# The Nocode Marketer's Guide to Image and Video Workflow Automation

Marketing has long been viewed as a balance between science and art. The creative aspect appeals to customers' social and emotional needs, while the logical side involves numerical analysis and systematic problem-solving, often through technology.

As marketing professionals strive to deliver value to their target audience, they leverage technology to streamline their workflows. This can include gathering data, creating content, and connecting with end consumers in novel ways.

Technology is great because it follows logical principles. This makes it the perfect tool for the scientific aspect of marketing. Computing tools can automate repetitive tasks, freeing up your time to focus on tasks that require a human touch.

Producing predictable, repetitive images is one of the most time-consuming marketing tasks. Despite being crucial, it can be automated with a tool like Bannerbear. Our mission is to help marketers understand no-code, recognize when a task can be automated, and set up their own image-generation workflows!
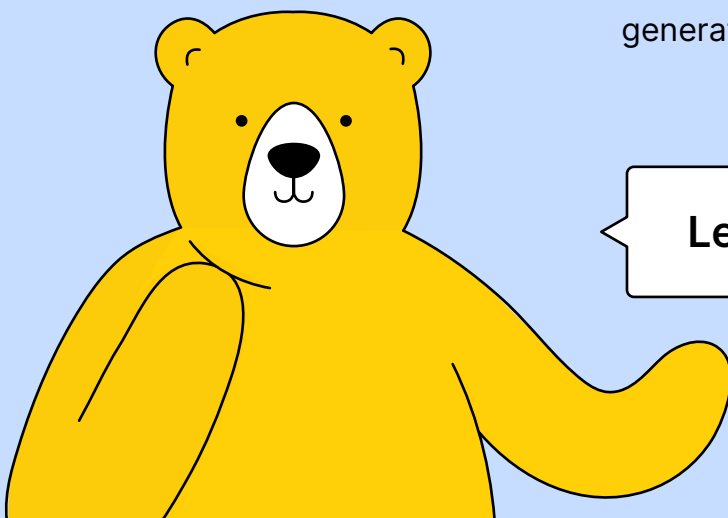
# In this ebook, we'll be covering:
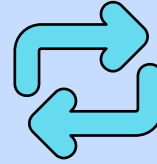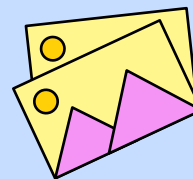
**1** Why marketers need nocode automation

**2** What type of marketing tasks should be automated

**3** The tools needed for automated image generation

**4** How to integrate automated image generation in your marketing workflow
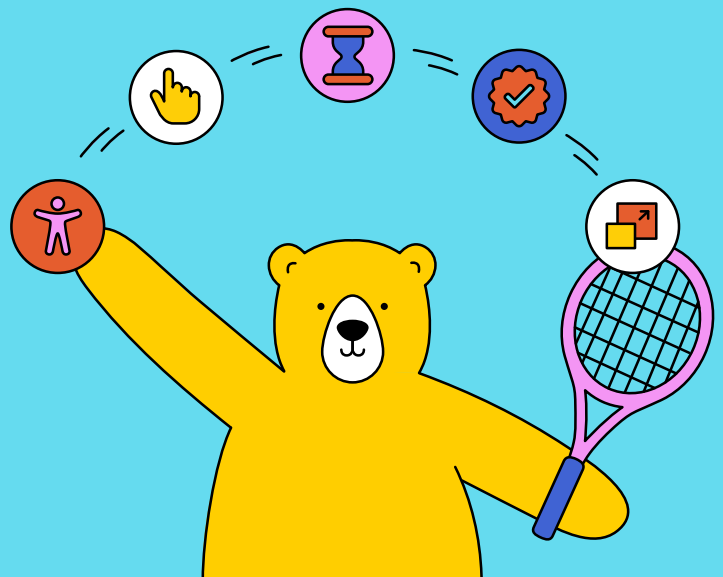
**Let's get started!**

SECTION 1

# Why Use Nocode Automation in Marketing

The possibilities of programming are near endless, yet not everyone has the time and ability to grasp coding and apply it to their workflows.

The barrier to programming is high, as evidenced by the fact that over 90% of small and medium-sized enterprises (SMEs) are lagging behind in digital innovation. Fortunately, a movement to make programming simpler, quicker, and more accessible has resulted in a solution: nocode.

Nocode tools make it possible for non-technical users to create digital products without any programming knowledge.

Marketers, in particular, benefit because they can use technology to better meet customer needs while still spending the bulk of their time on human connection.

## The Benefits of Nocode Automation

Nocode automation has taken the world by storm because it is:

### Accessible

You don't need a programming background or expensive equipment to use nocode tools. A problem solver's mindset and the willingness to experiment are enough!

### Usable

Nocode tools are real programs made to solve real problems—and more are being produced every day.
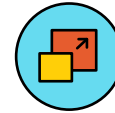
| Time and resource-efficient | High-quality | Scalable |
|---|---|---|
| You can produce a greater volume of output with nocode tools, making your resources stretch further. | Nocode tools follow computational logic, so as long as you set the right conditions, the output will be high-quality. | Most nocode tools are made to handle as much or as little as you need. They can also stretch to fit demands as they evolve. |

These benefits don't just extend to non-technical users, either. Developers can take advantage of pre-built integrations to streamline their own workflows and ship better solutions quickly. In fact, Gartner predicts that by 2024, close to two-thirds of application development will be low-code!

# When You Should Automate a Task

Not every task is suitable for automation, and there are times when a human is best for the job. So how do you know when you should go through the trouble of setting up a nocode workflow?

## A task worth automating:

**Is predictable and repetitive**
Automation follows logic, and it's best used to eliminate repetitive and tedious tasks taking up an unnecessary amount of time in your day.

**Follows a clearly defined set of logical rules**
Automation requires you to set clear terms. If you can't describe the conditions of the automation, it may still require your personal attention.

**Involves a quick, simple decision**
Automation carries out tasks when provided with clear input, delivering related output. If any part of the process involves a decision that would take a skilled human more than a few seconds to make, it may not be suitable for automation.

Image generation is a common nocode use case, as it can be used to quickly produce dozens, hundreds, or even thousands of photos in similar formats. Video generation, while more case-specific, can also be beneficial as it allows for the automated addition of features such as subtitles, brand elements, and more using templates.

You can use dynamic templates and a tool like Bannerbear to generate unique images based on incoming data, saving you plenty of time and money in the process.

SECTION 2

# Your Automated Image Generation Toolkit

So you're looking to automatically generate images for marketing purposes using nocode tools (our specialty!). What do you need in your software arsenal to get started?

Every use case is different, and you're likely to find yourself using apps that are already a part of your marketing workflow. But if you're just getting started, begin by choosing one from each category:

- **A workflow automation app** (Zapier, Make, Workato, Quickwork)

- **An image generation app** (Bannerbear)

- **An app to retrieve data from** (Airtable, Google Sheets, Notion, Google Drive, OneDrive, or social media platforms like Facebook, Instagram, or Twitter)

- **An app to send generated output to** (Airtable, Google Sheets, Notion, Google Drive, OneDrive, or social media platforms like Facebook, Instagram, or Twitter)
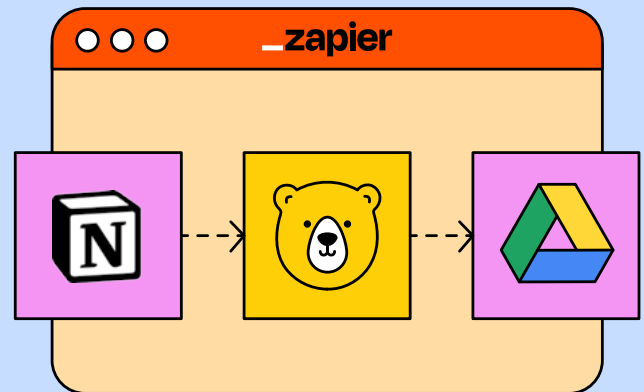
Depending on your marketing specialty, you might also find apps like ActiveCampaign, Buffer, Hotjar, and Mailchimp to be recurring players in your workflows.

**BEAR TIP**

We have plenty of image generation tools for you to add to your toolkit that don't require setting up an automation. Try out the Twitter to Instagram Generator Tool, Online Photo Collage Generator, and Online Certificate Maker!

# Why Include Bannerbear in Your Toolkit?

Bannerbear is a tool that helps you generate images, videos, and PDFs dynamically using proprietary APIs. With it, users can design templates and define dynamic fields so unique images are generated based on incoming data.

**Developers** can use Bannerbear's REST API to add image and video generation capabilities to their apps. However, non-technical users can also build **nocode automated workflows** to generate Bannerbear assets using platforms like Zapier and Make.

These automations can take repetitive manual tasks off your hands, leaving you free to handle higher-value work.
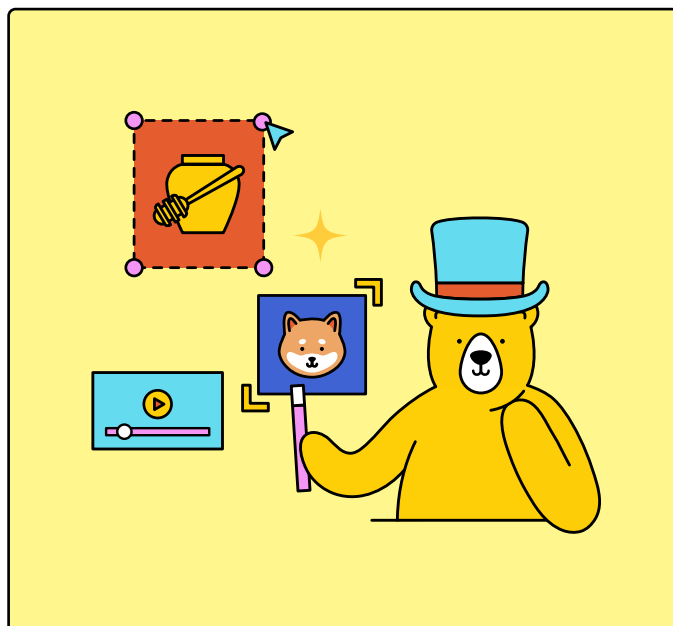
# What can I create with Bannerbear?

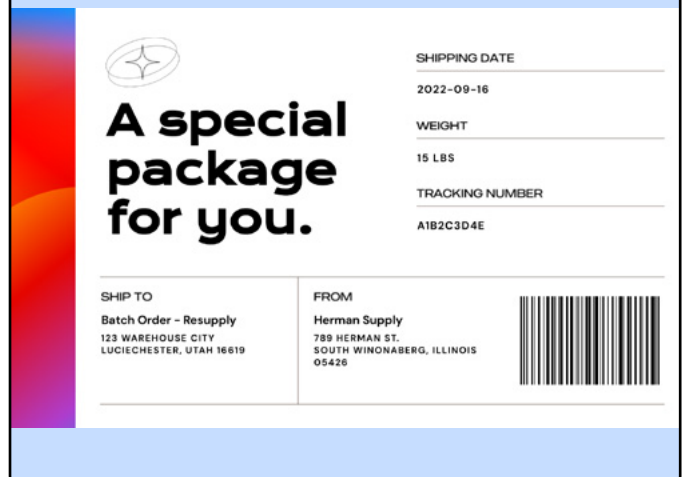Use Bannerbear to automatically generate images, videos, and PDFs that:

- Are high in volume
- Need to look consistent or follow a specific format
- Have to be produced on a regular or ongoing basis
- Involve input data that you can collect with little effort
- Use the same data in multiple formats

## Product Labels

TOP SHELF
ROASTERS

CHERRY PIE (SINGLE ORIGIN)

| Light Roast | | Natural |
|---|---|---|
| ROAST DATE | TOTAL WEIGHT | BEAN SOURCE |
| 2022-08-29 | 250 g | Ethiopia |
| BEAN ALTITUDE | TASTE NOTES | |
| 1700-2200 MASL | Cherry, blueberry, wine, vanilla | |

## Shipping Labels

A special
package
for you.

| SHIPPING DATE |
|---|
| 2022-09-16 |
| WEIGHT |
| 15 LBS |
| TRACKING NUMBER |
| A1B2C3D4E |

SHIP TO
Batch Order – Resupply
123 WAREHOUSE CITY
LUCIECHESTER, UTAH 16619

FROM
Herman Supply
789 HERMAN ST.
SOUTH WINONABERG, ILLINOIS
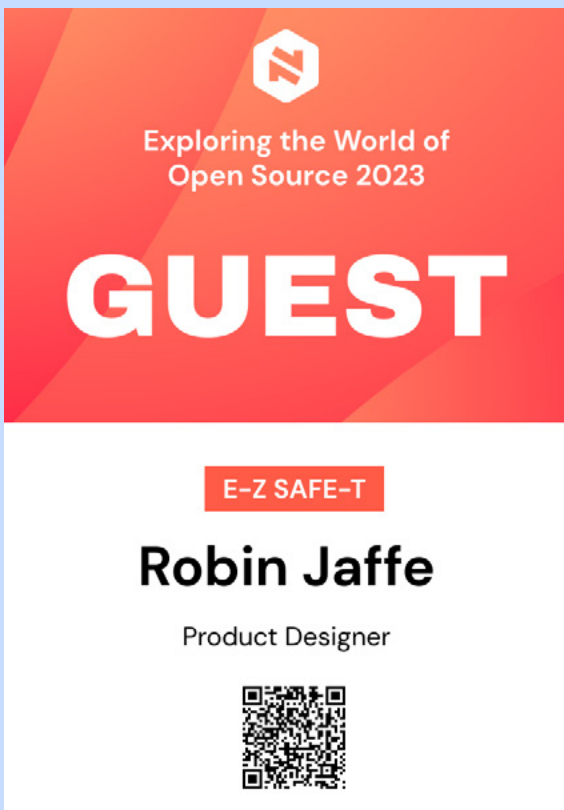05426

## Event Banners

MORTON SCHOOL OF BUSINESS

MEET AND
GREET: CLASS
OF 2021

February 1, 2022 • 17:00-19:30

Hosted by Danelle Frost

RSVP AT THE LINK IN THE DESCRIPTION

## Event ID Cards

Exploring the World of
Open Source 2023

GUEST

E-Z SAFE-T

Robin Jaffe

Product Designer

## News Reports

BREAKING NEWS

WATER POLLUTION REACHES AN ALL-TIME HIGH

LOCAL GOVERNMENT ORGANIZES RECYCLING INITIATIVE

NEWS
LIVE

**Social Media Banners**



You can pair Bannerbear with a workflow automation tool that initiates image or video generation when a trigger is activated, or push an existing dataset through to produce high volumes of output all at once. It's all up to you!





🐻 **BEAR TIP**

Just getting started with Bannerbear? Generate your first image using our Quick-start Guide!

SECTION 3

# How to Integrate Nocode Automation into Your Marketing Workflow

Anything you add to streamline marketing processes should be making your life easier. Learning how to identify the best tasks to automate and set up time-saving workflows are crucial to becoming a more impactful marketing professional.

Here are our best tips for integrating nocode automation into your marketing workflow:

**Tip #1**

## Identify Tasks That Can Be Automated

McKinsey Global Institute reports that 50% of business tasks can be automated. Even so, there are some things better handled with a human touch.

Integrating nocode into your marketing workflow starts with identifying the tedious, predictable, and logical tasks that take up too much time. Do this by deconstructing processes and workflows, and then thoroughly analyzing the items to see which segments can be handled by technology. Some cases might allow you to automate a few tasks, while others could take an entire process off your hands.

Reaching out to leads, generating marketing metric reports, and publishing social content are a few marketing tasks that can be automated relatively easily. If you have already chosen or are using software for various parts of the process, you can link them together using automation in a few days.
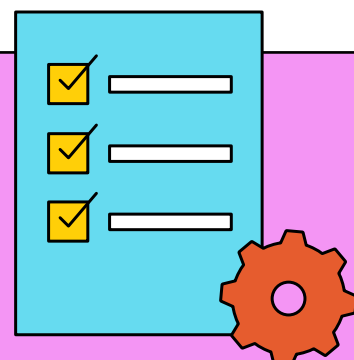
**Tip #2**

# Choose the Most Suitable Apps

Workflow automation often involves sending data across several apps. Even if you were only using one app, though, it's important to select the one most suitable for the task.

When designing an automation workflow, it is important to consider the number of apps involved, the purpose of the process, any legacy tools used, and the frequency of runs.

Additionally, pricing and scalability should be taken into account; is the

cost realistic for future growth, and can the apps of your choice continue to serve you if demands increase? It may also be beneficial to consider the ease of switching to different software if necessary.

Selecting the best nocode apps from the start will save you a lot of time and money in the long run, as there is less chance of needing to switch later.
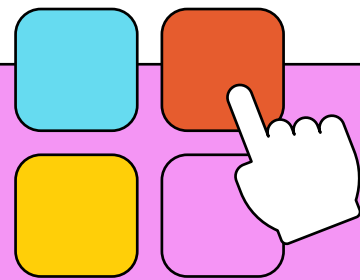
**Tip #3**

# Define Conditions Clearly

The clearer the logic, the greater the chances of a successful run. It's a good idea to break down a process on paper before applying it to automation.

Begin by outlining the most basic steps of a process. Once the framework is established, you can incorporate other elements to enhance accuracy and optimize the workflow.

Use decision trees to separate actions

when different terms or risks are involved. For example, if you're working on a particularly high-stakes marketing campaign, you might want to add a manual approval to ensure no resources are wasted. If low stakes are involved, removing any human intervention might be worth your while.
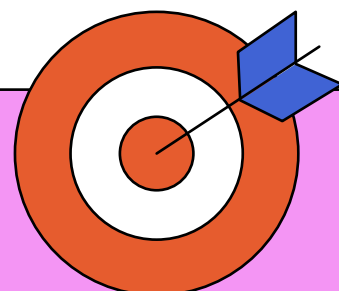
**Tip #4**

## Bulletproof Your Automation

Bulletproofing your automation means eliminating as many inefficiencies as possible. If your workflow is currently bottlenecked by the human approval process, ask yourself: if technology has already eliminated human error, can the next step of the process take place without additional intervention?

If you want to increase your chances of success, consider using different apps or actions. For instance, when producing videos, instead of relying on

a delay for rendering, a webhook can provide more accuracy by detecting when the video is ready to go.

Automation picks up the slack where people fall short. But you can improve the chances of success by removing any unnecessary steps. Remember the more steps there are to your workflow, the more possible points of failure.

**Tip #5**

## Make Your Automation Work For You

Automation should make life easier, not more complicated. The best ones are able to operate quietly with minimal intervention, leaving you free to perform higher-value work.

Make a point of revisiting your workflows every so often for

opportunities to clean them up. As your nocode proficiency grows and you develop a knack for automation, the processes you build will become more accurate and effective.
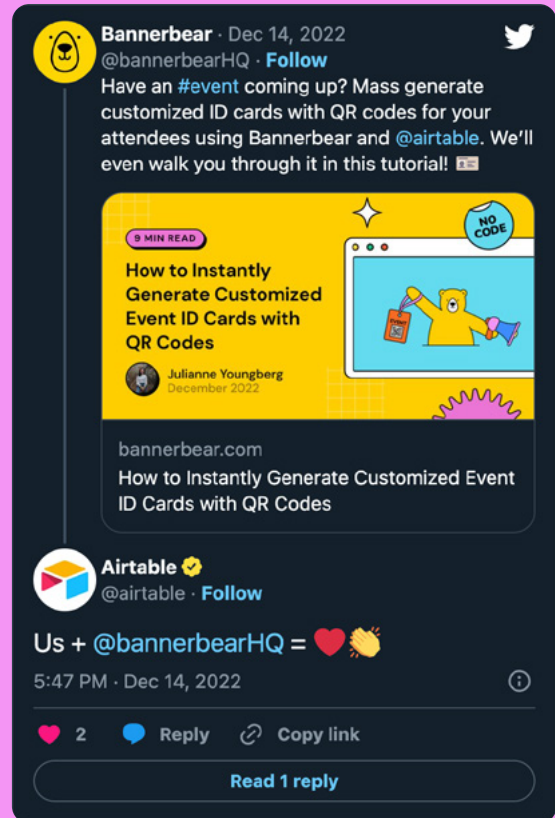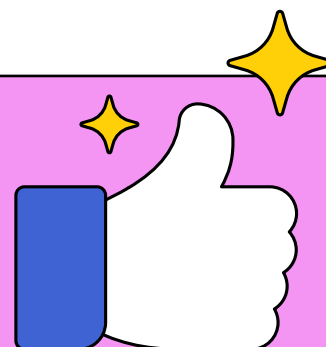
Marketers are knowledge workers, and nocode can help them make the shift to higher-level thinking and tasks by removing manual tasks from their plates. With nocode, marketing professionals can solve problems using technology, even without advanced programming knowledge.

As technology advances, nocode solutions will become increasingly powerful and user-friendly. Starting to automate now will save you time and energy that can be better spent on more meaningful marketing tasks.

**BEAR TIP**

Want to try Bannerbear out for yourself? Sign up today to receive 30 API credits—no credit card required!



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Have an #event coming up? Mass generate customized ID cards with QR codes for your attendees using Bannerbear and @airtable. We'll even walk you through it in this tutorial! 🪪

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❤️ 2     💬 Reply     🔗 Copy link

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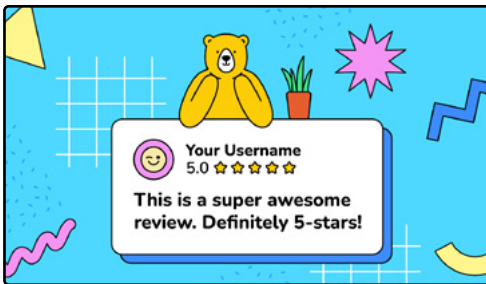
5:15 PM · Dec 9, 2022

❤️ 11     💬 Reply     🔗 Copy link

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SECTION 4

# Tutorials

There are so many ways to add image and video generation functionalities to your marketing workflow without any manual work. Want to learn more? The Nocode section on our blog has dozens of easy-to-follow tutorials:
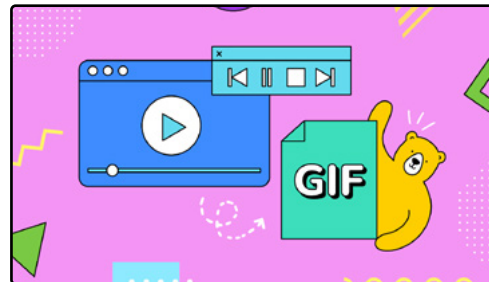


## Generate social photos

How to Automatically Turn Etsy Customer Reviews into Scheduled Social Posts

## Generate social videos

How to Turn Your Recent Instagram Photos into a Video or GIF





## Generate video clips from podcasts

Create a Fully Automated Podcast Clip Studio with Airtable and Zapier

## Generate a collection of ads

How to Generate a Collection of Product Ads for Facebook Carousel



## Generate custom event ID cards

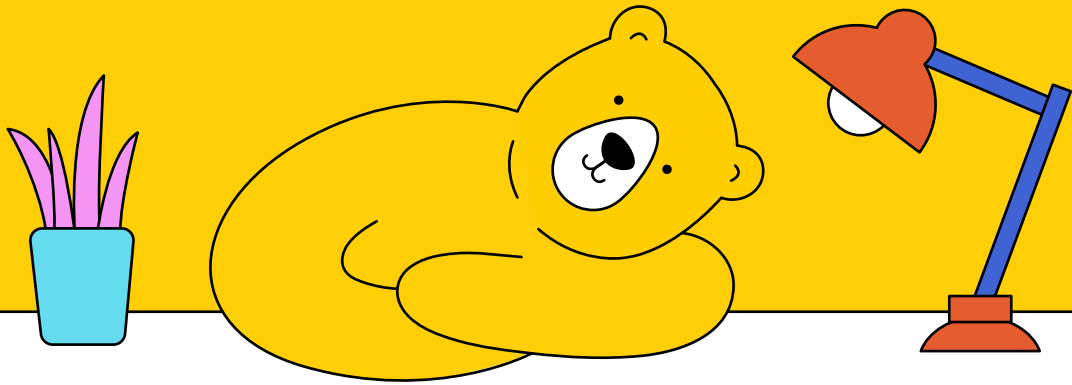How to Instantly Generate Customized Event ID Cards with QR Codes



## Generate event ad covers

How to Design Facebook Event Ads and Automate Image Generation



## Generate news reports

How to Generate News Summary Videos for Your Publishing Site

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