DAY 27 — ADVANCED VIDEO MARKETING WITH GOOGLE FLOW

Text-to-Video, Frames, Ingredients, Voice References, Video Ads, Analytics & Campaign Building

Intermediate Trainee Step-by-Step Practice Guide

Tool: Google Flow — Google’s AI filmmaking workspace for video clips, scenes, and projects

Outcome: generate consistent marketing clips, create platform-specific ads, add references/voices, and build an optimized campaign.

Day 27 content adapted to Google Flow:

- Advanced features and custom formats
- AI-powered personalization
- Video ads for Google, YouTube, and Facebook
- Event and webinar promotion
- Voice, visual references, frames, and clip consistency
- Video analytics and optimization
- Full marketing campaign building

Class project:

- Product: “AI Skills Bootcamp”
- Deliverables: 15-second ad + 30-second event video + campaign versions

Google Flow tools used:

- Text to Video: generate a clip from a detailed scene prompt
- Frames to Video: control start and end image frames
- Ingredients to Video: use product/character visual references
- Voice references: maintain a selected voice across ingredient-based clips
- Project workspace: organize prompts, clips, and media

Note:

Feature availability, generation length, model choices, and quotas can differ by account, country, and Google AI plan. Use options displayed in your Flow workspace.

Core concept:

Google Flow creates video clips from text, frames, ingredients, or other video references. A project stores your clips and assets.

Prompt formula:

Subject + action + environment + lighting + style + camera + format

Example:

“A university student organizes tasks on a phone app at a bright study desk, morning natural light, clean modern commercial style, slow camera push-in, vertical 9:16.”

Step-by-step clicks:

Step 1: Open a browser and go to Google Flow.

Step 2: Sign in with the Google account that has Flow access.

Step 3: Click “+ New project” or open an existing project.

Step 4: Click the prompt box at the bottom of the workspace.

Step 5: Click the model name in the prompt area.

Step 6: Select “Video.”

Step 7: Choose aspect ratio, output count, model, and generation length available in your account.

Step 8: Paste your scene prompt, then click “Generate.”

Check: Use 9:16 for Reels/Shorts/TikTok and 16:9 for standard YouTube.

Prompt components:

- Subject: who or what appears?
- Action: what happens?
- Environment: where does it happen?
- Lighting: daylight, studio, night, warm, dramatic?
- Style: commercial, documentary, cinematic, minimal?
- Camera: close-up, wide shot, tracking, push-in?

Weak prompt:

“Make a video for my course.”

Strong prompt:

“Vertical 9:16 commercial clip. A young professional uses an AI learning platform on a laptop in a tidy office. The person looks relieved after finishing a task. Soft daylight, clean blue-and-white branding, slow push-in camera, polished marketing style.”

Step-by-step prompt improvement:

Step 1: Write one subject only.

Step 2: Add one clear action.

Step 3: Add a simple setting.

Step 4: Add lighting and visual style.

Step 5: Add one camera instruction.

Step 6: Choose vertical or horizontal output in Flow preferences.

Step 7: Generate 1–2 outputs; keep the best one.

Prompt: “Create a 6-second [9:16/16:9] clip of [subject] [action] in [environment], with [lighting], [style], and [camera movement]. No text on screen.”

Core concept:

Frames to Video creates a transition or action between a chosen start image and end image.

Use it for:

- Before/after product reveals
- Smooth logo/product transitions
- Change of location or scene
- Animating a prepared poster or product image

Example:

Start frame: student looking stressed at a desk.

End frame: student smiling while using a planning app.

Prompt: “Smooth transition from stress to organized confidence; desk becomes brighter and cleaner.”

Step-by-step clicks:

Step 1: In a project, click the model name in the prompt box.

Step 2: Select “Video” then “Frames.”

Step 3: Drag an image to “+ Add start frame,” or click Add/Upload.

Step 4: Drag an image to “+ Add end frame,” or click Add/Upload.

Step 5: In the prompt box, describe action between the two frames.

Step 6: Select aspect ratio, model, length, and outputs.

Step 7: Click “Generate.”

Step 8: Preview; regenerate if the transition conflicts with the frames.

Check: Start/end images should have similar style and subject for best results.

Core concept:

Ingredients are visual references used to maintain a consistent product, person, or style across multiple clips.

Use ingredients for:

- A product used in every ad scene
- A consistent brand mascot or presenter
- A logo or product packaging reference
- A fixed visual style across campaign videos

Best practice:

Use clear reference images with a plain or segmented background. Avoid references containing extra subjects unless required.

Step-by-step clicks:

Step 1: Open your Flow project and click the model name.

Step 2: Select “Video” then “Ingredients.”

Step 3: Click “Add” under the prompt or drag your product/person reference into the prompt box.

Step 4: Upload a clean product image, or select a saved asset from the project.

Step 5: In the prompt, explain how the ingredient should appear.

Step 6: Choose video preferences and click “Generate.”

Step 7: For the next scene, use the same ingredient again.

Prompt: “Use the uploaded blue AI Skills Bootcamp brochure as the featured product. A professional holds the brochure in a bright office, slow camera pan, vertical commercial video.”

Core concept:

Google Flow can use a selected voice reference for ingredient-based video generations, helping keep a consistent voice across related clips.

Voice script rules:

- One short idea per sentence
- Use natural punctuation for pauses
- Keep the script shorter than the video duration
- Review pronunciation before final export

Example 12-second narration:

“Work smarter with practical AI skills. Learn faster, create more, and grow your career. Join the AI Skills Bootcamp today.”

Step-by-step clicks:

Step 1: Click the model name and select “Omni Flash” if shown in your Flow account.

Step 2: Select “Video” then “Ingredients.”

Step 3: Under the prompt, click Add > Voices.

Step 4: Hover on a voice and click Play to preview its sample.

Step 5: Click the voice you want; use @Voice in the prompt if needed.

Step 6: Add your scene prompt and spoken dialogue/narration.

Step 7: Generate the clip and listen to the output.

Note: Voice references are supported only for video generations that use ingredients; Flow may show an error if this condition is not met.

Core ad structure:

- 0–3 seconds: hook/problem
- 3–10 seconds: product/service benefit
- 10–15 seconds: offer and CTA

Platform choices:

- Reels, TikTok, Shorts: 9:16 vertical
- Standard YouTube: 16:9 horizontal
- Facebook/Instagram Feed: 1:1 or 4:5

Example ad messages:

- Hook: “Still wasting hours on repetitive work?”
- Benefit: “Learn practical AI tools in 30 days.”
- CTA: “Enroll today.”

Step-by-step: 15-second campaign ad

Step 1: Create three short clips: Hook, Benefit, CTA.

Step 2: In Flow, make the Hook clip first with a clear emotional visual.

Step 3: Use the same ingredient to make the Benefit clip.

Step 4: Generate a CTA clip featuring product/logo reference.

Step 5: Use Flow project tools/scene building available in your workspace to organize clips in order.

Step 6: Keep visual style, lighting, and product reference consistent.

Step 7: Export/download the final sequence or individual clips for assembly in an editor if necessary.

Prompt: “Vertical 9:16 5-second commercial clip. A busy office worker looks overwhelmed by paperwork, then notices an AI course on a laptop. Clean professional style, camera push-in, no text.”

Core concept:

Personalization means adapting the same campaign offer to a different audience's problem, language, example, and CTA.

Example audience versions:

- Students: "Finish assignments faster and organize study time."
- HR managers: "Help teams improve productivity with responsible AI skills."
- Freelancers: "Create content and deliver projects faster."

Safety rule:

Use audience segments responsibly. Do not use sensitive personal data or make unfair assumptions.

Step-by-step: create two versions

Step 1: Keep one product ingredient and visual style reference.

Step 2: Create a new prompt for Version A (students).

Step 3: Generate 3 clips: student problem, course benefit, student CTA.

Step 4: Create a new prompt for Version B (HR managers).

Step 5: Generate 3 clips: HR problem, team benefit, manager CTA.

Step 6: Compare scripts, visuals, and CTA; each should match its audience.

Step 7: Save/export files with clear names: Bootcamp_Students_9x16 and Bootcamp_HR_9x16.

Prompt: "Create a 6-second vertical commercial clip for HR managers. Show a team learning AI productivity skills in a modern office. Professional tone, blue branding, end with a clear enrollment visual."

Core information:

Every event video must make these details visible:

- Event title
- Topic or promise
- Speaker name/role
- Date and time
- Platform or venue
- Registration CTA

Four-scene flow:

- Scene 1: event hook
- Scene 2: speaker/topic
- Scene 3: participant benefits
- Scene 4: date/time + register CTA

Step-by-step: webinar campaign video

Step 1: Create four short Flow clips using a consistent visual style.

Step 2: Clip 1 prompt: webinar title visual/attention hook.

Step 3: Clip 2 prompt: speaker/presenter reference using ingredients if available.

Step 4: Clip 3 prompt: show learning outcomes with suitable visual actions.

Step 5: Clip 4 prompt: create a clean end-card background for date/time/CTA text.

Step 6: Add exact event text in your final editing stage; verify date/time manually.

Step 7: Export a 9:16 and 16:9 version if both social and YouTube are needed.

Prompt: “Create a clean vertical 9:16 animated end-card background for a business webinar. Blue and white technology style, space in the center for date, time, and Register Now text, no words in the video.”

Core metrics:

- Views: number of plays
- Retention: percentage still watching at a time point
- Watch time: total viewing duration
- CTR: clicks / impressions × 100
- Conversion: desired completed action, e.g., registration

Interpretation:

- Low retention at 3 seconds: strengthen hook or opening visual.
- High views but low CTR: clarify offer or CTA.
- Low conversion: improve landing page, price message, or audience match.

Step-by-step: make Version B

Step 1: Open analytics where you published: YouTube Studio, Meta Business Suite, etc.

Step 2: Check retention graph and identify the first drop-off point.

Step 3: Return to Flow project and duplicate/create a revised prompt.

Step 4: Improve only one major variable: hook, visual, CTA, or duration.

Step 5: Generate a new opening clip or CTA clip.

Step 6: Export Version B with a clear name.

Step 7: Compare results after testing both versions.

Prompt: “My video has high views but viewers leave in the first 3 seconds. Give 3 alternative 3-second hooks for an AI training course video: one question, one problem statement, and one result statement.”

Campaign goal:

Generate registrations for an “AI Skills Bootcamp.”

Required assets:

- 15-second awareness ad
- 30-second service/course explainer
- Student-focused short version
- HR-manager-focused short version
- 15-second final-day reminder

Consistency tools:

- Same product/character ingredient
- Same color, lighting, and visual style prompt
- Same core offer and CTA

Step-by-step campaign production:

Step 1: Upload or create clean ingredients: logo, course brochure, product image.

Step 2: Write one master campaign message and CTA.

Step 3: Generate 3–5 consistent clips for the 30-second explainer.

Step 4: Reuse best clips/ingredients to produce a 15-second awareness version.

Step 5: Generate personalized student and HR versions using targeted prompts.

Step 6: Generate a final reminder/end-card clip with urgency visual.

Step 7: Save all prompts and final files inside the project.

Step 8: Publish according to a platform/date/objective plan.

Check: Same offer, style, and CTA appear in every campaign asset.

Final practice and submission checklist

Final Practice

Final project:

Create a Google Flow campaign for one product or service.

Submit:

- One 15-second 9:16 ad
- One 30-second explainer/event video
- Two personalized script variants
- One Frames-to-Video or Ingredients-to-Video example
- Original prompts used
- Short performance plan: metric to monitor and one improvement idea

Final step-by-step checklist:

Step 1: Choose audience, product, objective, and CTA.
Step 2: Create clean visual ingredients or frames.
Step 3: Write detailed clip prompts.
Step 4: Generate and select best clips.
Step 5: Check product consistency and visual quality.
Step 6: Add correct text/CTA in final assembly if required.
Step 7: Export platform-specific versions.
Step 8: Watch final video fully and submit prompts + files.

Course alignment: Day 27 topics—advanced video features, personalization, video ads, event/webinar promotion, voiceovers, templates/media, subtitles, analytics, optimization, and campaign building—adapted for Google Flow.