Local Enterprise Office

The Marketing Crowd

AI TOOLS TO CREATE & EDIT MARKETING IMAGES

What we will cover

1. Tools for creating images

Create images by describing them – Paid with some free usage - Chat GPT
Create images by describing them – Gest free tool – Gemini (Nano Banana)
Create images by describing them – Paid - Midjourney
Create images by describing them – Paid with some free usage - Open Art
Create images by describing them – Create free images using Meta.ai
Create images by describing them – paid tool with some free usage – Canva

2. Best AI tools for manipulating images

•Gemini Flash editor (Nano Banana)
Nano Banana 2 and Pro
How does Chat GPT 2.0 compare?

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 to image 2.0 in April 2026 and is much more powerful

Gemini has Unlimited Image creation

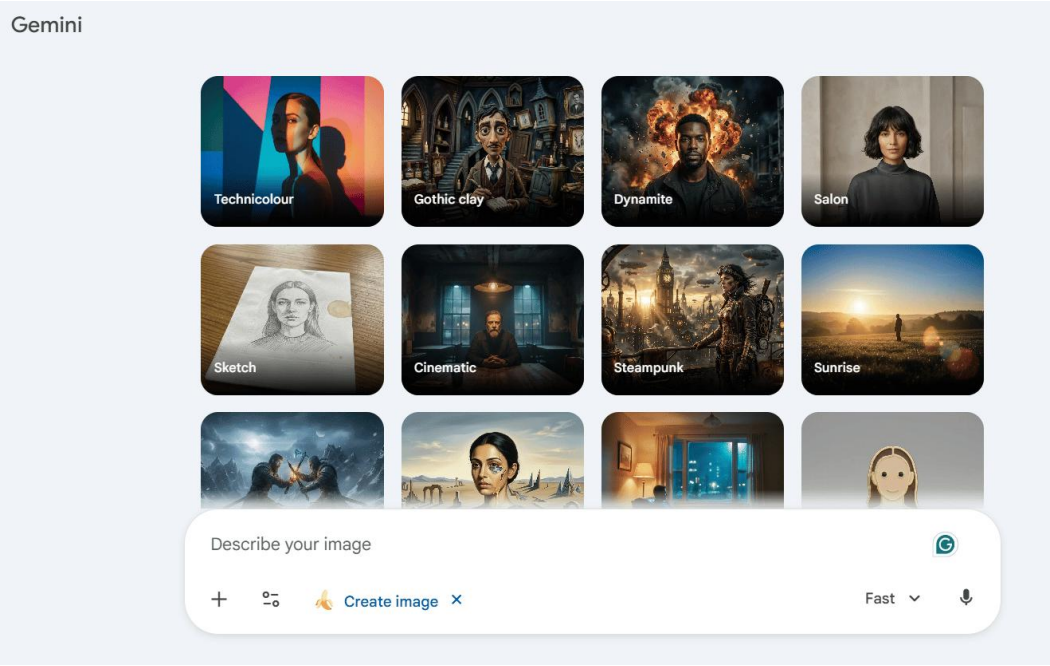
Create an image of a black and tan dachshund lying on a purple Lilo in a swi...

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 2 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 Unlimited Image creation



When you go to use Nano Banana 2 in Gemini you will see an option to choose a style e.g. Cinematic, Oil Painting, Old Cartoon etc. Definitely experiment with these. Type your prompt and then choose a style.

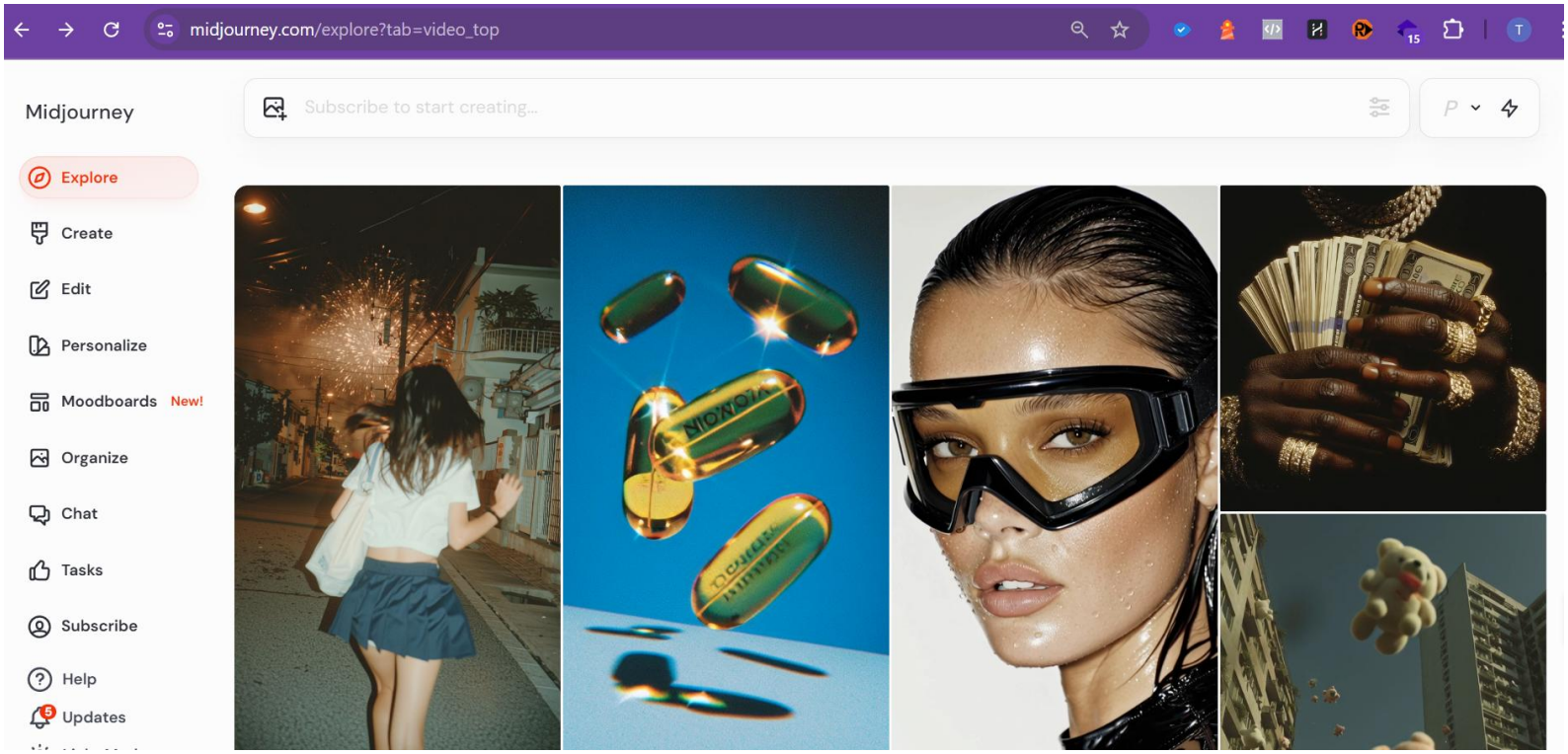
Note: these style options only appear when you start a new chat and click on Create image.

Gemini has Unlimited Image creation

When I asked for my usual dachshund image (an image of a black and tan dachshund lying on a purple lilo in a swimming pool. its eyes are looking at the camera) without a style this is what it looked like.

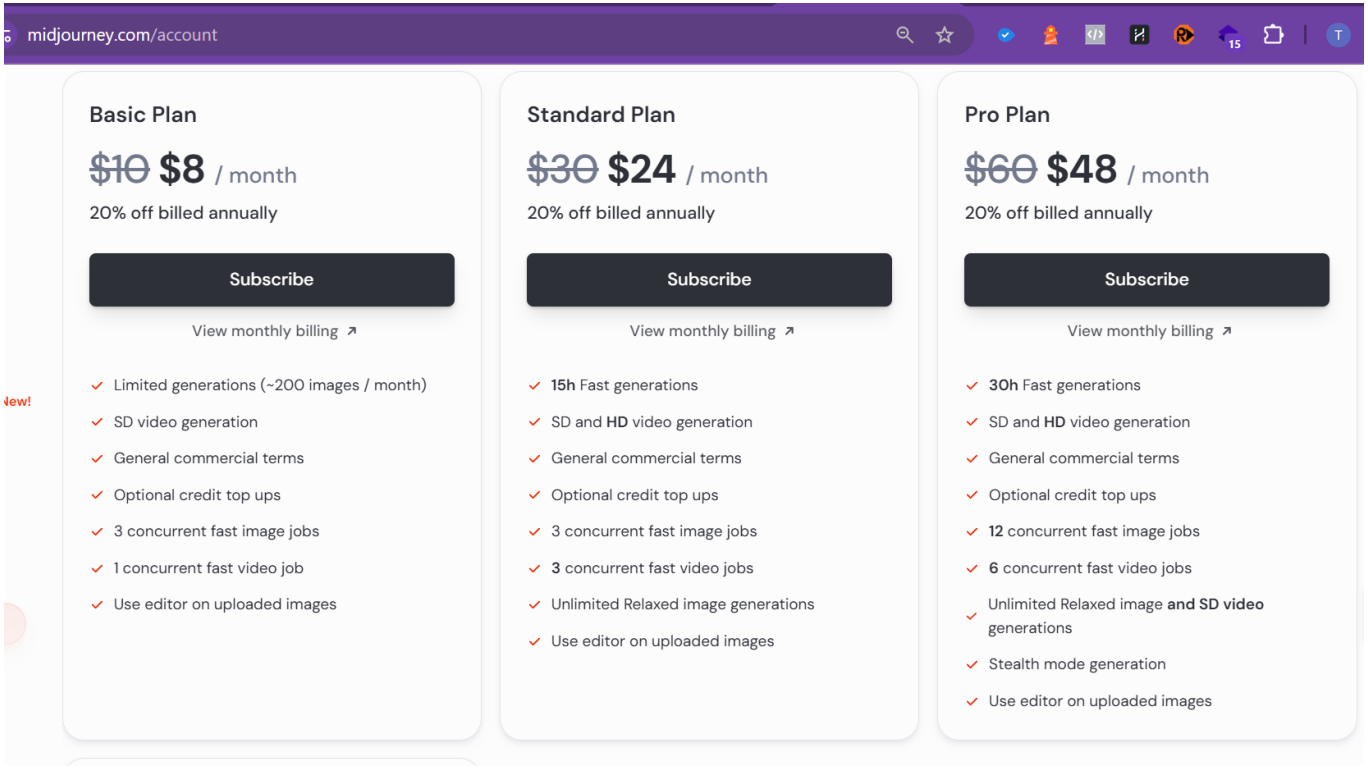
When I chose the Cinematic Style this is what it looked like.

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

Midjourney.com



One of the best text to image creation tool and recently added text to video
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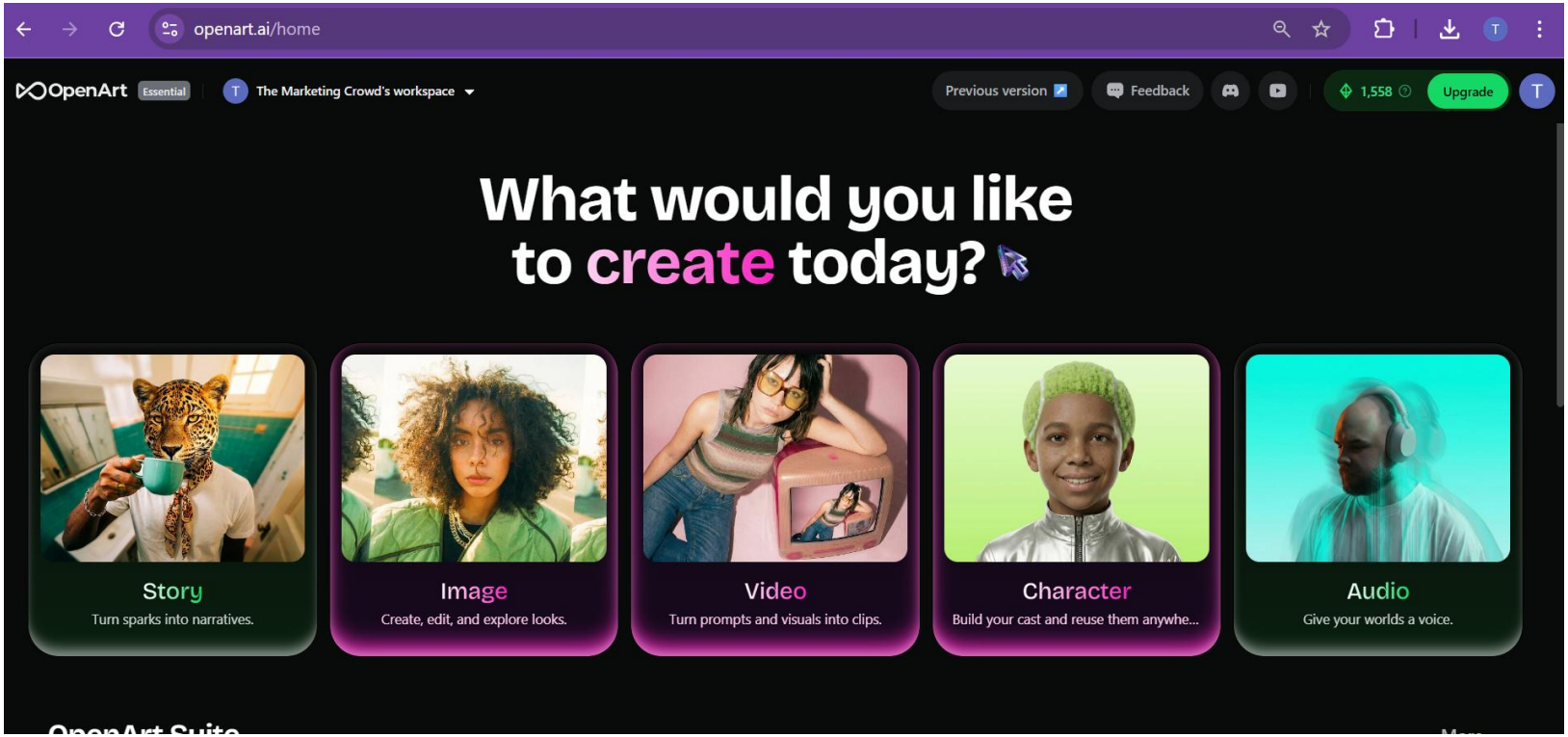
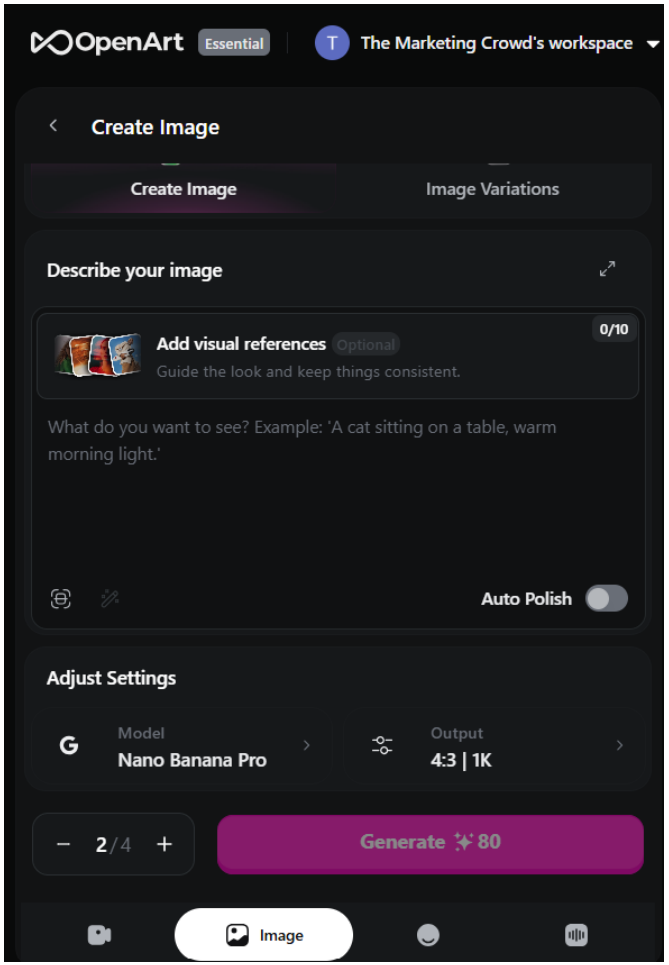
Paid Tool: Openart.ai



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

You get some free credits to try it out.

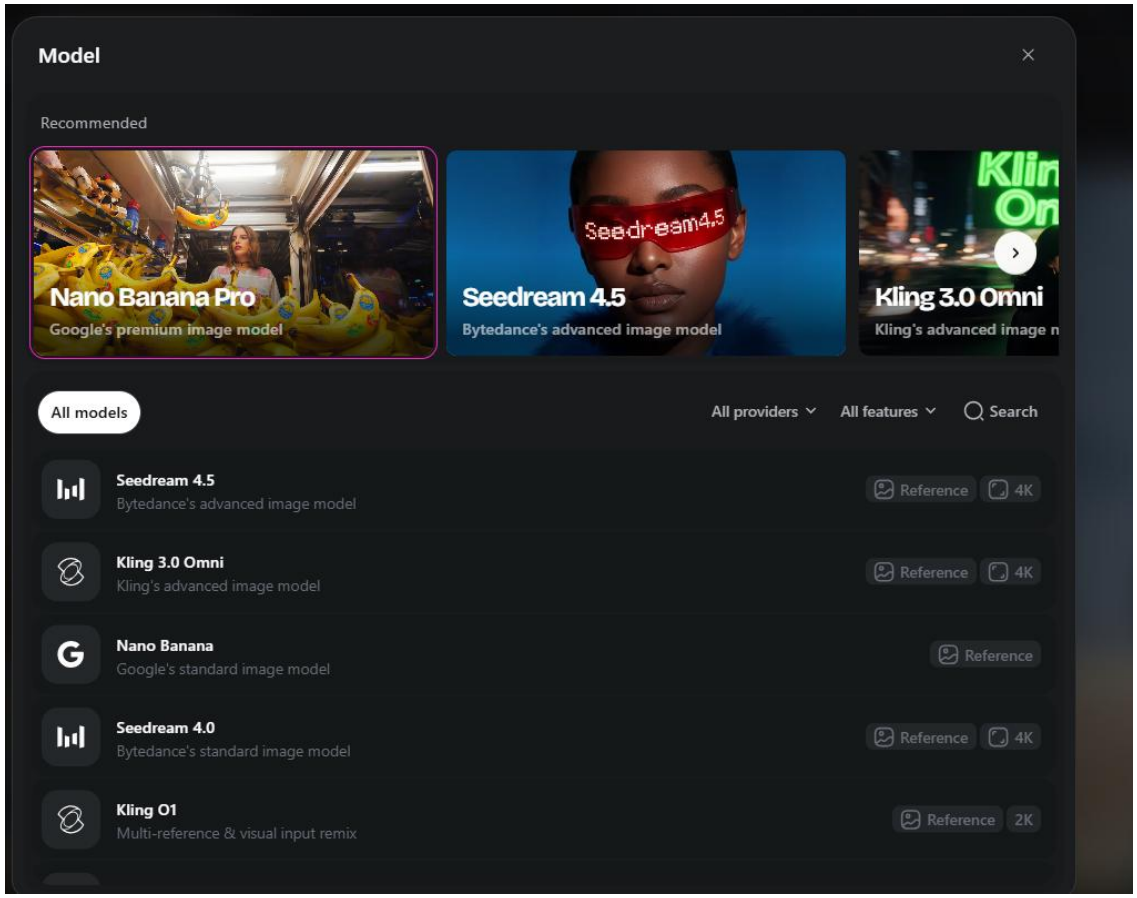
Openart.ai



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

1. Write your prompt
2. Click on Model and choose from all the latest AI image models (except Midjourney)

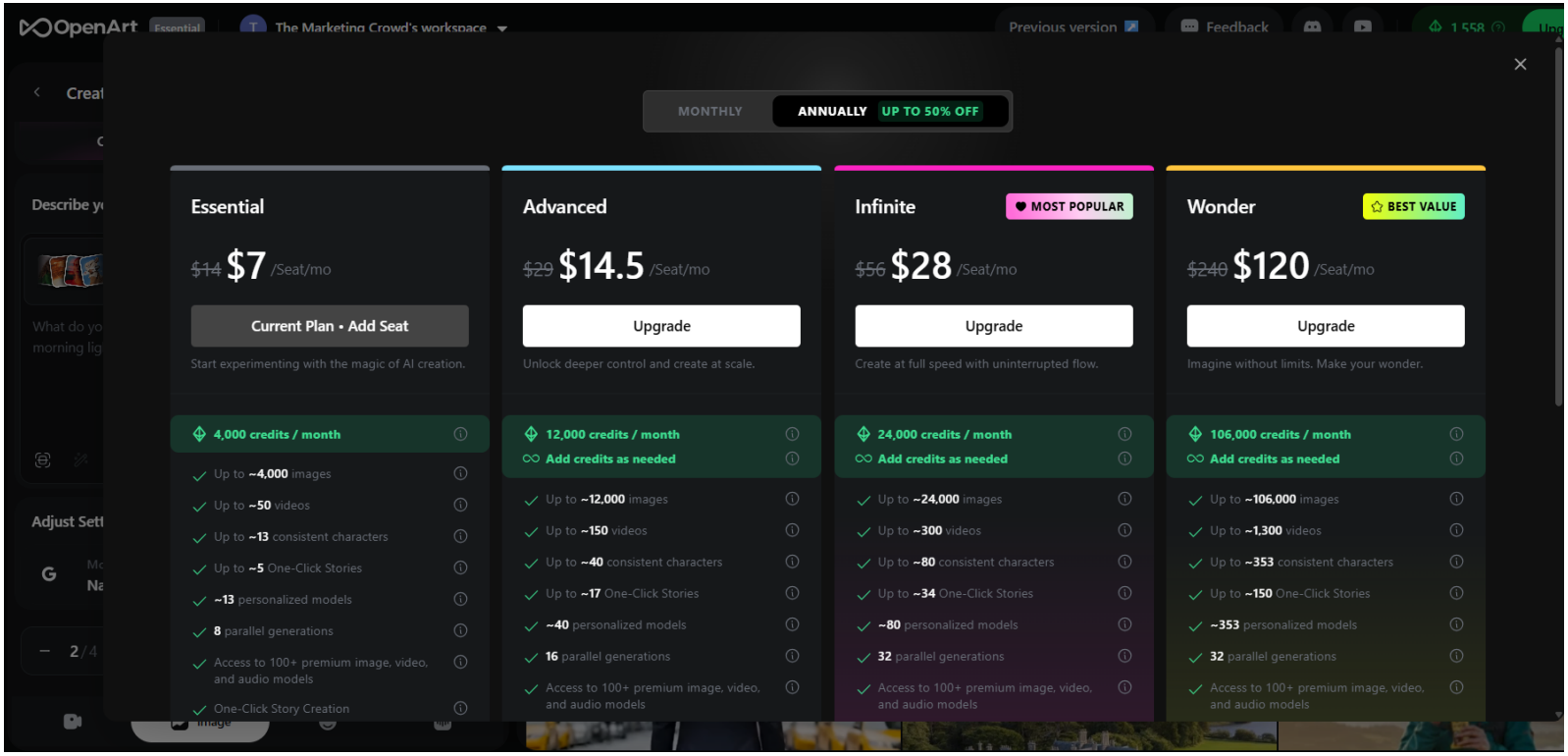
Openart.ai



Then browse through different models

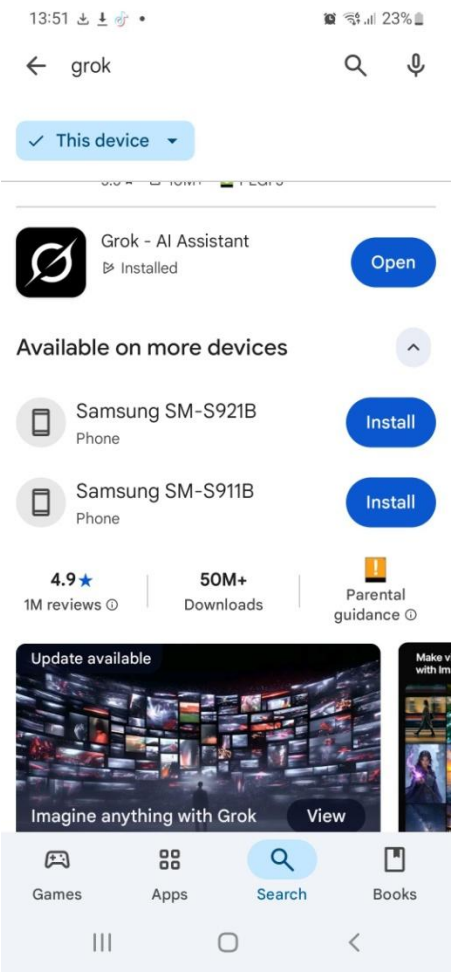
This is an easy way to find a model that produces the type of images that you your like.

Openart.ai



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

Create images using Grok



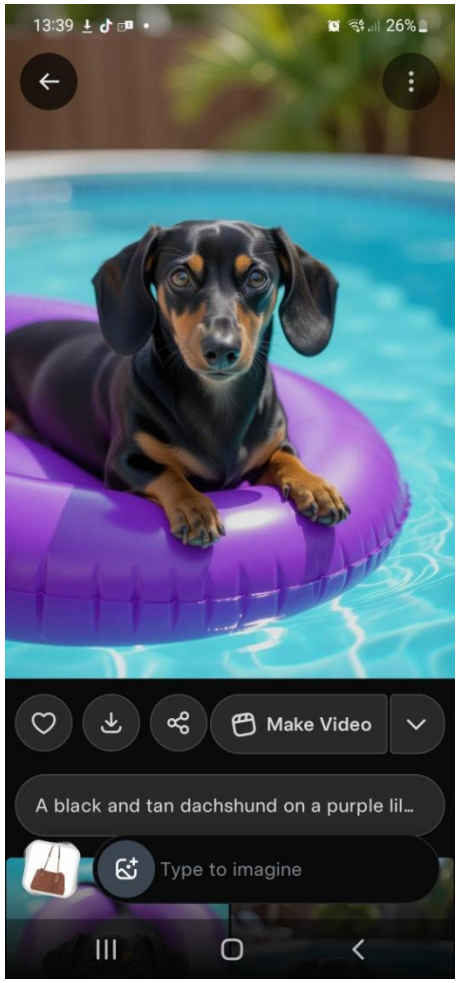
Grok used to be free but stopped offering free in March 2026. However, check it regularly because the will probably go back to free

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

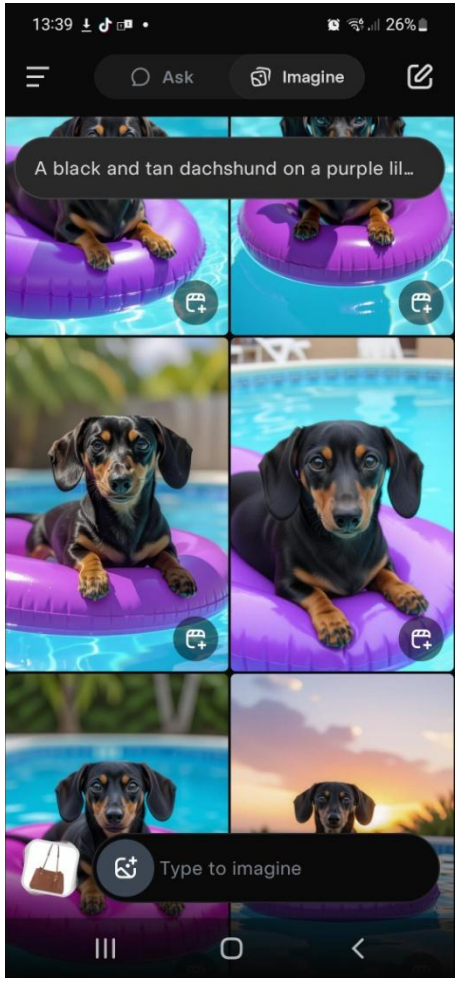
Create images using Grok



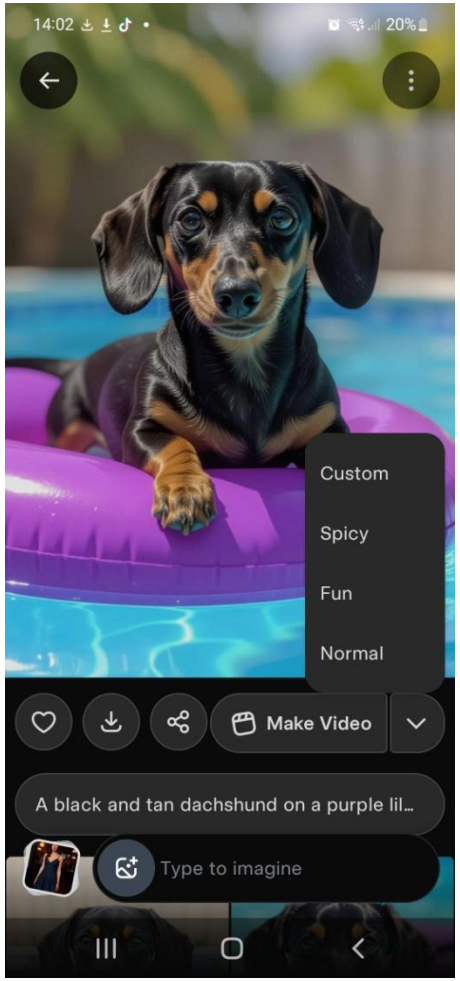
Tap on Imagine for the creative area within Grok

Type in the prompt for your image

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



Turn your images into videos using Grok



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

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

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

You can then download the video to your phone

Turn your images into videos using Grok

You can also attach an image form your phone and it will turn it into a short video

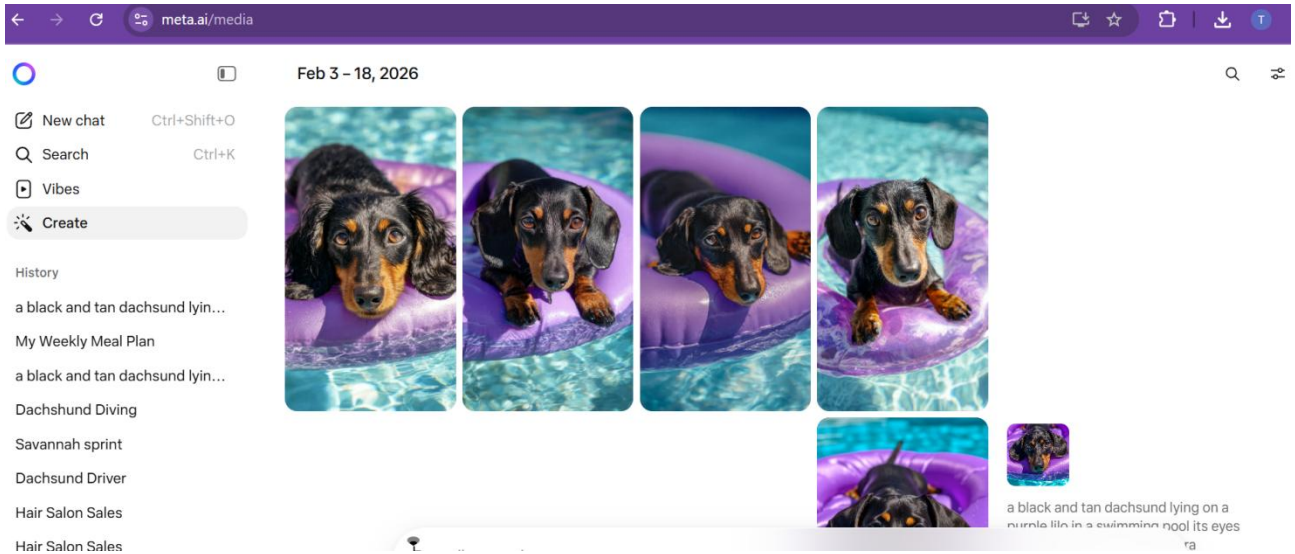
This could be very useful of you attach images of your products

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

Verdict

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

Free: Meta.ai has Unlimited free Image creation

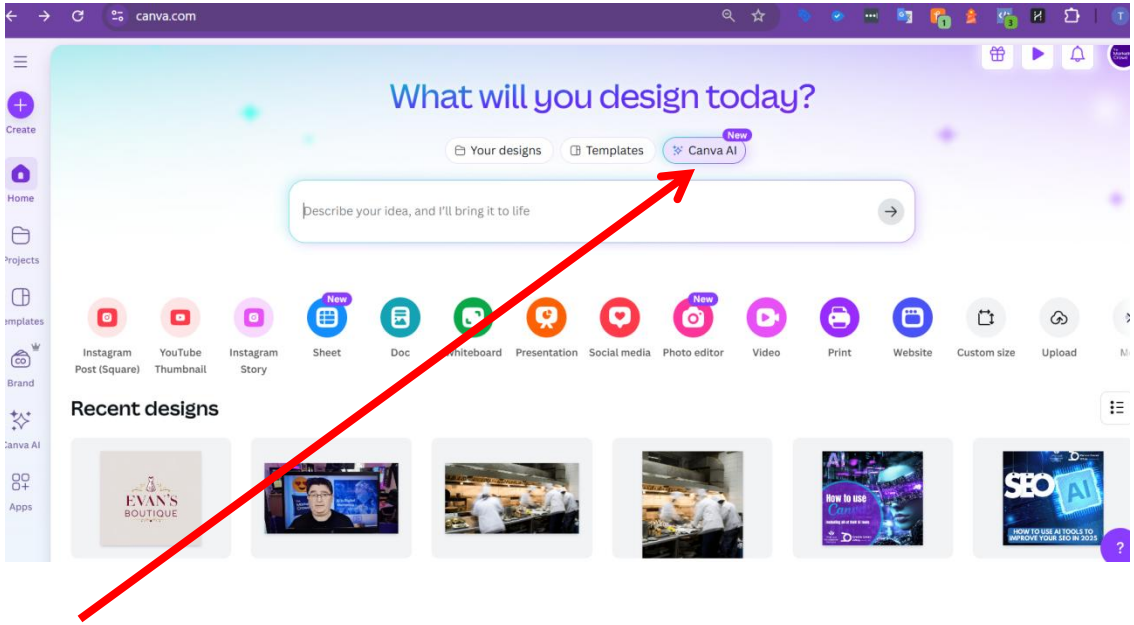


Meta has its own version of Chat GPT / Gemini at meta.ai

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

Image creation in Canva

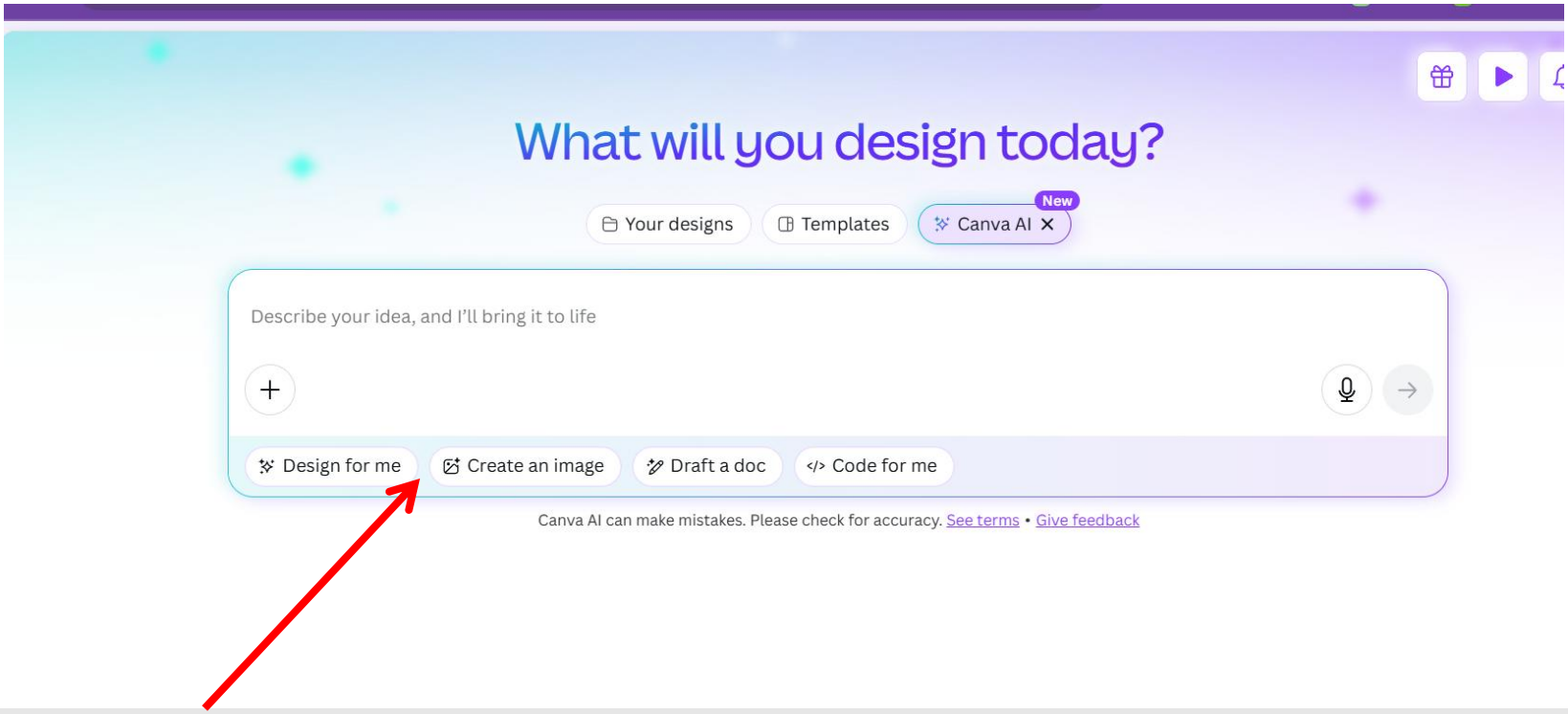


There is an AI hub located in the centre panel

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

AI Image Generation: Free users are allowed 20 lifetime uses of Dream
Magic Design: Free accounts have a 10 lifetime use limit for Magic Design features, which includes tools like Magic Design for Presentations
Other AI Tools: Free users also have access to Magic Write (Canva's AI text generator), but this is capped at 50 total uses

Image creation in Canva

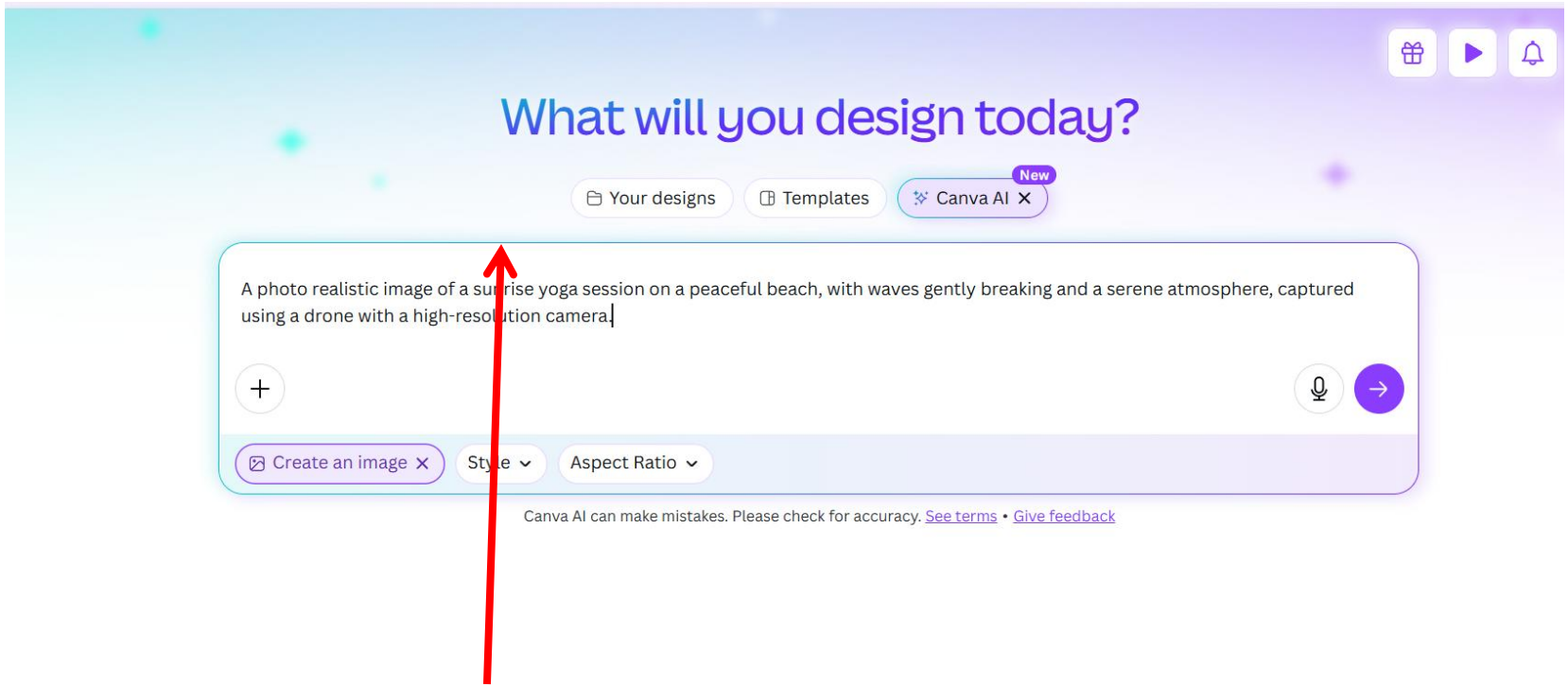


Design for me – you can ask it to design a social media post or a logo simply by describing what you want

Create an image – describe the image that you want

Draft a doc – ask it to write a social media post or text for aa web page – just like Chat GPT

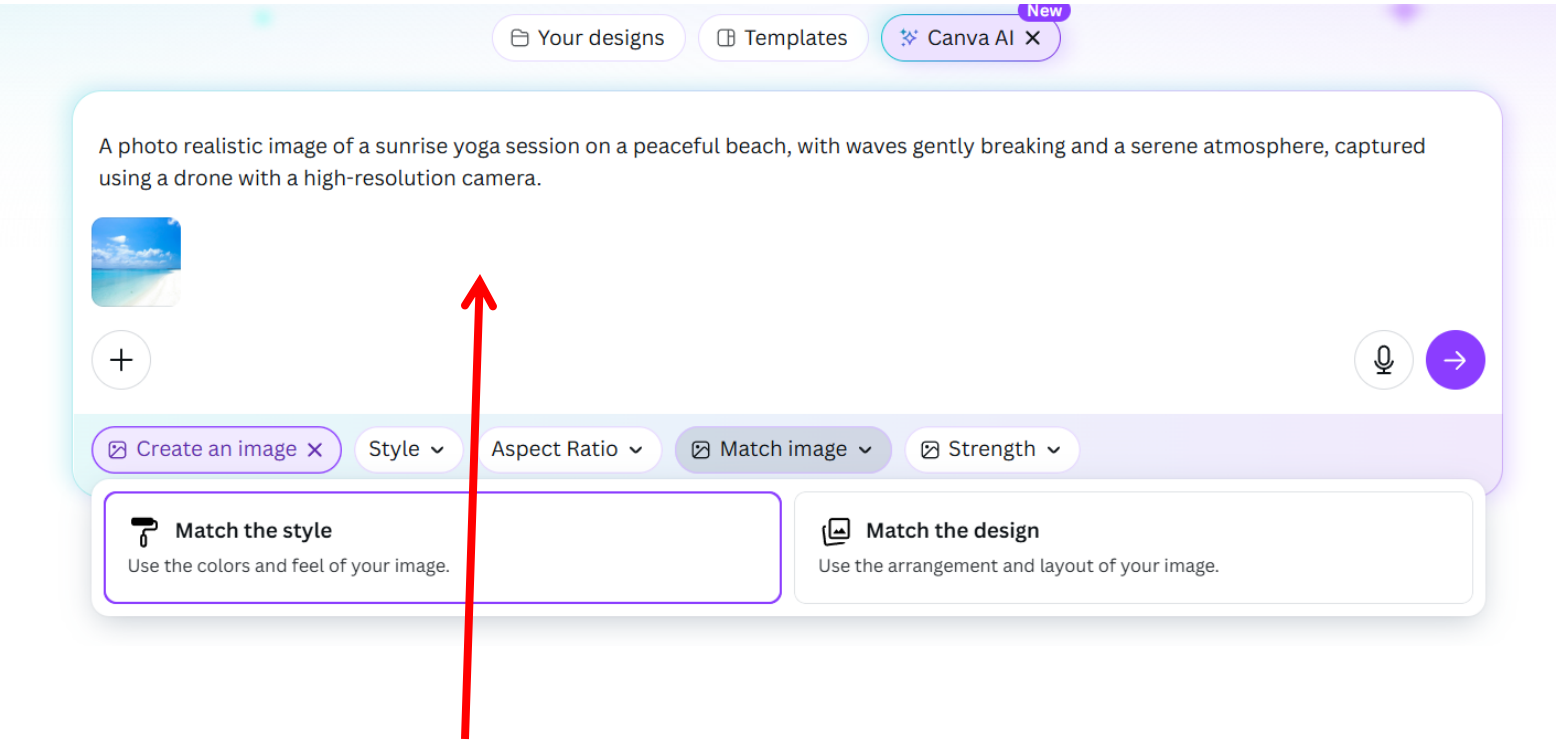
Image creation in Canva



Click on create an image
Type in a description of the image that you would like

Choose a style e.g. Stock image, illustration. Bokeh
Choose an aspect ration (Landscape, portrait, square)

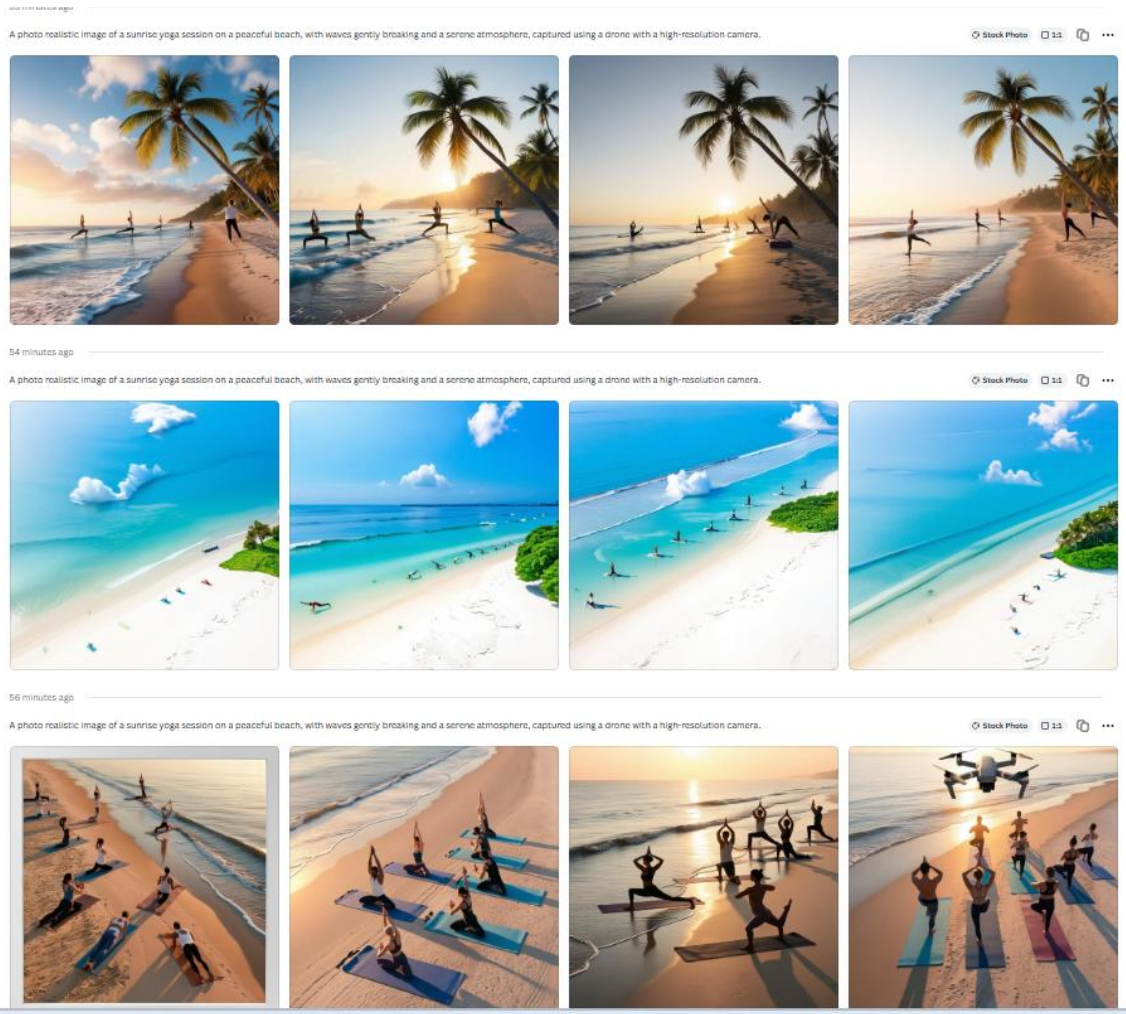
Image creation in Canva



You can also click on the + icon and add an image

When you add the image you can then choose to “Match Image” and then choose style or structure
Style = You want the new image to look like the attached image in terms of colours / vibe
Structure = You want the new image to use the same structure elements (trees, mountains, beach) as in the attached image

Image creation in Canva



3. Beach with palm tree attached and requested similar structure

2. Tropical beach attached and requested similar style

1. Just a text prompt – no reference image attached

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Nano Banana 2 and Pro
How does Chat GPT 2.0 compare?

Place your product into a scene

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

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

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

Ask for something to be show at a different angle

A side on view of this model

Ask for something to be show at a different angle

show this extracted dress
side on view

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

a close up view of the fabric in this dress

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

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

Add 2 images. Have a person model your product

Have the model wear the black dress

Place your product into a scene

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

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

Place your product into a scene

Have this man opening the wrapper on this Nutri grain bar

Change the text in an image

Change the word Cocktail to Evan's

Change the text in an image

Change the word Casino to Evan Mangan

Change the colour of something to match another colour

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

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

Change the view / perspective within an image

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

Change the weather in an image

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

Change the weather in this image to be a snow blizzard

Remove anything from your image by describing the edit

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

Remove the people in this image

Remove anything from your image by describing the edit

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

Remove the Tattoos on his arms

Create branded images that contain your logo

The
Marketing
Crowd

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

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

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2. How to create a consistent for your marketing

• Use Openart.ai to create images of a person in an environment you want

3. Best AI tool for manipulating images

•Gemini Flash editor (Nano Banana)
•Nano Banana 2 and Pro
•How does Chat GPT compare?

What is different about Nano Banana Pro?

Pro launched in Dec 2025 and 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 Pro – is unlimited in the paid version of Gemini but you can use it 3 times a day for free.

They Then launched Nano Banana 2 in Feb 2026

Nano Banana 2 launched in Feb 2026
It is free and it allows you to do all you can do in Pro ...

1. Adding eye catching fonts / typefaces
2. Adding text that is accurate (no spelling mistakes)
3. Can easily annotate images for you
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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 2 is free

How do they compare?

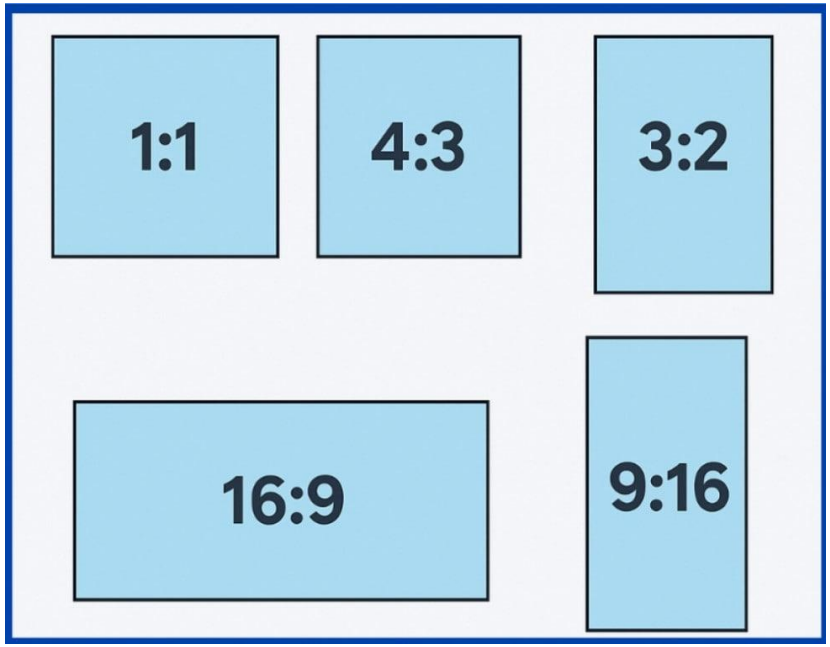
How does this now compare to the old version and the pro version?

Nano Banana 1 (Free)
Very fast
Good quality images
Not good at text on images, translation, infographics, combining lots of attachments into one image
You cannot specify the aspect ratio (9:16 or 16:9)

Nano Banana Pro (Paid)
Not as fast. It takes more time to think.
Highest quality images with high detail. You can output at 2K–4K
You can specify the aspect ratio (9:16 or 16:9)
The image tool is baked into Gemini so it is great at analysing data and turning it into an infographic. Great at generating text on an image, Great at translating text on a image and combining lots of inputs into an image.

Nano Banana 2 (Free)
It is baked into Gemini and has strong reasoning (close to Pro) so you can also create infographics, write text, translate text
You can specify the aspect ratio (9:16 or 16:9)
Much faster than Pro
You can output images at 512px to 4K
It is now the default in Gemini. You don't need to choose it.
Also, when you go to use Nano Banana 2 in Gemini you will see an option to choose a style e.g. Cinematic, Oil Painting, Old Cartoon etc. Definitely experiment with these. Type your prompt and then choose a style.

You can specify the aspect ratio of your output image



In the free version of Nano Banana you cannot specify that you want the image to be 9:16 or 16:9 . It will create the image the same as the aspect ratio of the image you attach

In the pro version you can specify the exact aspect ratio you want and it will create it

Recreate your square or landscape images as portrait for Stories

create a version of this image that is 9:16 aspect ratio

Loading Nano Banana Pro...

Describe your image

Image

Thinking

I have a landscape image but I want a portrait version to send out as an Instagram story

Prompt:

Create a version of the attached image that is 9:16 aspect ratio

Recreate your square or landscape images as portrait for Stories

Create images and specify eye catching text

I have a driving school and I want an image of text on the foggy window of a bus

Prompt

create an image of a foggy window on a bus and the text, drawn with a finger on the foggy glass says "Driving Lessons 20% off in January". The text is very legible. aspect ratio 9:16

Change the existing text on your images to more eye catching text

change the typeface in the image. Write the words so the text is made of knitting needles and balls of wool

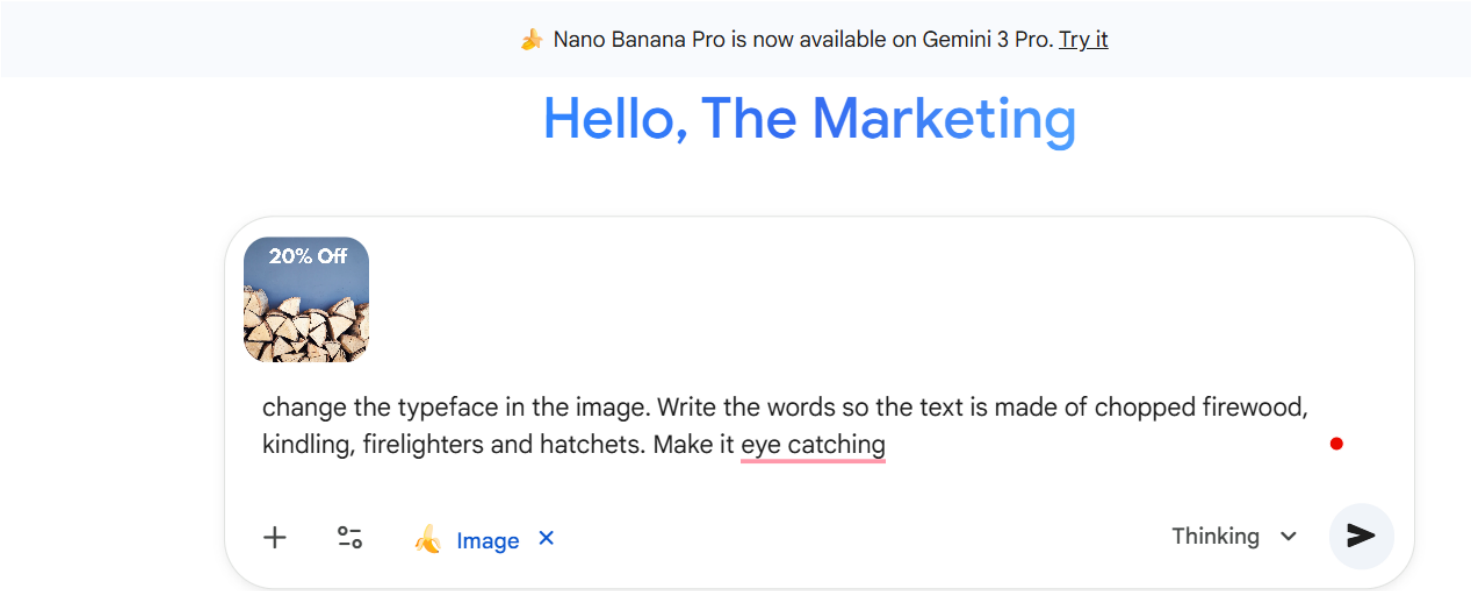
I have a graphic but I would like a much more interesting typeface that looks like knitting needles and wool

Prompt:

change the typeface in the image. Write the words so the text is made of knitting needles and balls of wool

Change the existing text on your images to more eye catching text

Change the existing text on your images to more eye catching text



I have a graphic but I would like a much mor interesting typeface that looks like wool

Prompt:

change the typeface in the image. Write the words so the text is made of chopped firewood, kindling, firelighters and hatchets. Make it eye catching

Change the existing text on your images to more eye catching text

Create infographics

tea usage in ireland statistics

AI Overview

Recent statistics show mixed results, with some reports indicating the average Irish person drinks 3 cups of tea per day, while others suggest 5-6 cups, placing Ireland among the top tea-consuming nations. While coffee has recently surpassed tea as the preferred break-time beverage for many Irish office workers, the country still maintains a strong tea-drinking culture, with a high per capita consumption of about 2.19 kg per year, which is more than the average in Great Britain.

- **Average daily consumption:** Varies by source.
  - **3 cups:** According to a May 2024 survey.
  - **5-6 cups:** According to some reports.
  - **15 million cups daily:** Total estimated consumption nationwide.
- **Annual consumption per capita:** Approximately 2.19 kg per person, which is higher than Great Britain's average.
- **Tea preparation:** The classic method is tea bag, hot water, and then milk.
- **Beverage preference:** A 2025 survey of office workers found coffee is the preferred break-time beverage, but a 2024 survey found 94% of people still use the classic sequence of tea bag, hot water, then milk.

Ask it to turn data and statistics into interesting infographics that you could use

1. In blog posts
2. In social media posts / stories

I took a screenshot of some tea drinking stats in Ireland and asked it ...

“create an infographic based on this data. Match the design to the Topic”

Create infographics

Create infographics

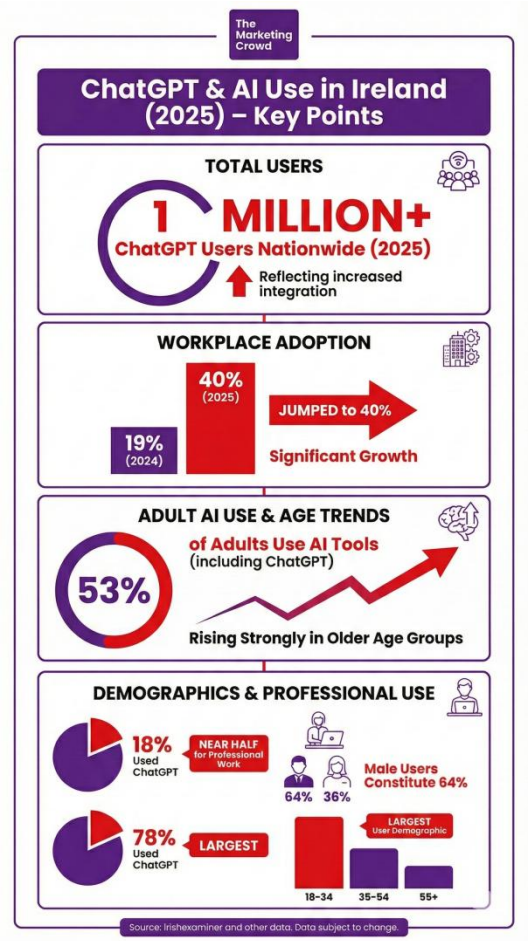
reflecting increased integration of AI into daily work activities across the country. irishexaminer +4

Key points on ChatGPT and AI use in Ireland include:

- 1 million+ ChatGPT users nationwide in 2025.
- 53% of adults use AI tools including ChatGPT, rising strongly in older age groups.
- 18% of adults have used ChatGPT, with near half of these for professional work.
- Male users constitute about 64% of ChatGPT users.
- Largest user demographic: ages 18-34.
- Workplace AI adoption jumped to 40% of employees in 2025 from 19% in 2024.

Create an infographic of the key points in the attached Include The Marketing Crowd logo in the infographic and make the colour scheme purple, white and red. Make the aspect ratio 9:16

Create infographics

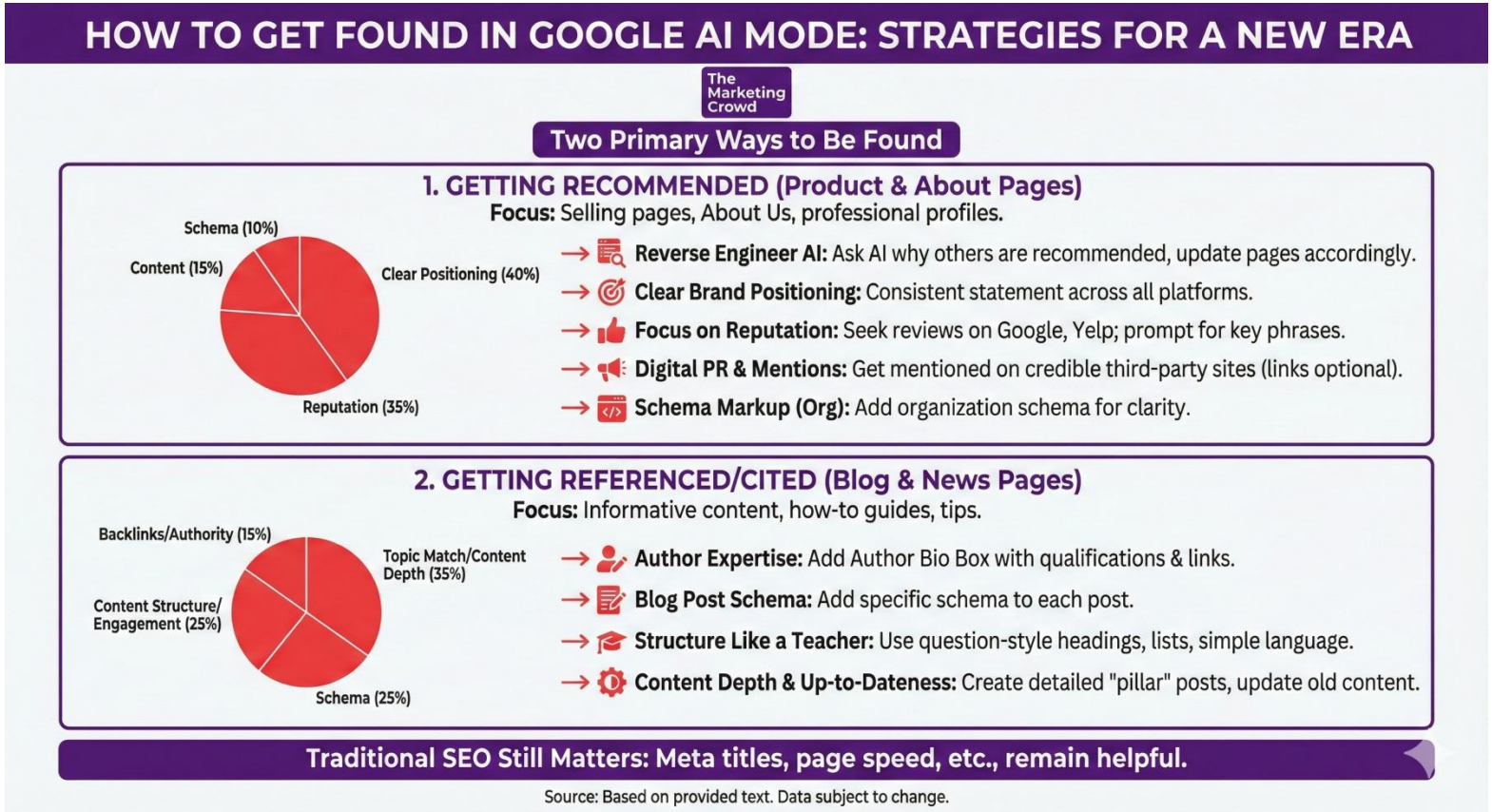


Create infographics

I attached a 4 page summary word document of the training course “How to get found in Google AI search”

Create an infographic of the key points in the attached Include The Marketing Crowd logo in the infographic and make the colour scheme purple, white and red. Make the aspect ratio 9:16

Create infographics

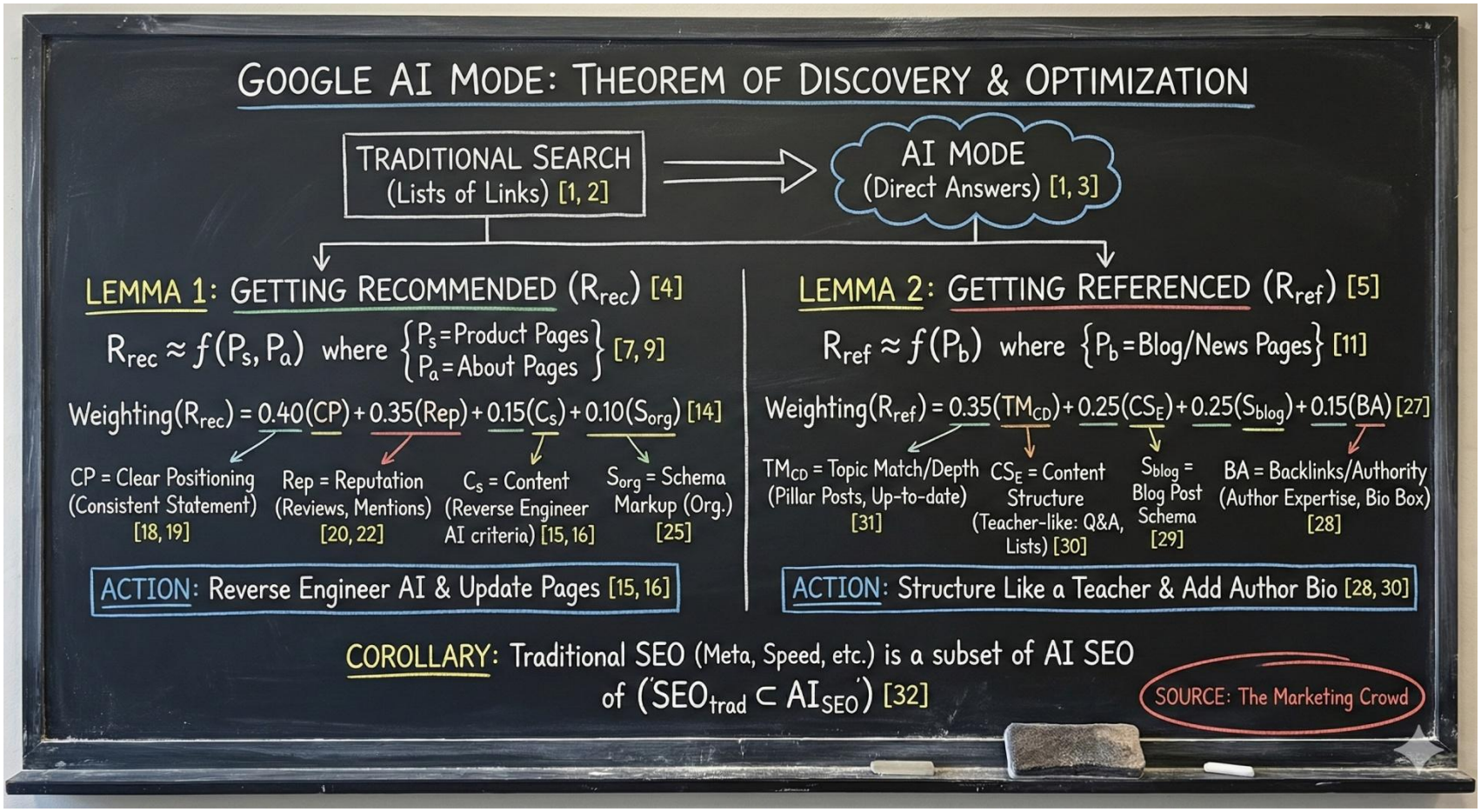


Create infographics

I attached a 4 page summary word document of the training course “How to get found in Google AI search”

Provide an overview of the process of getting found in Google AI mode (based on the attached file) and present it like it was written on a Maths professors whiteboard or blackboard. Add The Marketing Crowd as the source

Create infographics



Translate the text in an image

translate the text in the image to polish

I have a graphic but I would like the text in a different language

Prompt:

translate the text in the image to polish

Translate the text in an image

This is ideal if you are targeting foreign customers and you want to create ads, web images or posters in their language

Place a person and multiple objects in a scene

place these items and the man cohesively in an image. He is on the Old traffor pitch wearing the jersey and boots and holding the water bottle

I have a graphic but I would like the text in a different language

Prompt:

place these items and the man cohesively in an image. He is on the Old Trafford pitch wearing the jersey and boots and holding the water bottle. Image size is 9:16

Place a person and multiple objects in a scene

This is ideal if you are want a number of your products either being modelled or appearing in a scene

Place a person in any scene consistently (consistent character)

this man is in a cinematic scene set in ancient Rome inside the Colosseum. He is a young gladiator, standing proudly in the arena after victory. He wears authentic Roman gladiator armour — bronze chestplate, leather

this man is in a cinematic scene set in ancient Rome inside the Colosseum. He is a young gladiator, standing proudly in the arena after victory. He wears authentic Roman gladiator armour — bronze chest plate, leather straps, greaves, short red cape and a short sword (gladius) in hand. His expression is noble sun rays cutting through the dust-filled air. The roaring crowd fills the stone tiers behind him, waving red banners as sand and debris swirl in the golden light. The atmosphere feels epic, emotional, and cinematic — inspired by Gladiator (2000) film cinematography. Hyper-realistic detail, 8K resolution, strong backlighting, shallow depth of field, and dynamic composition that captures movement and triumph.

Place a person in any scene consistently (consistent character)

Place a person in any scene consistently (consistent character)

this man is on a Viking longship cutting through rough northern seas at dawn. He stands on deck as a Viking warrior in detailed leather and fur armour, . He does not

this man is on a Viking longship cutting through rough northern seas at dawn. He stands on deck as a Viking warrior in detailed leather and fur armour, . He does not have a beard. Around him are many other Vikings shouting and preparing for a raid, gripping axes and shields emblazoned with Norse symbols. The ship’s carved dragon prow looms over stormy grey waves, and cold mist swirls around the scene. The lighting is moody and cinematic, with shafts of golden sunrise breaking through clouds. Hyper-realistic detail,

Place a person in any scene consistently (consistent character)

Fine detail editing : Change the lighting or ambiance in a scene

show this room at evening time with soft lighting from lights and lamps that are already in the room. it is a warm and cosy scene

I am an estate agent and I have a photo of a sitting room but I ant to show it as different times of the day

Prompt:

show this room at evening time with soft lighting from lights and lamps that are already in the room. it is a warm and cosy scene

Fine detail editing : Change the lighting or ambiance in a scene

Original

Nano Banana Pro

What we will cover

1. Tools for creating images

Create images by describing them – Paid with some free usage - Chat GPT
Create images by describing them – Gest free tool – Gemini (Nano Banana)
Create images by describing them – Paid - Midjourney
Create images by describing them – Paid with some free usage - Open Art
Create images by describing them – Create free images using Grok
Create images by describing them – paid tool with some free usage – Canva

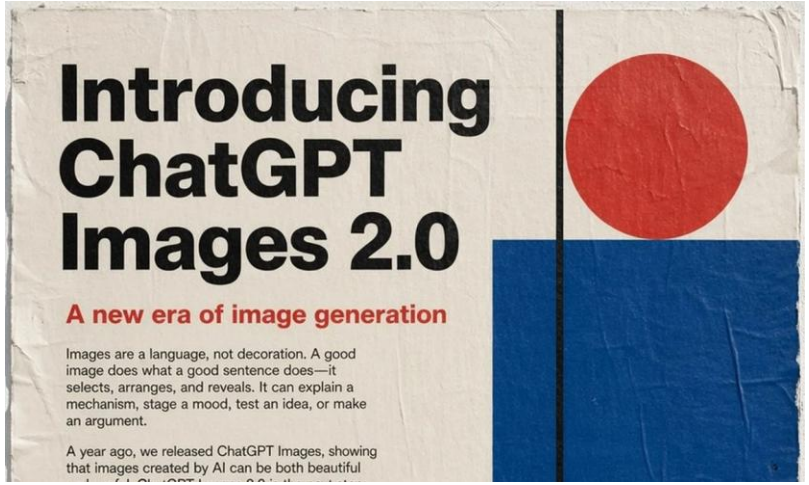
2. How to create a consistent for your marketing

• Use Openart.ai to create images of a person in an environment you want

3. Best AI tool for manipulating images

•Gemini Flash editor (Nano Banana)
•Nano Banana 2 and Pro
•How does Chat GPT compare?

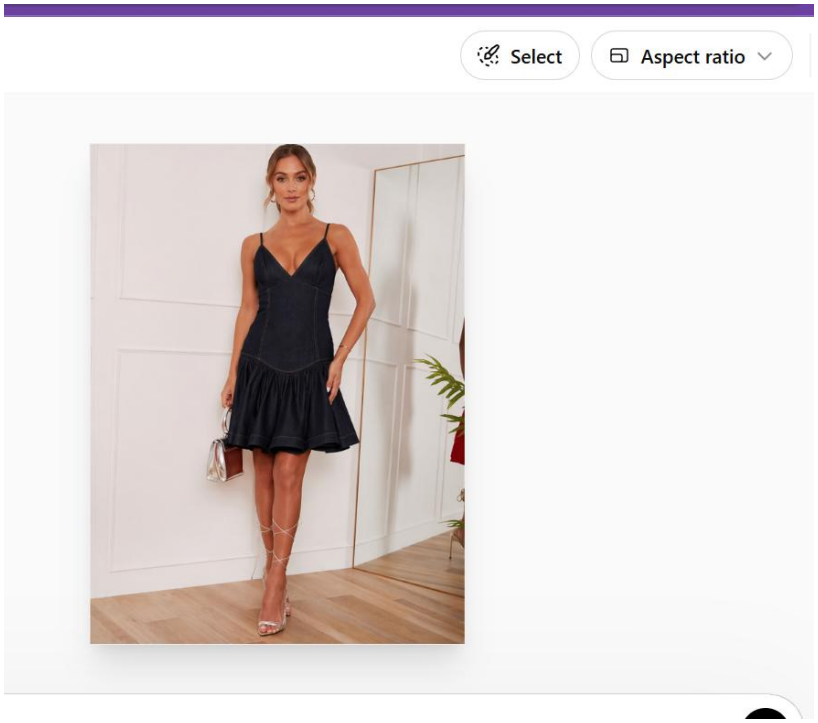
Chat GPT can now do everything that Nano Banana 2 free and Pro can do



You can now do in Chat GPT any of the things we covered in Nano Banana free or pro

However, if you are on the free version of Chat GPT you only get to create 3 free images a day.

How does Chat GPT images 2.0 compare in terms of functionality?



1. You can choose aspect ratio from a dropdown

2. The preset style options are good

3. You can easily edit a generated image but marking the area that you want the AI to focus on.

How does Chat GPT images 2.0 compare in terms of image output

1. Very strong at combining images into one image
2. Excellent with generating text
3. Excellent for infographics
4. Excellent as doing research / analysing information and then creating an image

In most independent tests, Chat GPT 2.0 out performs Nano Banana