

HOW TO CREATE MARKETING VIDEOS USING AI

What we will cover

1. About cost and quality
2. What types of AI videos could you create for your marketing?
3. How to make a video of your products

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 on average through major providers. \$0.02 to \$0.06

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

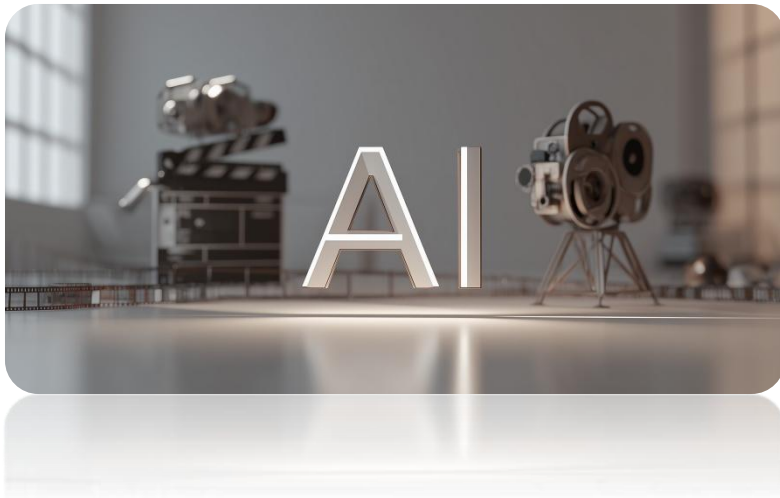
Why?

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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Why use AI when creating marketing videos?



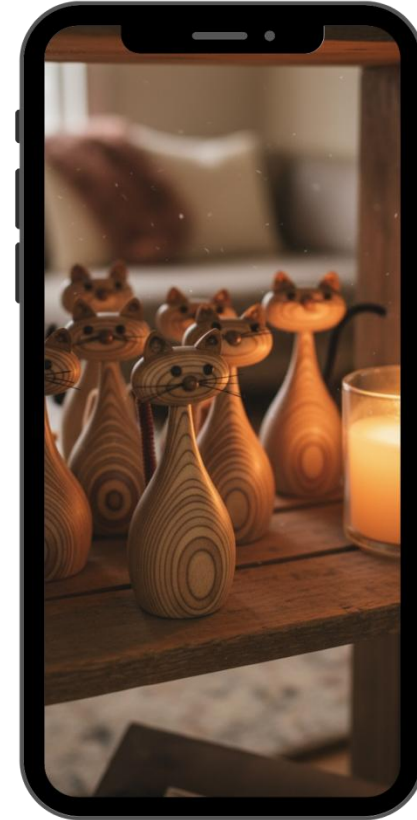
My advice:

If you can shoot your own videos continue doing it. Don't use AI. AI should not replace you making videos of your products or of you speaking to camera/

However,

1. If you have products that you have photos of but not videos, and you don't have the time or budget to create videos for AI can really help
2. You want a specific person you know to model your products or demonstrate your product in action but you don't have the budget or time to video them
3. Or you want to make some unusual / fun videos for social media

Types of AI videos: Videos of your products



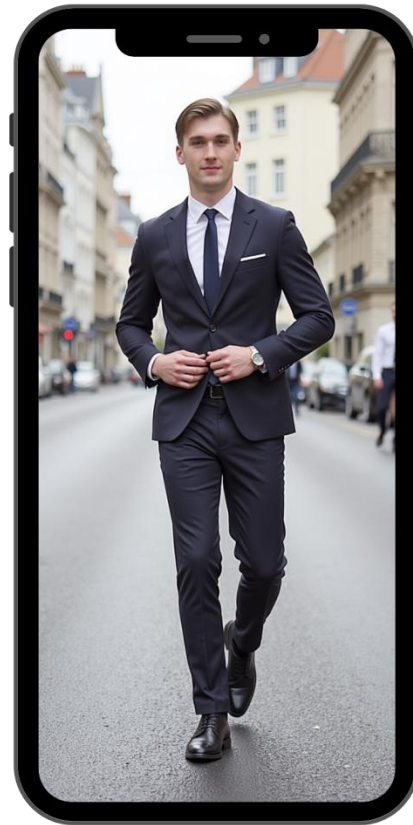
If you have a craft business you can turn an image of your craft product into a video

Types of AI videos: Videos of your products being modelled or being used



If you sell a product (e.g. a protein bar) you can create an e.g. AI video of someone eating it. You can decide what type of customer and in what environment e.g. A hiker up a mountain or someone finishing a gym session

Types of AI videos: Videos of your products being modelled or being used



If you sell men's suits you can turn an image of the suit into an AI video of someone wearing it. That person could be a member of staff or someone who has agreed to be in the image

Types of AI videos: Videos of a person placed in any environment



You can create some fun videos for social media where you place yourself or a member of staff in any environment you want.

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HOW TO USE AI TO SHOW YOUR PRODUCT IN ACTION

How to make the AI videos:

Videos of your products being modelled or being used



I want to create a video of this protein bar being eaten by a hiker in Ireland. I want

From AI

1. A beautiful Irish hiking scene and a hiker
2. The video to start the hiker walking up the mountain
3. The Hiker then eats the bar
4. The video ends with the Hiker admiring the view and the image of the bar is in the end frame

From video editing

1. All the clips edited together into a Reel
2. Catchy music added during editing

How to make the AI videos:

Step by step process

From AI

1. A beautiful Irish hiking scene and a hiker
2. The video to start the hiker walking up the mountain
3. The Hiker then eats the bar
4. The video ends with the Hiker admiring the view and the image of the bar is in the end frame

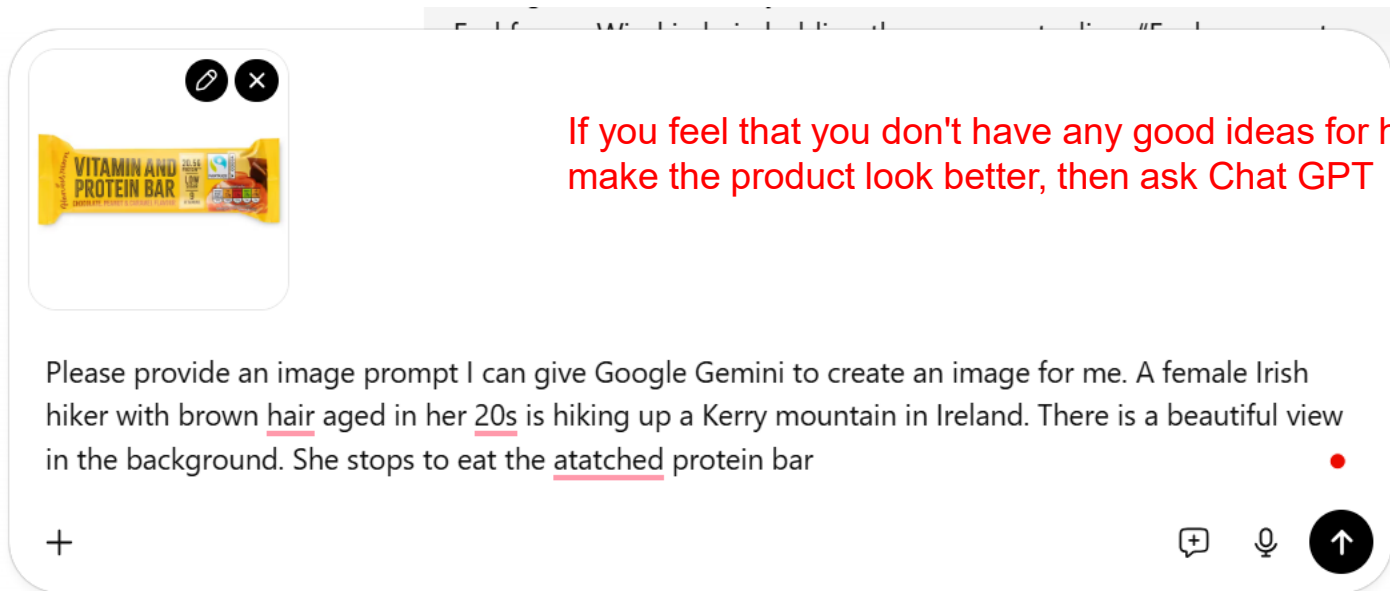
From video editing

1. All the clips edited together into a Reel
2. Catchy music added during editing

Process:

1. Use Chat GPT to get an image prompt to give Gemini
 2. Use Gemini to
 - Create the 1st image of the hiker eating the bar. Keep asking for changes
 - Then ask for a shot of the hiker walking up the mountain
 - Then ask for shot of the hiker looking at the view
 3. Use Canva to crop the images to 9:16 and remove Gemini watermark
 4. Then use a video tool – Grok – to bring each of the 3 images to life as 3 separate video clips
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1. Add the AI video clips and the end frame video to edits app
 2. Edit the video
 3. Add the music

Step 1: This is optional – Ask Chat GPT for a image prompt



This is the prompt it gave me for Gemini

A young hiker, female, mid twenties with brown hair is standing on a rocky mountain peak in County Kerry, Ireland, during golden hour, wearing a teal hiking jacket and dark trousers, with a backpack on. She is smiling confidently while holding a Harvest Morn Vitamin and Protein Bar (yellow wrapper) in one hand. The bar is approximately 7 inches long by 2 inches. The wrapper of the bar has been opened revealing some of the bar and the hiker is taking a small bite. Her hair is lightly blowing in the breeze. Behind her, rolling green hills and lakes of Kerry stretch into the distance under a warm, glowing sunset sky. The scene feels uplifting, energising, and natural. Keep the same camera angle, depth, and lighting style as the first standing image. Cinematic, realistic 4K outdoor photograph.

Step 2: Ask Gemini to create the image



This is the image Gemini created. If you are not happy ask it to make changes



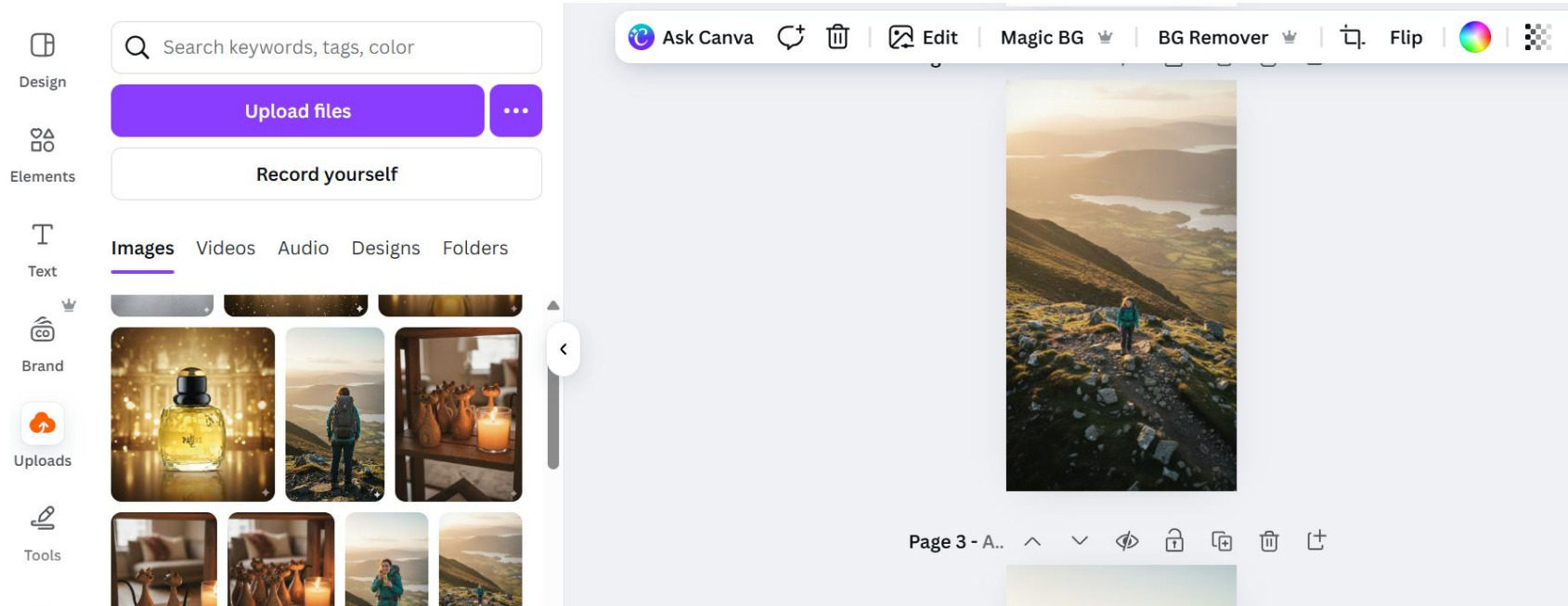
I then asked it "Create an image of the hiker walking up the mountain shot from above with a drone"



I asked it "The hiker is facing the beautiful view, admiring it. The camera is behind her, also facing the view"

Note: You cannot choose 9:16 or 16:9 in Gemini. It matches the shape to the image you attach. Therefore, the 1st image I attached of the bar was 9:16 so the others became 9:16, I want to remove the watermark, I will this in Canva

Step 3: Use Canva to create 9:16 images and remove Gemini watermark

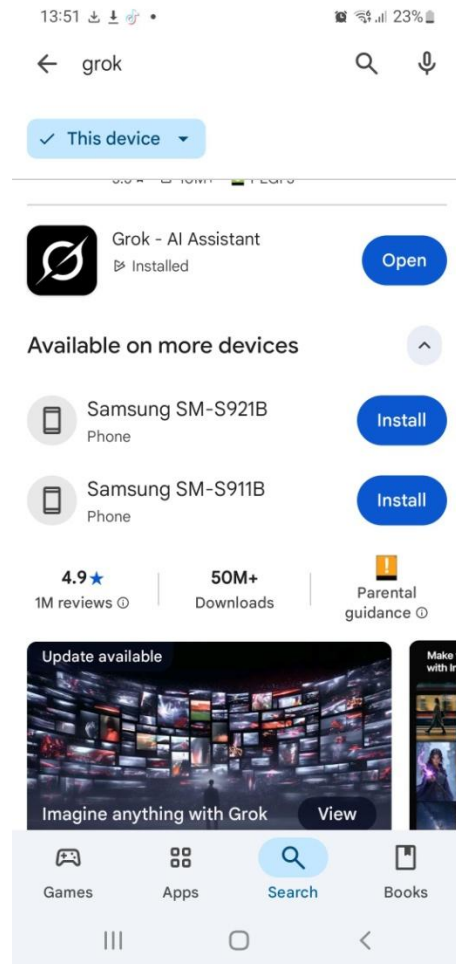


In Canva choose a 9:16 Canvas (Instagram Stories)

Upload your images and add them to the Canvas pages. Ensure the Watermark is not visible (either crop them out or erase them)

Then download your portrait 9:16 images ready for video creation

Step 4: Use an AI video tool to turn the images into a video



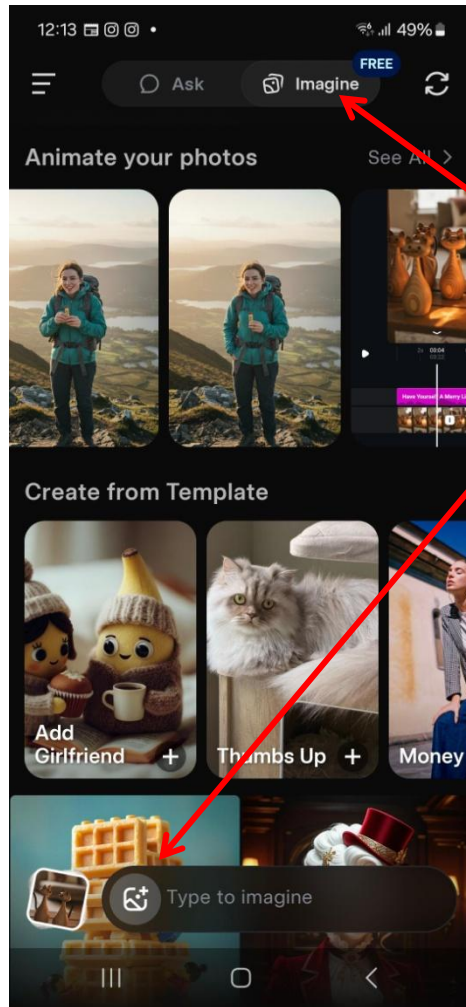
In this video we will not use start and end frame images. We will ask the AI to turn an image into a video

Grok is an excellent free AI video creator you can use to do this

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

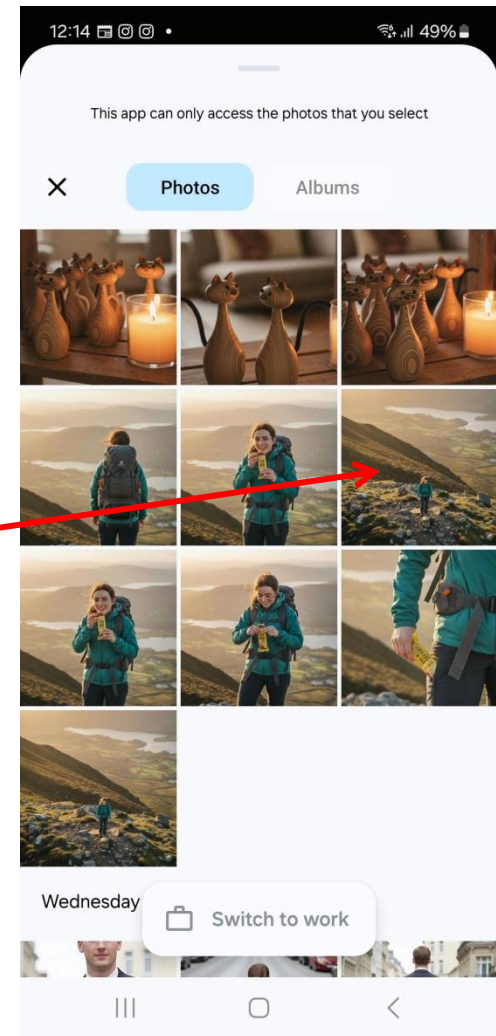
Create videos for free using Grok



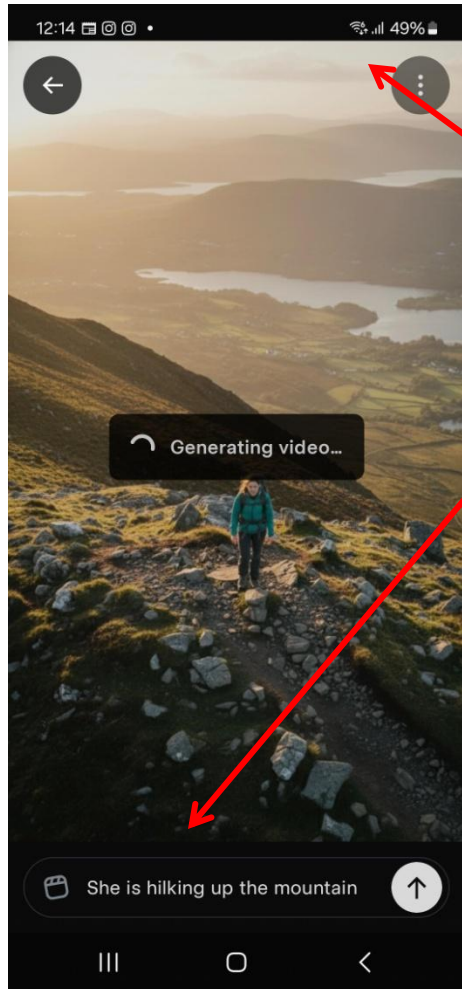
Tap on Imagine for the creative area within Grok

Then tap the + image icon to choose an image from your phone

Select the image



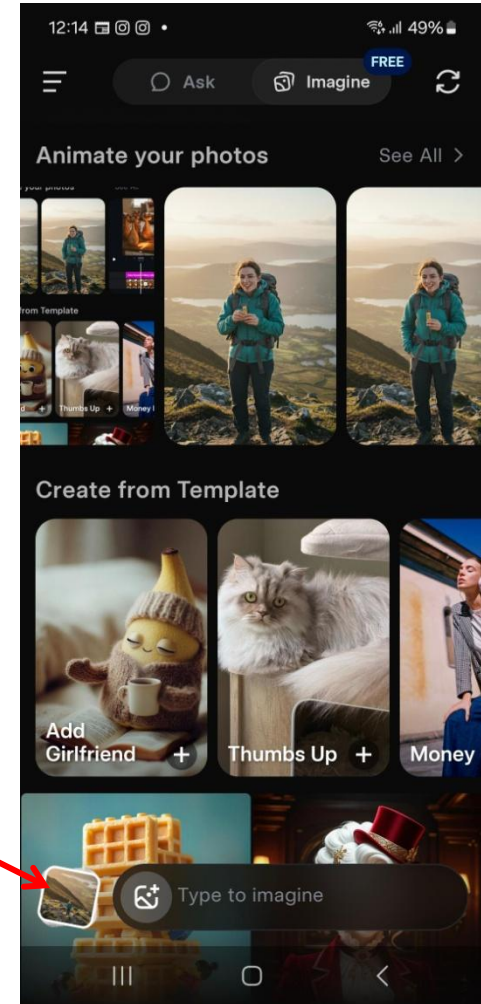
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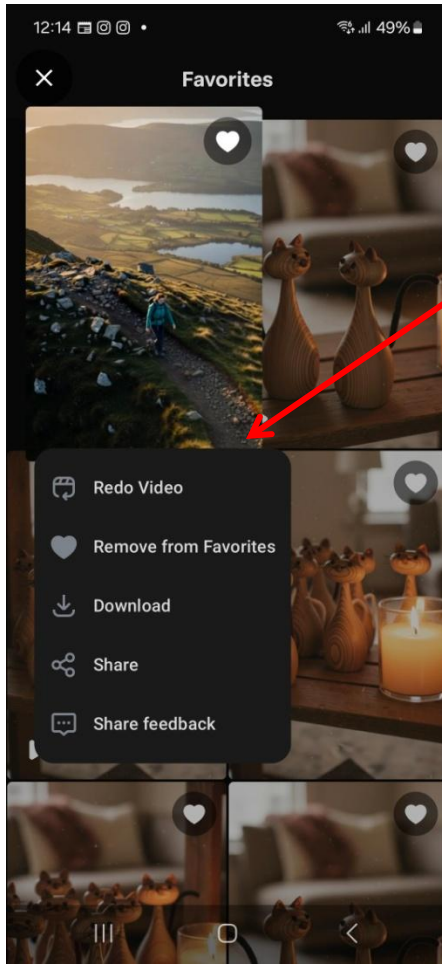
You can then type in a description for what you want in the video. I said "She is hiking up the mountain"

It will then create your video. If you are now happy with the result redo it and change the text prompt

To find and download the videos you created tap on the image icon bottom left



Create videos for free using Grok

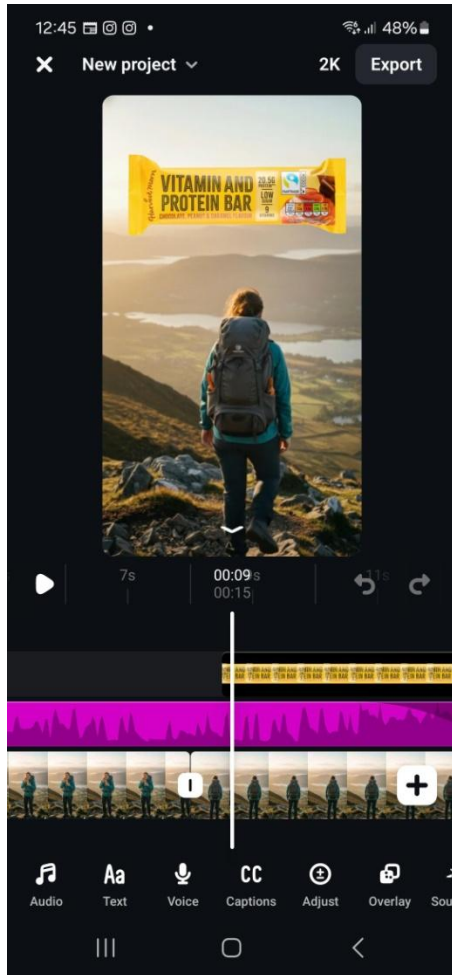


Then press your finger down
on the video and option will
appear

Tap on download to download
to your phone

I repeated this process with the
other 2 images and then I had
the 3 videos on my phone

Step 5: Use the free Edits app to edit the video



Use the free video editing app called Edits to put your clips together

1. The clips of the hiker going up the mountain
2. The hiker biting the bar
3. The hiker looking at the view plus overlaid the protein bar on the last 5 seconds
4. Also add music from the Edits music library

Then download your video and post to Instagram, Facebook or TikTok



You can watch a course that shows you how to use the Edits app on the members website