



The
Marketing
Crowd

HOW TO CREATE MARKETING VIDEOS USING AI

What we will cover

1. Using AI to get advice for your marketing videos
 - Ideas on what videos to make
 - Ideas on hooks
 - Guidance on how to make them
2. Using AI to analyse and critique your previous videos
3. AI tools that can create images & videos
 - Midjourney
 - OpenArt.ai
 - Grok / Meta
 - Google Gemini (Nano Banana)
4. Examples of video creation using AI
 - Turn an image of something into a video for B Roll
 - Turn a graphic into a video for B Roll
 - Create a video using start and end frames e.g., timelapse or product video
 - How to create a video made up of multiple AI clips
5. How to change elements in your video using OpenArt.ai

The questions you ask Chat GPT are called prompts



When you ask Chat GPT something it is a prompt

If your prompts are poor you won't get as much out of Chat GPT

A prompt can be a question, a phrase, or several paragraphs. The more specific the prompt is, the better the response.

There are 3 big elements in your prompt



1. Give it context

I have a driving school business in Limerick Ireland

2. Always ask it to act like an expert in this area

Act like a video marketing expert or
Act like an an expert in making Instagram reels

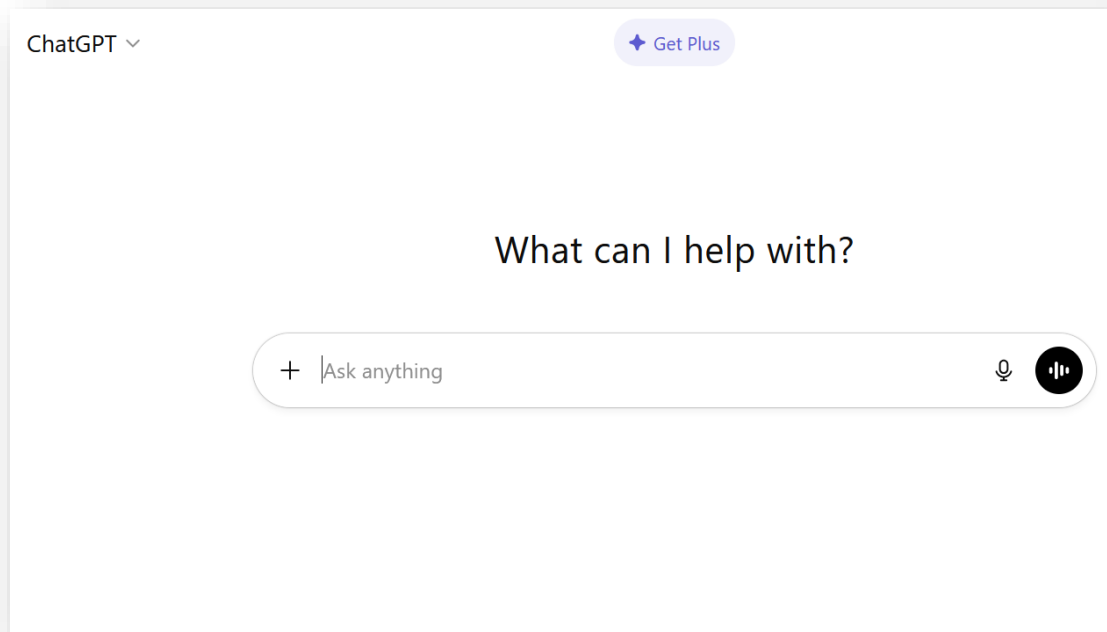
3. Be clear about what you want

Brainstorm 20 ideas for Reels that will increase my
engagement and reach

Example prompt:

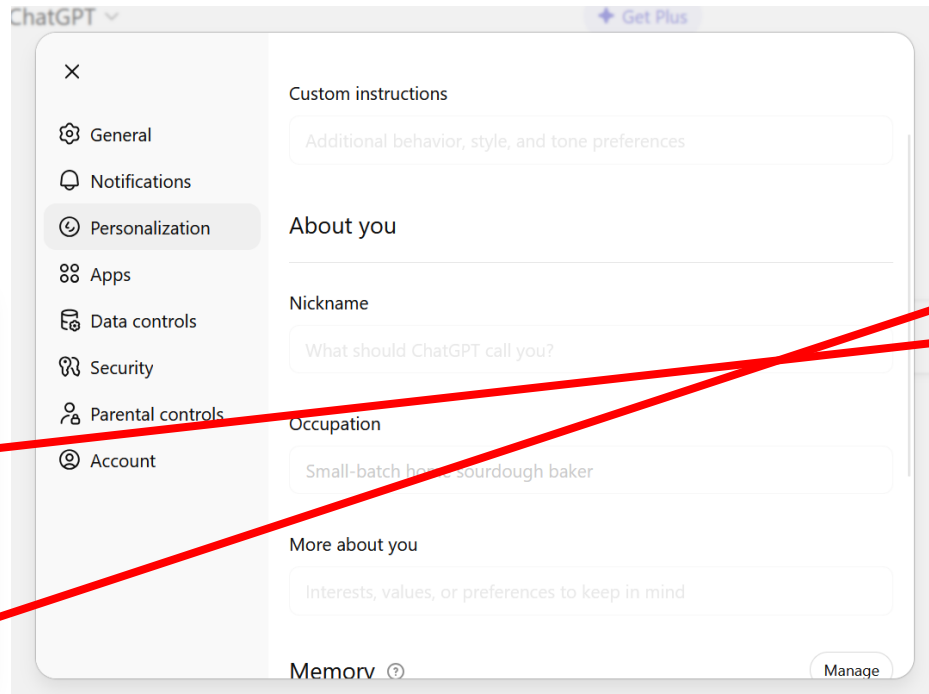
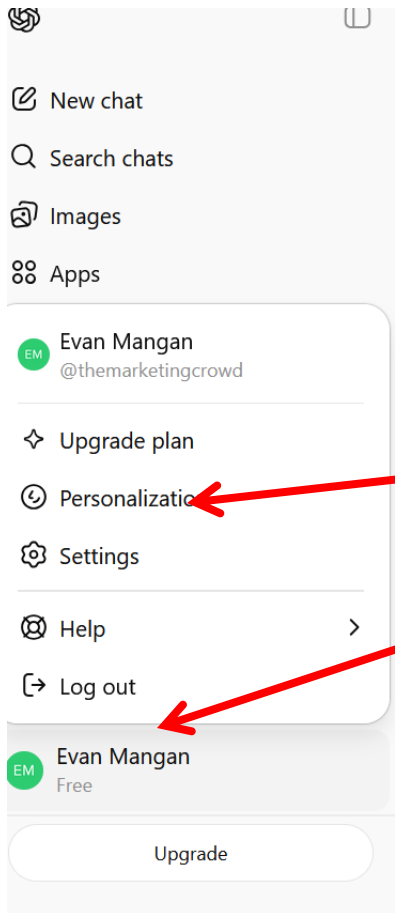
*I have a driving school business in Limerick Ireland.
Act like an Instagram reels expert and Brainstorm 20
ideas for Reels that will increase my
engagement and reach*

Chat GPT for Level 1 – Fast Answers



By default, in Chat GPT you are getting a quick answer

Chat GPT for Level 2 – Tailored Answers (personalisation)

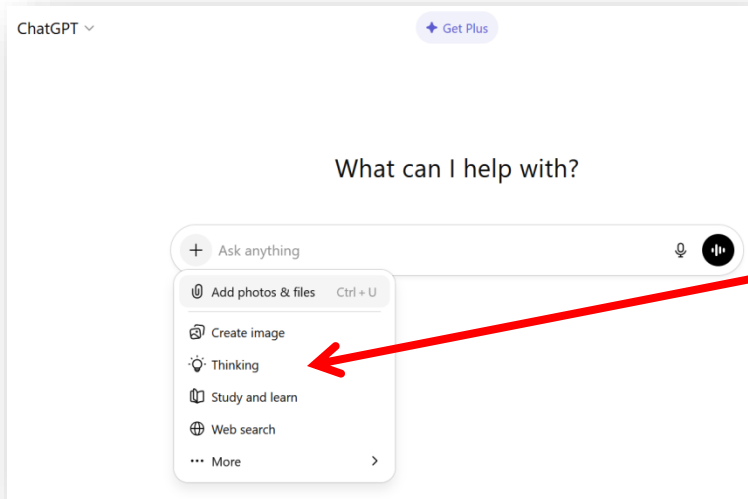


You can provide lots of context and custom instructions in the personalisation section

Click on your name
Then personalisation

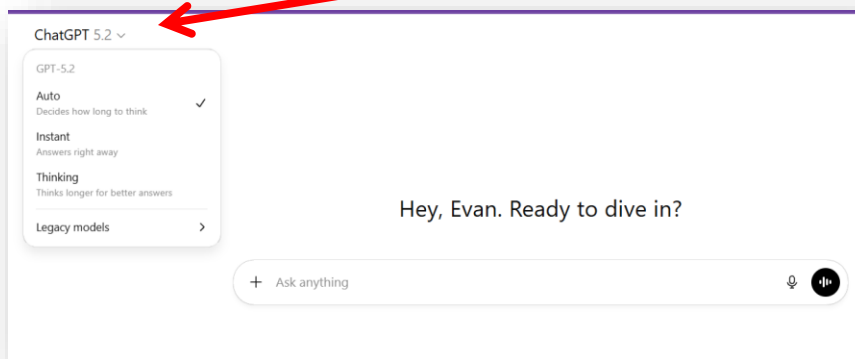
Then fill in the custom instructions and about you boxes.

Chat GPT for Level 3 – Thinking Model



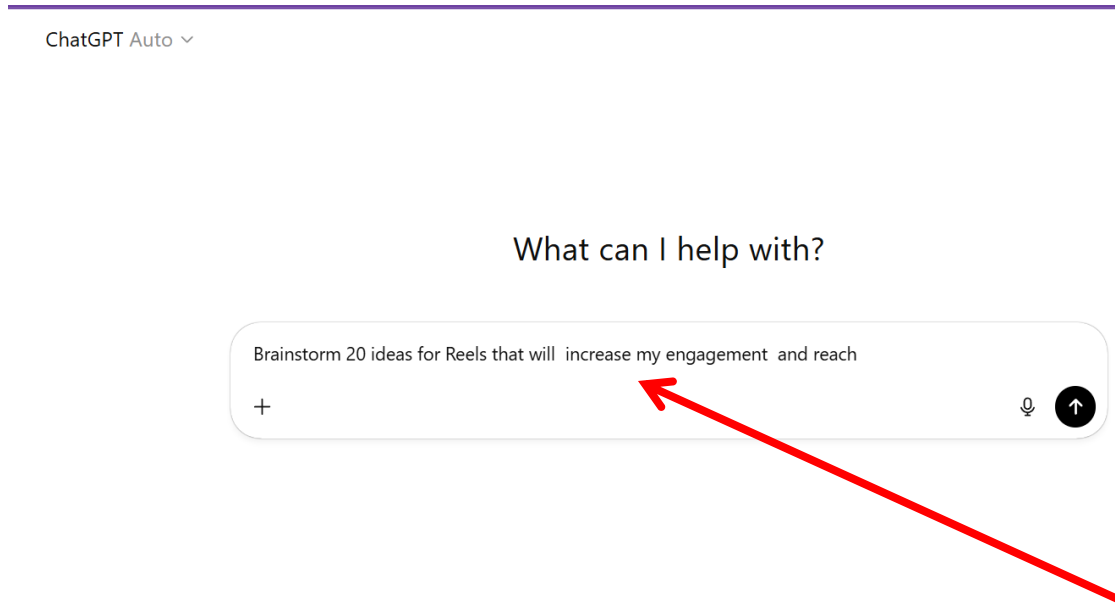
In the free version of Chat GPT click on + and select Thinking

In the paid version of Chat GPT click on the model name and in the dropdown select Thinking



On version free / paid version, in your prompt include phrase like “When you are answering think slowly about this”

Once you fill in personalisation you only have to provide the 3rd part of the prompt



Instead of saying ...

I have a driving school business in Limerick Ireland. Act like an Instagram reels expert and Brainstorm 20 ideas for Reels that will increase my engagement and reach

You can simply say

Brainstorm 20 ideas for Reels that will increase my engagement and reach

Because the AI knows the first 2 parts from the personalisation

Get ideas for the first 3 seconds – the hook

ChatGPT Auto ▾

I will be making a video about 3 Mistakes Women Make When Choosing a Mother of the Bride Dress
Recommend 5 hooks for the start of this video for me to choose from.

The first 2–3 seconds of the reel are critical. The hook should create **curiosity** or a **fear of getting it wrong**, because that is what makes people stop scrolling.

Here are **five strong hook options** you could test.

1. The Direct Warning Hook

“If you’re choosing a Mother of the Bride dress... avoid these three very common mistakes.”

Why it works:

- Clear and direct
- Speaks straight to the target audience.



+ Ask anything



I will be making a video about topic x.
Recommend 5 hooks for the start of this video for me to choose from.

Ask it to teach you how to make the video

ChatGPT Auto ▾

when choosing a wedding outfit is... But I really don't know how to make this reel. I don't know if it should be a voiceover or me talking to the camera. Could you recommend which way you think would be best and why? And then could you give me step-by-step instructions on how to create that video?

Thought for a couple of seconds >

Yes. For this type of reel, I would recommend **you talking to camera**, not a pure voiceover.

Why talking to camera is the better option

For this topic, people are not just looking for dresses. They are looking for **reassurance, guidance and trust**.

When you speak directly to camera:

- It feels more personal
- It helps build trust faster
- It positions you as the expert
- It is more likely to stop the scroll because there is a face on screen

+ Ask anything



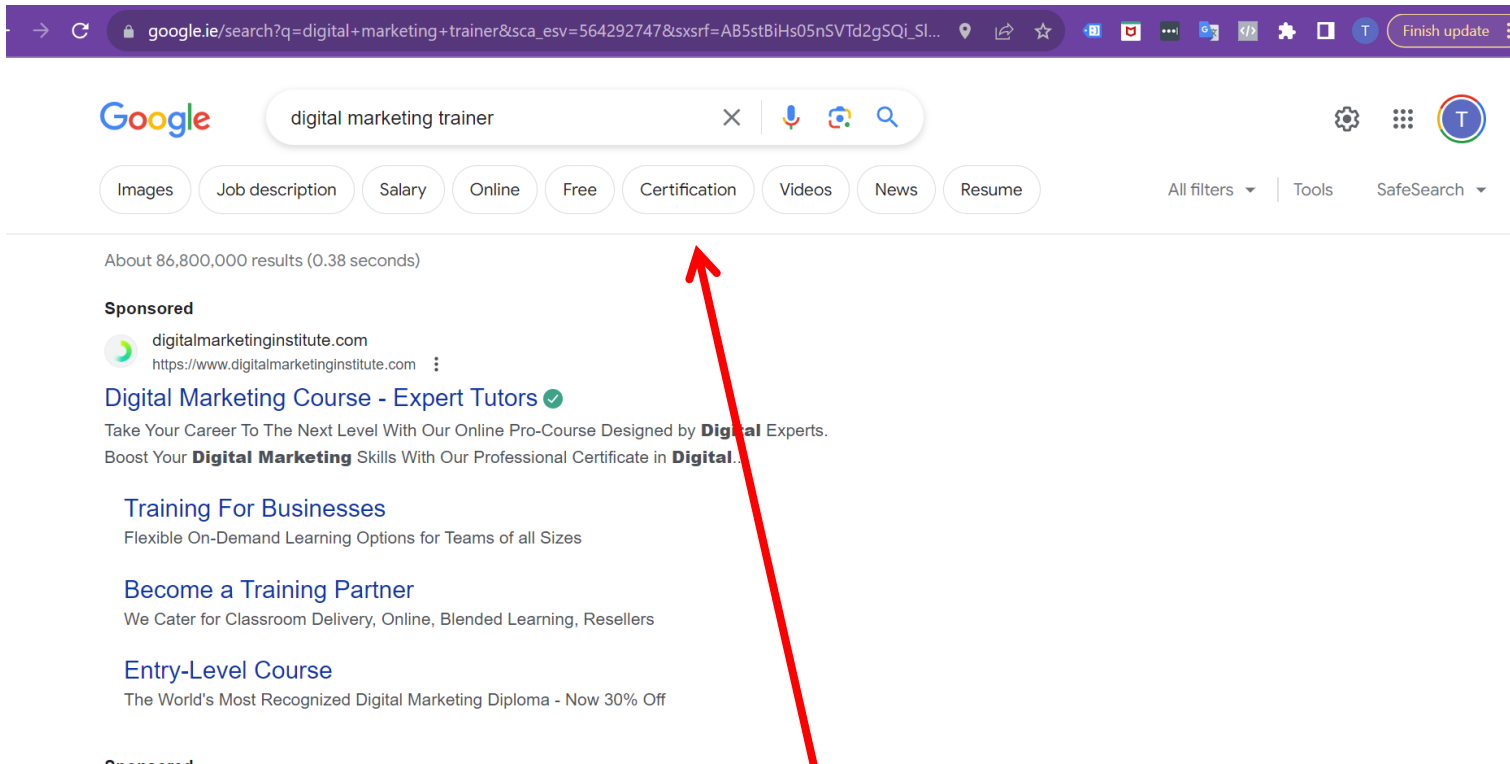
I'm going to make an Instagram Reel About (topic x) And I'm going to go With the hook, (insert hook idea)

But I really don't know how to make this reel. I don't know if it should be a voiceover or me talking to the camera. Could you recommend which way you think would be best and why? And then could you give me step-by-step instructions on how to create that video?

What we will cover

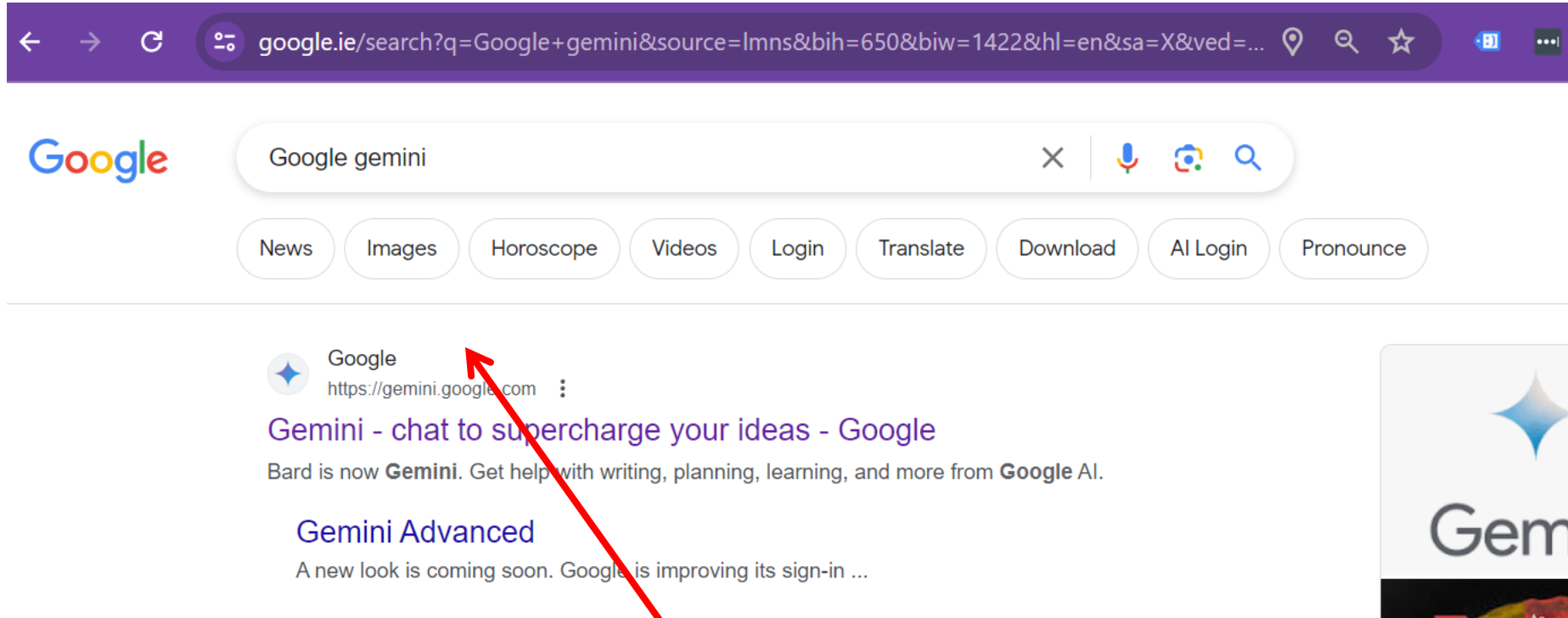
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How to access Gemini on desktop



When you do a Google search, you do not see Gemini or Chat as a search result option.

How to access Gemini



To get to Gemini ... In your internet browser go to gemini.google.com
Or do a Google search for Google Gemini

Google Gemini has been given major upgrades



In February 2025 Gemini got a big upgrade. The model upgraded from 1.5 Flash to 2.0 Flash with some extra 2.0 models

In May it got upgraded again to 2.5 flash

In November it got another major upgrade to Gemini 3

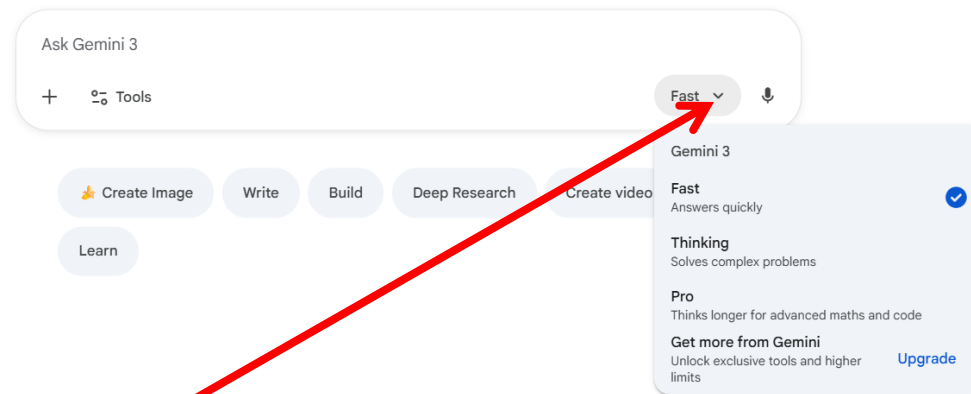
These upgrades are significant and Gemini now provides better answers than other LLMs across numerous tests

How to use Gemini (Free version)

Gemini

PLUS

Hello, The Marketing



Click on this dropdown to choose a model

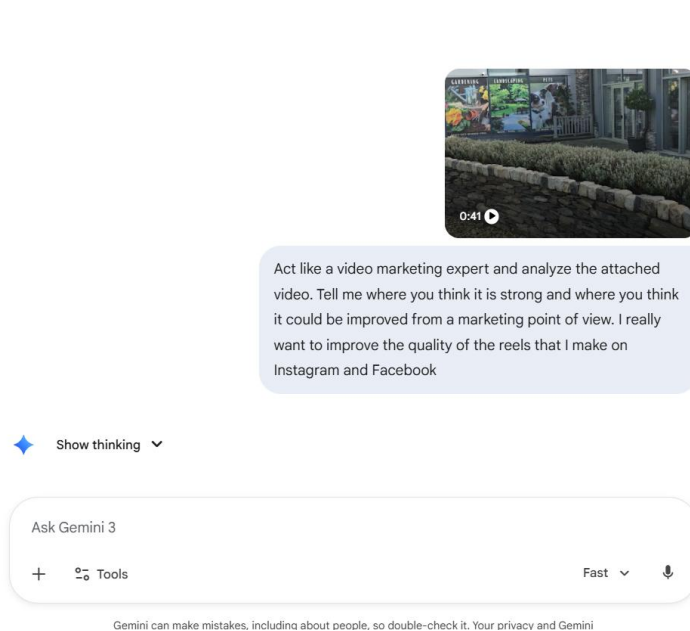
Gemini 3 Fast is now the default model

Thinking – this will give you slower answers but more considered and in-depth

Pro (thinking – great if you want to ask more detailed prompts that have multi variables that need to be thought through. You get a limited number of goes (4 or 5) every 6 hours.

Video attachment – ask it to analyse your Reel / marketing video and give you advice on how to improve it

Gemini



The screenshot shows the Gemini AI chat interface. At the top left, the word "Gemini" is displayed. In the center, a video thumbnail is shown with a play button and a duration of 0:41. Below the video, a text prompt is entered: "Act like a video marketing expert and analyze the attached video. Tell me where you think it is strong and where you think it could be improved from a marketing point of view. I really want to improve the quality of the reels that I make on Instagram and Facebook". Below the prompt, there is a "Show thinking" dropdown menu. At the bottom, there is a search bar with the text "Ask Gemini 3" and a "Tools" button. A small disclaimer at the bottom reads: "Gemini can make mistakes, including about people, so double-check it. Your privacy and Gemini".

PLL

Click the + icon next to the prompt

Select file

Attach your video

Write your prompt e.g.

Act like a video marketing expert and analyse the attached video. Tell me where you think it is strong and where you think it could be improved from a marketing point of view. I really want to improve the quality of the reels that I make on Instagram and Facebook

Max video length 5 mins
Max video file size – 2 gig

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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.

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.

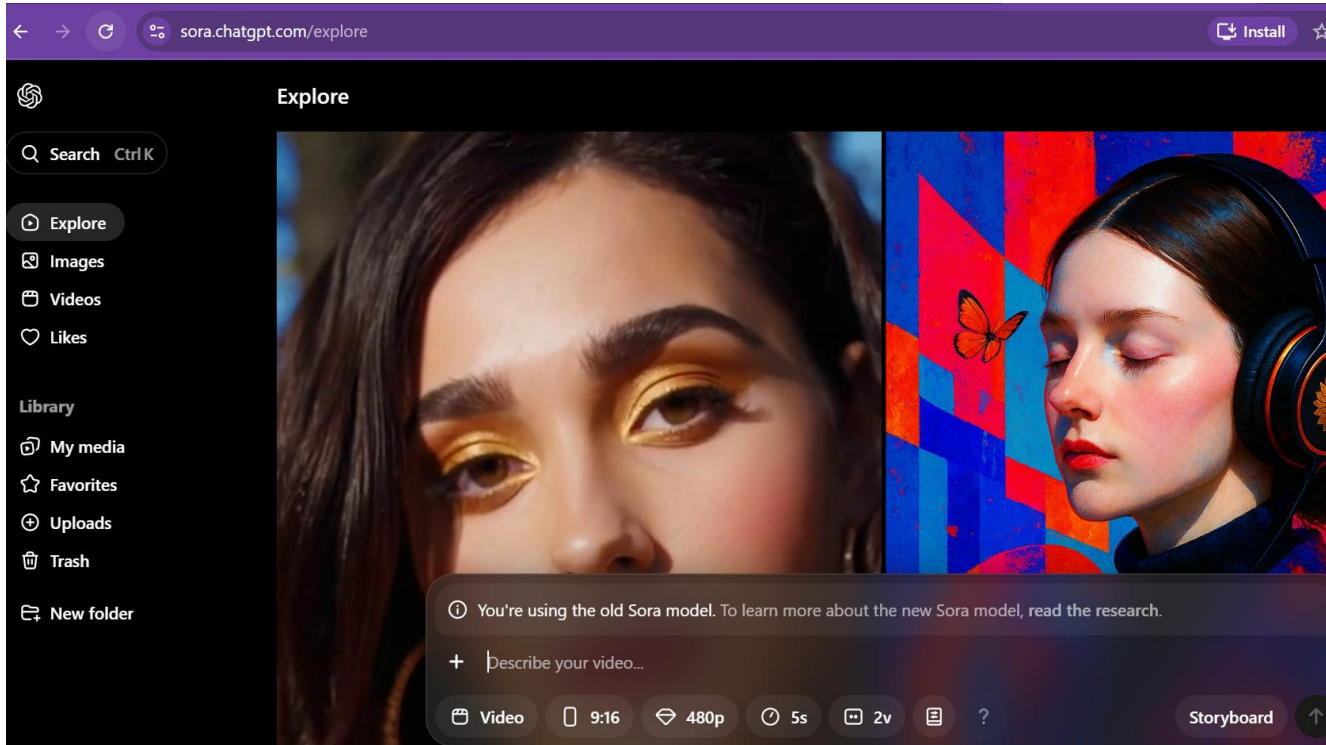


If you have the paid version it is unlimited

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

The image tool got a huge upgrade in December 2025 and is much faster than it used to be.

Chat GPT has a video tool but it is part of the paid plan – plus we only have the outdated version (Sora 1 in Ireland.



If you have the paid version of Chat GPT you can make videos at Sora.com

They launched Sora 2 in the US which is much better than Sora 1 but it hasn't rolled out to Ireland yet.

Sora 1 isn't very good.

Gemini has Unlimited Image creation

Create an image of a black and tan dachshund lying on a purple Lilo in a swi... ▾

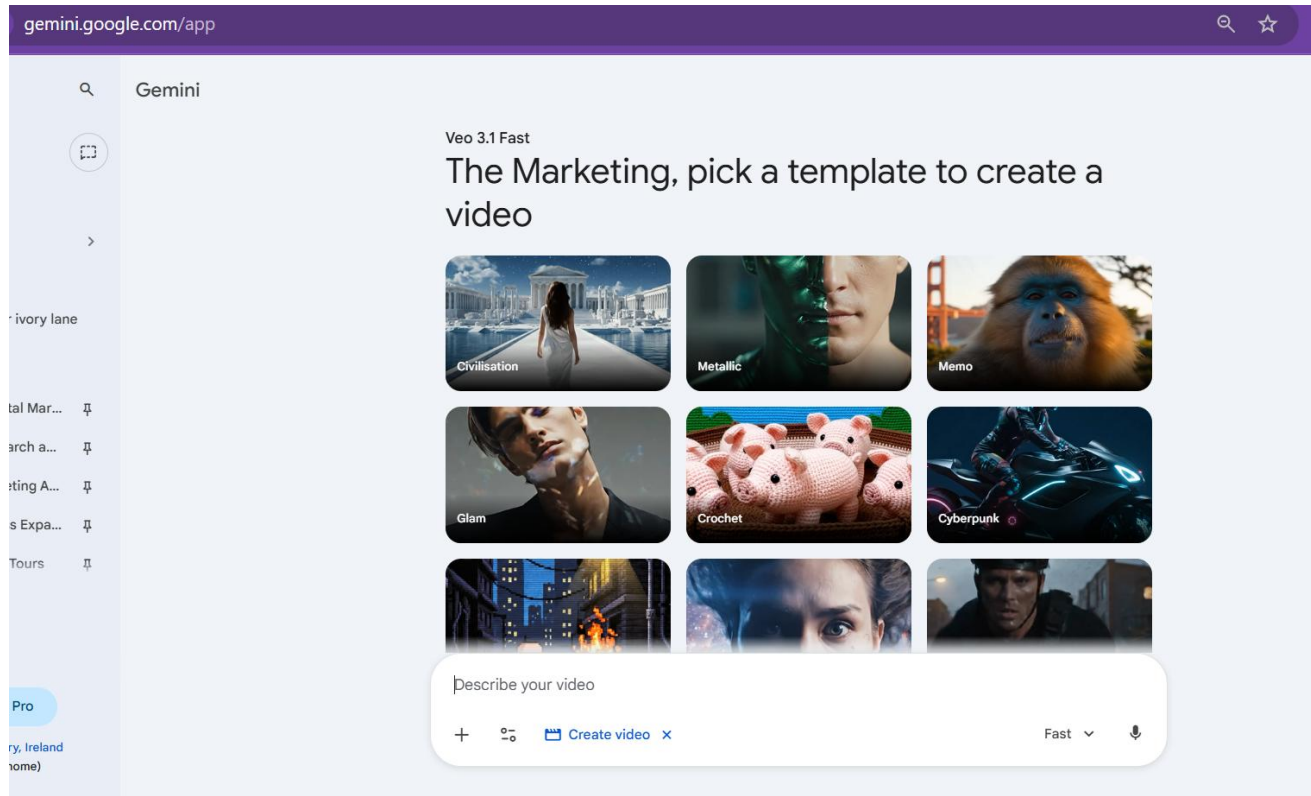
Create an image of a black and tan dachshund lying on a purple Lilo in a swimming pool. Its eyes looking directly at the camera. make the image 16 : 9.



Gemini's image tool is called Nano Banana and the quality of the images are very good.

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

Gemini has a video creation tool but only in the paid plan

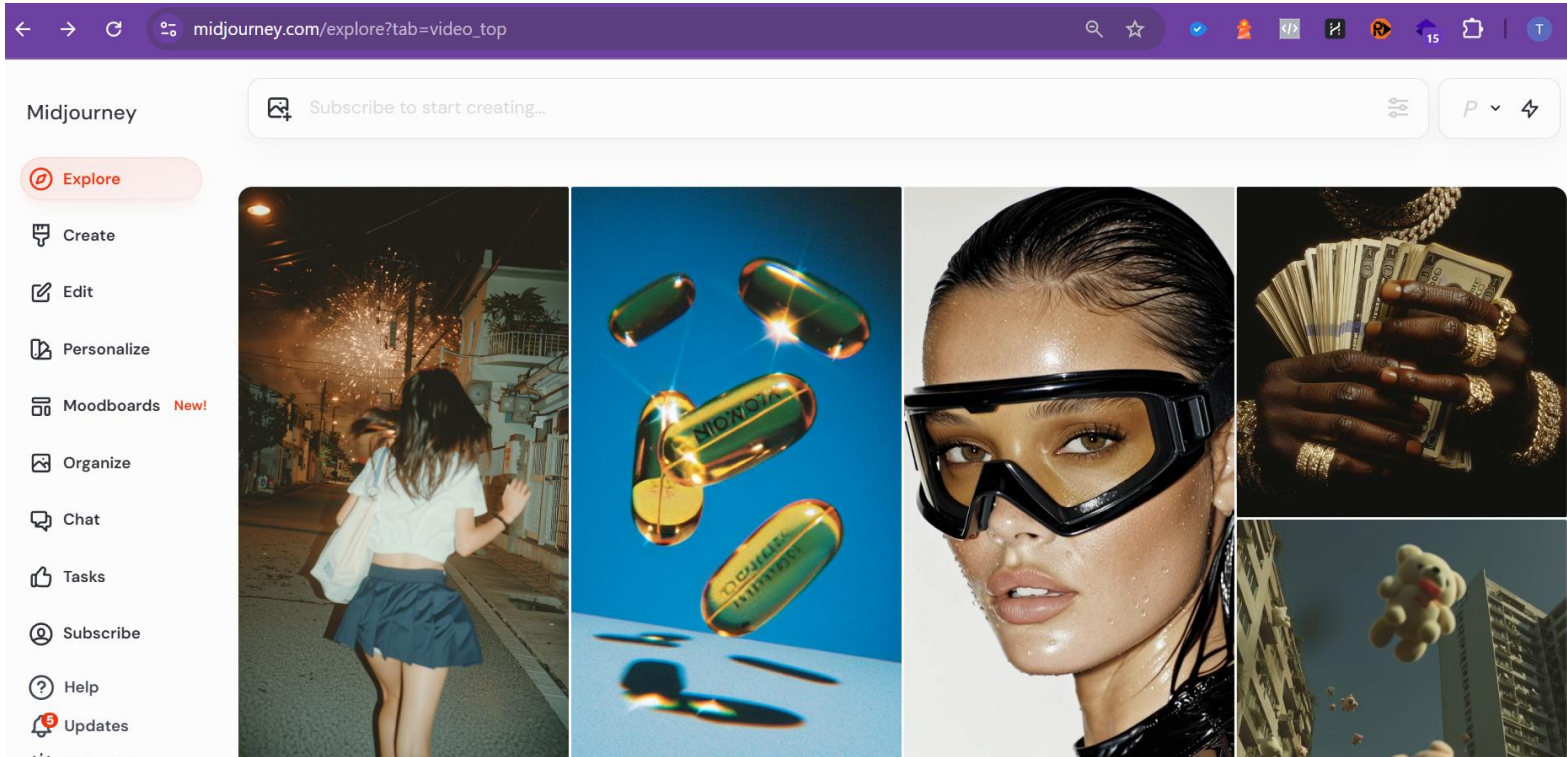


I am paying \$7 a month and as part of that plan I can create 3 videos a day using VEO 3

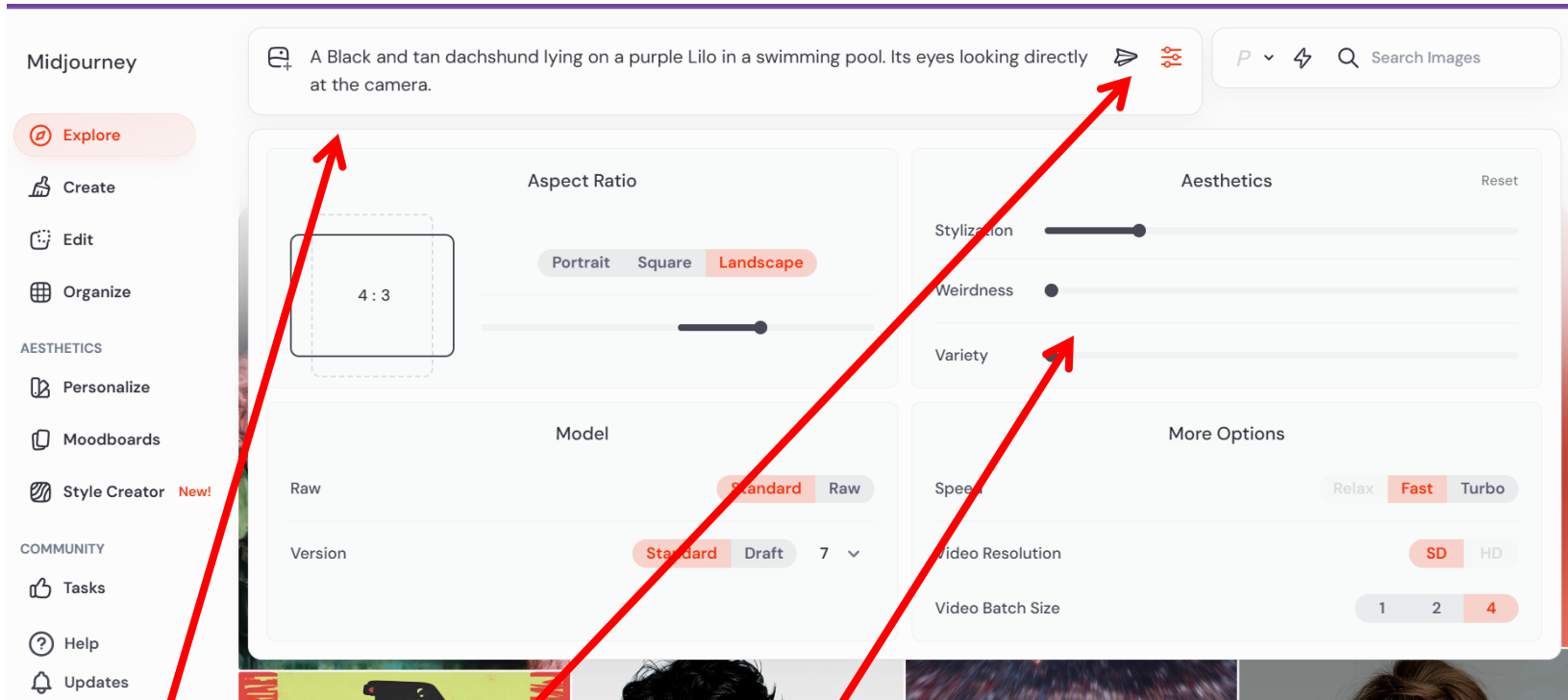
The videos take a few minutes to create and the quality is good

You can describe what you want in the video or you can attach an image and ask for it to be turned into a video

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



You can then choose your aspect ratio
And you can adjust these three settings. Increase stylisation for a more “glamorous” image
Leave weirdness low unless you want unusual images
Increase variety if you want more variation in the 4 images
Then click on submit icon

Midjourney.com

Midjourney

What will you imagine?

Explore

Create

Edit

Organize

AESTHETICS

Personalize

Today

A Black and tan dachshund lying on a purple Lilo in a swimming pool. Its eyes looking directly at the camera.

ar 4:3 stylize 200

V Subtle V Strong

Animate

Imagine 2m

A Black and tan dachshund lying on a purple Lilo in a swimming pool. Its eyes looking directly at the camera.

ar 4:3 stylize 200

Creation Actions More Options

Vary Subtle Strong

Upscale Subtle Creative

More Rerun Edit

Use Image Style Prompt

Animate Image Animate Manually

Auto Low Motion High Motion

To see you images click on Create
To view an image larger click on it

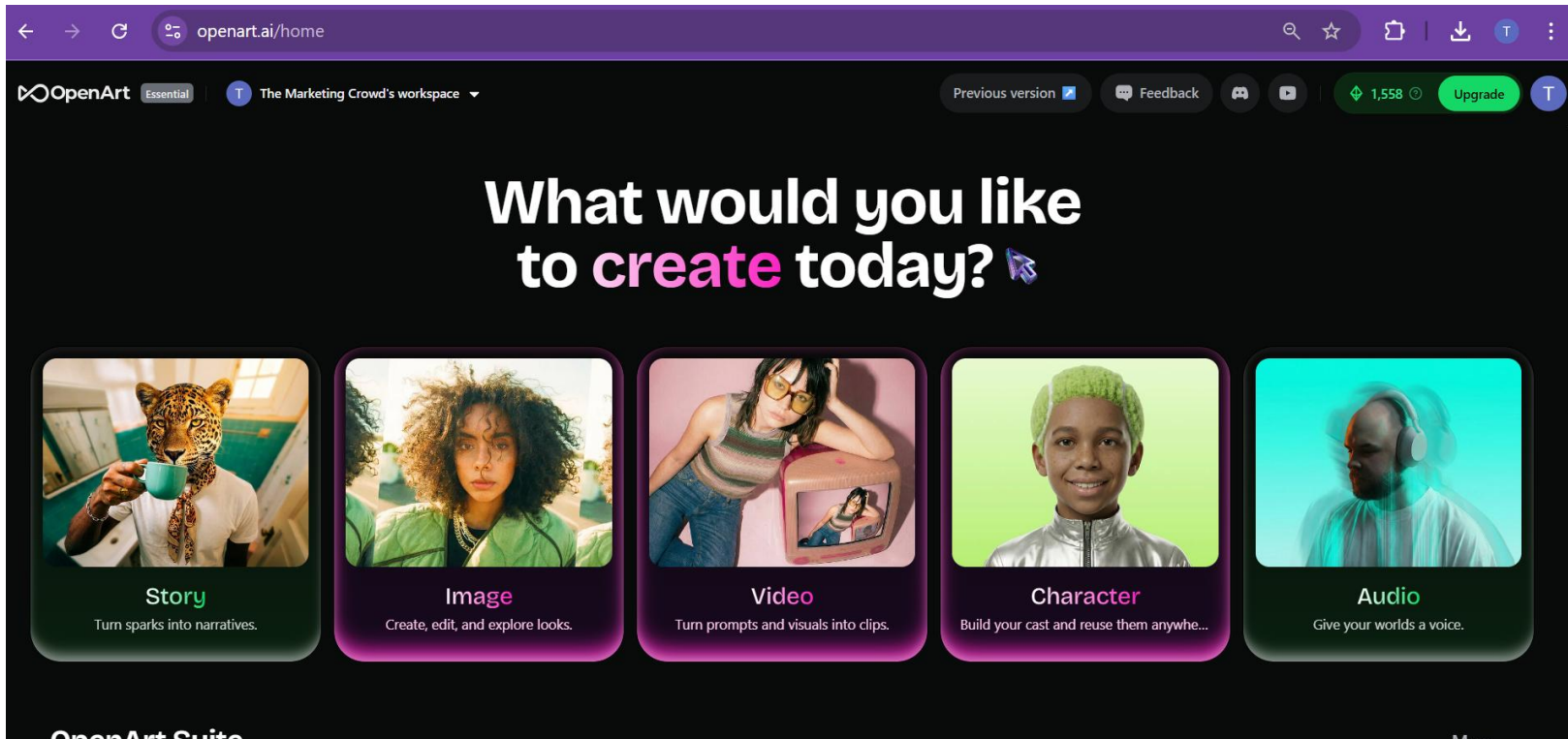
To turn it into a video click animate (low motion)

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.

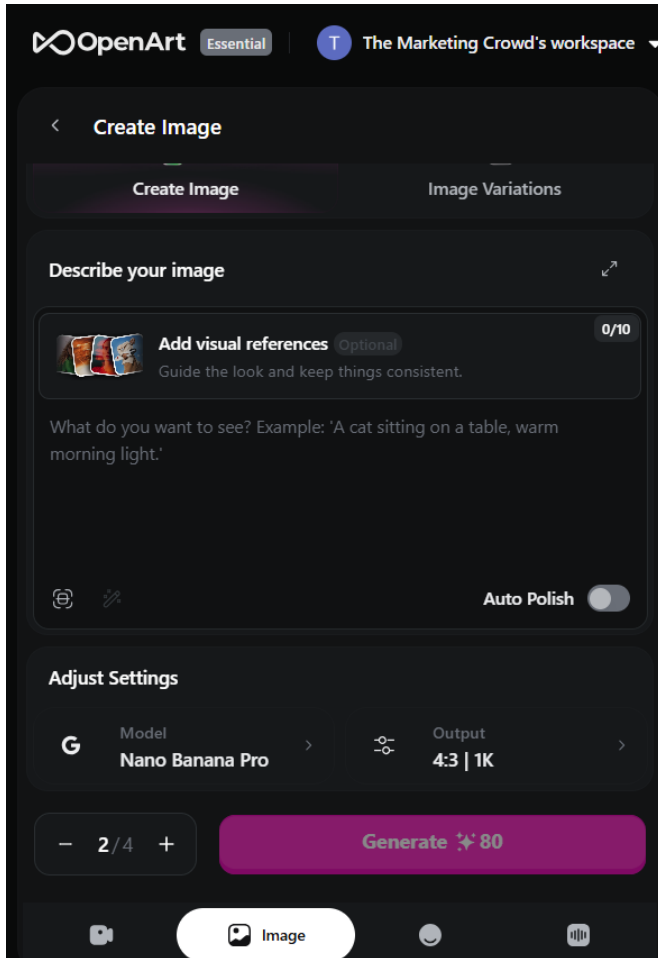
One of the best text to image creation tool and recently added text to video
They don't offer free credits or trials
Monthly plans start from \$10 a month

Paid Tool: OpenArt.ai



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

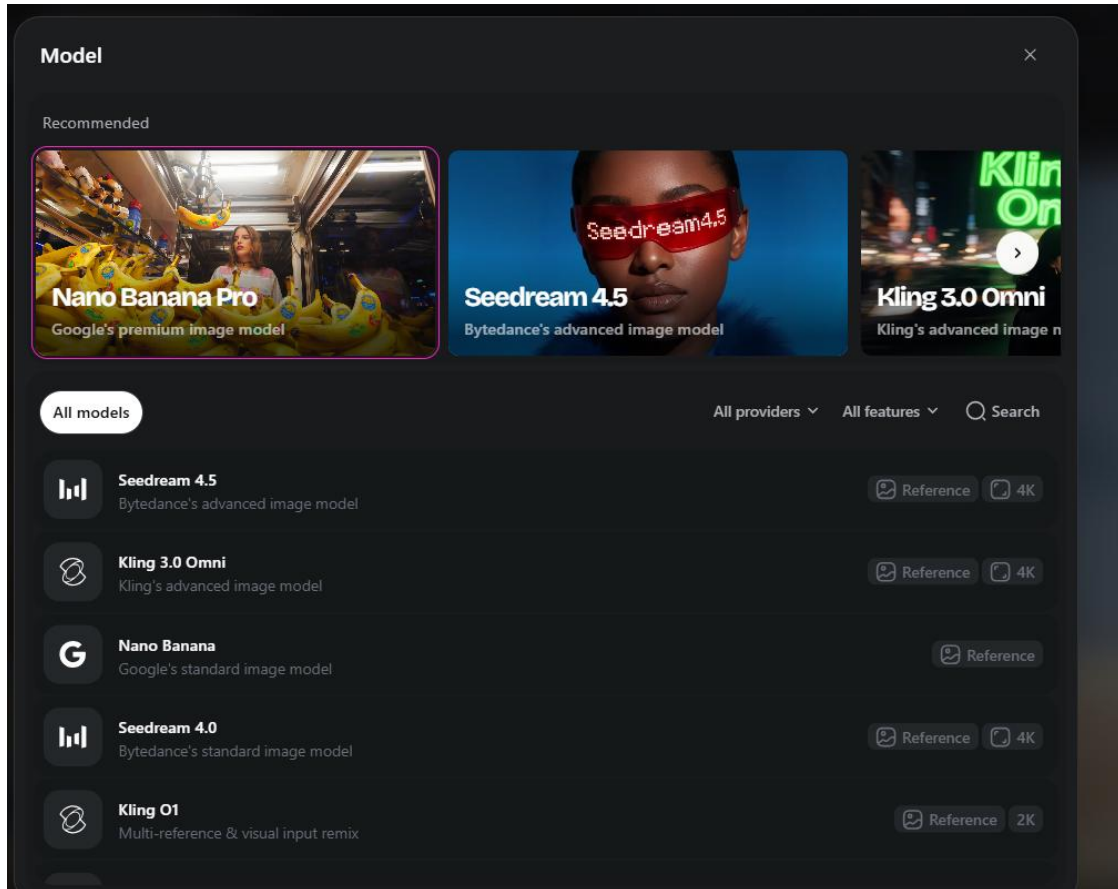
You get some free credits to try it out.



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 and choose from all the latest AI image models (except Midjourney)

OpenArt.ai



Then browse through different models

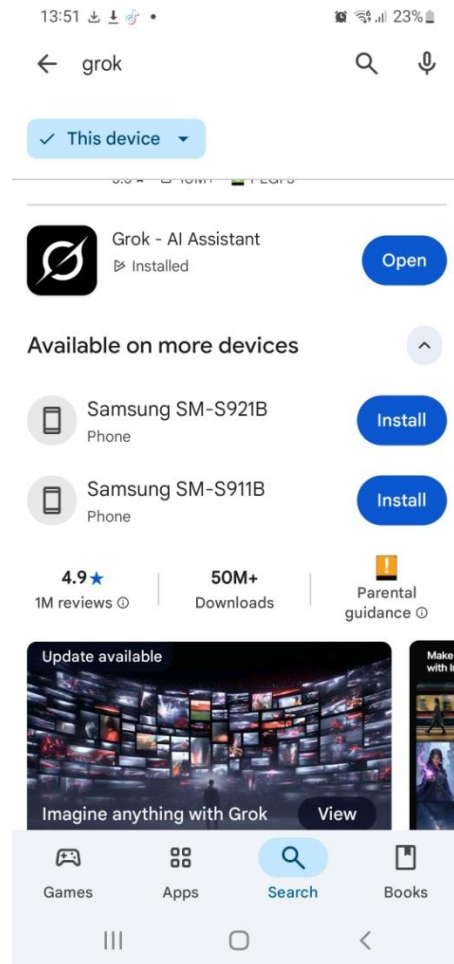
This is an easy way to find a model that produces the type of images that you your like.

The screenshot displays the OpenArt.ai pricing page with four subscription plans. The 'ANNUALLY' option is selected, offering up to 50% off. The plans are:

- Essential:** \$7/Seat/mo (discounted from \$14). Features include 4,000 credits/month, up to ~4,000 images, ~50 videos, ~13 consistent characters, ~5 One-Click Stories, ~13 personalized models, 8 parallel generations, and access to 100+ premium models.
- Advanced:** \$14.5/Seat/mo (discounted from \$29). Features include 12,000 credits/month, up to ~12,000 images, ~150 videos, ~40 consistent characters, ~17 One-Click Stories, ~40 personalized models, 16 parallel generations, and access to 100+ premium models.
- Infinite:** \$28/Seat/mo (discounted from \$56). Features include 24,000 credits/month, up to ~24,000 images, ~300 videos, ~80 consistent characters, ~34 One-Click Stories, ~80 personalized models, 32 parallel generations, and access to 100+ premium models.
- Wonder:** \$120/Seat/mo (discounted from \$240). Features include 106,000 credits/month, up to ~106,000 images, ~1,300 videos, ~353 consistent characters, ~150 One-Click Stories, ~353 personalized models, 32 parallel generations, and access to 100+ premium models.

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

Create images for free using Grok

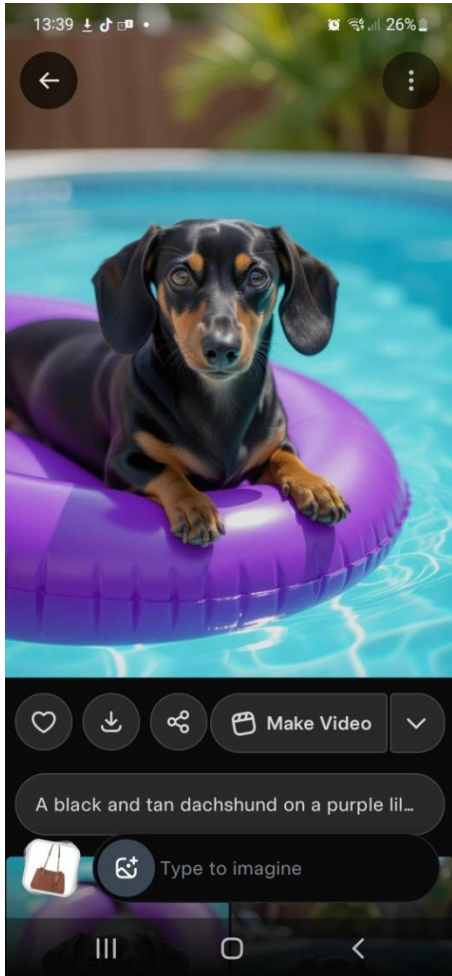


Go to the app store or the play store and download the Grok App

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

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

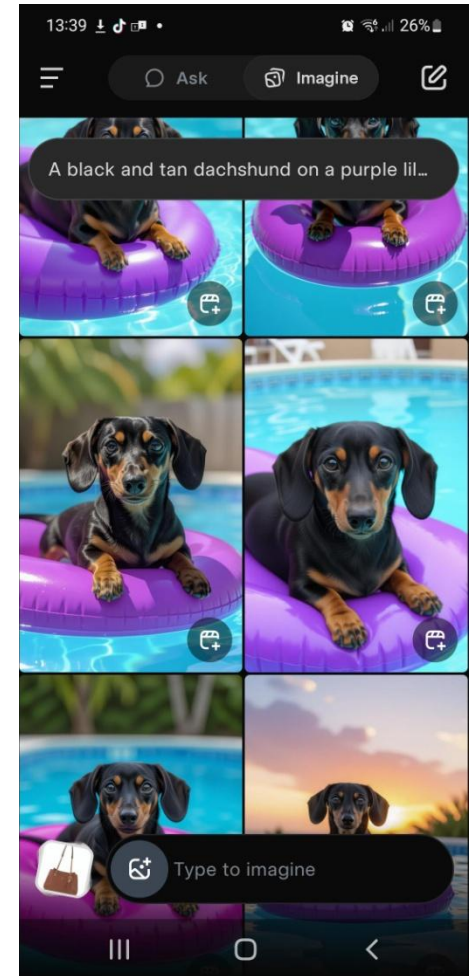
Create images for free using Grok



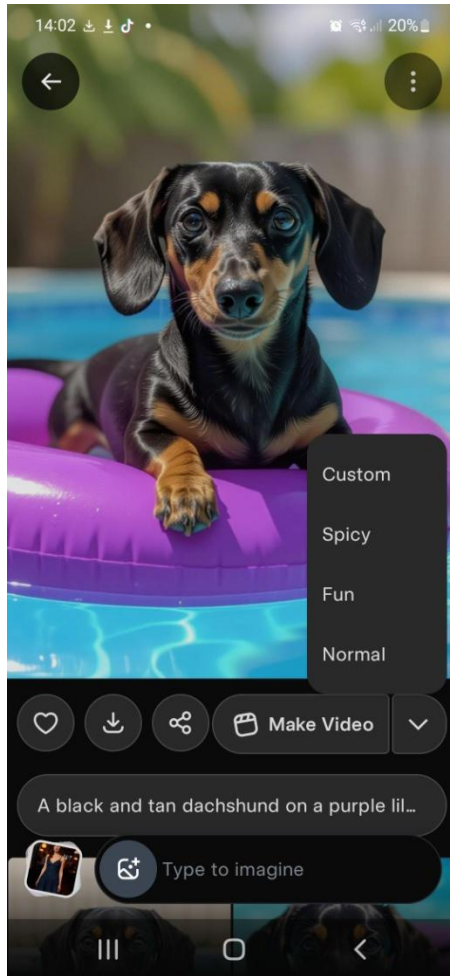
Tap on Imagine for the creative area within Grok

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



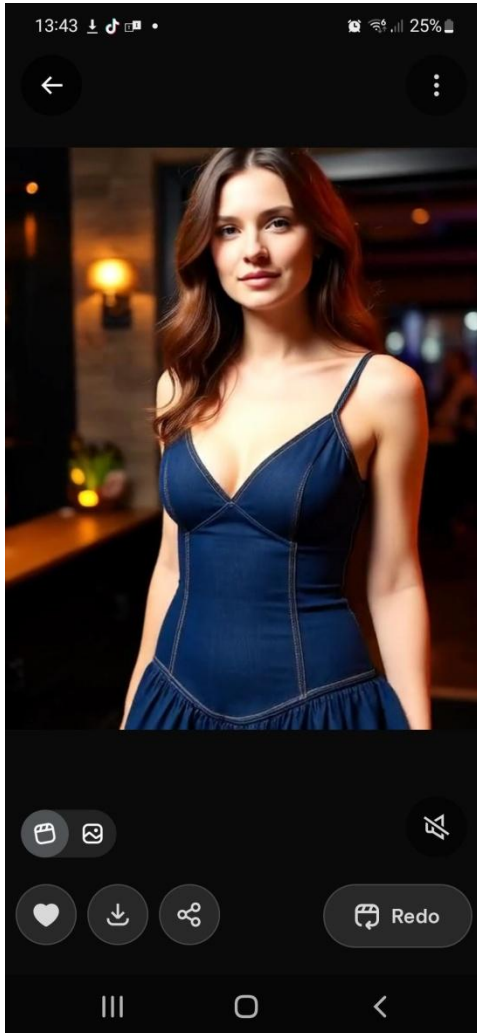
You can turn an image that you created in Grok into a short video which you could use as footage in a marketing video or use it in a Reel

- 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

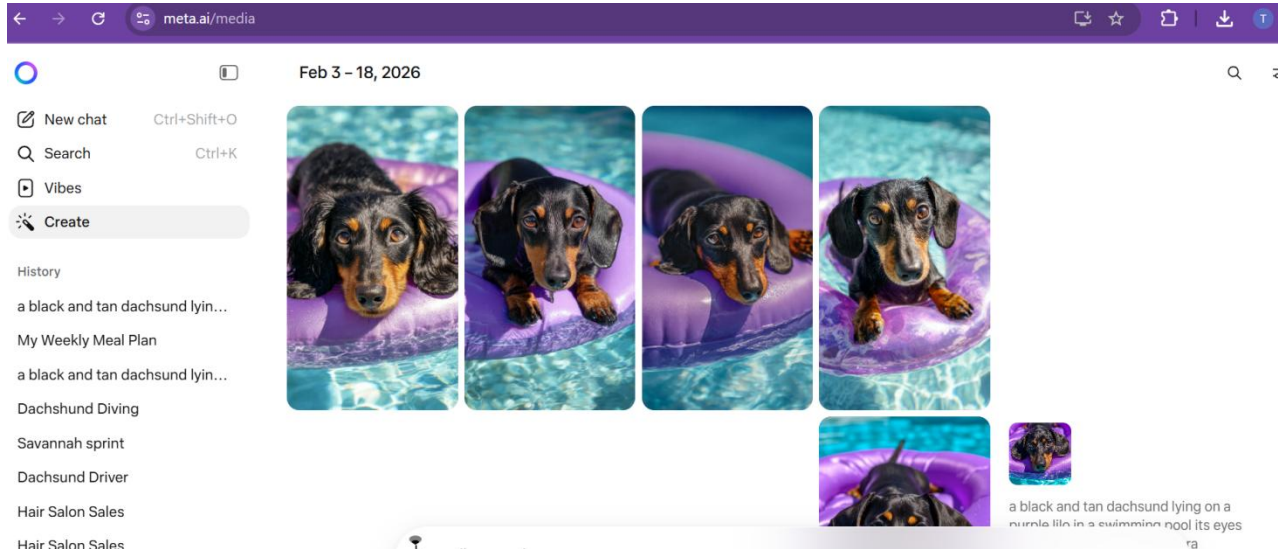
This could be very useful if you attach images of your products

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

Free: Meta.ai has Unlimited free Image creation



Meta has its own version of Chat GPT / Gemini at meta.ai

It doesn't have all the useful features of those tools but it does allow you to create free images and videos

Go to meta.ai, login with your FB or Instagram account

Click on create and write the prompt for your image

Text to image: Write a prompt to generate an image

Image to image: Attach your image and ask for changes

However Gemini Nano Banana is the best free tool for manipulating images



Nano Banana is THE main image creation and editing tool that you should learn how to use

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



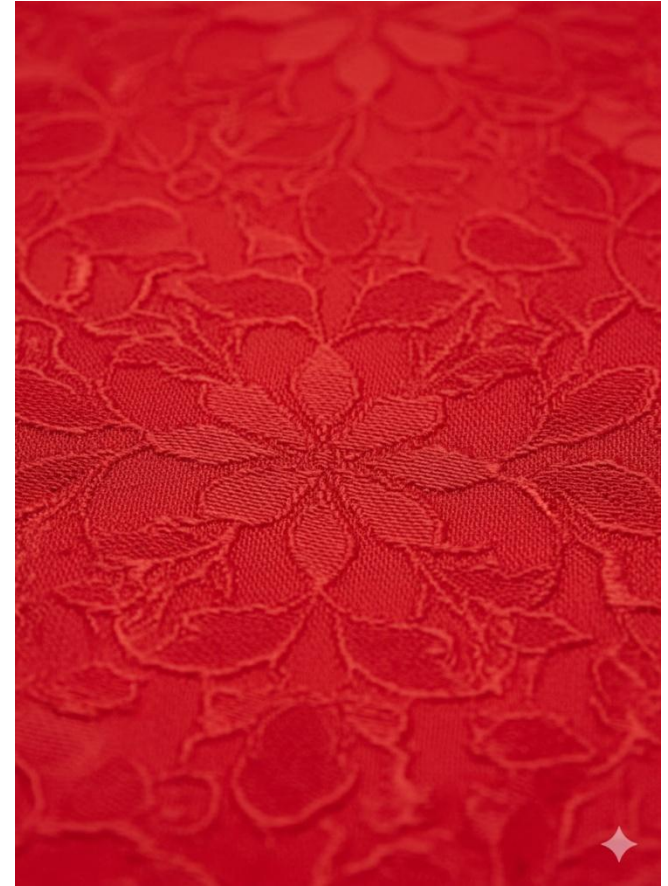
show this extracted dress
side on view



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



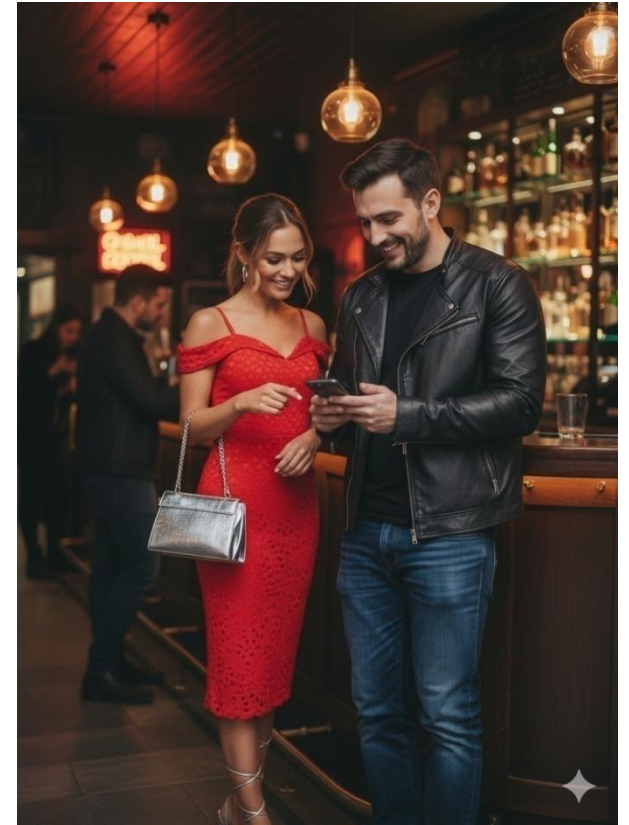
a close up view of the fabric in this dress



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



Change the text in an image



Change the word
Casino to Evan
Mangan



Change the colour of something to match another colour



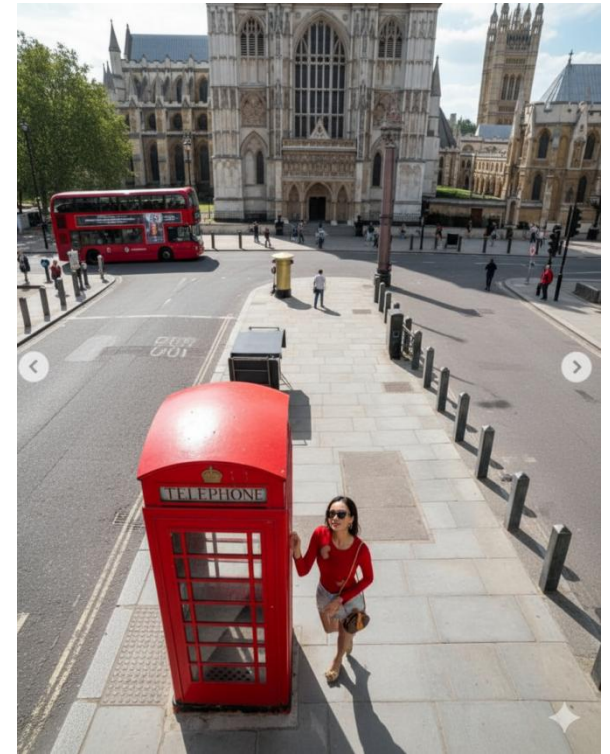
Ideal if you have an image that you want to use in your marketing but you want to change something and want to match the colour to something in the image

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



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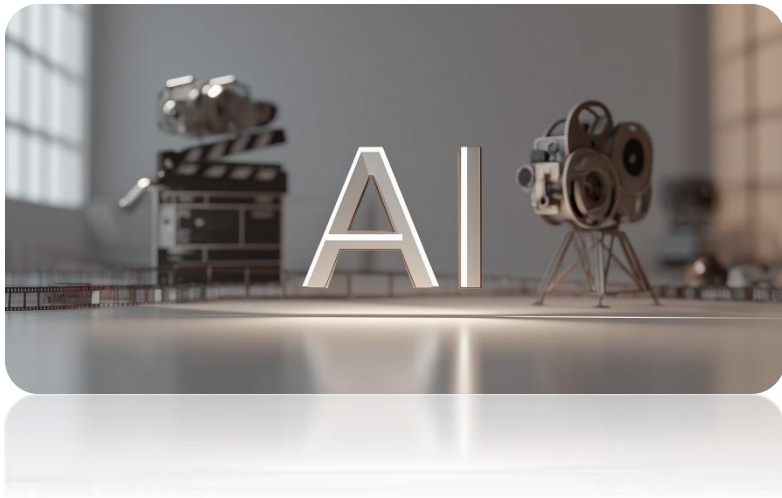
Very few of the AI companies give you free video creation. It is something you typically have to pay for and even when you do, there are restrictions in terms of length, resolution, and quantity

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

Why use AI when creating marketing videos?



My advice:

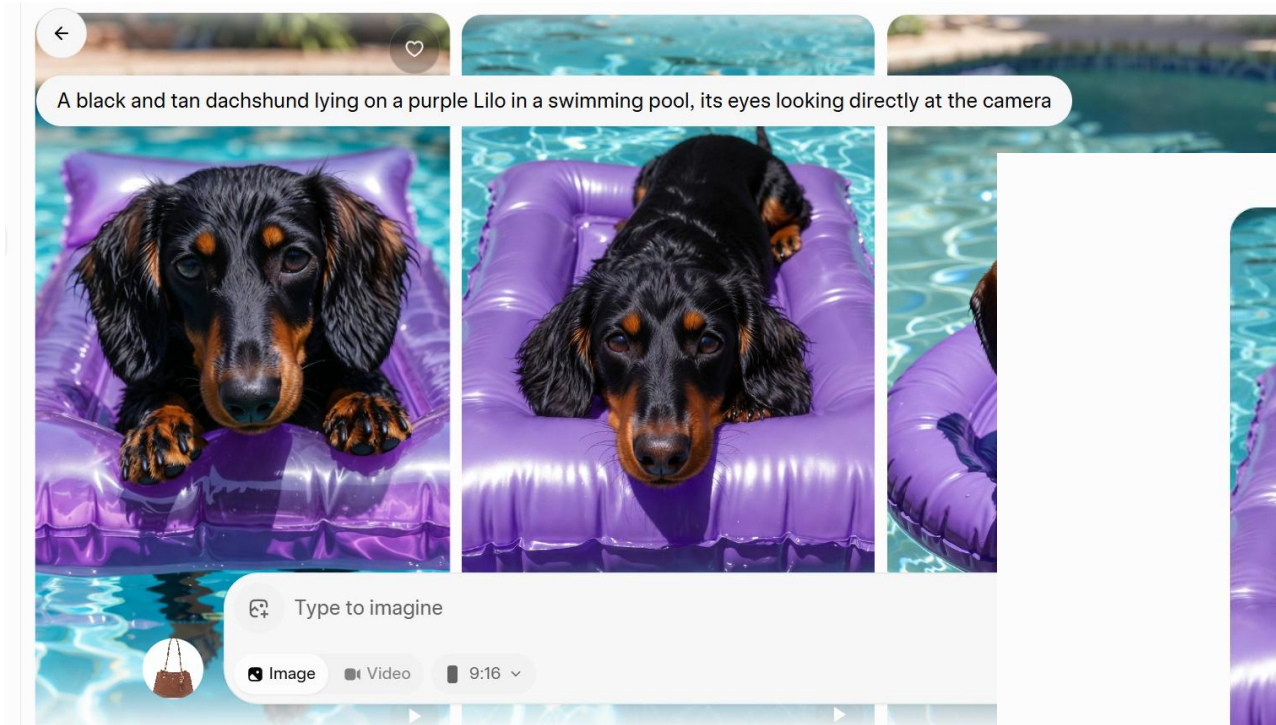
If you can shoot your own videos continue doing it. Don't use AI. AI should not replace you making videos of your products or of you speaking to camera/

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

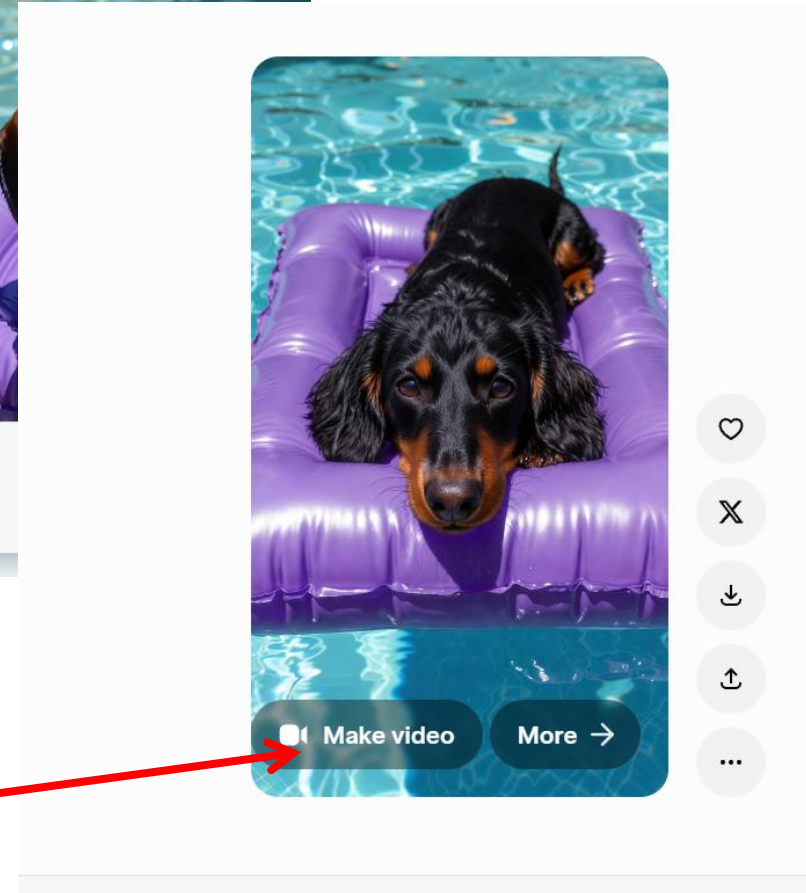
You want some B Roll footage to overlay on your marketing Video

Create the image in Grok and turn it into a video



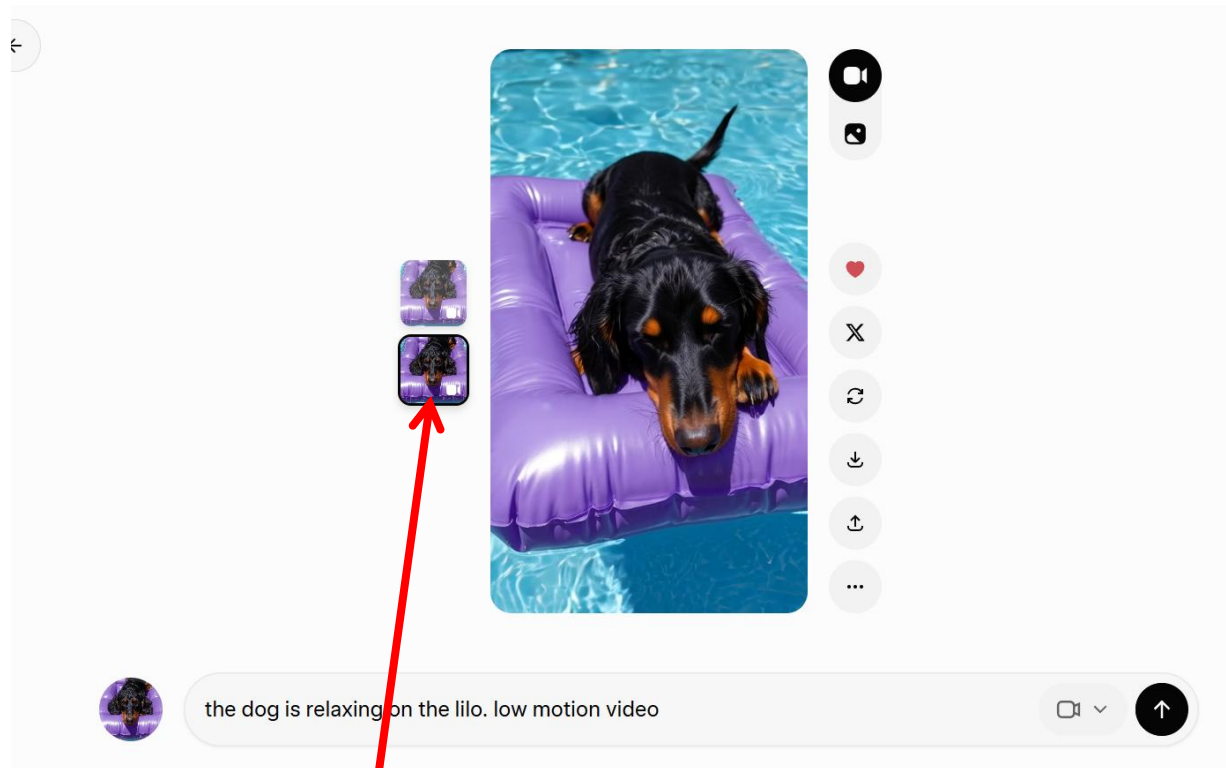
Go to Grok and create your image
Choose the one you would like to turn into a video

Click on it and then click make video



You want some B Roll footage to overlay on your marketing Video

Create the image in Grok and turn it into a video



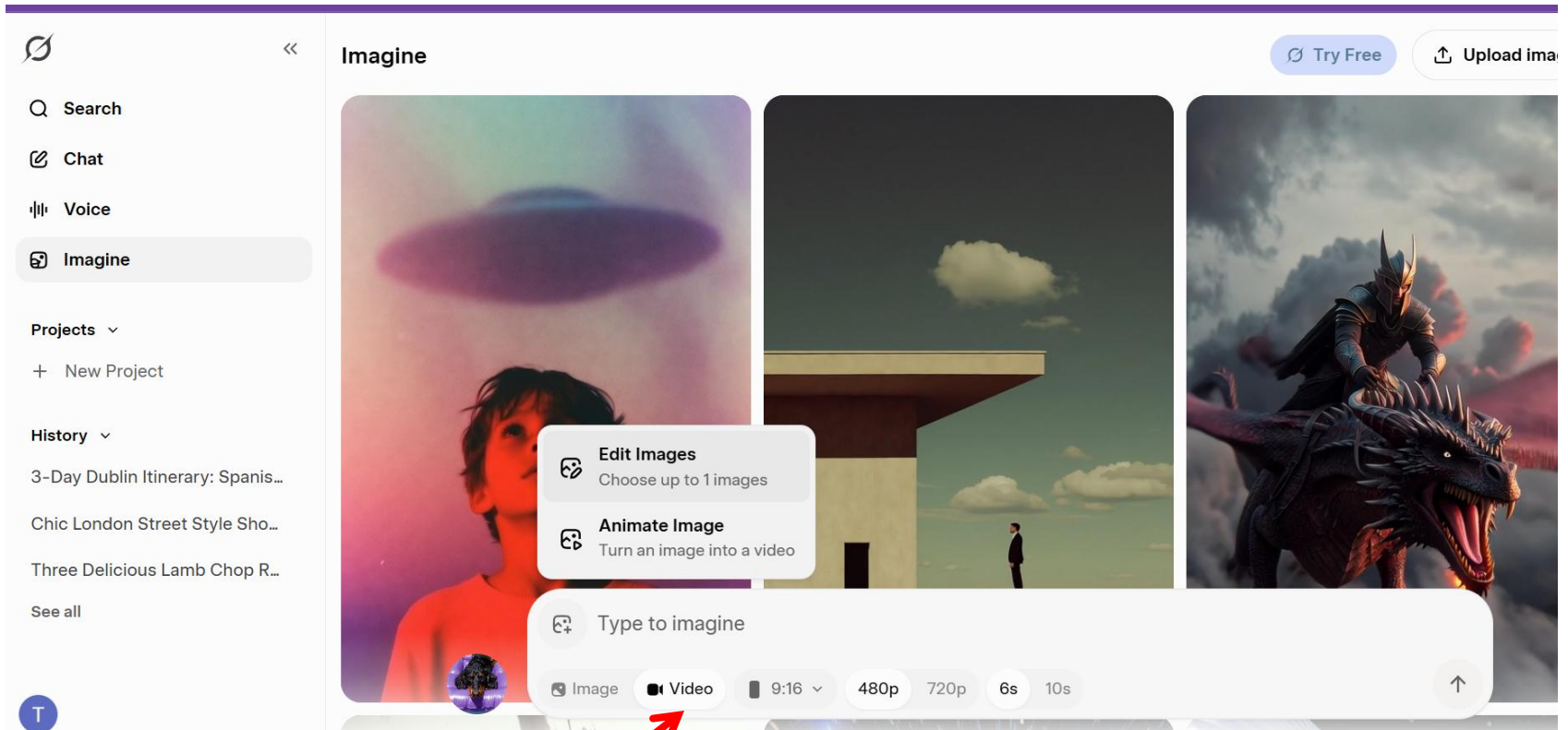
Grok will then create the video

But it might not create it the way you want so you can type in your instructions here

It will then create a second version that follows your instructions

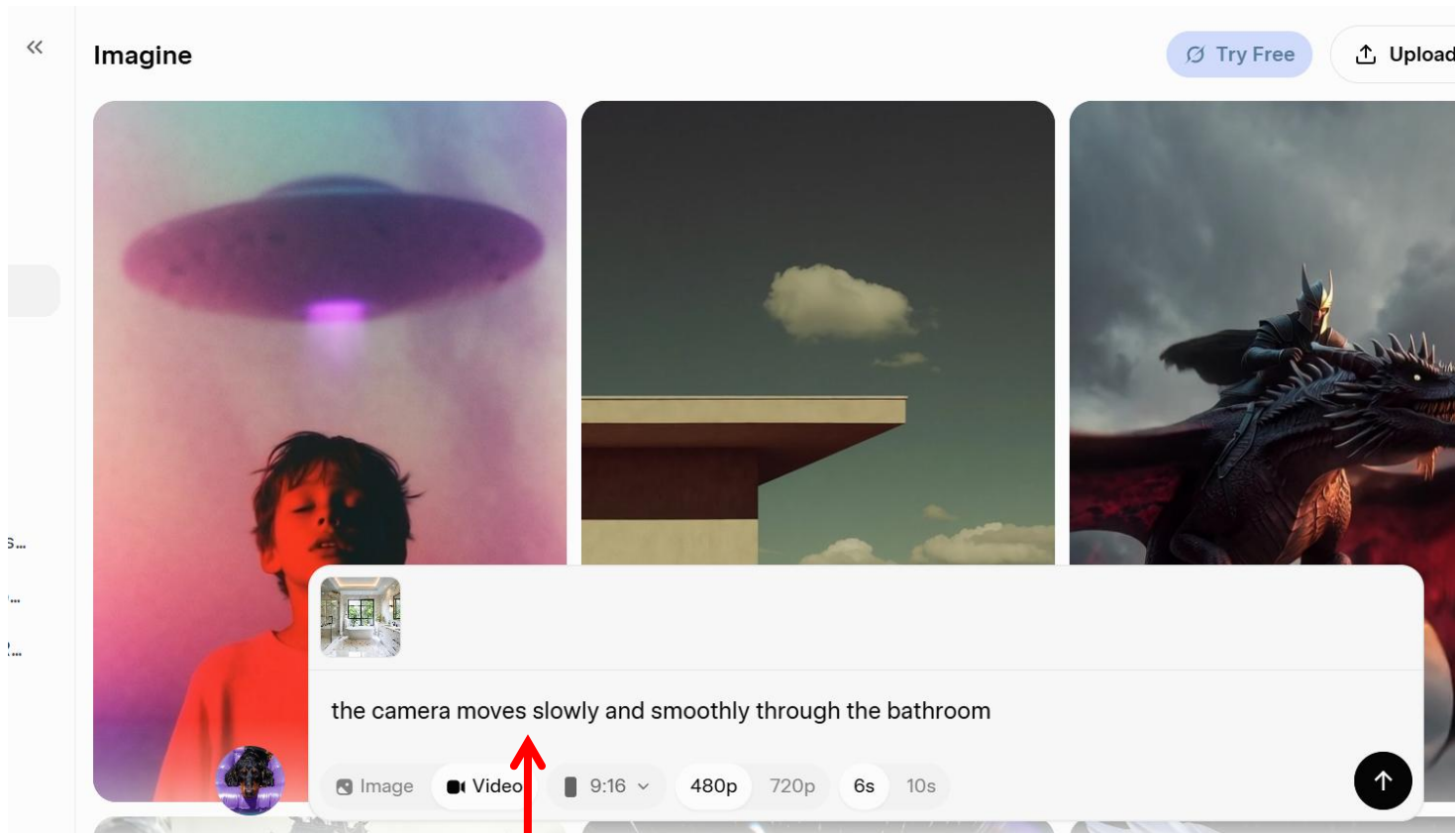
You want some B Roll footage to overlay on your marketing Video

Attach an image you shot your self or created in Gemini and turn it into a video using Grok



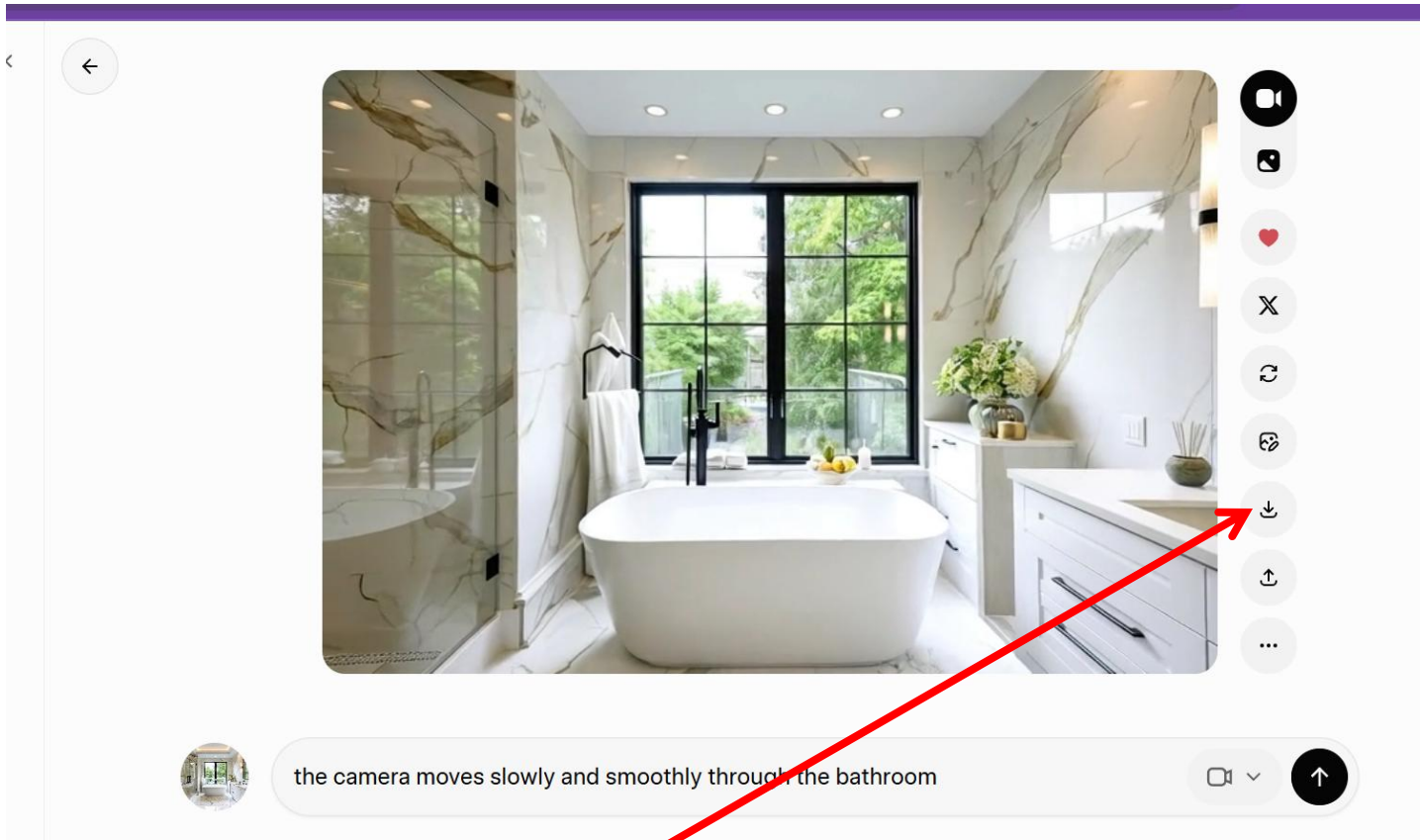
Maybe you already have an image that you shot yourself or you create in another tool
You can simply attach the image to Grok and it will create a video
Click on Video, then click on the attach image icon and then click animate image

You want some B Roll footage to overlay on your marketing Video
Attach an image you shot your self or created in Gemini and turn it into a video using Grok



When you attach your image you can also write some instructions for what you want in the video

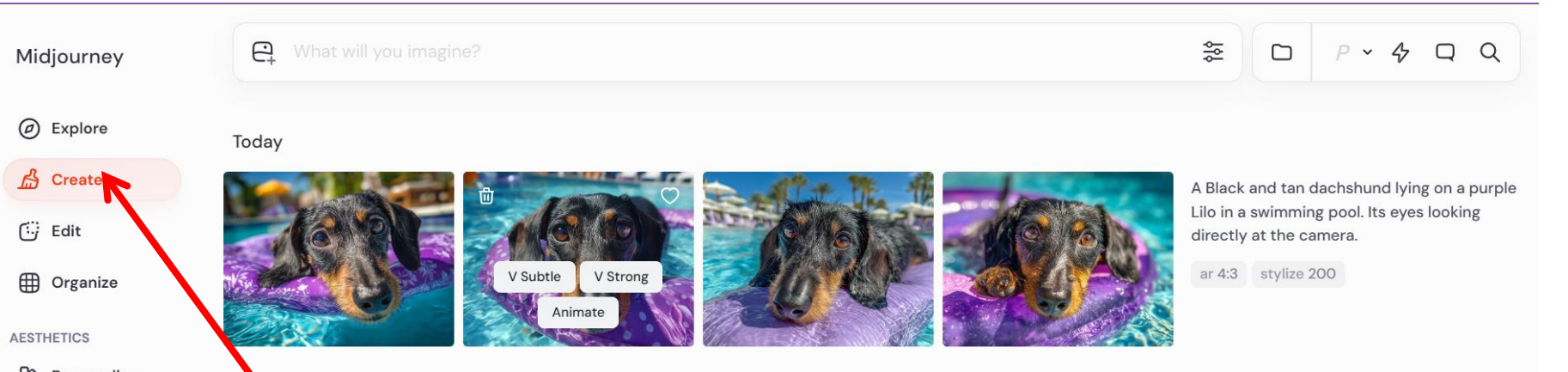
You want some B Roll footage to overlay on your marketing Video
Attach an image you shot your self or created in Gemini and turn it into a video
using Grok



You can then download the video

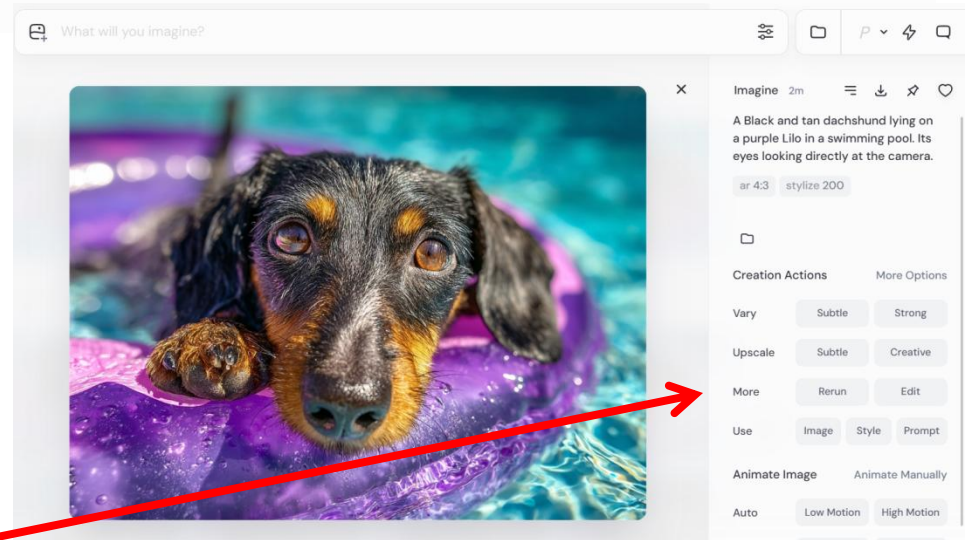
You want some B Roll footage to overlay on your marketing Video

Create the image in Midjourney and turn it into a video in Midjourney (paid tool)

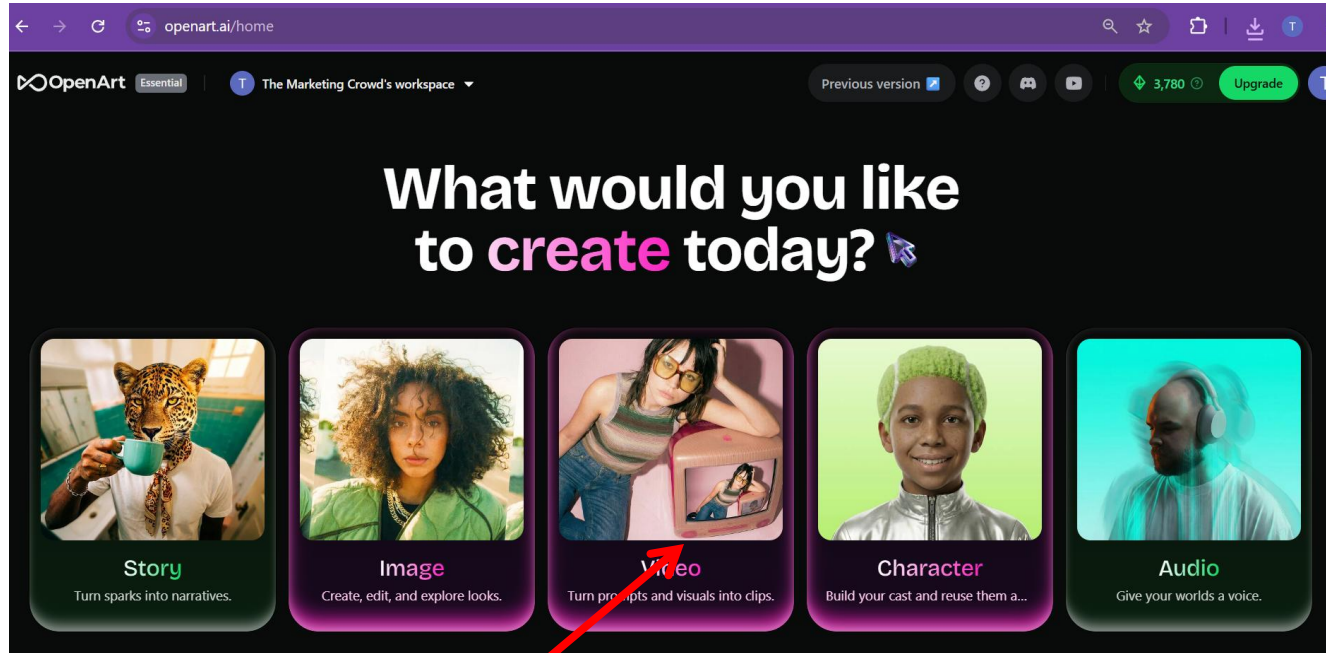


To see your images click on Create
To view an image larger click on it

To turn it into a video click animate (low motion)

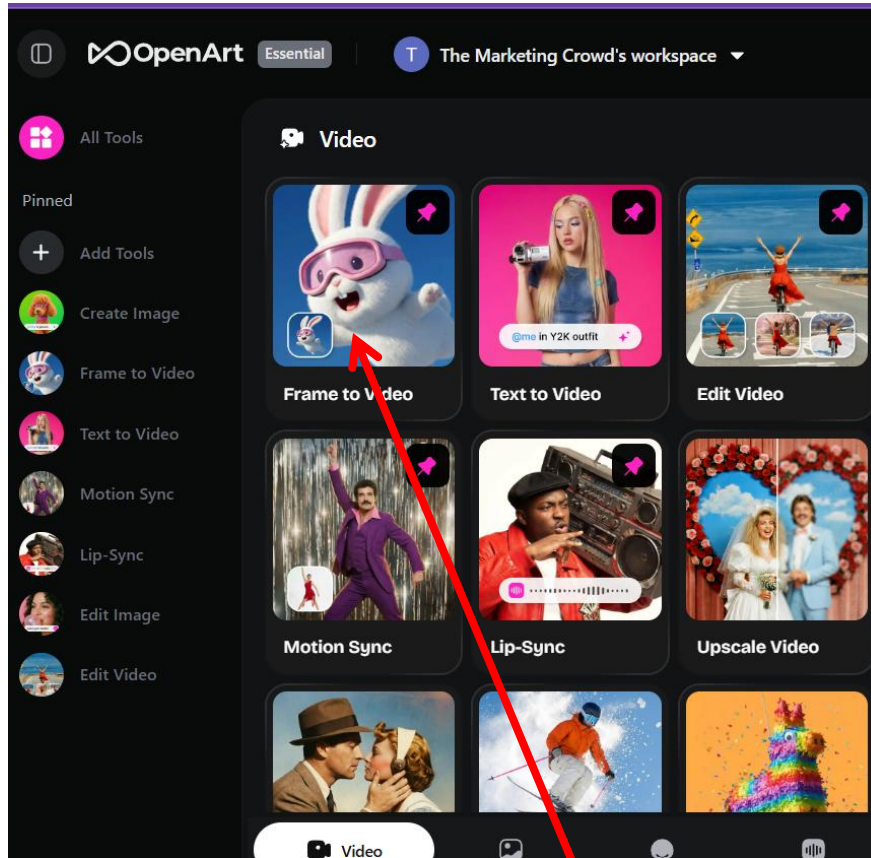


You want some B Roll footage to overlay on your marketing Video
Create the video using OpenArt.ai (paid tool)



Go to openart.ai
Click on create video and the option for select all

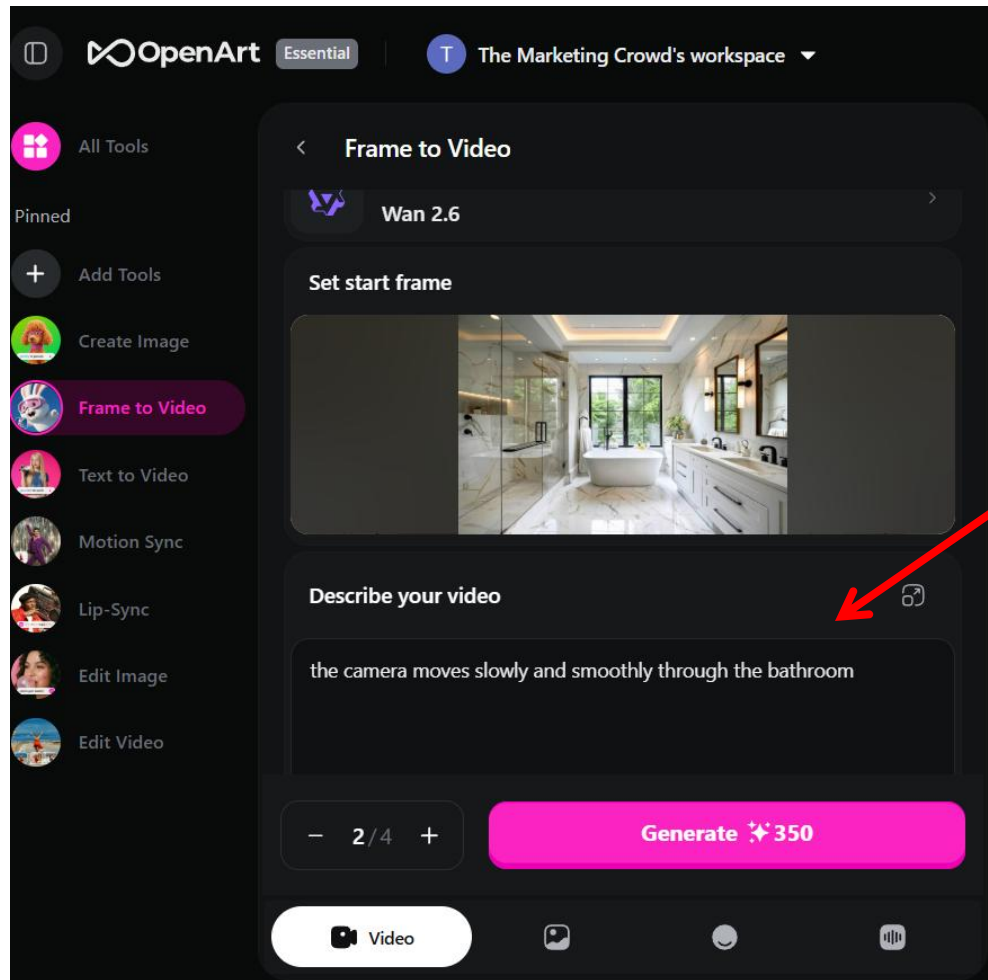
You want some B Roll footage to overlay on your marketing Video
Create the video using OpenArt.ai (paid tool)



If you want to turn an image into a video select frame to video

You want some B Roll footage to overlay on your marketing Video

Create the video using OpenArt.ai (paid tool)



You can then

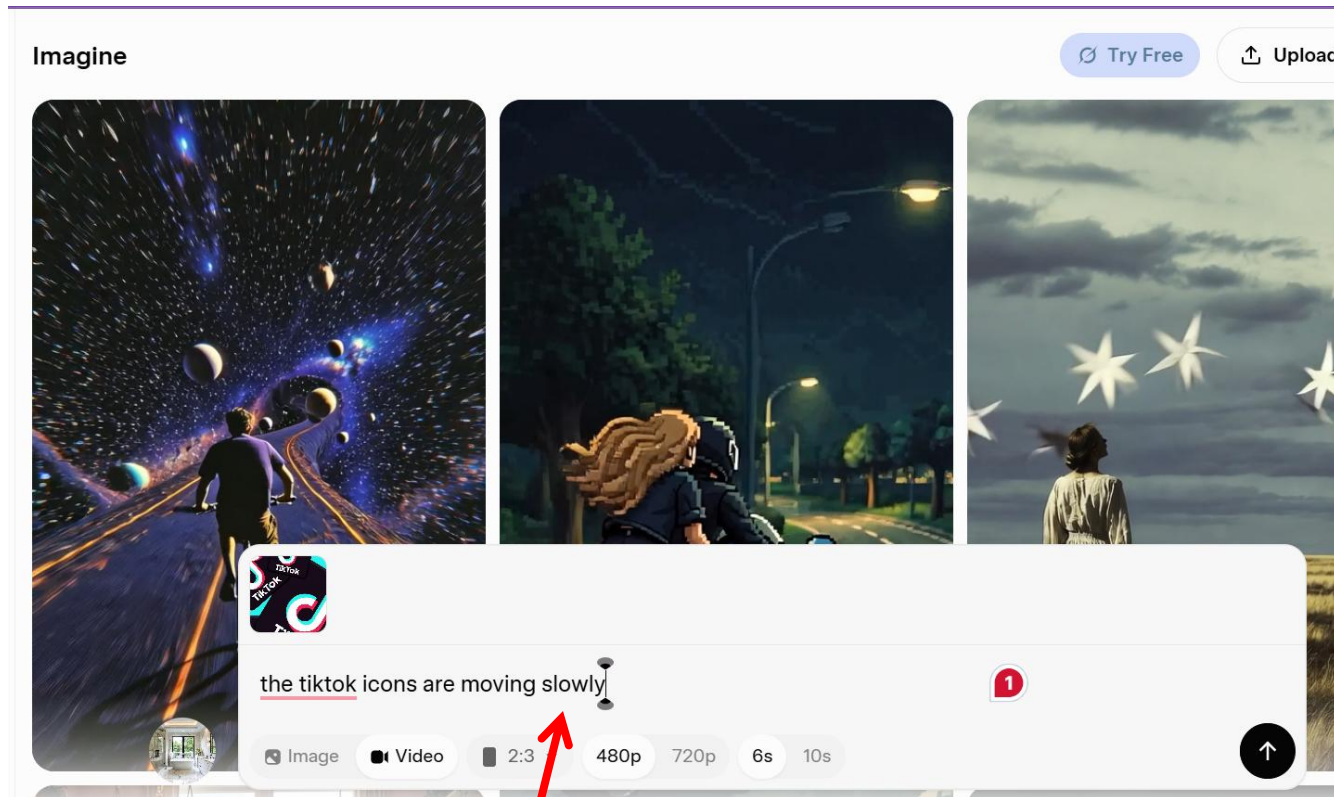
1. Select the image model you want to use
2. Attach your image
3. Describe how you want the video to look
4. Decide how many videos you want

What we will cover

1. Using AI to get advice for your marketing videos
 - Ideas on what videos to make
 - Ideas on hooks
 - Guidance on how to make them
2. Using AI to analyse and critique your previous videos
3. AI tools that can create images & videos
 - Midjourney
 - OpenArt.ai
 - Grok / Meta
 - Google Gemini (Nano Banana)
4. Examples of video creation using AI
 - Turn an image of something into a video for B Roll
 - **Turn a graphic into a video for B Roll**
 - Create a video using start and end frames e.g., timelapse or product video
 - How to create a video made up of multiple AI clips
5. How to change elements in your video using OpenArt.ai

You want to turn a graphic into a video to use in a voice over video

Attach a graphic and turn it into a video using Grok

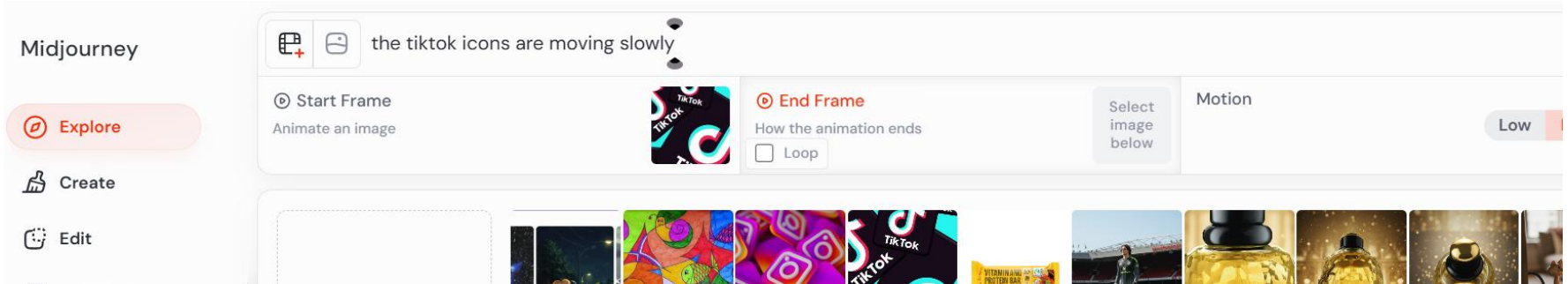


Maybe you have an eye catching graphic that you want to use as part of a voiceover video

Go to grok and attach it as an image

You want to turn a graphic into a video to use in a voice over video

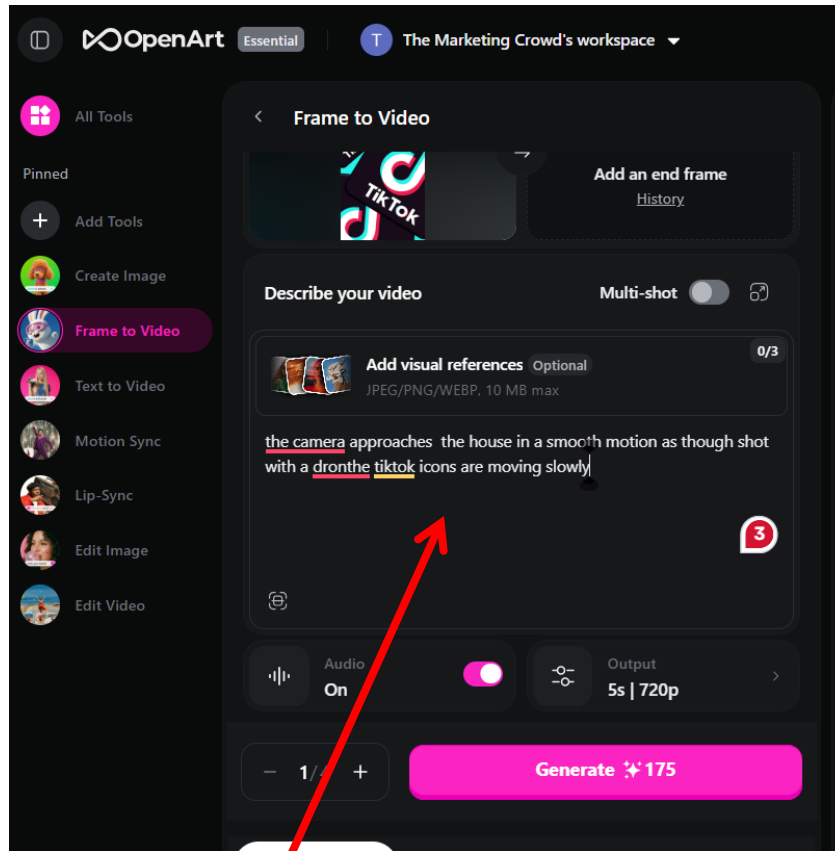
Attach a graphic and turn it into a video using Midjourney



Maybe you have an eye catching graphic that you want to use as part of a voiceover video

Go to grok and attach it as an image

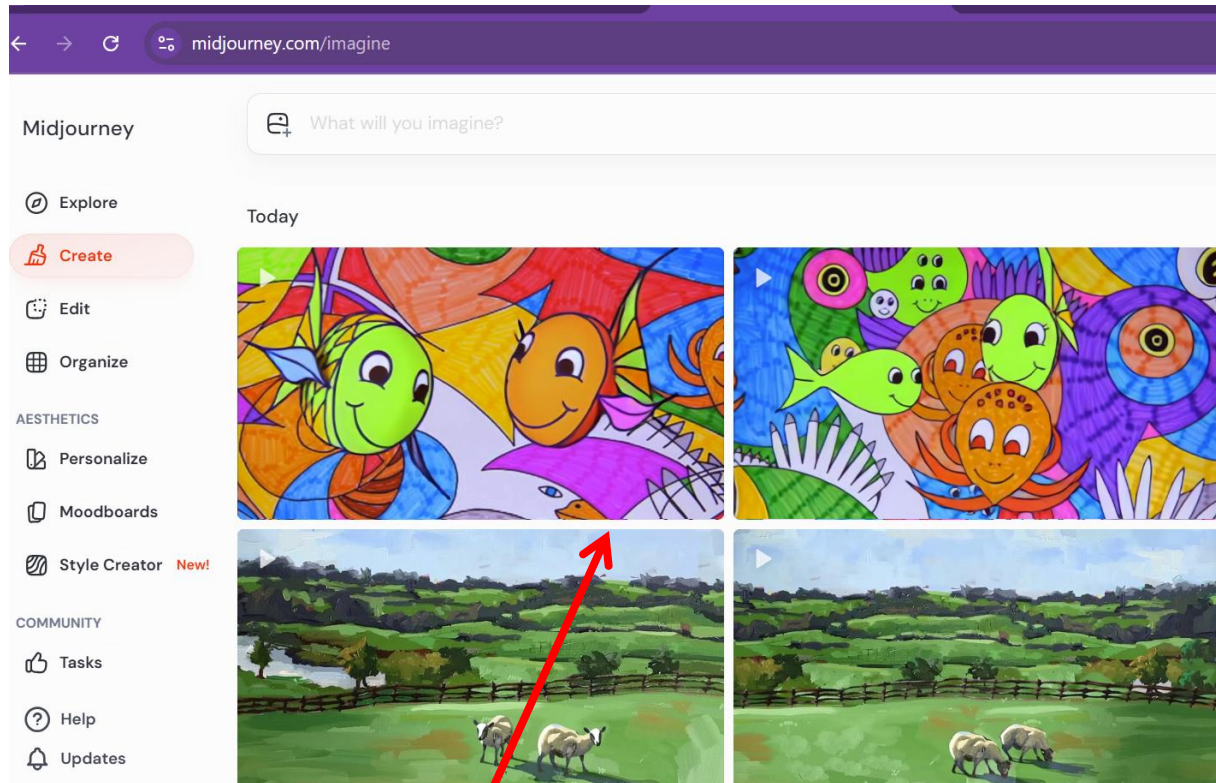
You want to turn a graphic into a video to use in a voice over video
Attach a graphic and turn it into a video using OpenArt.ai



You could do the same thing in OpenArt.ai

You want to turn a drawing or painting into a video

Attach it to Midjourney, Grok or OpenArt.ai



If you are an artist or designer you might want to turn your creation into a video

What we will cover

1. Using AI to get advice for your marketing videos
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Create a time lapse video using start and end frames

Use any Ai tool that allows you to add start and end frame e.g., OpenArt Midjourney



Note – I gave Nao banana the daytime image and asked for a night time view

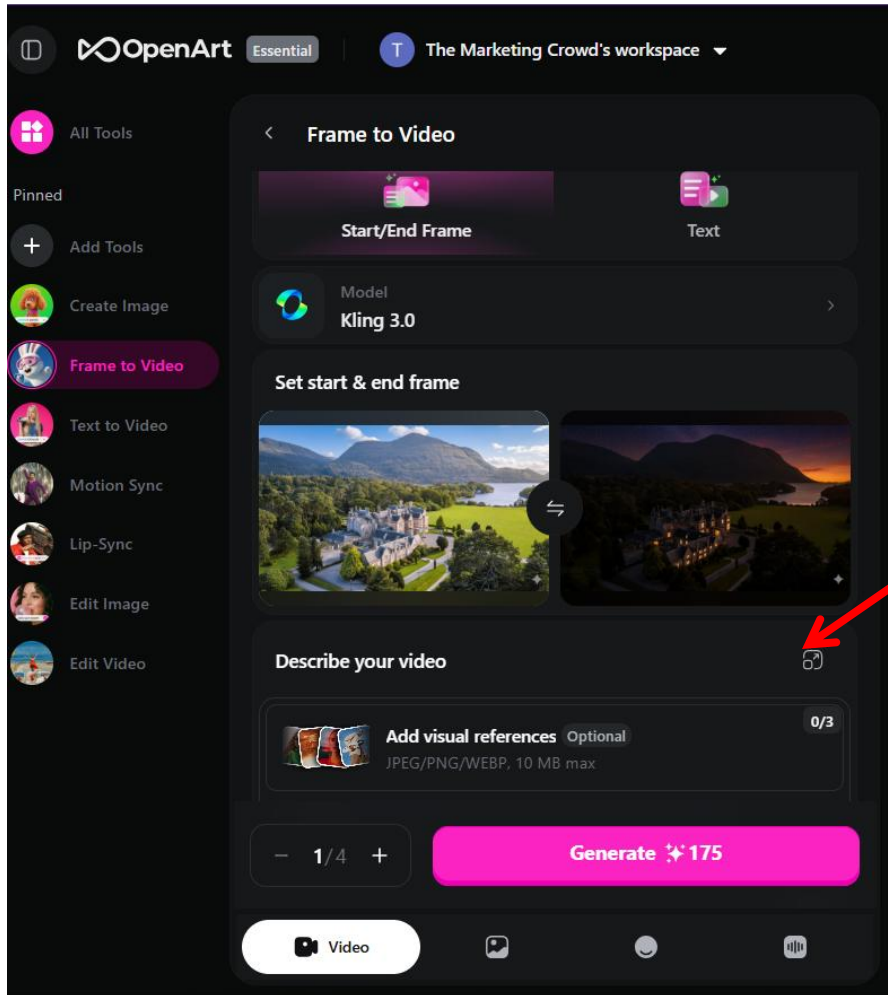
You can then

1. Select the start frame (Muckross house during daytime) and select the end frame (night time shot)
2. Describe how you want the video to appear e.g. “a timelapse video where the house is moving from day to night
3. Decide how many videos you want



Create a time lapse video

Use any Ai tool that allows you to add start and end frame e.g., OpenArt Midjourney



You can then

1. Select the start frame (Muckross house during daytime) and select the end frame (night time shot)
2. Describe how you want the video to appear e.g. "a timelapse video where the house is moving from day to night"
3. Decide how many videos you want

Create a product video using start and end frames

Use any Ai tool that allows you to add start and end frame e.g., OpenArt Midjourney



Note – I gave Nano Banana the front view image and asked for a side view

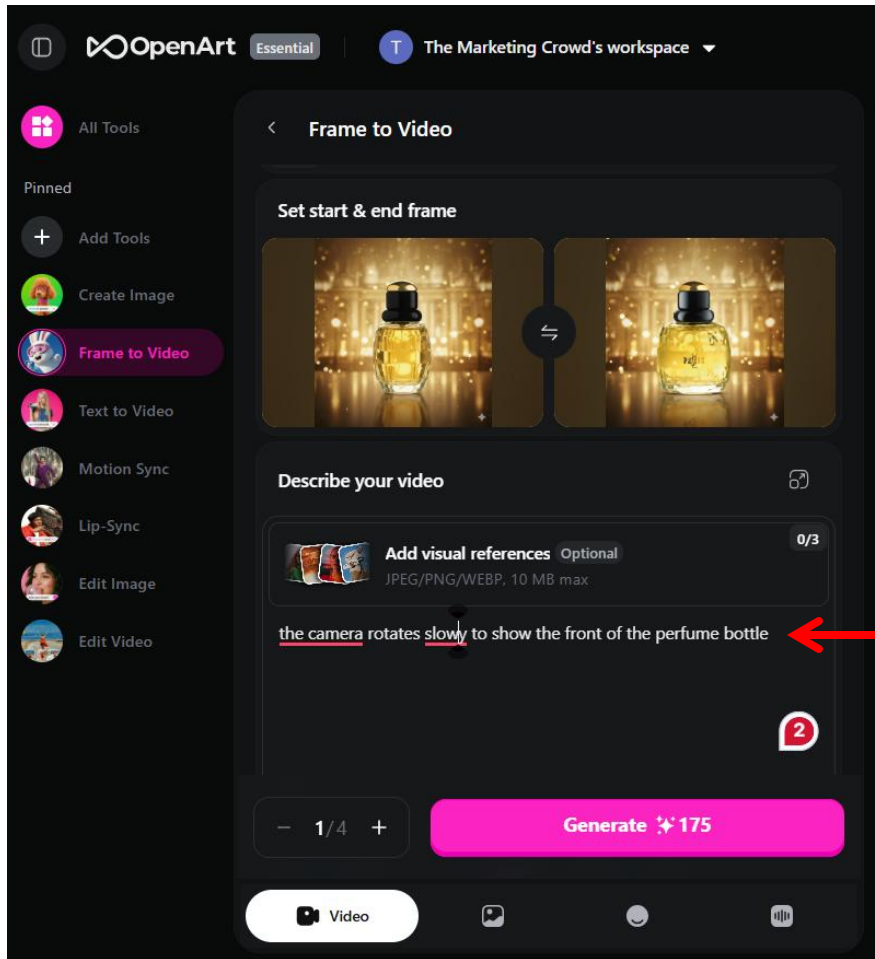


You can then

1. Select the start frame (side angle of perfume bottle) and select the end frame (front shot of perfume bottle)
2. Describe how you want the video to appear e.g. “the camera rotates slowly around the bottle of perfume to show the front view
3. Decide how many videos you want

Create a product video using start and end frames

Use any Ai tool that allows you to add start and end frame e.g., OpenArt Midjourney



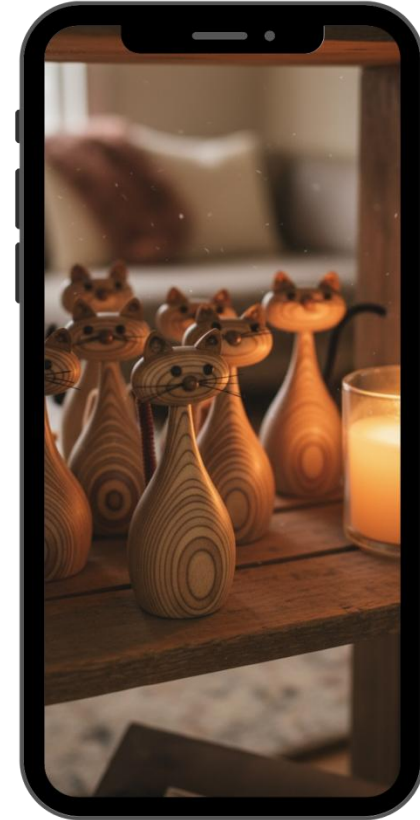
You can then

1. Select the start frame (side angle of perfume bottle) and select the end frame (front shot of perfume bottle)
2. Describe how you want the video to appear e.g. “the camera rotates slowly around the bottle of perfume to show the font view
3. Decide how many videos you want

What we will cover

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Types of AI videos: Videos of your products



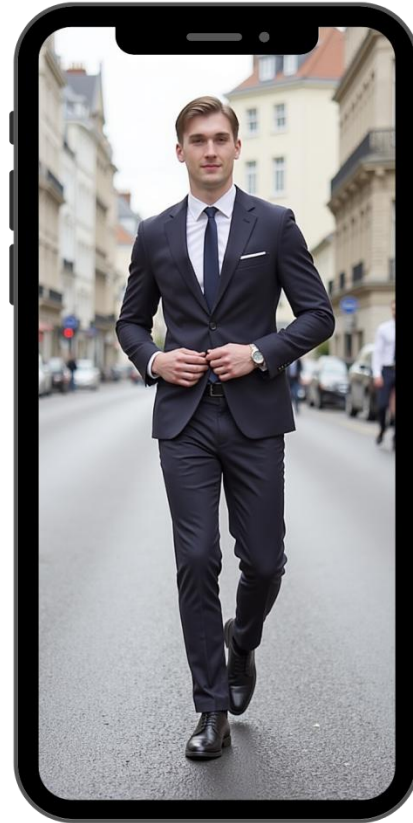
If you have a craft business you can turn an image of your craft product into a video

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 No 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



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

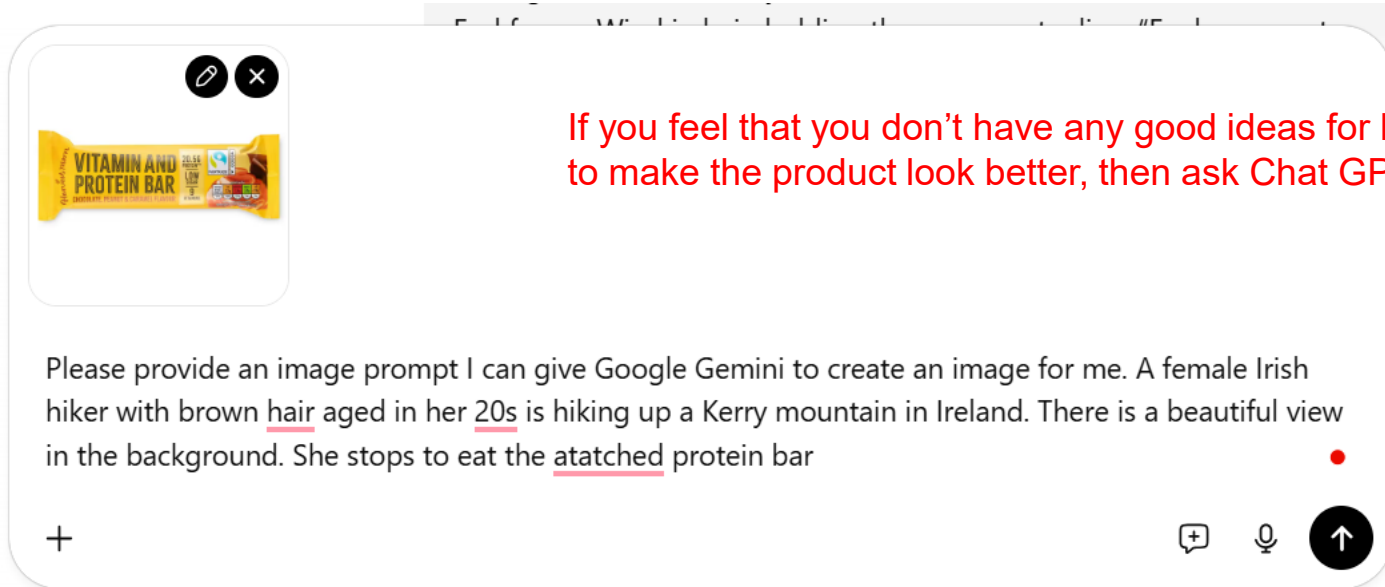
From video editing

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
-
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



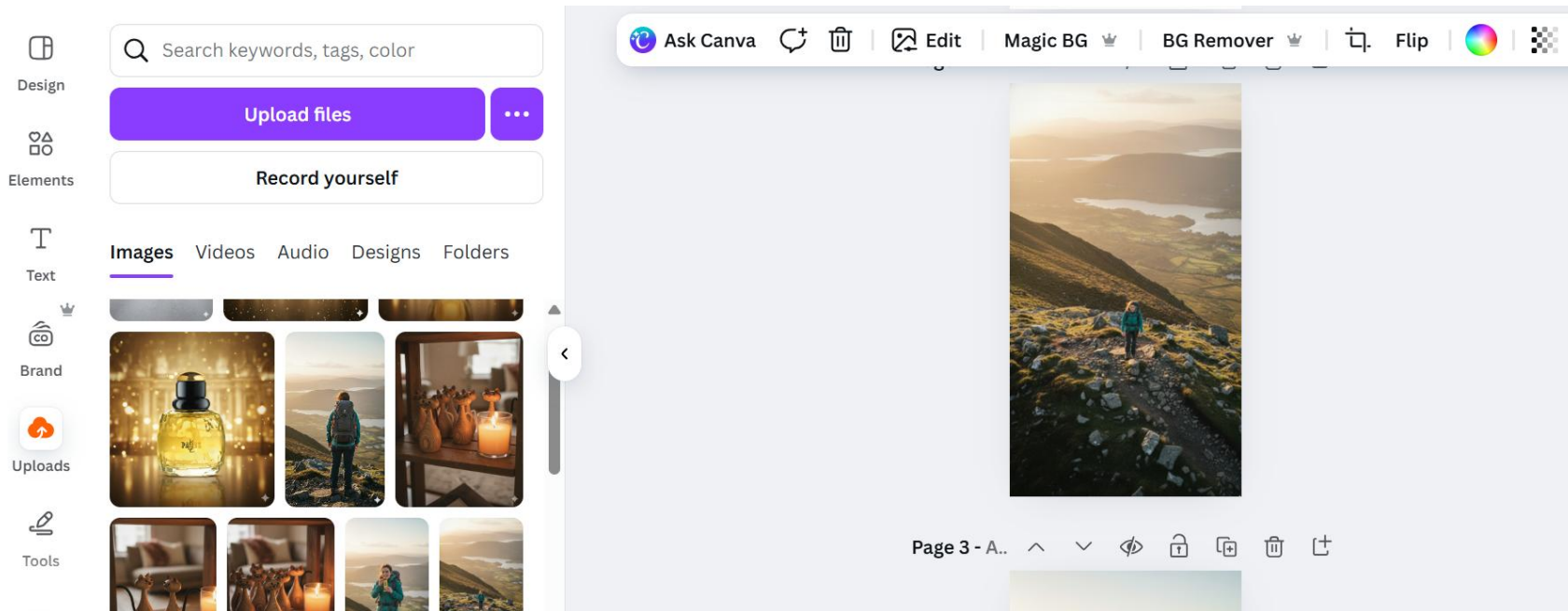
I then asked it "Create an image of the hiker walking up the mountain shot from above with a drone"



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

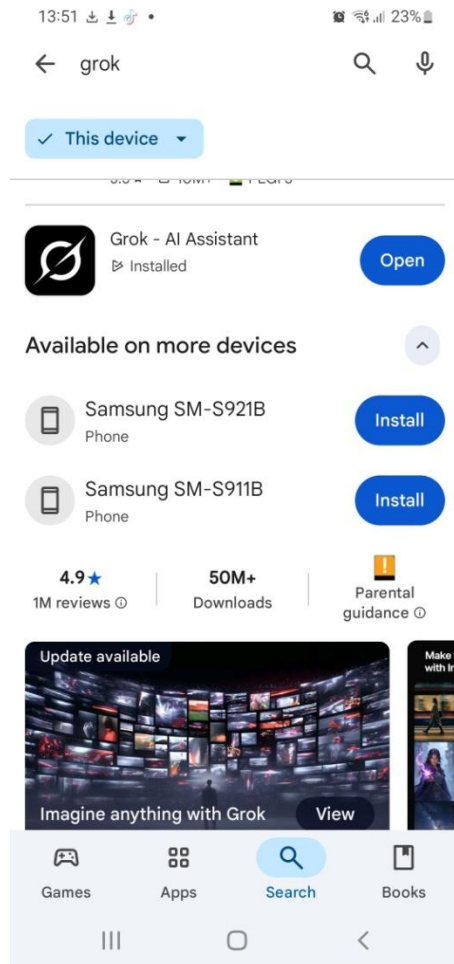
Note: You cannot choose 9:16 or 16:9 in Gemini. It matches the shape to the image you attach. Therefore, the 1st image I attached of the bar was 9:16 so the others became 9:16, I want to remove the watermark, I will this in Canva

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



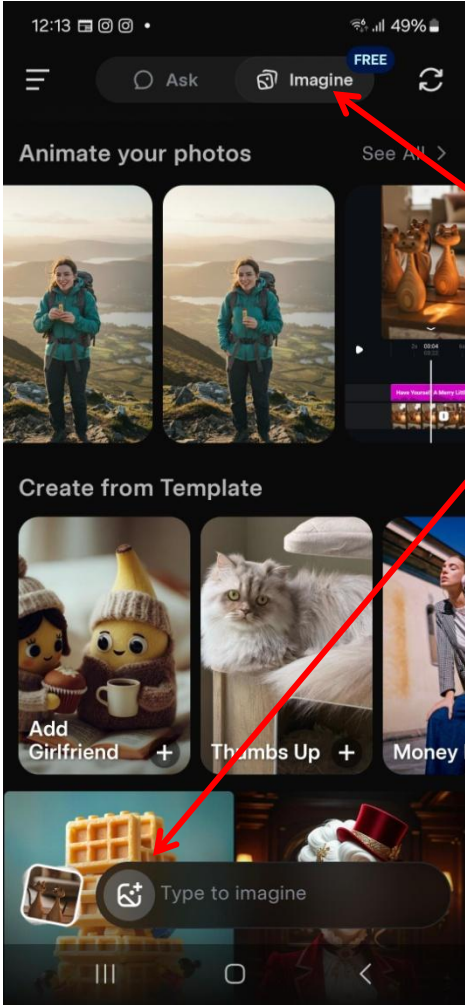
In this video we will not use start and end frame images. We will ask the AI to turn an image into a video

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

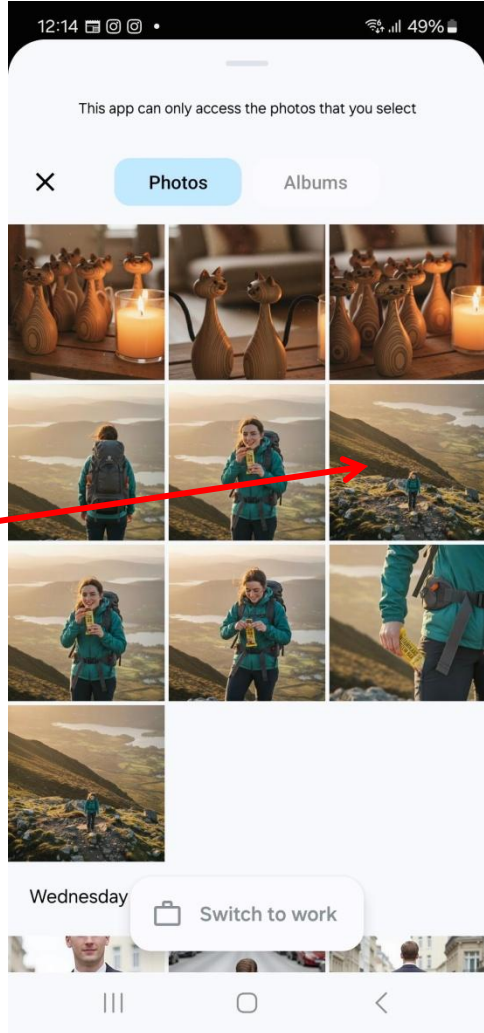
Create videos for free using Grok



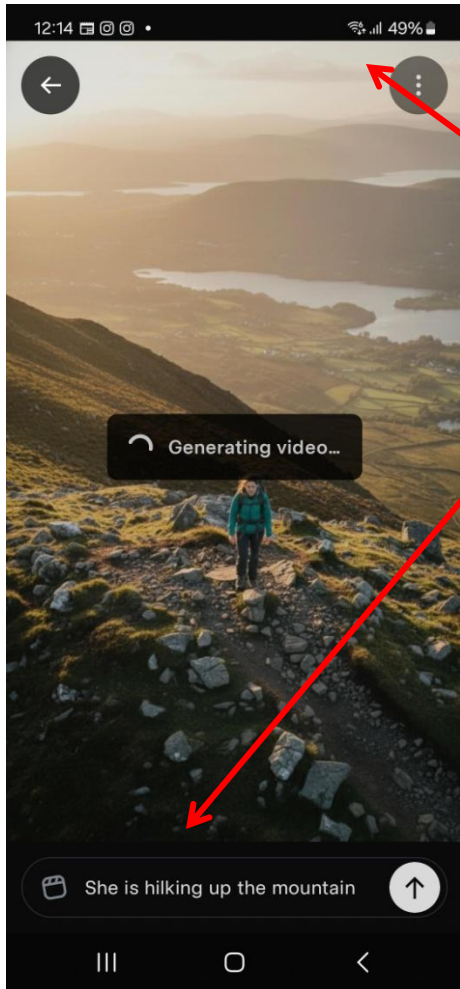
Tap on Imagine for the creative area within Grok

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

Select the image



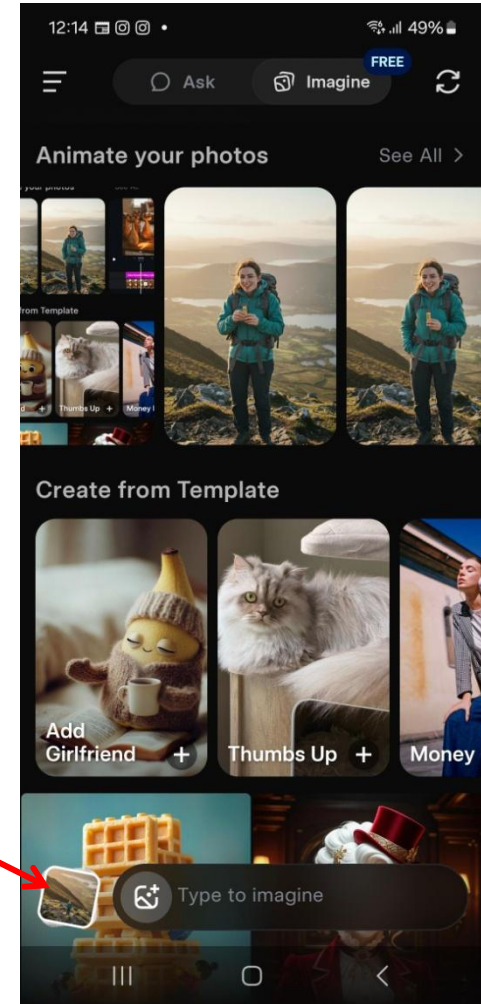
Create videos for free using Grok



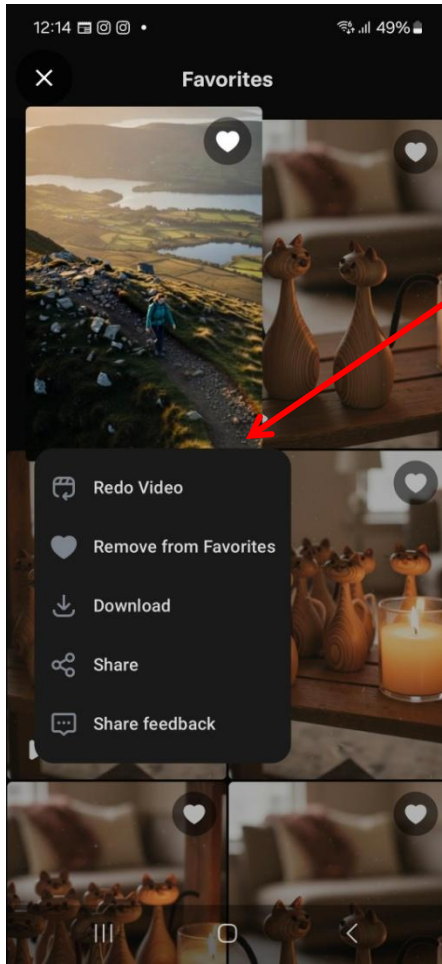
You can then type in a description for what you want in the video. I said "She is hiking up the mountain"

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

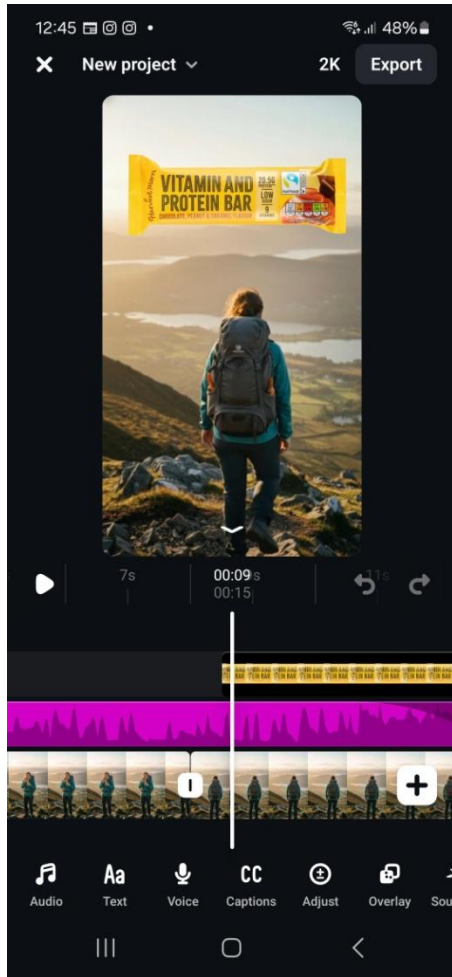


Then press your finger down on the video and option will appear

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

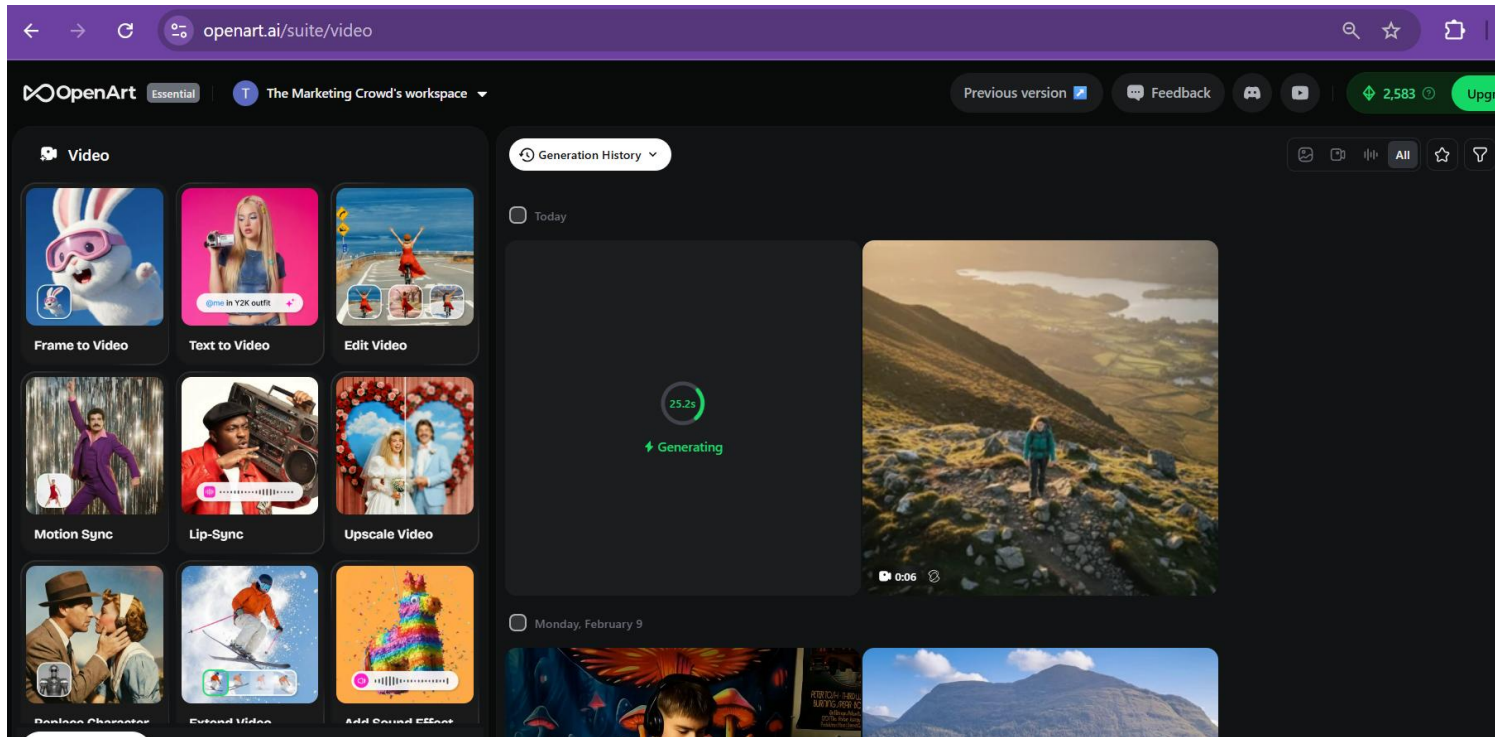
1. The clips of the hiker going up the mountain
2. The hiker biting the bar
3. The hiker looking at the view plus overlaid the protein bar on the last 5 seconds
4. Also add music from the Edits music library

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

What we will cover

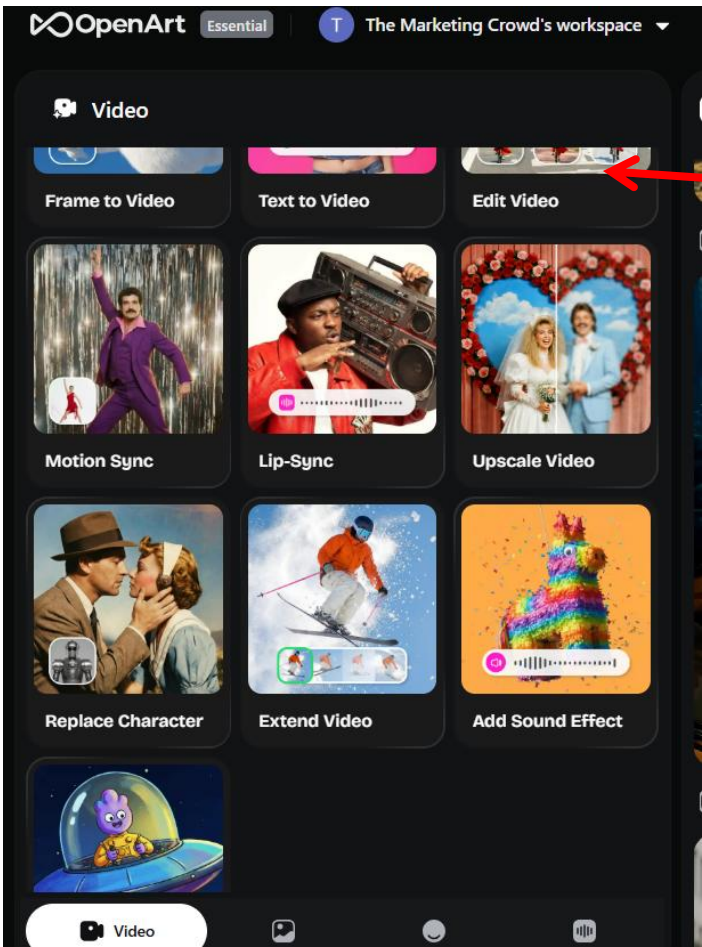
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OpenArt.ai allows you to make “Nano Banana” changes for video



A site like OpenArt allows you to do lots of things with your videos
You would need to subscribe to OpenArt, Subscriptions start at \$8 a month
You can then use most of the main video models

Paid Video tool: OpenArt.ai



In the video section you can then use

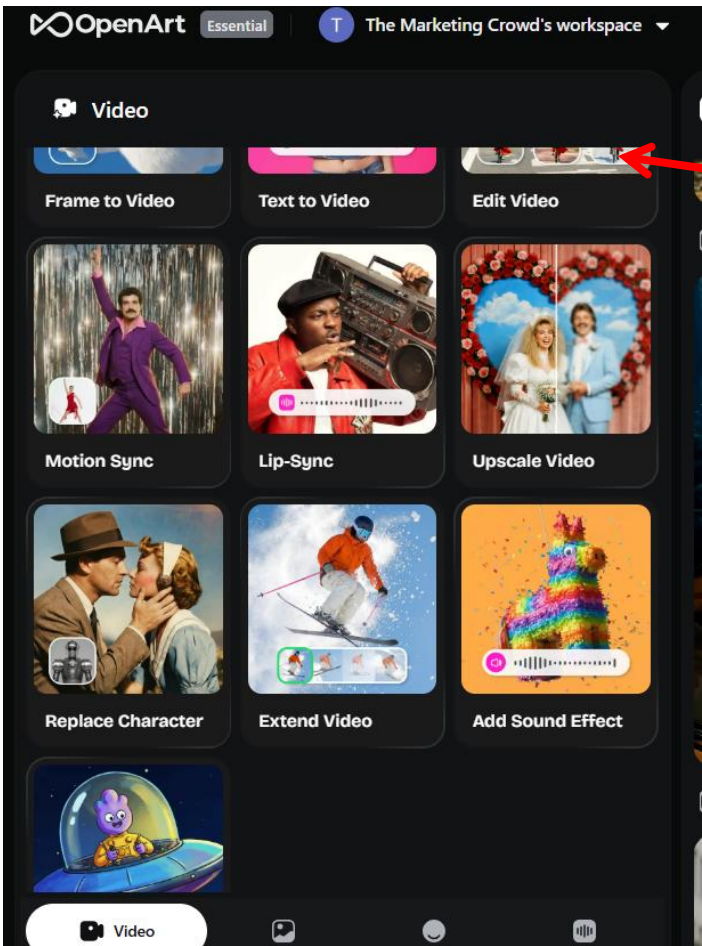
Edit Video

What it does:

Modify an existing video (style, elements, enhancements).

- Change backgrounds
- Replace objects or people
- Adjust style (luxury, cinematic, bright, etc.)
- Modify camera movement
- Reframe scenes

Paid Video tool: OpenArt.ai



In the video section you can then use

2. Edit Video

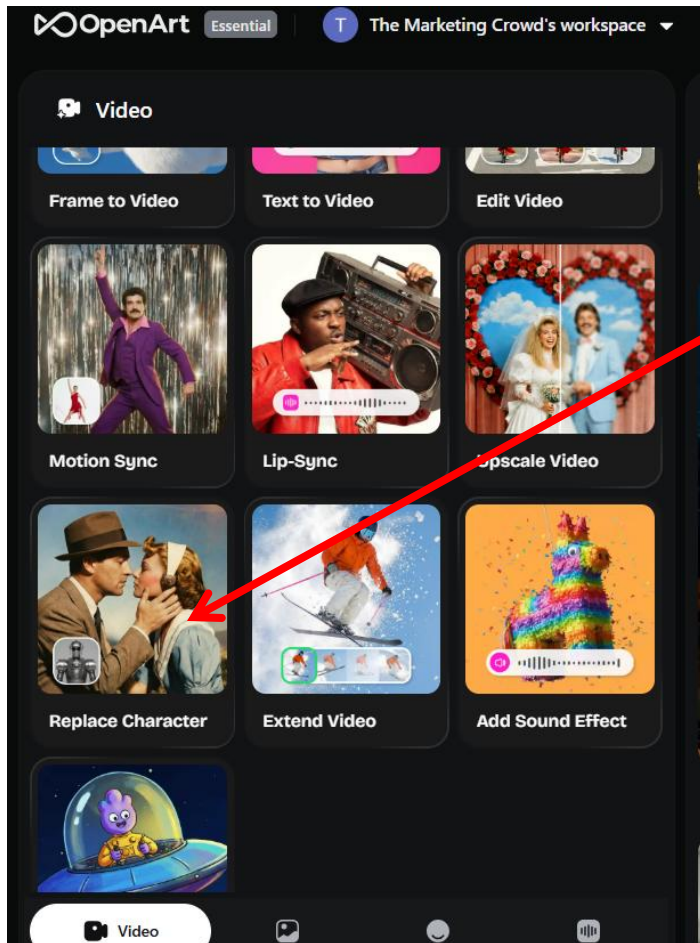
Use raw phone footage (hotel lobby, food, rooms, shop floor)

**Describe how you want to edit the video”
This is the most important part.**

You’re prompting the AI.

- What you can tell it to do:**
- “Make this look like a luxury hotel advert”
 - “Change lighting to warm sunset tones”
 - “Make colours more vibrant and cinematic”
 - “Turn this into a Christmas-themed scene”

Paid Video tool: OpenArt.ai



In the video section you can then use

3. Replace character

You can replace a person in a video with someone else

Attach a video

Attach an image of a person and ask for the person in the image to be in the video