AI VIDEO ADS GUIDE

A Practical Handbook for Pakistan's Small Businesses



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About This Guide

This guide is written for small business owners in Pakistan who want to advertise with video but do not have a big budget or a production team. Everything in it comes from real, hands-on work: I have been practising generative AI since 2024, making AI video ads and short reels for local businesses, and I have published research on how AI video advertising works for Pakistani SMBs.

You do not need a camera, a studio, or editing experience. You need a phone, a clear message about your product, and the workflow in this guide.

A note on honesty: AI tools are powerful, but no tool guarantees sales. A good ad needs a real product, a fair price, and a clear offer. This guide shows you how to make the ad; your product and your service do the rest.

What You Will Learn

- Why short video ads work, and where to run them in Pakistan
- A simple 5-step workflow: script, visuals, voiceover, edit, publish
- How to keep your product (and face) looking the same in every shot
- Urdu and English voiceovers that sound natural
- Editing and captions that keep viewers watching
- The mistakes that waste most beginners' ad budgets

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TIP: Read chapters 2 and 3 first if you are in a hurry. They contain the whole workflow.

1. Why AI Video Ads Work for Small Businesses

People in Pakistan spend hours every day on TikTok, Instagram Reels, Facebook, and WhatsApp Status. A short video reaches them where they already are. A photo post is easy to scroll past; a moving video with a voice and music is much harder to ignore.

What AI changes

- Cost: a traditional video shoot needs a camera crew, lights, and editing days. An AI video ad can be made on a laptop in a few hours.
- Speed: you can test three different ad ideas in one day instead of waiting a week for one shoot.
- Variety: the same product can be shown in a kitchen, a shop, or a street scene without going anywhere.

What AI does not change

- Your offer must be real. A discount, a free delivery, or a clear price beats a fancy video with no offer.
- Your product must match the video. If the ad shows something your shop cannot deliver, customers will not return.
- Trust still comes from people: real reviews, a real phone number, and a real address matter more than any effect.

TIP: Start with one product and one offer. Businesses that advertise everything at once usually sell nothing.

2. The 5-Step Workflow

Every AI video ad I make follows the same five steps. Learn them once, then repeat them for every product.

Step 1 -- Script (15 minutes)

Write what the video will say, in 60 to 80 words. One idea, one offer, one call to action. Chapter 3 shows the exact formula.

Step 2 -- Visuals (30-60 minutes)

Generate the scenes with an AI video or image tool: the product, the setting, and the action. Keep the same product photo as your reference in every scene so it looks identical.

Step 3 -- Voiceover (10 minutes)

Record the script with a text-to-speech voice in Urdu or English -- or record your own voice on your phone. A human voice builds more trust; an AI voice is faster. Chapter 5 covers both.

Step 4 -- Edit (30 minutes)

Put the clips together in an editor such as CapCut: cut the pauses, add captions, add music at low volume, and add your shop name and WhatsApp number at the end.

Step 5 -- Publish & measure (10 minutes)

Post it as a Reel/TikTok, or run it as a Meta or TikTok ad with a small daily budget. Watch for two numbers only at first: how many people watched 3 seconds, and how many messaged you. If people watch but do not message, the offer -- not the video -- needs fixing.

3. Writing a 30-Second Ad Script

A 30-second ad has about 70 words. Use this structure every time:

The formula: Hook + Problem + Solution + Offer + Action

- Hook (3 seconds): one surprising line that stops the scroll. Example: 'Ab mehngay salon jaane ki zaroorat nahi.'
- Problem (7 seconds): say the customer's pain in their own words.
- Solution (10 seconds): show your product solving it. Name one benefit, not five.
- Offer (5 seconds): price, discount, or free delivery -- one clear thing.
- Action (5 seconds): 'WhatsApp karein' with the number on screen.

Example script (a skincare shop)

"Garmiyon mein skin kharab ho rahi hai? [Hook] Mehngi creams try kar kar ke thak gaye? [Problem] Hamara herbal face wash sirf 2 hafton mein farq dikhata hai. [Solution] Aaj order karein -- Rs 500 ki chhoot aur free delivery. [Offer] Abhi WhatsApp karein, stock limited hai. [Action]"

TIP: Write the script in the language your customers speak. For most Pakistani shops, Roman Urdu works better than formal English.

4. Keeping Your Product Consistent

The most common beginner mistake is a product that looks different in every shot: a different bottle, a different label, a different colour. Viewers notice, and they stop trusting the ad.

Three rules that fix it

- Use one reference photo. Take a clear, well-lit photo of your real product and use it as the reference image in every AI generation.
- One angle per scene. Do not ask the AI for five angles of the same product in one video. Pick the product's best angle and repeat it.
- Check every frame. Before editing, look at each generated clip and ask: is this the same product I sell? If not, regenerate that clip.

Faces

If a person appears in your ad, keep the same face across all shots. Use your own photo or a model's photo as the reference, and never use a real person's face in an ad without their clear permission. For most small shops, showing the product -- not a face -- is simpler and safer.

TIP: If a generated clip looks 'almost right' but the label is wrong, do not use it. One wrong label costs more trust than a missing scene.

5. Voiceovers in Urdu & English

A video with a voice keeps viewers longer than a silent video with music alone.

AI voice (fast)

- Use a text-to-speech tool that supports Urdu and English. Generate one sentence at a time and listen to each one -- AI voices sometimes misread numbers and brand names.
- Match the voice to your customer: a warm, friendly tone for home products; a confident tone for electronics and services.

Your own voice (trusted)

- Record on your phone in a quiet room, close to the microphone. Speak slowly and smile while you talk -- listeners can hear a smile.
- Record each line separately. It is easier to re-record one line than a whole minute.

Music and sound

- Keep background music quiet -- the voice must always be louder than the music.
- Use royalty-free music only. A copyright strike can remove your ad account's videos.

6. Editing, Captions & Music

Good editing is invisible: the viewer watches the story, not the cuts.

- Length: 15 to 30 seconds for an ad. Cut every pause longer than half a second.
- Captions: most people watch without sound. Add big, readable captions in the same language as the voiceover.
- First 3 seconds: show the product or the hook immediately. Do not start with a logo animation -- nobody waits for it.
- End screen: shop name, WhatsApp number, and city, on screen for at least 3 seconds.
- Format: vertical 9:16 for Reels, TikTok, and Status. One horizontal version only if you also run YouTube ads.

TIP: Export in 1080p. It is the best balance of quality and file size for Pakistani mobile internet.

7. Where to Run Your Ads in Pakistan

Free first: organic posts

- Post the video on your business TikTok, Instagram Reels, Facebook Page, and WhatsApp Status on the same day. Use 3 to 5 honest hashtags, not 30.
- Reply to every comment within a few hours. Early replies push the video to more people.

Paid: start small

- Meta (Facebook/Instagram) Ads: start with Rs 500-1,000 per day for 3 days, targeting your city and an age range that buys your product. One video, one audience -- do not test five things at once.
- TikTok Ads: best for products under Rs 3,000 that look good on camera (fashion, food, beauty, gadgets).
- WhatsApp: put the video on your Status and in your catalogue. Many Pakistani customers prefer to order by chatting, not by a website.

What to expect

A small daily budget buys learning, not instant riches. In the first week, judge an ad by messages and questions, not by sales alone. If 100 people watch and 5 message you, the ad works -- now improve the reply speed and the offer. If 1,000 people watch and nobody messages, change the offer or the audience, not the video effects.

8. Common Mistakes (and How to Avoid Them)

Too much text on screen

One short line at a time. If viewers must read a paragraph, they will scroll away.

No clear offer

Every ad needs one reason to act now: a price, a discount, free delivery, or limited stock.

Wrong audience

Selling ladies' lawn to the whole country wastes money. Target your city and the right age group first.

Ignoring messages

An ad that brings messages you never answer is money thrown away. Reply fast, even with a saved greeting.

Copying competitors' videos

Customers can tell. Your own product, your own shop, and your own voice will always sell better.

Spending big on day one

Test with a small budget for 3 days. Scale only the ad that already brings messages.

9. Your First Ad: A One-Page Checklist

Print this page. Tick each box before you publish.

[ ] Product chosen (one product only)

[ ] Offer written (price / discount / free delivery)

[ ] Script written -- 60 to 80 words, Hook + Problem + Solution + Offer + Action

[ ] Reference photo of the real product ready

[ ] All video clips checked -- same product in every shot

[ ] Voiceover recorded or generated -- listened to fully

[ ] Video edited -- 15 to 30 seconds, vertical, captions on

[ ] End screen has shop name, WhatsApp number, and city

[ ] Posted on Reels + TikTok + Facebook + WhatsApp Status

[ ] Replies ready -- saved greeting and price list in WhatsApp

[ ] Small ad budget set (Rs 500-1,000/day, 3 days) -- if running paid ads

[ ] Results checked after 3 days -- watch time and messages, then improve one thing

10. About the Author

Muhammad Usman (Usman Kalera) is an AI Engineer & Creator from Lahore, Pakistan, and the founder of Rakhzaar Tech. He is a BS Artificial Intelligence student at Superior University Lahore, Marketing Lead (SE) at IEEE Computer Society, and a freelance creator making AI video ads and reels for businesses.

His research on AI video advertising for Pakistani small businesses is published with an open DOI, and his work includes e-commerce websites, news and drama platforms, and AI tools used by real clients in Pakistan and Saudi Arabia.

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Portfolio	https://usmankalera-dev.github.io/portfolio/
GitHub	https://github.com/Usmankalera-dev
Research paper (AI Video Ads)	https://doi.org/10.5281/zenodo.23368307
ORCID	https://orcid.org/0009-0003-5273-177X
CM Surgical (client store)	https://thecmsurgical.com/

Questions about your first AI video ad? Reach out through the portfolio above.

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