The Marketing Crowd

Local Enterprise Office
Let's talk business

AI TOOLS TO CREATE & EDIT MARKETING VIDEOS

What we will cover

1. About cost and quality

2. Tools for creating videos

Create videos by describing them – Paid - Sora (Chat GPT)
Create videos by describing them – Paid - Google Veo 3 within Canva
Create videos by describing them – Paid - OpenArt.ai
Create Videos by describing them – Free - Grok

3. AI tools to help with video editing
CapCut on desktop
Other CapCut tools

Getting AI videos for free is far less common than free AI images

Very few of the AI companies give you free video creation. It is something you typically have to pay for and even when you do, there are restrictions in terms of length, resolution, and quantity

Why?

Creating a 5-second AI-generated video is significantly more costly than creating images in terms of both computing power and direct monetary cost—than generating a single AI-generated image.

A 5-second video typically costs $2.50 to $5, while a single image costs just $0.02 to $0.06 on average through major providers.

The quality of AI videos is not as high as AI images. Mistakes are common

The quality of AI videos is high but not as high as images.

What you will find when you generate videos is that issues are far more common than with images e.g. Too many fingers, things disappearing

Why?

It is technically more difficult to create videos
The technology is around 12-15 months behind where AI image creation is because images are easier.

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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 currently only available to paid users and to use it you have to go to 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

Sora – create videos just by describing them

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
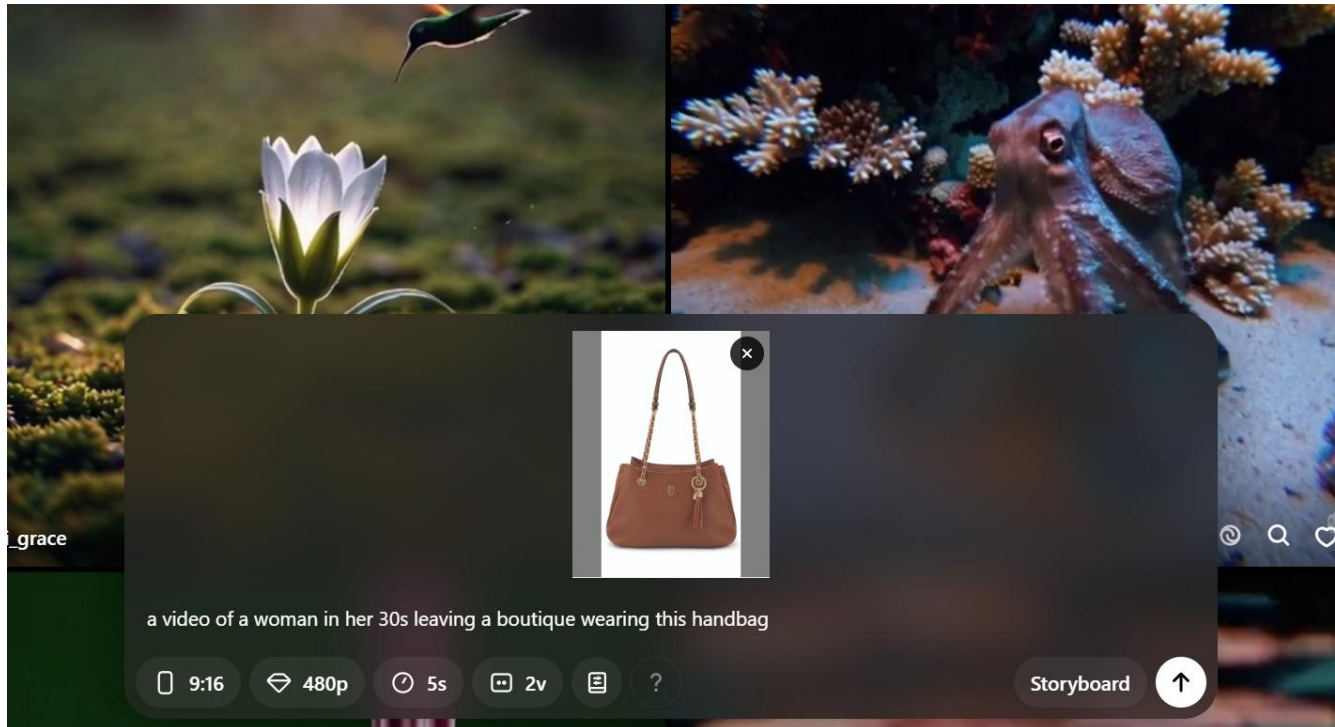
$200 /month

Get Pro ↗

# Attach a photo of your product and request videos of it
Sora.com
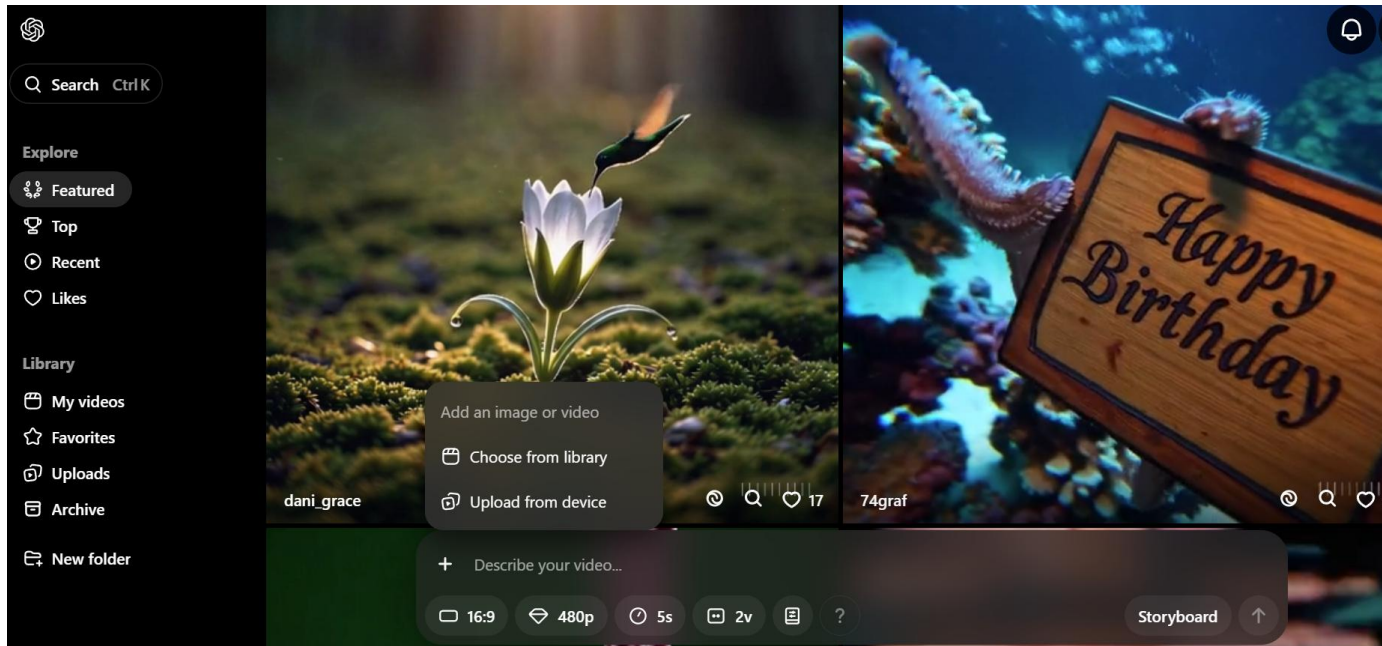
Login to sora.com (paid users only)
Click on the + and attach an image (of your product)

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
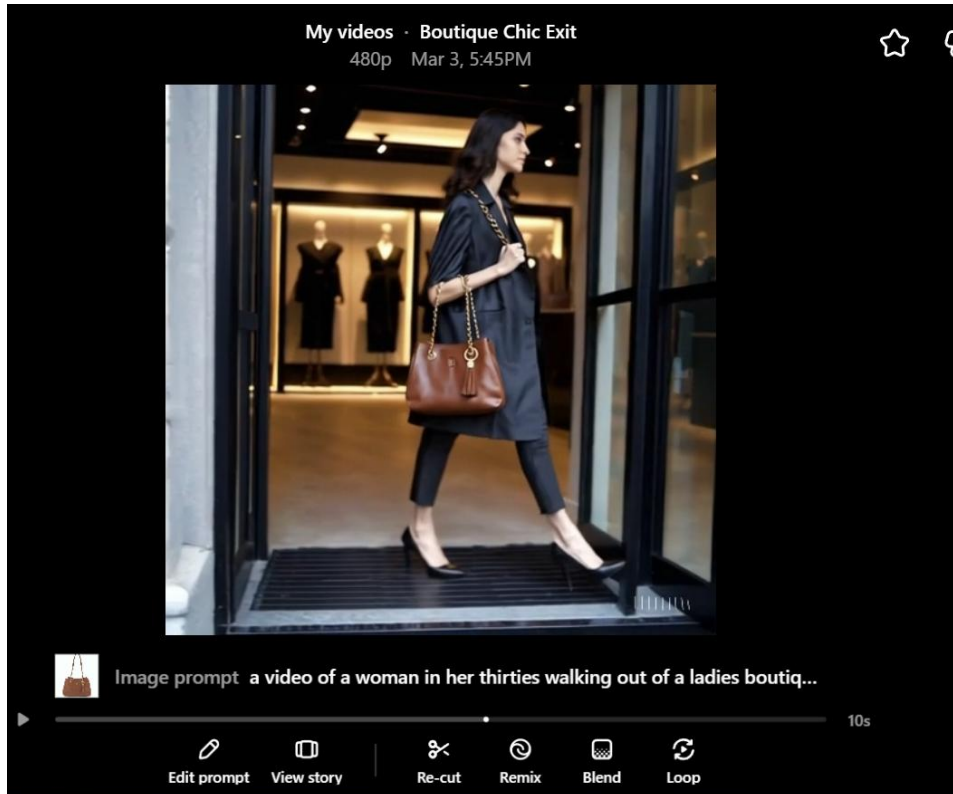
My Verdict

It's good. But there are often errors in the videos.

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

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Google Veo 3 within Canva – create videos just by describing them
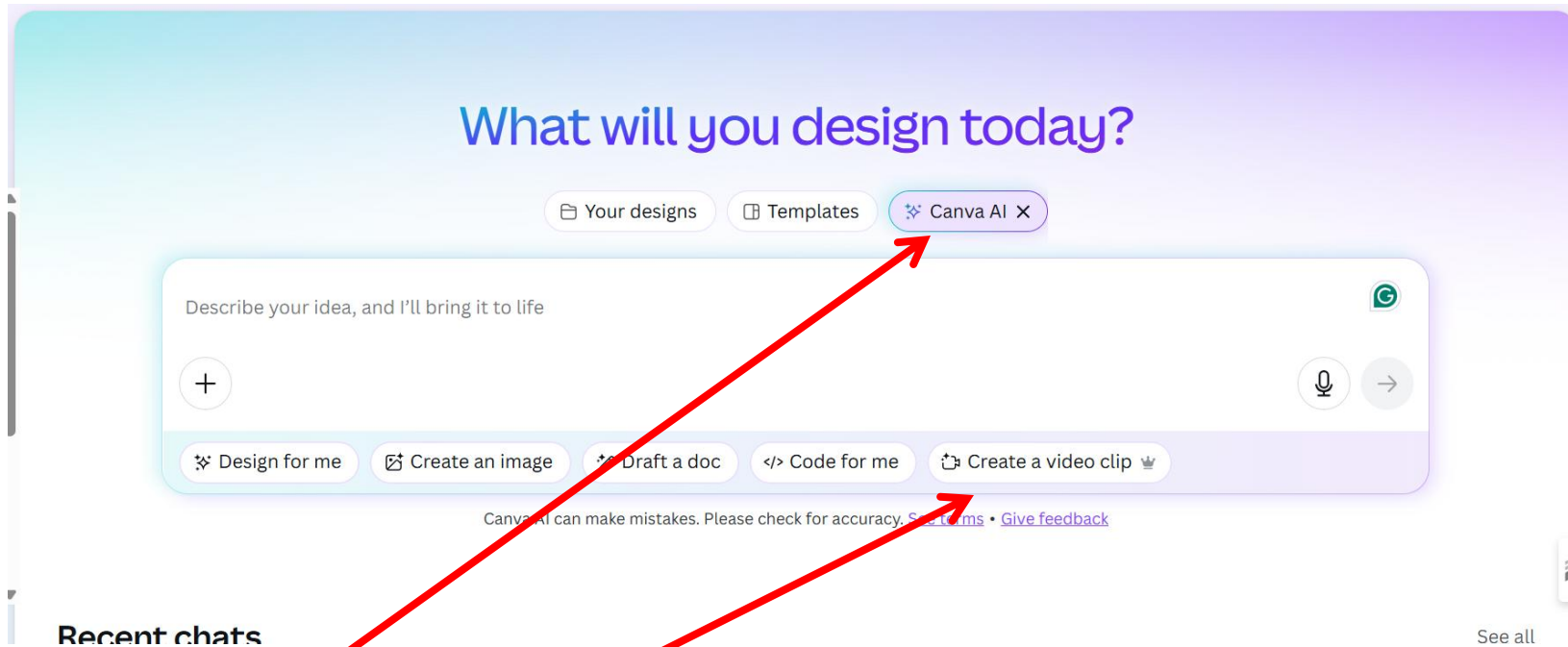

Canva has teamed up with Google's video creation tool called VEO 3

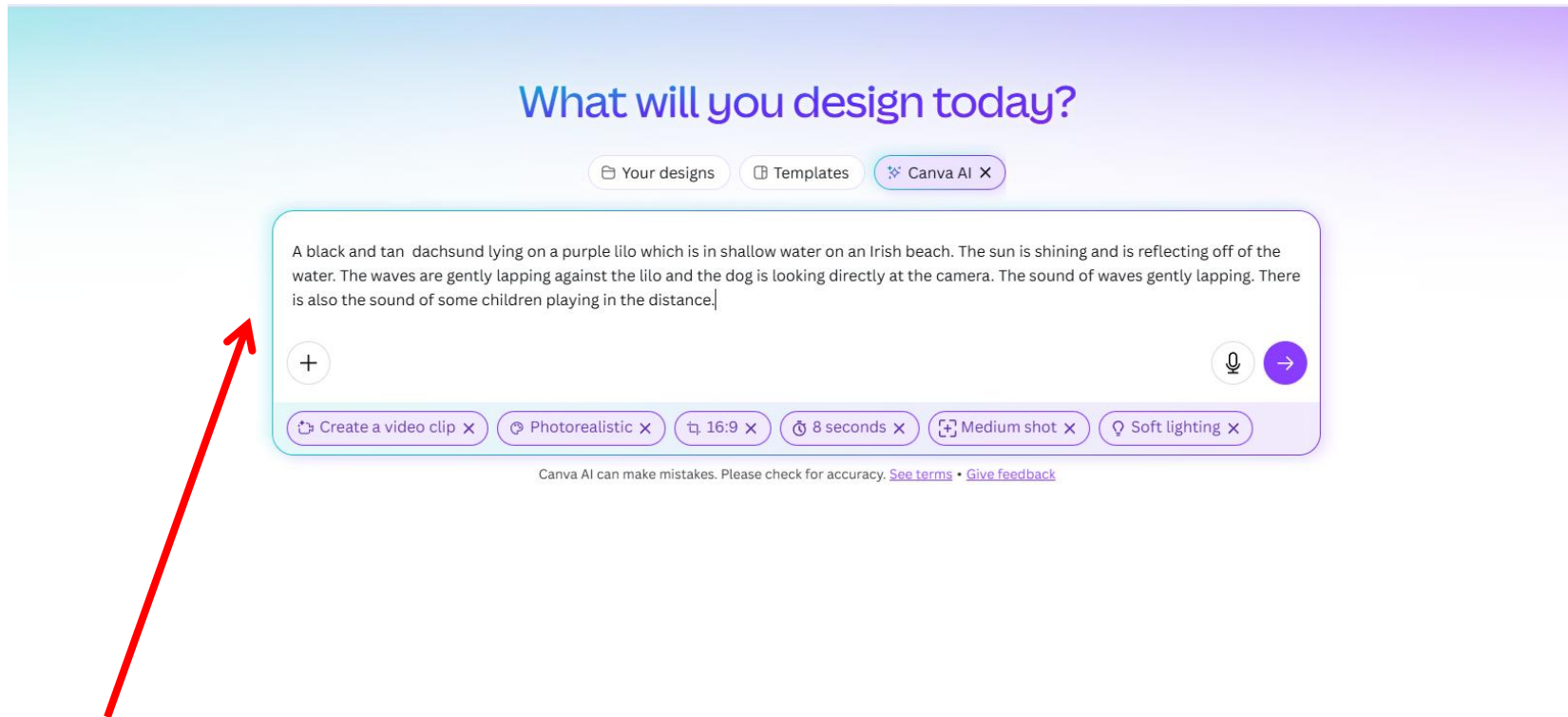**This is the equivalent of Sora within the paid version of Chat GPT**

- Only available to paid users
- You get to create 5 videos a month
- You can type in a prompt or attach an image

Google Veo 3 within Canva

What will you design today?

Your designs · Templates · Canva AI ×

Describe your idea, and I'll bring it to life

+ · Design for me · Create an image · Draft a doc · Code for me · Create a video clip

Canva AI can make mistakes. Please check for accuracy. See terms • Give feedback

Recent chats   See all

Click on Canva AI
Then click on Create a video

Google Veo 3 within Canva

Describe what you want the video to be
You can attach an image of you want the AI to reference it
Note – you can also choose Style, Aspect ration, duration, framing and lighting

Google Veo 3 within Canva

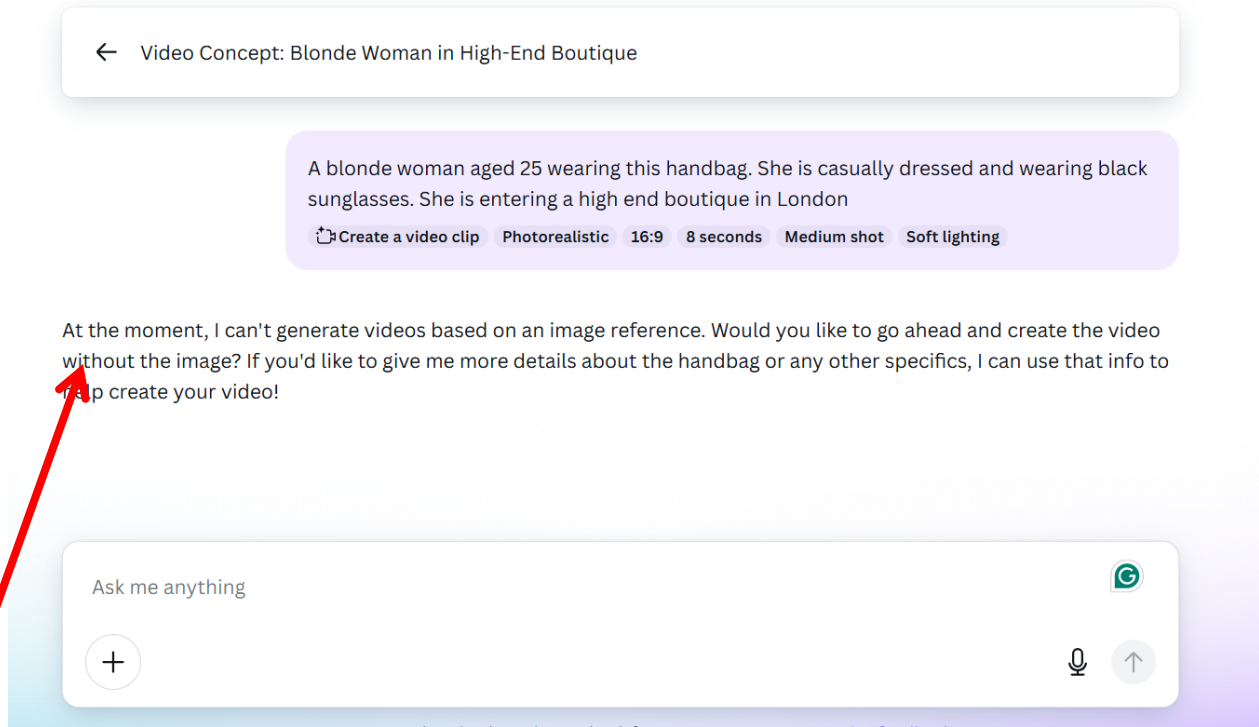← Dachshund on a Purple Lilo at the Beach

the lilo and the dog is looking directly at the camera. The sound of waves gently lapping. There is also the sound of some children playing in the distance.

⟳ Create a video clip   Photorealistic   16:9   8 seconds   Medium shot   Soft lighting

On it! Hang tight while I work on your video—this could take up to 2 minutes. I'll let you know when it's ready.

Google Veo 3 within Canva – create a video by attaching an image

← Video Concept: Blonde Woman in High-End Boutique

A blonde woman aged 25 wearing this handbag. She is casually dressed and wearing black sunglasses. She is entering a high end boutique in London

⊡Create a video clip   Photorealistic   16:9   8 seconds   Medium shot   Soft lighting

At the moment, I can't generate videos based on an image reference. Would you like to go ahead and create the video without the image? If you'd like to give me more details about the handbag or any other specifics, I can use that info to help create your video!

Ask me anything

➕   🎤 ↑

I attached my product (handbag) and asked for a woman aged 25 carrying it outside a boutique

My Verdict:

The quality of the video is very good

However, the bag in the video was very close but not identical. There was an extra tassel

Open Art is the AI image and video tool that allows you to choose from all the main tools when you are creating content

It is a paid tool but it gives you some free credits to try it.

When creating a video you can describe what you want or you can attach an image as your prompt

The latter would be very useful for your marketing

Openart.ai - Create a video by choosing from the leading video models
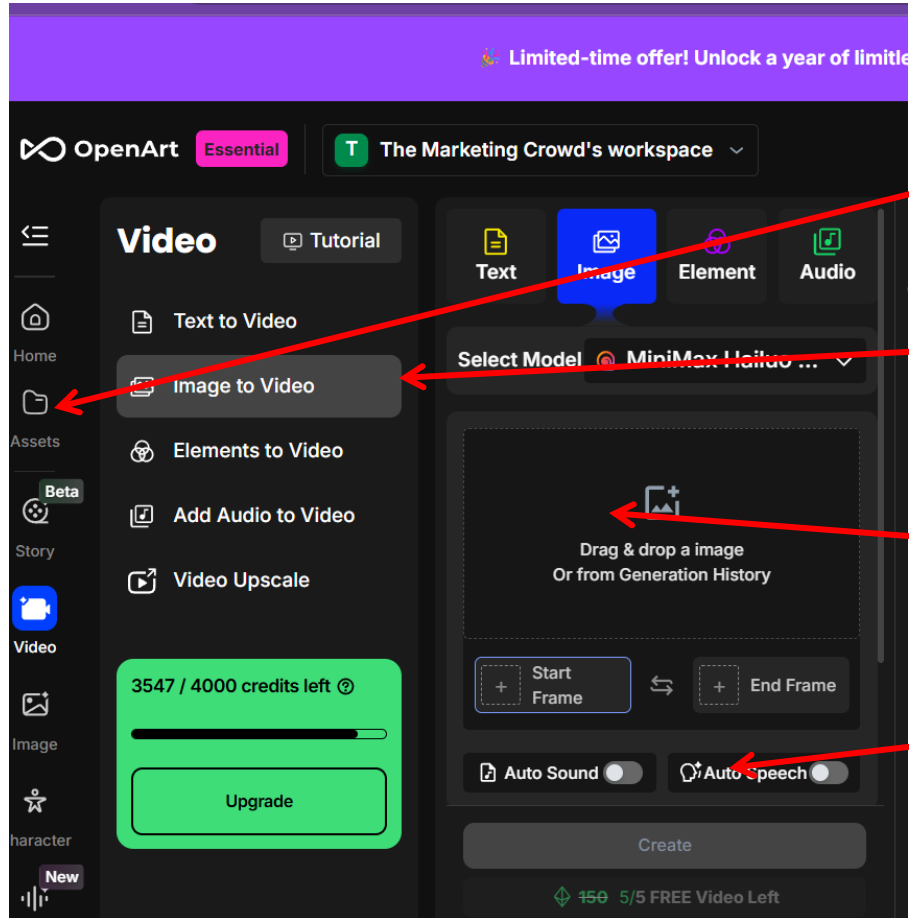
Note – you can also choose which model you wan tot use. Some cost a LOT more credits than others

On the left menu click on Video

Then choose if you want

Text to video (Describe what you want) Image to video (Attach an image) This would be good for your products

Click upload

Choose if you want the image to be start frame or the end frame

Choose if you want the AI to generate sound in the video

Choose the length

It also tells you how many of your credits this video will use

Your video will then be produced

You can watch it, download it, save it to a folder

Openart.ai

OpenArt

Upgrade   + Create   Sign in   Sign up

"Creativity comes from trust. Trust your instincts." - Rita Mae Brown

Home

Assets

Story *Beta*

Video

Image

Character *New*

Essential

~~$14~~ **$7** /Seat/mo

Get Started

Start creating eye-catching images, videos, and stories in minutes.

◆ **4000 credits / month**

Up to 4 One-Click Stories

Up to 40 videos

Up to 4000 images

Advanced

Most Popular

~~$29~~
$14.5 /Seat/mo

Get Started

Unlock high-volume creation and deeper customization.

🕐 Unlimited videos until Sep 8

◆ **12000 credits / month**

∞ Add credits as needed

Infinite

~~$56~~ **$28** /Seat/mo

Get Started

Ultimate power for pros who never want to slow down.

🕐 Unlimited videos until Sep 8

◆ **24000 credits / month**

∞ Add credits as needed

Up to 24 One-Click Stories

Team Plan

~~$34.9~~
$17.4 /Seat/mo

Get Started

The collaborative workspace built for studios & agencies.

◆ **12000 credits/seat/month**

Pooled credits — use them where the team needs, no personal caps

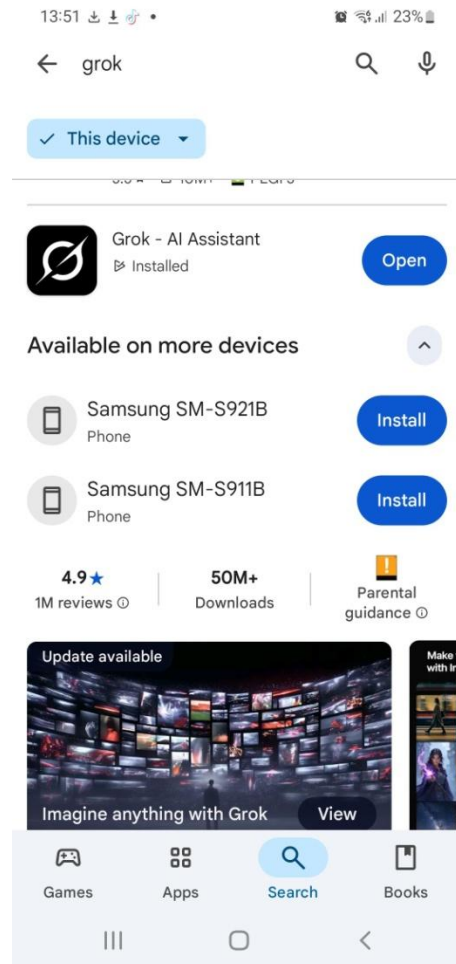Prices start from $14 a month (sometimes a discount if you pay annually)

Try the image & video tool in Grok AI

Grok is the AI developed by Elon Musk and it is has made huge advances in the past 12 months.
It recently added a very interesting image & video creation tool which are 100% free
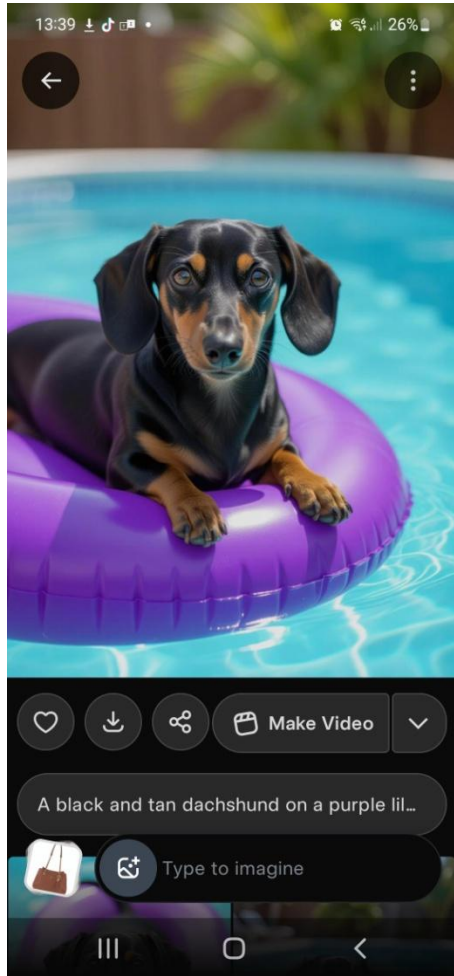
Create images for free using Grok

Go to the app store or the play store and download the Grok App

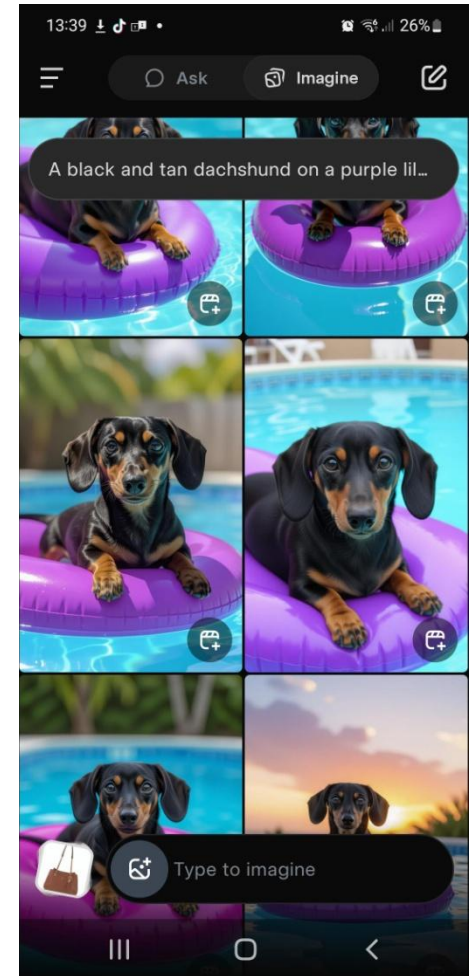You can login with your X account or login using your Google account
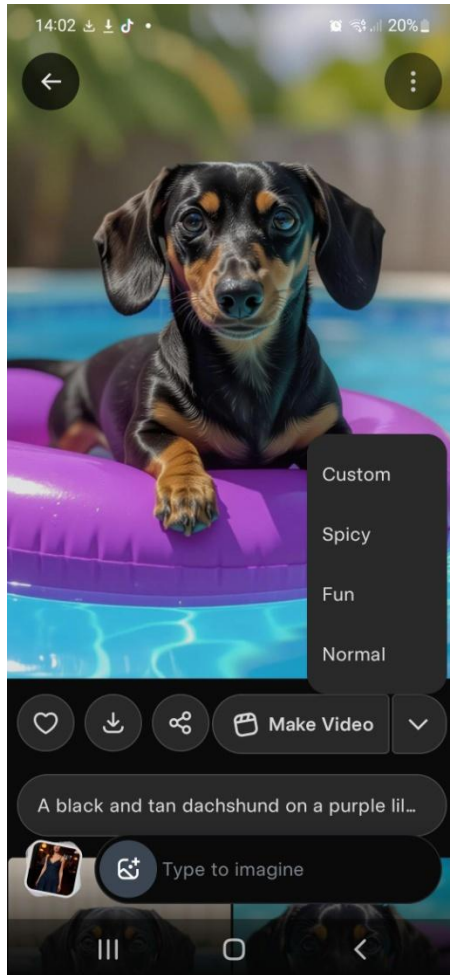
Create images for free using Grok

Tap on Imagine for the creative area within Grok

Type in the prompt for your image

What is great about Grok is that it very quickly gives you loads to choose from

Turn your images into videos using Grok

You can turn an image that you created in Grok into a short video which you could use as footage in a marketing video or use it in a Reel

1, Next to make a video tap the arrow
2. Choose Normal and it will create a normal video

Choose custom and you can include instructions. Choose fun and it will create a fund video

You can then download the video to your phone

Turn your images into videos using Grok
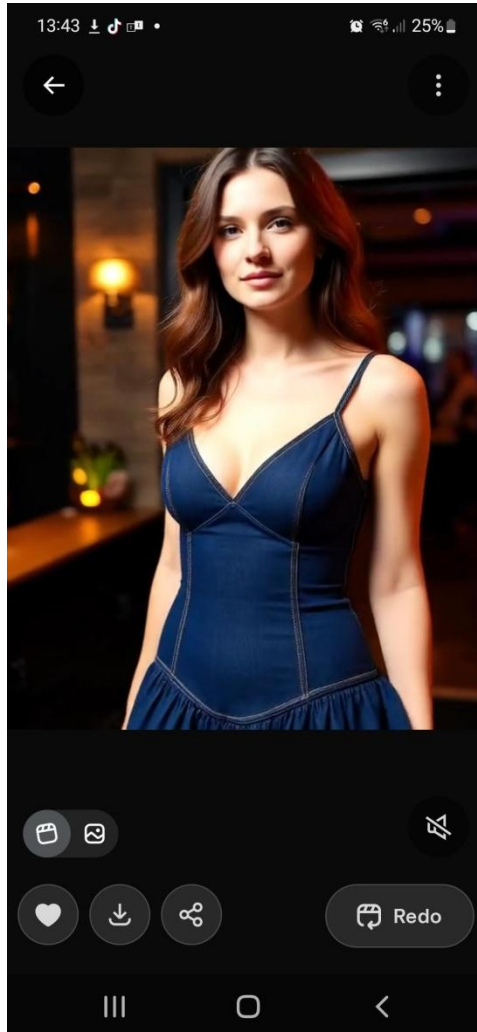
You can also attach an image form your phone and it will turn it into a short video

This could be very useful of you attach images of your products

If you select custom you can add custom instructions for the video.

Verdict

The videos are quick to product and look good. They are free to create so you should definitely try this for your product images

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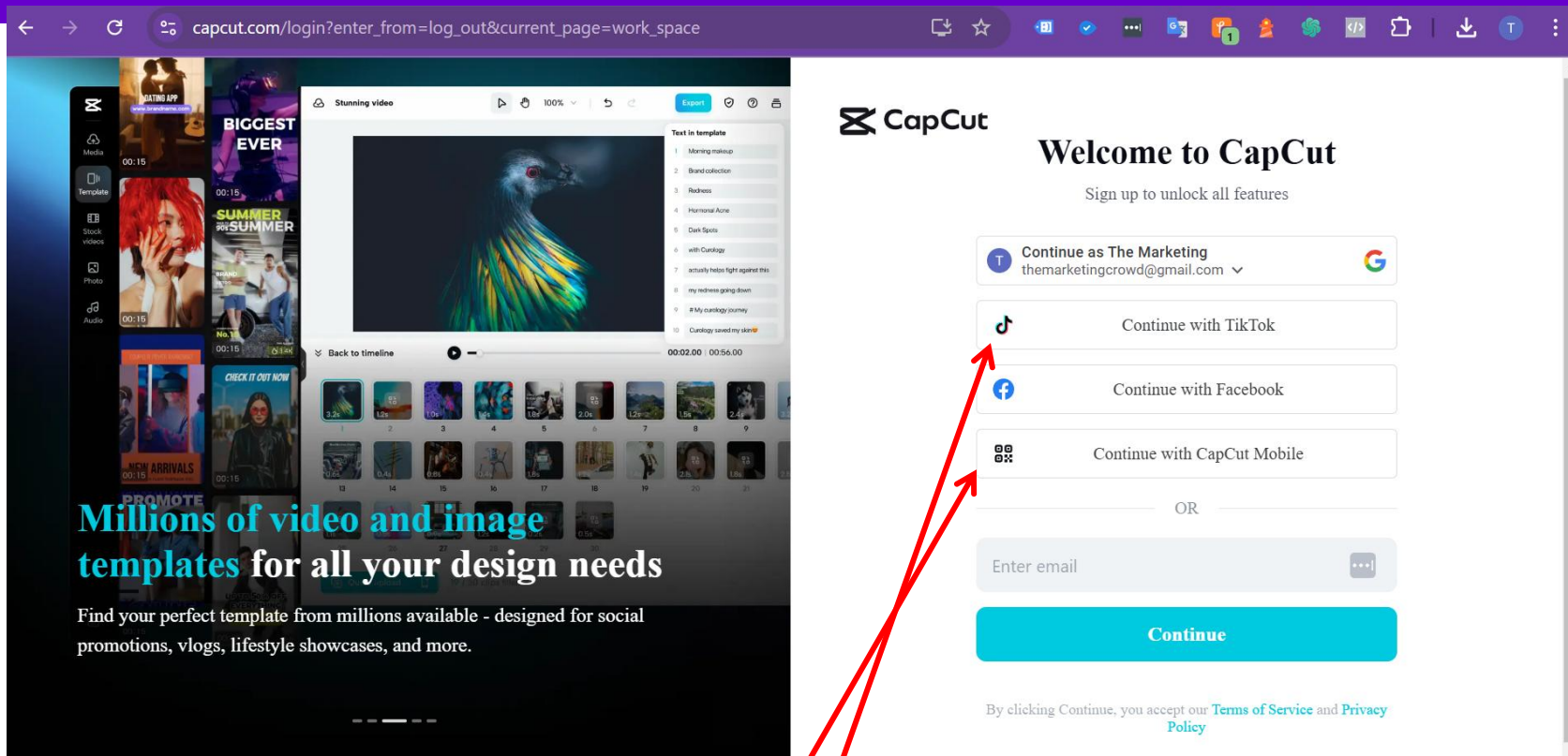
Edit a video simply by deleting text – CapCut desktop

You can use the desktop version of CapCut by going to CapCut.com

Most (but not all) of the features are free).

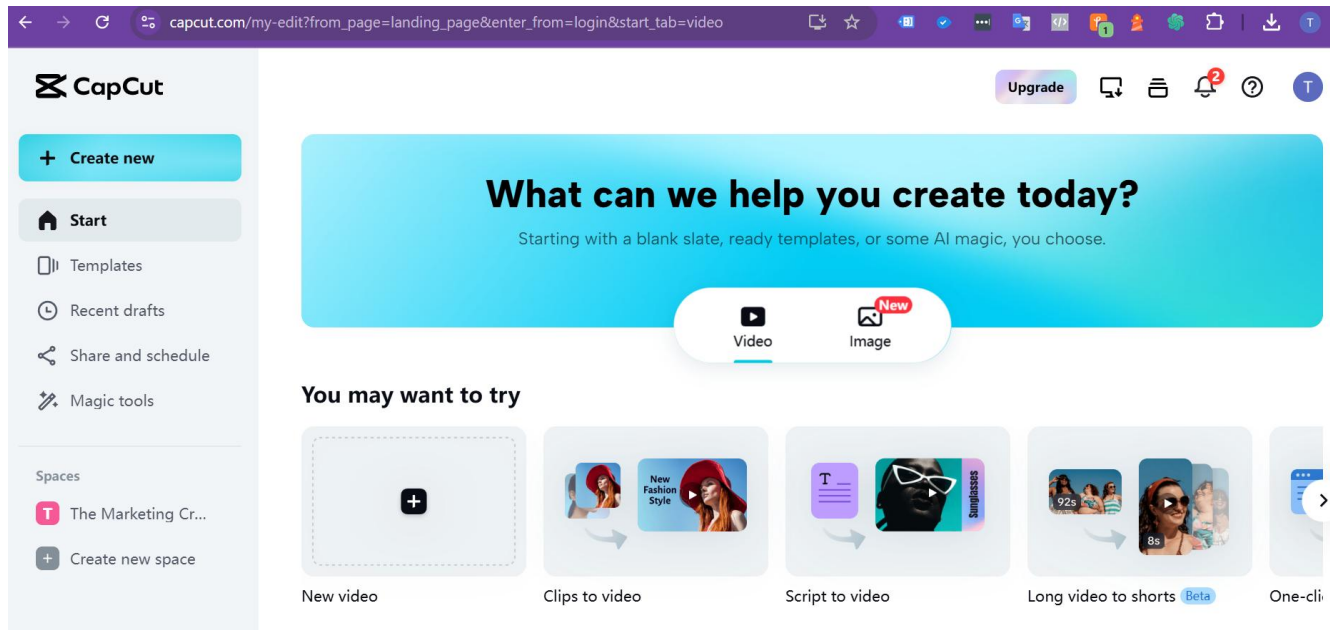Simply create a free account and login

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 though 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
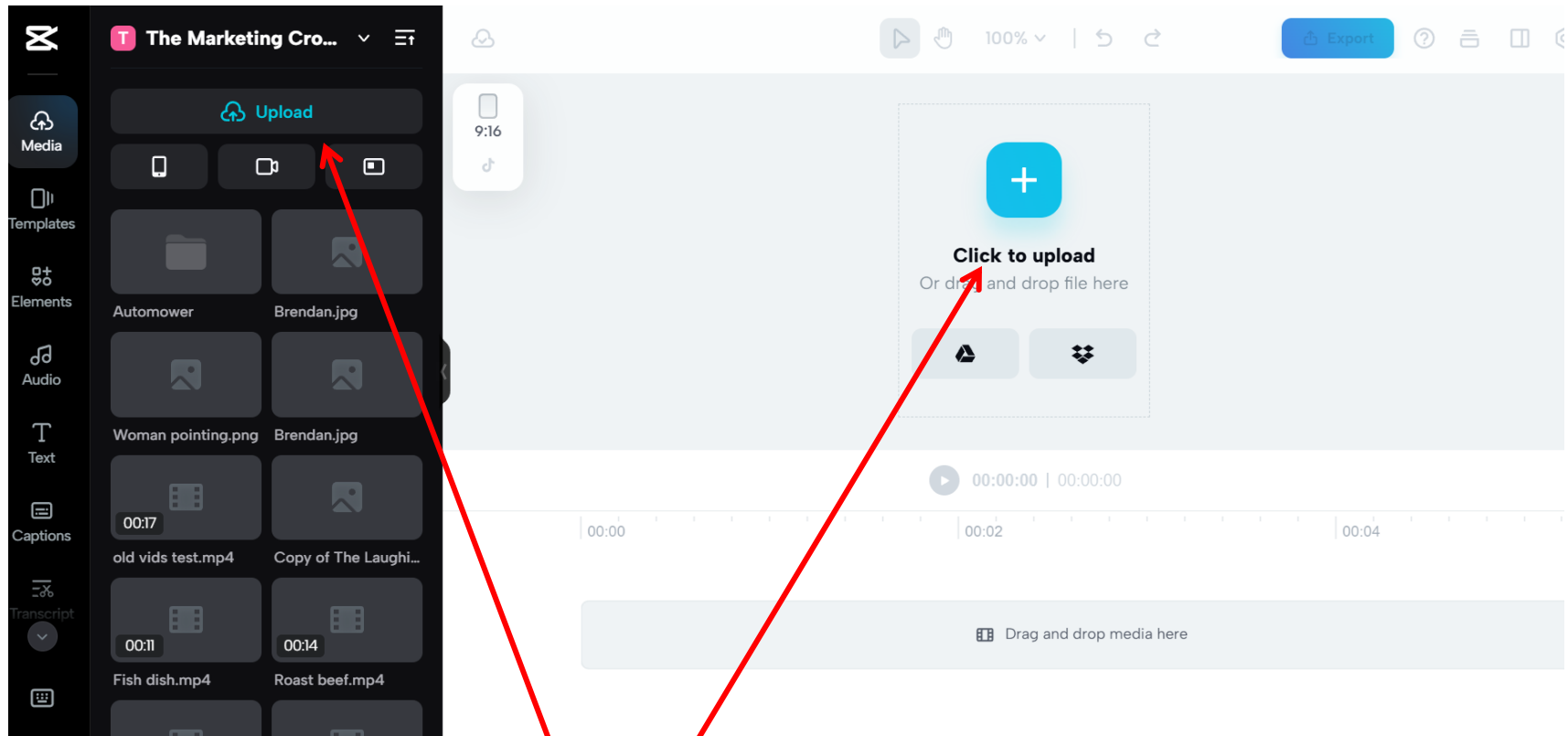
How to get started – Create a video
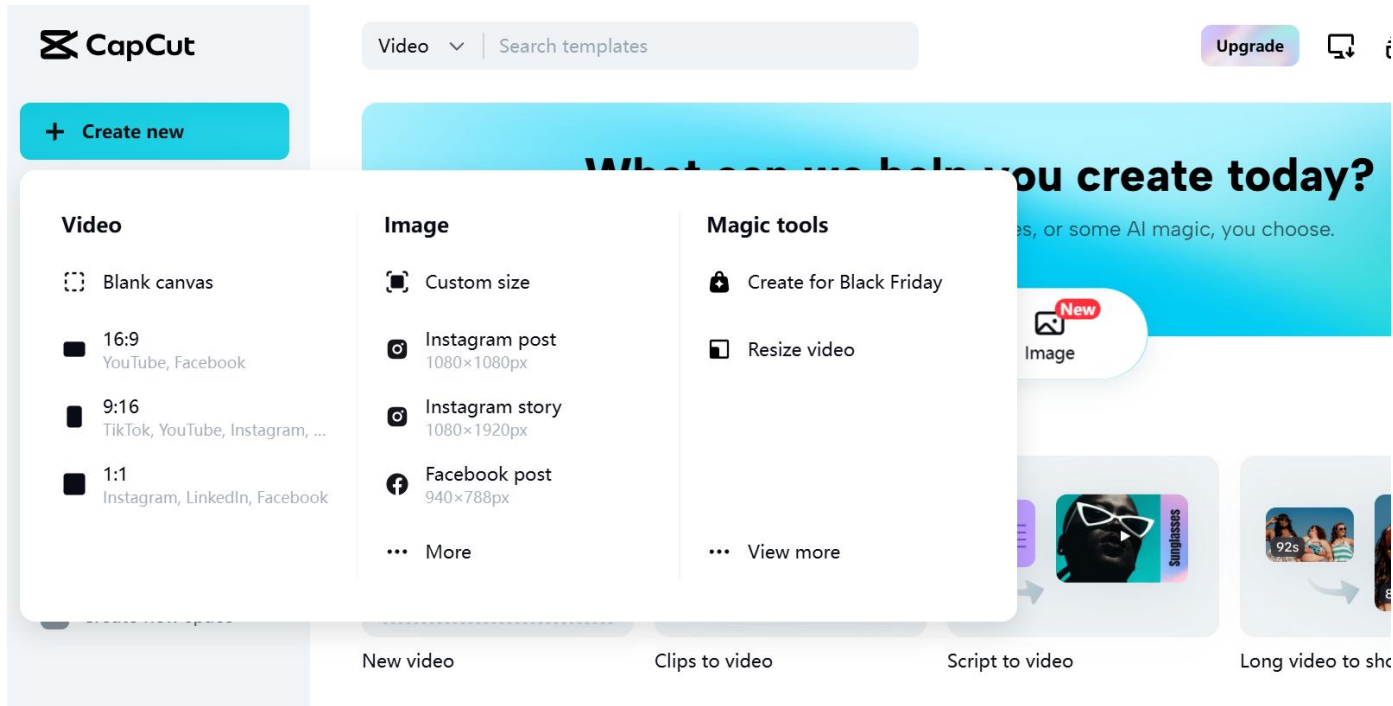
Click on Create new

You can use CapCut to edit images as well – similar to Canva
We want to edit a video so choose your size (16:9 , 9:16 or square)
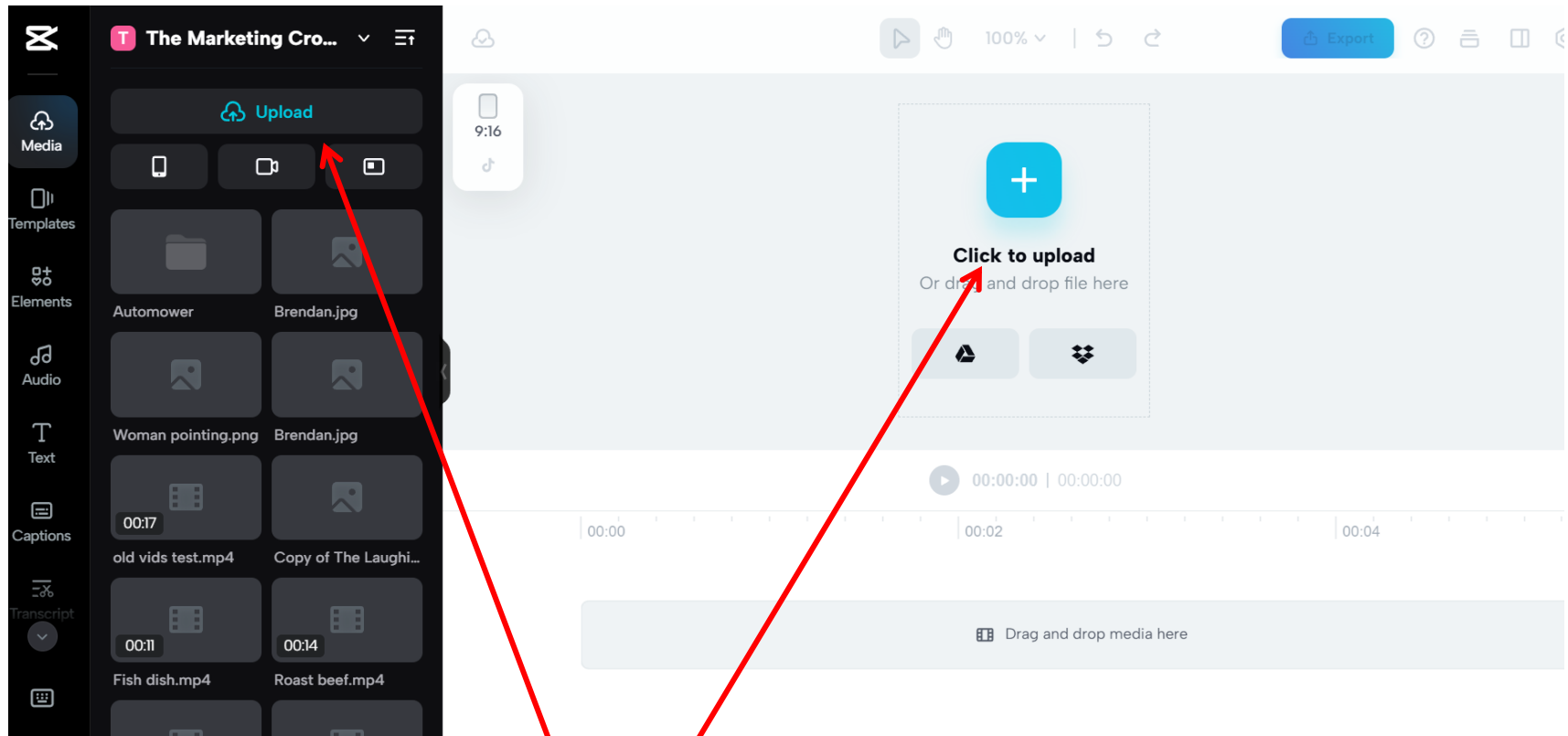
How to get started – Create a video
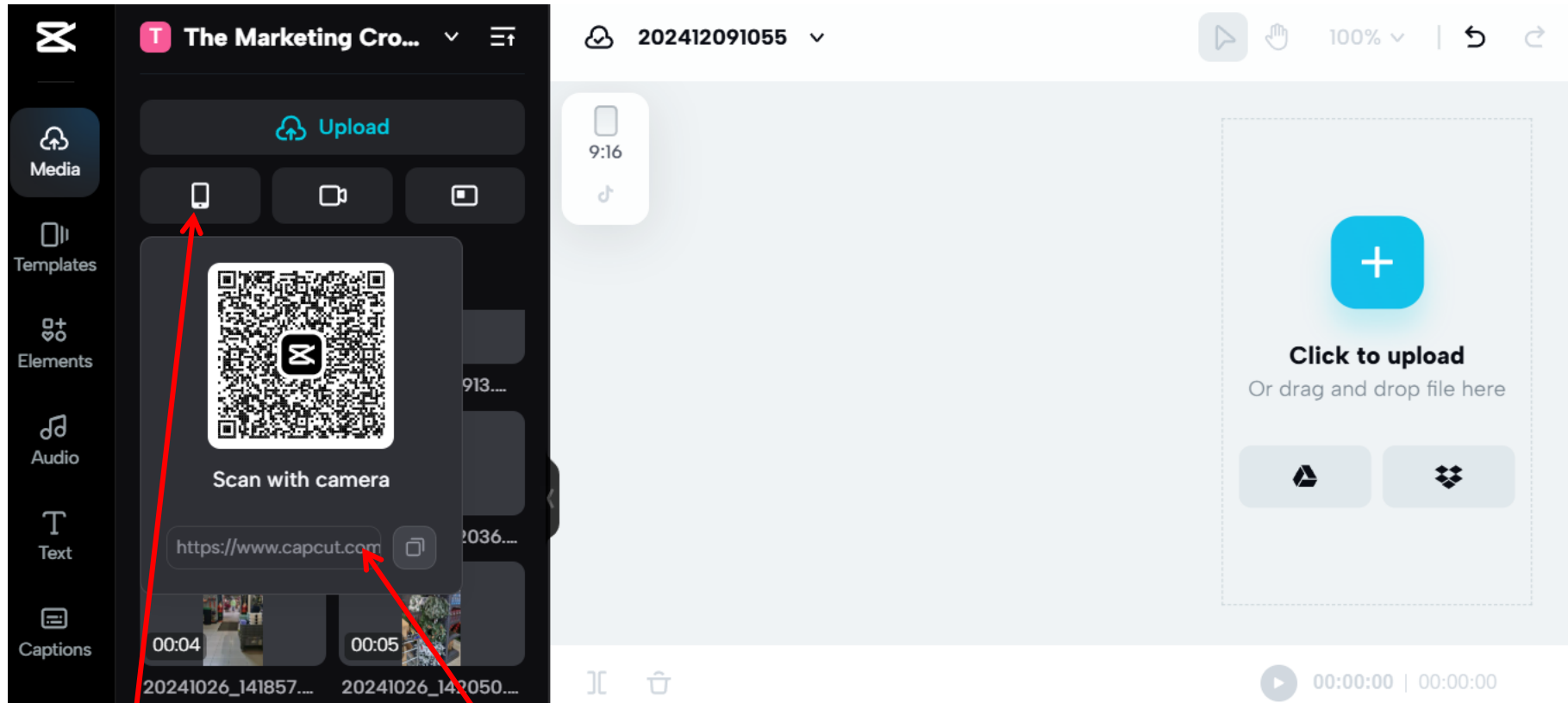

You are now in the editor
Click on upload to upload a video from your computer
Or click on these icons to pull in files from Dropbox or Google drive

How to get started – Create a video

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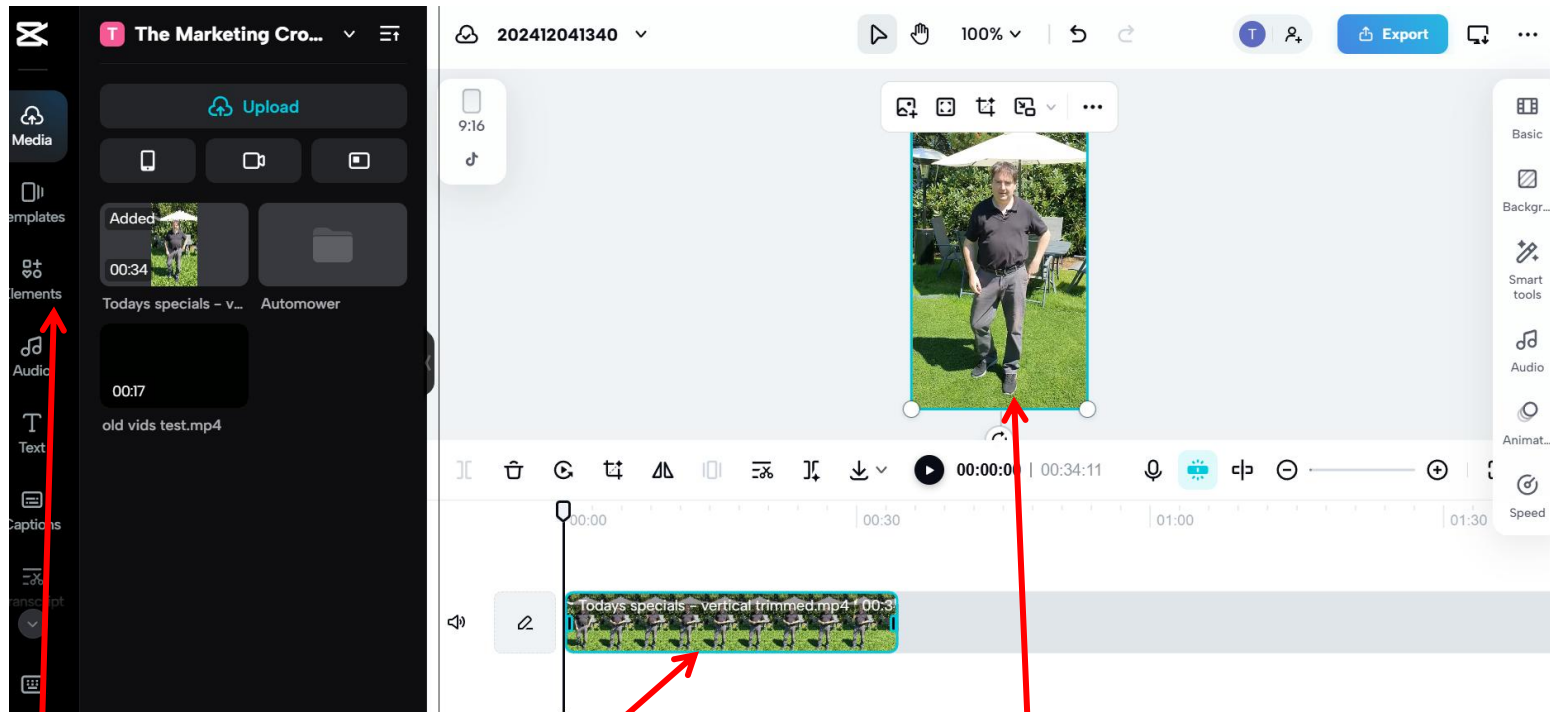
How to get started – Create a video

Or click the phone icon, scan a QR code and you can import videos form 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 though their stock image and video library to add images or videos to your video
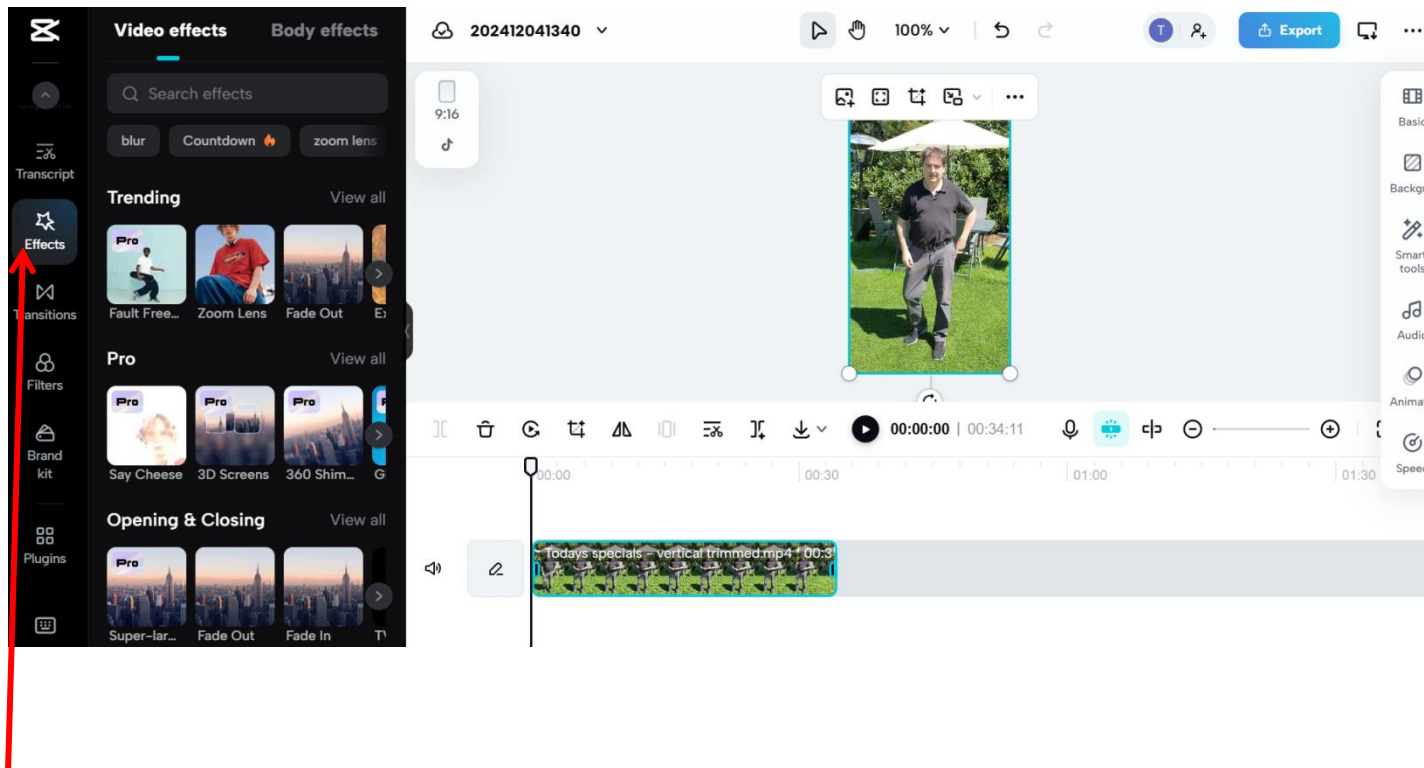
Audio – search though stock music or sound effects – you can then add these to your video

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

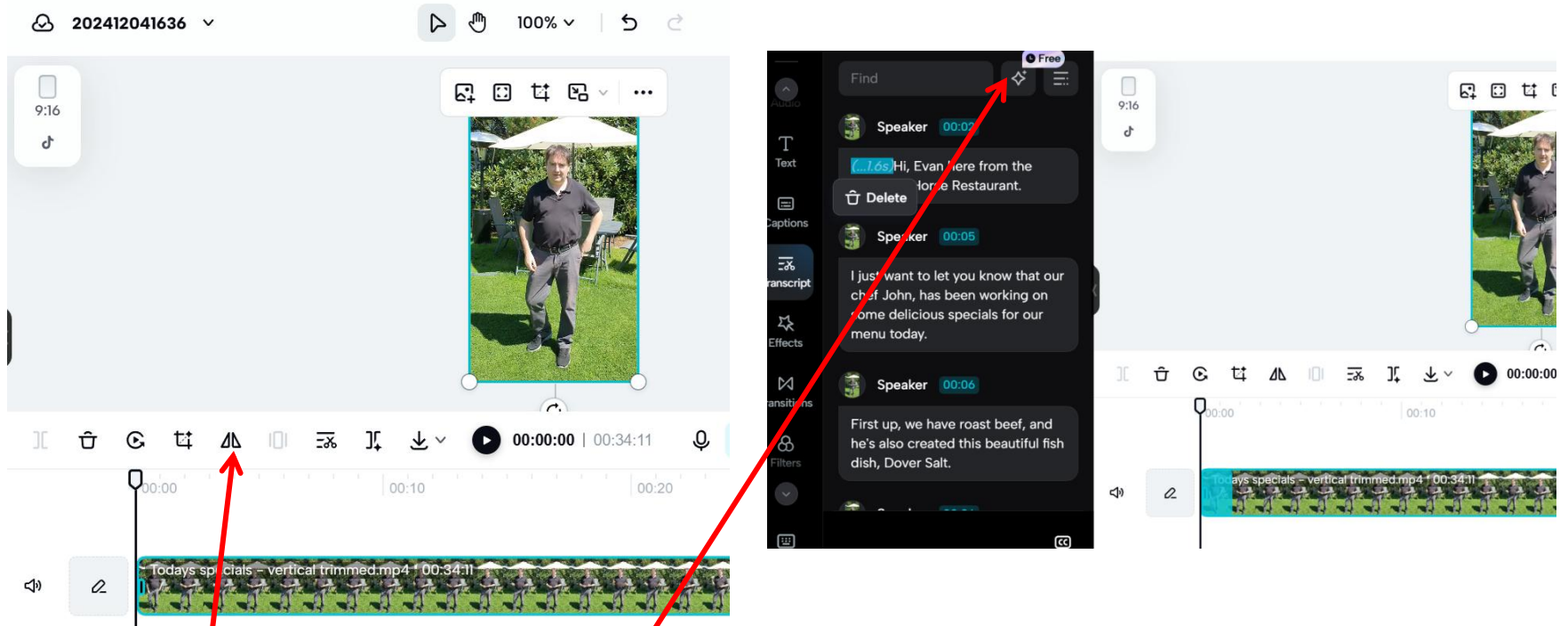# How to edit a video – someone speaking to camera
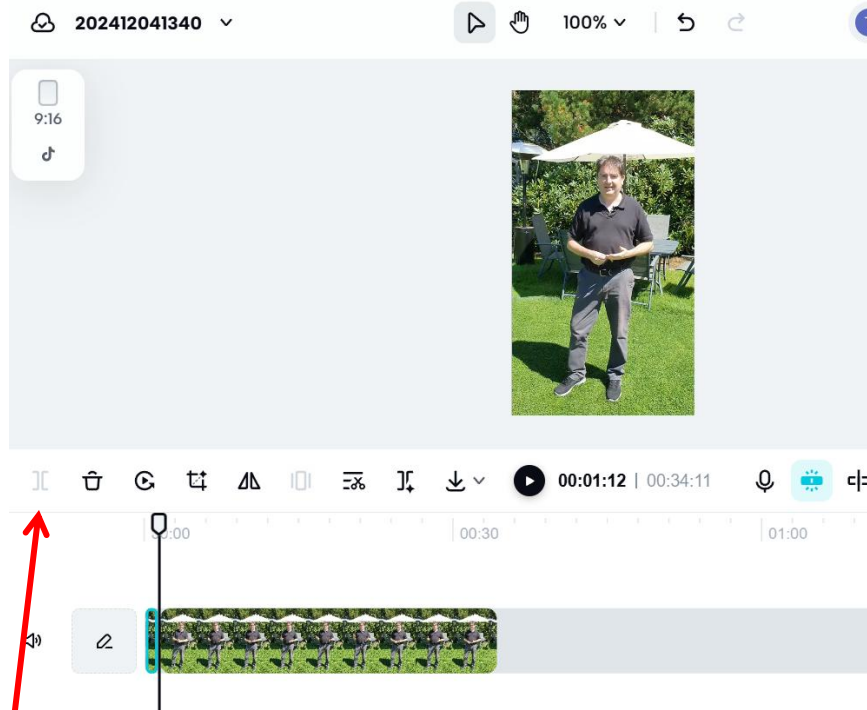
Cut out the parts of the video that you don't' want

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)

Other CapCut AI video tools that are very useful
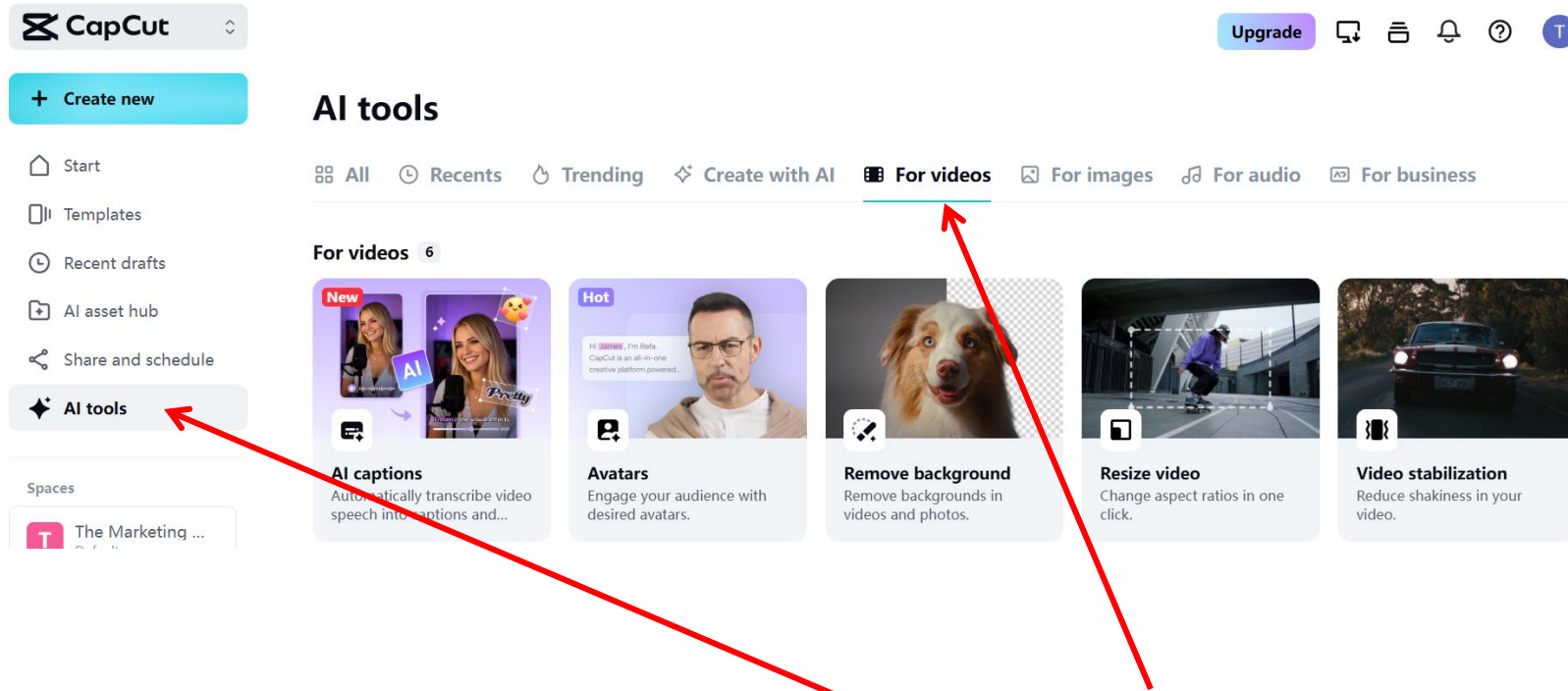
Go back to the homepage CapCut.com and click on AI tools and then For videos

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