DAY 27 — ADVANCED VIDEO MARKETING WITH INVIDEO AI

Personalization, Video Ads, Voiceovers, Templates, Subtitles, Analytics & Campaign Building

Intermediate Trainee Step-by-Step Practice Guide

Tools: InVideo AI, stock media library, voiceover generator, subtitle generator, ChatGPT/Gemini for scripts

Outcome: create, optimize, and evaluate a complete multi-platform marketing video campaign.

Course topics from the module:

- Advanced video features: green screen and custom sizes
- AI-powered video personalization
- Video ads for Google, YouTube, and Facebook
- Video for event and webinar promotion
- Voiceover, templates, stock media, and subtitles
- Video analytics and optimization
- Full marketing video campaign

Class project:

- Product: Online “AI Skills Bootcamp”
- Deliverable: 15-second ad + 30-second event video + campaign plan

Production workflow:

Step 1: Define campaign goal and audience
Step 2: Choose platform and video size
Step 3: Write script and storyboard
Step 4: Generate/edit video draft
Step 5: Add media, voice, captions, and CTA
Step 6: Export separate platform versions
Step 7: Review analytics and optimize

Free-plan note:

Use the media, export quality, and credit limits currently shown in your own InVideo plan. Features and labels may change.

Core concepts:

- Aspect ratio determines the shape of a video.
- Resolution determines the number of pixels and sharpness.
- Use the platform format before building the video.

Common formats:

- Reels, TikTok, Shorts: 9:16 | 1080x1920
- YouTube video: 16:9 | 1920x1080
- Facebook/Instagram feed: 1:1 | 1080x1080
- LinkedIn/landscape ad: 16:9 or 1.91:1

Rule:

Do not stretch one video into every format. Adapt text and subject placement.

Step-by-step: choose video size

Step 1: Open InVideo dashboard and click “AI Video” or “Create Video.”

Step 2: Select “Text to Video” or open your existing project.

Step 3: Find “Format,” “Canvas,” “Aspect Ratio,” or “Resize.”

Step 4: Choose 9:16 for vertical mobile video.

Step 5: Choose 16:9 for YouTube landscape video.

Step 6: If “Custom Size” is available, enter width and height in pixels.

Step 7: Preview all text after resizing; move items away from edges.

Check: Format matches the publishing platform.

Core concepts:

- Green screen removes a solid-color background from a person or object video.
- It is useful for presenters, product demonstrations, and training videos.
- Best source video: evenly lit green background, no green clothing, clear subject edges.

Alternative if green screen is unavailable:

Use a normal presenter clip with a simple background, or use a cutout/transparent image overlay.

Step-by-step: green-screen workflow

Step 1: Open a scene and click “Uploads” / “Media.”

Step 2: Upload a green-screen presenter video.

Step 3: Drag it onto the timeline/canvas.

Step 4: Select the video clip on canvas or timeline.

Step 5: Open “Edit,” “Effects,” or “Background Removal.”

Step 6: Choose “Chroma Key” / “Green Screen” if available.

Step 7: Use the color picker to select green; adjust strength until the background disappears.

Step 8: Add a new background video/image underneath the presenter layer.

Check: No green edges remain around the presenter.

Core concepts:

- Personalization changes a video message for a specific audience segment.
- Segments can be based on role, industry, location, interests, or funnel stage.
- Use approved customer information only; do not insert confidential personal data into public AI tools.

Example:

- Version A: “For university students: learn AI productivity skills.”
- Version B: “For HR teams: train staff to use AI responsibly.”

Personalize message, examples, and CTA—not only the person’s name.

Step-by-step: create two audience versions

Step 1: Finish a master 15-second video project.

Step 2: In Projects, click duplicate/copy project.

Step 3: Rename copies “Student Version” and “HR Version.”

Step 4: Open Student Version; change hook, benefits, and CTA for students.

Step 5: Open HR Version; change hook, benefits, and CTA for HR managers.

Step 6: Replace at least one stock visual to match each audience.

Step 7: Preview both versions and export separately.

Prompt: “Write two 15-second video scripts for an AI training course: one for university students and one for HR managers. Give Hook, Benefit, CTA.”

Platform context:

- YouTube: clear hook, visible captions, strong CTA; usually 16:9 or 9:16 Shorts.
- Facebook/Instagram: mobile-first, vertical/square, action visible quickly.
- Google/display placements: short visual messages, strong logo and CTA.

15-second ad structure:

- 0–3 sec: Hook/problem
- 3–10 sec: Product/service benefit
- 10–15 sec: Offer and CTA

Example CTA:

“Enroll now,” “Book a demo,” “Download free,” or “Learn more.”

Step-by-step: create a 15-second ad

Step 1: Click “New Project” > “AI Video.”

Step 2: Select your platform format: 9:16 for Facebook/Reels or 16:9 for YouTube.

Step 3: Paste this 3-scene script: Hook, Benefit, CTA.

Step 4: Click “Generate Video.”

Step 5: In Scene 1, use a problem-related visual and 3–6 word hook.

Step 6: In Scene 2, show product/service benefit with a clear demonstration.

Step 7: In Scene 3, add offer, CTA, logo, and contact method.

Step 8: Add captions and preview on full screen.

Prompt: “Create a 15-second vertical video ad for an AI Skills Bootcamp. Scene 1: work problem. Scene 2: course benefits. Scene 3: enrollment CTA.”

Core concepts:

- Event videos must answer: what, who, when, where, and why attend.
- A webinar promo needs date/time, topic, speaker, benefit, and registration CTA.
- Keep event information large enough for a mobile viewer to read quickly.

30-second event structure:

- Scene 1: Attention hook + event title
- Scene 2: Speaker/topic
- Scene 3: Three audience benefits
- Scene 4: Date, time, registration CTA

Step-by-step: webinar promo

Step 1: Open “AI Video” and choose 9:16 format.

Step 2: Enter event details: title, date, time, speaker, platform, link.

Step 3: Ask AI to create a 4-scene video, then click Generate.

Step 4: Edit Scene 1: add event title and “Free Webinar.”

Step 5: Edit Scene 2: add speaker name and expertise.

Step 6: Edit Scene 3: add 3 benefits using short bullets.

Step 7: Edit Scene 4: add date, time, registration CTA, and QR/link text.

Step 8: Preview carefully for spelling, date, and time accuracy.

Prompt: “Create a 30-second vertical webinar promo for ‘AI for Small Business’. Include title, speaker placeholder, 3 benefits, date/time placeholders, and ‘Register Now’ CTA.”

Core concepts:

- Voiceover guides the audience through the message.
- Write short, conversational sentences for natural AI speech.
- Use punctuation to control pauses and pacing.
- Match voice tone to audience: energetic, professional, calm, friendly.

Voiceover script example:

“Still spending hours on repetitive work? Learn practical AI skills in 30 days. Write faster, analyze smarter, and grow your career. Enroll today.”

Rule:

Use only voices and source material you have permission to use.

Step-by-step: add AI voice

Step 1: Finalize on-screen text before adding narration.

Step 2: Open the “Voiceover,” “Audio,” or “AI Voice” panel.

Step 3: Click “Add Voiceover” or “Generate Voice.”

Step 4: Paste your short final script.

Step 5: Choose language, accent, voice, and speed.

Step 6: Click preview; listen for pronunciation problems.

Step 7: Edit spelling/punctuation if needed; generate again.

Step 8: Add to timeline and align voice with scenes.

Check: voice ends before the final CTA screen disappears.

Core concepts:

- Templates speed up editing with ready-made structure.
- Stock media fills gaps when original video is unavailable.
- Subtitles make video usable without sound and improve accessibility.

Media selection rules:

- Use visuals that match the actual message.
- Use one visual style throughout the video.
- Avoid irrelevant or misleading stock clips.
- Check plan labels before choosing premium media.

Step-by-step: templates and subtitles

Step 1: On dashboard, click “Templates” or select a template in a new project.

Step 2: Search a simple keyword: “course promo,” “business ad,” or “webinar.”

Step 3: Click a template and select “Use Template.”

Step 4: Replace placeholder text, images, and colors.

Step 5: Open “Media” / “Stock Media”; search for needed clips.

Step 6: Drag selected media into a scene to replace a clip.

Step 7: Open “Subtitles” / “Captions”; choose “Auto Generate.”

Step 8: Review every caption and correct spelling/timing manually.

Check: captions must not cover the CTA or important visual.

Core concepts:

- Analytics show how viewers react after publishing.
- Use analytics to improve the next version—not only to judge the current video.

Key metrics:

- Views: how many times a video was played
- Watch time: total time people watched
- Retention: how long viewers stayed
- CTR: clicks divided by impressions
- Conversion: completed action, such as signup or purchase

Interpretation:

High views + low retention = improve the first 3 seconds.

Step-by-step: optimize a weak video

Step 1: Open the platform analytics after publishing (YouTube Studio, Meta Business Suite, etc.).

Step 2: Check retention in the first 3–5 seconds.

Step 3: Identify the scene where viewers leave.

Step 4: Duplicate the original InVideo project.

Step 5: Replace the first hook with a clearer problem or stronger visual.

Step 6: Shorten slow scenes and make CTA clearer.

Step 7: Export a Version B and publish/test it against Version A.

Prompt: “Here are my video metrics: 10,000 views, 20% retention after 3 seconds, 0.4% CTR. Give three editing improvements for the hook, pacing, and CTA.”

Campaign objective:

Generate registrations for an “AI Skills Bootcamp.”

Required video assets:

- Asset 1: 15-second vertical awareness ad
- Asset 2: 30-second course explainer
- Asset 3: 20-second student-focused version
- Asset 4: 20-second HR-manager-focused version
- Asset 5: 15-second last-day registration reminder

Campaign message:

“Learn practical AI skills for work, study, and freelancing.”

Step-by-step campaign build:

Step 1: Write one master offer, one audience, and one CTA.

Step 2: Create the 30-second explainer first.

Step 3: Duplicate it and shorten to 15 seconds for awareness ad.

Step 4: Duplicate again; personalize text/visuals for students.

Step 5: Duplicate again; personalize text/visuals for HR managers.

Step 6: Create a short urgency video with deadline and CTA.

Step 7: Export all videos with clear filenames.

Step 8: Create a posting plan: platform, date, audience, objective.

Check: same brand colors, voice, and CTA across every video.

Final practice and submission checklist

Final Practice

Final student task:

Create one 15-second video ad and one 30-second event/service video using InVideo AI.

Required submission:

- Written prompt/script
- 9:16 vertical video file
- Voiceover or edited captions
- Background music
- At least one replaced media item
- Clear CTA
- Short note: target audience and platform

Final step-by-step checklist:

Step 1: Check format: 9:16, 1080x1920.
Step 2: Check first 3-second hook.
Step 3: Check text spelling and caption timing.
Step 4: Check music volume under voiceover.
Step 5: Check logo, offer, and CTA.
Step 6: Preview from start to finish.
Step 7: Export MP4 and watch downloaded file.
Step 8: Submit file, script, and short campaign note.

Course alignment: Day 27 syllabus topics—advanced features, personalization, video ads, event/webinar promotion, voiceovers, templates, stock media, subtitles, analytics, optimization, and full campaign building.