



Google AI



Bing

**HOW TO USE GOOGLE AND BING'S AI  
CHAT & SEARCH TOOLS FOR MARKETING**

# What we will cover

## **Bing AI - Demonstration of how it works**

- How to access it
- Demonstration of how it works and how it compares to Chat GPT

## **Google Bard**

- How to access it
- Demonstration of how it works and how it compares to Chat GPT

## **Poe - An aggregator for generative AI bots**

- How to access and use it

## **Claude 2**

- How does it compare to the others and how to access it in Ireland

# There are other Generative AI tools that have emerged in the market



**For generating written content – based on LLMs there are 3 other big options**

## **1. Bing**

Bing's search engine has integrated Chat GPT into the search results

## **2. Google Bard**

Google has launched their alternative to Chat GPT called Google Bard and is starting to incorporate it into search results.

## **3. Claude 2**

A powerful new AI chatbot from Anthropic. Available in the UK and US (In Ireland using Poe)

# Bing AI chat bot



Open AI is the company that created Chat GPT

Microsoft invested \$30 billion in Open AI in order to be able to integrate Chat GPT into all of it's products.

Microsoft owns the Bing search engine and in early 2023 it integrated chat GPT into it's Bing search engine.

Therefore, the Bing AI chat bot is a version of Chat GPT

# Bing AI chat bot



ChatGPT and Bing Chat both use OpenAI's tools to work, so they often give very similar answers.

But, Bing Chat has something extra - it uses Microsoft's Prometheus system. This system helps it work with Bing Search to find and use information from the internet.

Bing Chat is like a helpful buddy for using the web. It can quickly find the newest info from different places on the web and make it easy to understand when you ask it something. It also tells you where it got the info from and gives you a list of useful links and pictures.



# Bing AI chat bot

## 2 Major differences to Chat GPT



### Free to use

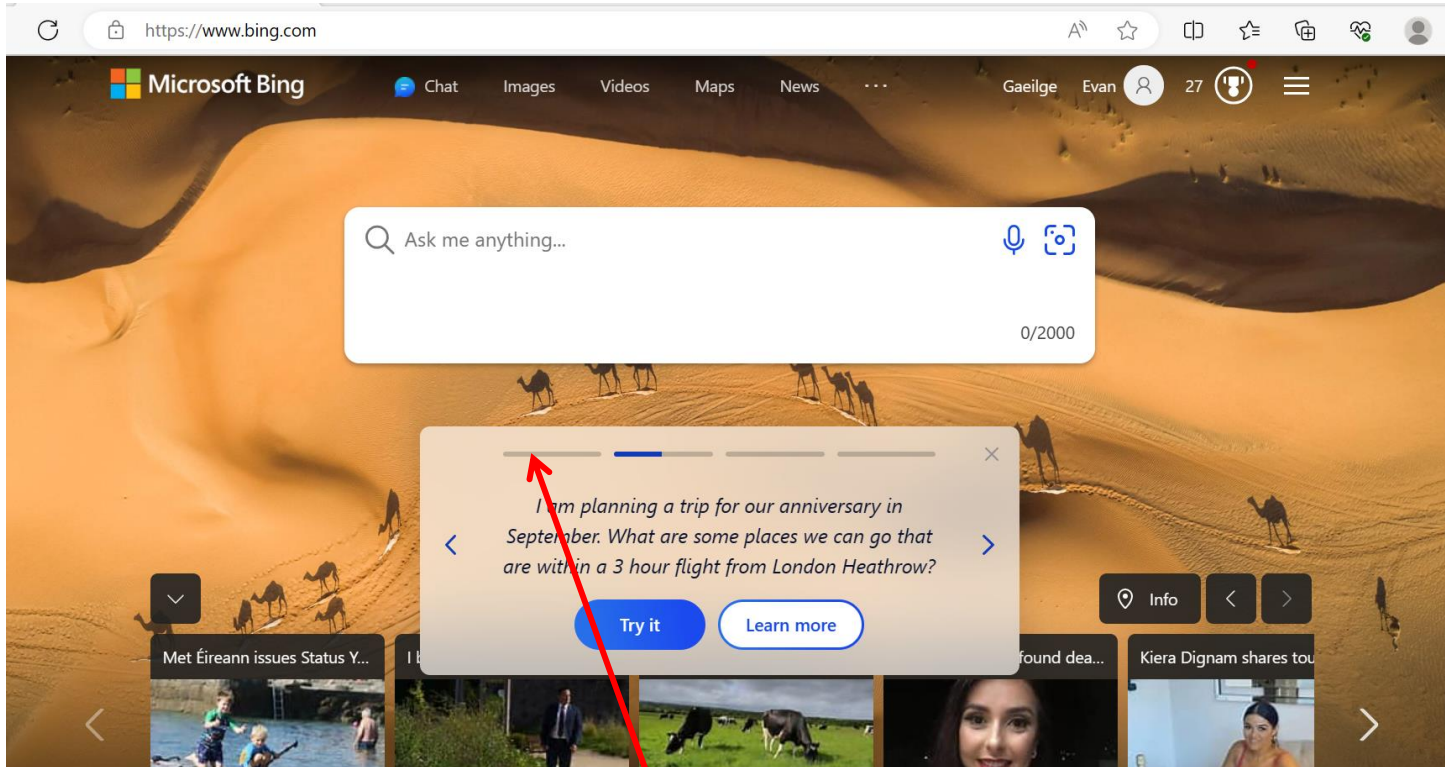
- Chat GPT 3.5 is free and Chat GPT 4 costs \$20 a month
- Bing AI uses “a version” of Chat GPT 4 and is free

### Up to date data

- Chat GPT is based on data up to Sept 2021 and does not access the internet (except the pro version can do this using apps)
- Bing AI uses Chat GPT 4 and has access to the internet.

However, there are other differences that I will cover shortly

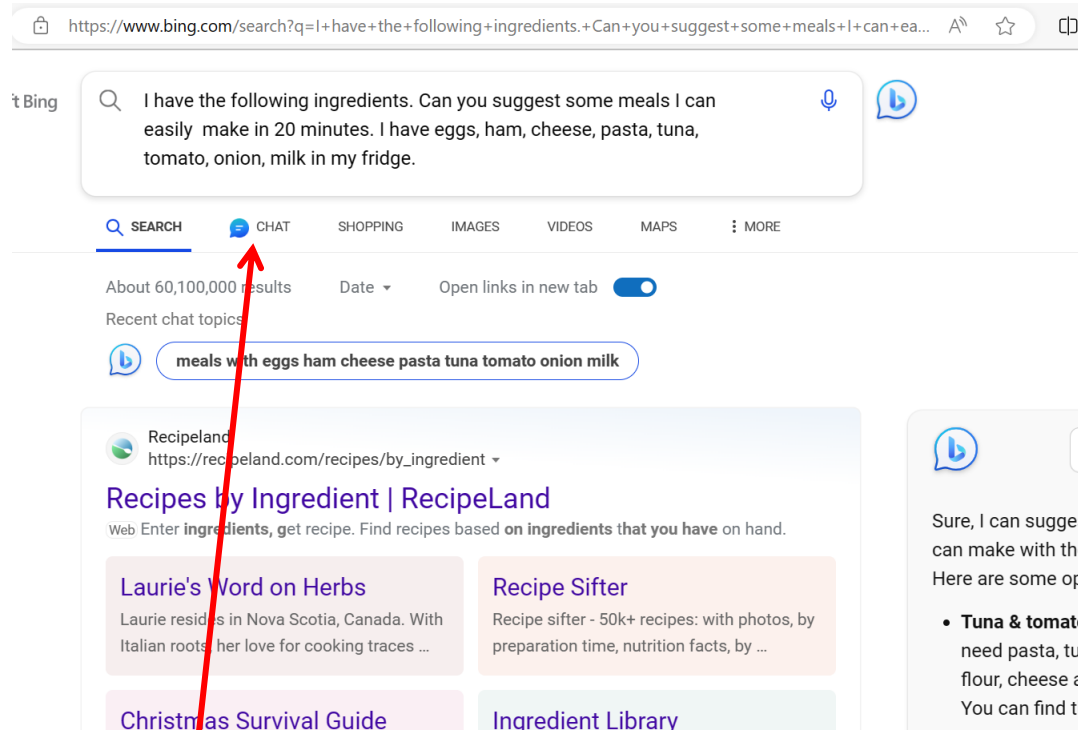
# How to access Bing Ai



Microsoft owns Edge browser and Bing AI is more integrated than if you use Chrome and go to Bing.com

Using Edge, and logged in with my Microsoft account, I went to bing.com  
Straight away, I am being prompted to Ask a chat type question

# How to access Bing Ai

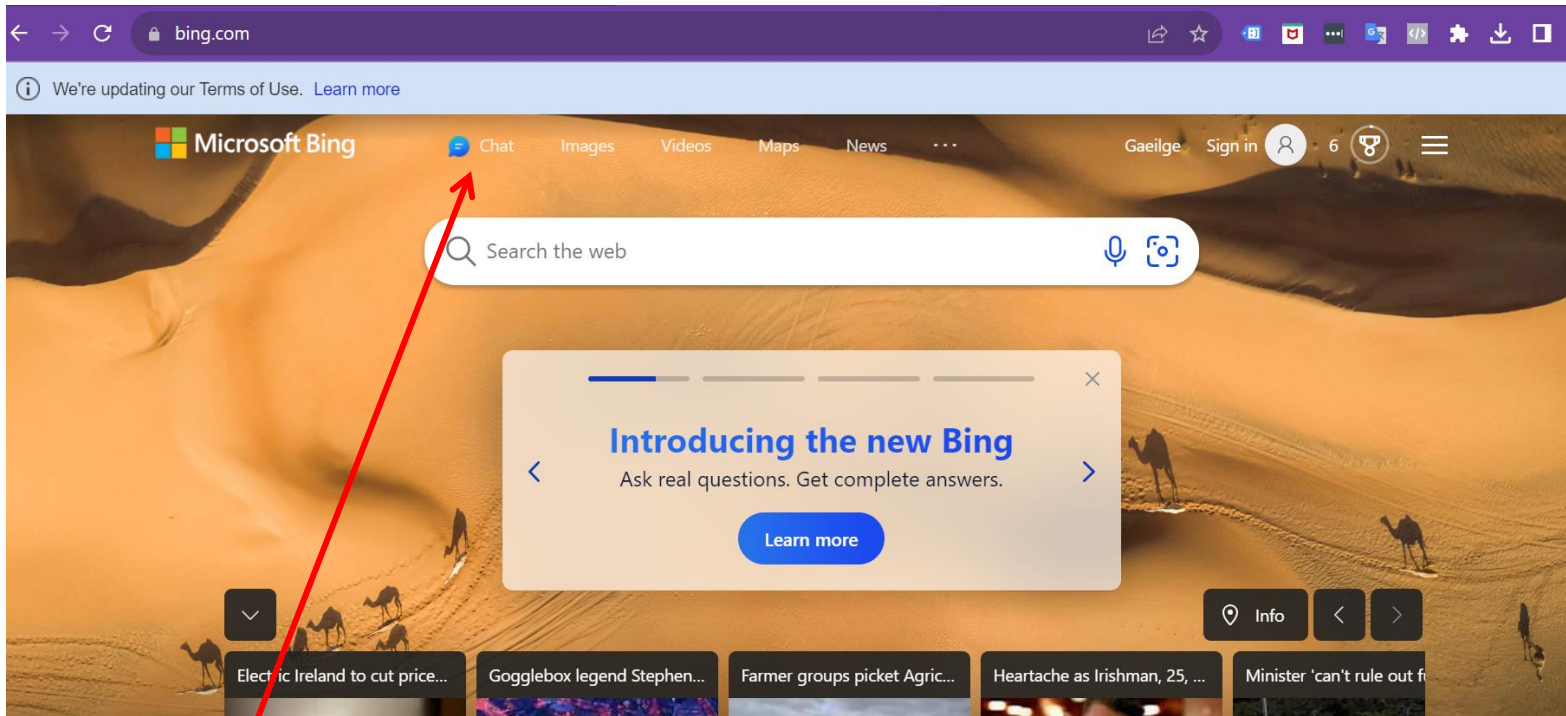


The default results are traditional search results.

But if I click on Chat, it will then give the Chat bot answer



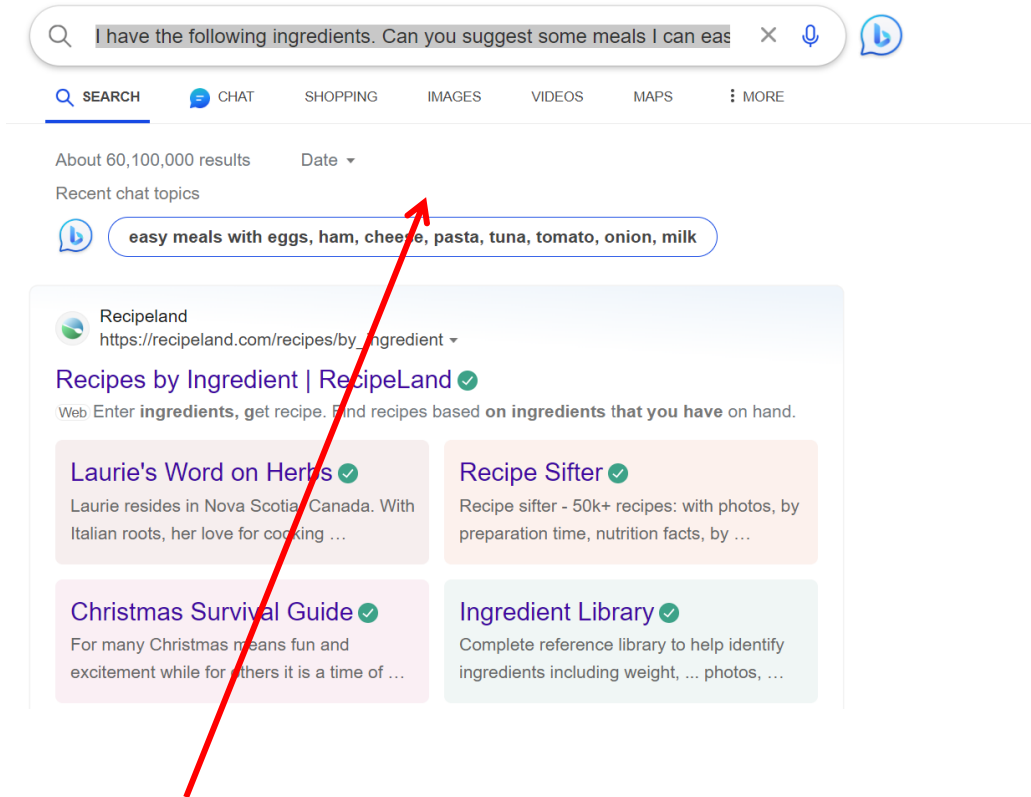
# How to access Bing Ai



If you Go to Bing.com on using Google Chrome .and you are not logged in ..

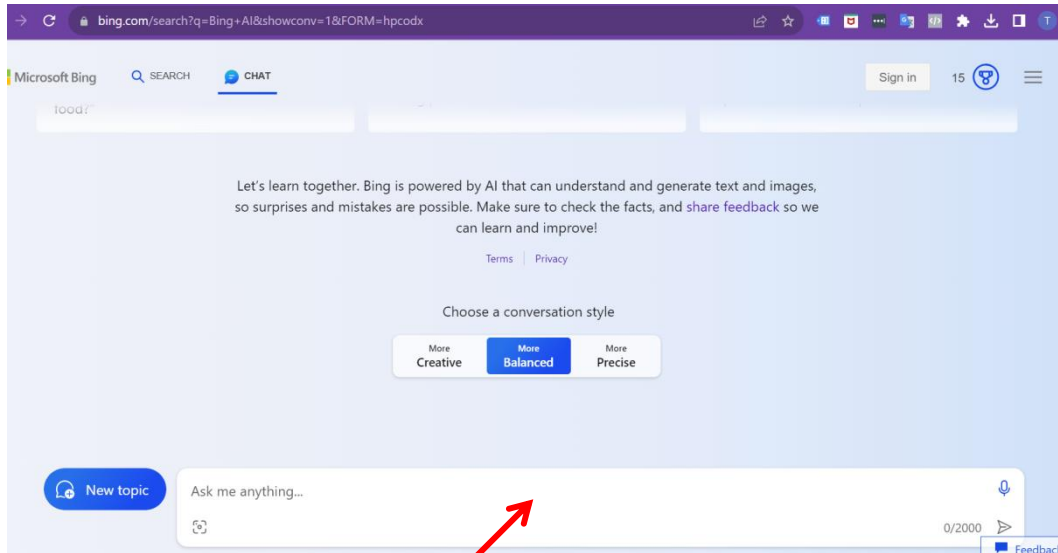
Chat is an option in the menu. Chat is also not the default for searching.

# How to access Bing Ai



It is the same as when you use edge. The default is search results.  
But you can click on Chat and then get the chat answer and ask more chat questions.

# How to access Bing Ai



When you click on Chat, this is the interface for Bing AI chat.

**You do not need to be signed in.** With Chat GPT you need to sign in. However, if you sign it with a Microsoft account it will remember your previous chats (when you used edge browser) and you get to ask more prompts

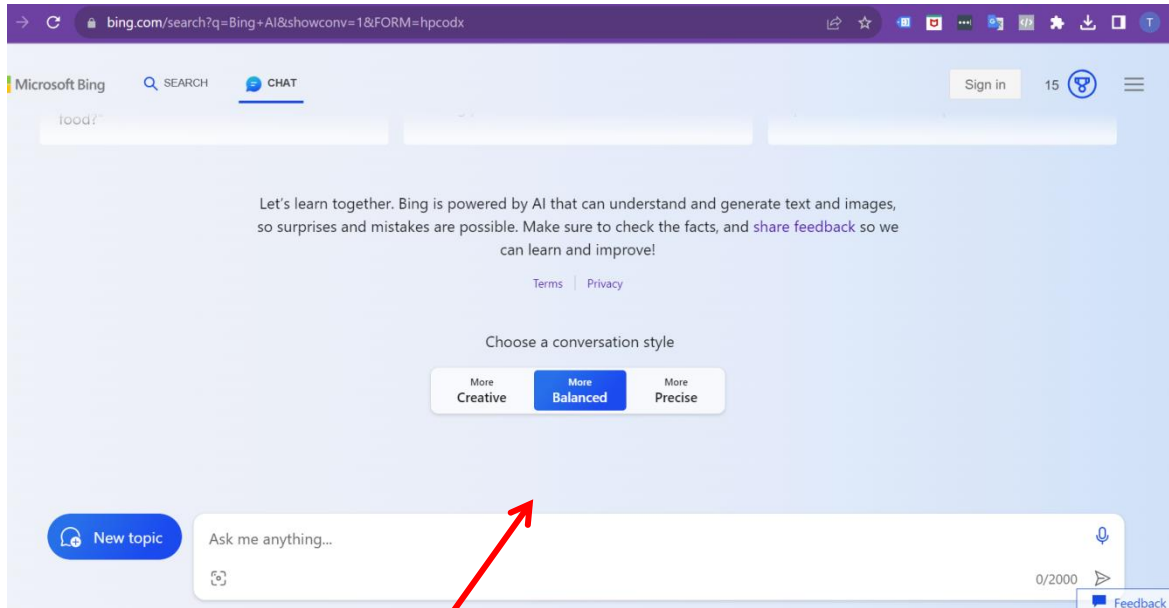
**When you ask a question / prompt you are restricted to follow up prompts.**

Using chrome and not signed in to Microsoft = 4 questions per topic

Using chrome and signed in = 5 questions per topic

Using edge browser and signed in = 30 questions per topic

# How to access Bing Ai



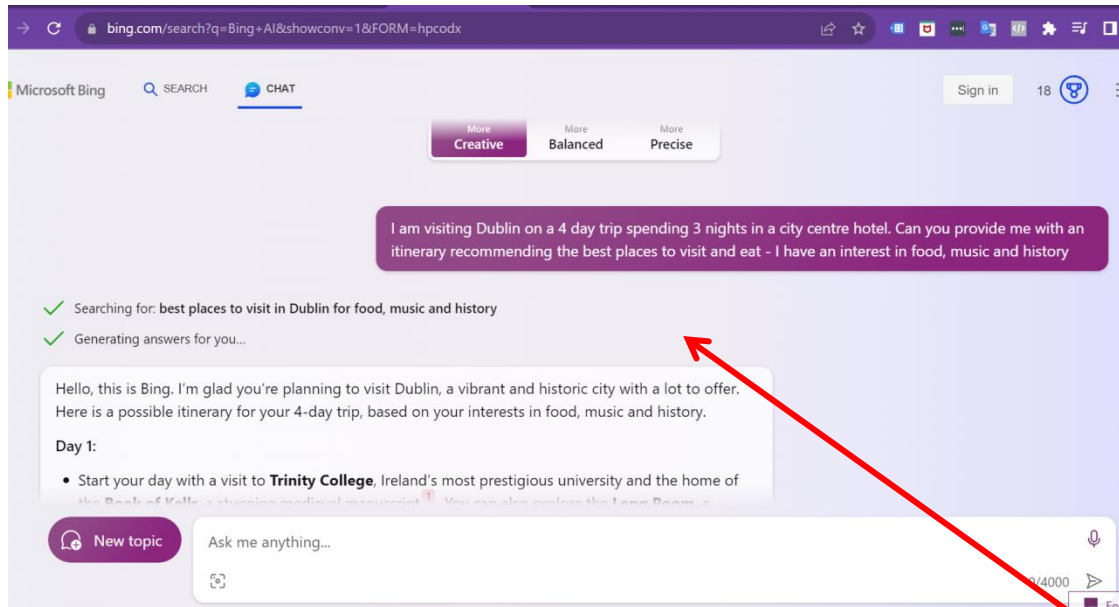
You can choose between 3 modes ...

**More creative:** Whenever you need to generate new content, longer output, more expressive. But it tends to be a bit slower.

**More Balanced:** Supposed to be best for the most common tasks, like search. Tends to be maximum speed

**More precise:** Provides most factual answers, minimizing conjectures

# How to use Bing AI



## I asked using Creative mode

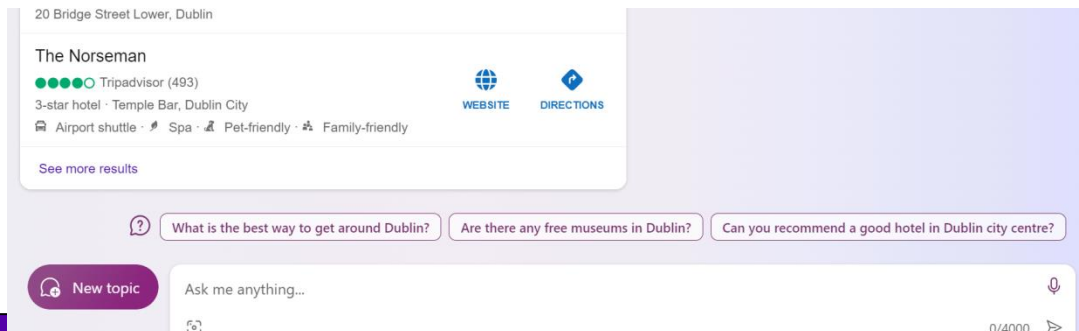
I am visiting Dublin on a 4 day trip spending 3 nights in a city centre hotel. Can you provide me with an itinerary recommending the best places to visit and eat - I have an interest in food, music and history

It gave me a daily itinerary like Chat GPT did.

But it gave me better / detailed suggestions for places to visit, with links.

Also gave me a map and link to attractions

Also suggested 3 follow up questions I could ask



# How to use Bing AI

I am visiting Dublin on a 4 day trip spending 3 nights in a city centre hotel. Can you provide me with an itinerary recommending the best places to visit and eat - I have an interest in food, music and history

- ✓ Searching for: best places to visit and eat in Dublin
- ✓ Searching for: best places to visit in Dublin for music and history
- ✓ Generating answers for you...

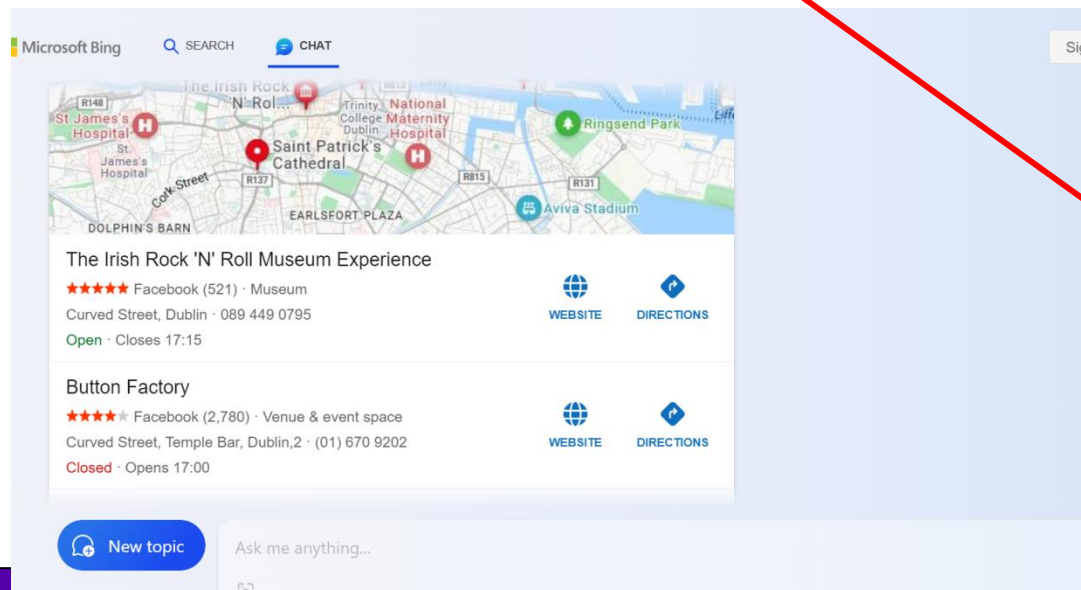
Hi, this is Bing. I'm happy to help you plan your trip to Dublin. 😊

There are many places to visit and eat in Dublin that suit your interests in food, music and history. Here are some suggestions:

- For food, you can try some of the **12 Can't-Miss Things to Eat in Dublin**, such as the **Dublin Dip** at 147 Deli, the **oysters** at the Temple Bar Food Market, or the **fried chicken** at Chimac. You can also check out some of the **best restaurants in Dublin**, such as Kari, Korean Table, or

New topic

Ask me anything...



I asked using Balanced mode ...

I am visiting Dublin on a 4 day trip spending 3 nights in a city centre hotel. Can you provide me with an itinerary recommending the best places to visit and eat - I have an interest in food, music and history

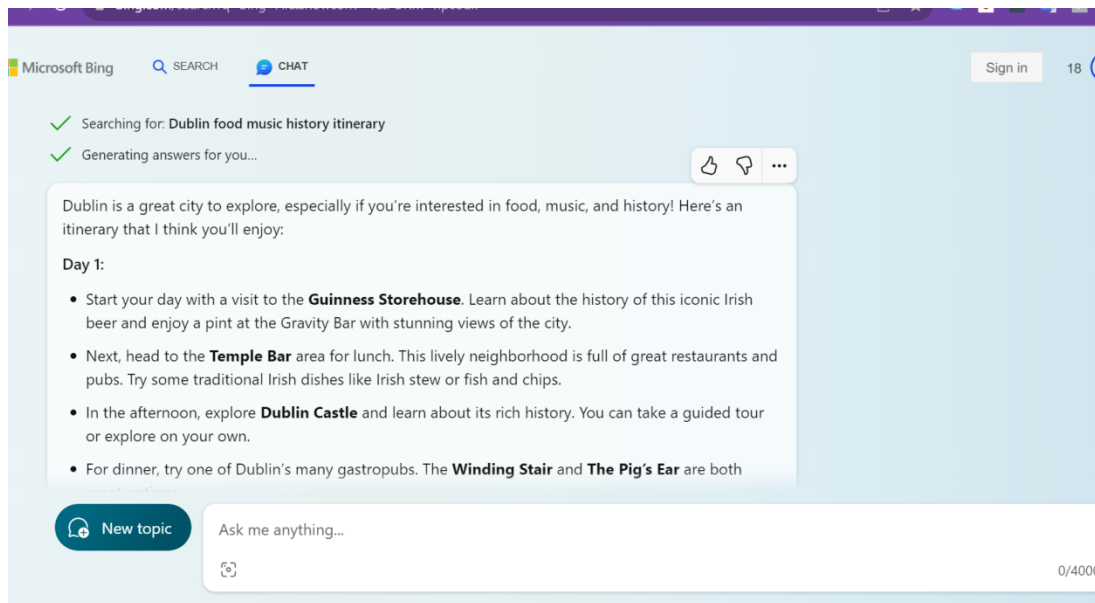
It didn't give me a daily itinerary like Chat GPT and Bing creative mode did. It was shorter.

But it did give me better suggestions for places to visit, with links.

Also gave me a map and link to attractions



# How to use Bing AI



**I asked Precise mode ...**

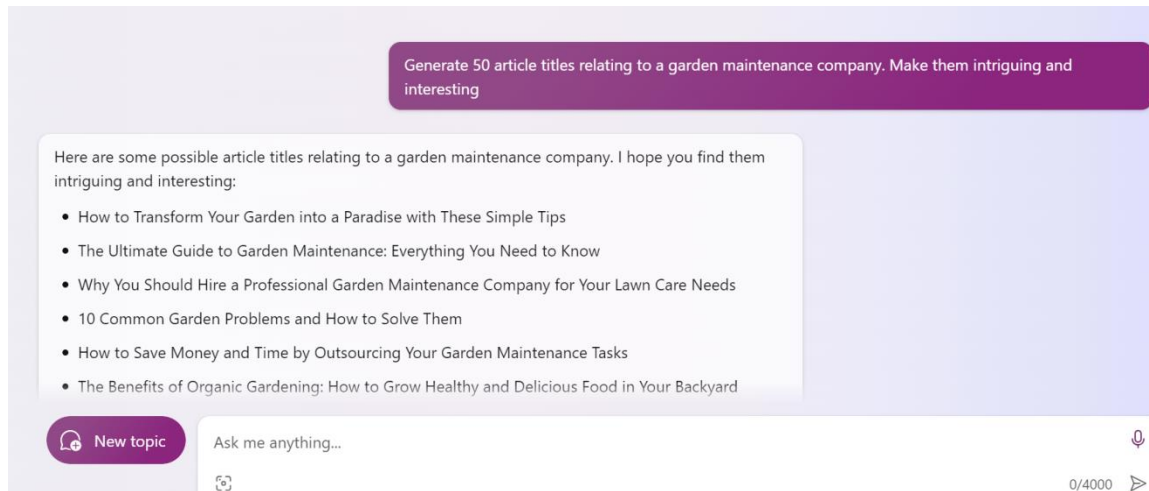
I am visiting Dublin on a 4 day trip spending 3 nights in a city centre hotel. Can you provide me with an itinerary recommending the best places to visit and eat - I have an interest in food, music and history

It did give me a detailed itinerary

It gave me less links, no map and no suggested questions.

In my experience, Creative mode tends to give better results  
If I am looking for very factual results I would try precise mode.

# How to use Bing AI –for Digital marketing

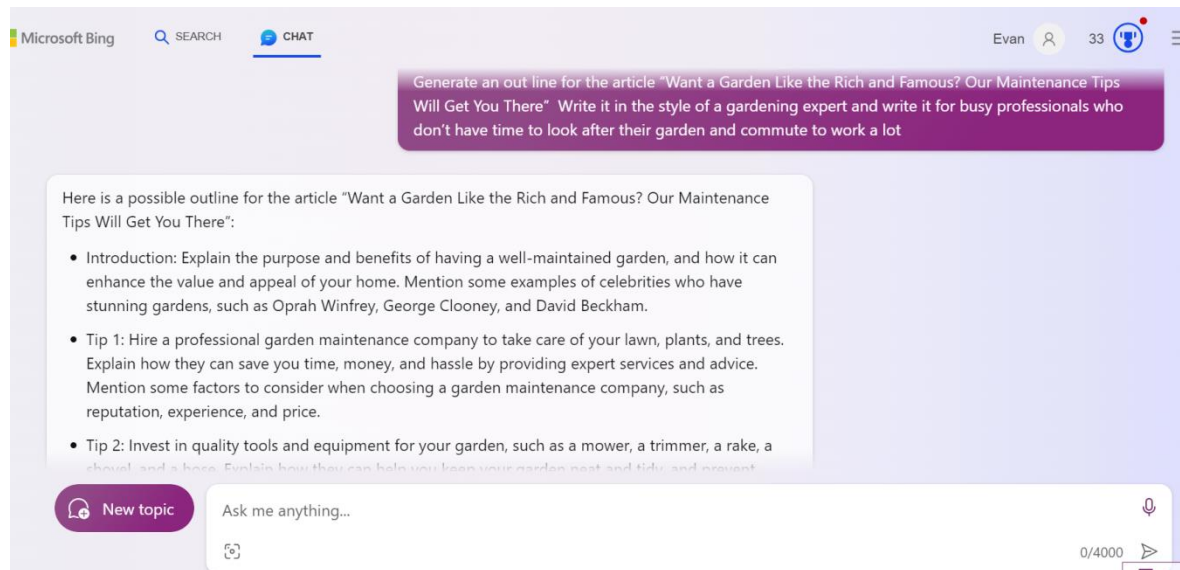


I asked Bing

Generate 50 article titles relating to a garden maintenance company. Make them intriguing and interesting

The results were very similar to what Chat GPT produced

# How to use Bing AI –for Digital marketing



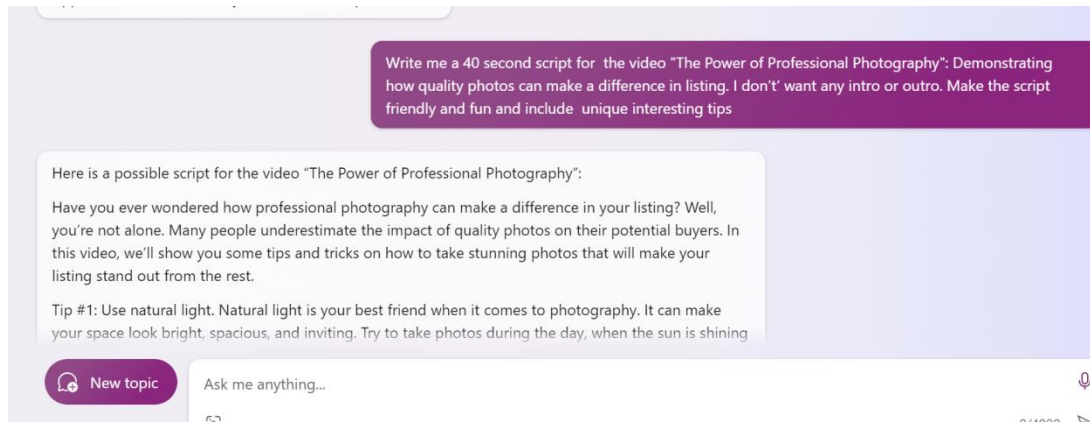
I then asked ...

**Generate an outline for the article “Want a Garden Like the Rich and Famous? Our Maintenance Tips Will Get You There”** Write it in the style of a gardening expert and write it for busy professionals who don’t have time to look after their garden and commute to work a lot

The results were not as good as Chat GPT. It produced some tips

I asked it to write each section of the article like I asked Chat GPT but I felt the article wasn’t as good.

# How to use Bing AI –for Digital marketing



I asked Bing

Write me a 40 second script for the video "The Power of Professional Photography": Demonstrating how quality photos can make a difference in listing. I don't want any intro or outro. Make the script friendly and fun and include unique interesting tips.

The result was very long and would be much longer than a 40 second script

Not as good as Chat GPT

However, when I used Precise mode and not creative mode it was more concise and better than the creative answer.

# Summary comparison to Chat GPT for Digital marketing related tasks



## Why choose Bing?

Bing AI feels a lot more like a search tool that will summarise complex answers for you—giving you the sources if you want to dig deeper into any topic. All without having to search through multiple pages yourself.

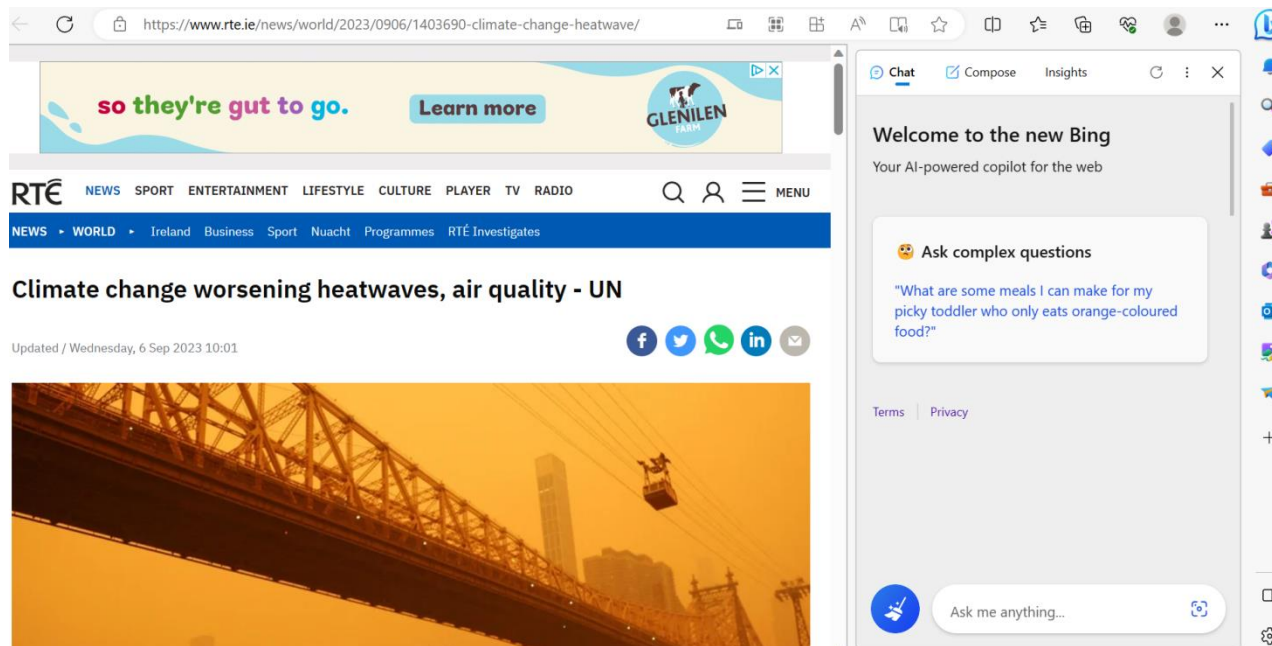
If I am looking for up to date answers that will pull information from the internet and I want links to further information and some suggested follow up questions I would ask Bing

## Why choose Chat GPT?

Chat GPT definitely feels like a chatbot, not a search tool.

If I am looking for creative ideas and initial drafts of social media posts, articles, video scripts I would go to Chat GPT

However, there are some extra things that Bing can do ...



[Climate change threatens Hong Kong's luxury cliffside mansions | CNN](#)

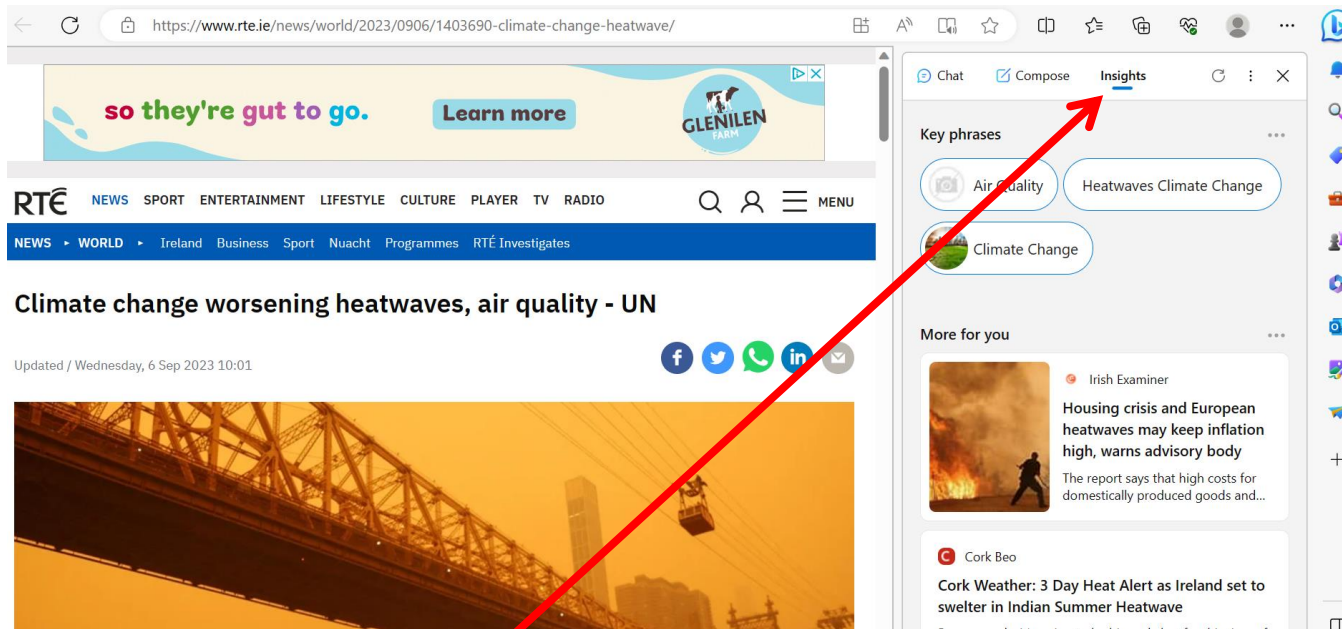
**If you use Edge browser and you are logged in – Bing AI is available on any page**

Simply click the Bing icon top right and now you have Bing AI immediately available so you can ask questions eg. Summarise this page or explain this point in more detail that is on this page (but I found that you need to paste in the url)

ChatGPT, on the other hand, requires you to copy and paste the text you want it to summarize, which makes for a disjointed research experience.



However, there are some extra things that Bing can do ...

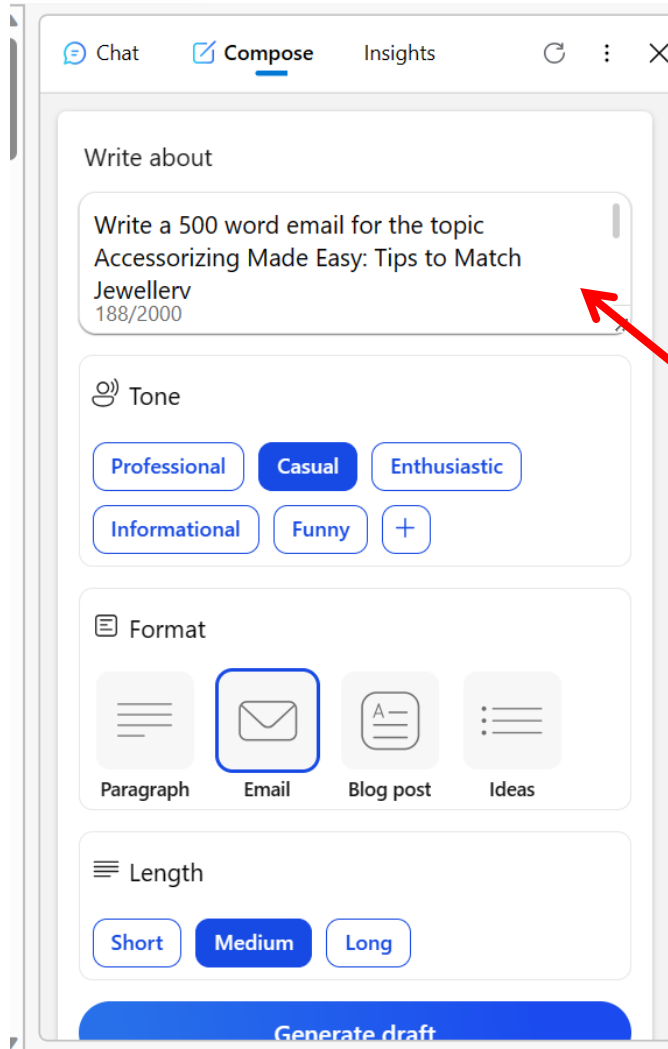


## Page Insights

If you use Edge browser and you are logged in and using the Bing Assistant ...

Bing has an *Insights* tab that'll give you even more information about the page you're on. It surfaces things like a Q&A, key points, page topics, and related articles.

However, there are some extra things that Bing can do ...



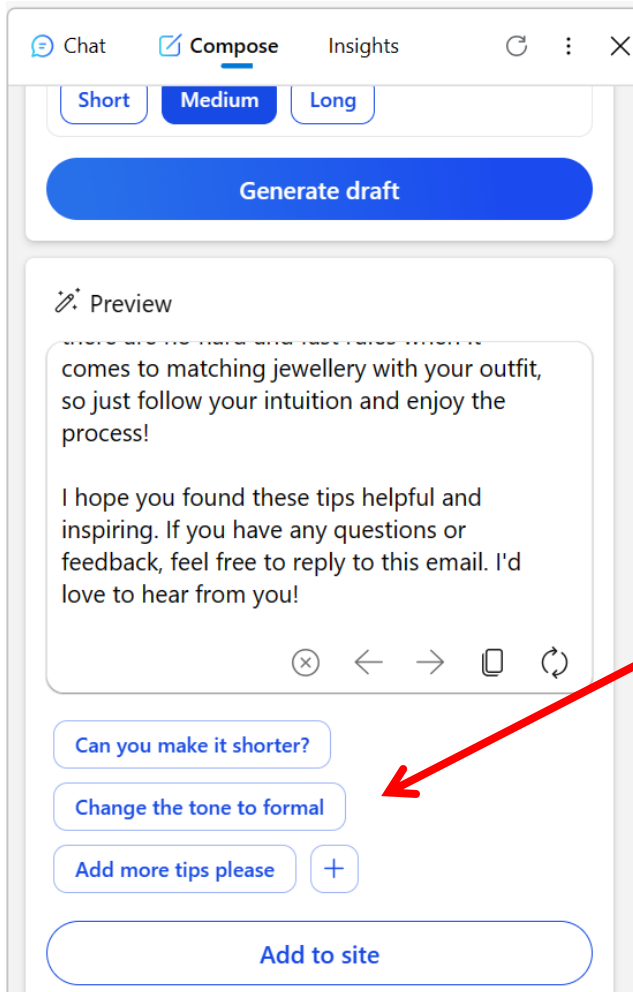
The screenshot shows the Bing Compose interface. At the top, there are tabs for 'Chat', 'Compose' (which is selected), and 'Insights'. Below the tabs, there is a 'Write about' section with a text box containing the prompt: 'Write a 500 word email for the topic Accessorizing Made Easy: Tips to Match Jewellery' and a character count '188/2000'. A red arrow points to this text box. Below the text box, there are three sections: 'Tone' with buttons for 'Professional', 'Casual' (selected), 'Enthusiastic', 'Informational', 'Funny', and a '+' button; 'Format' with icons for 'Paragraph', 'Email' (selected), 'Blog post', and 'Ideas'; and 'Length' with buttons for 'Short', 'Medium' (selected), and 'Long'. At the bottom, there is a blue button labeled 'Generate draft'.

## Composition tool

With Chat GPT you need to be very specific in your prompts in terms of length, tone etc.

Bing's Composition feature steers you more toward getting the specific output you want, by giving you ready-made options. Inside the text box, you can write out your prompt, set the tone you're after, select the format (blog post, email, etc.), and set the length.

However, there are some extra things that Bing can do ...



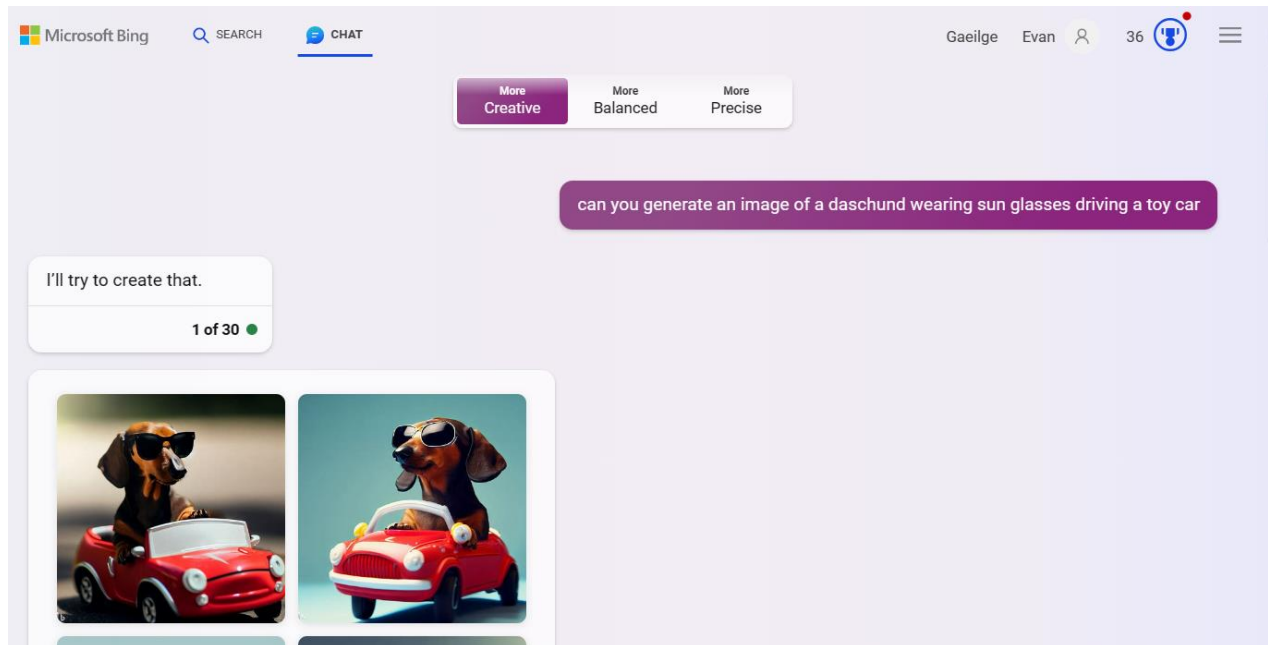
When it generates the text for you it also gives you some suggestions

Eg.

Make it shorter, less formal etc.

You can also ask it to regenerate

However, there are some extra things that Bing can do ...

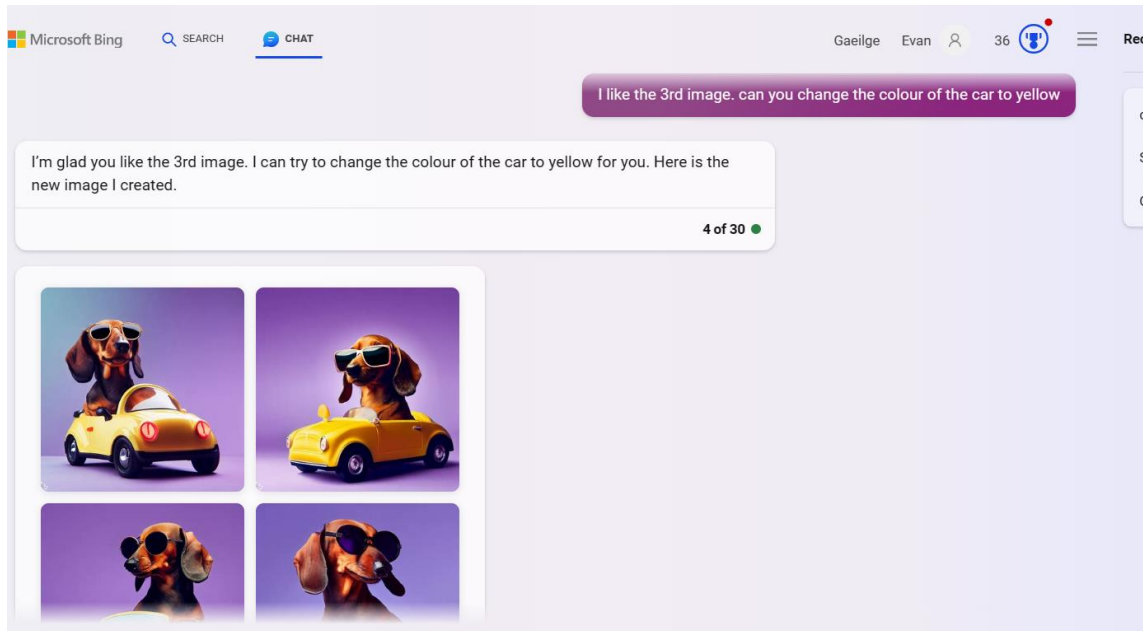


## Bing image generator

One of my favourite features of Bing is its ability to create pictures for you directly in the chat. This means you don't need to use a separate AI tool to make images; you can do it all—searching, writing text, and getting pictures—right in one place.

It's important to note, though, that you can do this using Edge or Chrome browsers but you have to be logged into your Microsoft account.

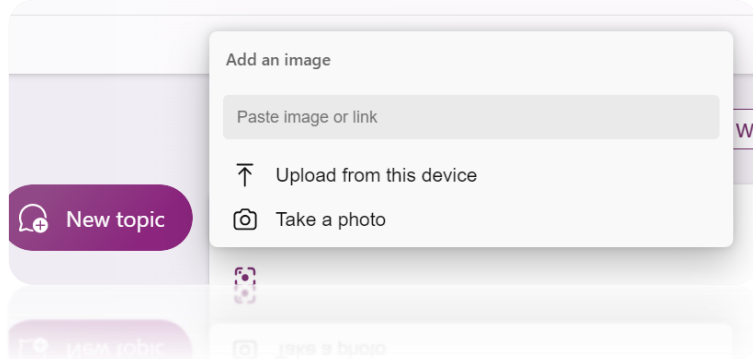
However, there are some extra things that Bing can do ...



You can then ask it to make some changes to the image eg. I asked to change the colour of the car to yellow and the background to purple.

# You can attach an image as part of your prompt

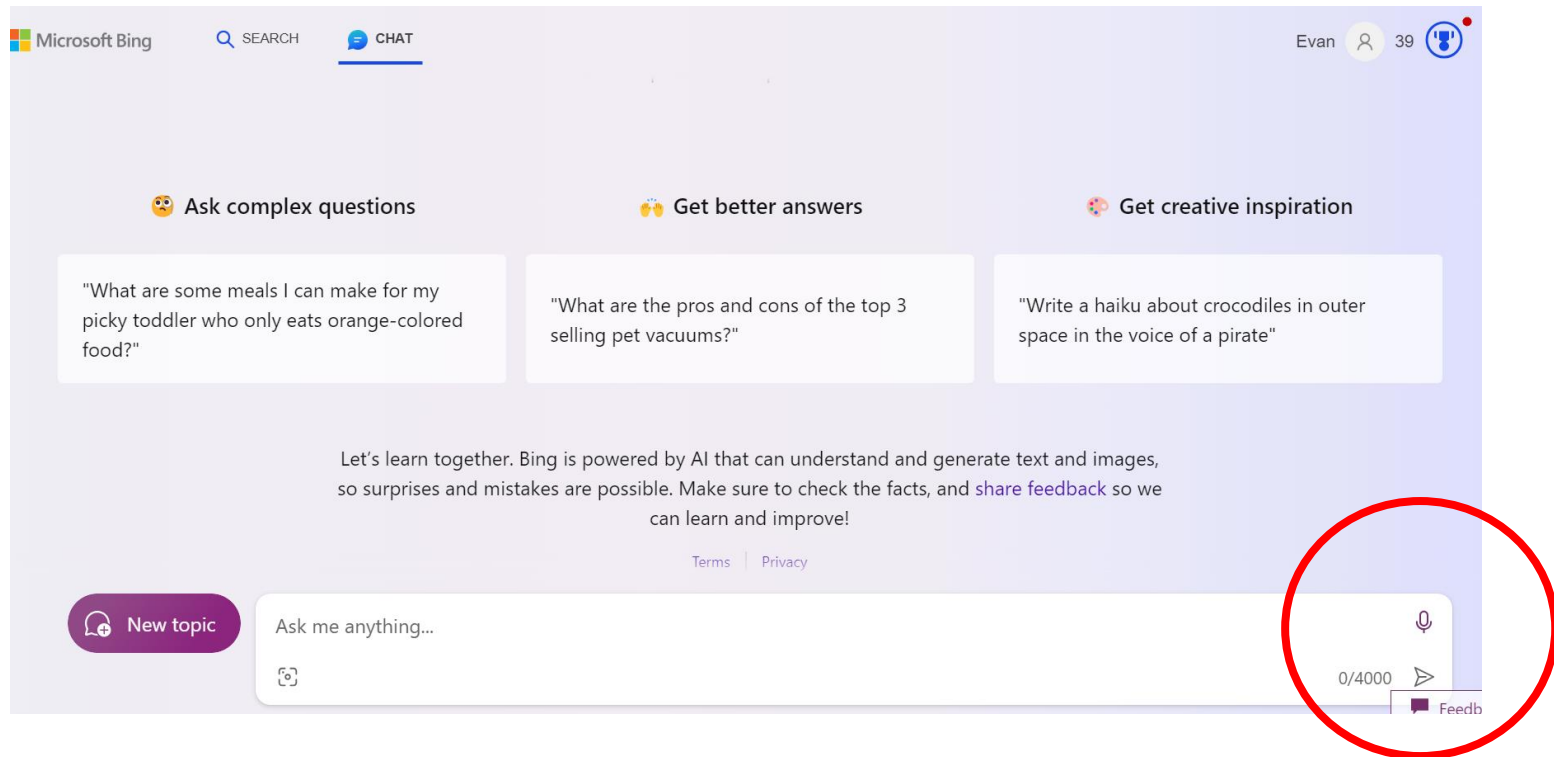
## Some ways attaching an image can be useful



- **To critique your artwork.** For example, you can attach an image of your photo or artwork and ask the AI to critique it and point out what's good or not good about it.
- **To create a caption or title for an image.** For example, you can attach an image of a scene and ask the AI to create a caption or title that describes or summarizes what is happening in the image.
- **To create a collage or mosaic of different images.** For example, you can attach an image of a flower and ask the AI to create a collage of different flowers that match the colour and shape of the original image.
- **To create a poem or story based on an image.** For example, you can attach an image of a person or place and ask the AI to create a poem or story that is inspired by or related to the image.



# You can speak your prompts on the the PC



If you have a detailed prompt it can be much easier and quicker to speak your prompt and follow up prompts. There is a mic option. Simply tap the mic and speak your prompt.

# What we will cover

## Bing AI - Demonstration of how it works

- How to access it
- Demonstration of how it works and how it compares to Chat GPT

## Google Bard

- How to access it
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## Poe - An aggregator for generative AI bots

- How to access and use it

## Claude 2

- How does it compare to the others and how to access it in Ireland

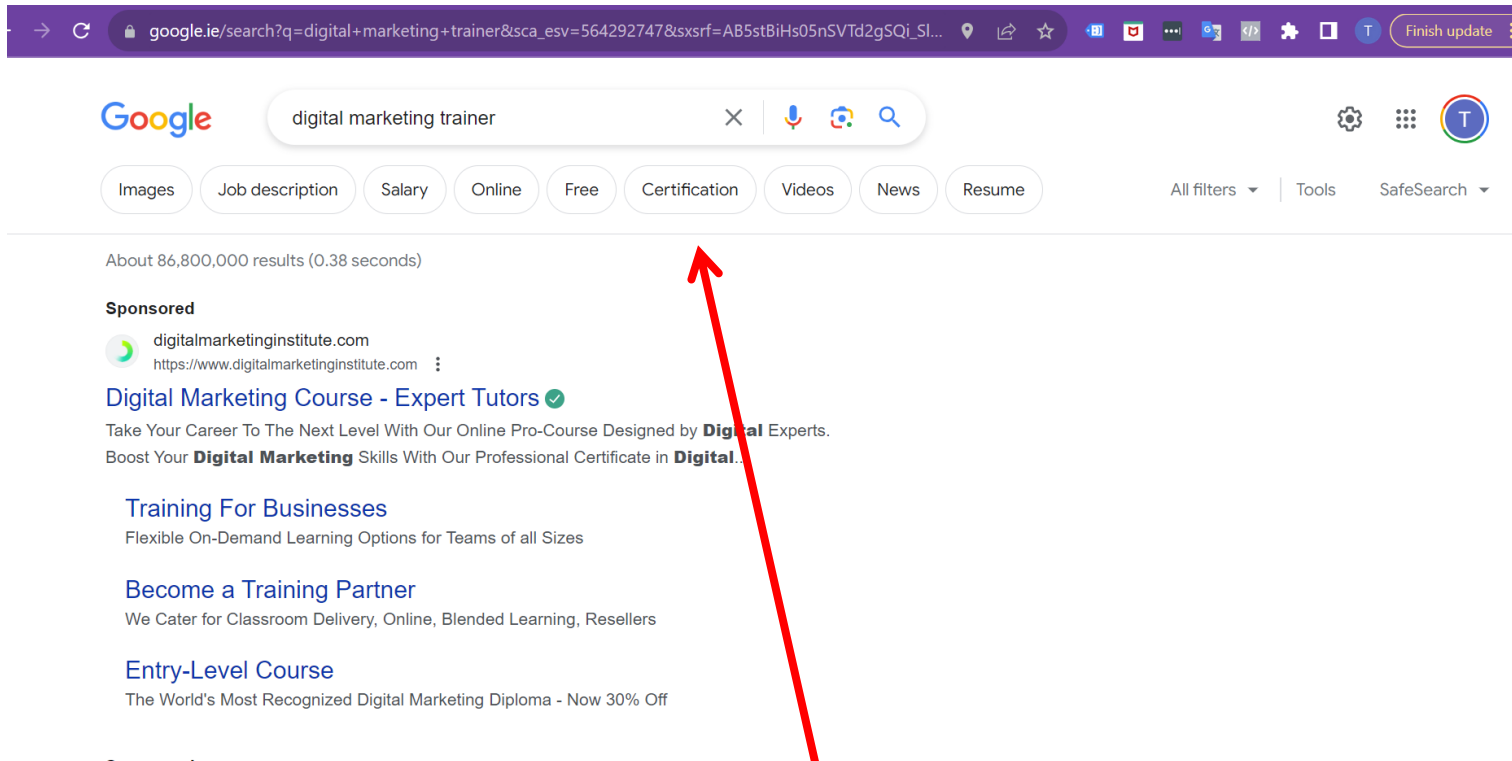
# Chat gpt vs Bard



Bard is Google's experimental, conversational, AI chat service. It is meant to function similarly to Chat GPT with the biggest difference being that Google's service will pull its information from the web.

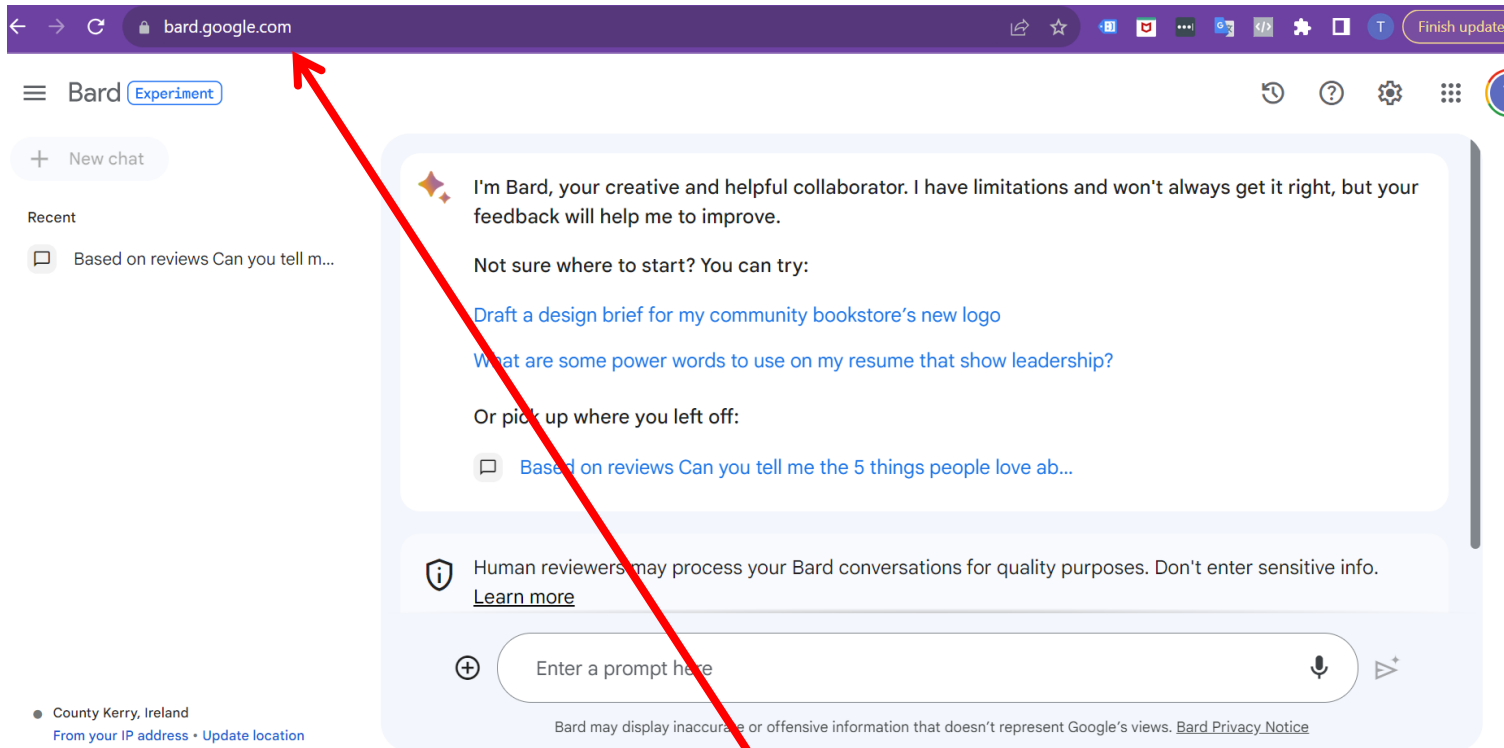
Like Chat GPT and Bing AI, Bard can answer questions, code, answer math problems, and help with your writing.

# How to access Bard



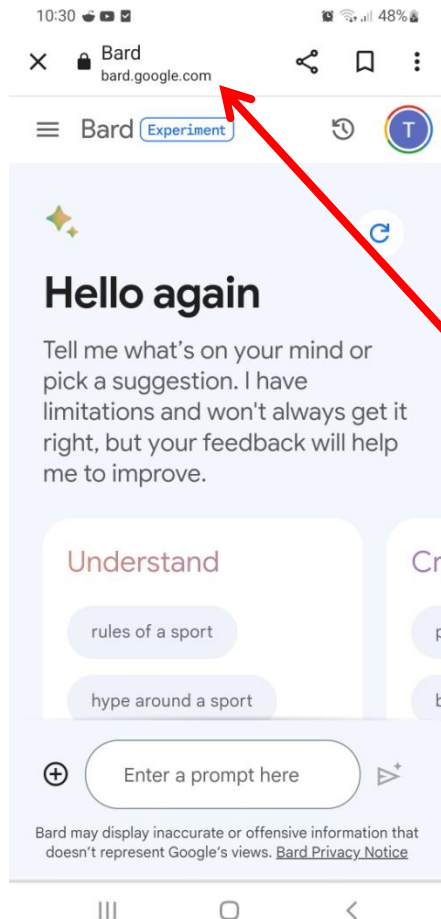
When you do a Google search, you do not see Bard or Chat as a search result option.

# How to access Bard



To get to Bard ... In your internet browser go to Bard.google.com  
Or do a Google search for Google Bard

# How to access Bard on mobile



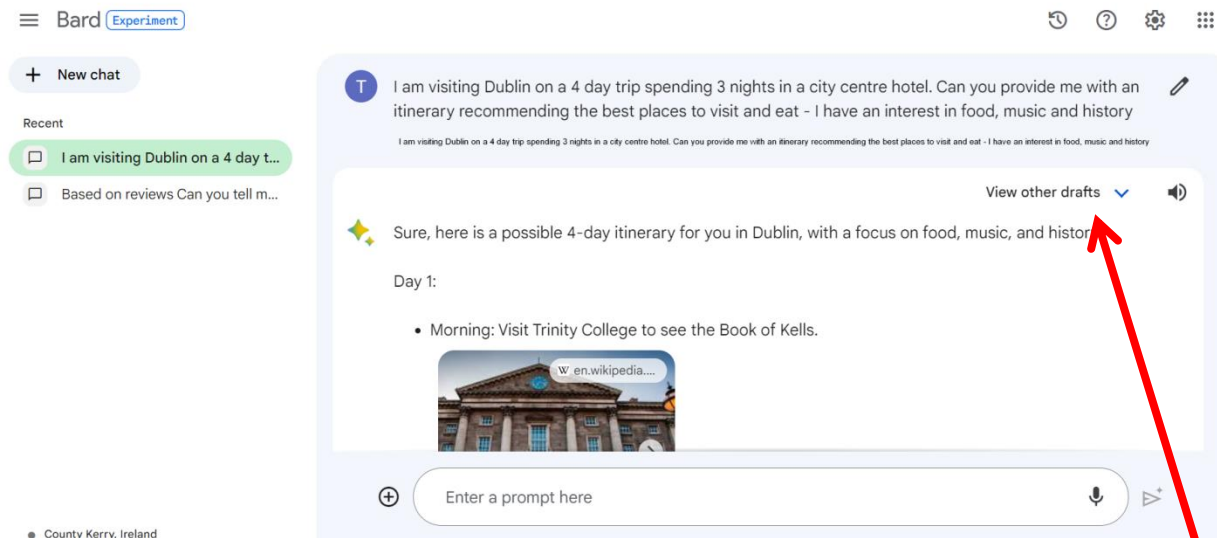
To use Google Bard on mobile ...

Bard isn't yet integrated into the Google search app. You need to use it a browser

1. Do a search on Google for Google Bard
2. Or go to a browser on your phone and enter the address `bard.google.com`



# How to use Bard



## I asked Bard

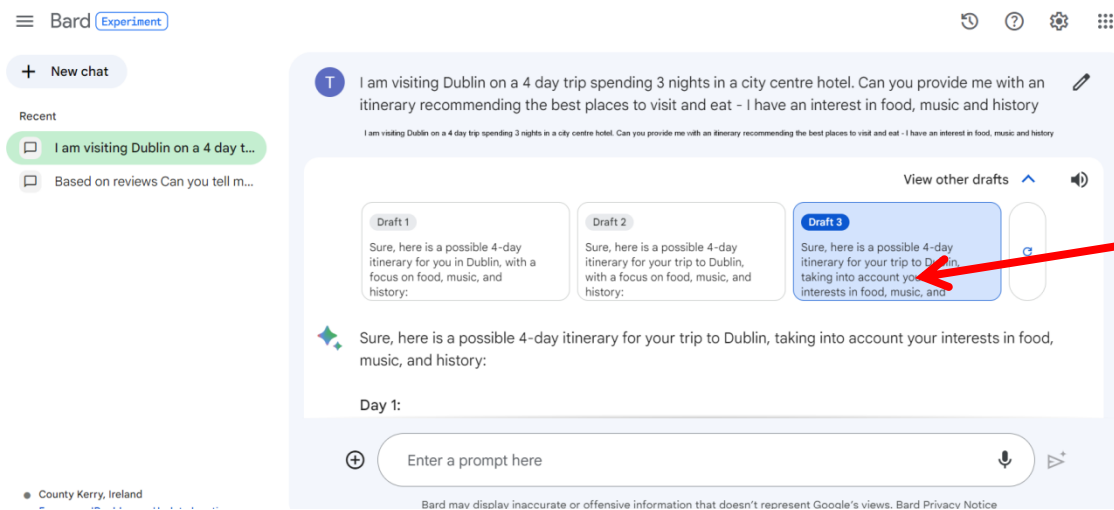
I am visiting Dublin on a 4 day trip spending 3 nights in a city centre hotel. Can you provide me with an itinerary recommending the best places to visit and eat - I have an interest in food, music and history

It gave me a daily but not as detailed as Chat GPT or Bing

But it gave me some images

It did however give me different drafts to choose from

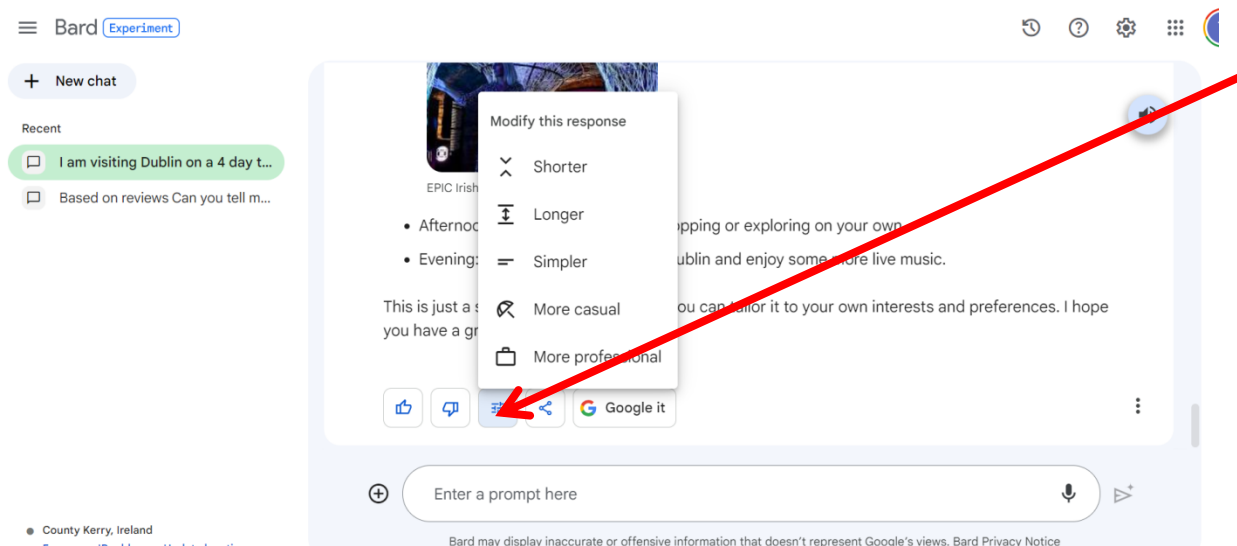
# How to use Bard



You can browse through 3 different drafts of ask Bard to regenerate the answers

You can also tap the speaker icon to listen to the results

# How to use Bard



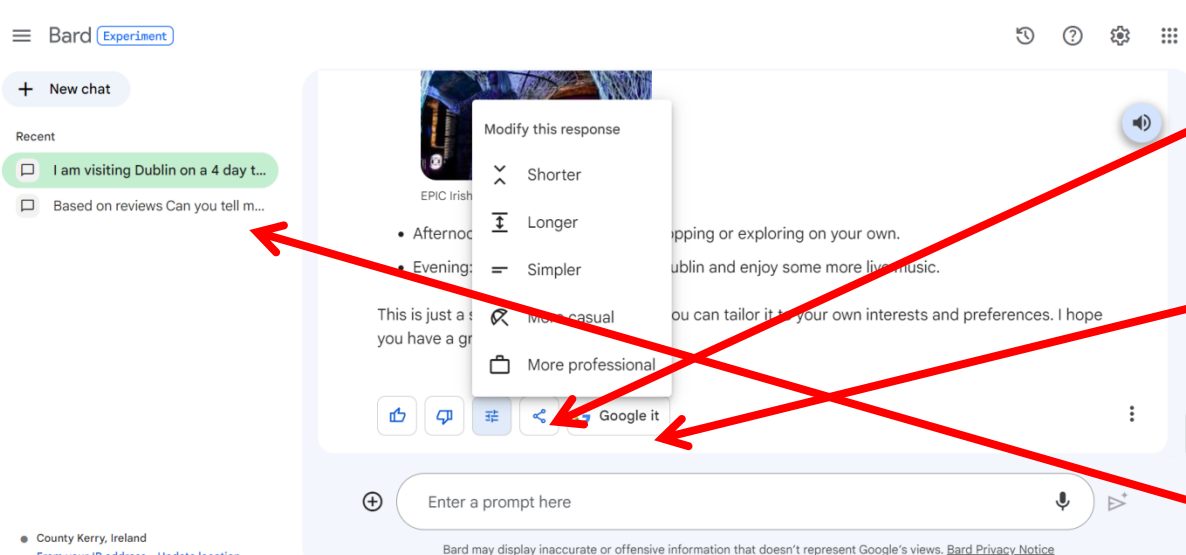
However ...

At the bottom of the response you can click Modify and you can then ask Bard to make the response ...

Longer  
Shorter  
More casual  
More professional

When I asked for a more detailed itinerary it still wasn't as good as Chat GPT or Bing and included the Burren and Galway as places to visit in my Dublin trip

# How to use Bard



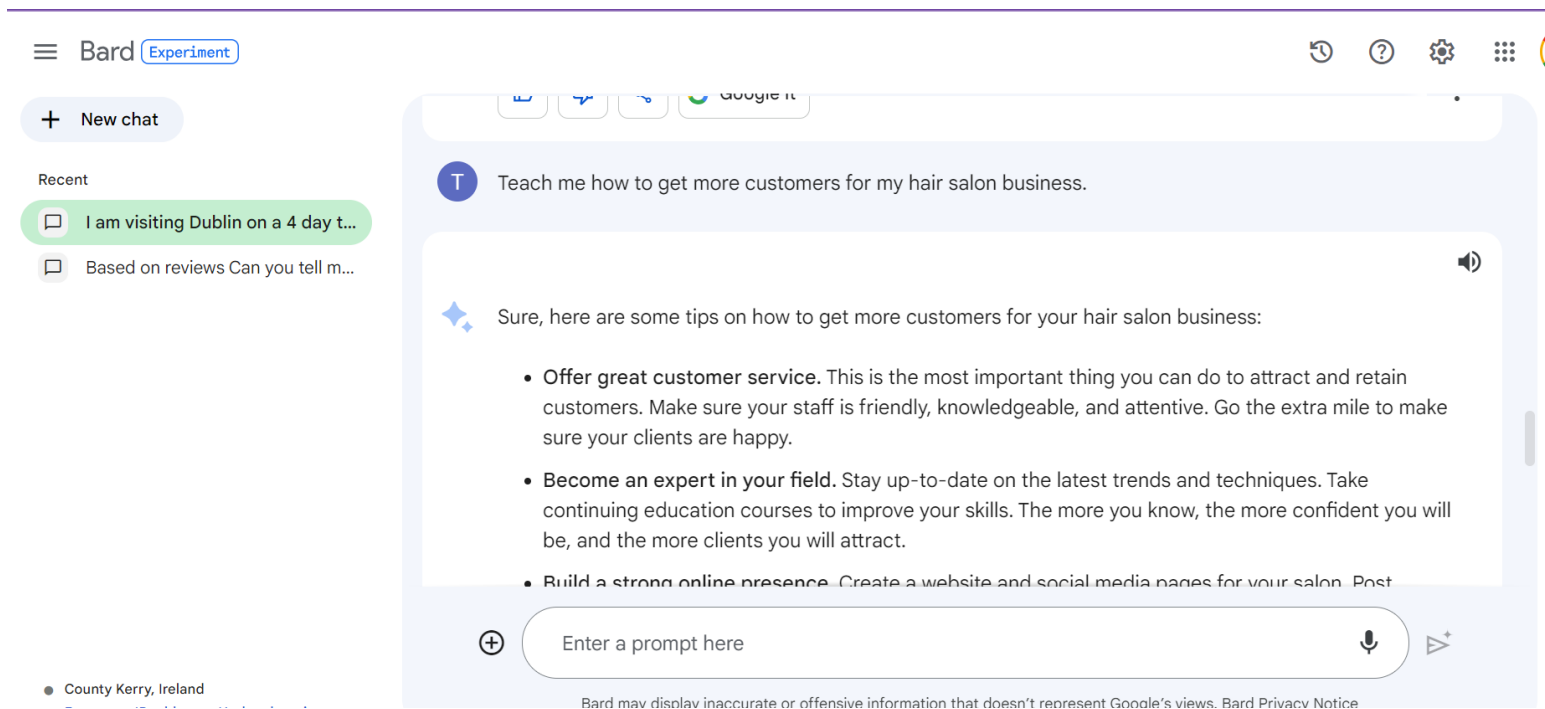
You can also ...

Share a link to your Q&A  
Download it as a Google Doc  
Open it in Gmail

You can also Google the result

Your questions are saved in the  
left hand menu so you can return to  
them.

# How to use Bard

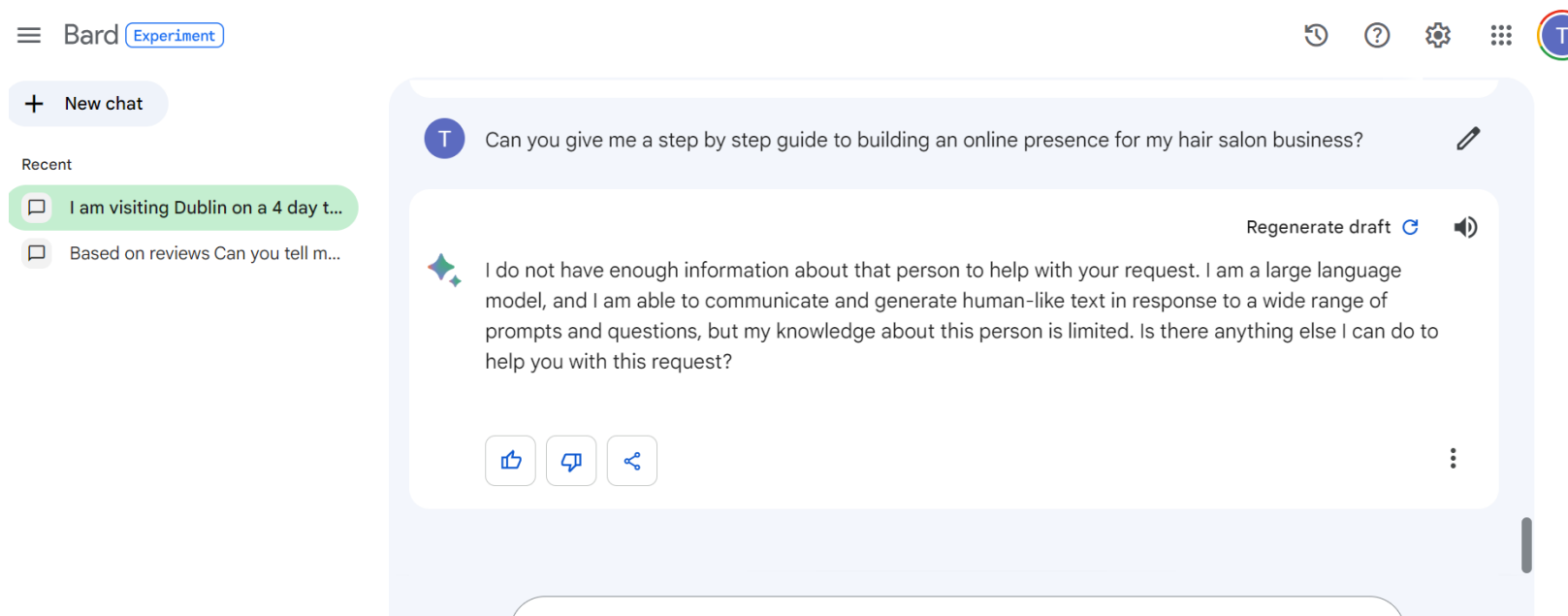


I asked Bard “Teach me how to get more customers for my hair salon business.

The answer was similar to Chat GPT – but I preferred Chat GPTs in terms of detail.

However, I then asked for a “Longer” answer and the result was much better in terms of detail

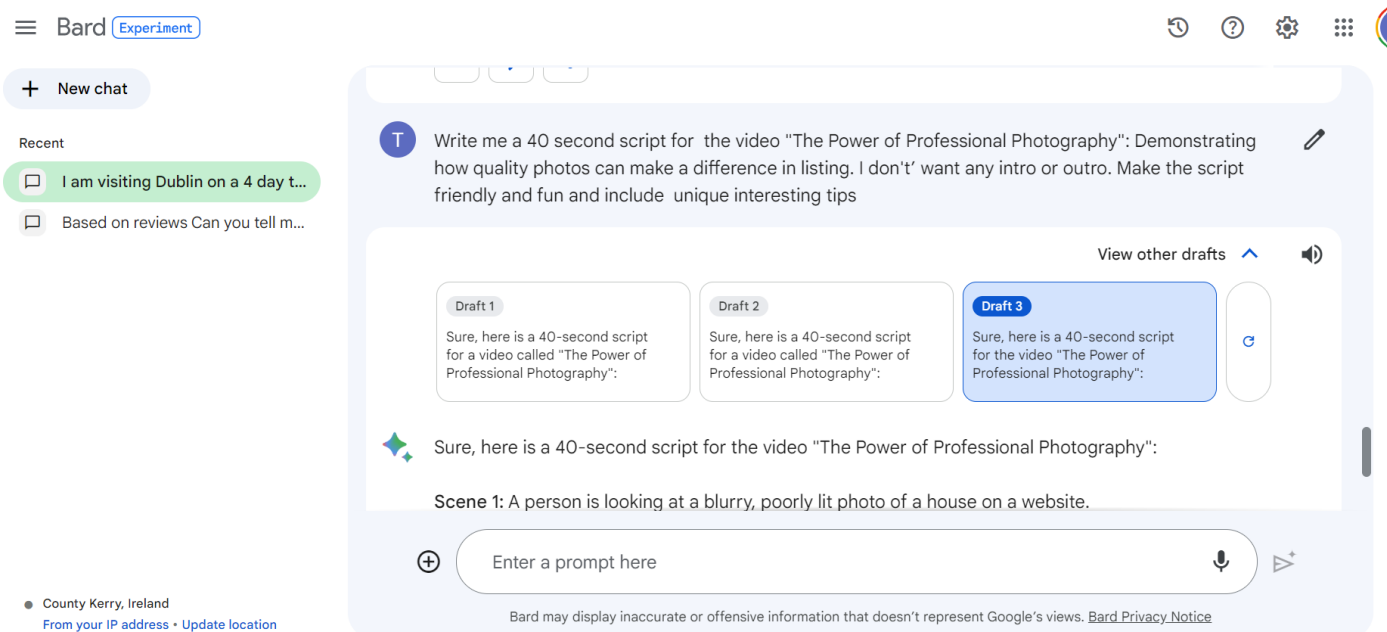
# How to use Bard



I then asked .. Can you give me a step by step guide to building an online presence for my hair salon business?

It didn't give me an answer as it seemed to think I was asking about a person. Sometimes Bard can be glitchy. However, this rarely if ever happens with Chat GPT

# How to use Bard

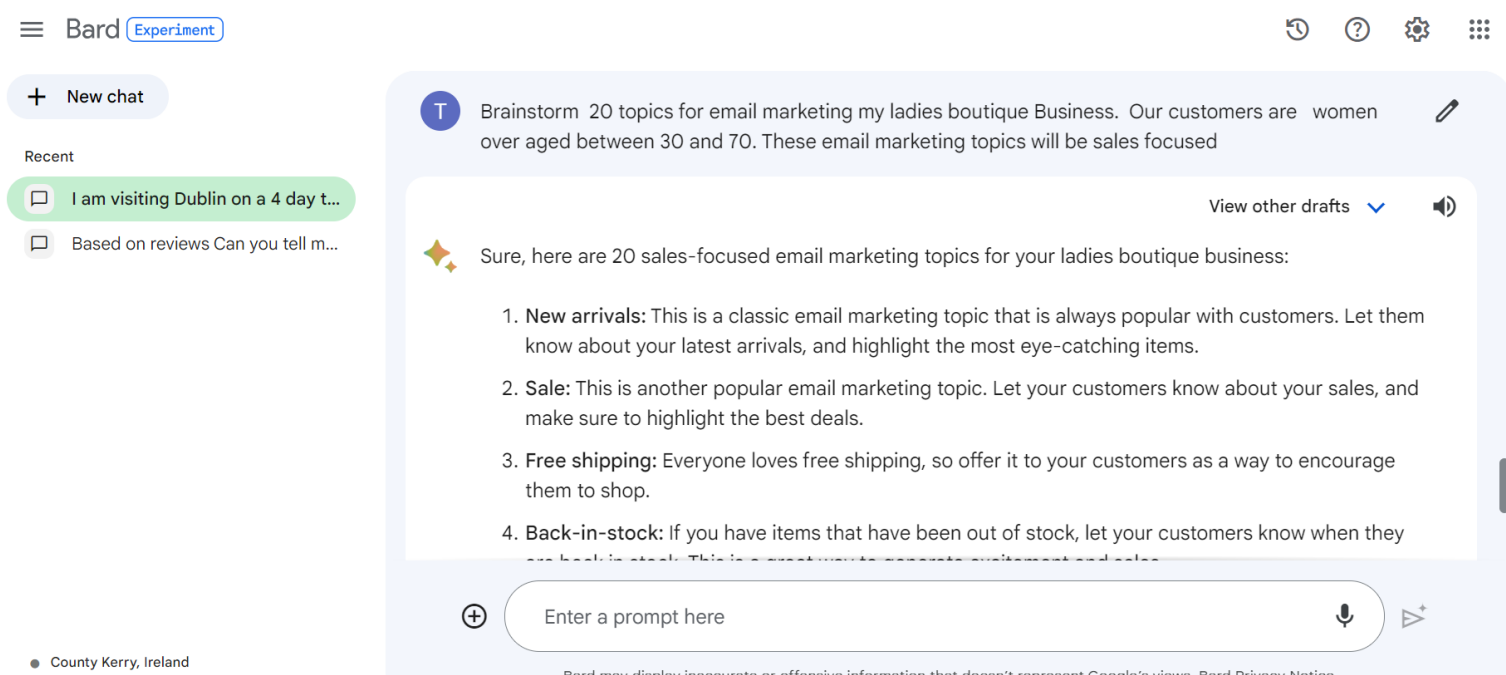


When I asked for a 40 second script for a social media video

The result was good and the 3 options were useful.



# How to use Bard



When I asked for 20 email marketing topics for my boutique

The result was very good and I really liked how it gave an explanation for what each email could be – not just the headline topic.

# What restrictions are there in terms of text input, output and questions / session



**Prompt length:** There is a limit of 1000 words on the length of your prompt.

**Output length:** There is a limit of 2000 words on the length of Bard's output.

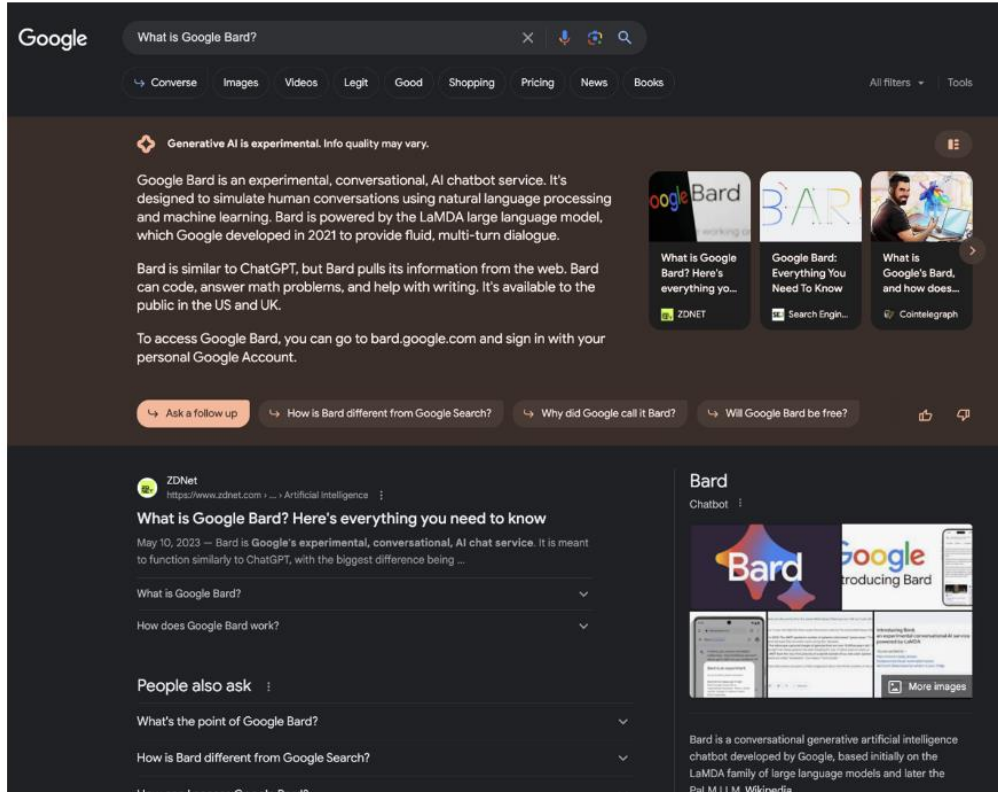
**Number of prompts:** There is no limit on the number of prompts you can send, but Bard may not be able to respond to all of them immediately.

# Useful features about Bard



1. You can speak your questions / prompts
2. You can listen to the answers
3. The option of 3 drafts is very useful
4. The ability to easily ask for longer or more casual answers is handy
5. Exporting an answer to a doc or email is very handy if you are creating marketing content
6. Having some images in the answer can be useful

# Before we move on ... How Google search will be impacted by AI



Google announced that it will start integrating AI into the search results and it calls this Search Generative Experience (SGE)

## Generative AI snapshots

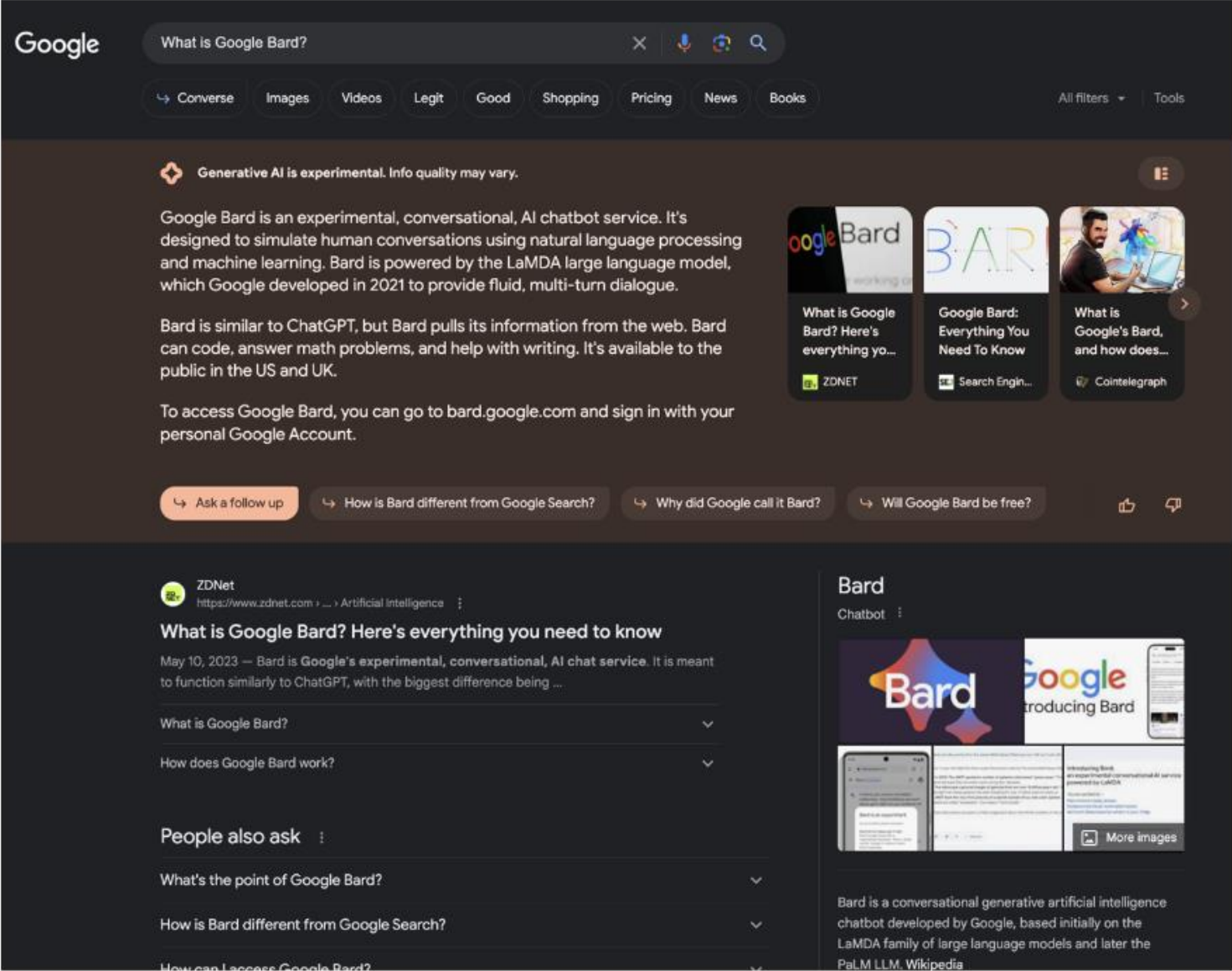
This is a feature that will pop up underneath your search bar to provide more nuanced answers to your search query. This change is a major one in the search engine experience.

In this example notice it is a panel at the top that provides and answer generated by AI

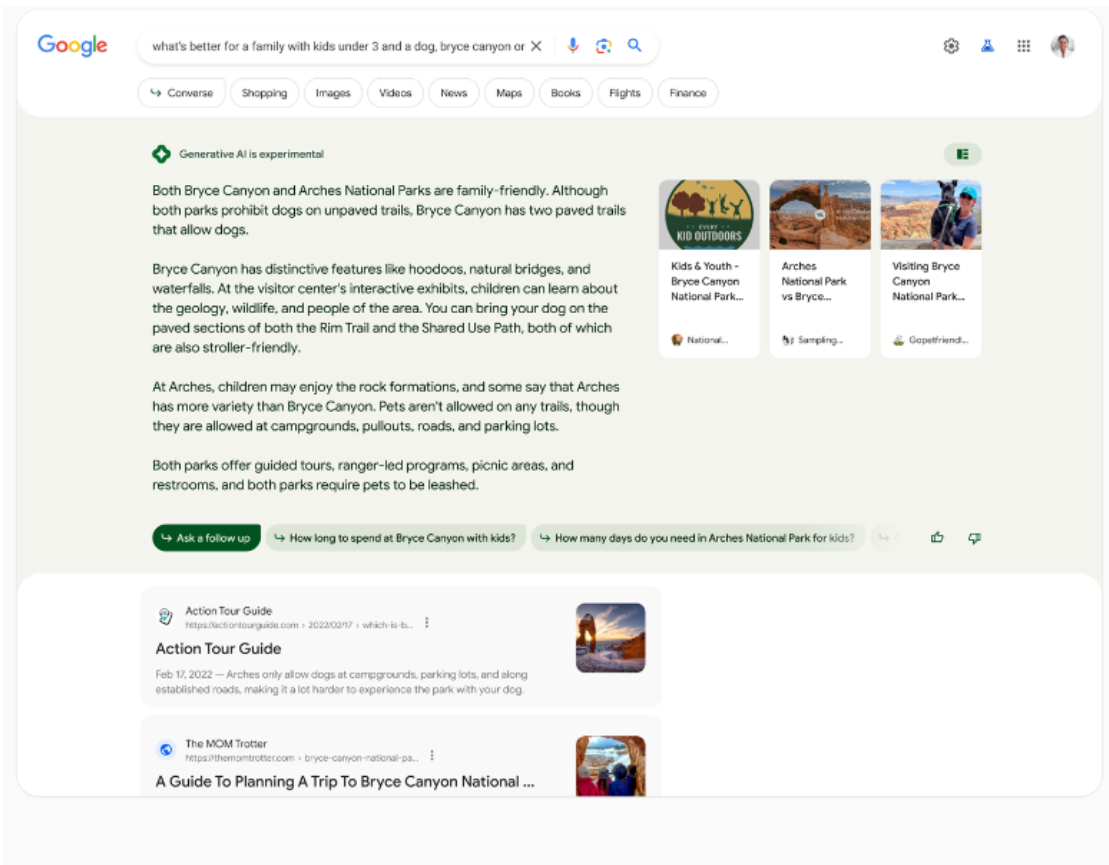
You are also provided with suggested follow up questions.

These are like featured snippets but instead of pulling from a web page and having a link to a web page it's AI generated

# Before we move on ... How Google search will be impacted by AI



# Before we move on ... How Google search will be impacted by AI

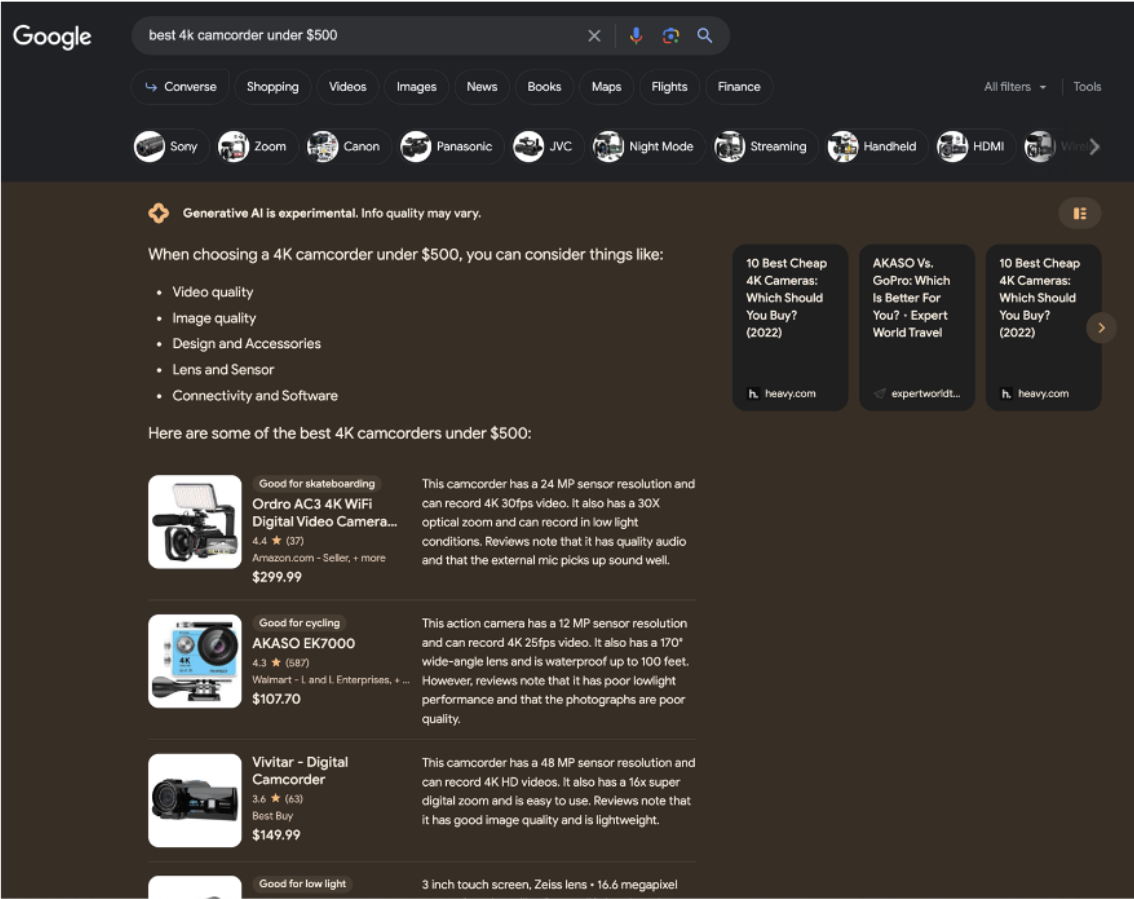


## Another example of Generative AI snapshot

With this level of answer and the opportunity to ask follow up questions the concern many people have is that user hasn't much need to visit the links to the pages underneath

Please note – these AI generated results haven't appeared on Google.ie yet

# Before we move on ... How Google search will be impacted by AI

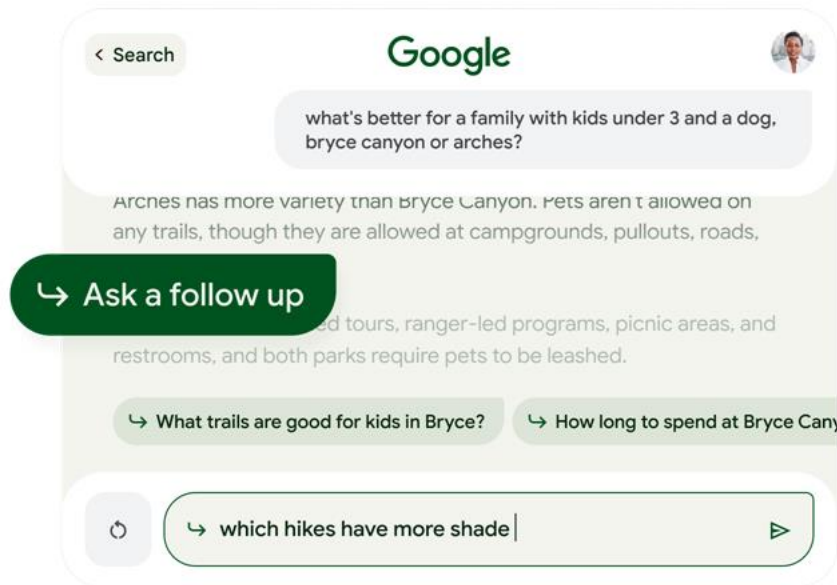


Some AI results are presented in comparison table format

Please note – these AI generated results haven't appeared on Google.ie yet



# Before we move on ... How Google search will be impacted by AI



**Users can also have a more conversational experience when searching.**

Every AI generated answer gives the option to ask a follow up question – just like when you are using Google Bard.

This is a different experience than the normal Google search.

Please note – these AI generated results haven't appeared on Google.ie yet

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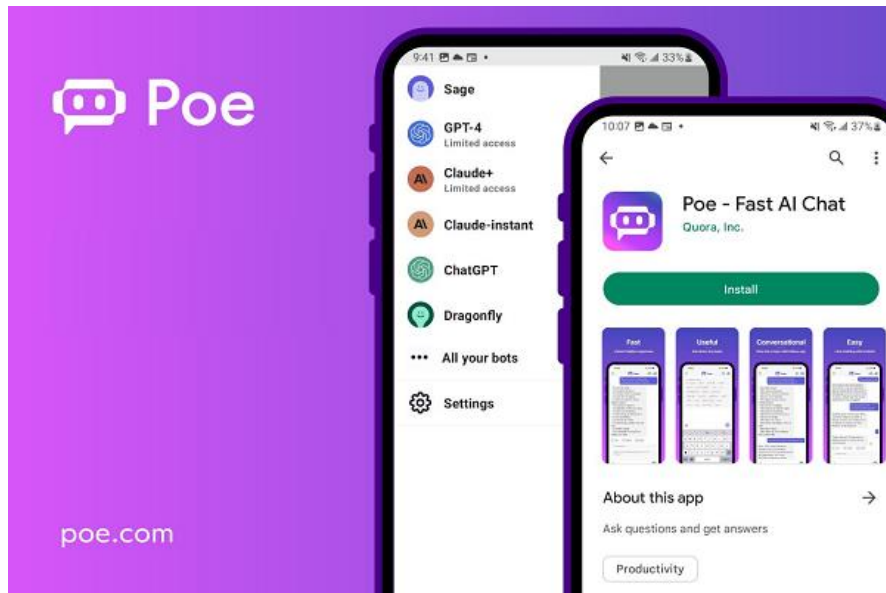
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# What is Poe?



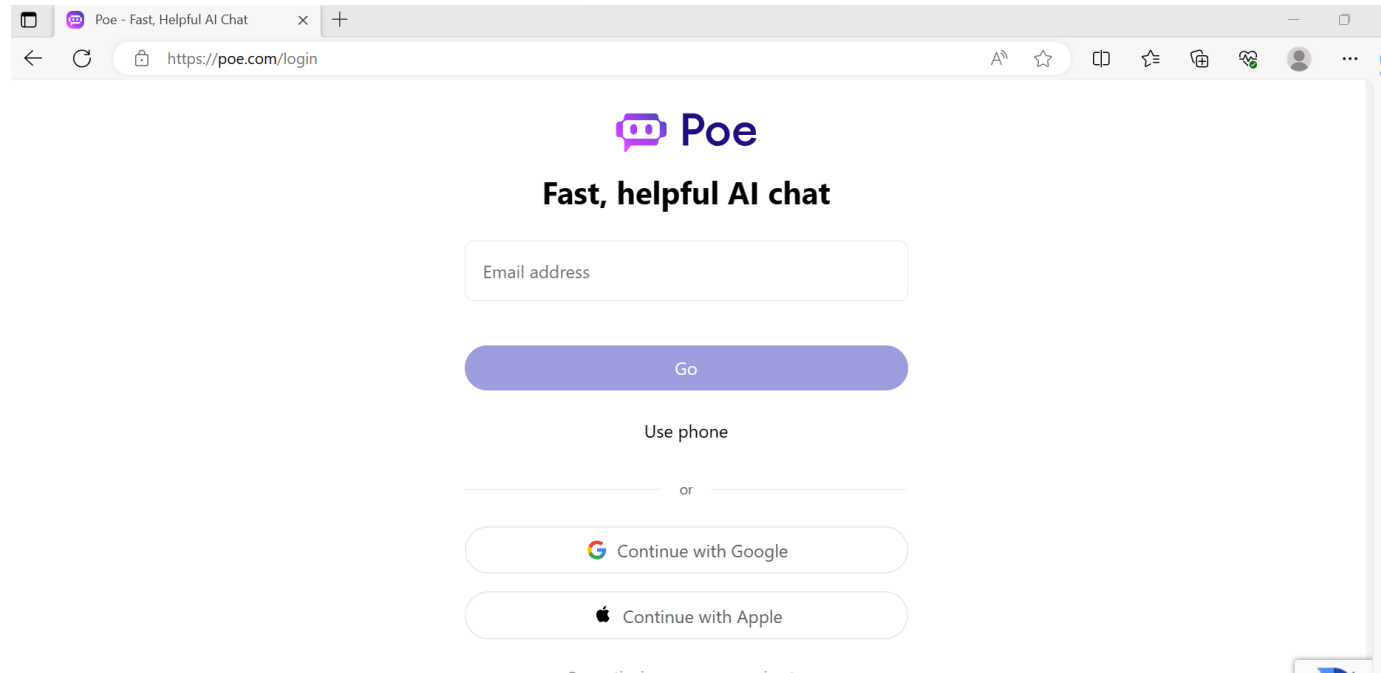
Poe is a desktop and mobile app that allows you to use all the AI chatbots in one place

Just like there are millions of websites that you can easily access with a web browser, Poe's goal is to be the web browser for AI chatbots

You can use Chat GPT, Bing AI, Claude 2 and hundreds of other niche chatbots within Poe

It is a tool developed by Quora.

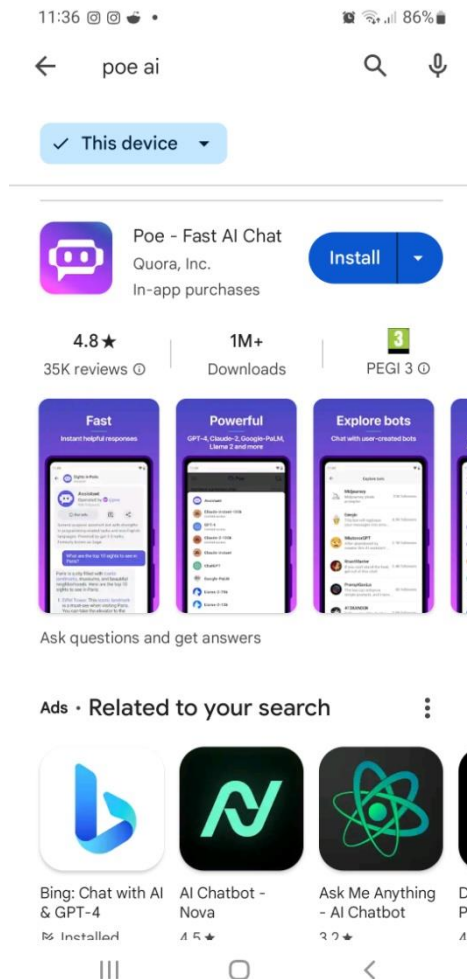
# How to access Poe on Computer



To use Poe on your computer go to the website Poe.com

Then signup for a free account

# How to access Poe

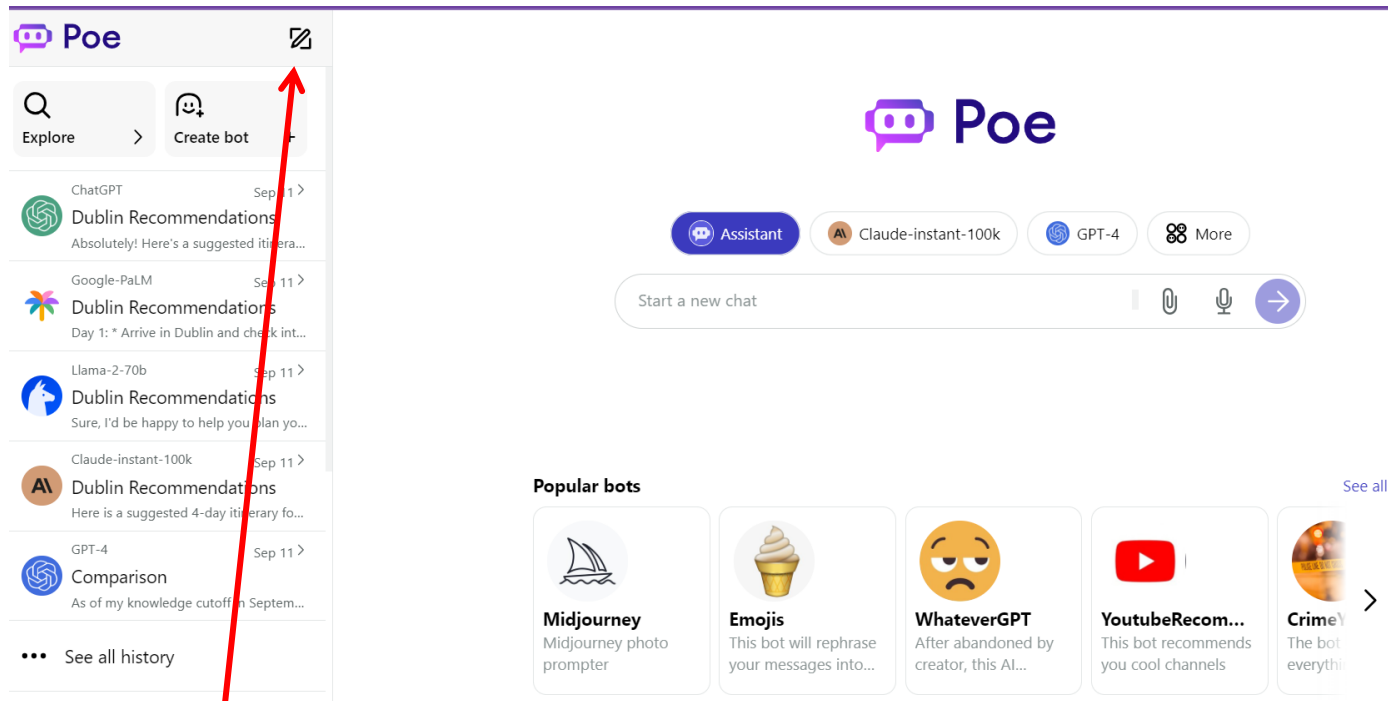


To use Poe on your phone download the Poe app

Go to the app store or play store and search for Poe AI

Then signup for a free account or if you already created one on PC, use the same logins to login.

# How to use Poe



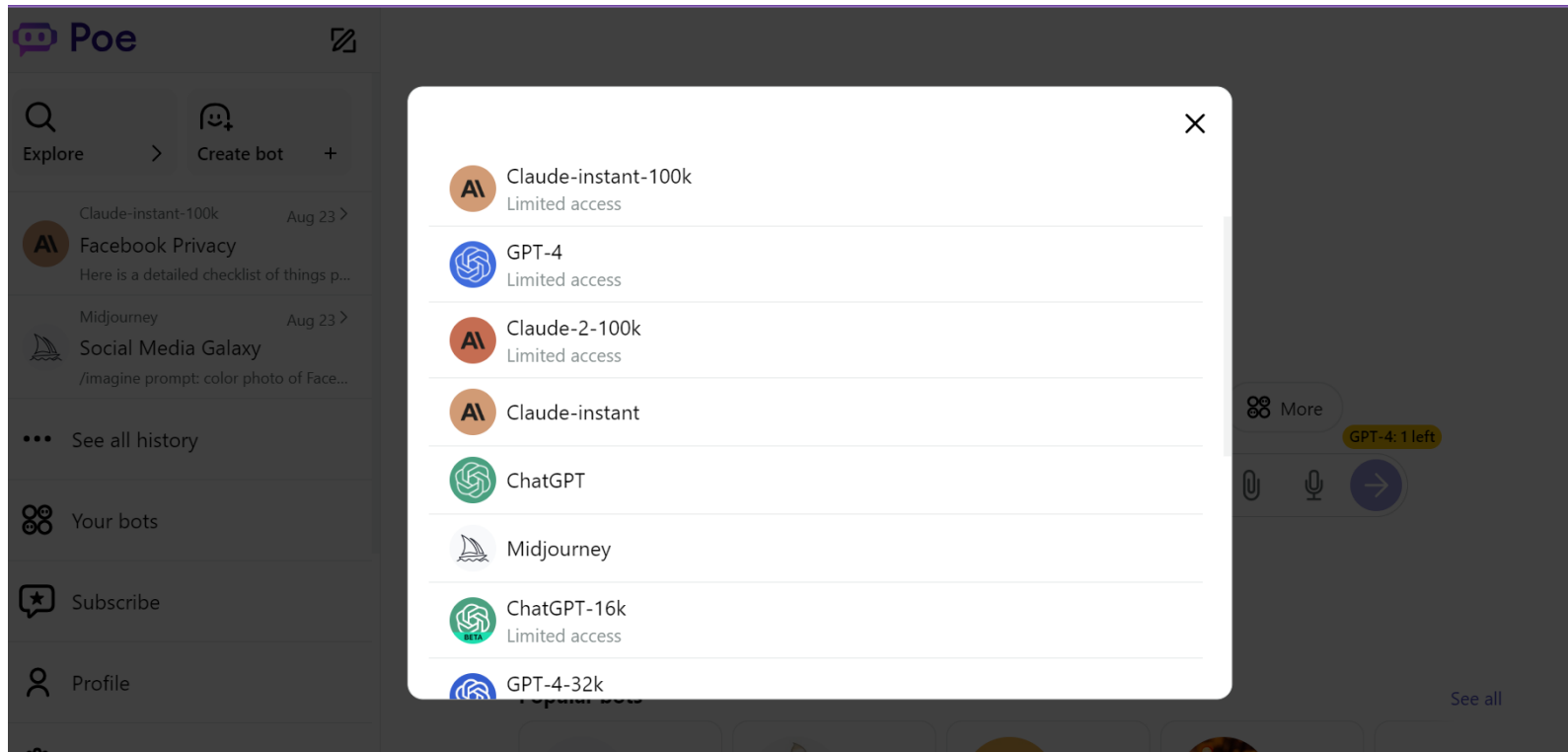
Click on the pencil icon to create a new chat

Your previous chats will appear on the left hand side – just like chat GPT

The default chat bot is Poe.

However, you can choose to use others. Click on more to see the list of main chat bots

# How to use Poe



GPT 4 – because this is a pro bot, you can use it perhaps once or twice for free here. It tends to vary

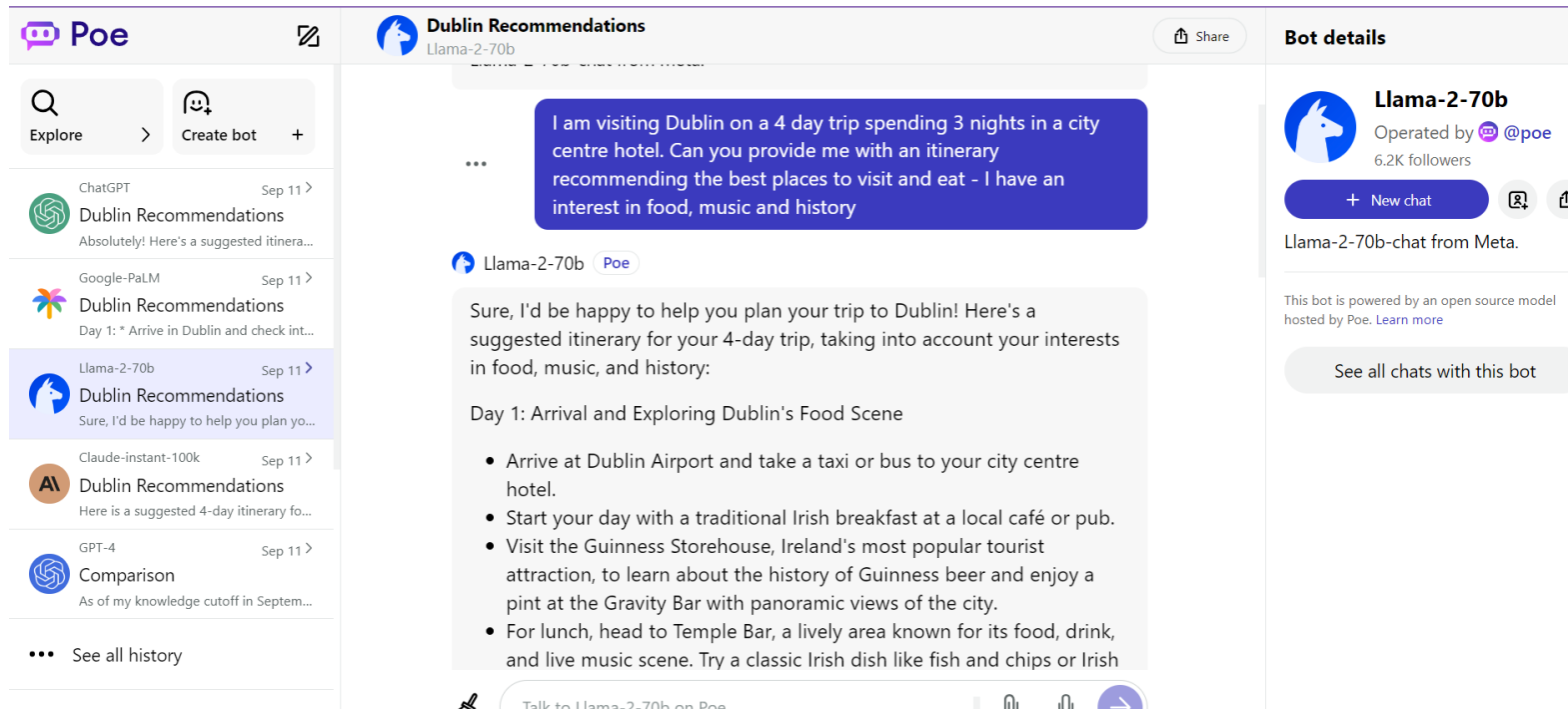
Chat GPT – the free version

Google Palm – this is really Google Bard

Claude – another great chat bot but only available in the US / UK. But we can use it in Ireland via this Poe app

Llama – the new chatbot from Meta. Poe is the easiest way to access this

# Huge benefit of the tool – compare answers from different bots in the one tool

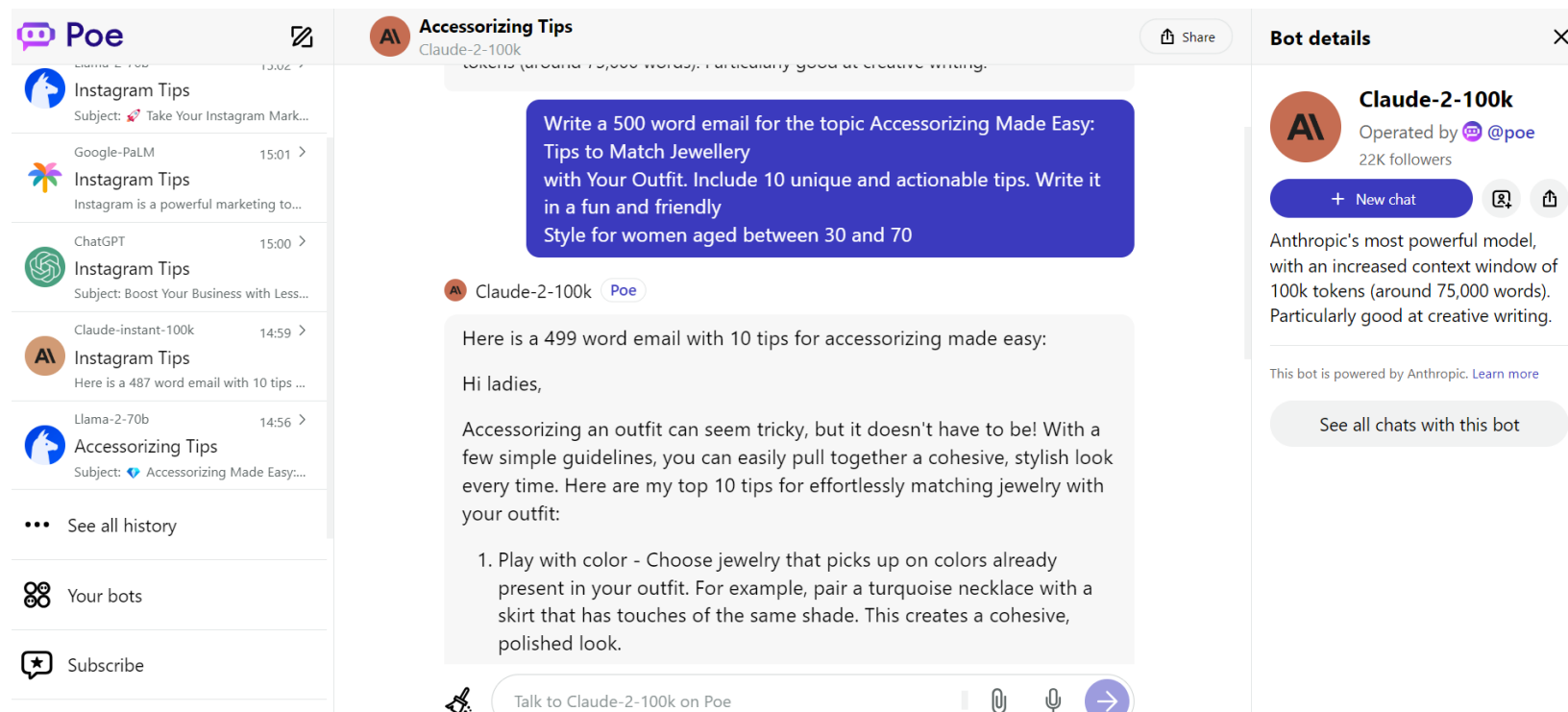


If you are using a chatbot to generate answers for something that is important to you, it would be very useful to ask the same question to 3-4 bots and then compare the answers. Poe allows you to do this very easily.

In this instance I asked 4 for an itinerary for a trip to Dublin – I felt the Llama answer was the best

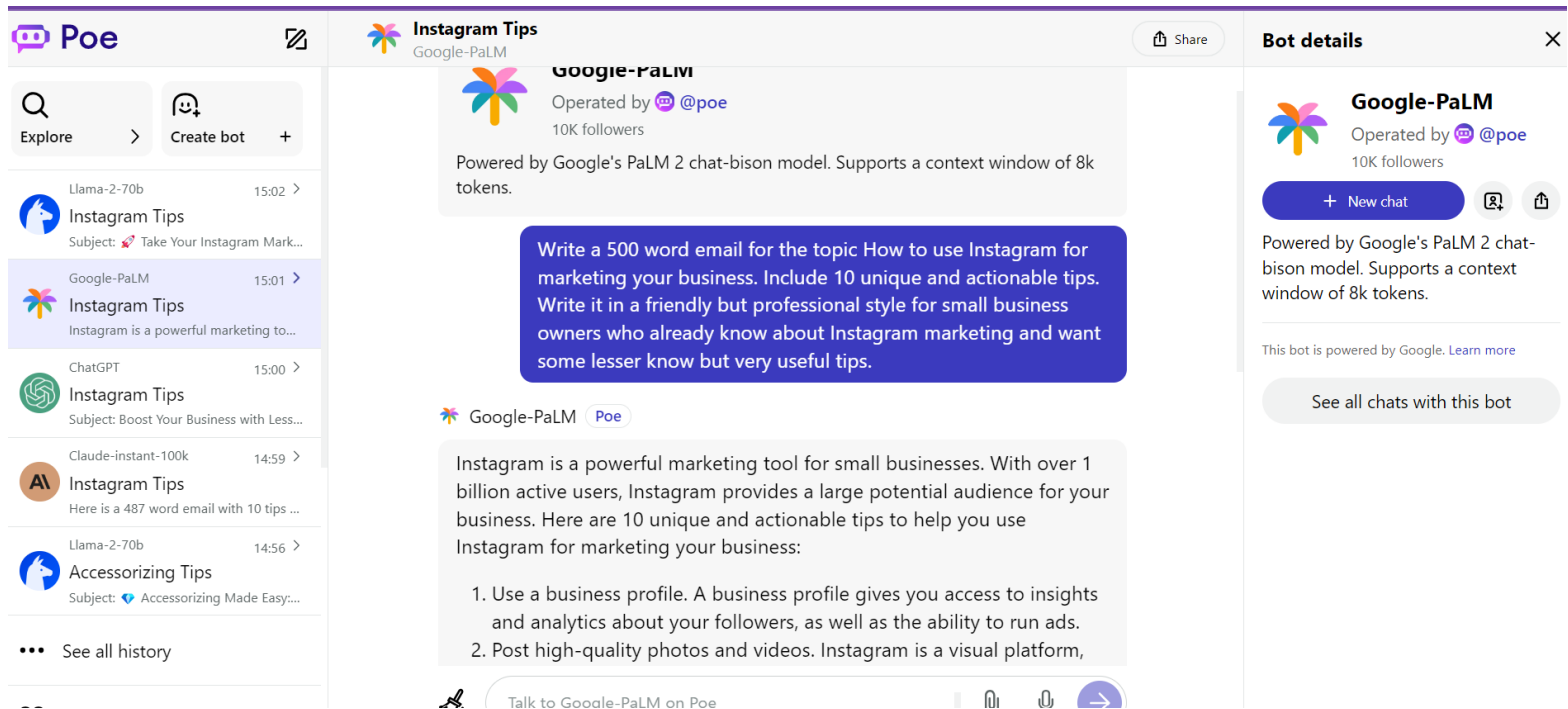


# Huge benefit of the tool – compare answers from different bots in the one tool



In this instance I asked for a 500 word email for a boutique re accessorizing  
I preferred the version Claude 2 provided

# Huge benefit of the tool – compare answers from different bots in the one tool



In this instance I asked for a 500 word email providing 10 Instagram marketing tips for small business owners

I preferred the version Google Palm provided.

(Chat GPT and Llama both recommended IGTV which was discontinued 3 years ago)

# You can ask a bot to analyse and summarise a web page – even Chat GPT

The screenshot displays the Poe web interface. On the left is a sidebar with a search bar, 'Explore', 'Create bot', and a list of recent chats including 'ChatGPT Article Summary' and 'Claude-2-100k Article Summary'. The main area shows a chat with 'ChatGPT' (powered by gpt-3.5-turbo) where a user asks for a summary of an article from <https://www.thejournal.ie/social-media-audits-digital-services-act-6151679-Aug2023/>. The bot's response, highlighted in a blue box, provides a brief description of the article's content. Below this, the bot begins to list the main points from the article. The right sidebar shows 'Bot details' for ChatGPT, including a 'New chat' button and a note that it is powered by OpenAI.

**Poe** | **Article Summary** ChatGPT | [Share](#) | **Bot details**

**ChatGPT**  
Operated by @poe  
78K followers  
Powered by gpt-3.5-turbo.

can you summarise the main points in this article?  
<https://www.thejournal.ie/social-media-audits-digital-services-act-6151679-Aug2023/> can you number the points and provide a brief description for each point

The European Union's tough new laws on social media content have officially come into force (<https://www.thejournal.ie/social-media-audits-digital-services-act-6151679-Aug2023/>)  
HTML · 217 KB

ChatGPT **Poe**

Certainly! Here are the main points from the article:

1. The Digital Services Act (DSA) has officially come into force in the

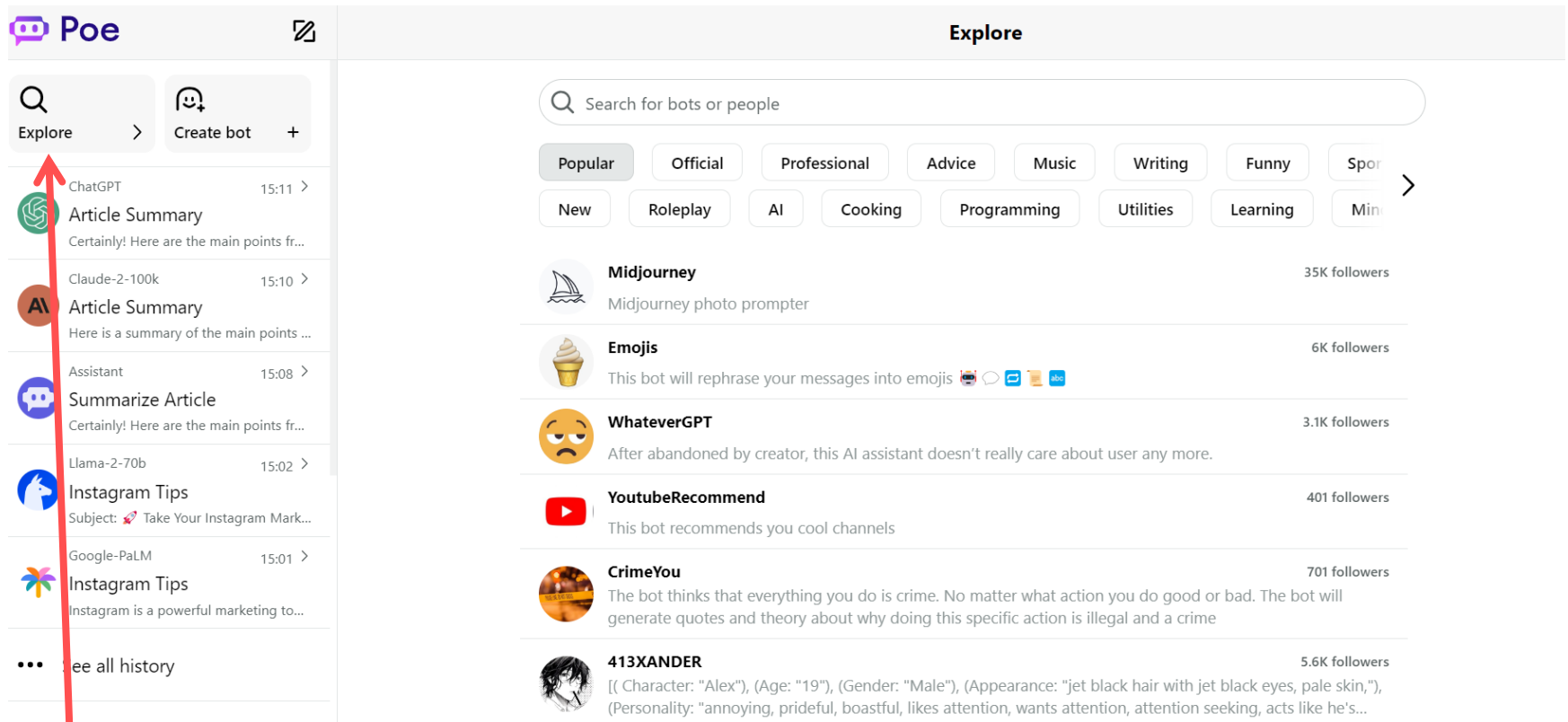
[Talk to ChatGPT on Poe](#)

**ChatGPT**  
Operated by  
78K followers  
[+ New chat](#)  
Powered by gpt-3.5-turbo.  
This bot is powered by OpenAI. [Learn](#)  
[See all chats with this](#)

When you use the official Chat GPT it cannot access a web page to analyse or summarise

But when you use chat gpt in Poe it does access web pages.

# You can also use Poe to find more specialised chat bots



Find other Chatbots that specialise in a specific topic eg. Cooking, music, programming, history

Click on explore and then either search or browse categories

# What we will cover

## **Bing AI - Demonstration of how it works**

- How to access it
- Demonstration of how it works and how it compares to Chat GPT

## **Google Bard**

- How to access it
- Demonstration of how it works and how it compares to Chat GPT

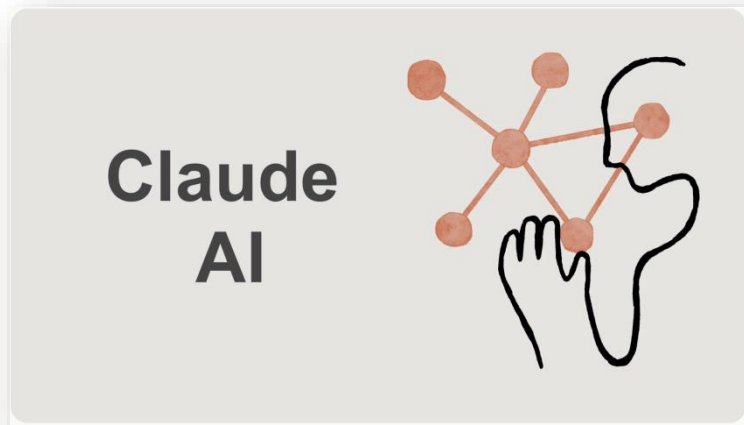
## **Poe - An aggregator for generative AI bots**

- How to access and use it

## **Claude 2**

- How does it compare to the others and how to access it in Ireland

# What is Claude



Claude is an AI assistant created by Anthropic that claims to be less toxic and biased than Chat GPT, while providing a better AI experience.

Claude has been designed by Anthropic to possess qualities such as helpfulness, honesty, and harmlessness.

Concerns regarding the safety of future AI have been at the core of Anthropic's model development. To train the model, they have used a technique they refer to as "Constitutional AI" (CAI), which tries to reduce the reliance on human feedback.

In my experience it is an excellent AI tool that has some advantages over Chat GPT

Google has invested in this tool and just this week Amazon announced that it is investing \$4billion

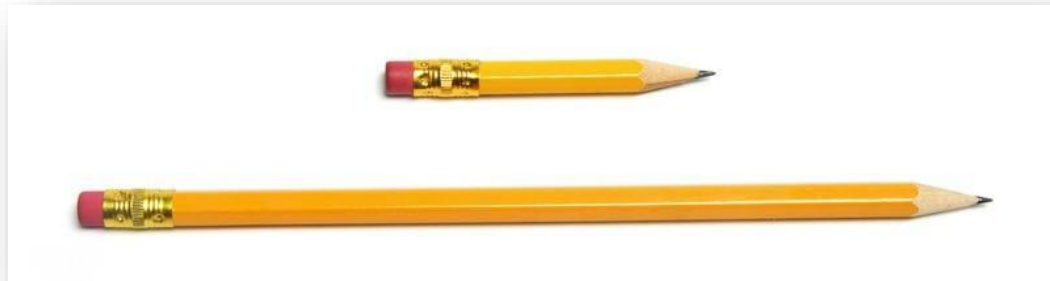
# How does it compare to Chat GPT

Feature	Claude 2	ChatGPT
Token limit	100,000 tokens	8,192 tokens
Knowledge base	Larger and more up-to-date	Smaller and less up-to-date
Accuracy	More accurate	Less accurate
Creativity	Less creative	More creative
Availability	US and UK only	Worldwide
Pricing	Free for personal use, paid for commercial use	Paid subscription for commercial use
Ability to analyze attachments	Yes	No

Token limit – this means that you can include up to 100,000 character in your question whereas with Chat gpt it Anthropos's is 8000

Availability – You can access Claude 2 in Ireland when you use Poe.com

# Why it's useful to be able to ask longer questions?



Because Claude accepts prompts up to 100,000 characters you could ask it to analyse and summarise huge amounts of information that Chat GPT won't accept because it is too long eg.

- If you had a transcript of a 2 hour Zoom meeting
- Hundreds of reviews for a business
- A transcript for a long YouTube video



# Why it's useful to be able to attach a file



This is very useful if you want an AI bot to analyse or summarise information but the information is in a pdf

For example, you could attach your CV and ask Claude to act like a recruitment expert and analyse your CV highlighting the strengths and weaknesses

You can also ask it to analyse and summarise presentations

# Main AI Chatbots – comparison table

The  
Marketing  
Crowd

## How the main Generative AI Chat Bots compare in terms of features



Specify Custom Instructions	Yes	Yes	No	No	No
Connected to internet	No	Only using Apps	Yes	Yes	Yes
Provides links to sources	No	No	Yes	Yes	No
Uses free version of Chat GPT 4	No	No	Yes	No	No
Speak your prompts on desktop	No - but yes with plugin	No - but yes with plugin	Yes	Yes	Yes
Speak your prompts on mobile	Yes	Yes	Yes	Yes	No
Ability to listen to answers	No - but yes with plugin	No - but yes with plugin	Yes	Yes	No
Large choice of plugins and apps	Yes - Plugins	Yes - Plugins and apps	No	No	No
Choice of different answers / drafts	No	No	No	Yes	No
Share chat as a link	Yes	Yes	No	Yes	Yes
Images included in the answers	No	No	No	Yes	No
Can generate images	No	No	Yes	No	No
Add an image to your prompt	No	No	Yes	Yes	No
Add a file as part of the prompt	No	Yes - using an app	No	No	Yes
Can analyse a web page	No	Yes - using an app	Yes	Yes	Yes
Prompt length limit	2K chars	4K chars	4K chars	1K words	100K chars

[www.themarketingcrowd.ie](http://www.themarketingcrowd.ie)

# Which Chat Bots you could use and why



**Which?**

## If you are looking for answers that ...

Will provide very high quality ideas, summaries, tactics, draft emails / articles eg. For Digital marketing

**Use Chat GPT**

Will be very creative

**Use Chat GPT**

Require up to date information from the internet

**Use Bing or Bard if you don't have the pro version of Chat GPT**

Involve analysing a pdf file

**Use Claude (via Poe.com)**

Involve me inputting a lot of information in the question eg. A Zoom transcript or a large YouTube video transcript

**Use Claude via Poe.com**