



# HOW TO USE **CHAT GPT** TO IMPROVE YOUR DIGITAL MARKETING



# What we will cover

## Understanding the terminology around AI

- What are Large Learning Models (LLMs) and what is Generative AI?
- Examples of how people are using Chat GPT

## How to get the best results from Chat GPT using prompts

- What is Prompt Engineering / Prompt Priming?
- Effective prompts such as Act As, Summarise, Teach me, Write like me

## Step by Step demo of how to use Chat GPT for different aspects of your digital marketing

- Video marketing – generate topics and scripts you can work to for Reels / TikTok
- Social media posts – get ideas for topics and generate post content
- Social media posts – get ideas and initial drafts of posts
- Marketing emails – generate email marketing topics, initial drafts and subject lines
- Website content – generate headlines, call to actions, different options for page text
- Competitor monitoring – analyse competitors testimonials

## How to access Chat GPT on mobile

### Demo of Chat GPT 4 (Pro)

- GPT vision – interact with images
- Dalle – text to image creation
- Custom GPTs

# What are Large Learning Models? (LLMs)

Large Language Models are like super-smart computers that try to understand and talk like humans.

**Super-Smart Computer Robots:** Think of them as a computer program that's really good at using words, reading stories, and even writing like a person does.

**Built Like a Brain:** Inside, they are built using something called neural networks. This is a fancy way of saying they're designed like a human brain, using connections called "artificial neurons."

**Learning from Everything:** They learn by reading tons of stuff like books, websites, and even what people are saying online. The more they read, the smarter they get.

**Practice Makes Perfect:** Just like you might practice a sport to get better, these computer programs keep learning and practicing with more and more information. They keep getting better at understanding and using words the more they practice.



# What is Generative AI?



Generative AI refers to a type of artificial intelligence that has the ability to **generate** new data that is similar to the data it was trained on.

It can create original content, such as images, text, audio, or even videos, without direct human input.

Generative AI uses advanced algorithms, typically based on deep learning models to understand patterns and relationships in the training data.

During the training process, the model learns to generate new data that resembles the examples it has seen. For example, if it was trained on a dataset of cat images, it could produce new images of cats that look similar to real cats.

One of the fascinating aspects of generative AI is its ability to create content that didn't exist before. It can be used in various creative applications, like generating artwork, music, or even writing stories.

# Chat GPT is both an LLM and generative AI



**Chat GPT falls under the category of both a large learning model and generative AI, combining its extensive language understanding with the ability to generate text.**

**Large Learning Model:** GPT is a large learning model . GPT-3, for instance, has 175 billion parameters, making it one of the largest language models in existence. This vast number of parameters allows GPT to process and understand language with remarkable complexity and accuracy.

**Generative AI:** GPT is also an example of generative AI because it can generate new and original text based on the patterns it learned during training. When you interact with GPT and ask it questions or provide prompts, it generates responses that are not pre-programmed but rather generated on the spot by the model.

# Chat GPT launched in November 2022



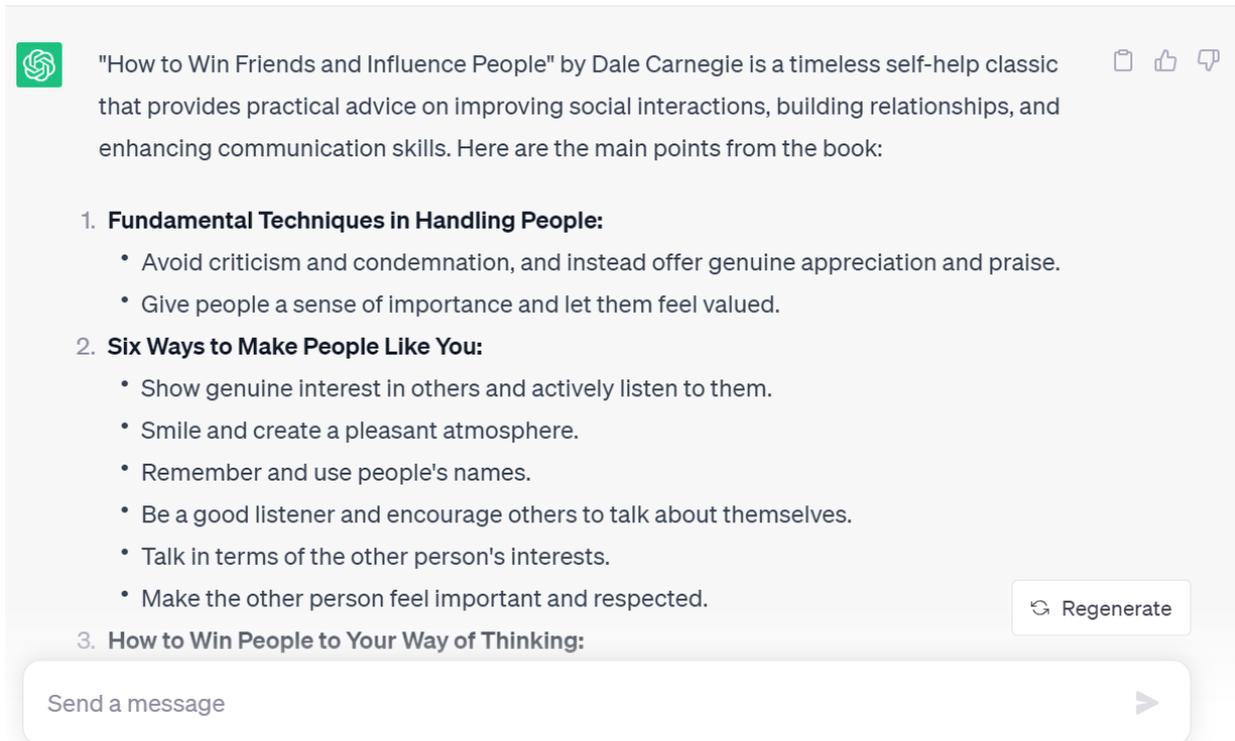
When it launched in November 2022, Chat GPT3.5 became the first Generative AI tool that

1. Was very easy for consumers to interact with. It has a simple interface and it's easy to ask and receive information
2. Chat GPT 3.5 was trained on 175 billion parameters making it the most sophisticated generative ai tool

Consumers had never experienced an AI tool that was humanlike in the quality of its answers

# Example – Very useful things you can ask Chat GPT to do

EV please summarise the main points in the book how to win friends and influence people



The screenshot shows a chat window with the OpenAI logo on the left. The user's message is at the top, and the AI's response follows. The response includes a title for the first section, a bulleted list of points, and a title for the second section. A 'Regenerate' button is visible to the right of the text. At the bottom, there is a text input field with a placeholder 'Send a message' and a right-pointing arrow.

"How to Win Friends and Influence People" by Dale Carnegie is a timeless self-help classic that provides practical advice on improving social interactions, building relationships, and enhancing communication skills. Here are the main points from the book:

- 1. Fundamental Techniques in Handling People:**
  - Avoid criticism and condemnation, and instead offer genuine appreciation and praise.
  - Give people a sense of importance and let them feel valued.
- 2. Six Ways to Make People Like You:**
  - Show genuine interest in others and actively listen to them.
  - Smile and create a pleasant atmosphere.
  - Remember and use people's names.
  - Be a good listener and encourage others to talk about themselves.
  - Talk in terms of the other person's interests.
  - Make the other person feel important and respected.
- 3. How to Win People to Your Way of Thinking:**

Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)

Ask chat GPT to

1. Summarise a popular novel or book

eg. Please summarise the main points in the book how to win friends and influence people

# Example – Very useful things you can ask Chat GPT to do

EV

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



Certainly! Here's a 4-day itinerary for your trip to Dublin, focusing on food, music, and history. Feel free to adjust the schedule based on your preferences and the operating hours of the attractions.



## Day 1: Exploring Dublin's Historic Sites

- Morning:
  - Breakfast at a local café near your hotel.
  - Visit Trinity College and see the Book of Kells and the Long Room Library.
- Afternoon:

Regenerate

Send a message

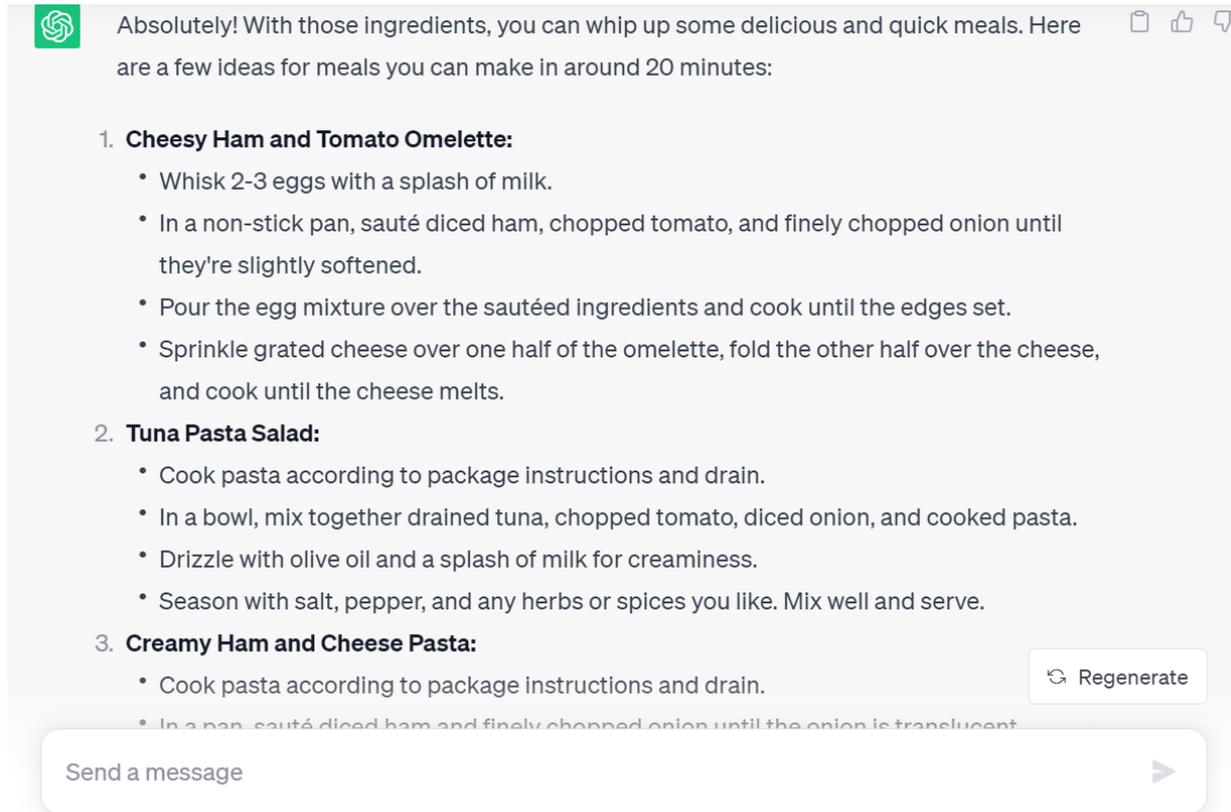


Ask chat GPT to

Provide a travel itinerary for an upcoming trip

eg. 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

# Example – Very useful things you can ask Chat GPT to do



Absolutely! With those ingredients, you can whip up some delicious and quick meals. Here are a few ideas for meals you can make in around 20 minutes:

- Cheesy Ham and Tomato Omelette:**
  - Whisk 2-3 eggs with a splash of milk.
  - In a non-stick pan, sauté diced ham, chopped tomato, and finely chopped onion until they're slightly softened.
  - Pour the egg mixture over the sautéed ingredients and cook until the edges set.
  - Sprinkle grated cheese over one half of the omelette, fold the other half over the cheese, and cook until the cheese melts.
- Tuna Pasta Salad:**
  - Cook pasta according to package instructions and drain.
  - In a bowl, mix together drained tuna, chopped tomato, diced onion, and cooked pasta.
  - Drizzle with olive oil and a splash of milk for creaminess.
  - Season with salt, pepper, and any herbs or spices you like. Mix well and serve.
- Creamy Ham and Cheese Pasta:**
  - Cook pasta according to package instructions and drain.
  - In a pan, sauté diced ham and finely chopped onion until the onion is translucent.

Send a message ➤

Regenerate

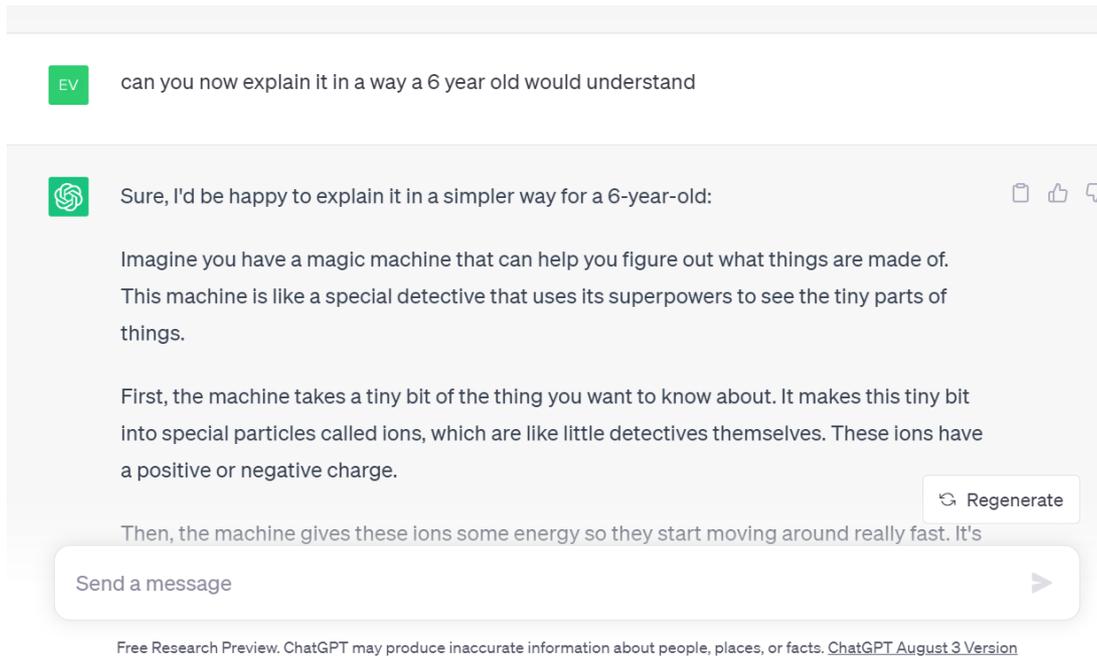
Ask chat GPT to

Provide meal and recipe ideas based on ingredients that you have

Eg. I have the following ingredients. Can you suggest some meals I can easily make in 20 minutes. I have eggs, ham, cheese, pasta, tuna, tomato, onion, milk in my fridge.

You can then ask it to provide a detailed recipe for any of the suggestions

# Example – Very useful things you can ask Chat GPT to do



EV can you now explain it in a way a 6 year old would understand

 Sure, I'd be happy to explain it in a simpler way for a 6-year-old:

Imagine you have a magic machine that can help you figure out what things are made of. This machine is like a special detective that uses its superpowers to see the tiny parts of things.

First, the machine takes a tiny bit of the thing you want to know about. It makes this tiny bit into special particles called ions, which are like little detectives themselves. These ions have a positive or negative charge.

Then, the machine gives these ions some energy so they start moving around really fast. It's

[Regenerate](#)

Send a message 

Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)

Ask chat GPT to

Explain very complicated concepts that you don't understand

Eg. Explain to me how a mass spectrometer works

Then follow up with – now explain it in a way that a 10 year old would understand

# Example – Very useful things you can ask Chat GPT to do

➤ Default (GPT-3.5)

EV

It is my dad's birthday and I am looking for a unique gift ideas. He loves tech gadgets, he plays golf and likes gardening. Can you suggest 40 unique gift ideas that typically cost under €150



Of course! Here are 40 unique gift ideas for your dad's birthday that align with his interests in tech gadgets, golf, and gardening, all typically costing under €150:   

### Tech Gadgets:

1. **Smartphone Camera Lens Kit:** Enhance his photography skills with attachable lenses for his smartphone camera.
2. **Wireless Charging Station:** A sleek charger for his gadgets that supports wireless charging.
3. **Bluetooth Speaker Planter:** A combination of a Bluetooth speaker and a planter for his favorite plants.

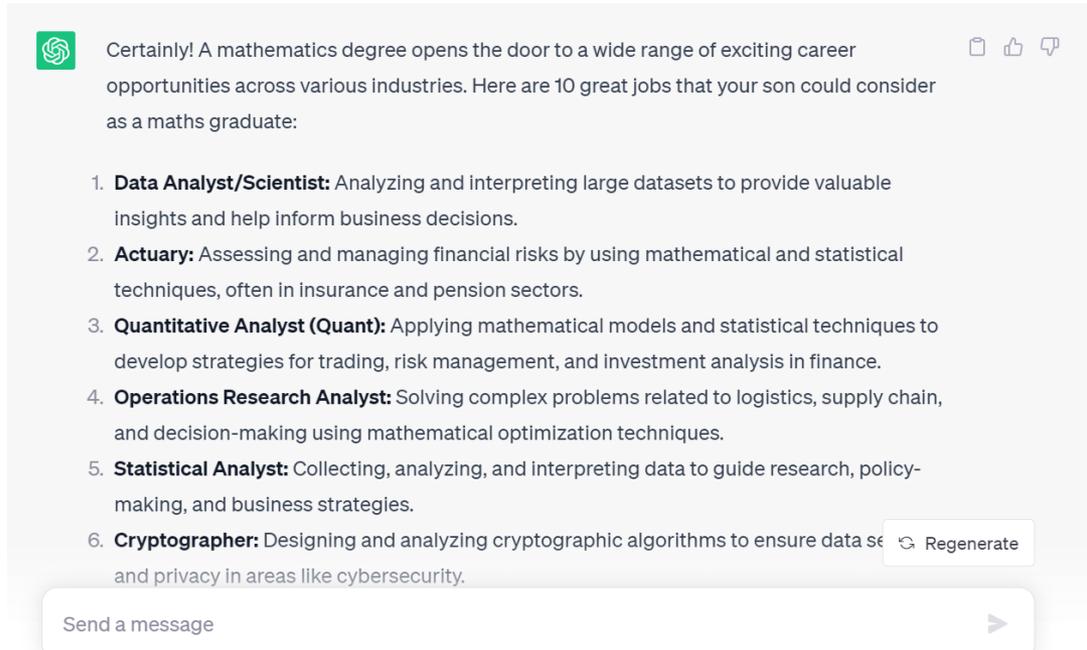
 Regenerate

Ask chat GPT to

Provide unique gift ideas

Eg. It is my dad's birthday and I am looking for a unique gift ideas. He loves tech gadgets, He plays golf and likes gardening. Can you suggest 40 unique gift ideas that typically cost under €150

# Example – Very useful things you can ask Chat GPT to do



Ask chat GPT to

Provide a list of jobs that your child who is going to college could consider after they graduate

Eg. My son is in his final year of a maths degree. He would like to get a job with a big company but doesn't know what type of job he can get as a maths graduate. Can you suggest 20 great jobs for maths graduates? Can you also explain 3 pros and cons of each job, 5 things someone would do a typical day and the usual starting salary for a graduate in Ireland

Then:

Can you now rank / prioritise these? He wants a job where what he does is measurable, where he can work in any country and pays well after 5 years. Include the typical salary after 5 years

# Ways people are using Chat GPT

## People are using Chat GPT to ...

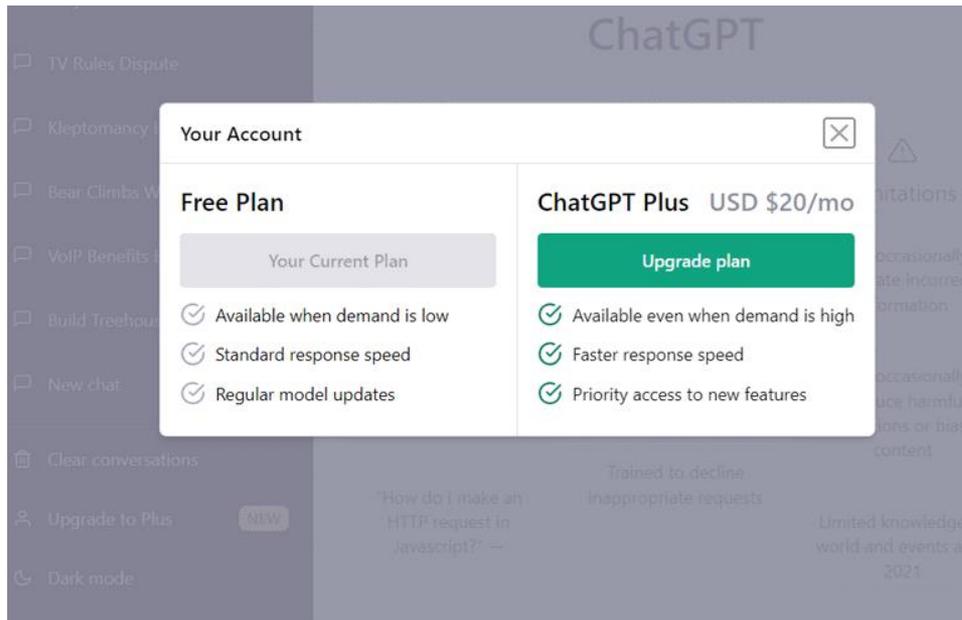
- Generate a meal plan
- Generate a best man wedding speech
- List and explain the pros and cons of a big decision you have to make
- Generate song lyrics
- Learn new skills
- Learn a language
- Get birthday gift suggestions eg. for an uncle or a 5 year old girl
- Prepare for a trip
- Generate recipes
- Write a job application for a specific type of job
- Understand what interview questions you could be asked for a specific job
- Learn how to answer specific interview questions for a job
- Summarise books
- Write a story or the outline of a story-based elements that you specify

# Ways businesses and marketers are using Chat GPT

## **Businesses are using Chat GPT to**

- Write blog posts
- Review / summarise and improve website text
- Generate call to action ideas
- Generate special offer ideas
- Create advertising headlines and slogans
- Generate legal-style letters
- Write emails for customers and prospects promoting your product or service
- Generate Google ad copy
- Generate video scripts
- Analyse competitors reviews
- Analyse your own reviews to see what your perceived strengths and weaknesses are

# There are now 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 after Sept 2021
- The data is was trained on it much larger so results are more comprehensive.
- It can access web pages
- It can create images using Dalle
- You can attach a file eg. Pdf, word doc, image and it ask it to analyse / summarise it
- You can use Chat GPT Plugins and advanced features to make it even more useful eg Data analytics
- You can create custom GPTs

And there are other Generative AI tools that have emerged in the market



**For generating written content – based on LLMs there are 2 other big options**

### **1. Bing (CoPilot)**

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

<https://www.bing.com/search?q=Bing+AI&showconv=1&FORM=hpcodx>

### **2. Google (Gemini)**

Google has launched their alternative to Chat GPT called Google Gemini

<https://gemini.google.com/app>

# What we will cover

## Understanding the terminology around AI

- What are Large Learning Models (LLMs) and what is Generative AI?
- Examples of how people are using Chat GPT

## How to get the best results from Chat GPT using prompts

- What is Prompt Engineering / Prompt Priming?
- Effective prompts such as Act As, Summarise, Teach me, Write like me

## Step by Step demo of how to use Chat GPT for different aspects of your digital marketing

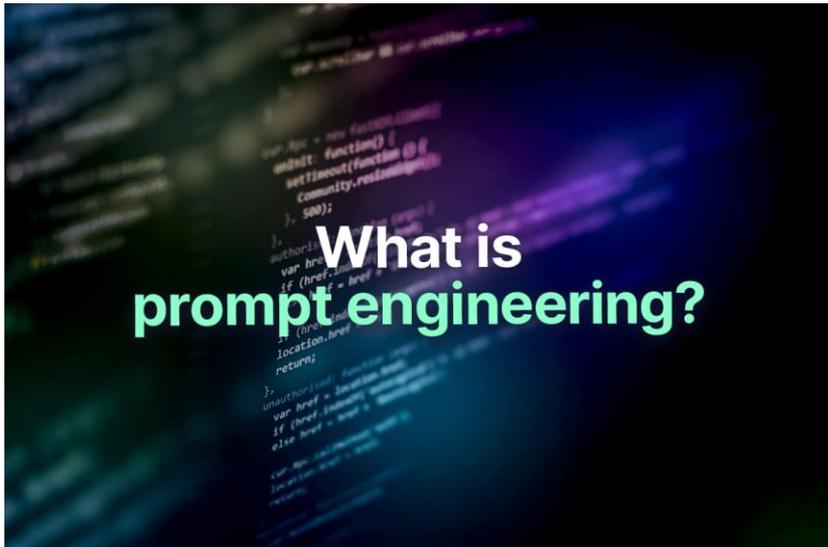
- Video marketing – generate topics and scripts you can work to for Reels / TikTok
- Social media posts – get ideas for topics and generate post content
- Social media posts – get ideas and initial drafts of posts
- Marketing emails – generate email marketing topics, initial drafts and subject lines
- Website content – generate headlines, call to actions, different options for page text
- Competitor monitoring – analyse competitors testimonials

## How to access Chat GPT on mobile

### Demo of Chat GPT 4 (Pro)

- GPT vision – interact with images
- Dalle – text to image creation
- Custom GPTs

# What is prompt engineering?



**This is a phrase you will hear when it comes to how you ask Chat GPT or any of these chat bots for information**

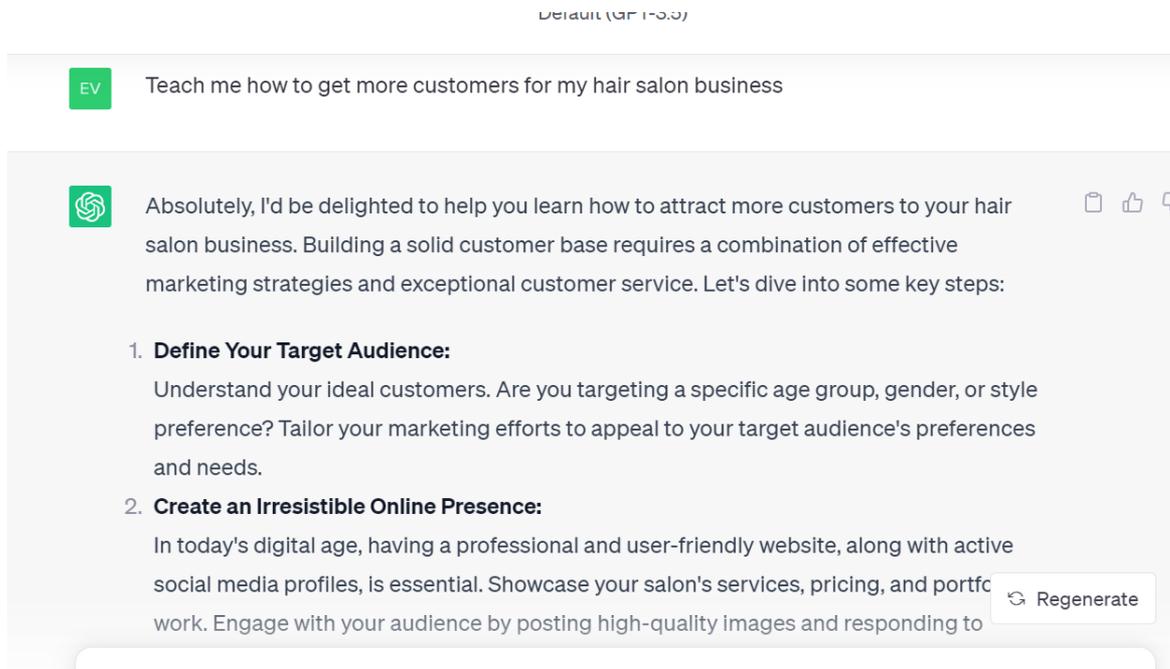
When you ask Chat GPT something it is a prompt

If your prompts are poor you won't get as much out of Chat GPT

A prompt can be a question, a phrase, or several paragraphs. The more specific the prompt is, the better the response.

Writing the perfect prompt — prompt engineering — is critical to ensure the Chat GPT response is not only factually correct but crafted exactly as you intended to best deliver information to a specific target audience.

# So, what are the main types of prompts you should be aware of



## Teach Me:

Ask ChatGPT to provide an explanation or teach you about a specific topic.

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

# So, what are the main types of prompts you should be aware of

EV Can you give me a step by step guide to building an irresistible online presence for my hair salon business?

Certainly! Building an irresistible online presence for your hair salon business is crucial in today's digital age. Follow this step-by-step guide to create a compelling and engaging online presence that attracts potential customers and keeps them coming back for more.

## Step 1: Define Your Brand Identity

1. **Identify Your Unique Selling Proposition (USP):** Determine what sets your salon apart from competitors. Is it your specialty services, personalized consultations, or trendy styles?
2. **Create a Brand Persona:** Develop a consistent brand voice and personality that resonates with your target audience. Decide whether your brand is sophisticated, friendly, edgy, ...

Regenerate

Send a message

**After getting a reply to “teach me” ...**

**You could then Iterate / delve deeper**

Delve deeper into one of the points Chat GPT has given you. For example

Can you give me a step-by-step guide to building an irresistible online presence for my hair salon business?

Then ask it about other points and you will get more detail.

# So, what are the main types of prompts you should be aware of

## Act as

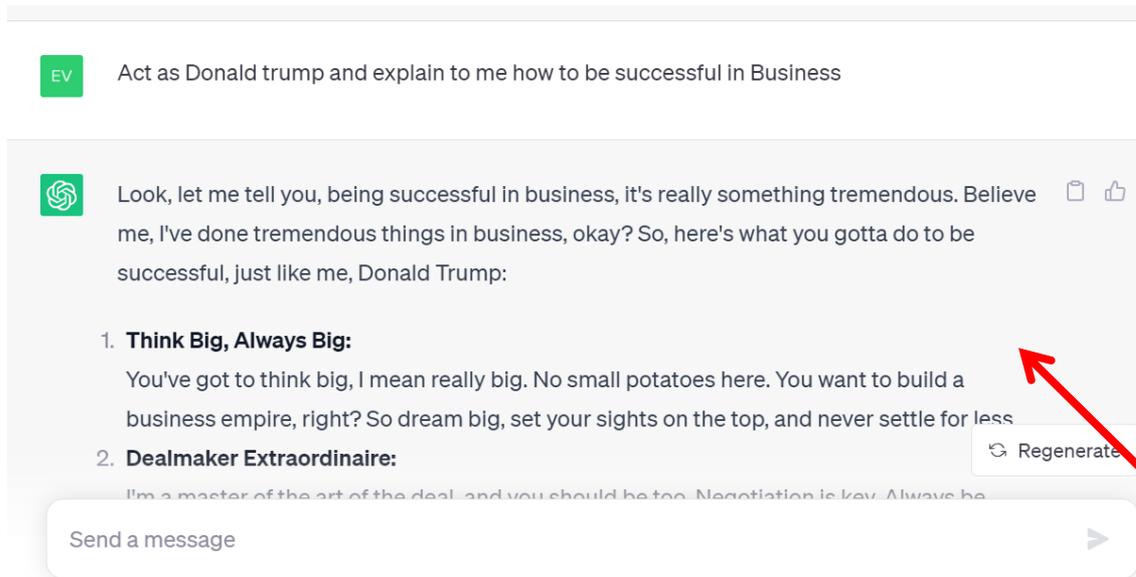
In this type of prompt, you instruct ChatGPT to respond as if it were a specific person, character, or entity.

Example: “Act as a recruitment expert and explain 10 pitfalls to avoid when hiring a social media manager”

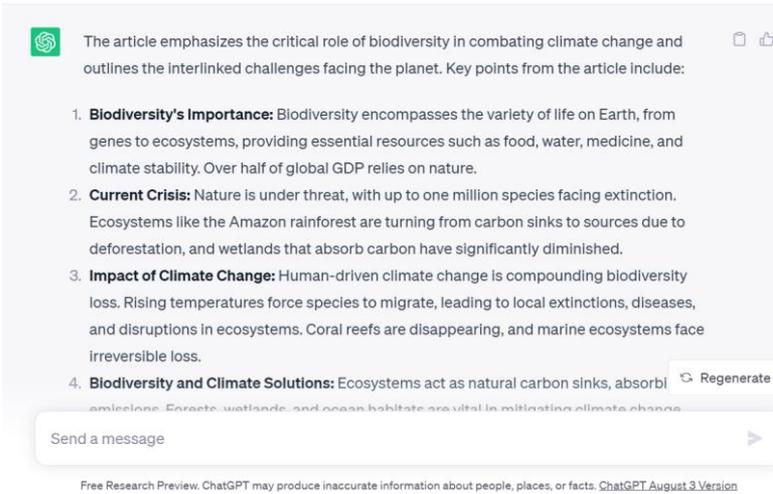
The content will be written in a more expert voice and will have more detailed expertise

Example: Act as Donald trump and explain to me how to be successful in business “

The content will be in Donald Trump’s tone and language



# So, what are the main types of prompts you should be aware of



## Summarize:

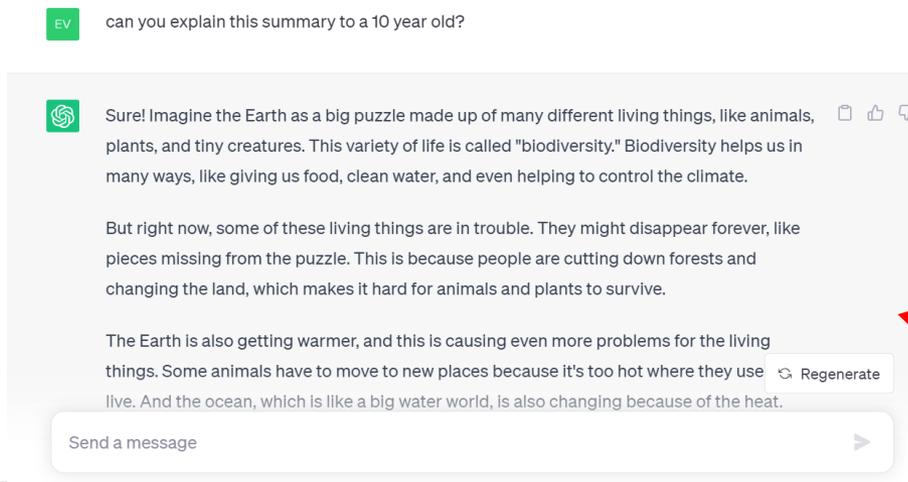
Prompt ChatGPT to condense a larger piece of content into a shorter, concise summary.

Example: "Summarize the main ideas of the article 'Climate Change and its Effects on Biodiversity'." – then paste in the content of the article (Note – there is a limit of approx 500 words / 4,000 characters)

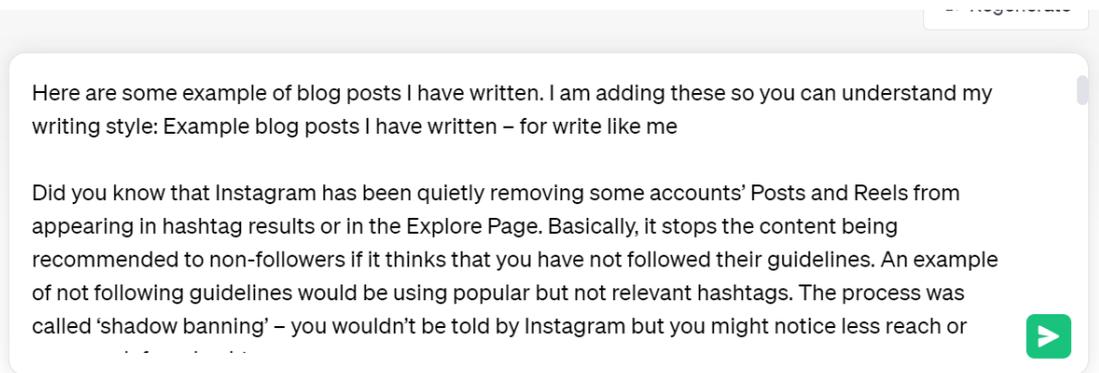
<https://www.un.org/en/climatechange/science/climate-issues/biodiversity>

After this you could also try:

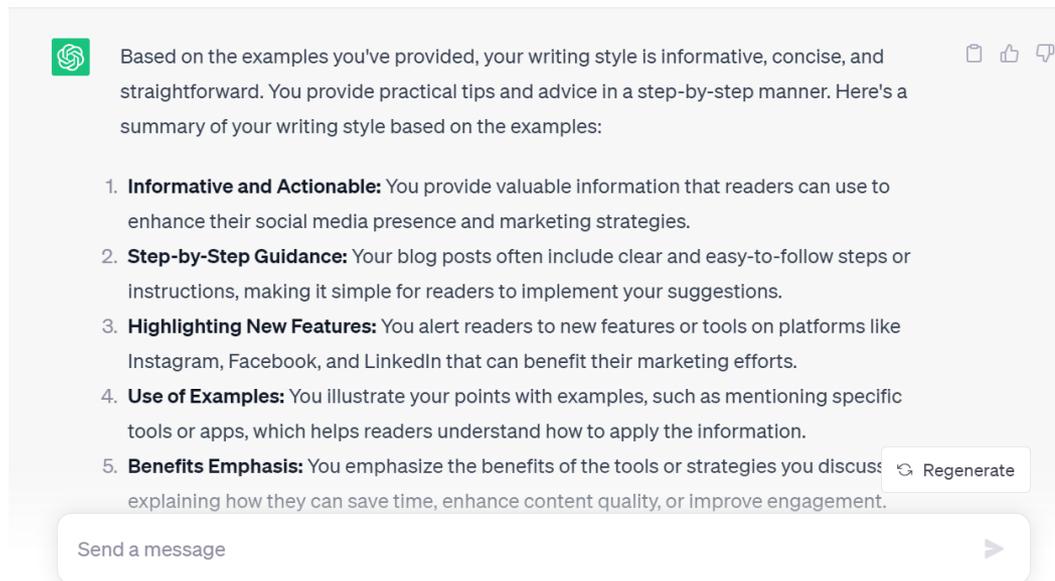
1. Can you summarise this more?
2. Can you summarise and explain this to a 10 year old?



# So, what are the main types of prompts you should be aware of



Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT August 3 Version



## Write Like Me:

Instruct ChatGPT to generate text in a style similar to yours or a specific author's.

### Step 1:

Provide Chat GPT with lots of examples of previous blog posts or articles you have written. Then prompt it write something like you

Chat GPT will then analyse your writing style and give you a summary of it

# So, what are the main types of prompts you should be aware of

EV Write a social media post in my style of writing about 5 ways you can use Instagram to increase your sales locally

Hey, awesome entrepreneurs! 🙌 Let's talk about harnessing the mighty power of Instagram to pump up your local sales game! 🚀 Here are 5 savvy strategies to rock that local market and watch your sales soar:

1. **Geo-Tagging Gold:** 📍 Start by geotagging your posts to highlight your local presence. Let your audience know where the magic happens! 📸 Showcasing your storefront, favorite local spots, or collaborating with nearby businesses adds that authentic local touch.
2. **Local Influencer Love:** 🌟 Team up with local influencers who are the bees' knees in your hood. They've got the audience, and you've got the goods. Collaborate for authentic

🔄 Regenerate

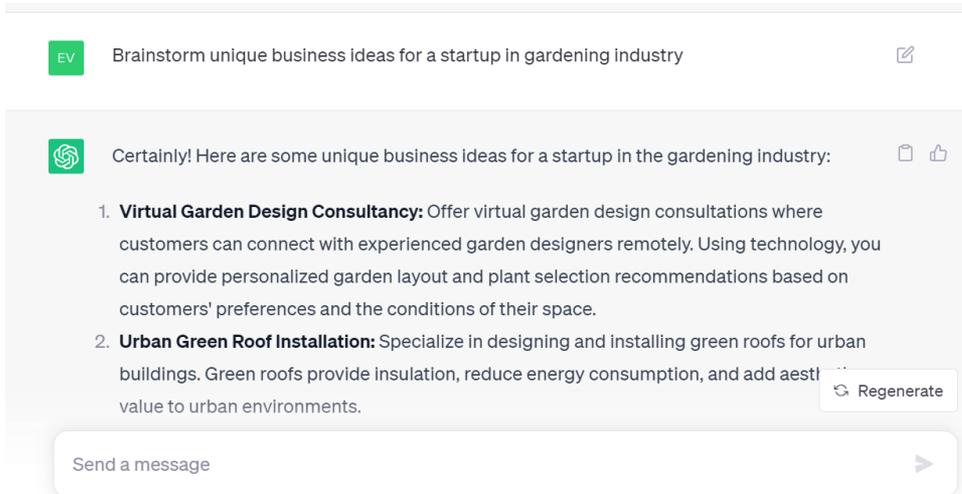
## Write Like Me:

Step 2:

Instruct ChatGPT to generate text in a style similar to yours or a specific author's.

Example: "Write a social media post in my style of writing about 5 ways you can use Instagram to increase your sales locally"

# So, what are the main types of prompts you should be aware of



EV Brainstorm unique business ideas for a startup in gardening industry

Certainly! Here are some unique business ideas for a startup in the gardening industry:

1. **Virtual Garden Design Consultancy:** Offer virtual garden design consultations where customers can connect with experienced garden designers remotely. Using technology, you can provide personalized garden layout and plant selection recommendations based on customers' preferences and the conditions of their space.
2. **Urban Green Roof Installation:** Specialize in designing and installing green roofs for urban buildings. Green roofs provide insulation, reduce energy consumption, and add aesthetic value to urban environments.

Send a message

EV Can you explore the idea of gardening workshops for kids. Can you give me a list of 10 topics I could cover in the workshops?



Absolutely, hosting gardening workshops for kids is a wonderful way to introduce them to the world of plants, nature, and sustainability. Here are 10 topics you could cover in these workshops:

1. **Seed Starting and Germination:** Teach kids about different types of seeds, how they germinate, and guide them through the process of planting seeds in pots or trays.
2. **Plant Life Cycle:** Explain the stages of a plant's life cycle, from seed to seedling, mature plant, flowering, and eventually producing new seeds.
3. **Herb Gardening:** Introduce aromatic herbs like basil, mint, and lavender. Kids can learn

## Brainstorm Ideas:

Explanation: Ask ChatGPT to brainstorm ideas on a given topic.

Example: “Brainstorm unique business ideas for a startup in gardening industry.”

Then delve deeper. Eg.

“Can you explore the idea of gardening workshops for kids. Can you give me a list of 10 topics I could cover in the workshops?”

# So, what are the main types of prompts you should be aware of

EV

Let's chat about the latest developments in artificial intelligence. Do you think there are any dangers posed by AI?



Certainly, let's discuss the latest developments in artificial intelligence and the potential dangers posed by AI. As of my last update in September 2021, there are indeed several concerns and potential dangers associated with the advancement of AI. Here are some key areas of concern:



1. **Bias and Fairness:** AI systems can inherit biases present in the data they are trained on, leading to biased outcomes and discrimination. This can result in unfair decisions in areas like hiring, lending, and law enforcement. Efforts to ensure fairness and mitigate bias are ongoing.
2. **Job Displacement:** The automation of tasks and roles by AI and robots has the potential to

🔄 Regenerate

## Converse:

**Explanation:** Initiate a casual conversation with ChatGPT on a particular topic.

**Example:** "Let's chat about the latest developments in artificial intelligence. Do you think there are any dangers posed by AI?"

Then follow up with questions. Eg.

What type of deep fakes should we be concerned about? And what type of things could result from these?

# So, what are the main types of prompts you should be aware of

EV

Write a 400 word short story for my 6 year old son Archie about a time-traveling adventurer who visits ancient civilizations. Also include Archie and his teddy bear as 2 characters in the story. The bears name is Tinpot

T

Certainly! Here's a short story for Archie and his teddy bear, Tinpot, about a time-traveling adventure:

Once upon a time, in the small town of Timelyville, lived a young boy named Archie and his best friend, a teddy bear named Tinpot. They were inseparable, always dreaming of grand adventures and exploring new worlds.

Stop generating

Send a message

## Creative Writing:

Request ChatGPT to generate creative writing, such as a short story, poem, or description.

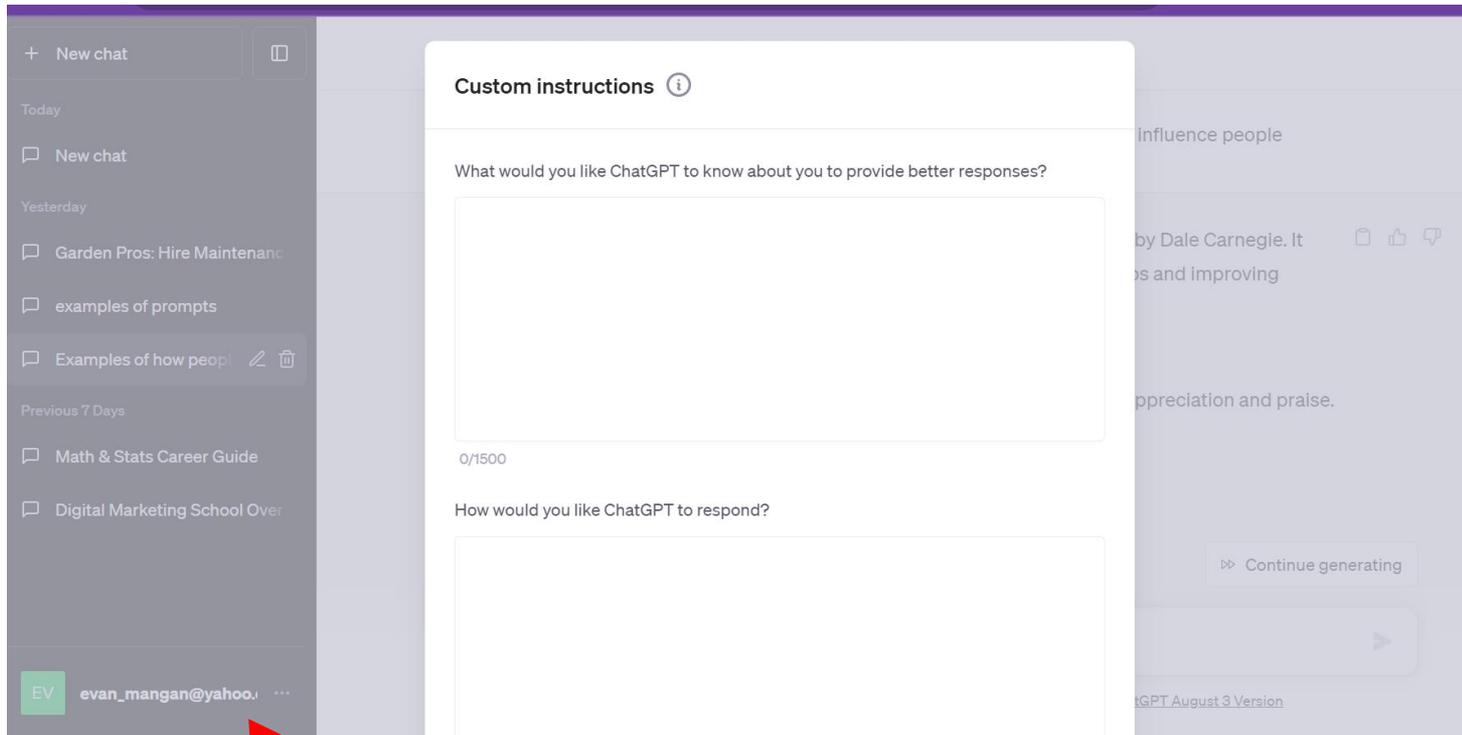
Example:

"Write a 400 word short story for my 6 year old son Archie about a time-travelling adventurer who visits ancient civilizations. Also include Archie and his teddy bear as 2 characters in the story. The bear's name is Tinpot"

You could then say

"Please rewrite the story and include a few funny jokes about Tinpot"

# You can also set Custom instructions that will shape the responses



- Click on your name bottom left
- Then click custom instructions
- You can now give chat GPT some information about yourself and what you want it to factor in when providing answers. This will help having to retype the same context and instructions over and over again

# What we will cover

## Understanding the terminology around AI

- What are Large Learning Models (LLMs) and what is Generative AI?
- Examples of how people are using Chat GPT

## How to get the best results from Chat GPT using prompts

- What is Prompt Engineering / Prompt Priming?
- Effective prompts such as Act As, Summarise, Teach me, Write like me

## Step by Step demo of how to use Chat GPT for different aspects of your digital marketing

- Video marketing – generate topics and scripts you can work to for Reels / TikTok
- Social media posts – get ideas for topics and generate post content
- Social media posts – get ideas and initial drafts of posts
- Marketing emails – generate email marketing topics, initial drafts and subject lines
- Website content – generate headlines, call to actions, different options for page text
- Competitor monitoring – analyse competitors testimonials

## How to access Chat GPT on mobile

### Demo of Chat GPT 4 (Pro)

- GPT vision – interact with images
- Dalle – text to image creation
- Custom GPTs

# Brainstorm social media video topics for your type of business

EV

Can you brainstorm 20 topics for Tiktok videos or Instagram reels for my estate agent business. These videos will be for people who are planning to sell their house and want to get the best price for it.

T

Certainly! Here are 20 topics for TikTok videos or Instagram reels that could be created by your estate agent business, specifically targeting people who are planning to sell their house and want to get the best price for it:

1. **"Home Staging Hacks"**: Quick tips on how to stage your home to attract buyers.
2. **"Curb Appeal Boosters"**: Showcasing simple exterior improvements to make a great first impression.
3. **"Pricing Strategies Explained"**: A guide to pricing your home right for the market.
4. **"Virtual Tour Teasers"**: Highlighting how virtual tours can showcase your home to potential buyers.
5. **"Decluttering 101"**: Tips on decluttering your home to make it more appealing.
6. **"The Power of Professional Photography"**: Demonstrating how quality photos can make a

Stop generating

Send a message

*Choose the ones you like and put them into a Word doc*

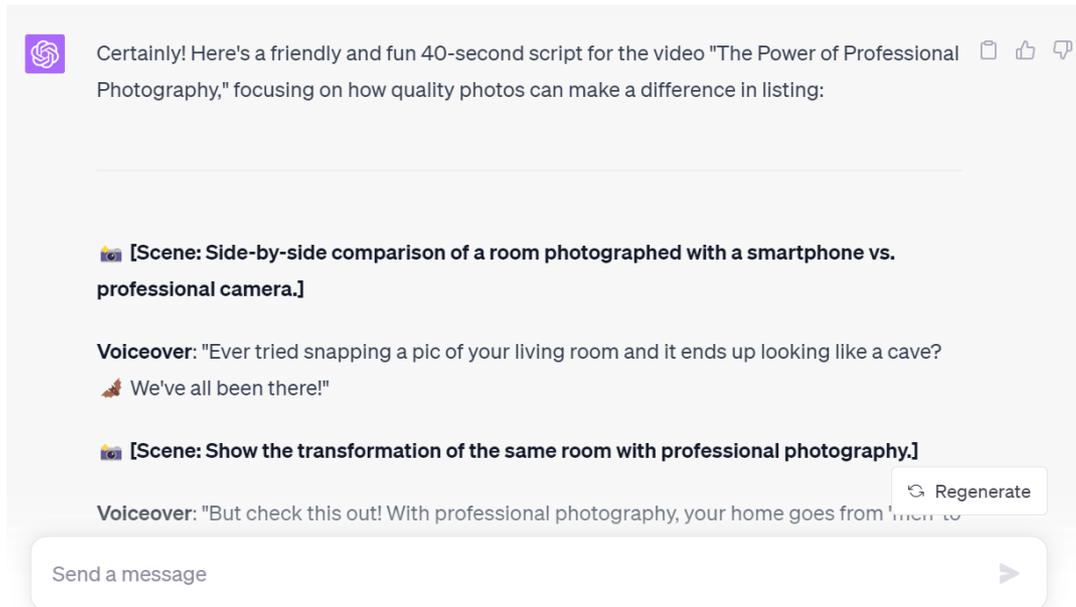
## Step 1 – brainstorm ideas

Suggested prompt:

Can you brainstorm 20 topics for TikTok videos or Instagram reels for my estate agent business. These videos will be for people who are planning to sell their house and want to get the best price for it.

*Brainstorm x topics for x type of social media format for x type of business. The content is for x audience who are looking for x*

# Generate draft scripts for social media videos



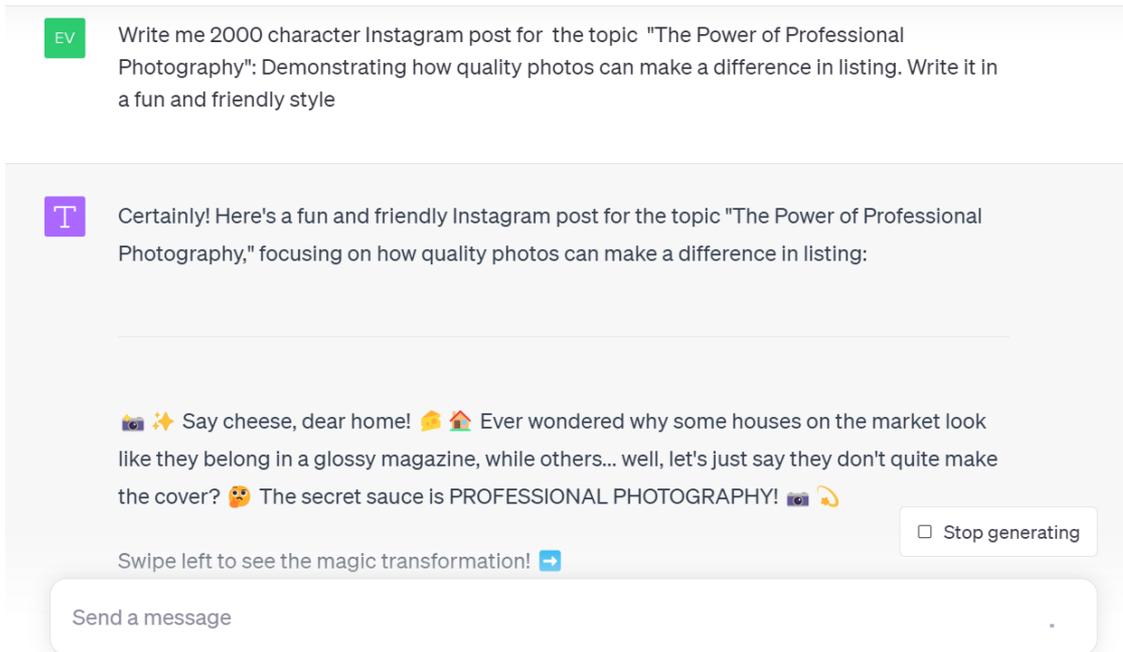
## Step 2 – Choose one and ask for a script (or text for a post)

Suggested prompt:

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 don't unique interesting tips

*Note – treat this as an initial draft. You should then edit it removing phrases and words that are not you / your brand and include examples from your own expertise*

# Generate draft text for social media posts



ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)

## Step 2 – Choose one and ask for a script (or text for a post)

Or

Write me a 2000 character Instagram post for the topic "The Power of Professional Photography": Demonstrating how quality photos can make a difference in listing. Write it in a fun and friendly style and include unique interesting tips

*Note – treat this as an initial draft. You should then edit it removing phrases and words that are not you / your brand and include examples from your own expertise*

# Website content – generate headlines, call to actions, different options for page text

Plugins • Enabled plugins:  

EV

I am going to tell you about our product / service which is called “xyz” . When I submit this content simply acknowledge that you have received the information. I will then follow up with questions: SharkAnti Hair Wrap Cordless Vac Stick Vacuum Cleaner | Iz202uk  
€419.00 €239.00  
or pay €47.80 today, and 4 Fortnightly payments of €47.80 Interest free with more info  
Sale  
Code 0622356262996

In Stock

1

Add to Basket

Product Information

Anti Hair Wrap Cordless Vacuum | Iz202uk

Anti hair wrap technology

Hepa filter

2 floor modes

Flexible wand

 Regenerate

Send a message 

Step 1:

Tell Chat GPT about your product or service

**I am going to tell you about our product / service which is called “xyz”. When I submit this content simply acknowledge that you have received the information. I will then follow up with questions: (paste in details about your product / service )**

# Website content – generate headlines, call to actions, different options for page text

## Introducing the SharkAnti Hair Wrap Cordless Vac Stick Vacuum Cleaner | Iz202uk

Tired of constantly battling tangled hair in your vacuum cleaner? Frustrated with vacuums that lose suction or don't have the right tools for various surfaces? The SharkAnti Hair Wrap Cordless Vac Stick Vacuum Cleaner is designed to solve these problems and more!

Key Features & Benefits:

1. **Anti Hair Wrap Technology:** Say goodbye to the tedious task of removing tangled hair from your vacuum. Our innovative Anti Hair Wrap technology ensures that hair doesn't wrap around the brush roll, making cleaning hassle-free.
2. **HEPA Filter:** Allergens and dust are trapped inside the vacuum, thanks to the advanced HEPA filter, providing a cleaner and healthier home environment.
3. **2 Floor Modes & Flexible Wand:** Whether it's hardwood or carpet, the two floor modes ensure optimal cleaning. The flexible wand allows you to reach under furniture and tight spaces effortlessly.

↻ Regenerate

Send a message



ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)

Step 2:

Ask Chat GPT to write text for the web page

**Can you now write text for the web page for this product. Refer to the key pain points that our customers might be experiencing and outline the key features and benefits of the product and how it helps address those pain points.**

*You can then copy and paste into a word doc and adapt this text with your own knowledge*

# Website content – generate headlines, call to actions, different options for page text



Certainly! Here are five compelling headlines that could be used for the web page featuring the SharkAnti Hair Wrap Cordless Vac Stick Vacuum Cleaner:



1. "Say Goodbye to Tangled Hair: Discover the SharkAnti Hair Wrap Cordless Vacuum Cleaner!"
2. "Clean Smarter, Not Harder: The SharkAnti Cordless Vacuum with Anti Hair Wrap Technology."
3. "Revolutionize Your Cleaning Routine with the SharkAnti Hair Wrap Cordless Vac Stick Cleaner."
4. "Effortless Cleaning Awaits: Unleash the Power of SharkAnti Hair Wrap Cordless Vacuum."
5. "Breathe Easy with the SharkAnti Cordless Vacuum: HEPA Filter, Anti Hair Wrap, and More!"

🔄 Regenerate

Send a message



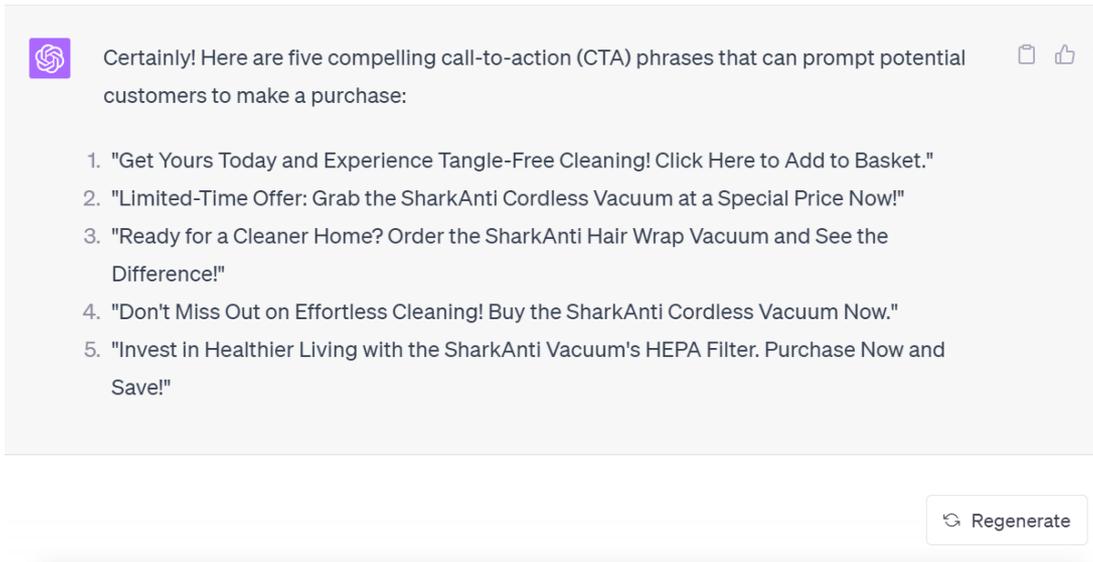
ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)

## Step 3

Ask Chat GPT to suggest headlines for this page

**Can you now suggest 5 headlines for this page that customers would find compelling**

# Website content – generate headlines, call to actions, different options for page text



Certainly! Here are five compelling call-to-action (CTA) phrases that can prompt potential customers to make a purchase:

1. "Get Yours Today and Experience Tangle-Free Cleaning! Click Here to Add to Basket."
2. "Limited-Time Offer: Grab the SharkAnti Cordless Vacuum at a Special Price Now!"
3. "Ready for a Cleaner Home? Order the SharkAnti Hair Wrap Vacuum and See the Difference!"
4. "Don't Miss Out on Effortless Cleaning! Buy the SharkAnti Cordless Vacuum Now."
5. "Invest in Healthier Living with the SharkAnti Vacuum's HEPA Filter. Purchase Now and Save!"

Regenerate

## Step 4

Ask Chat GPT to suggest call to action text for this page

**Can you now suggest 5 call to actions for this page that will prompt people to purchase**

# Marketing emails – generate email marketing topics, subject lines and initial drafts of your email

T

Certainly! Here are 20 sales-focused email marketing topics tailored for your ladies boutique business, targeting women aged between 30 and 70:

1. "Introducing Our Timeless Classics Collection: Elegance at Every Age!"
2. "Your Perfect Fit Awaits: Exclusive Discounts on Tailored Outfits!"
3. "Celebrate Your Style: Seasonal Sale on Our Signature Pieces!"
4. "A Touch of Luxury: Limited-Time Offers on Silk and Cashmere!"
5. "Accessorize Your Life: Buy One, Get One Free on Handbags and Jewelry!"
6. "Weekend Wardrobe Makeover: Exclusive 48-Hour Flash Sale!"
7. "Embrace the Summer: Special Discounts on Beachwear and Sundresses!"
8. "Fall in Love with Autumn: Cozy Sweaters and Scarves on Sale Now!"
9. "Elevate Your Office Look: Professional Wear at Unbeatable Prices!"
10. "Mother's Day Special: Treat Yourself or Mom to Something Beautiful!"
11. "Ageless Beauty: Curated Fashion for the Graceful Woman!"

Stop generating

Send a message

...

## 1. Generate email ideas

Brainstorm 20 topics for email marketing my ladies' boutique business. Our customers are Women between 30 and 70. These email marketing topics will be sales focused

And

Can you also suggest 20 topics that are not selling. Rather the email will provide helpful tips and advice

T

Certainly! Here are 20 non-selling email topics that provide helpful tips and advice for your ladies boutique business, targeting women aged between 30 and 70:

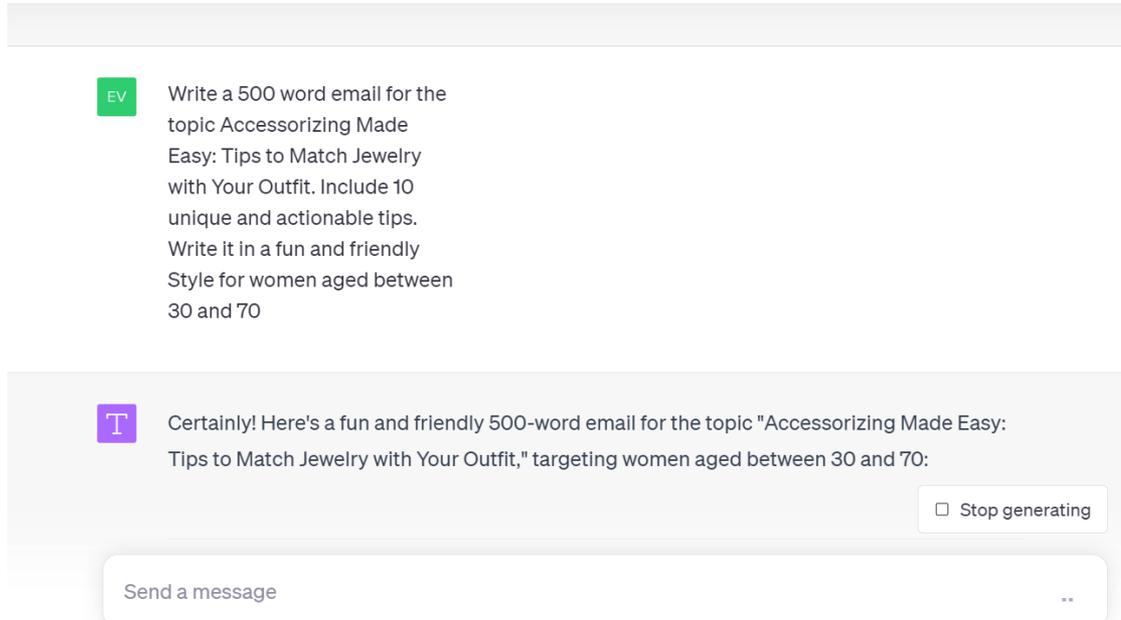
1. "Finding Your Perfect Fit: A Guide to Flattering Styles for Every Shape"
2. "Accessorizing Made Easy: Tips to Match Jewelry with Your Outfit"
3. "Seasonal Wardrobe Transition: How to Mix and Match Pieces"
4. "The Art of Layering: Stay Chic in Every Season"
5. "Eco-Friendly Fashion: Tips for a Sustainable Wardrobe"
6. "Travel in Style: Packing Essentials for the Elegant Traveler"
7. "Beauty at Every Age: Fashion Tips for Graceful Aging"
8. "The Power of Color: How to Choose Shades That Enhance Your Look"
9. "Office Chic: Creating a Professional Wardrobe That Works for You"

Stop generating

Send a message

..

# Marketing emails – generate email marketing topics, subject lines and initial drafts of your email



## 2. Choose a topic and generate copy

Write a 500 word email for the topic Accessorizing Made Easy: Tips to Match Jewellery with Your Outfit. Include 10 unique and actionable tips. Write it in a fun and friendly Style for women aged between 30 and 70

Ask for any changes you want  
You can rewrite any elements  
in a word document

# Marketing emails – generate email marketing topics, subject lines and initial drafts of your email

T

Certainly! Here are 20 intriguing and compelling email subject lines for the email "Accessorizing Made Easy: Tips to Match Jewelry with Your Outfit":

1. "Unlock the Secrets of Perfect Accessorizing! ✨"
2. "Jewelry Confusion? Find Your Perfect Match Inside!"
3. "Shine Bright: 10 Tips to Accessorize Like a Pro!"
4. "Accessorize Your Way to Fabulous – Easy Guide Inside!"
5. "Get the Glow: Match Your Jewelry with Any Outfit!"
6. "Ready to Sparkle? Your Ultimate Jewelry Matching Guide!"
7. "Bling It On: Easy Tips to Match Your Jewelry & Outfit!"
8. "Dazzle with Confidence: Jewelry Matching Made Simple!"
9. "Accessorizing 101: Match Your ■

Stop generating

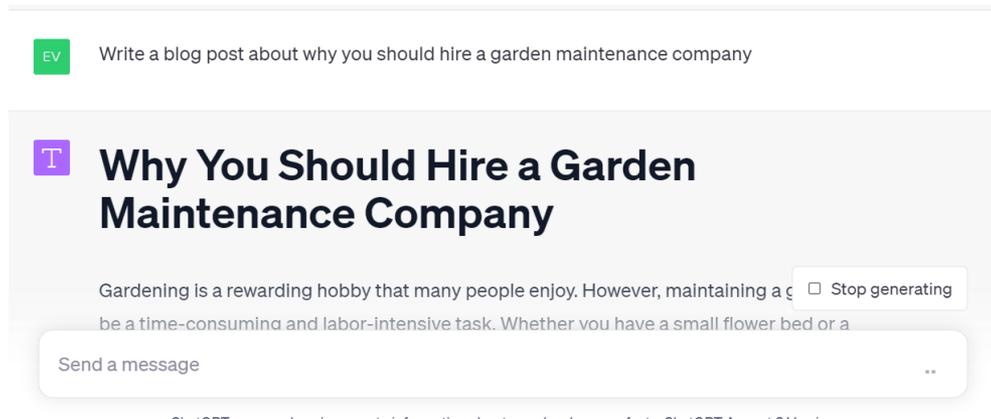
Send a message

...

## 3. Generate ideas for email subject lines

Write 20 email subject lines for the email Accessorizing Made Easy: Tips to Match Jewellery with Your Outfit . Make them intriguing and compelling

# Very generic questions won't get you the best results from Chat GPT



**Let's say you want Chat GPT to write a blog post. Your prompt is**

Write a blog post about why you should hire a garden maintenance company

*The result is a very basic blog post*

This prompt is poor because it lacks specificity and creativity.

It's too basic and doesn't provide enough context or direction for Chat GPT to generate valuable and engaging content.

# Very generic questions won't get you the best results from Chat GPT

EV

Act as an expert gardener and write an informative 2000 word article targeting busy professionals who commute a lot and don't have time to look after their garden. In the article discuss 15 main advantages of hiring a garden maintenance company and what you should look for when choosing one



## The Busy Professional's Guide to Garden Maintenance: 15 Advantages and What to Look For



Gardening is a rewarding endeavor that brings joy and serenity to many. However, for busy professionals who commute a lot, finding the time to maintain a garden can be a challenge. That's where hiring a garden maintenance company comes into play. In this comprehensive

Regenerate

Send a message



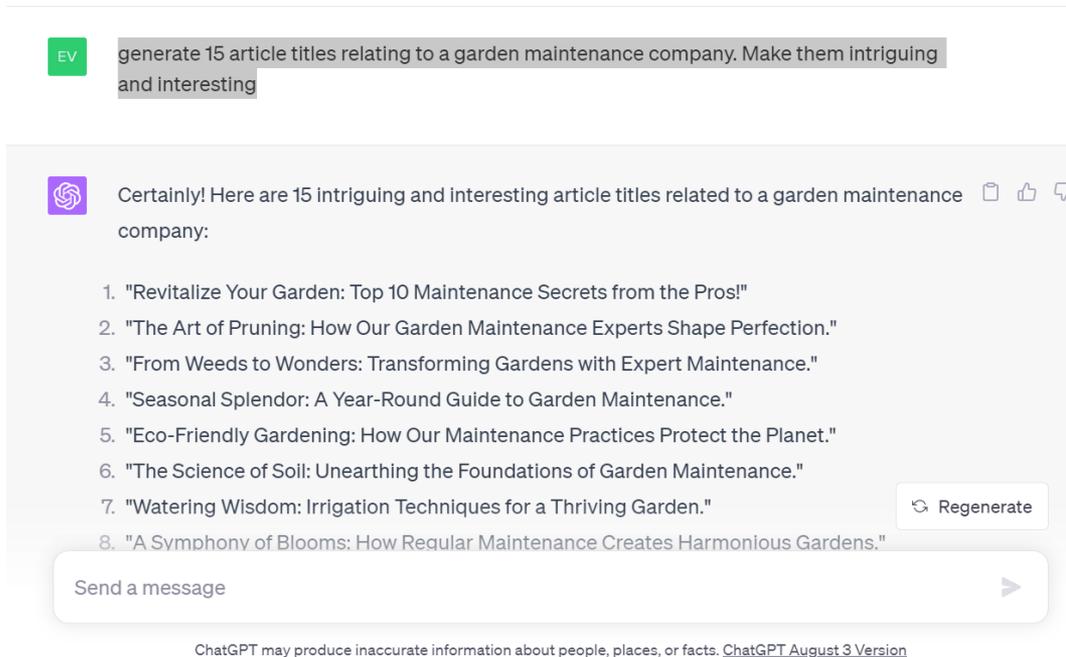
ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT August 3 Version

## A better prompt would be

Act as an expert gardener and write an informative 2000 word article targeting busy professionals who commute a lot and don't have time to look after their garden. In the article discuss 15 main advantages of hiring a garden maintenance company and what you should look for when choosing one

**But we could generate even better prompts ...**

# Example: How to create Blog posts using Chat GPT



Choose the headlines that you like and put them in a word document so you can use them in the future

## Step 1 – Get topic ideas

Suggested prompt:

(Replace “Garden maintenance company” with your type of business)

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

Or  
Generate 50 article titles relating to a garden maintenance company. Write them in a **click bait style**

# How to create Blog posts

 Certainly! Here's an outline for the article "Want a Garden Like the Rich and Famous? Our Maintenance Tips Will Get You There," written in the style of a gardening expert and tailored for busy professionals who commute to work a lot:   

**Introduction**

- **Attention-Grabbing Statement:** Highlighting the allure of having a garden like the rich and famous.
- **Target Audience Acknowledgment:** Understanding the challenges faced by busy professionals in maintaining a garden.
- **Promise of Solution:** Introducing maintenance tips that are both time-efficient and effective.

**Section 1: Understanding Your Garden's Potential**

- **Assessment of Space:** How to evaluate your garden's potential based on size, sunlight, and soil.  Regenerate

## Step 2 – Then generate an outline for the article

**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

Review the outline. Are there any sections you want to remove or adapt? If so, just ask Chat GPT to revise it and make the change to the outline

*Ensure you tell chat GPT how to write it and who it's for*

# How to create Blog posts

EV OK. Can you now write the article but only write the introduction section for now. write it in the style of an expert gardener and write it in a friendly manner. Also include some example and anecdotes where appropriate.

 Certainly! Here's the introduction to the article "Want a Garden Like the Rich and Famous? Our Maintenance Tips Will Get You There," written in the style of an expert gardener and in a friendly manner:

## Introduction

Have you ever strolled through the pages of a luxury lifestyle magazine and found yourself captivated by the lush, vibrant gardens of celebrities and moguls? The cascading water features, the symphony of colorful blooms, the perfectly manicured lawns – it's enough to make anyone's heart flutter with garden envy. But here's a little secret: You don't need Hollywood budget to achieve that garden glamour!

 Regenerate

Send a message 

ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT August 3 Version

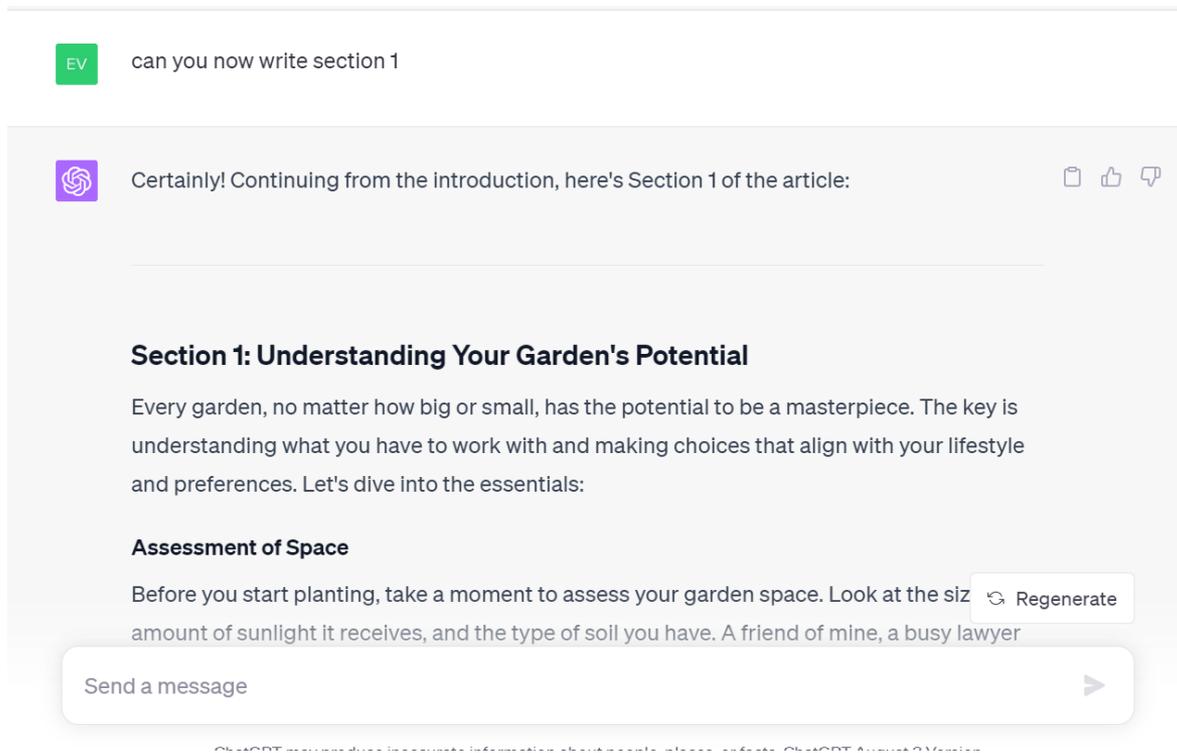
*If you ask it to write the entire article it ends up being short and basic. We will ask it to write each section at a time*

## Step 3 – Ask Chat GPT to write the article, one section at a time

Ok. Can you now write the article but only write the introduction section for now. Write it in the style of an expert gardener and write it in a friendly manner. Also include some example and anecdotes where appropriate.

*Note – you can reword this later and replace any anecdotes or examples with your own based on your own expertise.*

# How to create Blog posts



## Step 4 – Ask it to write each section

Can you now write section 1  
can you now write section 2 etc

Then copy and past each section  
that it writes into a word  
document.

Edit and rewrite anything you  
think isn't suitable and  
supplement it with your own  
examples and expertise.

# Competitor monitoring – analyse competitors testimonials

T Certainly! Based on the reviews provided for Gaucho restaurant, here's an analysis of the top 10 things that customers like and the top 10 things that customers are unhappy about:

## Top 10 Things Customers Like:

1. **Excellent Service:** Many reviewers praised the service, mentioning staff members by name and describing them as attentive, professional, and friendly.
2. **Quality of Steak:** The steak, especially the chateaubriand and Wagyu Sirloin, was frequently highlighted as delicious and cooked to perfection.
3. **Atmosphere and Ambience:** The restaurant's atmosphere was described as fantastic, stunning, and moody, contributing to a pleasant dining experience.
4. **Wine Selection:** Several reviews mentioned the extensive wine list and the staff's ability to

Stop generating

Send a message ..

ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)

Want to know what your competitors are really good and bad at? Analyse their online reviews.

1. Go to their Google business profile or Trip advisor page or Booking.com page
2. Drag your mouse and copy 30-40 at once
3. Go into chat GPT and write this prompt

**Can you analyse these online reviews and list the top 10 things that customers like about this business and the top 10 things that customers are unhappy about:**

**(Then paste the Reviews after the : )**

# What we will cover

## Understanding the terminology around AI

- What are Large Learning Models (LLMs) and what is Generative AI?
- Examples of how people are using Chat GPT

## How to get the best results from Chat GPT using prompts

- What is Prompt Engineering / Prompt Priming?
- Effective prompts such as Act As, Summarise, Teach me, Write like me

## Step by Step demo of how to use Chat GPT for different aspects of your digital marketing

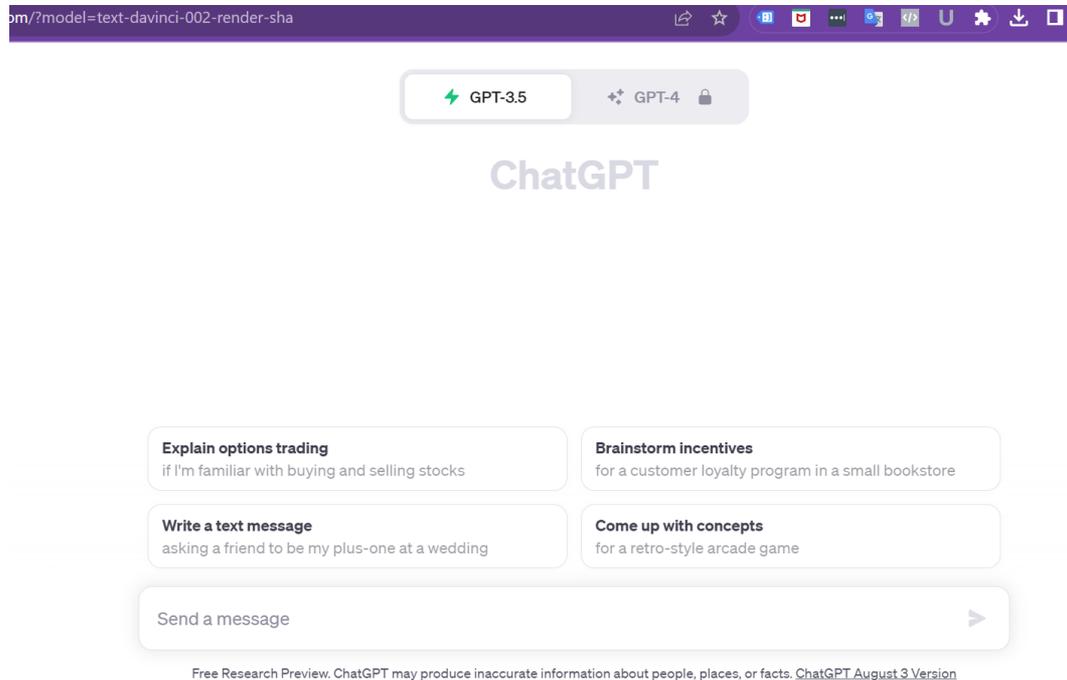
- Video marketing – generate topics and scripts you can work to for Reels / TikTok
- Social media posts – get ideas for topics and generate post content
- Social media posts – get ideas and initial drafts of posts
- Marketing emails – generate email marketing topics, initial drafts and subject lines
- Website content – generate headlines, call to actions, different options for page text
- Competitor monitoring – analyse competitors testimonials

## How to access Chat GPT on mobile

### Demo of Chat GPT 4 (Pro)

- GPT vision – interact with images
- Dalle – text to image creation
- Custom GPTs

# How to access Chat GPT on desktop



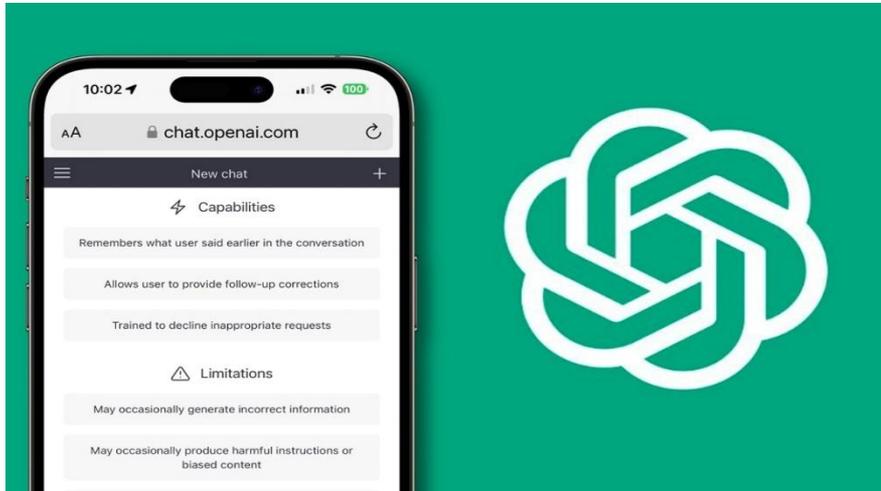
**On a desktop or laptop open any web browser**

Enter this url

<https://chat.openai.com/>

Or simply Google "Chat GPT" and click on the first result

# How to access Chat GPT on Mobile browser



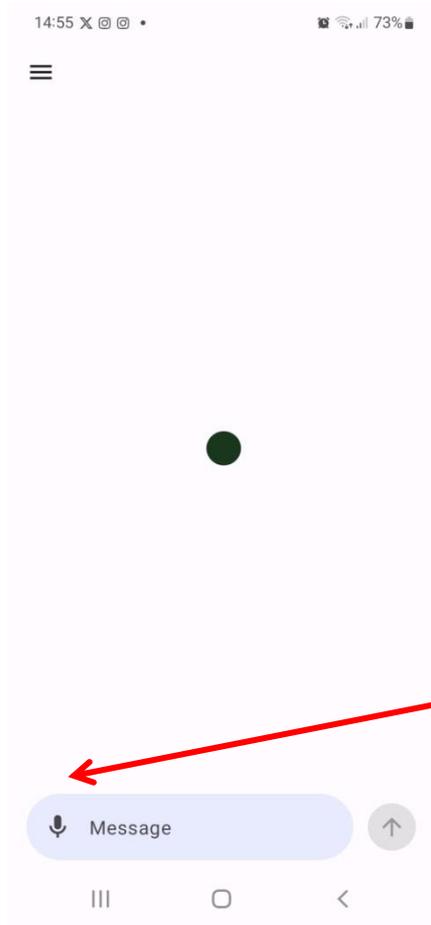
**On your phone you can open any web browser**

Enter this url

<https://chat.openai.com/>

Or simply Google "Chat GPT" and click on the first result

# How to access Chat GPT using a mobile app



**However, when using Chat GPT on your phone it is much better to install the app.**

There is now an app for both iPhone and android phones.

A major advantage when using the mobile app is that you can speak your prompts rather than have to type them

Simply tap the microphone and speak.

# What we will cover

## Understanding the terminology around AI

- What are Large Learning Models (LLMs) and what is Generative AI?
- Examples of how people are using Chat GPT

## How to get the best results from Chat GPT using prompts

- What is Prompt Engineering / Prompt Priming?
- Effective prompts such as Act As, Summarise, Teach me, Write like me

## Step by Step demo of how to use Chat GPT for different aspects of your digital marketing

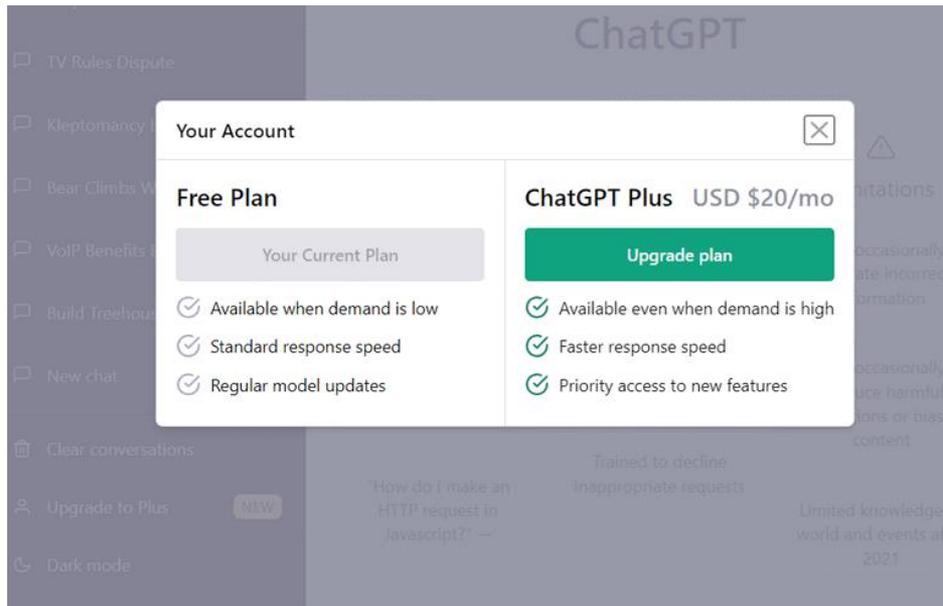
- Video marketing – generate topics and scripts you can work to for Reels / TikTok
- Social media posts – get ideas for topics and generate post content
- Social media posts – get ideas and initial drafts of posts
- Marketing emails – generate email marketing topics, initial drafts and subject lines
- Website content – generate headlines, call to actions, different options for page text
- Competitor monitoring – analyse competitors testimonials

## How to access Chat GPT on mobile

### Demo of Chat GPT 4 (Pro)

- GPT vision – interact with images
- Dalle – text to image creation
- Custom GPTs

# Demo of Chat GPT 4 (Pro)



Chat GPT 3.5 is free

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

**What do you get if you upgrade? ...**

# Demo of Chat GPT 4

**More up to date information:** The free version has been trained with data up until Sept 2021. The Pro version has data up until March 2023 and can access the internet when generating replies.

**Greater Reliability:** More accurate responses with fewer errors using GPT-4.

**Access to GPT-4:** Enhanced intelligence for longer and more complex conversations.

**Expand Through Apps:** Connect to external apps and services for added functionality.

**Access to New Features:** Priority access to new features and third-party plugins. Latest major features are

- Browse with Bing – it will access the internet when providing answers and you can add a url
- Dalle – create images from text prompts
- GPT vision – ask questions using images
- Attach files and ask GPT to analyse the data
- A plugin store – to make chat gpt even better eg. Data analysis
- Custom GPTs – create a GPT tailored to your needs



# 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 eg. 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 eg. cooking

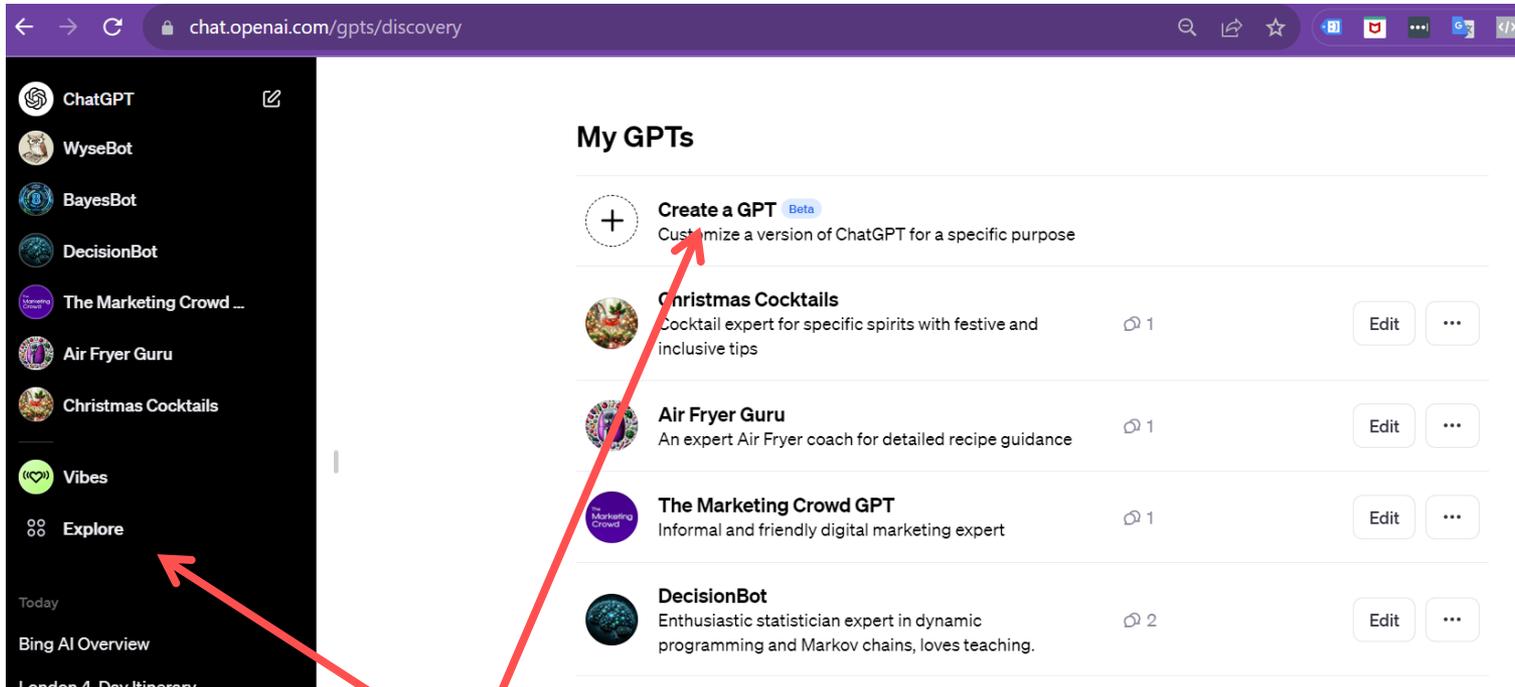
Tell the GPT the type of air fryer you have the types of food you would like to cook in it eg. Bacon, steak, chicken fish

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

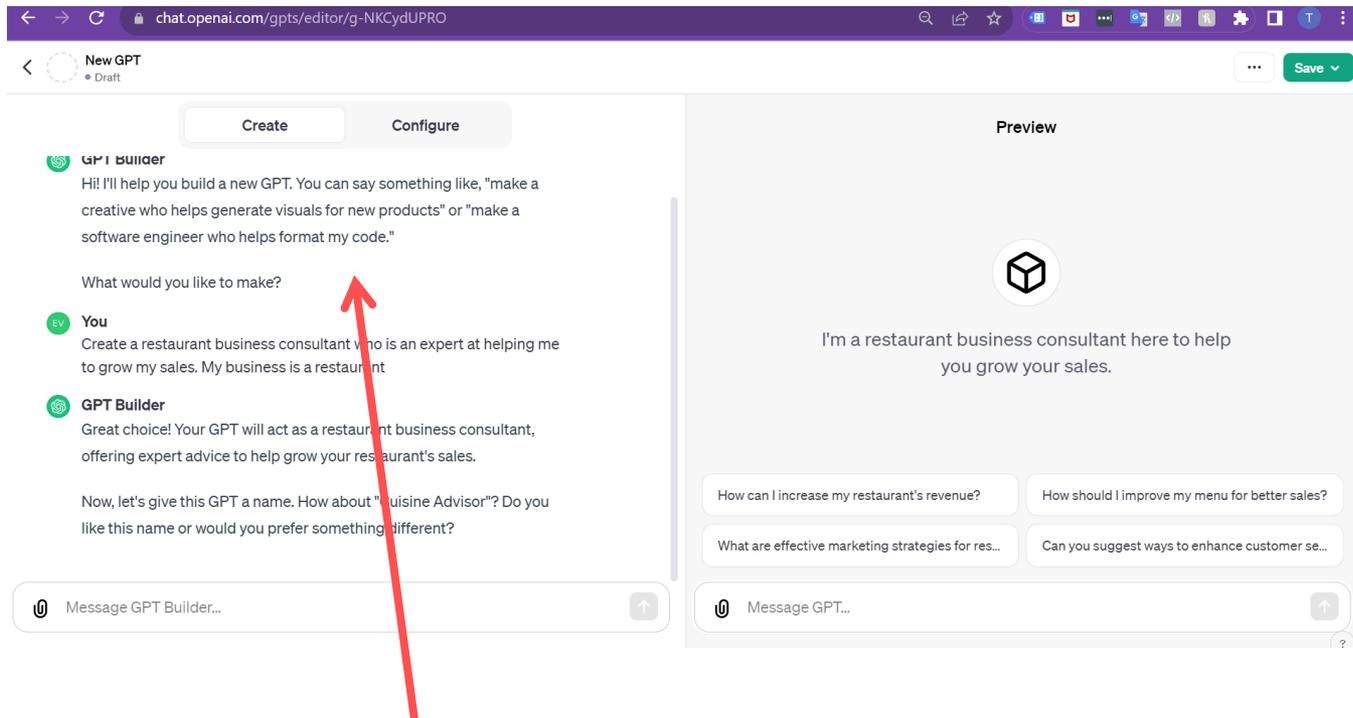
Then whenever you ask the GPT it will give you recipes tailored to your taste and your fryer

# How to create a Custom GPT



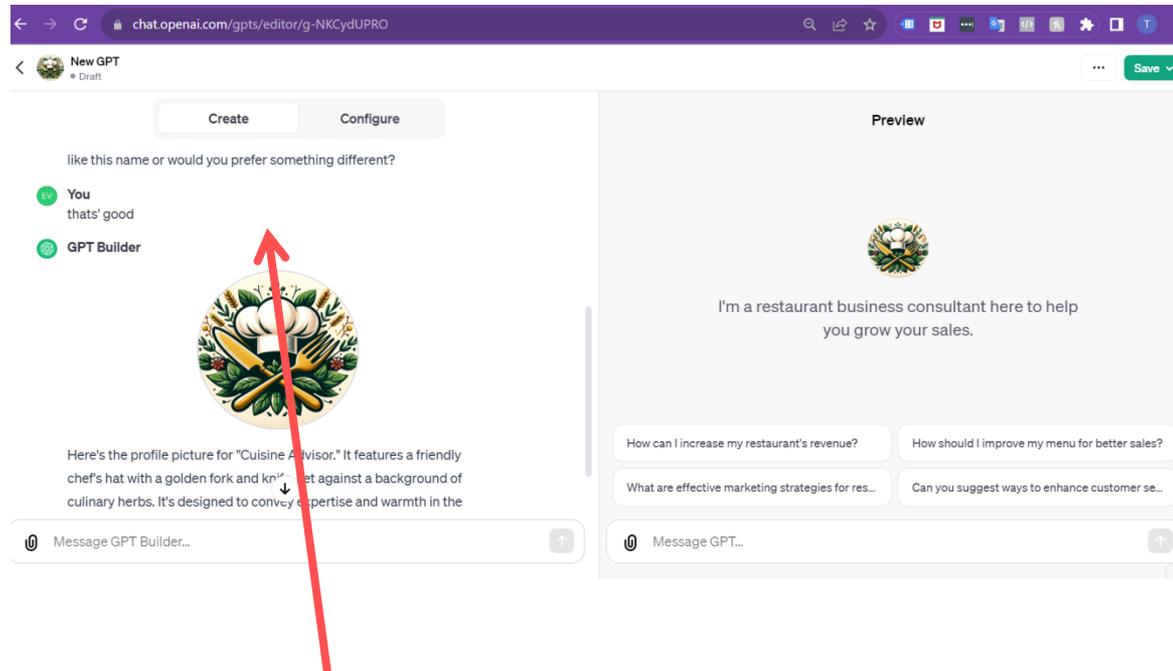
- On the left menu click Explore
- Then click create

# How to create a Custom GPT



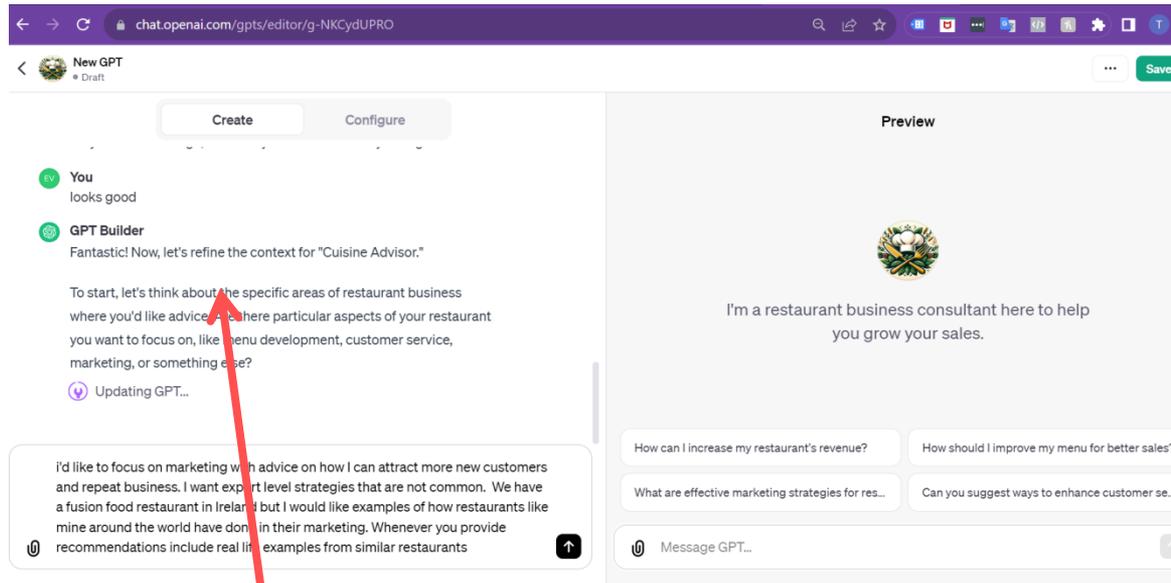
- **Type into the prompt box. Tell it what you would like the GPT to be about**

# How to create a Custom GPT



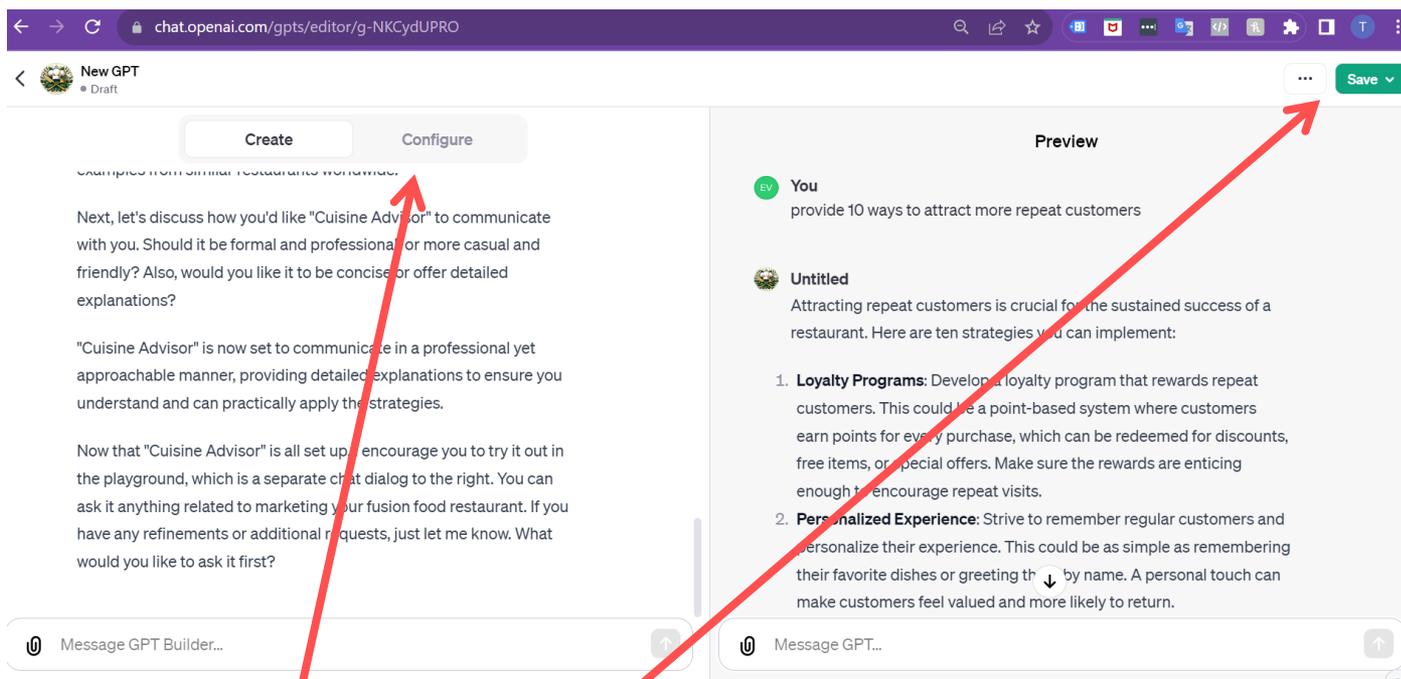
- **It will suggest a name (you can change this any time)**
- **It will create a logo for your GPT (you can change this at any time)**

# 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**

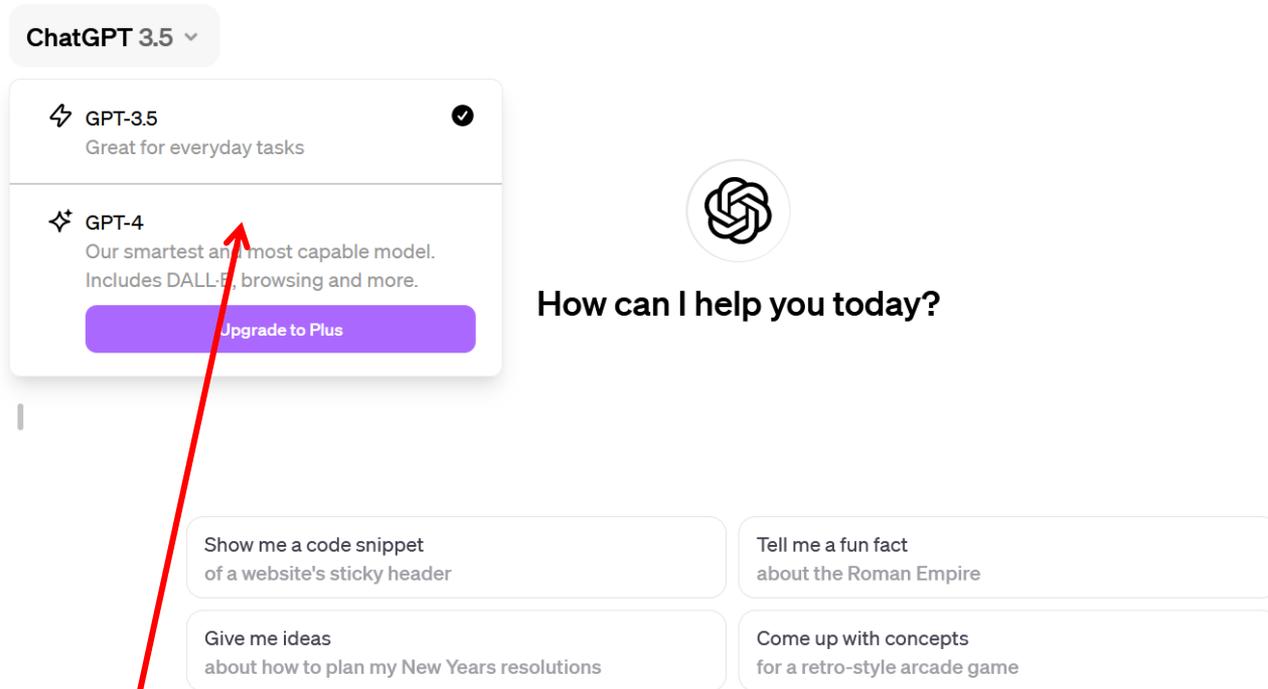


Dalle is the image generator from Open AI, the same company that created Chat GPT

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 image shows a screenshot of the ChatGPT Plus interface. At the top left, there is a dropdown menu labeled "ChatGPT 3.5". Below it, a menu is open showing two options: "GPT-3.5" (described as "Great for everyday tasks") and "GPT-4" (described as "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. Below the menu is a purple button labeled "Upgrade to Plus". To the right of the menu is the OpenAI logo and the text "How can I help you today?". Below this is a grid of four suggested prompts: "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

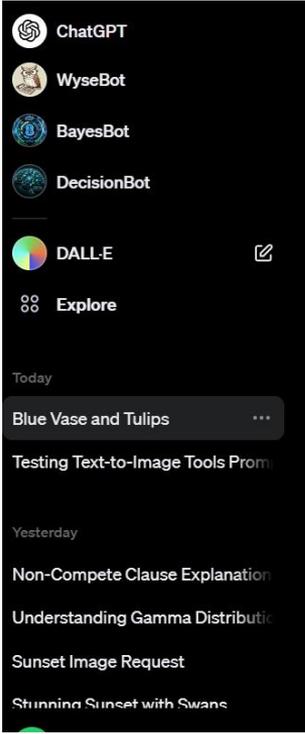


If you pay €20 for the Plus version of Chat GPT you now also get Dalle

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

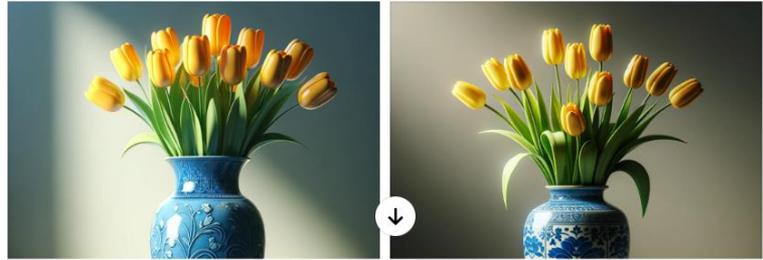


DALLE ▾

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 an easy request



## A Blue Ceramic Vase with Yellow Tulips

Create a photo realistic 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.

# What Dalle within Chat GPT produced for a difficult detailed request



## A Cheetah Running Through a Savannah

Create a photo realistic image of a majestic cheetah in full sprint across the vast expanse of the African savannah. The cheetah, marked by its distinctive black spots on golden fur, exhibits a powerful and graceful form as it races across the terrain. Its muscles are visibly defined, capturing the essence of speed and agility. The savannah around it is a blend of golden grasses and sparse greenery, stretching out to a horizon under a clear blue sky. The sun is high, casting dynamic shadows that accentuate the cheetah's rapid movement. Dust is kicked up under its swift paws, adding a sense of motion and intensity to the scene. This image encapsulates the raw power and elegance of one of nature's fastest animals in its natural habitat

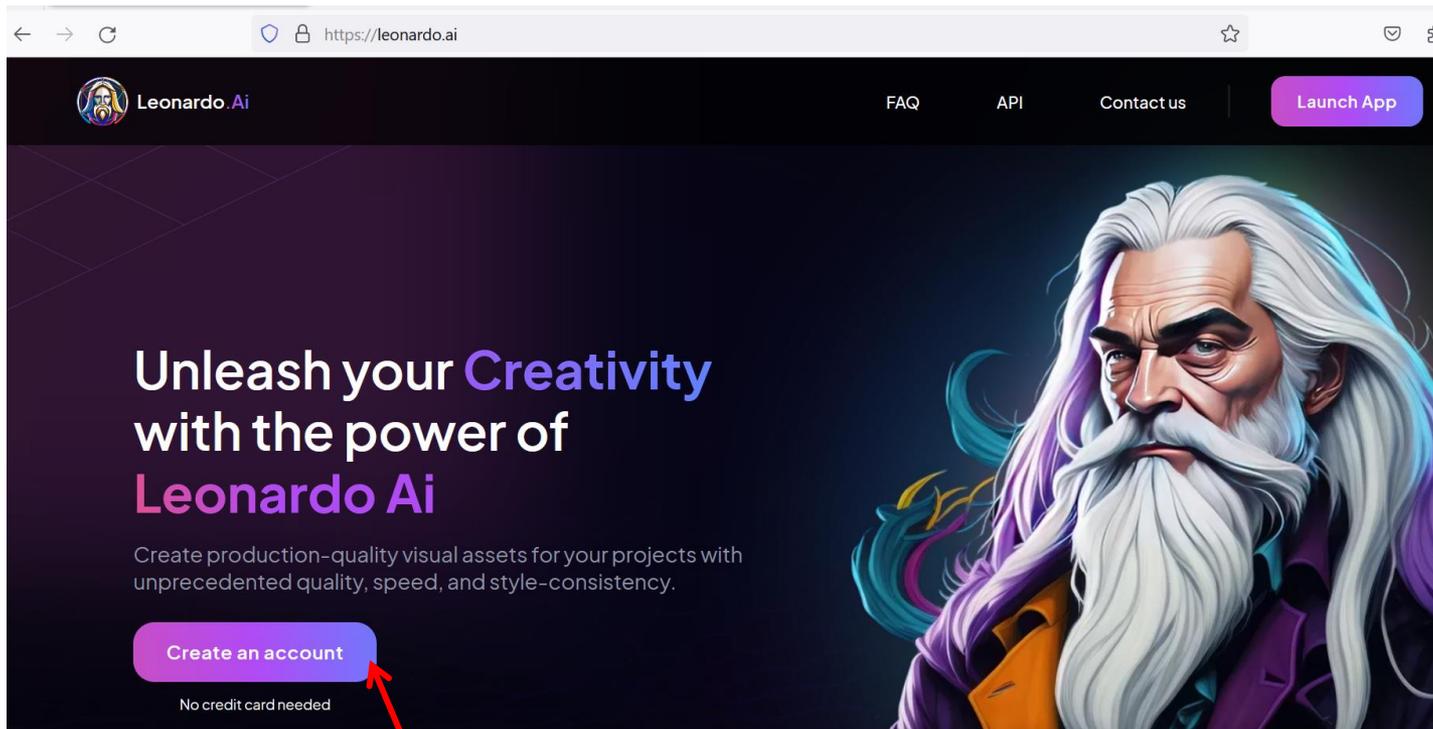
# What Dalle produced for a difficult detailed request



## **A young girl who is crying**

Create a photo realistic image of a young girl, around 7 or 8 years old, with long, wavy brown hair that falls gently around her shoulders. Her eyes, a deep shade of hazel, are filled with tears, reflecting a sense of sadness and vulnerability. Her expression is one of sorrow, with her eyebrows slightly furrowed and her small mouth downturned. She is sitting on a wooden bench in a quiet park, surrounded by greenery, adding to the sombre mood of the scene. The lighting is soft, casting a gentle illumination on her face, highlighting the tears on her cheeks and the emotional depth in her eyes

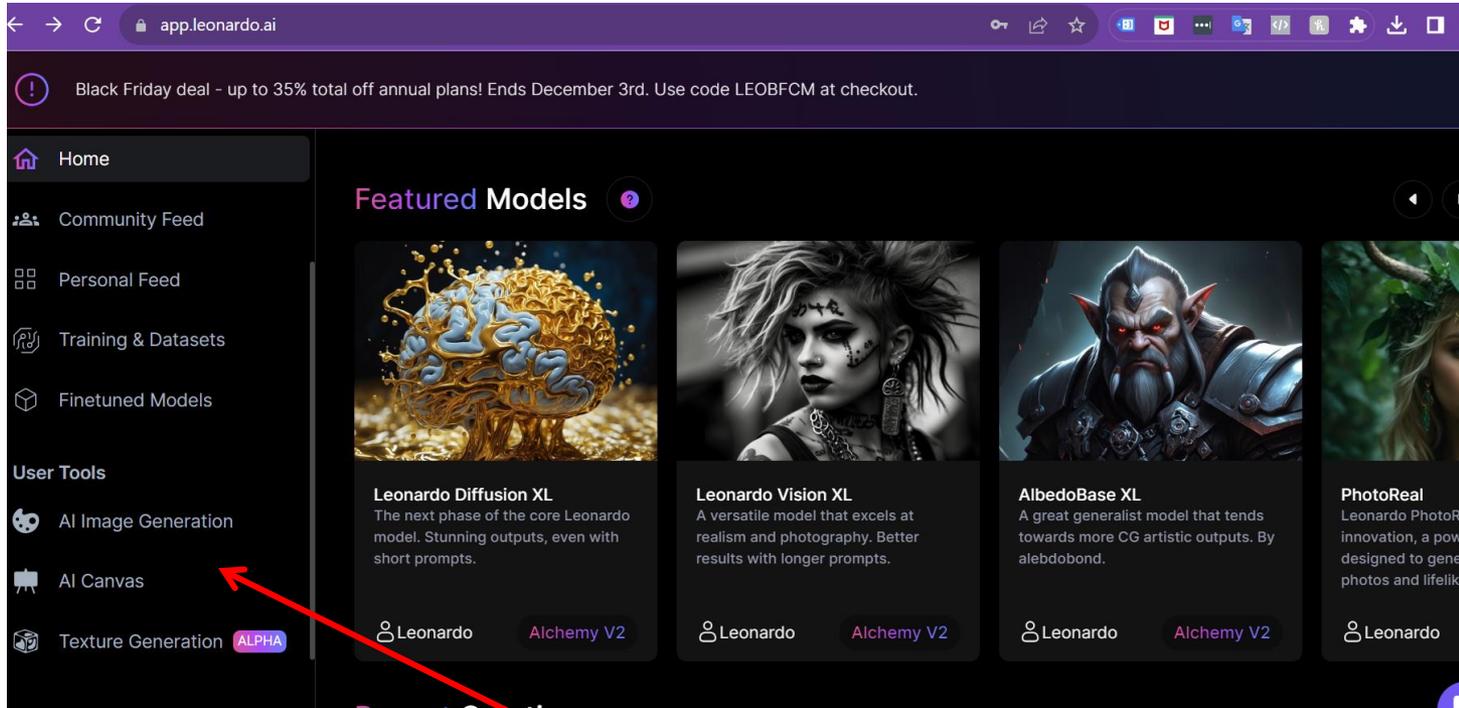
An even better alternative is Leonardo – (you can use for free with credits)



Go to leonardo.ai

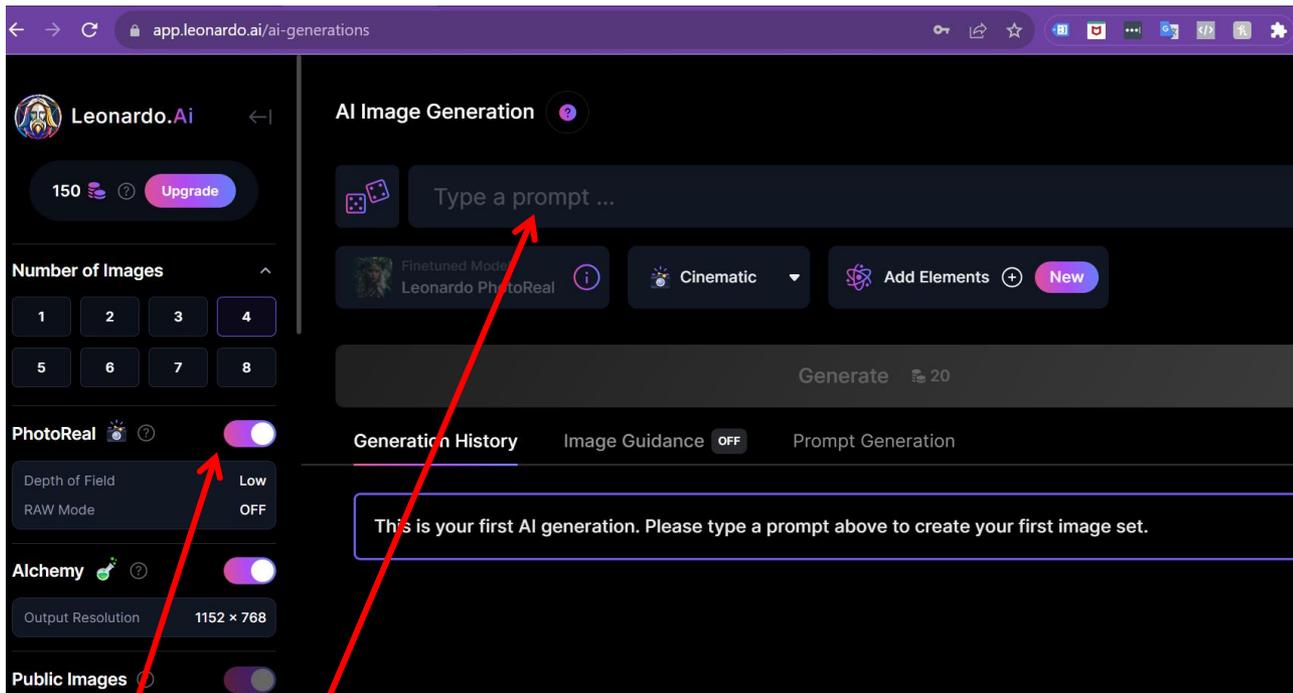
Click create an account and register for a free account

# 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.

What Leonardo.ai produced



# 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

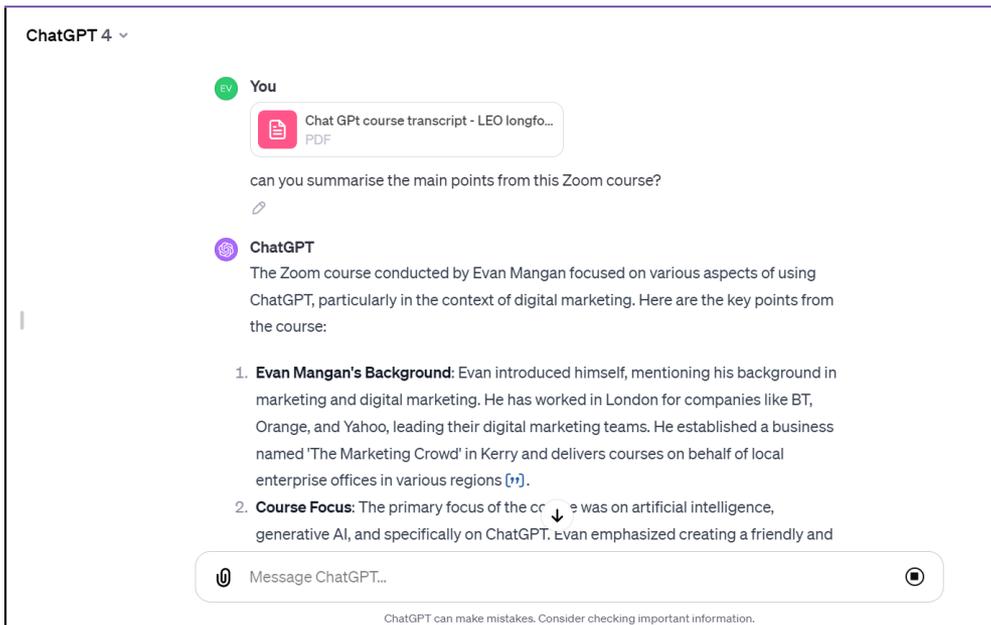
The image shows a statue of a goat with the inscription "KING PUCK" on the base. This statue is located in Killarney, County Kerry, Ireland. It represents King Puck, the symbol

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

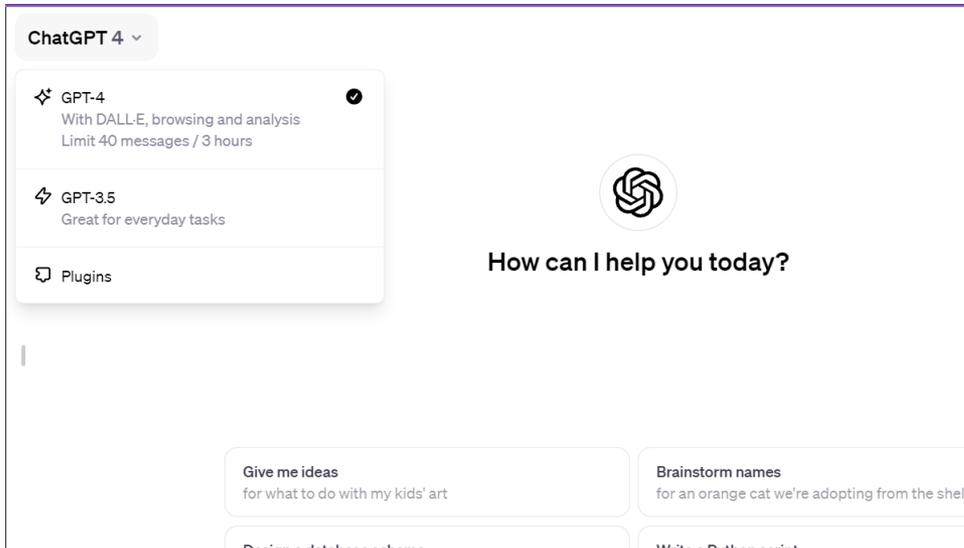
# You can attach files and ask GPT to analyse the contents



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 3<sup>rd</sup> 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