

AI Video Creation: Your First AI Video

Course: The AI Marketing Advantage

Module 2: AI-Powered Content Creation and SEO

Lesson 2.4: AI for Video Creation

Introduction:

Welcome to your hands-on AI video creation experience! This workbook will guide you through the process of creating a short marketing video using one of the AI video generation tools discussed in Lesson 2.4. You'll learn how to:

- Choose an appropriate AI video creation tool.
- Craft a basic video script (or adapt existing text content).
- Use the tool's features to generate and customize your video.
- Understand the key principles of effective AI video creation.

No prior video editing experience is required! These tools are designed to be user-friendly, even for complete beginners.

Step 1: Choose Your Tool (and Sign Up)

Select *one* of the following AI video creation tools. We recommend choosing one with a free plan or free trial so you can experiment without any initial cost:

- [Synthesia](#): Best for creating videos with realistic AI avatars. (Paid, with a demo)
- [Lumen5](#): Best for turning blog posts and articles into social media videos. (Freemium)
- [Pictory](#): Best for creating videos from scripts and blog posts, with strong customization features. (Paid, with a free trial)
- [InVideo](#): Best for a mix of AI-powered features and manual video editing. (Freemium)
- [RunwayML](#): Best for those that want a lot of features. (Freemium)
- [Pika Labs](#): Best for short videos. (Free)

Chosen Tool:

Step 2: Define Your Video Project

Before you start creating, you need a clear idea of *what* you want to create. For this exercise, we'll focus on creating a *short marketing video* (around 30-60 seconds).

Choose *one* of the following video types:

- **Option A: Explainer Video:** Briefly explain a product, service, or concept related to your business (real or fictional).
- **Option B: Social Media Promo:** Create a short video promoting a special offer, a new blog post, or an upcoming event.
- **Option C: Blog Post Summary:** Turn a short section of an existing blog post (yours or a sample post) into a video summary.

My Video Project:

- **Video Type (Choose One):** [] Explainer Video [] Social Media Promo [] Blog Post Summary
- **Brief Description of Video Content:**

- **Target Audience:**

Step 3: Prepare Your Text Content

The foundation of most AI video creation is *text*. You'll need a script (for avatar-based tools like Synthesia) or a text source (like a blog post or article) for tools like Lumen5 and Pictory.

- **If you chose Option A (Explainer Video) or B (Social Media Promo):** Write a short script (around 50-150 words) for your video. Keep it concise, engaging, and focused on a clear message.
- **If you chose Option C (Blog Post Summary):** Select a section of a blog post (around 100-200 words) that you want to turn into a video.

My Video Script/Text Source:

Step 4: Create Your Video!

Now, it's time to use your chosen AI tool to generate your video. The specific steps will vary depending on the tool, but here's a general process:

1. **Log In:** Log in to your chosen tool's website.
2. **Start a New Project:** Create a new project (the name might vary – e.g., "New Video," "Create Video").
3. **Input Your Text:**
 - **Synthesis:** Paste your script into the script editor. Choose an AI avatar.
 - **Lumen5/Pictory:** Paste your blog post text or script.
 - **Invideo:** Choose a template or start from scratch, then input your text.
4. **Customize (This is Key!):**
 - **Avatar (Synthesis):** Customize the avatar's appearance, voice, and language (if desired).
 - **Media (Lumen5/Pictory):** Review the AI-selected images and video clips. Replace any that don't fit. You can upload your own media or choose from the tool's library.
 - **Text Overlays:** Add text overlays, headings, or captions.
 - **Music and Sound Effects:** Choose appropriate background music and sound effects.
 - **Branding:** Add your logo, brand colors, and fonts (if the tool allows).
 - **Transitions:** Select transitions between scenes.
5. **Preview:** Preview your video carefully. Make any necessary adjustments.
6. **Generate:** Generate the final video file (usually in MP4 format).

Step 5: Review and Reflect

Once you've generated your video, take some time to review it critically:

- **Clarity:** Is the message clear and easy to understand?
- **Engagement:** Is the video visually appealing and engaging?
- **Accuracy:** Is the information presented accurate and up-to-date?
- **Brand Alignment:** Does the video reflect your brand's voice, style, and values?
- **Overall Quality:** Are you satisfied with the overall quality of the video?

Reflection Questions:

- What did you find most challenging about using the AI video creation tool?

- What did you find most helpful or surprising? _____
- How could you see yourself using this type of tool in your *real* marketing efforts? _____
- What are the limitations of this technology? _____

Bonus: Prompt Engineering Tips for AI Video Creation

While many AI video tools focus on text-to-video conversion based on existing content, some platforms (especially those with AI avatars) allow for more direct prompting, similar to text and image generation. Here are some tips for crafting effective prompts for AI video:

- **Be Specific:** Provide clear and concise instructions about the desired content, style, and tone.
- **Use Keywords:** Include relevant keywords to guide the AI's understanding.
- **Specify the Speaker/Avatar:** If using an avatar-based tool, describe the desired appearance, gender, age, and even personality of the avatar.
- **Set the Scene:** Describe the background or setting for the video.
- **Indicate the Desired Tone:** Use words like "professional," "friendly," "energetic," "serious," etc.
- **Provide Examples (if possible):** If you have a specific style or format in mind, provide examples to guide the AI.
- **Iterate and Refine:** Experiment with different prompts and variations to achieve the best results.

Example Prompt (for an AI avatar video):

"Create a short video script for an AI avatar to introduce an online course about AI marketing. The avatar should be a friendly, professional woman in her 30s. The background should be a modern office setting. The tone should be enthusiastic and informative. The script should be no more than 60 seconds long and should include a call to action to enroll in the course."
