

AI & DIGITAL MARKETING THE BIG PICTURE

Big Picture: Not all AI is equally important when growing your sales.

Essential – you have to learn and keep on top of these

Priority 1: Learn the AI tools that will provide marketing strategies, ideas and written content

Core Tools – Chat GPT, Gemini, Claude and Grok

- What to use them for? Which should you use and when?
- How they are used at beginner, intermediate and advanced level

Optional Specialist Tool: For analysing and interrogating private / internal files (Notebook LM)

Priority 2: Understand AI search engines that will generate traffic and sales for your business

Very useful – knowing these will be helpful for your marketing

Priority 3: AI tools for creating and editing your marketing images

What are the main things an AI can do for you regarding images?

Free tools: Which ones should you use

Paid Tools: Which ones should you consider

Will become very useful in next 3- 12 months – try to learn more about these

Priority 4: AI tools that will perform marketing tasks for you (Agentic AI)

Core Tools –Claude, Manus, Chat GPT,

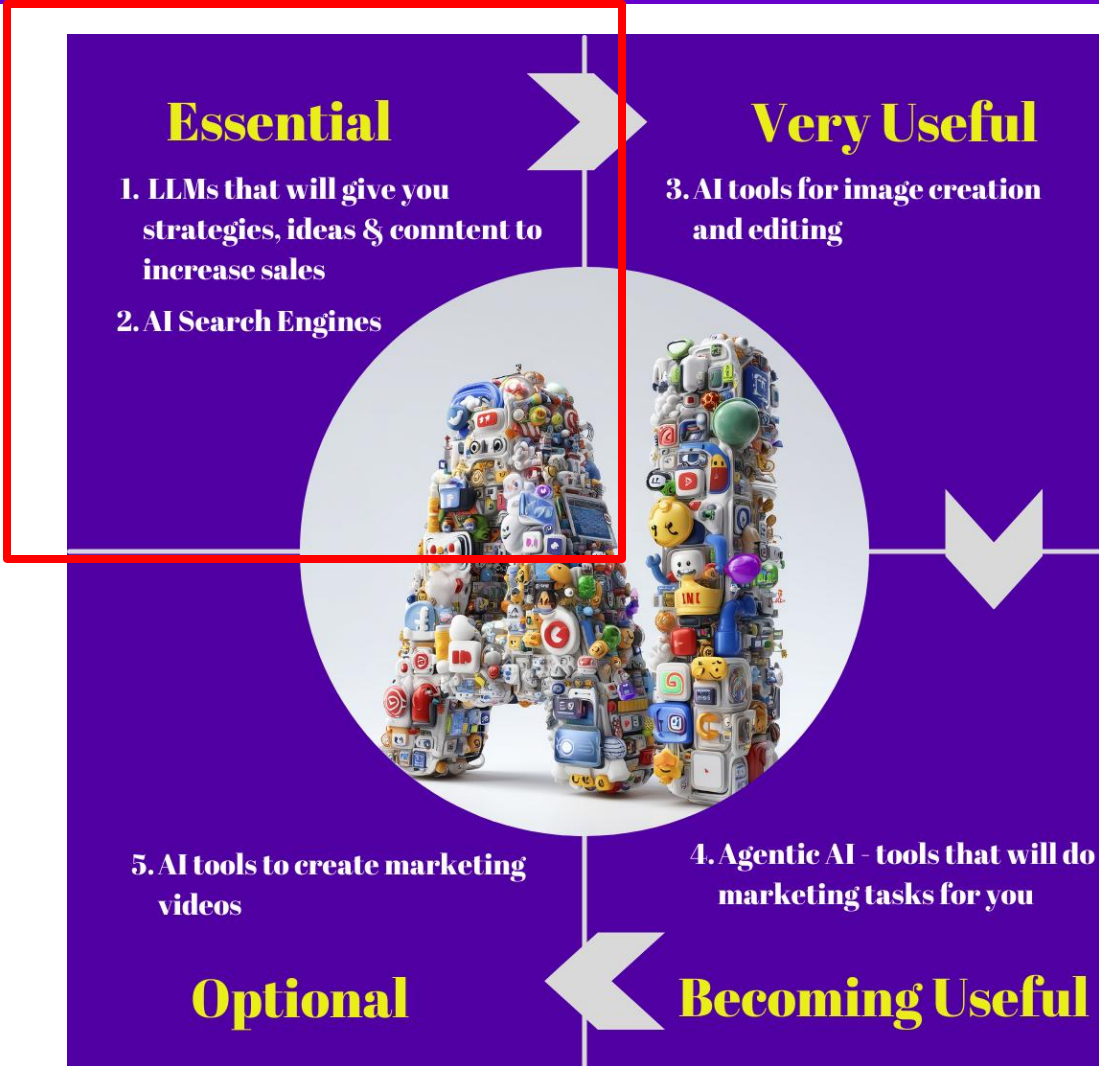
Might be useful for your business. Not the main priority

AI tools for creating your marketing videos

Free tools: Which ones should you use

Paid Tools. Sites like OpenArt and Higgsfield are becoming the new “Canva” for AI video and image

Focus on the essentials. Stay up to speed on these



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How can AI help you with Marketing strategies, plans, advice and ideas?



Chat GPT

Gemini



 Claude

The LLMs can help you with written and thinking related content,

1. Strategies

- How do I grow my sales in the next 12 months?
- How should I launch this product or service?

2. Plans

- How should I use Instagram to increase my sales?
- Provide a step by step plan for getting my Google profile appearing top in search results

3. Advice

- I'm not sure how to price my product or service
- How can I differentiate my product from competitors

4. Ideas

- Brainstorm 20 ideas for Reels on Instagram tailored to my product and business
- Brainstorm 10 ideas for a special offer to promote my product on our website

Which of these 4 should you focus on?



Chat GPT

Gemini

Grok

Claude

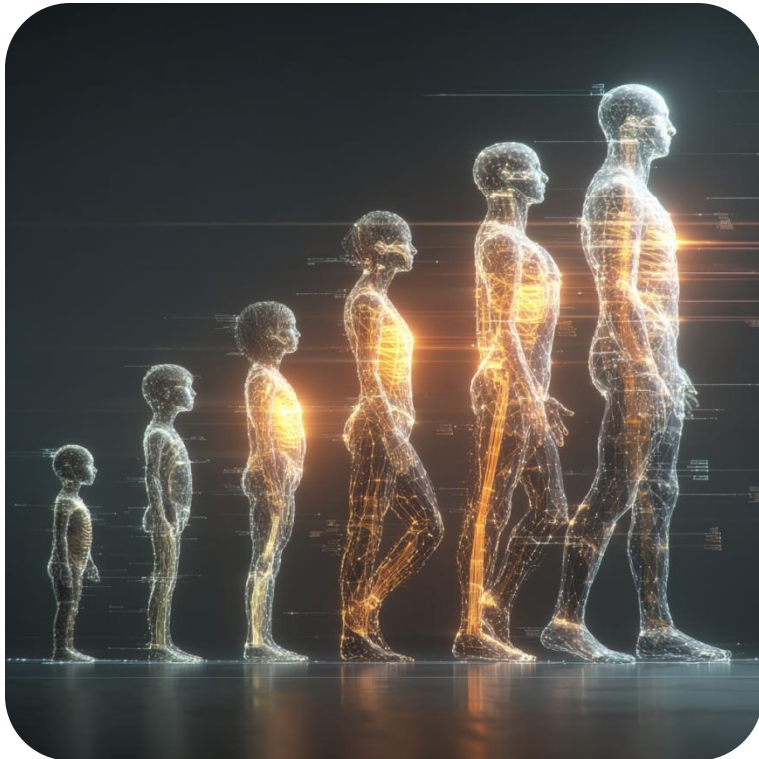
When you feel you want to progress to an AI that is becoming more tailored to businesses

Try Claude. It is excellent at writing and it is very business oriented. But you will probably have to pay to get the most out of it. They have released excellent new tools like Co Work and Claude Skills. You will hear more and more about Claude in 2026

Totally optional

Only try Grok if you want an AI that is less filtered, less big brother but at this stage I see Grok as very optional.

When using these tools you need to know how to get the best answers that will help you grow your sales.



Since the launch of Chat GPT and Gemini they have consistently improved the models and their features with the result that there are now basic and advanced ways to use these tools.

It's important to understand whether you are using the basic features or advanced ones in order to get the best results.

USING AI FOR KNOWLEDGE

Getting ideas, tactics, strategies

Which Level Are You At?



1 Fast Answers

You are using the fast model and not giving much context. You ask a question, it gives a fast answer

USING AI FOR KNOWLEDGE

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Which Level Are You At?



2 More Tailored Answers

Add personalisation and custom instructions. Now answers take your business details into account.

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3 Thinking / Reasoning Answers

Reasoning models. Deeper thinking, more logical, step-by-step answers

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4 Deep Research Answers

Research features. AI can scan and synthesise from larger bodies of knowledge, industry reports, or your uploaded materials

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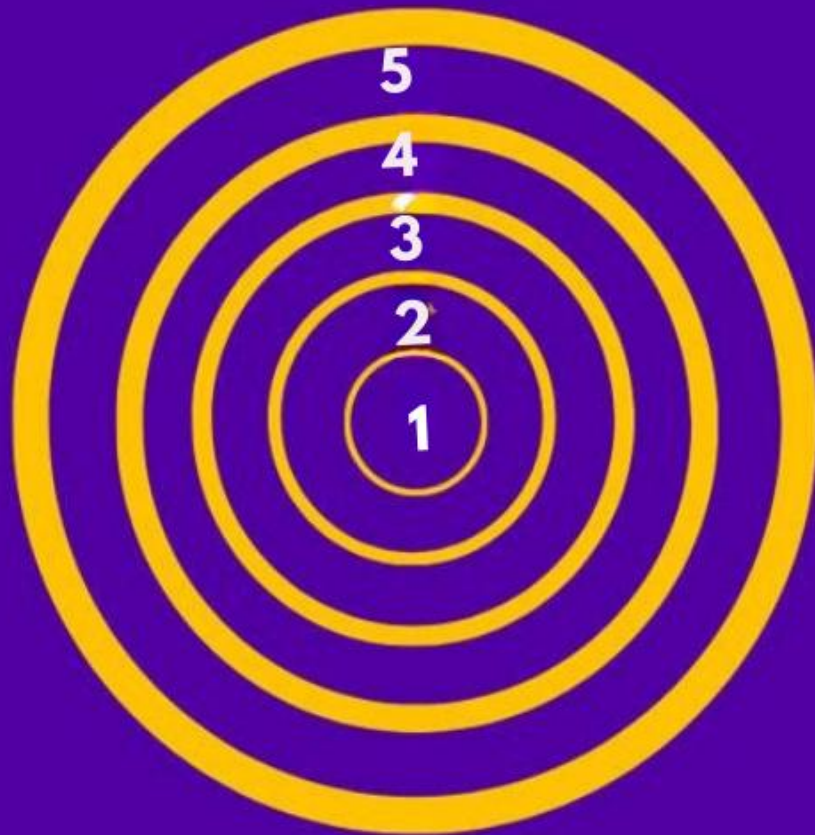
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5 Highly Tailored Answers

Projects/Gems. Combine custom instructions + your files + research sources to make the AI highly specific to your business

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Most businesses are only using the basics



Most businesses are using AI at the first or second stage (Fast answers with custom instructions)

It is when you progress and use

- Reasoning / thinking models
- Deep research
- Projects or Gems

Then it becomes far more powerful for your digital marketing



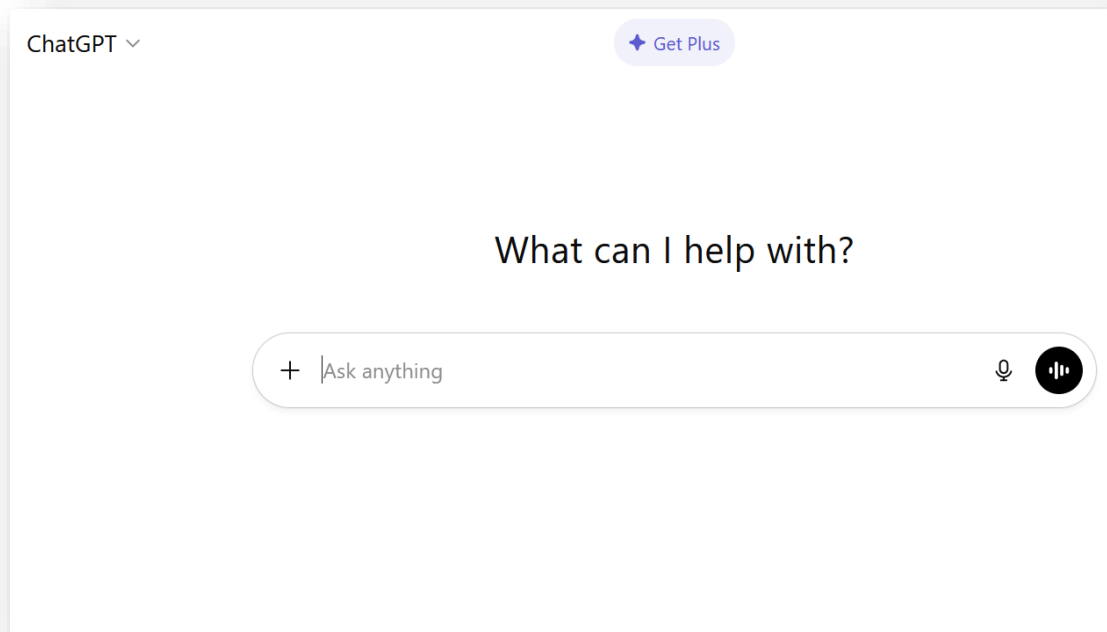
What makes it Different? Why should you use it in your marketing?

- It is the one that most people use starting out
- It allows you to easily secure your privacy
- It gives you personalisation, deep research (5 a month) and projects for free

But

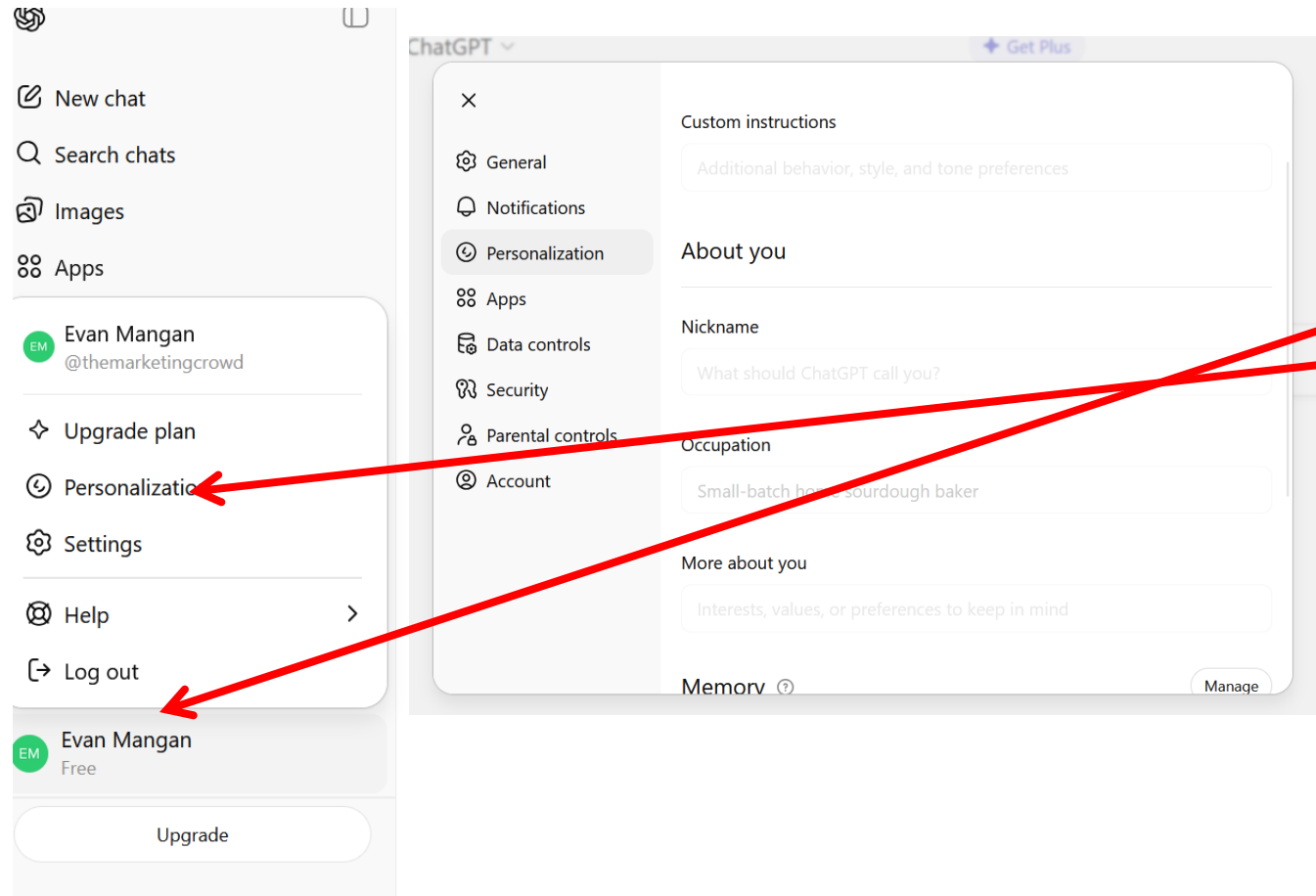
Once you learn more about AI you realise that a lot of what is in the paid version is in the free version of Gemini. So you should really use both

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)

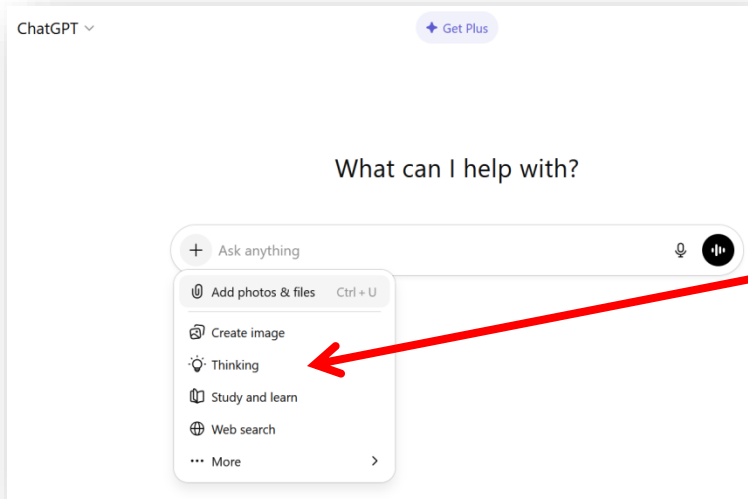


You can provide lots of context and custom instructions in the personalisation section

Click on your name
Then personalisation

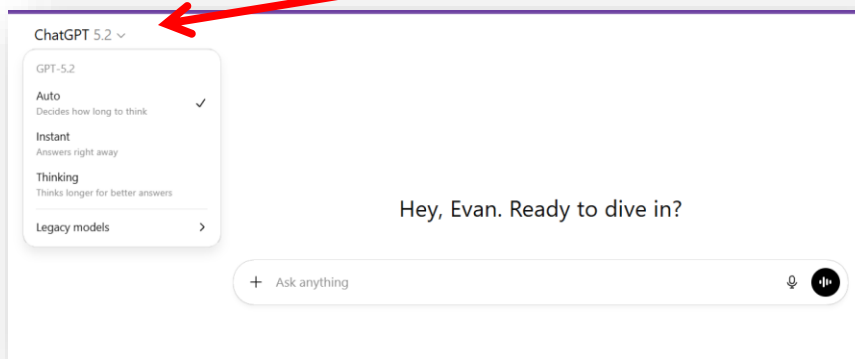
Then fill in the custom instructions and about you boxes.

Chat GPT for Level 3 – Thinking Model



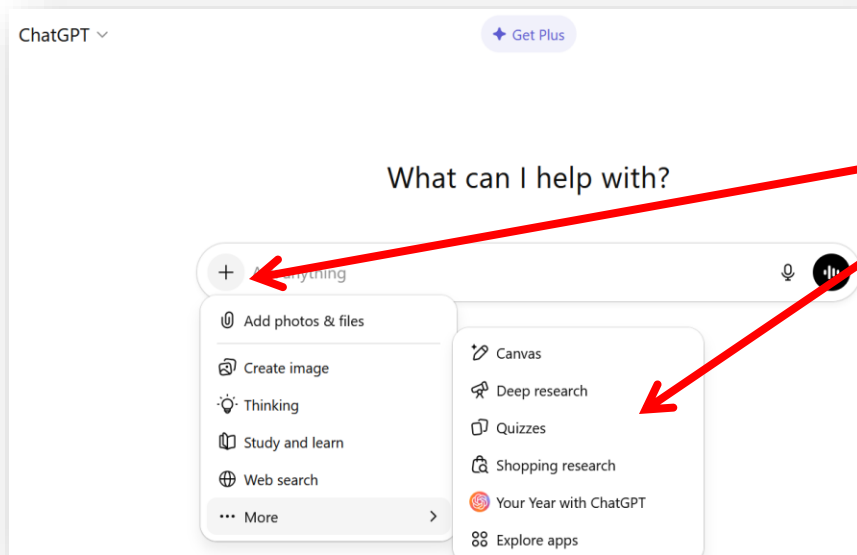
In the free version of Chat GPT click on + and select Thinking

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”

Chat GPT for Level 4 – Deep research

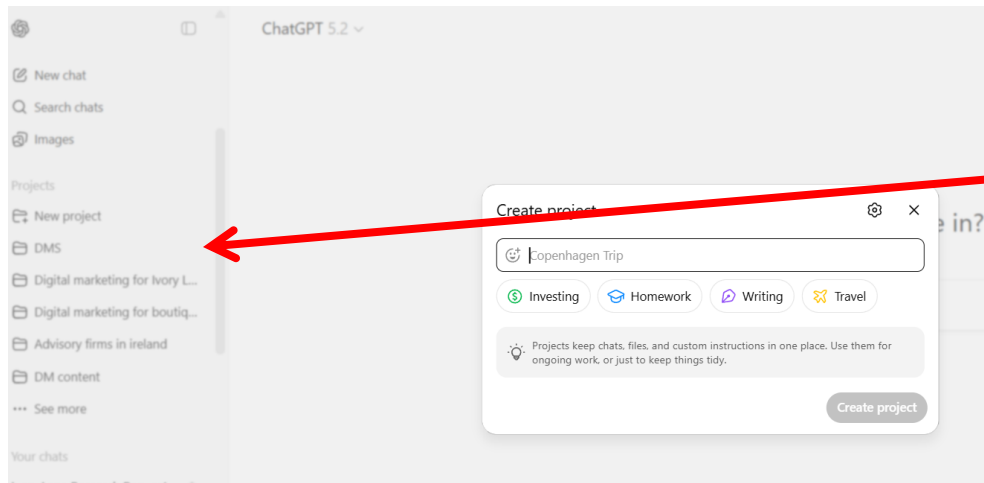


To conduct Deep research click on + icon, then more and then deep research

In the free version you get 5 deep research reports a month

In the Paid version (€20 a month) you get 25 deep research reports a month

Chat GPT for Level 5 – Highly Tailored Answers (Projects)



You can create projects on the free and paid version of Chat GPT

Click on New Project under projects and create your project. Then attach your deep research reports as context and also write custom instructions.

Then ask all your questions / chat to do with that topic within the project

There is no limit to the number of project you can create. However there is a limit to the number of file attachments (5 for free, 25 for Plus)

Gemini



What makes it Different?

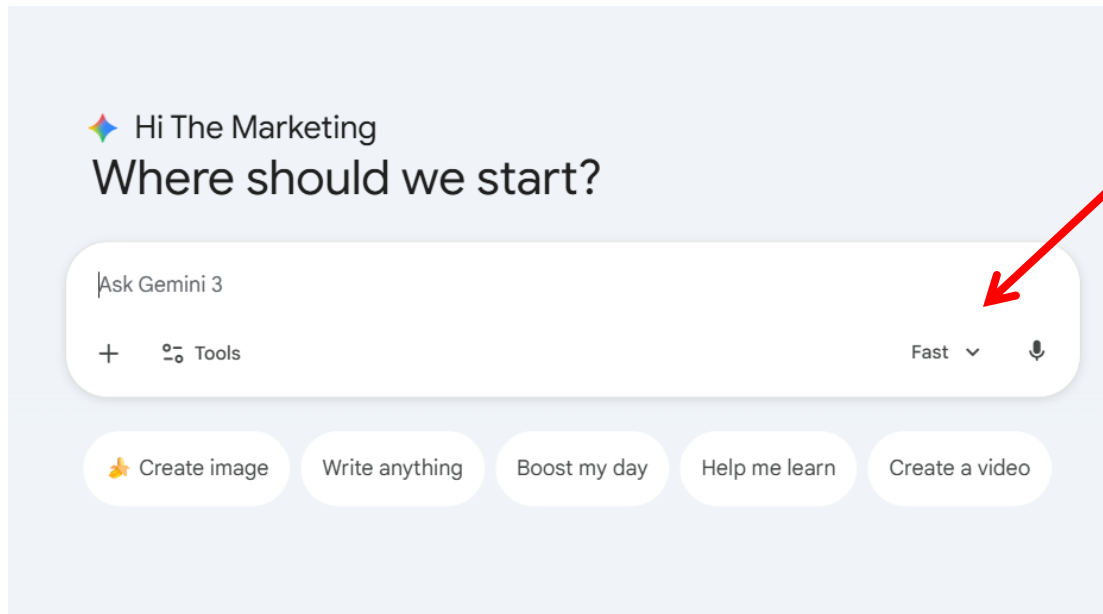
Why should you use it in your marketing?

1. It has everything that is in the paid version of Chat GPT for free (except video creation)
2. You can attach files (images, pdfs, videos and audio) using the free version. Only 3 per day with Chat GPT
3. On the mobile app you can use Advanced voice with video and screensharing – very useful for your marketing
4. You can create and edit unlimited images using Nano Banana

Privacy:

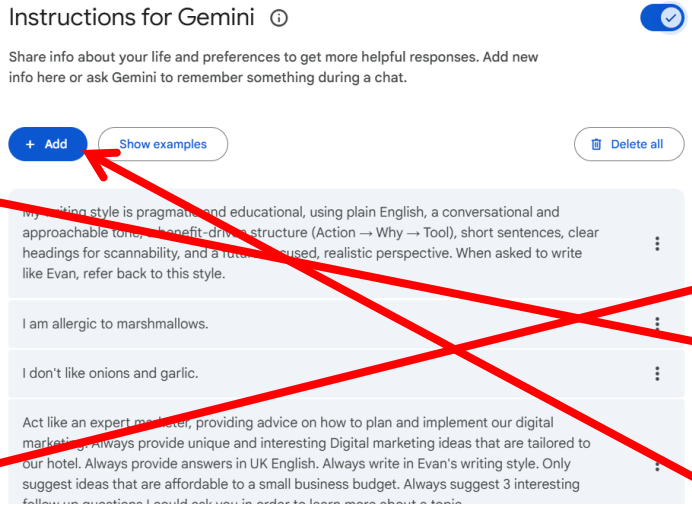
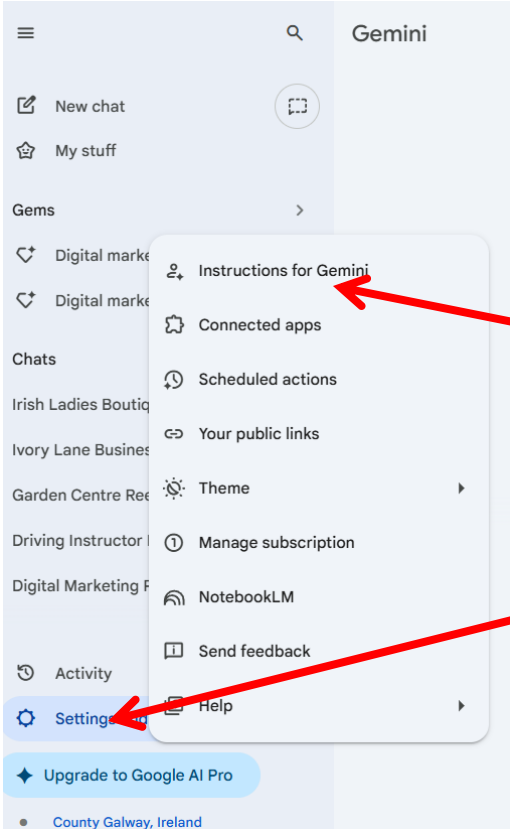
However – if you switch off sharing your data with Gemini you get less features so do not use Gemini for very confidential or sensitive projects

Google Gemini for Level 1 – Quick Answers



By default, you are getting a quick answer

Google Gemini for Level 2 – Tailored Answers (personalisation)

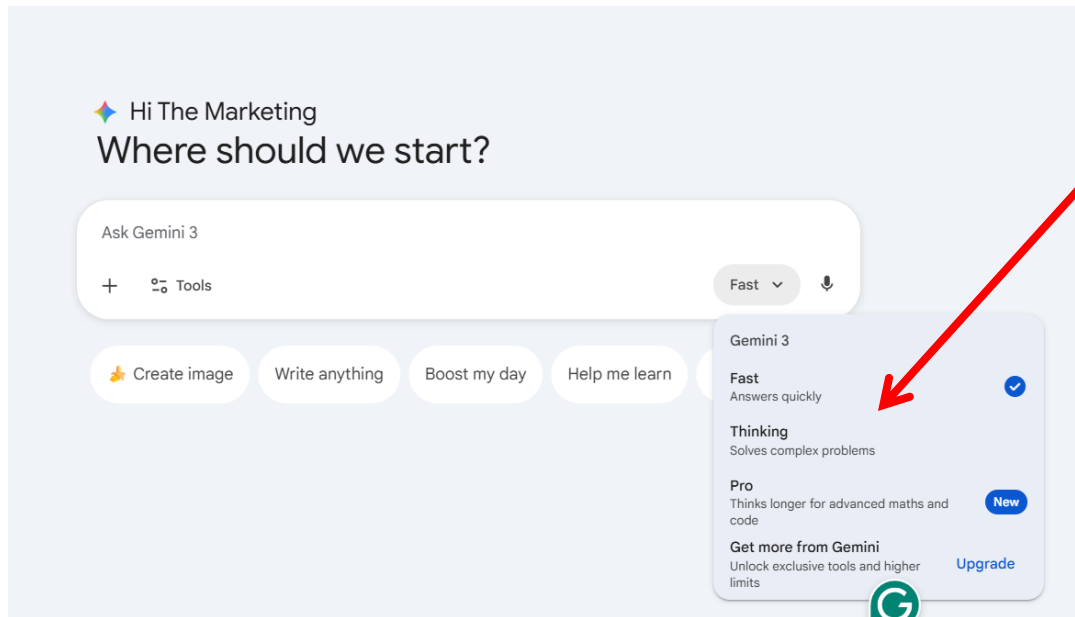


You can provide lots of context and custom instructions in the “Instructions for Gemini” section

Click on Settings Then “Instructions for Gemini”

Then click add button and provide the same custom instructions and about you info that you gave to Chat GPT

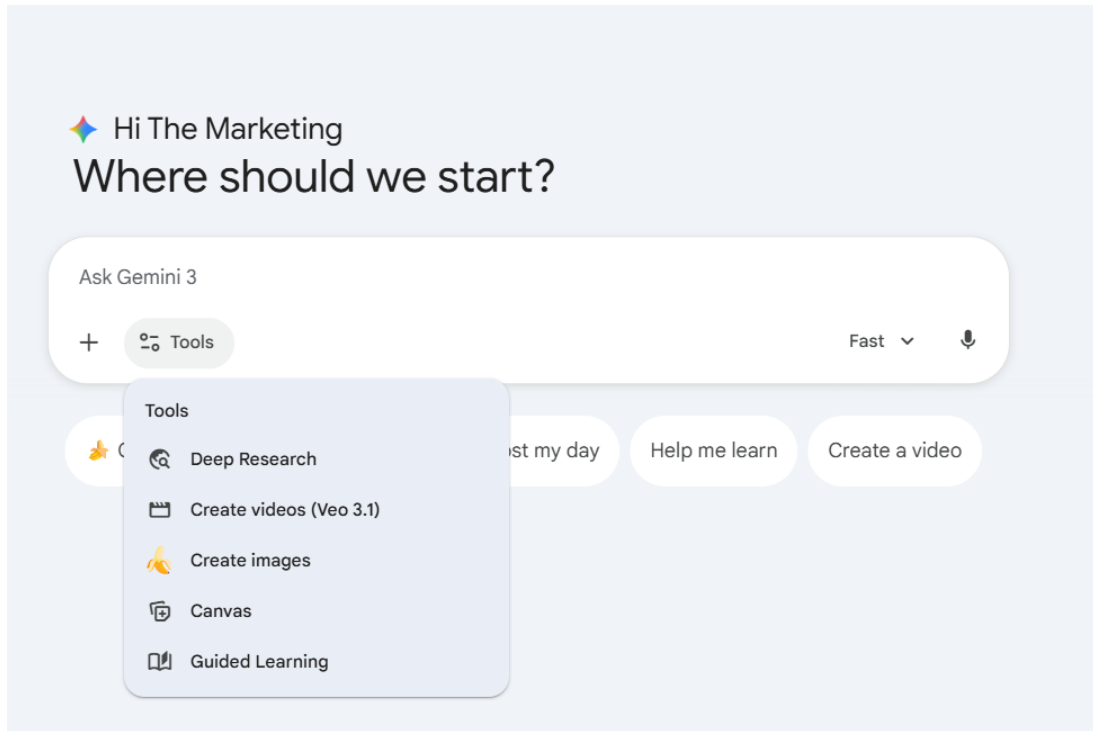
Google Gemini for Level 3 – Thinking Model



Click on the dropdown next to “Fast” and then select Thinking

Or, in your prompt include phrase like “When you are answering think slowly about this”

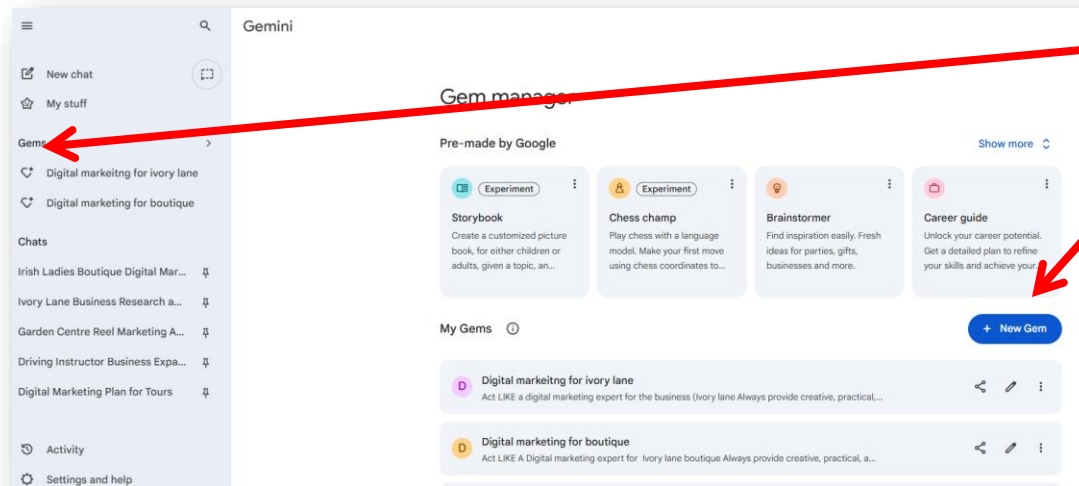
Google Gemini for Level 4 – Deep research



To conduct Deep research click on dropdown next to “Fast” and then select deep research

In the free version you get 5 deep research reports a month

Google Gemini for Level 5 – Highly Tailored Answers (Projects)



You can create Gems (Projects) on the free version

Click on Gems in the left menu

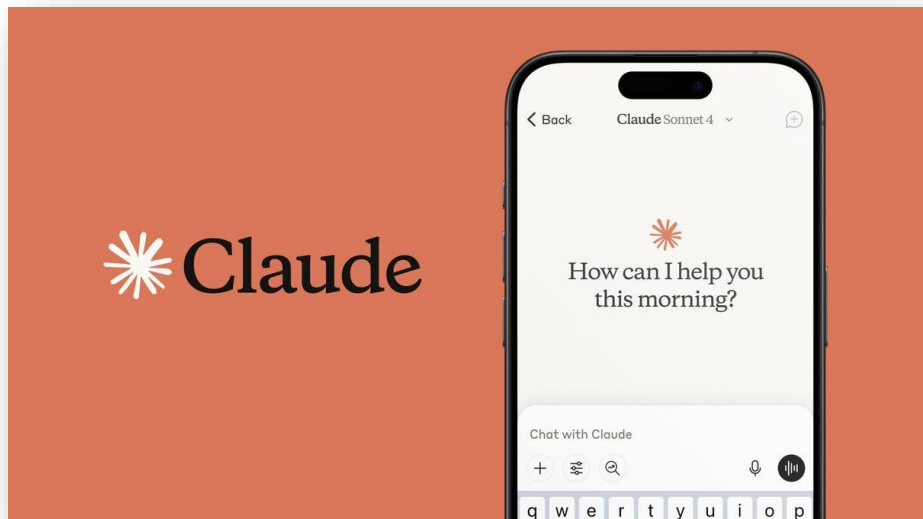
Then click New Gem

Then attach your deep research reports as context and also write custom instructions.

Then ask all your questions / chat to do with that topic within the Gem

There is no limit to the number of project you can create. However, there is a limit to the number of file attachments (10 for free plan)

Claude



What makes it Different?

Why should you use it in your marketing?

1. Better writing

Claude has a reputation for producing very high quality writing that is more human sounding. It also does a great job at tailoring the writing to your style

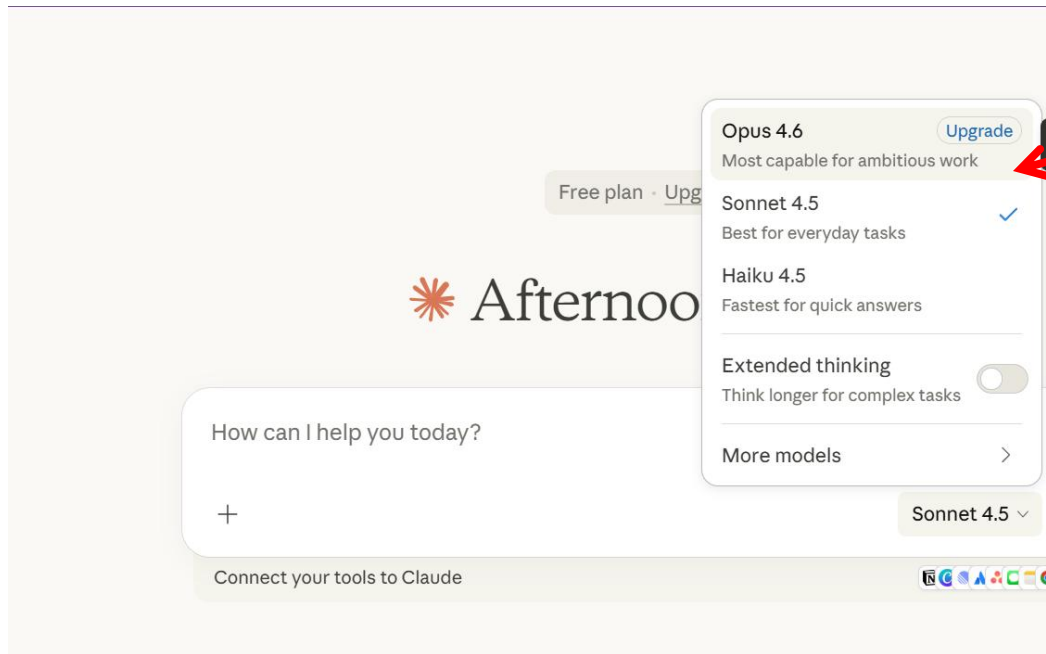
2. Business oriented. Has recently introduced features that are very useful for businesses. Clause Skills and Clause Cowork

3. Excellent at coding

If you are a programmer Claude is the leading AI tool to help you with coding

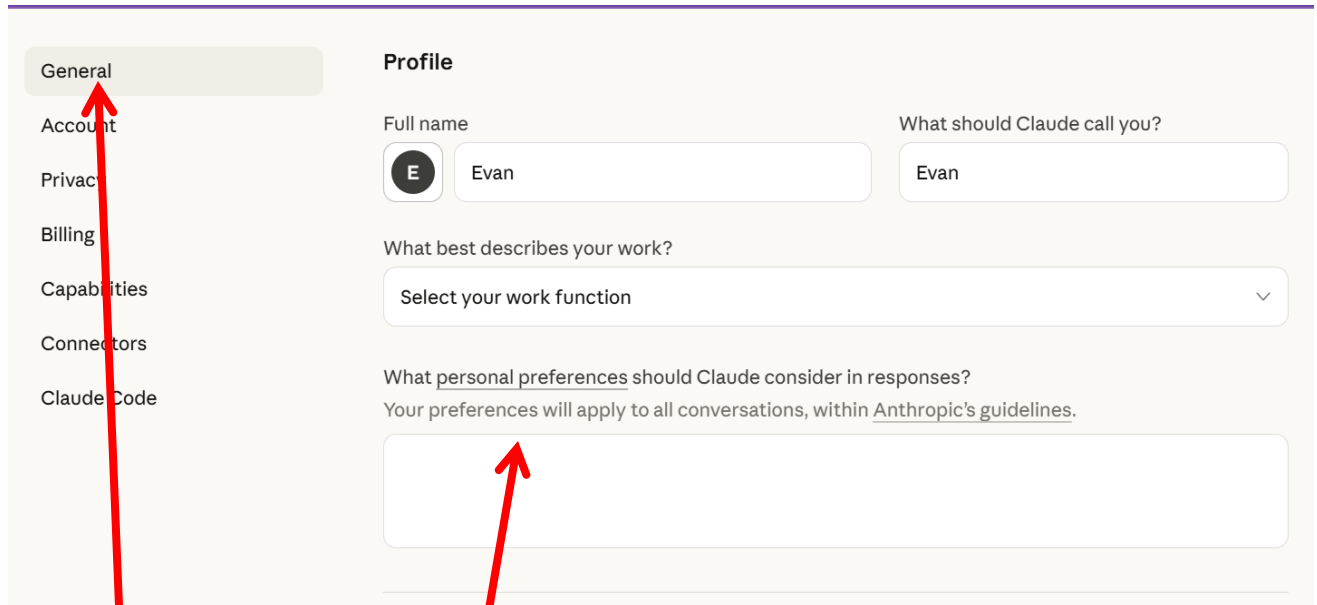
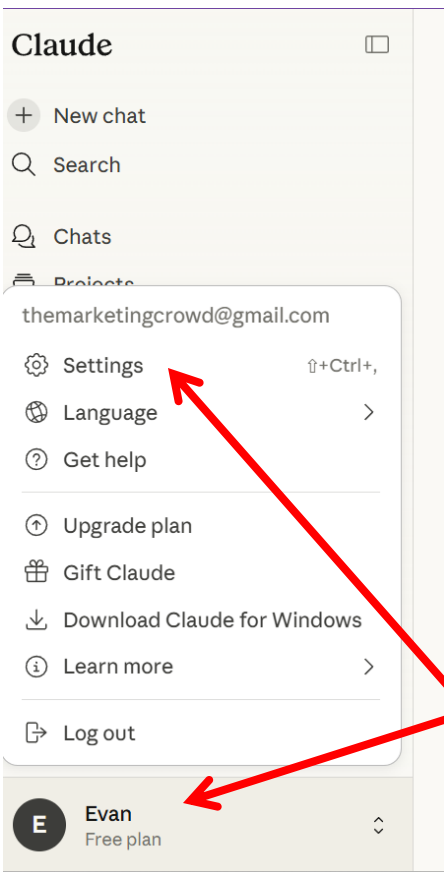
Expect to hear more and more about Claude in the next 12 months. It is lots of people's favourite LLM

Claude for Level 1 – Quick Answers



By default, you are getting a fast answer

Claude for Level 2 – Tailored Answers (personalisation)

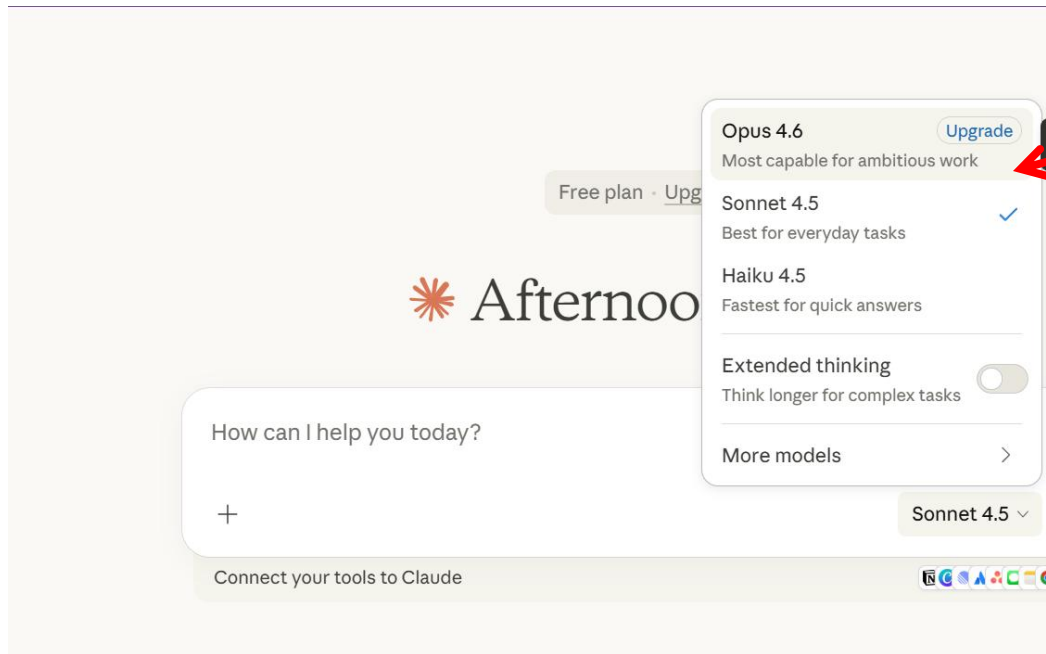


You can provide lots of context and custom instructions in the customise section

Click on your name bottom left
Then settings
Then General

Then in the personal preferences section provide the custom instructions and about you info you provided Chat GPT

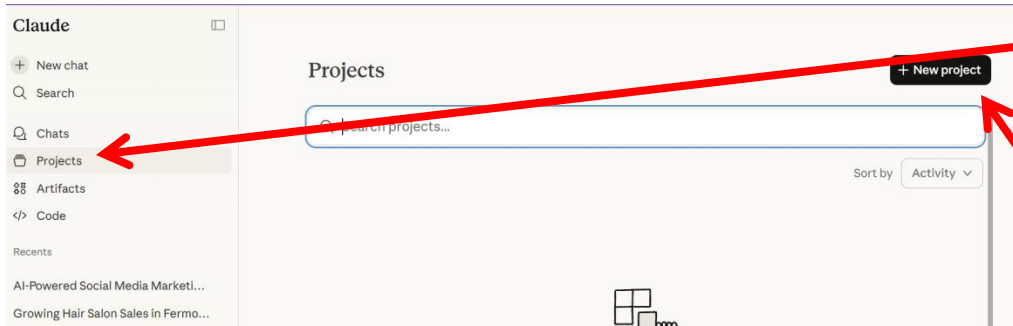
Claude for Level 3 – Thinking Model



By default, you are getting a fast answer

To get a thinking answer you click the model (e.g. Sonnet 4.5) and then select Extended thinking

Claude for Level 5 – Highly Tailored Answers (Projects)



You can create a project using the free version

Click on Projects in the left menu

Then click Create Project

Then attach your deep research reports as context and also write custom instructions.

Then ask all your questions / chat to do with that topic within the Project



What makes it Different? Why should you use it in your marketing?

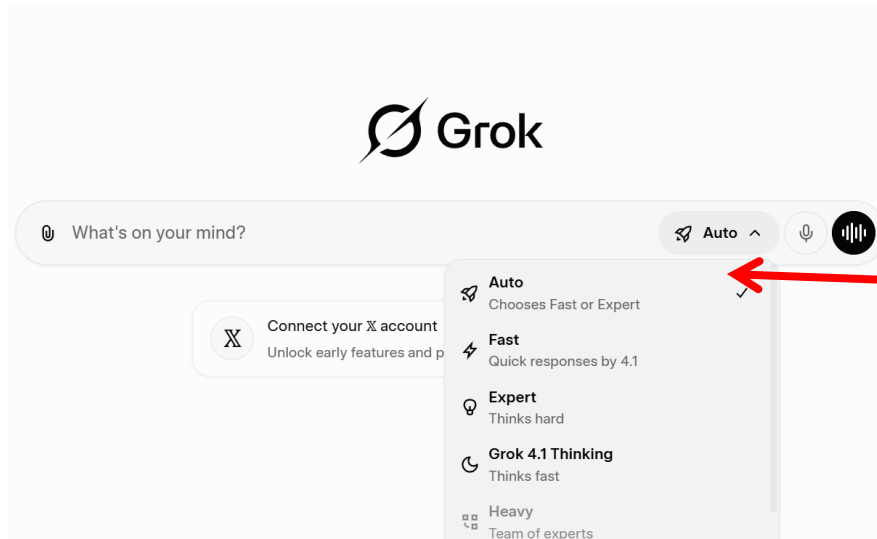
1. It is less filtered

- Elon Musk is an advocate of free speech so you get answers that are less “filtered”

2. It is less sycophantic

If you are looking for honest advice and you don't want the AI to keep telling that you are great and That “that’s a great idea” – Grok will be more Honest with you

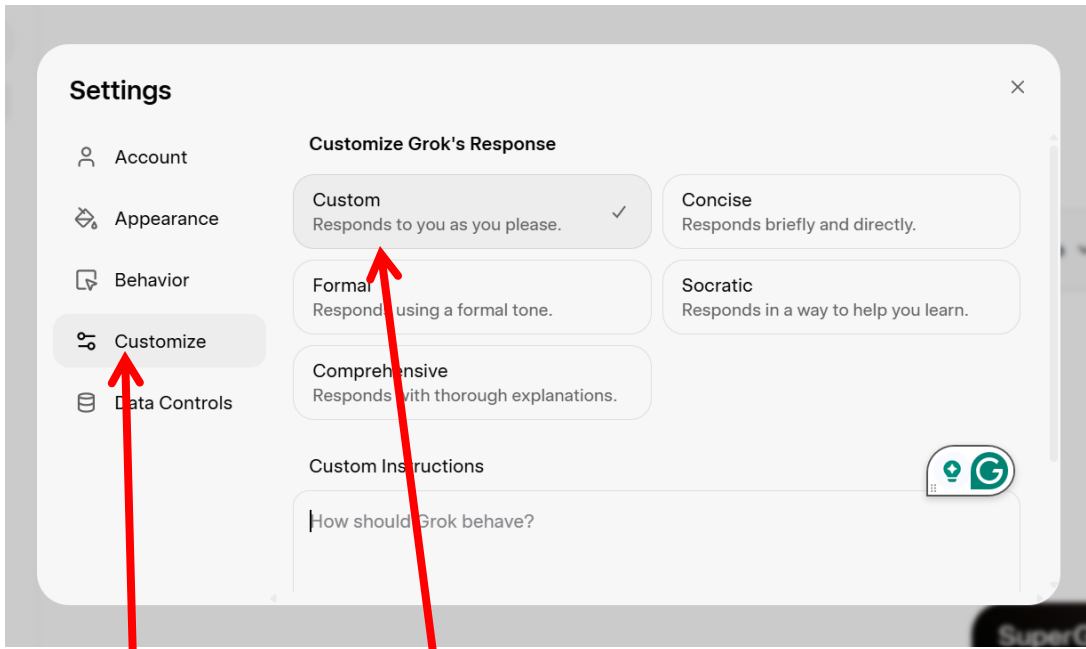
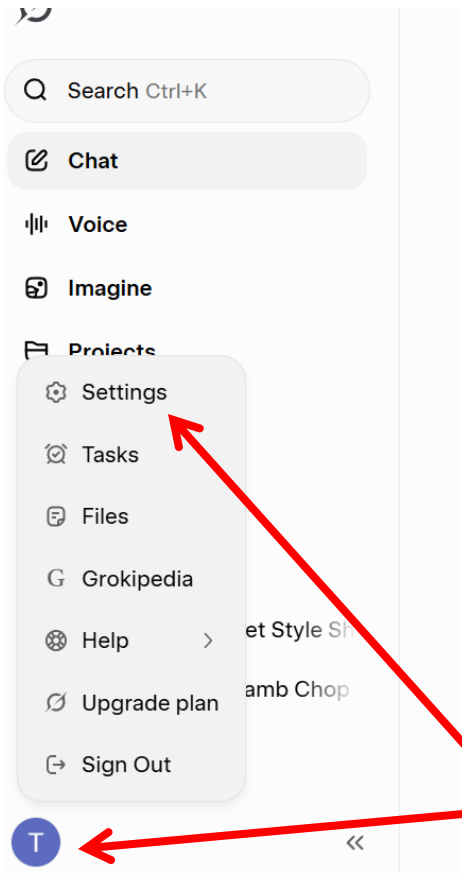
Grok for Level 1 – Quick Answers



By default, Grok will analyse your prompt and decide if it will benefit from a faster thinking answer

If you want fast, click on the dropdown and select fast

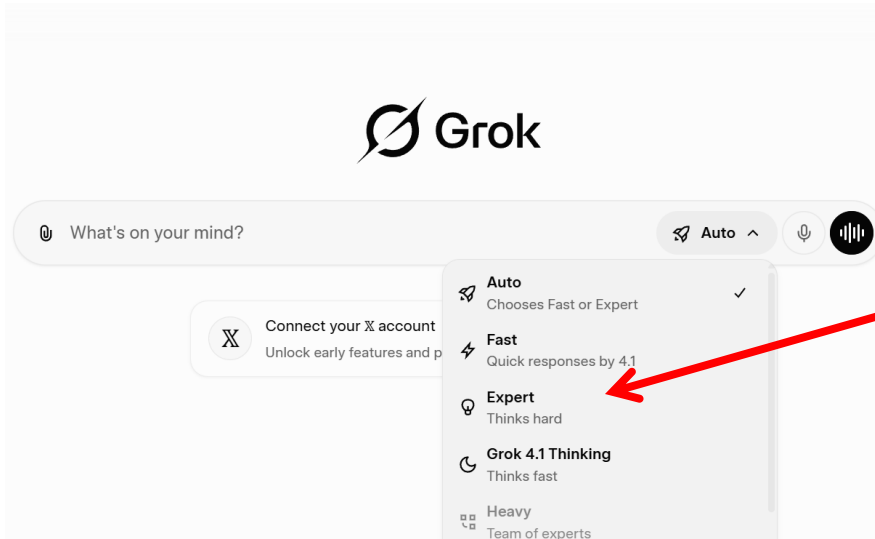
Grok for Level 2 – Tailored Answers (personalisation)



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

Click on your name bottom left
Then settings
Then customise and then custom
Then provide the custom instructions and about you info you provided Chat GPT

Grok for Level 3 – Thinking Model



Click on "auto and then select Expert

Grok for Level 4 – Deep research



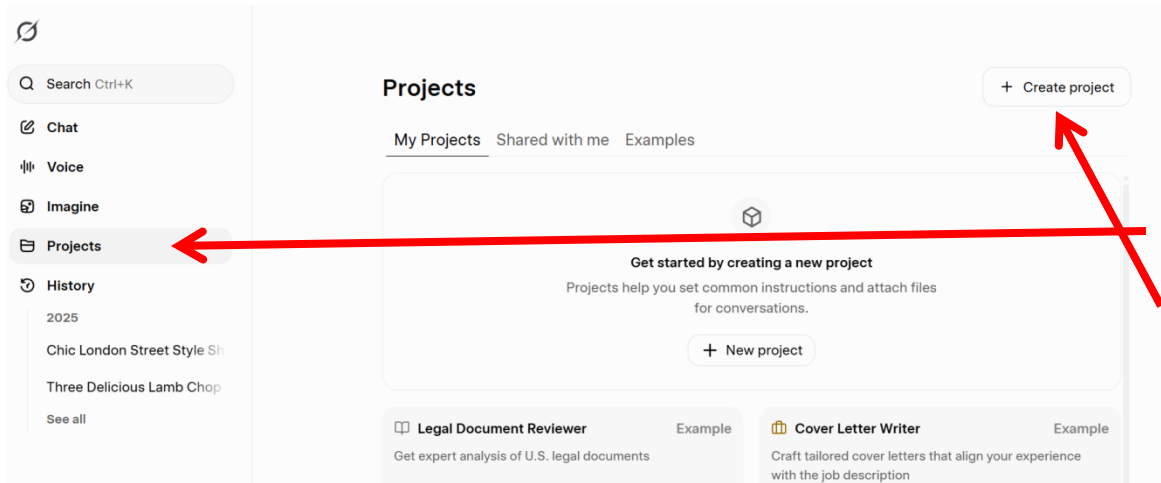
Grok's equivalent of deep research is Deep Search

There is not a Deep Search option listed, instead you have to include it into the prompt e.g. Conduce a deep search on topic x

The difference between Grok and Chat GPT / Gemini deep research is that Grok is

- 1) Mainly focused on current info and trends from e.g. the X platform (Twitter)
2. Takes around 2-3 minutes

Grok for Level 5 – Highly Tailored Answers (Projects)



You can create a project using the free version

Click on **Projects** in the left menu

Then click **Create Project**

Then attach your deep research reports as context and also write custom instructions.

Then ask all your questions / chat to do with that topic within the Project

Big Picture: Not all AI is equally important when growing your sales.

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Paid Tools. Sites like OpenArt and Higgsfield are becoming the new “Canva” for AI video and image

Notebook LM is an AI that is 100% private & accurate

 NotebookLM

Think Smarter, Not Harder

Try NotebookLM

Notebook LM is free to use

You upload content about a topic from one or many sources

- Add files
- Paste in text
- Add links to YouTube videos
- Add links to web pages

Notebook LM will then analyse and become an expert **on that specific content only** and it will make it very easy for you to

- Understand that content better
- Interrogate and analyse that content
- Turn that content into any other type of content you want (Blog post Social media post, Web Text, Action plan, executive Summary, FAQs, Quiz, Podcast, Video overview)

How does it compare to using Gemini?

1. Where the answers come from

Gemini: Already knows a huge amount in the LLM and can also search the internet. Great when you want fresh ideas or outside research.

Notebook LM: Only works with the content *you* upload (documents, PDFs, transcripts, notes). It doesn't look anywhere else, so the answers always come from your own material.

2. Privacy

Gemini: With the personal plan, your data isn't fully private. Google may store it to improve their systems.

Notebook LM: Totally private. Your content stays inside your workspace and is not used to train Google's models.

3. Accuracy

Gemini: Can sometimes make mistakes or include things that aren't correct because it's pulling from such a broad knowledge base.

Notebook LM: Stays grounded in your uploaded content, so it won't hallucinate

Each Is Really Good At

Gemini: Brainstorming, market research, keeping up with trends, and creating new content from scratch.

Notebook LM: Summarising your own content, pulling insights, generating reports, or repurposing material you already have.

Which should you use and when



Use Gemini when you want outside knowledge or inspiration.

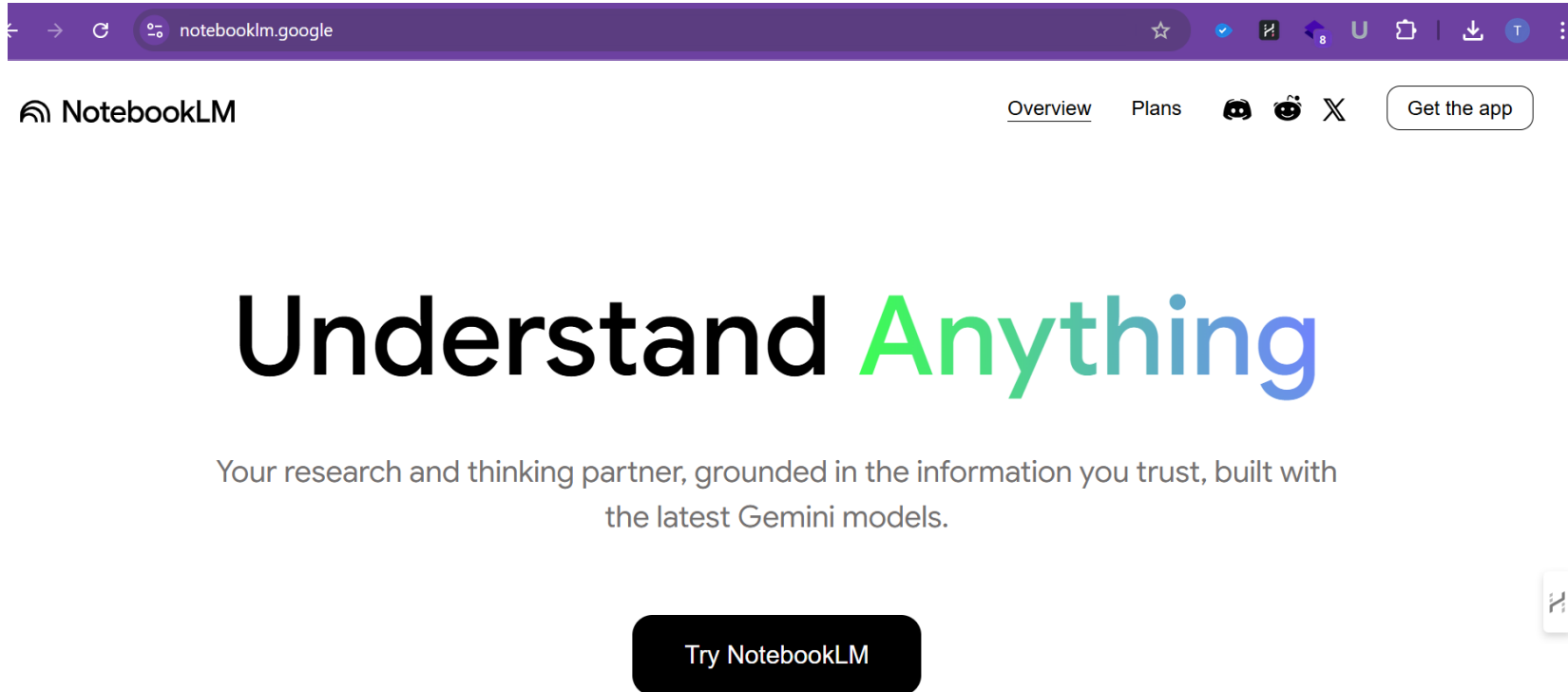
- A digital marketing plan
- Brainstorm ideas for Instagram posts
- Deep research on a topic
- Use a gem when you want ideas and advice really tailored to your business
- Attach files for more context (But these won't be 100% private)



Use Notebook LM when you want

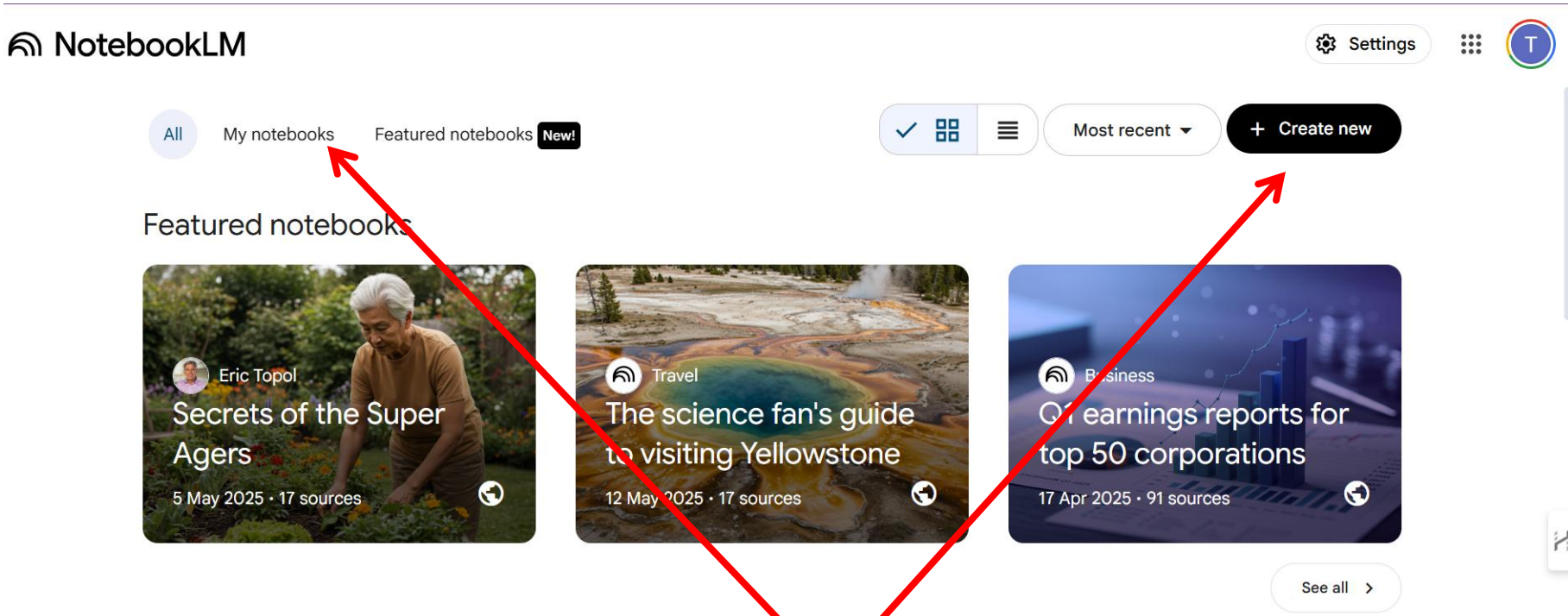
- Private, accurate answers based on your own material. This is ideal if you want an AI to analyse sensitive and confidential documents that you wouldn't want to even upload to Chat GPT with privacy turned on
- Creative ways to understand the content better
- Your content repurposed in lots of different ways

How to create a notebook and add sources



Go to Google and search for Notebook LM
Or go to <https://notebooklm.google/>
Click try Notebook LM

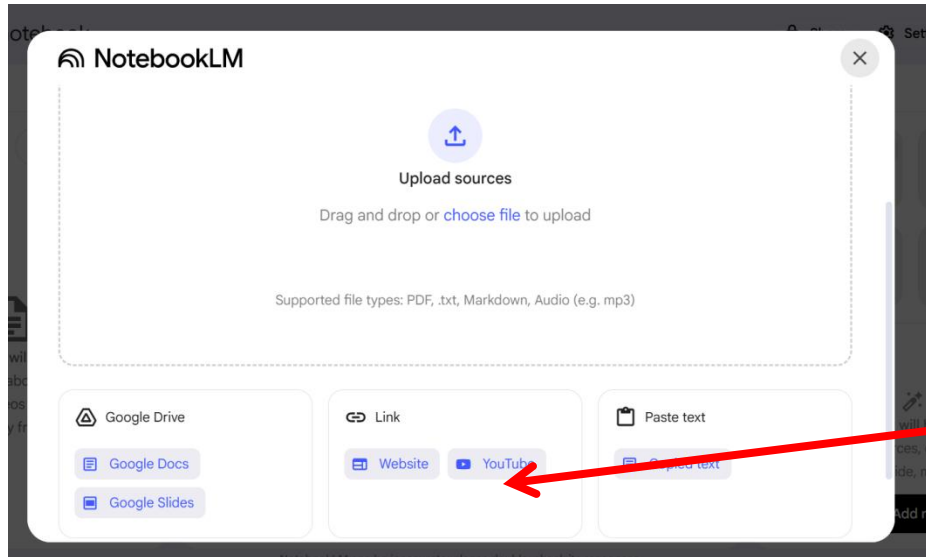
How to create a notebook and add sources



You will now see featured notebooks. These are available for you to interact. Lot of sources were added to a notebook about each topic and you can ask questions, ask for a summary, ask for a podcast etc.

To create your own notebooks click on Create New
To see your existing notebooks and interact with them click My Notebooks

How to create a notebook and add sources



You now need to add at least one source.
Scroll down to see the full list of options

Attach a file

Attach a pdf, or ,txt file or audio
(doesn't support word or excel)

Google Drive

You can choose one or more docs
Choose one or more Google slides

Link

Paste in a web page url and it will extract all
of the written content

Paste in a YouTube video url and it will pull in
the transcript from that video

Copied text

Paste in text that you have copied from somewhere.
You can paste in hundreds of pages worth of text

Overview of your notebook

AI Image Creation and Editing Tools

Sources

+ Add Discover

Select all sources

AI tools for Image Creation an...

Chat

AI Image Creation and Editing Tools

source

The source provides an extensive overview of AI tools for image creation and editing, ranging from basic to sophisticated functionalities. It introduces various platforms such as ChatGPT, Gemini, Midjourney, Leonardo, OpenArt, Ideogram, Canva, Flux Context, CapCut, Clipdrop, and FlexClip. The content demonstrates how users can generate images from text descriptions, edit existing images, and manipulate elements within them. Key features discussed include removing unwanted objects, changing

Start typing... 1 source

How have AI tools for image creation and manipulation evolved, offering va

Studio

Audio Overview Video Overview

Mind Map Reports

Studio output will be saved here.

After adding sources, click to add Audio Overview, study guide, mind map and more!

Add note

I added one source – a transcript of a training course

It auto generated a name for the notebook – click here to change it

It auto generated a synopsis of the source. Disregard this if you wish

You can keep adding sources by clicking Add (50 sources max and up to 25 million words)

Overview of your notebook – there are 3 main areas

The screenshot displays the interface for 'AI Image Creation and Editing Tools'. It is divided into three main sections, each highlighted with a red border:

- Sources:** This section on the left allows users to manage their sources. It features a '+ Add' button, a 'Discover' button, and a 'Select all sources' checkbox. A single source is listed: 'AI Tools for Image Creation an...' with a checked checkbox.
- Chat:** The central section shows a chat interface. It displays the title 'AI Image Creation and Editing Tools' and '1 source'. The main content is a text block: 'The source provides an extensive overview of AI tools for image creation and editing, ranging from basic to sophisticated functionalities. It introduces various platforms such as ChatGPT, Gemini, Midjourney, Leonardo, OpenArt, Ideogram, Canva, Flux Context, CapCut, Clipdrop, and FlexClip. The content demonstrates how users can generate images from text descriptions, edit existing images, and manipulate elements within them. Key features discussed include removing unwanted objects, changing...'. Below the text is a chat input field with 'Start typing...' and a '1 source' indicator, and a text box containing the prompt: 'How have AI tools for image creation and manipulation evolved, offering va...'. A blue play button is visible next to the prompt.
- Studio:** The right section is the 'Studio' area. It contains four overview cards: 'Audio Overview', 'Video Overview', 'Mind Map', and 'Reports'. Below these cards, a message states: 'Studio output will be saved here. After adding sources, click to add Audio Overview, study guide, mind map and more!'. At the bottom is a black 'Add note' button.

- Your sources appear in this section
- Tick or untick any sources you want to interrogate

- Your answers / summaries appear here
- Type into the chat to ask questions / prompts

- Choose how you would like your source material adapted e.g.
- Audio overview
 - Video overview
 - Summary brief
 - FAQs

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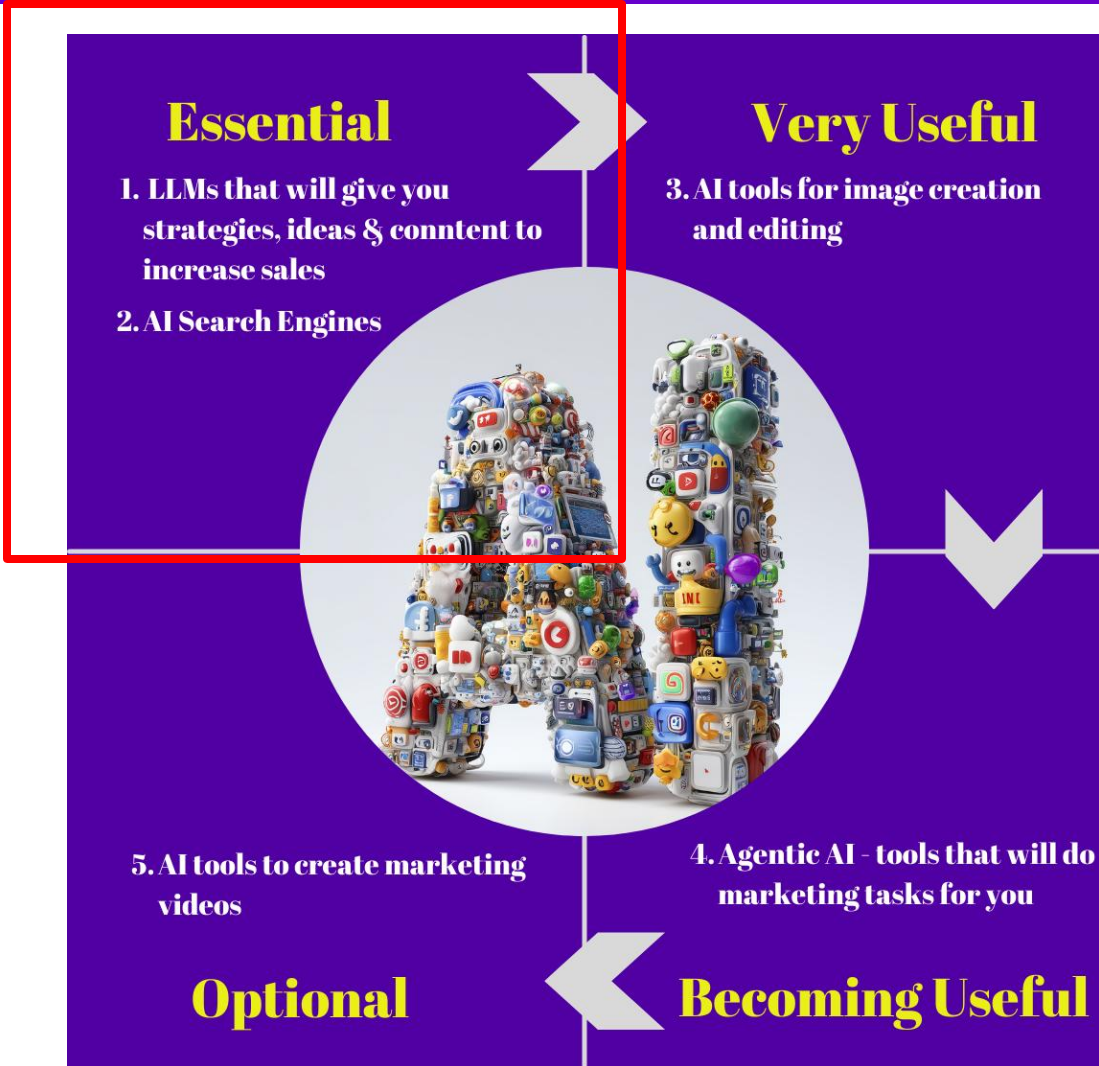
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**Priority 2:
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AI search engines



Why you need these for your digital marketing

1. You need to get your business and products recommended on them. SEO is moving to AI search
2. View them as “Answer engines” that will answer questions you might have about digital marketing?
3. You can ask them to fact check anything that another Ai has given you



Why use Perplexity?

1. Perplexity is a very reliable answer engine and you should use it for
 - a) Fact checking anything that Chat GPT or Gemini gives you and you are unsure if it's true. Paste it into Perplexity and ask it to fact check.
 - b) Ask any of your business or digital marketing questions where you want the most up to date factually correct answer e.g.
 - How to protect my Instagram account from getting hacked
 - How do I run a trial reel on Instagram
2. It is an AI search engine that you will want to appear high up in, Keep an eye on the results for your type of business / product

Big Picture: Not all AI is equally important when growing your sales.

Essential – you have to learn and keep on top of these

Priority 1: Learn the AI tools that will provide marketing strategies, ideas and written content

Core Tools – Chat GPT, Gemini, Claude and Grok

- What to use them for? Which should you use and when?
- How they are used at beginner, intermediate and advanced level

Optional Specialist Tool: For analysing and interrogating private / internal files (Notebook LM)

Priority 2: Understand AI search engines that will generate traffic and sales for your business

Very useful – knowing these will be helpful for your marketing

Priority 3: AI tools for creating and editing your marketing images

What are the main things an AI can do for you regarding images?

Free tools: Which ones should you use

Paid Tools: Which ones should you consider

Will become very useful in next 3- 12 months – try to learn more about these

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Core Tools –Claude, Manus, Chat GPT,

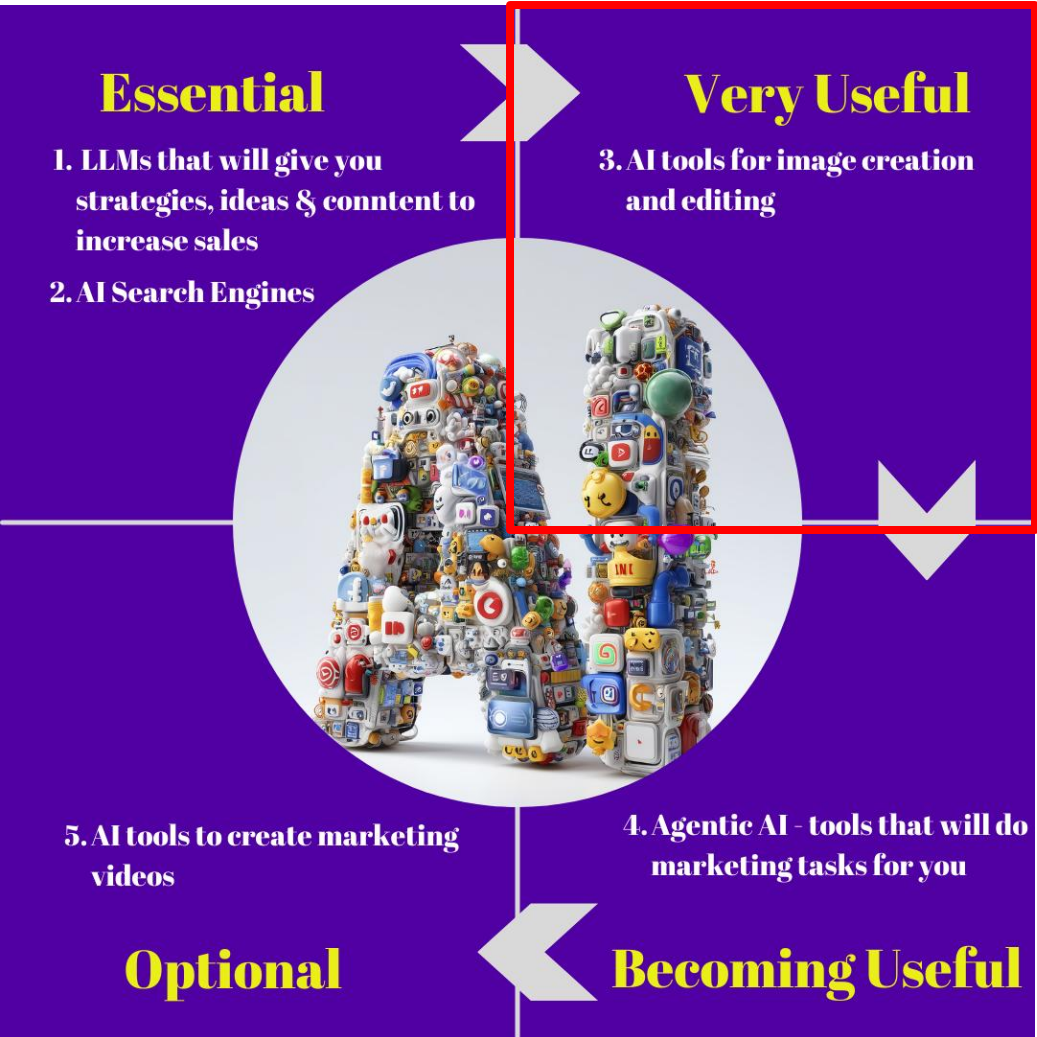
Might be useful for your business. Not the main priority

AI tools for creating your marketing videos

Free tools: Which ones should you use

Paid Tools. Sites like OpenArt and Higgsfield are becoming the new “Canva” for AI video and image

Then move onto these very useful tools. Get used to using them and stay up to speed on how they are improving



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The main things an AI can do for your marketing images



1. Image creation

- Text to image – describe what you want
- Image to image
- Consistent Character creation

2. Image editing

- Text – describe your edit
- Image – use a reference image as part of your edit request

The main AI tools for image creation and editing



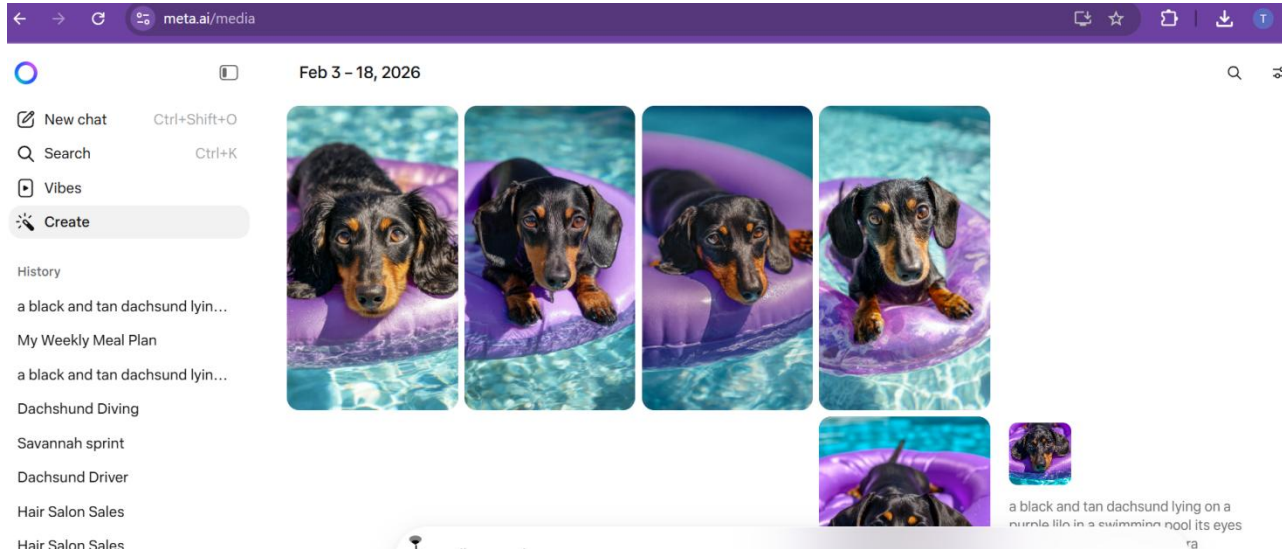
Free Image creation

- Gemini
- Meta

Paid

- Midjourney
- Nano Banana Pro
- Chat GPT
- OpenArt
- Higgsfield

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 Learning how to use Gemini Nano Banana for free is a top priority



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

Watch this course on the members' website

Free: Gemini Nano Banana has Unlimited free 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

Text to image: Write a prompt to generate an image

Free: Gemini Nano Banana has Unlimited free Image creation



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



Image to image: Attach your image and ask for changes

Free: Gemini Nano Banana has Unlimited free Image creation



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.



The main AI tools for image creation and editing



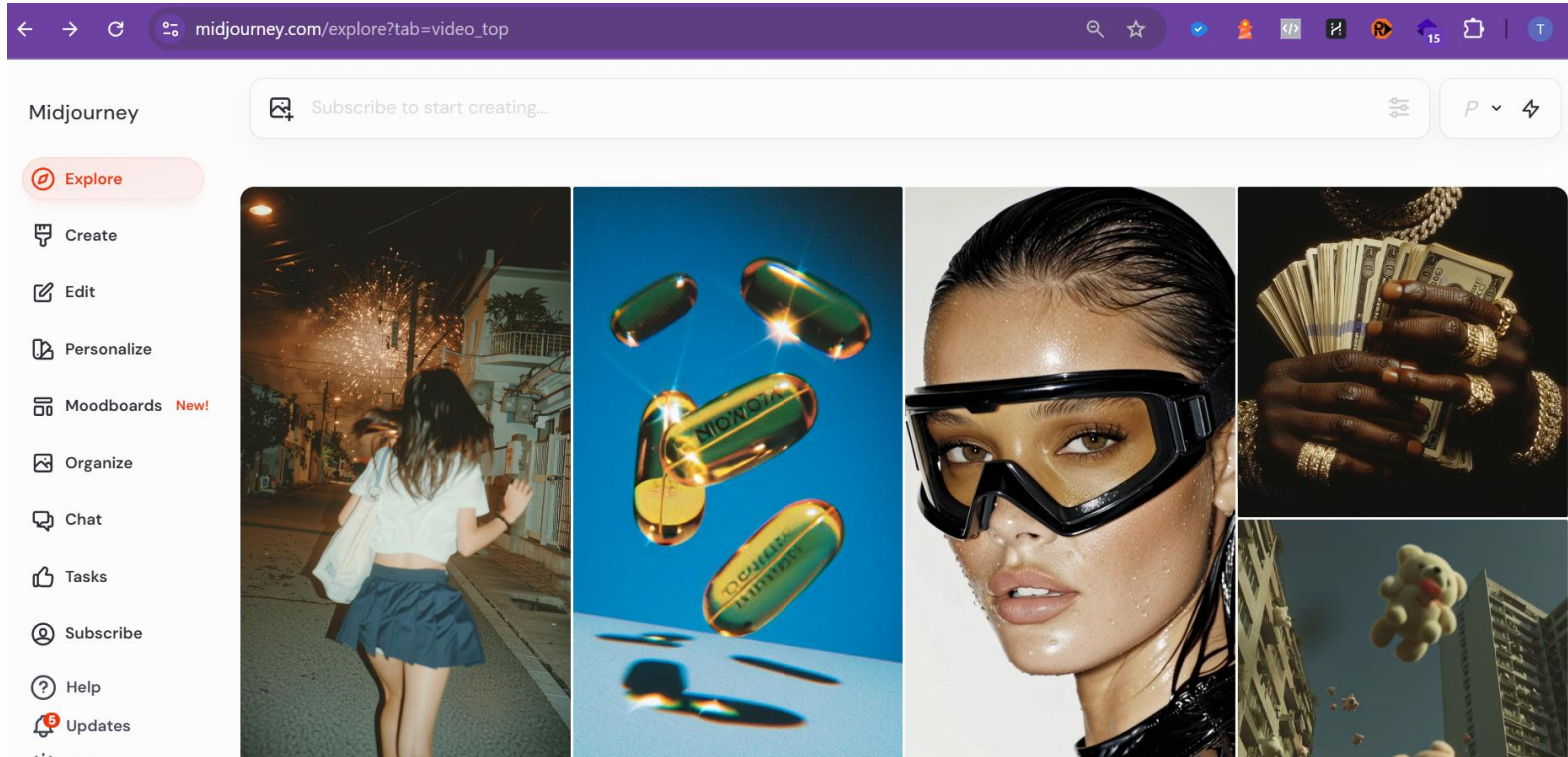
Free Image creation

- Gemini
- Grok
- Meta

Paid

- Midjourney
- Nano Banana Pro
- Chat GPT
- OpenArt

Paid tool: Midjourney.com



This is THE best text to image creation tool
They don't offer free credits or trials
Monthly plans start form \$10 a month

Try this tool if AI image creation is
important to your business

Paid tool: Midjourney.com

The screenshot shows the Midjourney.com account page with three subscription plans. Each plan includes a 'Subscribe' button and a link to 'View monthly billing'. The Basic Plan is \$8/month (discounted from \$10), the Standard Plan is \$24/month (discounted from \$30), and the Pro Plan is \$48/month (discounted from \$60). All plans offer a 20% annual discount. The Pro Plan includes additional features like 30h Fast generations, SD and HD video generation, 12 concurrent fast image jobs, 6 concurrent fast video jobs, and unlimited relaxed image and SD video generations.

Plan	Price / month	Annual Discount	Key Features
Basic Plan	\$10 \$8	20% off billed annually	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, Use editor on uploaded images
Standard Plan	\$30 \$24	20% off billed annually	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, Use editor on uploaded images
Pro Plan	\$60 \$48	20% off billed annually	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, Use 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: Nano Banana pro. What is different about Nano Banana Pro?



Watch this course on the member's website

It is better at ...

1. Adding eye catching fonts / typefaces
2. Adding text that is accurate (no spelling mistakes)
3. Can easily annotate images for you
4. Excellent at translating text
5. Because it is built on top of Gemini 3 it actually thinks / reasons when creating images so you can give it lots of info and it will analyse it to create an image./
6. Better at reliably taking multiple people / objects and putting them in an image
7. Better at generating consistent characters
8. Better at making micro changes within an image – changing lighting, replacing objects
9. Has memory within a chat you so you can asking for variants

Cost:

- Nano Banana is free
- Nano Banana Pro – is unlimited in the paid version of Gemini but you can use it 3 times a day for free.

Paid Tool: Chat GPT image creation



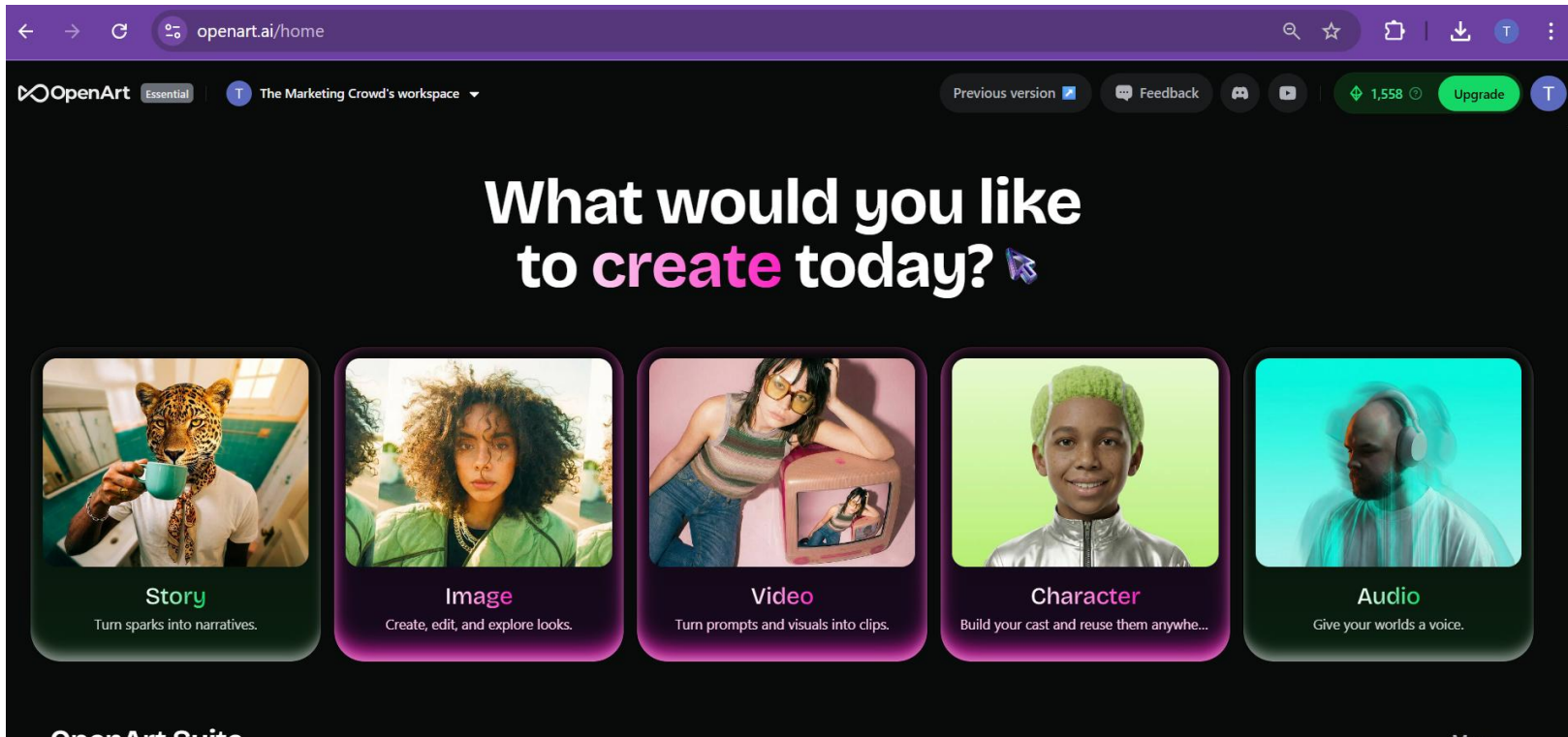
Chat GPT's image creation tool can now do everything that the free and Paid versions of Nano Banana can do

Cost:

- 3 free images per day
- However, it is unlimited in the paid version of Chat GPT

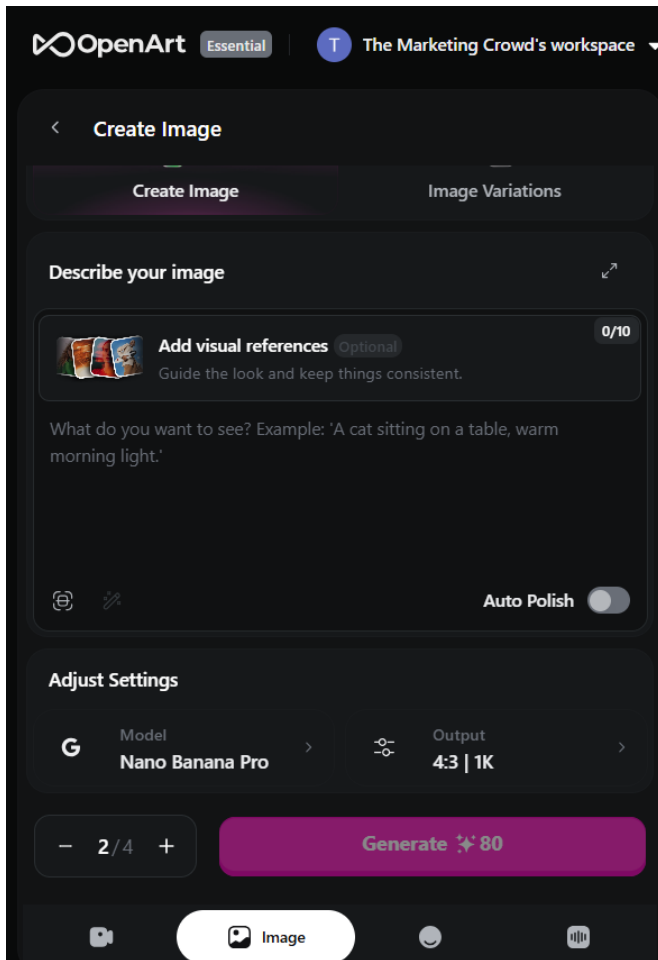
Watch this course on the member's website

Paid Tool: OpenArt.ai



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

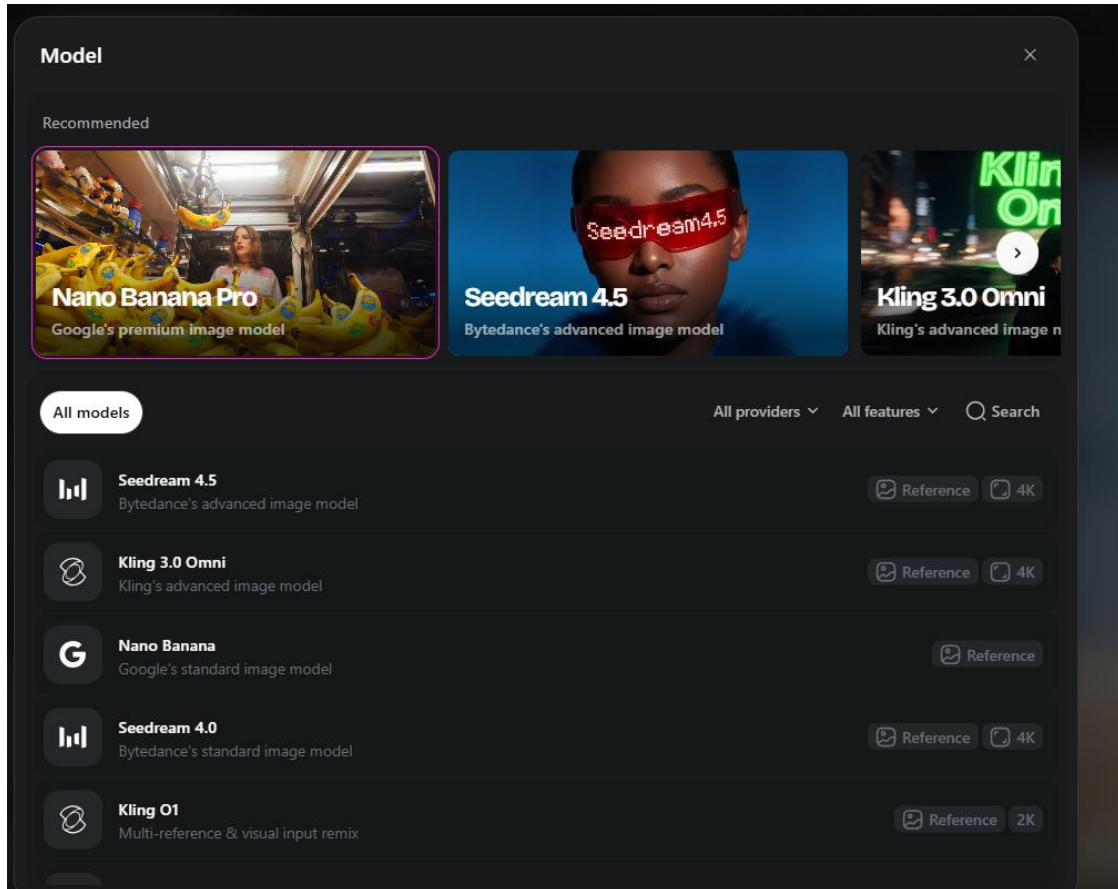
You get some free credits to try it out.



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)

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Core Tools: Claude, Manus, Chat GPT

AI Browsers - Comet

Agentic AI – This is the next big stage in AI development



Currently, most people use AI tools to answer questions

Agentic Ai is when the AI completes a task for you.

This is the next big stage in AI and there have been some Agentic AI tools available since last year. Two of the main ones include Manus and Chat GPT agent Mode

You give the agent a task and it will figure out the best way to do it

1. Find (or book) a hotel in Dublin for this date for 2 nights within my budget of €400 and it has to be pet friendly

It will go off, do the research and come back with option. If you want it can book it for you as well.

Agentic AI – This is the next big stage in AI development

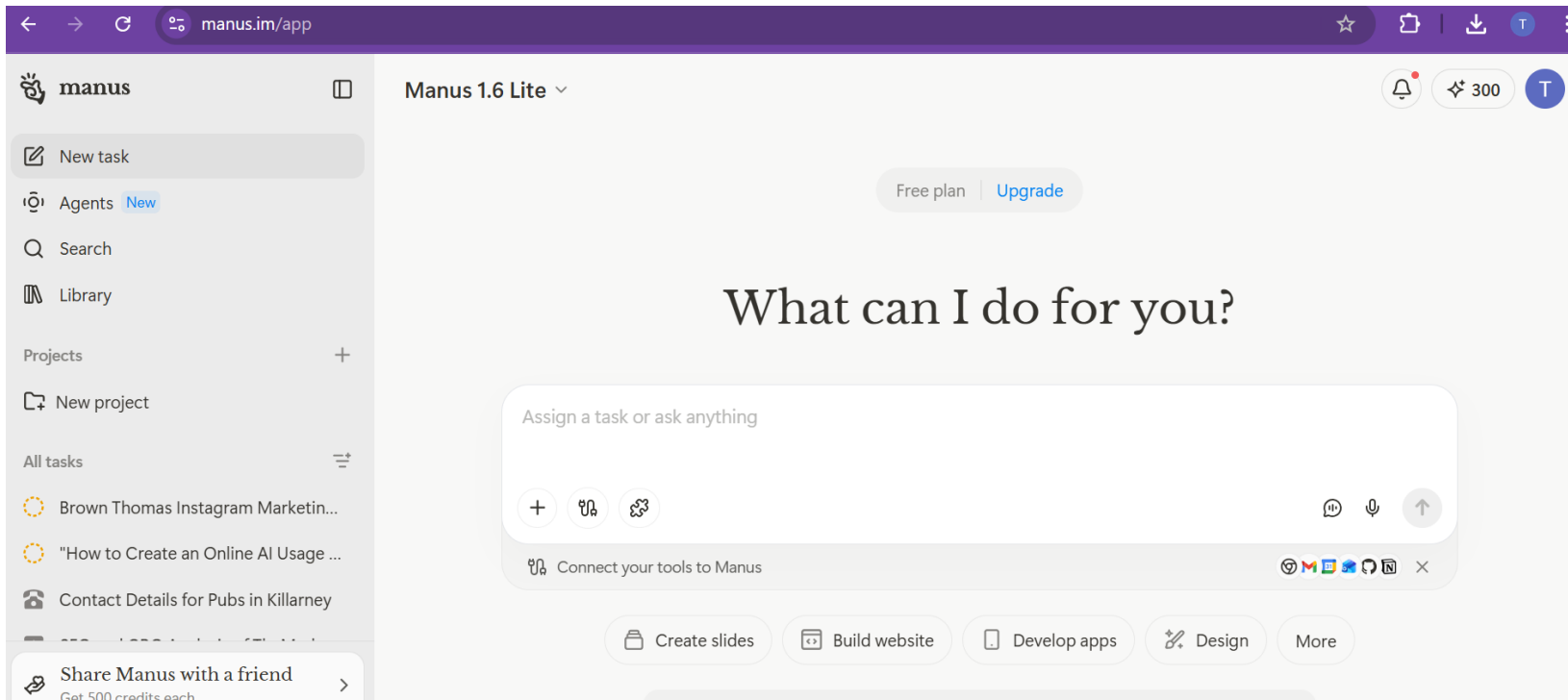


Issues with Agentic Ai to date

1. When it gets to a website that requires a login it cannot. You have to login. However, it can then see your logins. Do you want that?
2. Do you want an AI agent to buy with your credit card?
3. Quite often if the task involves going to websites and doing something for you the agent will get stuck and cannot complete the task.

So a lot of the Ai agents in 2025 were not as developed and as useful as initially hyped.

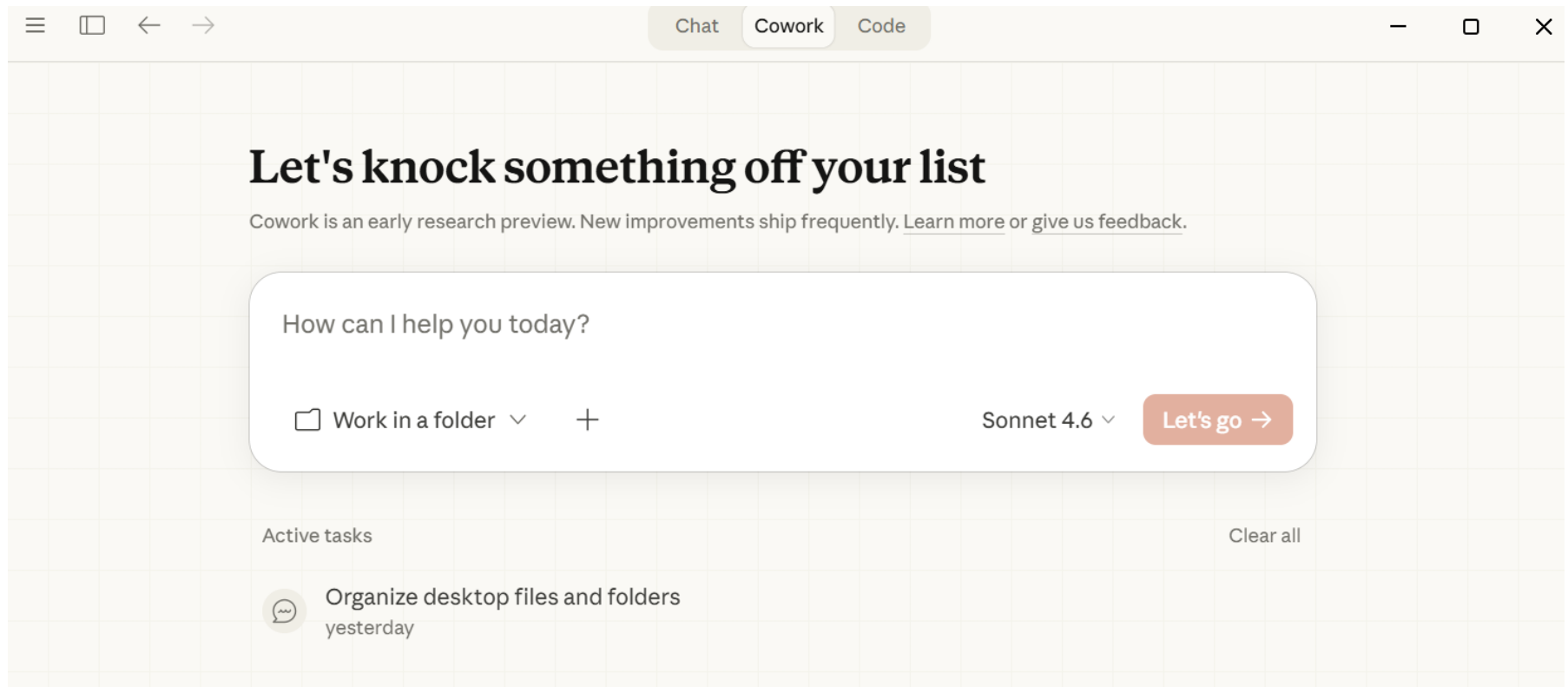
Manus – Agentic Ai that was just purchased by Meta



Manus is a standalone AI agent tool at Manus.im

However, Meta bought it in January 2026 and expect to see a lot more of it. It is rumoured that it will be incorporated into Meta ads as an agent that will manage your ad campaigns for you

Claude Co Work – The best and easiest to use currently



In January 2026 Claude released Cowork which is an Ai agent that can do things for you. This has been hugely popular and marks a leap forward in terms of Agentic AI. You will hear a lot about Claude CoWork

USING AI FOR TASKS CREATING FILES & DOING JOBS

Which Level Are You At?

The
MARKETING
CROWD



1 Identify tasks an AI can help you do
You have made a list of tasks in your job that an AI can help you with.

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You have created skills (Brand. writing style, Business contact) that AI can use when implementing repetitive tasks.

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3 Tasks Using The Web Version

You write a prompt and the AI applies your custom skills (brand, writing style, business context) to complete the task.

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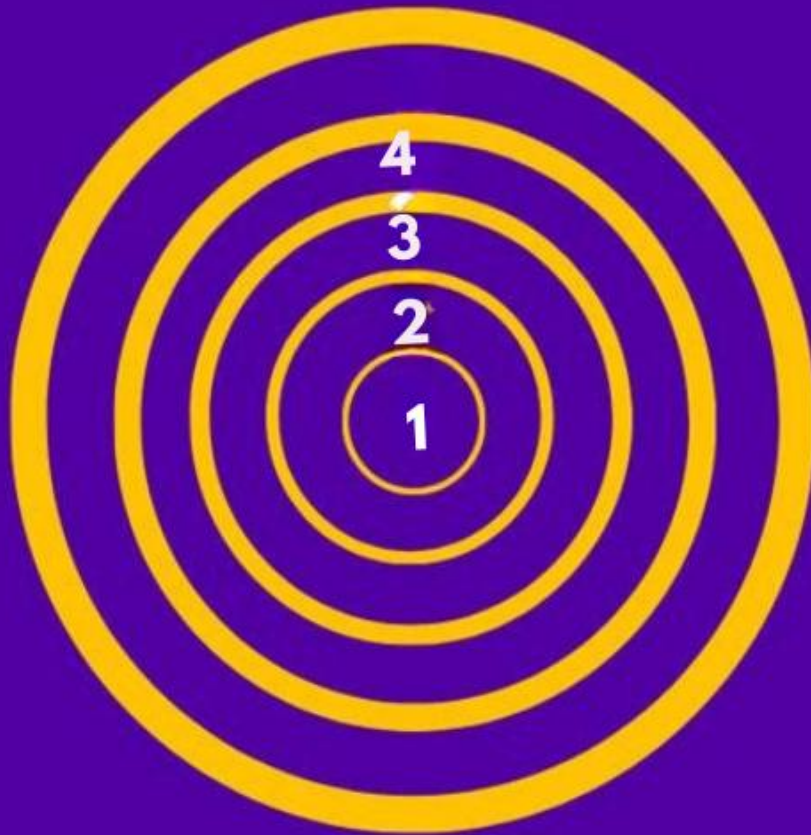
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Claude CoWork is working in a folder on your PC and you can schedule it to repeat simple tasks eg. file maintenance, generating weekly reports

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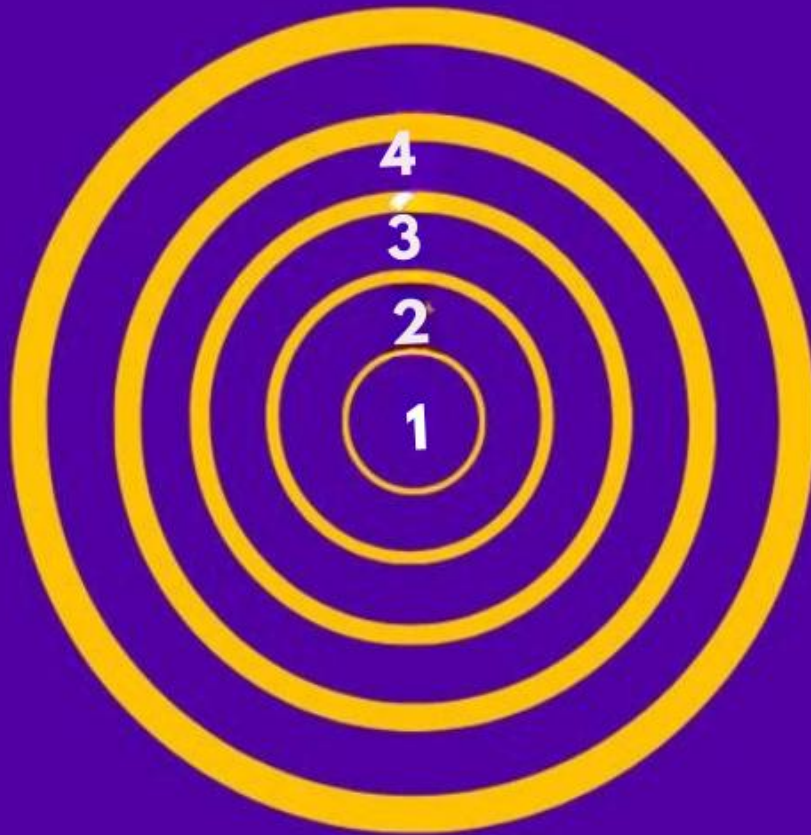
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Free tools: Which ones should you use

Paid Tools. Sites like OpenArt and Higgsfield are becoming the new “Canva” for AI video and image

These are interesting and nice to know about. They might or might not be that useful in growing your sales.



Optional AI tools
They might be useful for your business. They should not be your main priority

AI tools for creating your marketing videos

Free tools: Which ones should you use

Paid Tools: Which ones should you consider

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

Free Video tool: Meta.ai

- New chat Ctrl+Shift+O
- Search Ctrl+K
- Vibes
- Create

- History
- Dachshund in Purple Lilo
 - Batchroom Interior Scene
 - Dachshund on Purple Lilo
 - Dachshund on Purple Lilo
 - Blonde Woman on Dublin Street
 - Dachshund on Purple Lilo
 - Blonde Woman Walking Dublin
 - Dachshund on Purple Lilo
 - Dachshund on Purple Lilo

The camera is moving through th bathroom

Create an image of a black and ta dachshund lying in a purple lilo in swimming pool, its eyes are lookii

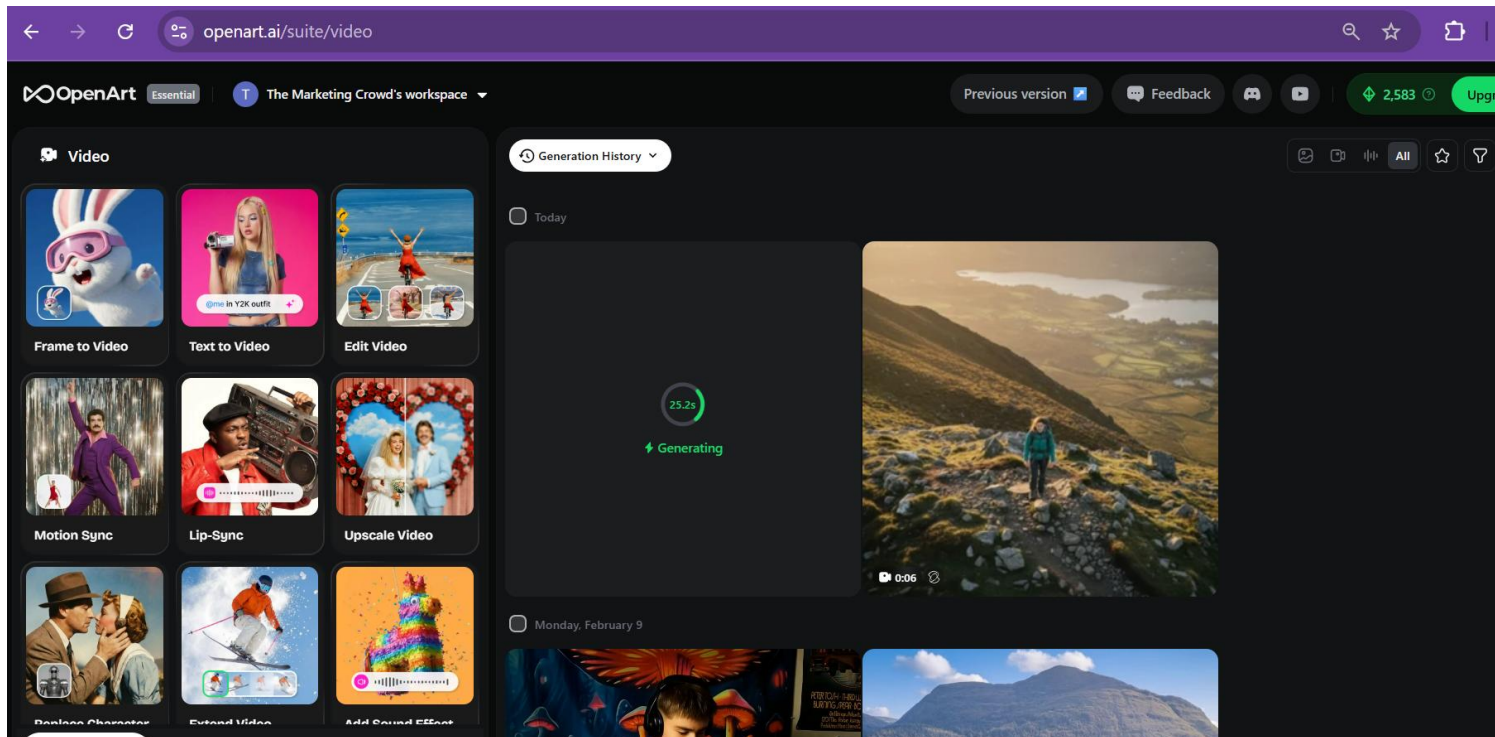
9:16

Describe your image...

up
ack

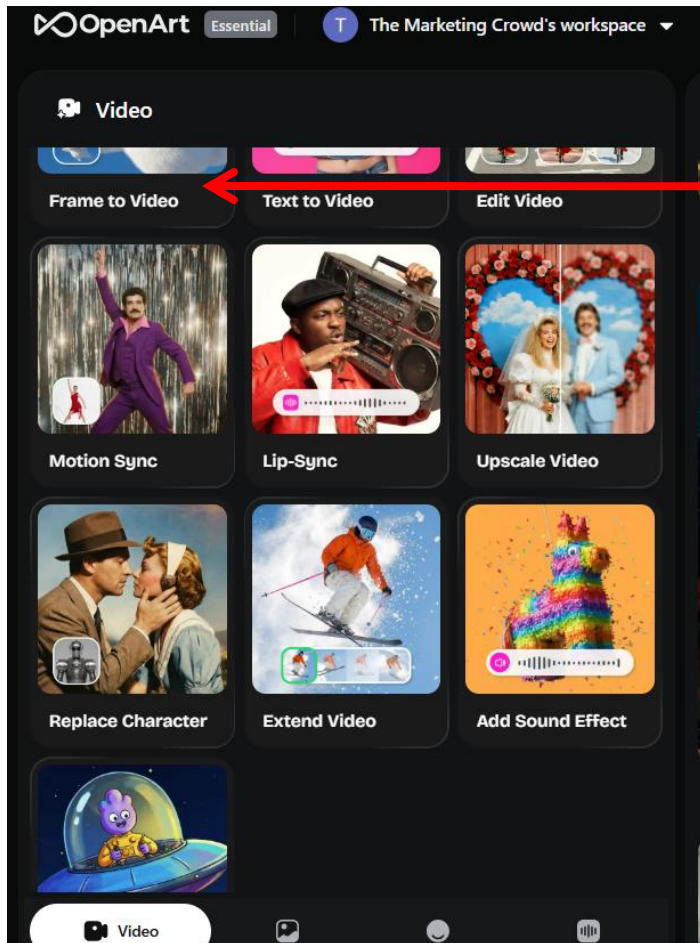
Currently Meta.ai is the only tool that will allow you to create AI videos for free
Check Grok from time to time to see if it starts offering free video again

Paid Video tool: 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

1. Frame to Video

What it does:

Turn a single image into a video clip (adds

Marketing use:

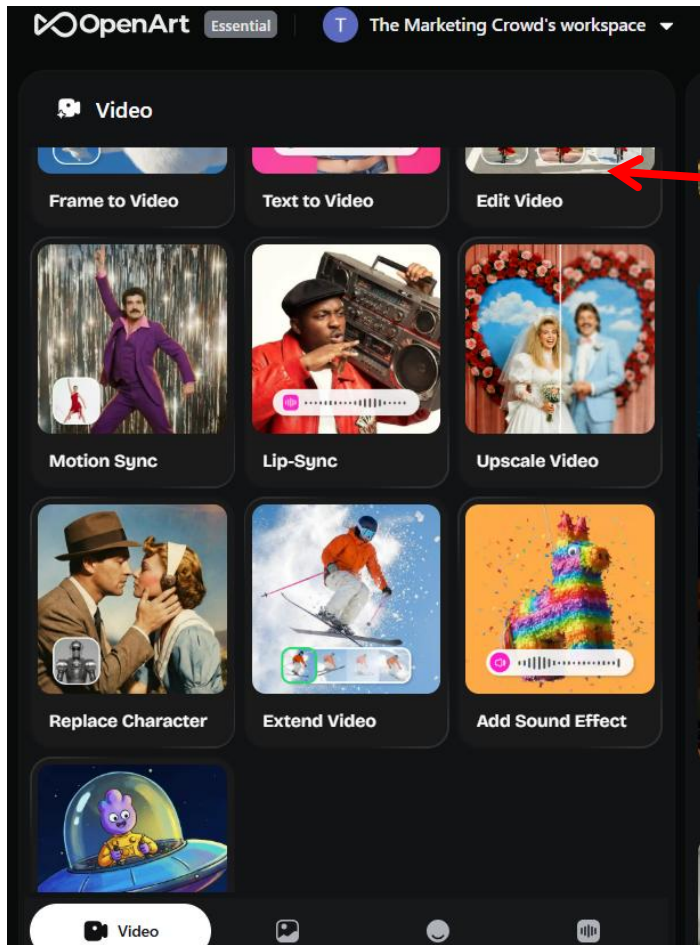
Take a photo of a hotel room → turn it into a slow pan video

Turn a photo of your product or someone using your product into a video

You can also use multi shot – you can ask for more than one shot within the video

You can also use a start and end frame to specify how you want the video to start and end. This is ideal for a timelapse video

Paid Video tool: OpenArt.ai



In the video section you can then use

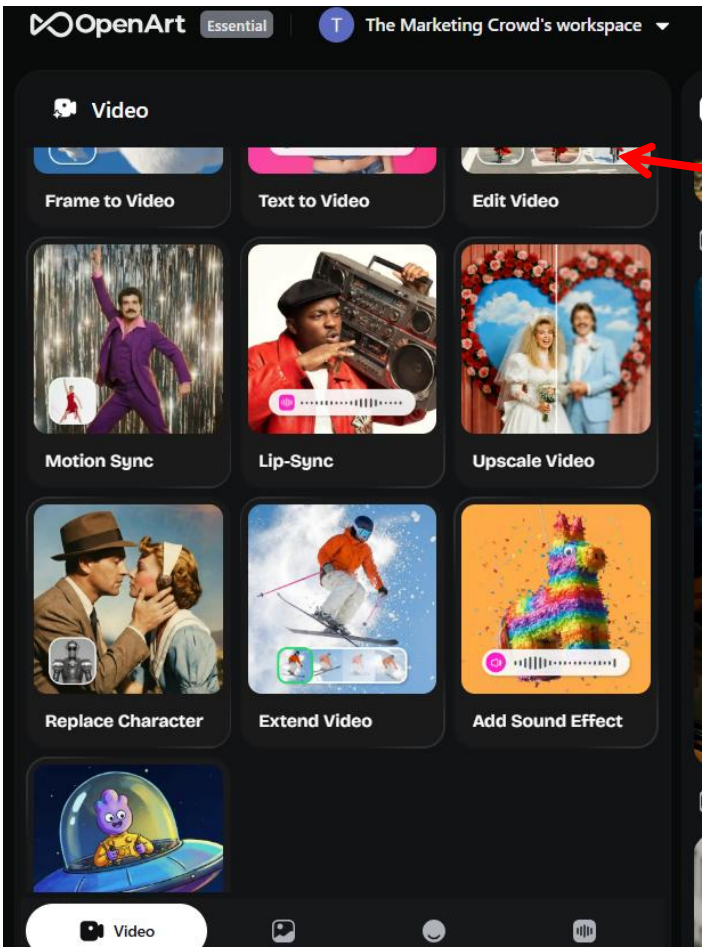
2 Edit Video

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

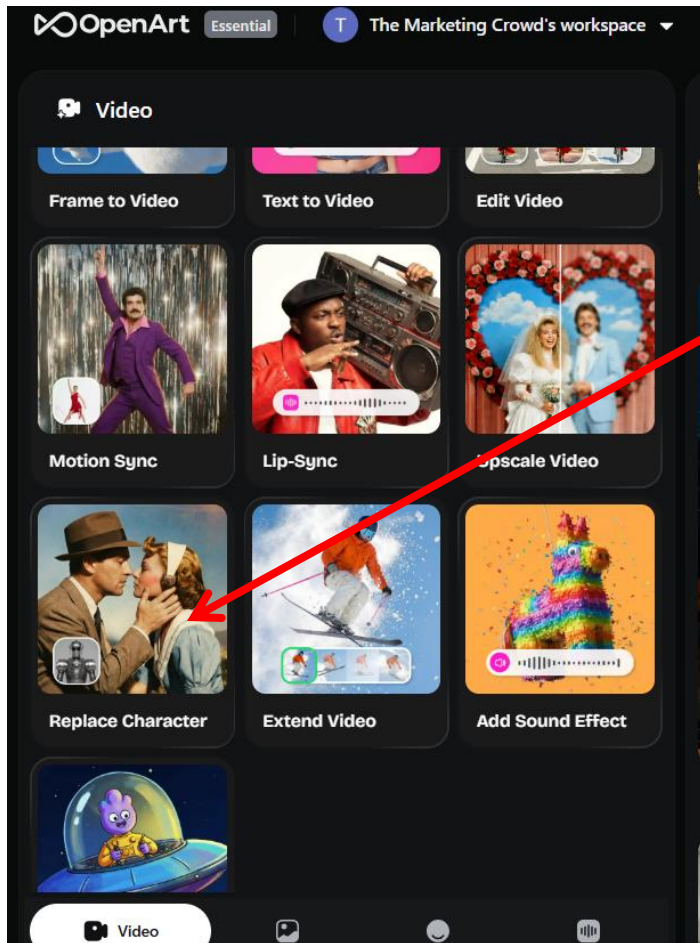
Use raw phone footage (hotel lobby, food, rooms, shop floor)

**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