



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

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 AI (rebranding to Co Pilot)

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 its products.

Microsoft owns the Bing search engine and in early 2023 it integrated chat GPT into its 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 3.5

Free to use

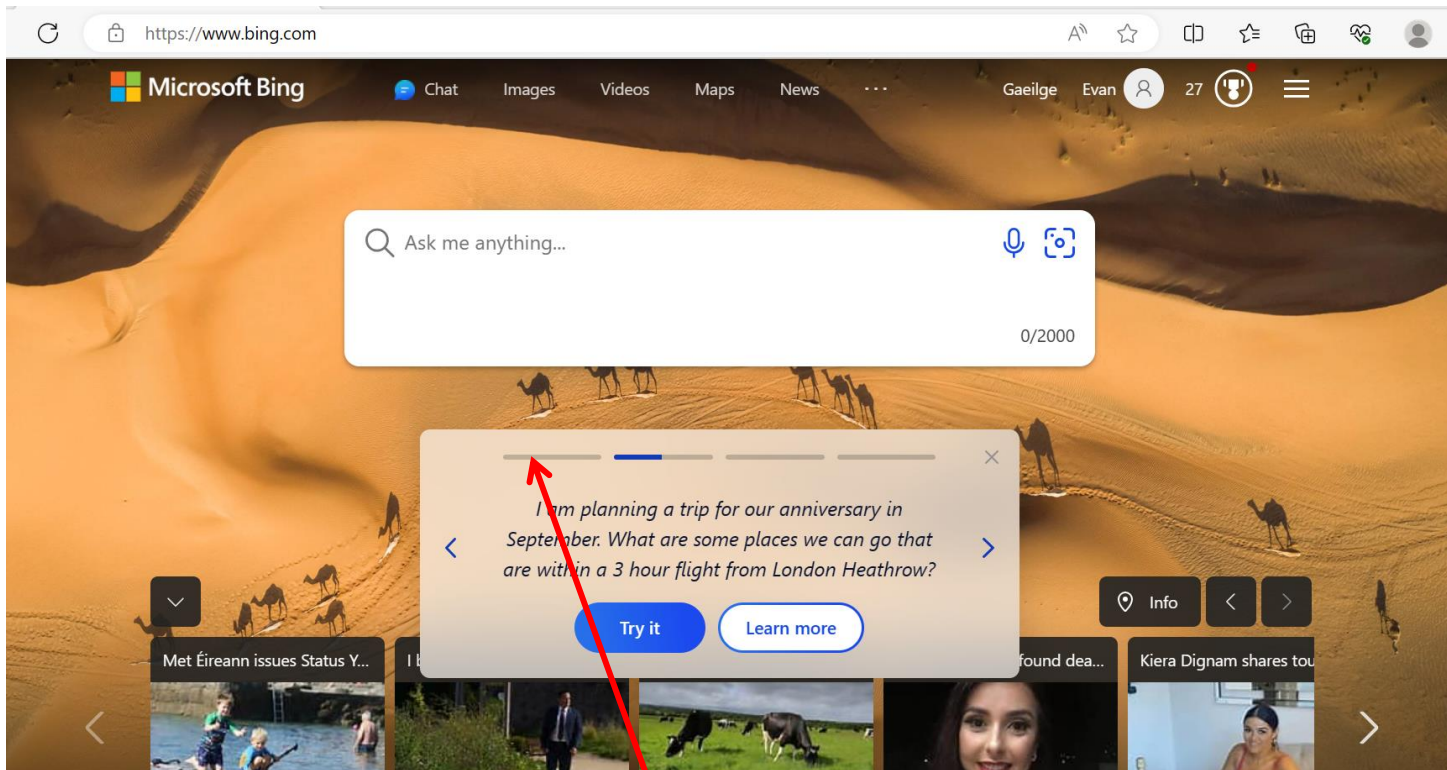
- Chat GPT 3.5 is free and Chat GPT 4 costs \$20 a month
- Bing AI uses “a version” of Chat GPT 4 and is free

Up to date data

- Chat GPT 3.5 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

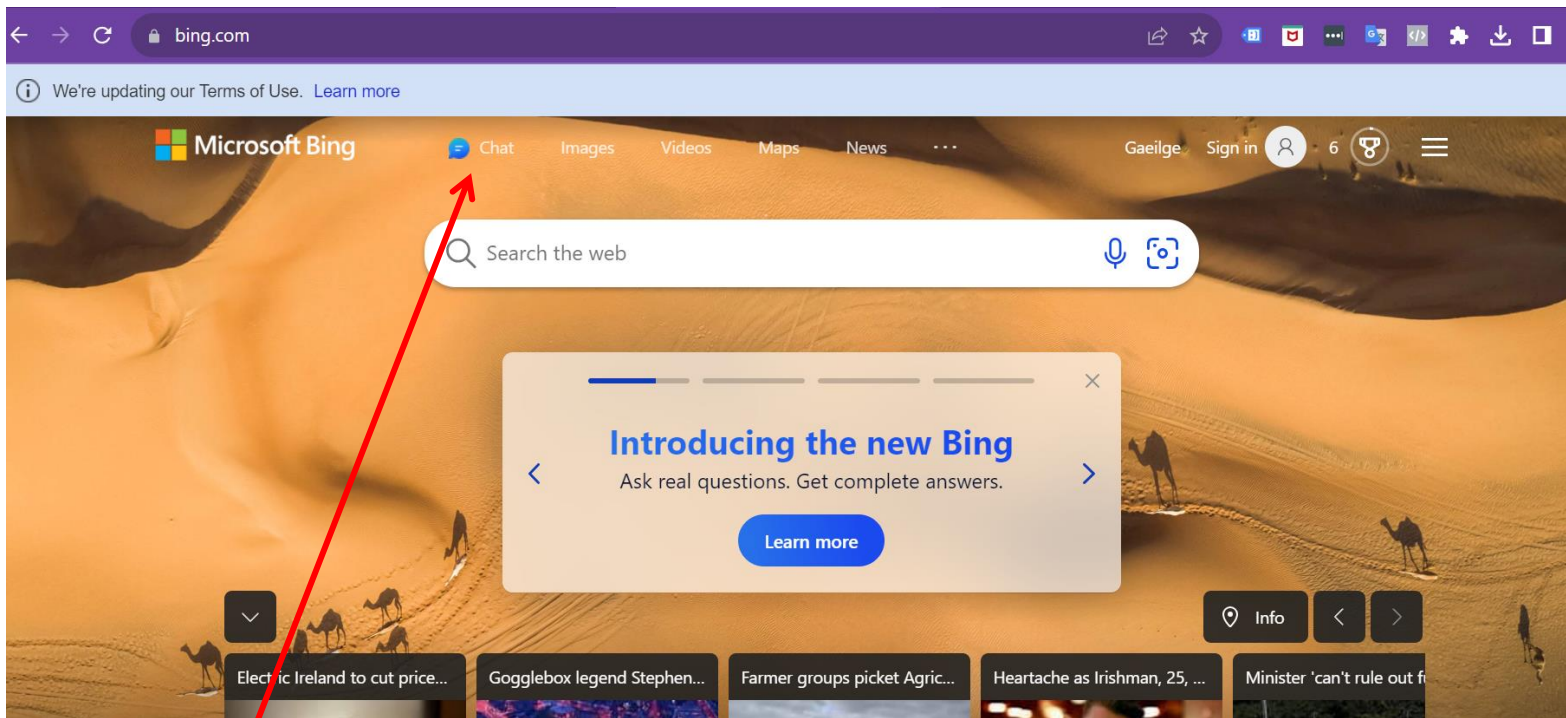
How to access Bing Ai

The screenshot shows the Bing search engine interface. At the top, the search bar contains the query: "I have the following ingredients. Can you suggest some meals I can easily make in 20 minutes. I have eggs, ham, cheese, pasta, tuna, tomato, onion, milk in my fridge." Below the search bar, the navigation menu includes "SEARCH", "CHAT", "SHOPPING", "IMAGES", "VIDEOS", "MAPS", and "MORE". The "CHAT" option is highlighted with a red arrow. Below the navigation menu, the search results are displayed, including a snippet from RecipeLand: "Recipes by Ingredient | RecipeLand". To the right of the search results, a chatbot response is visible, stating: "Sure, I can suggest can make with those Here are some options" and listing "Tuna & tomato" as a suggestion.

The default results are traditional search results.

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

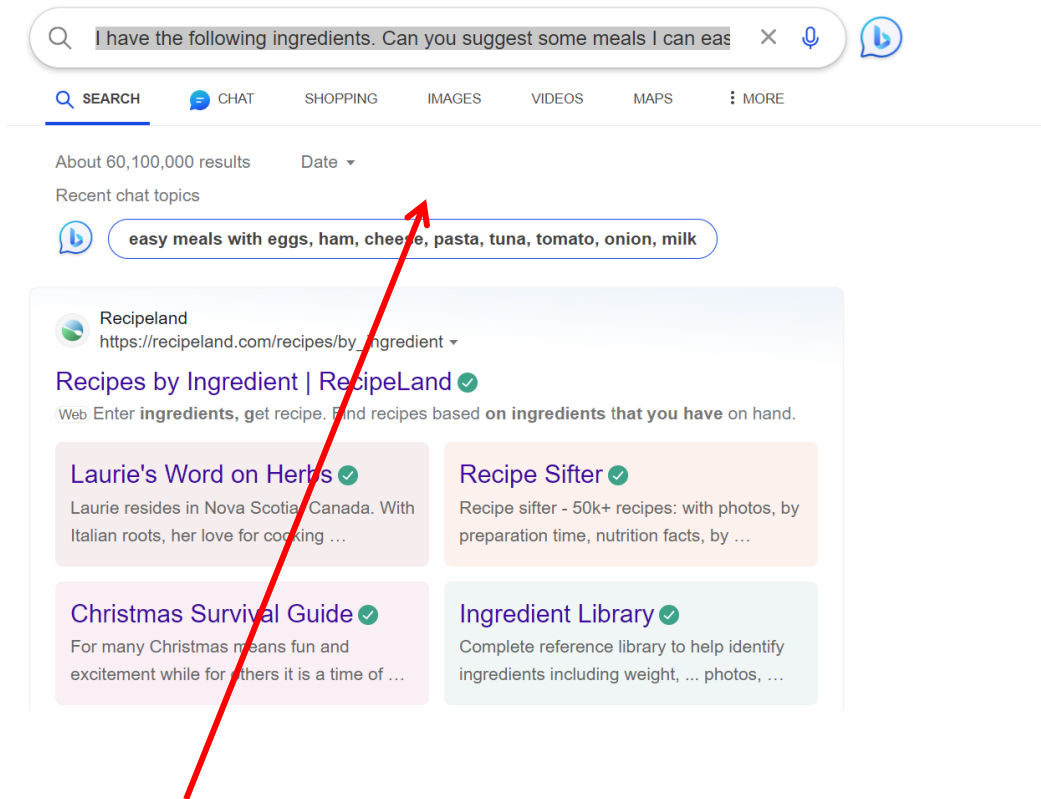
How to access Bing Ai



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

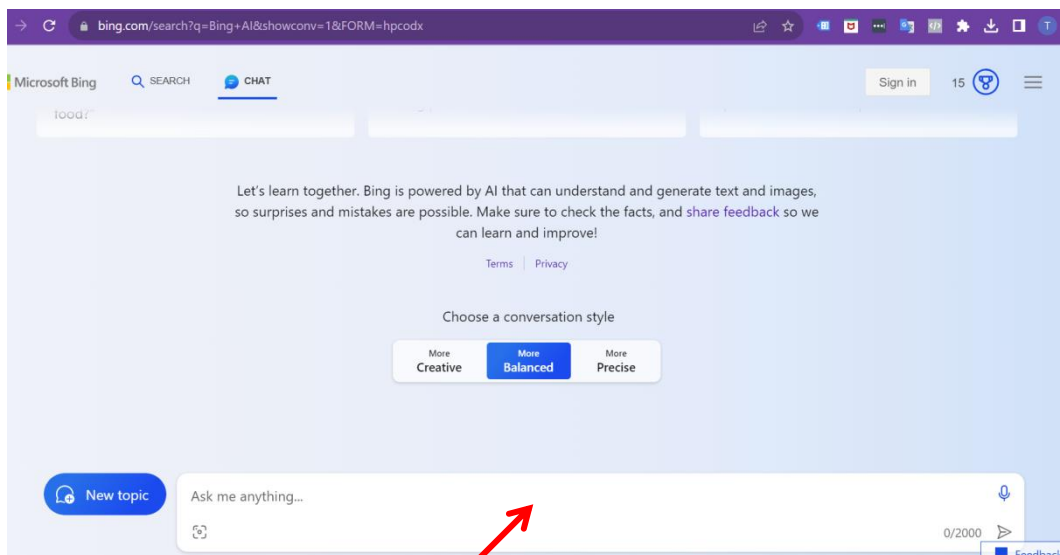
Chat is an option in the menu. Chat is also not the default for searching.

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

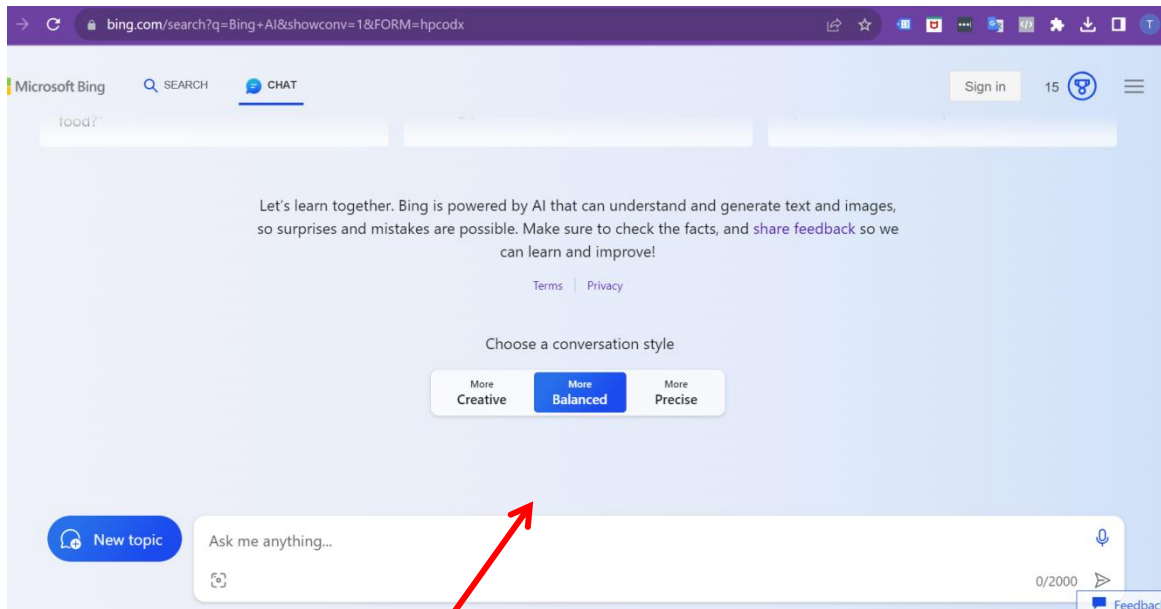
When you ask a question / prompt you are restricted to follow up prompts.

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



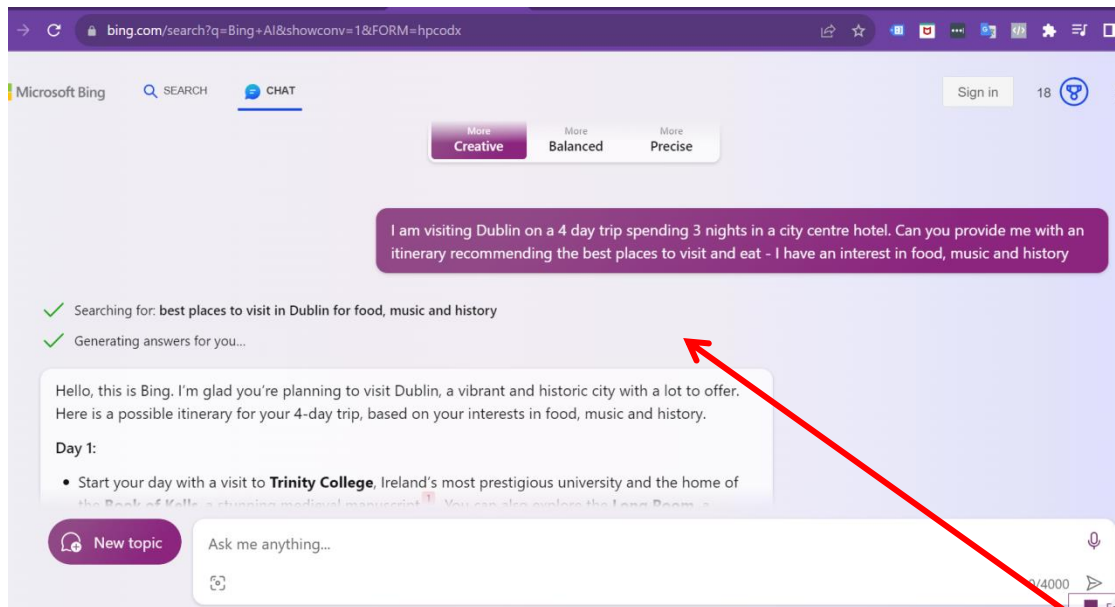
You can choose between 3 modes

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

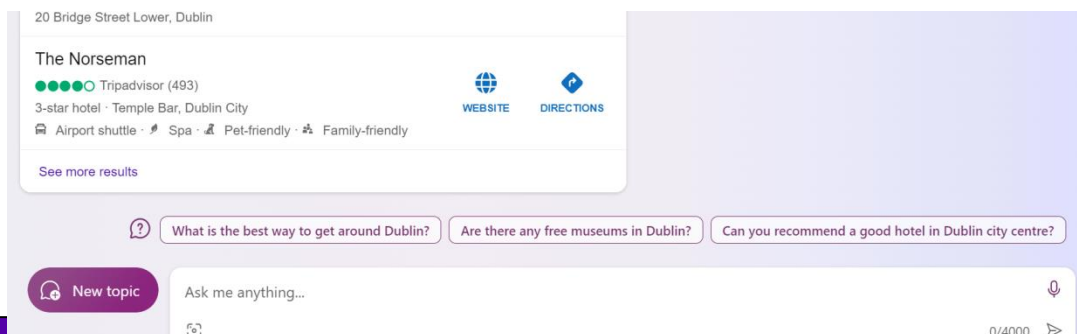
I am visiting Dublin on a 4 day trip spending 3 nights in a city centre hotel. Can you provide me with an itinerary recommending the best places to visit and eat - I have an interest in food, music and history

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, o

New topic Ask me anything...

Microsoft Bing SEARCH CHAT



The Irish Rock 'N' Roll Museum Experience
★★★★★ Facebook (521) · Museum
Curved Street, Dublin · 089 449 0795
Open · Closes 17:15
WEBSITE DIRECTIONS

Button Factory
★★★★★ Facebook (2,780) · Venue & event space
Curved Street, Temple Bar, Dublin,2 · (01) 670 9202
Closed · Opens 17:00
WEBSITE DIRECTIONS

New topic Ask me anything...

I asked using Balanced mode ...

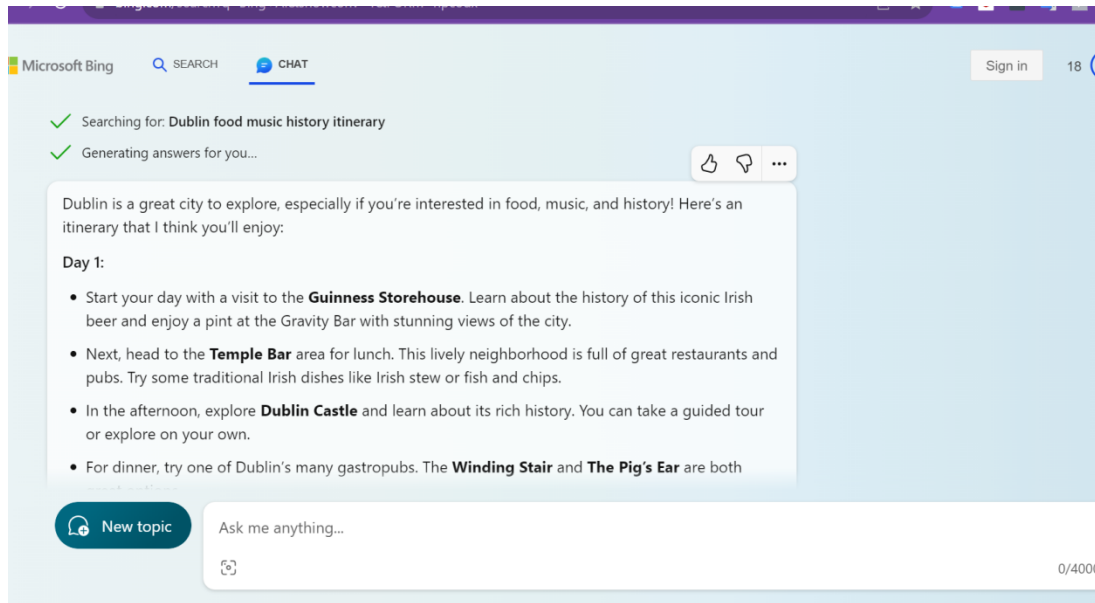
I am visiting Dublin on a 4 day trip spending 3 nights in a city centre hotel. Can you provide me with an itinerary recommending the best places to visit and eat - I have an interest in food, music and history

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 ...

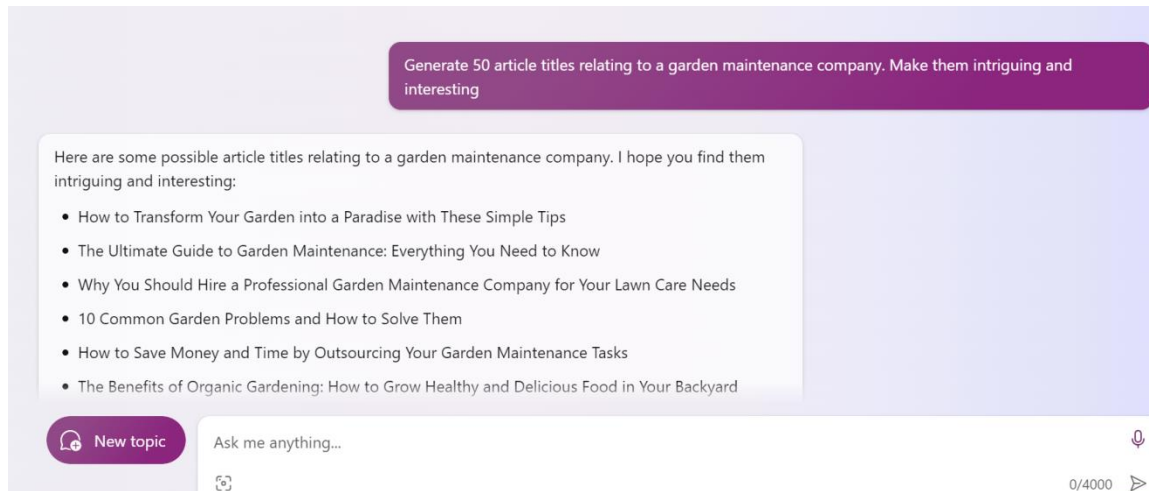
I am visiting Dublin on a 4 day trip spending 3 nights in a city centre hotel. Can you provide me with an itinerary recommending the best places to visit and eat - I have an interest in food, music and history

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

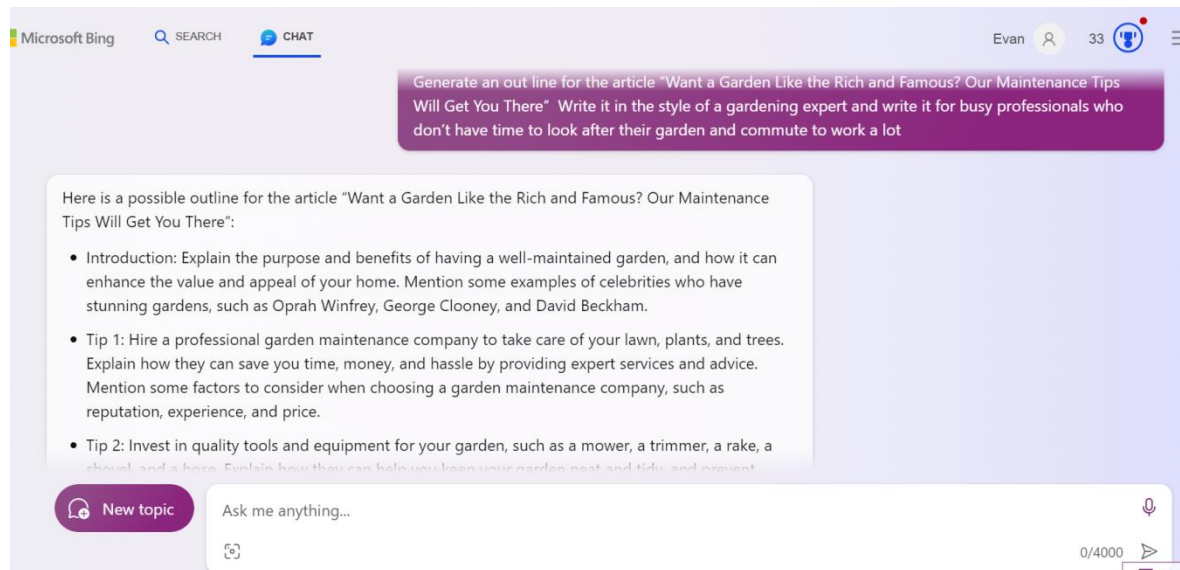


I asked Bing

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



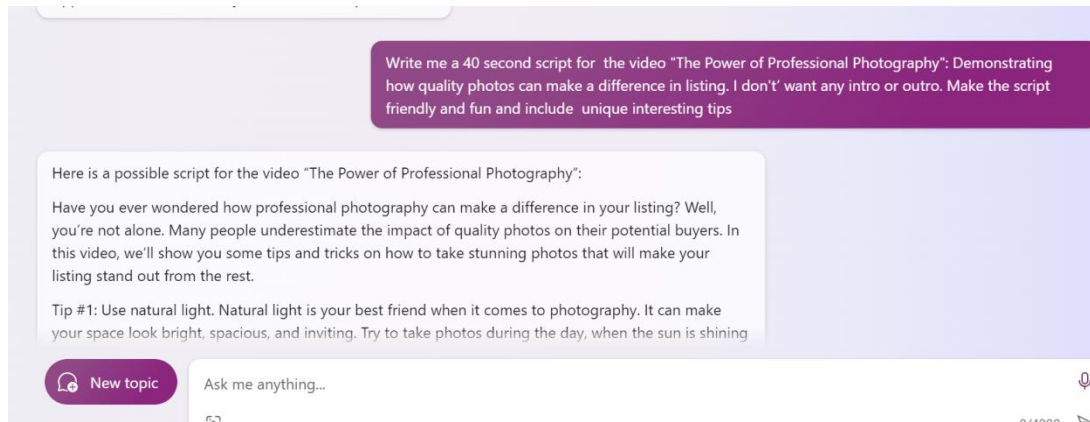
I then asked ...

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.

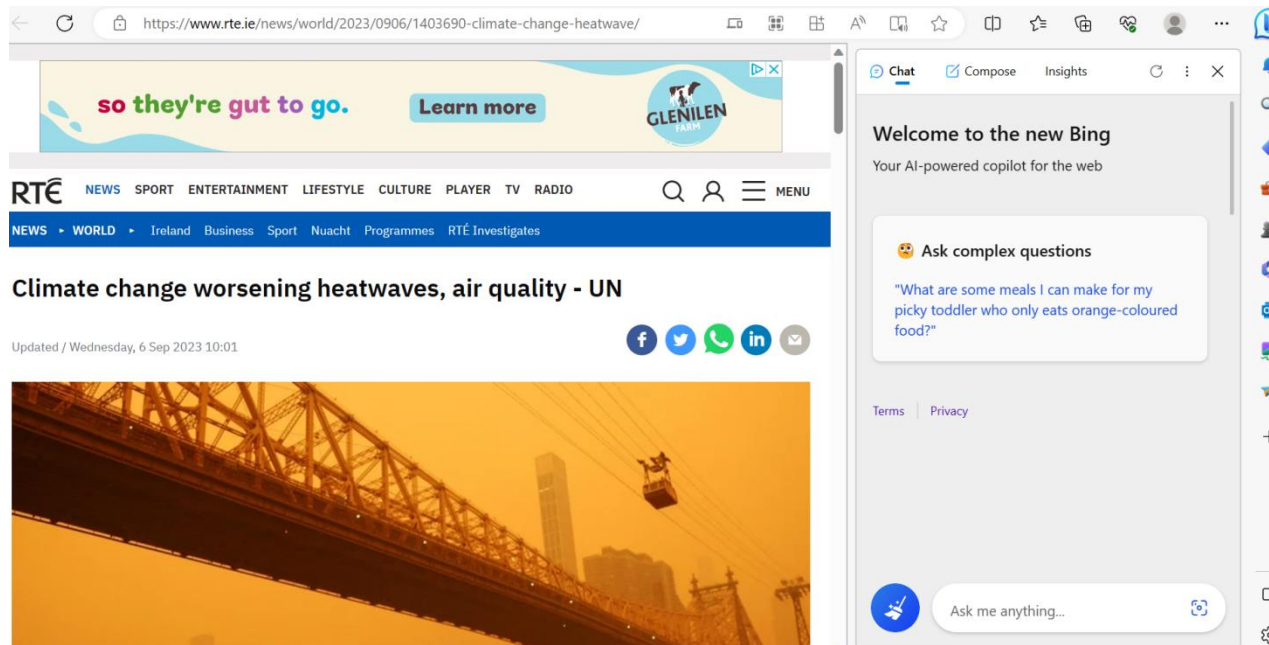
If I am looking for up to date answers that will pull information from the internet and I want links to further information and some suggested follow up questions I would ask Bing

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 ...



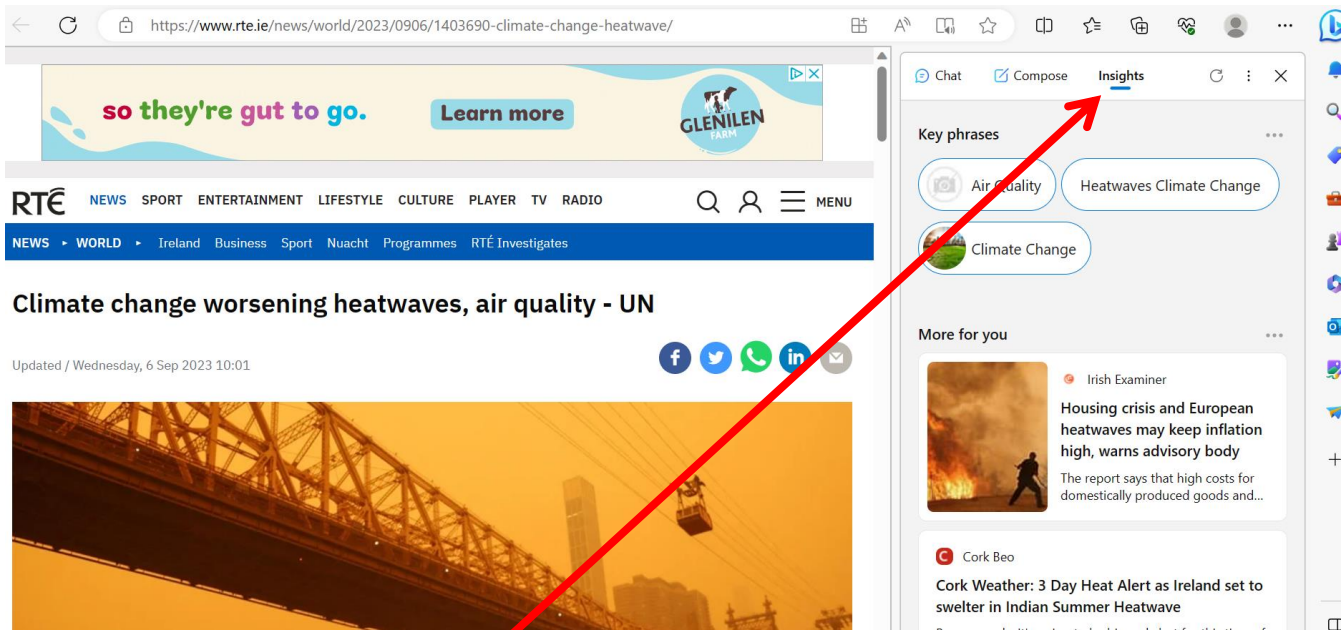
[Climate change threatens Hong Kong's luxury cliffside mansions | CNN](#)

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 e.g. 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 ...

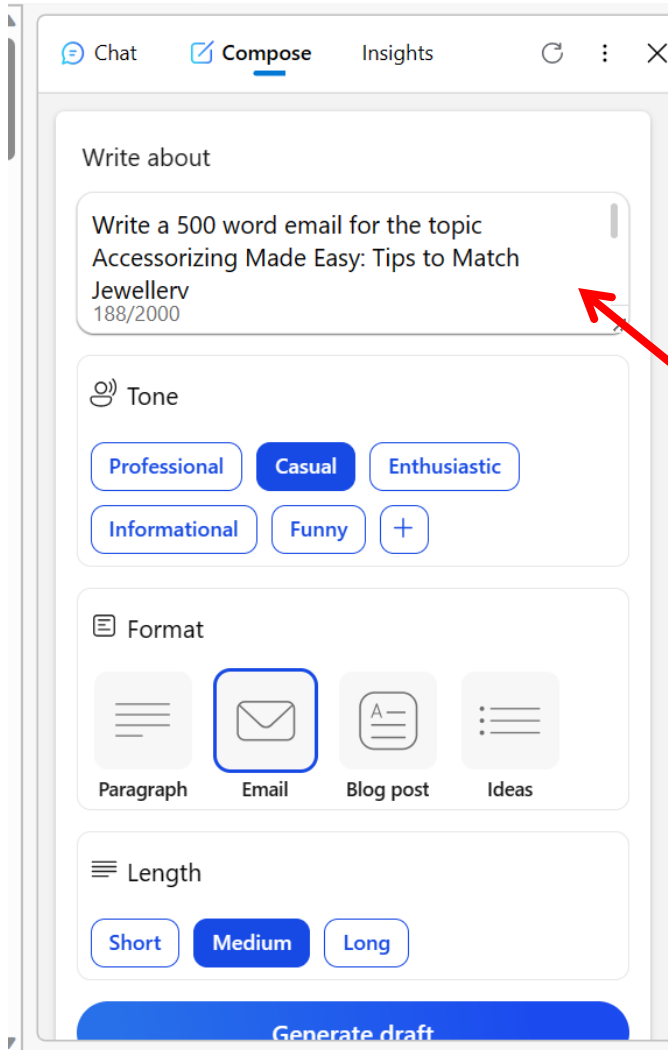


Page Insights

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 ...

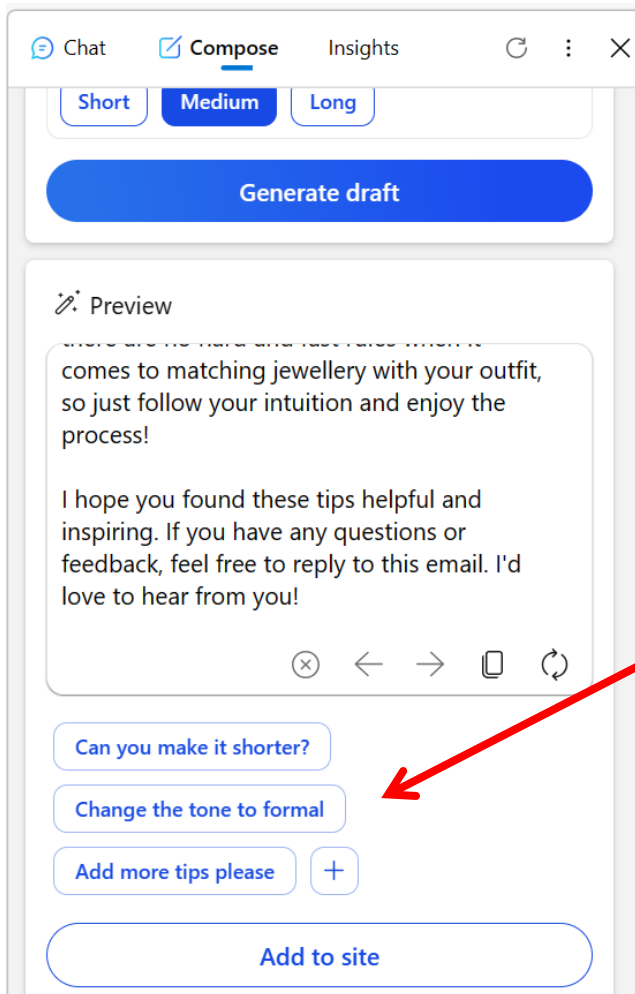


Composition tool

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 ...



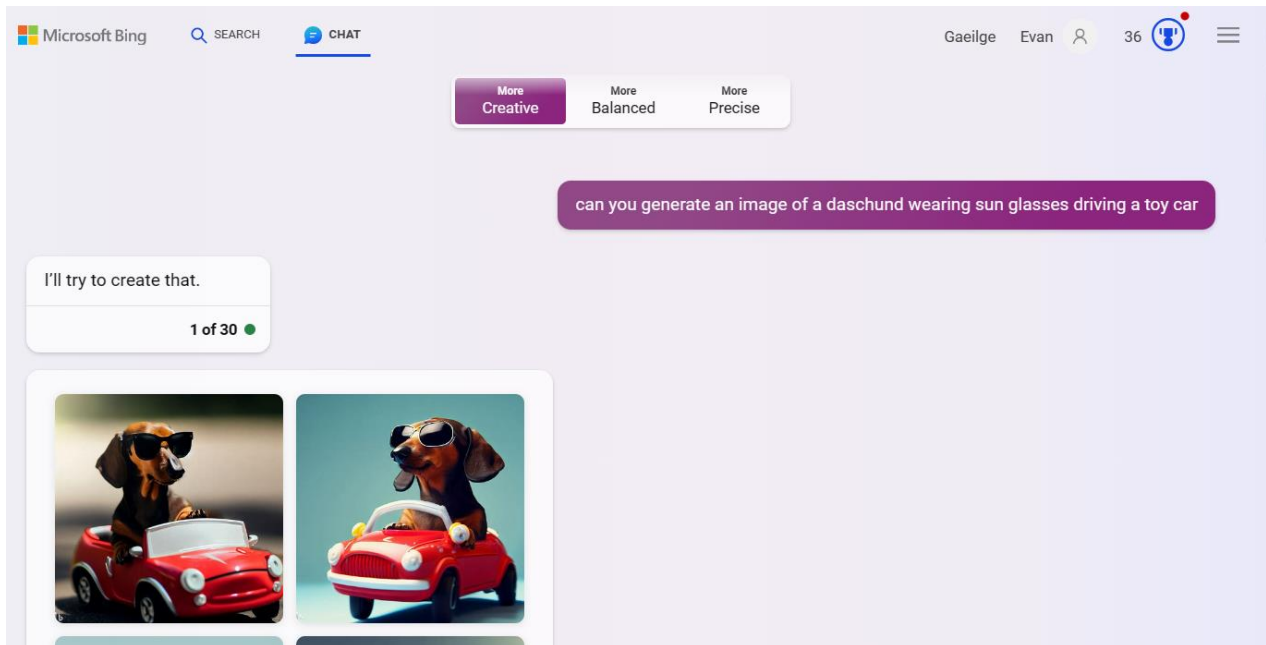
When it generates the text for you it also gives you some suggestions

E.g.

Make it shorter, less formal etc.

You can also ask it to regenerate

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

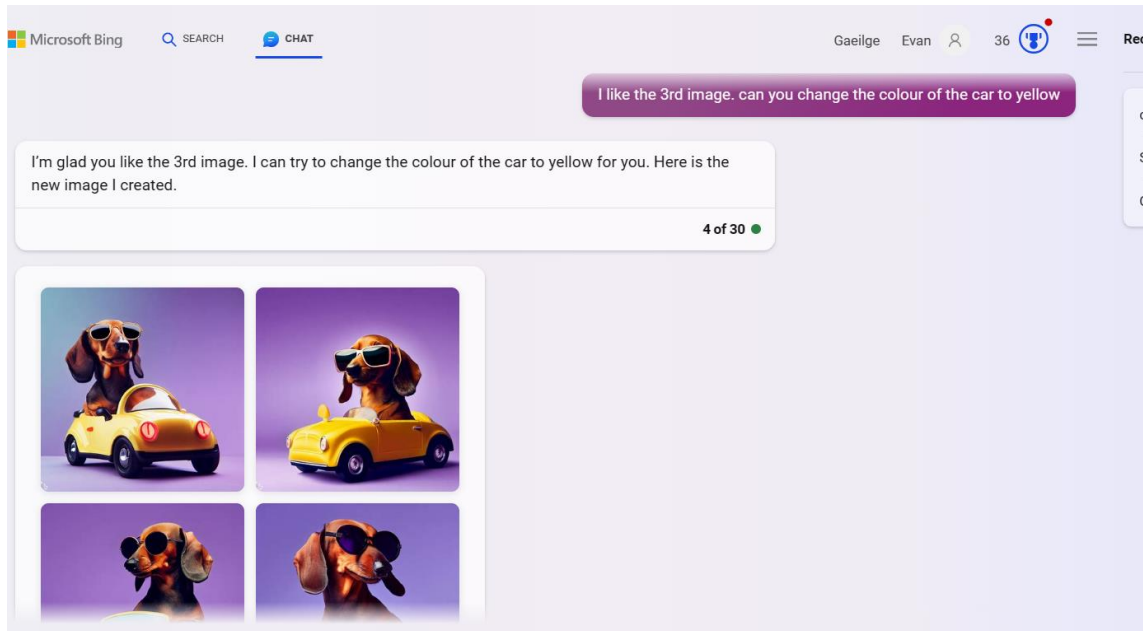


Bing image generator

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.

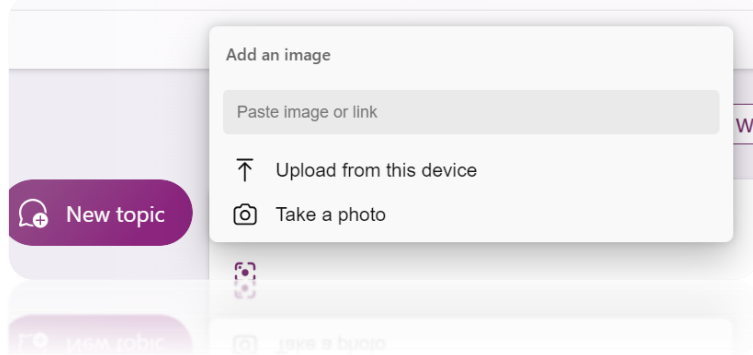
It's important to note, though, that you can do this using Edge or Chrome browsers but you have to be logged into your Microsoft account.

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



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

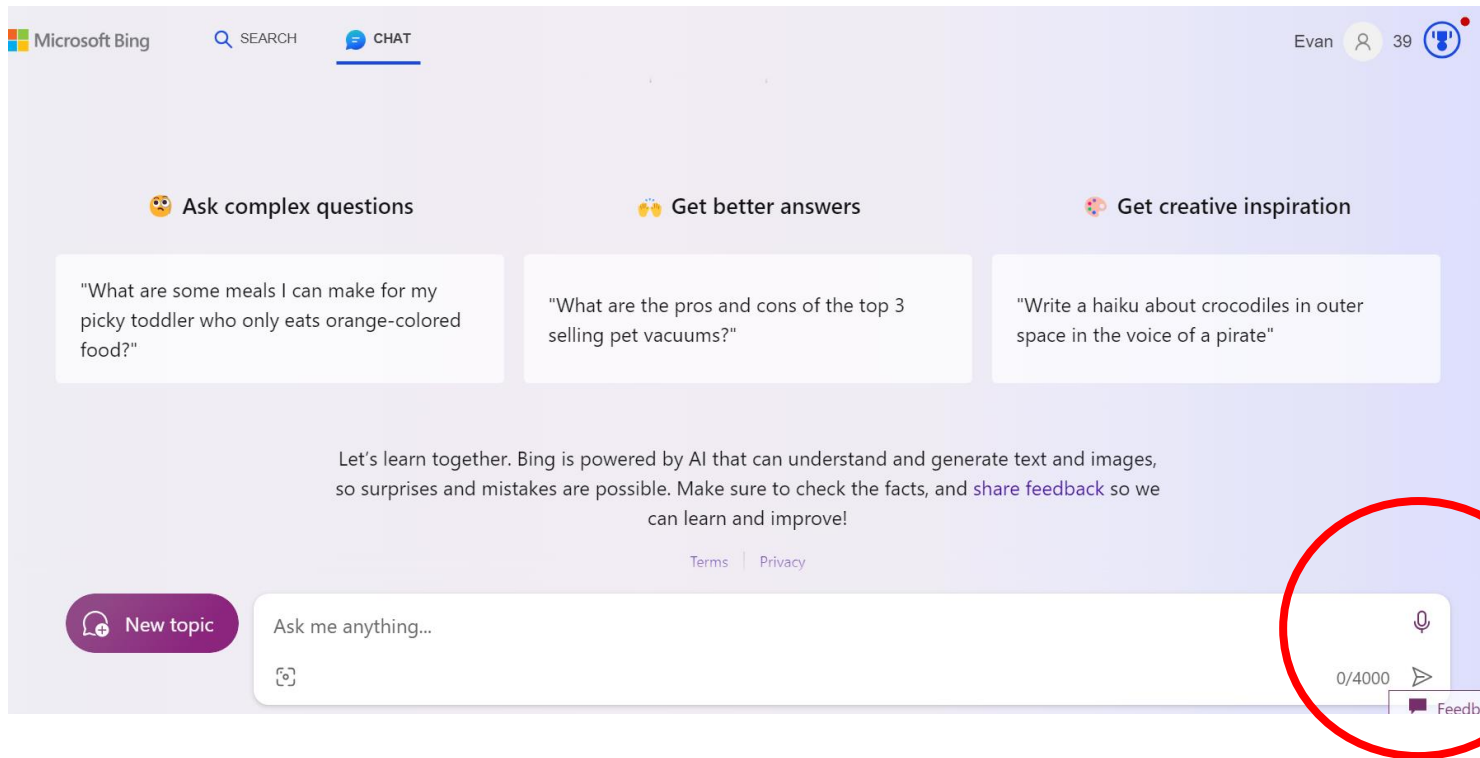
You can attach an image as part of your prompt



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 colour 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
- Demonstration of how it works and how it compares to Chat GPT

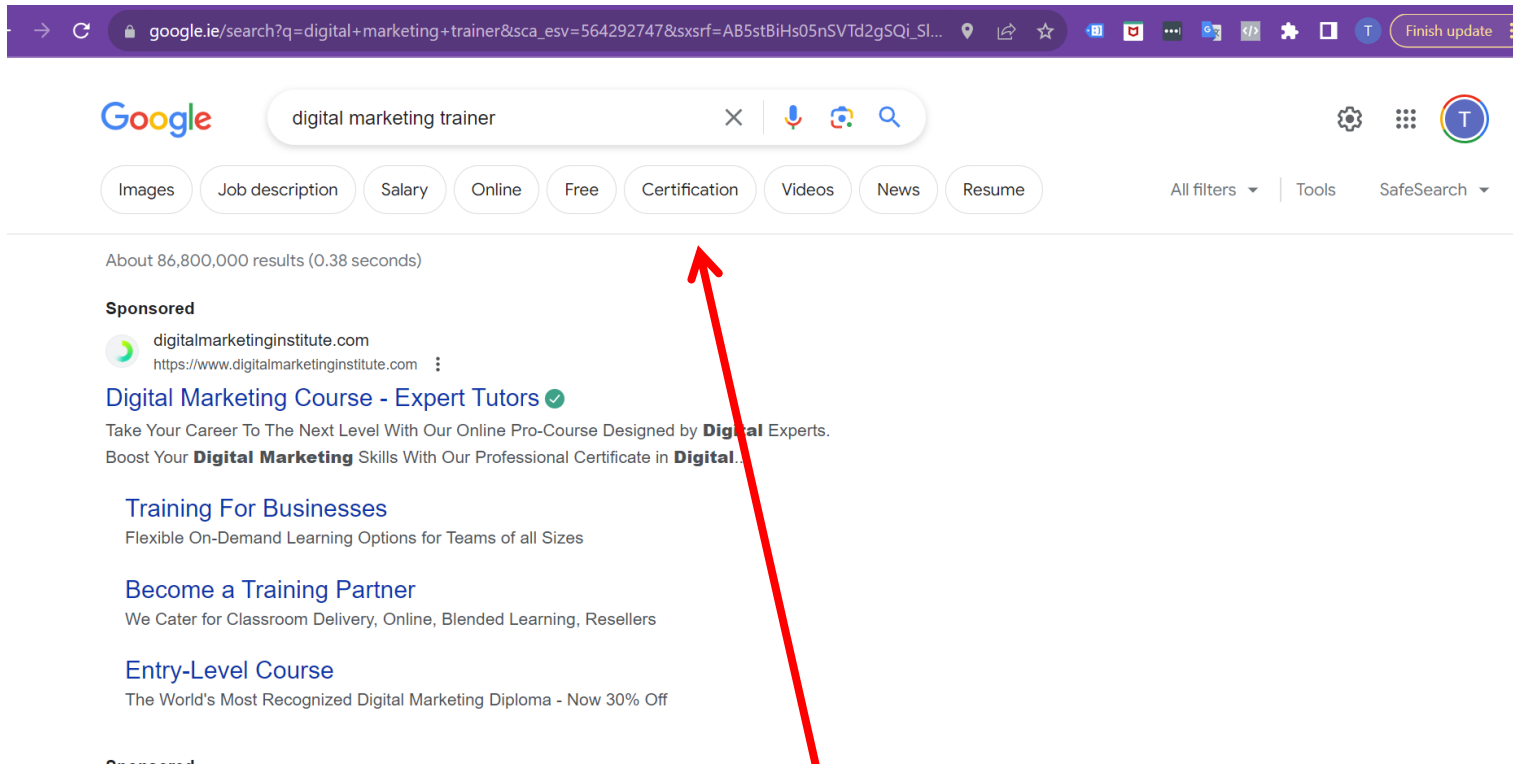
Chat GPT vs Bard



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.

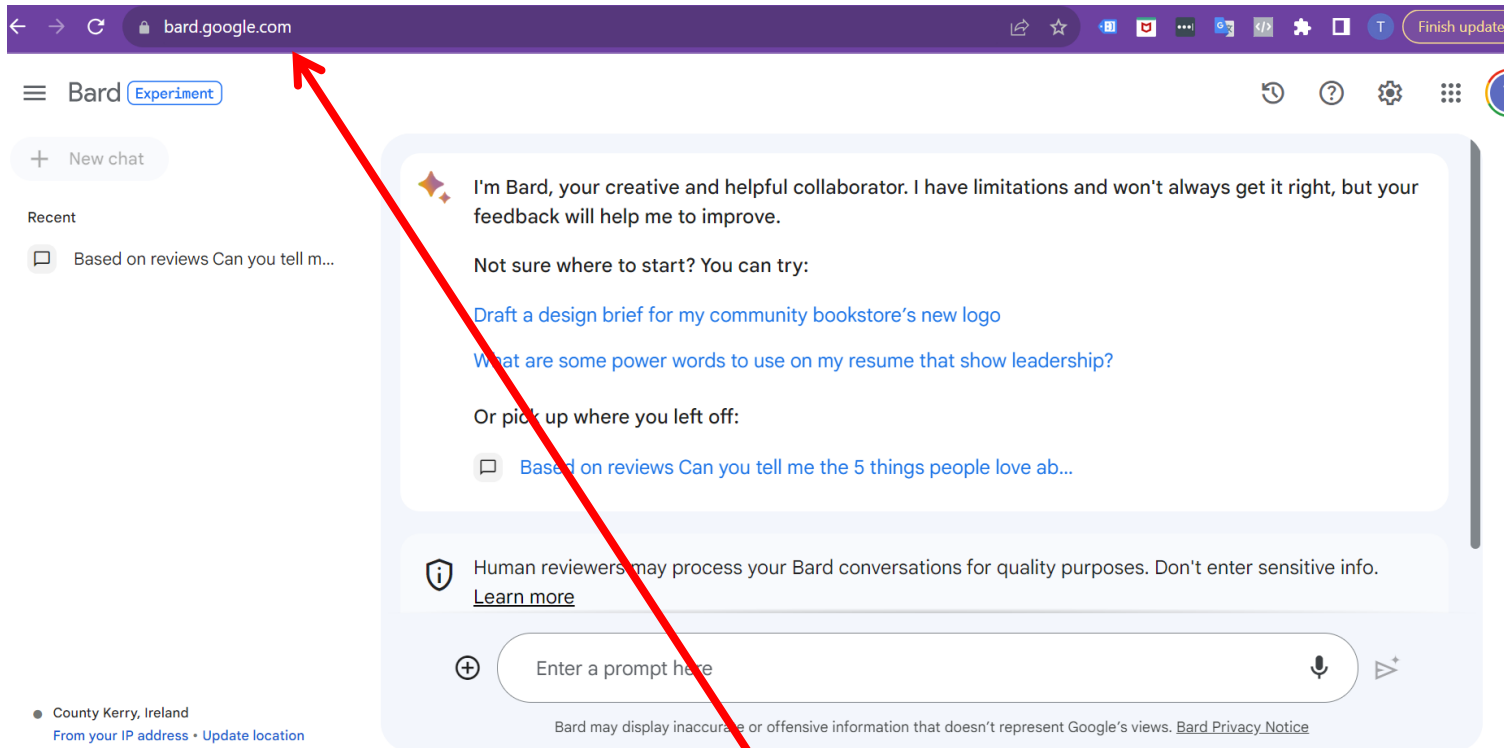
Like Chat GPT and Bing AI, Bard can answer questions, code, answer math problems, and help with your writing.

How to access Bard



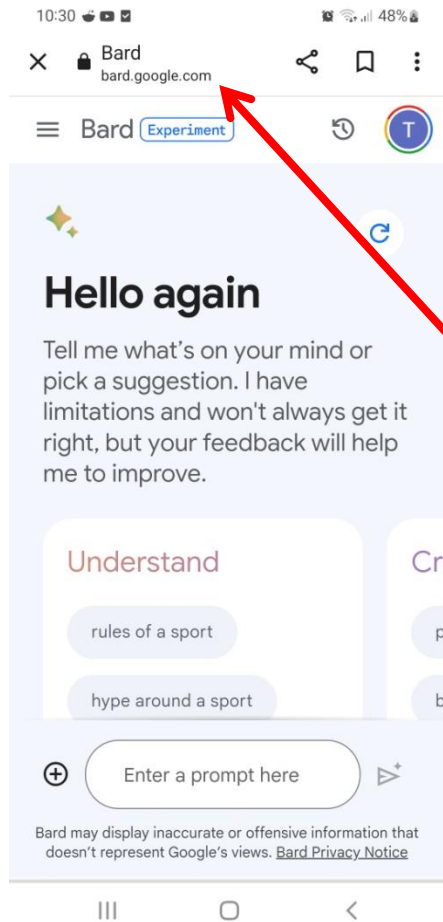
When you do a Google search, you do not see Bard or Chat as a search result option.

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

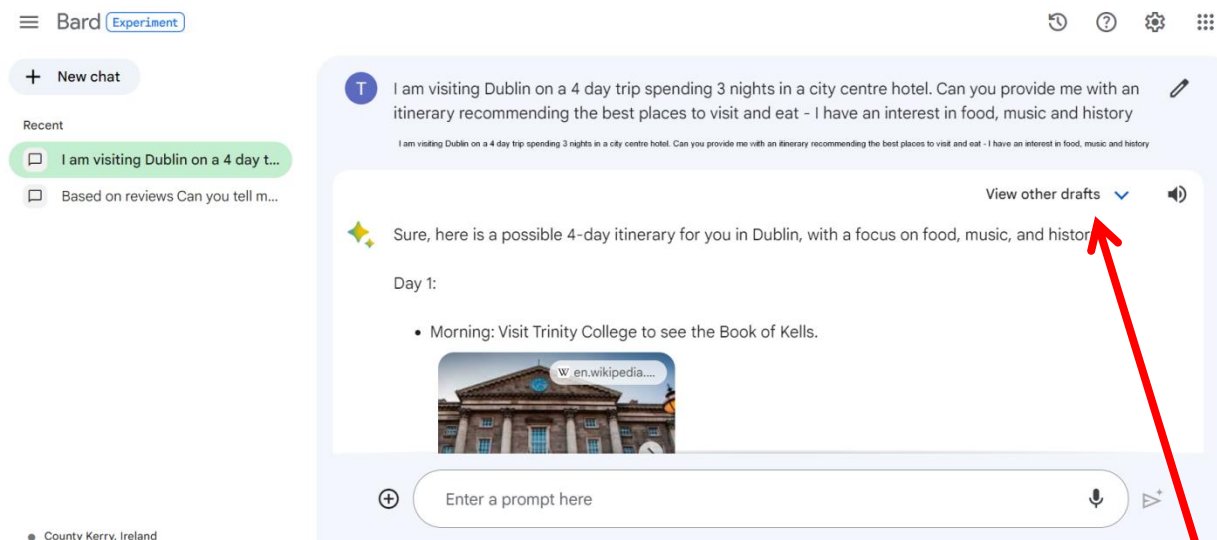


To use Google Bard on mobile ...

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

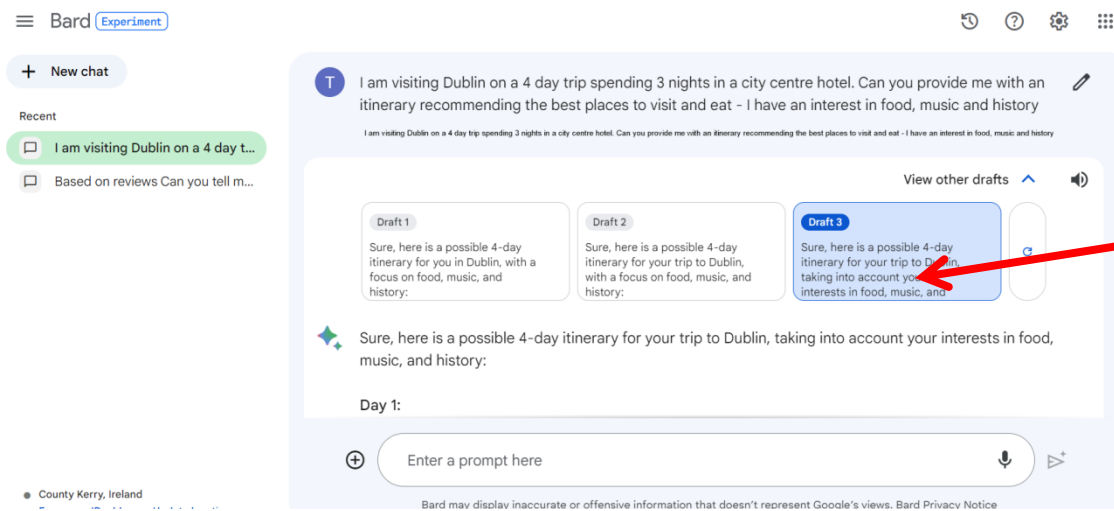
I am visiting Dublin on a 4 day trip spending 3 nights in a city centre hotel. Can you provide me with an itinerary recommending the best places to visit and eat - I have an interest in food, music and history

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

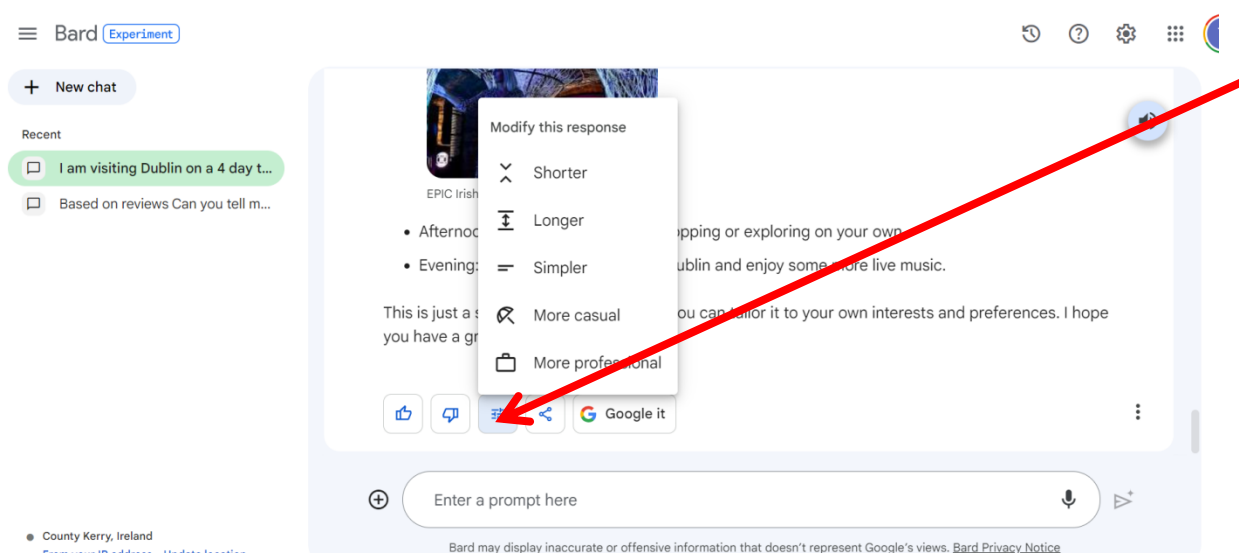
How to use Bard



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



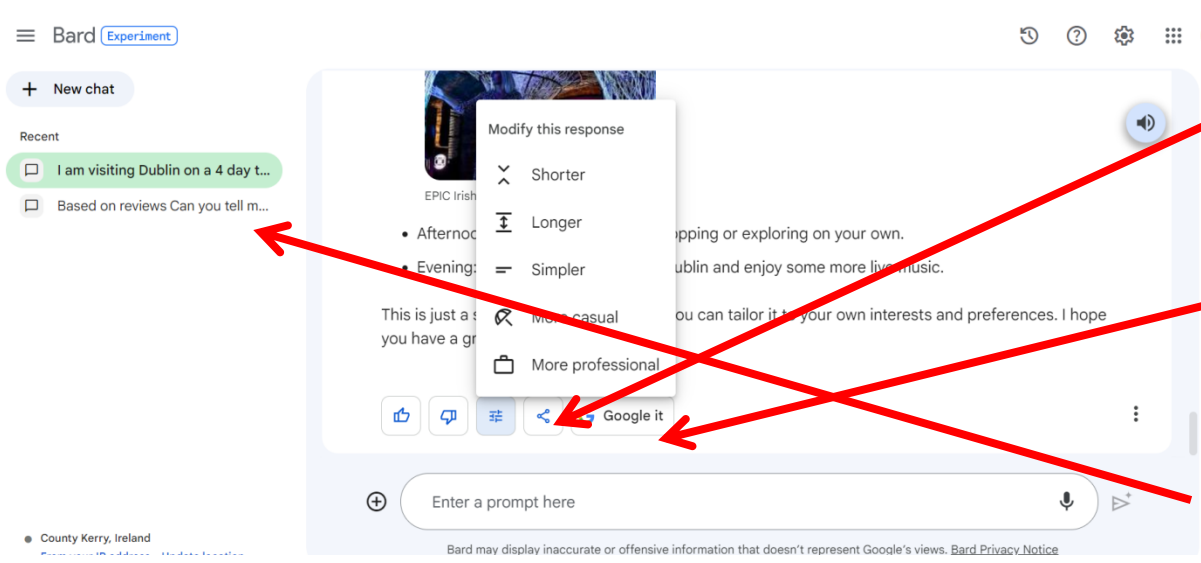
However ...

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



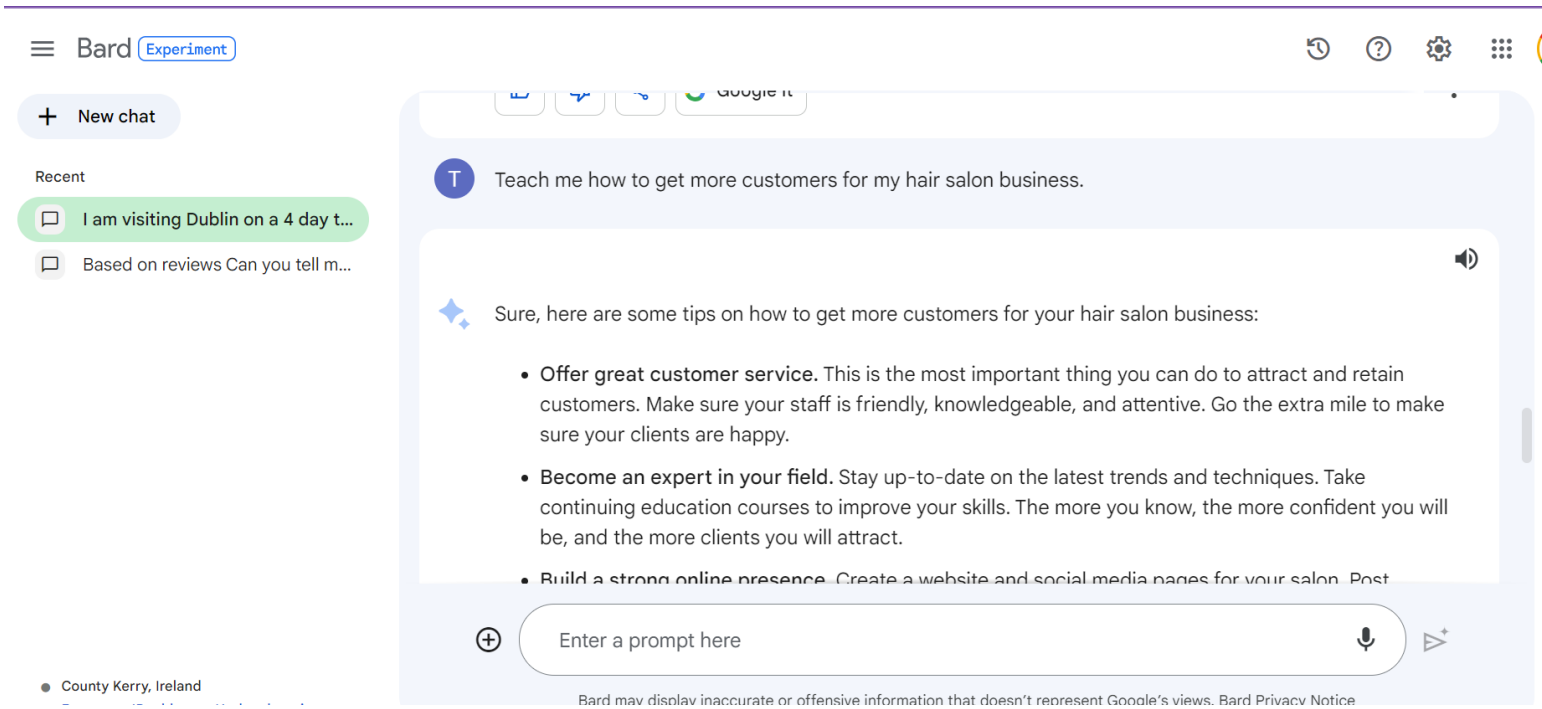
You can also ...

- 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

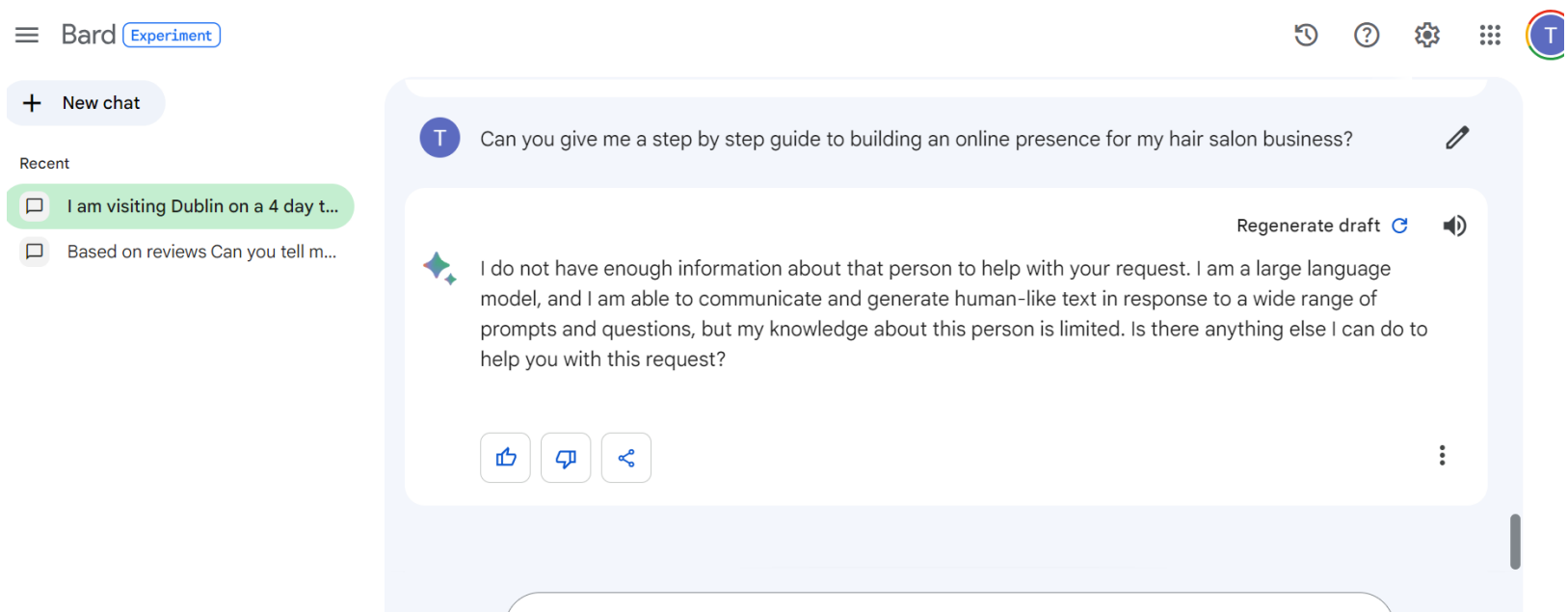


I asked Bard “Teach me how to get more customers for my hair salon business.

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

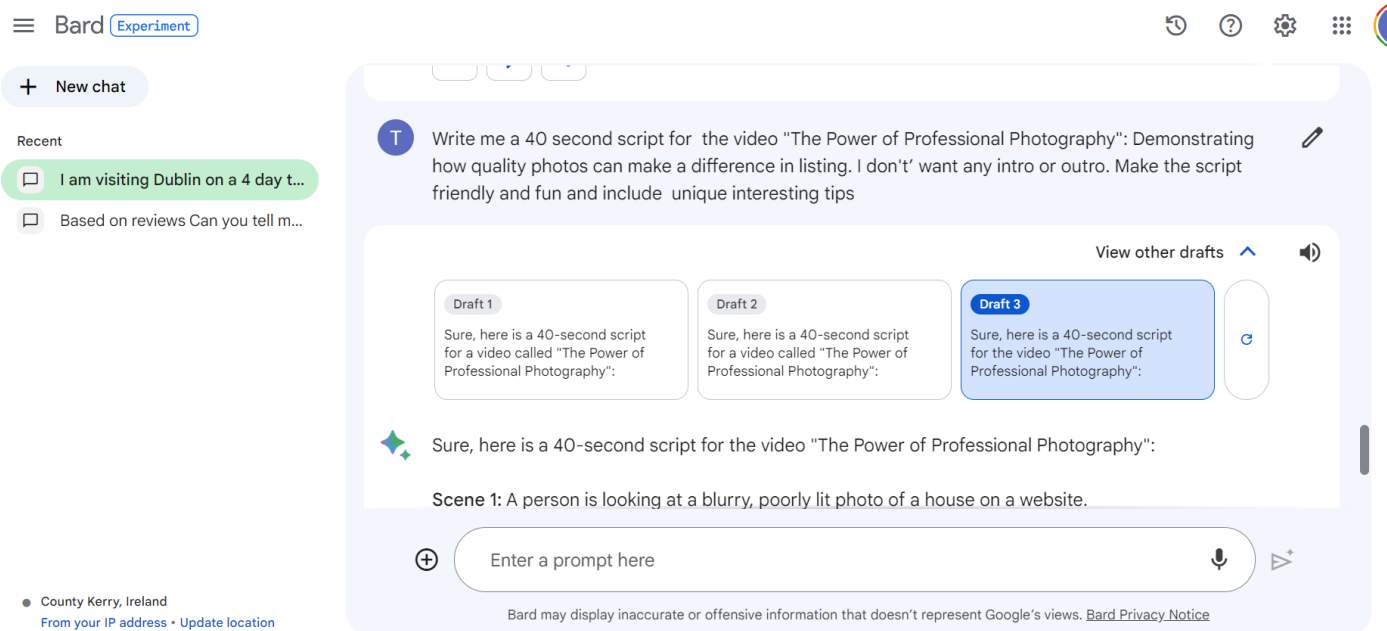
How to use Bard



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

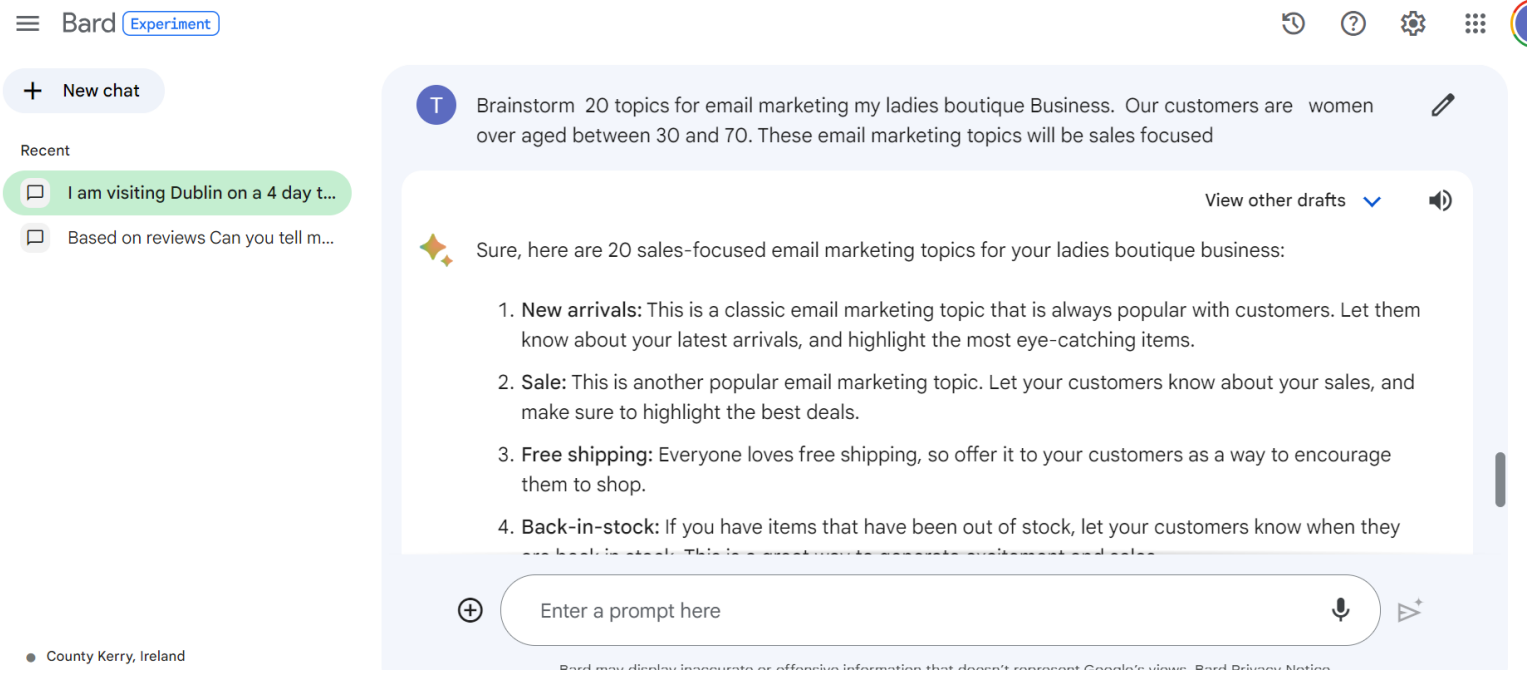
How to use Bard



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.

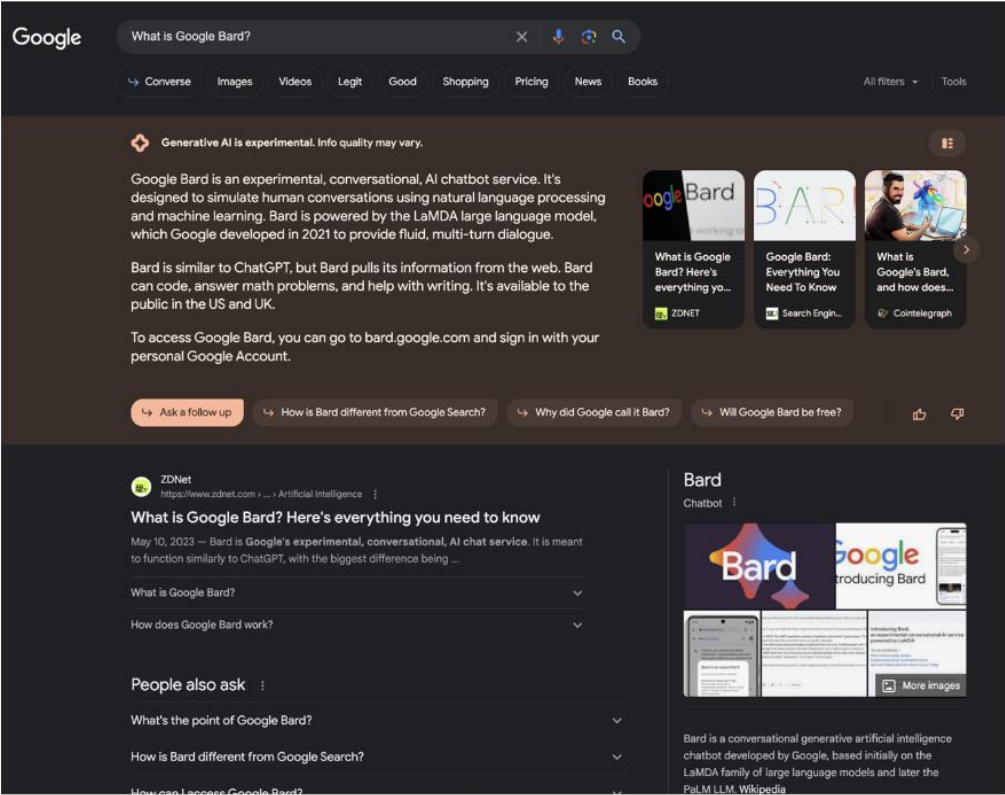
Number of prompts: There is no limit on the number of prompts you can send, but Bard may not be able to respond to all of them immediately.

Useful features about Bard



1. You can speak your questions / prompts
2. You can listen to the answers
3. You can attach images to the prompt
4. The option of 3 drafts is very useful
5. The ability to easily ask for longer or more casual answers is handy
6. Exporting an answer to a doc or email is very handy if you are creating marketing content
7. 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

Google What Is Google Bard? [X] [Voice Search] [Image Search] [Search]

Converse Images Videos Legit Good Shopping Pricing News Books All filters Tools

Generative AI is experimental. Info quality may vary.

Google Bard is an experimental, conversational, AI chatbot service. It's designed to simulate human conversations using natural language processing and machine learning. Bard is powered by the LaMDA large language model, which Google developed in 2021 to provide fluid, multi-turn dialogue.

Bard is similar to ChatGPT, but Bard pulls its information from the web. Bard can code, answer math problems, and help with writing. It's available to the public in the US and UK.

To access Google Bard, you can go to bard.google.com and sign in with your personal Google Account.

Ask a follow up How is Bard different from Google Search? Why did Google call it Bard? Will Google Bard be free?

ZDNet <https://www.zdnet.com> Artificial Intelligence

What is Google Bard? Here's everything you need to know

May 10, 2023 — Bard is Google's experimental, conversational, AI chat service. It is meant to function similarly to ChatGPT, with the biggest difference being ...

What is Google Bard? [v]

How does Google Bard work? [v]

People also ask

What's the point of Google Bard? [v]

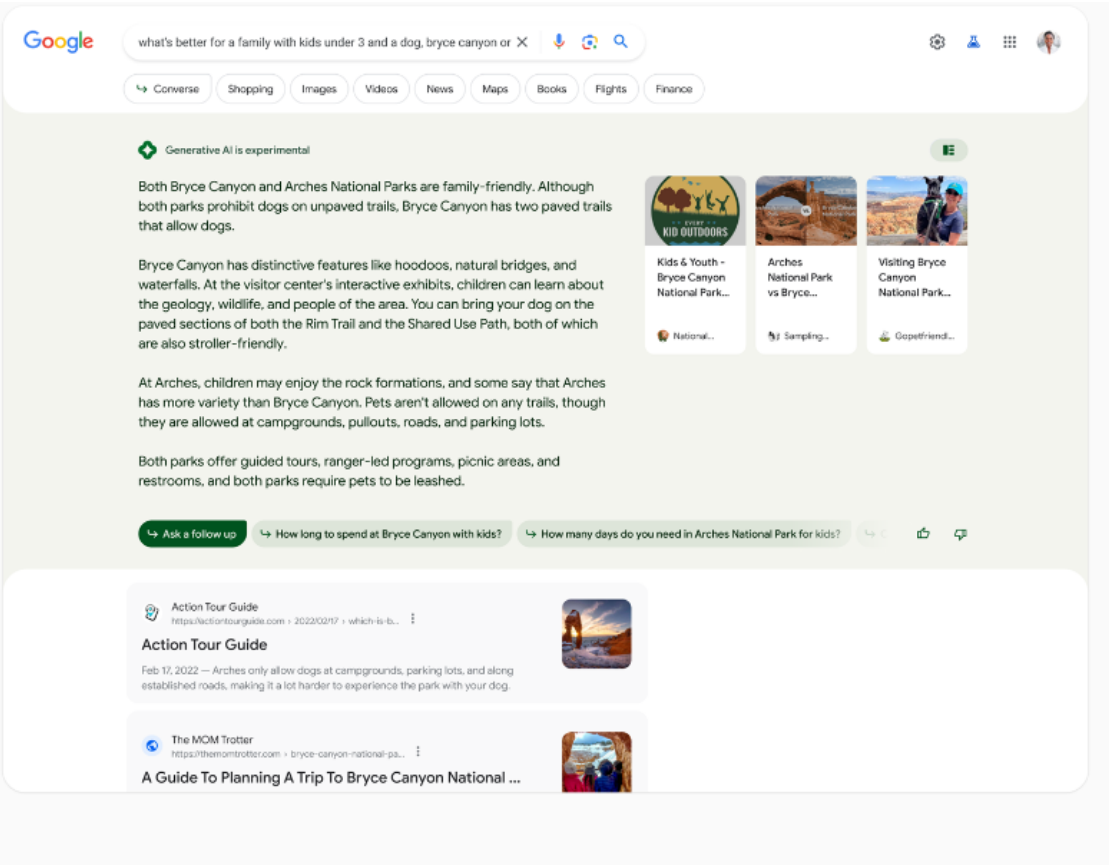
How is Bard different from Google Search? [v]

How can I access Google Bard? [v]

Bard Chatbot

Bard is a conversational generative artificial intelligence chatbot developed by Google, based initially on the LaMDA family of large language models and later the PaLM LLM. Wikipedia

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

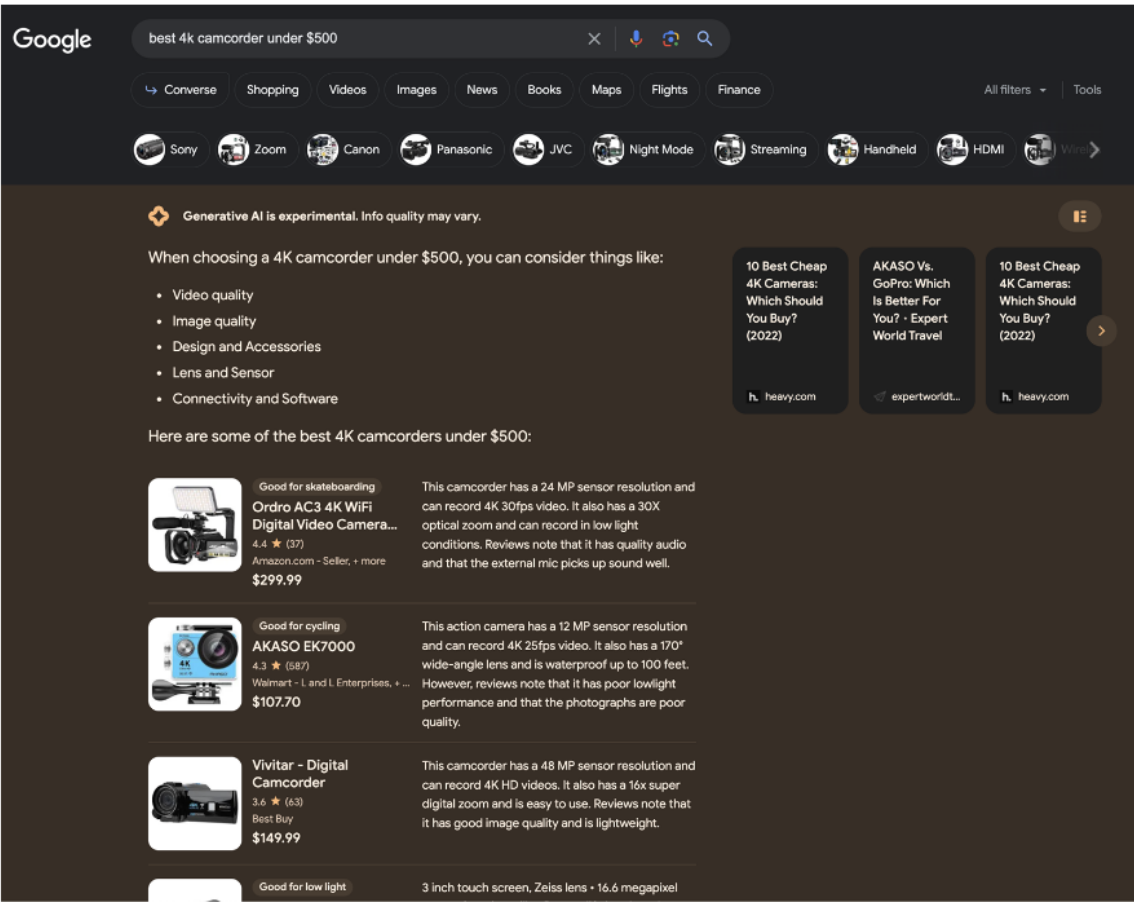


Another example of Generative AI snapshot

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

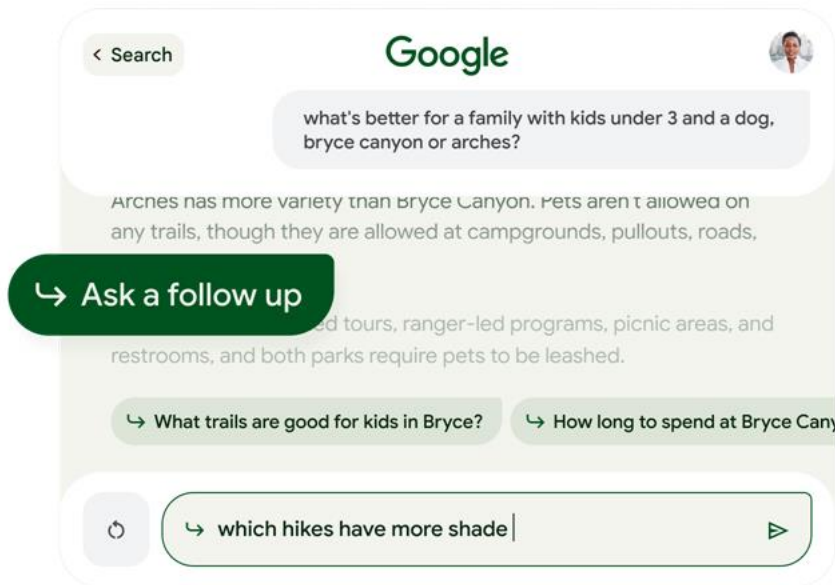
Before we move on ... How Google search will be impacted by AI



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