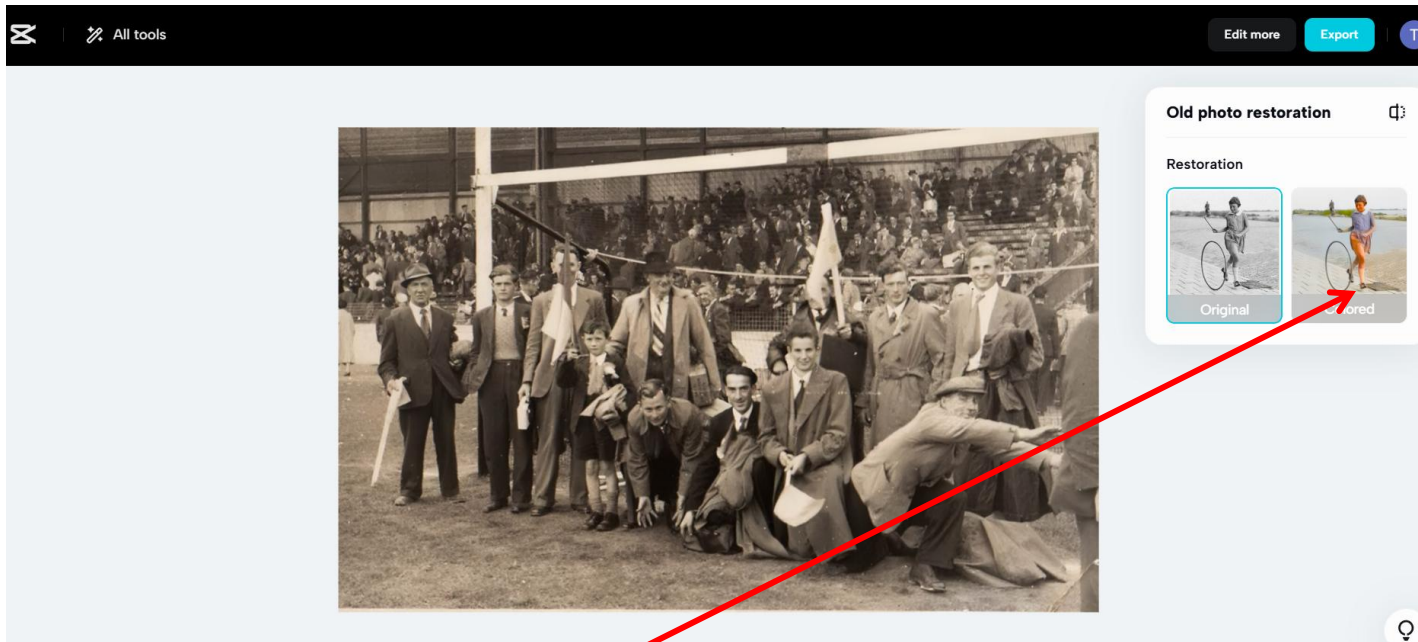
Got to capcut.com  
On the left menu click magic tools  
Then click Old photo restoration

# Photo coloriser – turn an old black and white image into colour & restore it capcut.com on desktop



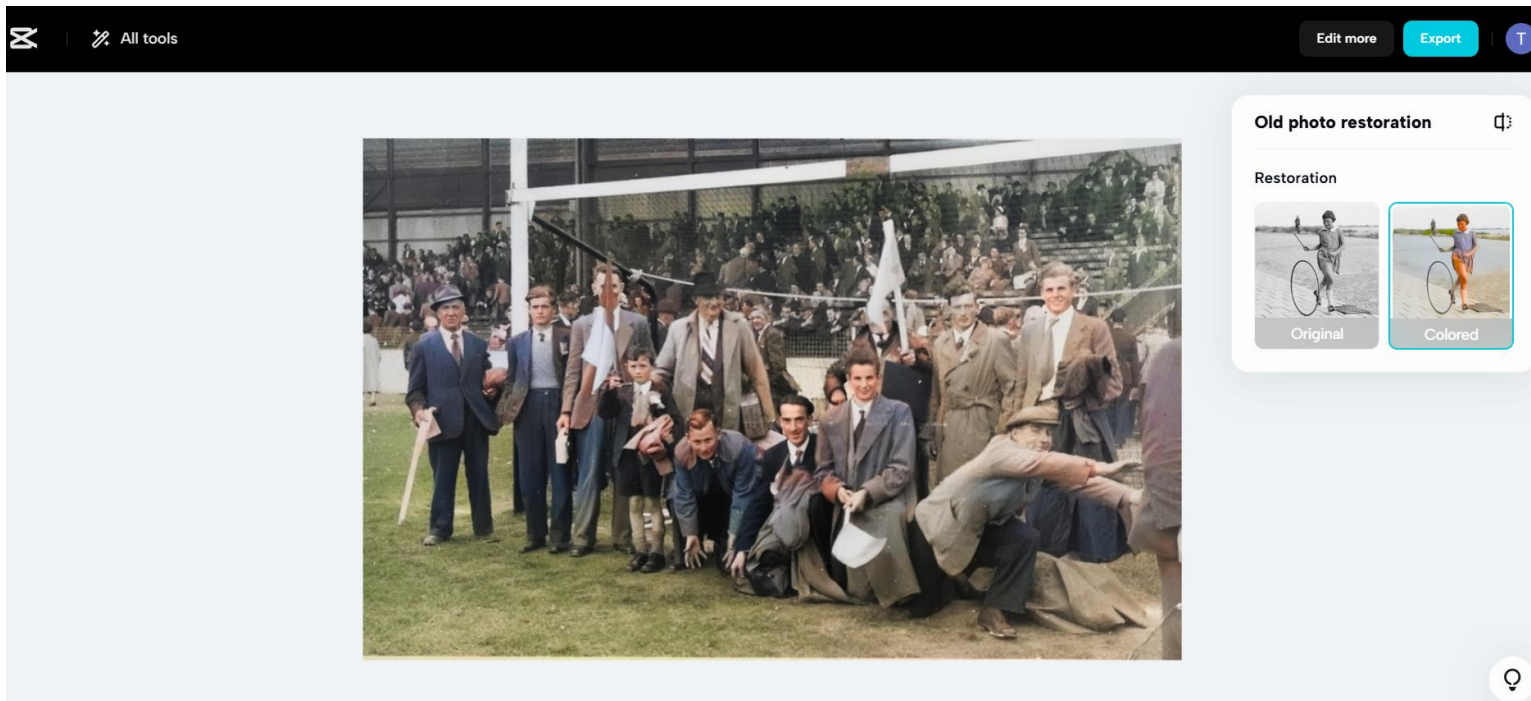
Upload your image

Photo coloriser – turn an old black and white image into colour & restore it  
capcut.com on desktop



After it works on the image you now need to click on the colour option

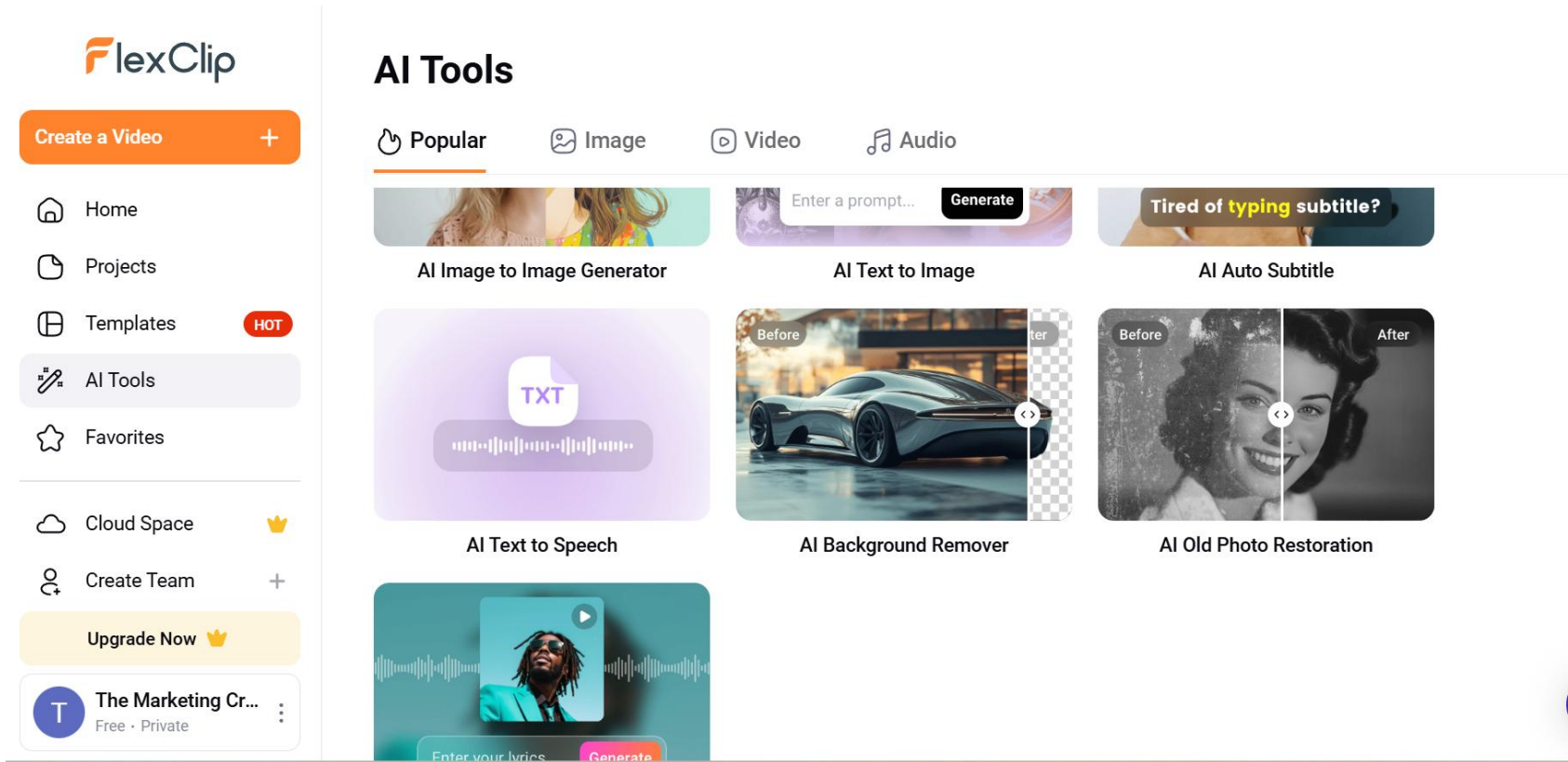
Photo coloriser – turn an old black and white image into colour & restore it  
capcut.com on desktop



You can now download the image without a watermark

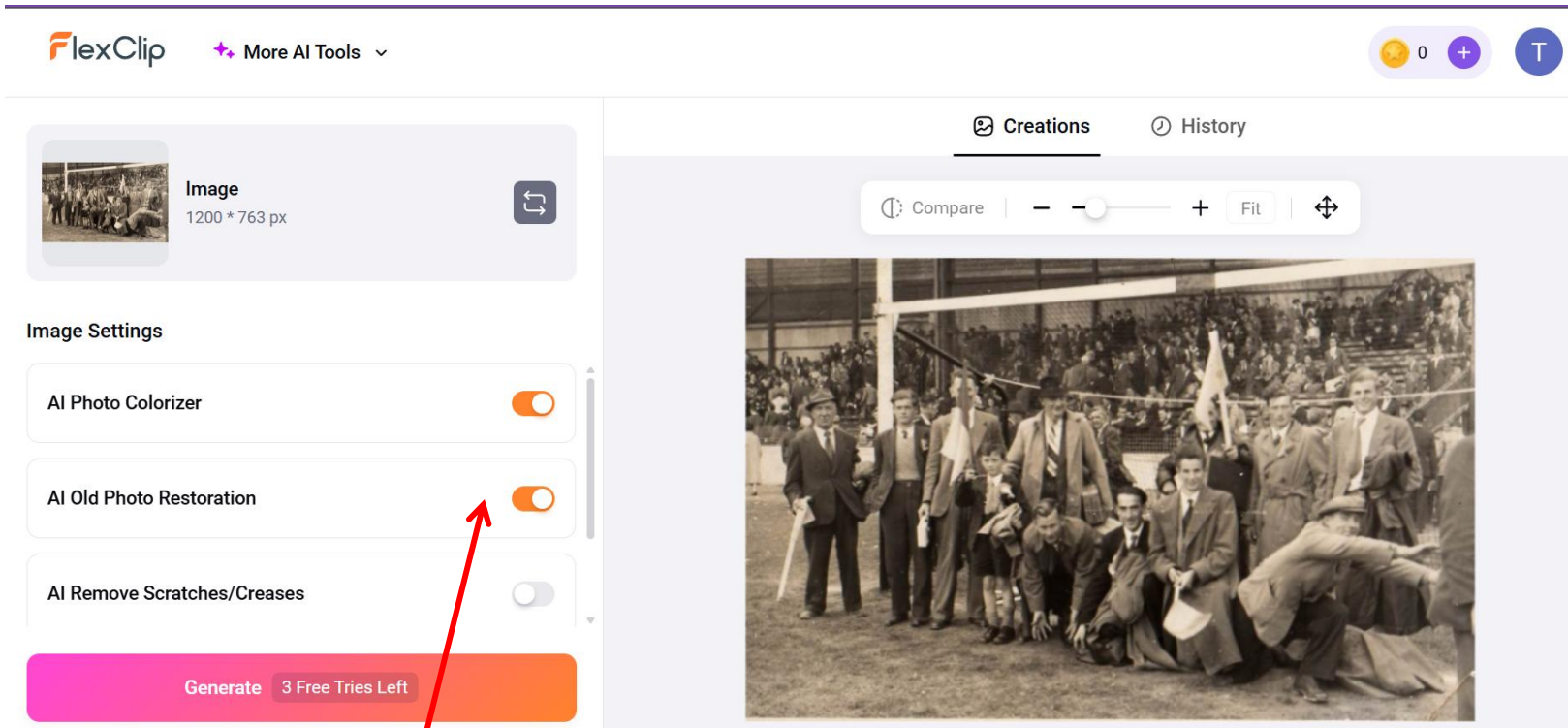


# Photo coloriser – turn an old black and white image into colour & restore it flexclip.com on desktop



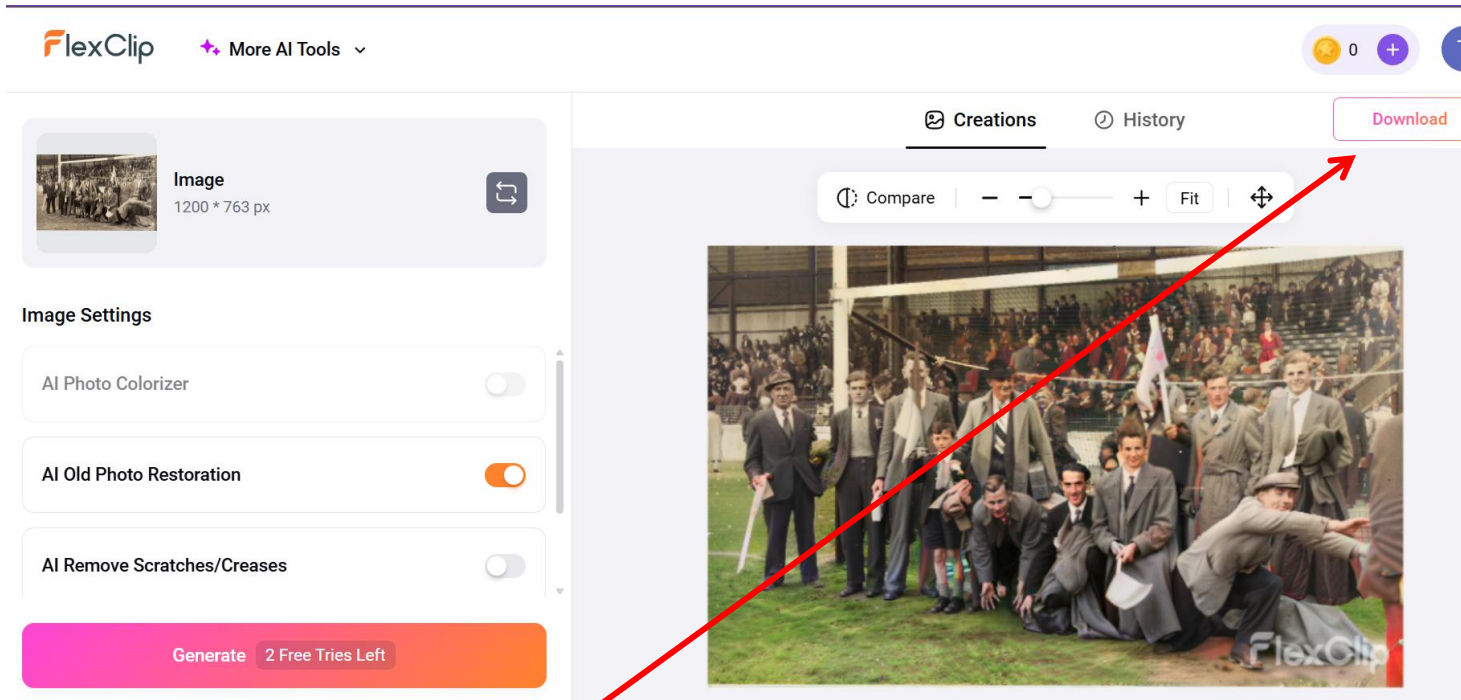
Go to flexclip.com  
Click on all tools  
Choose AI old photo restoration

# Photo coloriser – turn an old black and white image into colour & restore it flexclip.com on desktop



Upload your image  
Switch on coloriser and restoration

# Photo coloriser – turn an old black and white image into colour & restore it flexclip.com on desktop



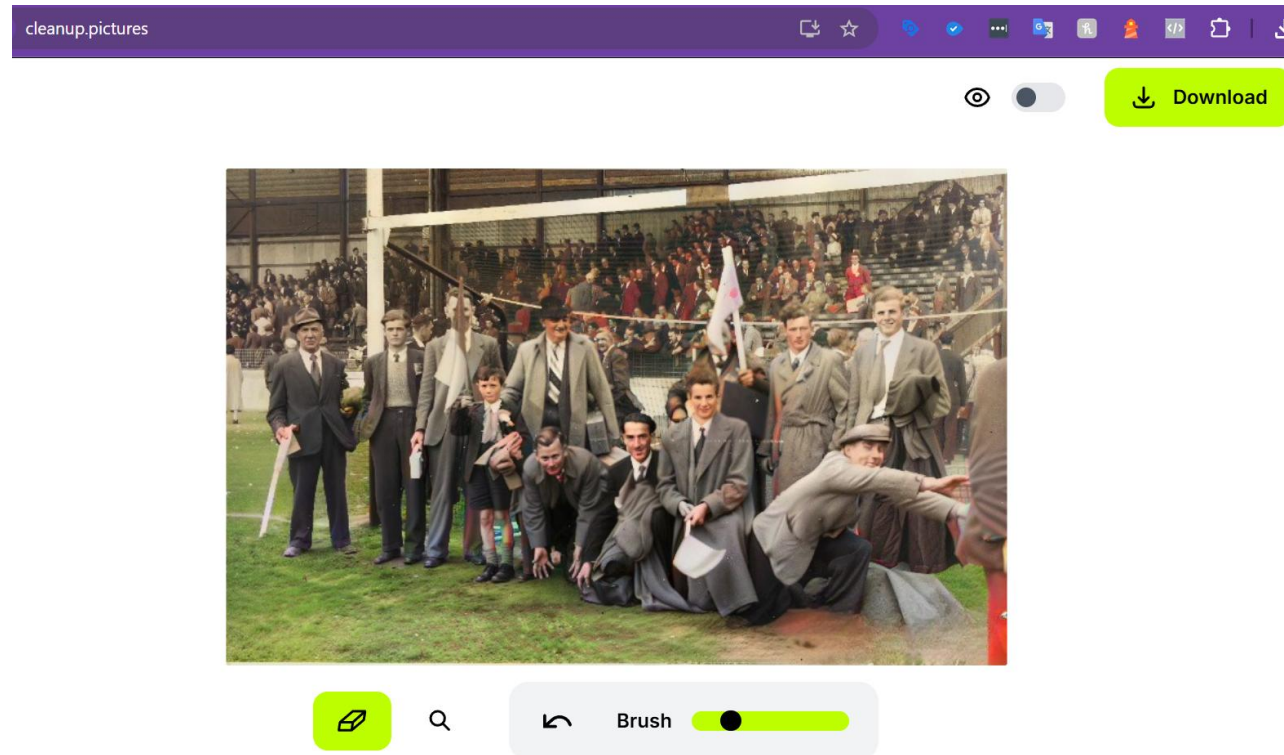
Review your image

Click download

There will be a watermark on the image but watermarks can be removed with a magic eraser eg.

Cleanup.pictures

# Photo coloriser – turn an old black and white image into colour & restore it flexclip.com on desktop



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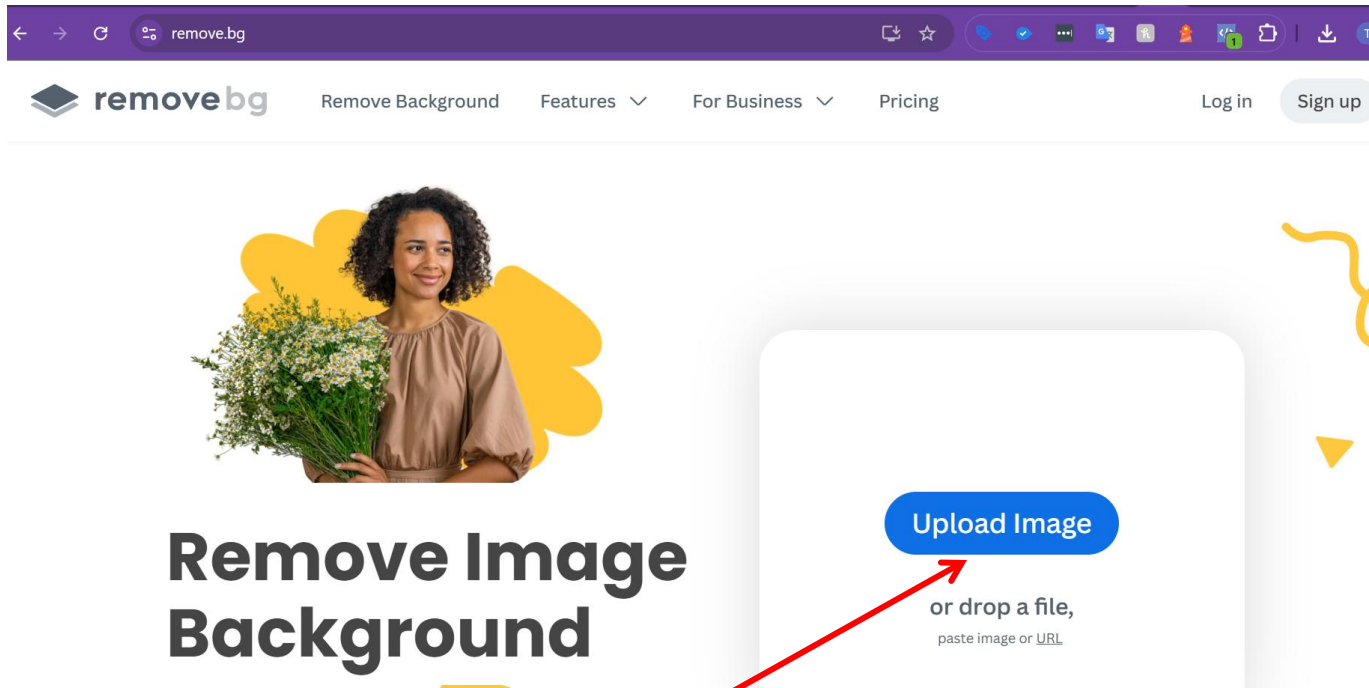
**Remove the background from an image – [remove.bg](https://remove.bg)**

Remove background from multiple images at once

Erase something from an image – [cleanup.pictures](https://cleanup.pictures)

# Remove the background from an image

## remove.bg website



Go to remove.bg  
No need to setup an account or login  
Upload your image



# Remove the background from an image

## remove.bg website



Remove Background

Features ▾

For Business ▾

Pricing

Log in

Sign up



- + Background New
- ✏ Erase/Restore
- fx Effects
- 🎨 Create design

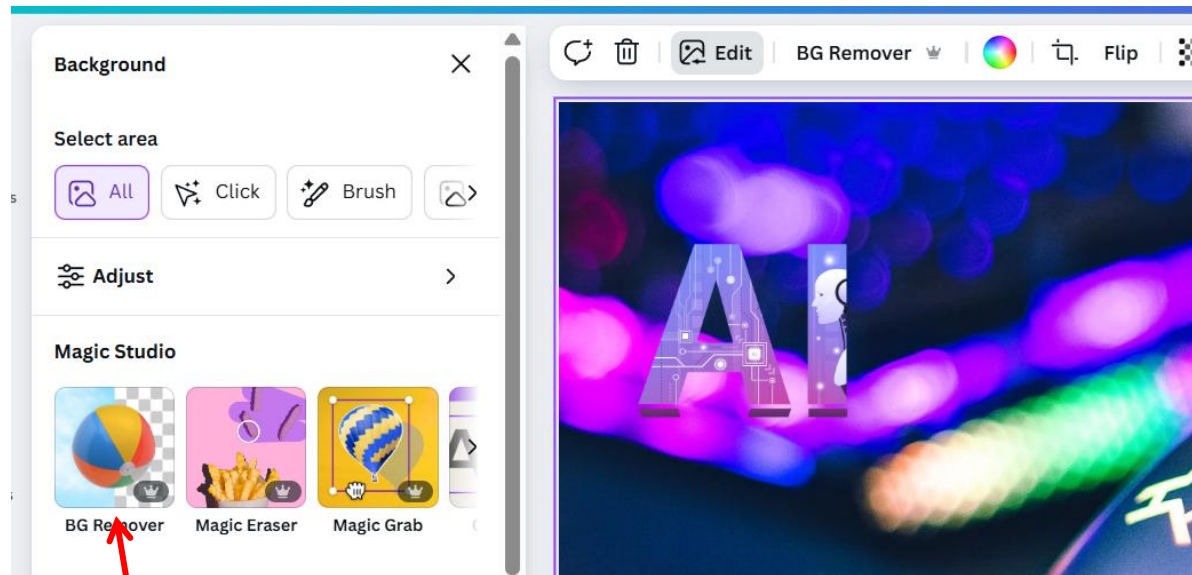
— + 🔍 ↶ ↷ **Download ▾**



Rate this result   | 

You can now download your image

# Got the Pro version of Canva? Use BG Remover within magic studio



Click on your image  
Click on edit  
Click on magic studio  
Select BG remover

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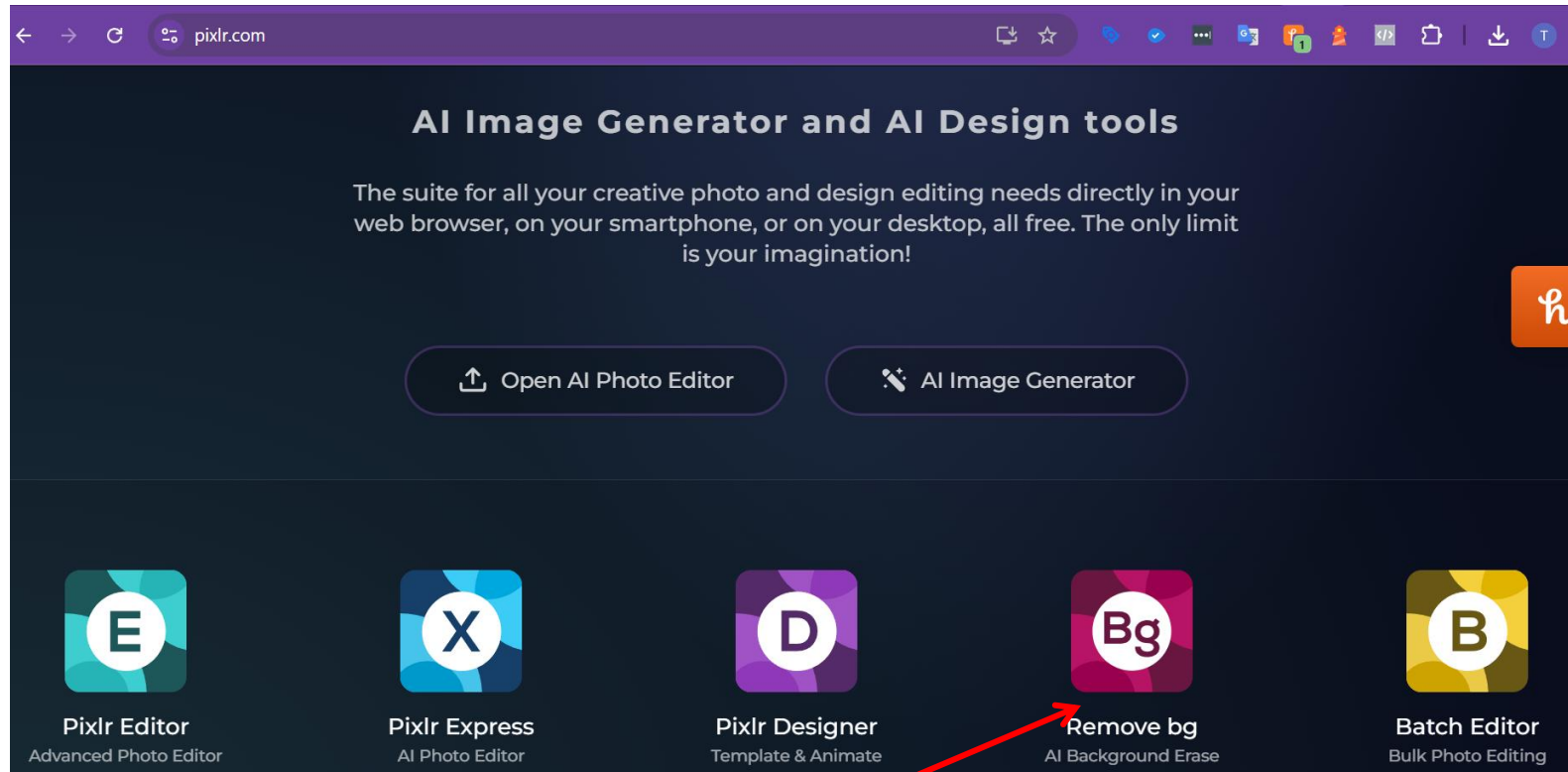
**Remove the background from an image – remove.bg**

**Remove background from multiple images at once**

Erase something from an image – cleanup.pictures

# Remove the background from many images at once

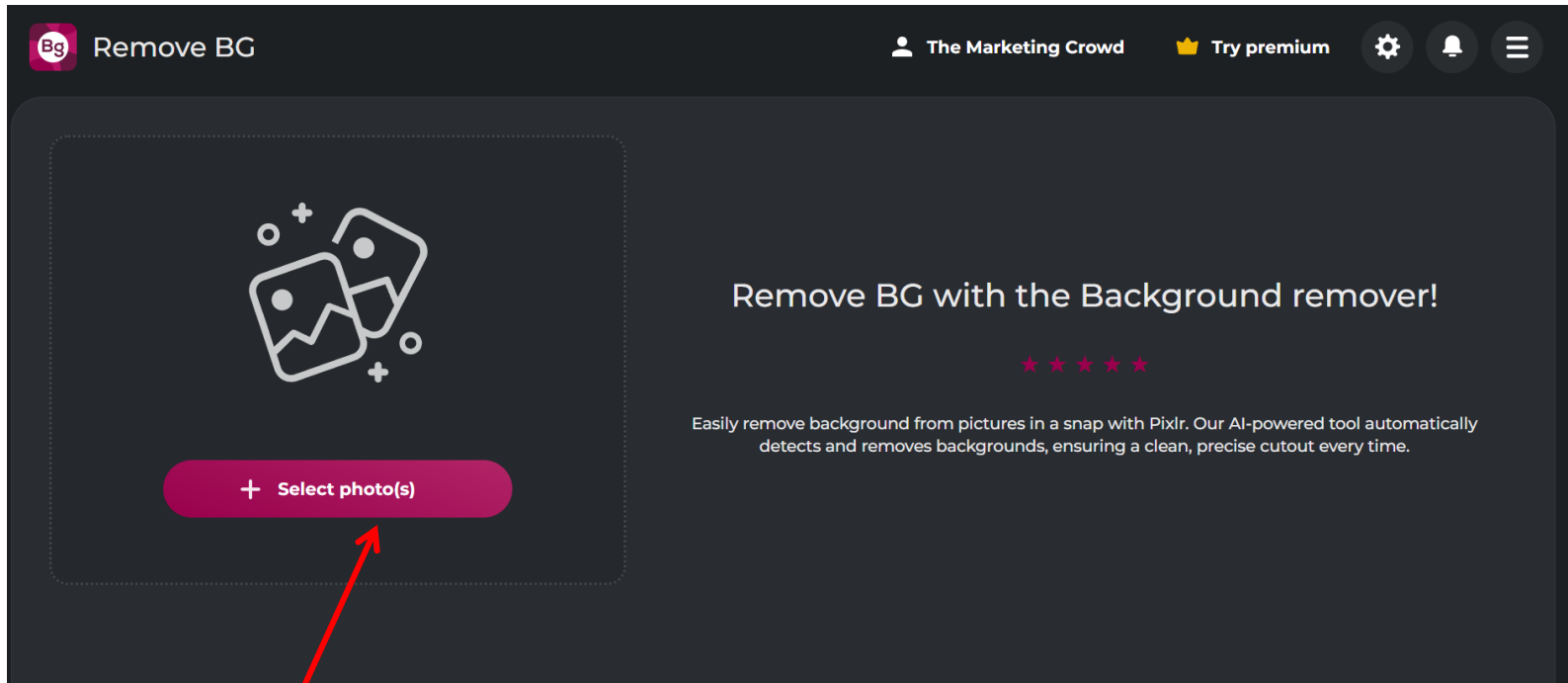
## Pixlr.com



Go to [pixlr.com](https://pixlr.com)  
Login with a Gmail account  
Scroll down and click on remove bg

# Remove the background from many images at once

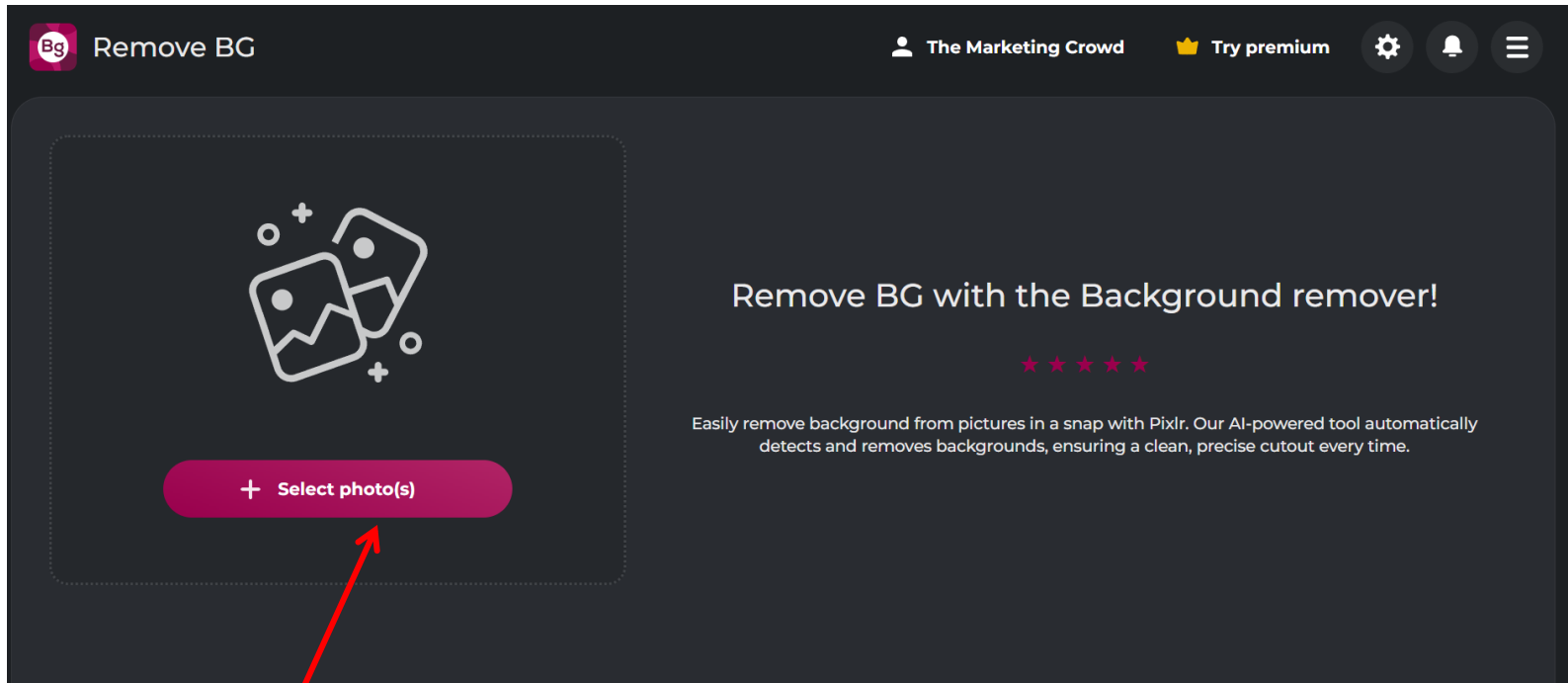
## Pixlr.com



Click here and upload multiple photos  
Hold down the ctrl key to select more than 1 at a time

# Remove the background from many images at once

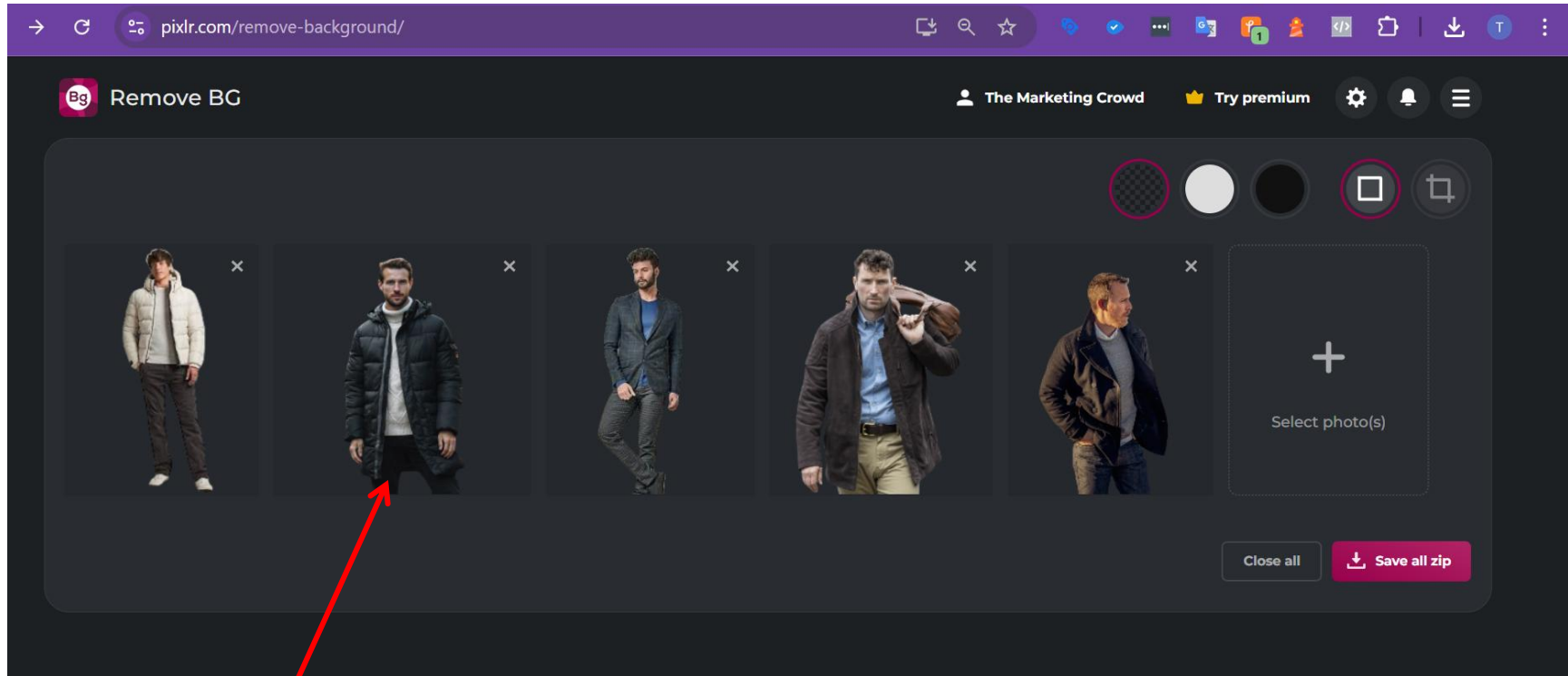
## Pixlr.com



Click here and upload multiple photos  
Hold down the ctrl key to select more than 1 at a time



# Remove the background from many images at once Pixlr.com



You can now download them all in a zip file  
Or you can put them on a coloured background before downloading

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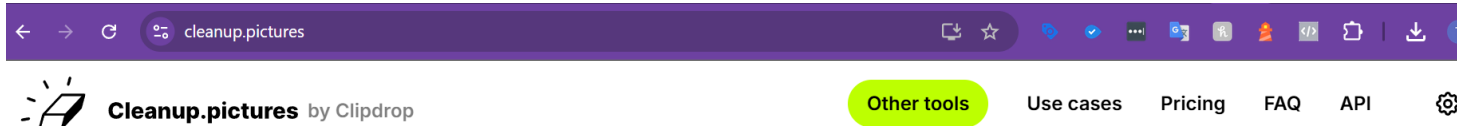
Remove the background from an image – remove.bg

Remove background from multiple images at once

**Erase something from an image – cleanup.pictures**

Increase the resolution of an image

# Erase a person, object or text from an image cleanup.pictures website

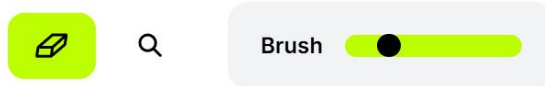


**Remove any unwanted  
object, defect, people or  
text from your pictures in  
seconds**



Go to cleanup.pictures  
No need to setup an account or login  
Upload your image

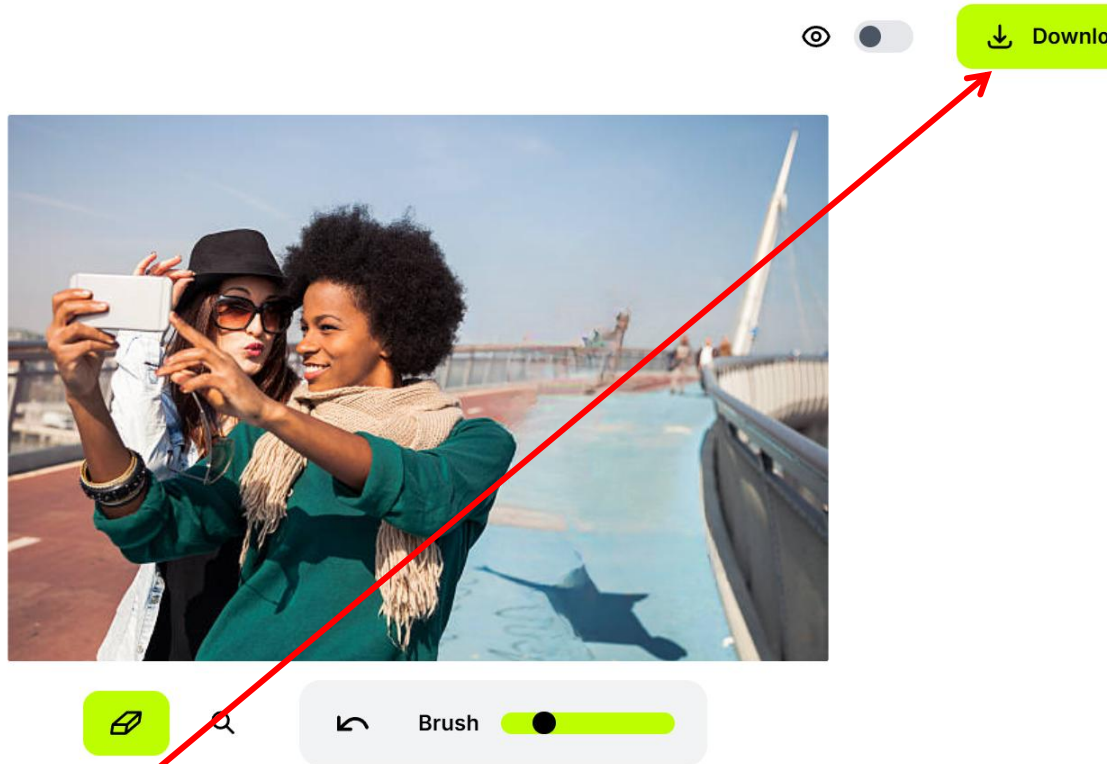
Erase a person, object or text from an image  
cleanup.pictures website



Choose a brush size

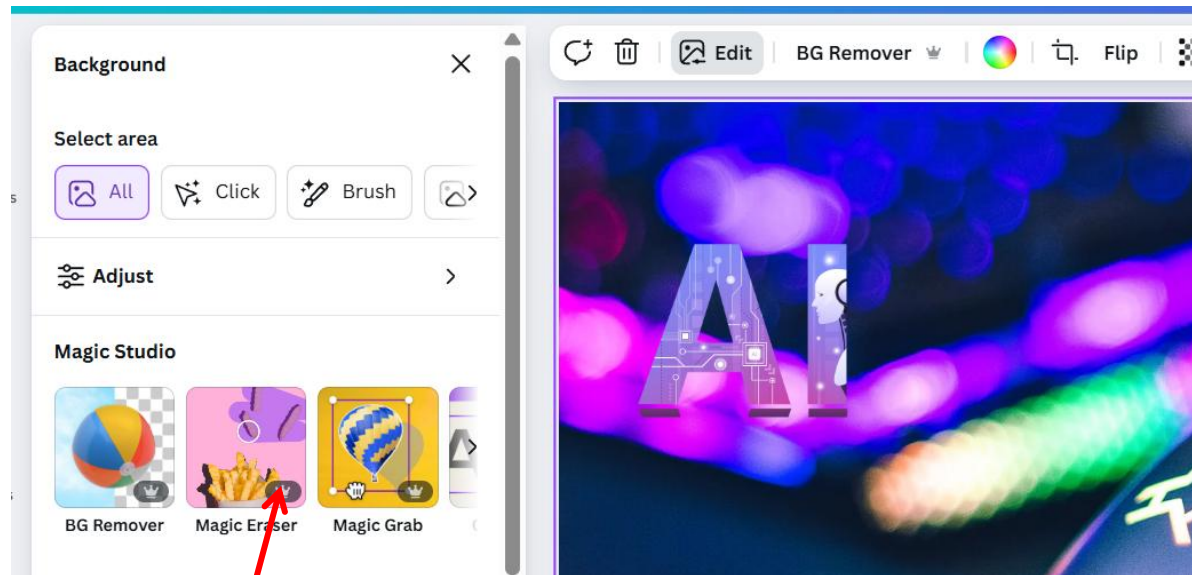


Erase a person, object or text from an image  
cleanup.pictures website



Download your image

# Got the Pro version of Canva? Use magic eraser within magic studio



Click on your image  
Click on edit  
Click on magic studio  
Select magic eraser



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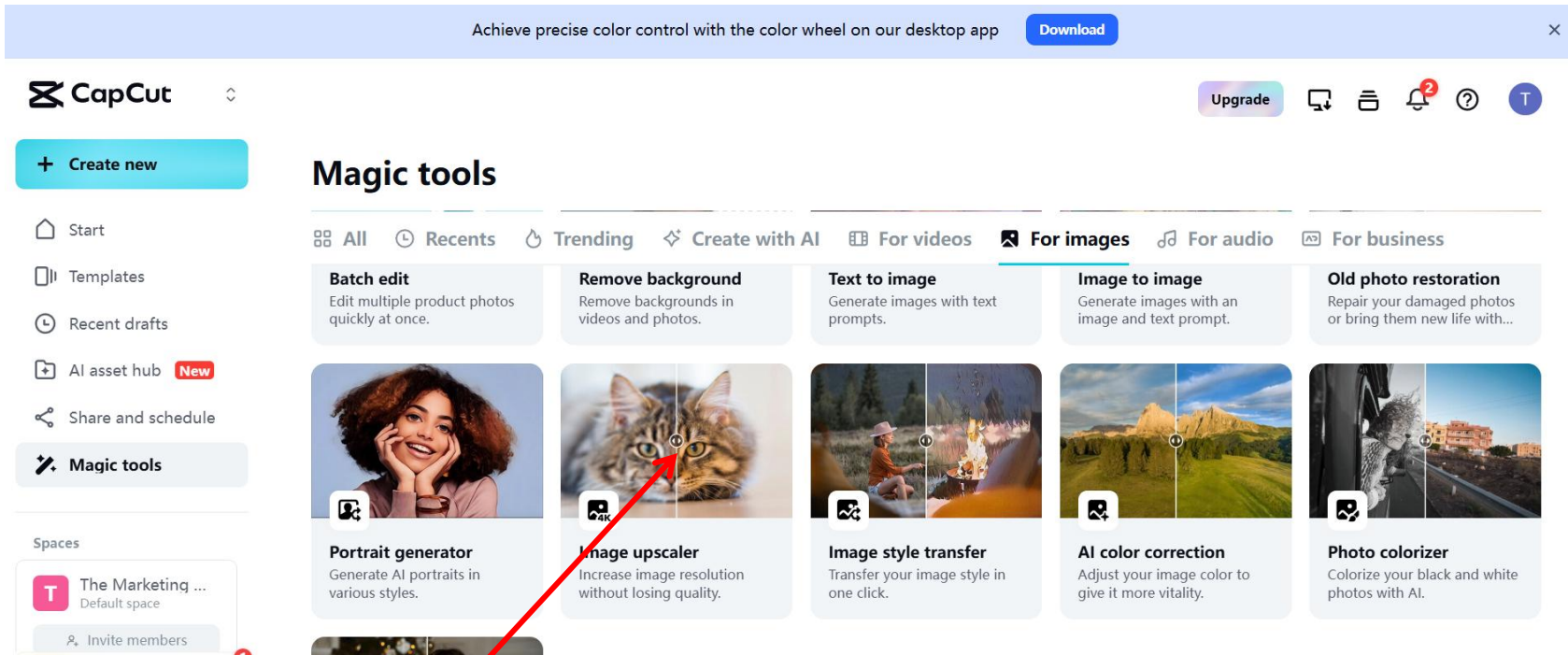
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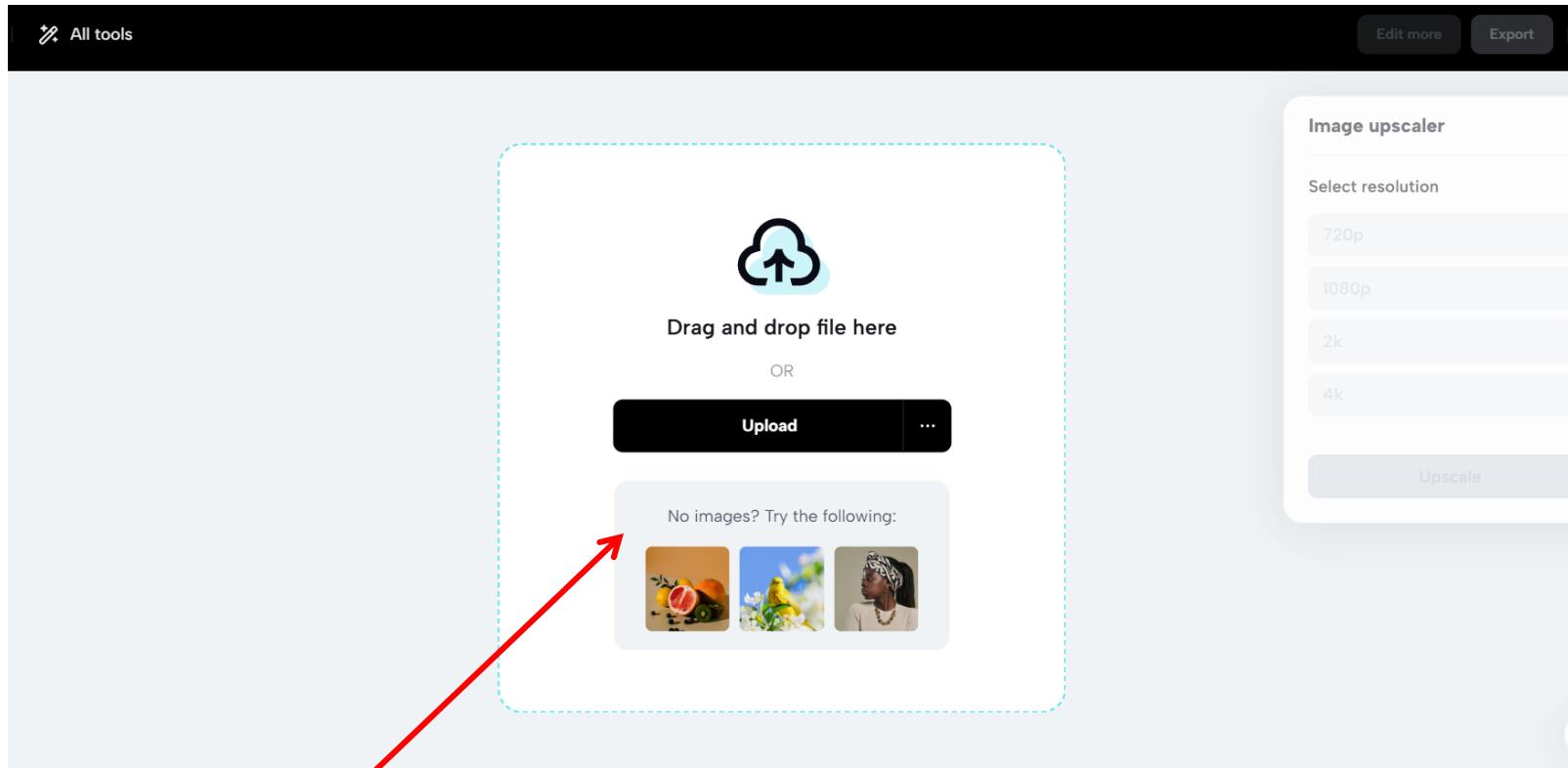
**Increase the resolution of an image**

Increase the resolution of an image by upscaling – ideal if you download a low res version using free tool like remove.bg



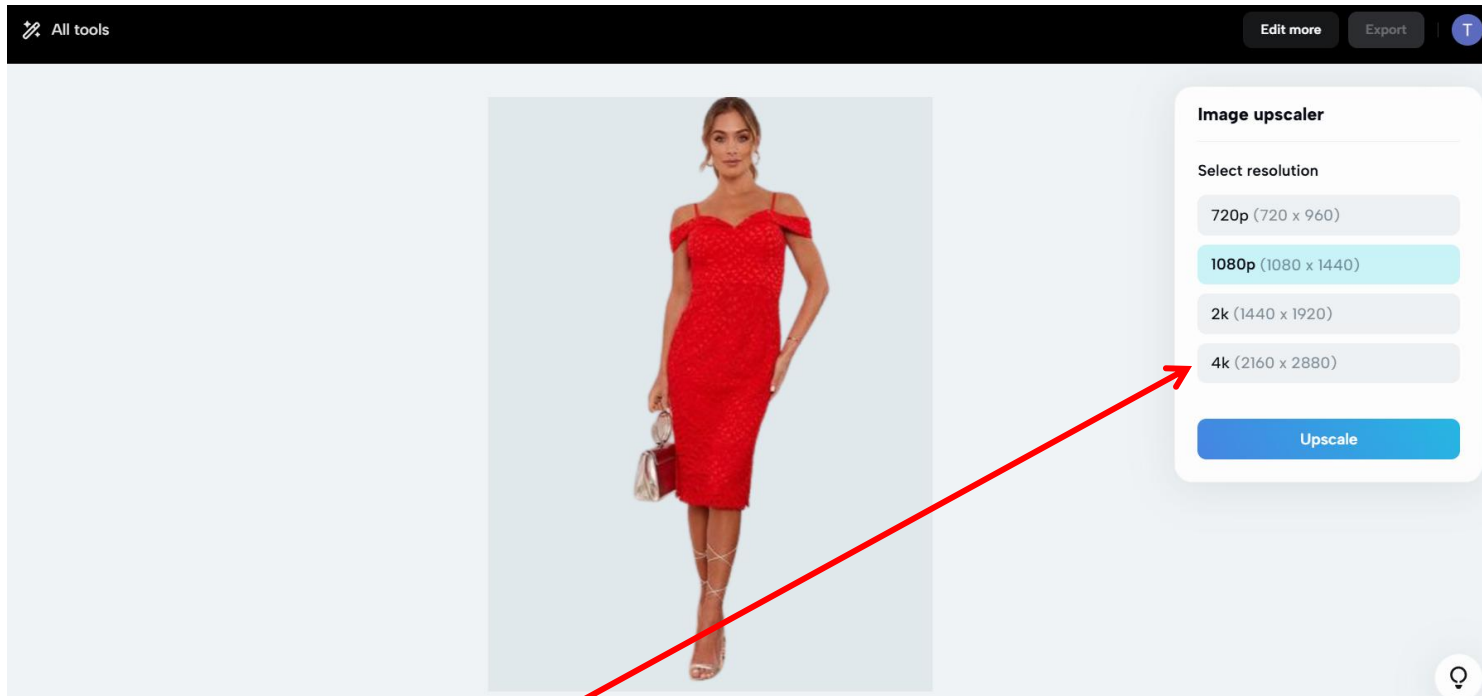
Go to capcut.com and then magic tool  
Click on image upscaler

Increase the resolution of an image by upscaling – ideal if you download a low res version using free tool like remove.bg



Upload your image

Increase the resolution of an image by upscaling – ideal if you download a low res version using free tool like remove.bg



Select the resolution that you want to increase it to and then download

# What we will cover

## **AI Video Tools**

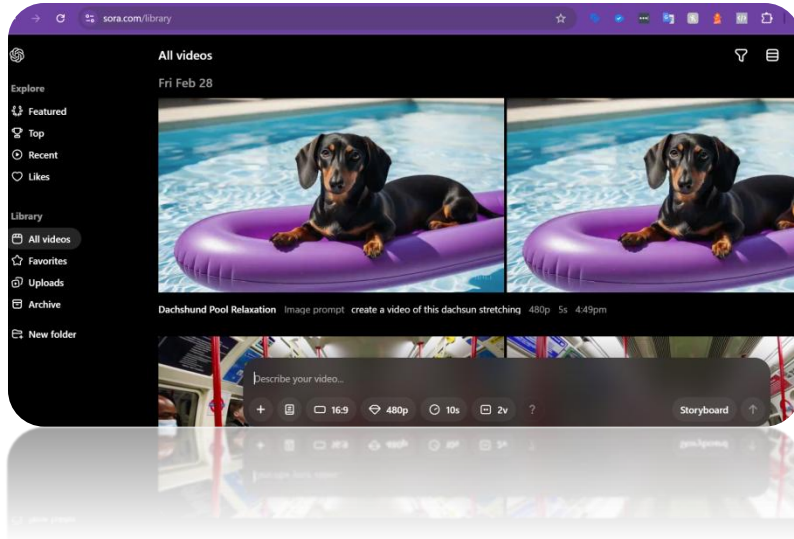
Create a video by attaching a product image – Sora

Edit a video just by providing a url – Capcut desktop

Increase the resolution of your video – Capcut desktop

Edit a video simply by deleting text – Capcut desktop

# Sora – create videos just by describing them



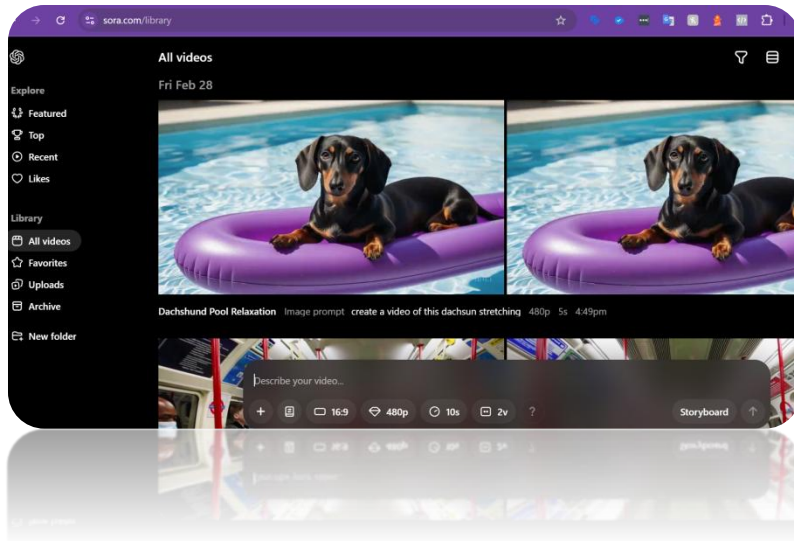
Chat GPT launched Sora in the US and many other countries at the end of 2024 and it rolled out to Ireland in February 2025

It is so much better than any of the other text to video tools I have used. It is currently only available to paid users and to use it you have to go to [www.sora.com](https://www.sora.com) and login with your Chat GPT login.

You can then type in your prompt describing the type of video you want. You can choose the shape (landscape / portrait / square) , the length (currently 10 seconds max) and how many versions you want (up to 4).

You can also attach an image and it will turn the image into a video and that feature is excellent.

# Sora – create videos just by describing them



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# Sora – create videos just by describing them



Log in

## ChatGPT Plus

**Plus** includes the ability to explore your creativity through video

- ✓ Up to 50 priority videos (1,000 credits)
- ✓ Up to 720p resolution and 5s duration
- ✓ [Learn more](#) about everything you get with ChatGPT Plus

\$20 /month

Get Plus ↗

## ChatGPT Pro

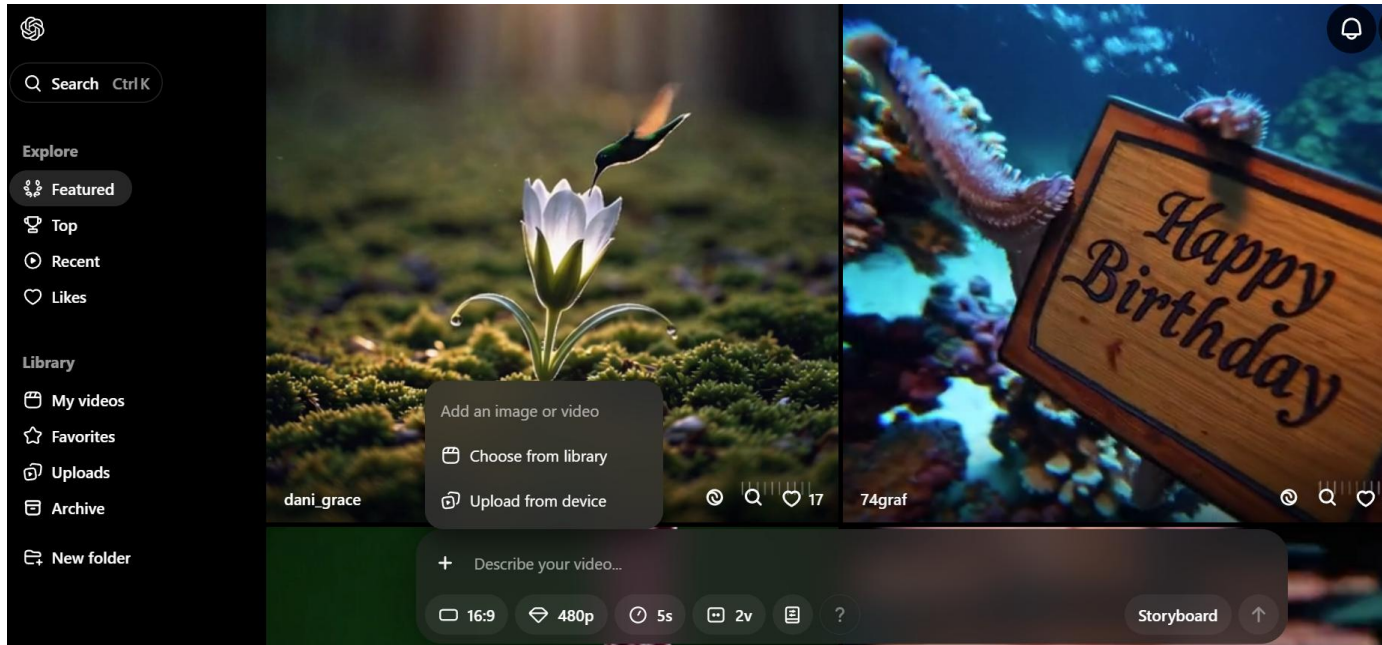
**Pro** includes unlimited generations and the highest resolution for high volume workflows

- ✓ Up to 500 priority videos (10,000 credits)
- ✓ Unlimited relaxed videos
- ✓ Up to 1080p resolution, 20s duration and 5 concurrent generations
- ✓ Download without watermark
- ✓ [Learn more](#) about everything you get with ChatGPT Pro

\$200 /month

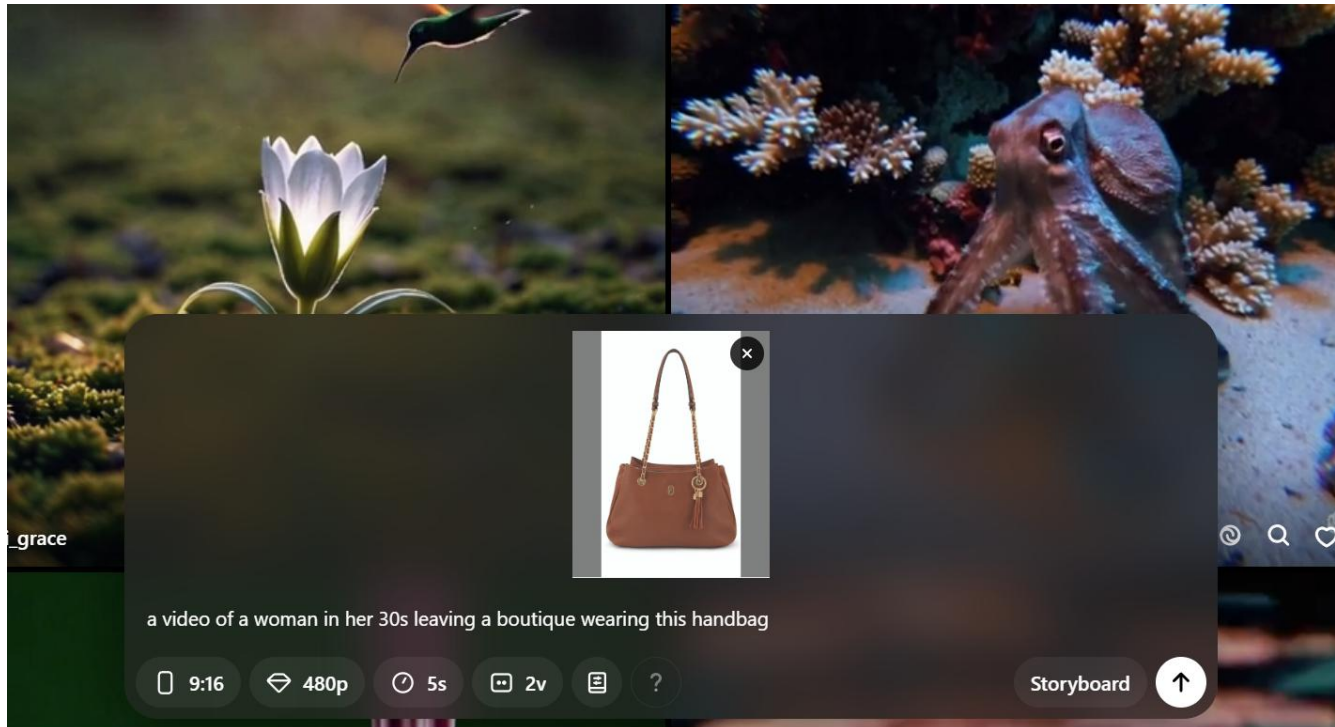
Get Pro ↗

Attach a photo of your product and request videos of it  
Sora.com



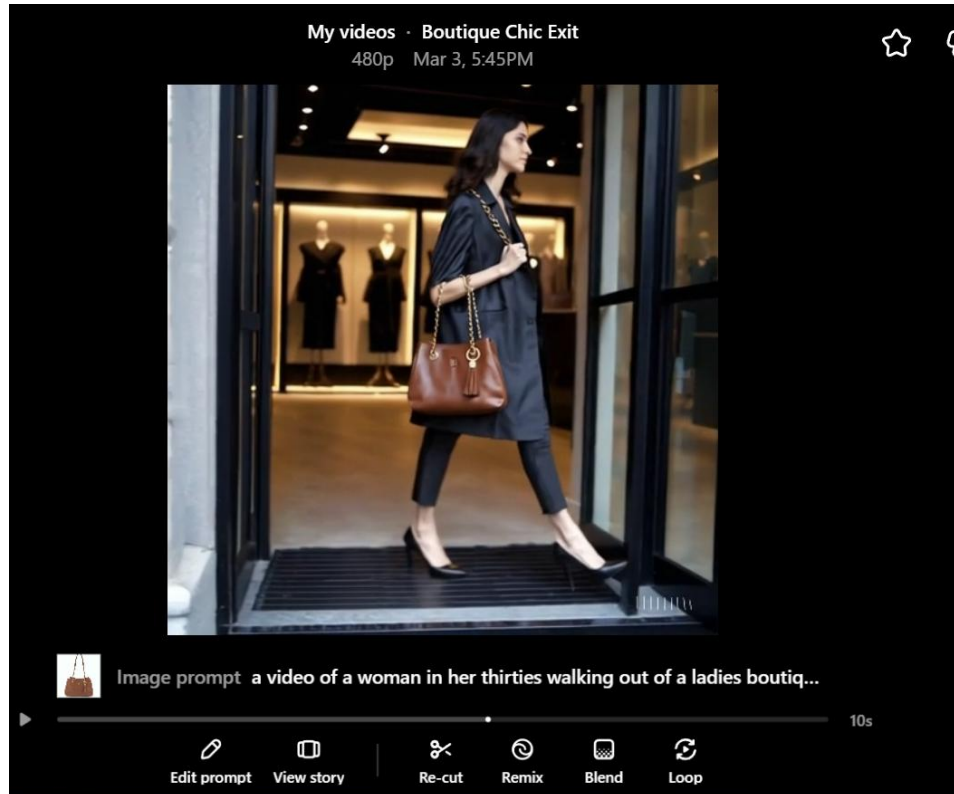
Login to sora.com (paid users only)  
Click on the + and attach an image (of your product)

Attach a photo of your product and request videos of it  
Sora.com



Then write a prompt for what you want in the video  
Choose the aspect ratio, resolution and how many videos you want

Attach a photo of your product and request videos of it  
Sora.com



You can then view the videos that were created  
You can also make some revisions to the video, blend it with another one

# What we will cover

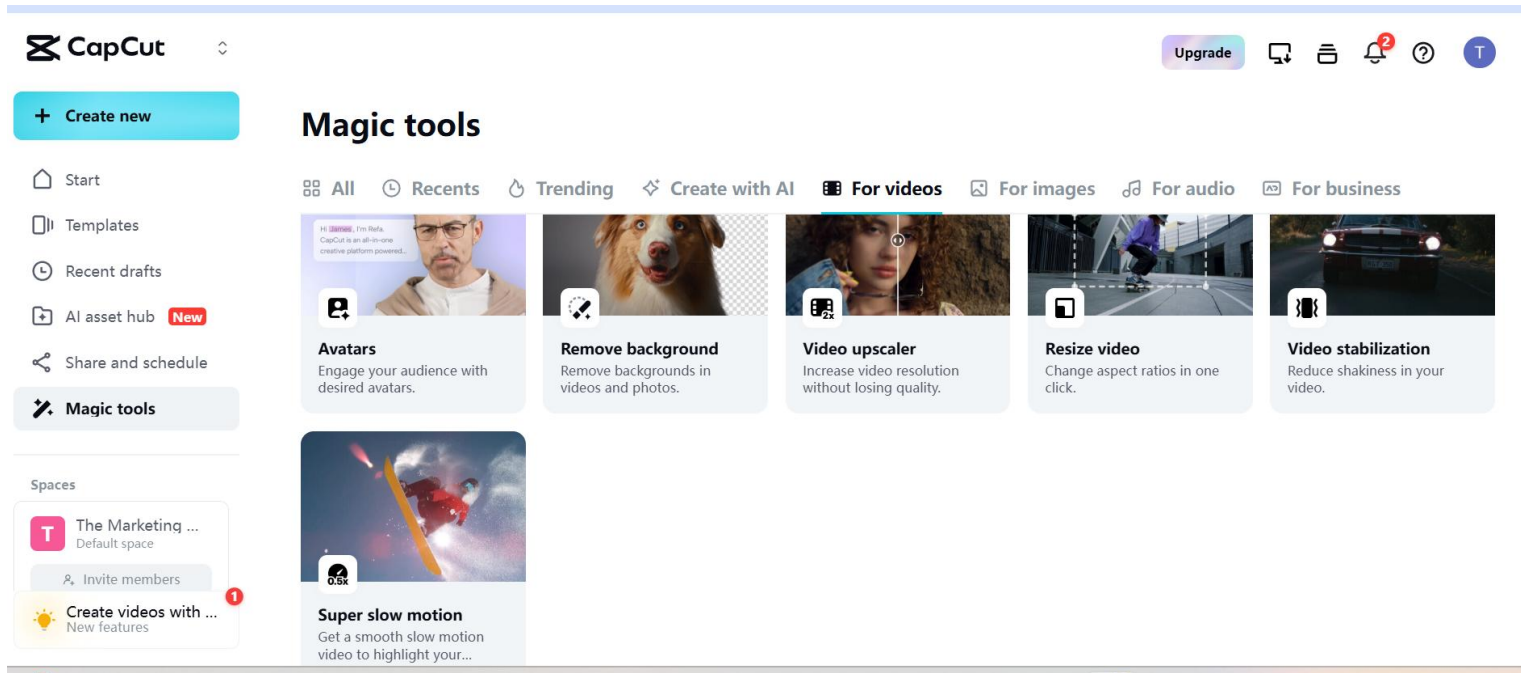
## AI Video Tools

Create a video by attaching a product image – Sora

Increase the resolution of your video – Capcut desktop

Edit a video simply by deleting text – Capcut desktop

# Other CapCut AI video tools that are very useful



If your video is low resolution – use video up scaler. Upload you video and it will increase the resolution so it will look sharper on larger screens

If you footage is a bit shaky use video stabilization and it will reduce the shakiness

# What we will cover

## AI Video Tools

Create a video by attaching a product image – Sora

Increase the resolution of your video – Capcut desktop

Edit a video simply by deleting text – Capcut desktop



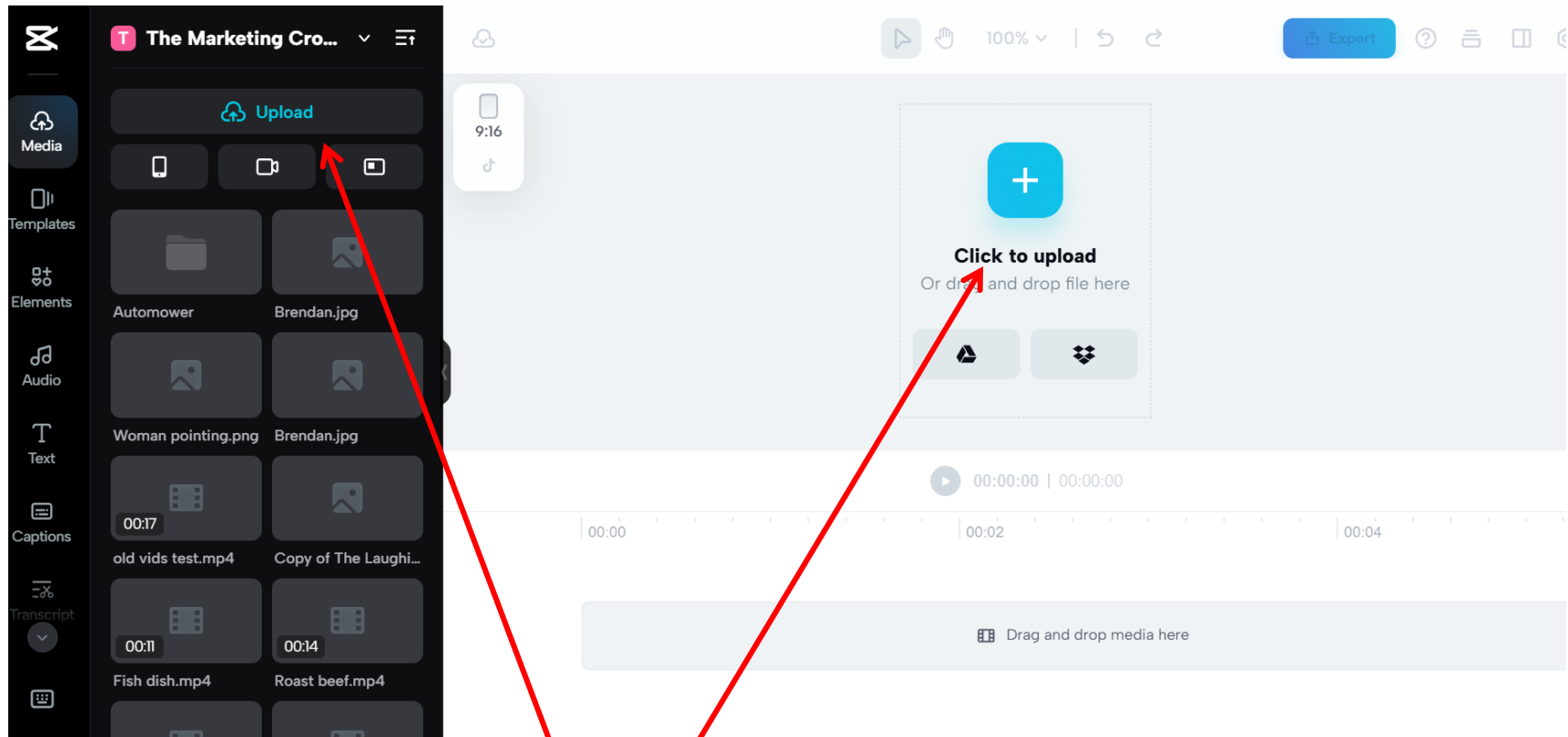
# Edit a video simply by deleting text – Capcut desktop



Please note:

There is a detailed video demonstration on how to do this within the Capcut for desktop course which you can watch on the members website

# How to get started – Create a video

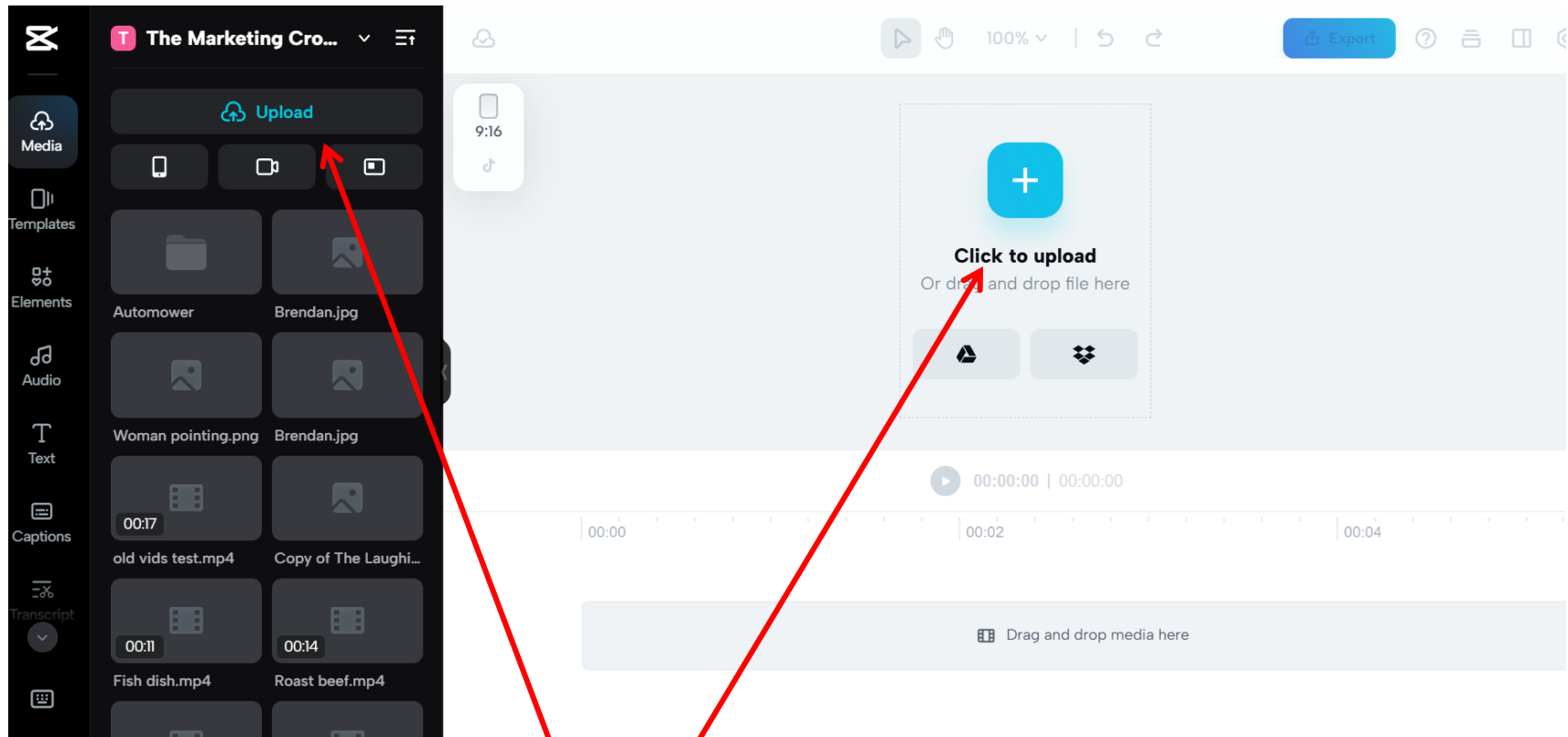


You are now in the editor

Click on upload to upload a video from your computer

Or click on these icons to pull in files from Dropbox or Google drive

# How to get started – Create a video

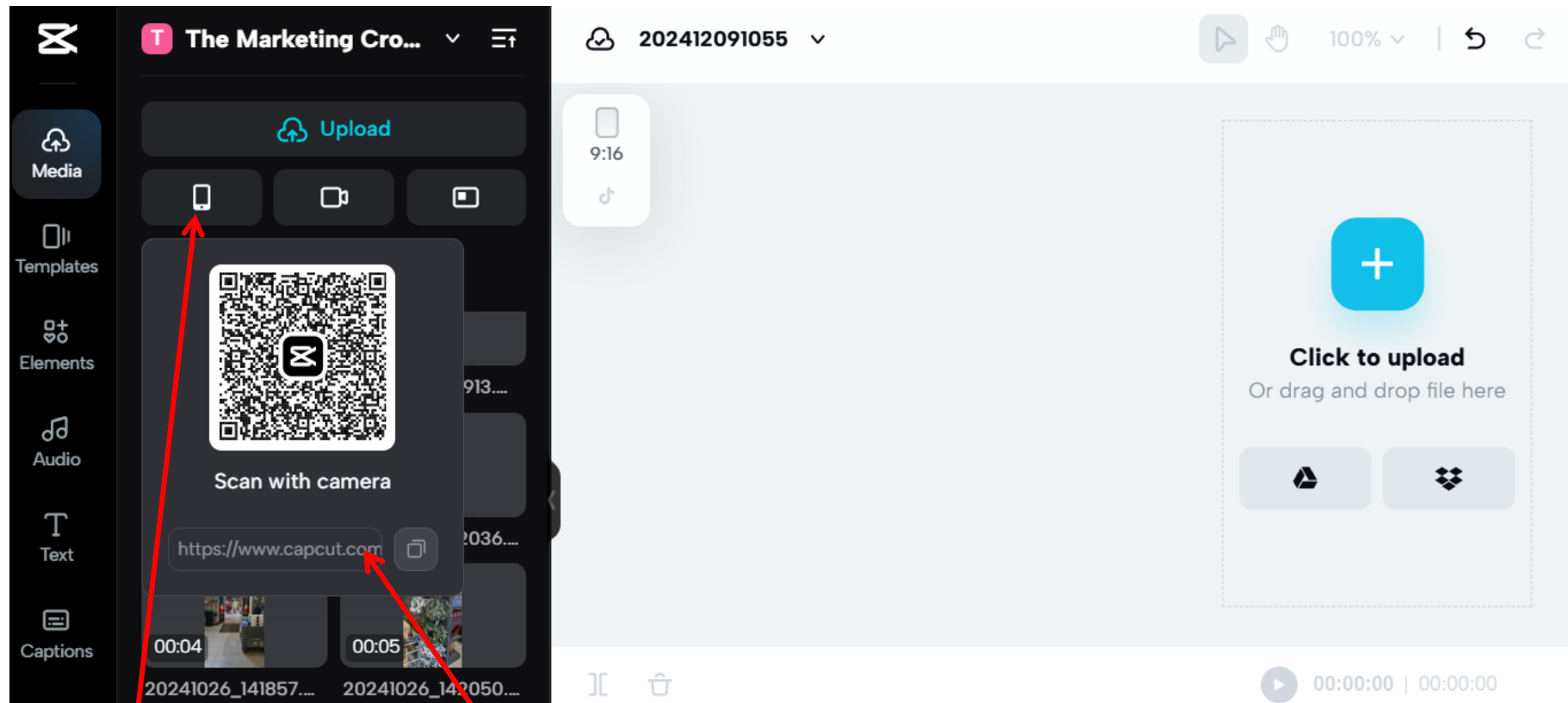


You are now in the editor

Click on upload to upload a video from your computer

Or click on these icons to pull in files from Dropbox or Google drive

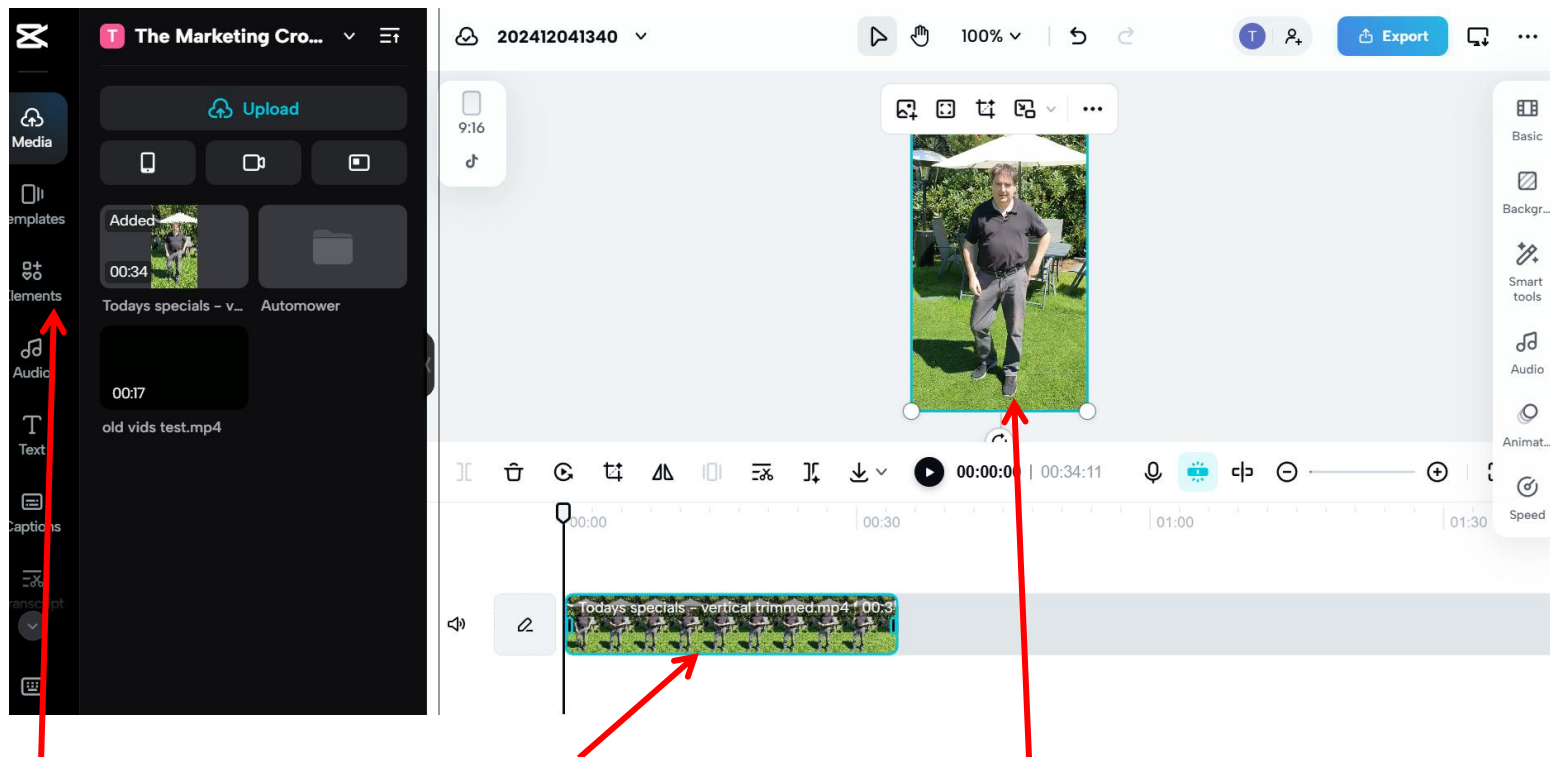
# How to get started – Create a video



Or click the phone icon, scan a QR code and you can import videos from your phone

If the QR code doesn't scan, copy this URL, email it to yourself and open it on your phone. You can then upload videos, images and music to your CapCut space

# How to get started – Overview of the menus



Drag your video onto the timeline. It will also appear on the playback screen

On the left hand side there is a menu

**Elements:** search through their stock image and video library to add images or videos to your video

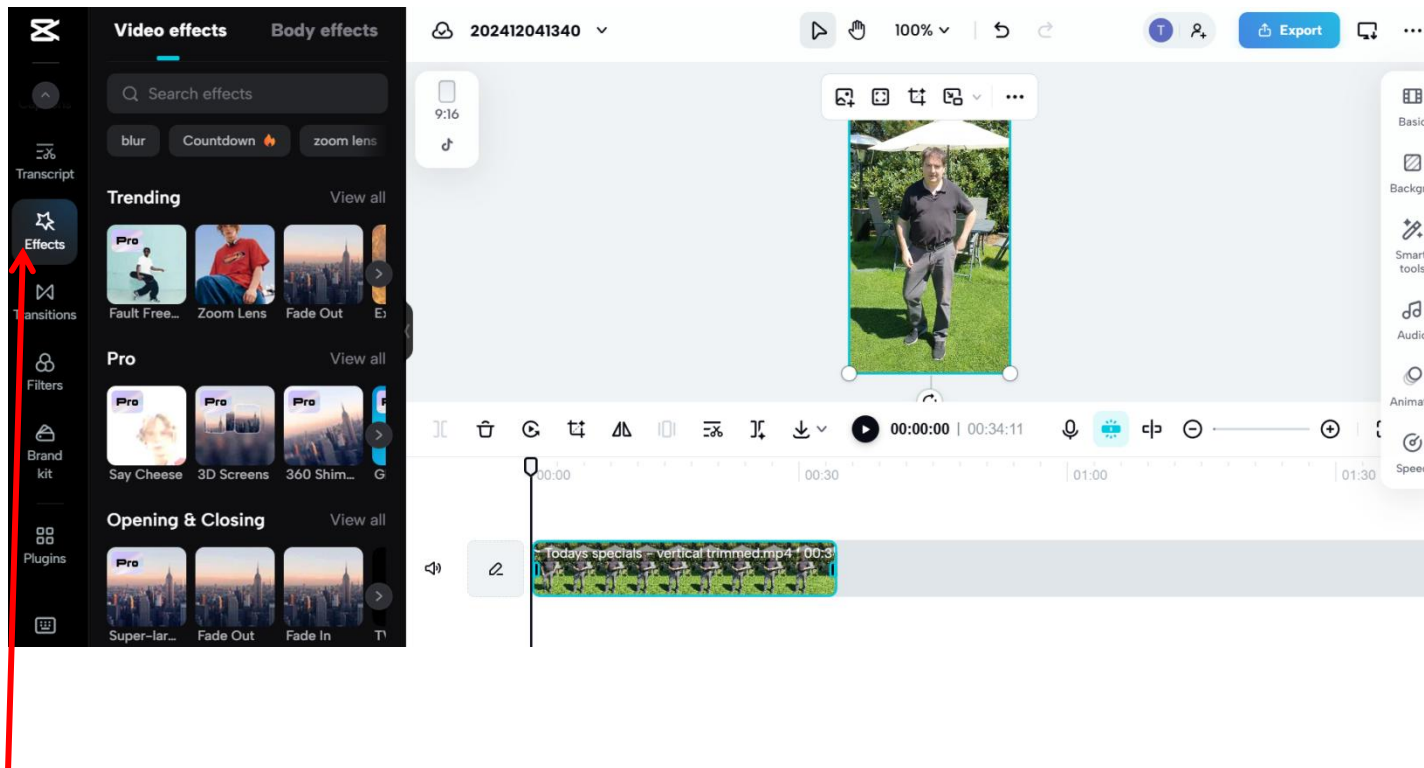
**Audio** – search through stock music or sound effects – you can then add these to your video

**Text** – Overlay text onto your video.

**Captions:** - Generate captions for your video

**Transcript** – it will generate a transcript and you can edit the video simply by deleting text in the transcript

# How to get started – Overview of the menus



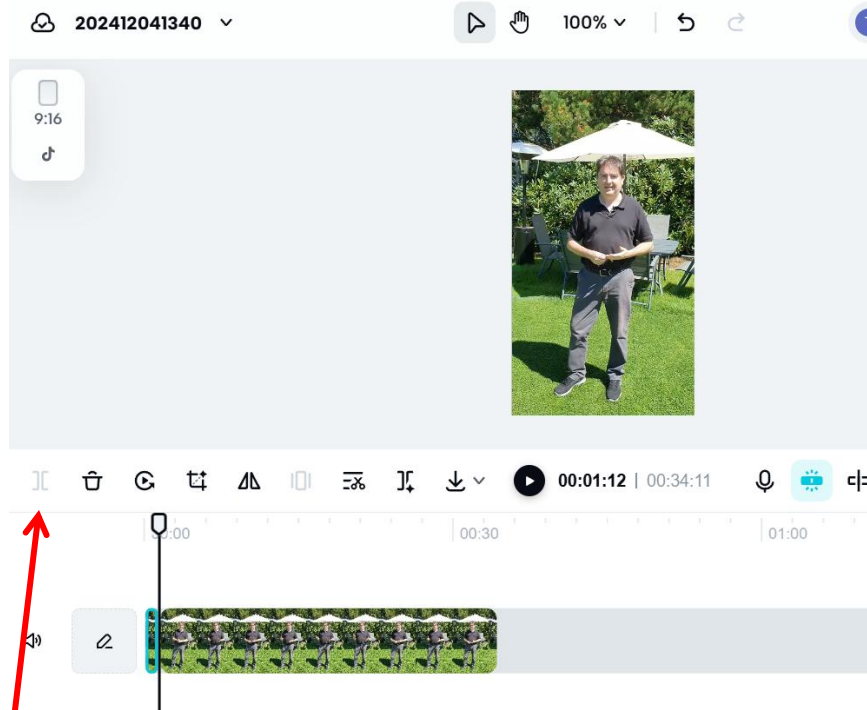
**Effects** – you can add video effects (snow, confetti) or body effects (laser eyes, funny face) to your video

**Transitions** – You can add transition effects between clips

**Filters** – You can add a filter to your video

**Brand Kit** – you can upload your logo, music, font and it will be available for all of your videos

# How to edit a video – someone speaking to camera



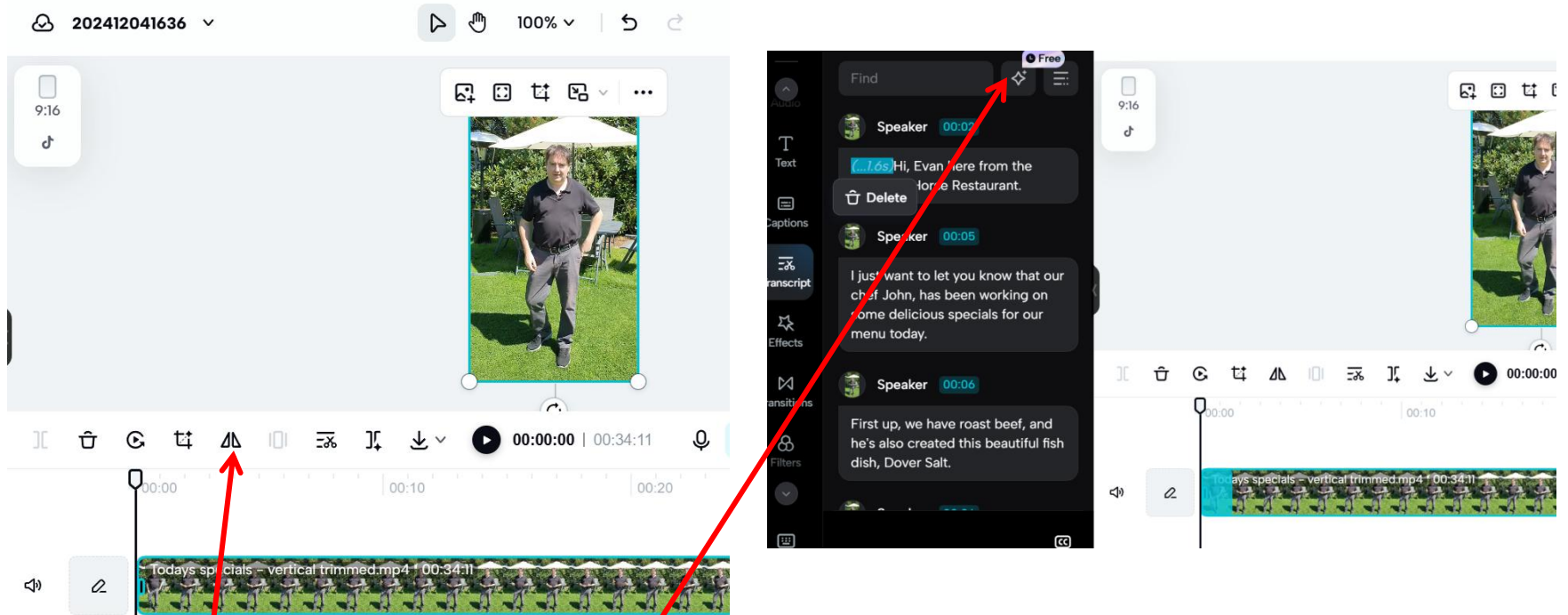
**Cut out the parts of the video that you don't want**

1. Pause where you want to split the clip
2. Click split
3. Click on the part of the clip you want to delete
4. Click delete

Repeat this process at the end of the video



# How to edit a video – someone speaking to camera



**Or cut out parts using transcript based editing**

1. Click on your video
2. Click on transcript based editing. It will then generate a transcript of your video
3. Whatever you delete in the transcript will then be deleted from the video.

**Note – there is also the option to delete filler words (em etc)**

# What we will cover

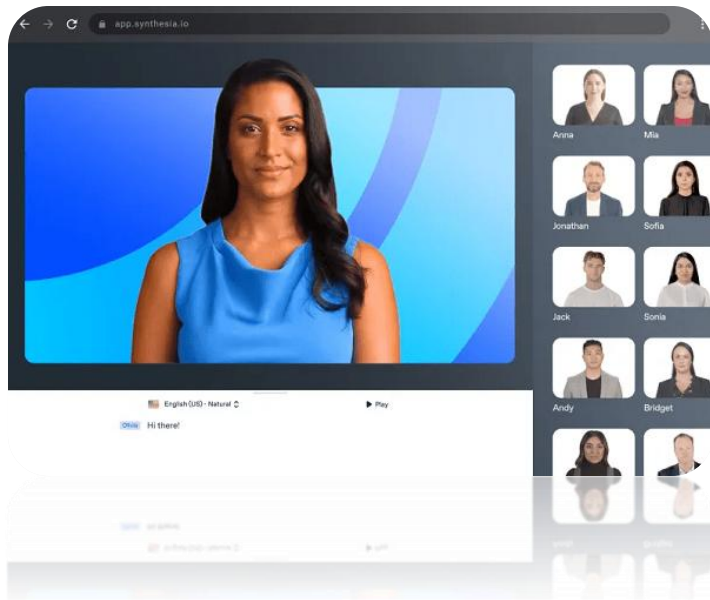
## **AI tools to generate Avatars**

**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 ...

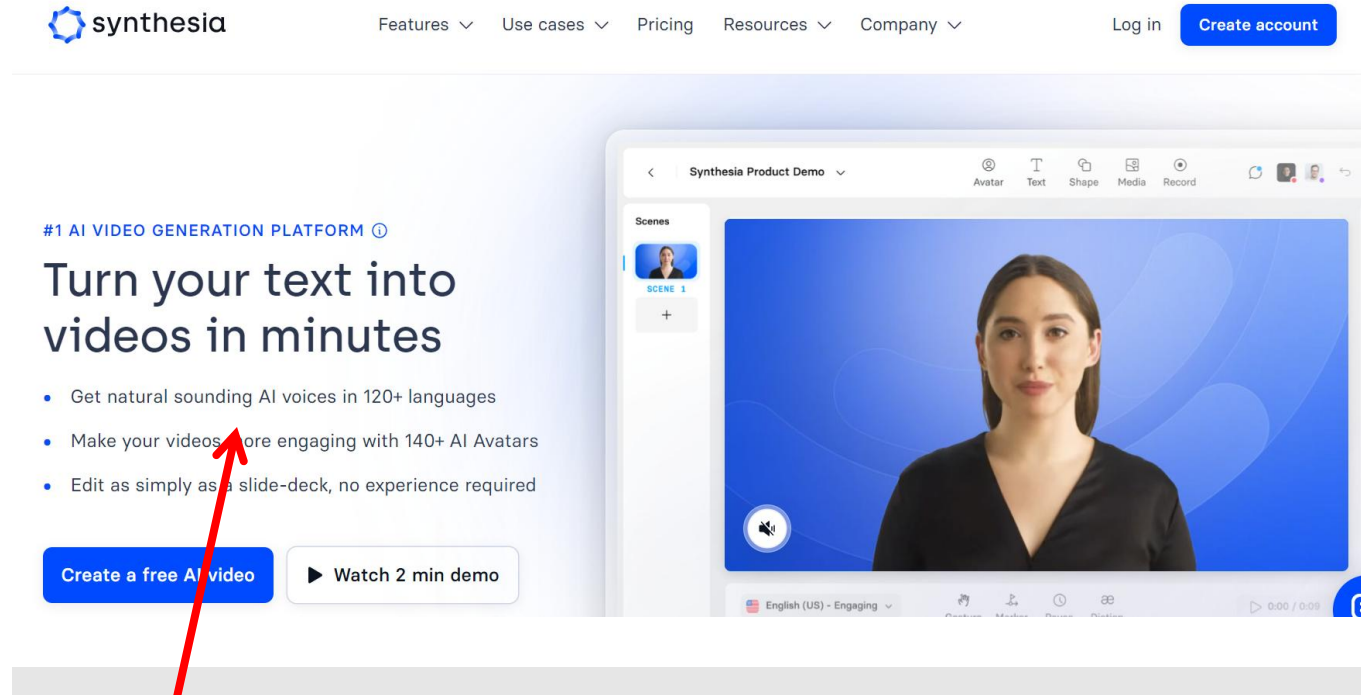
- **Educational / training videos**
- **Customer service videos explaining how your product works.**
- **Website videos that explain how your product works**

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

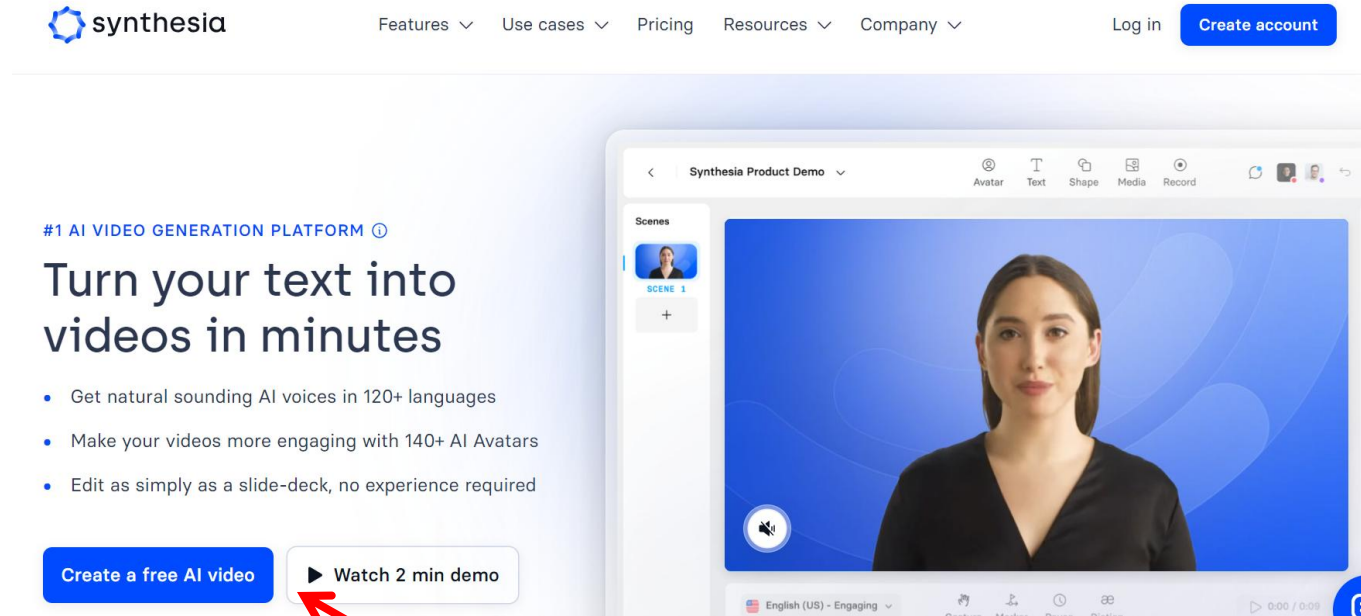


Would you like someone speaking in your video but you don't want to hire someone or even shoot the video? You can have an AI person (avatar) say what you want in a video

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

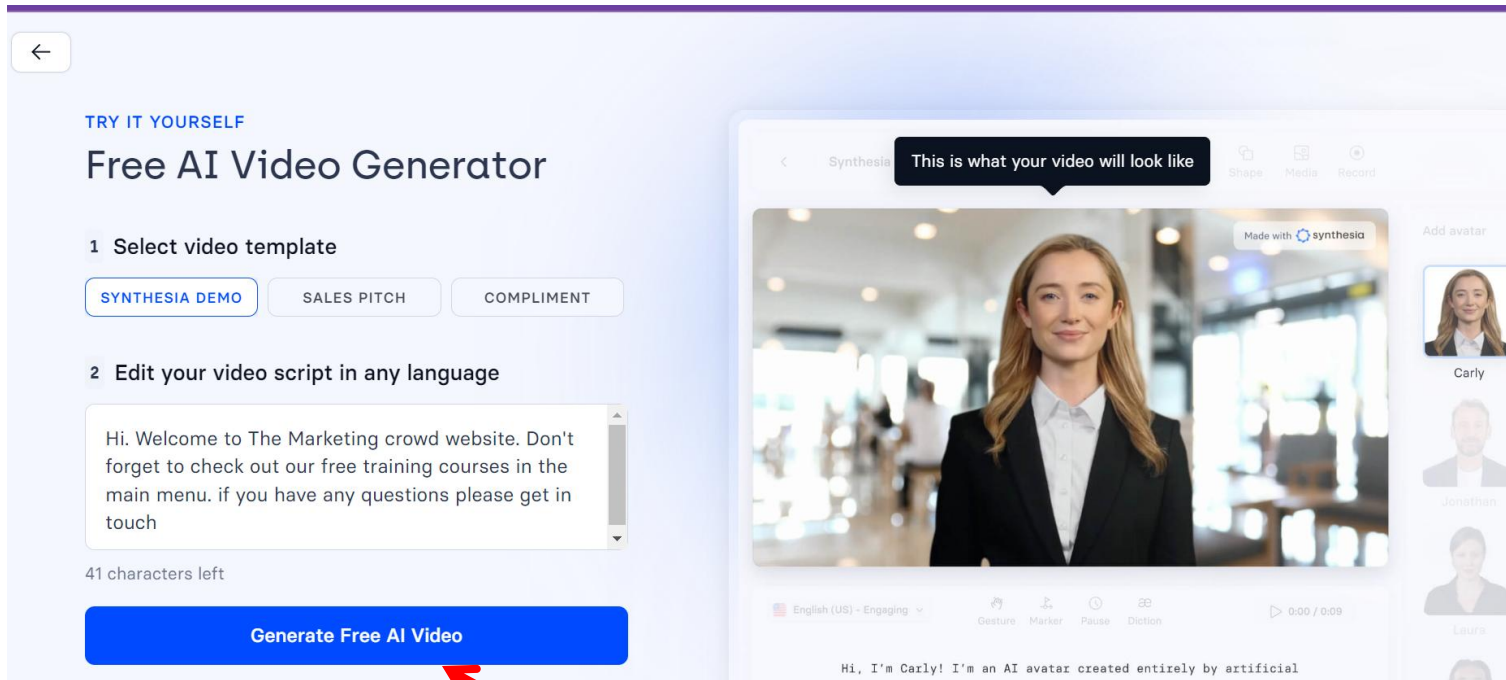
Signup for a free account and then sign in

# 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! 🙌

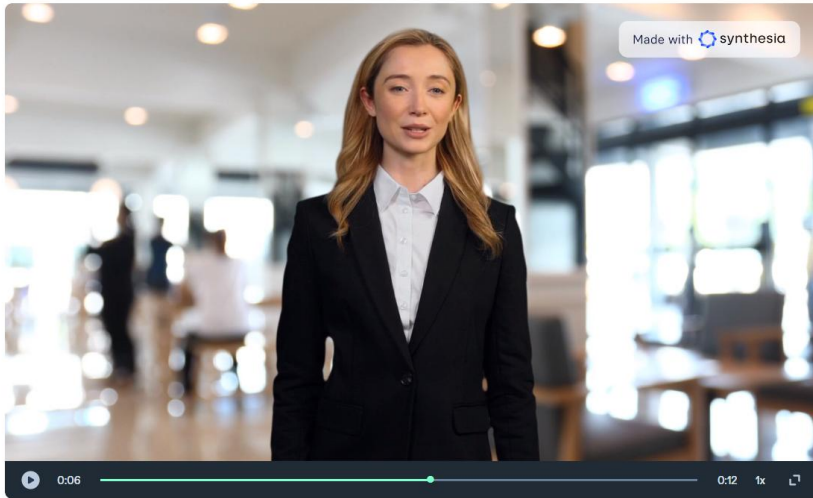
Want an AI video superpower? You can now create videos 10x faster than before. No filming crews, studios, or complicated editing software required.

Watch your AI video

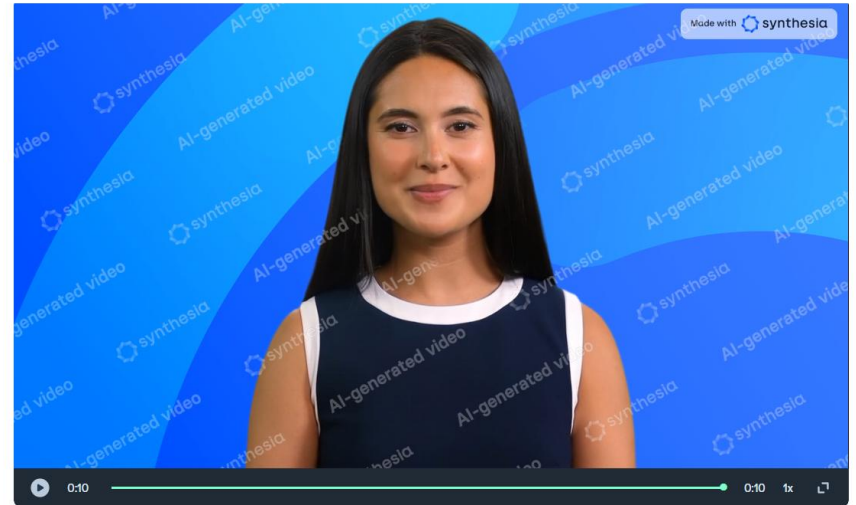
They will then send you an email (within 10 mins) with a link to your video



# 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

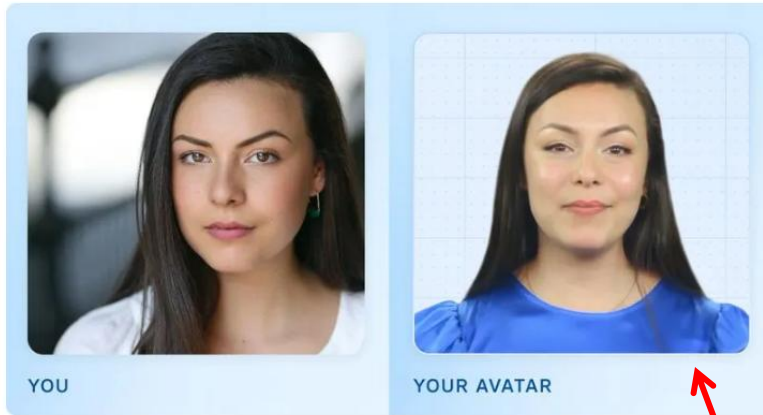
€59 /month

€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

# 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**

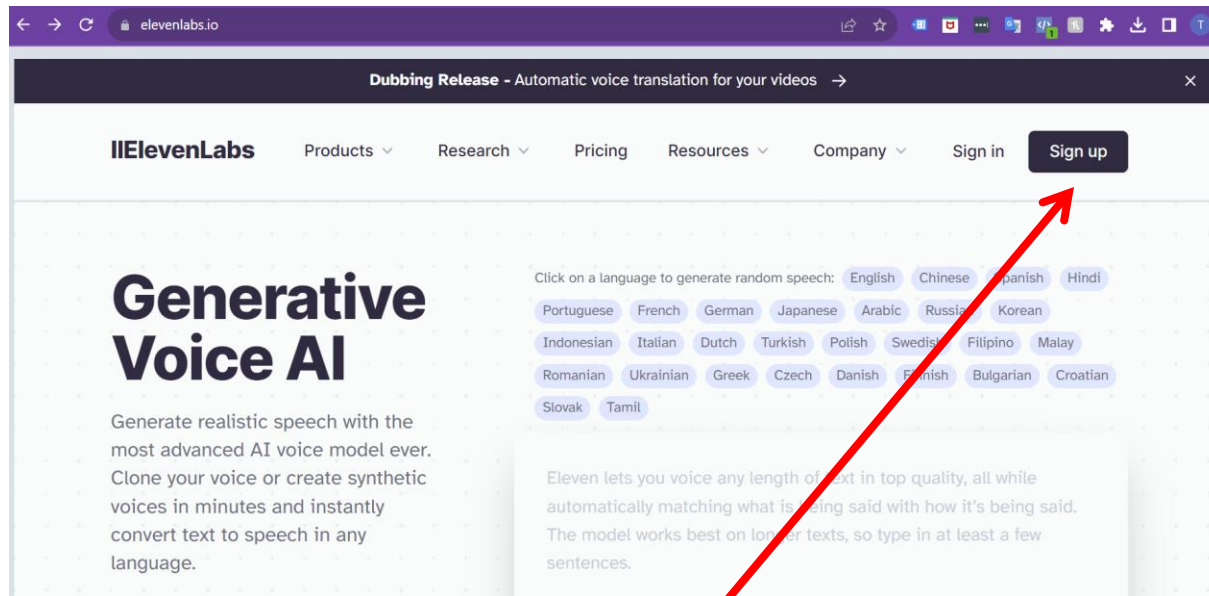
Currently you would either record your own voice and add it as a voiceover in a video or you would commission a voice over artist.

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

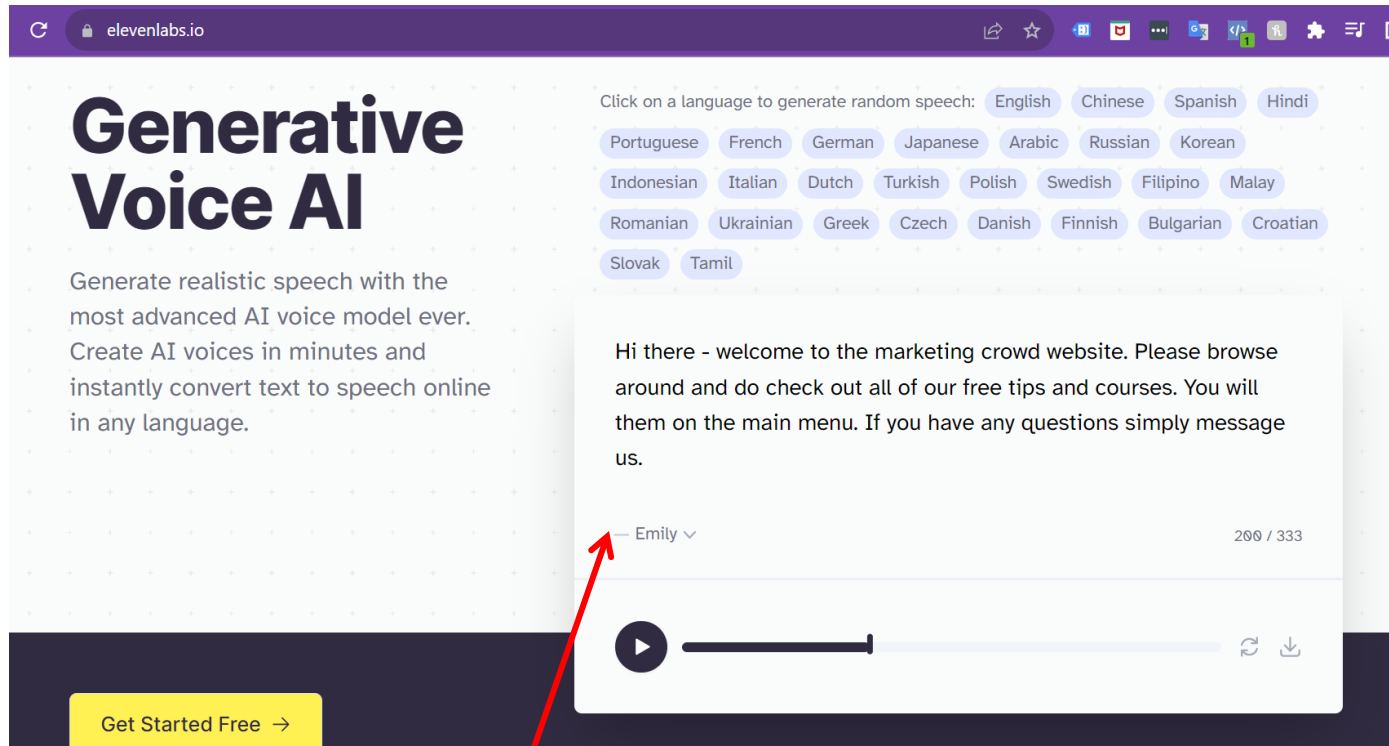


Do you want to generate a professional voiceover for a video?  
**Or would you like to clone your own voice?**

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

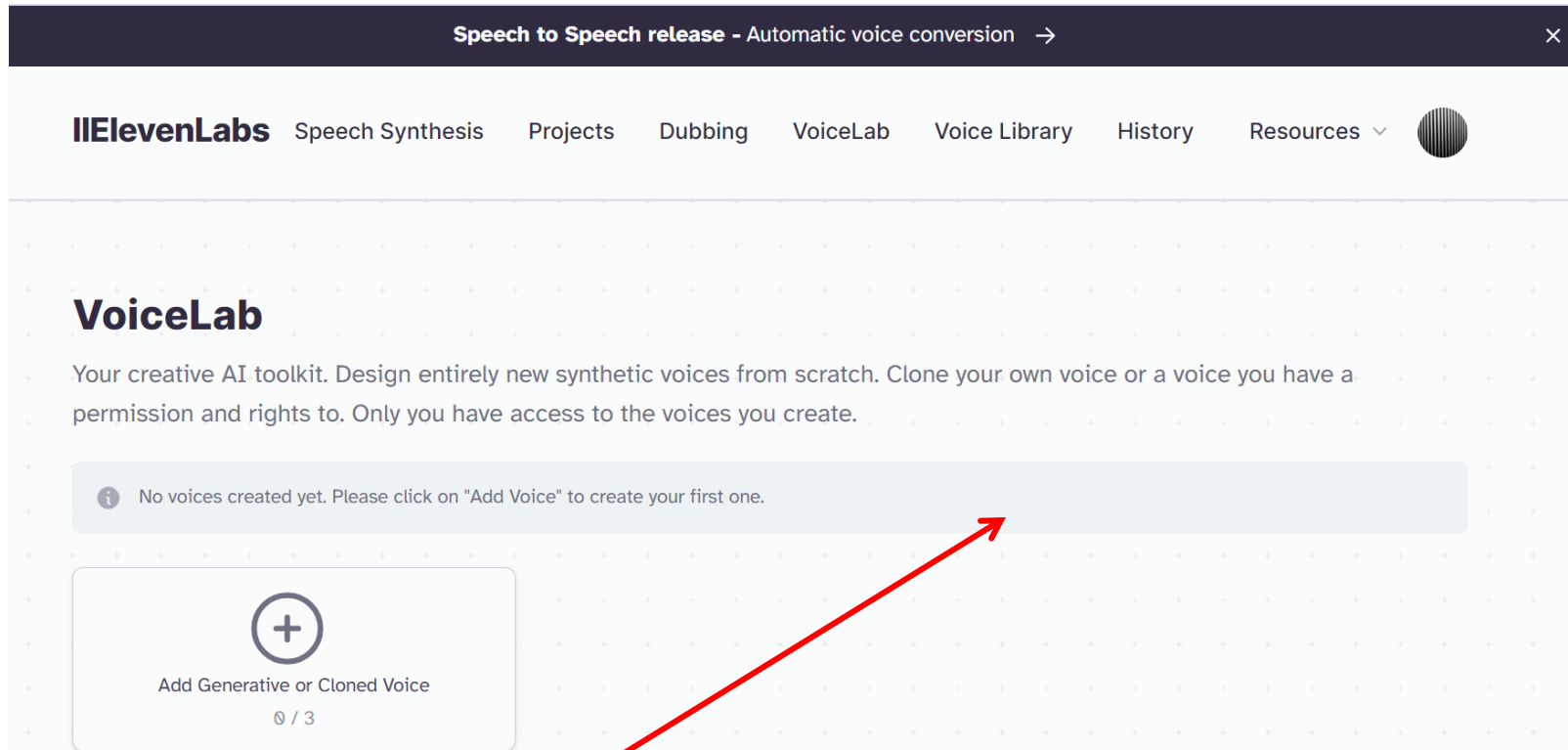


On the homepage you can get a feel for what their AI voices could do for you in terms of a voiceover

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



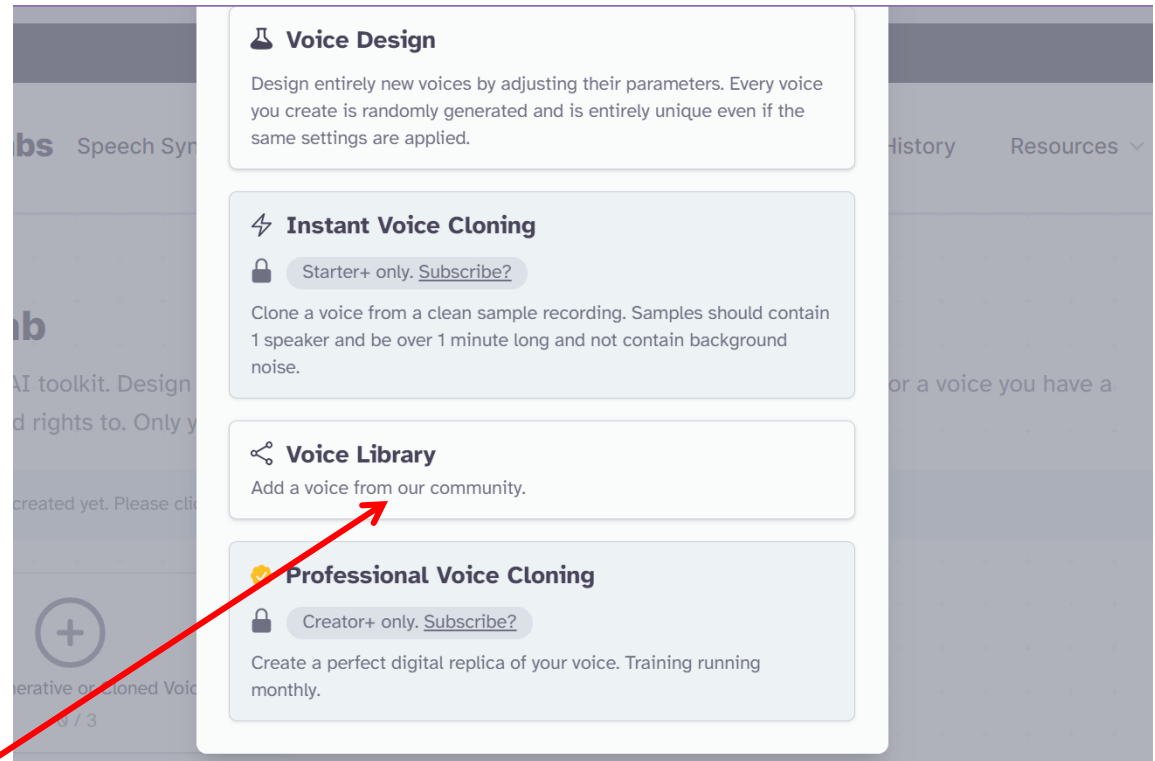
# Eleven Labs – Create AI voiceovers



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

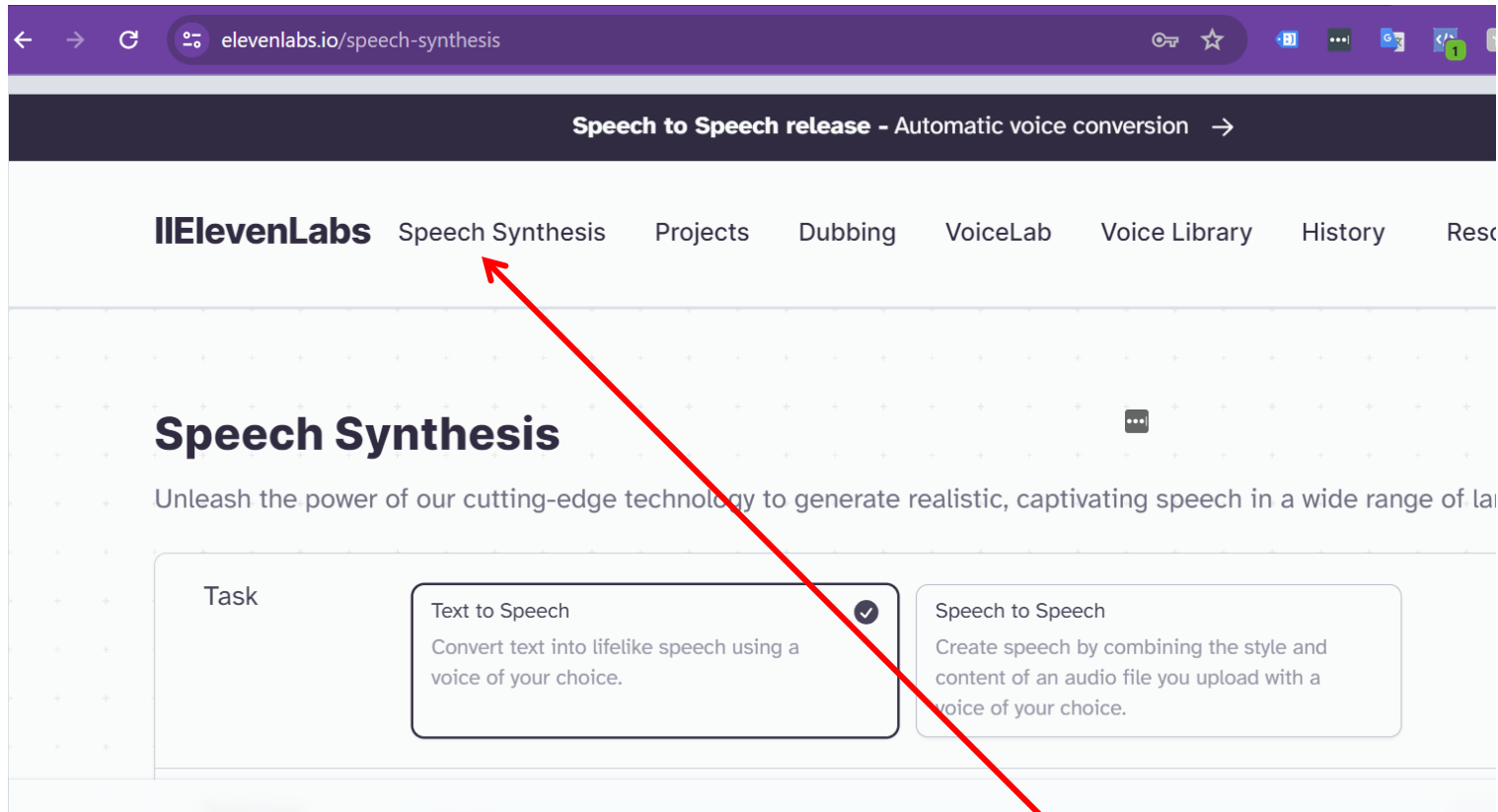


If you are on the free plan you can browse the voice library and create a voice over based on their AI voices

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

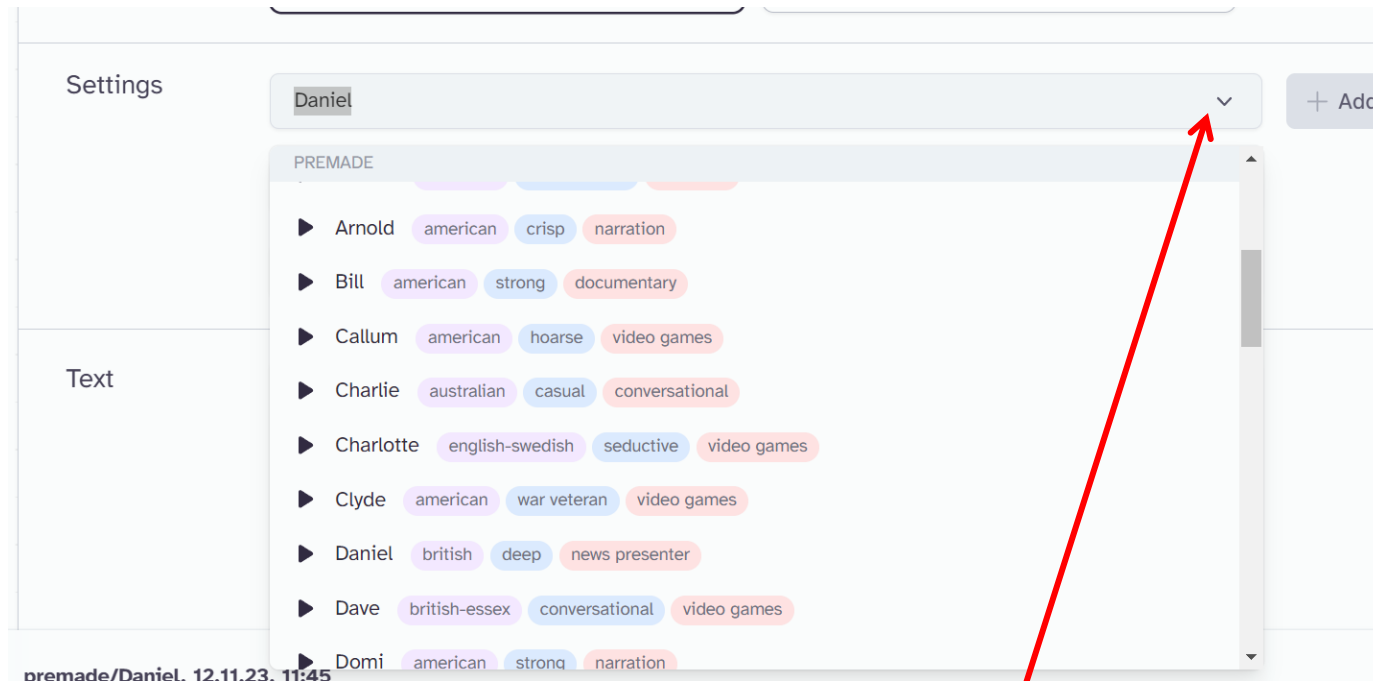
The Starter + plan is \$5 a month and you can clone your voice and use it for 40,000 character a month

# Eleven Labs – How to create an AI voice over



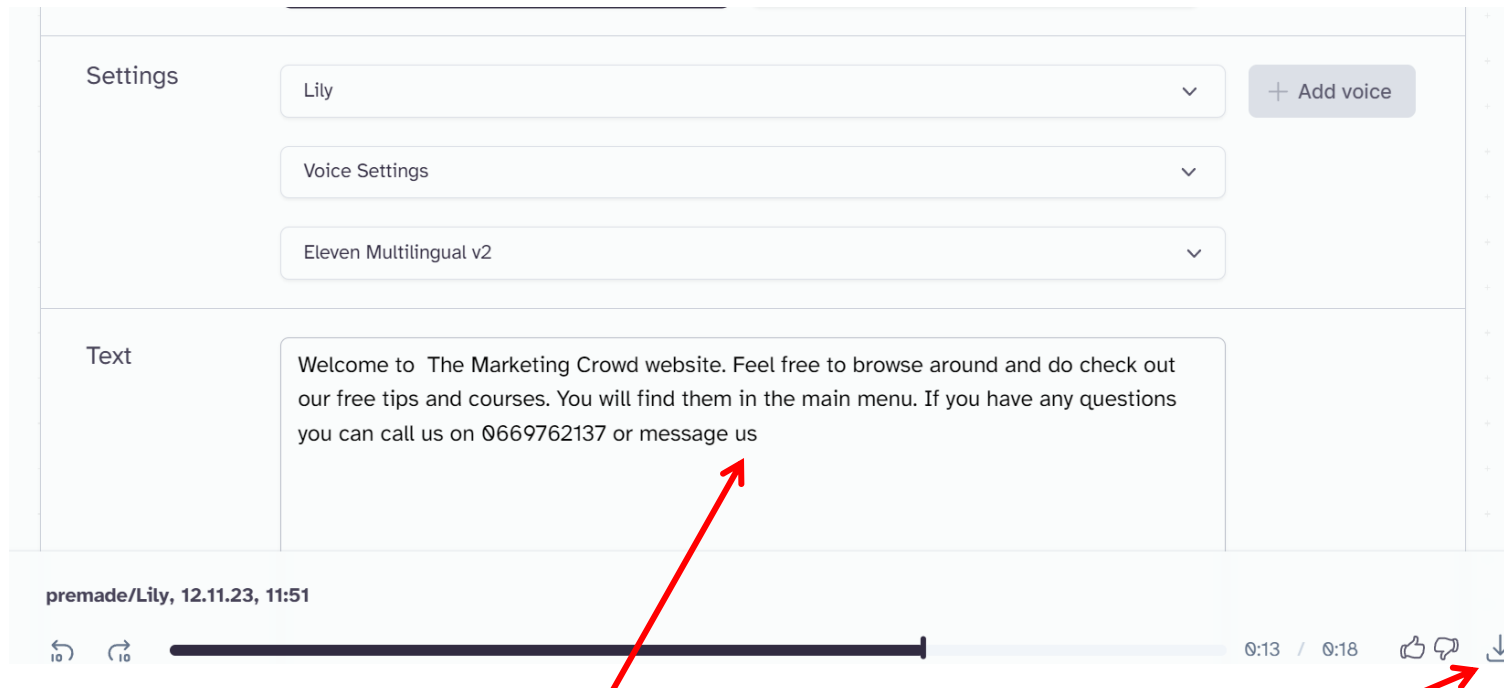
In order to create a Voiceover, login to your account and click Speech Synthesis

# 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