



Video Marketing

with **Ai** Mastery

Take your **Video Marketing** to the next level with **AI** and unlock the pathway to **Engagement and Conversion**

Cheat Sheet





The benefits of using AI in video marketing

- Helpful for rationalizing the production
- Helps in improving personalization
- Wider Audience
- Real-time updates on videos

What are the AI video editing techniques and tools?

- Descript
- Runner-Up
- Deepbrain:
- Vrew: Video Editing as Easy as Text Editing

Analysis and audience engagement with AI

- Personalized Content Recommendations
- Targeted advertising using AI
- Enhanced Customer Insights
- AI-powered chatbots for customer engagement

How AI is used in content creation?

- Content Recommendations



- Automatic Content Writing
- Chatbots
- Predicting the Future

Working of the content recommended system:

- Content-Based Filtering:
- Collaborative Filtering:
- Continuous Learning and Real-time Feedback:
- Personalized Video Ranker:
- Top N Video Ranker:

The AI is incorporated in the following ways

- Automated Editing
- Personalized Content Creation
- Scriptwriting
- Voice Acting
- Real-time Analytics
- Content Moderation
- Efficiency and Time Optimization



Potential Use Cases:

- Explainer Videos:
- E-Learning:
- Marketing Videos:
- Documentaries:
- Content Localization:

Designing compelling previews with AI:

- Personalizing content:
- Automating content generation:
- Increasing variety of content:
- Improving quality of content: