

Marketing

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Creating marketing videos

In the Marketing area you turn your own images and text into ready-made social media videos — entirely on our own server (Remotion), at no extra cost and without any material leaving the house. This guide walks you through the whole process once: **create the video → schedule it → publish it**.

1. Create the video

Open the **Marketing** tab and its **Content** sub-tab. In the "**Create video (Remotion)**" block, first pick a **template**:

- **Text post** — an animated text clip without an image, ideal for short announcements.
- **Image showcase** — a single image with a gentle zoom and a caption.
- **Captioned reel** — a single image in reel style with a larger text area.
- **Slideshow** — several images one after another with smooth transitions; for each image you choose the display time and, optionally, a text.

How to build a slideshow:

1. Choose the **Slideshow** template.
2. Under "Images from the library", tap the images you want one by one — they are added in the order you tap them (this is the later playback order).
3. For each image, set the **seconds** (how long it is shown) and, optionally, enter a **text** that appears at the bottom.
4. Use the ↑ / ↓ arrows to change the order and **Remove** to take an image back out. A slideshow needs at least two images.
5. Optionally add a **title** at the top that appears small above each text.
6. Click "**Create video**". Rendering runs in the background (about half a minute to two minutes). The finished video then appears in the **media library** below.

> Tip: If you still need material, you can **upload** images in the Content tab, generate them with **AI**, or import them from the **Studio**.

2. Schedule (optional)

You don't have to publish right away. When composing a post you can choose "**schedule for later**" and set a date. Scheduled posts appear in the **editorial calendar (Calendar tab)** and are published automatically at the chosen time. If a publication fails, the system retries automatically.

3. Publish

1. In the **Content** tab, go to the post editor (text + one item from the library, e.g. your slideshow video).
2. Select the **target platforms**. The post is sent to all selected, connected networks.
3. If the post contains **AI-generated** content, tick the mandatory disclosure box — the note "🤖 Made with AI" is published visibly for viewers (required by law).
4. Click **Publish**. You can then see the status per platform in the **History** tab.

In short

Pick images → template (e.g. slideshow) → create video → optionally schedule → choose platforms → publish. All videos are produced on our own server, and your material stays with you.