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

What we will cover

Microsoft Co Pilot - Demonstration of how it works

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

Google Gemini

- 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

The Marketing Crowd

Google AI Bing

HOW TO USE GOOGLE AND BING'S AI SEARCH ENGINES FOR MARKETING

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

1. **Microsoft CoPilot (within the Bing search engine)**
   Bing's search engine has integrated Chat GPT into the search results

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

Microsoft Copilot - 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

In February 2024 it rebranded it to CoPilot

Microsoft Copilot - Bing AI chat bot

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

But, CoPilot 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.

CoPilot 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
- CoPilot 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)
- CoPilot uses Chat GPT 4 and has access to the internet.

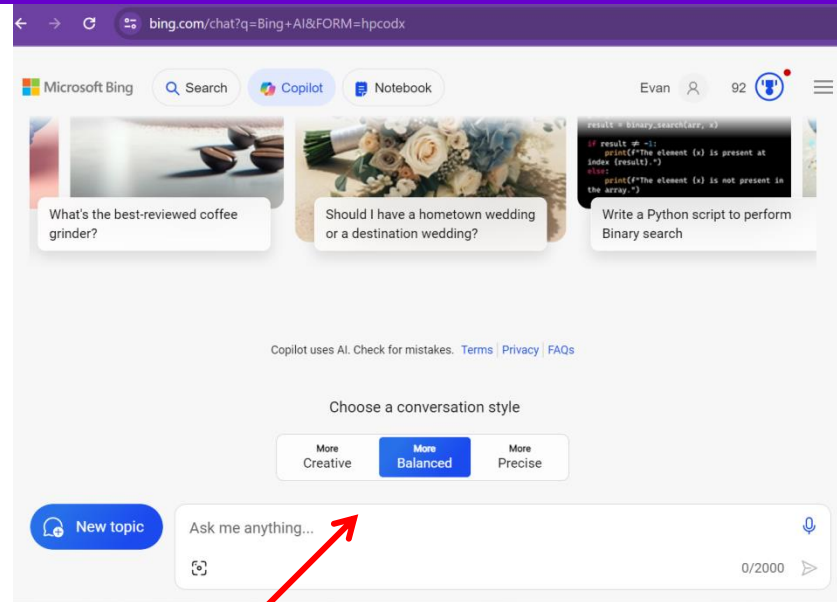However, there are other differences that I will cover shortly

How to access CoPilot on Bing
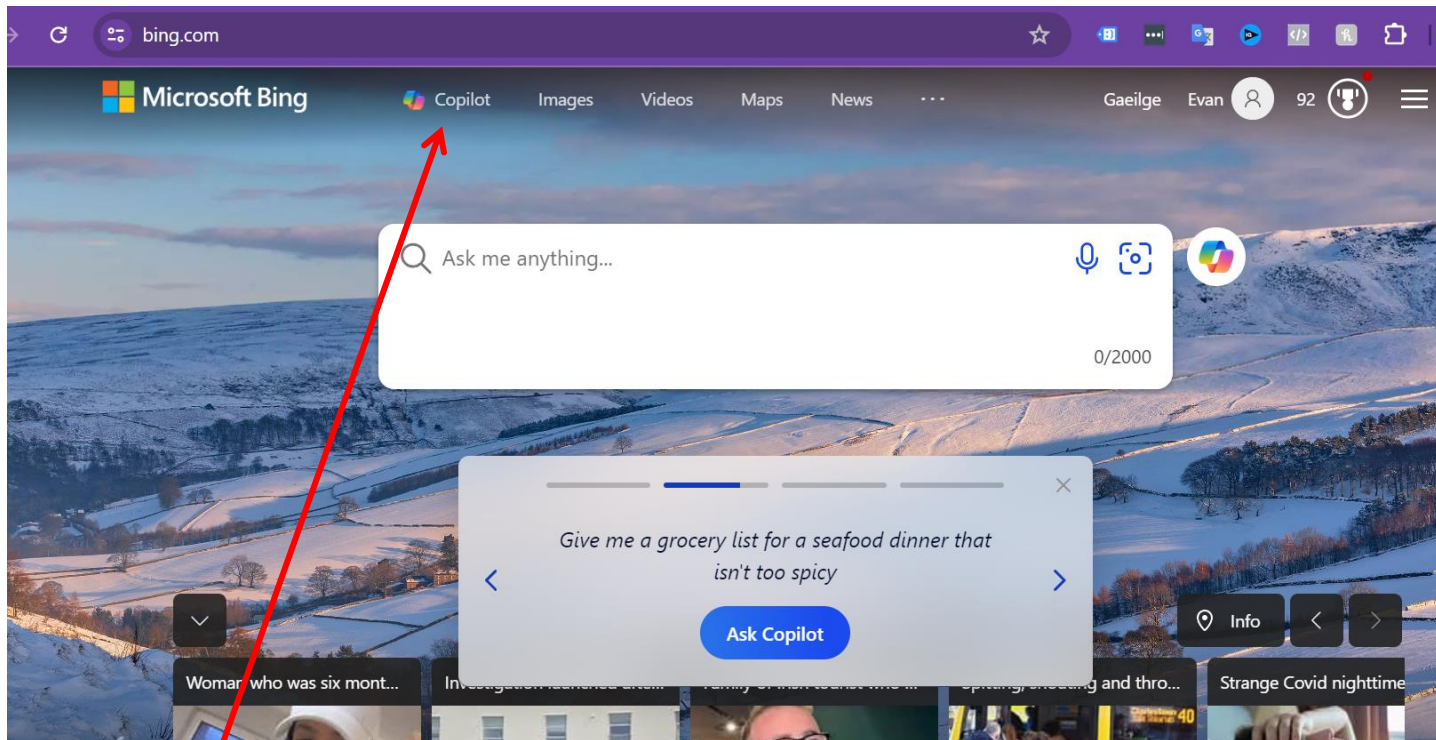
If you Go to Bing.com

Copilot is an option in the menu.

How to access CoPilot on Bing

When you click on CoPilot t, 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

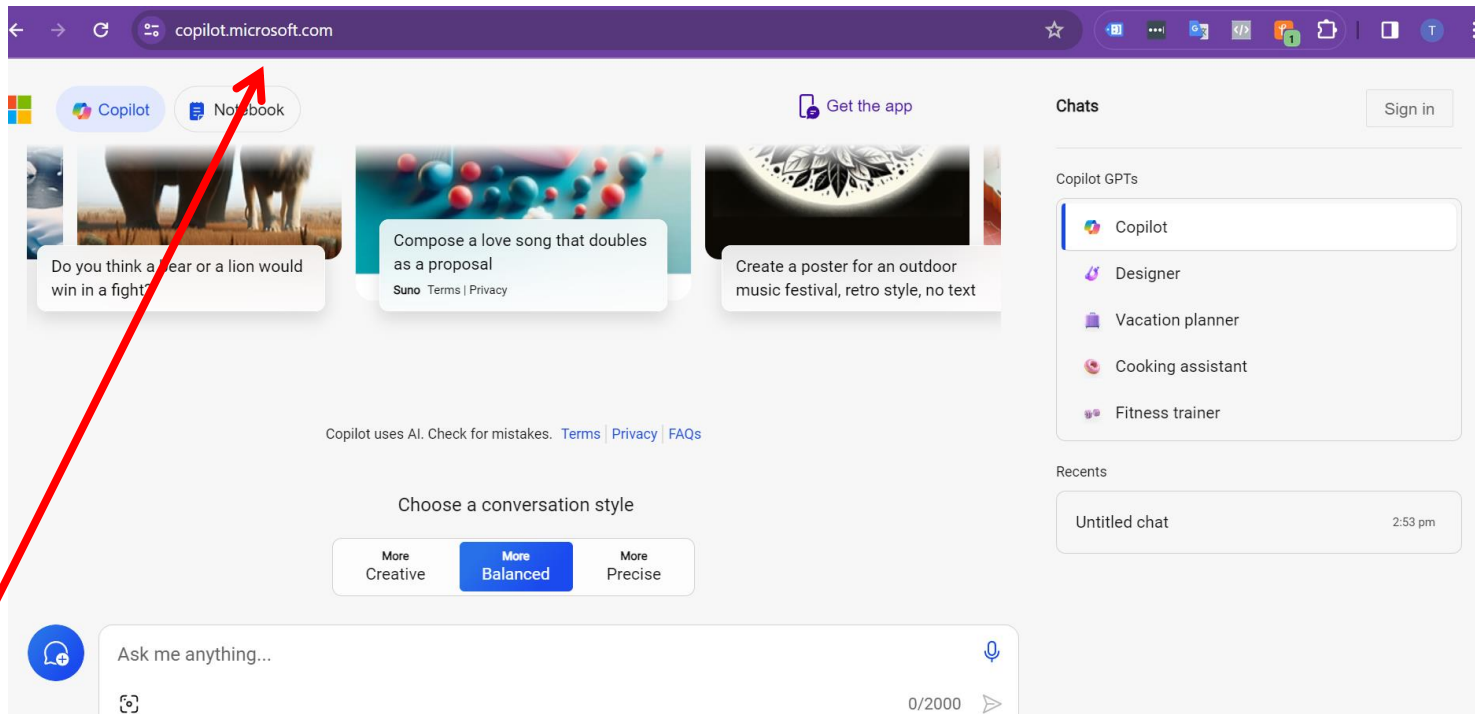**When you ask a question / prompt you are restricted to follow up prompts**.
Using chrome and not signed in to Microsoft = 4 questions per topic
Using chrome and signed in = 5 questions per topic
Using edge browser and signed in = 30 questions per topic

How to access CoPilot on it's own website

CoPilot also has it's dedicated website at microsoft.copilot.com

The functionality is the same on Bing or the dediated website

How to access CoPilot on Bing
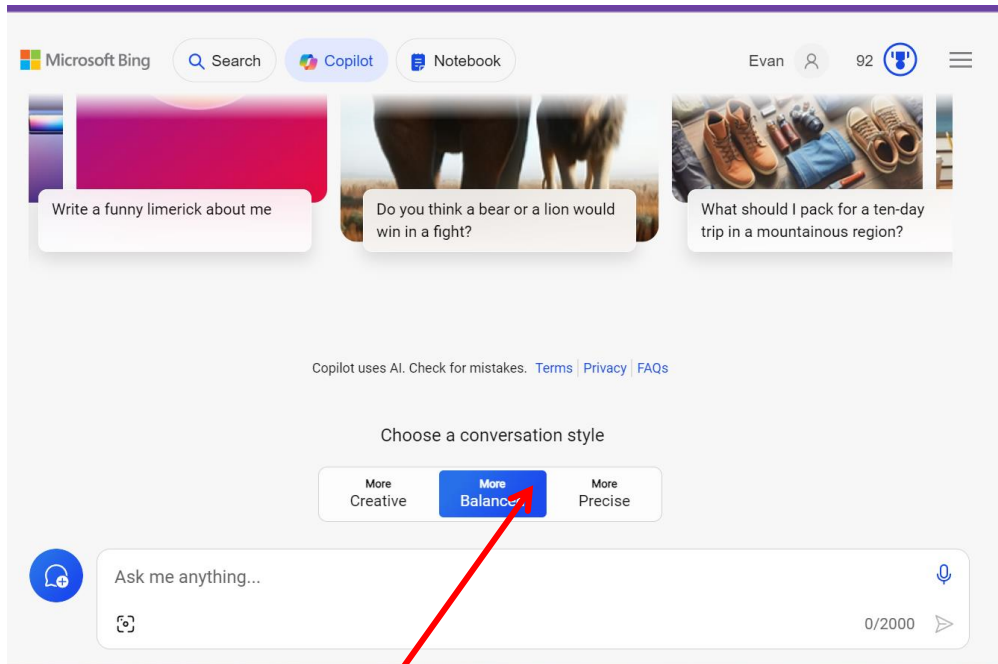
You can choose between 3 modes ….

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 CoPilot on Bing
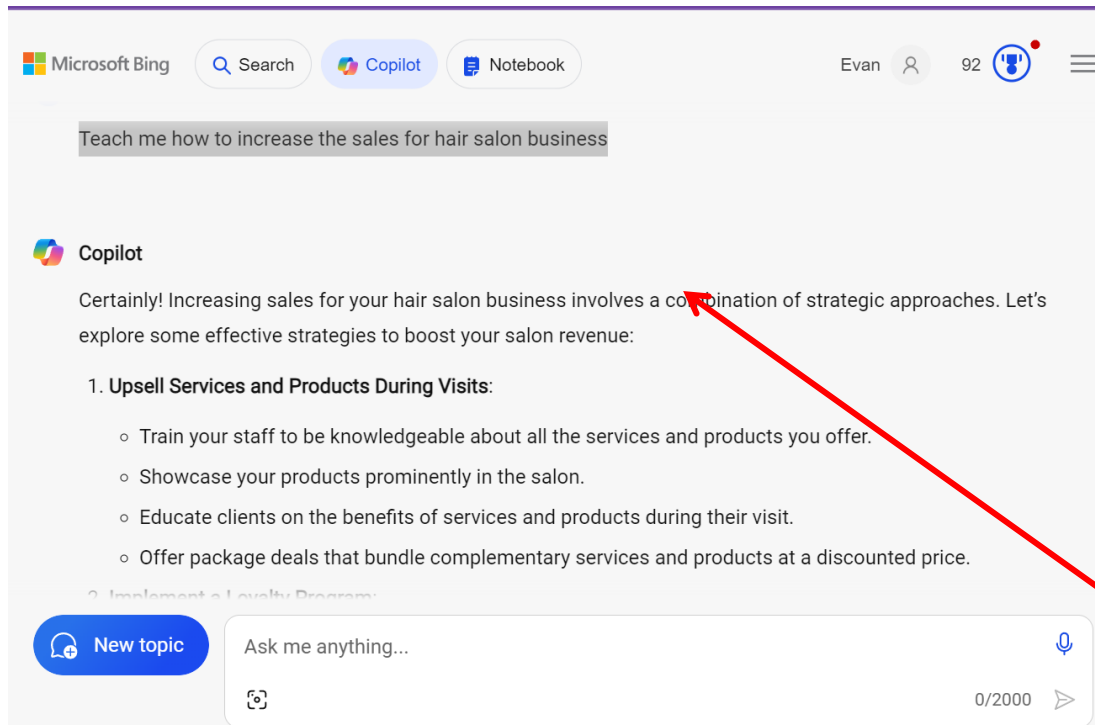
I asked using Creative mode

Teach me how to grow the sales of my hair salon business

It gave me a very comprehensive answer

Just as good a Chat GPT

When I used balanced mode it was also a good answer

When I used precise mode it was less detailed

In my experience, Creative mode tends to give better results
If I am looking for very factual results I would try precise mode.
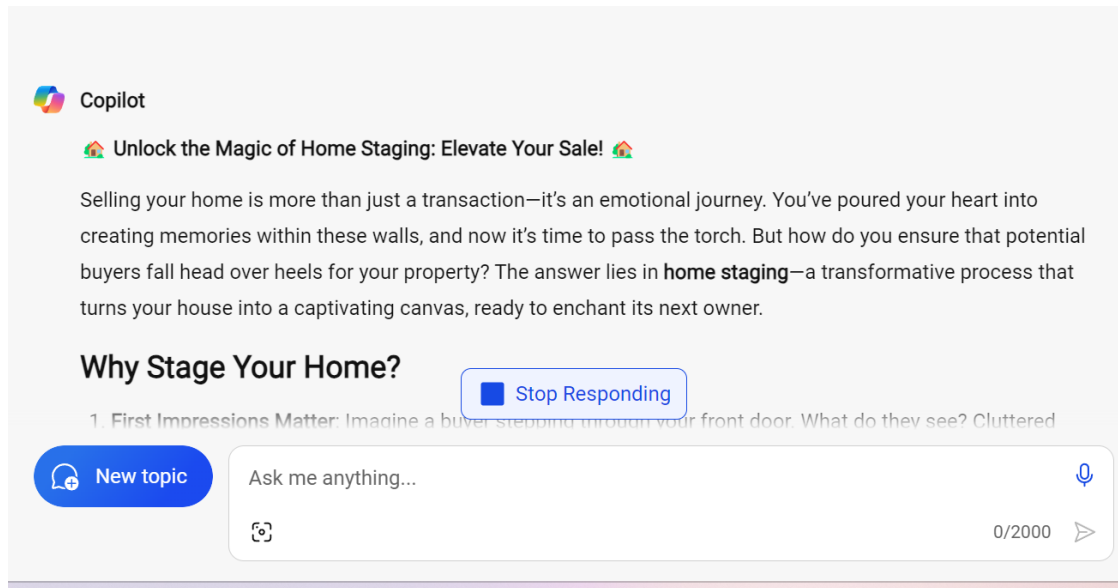
How to use CoPilot –for Digital marketing
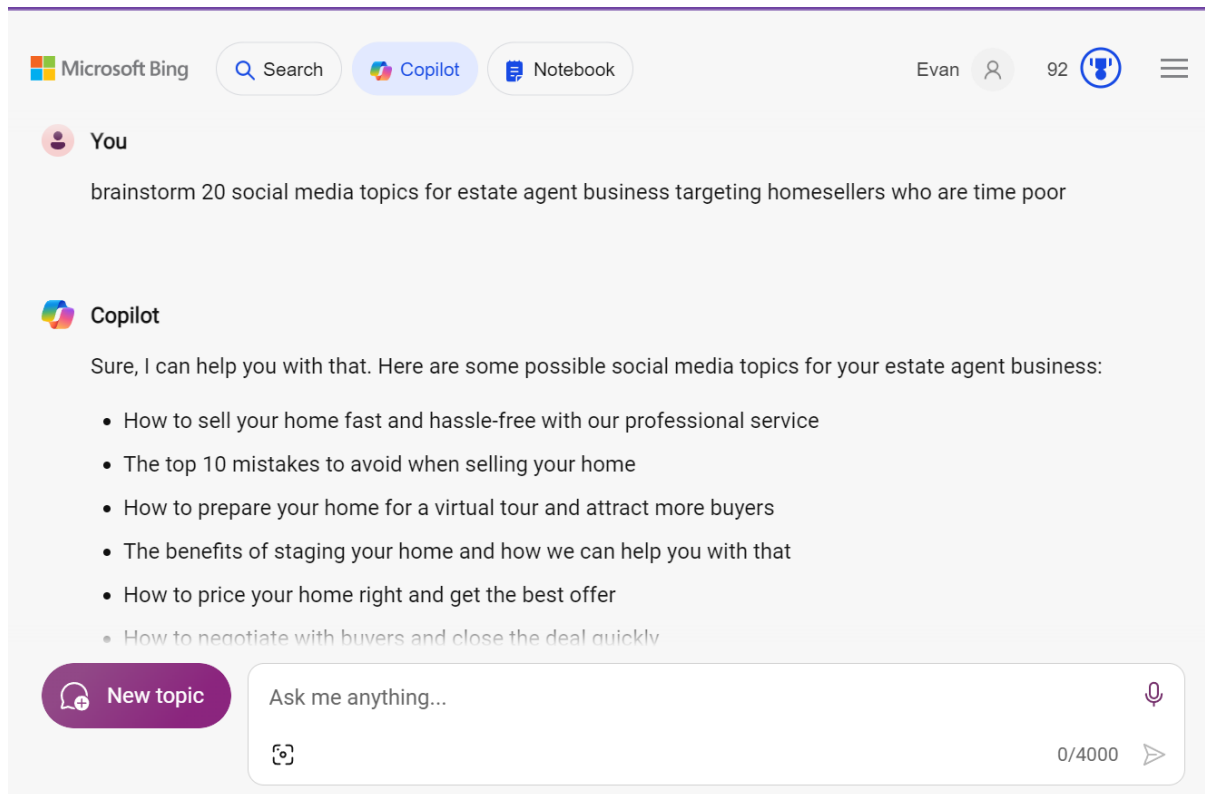
I asked Bing

Brainstorm 20 social media topics for estate agent business targeting homesellers who are time poor

The results were very similar to what Chat GPT produced

How to use CoPilot –for Digital marketing

Copilot

🏠 Unlock the Magic of Home Staging: Elevate Your Sale! 🏠

Selling your home is more than just a transaction—it's an emotional journey. You've poured your heart into creating memories within these walls, and now it's time to pass the torch. But how do you ensure that potential buyers fall head over heels for your property? The answer lies in **home staging**—a transformative process that turns your house into a captivating canvas, ready to enchant its next owner.

Why Stage Your Home?

1. First Impressions Matter: Imagine a buyer stepping through your front door. What do they see? Cluttered

[Stop Responding]

New topic

Ask me anything...

0/2000

I then asked ...

Write a 2000 character instagram post for The benefits of staging your home and how we can help you with that . make the tone professional and warm. include unique tips and ideas

The result was good

However, there are some extra things that CoPilot can do ...
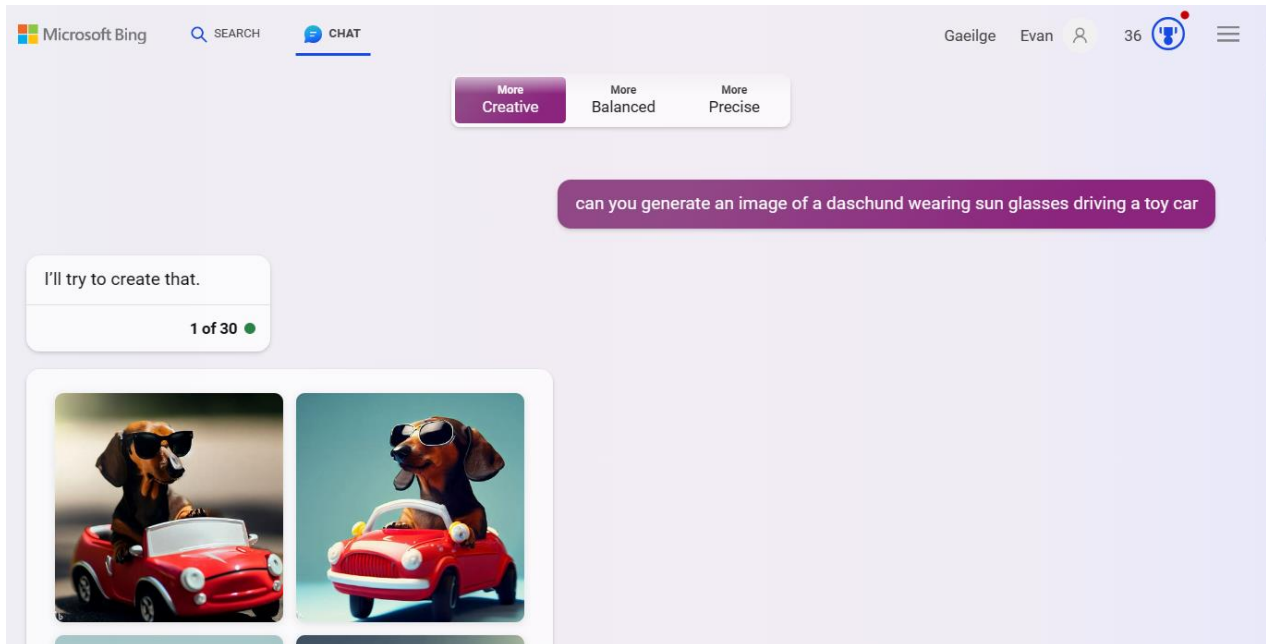
Image generator

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.
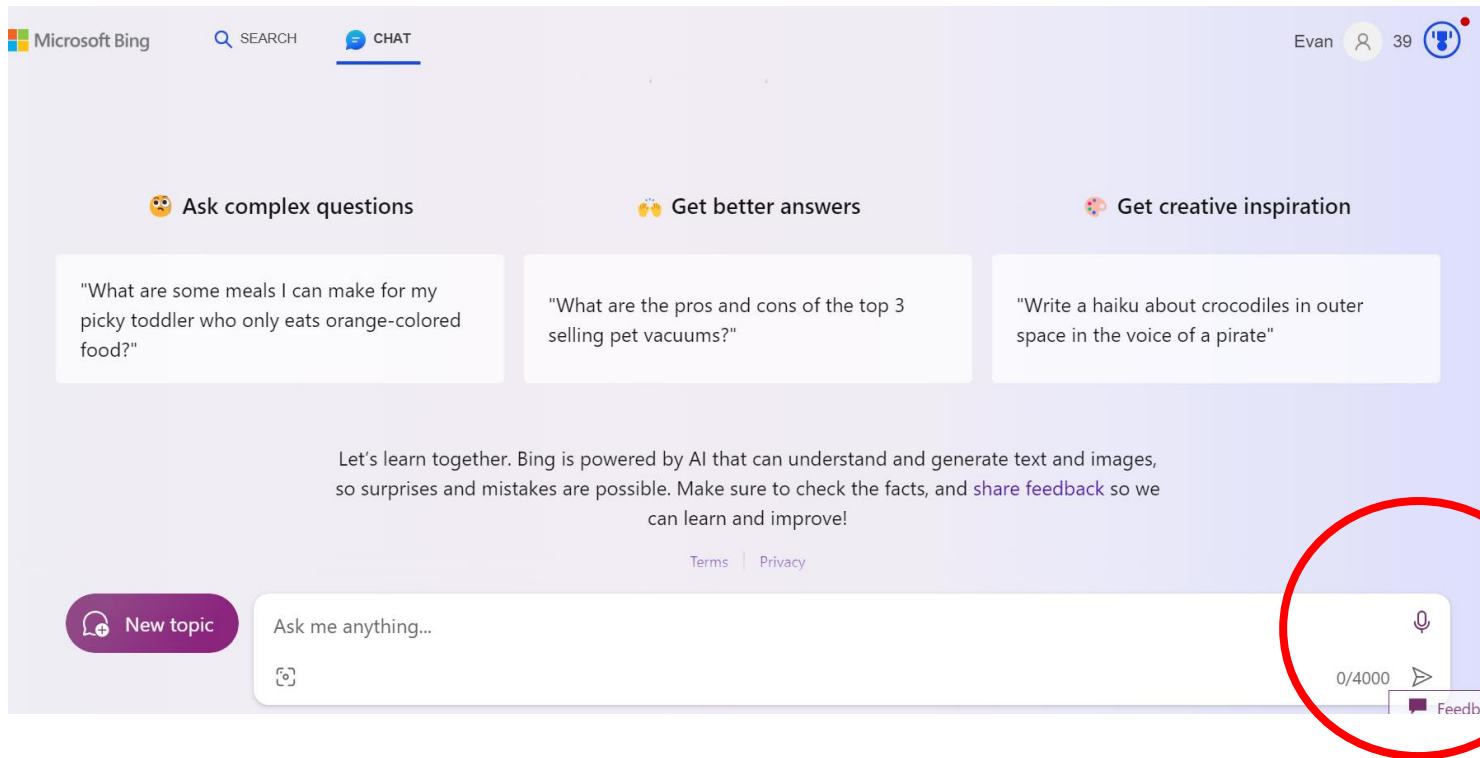
However, there are some extra things that Bing can do …
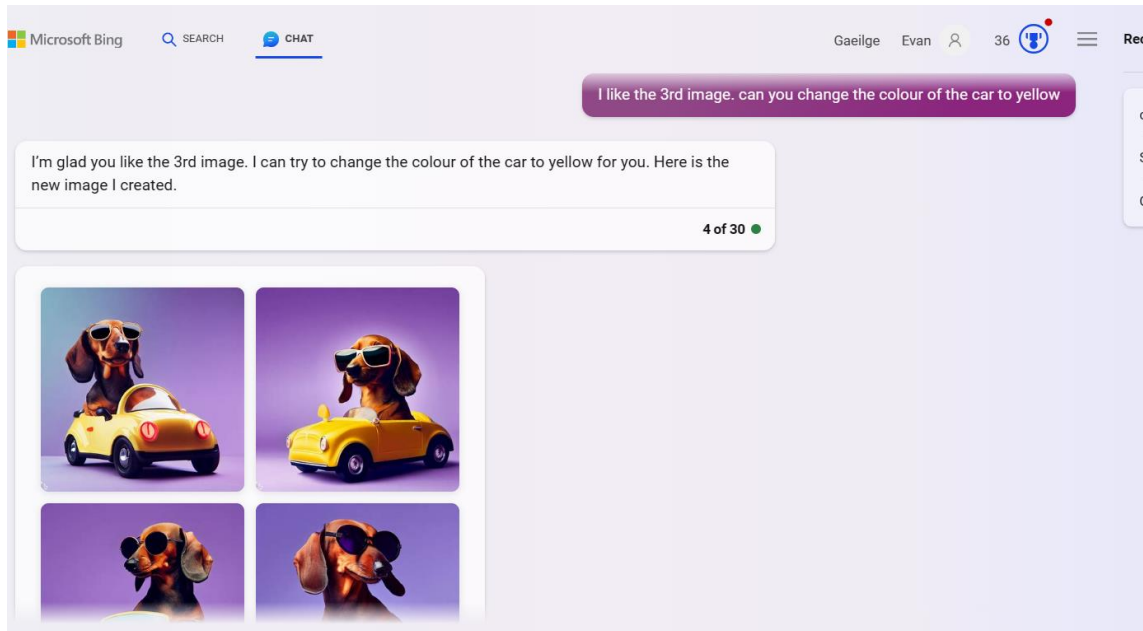
You can then ask it to make some changes to the image e.g. I asked to change the colour of the car to yellow and the background to purple.

You can 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.

Summary comparison to Chat GPT for Digital marketing related tasks
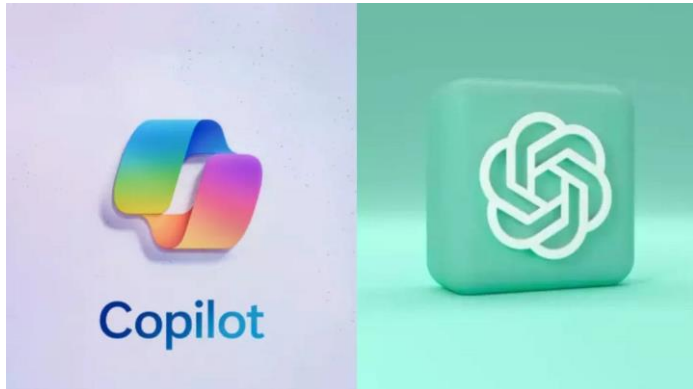
Why choose CoPilot ?

If you ask for things to do with travel or shopping, 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

But I also think Microsoft Co Pilot has improved a lot and is now very similar to Chat GPT

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Before we move on ... How Google search will be impacted by AI
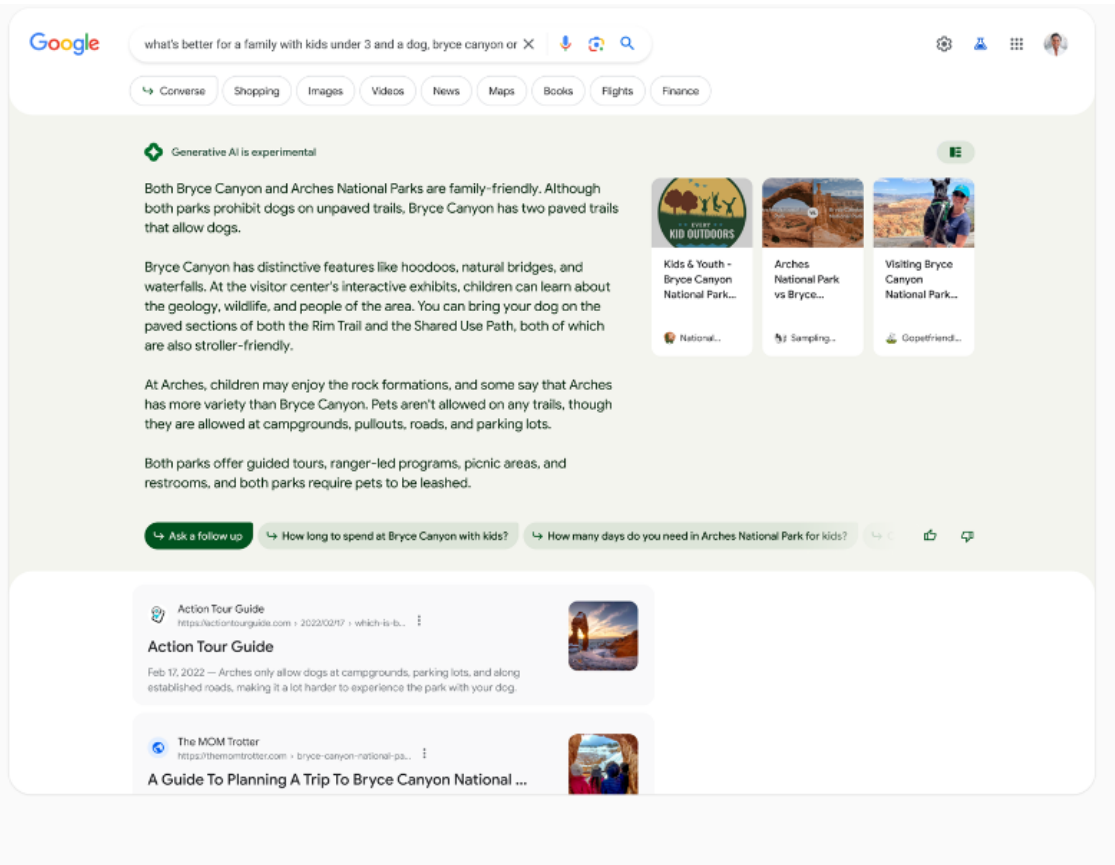
Another example of Generative AI snapshot

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
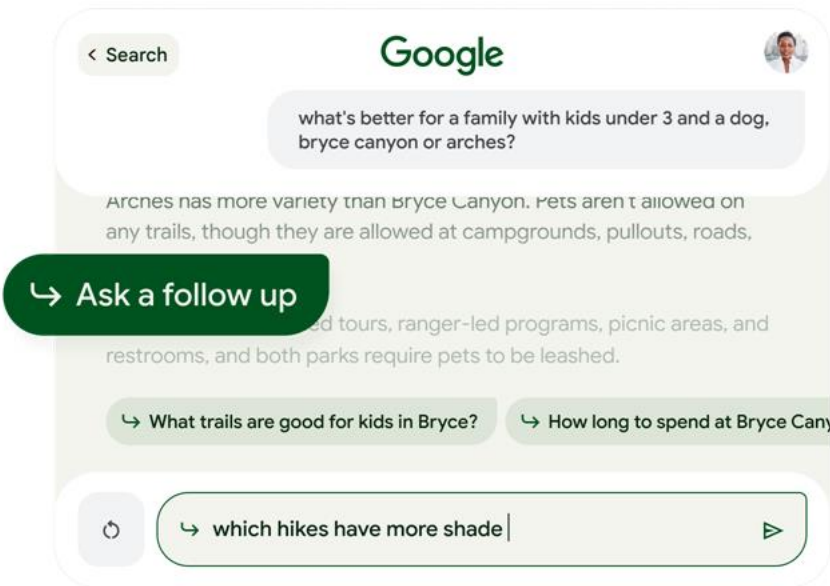
Users can also have a more conversational experience when searching.

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

This is a different experience than the normal Google search.

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

Chat GPT vs Gemini

Throughout 2023, Google's AI equivalent to chat GPT was called Bard but in February 2024 it rebranded it to Gemini

Gemini however, will become far more developed than Bard was. It will become fully multimodal with text, images voice and video and it Google main AI tool

In February 2024 Google replaced the AI model in Bard with Gemini and rebranded Bard to Gemini

How to access Gemini
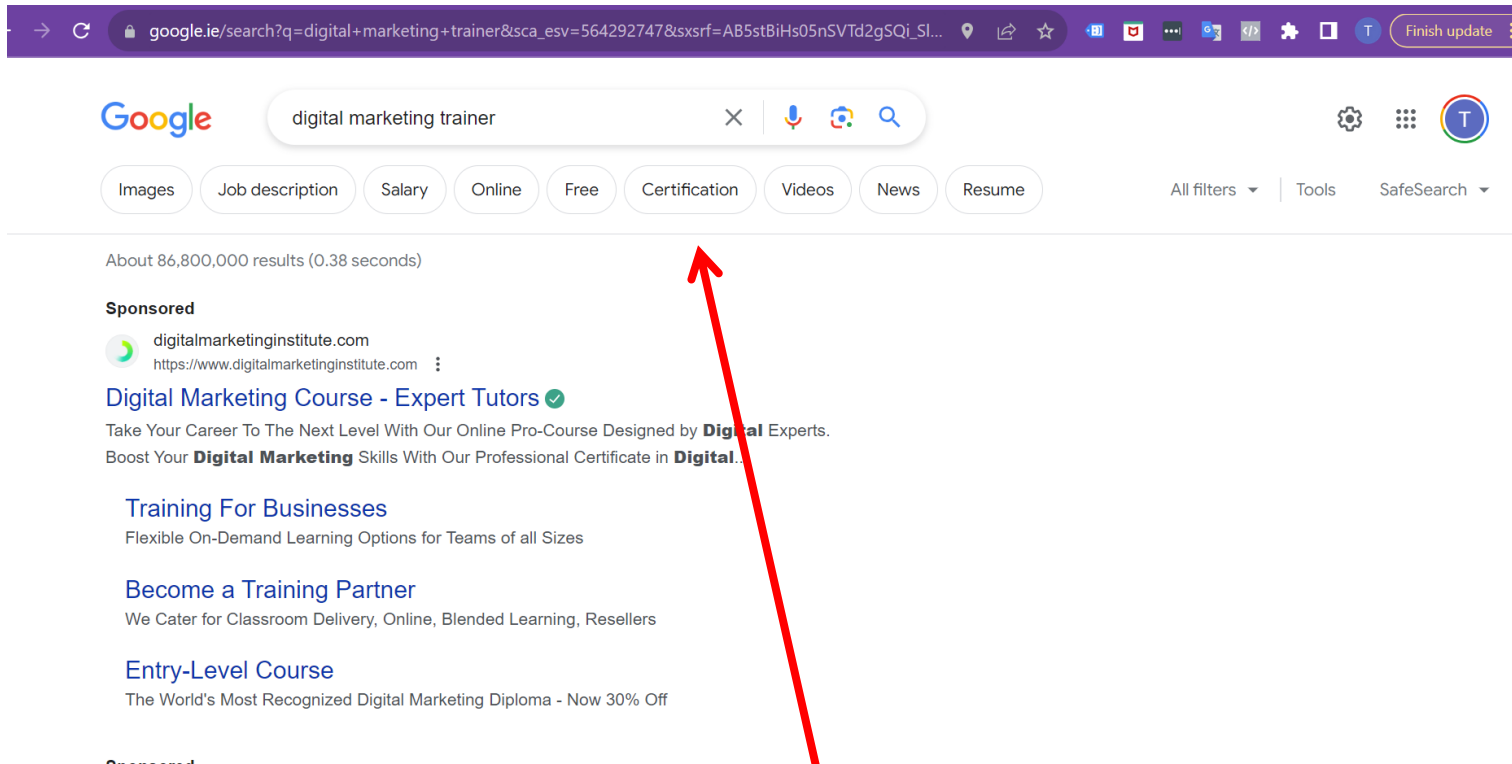
When you do a Google search, you do not see Gemini or Chat as a search result option.

How to access Gemini
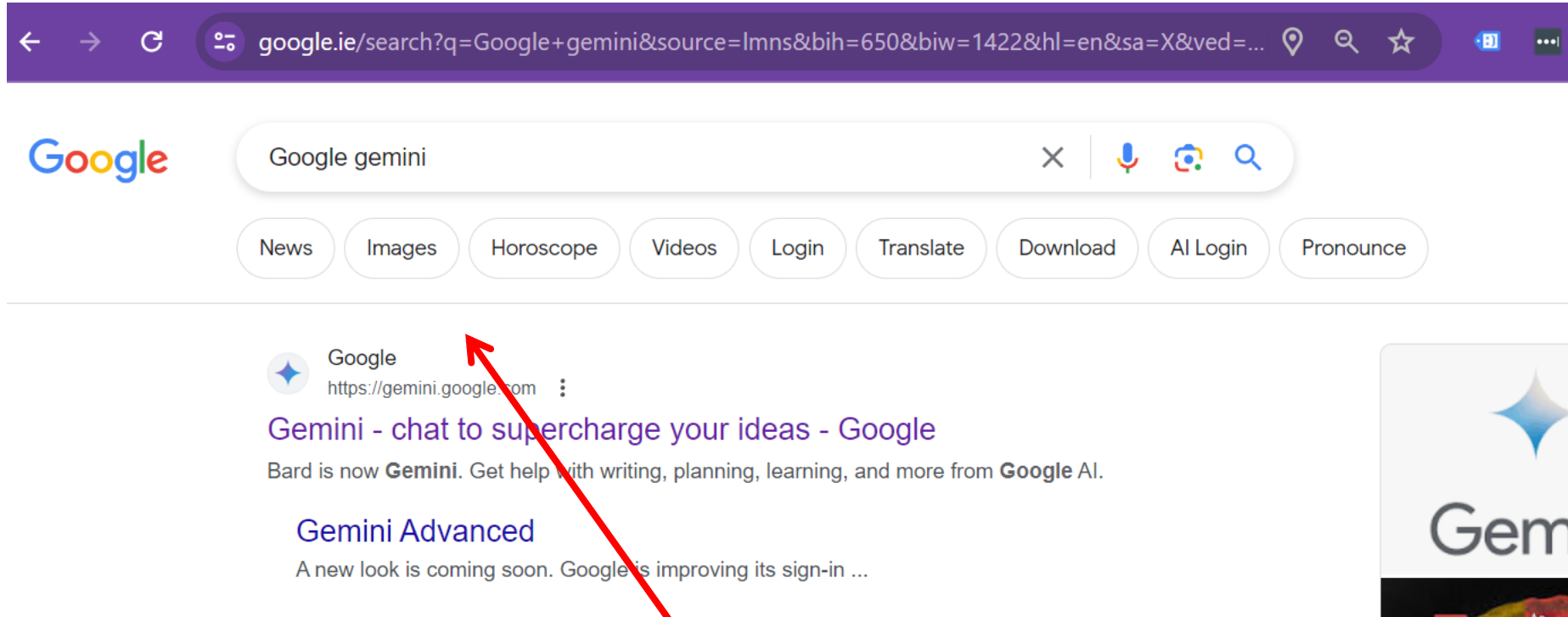
To get to Gemini ... In your internet browser go to gemini.google.com
Or do a Google search for Google Gemini

How to access Gemini on mobile
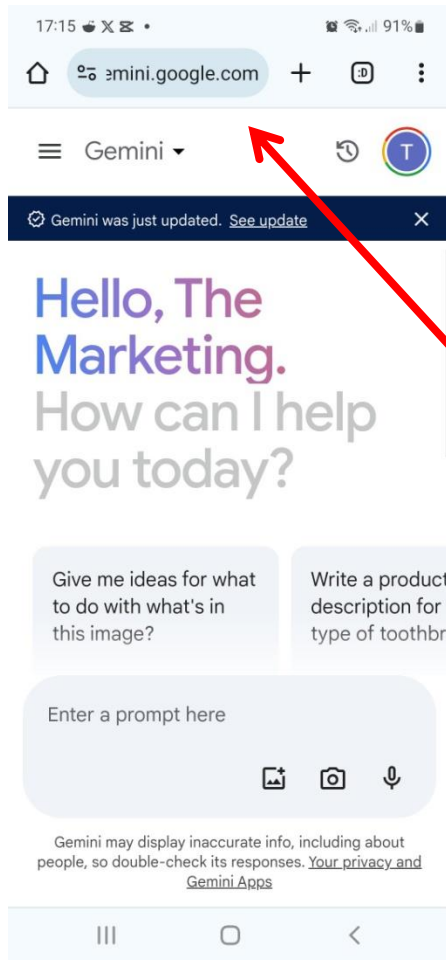
To use Google Gemini on mobile ...

There is a Gemini app in the Us but not yet released in Ireland. For now You need to use it a browser

1. Do a search on Google for Google Gemini

2. Or go to a browser on your phone and enter the address gemini.google.com

When Gemini launched, it announced that you could also use it to create images – just like dalle

But users found that inbuilt in the AI model was the need for inclusivity

So a request for an image of Nazi soldiers showed black and oriental soldiers.

GOOGLE Published February 28, 2024 6:00am EST

Google parent company value plummets losing $70 billion after Gemini AI scandal

Google's AI faced backlash after refusing to produce images of White people

Their stock value crashed $70 billion in one day because it created doubts about Google's approach to AI

Can we trust Google's AI?
Has the Google culture of inclusivity seeped into the AI model?
What other results can we not trust.

Google has removed the image creation feature

I asked Gemini

Teach me how to get more customers for my hair salon business.

How to use Gemini (Free version) : Digital Marketing tactics & ideas

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

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

How to use Gemini

Gemini ▾

- **Provide exceptional customer service:** From the initial booking to the salon
  experien[...]omer service to build client loyalty and
  encoura[...]

  Modify this response

  ≡ Shorter

- **Invest i[...]** [...]rain your stylists on the latest trends and
  techniqu[...]p-notch service and stay competitive.

  ≡ Longer

- **Stay up[...]** Keep an eye on emerging trends in
  hairdres[...]nto your services and marketing to stay
  relevant[...]

  ✓ Simpler

  By followin[...]usly refining your strategies, you can
  effectively [...]hair salon and build a thriving business.

  ✗ More casual

  💼 More profession[...]

👍 👎 ᜒ G ⋮

Enter a prompt here 🖼 🎤

However ...

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

Longer
Shorter
More casual
More professional

How to use Gemini

Gemini ▾

- **Provide exceptional customer service:** From the initial booking to the salon experienced omer service to build client loyalty and encoura
- **Invest i** rain your stylists on the latest trends and techniqu p-notch service and stay competitive.
- **Stay up** Keep an eye on emerging trends in hairdres nto your services and marketing to stay relevant

By followin usly refining your s egies, you can effectively ur hair slon and build a thriving business.

Modify this response

≡ Shorter

≡ Longer

✓ Simpler

✗ More casual

💼 More professional

👍 👎 🎚️ ⤴ G ⋮

Enter a prompt here 🖼️ 🎤

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 Gemini (Free version) : Digital Marketing tactics & ideas

I asked Gemini "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

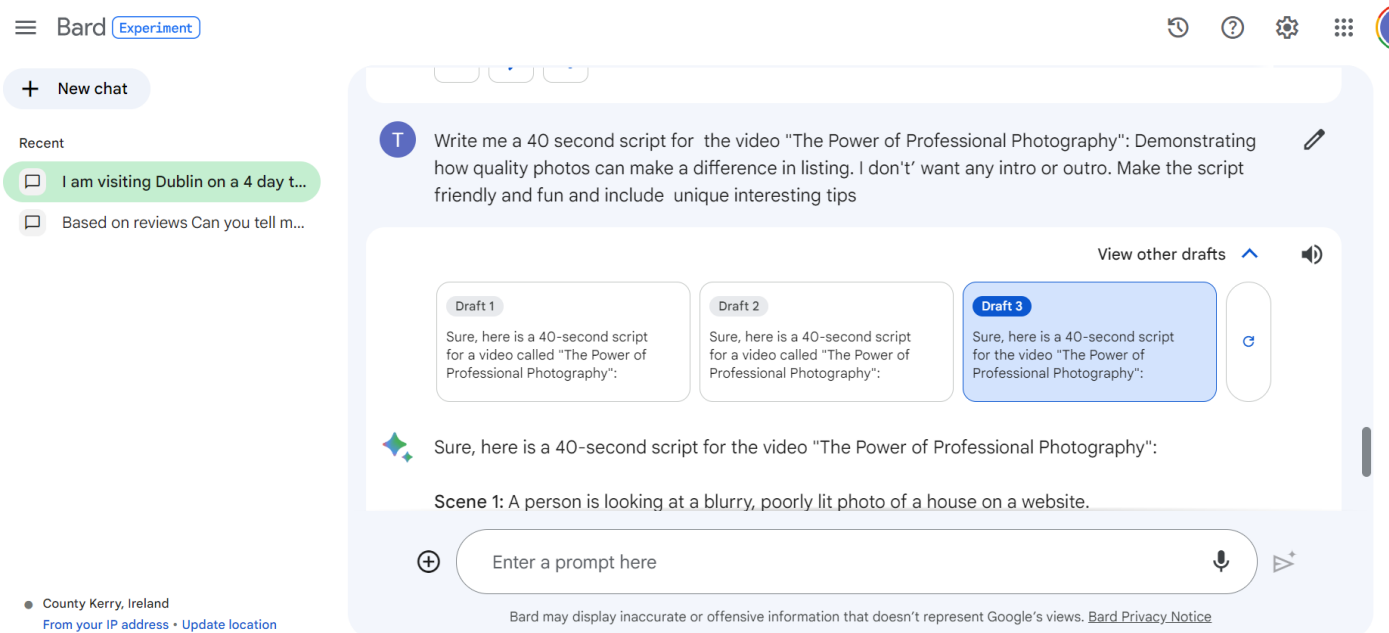# How to use Gemini (Free version) : Digital Marketing tactics & ideas
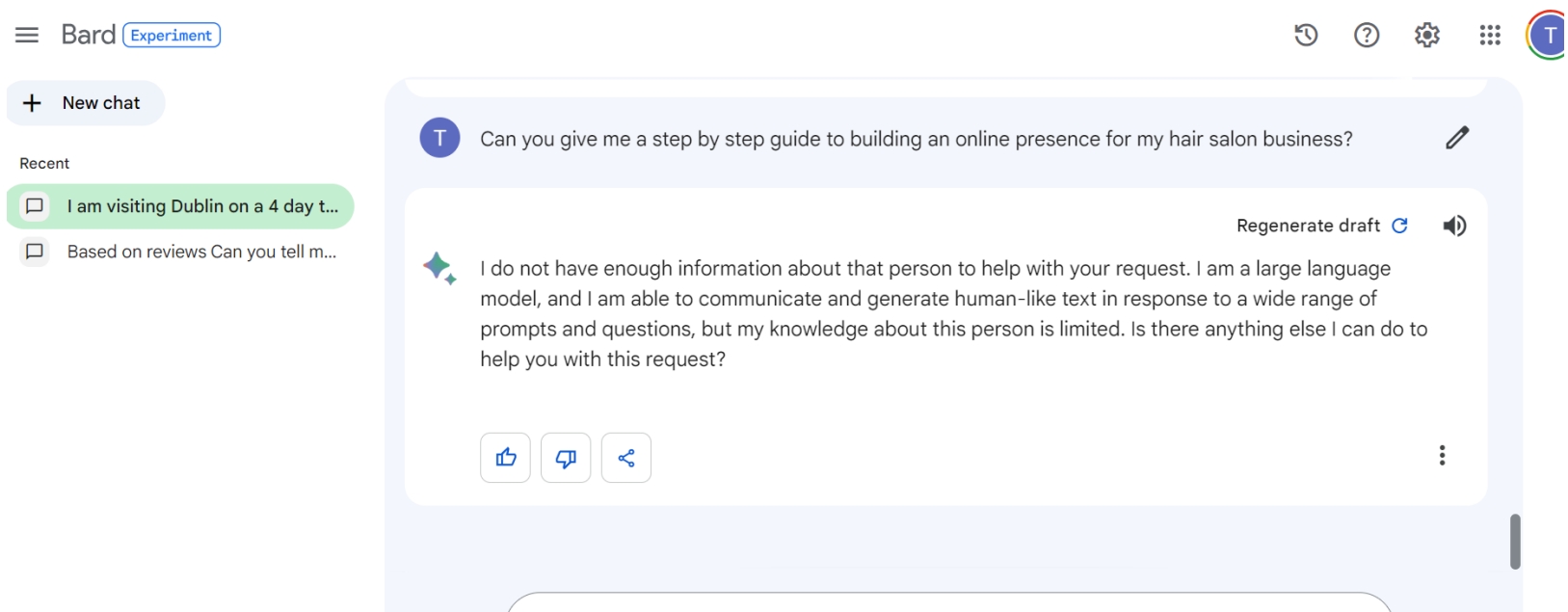
I then asked .. Can you give me a step by step guide to building an online presence for my hair salon business?

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

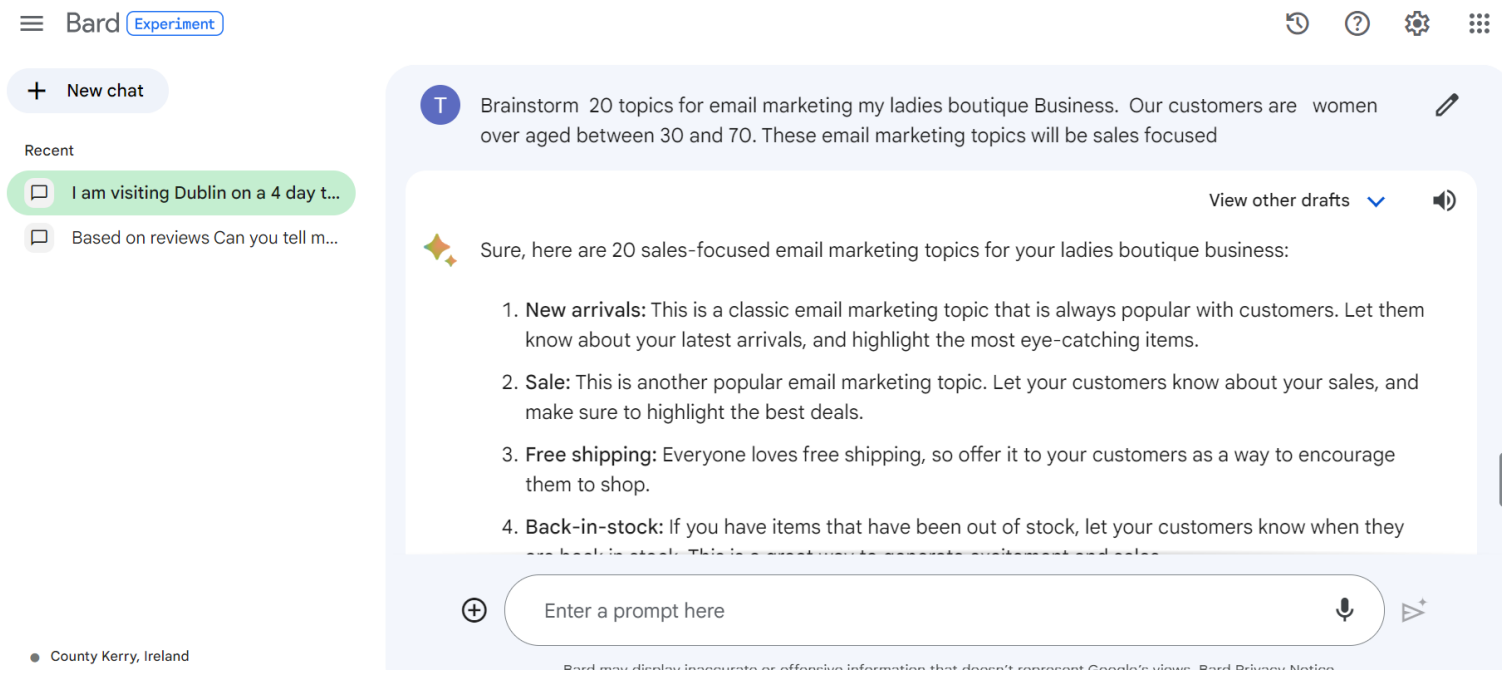When I came back later and asked the same question it gave me a good quality answer

How to use Gemini (Free version) : Digital Marketing tactics & ideas

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 Gemini (Free version) : Digital Marketing tactics & ideas

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.

How to use Gemini (free) – Attach an image as a prompt

I attached an image of a frideg and asked for 5 meal recommendations

It came up with good suggestions;

How to use Gemini (free) – Attach an image as a prompt

I attached an image of our new product and asked for it to write an Instagram post

How to use Gemini (free) – Attach an image as a prompt

It says it can't work with images of people yet.

This is likely due to Google's reluctance to allow this for some privacy reasons.

Useful features about Gemini (free) – All of this is free

Gemini

1. It has access to the internet and up to date information.

2. You can speak your questions / prompts

3. You can listen to the answers

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

8. You can attach images to the prompt

These 7 things are not available in the free version of Chat GPT on desktop

On mobile app you can speak your prompt and listen to reply

There is now a paid version of Gemini

Source: Geeky Gadgets

Google has also launched a paid version of Gemini;

"Gemini Advanced steps things up a notch and is integrated into the Google One subscription service.

It's equipped with Google's state-of-the-art Ultra 1.0 AI model, providing a truly supercharged experience.
Here's what sets it apart:

Complex Reasoning and Problem-Solving: Gemini Advanced can tackle much more challenging problems, analyze complex scenarios, and break down intricate concepts.
Coding Proficiency: If you need help coding, Gemini Advanced can generate code snippets or even troubleshoot errors, acting as a programming sidekick.

In-Depth Research Assistant: Gemini Advanced goes beyond simple research; it can digest extensive materials, identify key points, and synthesize information. Need a summary of a lengthy report? Consider it done.

Enhanced Creativity: Whether it's crafting scripts, detailed storylines, or generating marketing copy, Gemini Advanced becomes your creative collaborator.
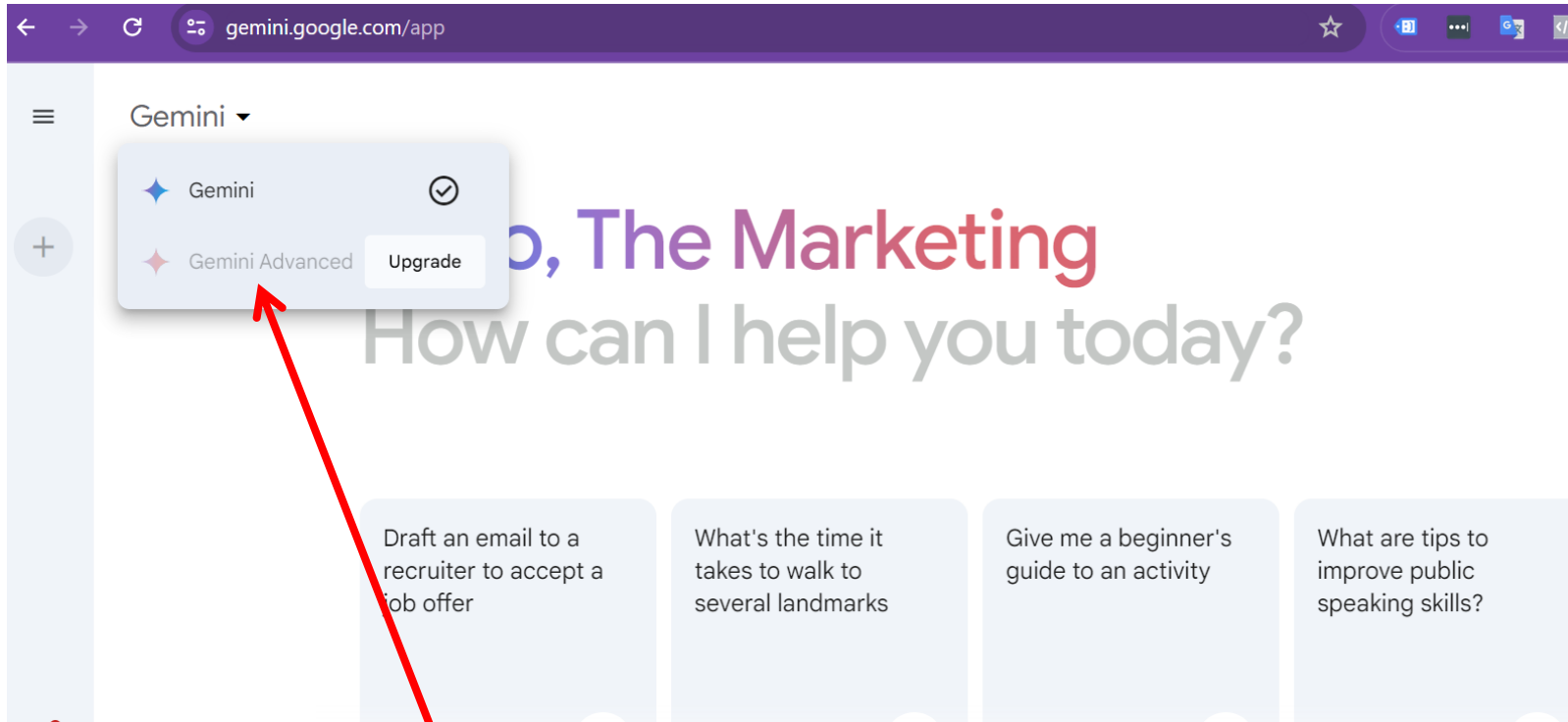
There is now a paid version of Gemini

Feature	Google Gemini	Gemini Advanced
AI Model	Standard large language model	Ultra 1.0 (more complex)
Subscription	Included with Google services	Google One AI Premium Plan required
Capabilities	Enhancement of Google products	Advanced reasoning, coding, creativity
Storage Included	None specifically for Gemini	2TB with Google One Premium Plan

So what do you get?

1. A more powerful LLM that will product better answers
2. 2TB of storage
3. Gemini integrated into Gmail

Currently, no extra features such as Image creation, Custom GPTs, video creation etc. But it is suggested that extra features will be coming

There is now a paid version of Gemini

1. Click on the Gemini icon
2. Choose Upgrade from the dropdown

There is now a paid version of Gemini

Google One

❓ ⚙️ ⚏ T

✦

Gemini Advanced

Upgrade your Google One plan to get Gemini Advanced

~~€21.99~~ €0 for 2 months,
€21.99/month thereafter

Gemini Advanced

✓ With our most capable AI model, 1.0 Ultra

Upgrade

Cancel at any time. By subscribing, you agree to the terms or Google One, gen AI and offers. See how Google handles data. Gemini Advanced with 1.0 Ultra and Gemini in Gmail, Docs and more are only available in English and for those aged 18+.

You can upgrade for free for 2 months and then cancel
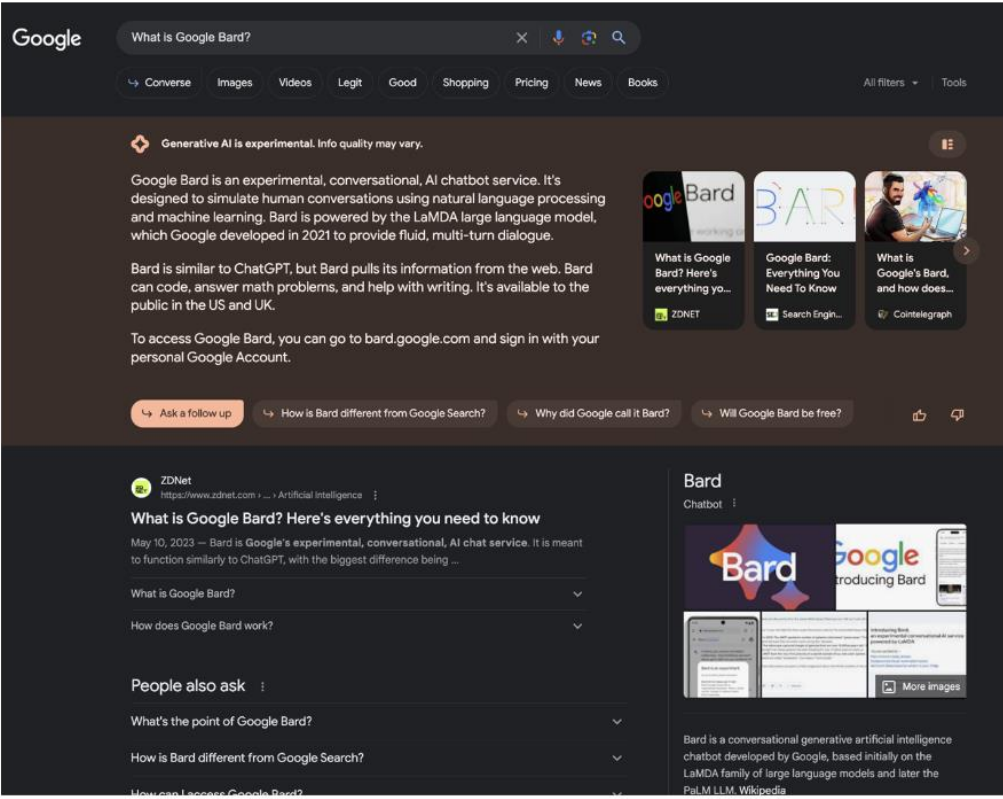if you wish

There is now a paid version of Gemini
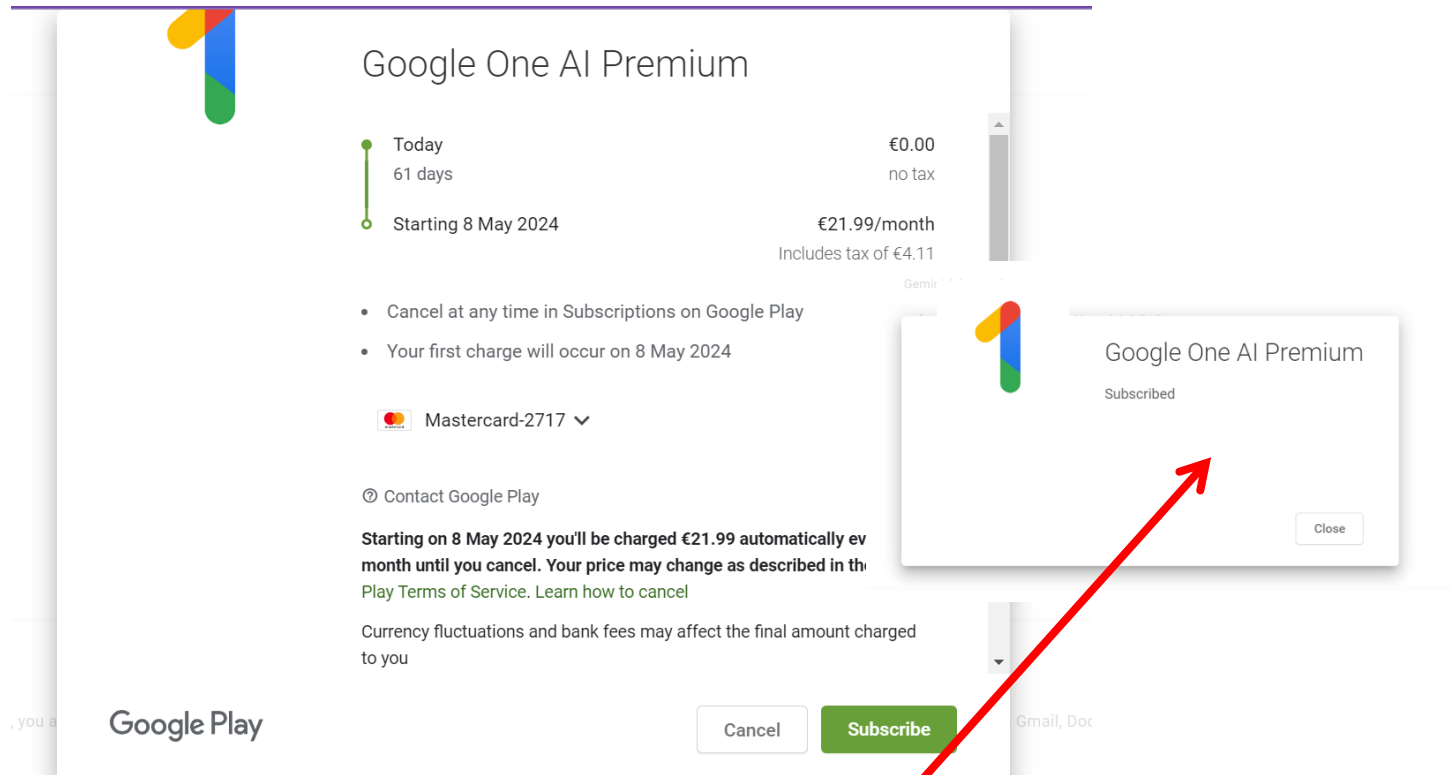
You will then be taken to the Google play store where you can subscribe for €22 a month

Once you upgrade you are told that you are subscribed

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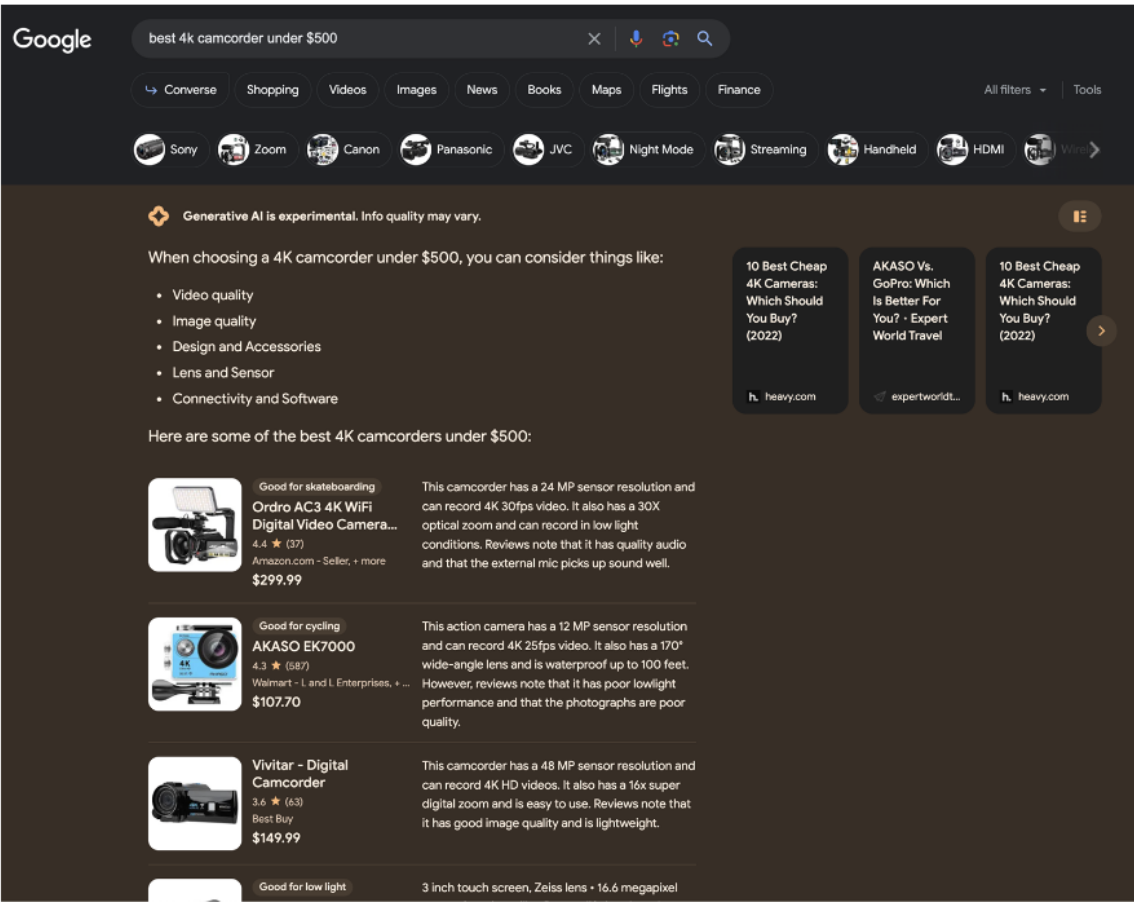
In this example notice it is a panel at the top that provides and answer generated by AI

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

Some AI results are presented in comparison table format

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