

Ai Video Content for Small Business

Getting started with AI video marketing

- 1 Sign up for a free trial of Synthesia, Pictory, or InVideo this week.
- 2 Script one core business message using ChatGPT or your own words.
- 3 Create and publish three product or service videos within seven days.
- 4 Record a customer testimonial via Zoom and convert it to video.
- 5 Set up your brand colors and voice template in your chosen AI tool.
- 6 Make 12 personalized video variations for different customer segments.
- 7 Post one video weekly to test engagement with your audience.
- 8 Track sales or lead increases over the next 60 days from videos.
- 9 Batch-record multiple videos in one session, then schedule them out.
- 10 Stop waiting for agency approval and publish raw, unpolished videos.
- 11 Replace static product posts with AI-generated explainer videos monthly.