DAY 26 — VIDEO MARKETING WITH INVIDEO AI

Step-by-Step Text-to-Video, Script, Scenes, Voiceover, Captions & Export

Course topics from the module:

- Introduction to video marketing and InVideo
- Account setup and dashboard navigation
- Creating promotional videos
- Service explanations using InVideo
- Creating social media videos
- Text, transitions, and music

Project used in class:

- Product: “Smart Study Planner App”
- Audience: university students
- Output: 30-second vertical social video

Workflow:

Step 1: Define objective and audience
Step 2: Write a simple script
Step 3: Open InVideo AI
Step 4: Generate first video draft
Step 5: Edit scenes one by one
Step 6: Add voiceover, subtitles, music
Step 7: Preview, correct, export

Free-user note:

Use the features and export options available in your current plan. Watermark, export limits, and premium media availability can vary by plan.

Goal:

Create a video that makes one clear audience take one clear action.

Core concept: Hook → Value → CTA

- Hook: stop attention in first 3 seconds
- Value: show problem and solution
- CTA: state next action clearly

Example: Study planner app

- Hook: “Missing deadlines again?”
- Value: “Plan tasks, reminders, and study time in one place.”
- CTA: “Download free today.”

Step-by-step planning:

Step 1: Select one goal: awareness, leads, sales, or app downloads.

Step 2: Write one audience description: “University students with busy schedules.”

Step 3: Select one message: “Organize study tasks easily.”

Step 4: Select one CTA: “Download free today.”

Check:

- One audience?
- One offer?
- One CTA?

Prompt: “Create a 30-second video plan for a study planner app. Give Hook, Value, CTA, and 3 scenes.”

Where to go:

- Open your browser.
- Go to the official InVideo website.
- Sign in or create an account using email or Google sign-in.

Dashboard terms:

- AI Video: creates a draft from a prompt or script
- Templates: starts from a pre-designed layout
- Projects: saved videos
- Media/Uploads: your images, clips, logo, and audio
- Brand Kit: colors, logo, and fonts (availability depends on plan)

Step-by-step clicks:

Step 1: On the dashboard, select “AI Video” or “Generate AI Video.”

Step 2: Choose “Text to Video” or “Use my script.”

Step 3: Choose output type: Social media video.

Step 4: Choose aspect ratio: 9:16 for Reels, Shorts, TikTok.

Step 5: Select language: English or Bangla as needed.

Step 6: Select “Generate” after adding your prompt/script.

Do not:

Do not choose a horizontal format for a vertical Reels project.

Prompt formula:

Product + audience + problem + benefit + style + duration + CTA

Weak prompt:

“Make a good video for my app.”

Strong prompt:

“Create a 30-second vertical social media promo for a study planner app for university students. Show deadline stress, then task planning and reminders. Use upbeat, clean, modern visuals. Add the CTA: Download free today.”

Why it works:

It gives the AI a product, audience, story, style, format, and action.

Step-by-step prompt creation:

Step 1: Write the product or service name.

Step 2: Name the target audience.

Step 3: Describe one customer problem.

Step 4: State one or two benefits.

Step 5: Choose visual style: clean, energetic, professional, minimal.

Step 6: Include duration and aspect ratio.

Step 7: Add exact CTA wording.

Prompt: “Create a 20-second 9:16 video for [product] for [audience]. Show [problem], then [benefit]. Style: [style]. End text: [CTA].”

What InVideo AI creates:

- Scene sequence
- Stock video or image suggestions
- On-screen text
- Voiceover option
- Music suggestion

First-draft rule:

AI output is a starting point. Always review every scene before export.

Use this sample script:

1. “Deadlines piling up?”
2. “Meet Study Planner.”
3. “Plan tasks. Set reminders. Stay focused.”
4. “Download free today.”

Step-by-step clicks:

Step 1: Paste the prompt or 4-line script in the main text box.

Step 2: Select “Generate Video.”

Step 3: Wait for the generated draft to open in the editor.

Step 4: Play the full preview once without editing.

Step 5: Write down problems: wrong media, too much text, wrong words, weak music.

Step 6: Click “Edit” or “Continue Editing” to enter the timeline/editor.

Check:

- Is the first scene interesting?
- Is the CTA shown at the end?
- Is every word relevant to the product?

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Core concept: each scene has a job

- Scene 1: Hook / problem
- Scene 2: Product introduction
- Scene 3: Main benefits
- Scene 4: CTA

Editing priorities:

1. Correct message
2. Correct visual
3. Readable text
4. Proper timing
5. Smooth transition

Step-by-step clicks:

Step 1: Click Scene 1 in the timeline or scene list.

Step 2: Click the text box; replace unclear text with "Deadlines piling up?"

Step 3: Click the visual/media area; select "Replace" or "Media."

Step 4: Search "stressed student" or upload your own clip.

Step 5: Repeat for Scene 2, 3, and 4.

Step 6: Drag scene edges or use duration controls to keep each scene 4–7 seconds.

Check:

Every scene must support the same product and audience.

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On-screen text rules:

- Use one main idea per scene.
- Use short lines: 3–8 words.
- Use large, high-contrast text.
- Keep text away from top and bottom interface areas on 9:16 videos.

Example text set:

- Scene 1: “DEADLINES PILING UP?”
- Scene 2: “MEET STUDY PLANNER”
- Scene 3: “PLAN. REMIND. FOCUS.”
- Scene 4: “DOWNLOAD FREE TODAY”

Step-by-step clicks:

Step 1: Click a scene, then click the existing text.

Step 2: Type the replacement text in the text panel.

Step 3: Select a bold readable font and contrast color.

Step 4: Drag text to a safe, uncluttered area.

Step 5: Click “Text” or “Captions” to add a new line if needed.

Step 6: Upload logo from “Uploads” / “Media,” then resize and place in one corner.

Check:

Watch on full-screen preview: can a viewer read every line in 2 seconds?

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Audio concepts:

- Voiceover explains the message.
- Background music creates energy or mood.
- Music must be quieter than voiceover.
- Keep the voice pace natural: about 2–3 words per second for beginners.

Sample voiceover:

“Deadlines piling up? Study Planner helps you organize tasks, set reminders, and stay focused. Download free today.”

Step-by-step clicks:

Step 1: Open the “Voiceover,” “Audio,” or “Music” panel.

Step 2: Choose “AI Voice” or upload a recorded audio file.

Step 3: Paste your final voiceover script.

Step 4: Choose language, voice, and pace; click “Generate” or “Add.”

Step 5: Open “Music”; search “upbeat,” “corporate,” or “motivational.”

Step 6: Add one track, then reduce music volume to around 10–20% if a voice is present.

Check:

Voice is always louder and easier to understand than music.

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Transition concepts:

- Transition connects scenes.
- Simple fades and dissolves are safest for professional videos.
- Too many different transitions look unprofessional.

Suggested timing:

- Hook: 3–4 seconds
- Product introduction: 4–5 seconds
- Benefits: 6–8 seconds
- CTA: 4–5 seconds

30-second target: 4–6 scenes maximum.

Step-by-step clicks:

Step 1: Find the small transition icon between two scenes.

Step 2: Click the icon; select “Fade” or “Dissolve.”

Step 3: Set duration around 0.3–0.6 seconds.

Step 4: Repeat the same transition for all scenes.

Step 5: Click Preview / Play from the beginning.

Step 6: If a scene feels slow, select it and reduce its duration.

Check:

No blank screen, no text cut-off, no sudden audio jump.

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Use case: service explanation

Product example: “AI Skills Training Course”

4-scene service structure:

- Problem: “Still spending hours on repetitive office work?”
- Service: “Learn practical AI tools in our 30-day course.”
- Benefits: “Write faster. Analyze data. Create content.”
- CTA: “Enroll today. Limited seats.”

Goal:

Explain the service in simple language before asking for a purchase.

Step-by-step follow-up:

Step 1: Click “New Project” or return to “AI Video.”

Step 2: Select Text to Video and 9:16 format.

Step 3: Paste the 4-scene service script.

Step 4: Generate the draft.

Step 5: Replace generic visuals with “office worker,” “training classroom,” and “laptop learning” media.

Step 6: Add service name and contact CTA on final scene.

Step 7: Preview and export after checking all spelling.

Prompt: “Create a 30-second vertical service explainer for an AI skills training course. Use four scenes: problem, course, benefits, CTA.”

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Export format guide:

- Instagram Reels / TikTok / YouTube Shorts: 9:16 vertical, 1080x1920, MP4.
- YouTube standard video: 16:9 horizontal, 1920x1080, MP4.
- Facebook/Instagram feed: 1:1 or 4:5, MP4.

Before export:

- Check brand name spelling.
- Check CTA and contact details.
- Check music and voice volume.
- Check visual rights and uploaded assets.
- Review plan-specific watermark or export restrictions.

Step-by-step clicks:

Step 1: Click “Export,” “Download,” or “Generate” in the top-right area.

Step 2: Select video quality available in your plan (prefer 1080p when available).

Step 3: Select MP4 if format options appear.

Step 4: Click “Export” / “Download.”

Step 5: Wait until processing finishes.

Step 6: Save the file using: Product_Platform_Date.mp4.

Step 7: Watch the downloaded MP4 fully before publishing.

Check: do not publish a video without watching the exported final file.

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Final practice: 30-second promotional video

Student Project

Project brief:

Create a 30-second vertical video for one product or service.

Required elements:

- 9:16 canvas
- 4–6 scenes
- One clear hook
- At least two benefits
- Voiceover or readable on-screen text
- Music at a lower volume than voice
- Final CTA
- MP4 export

Complete these steps:

Step 1: Choose product/service and audience.

Step 2: Write a 4-line script.

Step 3: Generate a video in InVideo AI.

Step 4: Replace at least two generated scenes/media items.

Step 5: Edit text and CTA.

Step 6: Add voice or captions, then music.

Step 7: Add simple fade transitions.

Step 8: Export and show the final video to a partner.

Peer review: Is the hook clear? Is text readable? Is the CTA visible?