



Microsoft Copilot

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

# What we will cover

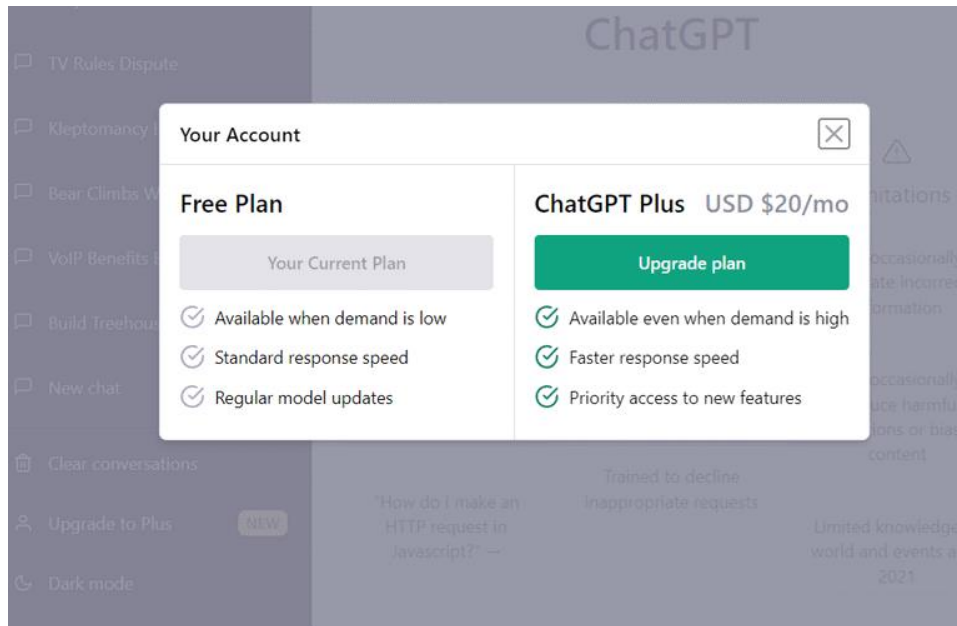
## **Google Gemini**

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

## **Microsoft Co Pilot - Demonstration of how it works**

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

# There is a free and paid version of Chat GPT



## Chat GPT 4 which is free

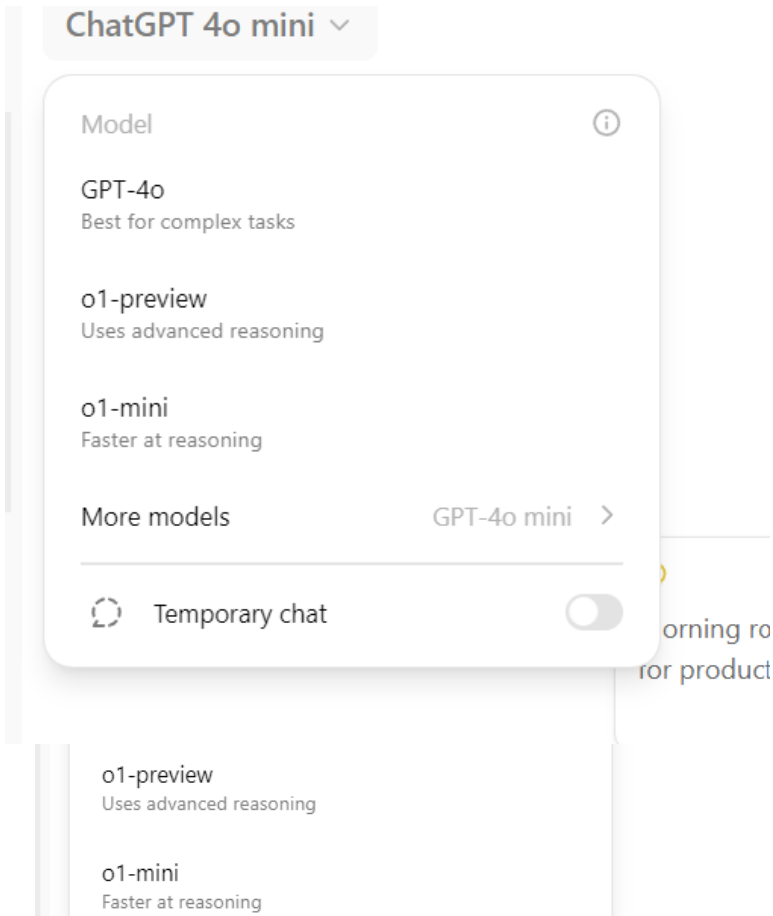
- It has no knowledge of events after August 2023
- It can access web pages to get more up to date info

Chat GPT 4 Plus which costs €20 / month

## Chat GPT 4 plus gives you ...

- The data it was trained on is much larger so results are more comprehensive.
- It can create images using DALL-E
- You can attach images and ask questions about the images
- You can attach a file e.g. Pdf, word doc, image and ask it to analyse / summarise it
- You can create custom GPTs

# There are 4 versions of Chat GPT 4 Plus



Within Chat GPT 4 (Plus) there are 4 versions

**GPT-4o** : Labelled as "Best for complex tasks." This is a version of GPT-4 optimized for more complex queries and tasks.

**GPT-4o mini**: This is described as "Faster for everyday tasks," – it offers quicker responses suitable for less complex or more routine tasks.

**GPT-4 (Legacy model)**: This is the original version of GPT-4, - it is an older version and is the free version

GPT 4o1 – most recent model which they say uses advanced reasoning for maths, programming

GPT 4o mini – most recent model which they say uses advanced reasoning for maths, programming but its a quicker version

# 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
Yes	Yes
No	Yes
No	Yes
No	Yes
Yes	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
- 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

# 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. **Microsoft CoPilot ( within the Bing search engine)**  
Bing's search engine has integrated Chat GPT into the search results
2. **Google Gemini**  
Google has launched their alternative to Chat GPT called Google Gemini and is starting to incorporate it into search results.

# Google Bard has become Google Gemini

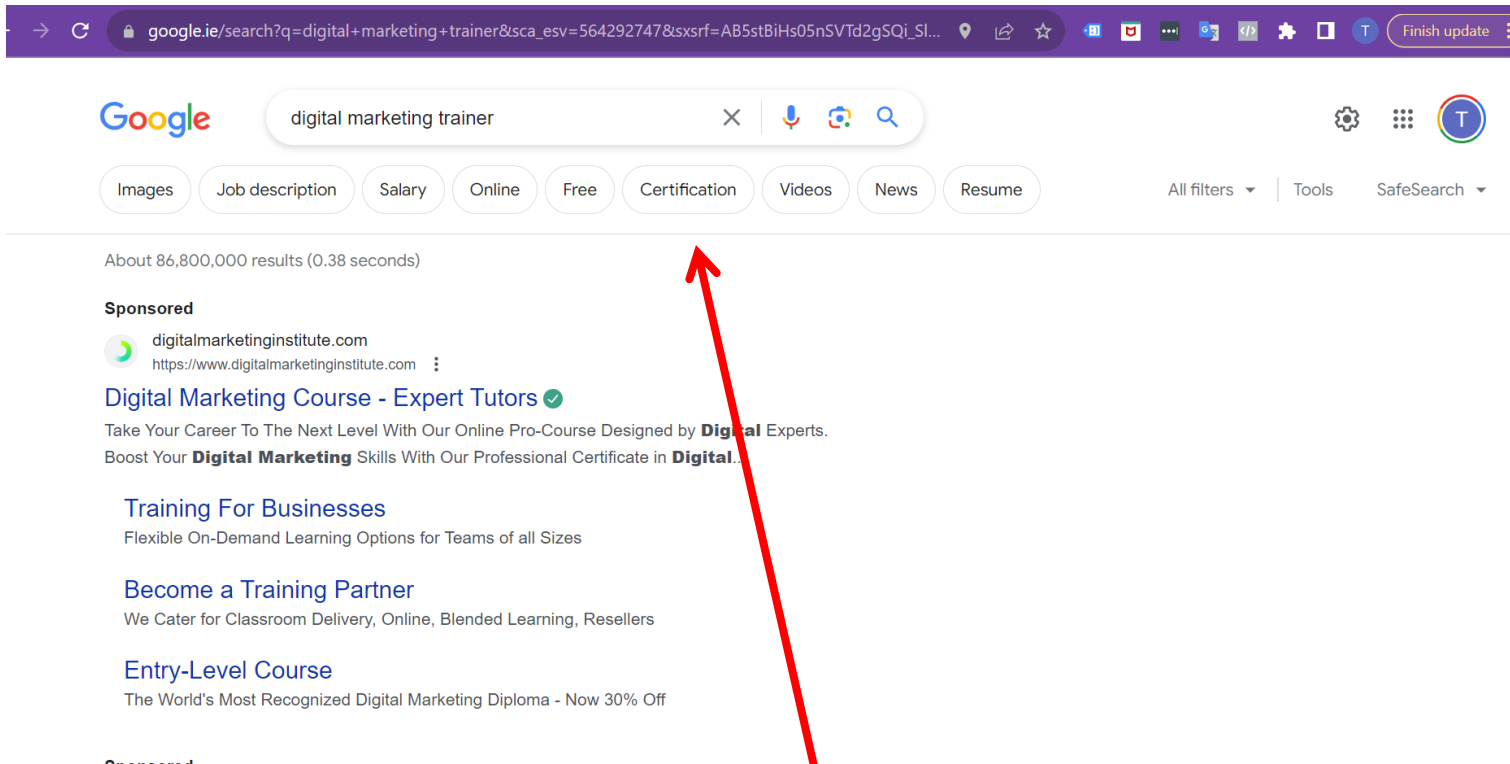


Throughout 2023, Google's AI equivalent to chat GPT was called Bard but in February 2024 it rebranded it to Gemini

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**

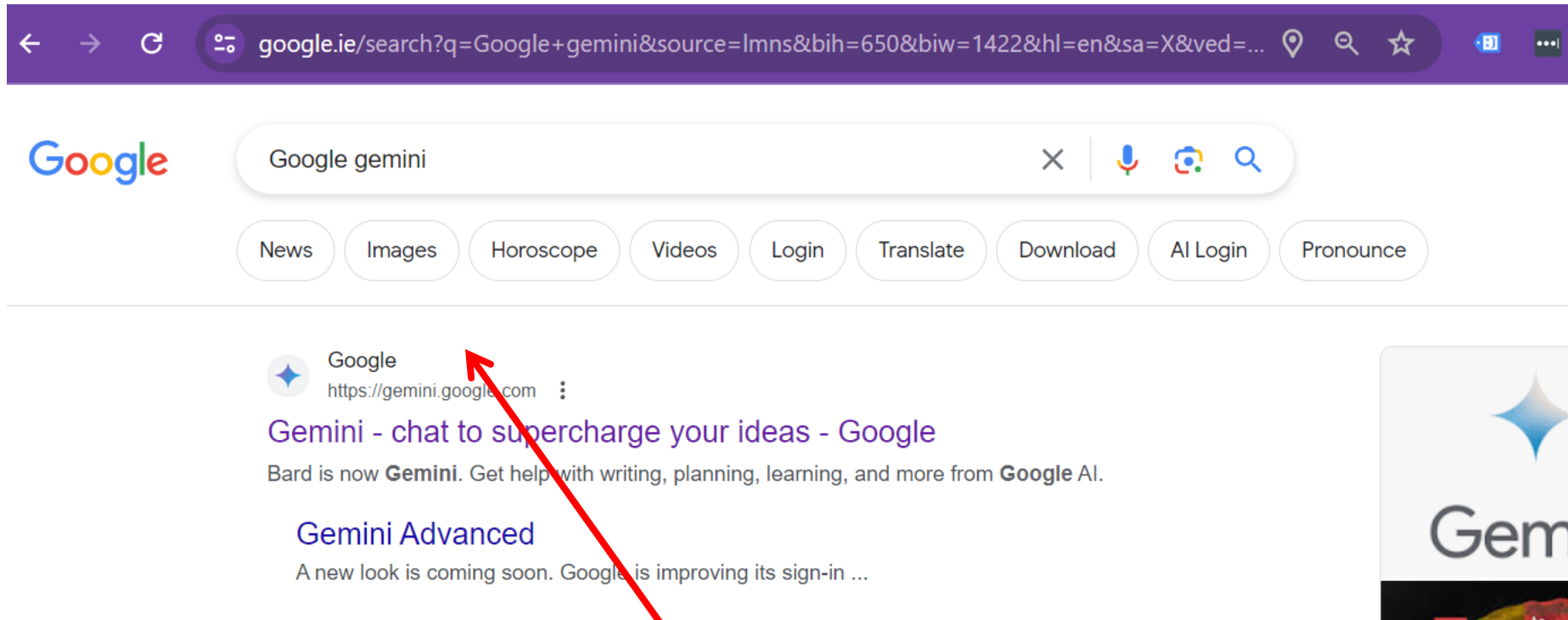
# How to access Gemini on desktop



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](https://gemini.google.com)  
Or do a Google search for Google Gemini

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

Gemini ▾



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 'Modify this response' menu is open over the text, showing five options: 'Shorter', 'Longer', 'Simpler', 'More casual', and 'More professional'. Red arrows point from the text 'At the bottom of the response you can click Modify and you can then ask Gemini to make the response' to the 'Modify this response' button and the 'Longer' option. Another red arrow points from the text 'Longer Shorter More casual More professional' 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.

Modify this response



- Shorter
- Longer
- Simpler
- More casual
- More professional

Also...

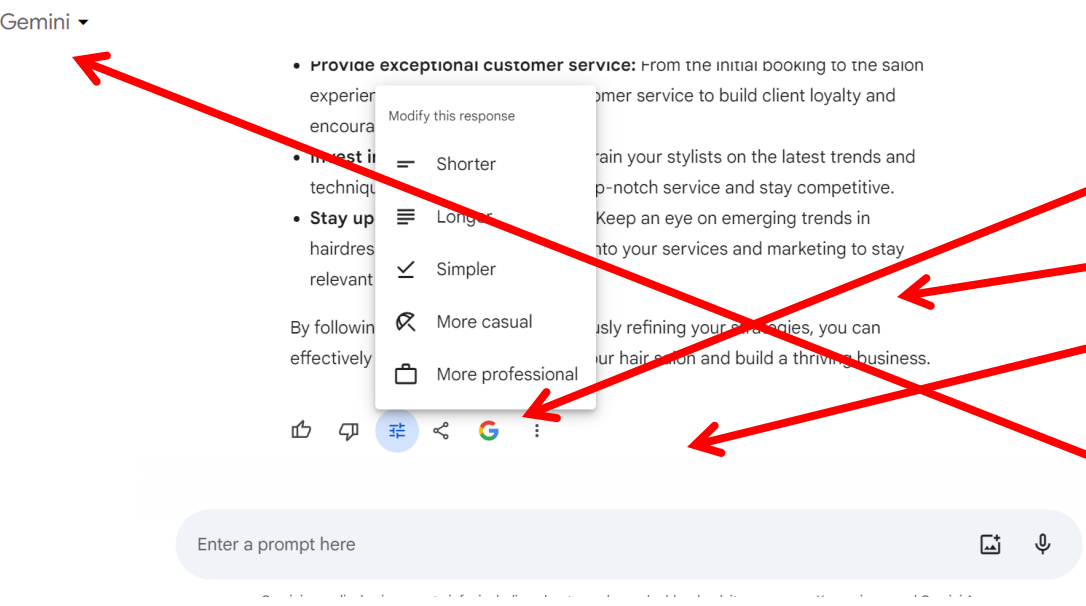
At the bottom of the response you can click Modify and you can then ask Gemini to make the response

...

- 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

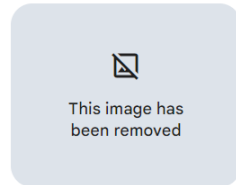
The screenshot displays the Gemini AI web interface. On the left is a sidebar with a hamburger menu icon at the top, followed by a 'New chat' button. Below that is a 'Recent' section listing several chat topics: 'Attract new custo...', 'Increase Hair Salo...', 'Grow your hair sal...', 'Adding Youtube Vi', 'Help', 'Activity', and 'Settings'. At the bottom of the sidebar is an 'Upgrade to Gemini Advanced' button and a location indicator for 'Drom West, County Kerry, Ireland' with options to 'Based on your places (home)' and 'Update location'. The main content area shows the Gemini logo and a greeting: 'Hello, The Marketing' in blue and purple, followed by 'How can I help you today?' in grey. Below the greeting are four light blue suggestion cards with 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'. A large light blue input box contains the text '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 gallery, microphone, and send. At the bottom of the input box is a disclaimer: '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

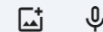


Show drafts ▾ 🔊

✦ 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 use Gemini (free) – Create an image based on a prompt

T create an image of a cheetah running through the savannah

Evan M

◆ Sure, here is an image of a cheetah running through the savannah:



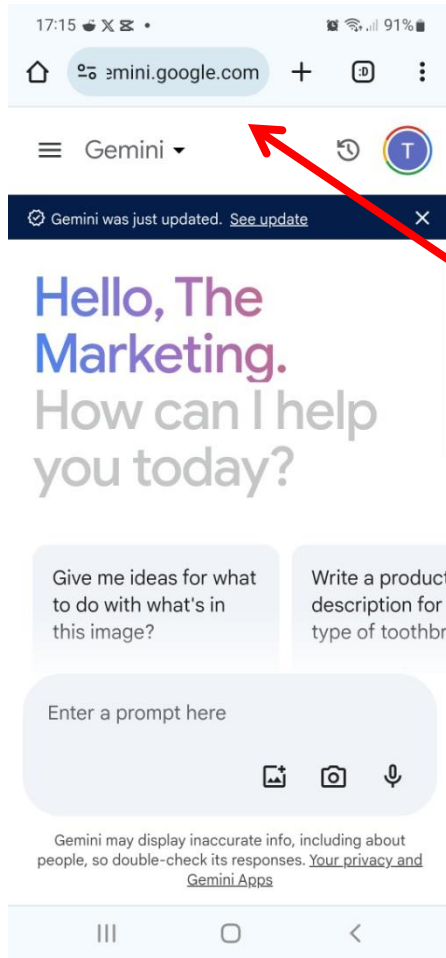
Enter a prompt here

Gemini may display inaccurate info, including about people, so double-check its responses. Your privacy and Gemini

Start your prompts with “Labelled” Create an image”.

Type whatever you want to create. You can use these images in your digital marketing

# How to access Gemini on mobile



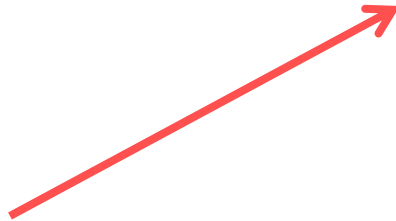
To use Google Gemini on mobile ...

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

# 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

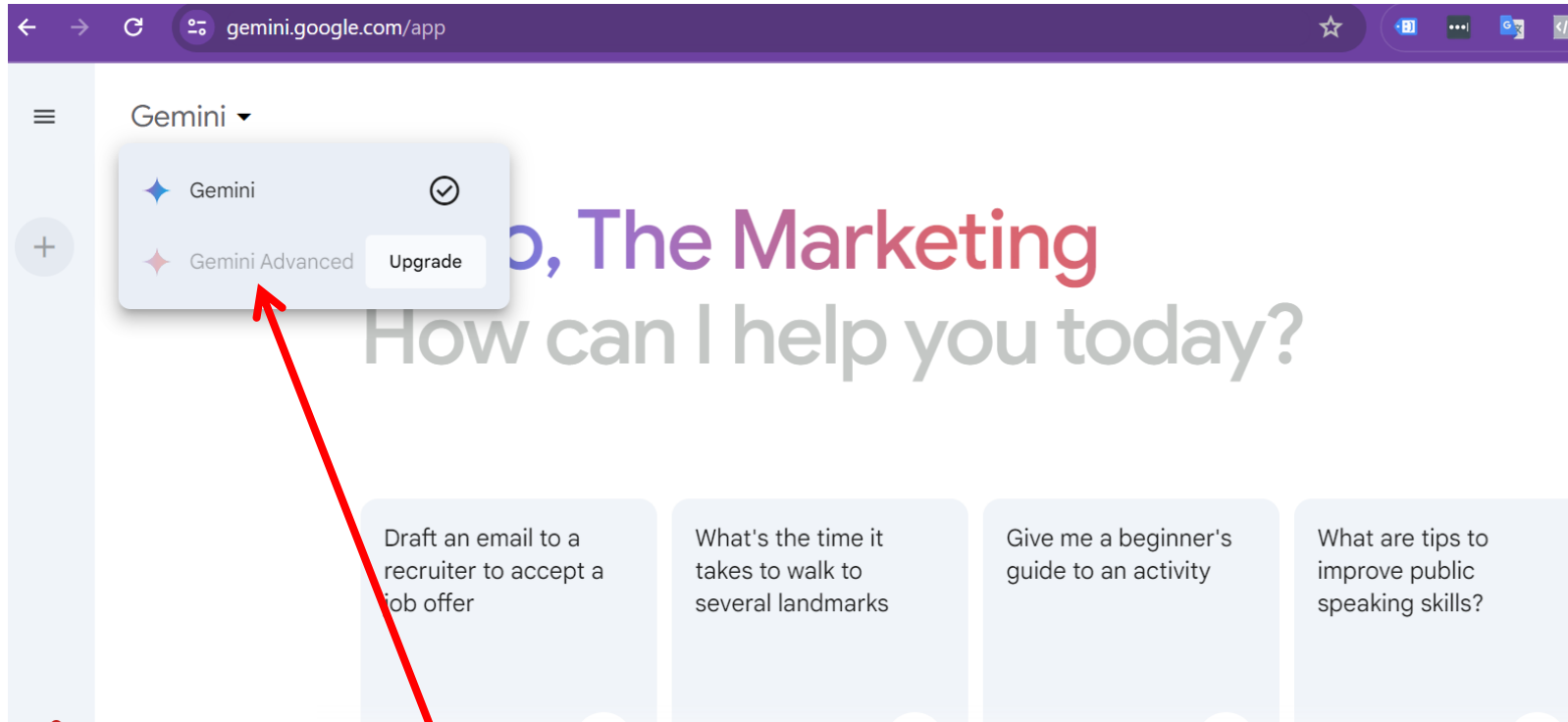
Feature	Google Gemini	Gemini Advanced
<b>AI Model</b>	Standard large language model	Ultra 1.0 (more complex)
<b>Subscription</b>	Included with Google services	Google One AI Premium Plan required
<b>Capabilities</b>	Enhancement of Google products	Advanced reasoning, coding, creativity
<b>Storage Included</b>	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

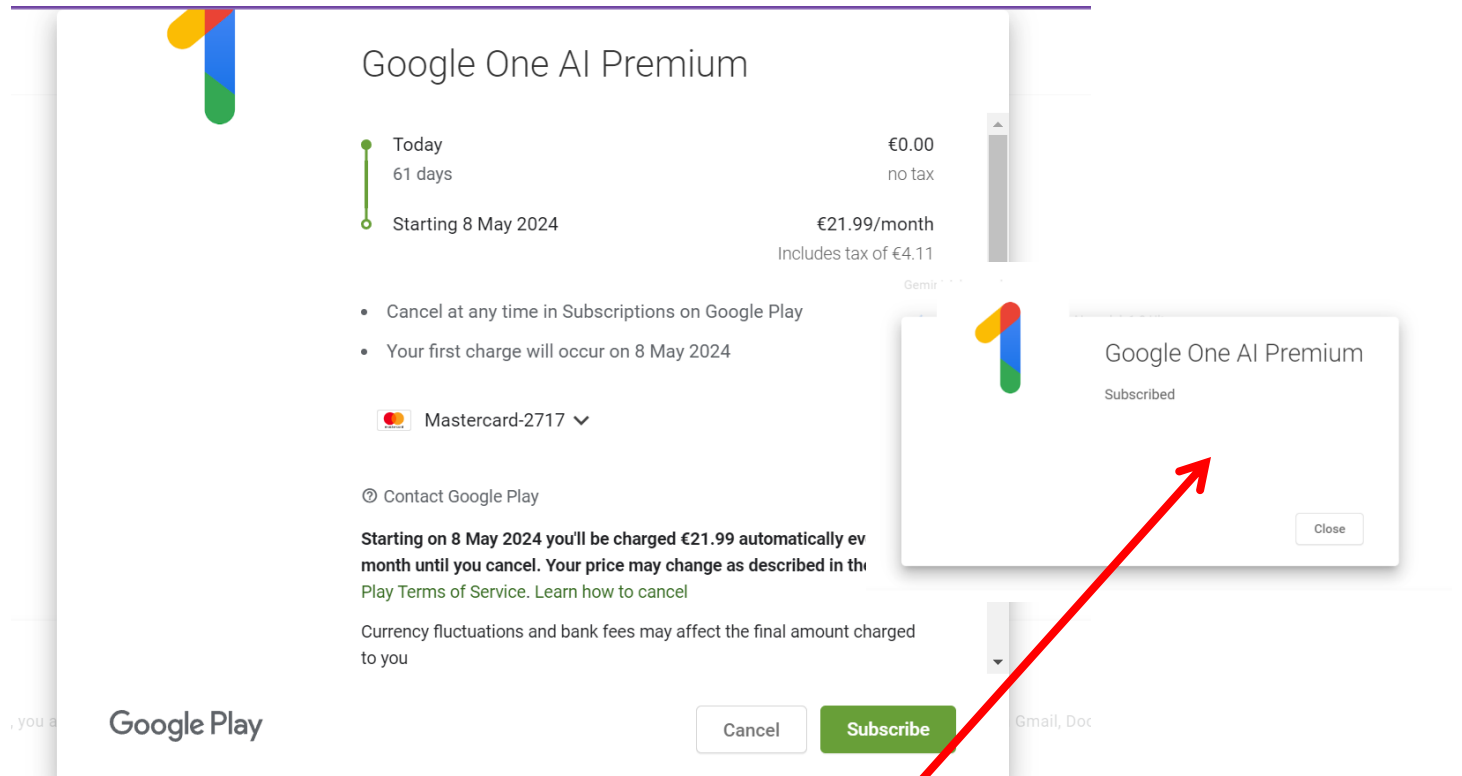
✓ With our most capable AI model, 1.0 Ultra

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

**Useful features**

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

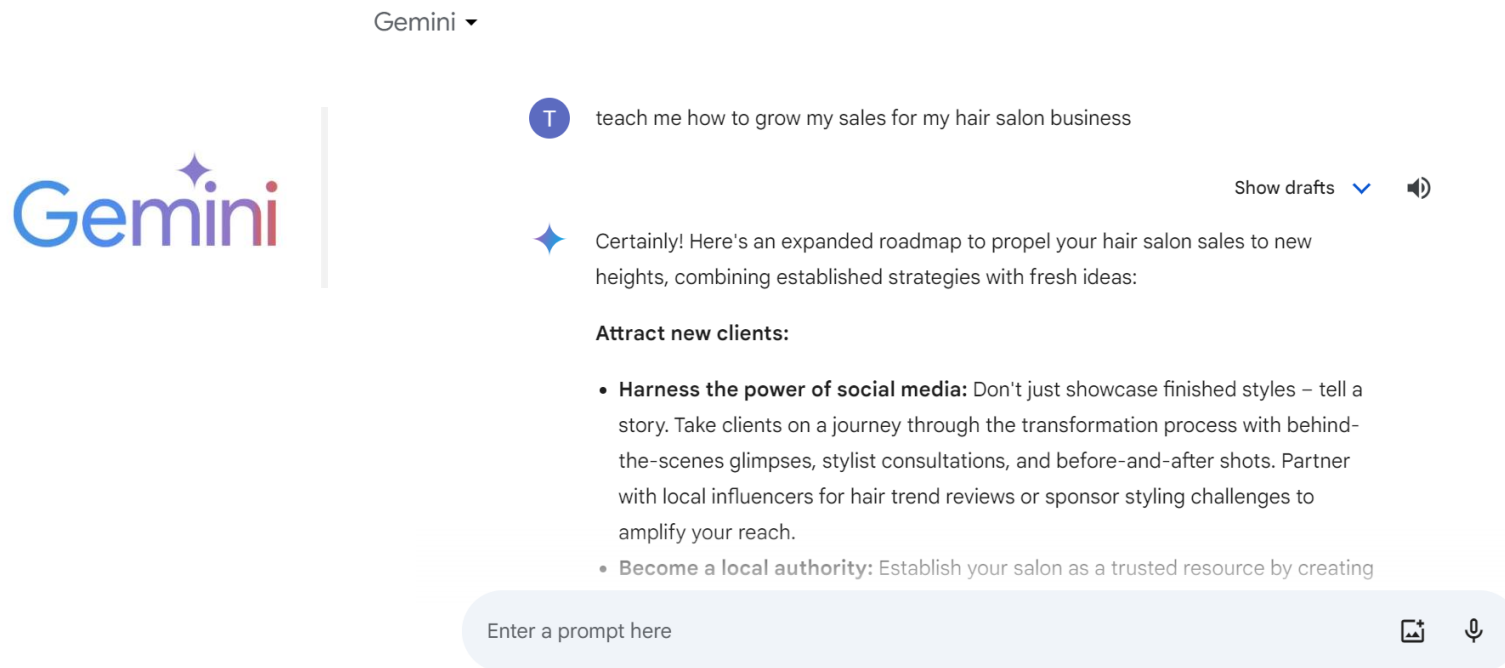
Coming soon	Coming soon	Yes	Yes
Yes	Yes	Yes	Yes

**Nice to have features**

- Provides links to sources
- 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	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 chat history shows a user prompt: "T teach me how to grow my sales for my hair salon business". The AI response starts with a blue star icon and says: "Certainly! Here's an expanded roadmap to propel your hair salon sales to new heights, combining established strategies with fresh ideas:". Below this, it lists two strategies under the heading "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

At the bottom, there is a text input field with the placeholder "Enter a prompt here" and icons for image upload and voice input. To the right of the response, there are "Show drafts" and a speaker icon.

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.

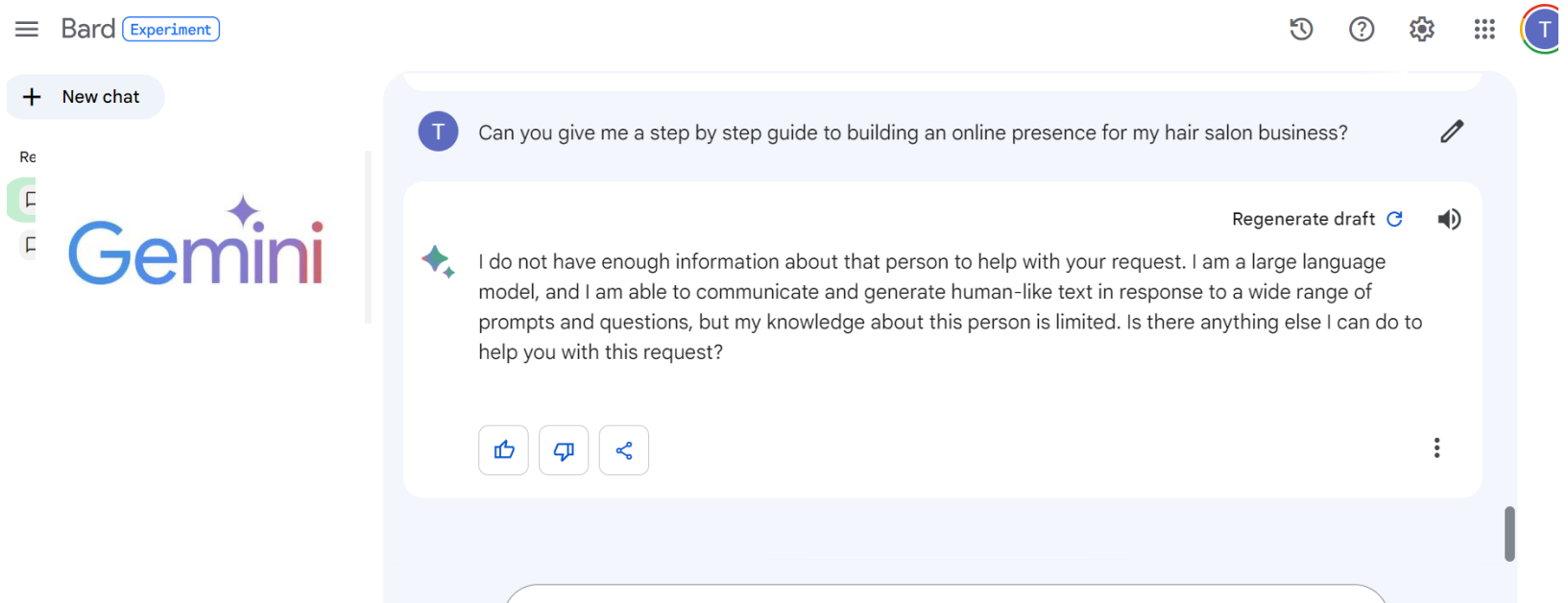
Enter a prompt here



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)

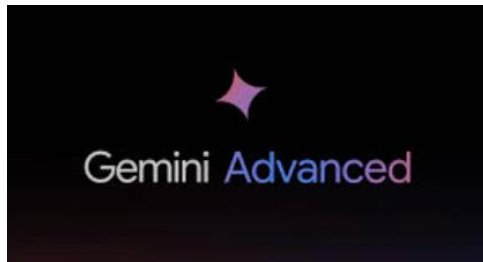


I then asked .. Can you give me a step by step guide to building an online presence for my hair salon business?

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

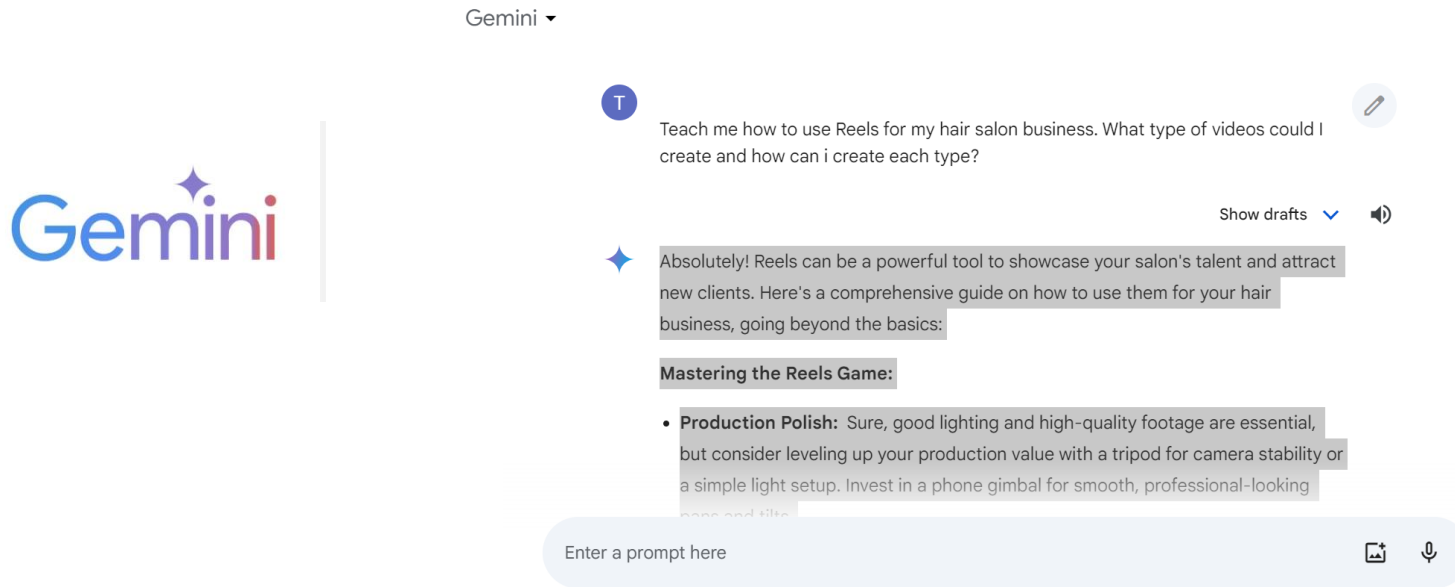
When I came back later and asked the same question it gave me a good quality answer

# 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)

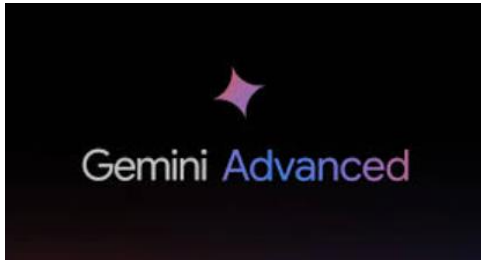


I asked Gemini (free) Teach me how to use Reels for my hair salon business. What type of videos could I create and how can I create each type?

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

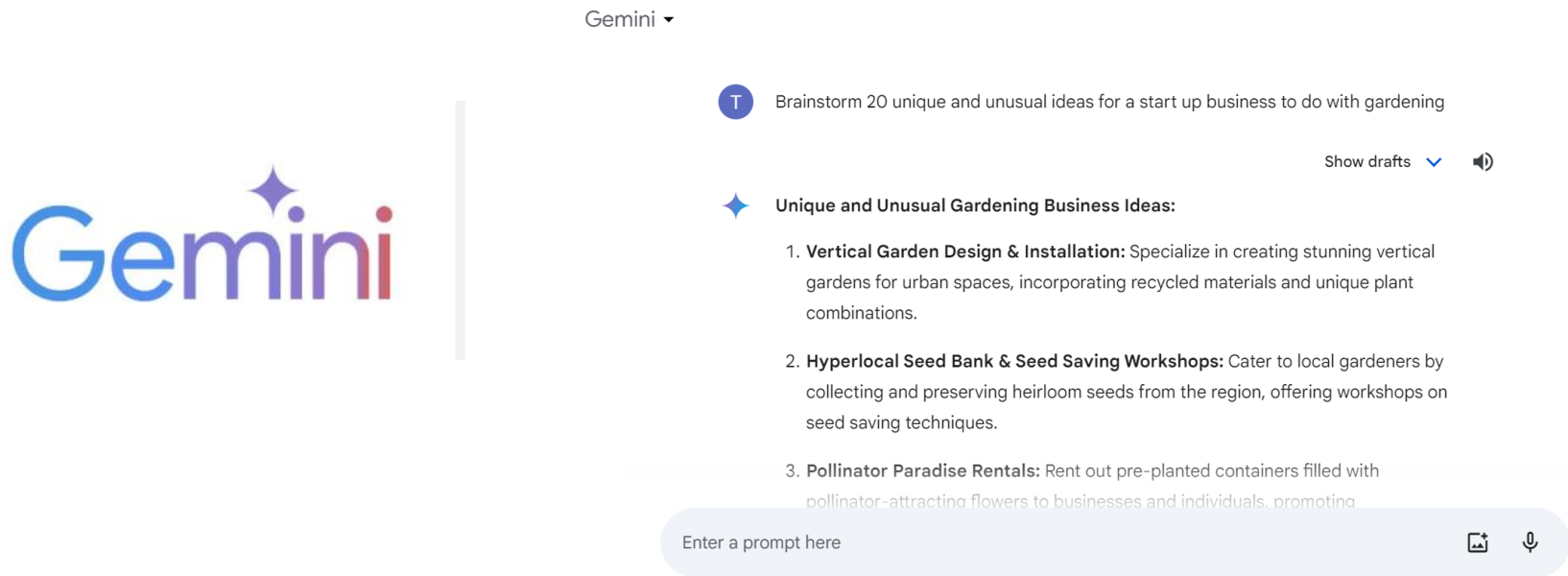


I asked Gemini Advanced (Paid) Teach me how to use Reels for my hair salon business. What type of videos could I create and how can I create each type?

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

But it was similar quality to the free Chat GPT answer

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



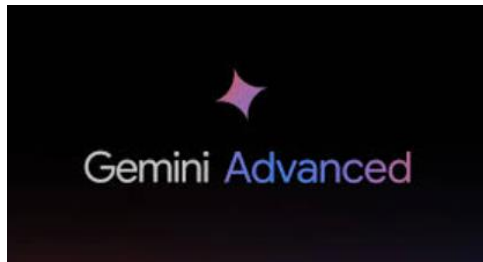
I asked Gemini (free) Brainstorm 20 unique and unusual ideas for a start up business to do with gardening

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

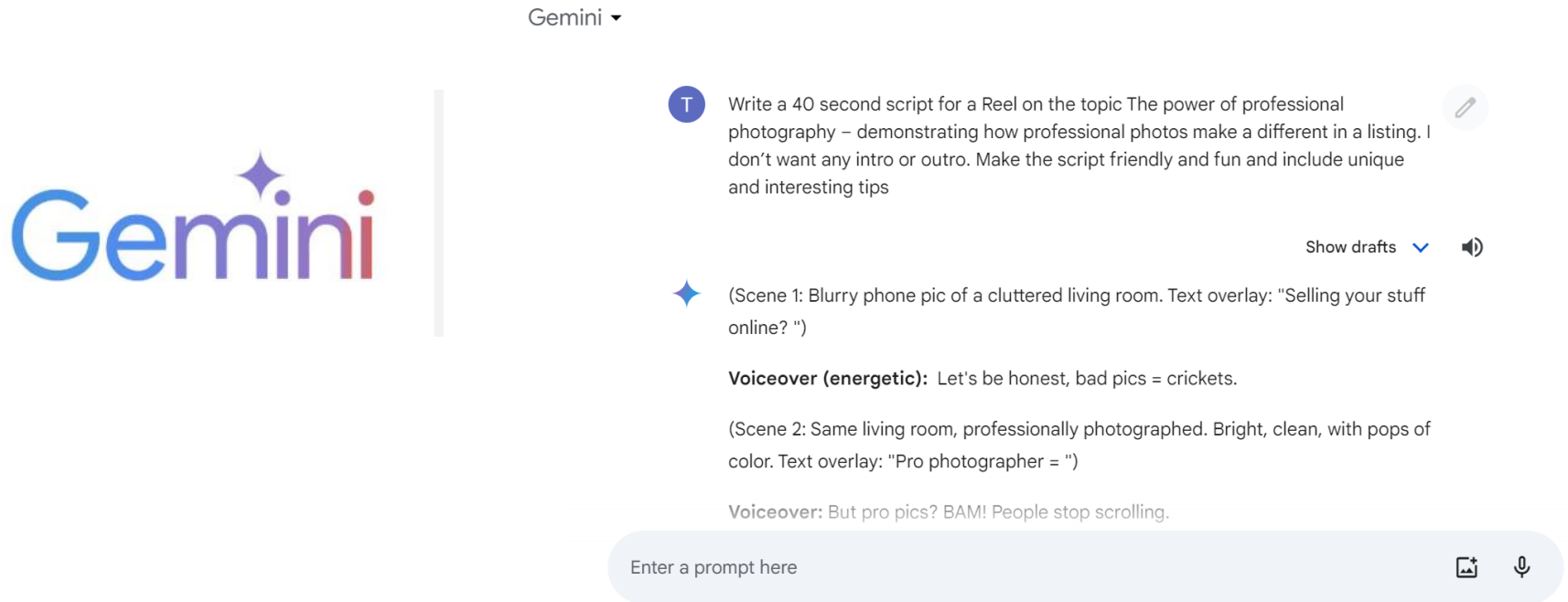


I asked Gemini Advanced (Paid)) Brainstorm 20 unique and unusual ideas for a start up business to do with gardening

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 chat history with a single message. The prompt is: "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". The response is a script for a 40-second reel, divided into two scenes. Scene 1 shows a cluttered living room with a text overlay: "Selling your stuff online? ". A voiceover says: "Let's be honest, bad pics = crickets." Scene 2 shows the same living room professionally photographed, with a text overlay: "Pro photographer = ". A voiceover says: "But pro pics? BAM! People stop scrolling." At the bottom, there is a text input field with the placeholder "Enter a prompt here" and icons for image generation and voice input.

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.

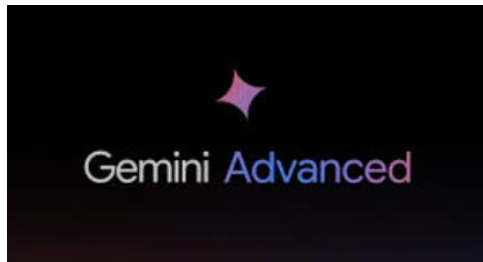
Enter a prompt here 🖼️ 🗣️

When I asked Gemini (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.

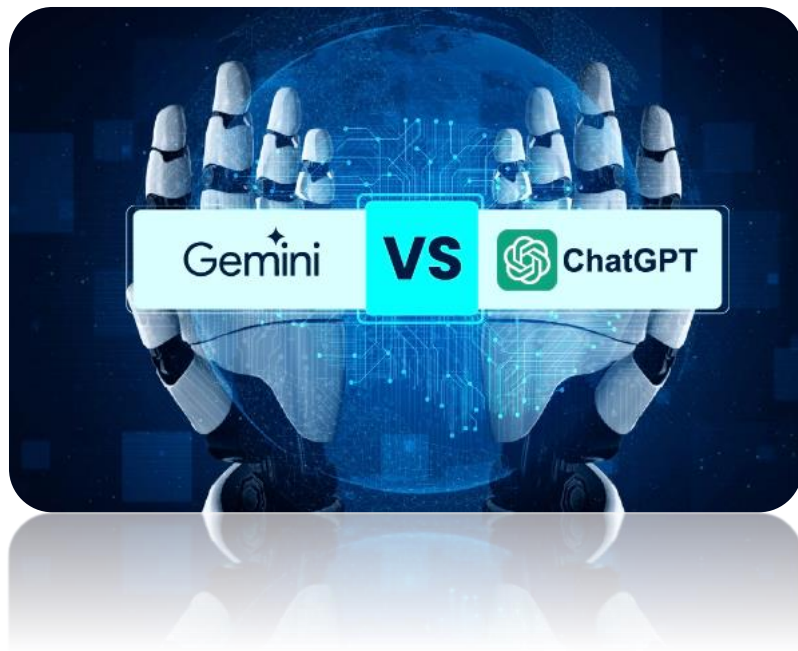
Enter a prompt here



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**

Use GPT 4

But if you then want ...

- Ability to analyse an image for your marketing
- Create an image for your marketing
- Speak your prompts on desktop and mobile

I would use Gemini

But for everything else, 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**

Continue using the paid version of Chat GPT.

Chat GPT Plus 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

## Google Gemini

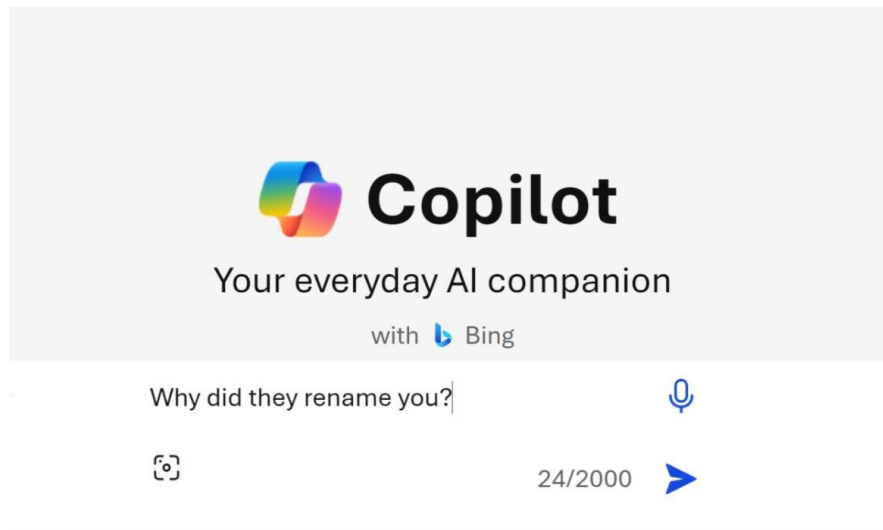
- How to access it
- Demonstration of how it works and how it compares to Chat GPT

## Microsoft Co Pilot - Demonstration of how it works

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

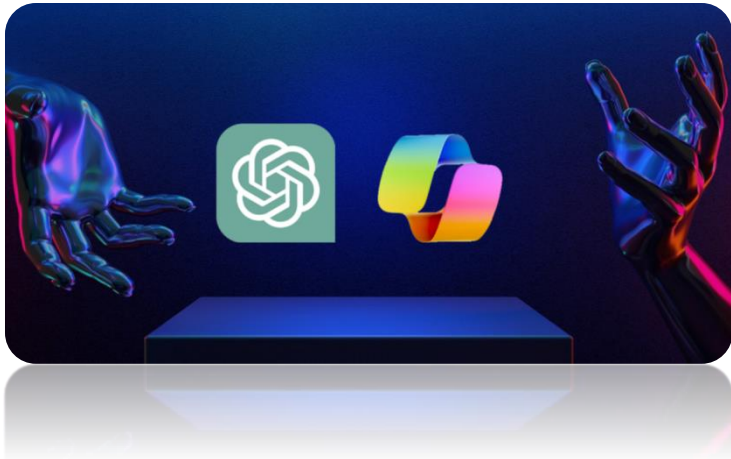


ChatGPT and CoPilot both use OpenAI's tools to work, so they often give very similar answers.

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

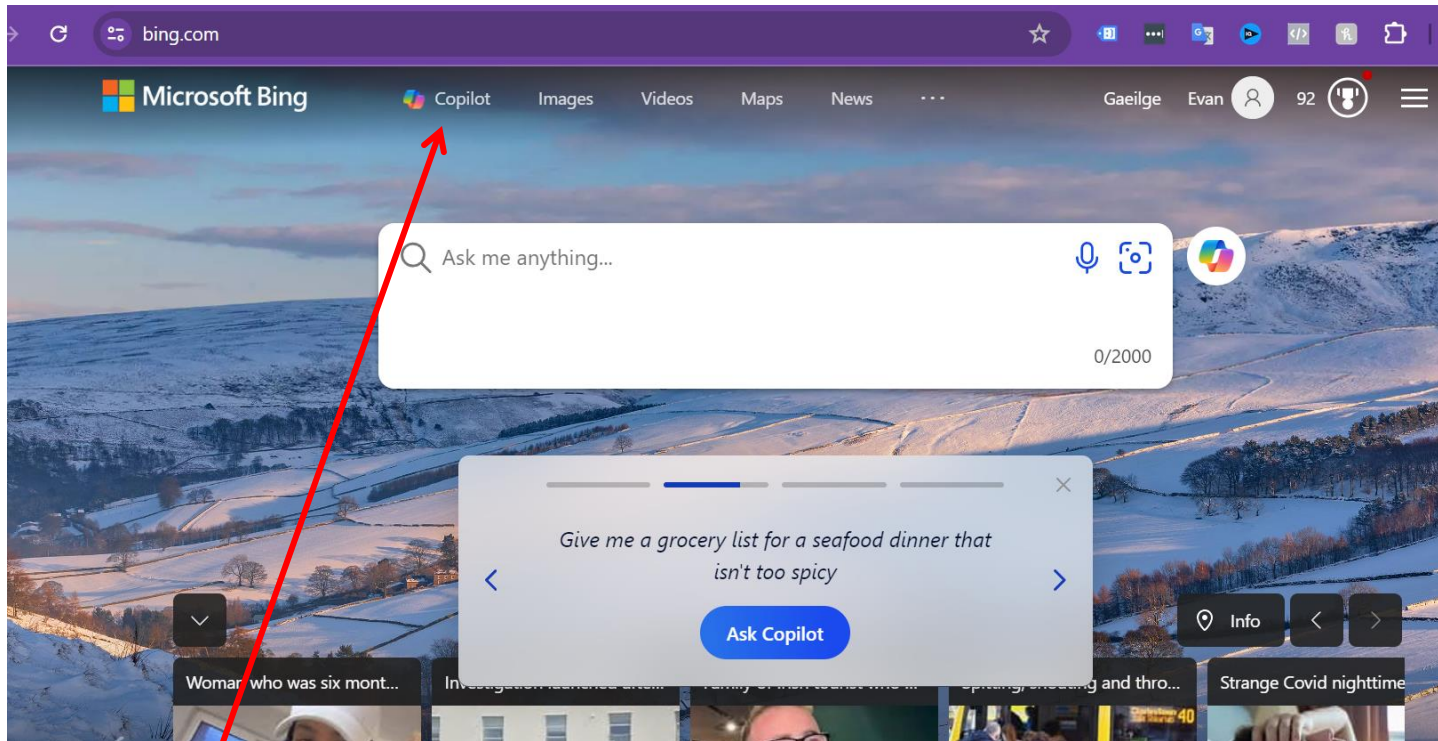
- Chat GPT4 is free and Chat GPT 4 Plus costs \$20 a month
- CoPilot uses Chat GPT 4 0 (the bigger better LLM) and is free

### Up to date data

- Chat GPT 4 does not have all the features of GPT 4 Plus e.g. Create images, analyse images
- CoPilot uses Chat GPT 4 0 and has a lot of the plus features for free

However, there are other differences that I will cover shortly

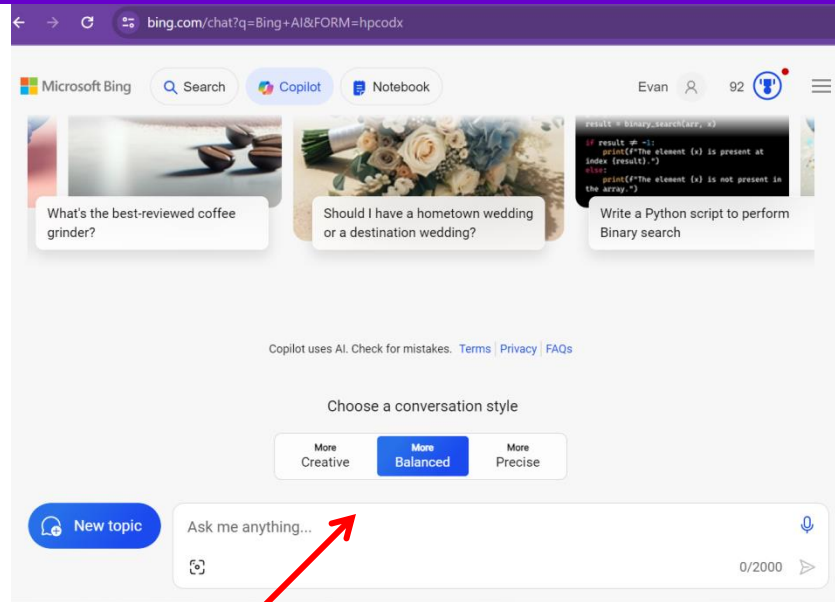
# How to access CoPilot on Bing



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

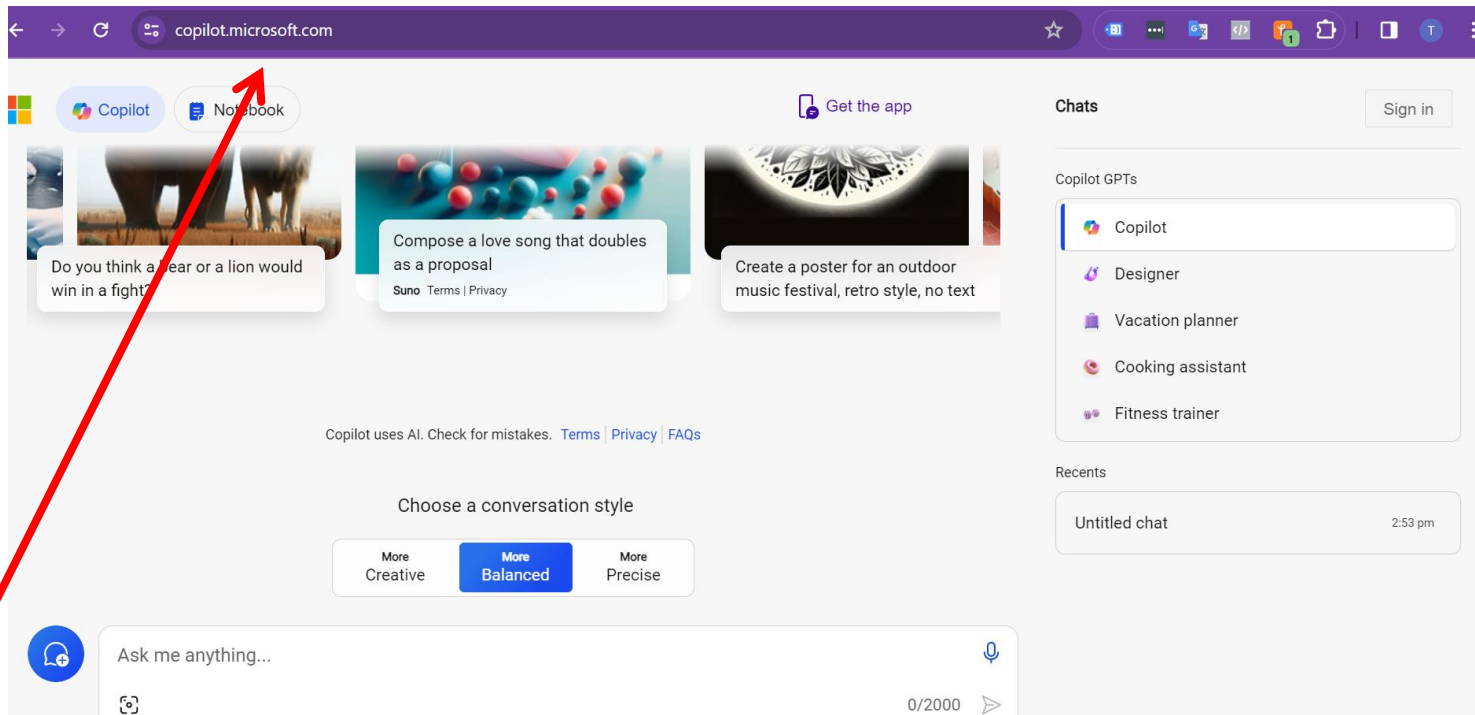
**When you ask a question / prompt you are restricted to follow up prompts.**

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

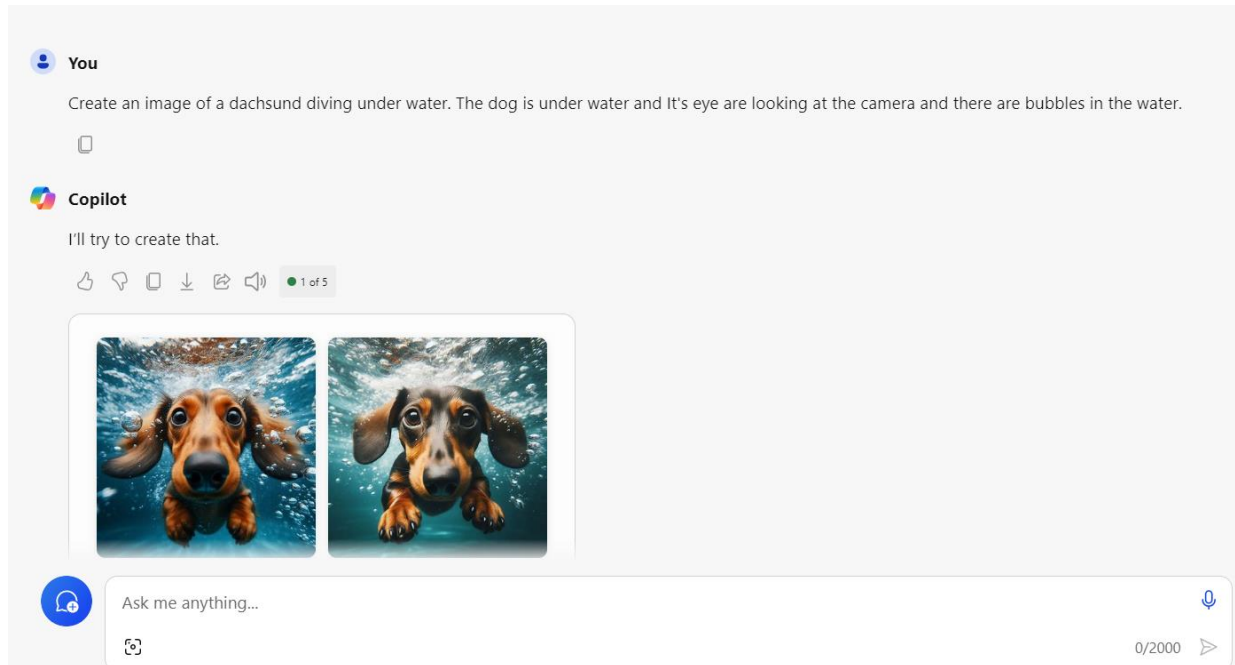
# How to access CoPilot on it's own website



CoPilot also has it's dedicated website at [microsoft.copilot.com](https://microsoft.copilot.com)

The functionality is the same on Bing or the dedicated website

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

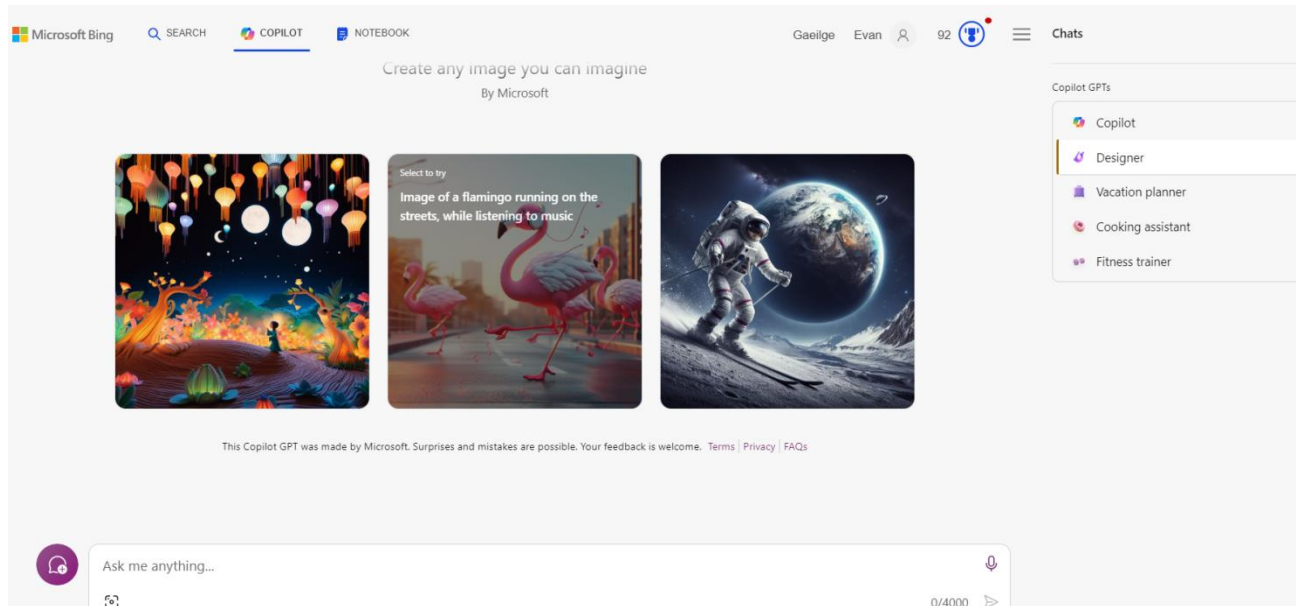


The screenshot shows a chat window with a user prompt and a response from Copilot. The user prompt is: "Create an image of a dachshund diving under water. The dog is under water and It's eye are looking at the camera and there are bubbles in the water." Copilot's response is: "I'll try to create that." Below the response are two generated images of a dachshund underwater, looking at the camera. The interface includes a text input field at the bottom with the placeholder "Ask me anything...", a microphone icon, and a character count "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)



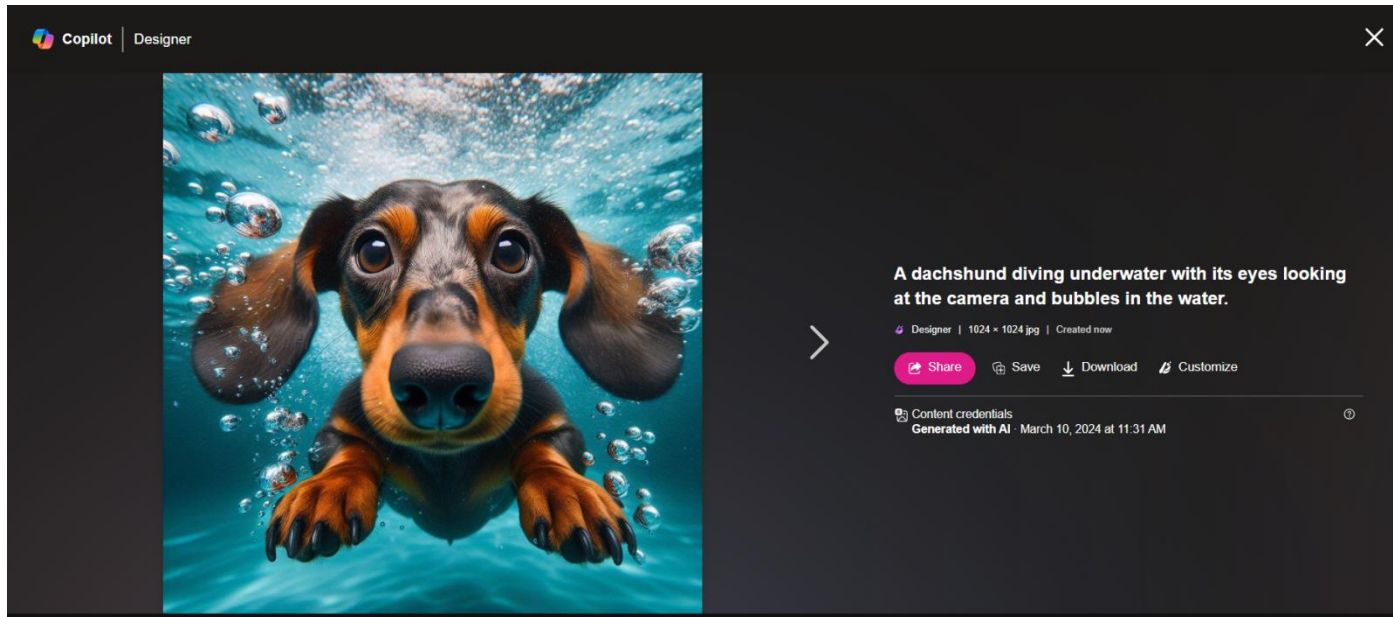
## Image generator

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

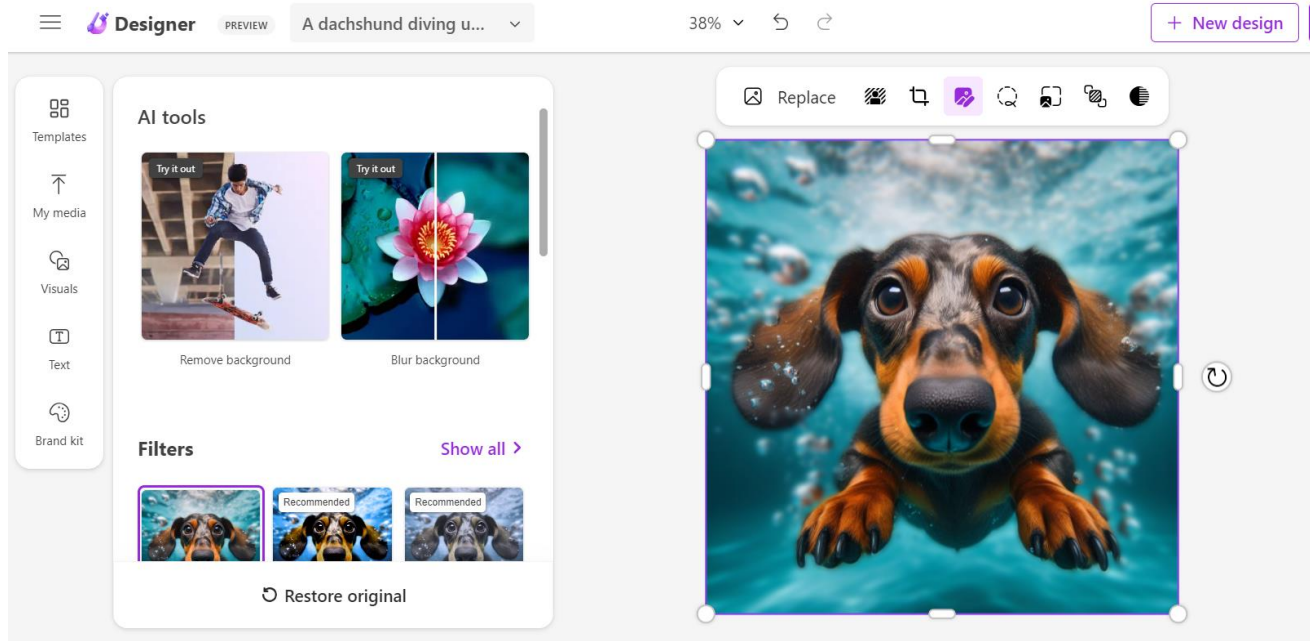


You can create images (It uses Dalle so the results are similar to GPT 4)



3. Then click on customise

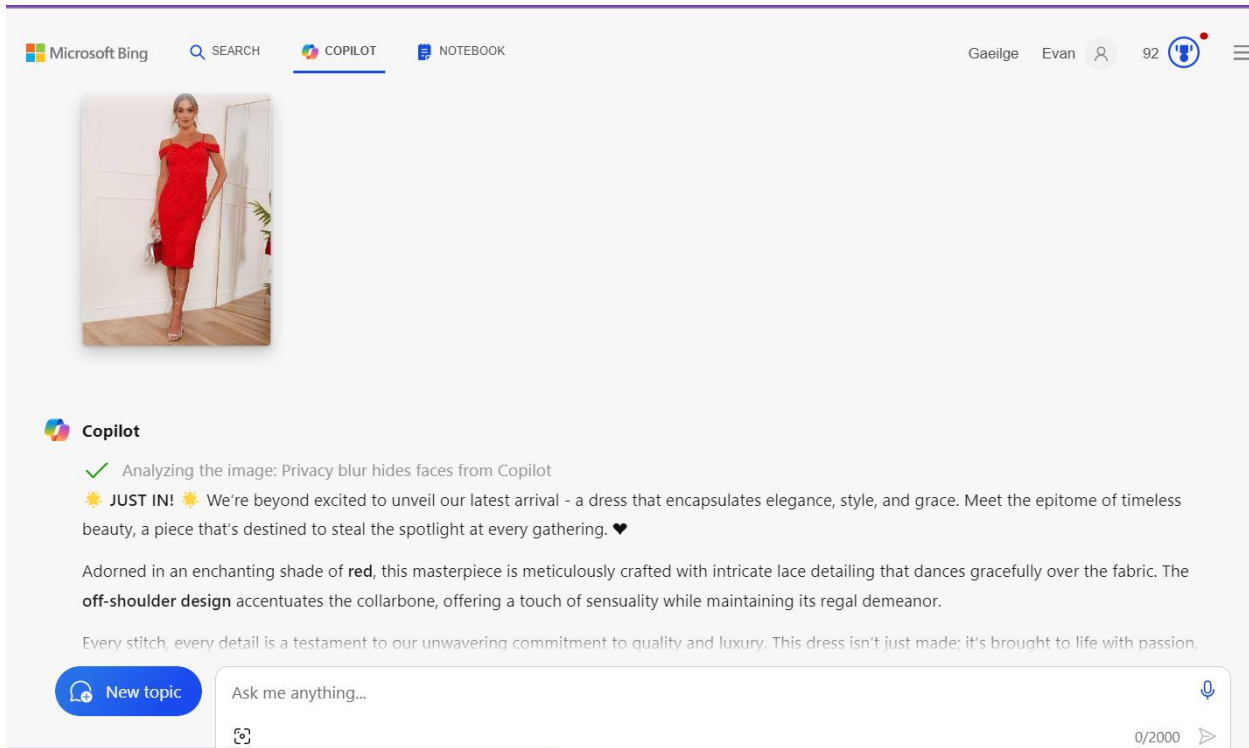
You can create images (It uses Dalle so the results are similar to GPT 4)



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

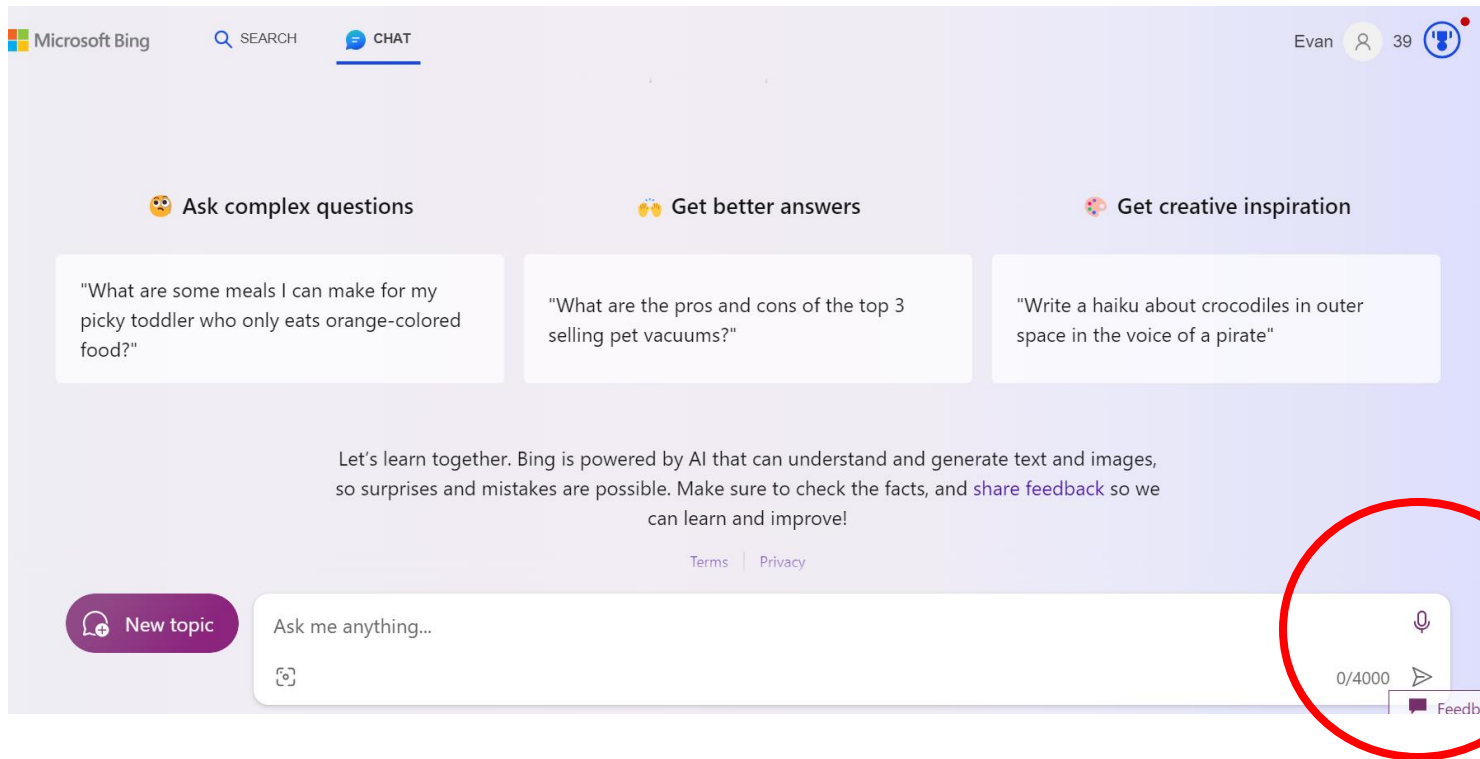


The screenshot shows the Microsoft Bing Copilot interface. At the top, there are navigation links for Microsoft Bing, SEARCH, COPILOT, and NOTEBOOK. The user's name 'Gaeilge' and 'Evan' are visible, along with a profile icon and a notification badge showing '92'. A red dot is also present next to the notification badge. Below the navigation bar, an image of a woman in a red 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.' The final sentence 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, there is a 'New topic' button and a text input field with the placeholder '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?



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

**Useful features**

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

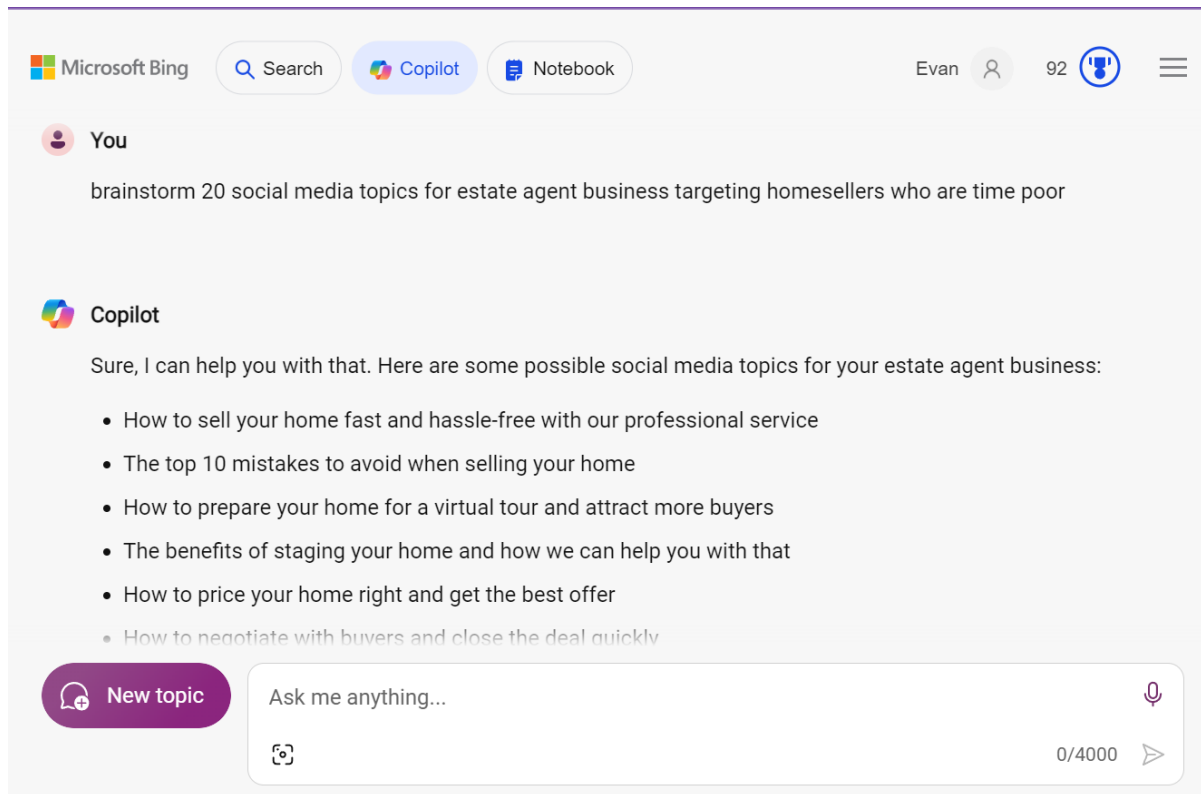
Coming soon	Coming soon	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes

**Nice to have features**

- Provides links to sources
- 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	Yes
No	No	Yes	Yes	No
Yes	Yes	Yes	Yes	No
No	No	Yes	Yes	No
Coming Soon	Coming Soon	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes

# How to use CoPilot –for Digital marketing

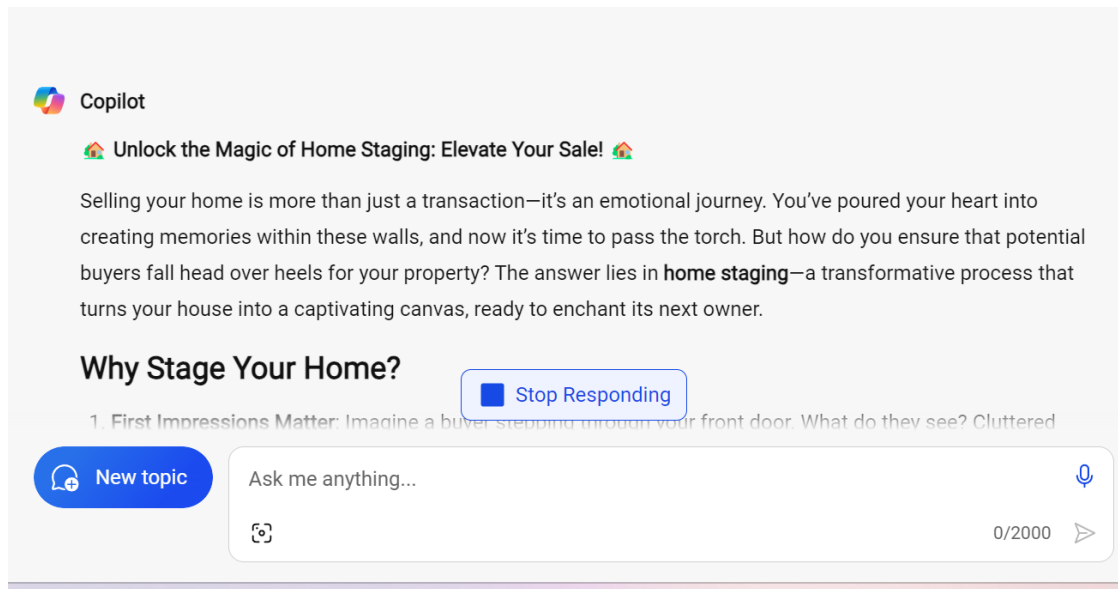


I asked Bing

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 should you use?

Similar to Gemini ...

Use GPT 4 if it gives you everything you need

# Which?

## But if you want ...

- Ability to analyse an image for your marketing
- Create images based on prompts
- Speak your prompts on desktop and mobile

I would use Co Pilot

But for everything else, because of the custom instructions feature I would use Chat GPT more