

**AI TOOLS TO
CREATE & EDIT
MARKETING
IMAGES**

What we will cover

1. Tools for creating images

Create images by describing them – Paid with some free usage - Chat GPT

Create images by describing them – best free tool – Gemini

Create images by describing them – Paid - Midjourney

Create images by describing them – Paid with some free usage - Open Art

Create images by describing them – Create free images using Grok

Create images by describing them – paid tool with some free usage – Canva

2. Best AI tools for manipulating images

Flux Kontext

Gemini Flash

Chat GPT has image creation built in

Start your prompts with " Create an image".
Type whatever you want to create. You can use
these images in your digital marketing

Create an image of a black and tan Dachshund lying on a
purple lilo in a swimming pool, his eyes looking directly
at the camera.



If you have the paid version it is unlimited

If you have the free version you are limited to 3-4 per day

Even in the paid version it is very slow

Chat GPT has image creation built in

Create an image of a cheetah running through the savannah at speed. There are grasslands in the savannah.



If you have the paid version it is unlimited

If you have the free version you are limited to 3-4 per day

Even in the paid version it is very slow

Gemini has 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:

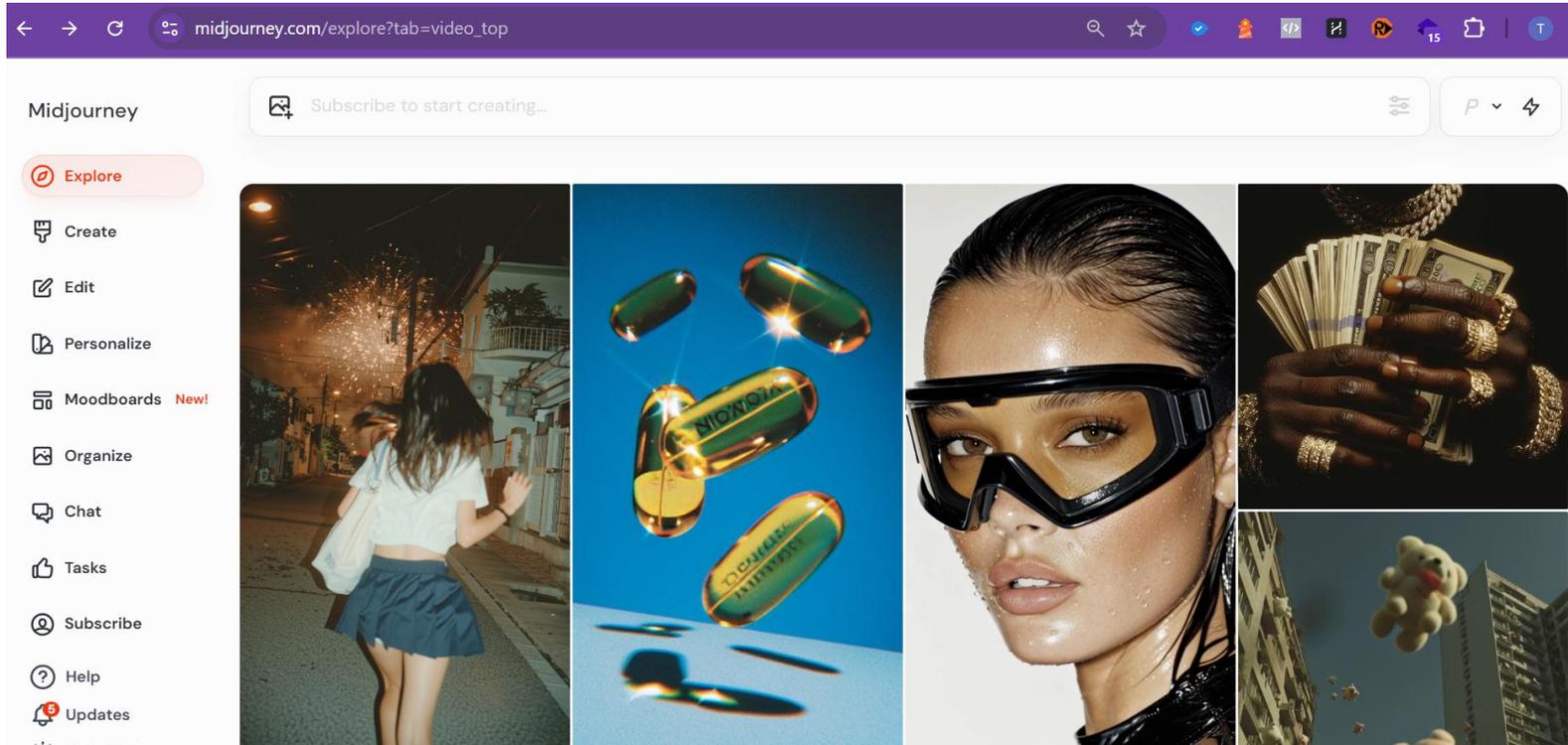


Enter a prompt here

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

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

Midjourney.com

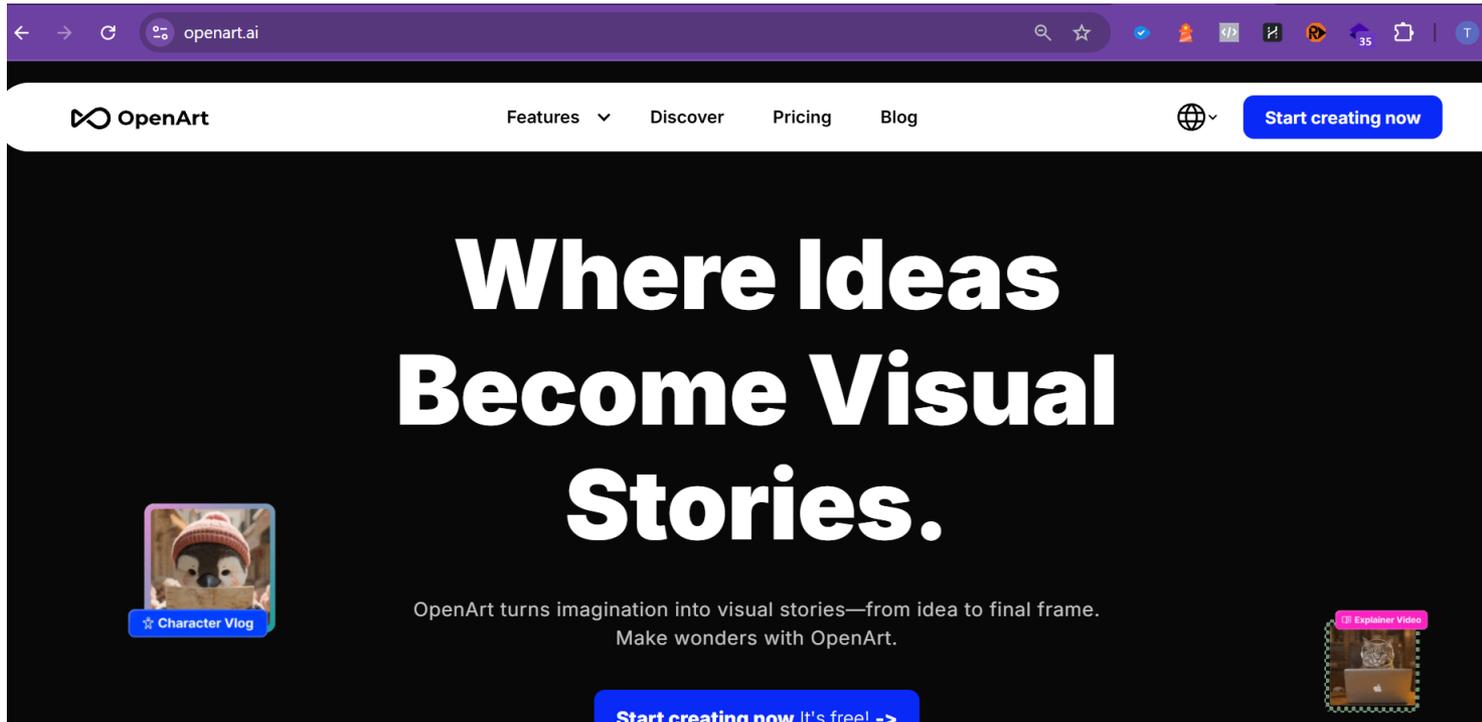


One of the best text to image creation tool and recently added text to video
They don't offer free credits or trials
Monthly plans start form \$10 a month

The screenshot shows the Midjourney.com account page with three subscription plans. The browser address bar shows 'midjourney.com/account'. The plans are:

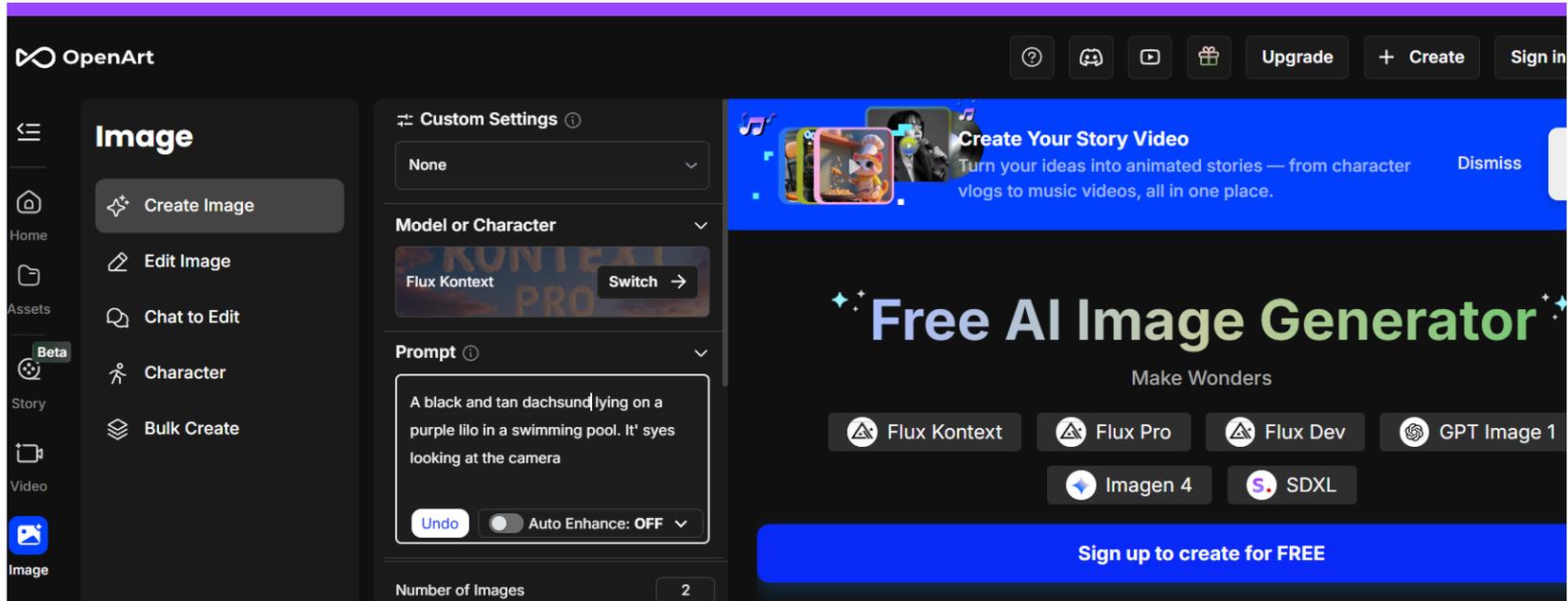
- Basic Plan:** ~~\$10~~ **\$8** / month, 20% off billed annually. Features include limited generations (~200 images / month), SD video generation, general commercial terms, optional credit top ups, 3 concurrent fast image jobs, 1 concurrent fast video job, and use of editor on uploaded images.
- Standard Plan:** ~~\$30~~ **\$24** / month, 20% off billed annually. Features include 15h Fast generations, SD and HD video generation, general commercial terms, optional credit top ups, 3 concurrent fast image jobs, 3 concurrent fast video jobs, unlimited Relaxed image generations, and use of editor on uploaded images.
- Pro Plan:** ~~\$60~~ **\$48** / month, 20% off billed annually. Features include 30h Fast generations, SD and HD video generation, general commercial terms, optional credit top ups, 12 concurrent fast image jobs, 6 concurrent fast video jobs, unlimited Relaxed image and SD video generations, stealth mode generation, and use of editor on uploaded images.

One of the best text to image creation tool and recently added text to video
They don't offer free credits or trials
Monthly plans start from \$10 a month



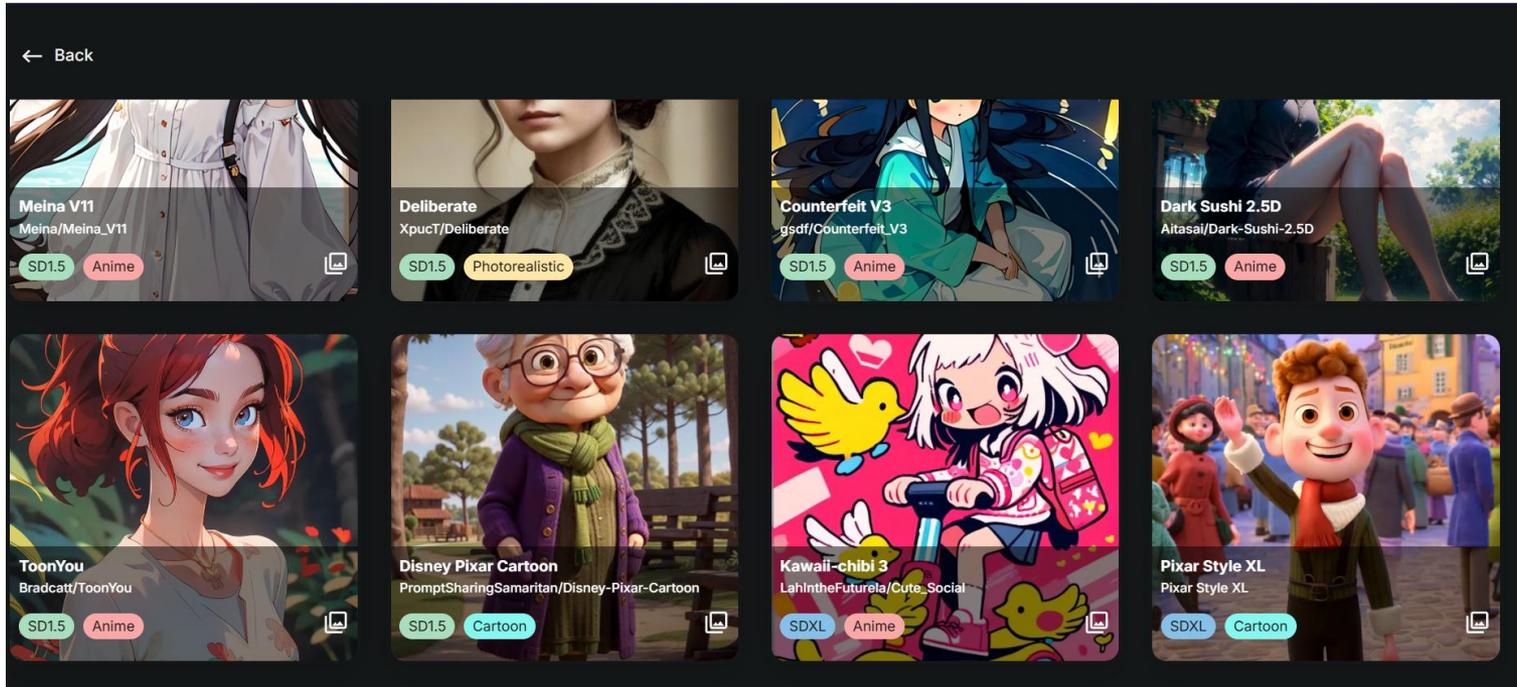
An excellent AI creative tool that allows you to create images and videos

You get some free credits to try it out.



What is brilliant about this tool is that you can choose which image creation models you want to use

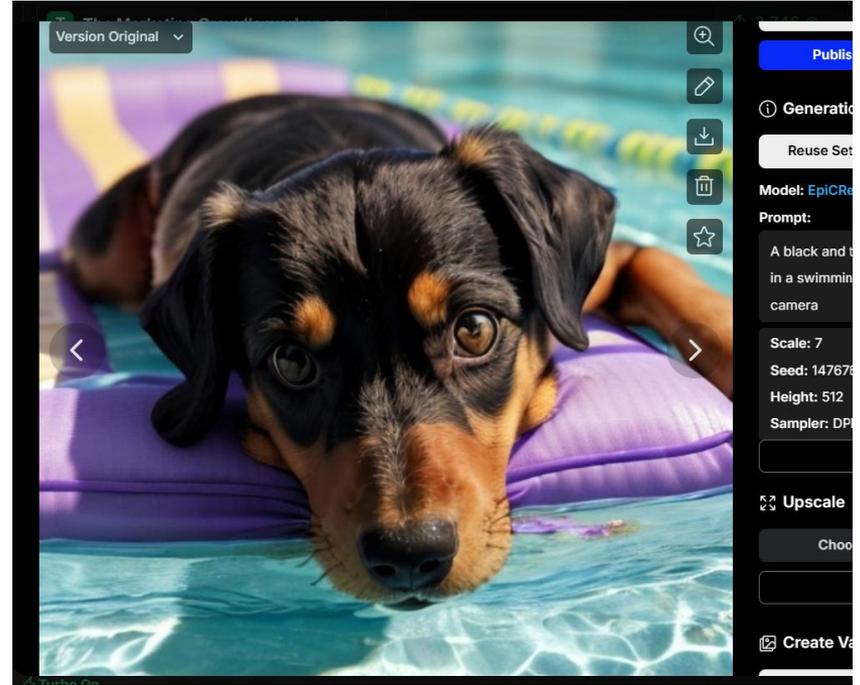
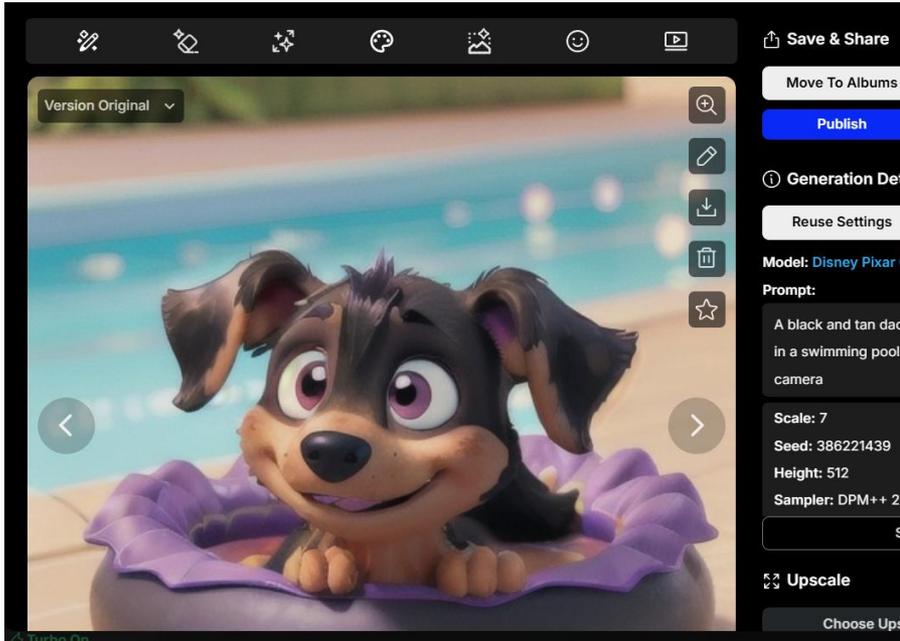
1. Write your prompt
2. Click on Model or character



Then browse through 30 – 40 different models and styles

E.g. Your image can be created looking

- Photo realistic
- Pixar cartoon
- Water colour painting



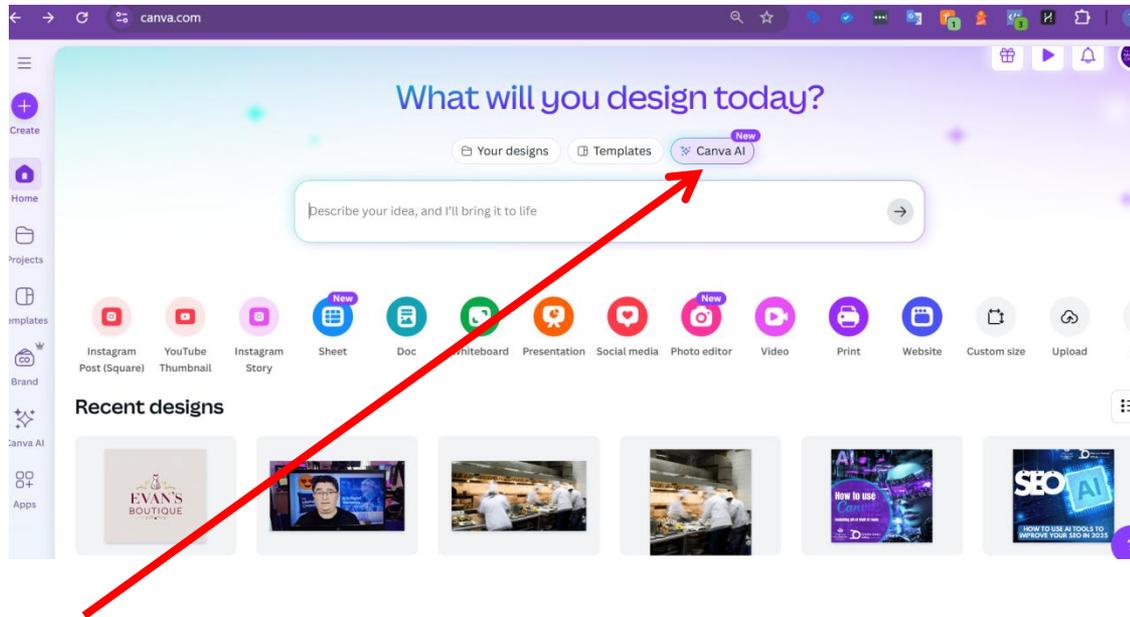
Here are 2 images, one using the Pixar model and one using epic realism model

The screenshot displays the OpenArt pricing page with a dark theme. At the top, the OpenArt logo is on the left, and navigation buttons for help, chat, video, gifts, upgrade, create, sign in, and sign up are on the right. A quote by Rita Mae Brown is centered below the navigation. The main content area features four pricing cards: Essential (pink header), Advanced (green header, marked 'Most Popular'), Infinite (blue header), and Team Plan (yellow header). Each card shows a current price, a crossed-out original price, a 'Get Started' button, a brief description, and a list of features with credit allowances. The Essential plan offers 4000 credits/month, up to 4 stories, 40 videos, and 4000 images. The Advanced plan offers unlimited videos until Sep 8, 12000 credits/month, and add credits as needed. The Infinite plan offers unlimited videos until Sep 8, 24000 credits/month, add credits as needed, and up to 24 stories. The Team Plan offers 12000 credits/seat/month and pooled credits for studios and agencies.

Plan	Current Price / Seat/mo	Original Price / Seat/mo	Key Features
Essential	\$7	\$14	4000 credits / month, Up to 4 One-Click Stories, Up to 40 videos, Up to 4000 images
Advanced (Most Popular)	\$14.5	\$29	Unlimited videos until Sep 8, 12000 credits / month, Add credits as needed
Infinite	\$28	\$56	Unlimited videos until Sep 8, 24000 credits / month, Add credits as needed, Up to 24 One-Click Stories
Team Plan	\$17.4	\$34.9	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)

Image creation in Canva



There is an AI hub located in the centre panel

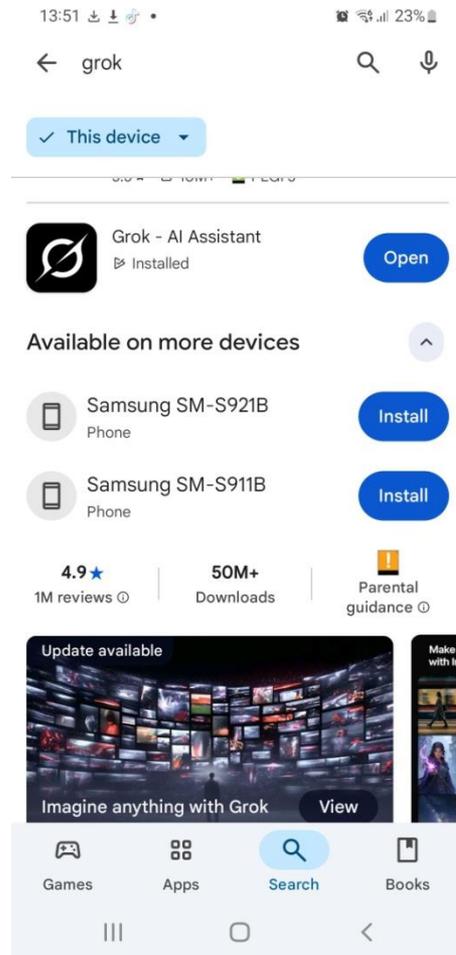
Pro users can use this an unlimited number of times. However, for free users ...

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

Create images for free using Grok

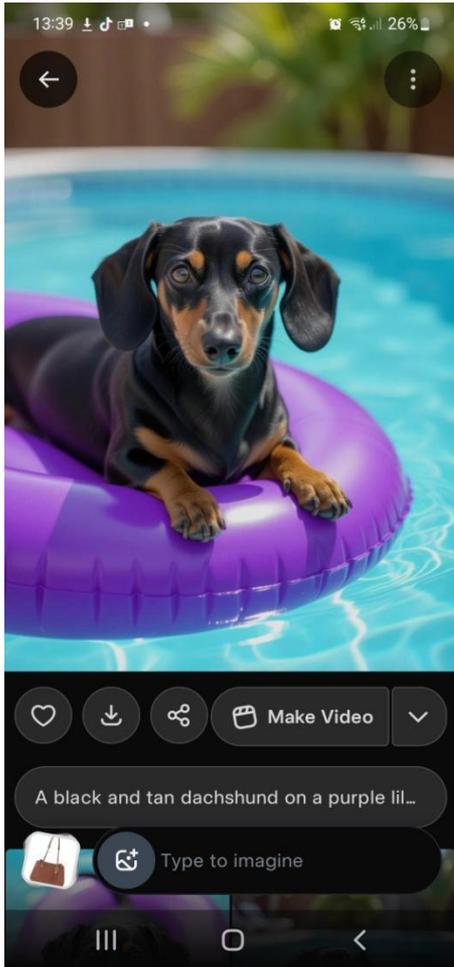


Go to the app store or the play store and download the Grok App

You can login with your X account or login using your Google account

Note – this is also available on desktop at Grok.com

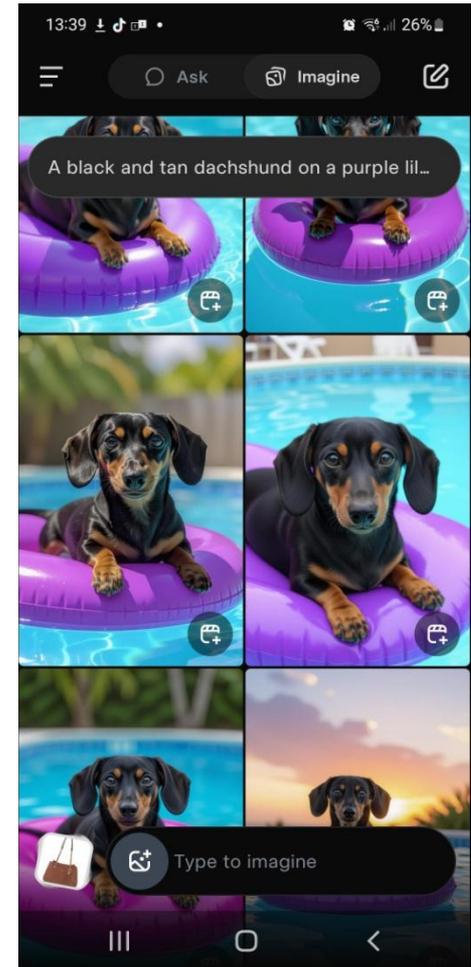
Create images for free using Grok



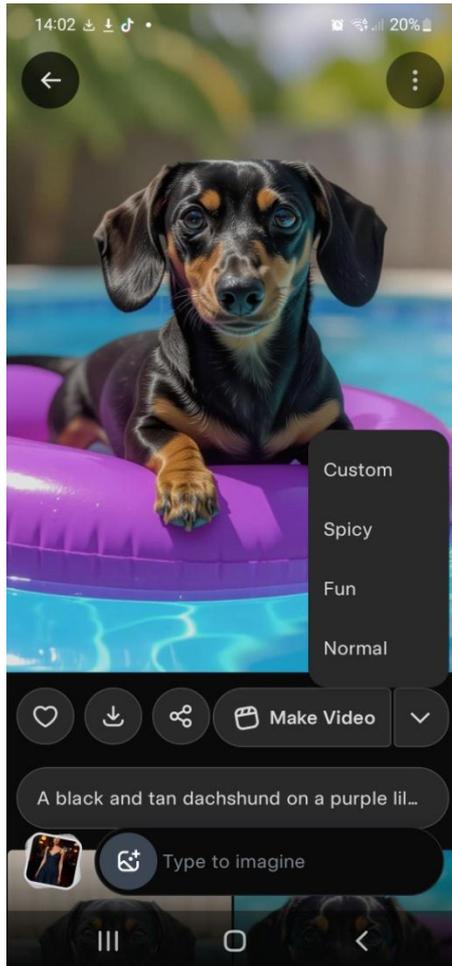
Tap on Imagine for the creative area within Grok

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 from your phone and it will turn it into a short video

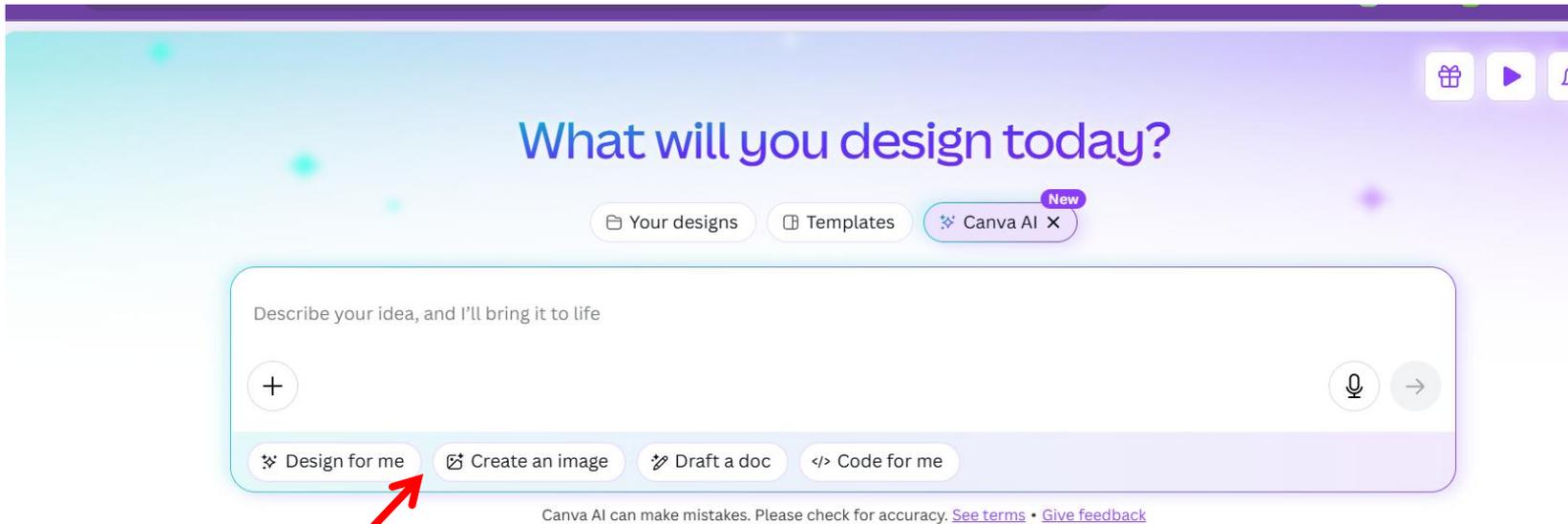
This could be very useful if you attach images of your products

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

Verdict

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

Image creation in Canva

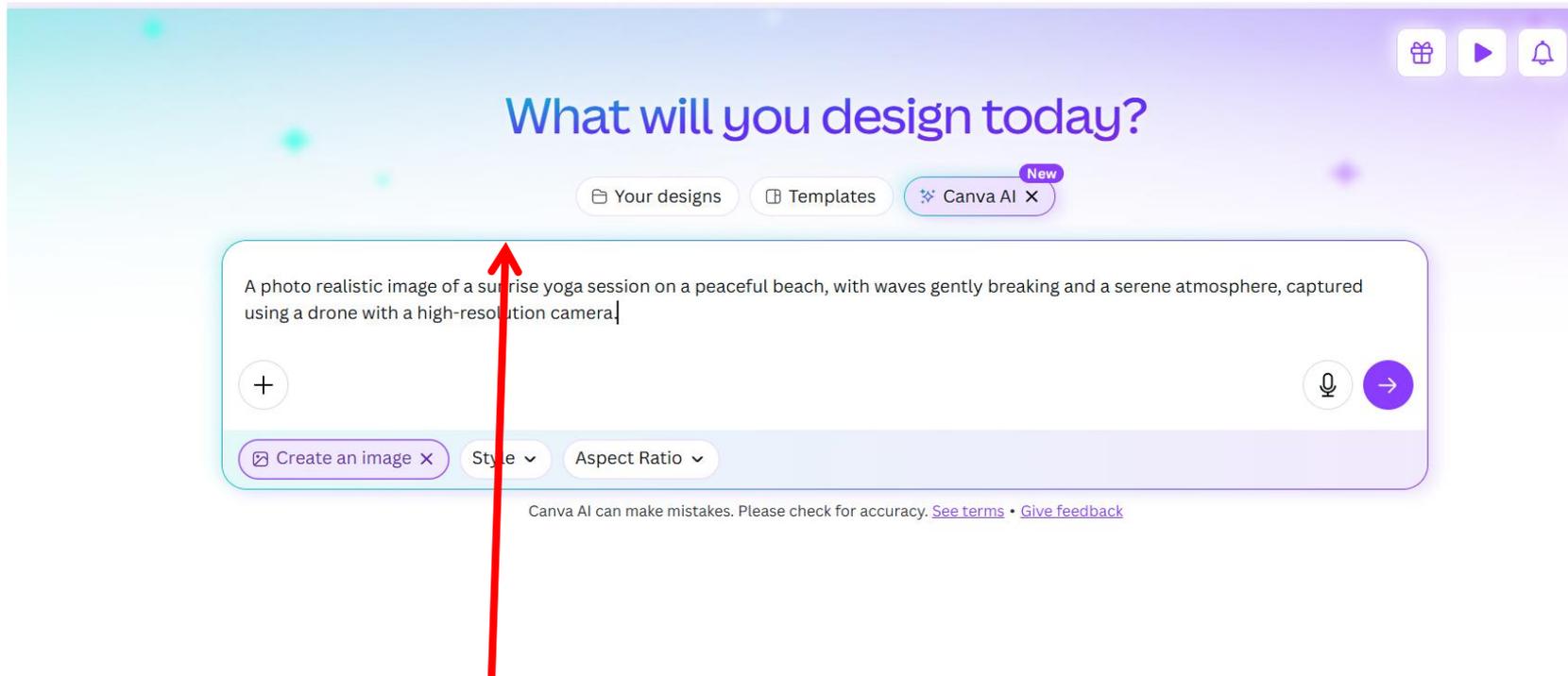


Design for me – you can ask it to design a social media post or a logo simply by describing what you want

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 Canva



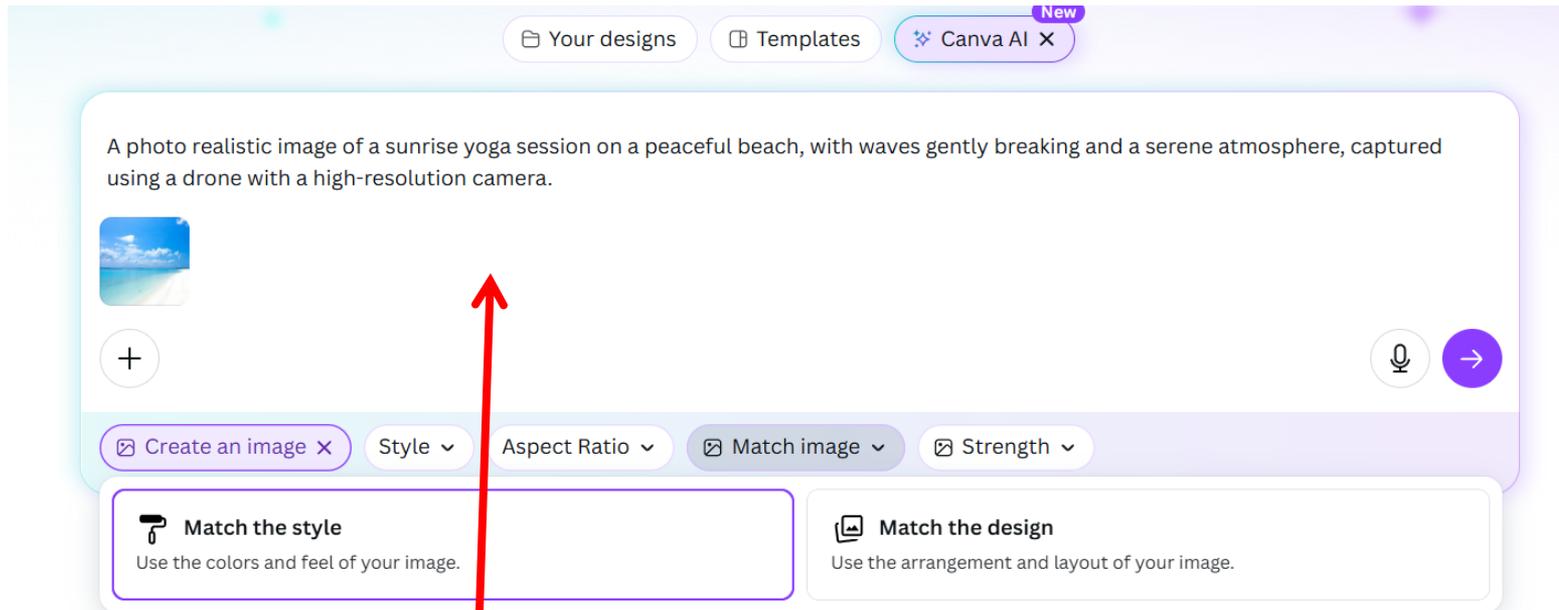
Click on create an image

Type in a description of the image that you would like

Choose a style e.g. Stock image, illustration. Bokeh

Choose an aspect ration (Landscape, portrait, square)

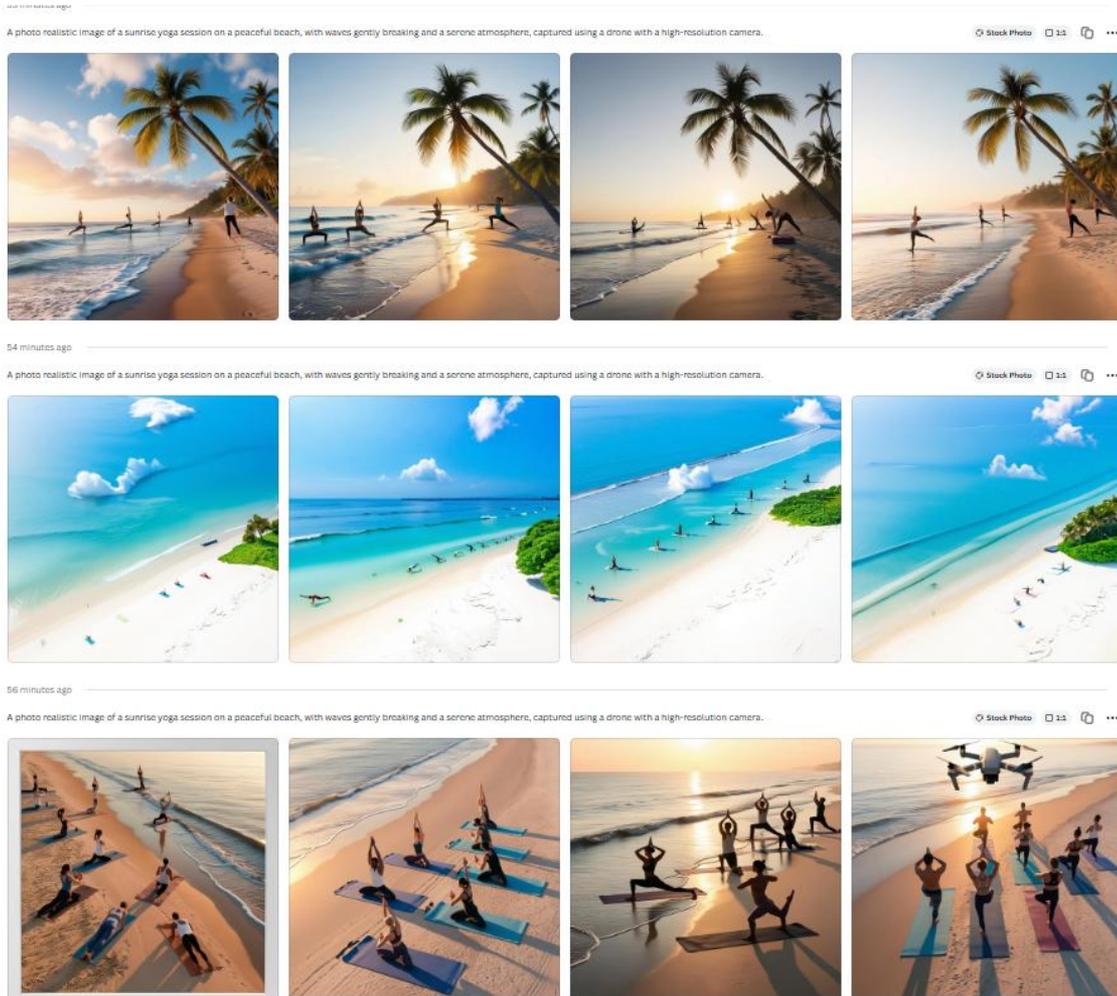
Image creation in Canva



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 Canva



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

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2. Best AI tools for manipulating images

Flux Kontext

Gemini Flash

You can manipulate images in Chat GPT just by asking in a prompt



In the paid version of Chat GPT I was able to attach the red dress image and ask for the colour to be changed to white



Flux Kontext is an advanced AI image tool that lets you create, edit, and transform photos using simple text prompts.

Key things it can do:

- ✓ Create new images from your ideas.
- ✓ Edit existing photos while keeping details intact.
- ✓ Change objects, backgrounds, weather, clothing, and more.
- ✓ Add or remove items in photos.
- ✓ Fix damaged or blurry images.
- ✓ Resize or expand images for different formats.
- ✓ Convert images into different styles (e.g. Pixar, Anime, Claymation).



Who Created & Owns It?

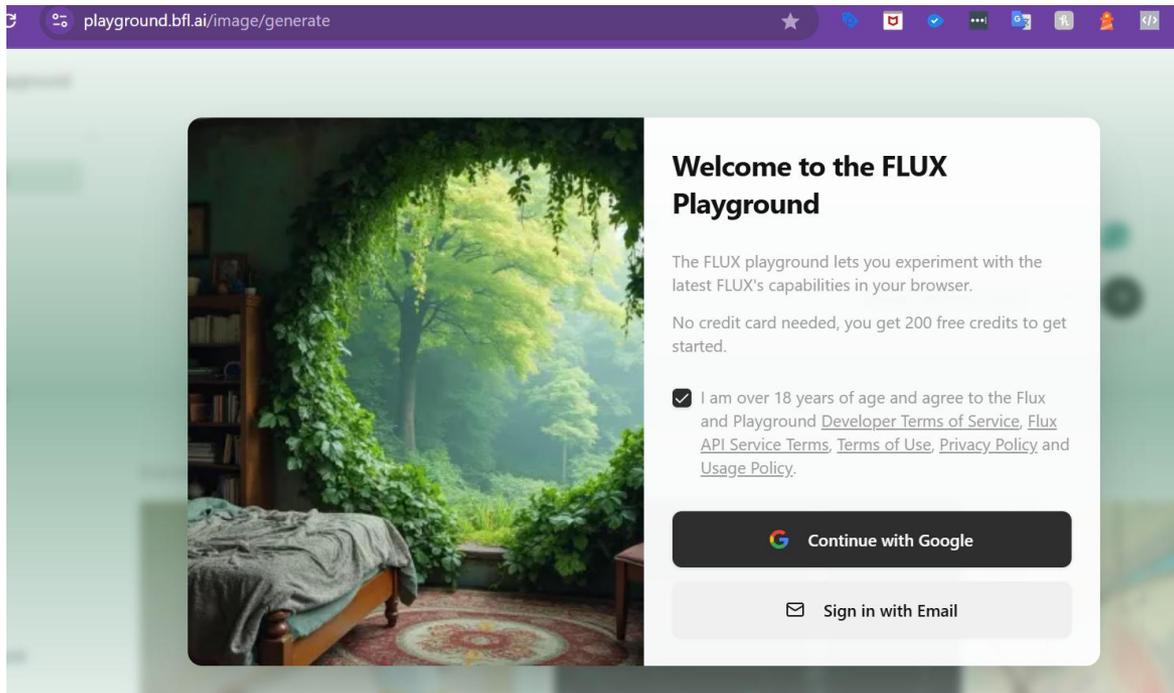
Developed by Black Forest Labs, a Germany-based startup founded in 2024 by former Stability AI researchers Robin Rombach, Andreas Blattmann, and Patrick Esser

[5](#). Flux.1 Kontext is part of their Flux.1 model series—launched around May 29, 2025

User Base & Integrations

Integrated into platforms like KreaAI, Freepik, LeonardoAI, Hugging Face, Replicate, and appears in tools like Grok (formerly X premium)

Flux Kontext



Go to this url <https://playground.bfl.ai/>

- Sign up for a free account using your Gmail
- You will get 200 credits that you can use.
- Each image you create is 5 credits so you can create 40 image. However, if you get 4 variants of an image that is 20 credits/

Flux Kontext

FLUX Playground

Image

Generate

Edit

Fill

Expand

History

Favorites

Generate images from text and references

Enter a text prompt or reference image



FLUX.1 Kontext [pro]



Examples



On the left hand menu

1. Generate – use this if you want Flux to create an image or make changes
2. Edit – use this if you want to make changes but want to keep the images as close to original
3. Fill – use this if you want to specify specific areas in the image that you want to make changes to
4. Expand – use this if you want to expand an image to fit a larger area

Extract and create product images



Extract the red dress and place it on a white background photography style



Ideal for Retailers

Extract the dress and place it on a white background product photography style

I used "generate" for this

Place your product into a scene



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



FLUX.1 Kontext [pro]



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



If you have an image of your product and you want it to appear in the ideal environment. You no longer need to organise a photo shoot

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

I used "generate" for this



nde woman with short hair aged 25 wearing this handbag. she is casually dressed and is wearing black sunglasses. she is entering a high end boutique

Google Gemini now has an editor as good as Flux Kontext



The screenshot displays the Google Gemini image editor interface. It features several photo editing examples with prompts:

- A pair of pink boots with a prompt: "Add a green velvet sofa, in a modern style, beneath the window."
- A person in a patterned jacket with a prompt: "as a matador ng."
- A woman painting a canvas with a prompt: "as a matador ng."
- A person with red hair holding a dog with a prompt: "as a matador ng."

The central text reads: **Reimagine your photos with a prompt**

The Gemini logo is visible at the bottom center.

Google Gemini has released a brand new version of its image editor that does what Flux Kontext does and it is 100% free

Place your product into a scene



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



Extract your product from a photo to use on an ecommerce site



Extract the dress and place it on a white background product photography style



Ask for something to be show at a different angle



A side on view of this model



Ask for something to be show at a different angle



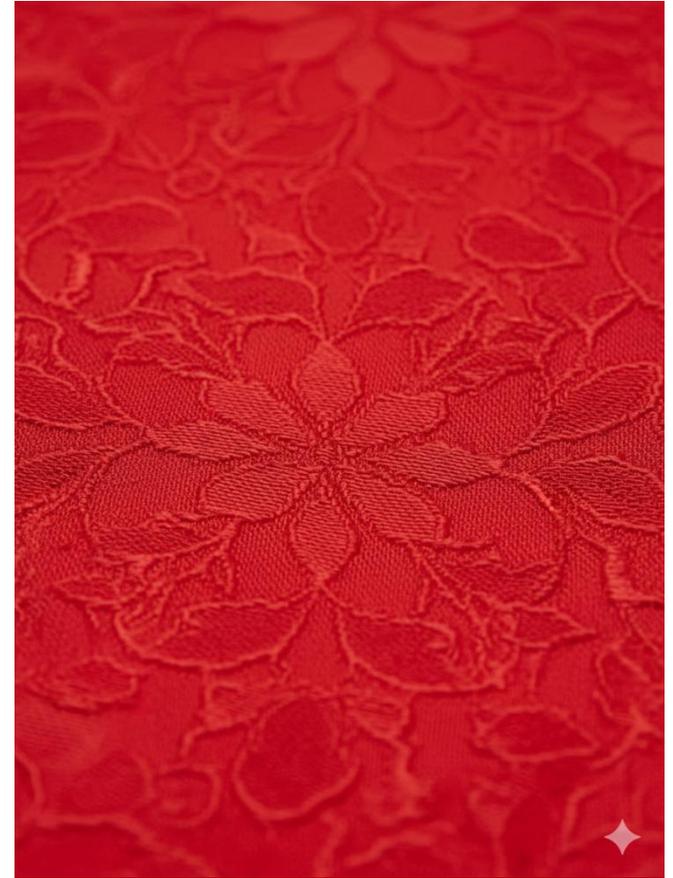
show this extracted dress
side on view



Zoom in on an image – to show the quality of your product



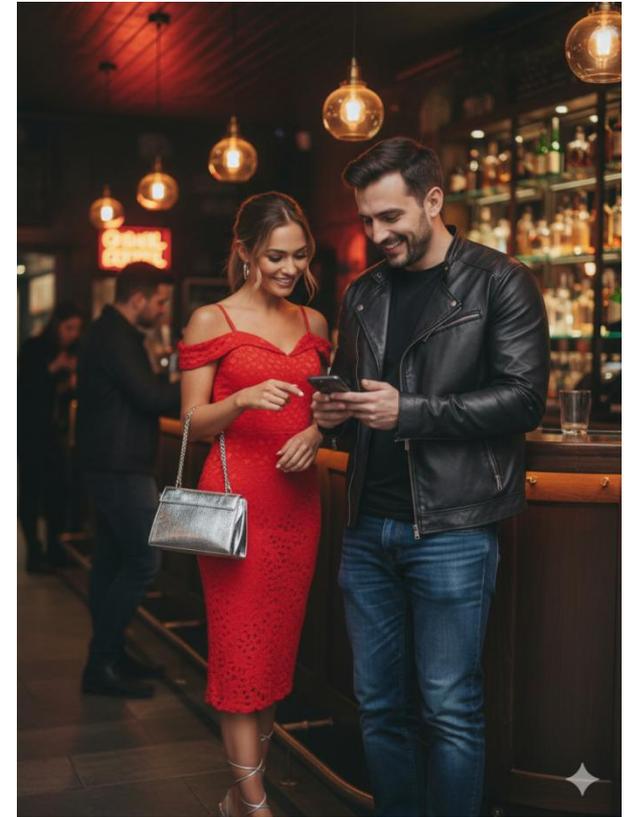
a close up view of the fabric in this dress



Add 2 images. Place 2 people modelling your products in the same image



Place the man and the woman
a stylish bar. they are both
looking at the mobile phone
and smiling. they are wearing
the same clothes as they are
wearing in the images



Add 2 images. Have a person model your product



Have the model wear the black dress



Place your product into a scene



Ideal if you have an image of your product and you want it to appear in the ideal environment. You no longer need to organise a photo shoot

Side angle shot of this product on a breakfast table next to a glass of orange juice . The table has a luxurious white linen table cloth. There is a fruit bowl on the table.



Place your product into a scene



Have this man opening the wrapper on this Nutri Grain bar



Change the text in an image



Change the word Cocktail to
Evan's



Change the text in an image



Change the word
Casino to Evan
Mangan



Change the colour of something to match another colour



Ideal if you have an image that you want to use in your marketing but you want to change something and want to match the colour to something in the image

Change what the woman is wearing to a red summer dress that matches the colour of the red phone box.

Change the view / perspective within an image



change this image to show the scene from above as though it was shot with a drone camera



Change the weather in an image



Ideal if you have an image but you want to change the season to match your current season e.g. Winter Sale or spring blossoms for a Spring sale

Change the weather in this image to be a snow blizzard

Remove anything from your image by describing the edit



Ideal if you have an image that you want to use in your marketing but there is one or more things you want to remove

Remove the people in this image



Remove anything from your image by describing the edit



Ideal if you have an image that you want to use in your marketing but there is one or more things you want to remove

Remove the Tattoos on his arms



Create branded images that contain your logo

The
Marketing
Crowd



This is useful if you want to have eye catching images for your website or social media that contain your brand logo

Place the attached logo on a coffee mug on a desk in a modern office. Also have the attached logo on a sign on the wall