



e-Learning Without Borders

6 HeyGen Strategies for Worldwide Reach



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Introduction

Imagine a world where creating, sharing, and scaling e-learning course content is as simple as it is impactful—no limits, no headaches.

This is where HeyGen comes into the picture, as we work to empower e-learning companies with game-changing video solutions to reinvent how courses come to life and reach learners around the world.

With our AI video generation platform, you can easily generate lifelike avatar videos, translate entire video libraries into 175+ languages, and do it all faster and more affordably than ever. We're here to free up your time and resources so you can focus on what you do best: teaching and inspiring.

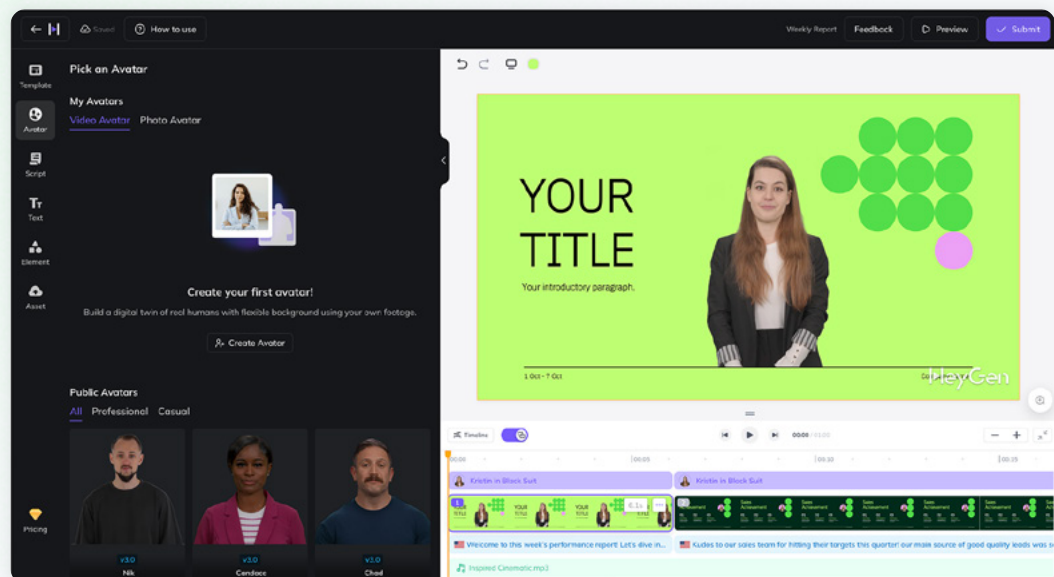
In this guide, we'll discuss six powerful strategies for maximizing HeyGen's cutting-edge AI video generation platform. Be prepared to discover how to streamline your content creation, reduce costs, and expand your global reach.

1. Create Videos from Text and Translate Them with Ease

Keeping up with the ever-changing world of e-learning isn't easy, but we're here to simplify it. The global e-learning market is expected to reach \$457.8 billion by 2026, driven by rising demand for online learning and workforce upskilling.

To stay competitive, e-learning companies must continually expand and update courses, with recent reports indicating that over 70% of organizations plan to increase their digital learning investments in the coming years. This accelerated pace means content needs to be engaging and timely, a challenge that HeyGen's text-to-video function is uniquely positioned to address by enabling rapid, easy content transformation.

The platform can take plain text in the form of a script and transform it into engaging, personalized video content, making lessons come alive for learners and lightening the load for teachers.

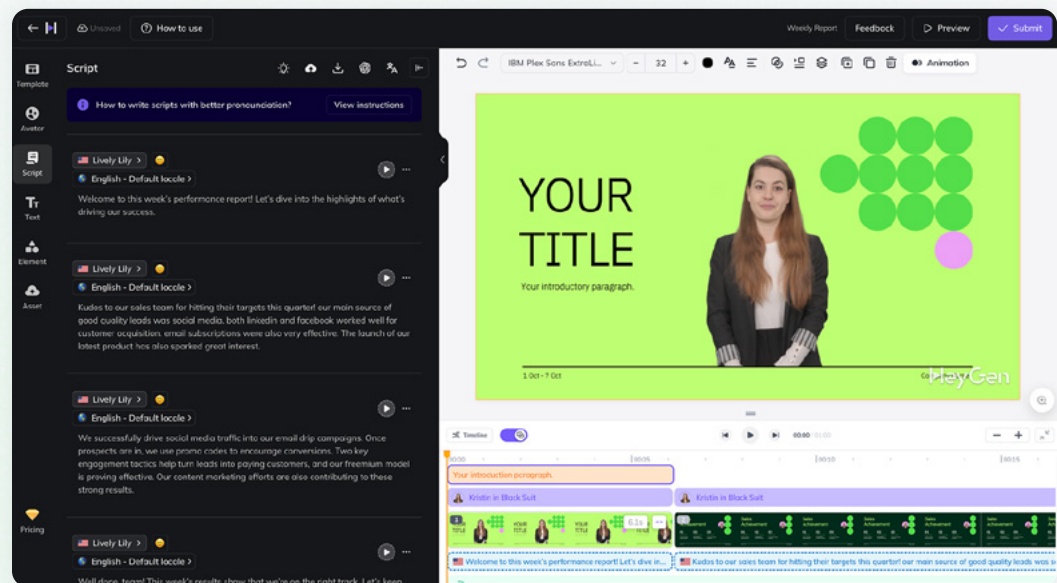


Transforming Text to Video

It all begins with a script for a course module or a series of educational articles. With HeyGen, this written material can be transformed into engaging video content at the click of a button.

To get started, you can select from a wide range of templates that match the tone and style you aim for—be it a formal lecture or a casual educational talk. Or, you can create videos from scratch and leverage your own designs.

Once you've chosen a template or uploaded your custom design in HeyGen, the next step is to bring your content to life by entering your script. With HeyGen's intuitive editor, you can easily type or paste your text directly into the designated script area, allowing you to see exactly how your content will flow. The platform then uses advanced AI technology to animate your text by seamlessly syncing it with your chosen avatar or video layout.



HeyGen's script processing capabilities also allow you to adjust the tone, language, and delivery style to match your audience's needs or course requirements.

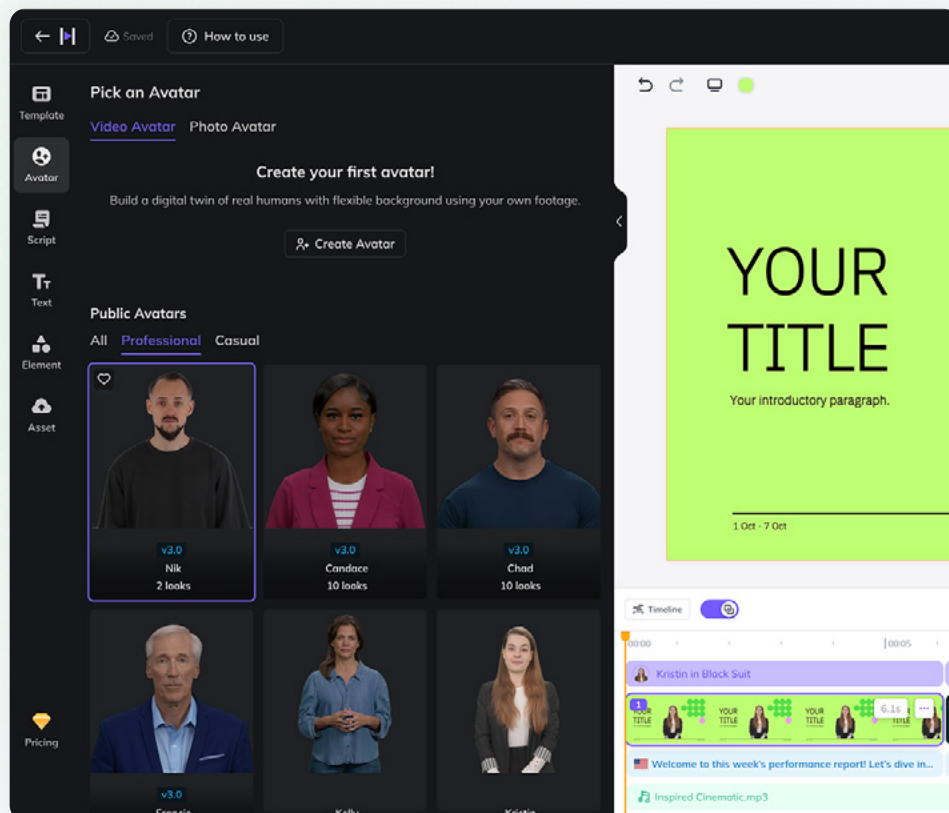
Seeking a conversational tone? Or perhaps something more formal? Simply tailor the script, and HeyGen takes care of the rest, using its advanced algorithms to generate a polished video that aligns with your vision.

And for an extra layer of personalization, HeyGen supports multiple languages and accents, making it easy to reach diverse audiences. Whether you're creating training videos, tutorials, or promotional content, HeyGen's streamlined script-to-video process ensures every message is delivered with precision and impact, saving you hours in production time while achieving professional results.

2. Digitize Your Best Instructors and Scale Their Reach

We all know those instructors—the ones who leave a lasting mark, who inspire, challenge, and shape the minds of individuals in unforgettable ways. In today's e-learning landscape, giving these impactful mentors a strong and versatile digital presence is essential.

HeyGen offers groundbreaking avatars that can expand their reach, making it possible for them to connect with people anywhere, anytime—without needing to be physically present. Now, these standout instructors can share their passion and knowledge on a larger scale, touching more lives and minds.

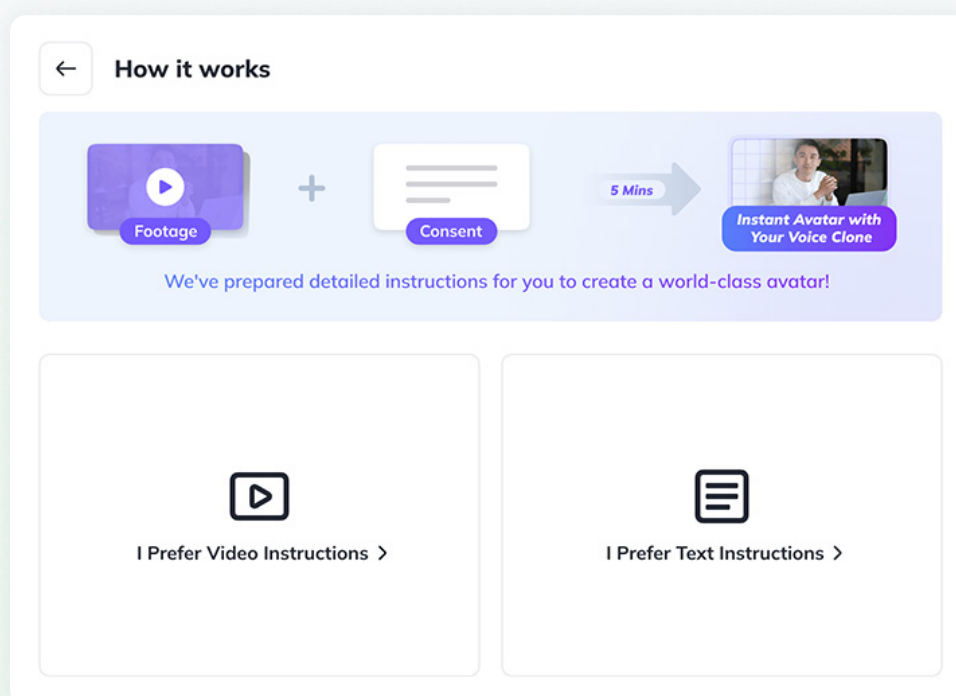


HeyGen Digital Avatars in Action

Avatars are lifelike digital representations of real instructors, designed to capture their unique teaching styles, voices, and expressions.

The process begins with creating a custom avatar that can be ‘Still’ or ‘Motion’ – depending on the type of content and instruction you’d like to create.

The avatar creation process includes uploading a couple of minutes of pre-recorded video or an on-the-spot recording of the instructor. Once uploaded, every nuance—tone, gestures, expressions—is analyzed and replicated to create a digital avatar that mirrors their communication style.



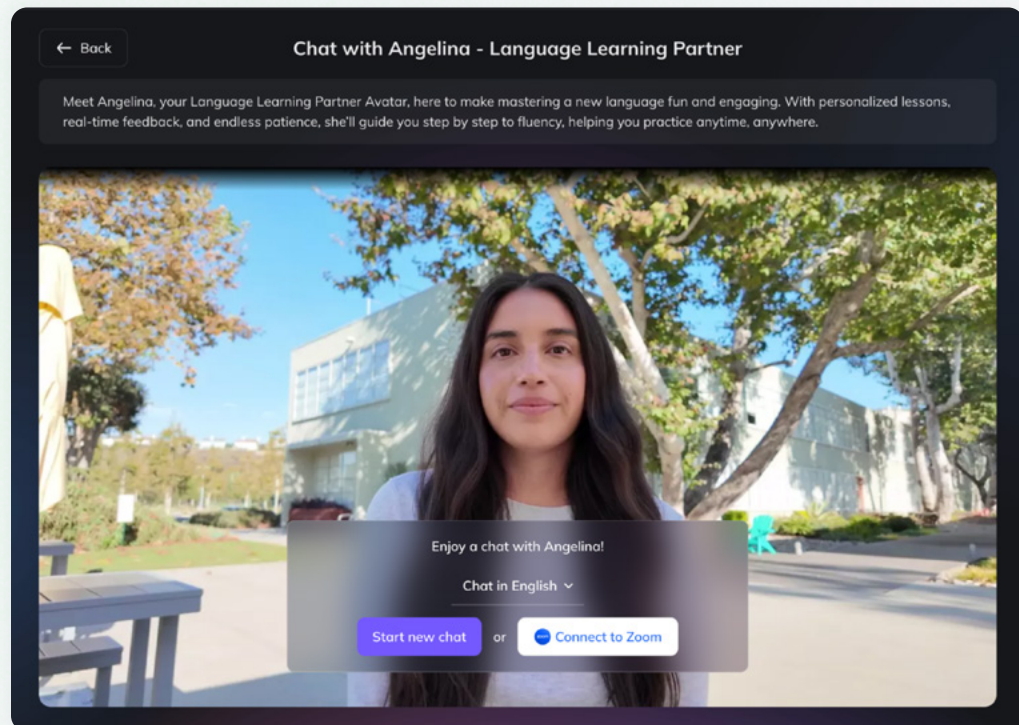
Using Interactive Avatars

If you want to up the ante where interaction is concerned, Interactive Avatars are a game-changer for e-learning, adding a new dimension to online education by engaging students as if they had a live mentor. These avatars are powered by advanced AI, allowing them to dynamically respond to learners' questions, offer personalized feedback, and guide them through lessons. This interactive experience can significantly boost engagement and understanding, making learning more intuitive and enjoyable.

How to Find and Use Interactive Avatars

- 1 **Navigate to the 'Labs' tab** and then click 'Interactive Avatars.'
- 2 **Choose an avatar that fits your course theme** and easily customize its responses and behaviors to align with your lesson goals. HeyGen's intuitive interface allows you to set up scenarios where avatars provide guidance, answer frequently asked questions, and adapt to student interactions. You can also create your own by clicking 'New Avatar' and following the step-by-step directions.
- 3 **Deploy in Courses:** Once set up, you can embed Interactive Avatars directly within your e-learning modules. They act as virtual mentors, ensuring students get real-time assistance, encouragement, and direction, making their educational journey smoother and more effective

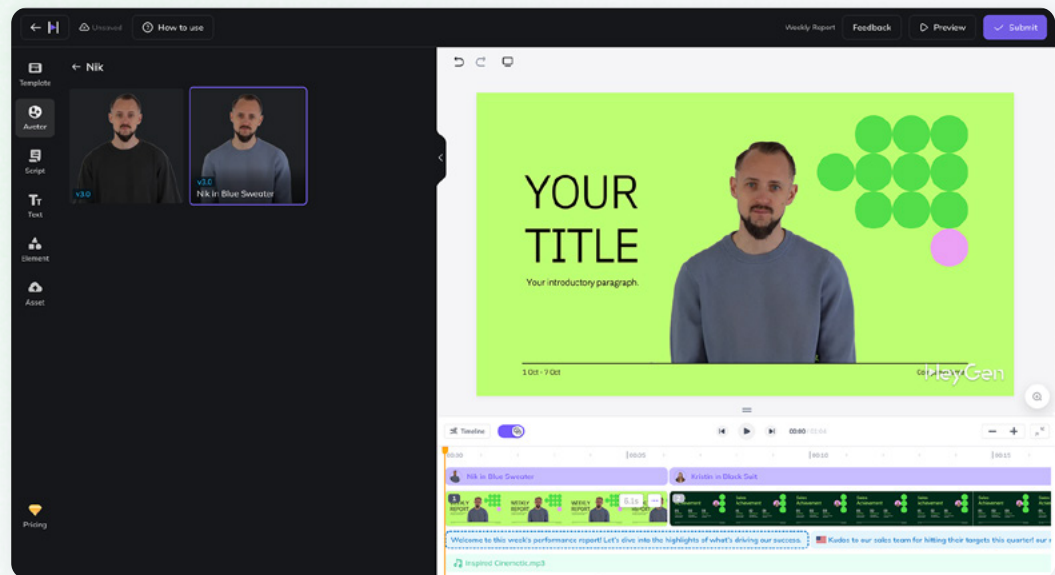
With HeyGen's Interactive Avatars, you can create a more immersive and responsive learning environment that keeps students engaged and supported throughout their studies.



Implementing Avatars in Your Courses

Adding instructor avatars into presentations with HeyGen is straightforward and brings an interactive, personal touch to your content.

- 1 Use a HeyGen Template, Upload Your Presentation Content, or Simply Shoot a Video:** The HeyGen platform is extremely versatile allowing you to use modifiable templates, upload your own content, or shoot a face-to-camera course.
- 2 Choose Your Instructor's Avatar:** Select the instructor's avatar that best fits the session. Each avatar is designed to replicate their unique teaching style, so the delivery feels genuine and engaging.
- 3 Add a Script:** Enter the script for each slide or section. HeyGen's text-to-speech feature will sync the avatar's voice and expressions to the script, delivering information in a natural, engaging way.
- 4 Customize Settings:** Adjust settings like voice tone, accents, and language, and set backgrounds to match your content. You can also decide when and where the avatar appears on each slide to highlight key points or provide commentary.
- 5 Integrate and Share:** Once everything is set, HeyGen allows you to embed the presentation, complete with the avatar, into your chosen platform.



This process in HeyGen enables you to easily transform any standard presentation into a more engaging course, making complex topics more accessible and enjoyable for learners.

3. Help Your Course Creators Collaborate More Easily

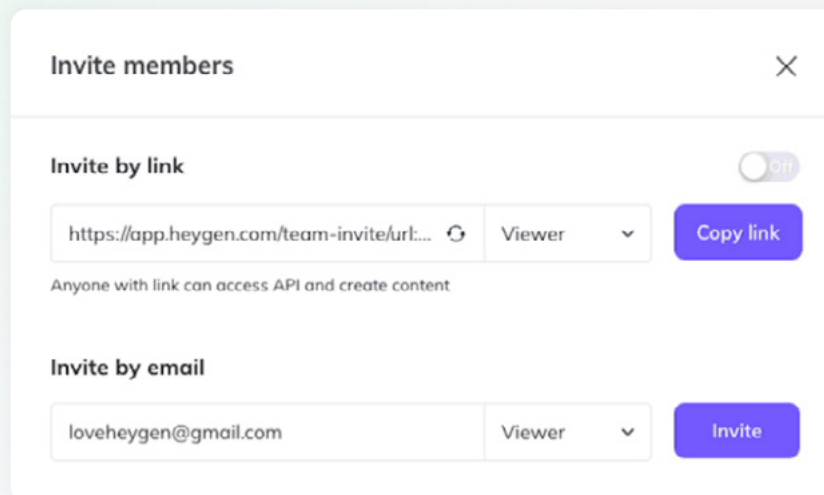
HeyGen Spaces offers a powerful way to collaborate and manage team access across video content projects. With Spaces, you can invite team members, assign roles, control access levels, and streamline collaboration to make the most of HeyGen's interactive avatar and content creation features. This guide will walk you through setting up your team in HeyGen Spaces and using access control features to manage your projects effectively.

Inviting Team Members to HeyGen Spaces

Inviting your team to join your HeyGen Space is quick and easy. On your HeyGen home screen, click your name at the top left, then select 'Invite team members.'

You can invite them by:

- **Email:** Type in their email addresses and send invitations directly.
- **Link:** Toggle the 'Invite by link' option to copy a sharable link for your team members. You can assign specific roles during the invitation process to ensure each team member has the appropriate level of access.



The screenshot shows a white dialog box titled "Invite members" with a close button (X) in the top right corner. It is divided into two sections: "Invite by link" and "Invite by email".

Invite by link section:

- There is a toggle switch labeled "Off" to the right of the "Invite by link" header.
- A text input field contains the URL: `https://app.heygen.com/team-invite/url:...` with a refresh icon to its right.
- A dropdown menu next to the URL is currently set to "Viewer".
- A purple button labeled "Copy link" is to the right of the dropdown.
- Below the input field, a note states: "Anyone with link can access API and create content".

Invite by email section:

- A text input field contains the email address: `loveheygen@gmail.com`.
- A dropdown menu next to the email is currently set to "Viewer".
- A purple button labeled "Invite" is to the right of the dropdown.

User Roles in HeyGen Spaces

As a Super Admin, you have control over user roles in your HeyGen Space. You can assign roles at the time of invitation or manage roles later under the 'Members' tab in Space Settings.



Viewer: Can view content within the space but cannot create new content.



Creator: Can create avatars, videos, voices, and other content.



Developer: Has content creation abilities and API access for using advanced features like Interactive Avatar.



Super Admin: Holds full control, including the ability to remove content, purchase tiers/features, and manage user invites.

Space Discovery: Enable Team Discovery of Your Space

With 'Team Space Discovery' enabled, users on the same company domain can find and join other team members' Spaces. This feature is available for Team or Enterprise plans and can be turned on or off by the Space's Super Admin in 'Space Settings' under the Members tab

Request to Join a Space

When 'Request to Join' is enabled, users must request access to join a Space. Super Admins can approve or deny these requests, ensuring a smooth collaboration experience. Team members can locate Spaces by selecting 'Find team members' on the left navigation bar of the Dashboard. Super Admins will receive notifications for each join request and can easily manage approvals.

Set Initial Role

For new members who join via discovery, you can specify a default role under the 'Set Initial Role' option, streamlining the onboarding process for your team.

Access Control: Managing Folder Access

To manage access, click the three dots next to a folder, and choose from the following settings:

- **Private:** Content is only accessible to the Space Admin and the content owner. This setting is ideal for limiting access to confidential projects.
- **Specific Collaborators:** Grant access to selected team members with either view or edit permissions. These collaborators must already be part of your Space, and you can adjust access according to each collaborator's needs.
- **All Collaborators:** Make content accessible to everyone in your Space, with either view or edit access for all. Individual user permissions take precedence, so if someone is set as a viewer, they'll only have view access even if the folder is set to 'edit' for all.

By leveraging HeyGen Spaces and access control, your team can work seamlessly on projects, ensuring that each member has the right access and tools to contribute effectively. HeyGen's collaboration and management features make it easier than ever to harness the power of interactive avatars and dynamic video content within a cohesive and secure environment.

Collaboration and Commenting Capabilities in HeyGen Spaces

With **Spaces**, HeyGen takes teamwork to the next level, enabling seamless collaboration and commenting features that enhance project workflows. You can invite team members, assign roles, control access levels, leave comments directly on projects, and streamline communication to get the most out of HeyGen's interactive avatar and video content creation tools. This guide will walk you through setting up your team in HeyGen Spaces, utilizing access control features, and leveraging commenting for efficient feedback and collaboration.

Collaborating with Commenting Capabilities

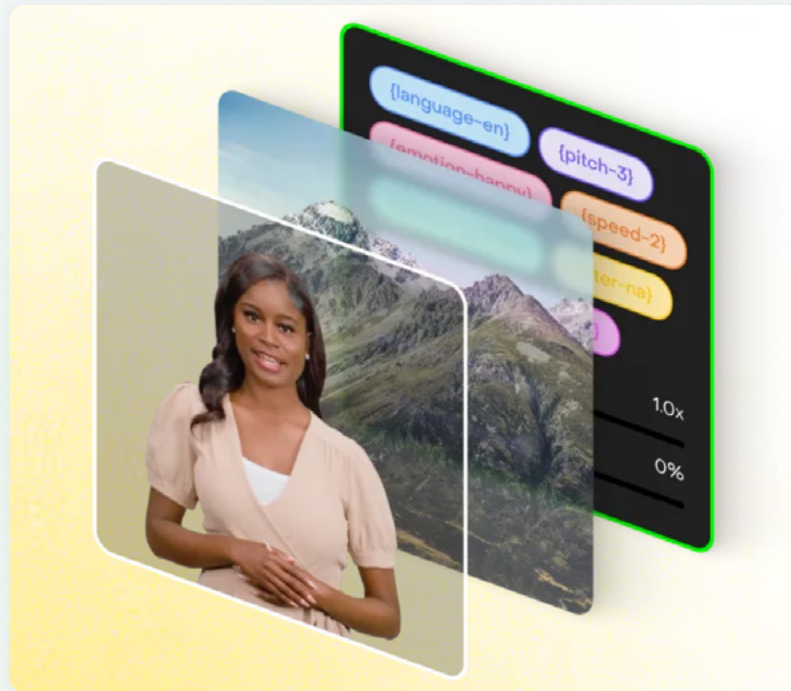
One of HeyGen's most powerful tools is the ability to leave comments directly on video content projects. This feature allows team members to provide feedback, ask questions, and refine content without needing external tools or lengthy email threads.

- **Add Comments:** Click on any project and put it in preview mode, then select the 'Comment' tab. Add specific feedback on frames, text, or visuals within the project.
- **Reply to Comments:** Collaborate in real-time by replying to comments, creating a dialogue to address questions or suggestions quickly. You can assign specific roles during the invitation process to ensure each team member has the appropriate level of access.
- **Resolve Comments:** Once feedback is addressed, mark comments as resolved to keep the project tidy and focused.

This feature ensures that all team members are aligned and can share ideas and input seamlessly.

4. Plug in and Expand Your Course Offerings with Our API

With the HeyGen API, you can take your e-learning platform to the next level by creating incredible AI-generated videos programmatically and seamlessly integrating HeyGen's advanced AI capabilities into your system. This unlocks new possibilities for personalized, dynamic learning content with ease.



Automating for Efficiency and Scale

Our API can be embedded within any learning management system (LMS), content management system (CMS), or other digital platforms. This integration facilitates the automatic generation of video content from text, the production of high-quality digital instructor videos, and the localization of these resources to suit diverse linguistic and cultural contexts. By automating these tasks, the API frees educational content creators to focus more on curriculum development and pedagogical strategies rather than on the technical aspects of content production.

How HeyGen's API Works

1 Set Up Your HeyGen Account and Access API Credentials

If you're new to HeyGen, start by creating an account. Once registered, click on your account name, select 'Space settings,' and find the 'API' section. Copy your API credentials—you'll need these for every API request.

2 Prepare Your Development Environment

To make API requests, set up a development environment that supports HTTP requests. Tools like Postman or a REST client are ideal for testing, allowing you to fine-tune requests before full integration

3 Make Your First API Request

Begin by creating a basic interactive avatar: Set up a POST request using HeyGen's avatar endpoint, and customize parameters such as name, voice, and interaction Type based on your content needs. For instance, choose a friendly voice or select a video-based interaction type to match your brand's tone. Replace YOUR_API_KEY with your credentials in the request setup.

4 Monitor and Test Your Avatar

After submitting your request, check the video's status by using the video_status.get endpoint to track the avatar's progress. Once the status is 'completed,' your video is ready for download.

5 Download Your Video

Once everything is set, HeyGen allows you to embed the presentation, complete with the avatar, into your chosen platform.

6 Generate Videos in Bulk with Templates

For larger-scale projects, use HeyGen's Template endpoint to create multiple videos in one go. This is ideal for producing consistent, branded content quickly and efficiently.

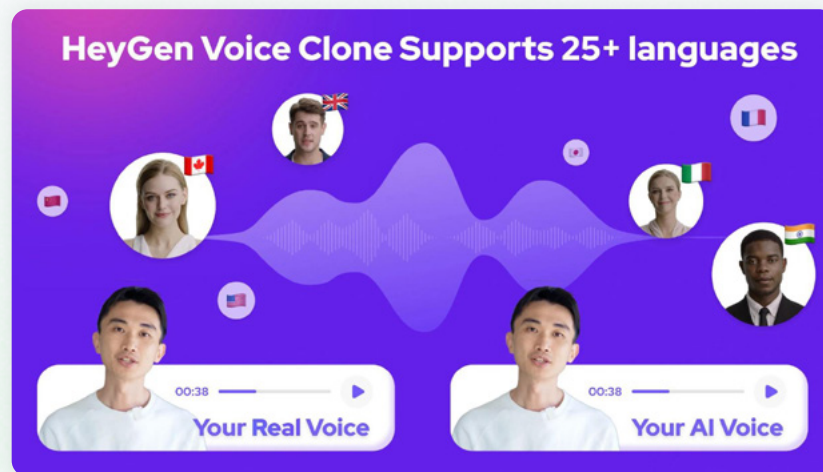
7 Customize with Input Audio

For added personalization, swap text input with an audio file using the input_audio attribute. This feature allows you to add unique voice-overs or music, giving your avatar videos a distinctive sound.

Learn more about our API at docs.heygen.com.

5. Localize Your Courses with AI Voices and Lip-sync

Localization is more than translation; it's about adapting e-learning content to resonate culturally and linguistically with learners worldwide. HeyGen's sophisticated AI-driven voice and lip-sync technologies ensure that courses are not only multilingual but fully adapted to the cultural nuances of the target audience.



Creating Culturally Relevant Learning Experiences

HeyGen uses advanced AI to analyze video content and generate new audio tracks that match the lip movements, tone of voice, and facial expressions of the original videos in any selected language. This process preserves the natural flow of communication and enhances the learner's engagement and comprehension.

Maintaining Instructor Integrity Across Languages

Voice cloning technology captures the unique vocal attributes of instructors and replicates them in multiple languages, ensuring that the course's educational impact and personal touch are maintained across all translations.

- **With Captions:** Toggle the captions button on and click 'Download Video.'
- **Without Captions:** Ignore the captions button and simply click 'Download Video.'

You can also share your video via a link.

Now, you've unlocked the power of multilingual communication with HeyGen's Video Translation feature. With each translated video, you're bridging gaps and making valuable content accessible to more people than ever. Embrace this opportunity to broaden your message and engage viewers around the globe!

How to Translate a Video in HeyGen

Before uploading your video, it's essential to ensure it meets [HeyGen's recommended guidelines for the best results](#).

Video Translate works optimally when there are a maximum of two speakers on the screen. Speakers should be facing the camera directly or within a 45-degree angle to help HeyGen accurately capture audio and sync lip movements. Additionally, keep background noise to a minimum to improve clarity.

1 Start by Creating a New Video Translation

In HeyGen, click 'Create Video' and select 'Video Translation.'

2 Upload Your Video

Choose to upload your video file from your computer, or paste a Google Drive or YouTube link.

3 Create a New Translation

After your video is uploaded, click 'Create new translation.'

4 Choose the Target Language

HeyGen will auto-detect the original language of the video. If needed, you can manually set it. Next, select the language you want to translate the video into by choosing a 'Target language for the new translated video.'

5 Begin the Translation Process

Click 'Confirm submission' to start the translation. Your translated video will then be processed and made available in your library.

6 Review the Translated Video

Once processing is complete, review the video in the target language to ensure the translation aligns with your expectations.

7 Download or Share Your Video

If you're satisfied with the translation, you have two download options:

6. Cut Your Costs While Boosting Your Market Share

As you know, producing high-quality e-learning content can quickly become a significant expense. From hiring video crews and renting equipment to covering post-production and localization costs, creating engaging, accessible content requires a substantial investment of time and resources.

HeyGen offers a transformative way to manage and scale these needs, helping e-learning organizations cut down on expenses while reaching larger, global audiences.

The Traditional Production Costs You're Familiar With*

Think of the usual budget items: video crews, equipment rentals, and studio spaces, each costing thousands of dollars per project. Even a simple video shoot with a small crew can run between \$3,000 and \$10,000 per day, not to mention post-production costs. Editing and refining content often add \$1,000 to \$5,000 per video, depending on the complexity and length.

For organizations reaching a global audience, translation and localization can cost another \$1,000 to \$3,000 per hour of video. HeyGen effectively addresses each of these costs by automating much of the production and localization process, allowing organizations to produce professional-quality content in-house.

*Resources:

Capture Video – https://www.capturevideoandmarketing.com/blog-news/video-production-costs-pricing-sheet?utm_source=chatgpt.com

ATL Translate – Cost to Translate Video: <https://www.atltranslate.com/articles/cost-to-translate-video>

HeyGen's Scalable Plans and Savings Opportunities

With HeyGen's range of plans, there's a cost-effective option for every level of content production:

Free

Perfect for independent course creators or small teams creating up to three videos per month. This plan eliminates up to \$3,000 in annual costs for organizations producing occasional content.

Creator

Organizations can create unlimited short-form videos (up to 5 minutes), removing watermarks and exporting in HD. By using HeyGen's tools instead of freelance editors or small studios, an organization could save around \$12,000 annually on short video production for e-learning.

Team

Ideal for organizations needing to produce longer or more frequent content. This plan includes up to 30-minute videos, 3 custom avatars, and an interactive avatar, all within a multi-user workspace. Teams that would typically rely on external production could save between \$50,000 and \$100,000 annually by keeping production in-house and avoiding the need for external video crews and editing services.

Enterprise

Designed for large organizations with high-quality video needs, this plan offers 4K export quality, multiple interactive avatars, and translation support. The Enterprise Plan could save large organizations over \$200,000 a year by providing robust tools for video generation, localization, and brand voice customization in-house, reducing reliance on costly studio production and localization teams.

If you have any questions about what plan best fits your needs, you can always [contact the HeyGen team](#), and guide you in the right direction.

Shaping the Future of e-Learning with HeyGen

With HeyGen's AI-powered video creation tools, you'll be more than equipped to make high-quality e-learning accessible across cultures and languages, bringing your courses to life in ways that connect and resonate with students worldwide.

As you integrate these capabilities, we're excited to see the meaningful learning experiences, diverse perspectives, and global connections you'll foster. Here's to breaking down e-learning boundaries and empowering learners everywhere, one engaging lesson at a time!