

Ai Video Automation vs Traditional Methods

Choosing between AI and human video production

- 1 Audit your monthly video needs; automate if producing 50+ videos monthly.
- 2 Test AI tools like Pictory or Synthesia with 3-5 sample videos first.
- 3 Batch prepare scripts, images, and brand guidelines before running AI prompts.
- 4 Reserve traditional production for emotional storytelling and premium brand campaigns.
- 5 Implement mandatory QA checklist: branding, facts, legal, and copyright review.
- 6 Assign human editors to review all AI outputs before publishing content.
- 7 Calculate your per-video cost: if under \$50/month AI wins for volume.
- 8 Train team on prompt engineering and AI tool workflows immediately.
- 9 Use AI for product demos and tutorials; hire humans for customer stories.
- 10 Measure engagement: test AI versus human versions on same content type.
- 11 Build hybrid workflow using AI drafts with human final polish and approval.