



HOW TO USE THE MAIN ALTERNATIVES TO CHAT GPT

FOR DIGITAL MARKETING



What we will cover

Brief recap on the main features within Chat GPT – Free and paid versions

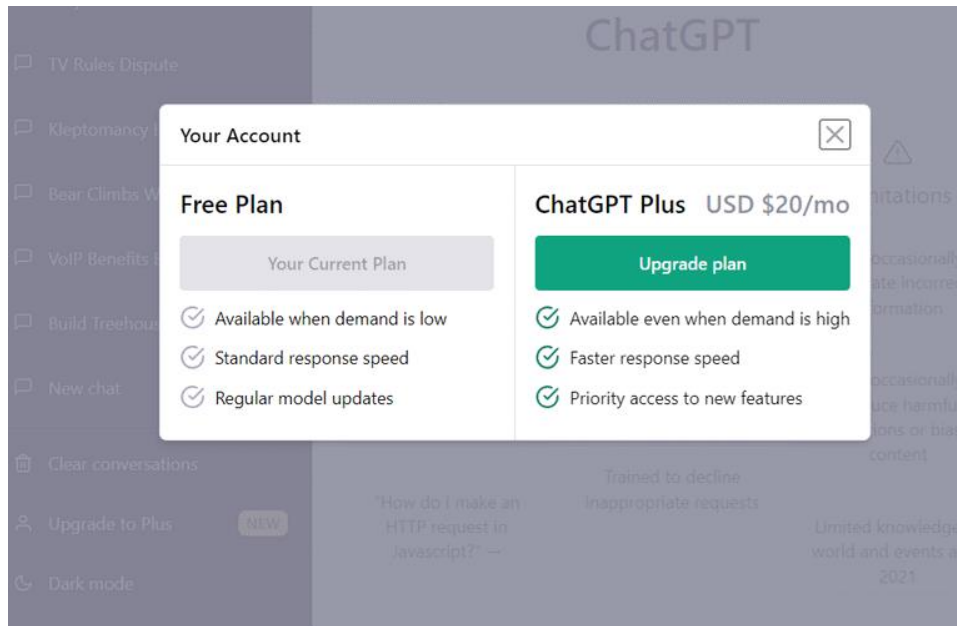
1. How to use Google Gemini

- How to access it on desktop & mobile
- How to use it. What are the main features compared to Chat GPT?
- What do you get in the Pro version and how do you upgrade?
- How does the free and paid version compare to Chat GPT for Digital Marketing tasks?

2. How to use Microsoft CoPilot

- How to access it on desktop & mobile
- What are the main features
- Why use this rather than Chat GPT?

There are two versions of Chat GPT



Chat GPT 3.5 which is free

- It has no knowledge of events after Sept 2021
- It cannot access web pages

Chat GPT 4 (Called Pro) which costs €20 / month

Chat GPT 4 gives you ...

- It has been trained on data up to April 2023
- The data is was trained on it much larger so results are more comprehensive.
- It can access web pages
- You can create custom GPTs
- You can attach an image as part of your prompt e.g. An image of your product
- It can create images using Dalle
- You can attach a file e.g. Pdf, word doc, and it ask it to analyse / summarise it
- You can use Chat GPT Plugins and advanced features to make it even more useful e.g. Data analytics

Custom Chat GPTs – create many GPTs tailored to your specific needs



You can now create a GPT specifically for your needs. For example you could

- 1. Create one that is an expert consultant in how to increase sales for your type of business**
 - Tell it details (non personal) about your business – your challenges etc.
 - Ask it to provide recommendation tailored to your type of business

Then ask it lots of questions.

You never have to give it the background or context again

Custom Chat GPTs – create many GPTs tailored to your specific needs



2. Create one that is based purely on your data

Are you a coach / consultant? Do you have lots of content in text format e.g. Transcripts, ebooks, etc

You could create a GPT based on your knowledge that your customers could ask questions to

In the future there will be a GPT store and creators will be able to monetise their GPTs

Custom Chat GPTs – create many GPTs tailored to your specific needs



3. Create one for a personal interest e.g. cooking

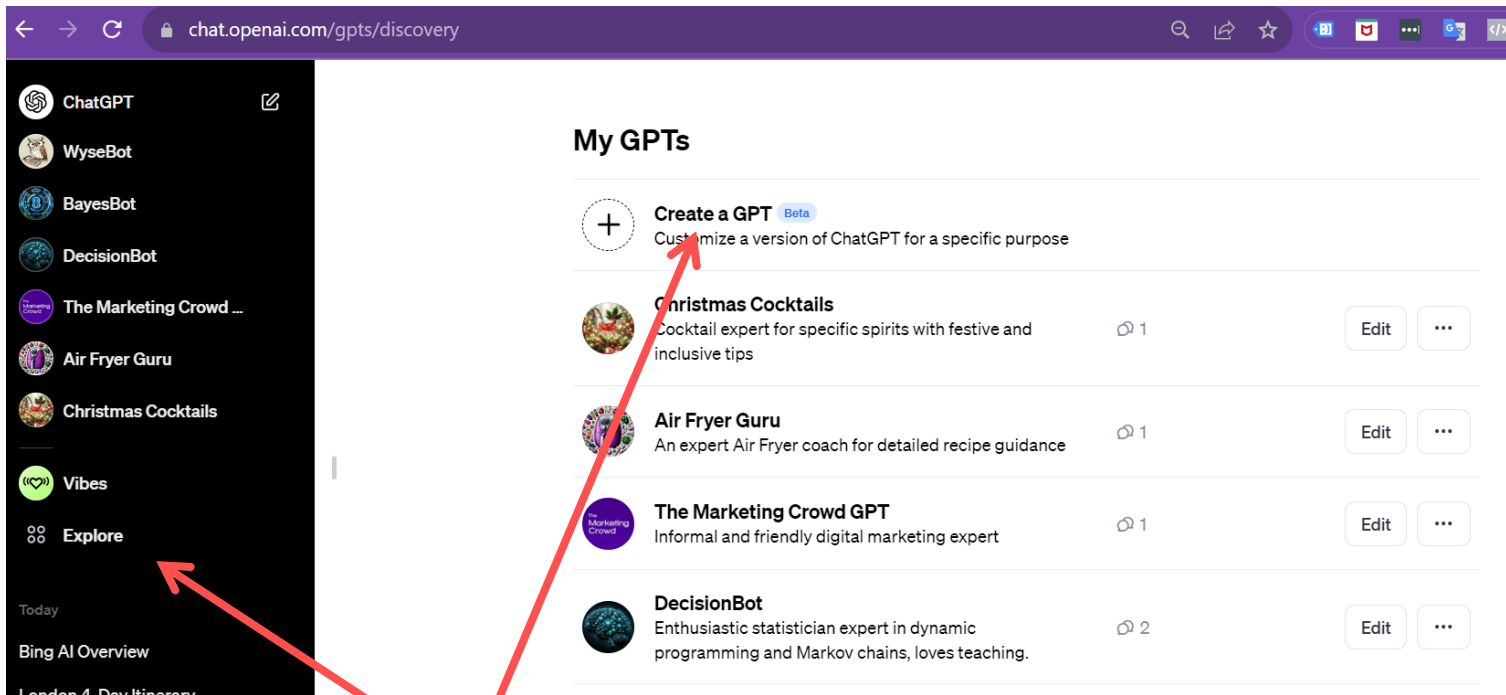
Tell the GPT the type of air fryer you have the types of food you would like to cook in it e.g. Bacon, steak, chicken fish

Tell it what type of things you do not like eating

Tell it that you always want to immediately see the temp and cooking time at the top of the answers

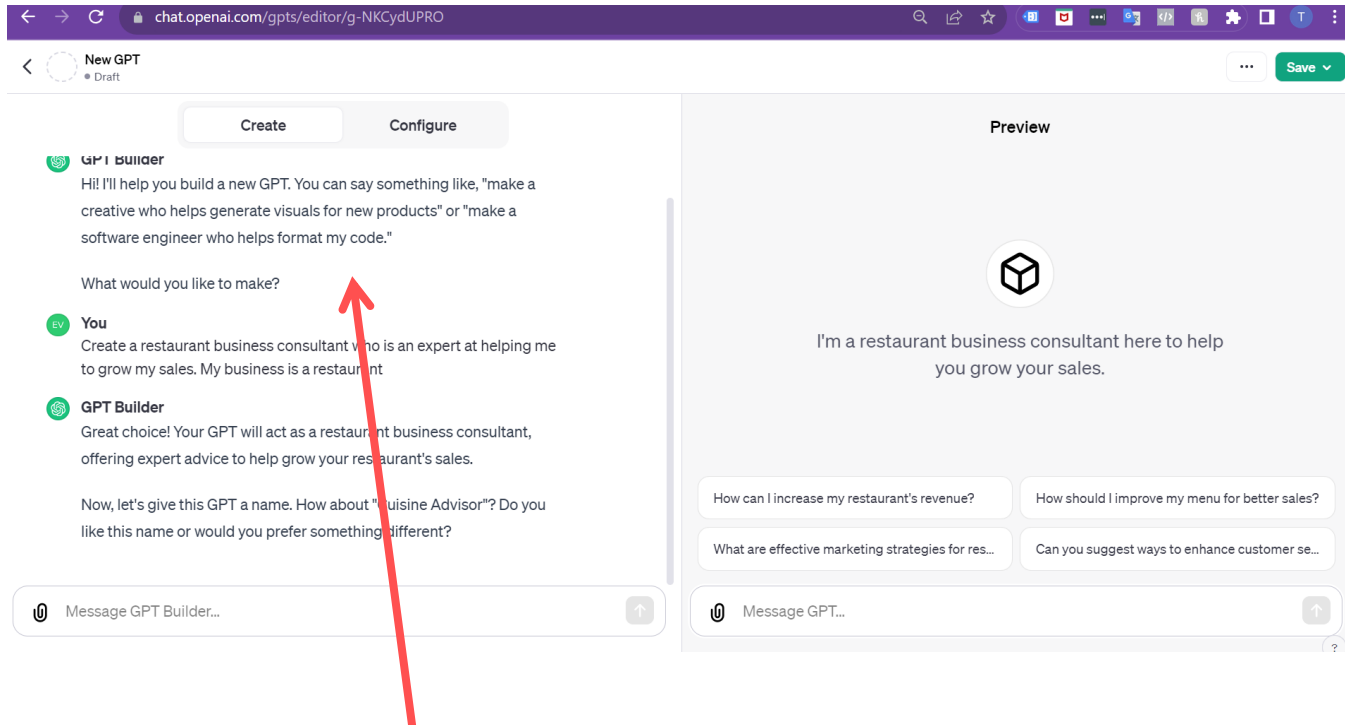
Then whenever you ask the GPT it will give you recipes tailored to your taste and your fryer

How to create a Custom GPT



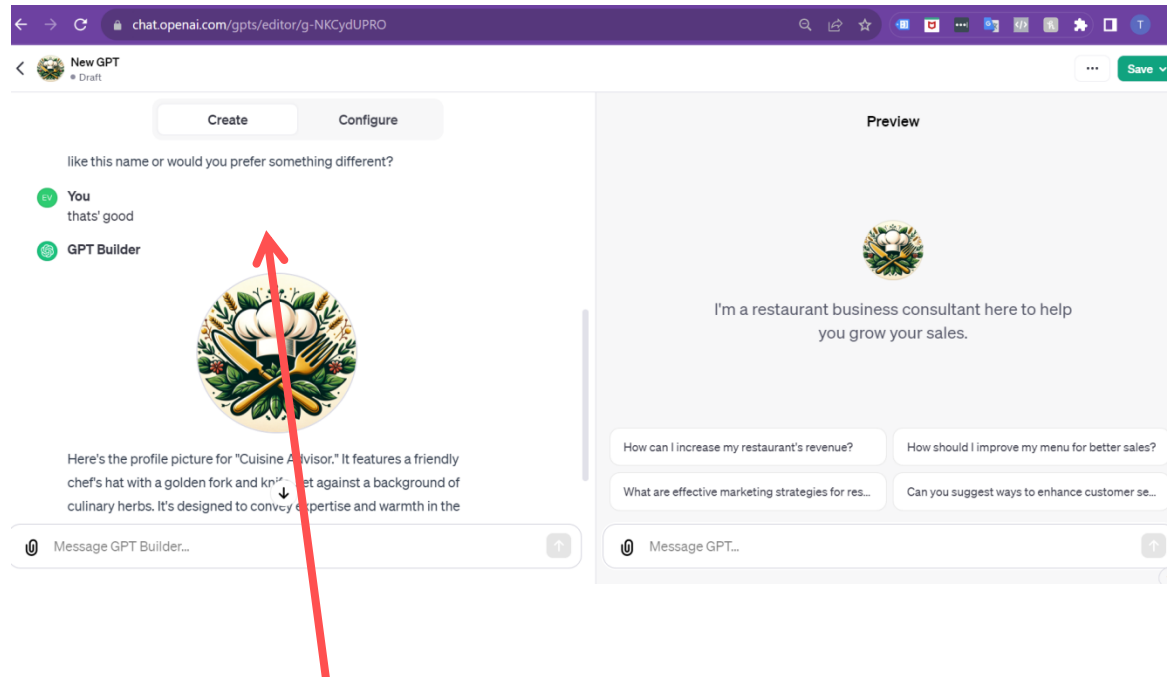
- On the left menu click Explore
- Then click create

How to create a Custom GPT



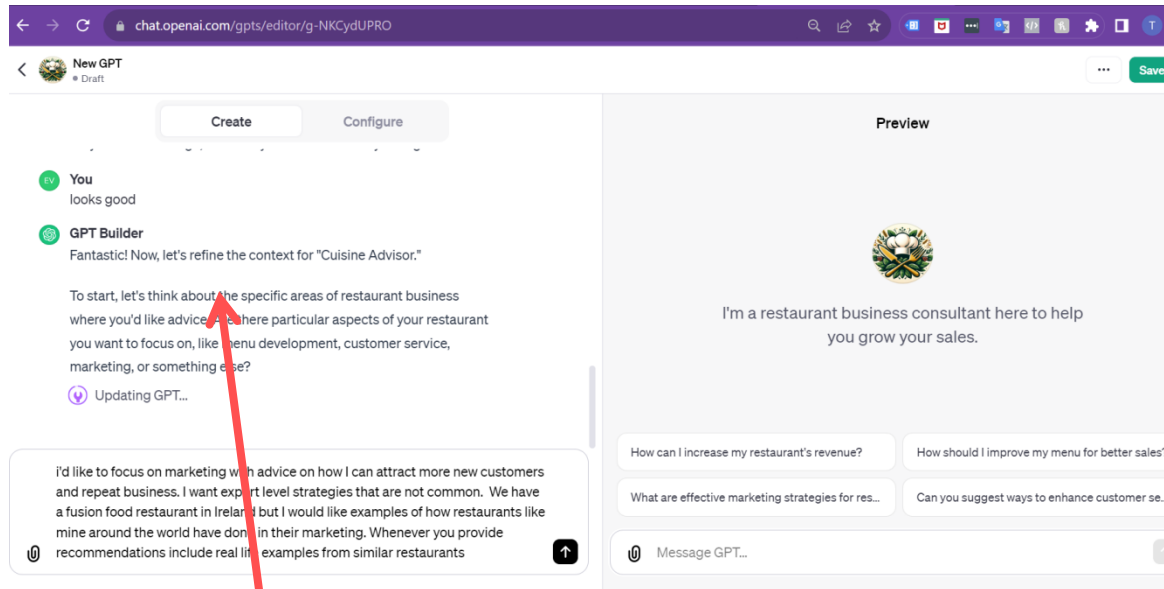
- Type into the prompt box. Tell it what you would like the GPT to be about

How to create a Custom GPT



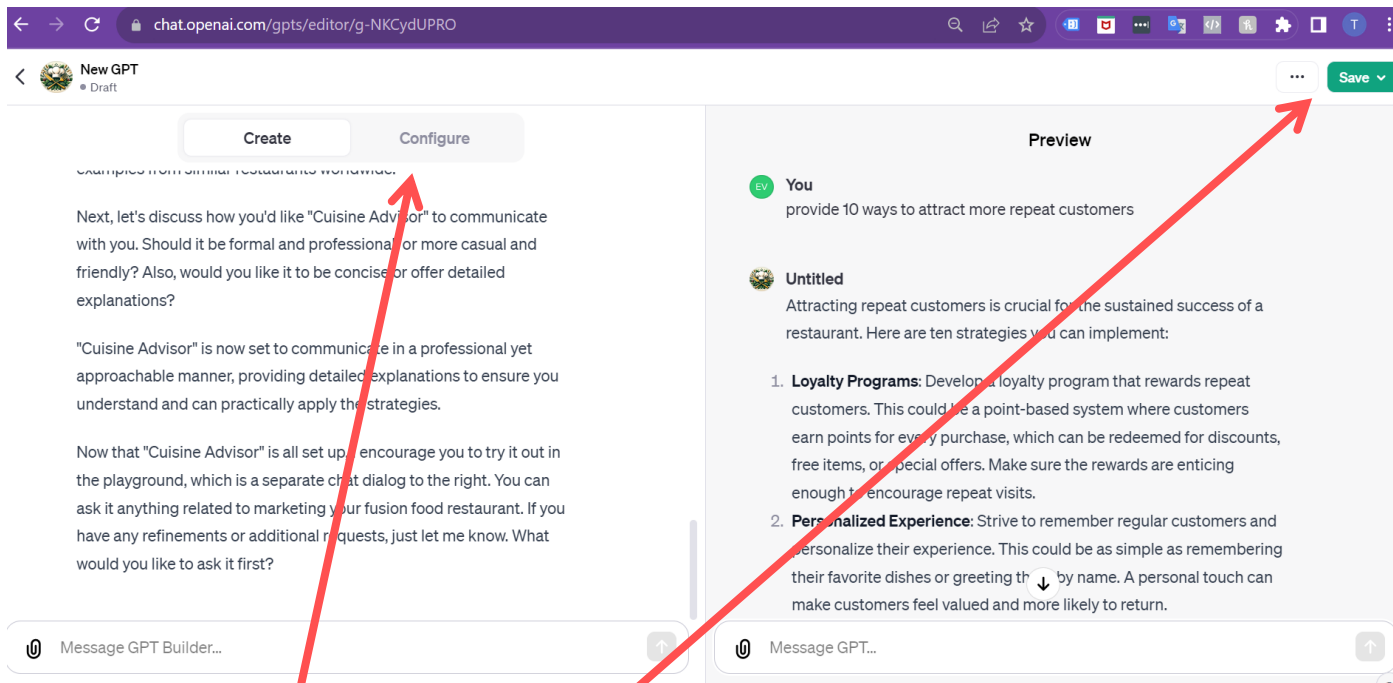
- It will suggest a name (you can change this any time)
- It will create a logo for your GPT (you can change this at any time)

How to create a Custom GPT



- Then provide some direction on what you would like the GPT to factor in – treat it like custom instructions
- It will also ask you what tone of voice you want the GPT to use

How to create a Custom GPT



- You can now test the GPT by asking it questions on the right hand side
- Then add more instructions on the left if you want to refine it
- Click configure if you want to change name, logo and whether you want to base the GPT on files you upload
- Click save top right to publish it (keep it private to only you if you don't want others to see it)

Dalle – create images using text prompts

DALL-E 3



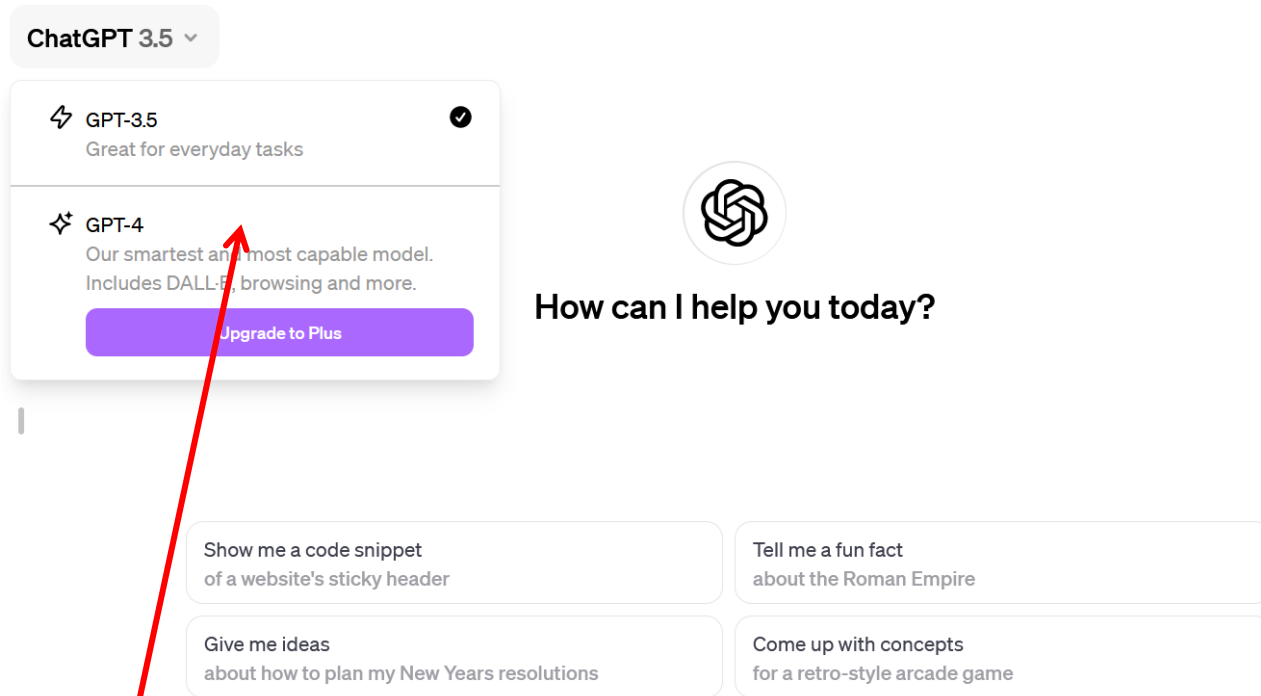
Open AI

Dalle is the image generator from Open AI, the same company that created Chat GPT

Dalle 3 is the latest and best version.

There are a variety of ways you can use Dalle, some are paid and some are free

Dalle within Chat GPT Plus



The screenshot displays the ChatGPT Plus interface. At the top left, a dropdown menu is set to 'ChatGPT 3.5'. Below it, a list of models is shown: 'GPT-3.5' (Great for everyday tasks) and 'GPT-4' (Our smartest and most capable model. Includes DALL-E, browsing and more.). A red arrow points from the 'GPT-4' option down to the text below. A purple button labeled 'Upgrade to Plus' is positioned below the GPT-4 description. To the right of the model list is the OpenAI logo and the text 'How can I help you today?'. Below this, four suggested prompts are displayed in rounded rectangular boxes: 'Show me a code snippet of a website's sticky header', 'Tell me a fun fact about the Roman Empire', 'Give me ideas about how to plan my New Years resolutions', and 'Come up with concepts for a retro-style arcade game'.

If you have the free version of Chat GPT you do not see the option to use Dalle

You can use GPT 3.5 or you can upgrade to GPT 4

Dalle within Chat GPT Plus

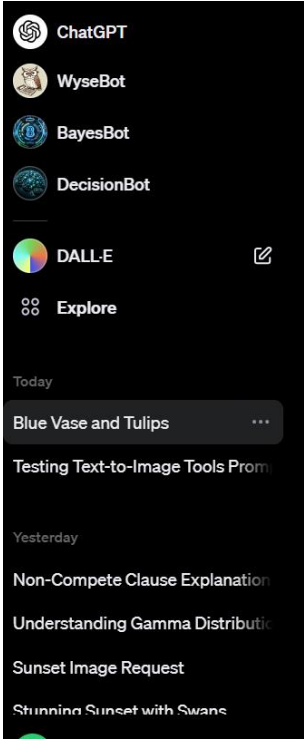


If you pay €20 for the Plus version of Chat GPT you now also get Dalle

You can use it in 2 ways

- 1) When using GPT4, any image creation prompts will automatically use Dalle
- 2) Or you can click the Dalle icon on the left to just use Dalle

Dalle within Chat GPT Plus



DALLE ▾

You

create an image of a beautifully crafted blue ceramic vase, standing tall and elegant on a smooth, reflective surface. The vase, with its intricate patterns and glossy finish, exudes a sense of fine craftsmanship. It is filled with vibrant yellow tulips, their petals bright and fresh, slightly open as if basking in the warmth of a gentle sun. The tulips are arranged naturally, with their green stems and leaves visible, adding a touch of organic beauty. The light in the scene is soft and diffused, creating subtle shadows and highlights that accentuate the contours of the vase and the delicate texture of the tulip petals. The background is neutral and blurred, ensuring the focus remains on the striking contrast between the deep blue of the vase and the cheerful yellow of the tulips.

DALLE



Message DALLE...

Write your prompt

It will then give you image options.

What Dalle within Chat GPT produced for an easy request



A Blue Ceramic Vase with Yellow Tulips

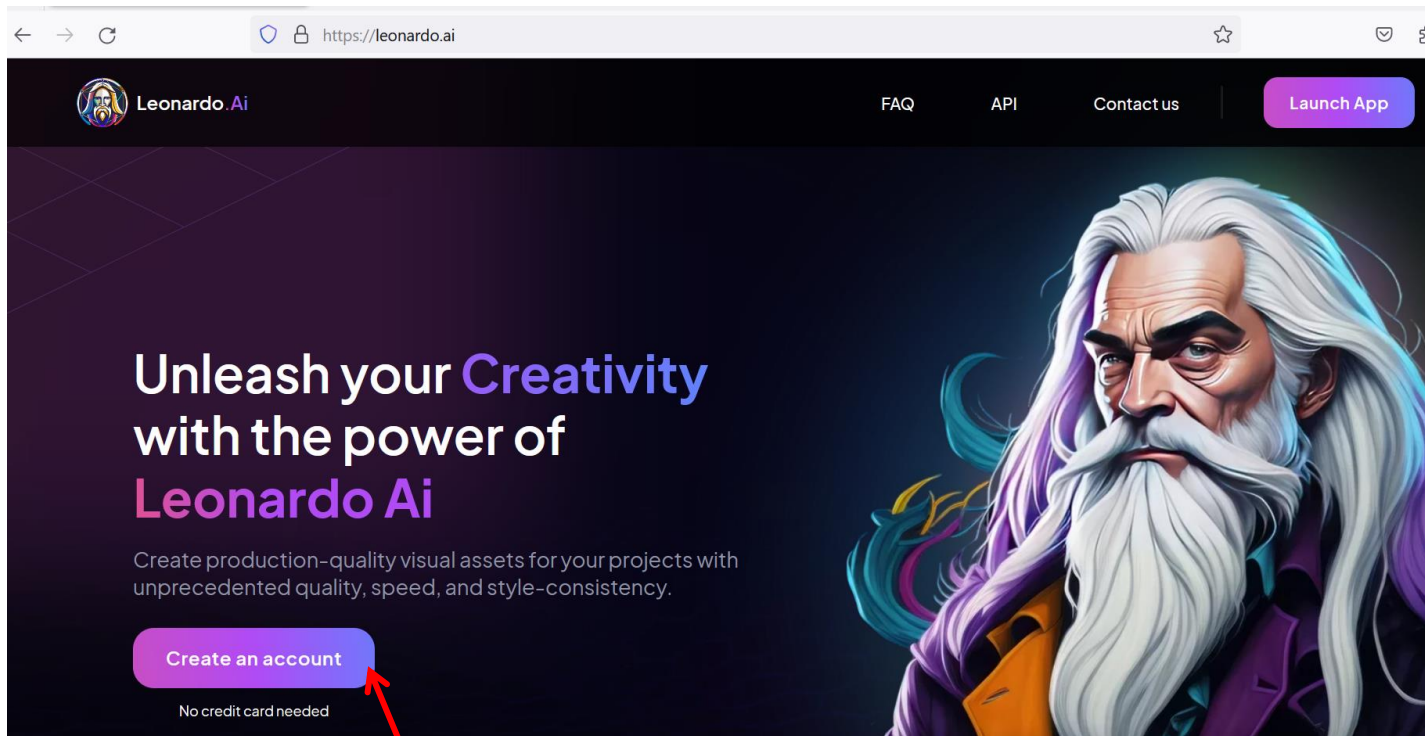
When I simply asked for an image with a blue ceramic vase with yellow tulips this is what was produced.

What Dalle within Chat GPT produced for a difficult request



A Cheetah Running Through a Savannah

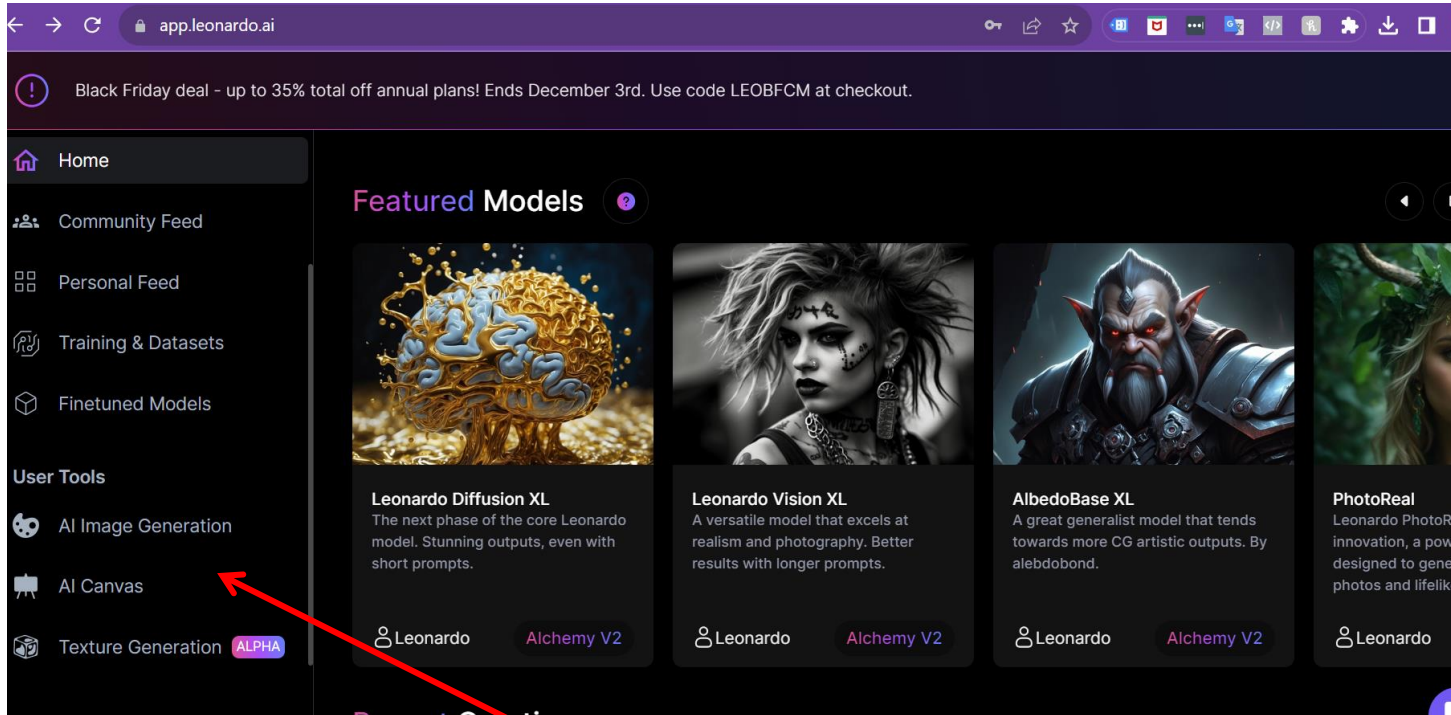
An even better alternative is Leonardo – (you can use for free with credits)



Go to leonardo.ai

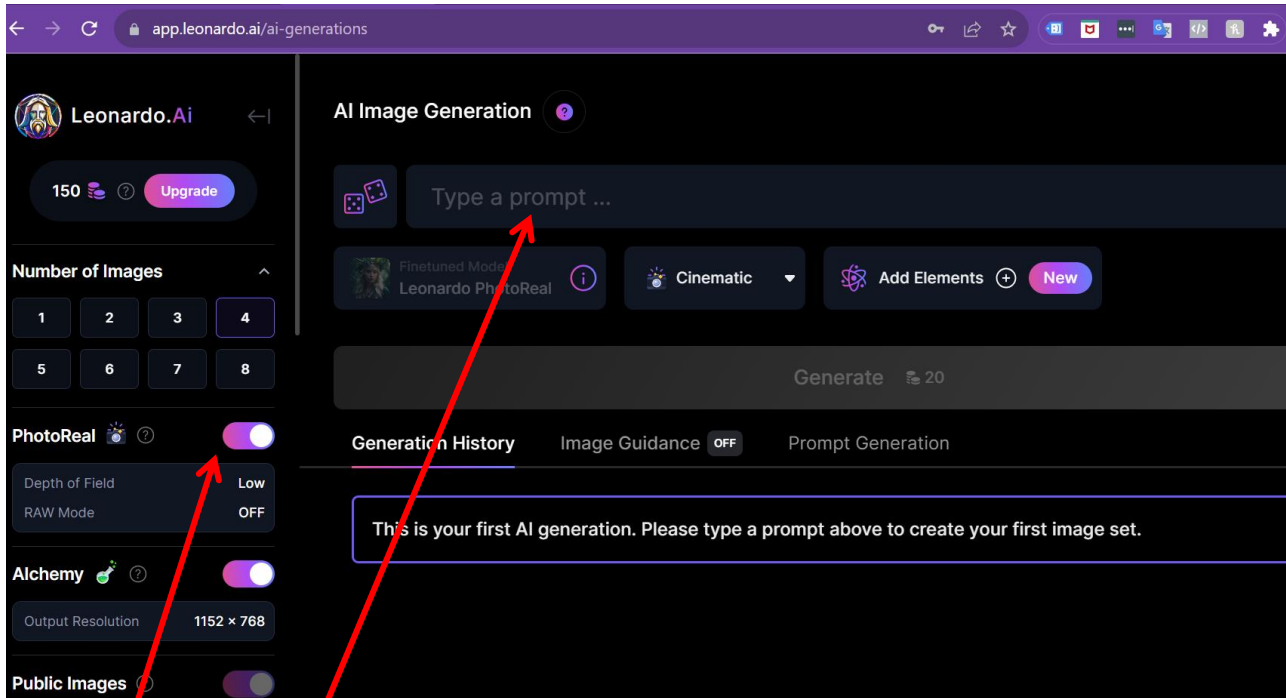
Click create an account and register for a free account

Leonardo



When you login click on AI image generation on the left hand menu

Leonardo



Switch on the option for Photo real to get realistic images
Type you prompt into this box

Note – you get 150 credits each day. An image uses 20 credits so you can create around 7 free images a day.

You can interact with images using GPT vision using GPT pro

ChatGPT 4

Just over half of the recommended daily calorie intake for an average adult.

You



what is this and where is it?

ChatGPT

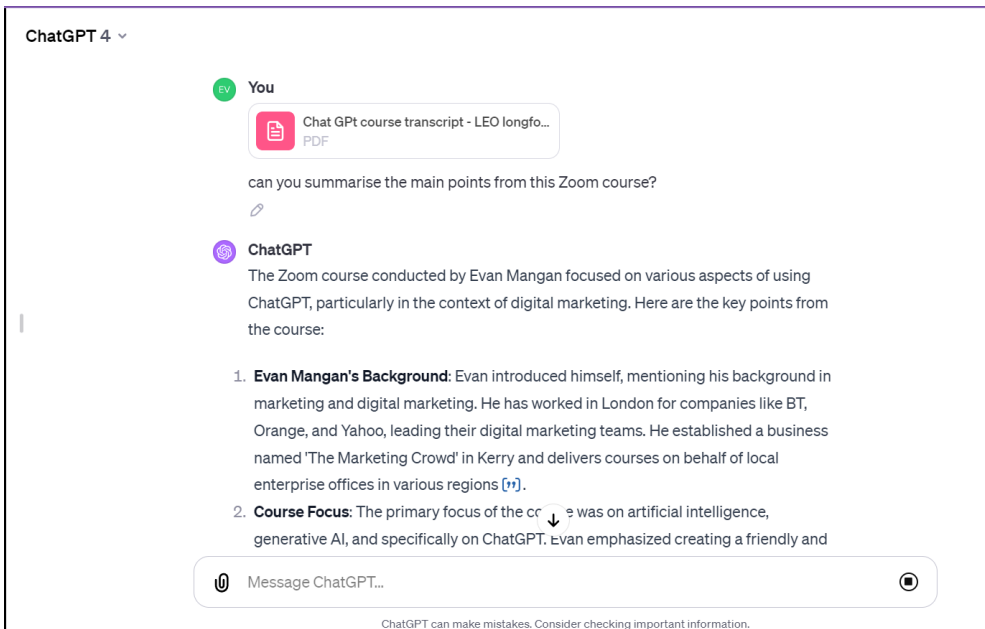
The image shows a statue of a goat with the inscription "KING PUCK" on the base. This statue is located in Killarlin, County Kerry, Ireland. It represents King Puck, the symbol

Message ChatGPT...

You can attach an image to your prompt and ask GPT questions about it. For example ..

- A photo that you take on holiday – tell me about this place
- A photo of a cable you find a drawer – what is this and what is it used for?
- A photo you take ask for it to be critiqued and how could you improve the composition
- A drawing you made – ask GPT to analyse it
- A maths problem to solve
- A photo of your dinner – how many calories in this
- A photo of items in your fridge – what could you make for dinner

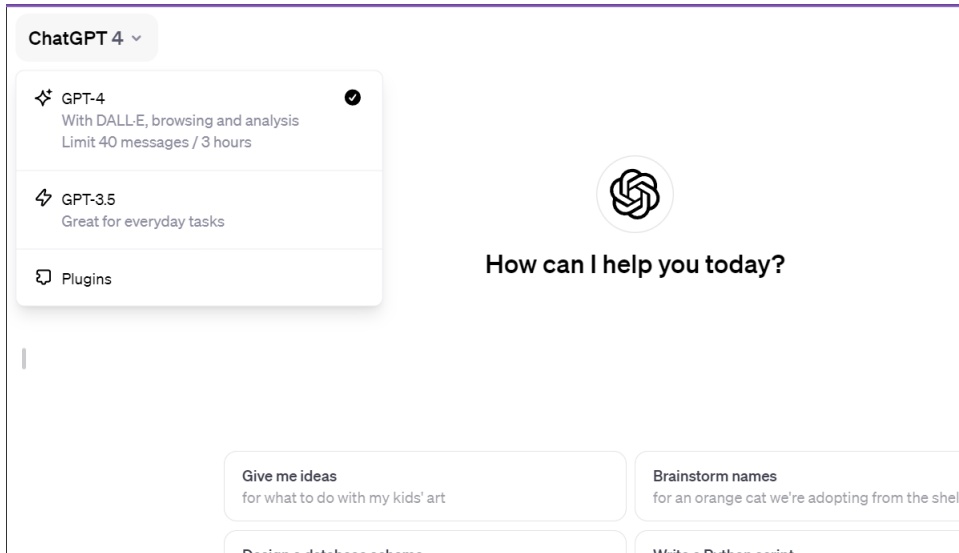
You can attach files and ask GPT to analyse the contents



You can attach a pdf, word or excel and ask it to analyse the contents. For example ...

- Attach a transcript from a Zoom meeting and ask it to summarise the main points
- Attach a CV and ask it to highlight the strengths and weakness of the CV
- Attach a spreadsheet and ask it questions about the data

There are some very useful plugins



There is a plugin store where you can get plugins for chat GPT

These plugins are created by 3rd party companies in order to integrate with their product

For example, Canva have a Chat GPT plugin

There are some very good ones for Maths and advanced data analysis

Comparison of the features and which are important for digital marketing



Very useful for digital marketing

- Specify Custom Instructions
- Create custom GPTs
- Connected to internet
- Can generate images
- Add an image to your prompt
- Add a file as part of the prompt
- Can analyse content on a web page

Yes	Yes
No	Yes
No	Yes
No	Yes
No	Yes
No	Yes
No	Yes

Useful features

- Speak your prompts on desktop
- Speak your prompts on mobile

Coming soon	Coming soon
Yes	Yes

Nice to have features

- Provides links to sources
- Uses free version of Chat GPT 4
- Choice of different answers / drafts
- Share chat as a link
- Images included in the answers
- Ability to listen to answers on desktop
- Ability to listen to answers on mobile

No	No
No	No
Yes	Yes
No	No
Coming Soon	Coming Soon
Yes	Yes

What we will cover

Brief recap on the main features within Chat GPT – Free and paid versions

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Google Bard has become Google 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

The launch of Gemini didn't go smoothly



When Gemini launched, it announced that you could also use it to create images – just like Dalle within Chat GPT 4

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.

The launch of Gemini didn't go smoothly

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

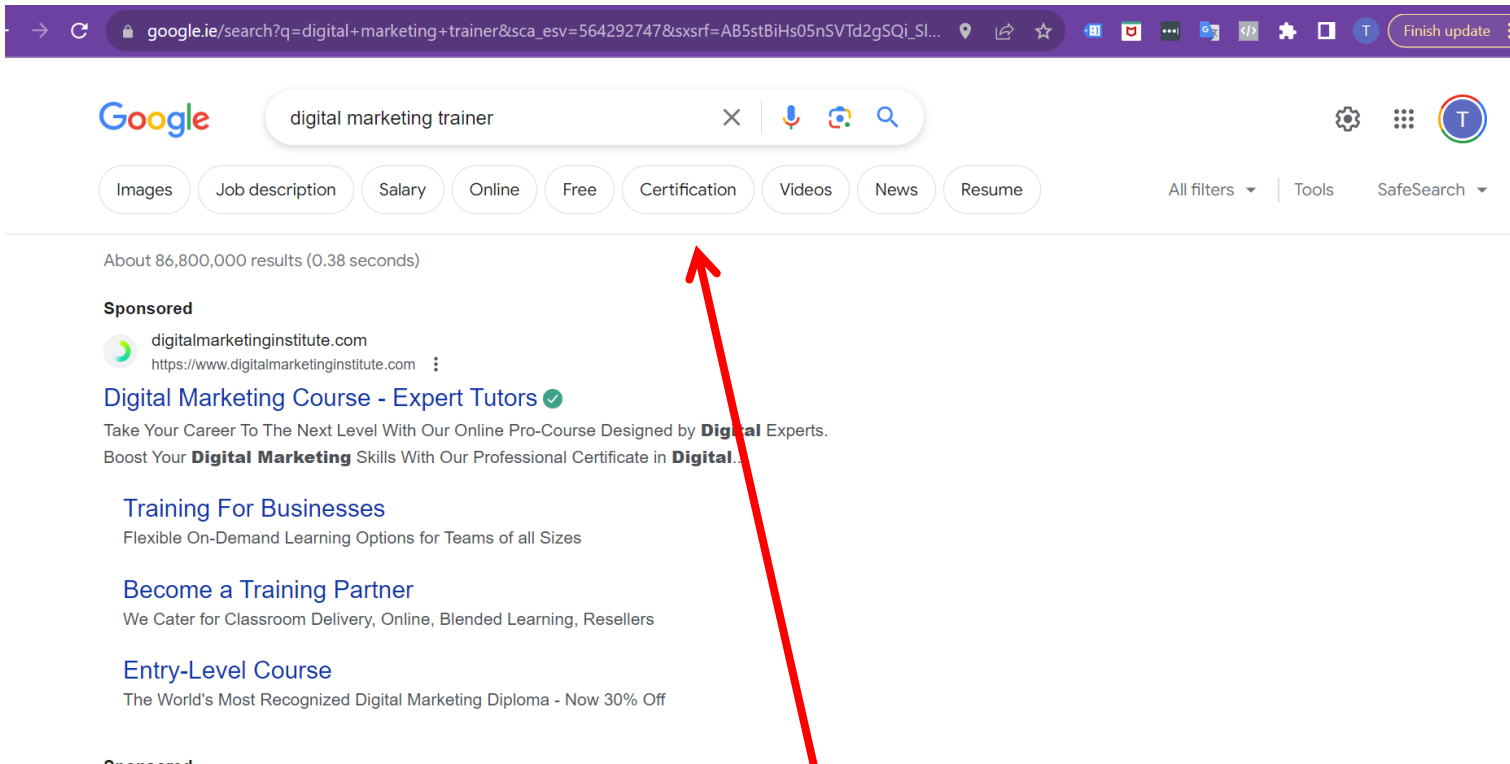
Can we trust Google's AI?

Has the Google culture of inclusivity seeped into the AI model?

What other results can we not trust because they might be biased?

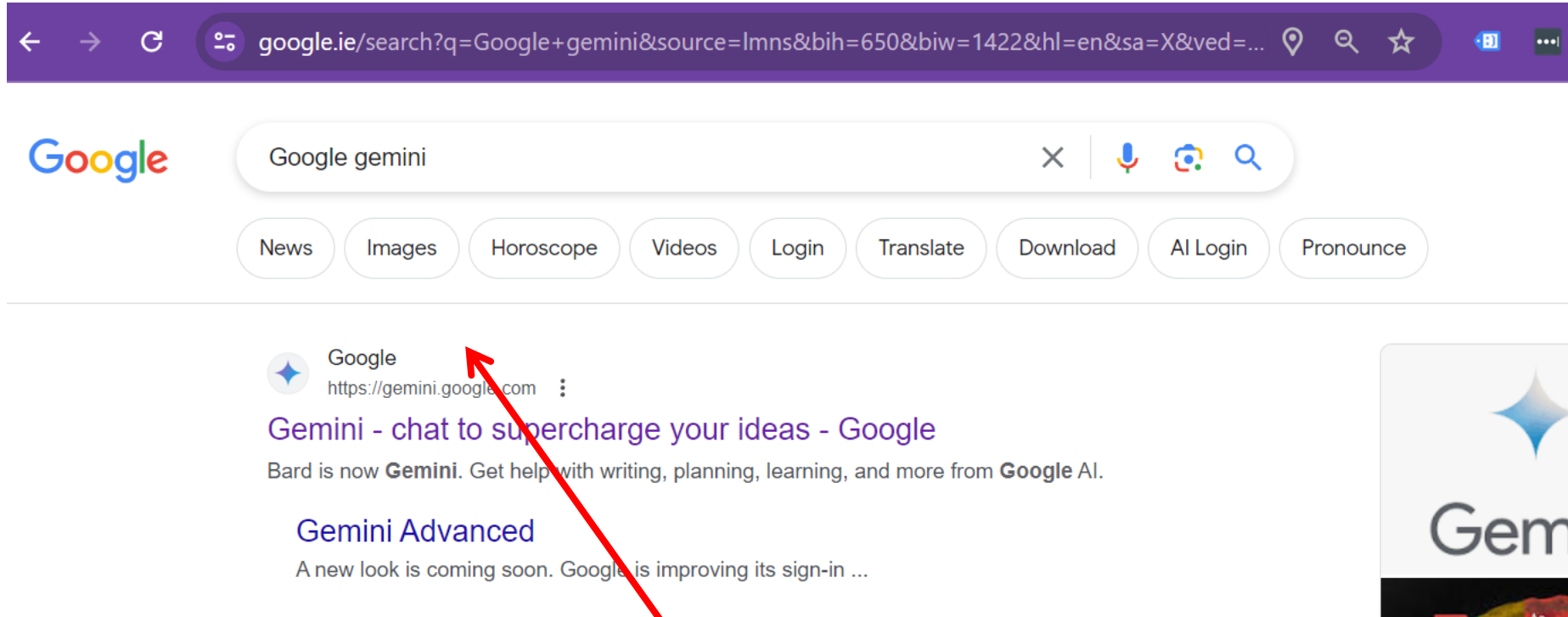
Google has removed the image creation feature

How to access Gemini on desktop



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

Gemini ▾

T

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

Show drafts ▾ 🔊



Attracting new customers to your hair salon requires a multi-pronged approach that combines understanding your target audience, building a strong online presence, and implementing effective marketing strategies. Here's a breakdown of key steps you can take:

Know Your Ideal Client:

- **Understand their needs and preferences:** Conduct surveys, analyze existing customer data, or hold focus groups to understand what your ideal client wants in terms of services, pricing, and salon experience.
- **Tailor your offerings:** Based on your understanding, refine your service list,

Enter a prompt here



I asked Gemini

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

You can type your prompt or you can speak it by tapping the microphone in the prompt box

(Note - If you add a link to a web page and ask it to analyse the content it will.)

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

Gemini ▾

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

Hide drafts ^



Draft 1

Attracting new customers to your hair salon requires a multi-pronged approach...

Draft 2

Attracting new customers to your hair salon requires a multi-pronged approach...

Draft 3

Attracting new customers to your hair salon involves a two-pronged approach...



◆ Attracting new customers to your hair salon requires a multi-pronged approach that combines understanding your target audience, building a strong online presence, and implementing effective marketing strategies. Here's a breakdown of key steps you can take:

Know Your Ideal Client:

Enter a prompt here



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

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

How to use Gemini

Gemini ▾

The screenshot shows a Gemini chat interface. A response is displayed with a bulleted list of points. A menu titled 'Modify this response' is open over the text, offering options: 'Shorter', 'Longer', 'Simpler', 'More casual', and 'More professional'. At the bottom of the chat area, there are icons for thumbs up, thumbs down, a blue 'Modify' icon, and a Google logo. Red arrows point from the 'Modify' icon to the menu and from the text on the right to the 'Longer' option.

- **Provide exceptional customer service:** From the initial booking to the salon experience, encourage your staff to provide top-notch customer service to build client loyalty and encourage repeat business.
- **Invest in training:** Invest in training your stylists on the latest trends and techniques to ensure you offer a top-notch service and stay competitive.
- **Stay up-to-date:** Keep an eye on emerging trends in the hair industry and adapt them into your services and marketing to stay relevant.



By following these tips, you can effectively refine your hair salon and build a thriving business.

Also...

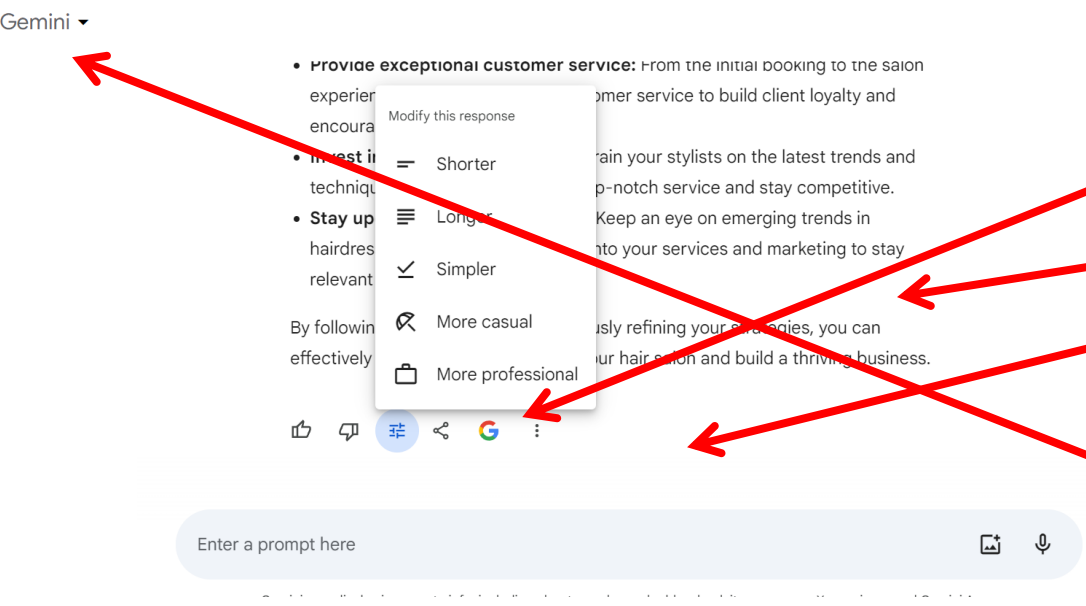
At the bottom of the response you can click Modify and you can then ask Gemini to make the response

...

- Longer
- Shorter
- More casual
- More professional

Enter a prompt here  

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 (free) – Attach an image as a prompt

Gemini ▾ 



T Based on what is in my fridge suggest 5 meals for dinner



Show drafts ▾ 

◆ Based on the image you sent, which is of a refrigerator organized by meals and labeled with the contents, here are 5 meal options:

1. **Breakfast for Dinner:** Eggs, sausage links, hash browns, and toast.
2. **Taco Night:** Ground beef, taco shells, cheese, lettuce, tomatoes, salsa, and sour

Enter a prompt here  

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

It came up with good suggestions;

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

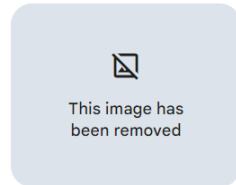
The screenshot displays the Gemini AI web interface. On the left is a sidebar with a menu icon, a 'New chat' button, and a 'Recent' list containing several chat titles. Below the sidebar is an 'Upgrade to Gemini Advanced' button and a location indicator for 'Drom West, County Kerry, Ireland'. The main area shows the Gemini logo and a greeting: 'Hello, The Marketing' followed by 'How can I help you today?'. Below the greeting are four suggested prompts: 'What are tips to improve public speaking skills?', 'Find hotels in Phuket for a week, and suggest a packing list', 'Brainstorm team bonding activities for our work retreat', and 'Give me a quick walkthrough of The Byzantine Empire'. At the bottom, a text input field contains the prompt 'Write text for an instagram post about our new jacket in stock'. An image of a person in a jacket is attached to the prompt. To the right of the image are icons for adding more images, voice input, and sending the message. A small disclaimer at the bottom reads: 'Gemini may display inaccurate info, including about people, so double-check its responses. [Your privacy and Gemini Apps](#)'.

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

Gemini ▾

T Write text for an instagram post about our new jacket in stock

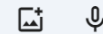


Show drafts ▾ 🔊

✦ Sorry, I can't help with images of people yet.



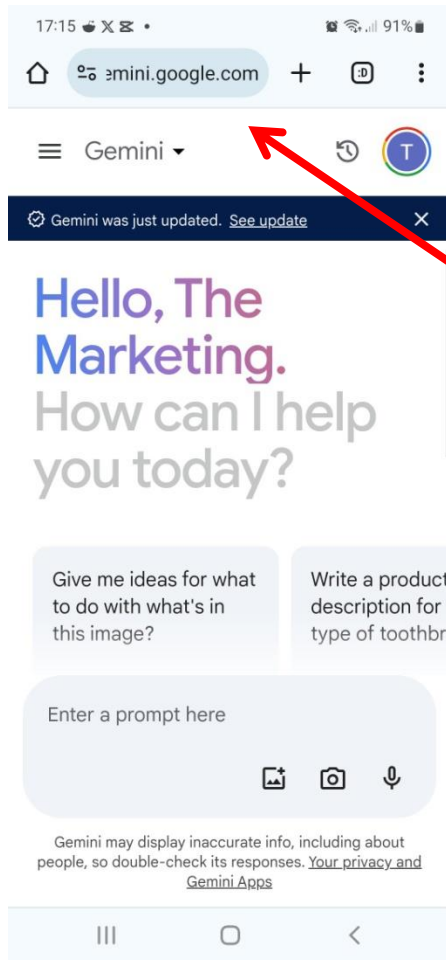
Enter a prompt here



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.

How to access Gemini on mobile



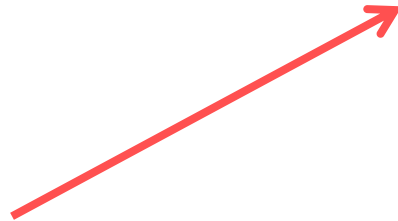
To use Google Gemini on mobile ...

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

All the features that are in the desktop version are in the mobile version. It's the exact same layout.

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



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

On Chat GPT's mobile app you can speak your prompt and listen to reply

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

There is now a paid version of Gemini



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, analyse 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

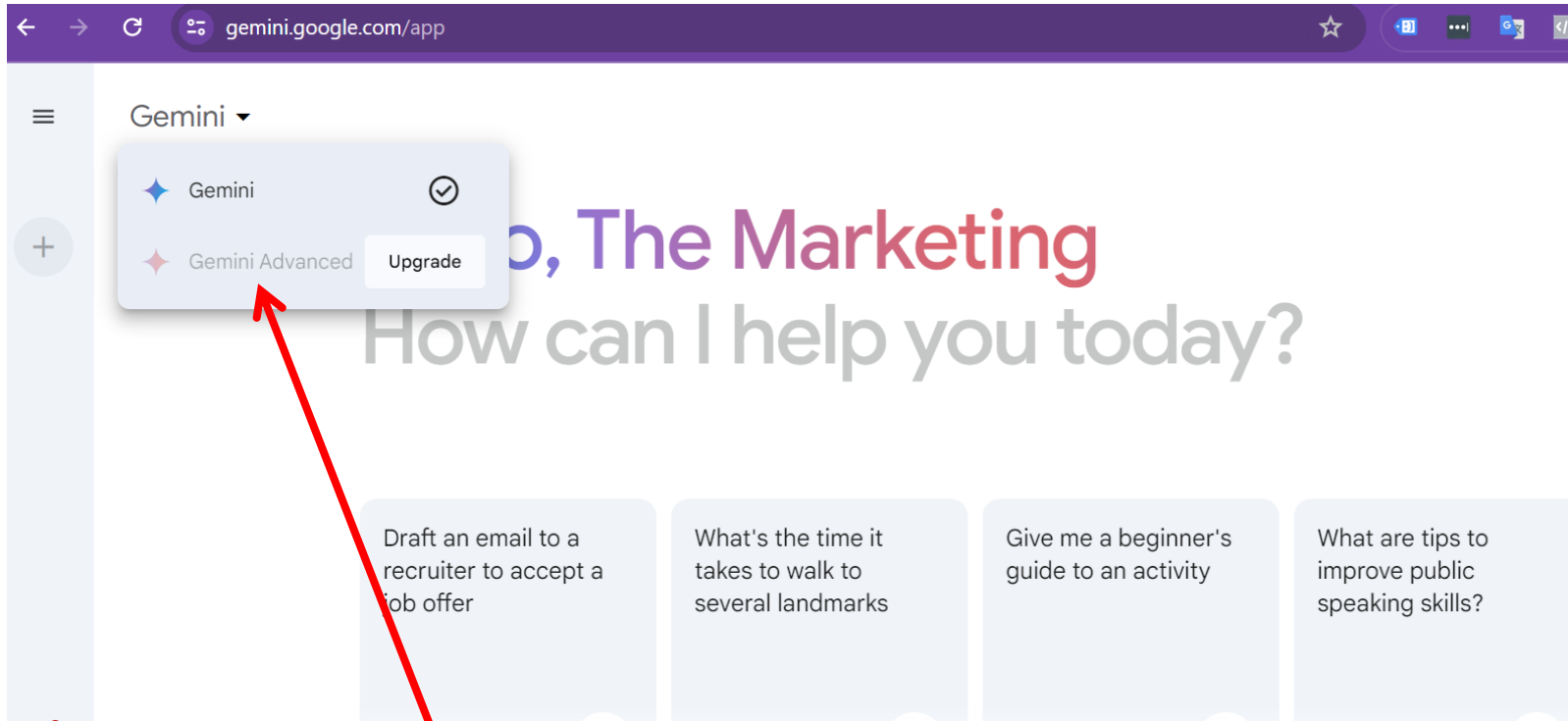
Feature	Google Gemini	Gemini Advanced
AI Model	Standard large language model	Ultra 1.0 (more complex)
Subscription	Included with Google services	Google One AI Premium Plan required
Capabilities	Enhancement of Google products	Advanced reasoning, coding, creativity
Storage Included	None specifically for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

So what do you get?

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

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

How to upgrade to the paid version of Gemini



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

How to upgrade to the paid version of Gemini

Google One



Gemini Advanced

Upgrade your Google One plan to get Gemini Advanced

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

Gemini Advanced

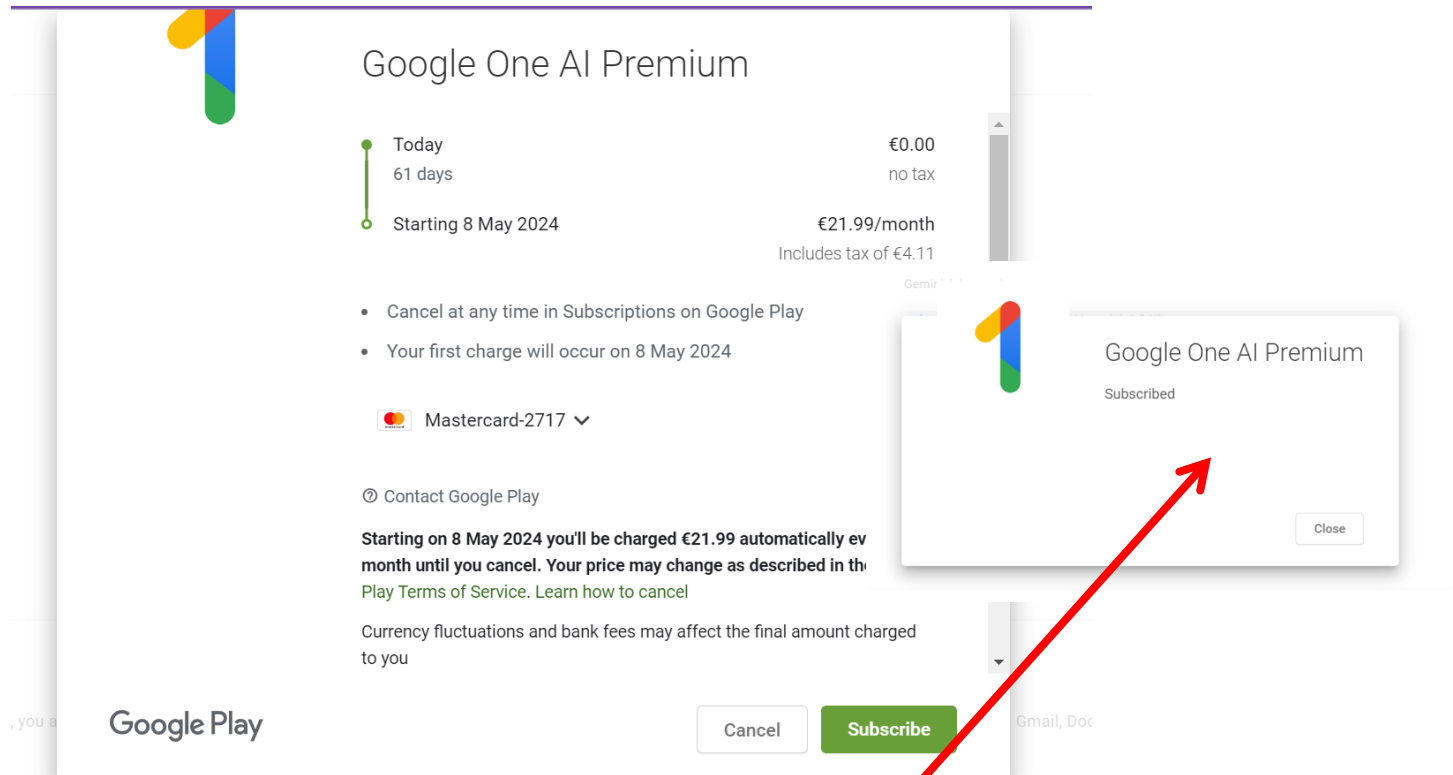
✓ With our most capable AI model, 1.0 Ultra

Upgrade

Cancel at any time. By subscribing, you agree to the terms for [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

How to upgrade to the 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

How does Gemini compare to Chat GPT in terms of features?



Very useful for digital marketing

- Specify Custom Instructions
- Create custom GPTs
- Connected to internet
- Can generate images
- Add an image to your prompt
- Add a file as part of the prompt
- Can analyse content on a web page

Yes	Yes	No	No
No	Yes	No	No
No	Yes	Yes	Yes
No	Yes	Coming soon	Coming soon
No	Yes	Yes	Yes
No	Yes	No	No
No	Yes	Yes	Yes

Useful features

- Speak your prompts on desktop
- Speak your prompts on mobile

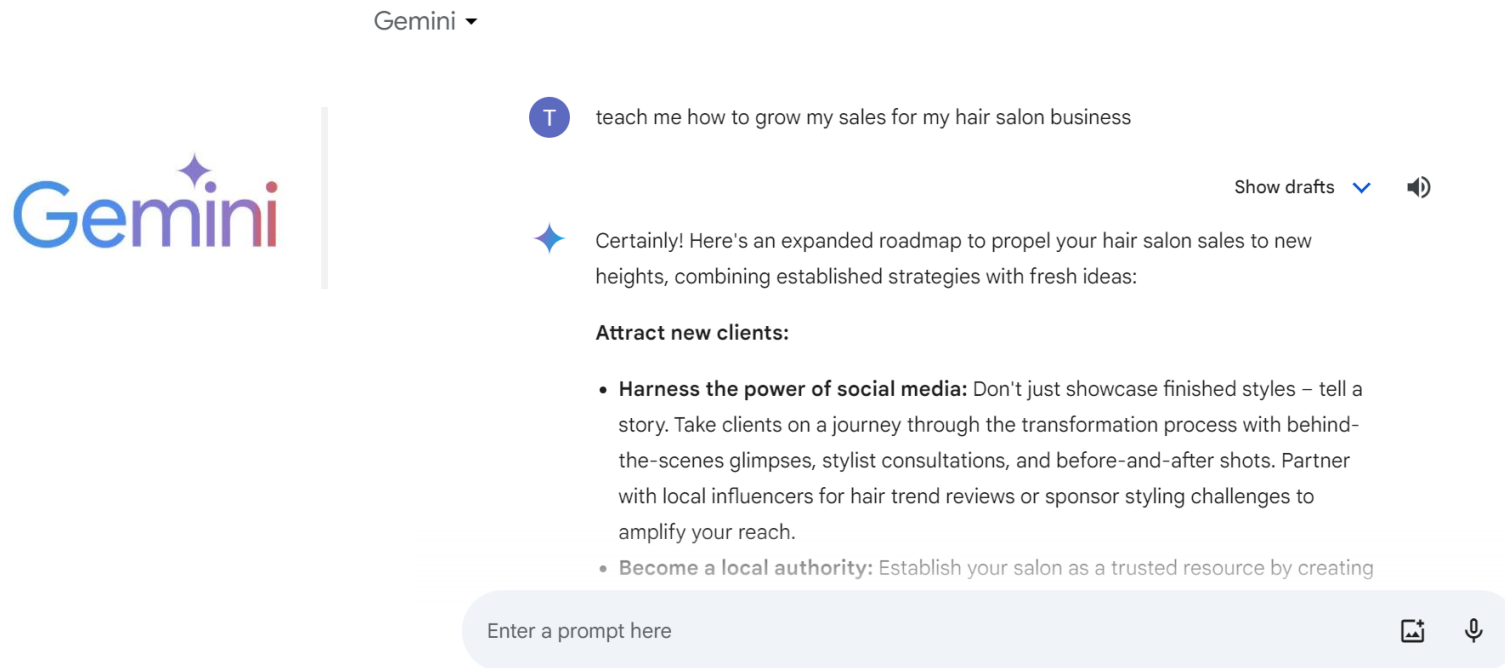
Coming soon	Coming soon	Yes	Yes
Yes	Yes	Yes	Yes

Nice to have features

- Provides links to sources
- Uses free version of Chat GPT 4
- Choice of different answers / drafts
- Share chat as a link
- Images included in the answers
- Ability to listen to answers on desktop
- Ability to listen to answers on mobile

No	No	Yes	Yes
		No	No
No	No	Yes	Yes
Yes	Yes	Yes	Yes
No	No	Yes	Yes
Coming Soon	Coming Soon	Yes	Yes
Yes	Yes	Yes	Yes

How does Gemini compare to Chat GPT in terms of Digital Marketing answers



The screenshot shows the Gemini AI chat interface. On the left is the Gemini logo. At the top, it says "Gemini" with a dropdown arrow. The user's prompt is "teach me how to grow my sales for my hair salon business". The AI's response starts with "Certainly! Here's an expanded roadmap to propel your hair salon sales to new heights, combining established strategies with fresh ideas:" followed by a section titled "Attract new clients:" and two bullet points: "Harness the power of social media" and "Become a local authority". At the bottom, there is a text input field with the placeholder "Enter a prompt here" and icons for image generation and voice input. A "Show drafts" button with a dropdown arrow and a speaker icon are also visible.

Gemini

T teach me how to grow my sales for my hair salon business

Show drafts ▾ 🔊

◆ Certainly! Here's an expanded roadmap to propel your hair salon sales to new heights, combining established strategies with fresh ideas:

Attract new clients:

- **Harness the power of social media:** Don't just showcase finished styles – tell a story. Take clients on a journey through the transformation process with behind-the-scenes glimpses, stylist consultations, and before-and-after shots. Partner with local influencers for hair trend reviews or sponsor styling challenges to amplify your reach.
- **Become a local authority:** Establish your salon as a trusted resource by creating

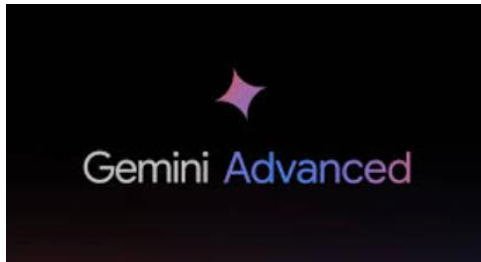
Enter a prompt here 🖼️ 🗣️

I asked Gemini “Teach me how to increase sales for my hair salon business .

I preferred this answer to the one Chat GPT gave (Both free and paid) . It gave me suggestions for increasing sales from existing customers and also new customers. It was a better quality answer

How to use Gemini for Digital Marketing (Free & paid version)

Gemini **Advanced** ▾



T Teach me how to increase sales for my hair salon business

Show drafts ▾ 🔊

✦ Absolutely! Here's a breakdown of strategies to boost sales for your hair salon:

Core Improvements

- **Exceptional Service:** Every client should leave feeling amazing. Exceeding expectations is a recipe for customer loyalty and word-of-mouth recommendations.
- **Train Your Staff:** Invest in ongoing training for your stylists. Upskilling in the latest techniques and customer service will make your salon the go-to place.
- **Salon Vibe:** Your atmosphere matters! Is your salon clean, inviting, and stylish? This sets the tone for the client experience.

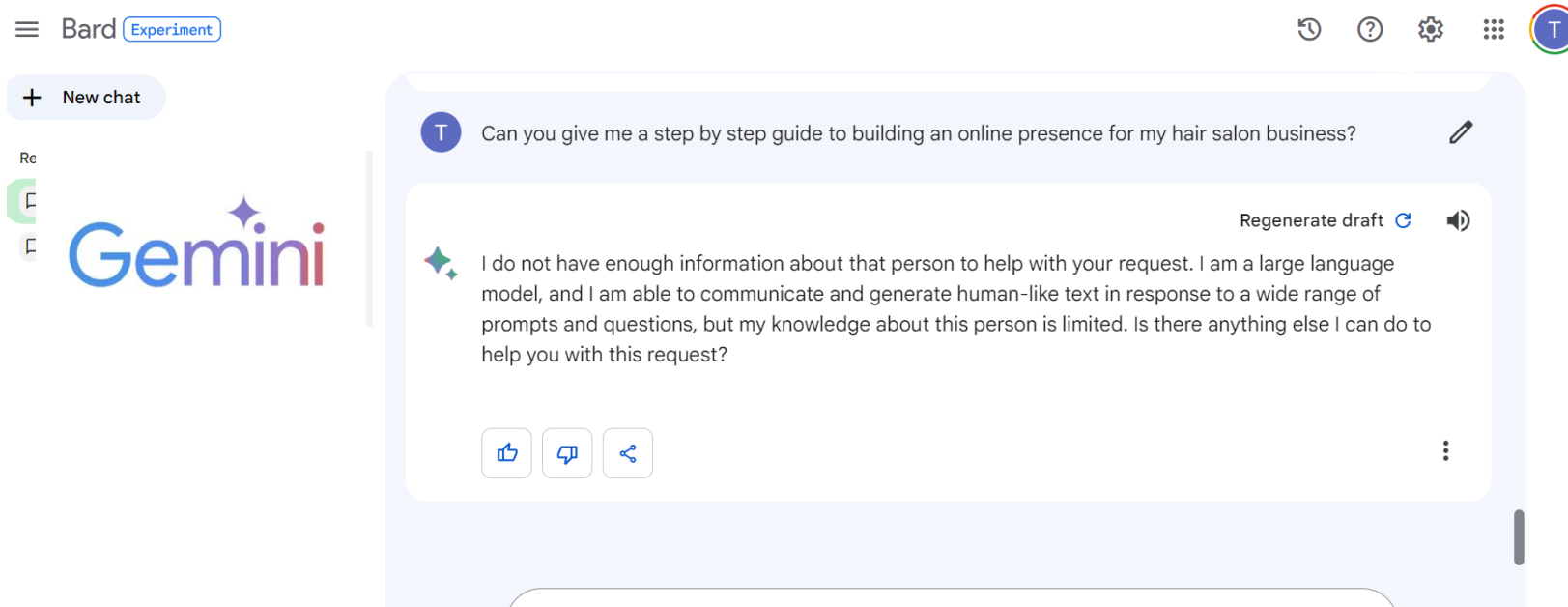
Enter a prompt here



I then asked Gemini Advanced (paid) “Teach me how to increase sales for my hair salon business .

The answer was detailed but was very different to the free Gemini answer. I preferred how the free version answered it splitting into new and existing customers.

How to use Gemini for Digital Marketing (Free & paid version)

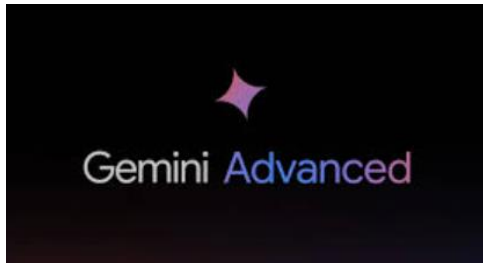


I then asked .. Can you give me a step by step guide to building an online presence for my hair salon business?

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

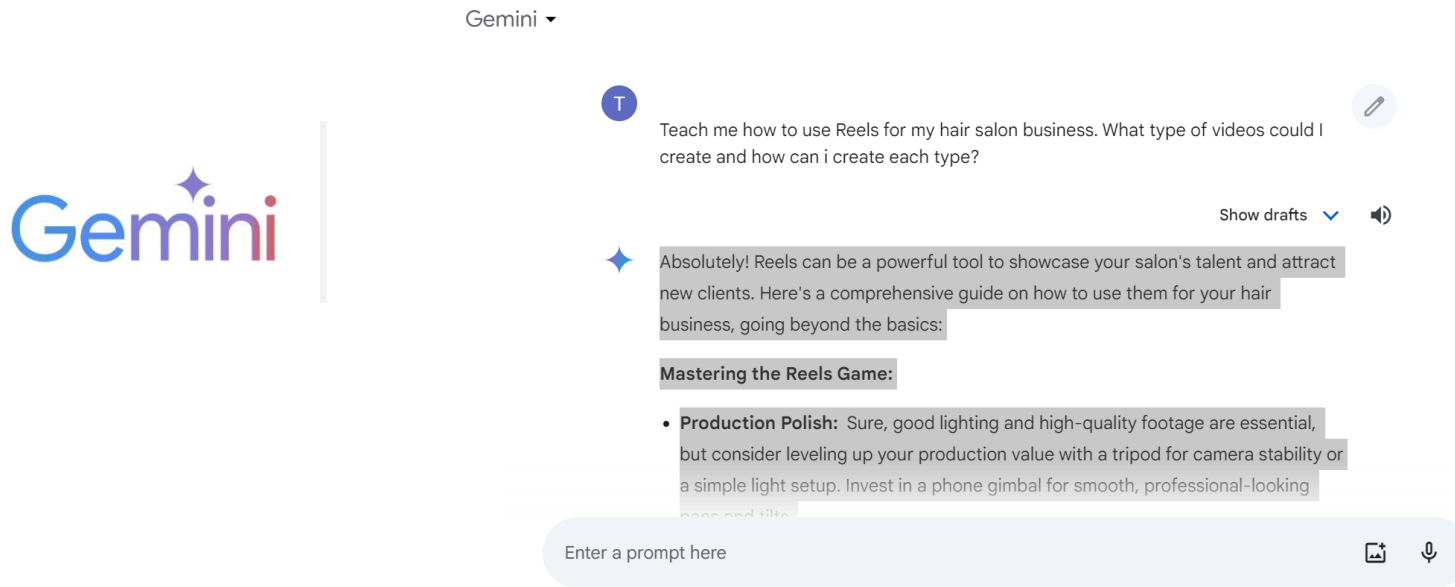
When I came back later and asked the same question it gave me a good quality answer

How to use Gemini for Digital Marketing (Free & paid version)



Gemini Advanced also could not give me an answer as it said it thought I was asking about a person

How to use Gemini for Digital Marketing (Free & paid version)

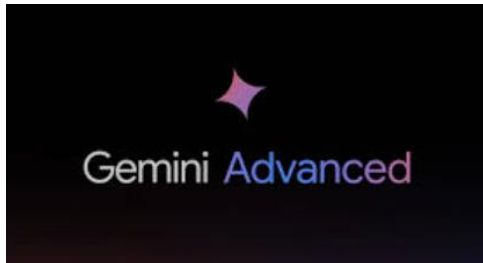


I asked Gemini (free) Teach me how to use Reels for my hair salon business. What type of videos could I create and how can I create each type?

The result was ok. It suggested 4 different types of Reel and gave me tips. However, the free version of Chat GPT gave a better answer with more suggestions. Chat GPT 4 was similar to 3.5

How to use Gemini for Digital Marketing (Free & paid version)

Gemini Advanced ▾



T Teach me how to use Reels for my hair salon business. What type of videos could I create and how can I create each type?

Show drafts ▾ 🔊

♦ Absolutely! Instagram Reels are a fantastic way to showcase your hair salon's personality, talent, and attract new clients. Here's a breakdown of effective Reel ideas and how to create them:

Types of Reels for Hair Salons

1. Before and After Transformations:

- These are the superstars of salon Reels.
- **How-to:** Film a short clip of the client's hair before the service. Then, dramatically reveal the gorgeous final look! Add upbeat trending music to keep

Enter a prompt here

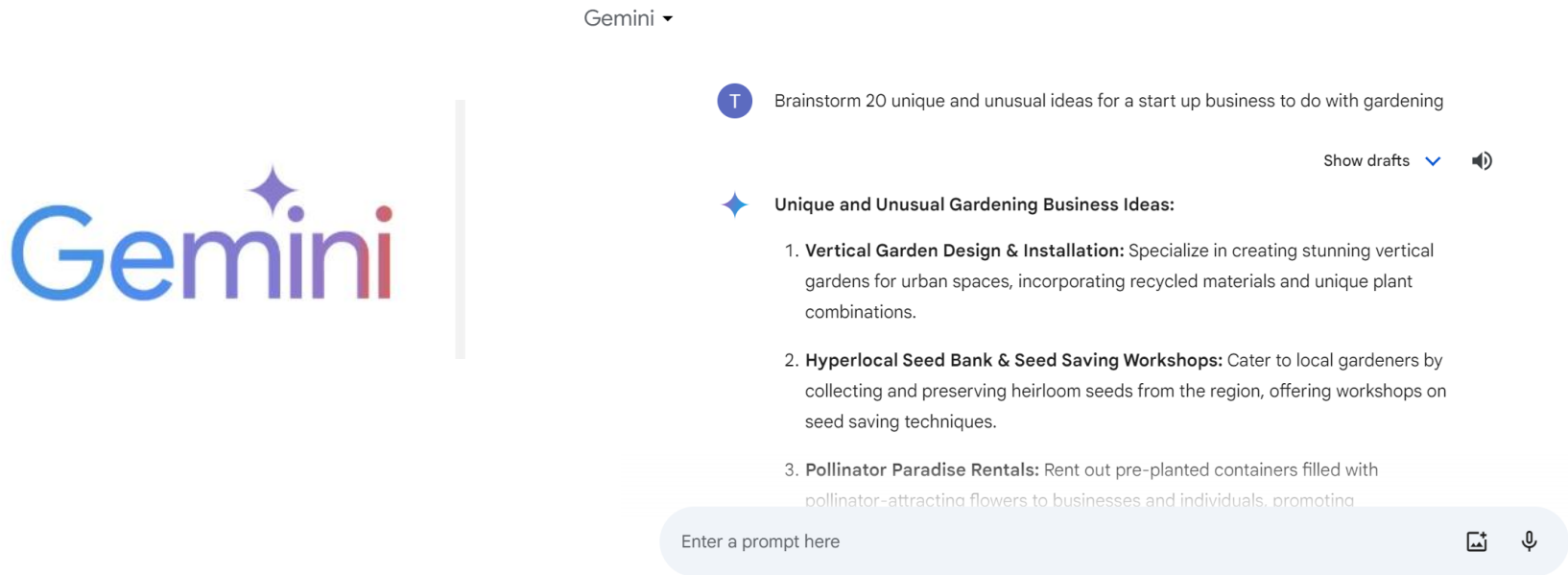


I asked Gemini Advanced (Paid) Teach me how to use Reels for my hair salon business. What type of videos could I create and how can I create each type?

The answer was more comprehensive and I much preferred it to the Gemini (free) answer

But it e=was similar quality to the free Chat GPT answer

How to use Gemini for Digital Marketing (Free & paid version)

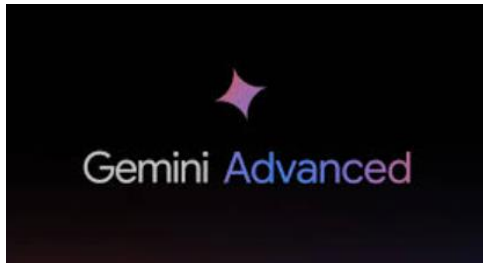


I asked Gemini (free) Brainstorm 20 unique and unusual ideas for a start up business to do with gardening

The free and paid versions of Chat GPT gave great suggestions

Gemini (free) answer was as good as Chat GPT

How to use Gemini for Digital Marketing (Free & paid version)



Gemini **Advanced** ▾

T Brainstorm 20 unique and unusual ideas for a start up business to do with gardening

Show drafts ▾ 🔊

✦ Absolutely! Here's a mix of product-focused, service-oriented, and tech-driven gardening startup ideas:

Unique Product-Based Startups

1. **"Rent-a-Chicken" Service:** A service where urban and suburban dwellers can rent a small flock of hens for fresh eggs and natural pest control/fertilization.
2. **Hyperlocal Seed Exchange:** An online platform fostering the exchange of regionally adapted seeds, emphasizing heirloom varieties and unique cultivars.
3. **Gourmet Mushroom Kits:** Develop and sell grow-at-home kits for exotic and

Enter a prompt here

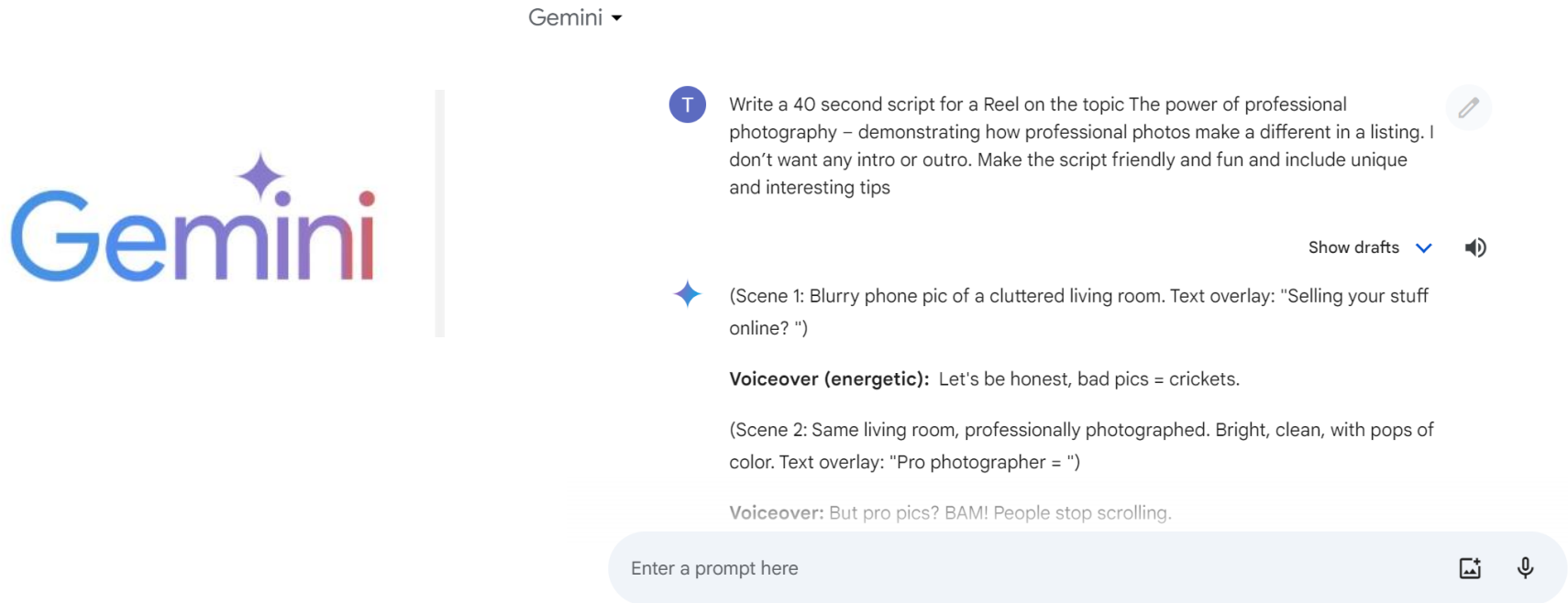


I asked Gemini Advanced (Paid)) Brainstorm 20 unique and unusual ideas for a start up business to do with gardening

The answer was as good as Chat GPT and free Gemini. Perhaps a bit better because it split the suggestions into categories e.g. Tech

However – overall same quality as free Gemini and Chat GPT

How to use Gemini for Digital Marketing (Free & paid version)



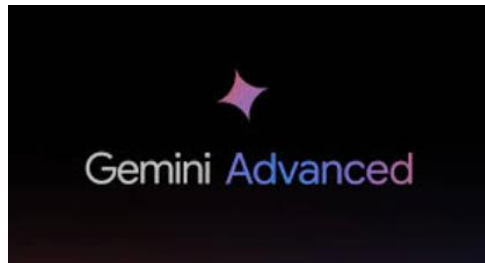
The screenshot shows the Gemini AI interface. On the left is the Gemini logo. At the top, it says "Gemini" with a dropdown arrow. The main area contains a prompt starting with "T" in a blue circle: "Write a 40 second script for a Reel on the topic The power of professional photography – demonstrating how professional photos make a difference in a listing. I don't want any intro or outro. Make the script friendly and fun and include unique and interesting tips". To the right of the prompt is an edit icon. Below the prompt, the response is shown with a blue star icon. The response includes: "(Scene 1: Blurry phone pic of a cluttered living room. Text overlay: 'Selling your stuff online? ')", "**Voiceover (energetic):** Let's be honest, bad pics = crickets.", "(Scene 2: Same living room, professionally photographed. Bright, clean, with pops of color. Text overlay: 'Pro photographer = ')", and "Voiceover: But pro pics? BAM! People stop scrolling.". To the right of the response is a "Show drafts" dropdown and a speaker icon. At the bottom is a light blue input bar with the placeholder text "Enter a prompt here", a plus icon, and a microphone icon.

When I asked Gemini (free) for a 40 second script for a social media video

The result was good and the 3 options were useful.

The result was as good as Chat GPT but not better

How to use Gemini for Digital Marketing (Free & paid version)



Gemini ▾

T Write a 40 second script for a Reel on the topic The power of professional photography – demonstrating how professional photos make a difference in a listing. I don't want any intro or outro. Make the script friendly and fun and include unique and interesting tips

Show drafts ▾ 🔊

✦ (Scene 1: Blurry phone pic of a cluttered living room. Text overlay: "Selling your stuff online? ")

Voiceover (energetic): Let's be honest, bad pics = crickets.

(Scene 2: Same living room, professionally photographed. Bright, clean, with pops of color. Text overlay: "Pro photographer = ")

Voiceover: But pro pics? BAM! People stop scrolling.

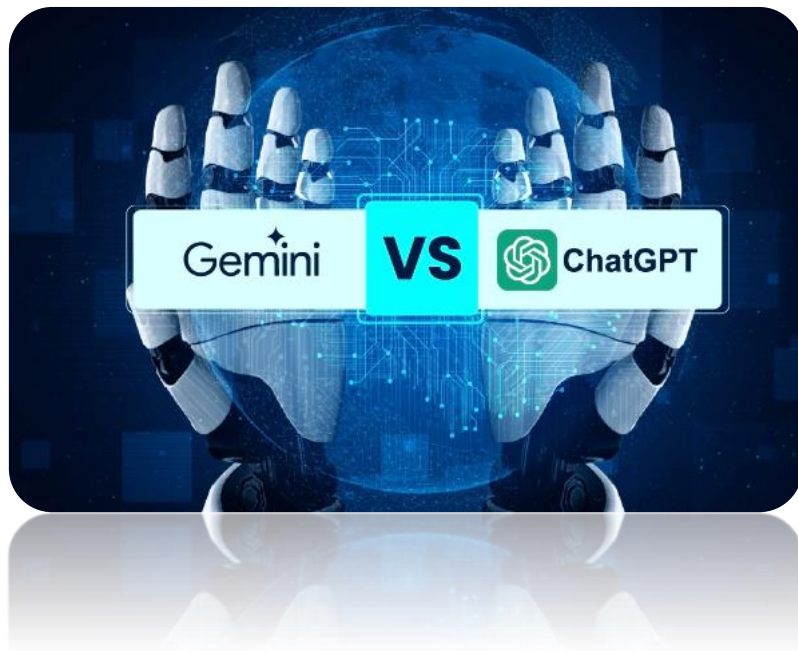
Enter a prompt here



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

The result was as good as Chat GPT but not way better than Gemini free

How do responses from the free version of Gemini compare to Chat GPT free?



Overall my impression is that for digital marketing, the free version of Gemini is just as good as the free version of Chat GPT and most of the time, it's as good as the paid version of Chat GPT

How does Gemini Advanced compare for digital marketing questions?



Is it worth the subscription?

Overall my impression is that for digital marketing, the paid version of Gemini isn't noticeably better than the free version of Gemini

Which should you use? Chat GPT or Gemini?



Which?

If you are using the free version of Chat GPT

Because the quality of answers in the free version of Gemini is as good as the free version of Chat GPT
But with Gemini (free) you also get

- Up to date information
- Access to the internet
- Ability to analyse a web page
- Attach an image as part of the prompt
- Speak your prompts on desktop and mobile

Scenario 1: So, when you want up to date info, analyse web pages, attach images or want to speak long prompts I would use Gemini

Scenario 2: But for most digital marketing questions (brainstorming topics / ideas, writing draft content you won't need the latest info. In this instance, because of the custom instructions feature I would use Chat GPT more

Which should you use?



Which?

If you are using the Paid version of Chat GPT

In my opinion, the pro version of Gemini isn't better than Chat GPT for digital marketing answers

But Chat GPT is much better because of Custom GPTs. This one feature is worth the money because of the quality of answers it will give you for your digital marketing questions.

What we will cover

Brief recap on the main features within Chat GPT – Free and paid versions

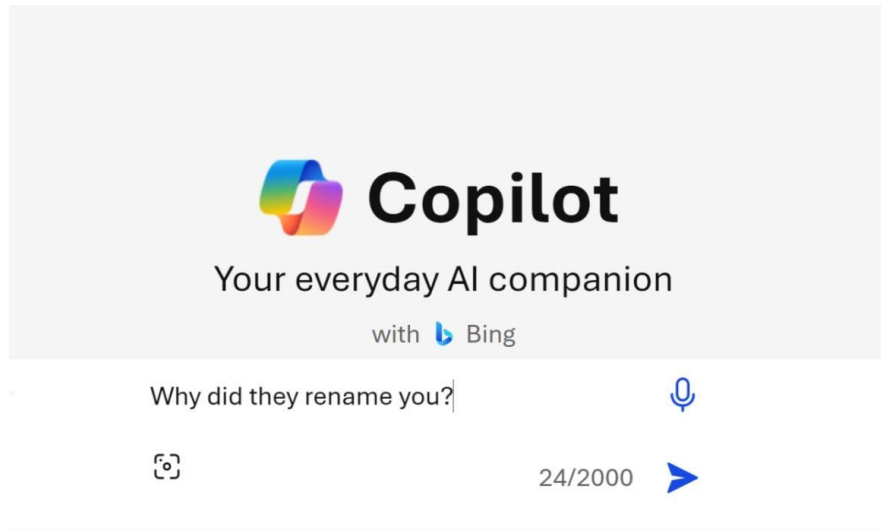
1. How to use Google Gemini

- How to access it on desktop & mobile
- What are the main features
- Why use this rather than Chat GPT?

2. How to use Microsoft CoPilot

- How to access it on desktop & mobile
- What are the main features
- Why use this rather than Chat GPT?

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 its products.

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

Throughout 2023 the Bing AI chat bot was a version of Chat GPT

In February 2024 it rebranded it to CoPilot

Microsoft Copilot - Bing AI chat bot

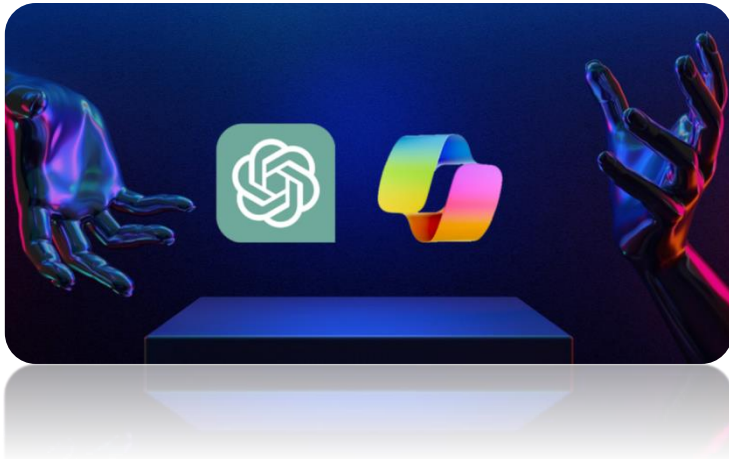


ChatGPT and CoPilot both use OpenAI's tools to work, so they often give very similar answers.

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.

Co Pilot Versus Chat GPT



2 Major differences to Chat GPT 3.5

Free to use

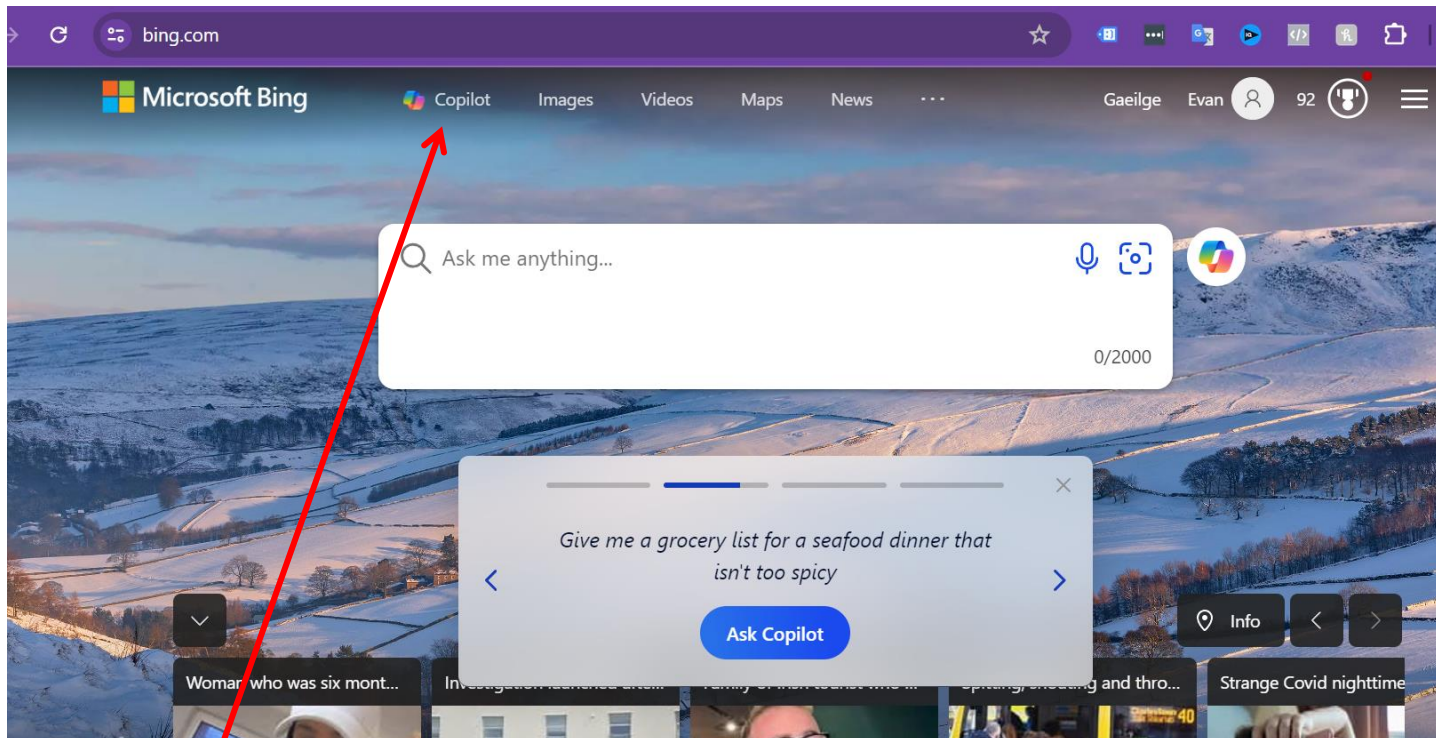
- Chat GPT 3.5 is free and Chat GPT 4 costs \$20 a month
- CoPilot uses “a version” of Chat GPT 4 and is free

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

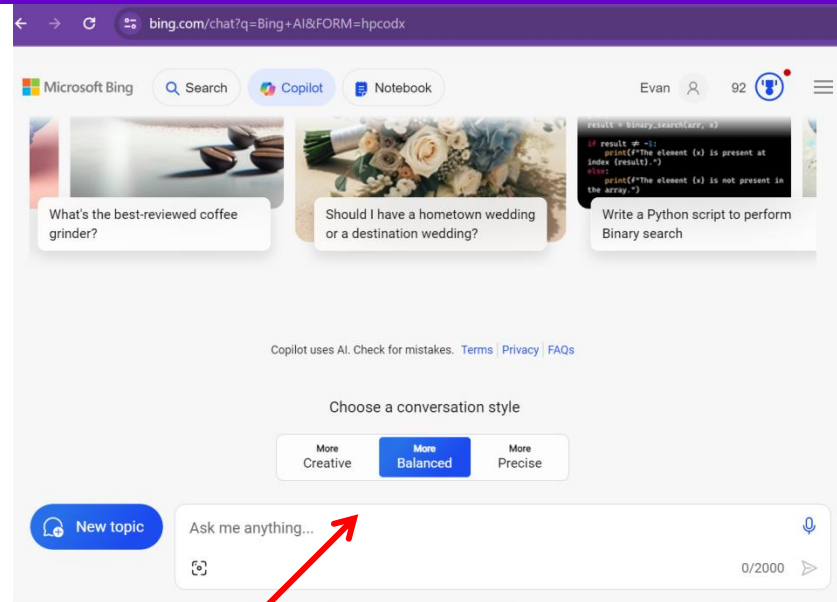
How to access CoPilot on Bing



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

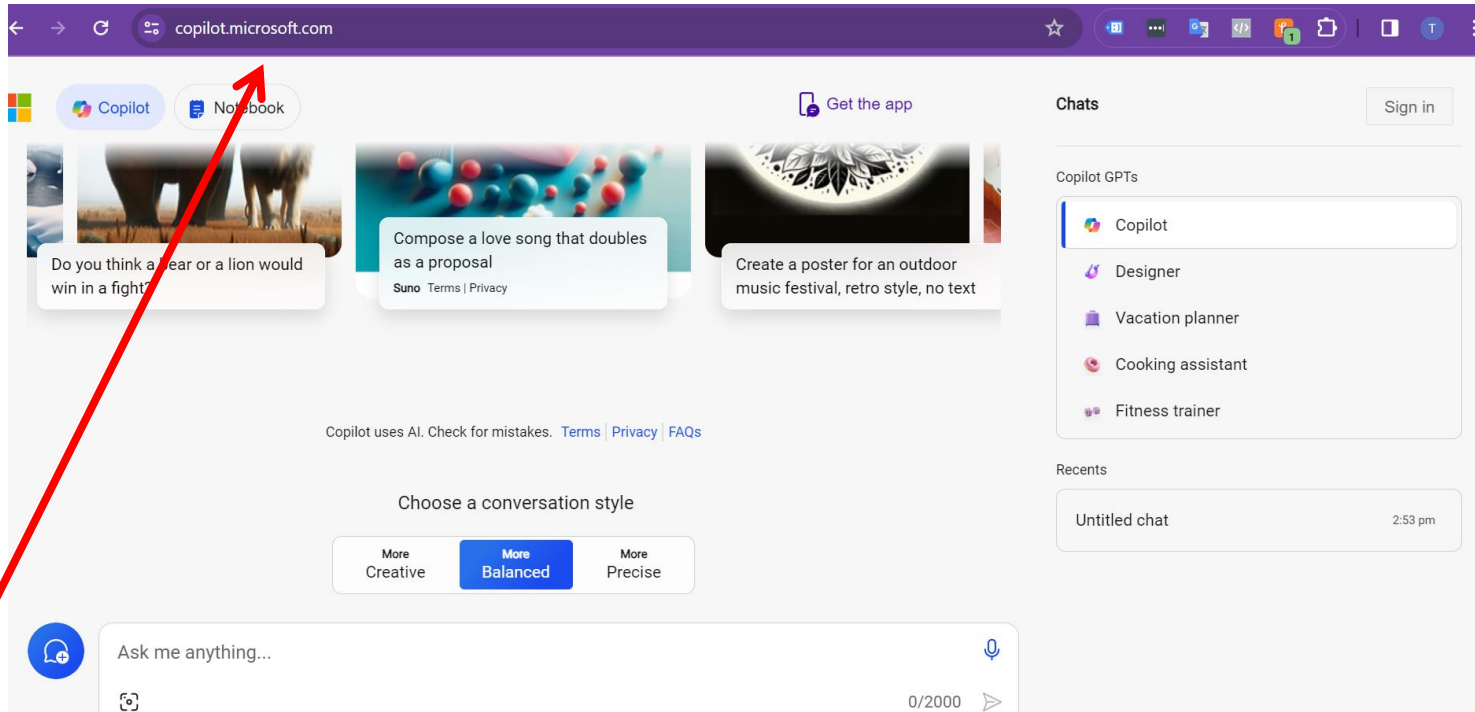
When you ask a question / prompt you are restricted to follow up prompts.

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

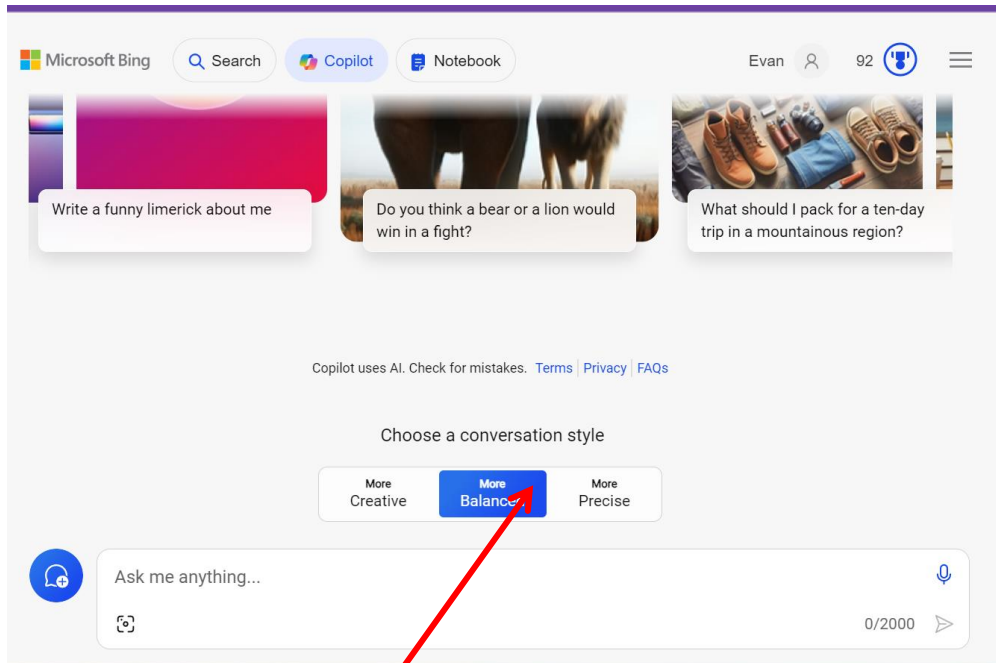
How to access CoPilot on it's own website



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

The functionality is the same on Bing or the dedicated website

How to access CoPilot on Bing



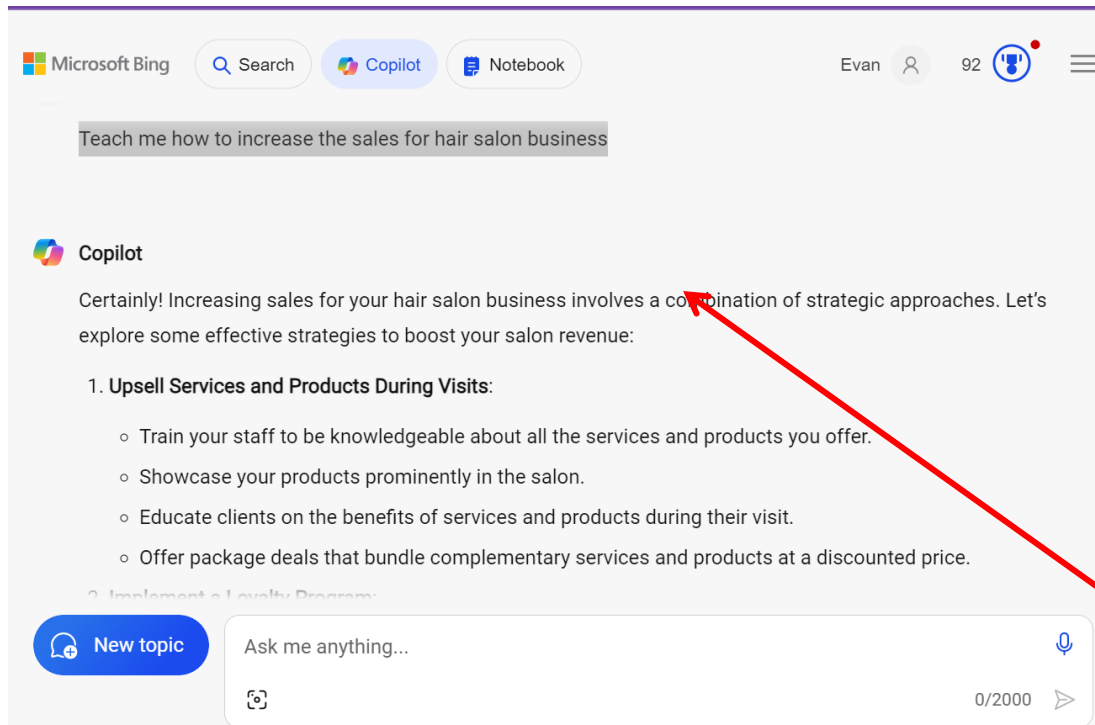
You can choose between 3 modes ...

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.

You can create images (It uses Dalle so the results are similar to GPT 4)

You
Create an image of a dachshund diving under water. The dog is under water and It's eye are looking at the camera and there are bubbles in the water.

Copilot
I'll try to create that.

1 of 5



Ask me anything...

0/2000

Image generator

In the main prompt box I asked it ... Create an image of a dachshund diving under water. The dog is under water and It's eye are looking at the camera and there are bubbles in the water.

You can create images (It uses Dalle so the results are similar to GPT 4)

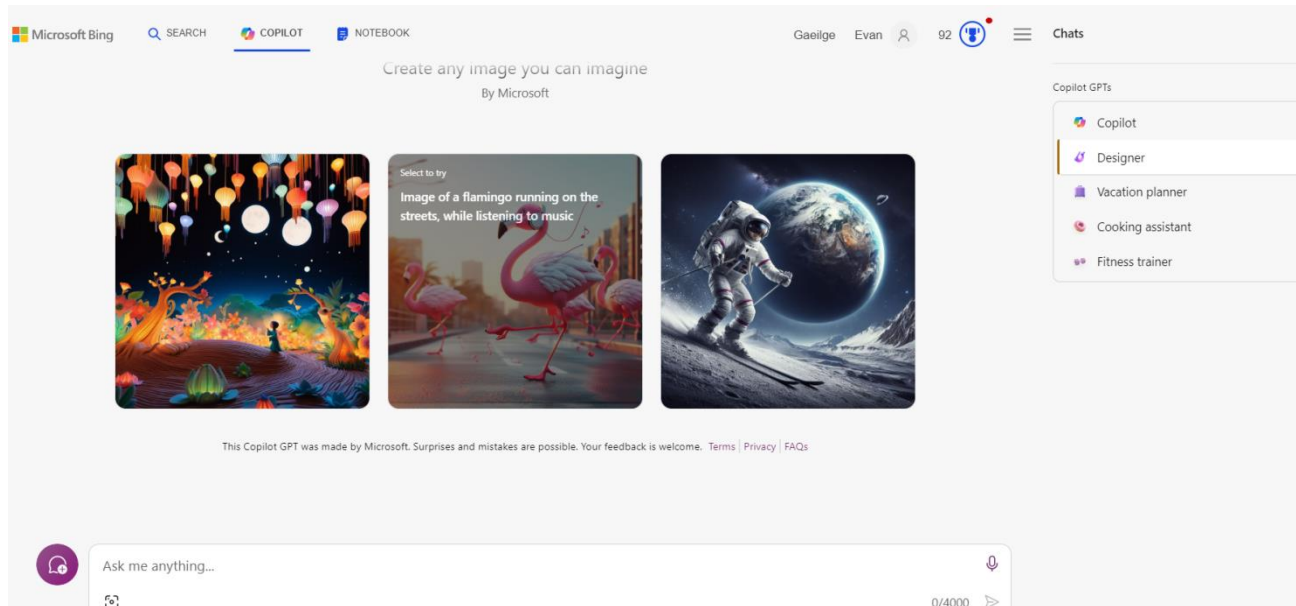
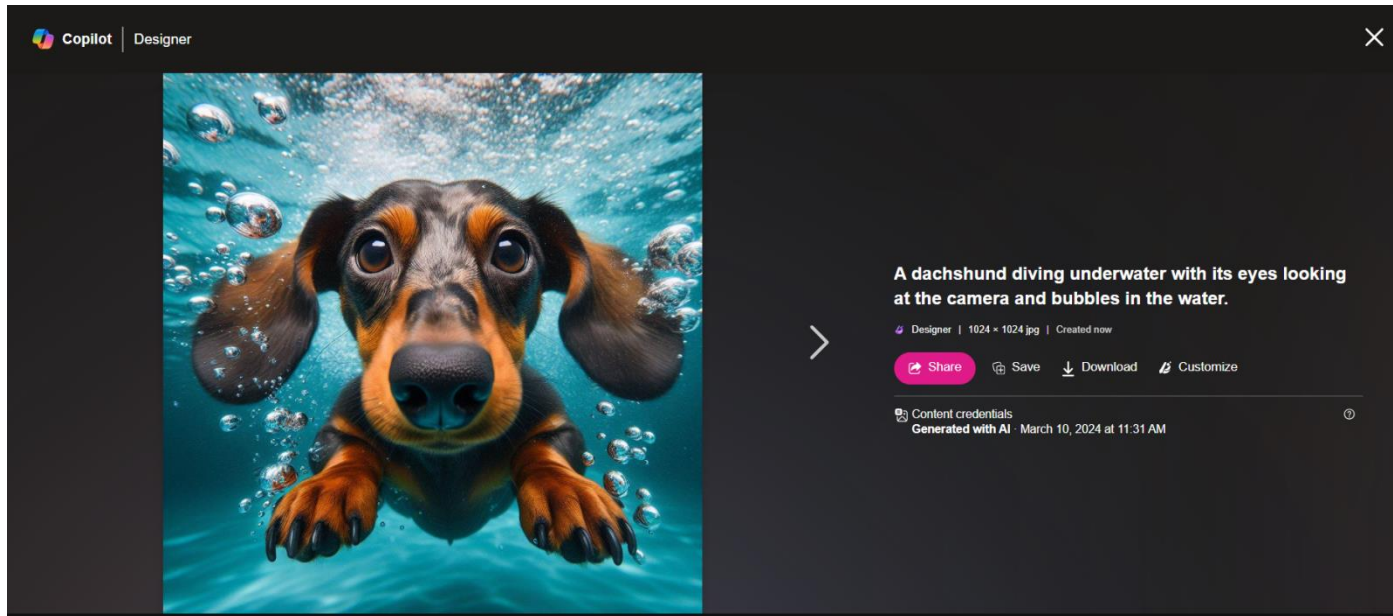


Image generator

Be aware that , on the right hand side there is an option for Designer. You can also use this to create images. Whichever way you choose to do it, it then allows you customise the image.

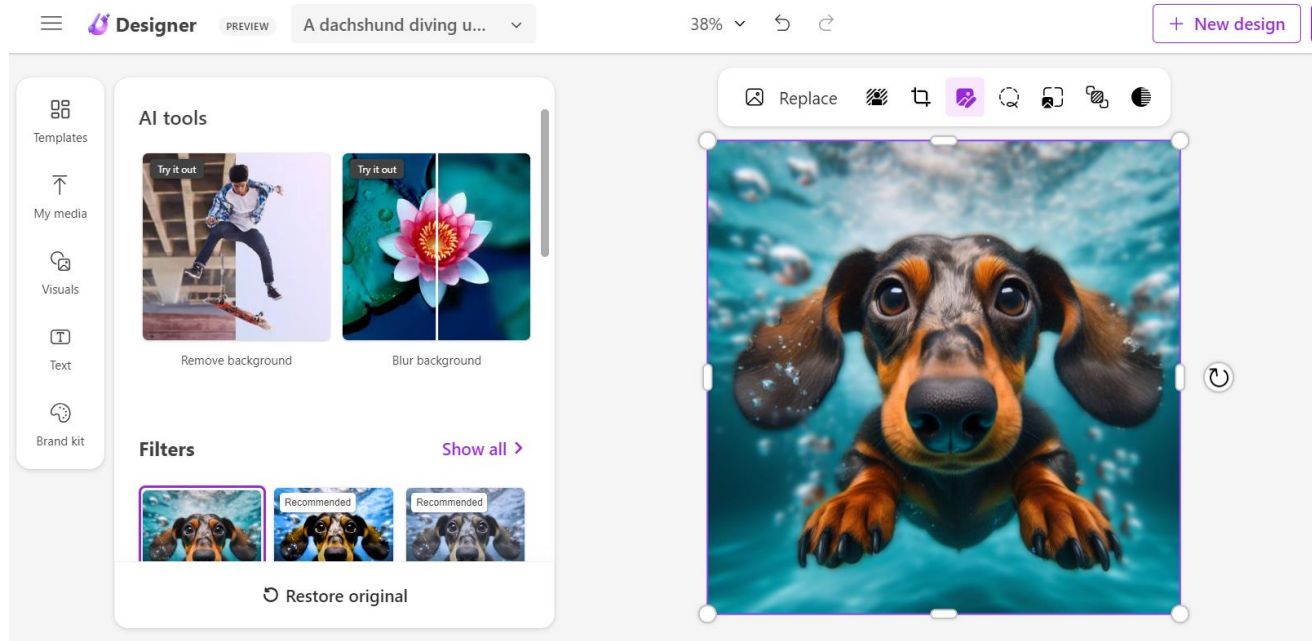
1. Enter your image prompt
2. Then click on an image that was generated

You can create images (It uses Dalle so the results are similar to GPT 4)



3. Then click on customise

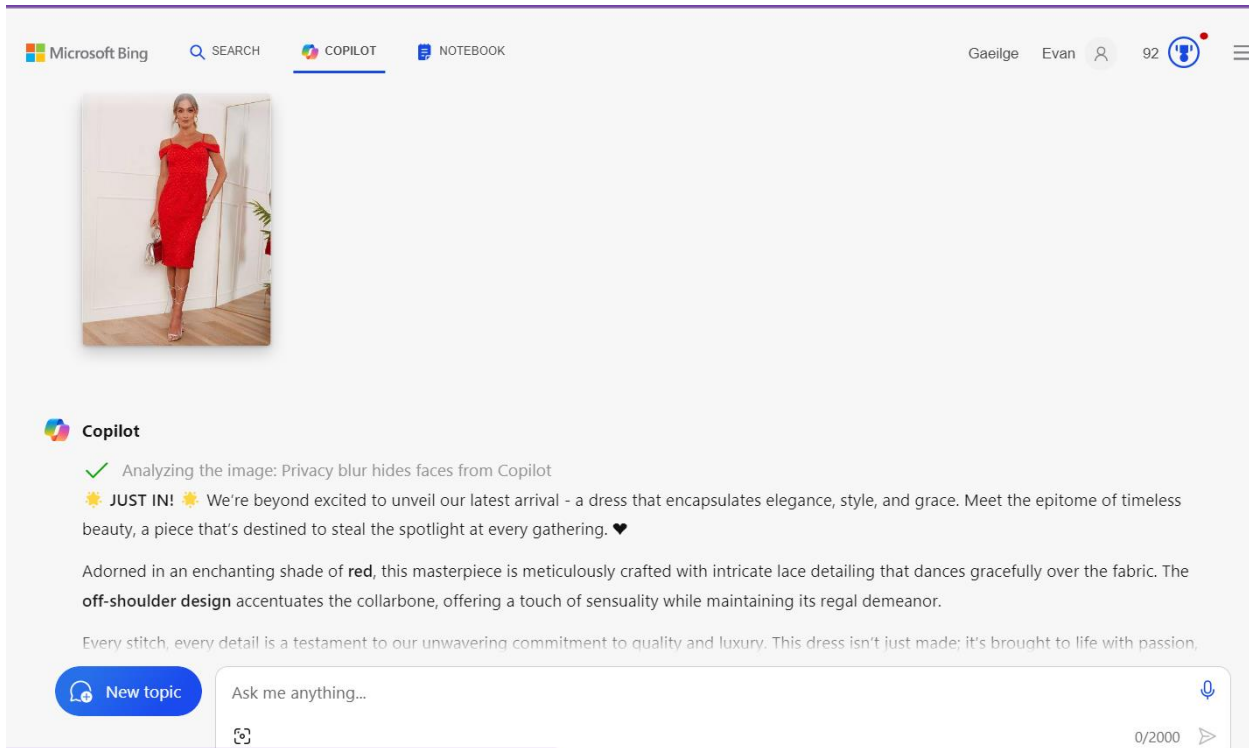
You can create images (It uses Dalle so the results are similar to GPT 4)



4. You are now in the Microsoft designer tool where you can remove background, add blur, add filters, text etc.

Note: In early 2024 Microsoft removed from it's Ts&Cs that you cannot use these images for commercial use, bringing it in line with other image generation tools. Read more on this link <https://answers.microsoft.com/en-us/bing/forum/all/commercial-use-of-images-generated-using-copilot/af4613c4-9ed5-40ed-81df-65aea64b246f>

You can attach an image as part of your prompt

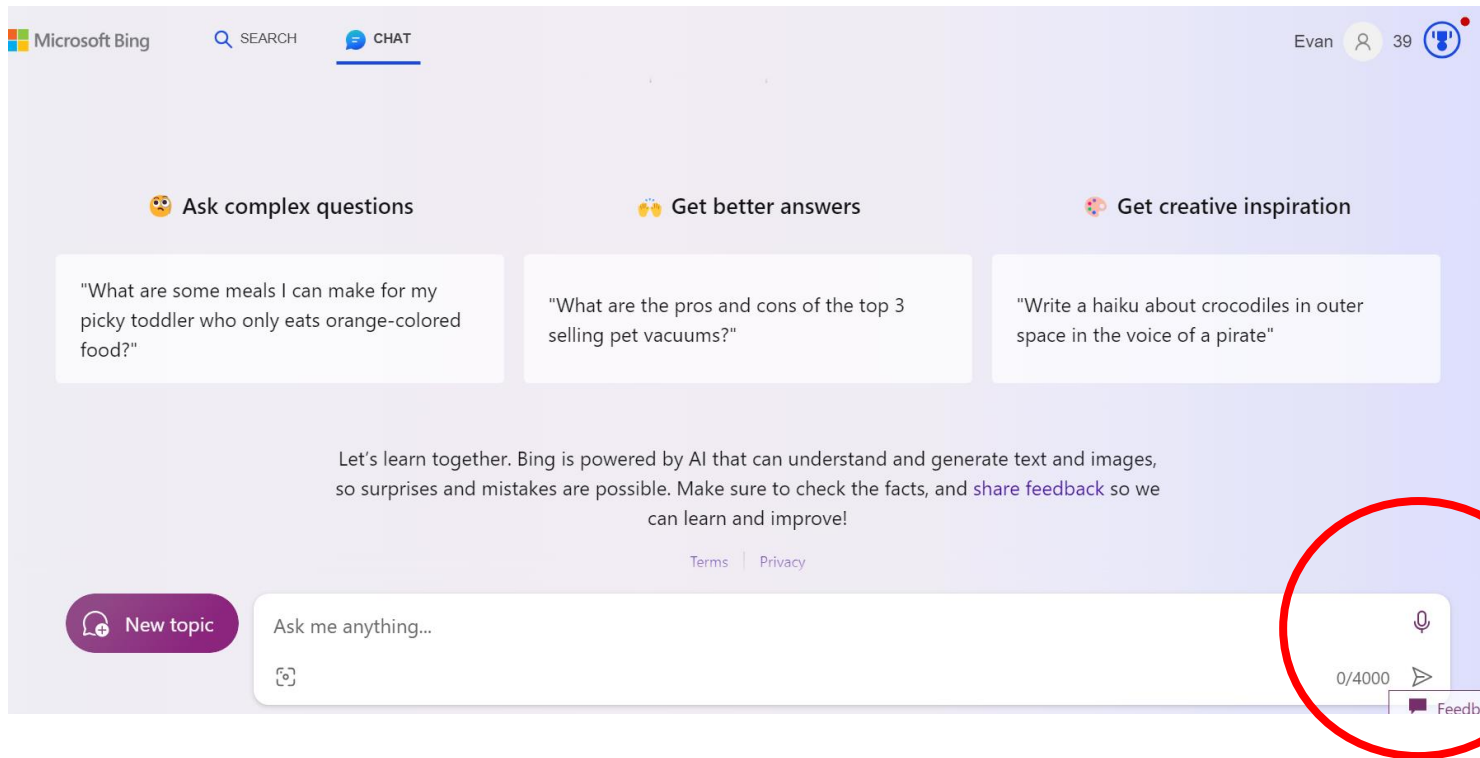


The screenshot shows the Microsoft Bing Copilot interface. At the top, there are navigation links for Microsoft Bing, SEARCH, COPILOT, and NOTEBOOK. The user's name 'Gaeilge' and 'Evan' are visible, along with a profile icon and a notification badge showing '92'. A red dot is also present next to the notification badge. Below the navigation bar, an image of a woman in a red, off-the-shoulder, lace-trimmed dress is displayed. The Copilot response begins with a green checkmark and the text 'Analyzing the image: Privacy blur hides faces from Copilot'. This is followed by a yellow starburst icon and the text 'JUST IN! We're beyond excited to unveil our latest arrival - a dress that encapsulates elegance, style, and grace. Meet the epitome of timeless beauty, a piece that's destined to steal the spotlight at every gathering. ♥'. The response continues with a paragraph: 'Adorned in an enchanting shade of red, this masterpiece is meticulously crafted with intricate lace detailing that dances gracefully over the fabric. The off-shoulder design accentuates the collarbone, offering a touch of sensuality while maintaining its regal demeanor.' A final line of text reads: 'Every stitch, every detail is a testament to our unwavering commitment to quality and luxury. This dress isn't just made; it's brought to life with passion.' At the bottom of the interface, there is a 'New topic' button and a text input field containing 'Ask me anything...'. A character count '0/2000' is visible in the bottom right corner of the input area.

You can attach images like you can in Chat GPT 4

Attach an image of your product and ask for text for an Instagram post or your web page

You can speak your prompts



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.

How does Co Pilot compare in terms of features?



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



Very useful for digital marketing

- Specify Custom Instructions
- Create custom GPTs
- Connected to internet
- Can generate images
- Add an image to your prompt
- Add a file as part of the prompt
- Can analyse content on a web page

No	Yes	Yes	No	No
No	No	Yes	No	No
Yes	No	Yes	Yes	Yes
Yes	No	Yes	Coming soon	Coming soon
Yes	No	Yes	Yes	Yes
Yes	No	Yes	No	No
Yes	No	Yes	Yes	Yes

Useful features

- Speak your prompts on desktop
- Speak your prompts on mobile

Yes	Coming soon	Coming soon	Yes	Yes
Yes	Yes	Yes	Yes	Yes

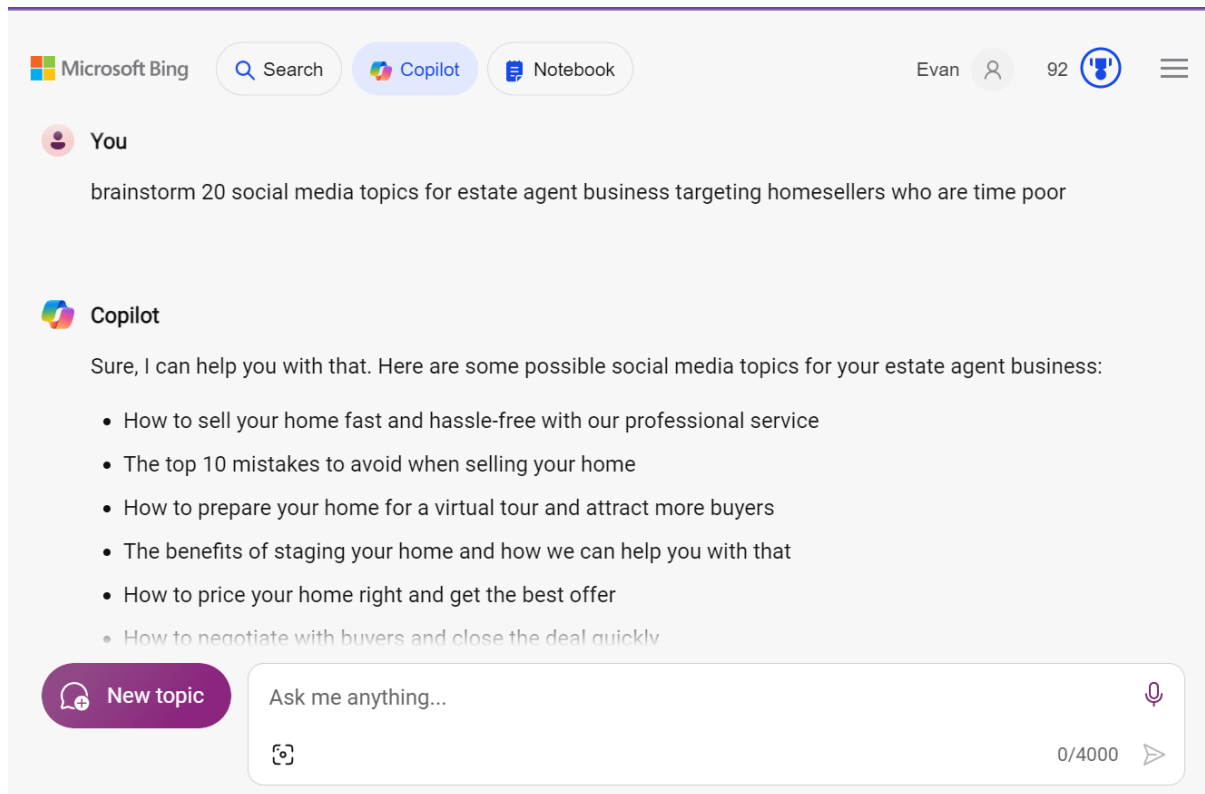
Nice to have features

- Provides links to sources
- Uses free version of Chat GPT 4
- Choice of different answers / drafts
- Share chat as a link
- Images included in the answers
- Ability to listen to answers on desktop
- Ability to listen to answers on mobile

Yes	No	No	Yes	Yes
Yes			No	No
No	No	No	Yes	Yes
No	Yes	Yes	Yes	Yes
No	No	No	Yes	Yes
Yes	Coming Soon	Coming Soon	Yes	Yes
Yes	Yes	Yes	Yes	Yes

www.themarketingcrowd.ie

How to use CoPilot –for Digital marketing

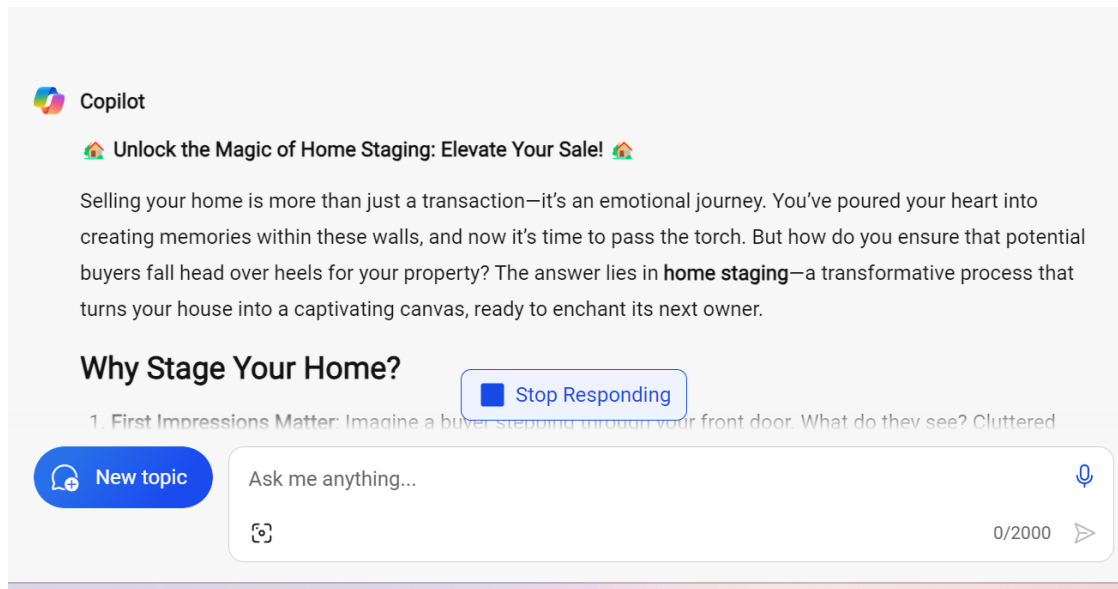


I asked Bing

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

The results were very similar to what Chat GPT produced

How to use CoPilot –for Digital marketing



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

How does it compare to Chat GPT? Which should you use?

Which?

Having tested it by impression is that the quality of results for Digital Marketing questions is very similar to Instagram Chat GPT

Which should you use?

Similar to Gemini ...

1) If you are using the free version of Chat GPT, Microsoft CoPilot gives you a lot more i.e.. GPT4, Access to the internet, create images, attaching images

However, it is slower and doesn't have custom instructions. . So if you don't need these extra features, Chat GPT is a better experience.

2. If you have the paid version of Chat GPT, the custom GPTs make it a better option

There is now a paid version of CoPilot



Copilot Pro

For individuals, creators, and power users looking to take their Copilot experience to the next level.

\$20.00 user/month

[Get Copilot Pro](#)

[Use free version of Copilot >](#)

[Get Copilot for your business >](#)

[Questions? Talk to an expert](#)

There is also a Pro version of CoPilot

It is currently available in 15 countries but not in Ireland.

When it is available what will you get?

What is in CoPilot Pro?



- Faster performance and priority access to GPT-4 during peak times.
- Copilot availability in certain Microsoft 365 apps (Microsoft 365 Personal or Family subscription required).
- Faster AI image creation with 100 boosts (100 images) per day using Designer (formerly Bing Image Creator).
- Coming soon – Microsoft say there will be the ability to create your own custom and tailored Copilot GPTs via a new Copilot Builder tool. Currently, this is something you can do only with a Copilot Studio subscription, which runs at \$30 per month.

Will it be worth getting? Why would you get the pro version?



The Pro version will suit people who ...

Have a Microsoft 365 subscription (personal or family) and want to use CoPilot within Word / excel. PowerPoint in order to generate content

You need to generate a lot of images. You can generate 100 a day with pro and 15 a day with free

Want to use the Custom GPTs that they say are coming soon

However, if you have a Chat GPT 4 subscription, the only difference is integration with MS office products.