



Microsoft Copilot

# 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

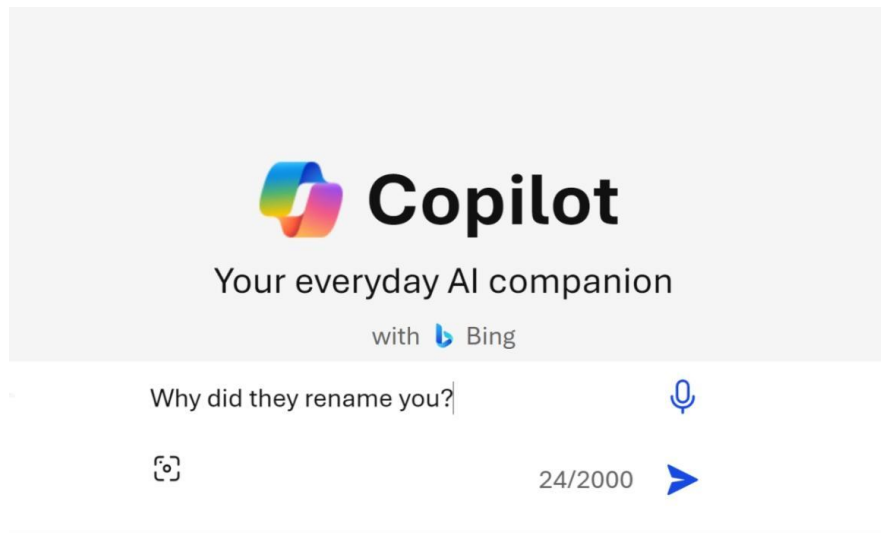
# There are other Generative AI tools that have emerged in the market



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

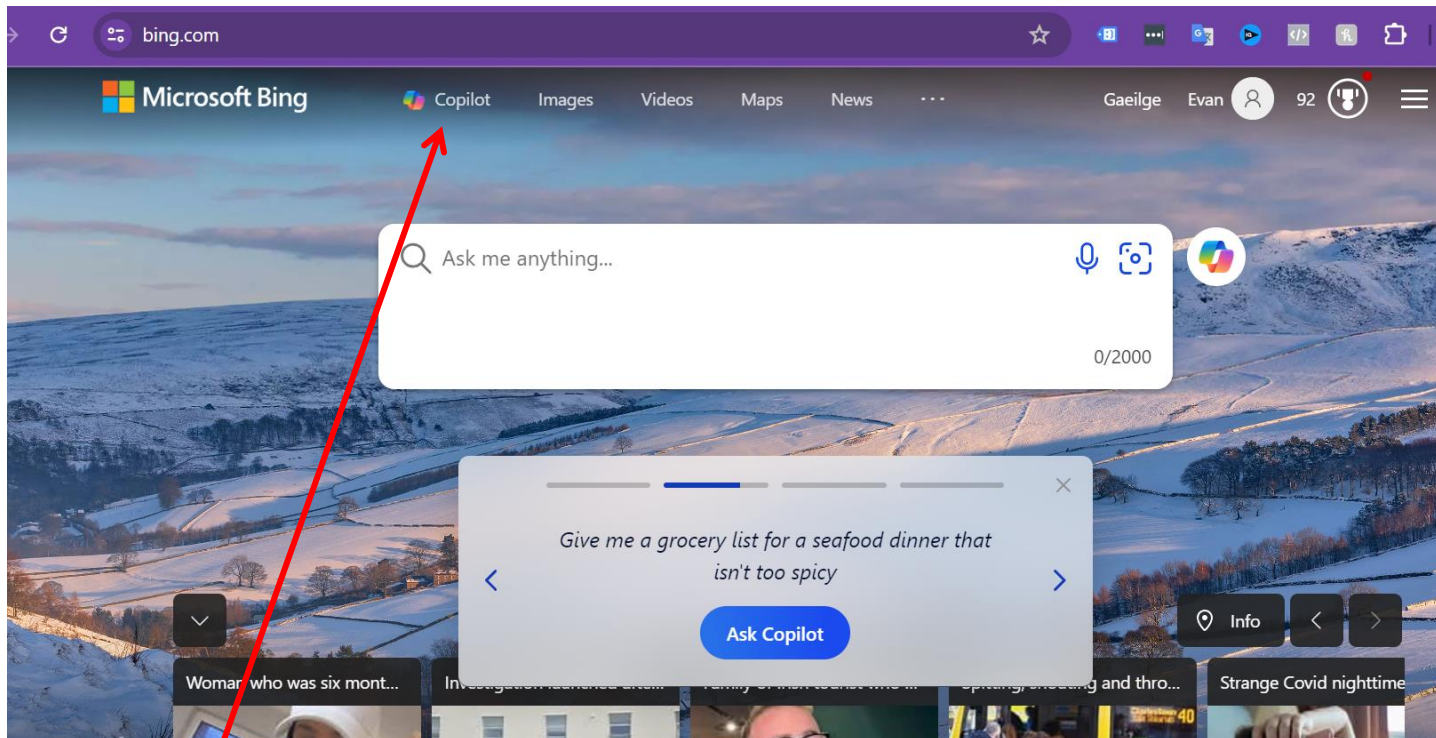
- Chat GPT 3.5 is free and Chat GPT 4 costs \$20 a month
- CoPilot uses “a version” of Chat GPT 4 and is free

### 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

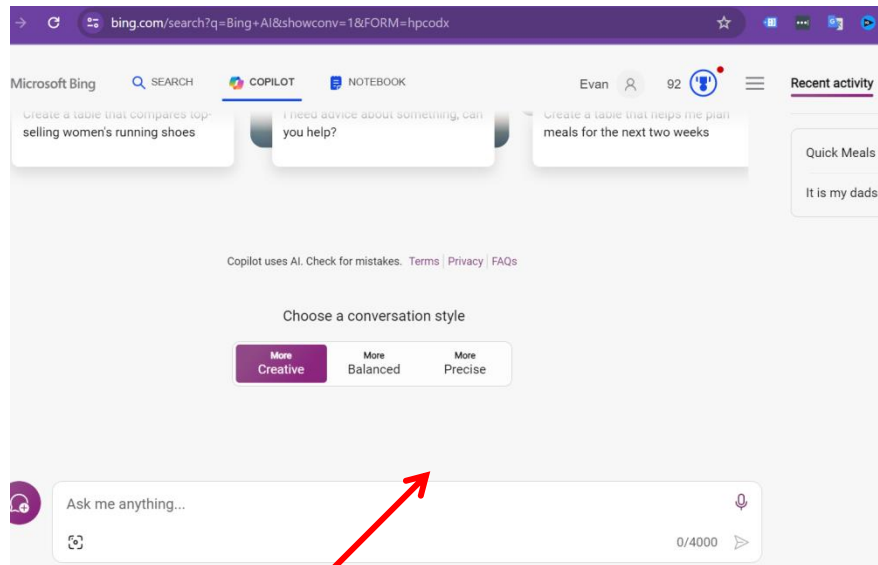


If you Go to Bing.com

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.**

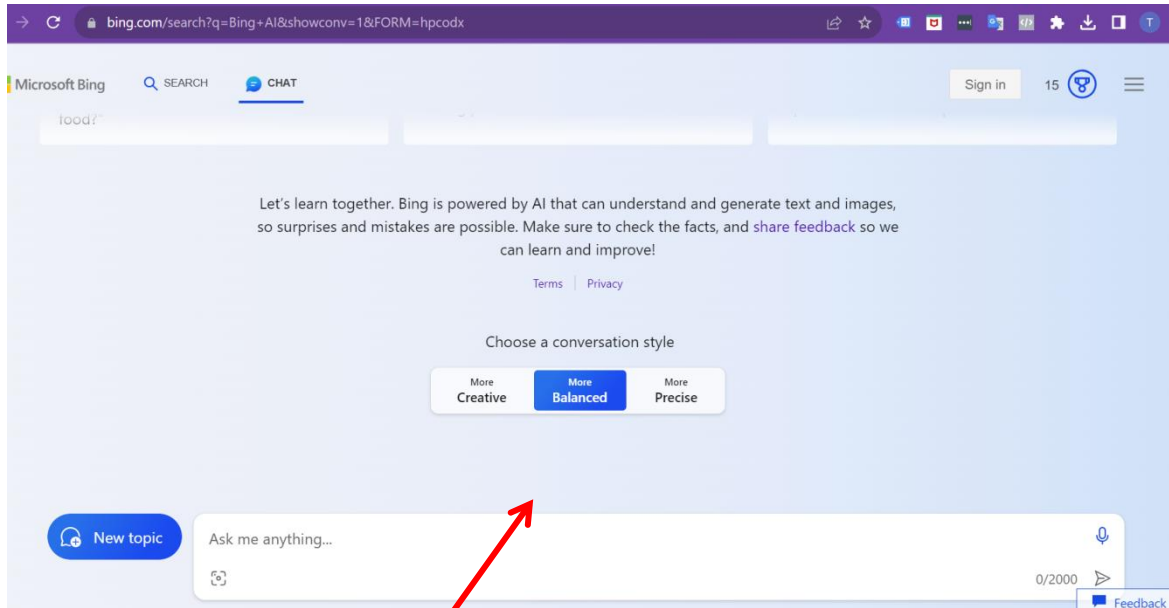
Using chrome and not signed in to Microsoft = 4 questions per topic

Using chrome and signed in = 5 questions per topic

Using edge browser and signed in = 30 questions per topic



# How to access CoPilot on Bing



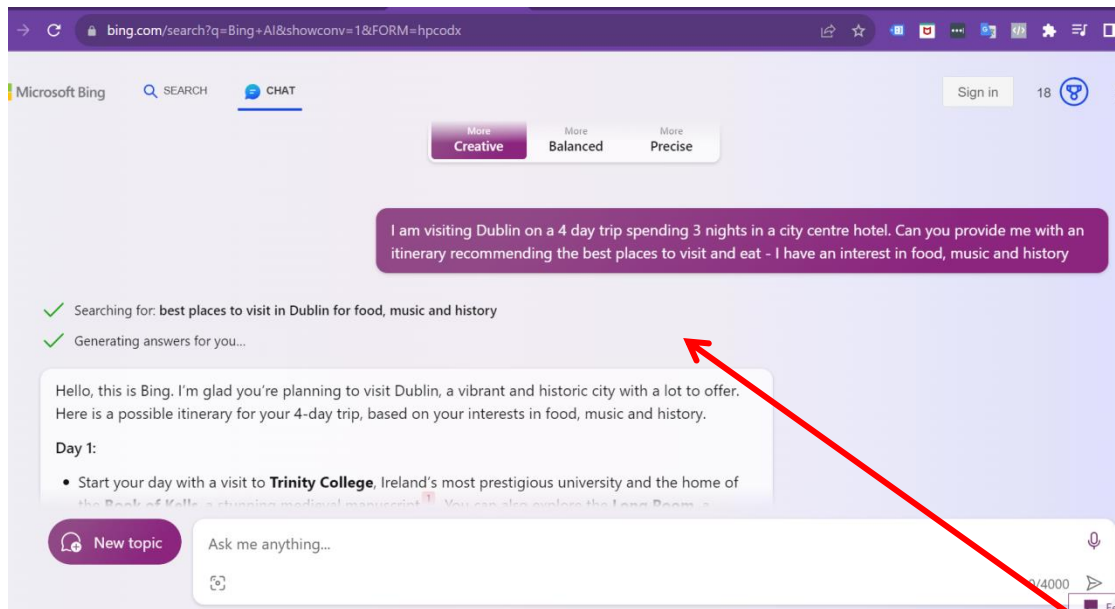
You can choose between 3 modes ....

**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

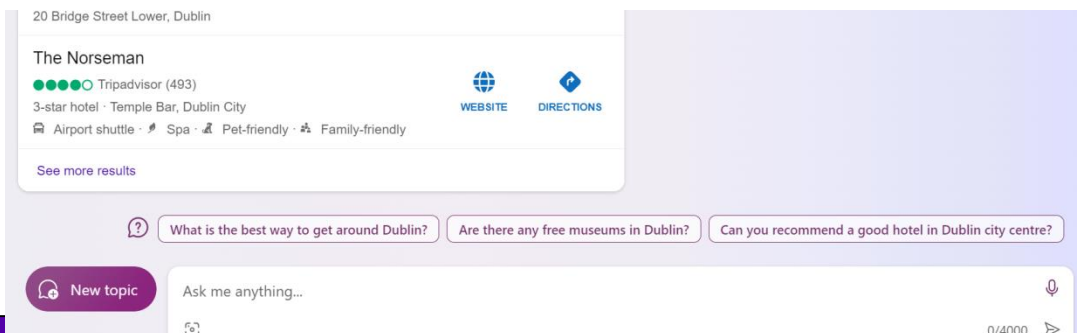
I am visiting Dublin on a 4 day trip spending 3 nights in a city centre hotel. Can you provide me with an itinerary recommending the best places to visit and eat - I have an interest in food, music and history

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 CoPilot on Bing

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:

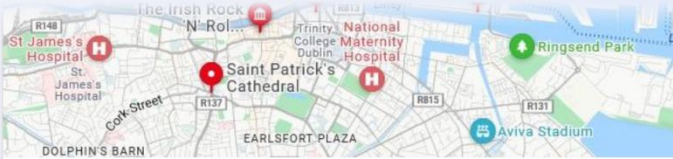
- For food, you can try some of the **12 Can't-Miss Things to Eat in Dublin**, such as the **Dublin Dip** at 147 Deli, the **oysters** at the Temple Bar Food Market, or the **fried chicken** at Chimac. You can also check out some of the **best restaurants in Dublin**, such as Kari, Korean Table, o

New topic Ask me anything...

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

Microsoft Bing SEARCH CHAT



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

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

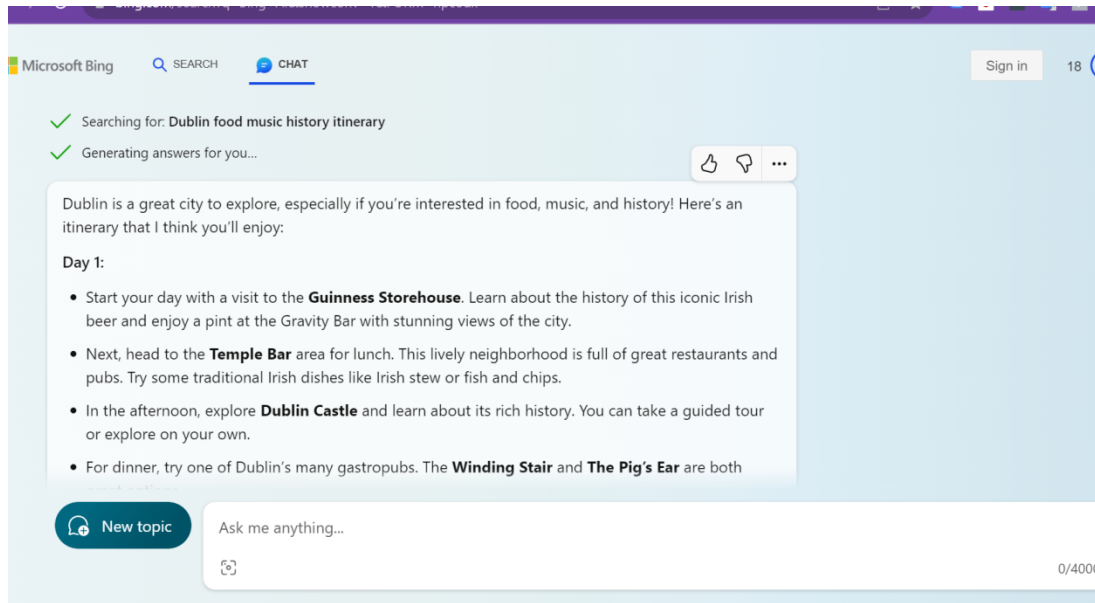
New topic Ask me anything...

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 CoPilot on Bing



## I asked **Precise mode** ...

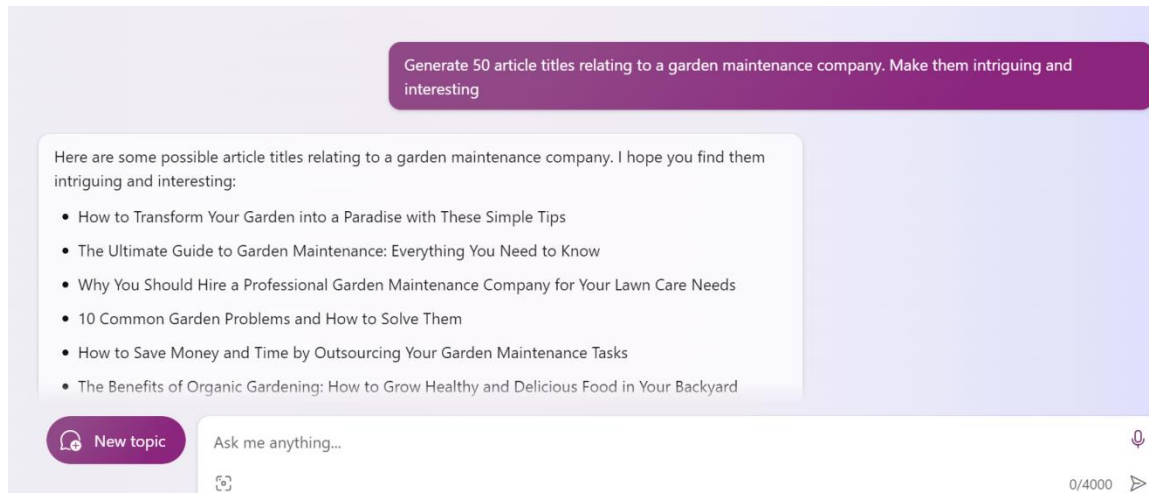
I am visiting Dublin on a 4 day trip spending 3 nights in a city centre hotel. Can you provide me with an itinerary recommending the best places to visit and eat - I have an interest in food, music and history

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 CoPilot –for Digital marketing

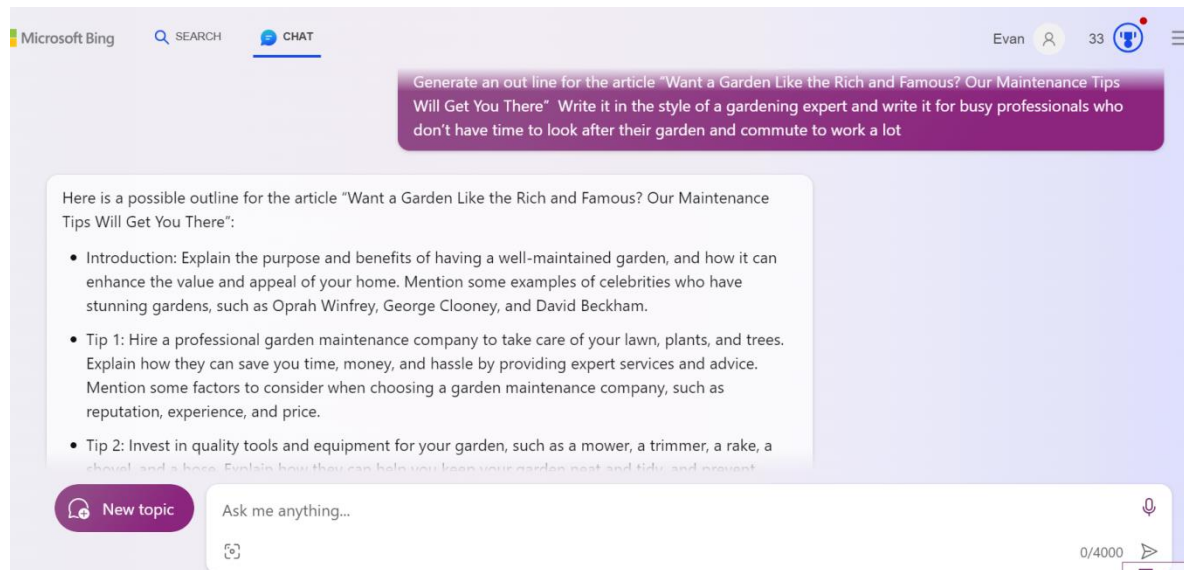


I asked Bing

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 CoPilot –for Digital marketing



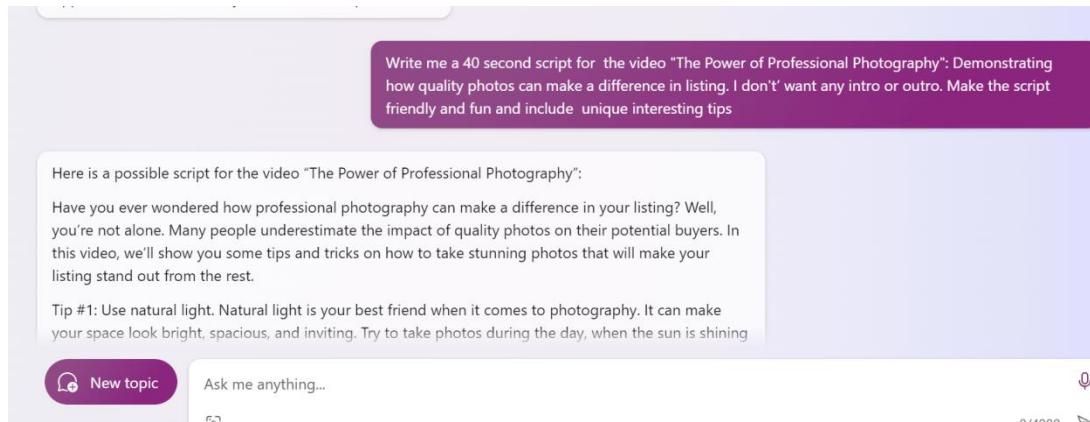
I then asked ...

**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 CoPilot –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 CoPilot ?

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.

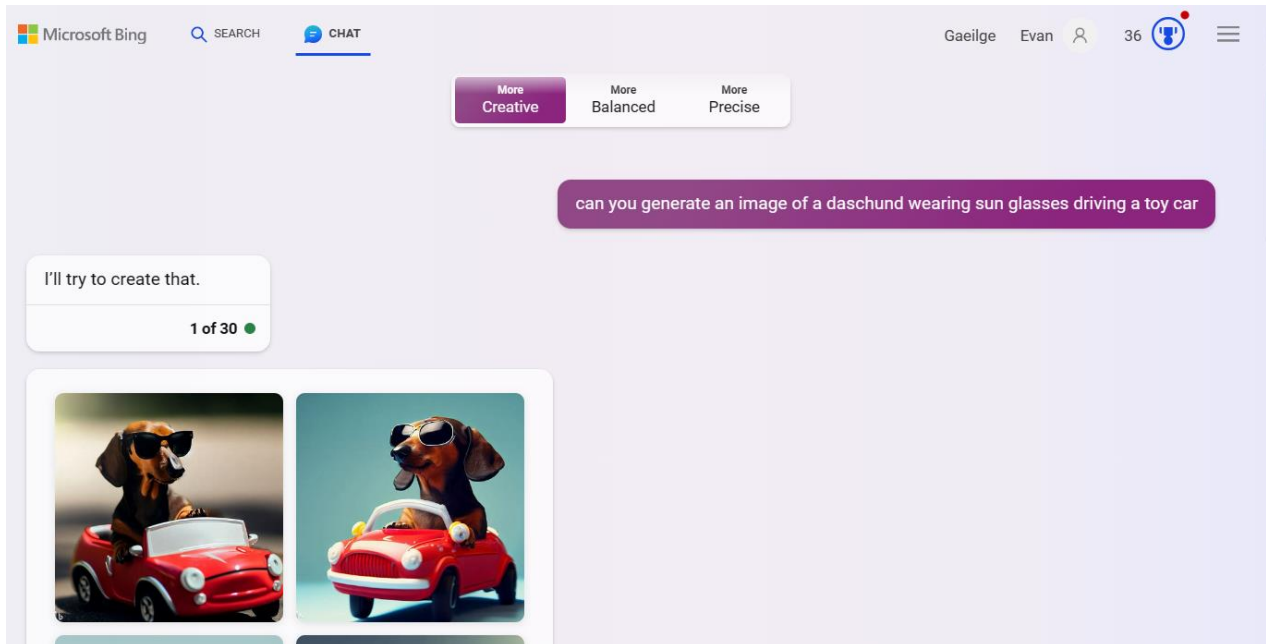
If I am looking for up to date answers that will pull information from the internet and I want links to further information and some suggested follow up questions I would ask Bing

## 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 CoPilot can do ...

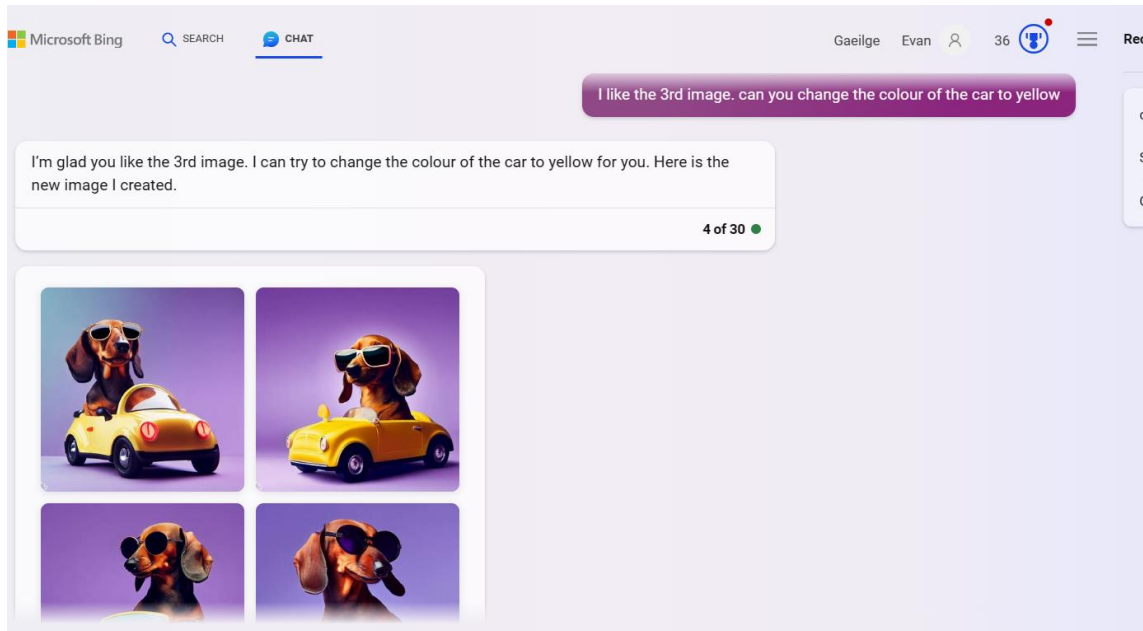


## Image generator

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.

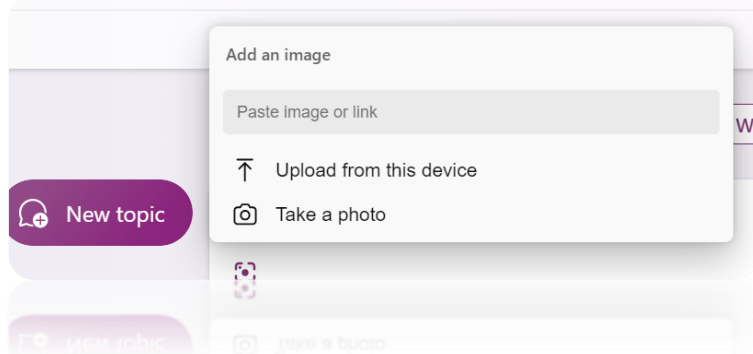
It's important to note, though, that you can do this using Edge or Chrome browsers but you have to be logged into your Microsoft account.

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.

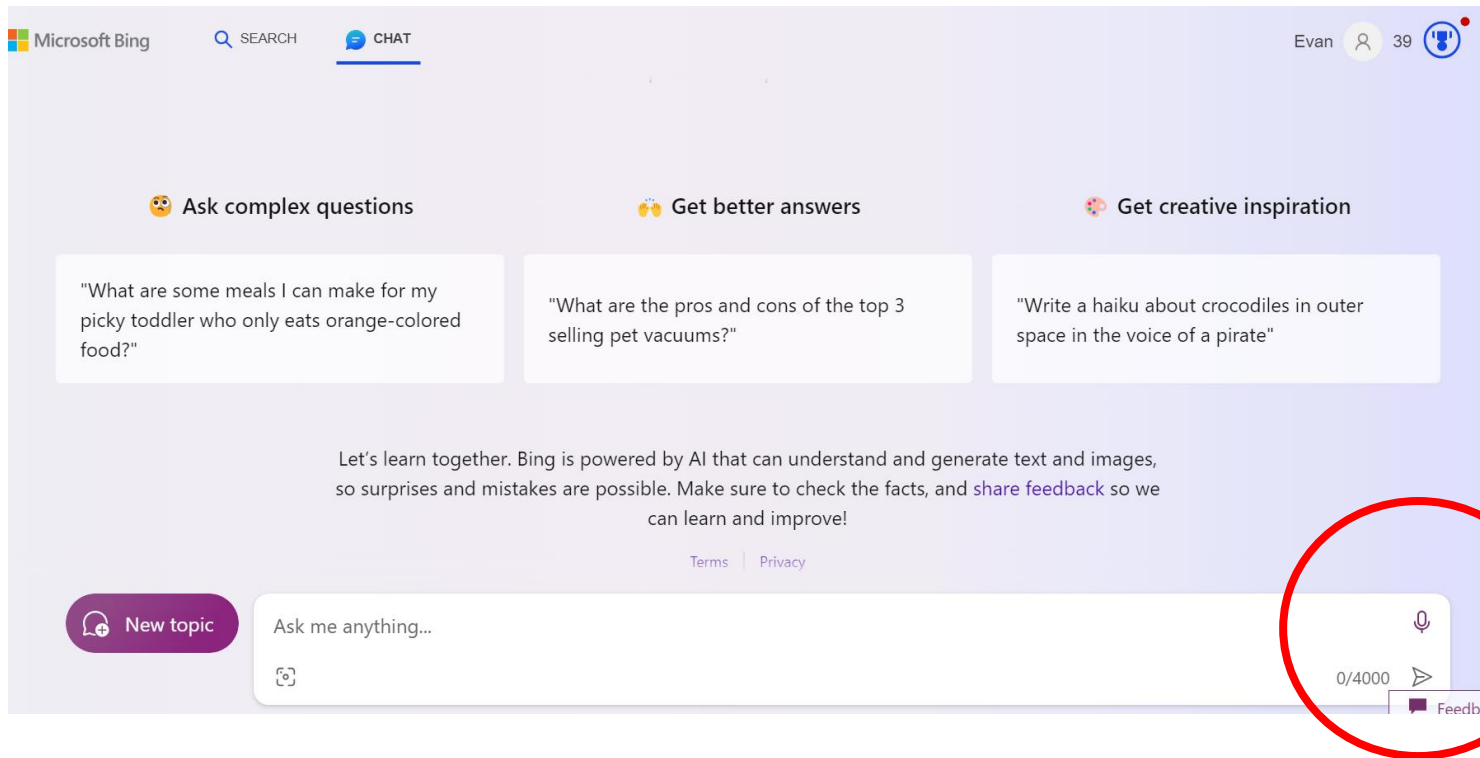
# You can attach an image as part of your prompt



## 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.

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## Google Gemini

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# Chat GPT vs Gemini

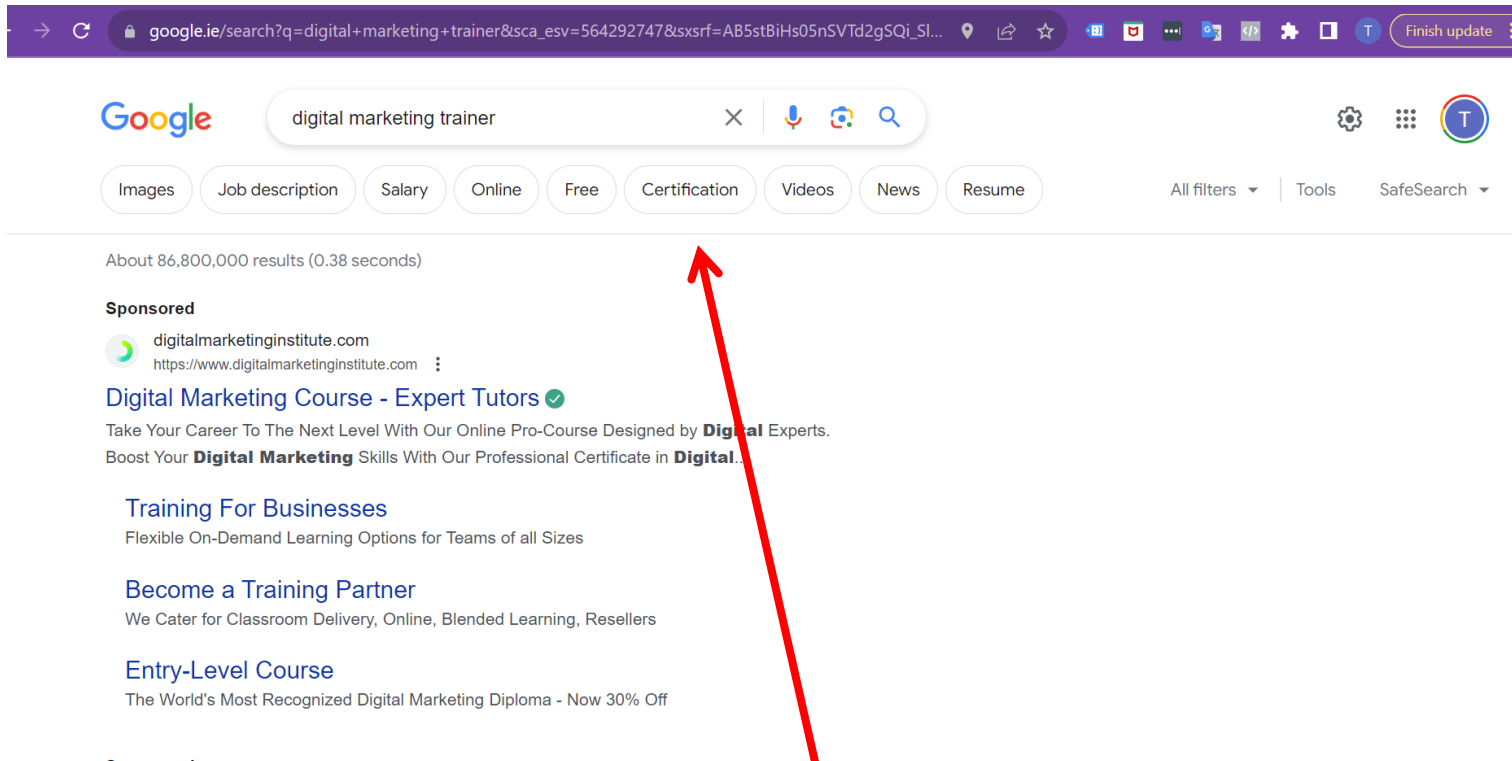


Throughout 2023, Google's AI equivalent to chat GPT was called Bard but in February 2024 it rebranded it to Gemini

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

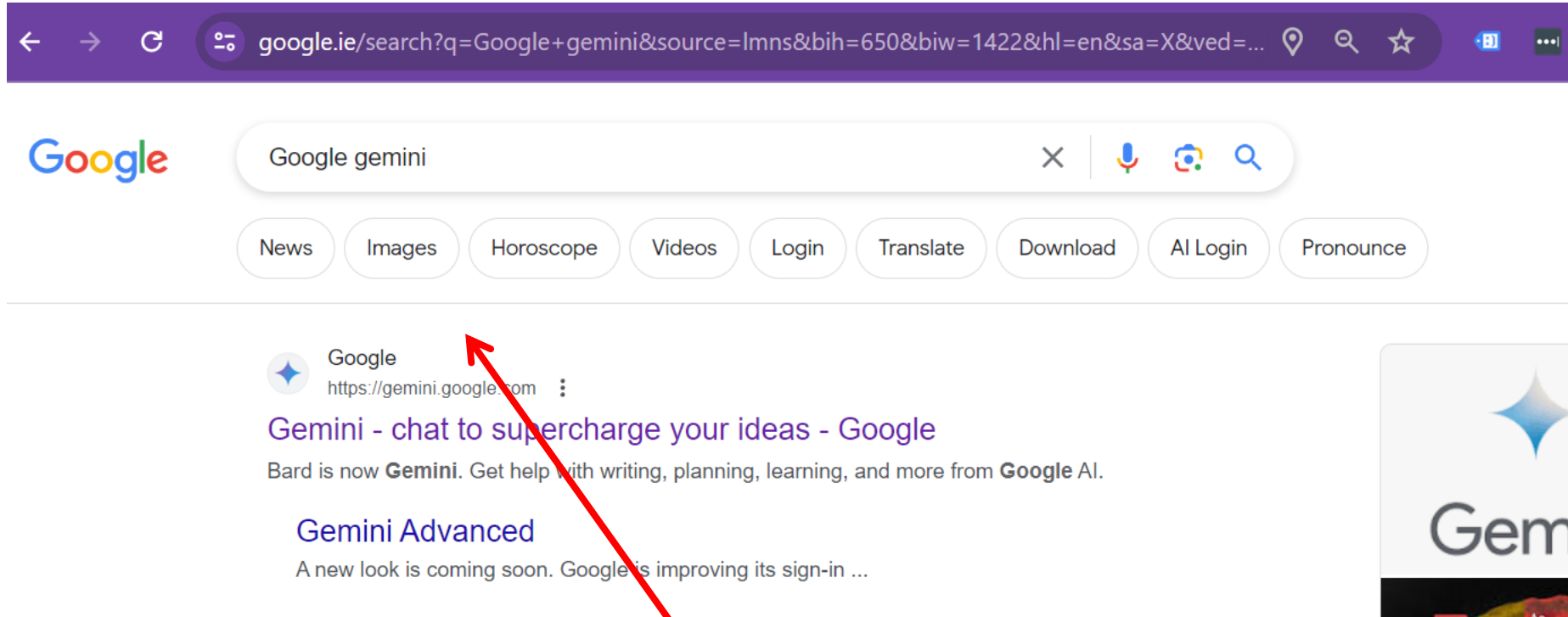


# How to access Gemini



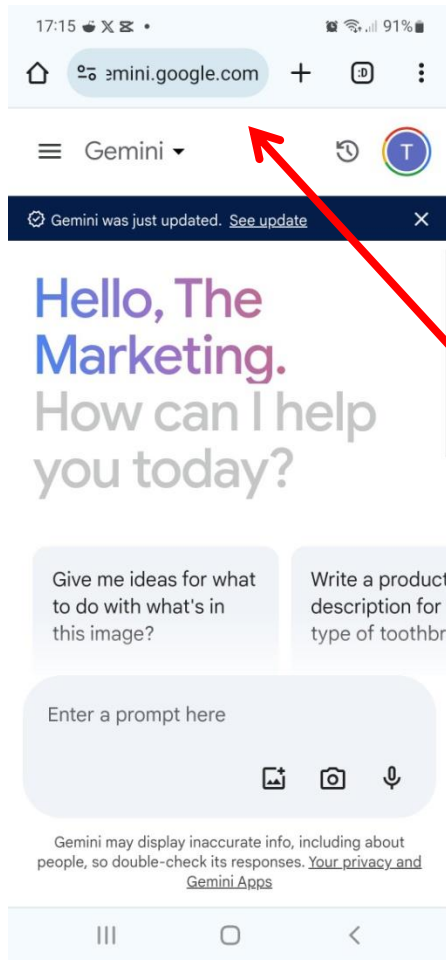
When you do a Google search, you do not see Gemini or Chat as a search result option.

# How to access Gemini



To get to Gemini ... In your internet browser go to [gemini.google.com](https://gemini.google.com)  
Or do a Google search for Google Gemini

# How to access Gemini on mobile

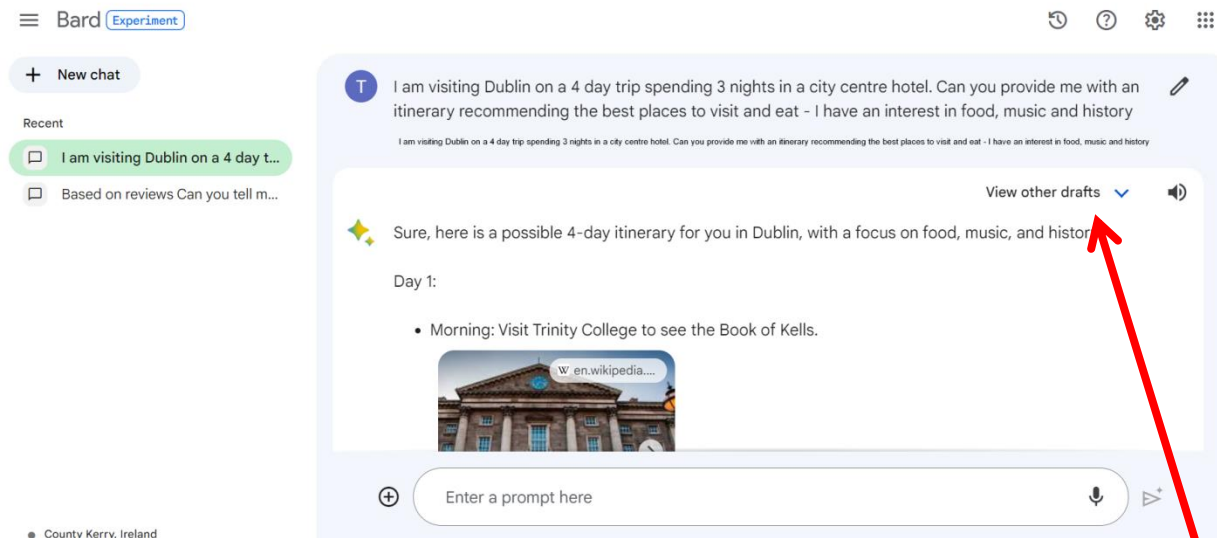


To use Google Gemini on mobile ...

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`

# How to use Gemini



## I asked Gemini

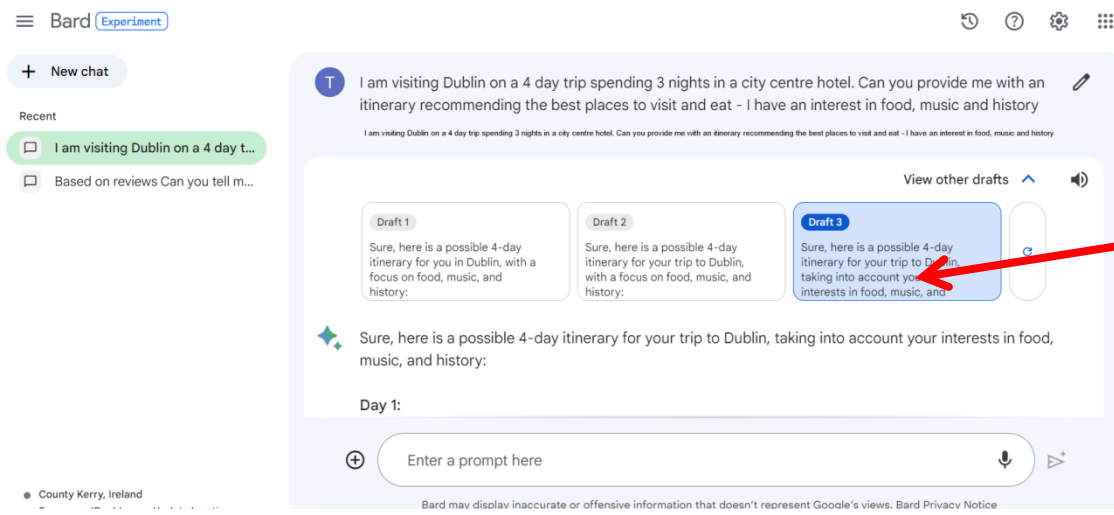
I am visiting Dublin on a 4 day trip spending 3 nights in a city centre hotel. Can you provide me with an itinerary recommending the best places to visit and eat - I have an interest in food, music and history

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

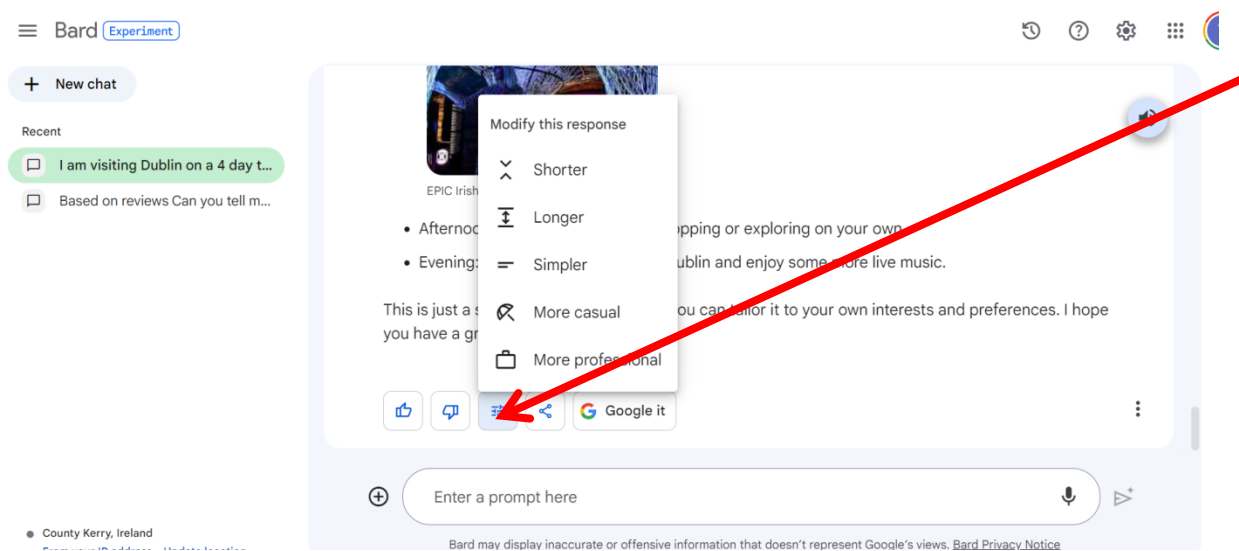
# How to use Gemini



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



However ...

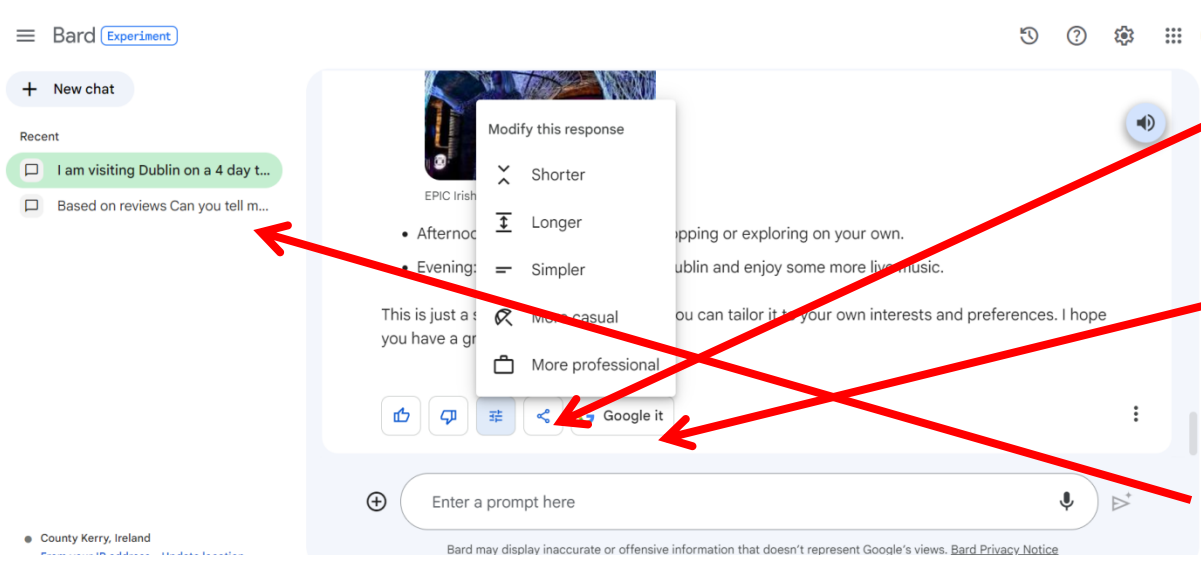
At the bottom of the response you can click Modify and you can then ask Gemini to make the response

...

Longer  
Shorter  
More casual  
More professional

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 Gemini



You can also ...

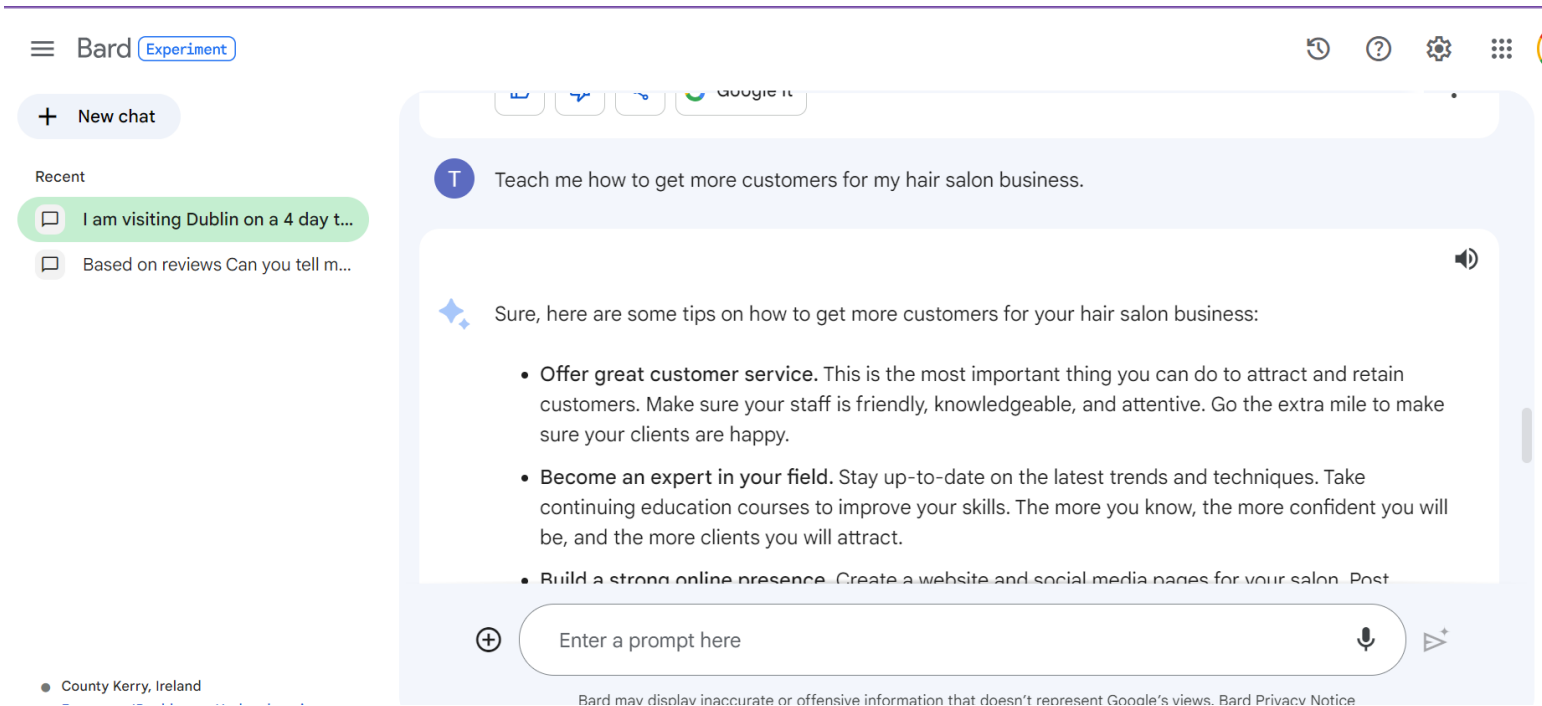
- Share a link to your Q&A
- Download it as a Google Doc
- Open it in Gmail

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

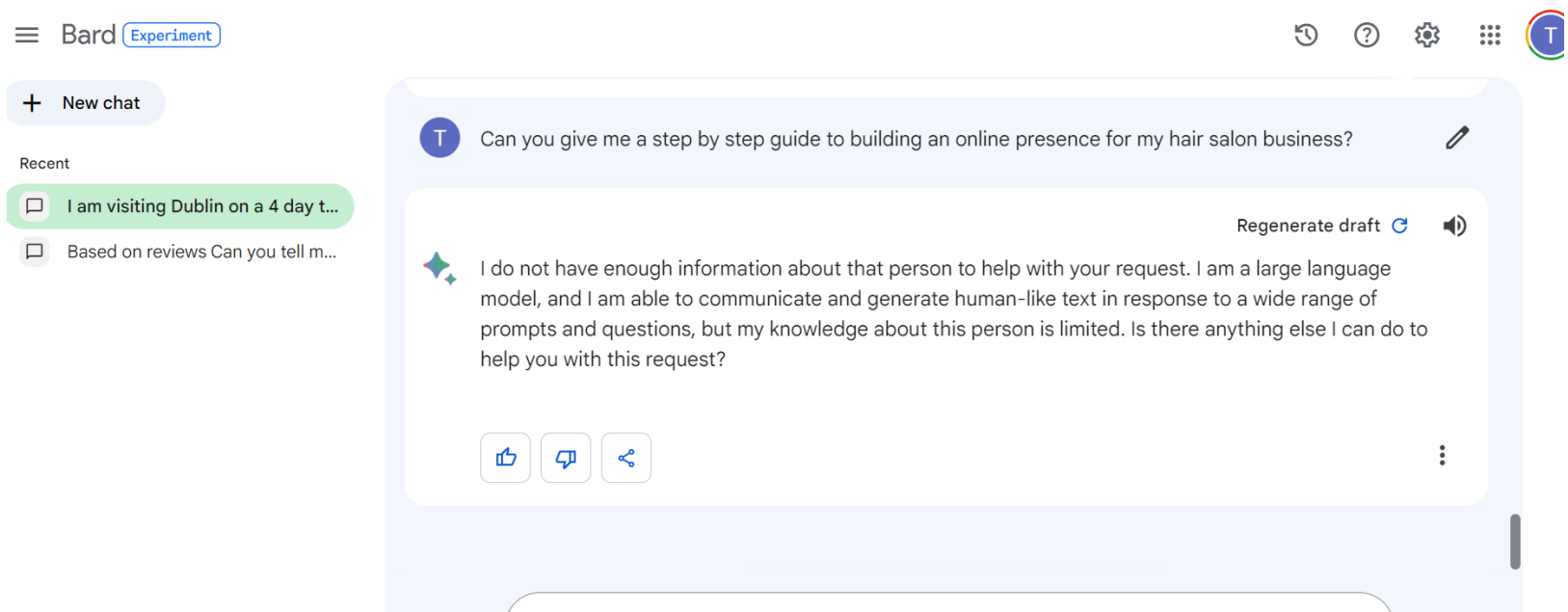


I asked Gemini “Teach me how to get more customers for my hair salon business.

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



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

# How to use Gemini

≡ Bard Experiment

+ New chat

Recent

🗄 I am visiting Dublin on a 4 day t...

🗄 Based on reviews Can you tell m...



T 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

View other drafts ^ 🔊

Draft 1

Sure, here is a 40-second script for a video called "The Power of Professional Photography":

Draft 2

Sure, here is a 40-second script for a video called "The Power of Professional Photography":

Draft 3

Sure, here is a 40-second script for the video "The Power of Professional Photography":



Sure, here is a 40-second script for the video "The Power of Professional Photography":

Scene 1: A person is looking at a blurry, poorly lit photo of a house on a website.



Enter a prompt here



● County Kerry, Ireland

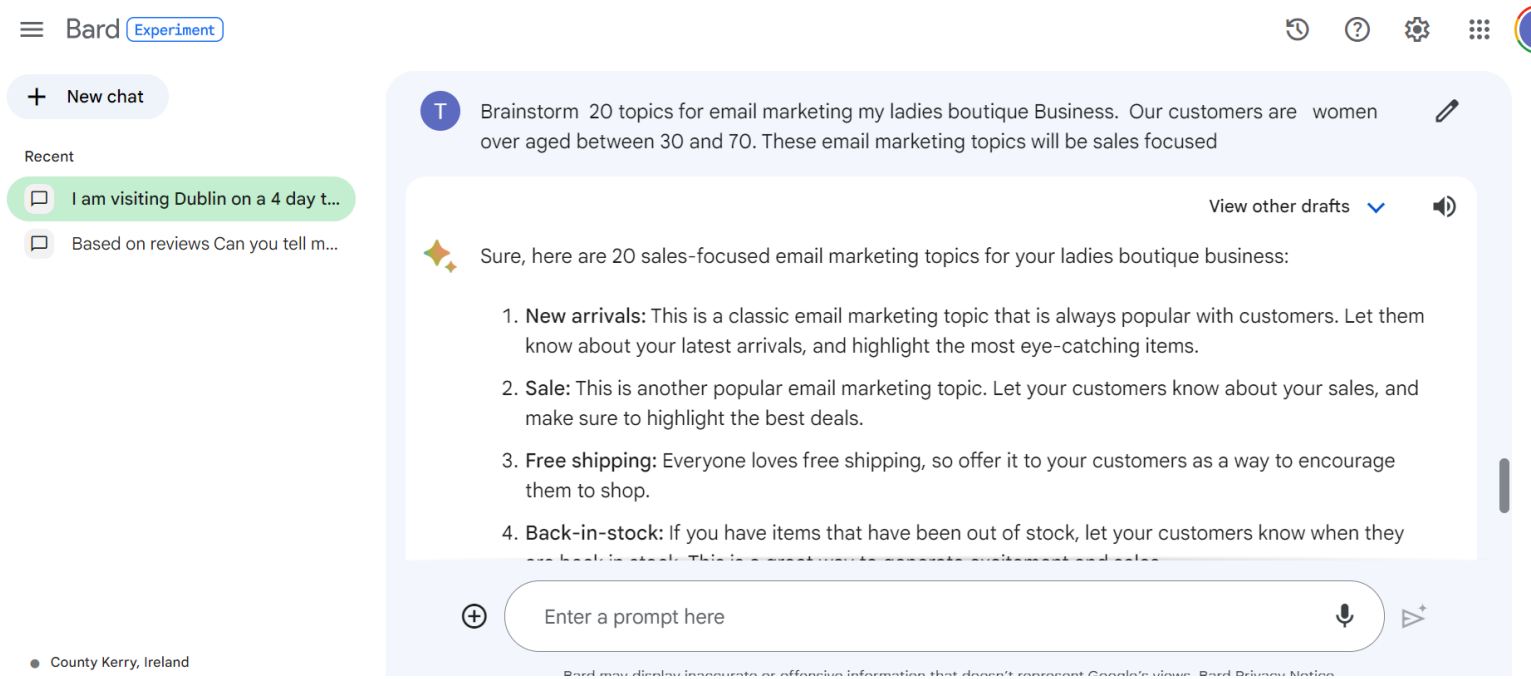
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When I asked for a 40 second script for a social media video

The result was good and the 3 options were useful.

# How to use Gemini



When I asked for 20 email marketing topics for my boutique

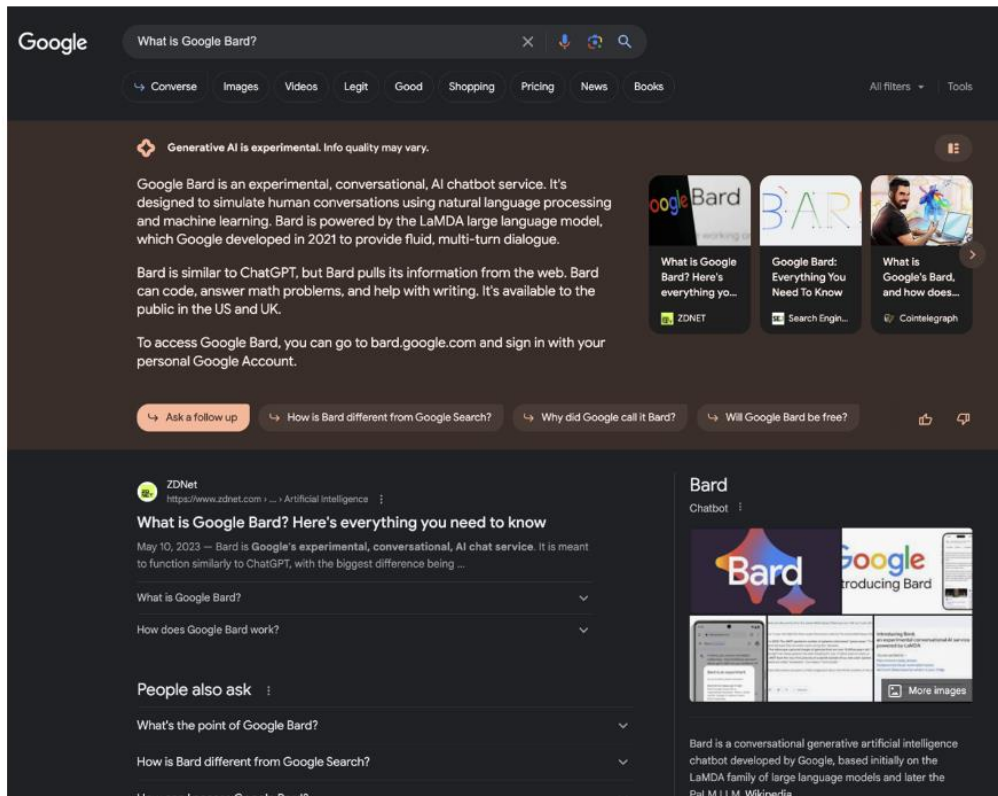
The result was very good and I really liked how it gave an explanation for what each email could be – not just the headline topic.

# Useful features about Gemini



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

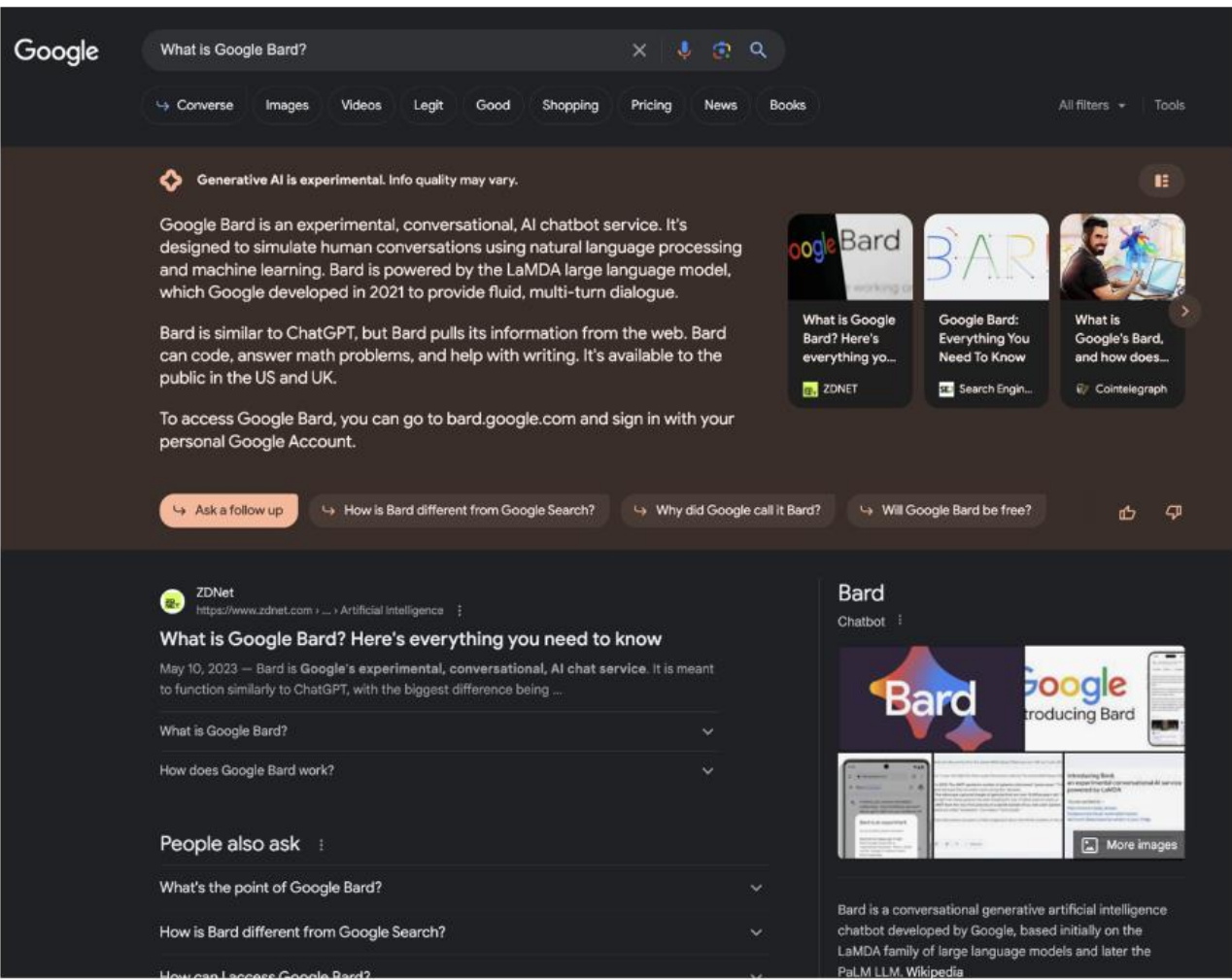
This is a feature that will pop up underneath your search bar to provide more nuanced answers to your search query. This change is a major one in the search engine experience.

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

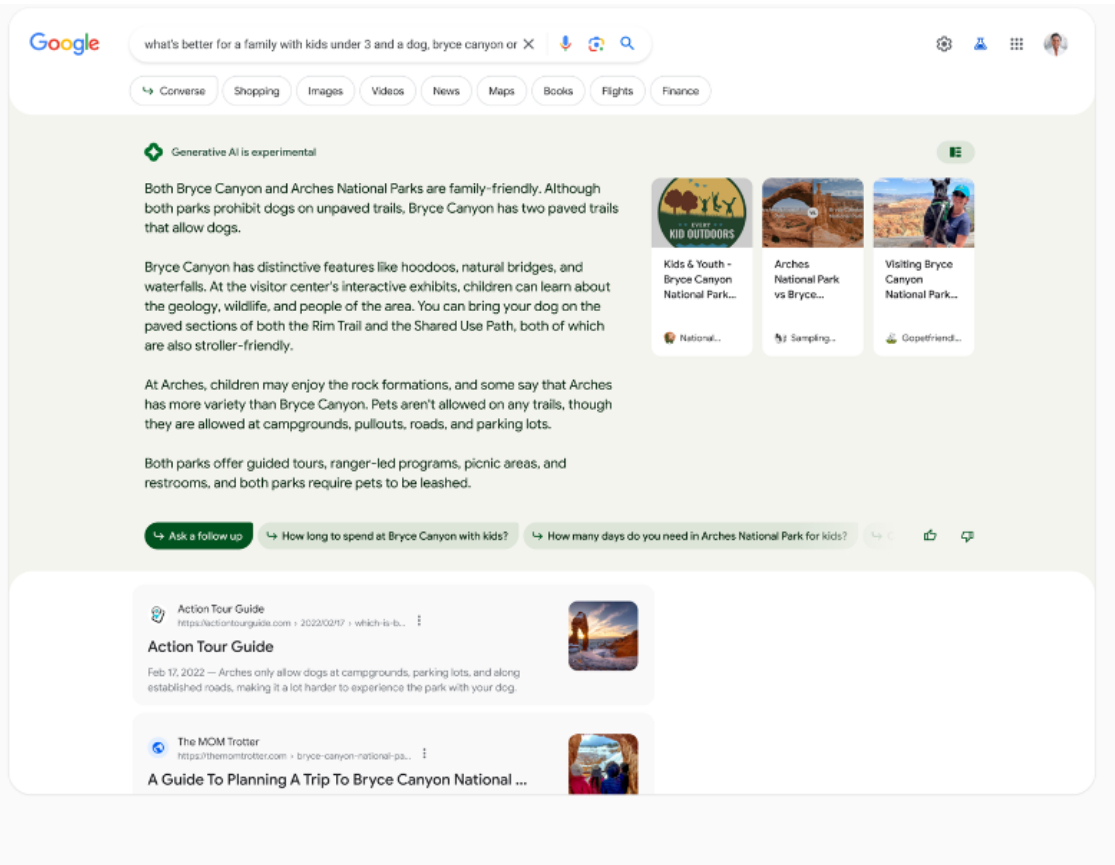
You are also provided with suggested follow up questions.

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



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



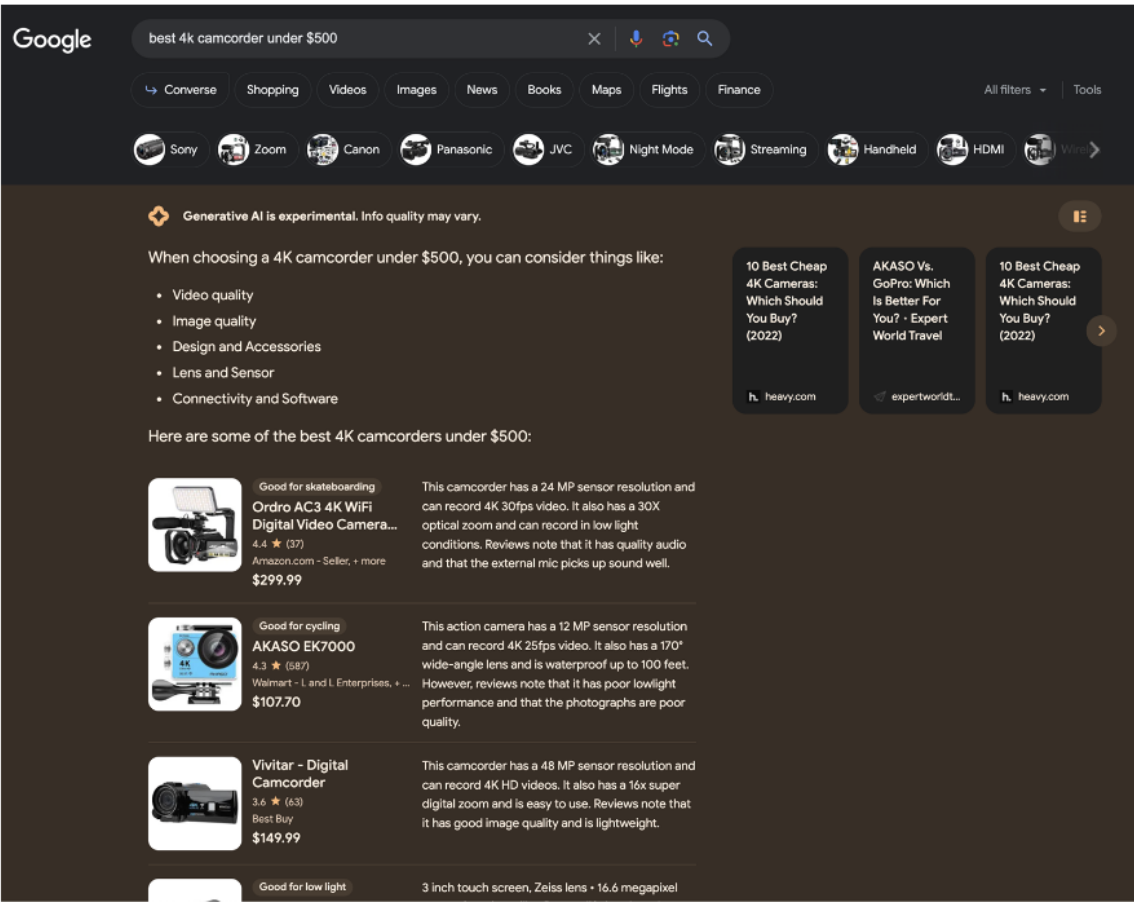
## Another example of Generative AI snapshot

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



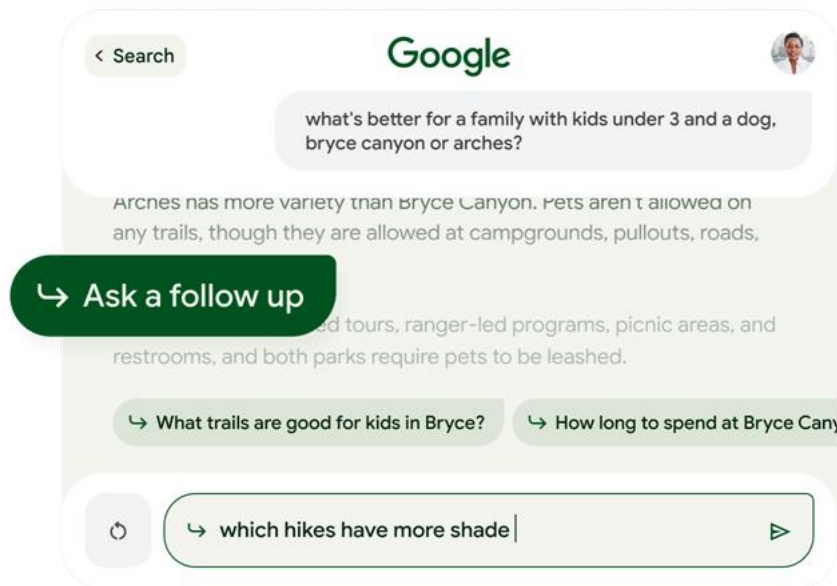
# Before we move on ... How Google search will be impacted by AI



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 Gemini.

This is a different experience than the normal Google search.

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