

What is Pictory?



An AI-powered video creation platform that allows users to turn text, scripts, or articles into professional quality videos in minutes.

[Website Link](#)

- Converts texts, blog posts, or scripts into short, engaging videos
- Automatically adds visuals, captions, and voiceovers
- Offers easy editing tools for trimming, branding, and customization
- No video editing experience required

What Problems Does Pictory Solve?

High costs of hiring video editors or production teams

Time-consuming process of creating and editing videos manually

Difficulty turning written content into engaging visual media

Lack of video editing skills or technical expertise

Need for quick, consistent content for social media

How Does Pictory Work?



- **Input Content:** Upload a script, paste a blog/article, or type text you want to turn into a video
- **AI Video Creation:** The platform automatically selects visuals, clips, and scenes to match your content
- **Auto Captions and Voiceovers:** Add subtitles and optional AI voice narration
- **Editing and Customization:** Easily adjust scenes, branding, music, and text to fit your style
- **Export and Share:** Download the finished video or share it directly to social media
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Specific Use Cases and Examples

Wellness Center

- ❖ Share wellness advice via short videos for social media
- ❖ Produce promo clips for workshops
- ❖ Create instructional yoga/fitness videos

Dessert Shop

- ❖ Develop videos of baking processes
- ❖ Construct social media clips highlighting seasonal treats
- ❖ Craft promo videos for special events

Tour Operator

- ❖ Turn itineraries into engaging videos
- ❖ Generate short travel highlight reels for social media
- ❖ Compose videos showcasing customer experiences

Pictory - Competitors

Feature/Function	Pictory	InVideo	Lumen5	Veed.io
Core Strength	AI video from text/scripts	Template marketing video creation	Blog/long text to video conversion	All-in-one editor with captions & tools
Interface	Web interface	Web interface	Browser-based	Web interface
Creative Depth	High	Very High	High	Very High

Pictory - Costs

Plans	Price	Best For	Key Features
Free	\$0	Beginners	<ul style="list-style-type: none">• Watermarked videos<ul style="list-style-type: none">• Limit exports• Basic text-to-video
Creator	\$19/month	Small businesses	<ul style="list-style-type: none">• Text-to-video conversion<ul style="list-style-type: none">• Auto captions• Simple editing
Premium	\$39/month	Marketing teams	<ul style="list-style-type: none">• Longer videos• Brand presets• Voiceover options
Enterprise	Custom Pricing	Large companies	<ul style="list-style-type: none">• Multi-user access• Priority support• Custom workflows

Getting Started with Pictory – Demo

[Demo Link](#)



The image shows a screenshot of the Pictory website homepage. At the top, there is a dark purple banner with the text "Introducing PICTORY 2.0" and several small images illustrating the platform's features, such as "My Script", "Employee Training", "AI avatars", and "Quiz manager". A "Try now →" button is located in the top right corner of the banner. Below the banner is a white navigation bar containing the Pictory logo, a list of menu items (Features, Tools, Use Cases, Learn, Enterprise, Pricing), a "Login" link, and a "Get Started Free →" button. A "Talk to Sales" link is positioned below the navigation bar. In the center of the page, there is a badge that says "Loved by Creators Worldwide | Rated 4.7/5 on G2". The main headline reads "Generate Videos in Minutes from Images". Below the headline, a paragraph describes the service: "Create professional videos in minutes. Turn text, blogs, scripts, ideas, PPTs, images, screen recordings, URLs, and existing videos into engaging videos with automatic editing, captions, realistic AI voices, AI avatars, and templates." At the bottom of the page, there is a "Get started FREE" button and a chat icon in the bottom right corner.

Introducing
PICTORY 2.0

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Employee Training
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Try now →

PICTORY™ Features ▾ Tools ▾ Use Cases ▾ Learn ▾ Enterprise ▾ Pricing ▾ | Login Get Started Free →

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Generate Videos in Minutes from Images

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Get started FREE