

AI VIDEO FOR MARKETING: MAKE ARTIFICIAL INTELLIGENCE WORK FOR YOU



Tuna Traffic
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Video captures a viewer's attention in a way text and images can't. A 2021 survey showed that people on average watch 2.5 hours of online video per day, up from 1.5 hours per day in 2018. Thanks to advances in artificial intelligence (AI) technology, there are new ways to create videos without needing cameras or actors. Read on to learn how Tuna Traffic can help you incorporate AI video into your marketing strategy and better engage clients.

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What Is Artificial Intelligence?

Artificial intelligence (AI) refers to smart machines that can perform tasks that typically require human intelligence. Examples include Siri, Alexa, and other smart assistants; conversational bots; smart cars and the upcoming Tesla Bot; email spam filters; and even Netflix's recommendations.

What Is AI Video?

In AI video, an avatar (electronic figure representing a person) reads your words in a lifelike voice. New AI software has emerged that allows companies to transform documents into eye-catching videos and personalized presentations. The tool we use can read text in over 50 languages, and you can pick from a catalog of avatar faces. They are so lifelike they even blink!

Check Out Two Videos Tuna Traffic Created To Explain Digital Marketing:



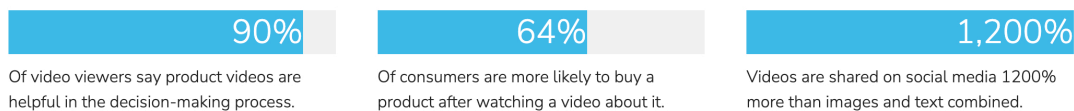
Which do you think is more effective? Would one do better on certain social media platforms than others? As your collaborative marketing partner, Tuna Traffic can help consider which platforms to use, which content to create, and which analytics to measure, so you can best reach your target audience.

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It's important that these videos feature a human-seeming face. Human brains are hardwired to recognize faces, so when you include people in your videos, your audience can better understand your message and connect with your content.

Why Is Video Important?

Video production—whether by a person or with help from a tool—creates some of the most engaging content that marketers can use today. Statistics show that:



Video content lends another dimension to your customers' understanding of your products and services. It's also a preferred format: When asked how they'd most like to learn about a product or service, 69% of people said they'd prefer to watch a short video, 18% said read a text-based article, website or post, 4% said view an infographic, 3% said download an ebook or manual, 3% said attend a webinar or pitch, and 2% said sales call or demo.

Your brand needs to create a video strategy that applies to every stage of the inbound methodology: attract, engage, and delight. To start, consider creating at least two videos for each stage, including a call to action in each. Get creative and test various video types and see what works for you and your business.

How Is AI Video Used?

Embracing AI video means knowing the best way to deploy it as part of your marketing toolbox. The ability to create videos faster and with tailored content would be ideal for:

- ✓ New employee onboarding
- ✓ New client onboarding
- ✓ Frequently asked question (FAQ) videos
- ✓ Service and warranty
- ✓ General explainer videos
- ✓ Personalized outreach from the sales team



Videos that are optimized correctly also can improve your search engine optimization (SEO). YouTube is the second largest social network and also the second largest search engine in the world, which impacts SEO.

What's In It For You?

Incorporate AI video into your marketing activities! There's no right or wrong way. We like AI-based video because:

- ✓ It can be less time-consuming than coordinating schedules with an internal video team and a videographer.
- ✓ There's no need to travel to a studio space.
- ✓ It's less expensive than buying video equipment, renting stage time, hiring a videographer and actors, and paying a video editor.
- ✓ It opens the ability to personalize videos for different customer segments. Instead of needing multiple actors of varying ages or ethnicities to reflect your buyer personas, you could feed the same script into an AI video tool and just pick different avatars. Your finished videos could look highly tailored in much less time.

Not sure how your customers will react? Nonhuman faces may seem off-putting at first, but AI has gotten quite sophisticated. Today's video avatars are a far cry from yesterday's Avatar aliens, and we have climbed our way out of the "Uncanny Valley" to AI that is emotionally more appealing.

Once you move past hesitation, accepting innovative technology is an opportunity for you and for your clients. Plus, if your competitors are held back by fear of something new, you can adapt faster and be at the forefront, ready to expand your business.

How Can Tuna Traffic Help?

If you're excited to embrace AI video to reach customers, Tuna Traffic can help. Let us guide you through the process and report on the outcome.

If you're not ready to test new video technology yet, we are still here for you. From quick snippets for social platforms to highly-produced Hulu spots, we can expertly plan, shoot, and edit your video.