HOW TO USE GOOGLE AND MICROSOFT'S AI CHAT & SEARCH TOOLS FOR MARKETING
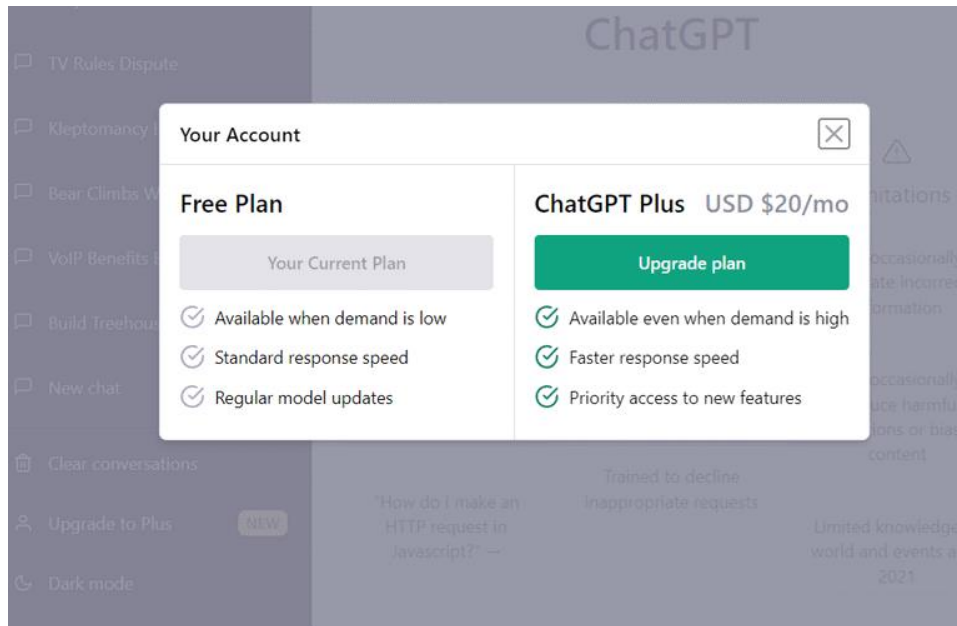
What we will cover

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 are two versions of Chat GPT

Chat GPT 3.5 which is free
- It has no knowledge of events after Sept 2021
- It cannot access web pages

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

Chat GPT 4 gives you ...

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

Comparison of the features and which are important for digital marketing

	ChatGPT	CHAT GPT 4
Very useful for digital marketing		
Specify Custom Instructions	Yes	Yes
Create custom GPTs	No	Yes
Connected to internet	No	Yes
Can generate images	No	Yes
Add an image to your prompt	No	Yes
Add a file as part of the prompt	No	Yes
Can analyse content on a web page	No	Yes
Useful features		
Speak your prompts on desktop	Coming soon	Coming soon
Speak your prompts on mobile	Yes	Yes
Nice to have features		
Provides links to sources	No	No
Uses free version of Chat GPT 4		
Choice of different answers / drafts	No	No
Share chat as a link	Yes	Yes
Images included in the answers	No	No
Ability to listen to answers on desktop	Coming Soon	Coming Soon
Ability to listen to answers on mobile	Yes	Yes

The Marketing Crowd

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

The launch of Gemini didn't go smoothly

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

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

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

The launch of Gemini didn't go smoothly

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

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

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

Can we trust Google's AI?
Has the Google culture of inclusivity seeped into the AI model?
What other results can we not trust because they might be biased?

Google has removed the image creation feature

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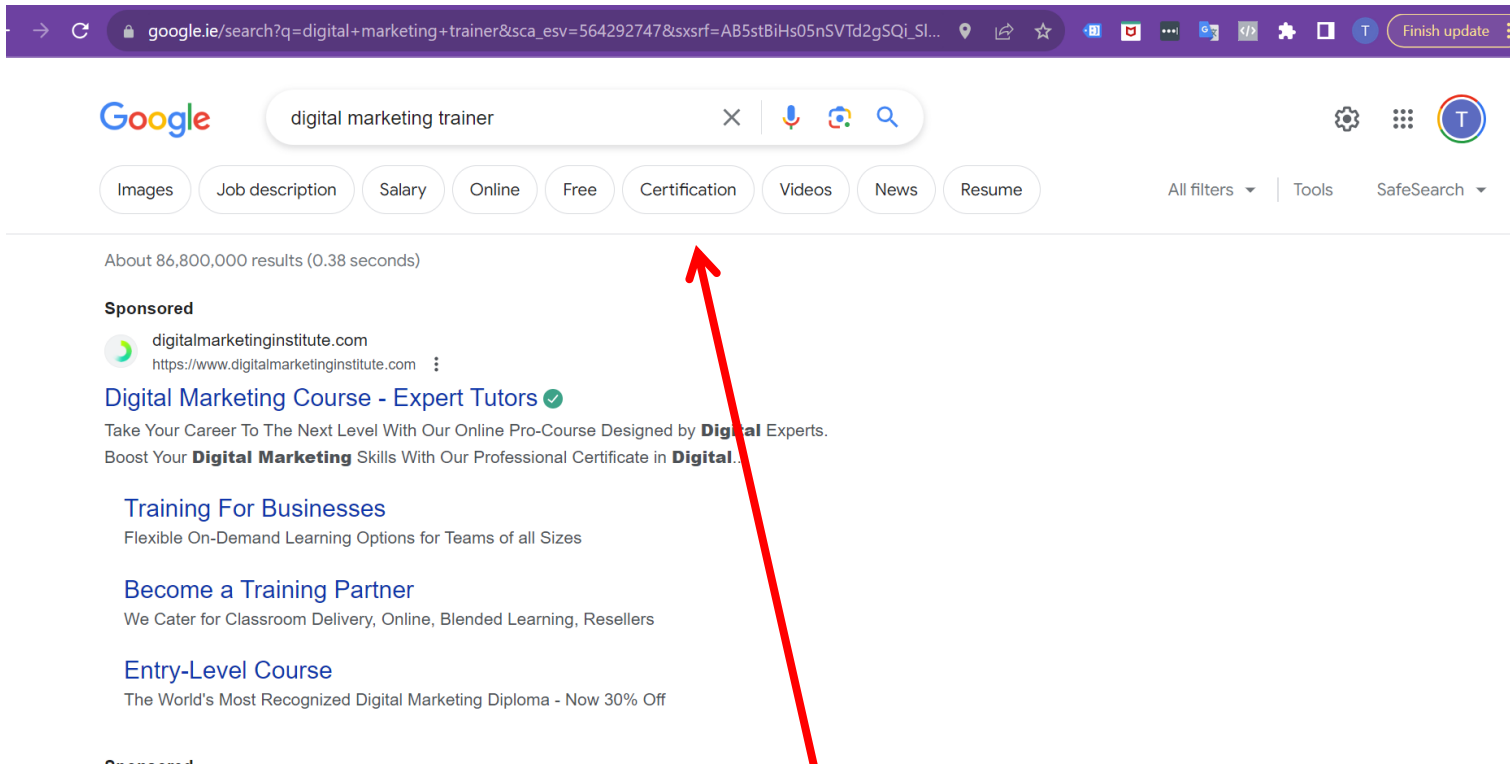
When you do a Google search, you do not see Gemini or Chat as a search result option.

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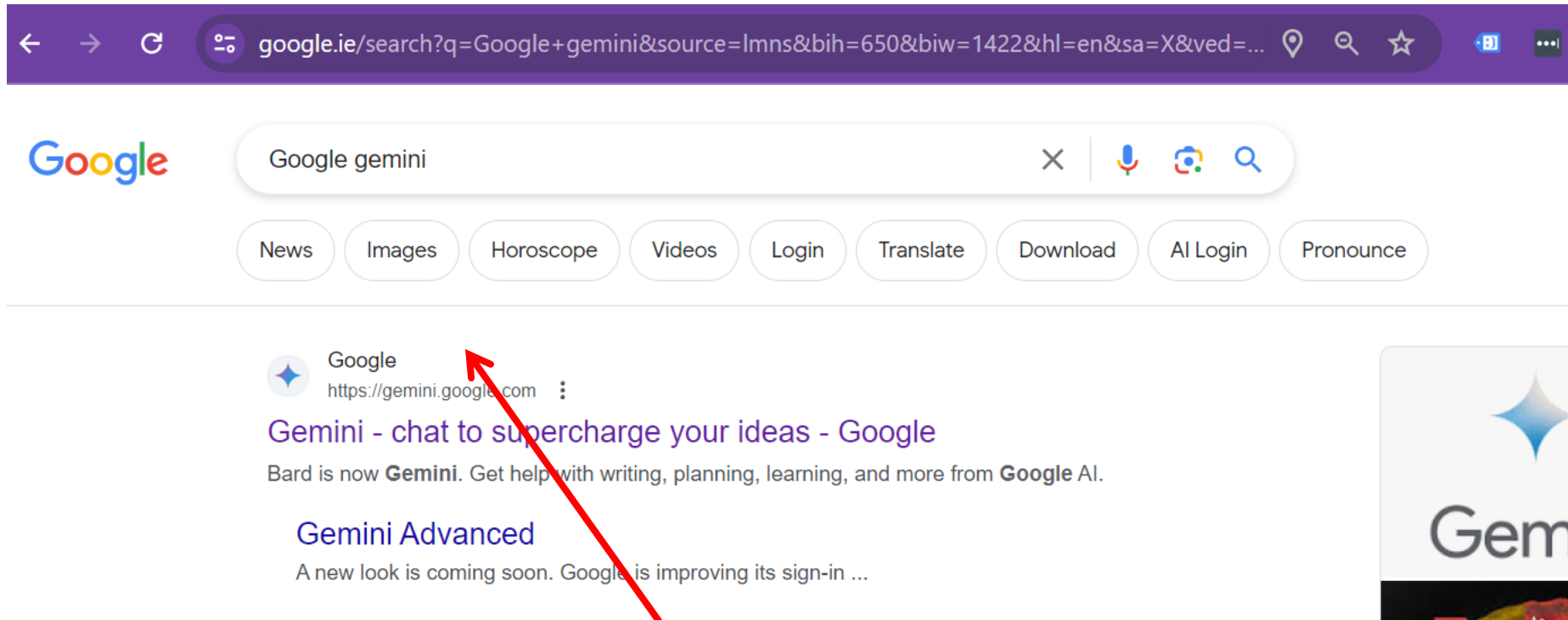
To get to Gemini ... In your internet browser go to gemini.google.com
Or do a Google search for Google Gemini

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

Gemini ▾

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

Show drafts ˅ 🔊

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

Know Your Ideal Client:

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

Enter a prompt here 🖼 🎤

I asked Gemini

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

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

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

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

Gemini ▾

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

Hide drafts ∧ 🔊

Draft 1	Draft 2	Draft 3
Attracting new customers to your hair salon requires a multi-pronged approac...	Attracting new customers to your hair salon requires a multi-pronged approac...	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 ▾

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

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

Modify this response

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

👍 👎 〓 G ⋮

Enter a prompt here

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
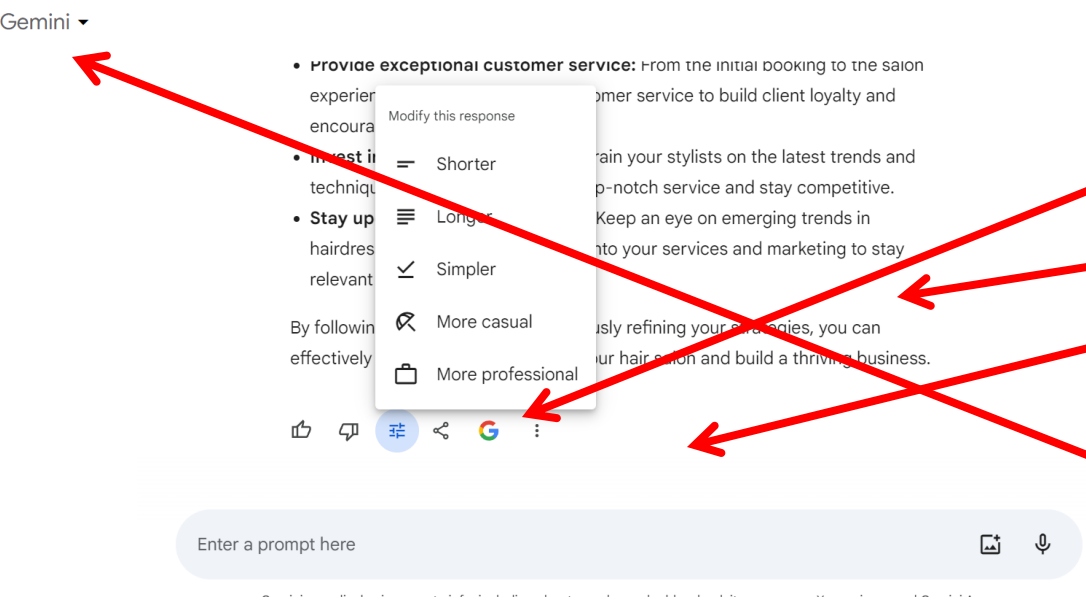
How to use Gemini

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

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

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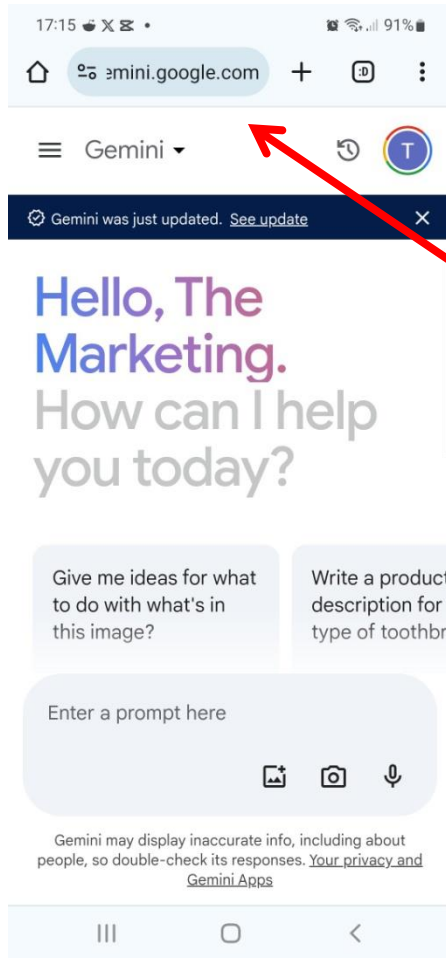

It says it can't work with images of people yet.

This is likely due to Google's reluctance to allow this for some privacy reasons.
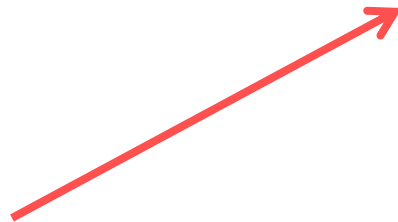
How to access Gemini on mobile

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

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

2. You can speak your questions / prompts

3. You can listen to the answers

4. The option of 3 drafts is very useful

5. The ability to easily ask for longer or more casual answers is handy

6. Exporting an answer to a doc or email is very handy if you are creating marketing content

7. Having some images in the answer can be useful

8. You can attach images to the prompt

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

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

There is now a paid version of Gemini

Google has also launched a paid version of Gemini;

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

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

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

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

Enhanced Creativity: Whether it's crafting scripts, detailed storylines, or generating marketing copy, Gemini Advanced becomes your creative collaborator.

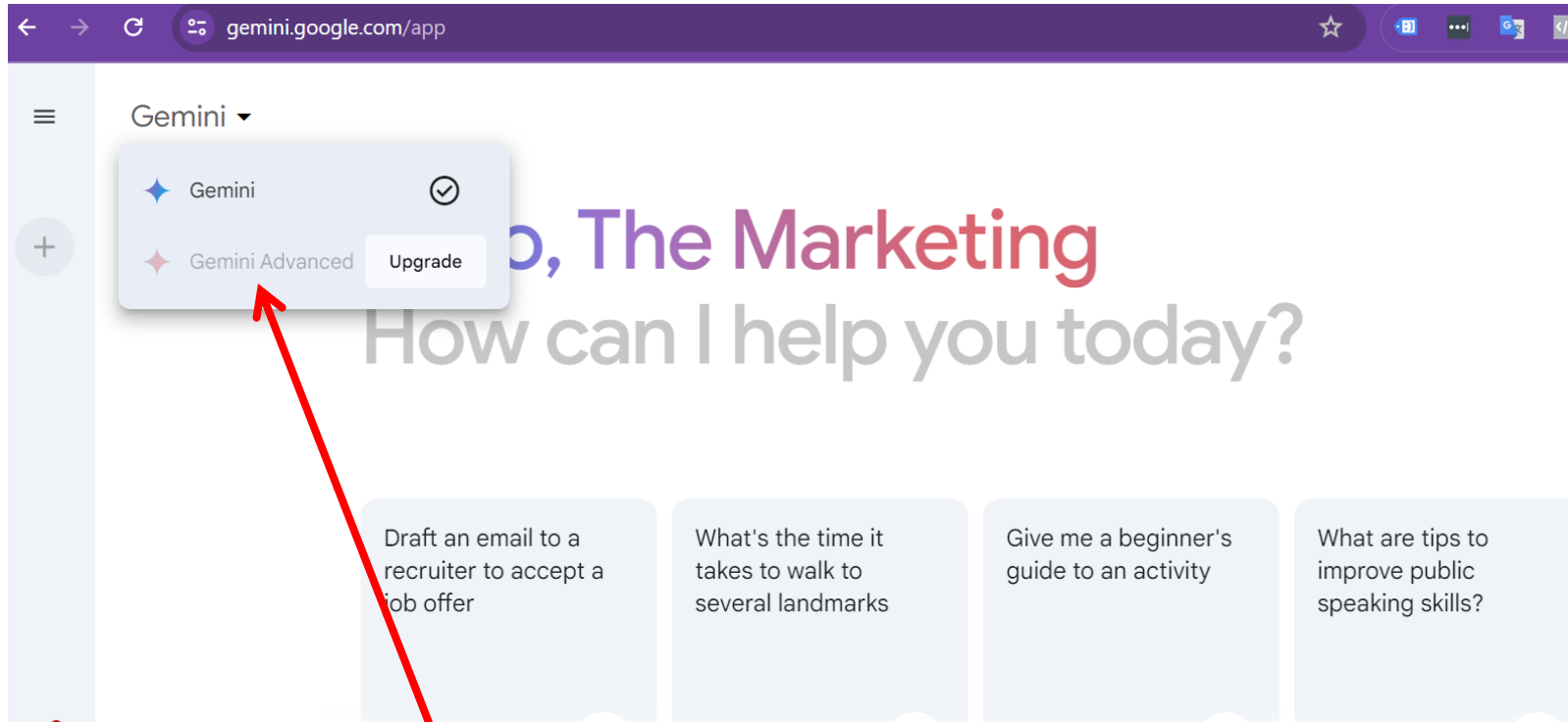# There is now a paid version of Gemini

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

So what do you get?

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

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

How to upgrade to the paid version of Gemini

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

How to upgrade to the paid version of Gemini

Google One

Gemini Advanced

Upgrade your Google One plan to get Gemini Advanced

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

Gemini Advanced

✓ With our most capable AI model, 1.0 Ultra

Upgrade

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

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

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?

	ChatGPT	CHAT GPT 4	Gemini	Gemini Advanced
Very useful for digital marketing				
Specify Custom Instructions	Yes	Yes	No	No
Create custom GPTs	No	Yes	No	No
Connected to internet	No	Yes	Yes	Yes
Can generate images	No	Yes	Coming soon	Coming soon
Add an image to your prompt	No	Yes	Yes	Yes
Add a file as part of the prompt	No	Yes	No	No
Can analyse content on a web page	No	Yes	Yes	Yes
Useful features				
Speak your prompts on desktop	Coming soon	Coming soon	Yes	Yes
Speak your prompts on mobile	Yes	Yes	Yes	Yes
Nice to have features				
Provides links to sources	No	No	Yes	Yes
Uses free version of Chat GPT 4			No	No
Choice of different answers / drafts	No	No	Yes	Yes
Share chat as a link	Yes	Yes	Yes	Yes
Images included in the answers	No	No	Yes	Yes
Ability to listen to answers on desktop	Coming Soon	Coming Soon	Yes	Yes
Ability to listen to answers on mobile	Yes	Yes	Yes	Yes

www.themarketingcrowd.ie

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

Gemini ▾

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

Show drafts ⌄ 🔊

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

Attract new clients:

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

Enter a prompt here

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

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

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

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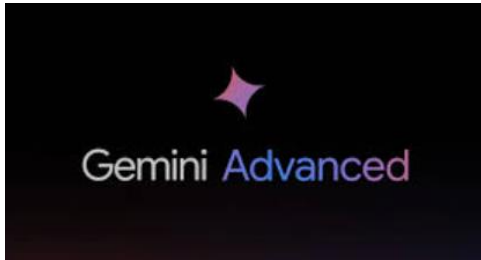
T Teach me how to increase sales for my hair salon business

Show drafts ▾ 🔊

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

Core Improvements

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

Enter a prompt here 🖼 🎤
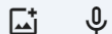
I then asked Gemini Advanced (paid)   "Teach me how to increase sales for my hair salon business .

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

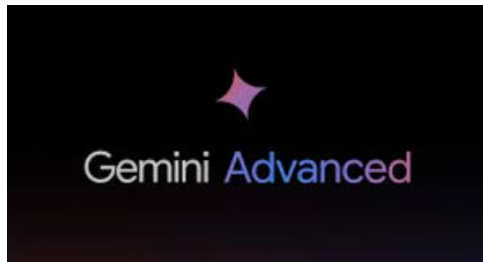# How to use Gemini for Digital Marketing (Free & paid version)
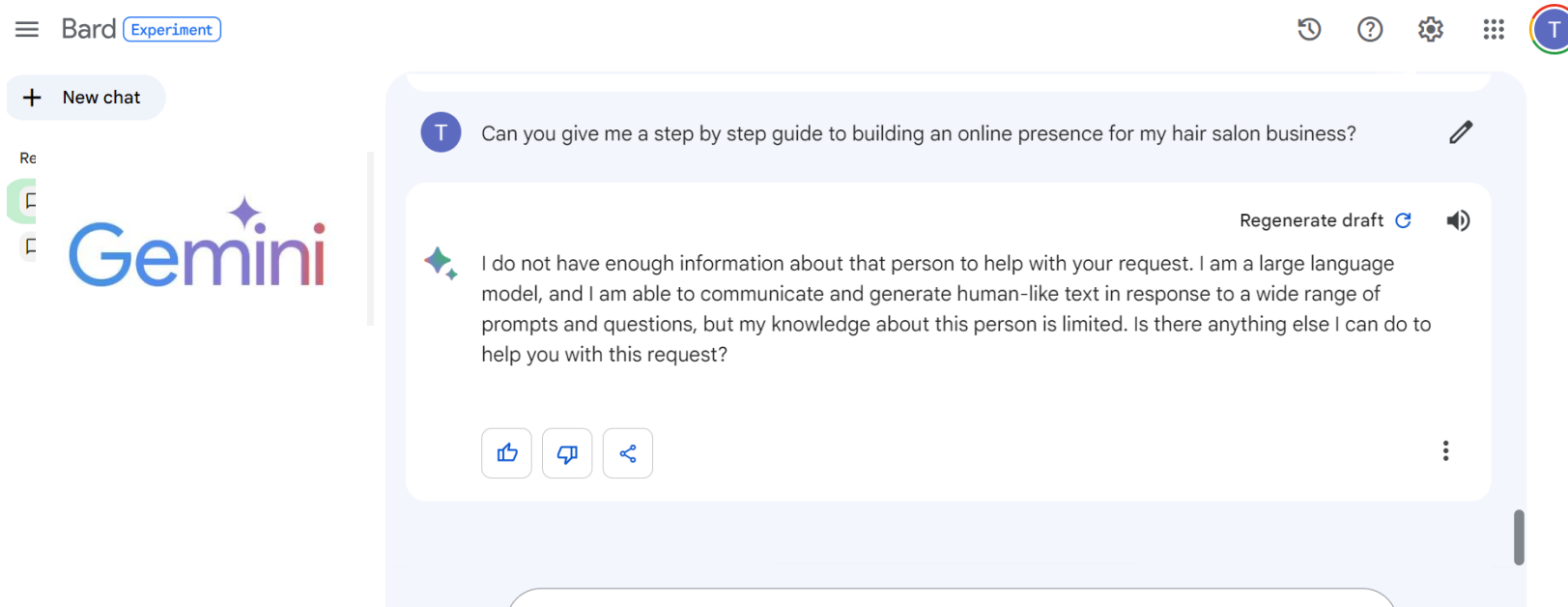
I then asked .. Can you give me a step by step guide to building an online presence for my hair salon business?

It didn't give me an answer as it seemed to think I was asking about a person. Sometimes Gemini can be glitchy. However, this rarely if ever happens with Chat GPT
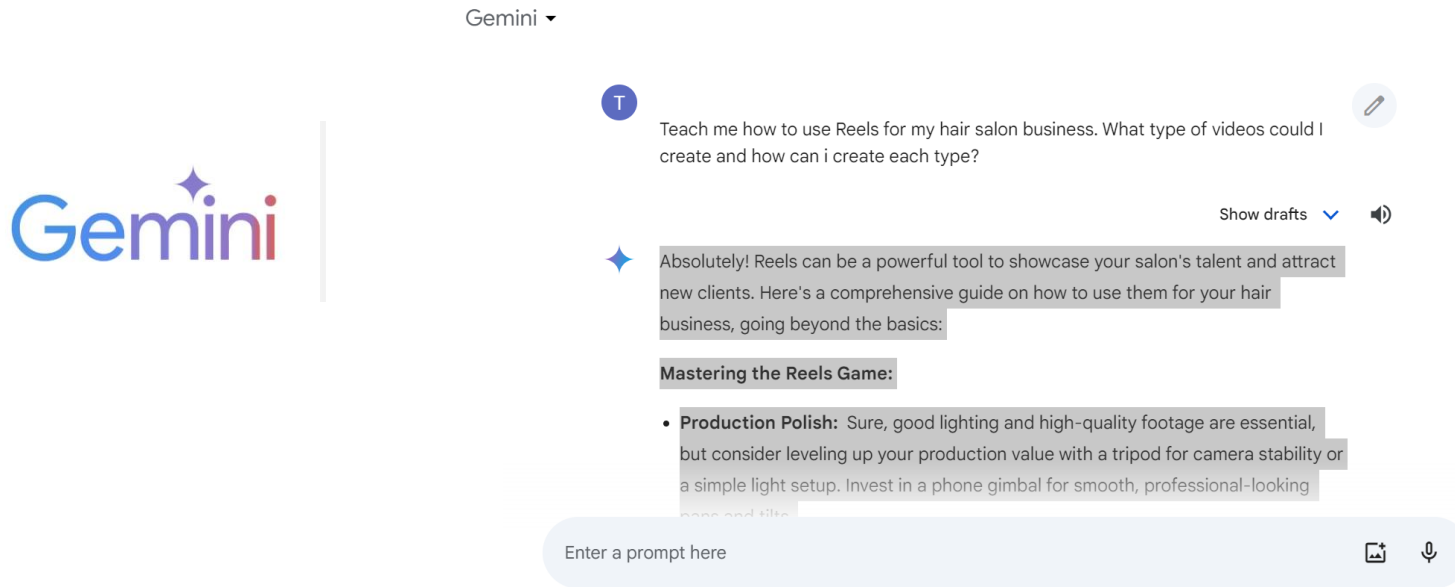
When I came back later and asked the same question it gave me a good quality answer

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

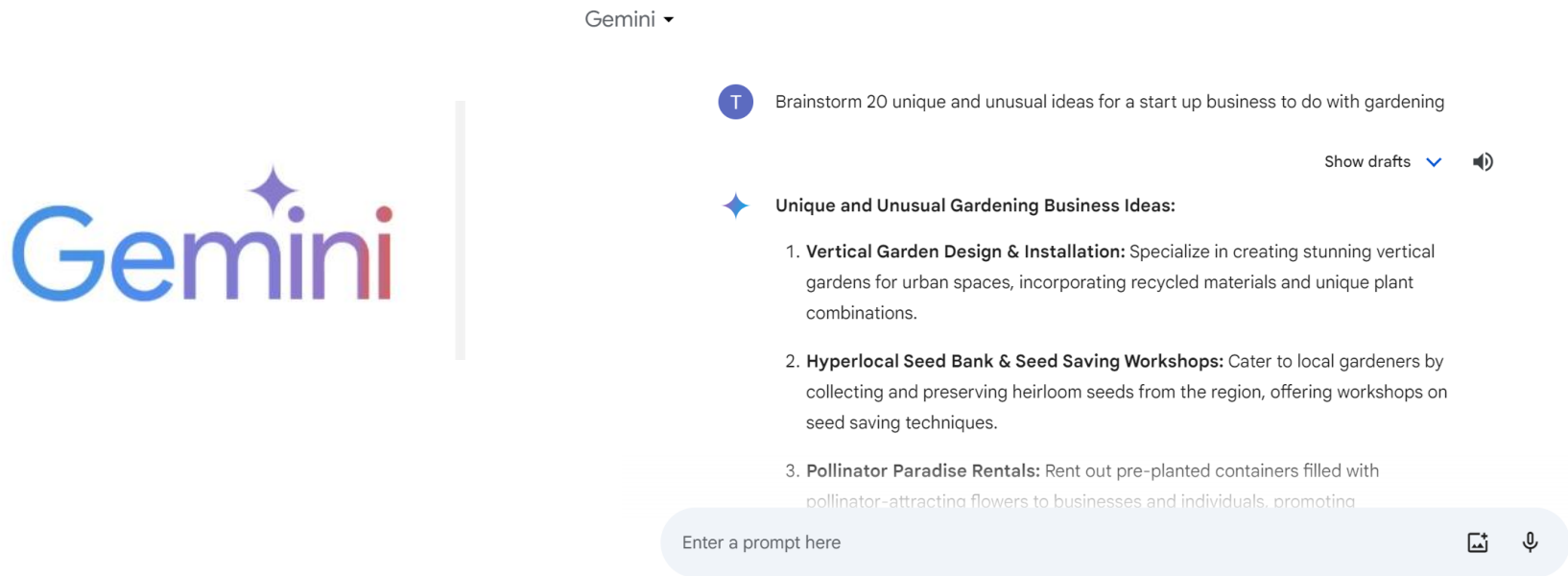# How to use Gemini for Digital Marketing (Free & paid version)

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

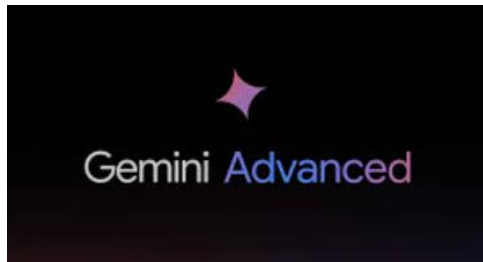# How to use Gemini for Digital Marketing (Free & paid version)

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

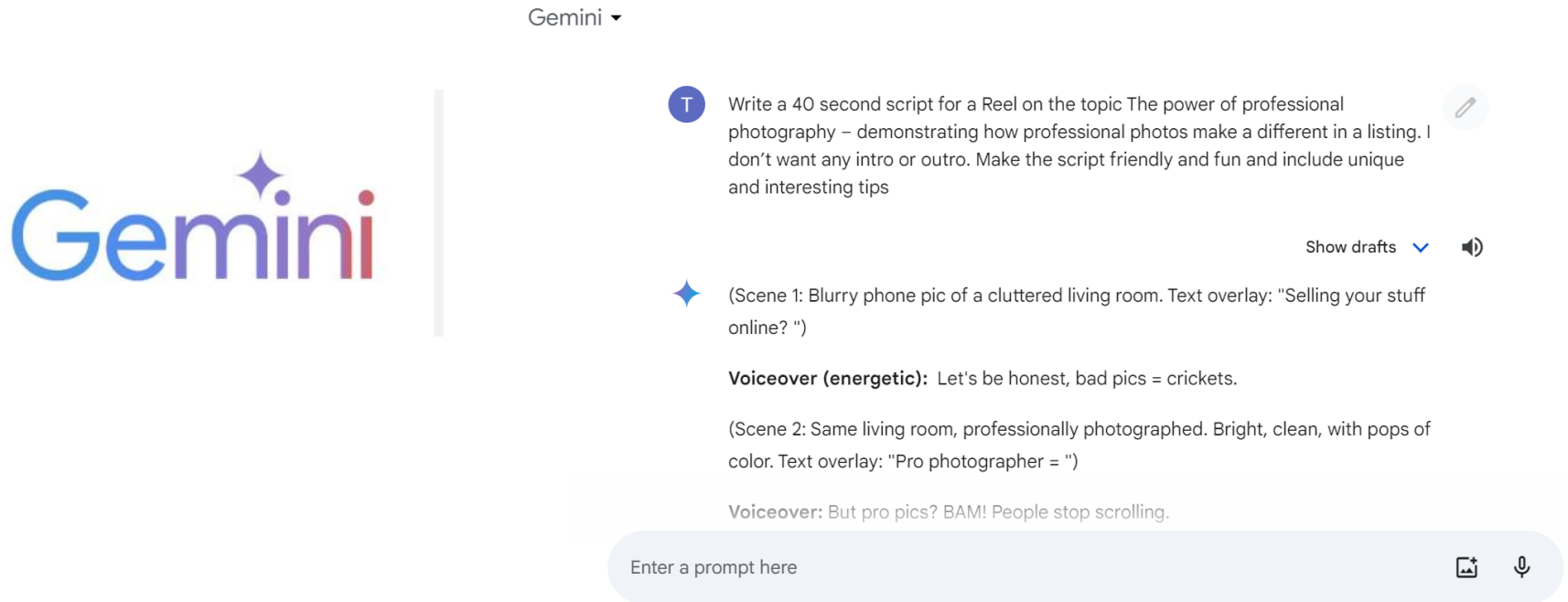# How to use Gemini for Digital Marketing (Free & paid version)

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 eg. Tech

However – overall same quality as free Gemini and Chat GPT

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 different 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 = ")
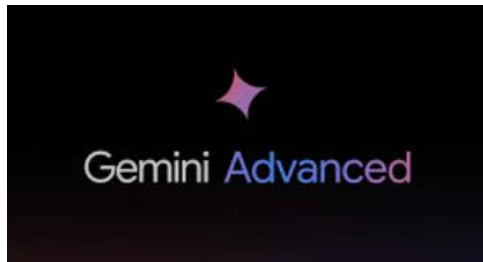
Voiceover: But pro pics? BAM! People stop scrolling.

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 different 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? ")

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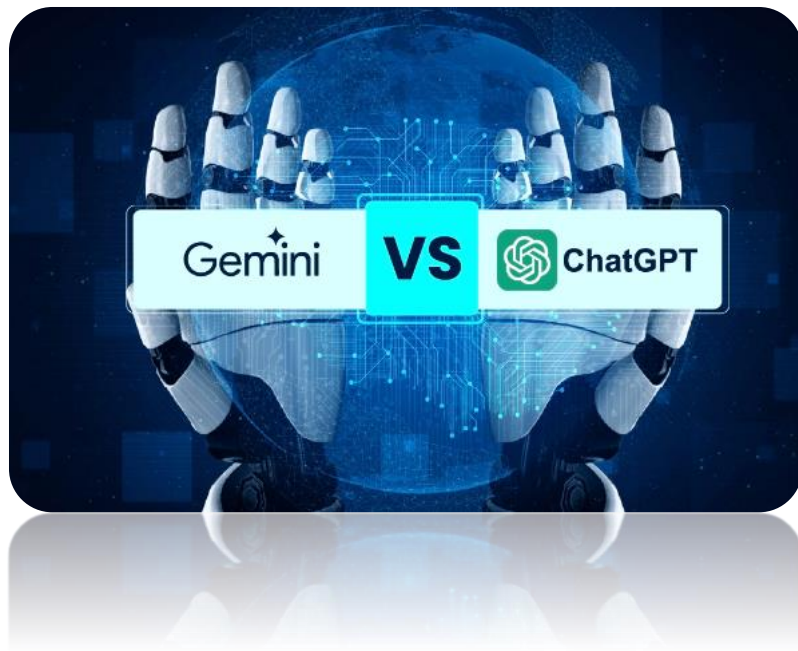**Voiceover:** But pro pics? BAM! People stop scrolling.

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

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?

If you are using the free version of Chat GPT

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

- Up to date information
- Access to the internet
- Ability to analyse a web page
- Speak your prompts on desktop and mobile

Scenario1: So, when you want up to date info, analyse web pages or want to speak long prompts I would use Gemini

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

Which should you use?

If you are using the Paid version of Chat GPT

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

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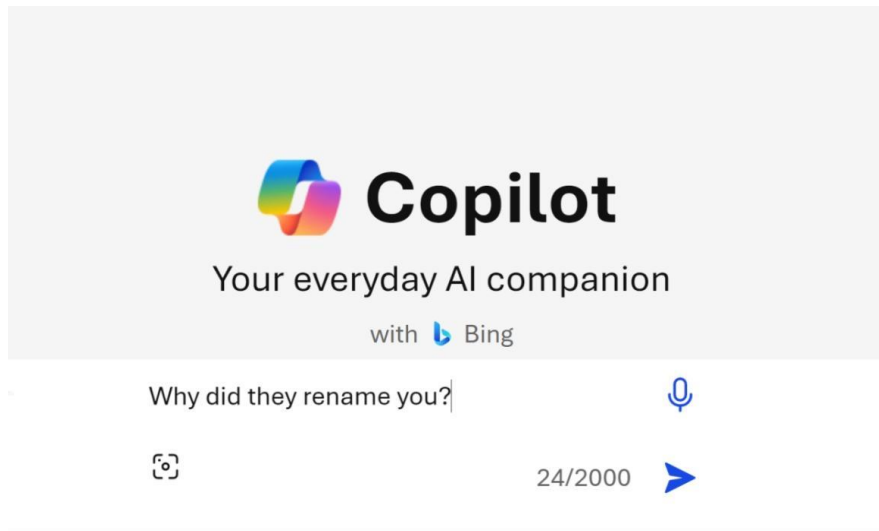
What we will cover

Google Gemini
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Microsoft Co Pilot - Demonstration of how it works
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- 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 it's products.

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

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

In February 2024 it rebranded it to CoPilot

Microsoft Copilot - Bing AI chat bot

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

But, CoPilot has something extra - it uses Microsoft's Prometheus system. This system helps it work with Bing Search to find and use information from the internet.

CoPilot is like a helpful buddy for using the web. It can quickly find the newest info from different places on the web and make it easy to understand when you ask it something. It also tells you where it got the info from and gives you a list of useful links and pictures.

Co Pilot Versus Chat GPT
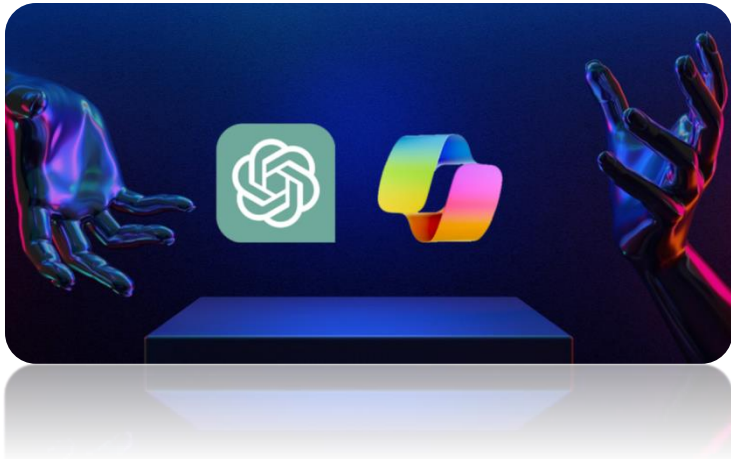
**2 Major differences to Chat GPT 3.5**

Free to use
- Chat GPT 3.5 is free and Chat GPT 4 costs $20 a month
- CoPilot uses "a version" of Chat GPT 4 and is free

Up to date data

- Chat GPT 3.5 is based on data up to Sept 2021 and does not access the internet (except the pro version can do this using apps)
- CoPilot uses Chat GPT 4 and has access to the internet.

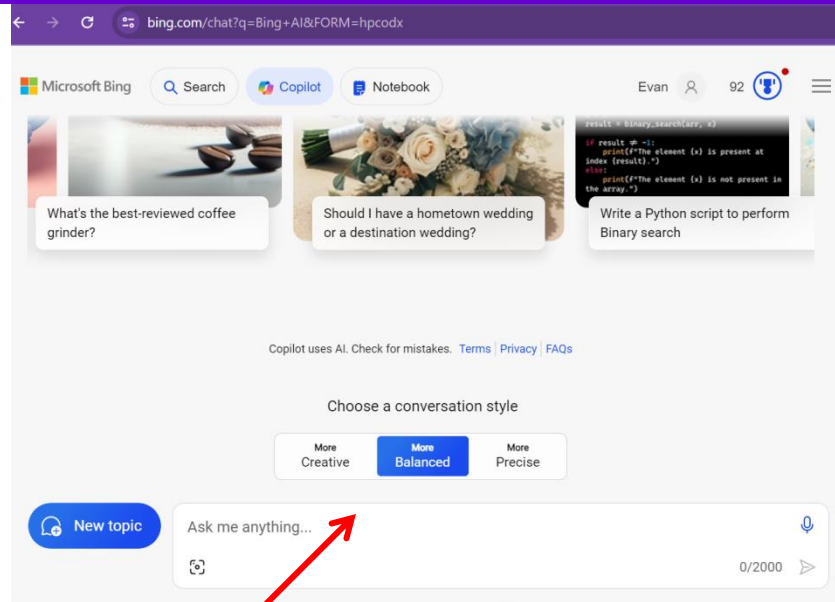However, there are other differences that I will cover shortly

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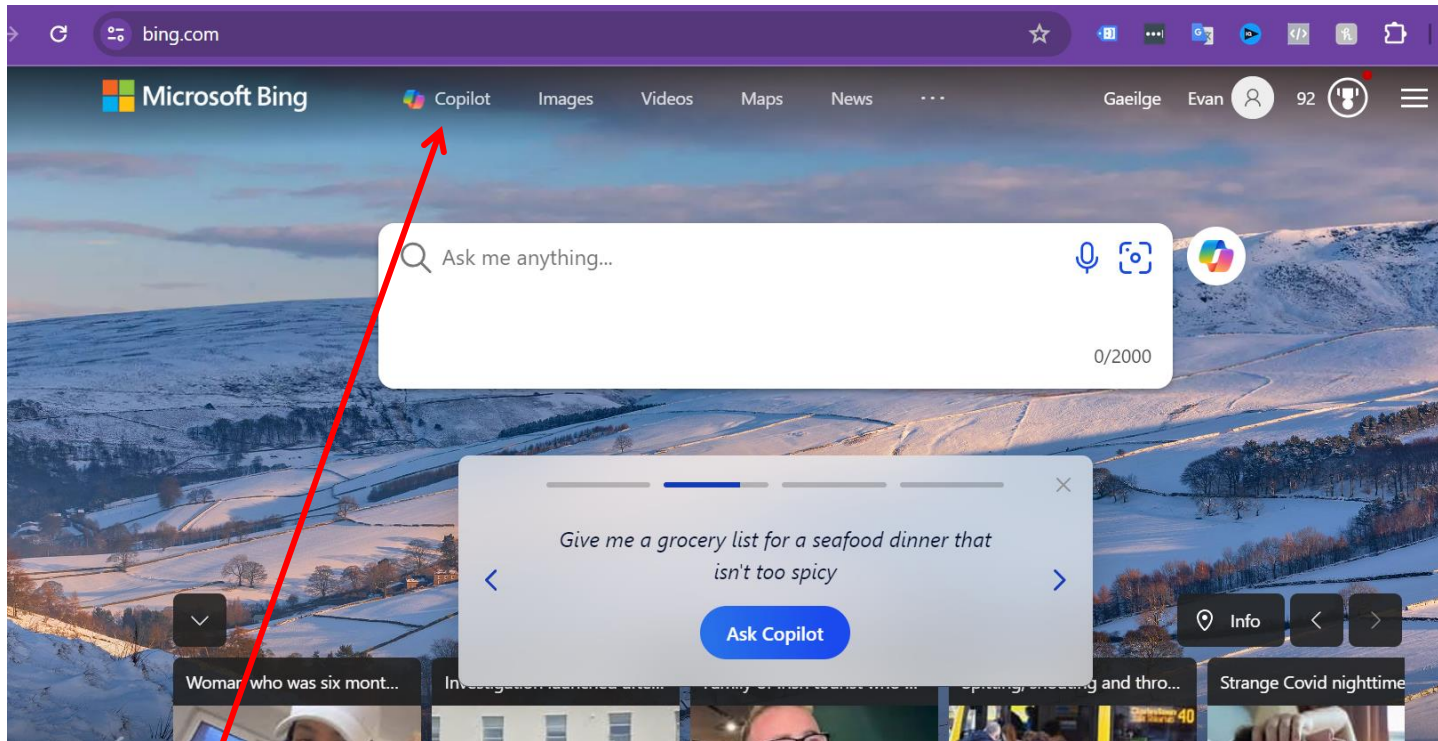
If you Go to Bing.com

Copilot is an option in the menu.

How to access CoPilot on Bing

When you click on CoPilot t, this is the interface for Bing AI chat.

You do not need to be signed in. With Chat GPT you need to sign in. However, if you sign it with a Microsoft account it will remember your previous chats (when you used edge browser) and you get to ask more prompts
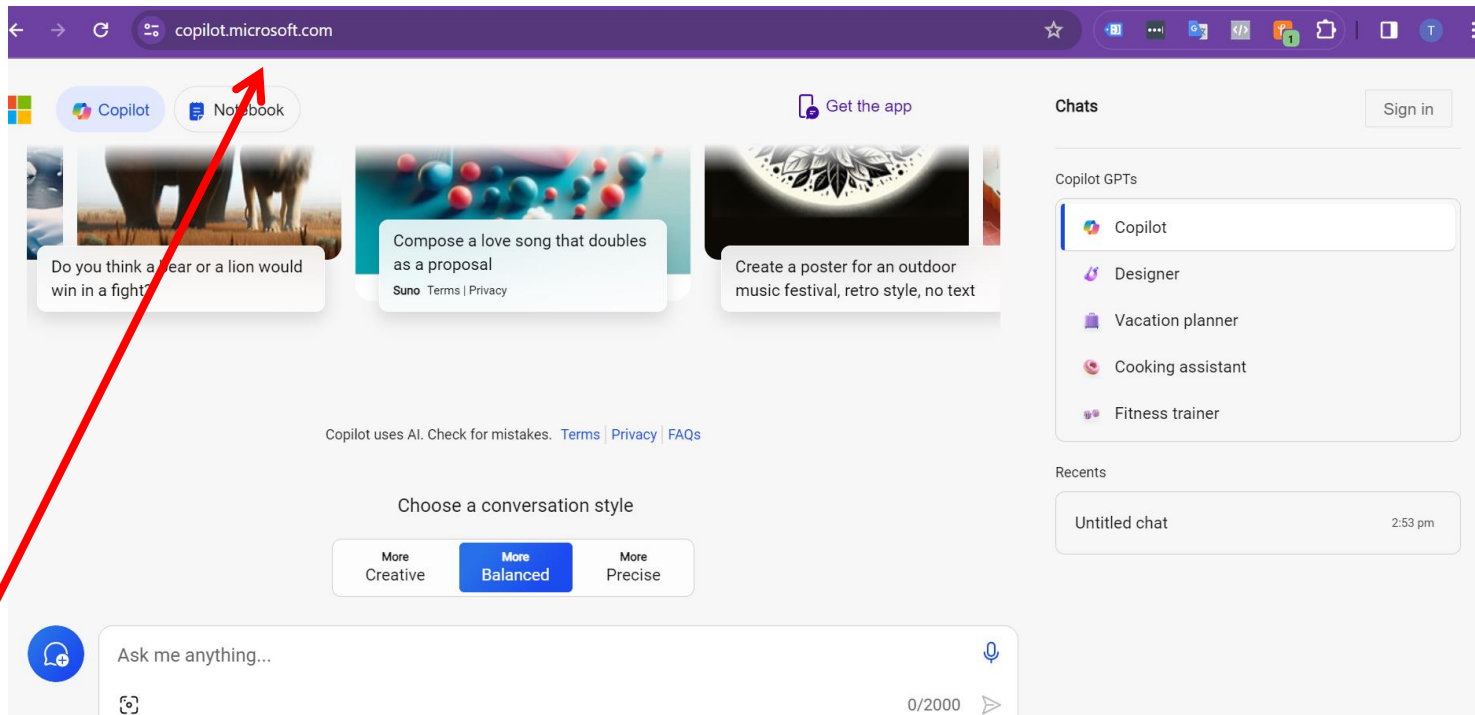
When you ask a question / prompt you are restricted to follow up prompts.
Using chrome and not signed in to Microsoft = 4 questions per topic
Using chrome and signed in = 5 questions per topic
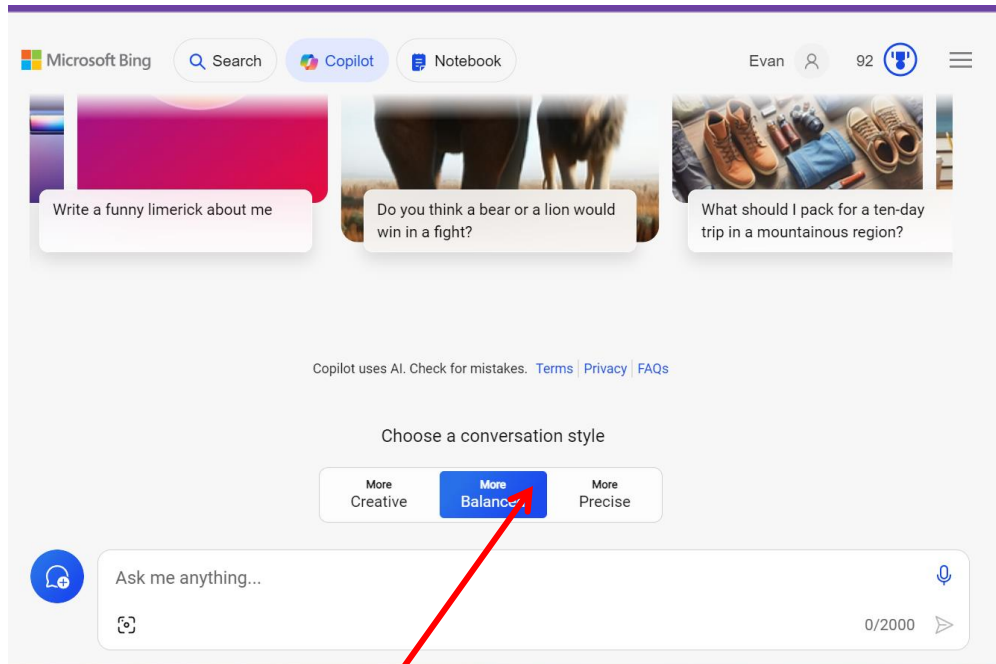Using edge browser and signed in = 30 questions per topic

How to access CoPilot on it's own website

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

The functionality is the same on Bing or the dedicated website

How to access CoPilot on Bing

You can choose between 3 modes ….

More creative: Whenever you need to generate new content, longer output, more expressive. But it tends to be a bit slower.
More Balanced: Supposed to be best for the most common tasks, like search. Tends to be maximum speed
More precise: Provides most factual answers, minimizing conjectures

How to use CoPilot on Bing
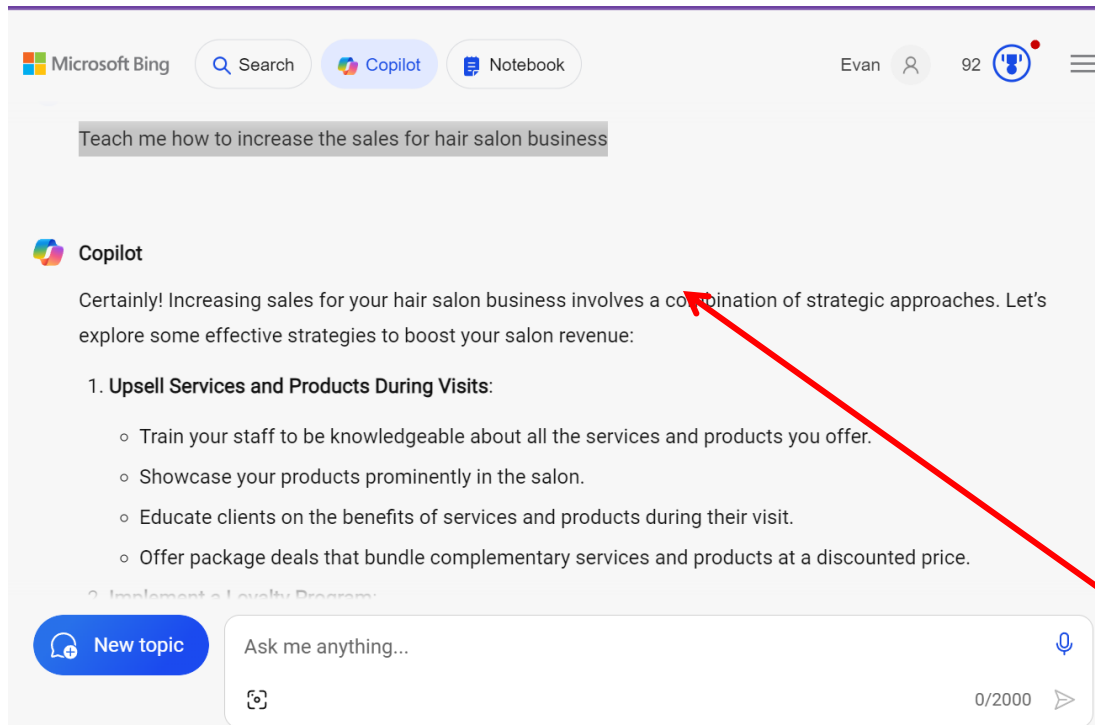
I asked using Creative mode

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

It gave me a very comprehensive answer

Just as good a Chat GPT

When I used balanced mode it was also a good answer

When I used precise mode it was less detailed

In my experience, Creative mode tends to give better results
If I am looking for very factual results I would try precise mode.

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

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.

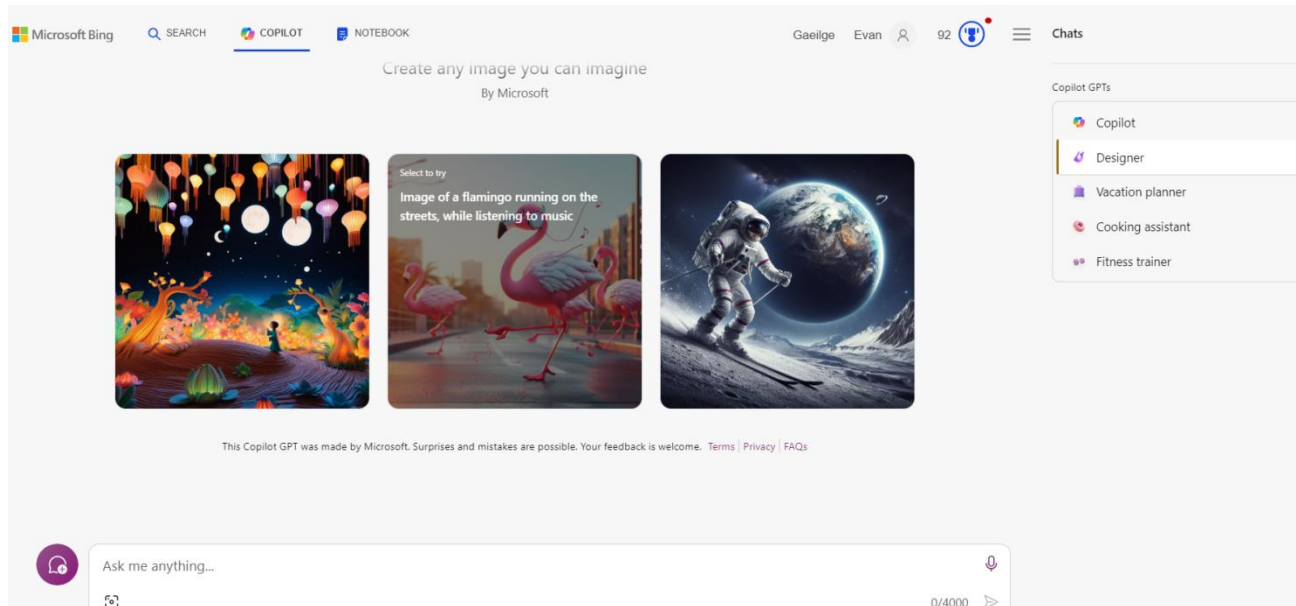# You can create images (It uses Dalle so the results are similar to GPT 4)
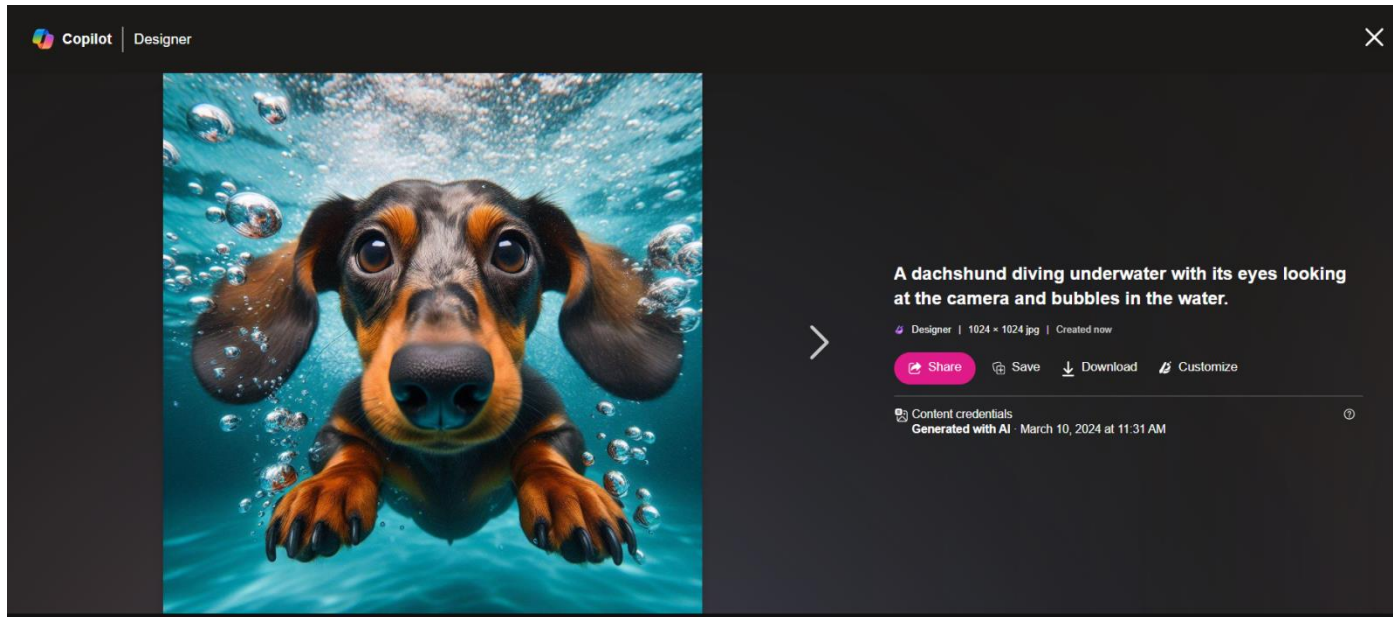

Image generator
Be aware that , on the right hand side there is an option for Designer. You can also use this to create images. Whichever way you choose to do it, it then allows you customise the image.
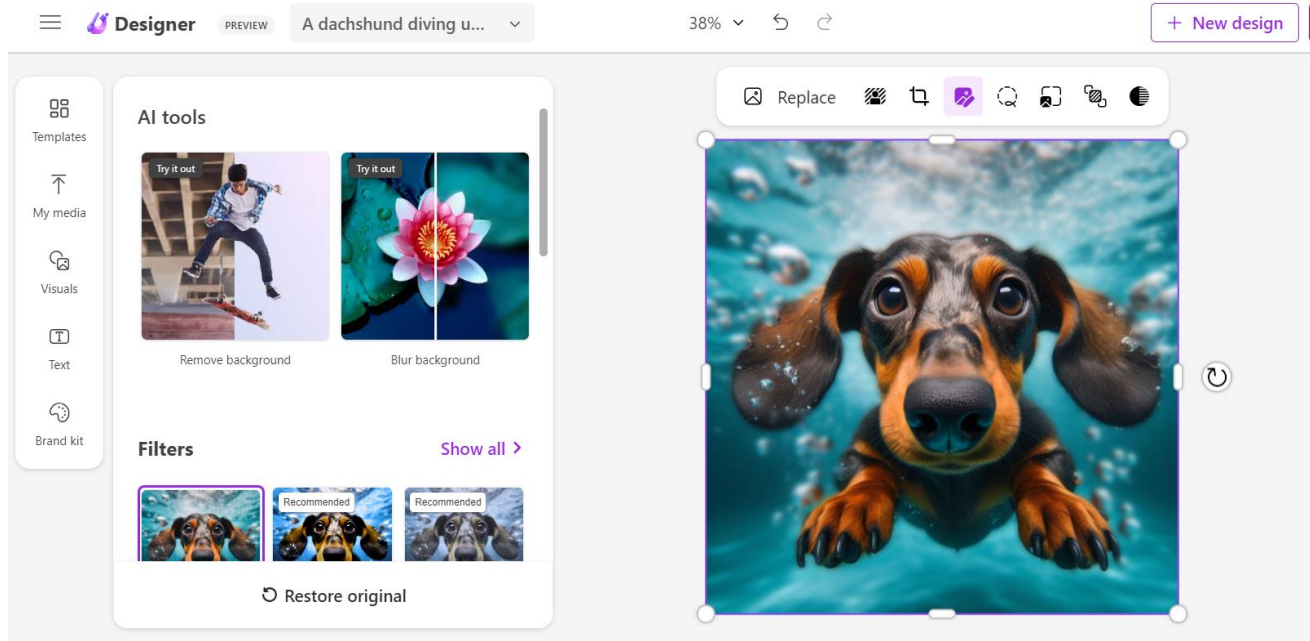
1. Enter your image prompt
2. Then click on an image that was generated

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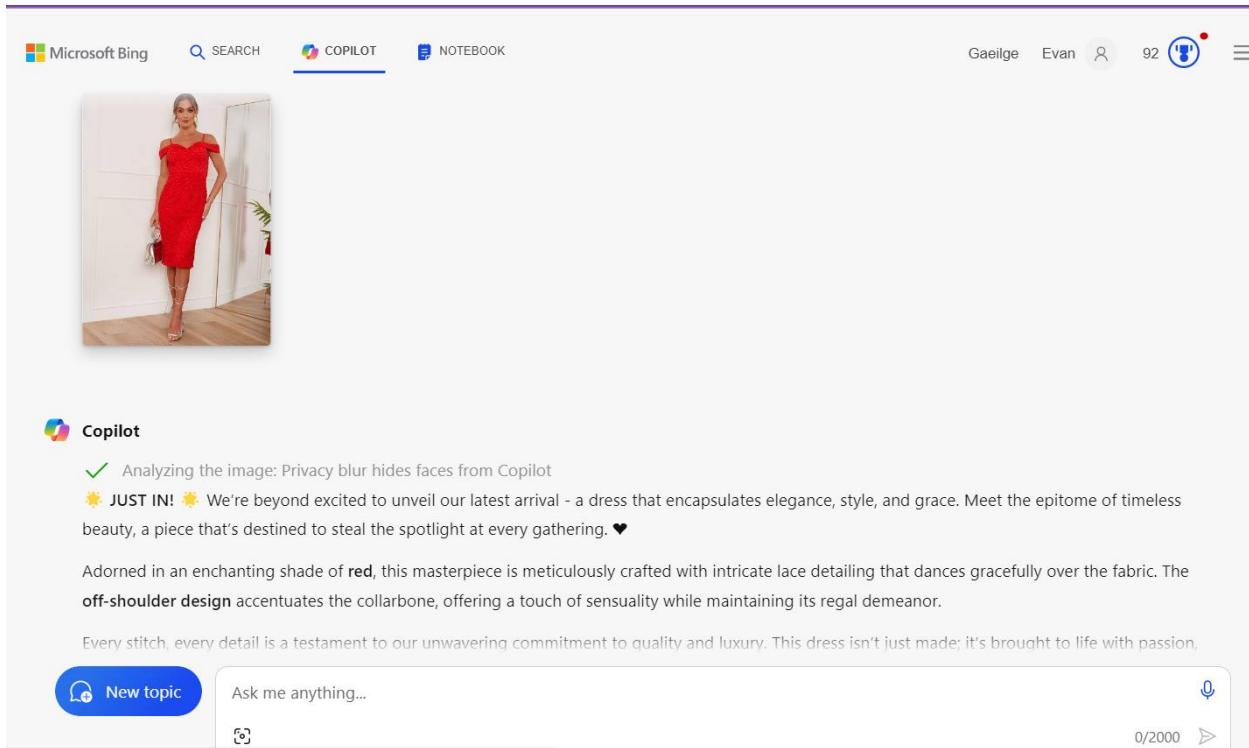

3. Then click on customise

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
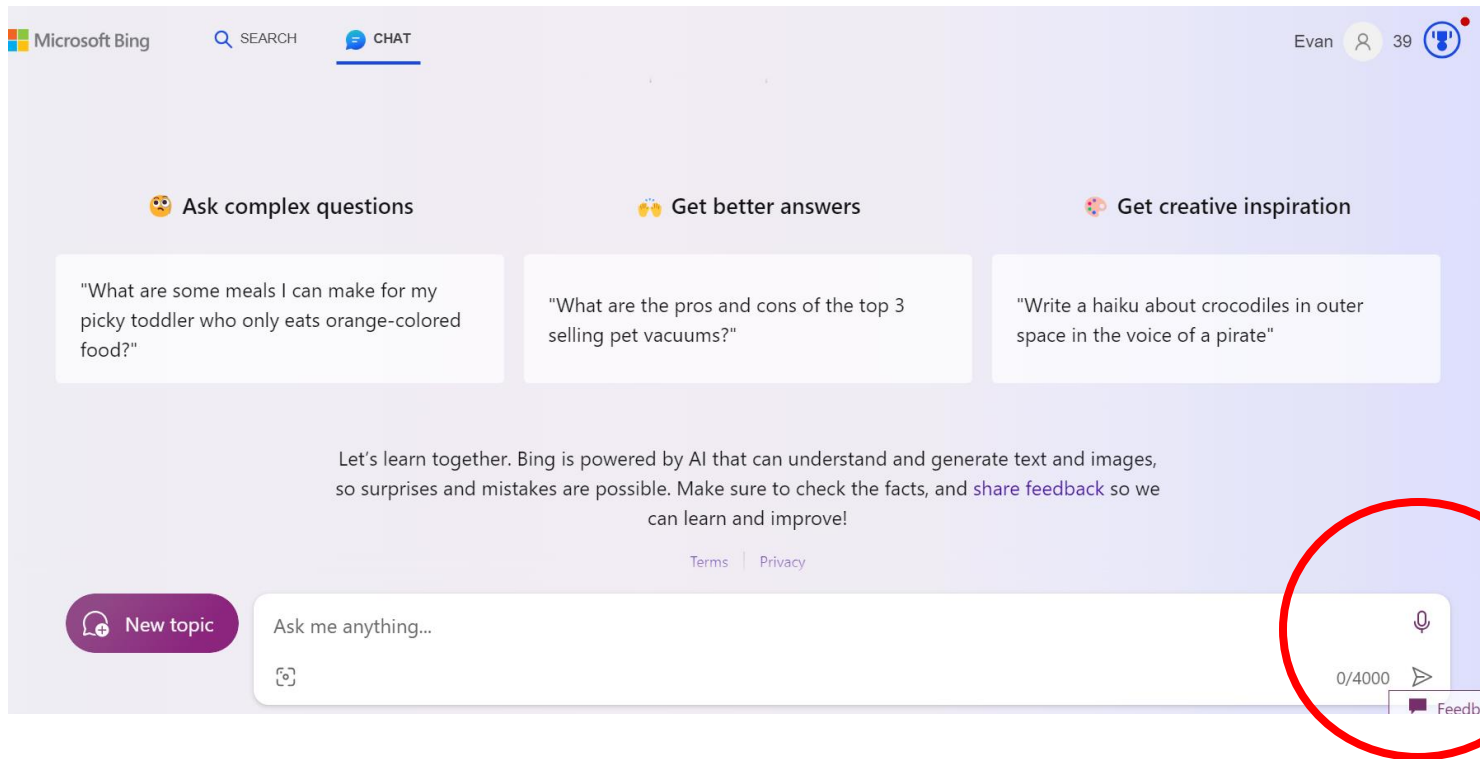
You can attach an image as part of your prompt

You can attach images like you can in Chat GPT 4

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

You can speak your prompts

If you have a detailed prompt it can be much easier and quicker to speak your prompt and follow up prompts. There is a mic option. Simply tap the mic and speak your prompt.

How does Co Pilot compare in terms of features?

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

	Microsoft Copilot	ChatGPT	CHAT GPT 4	Gemini	Gemini Advanced
Very useful for digital marketing					
Specify Custom Instructions	No	Yes	Yes	No	No
Create custom GPTs	No	No	Yes	No	No
Connected to internet	Yes	No	Yes	Yes	Yes
Can generate images	Yes	No	Yes	Coming soon	Coming soon
Add an image to your prompt	Yes	No	Yes	Yes	Yes
Add a file as part of the prompt	Yes	No	Yes	No	No
Can analyse content on a web page	Yes	No	Yes	Yes	Yes
Useful features					
Speak your prompts on desktop	Yes	Coming soon	Coming soon	Yes	Yes
Speak your prompts on mobile	Yes	Yes	Yes	Yes	Yes
Nice to have features					
Provides links to sources	Yes	No	No	Yes	Yes
Uses free version of Chat GPT 4	Yes			No	No
Choice of different answers / drafts	No	No	No	Yes	Yes
Share chat as a link	No	Yes	Yes	Yes	Yes
Images included in the answers	No	No	No	Yes	Yes
Ability to listen to answers on desktop	Yes	Coming Soon	Coming Soon	Yes	Yes
Ability to listen to answers on mobile	Yes	Yes	Yes	Yes	Yes

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How to use CoPilot –for Digital marketing
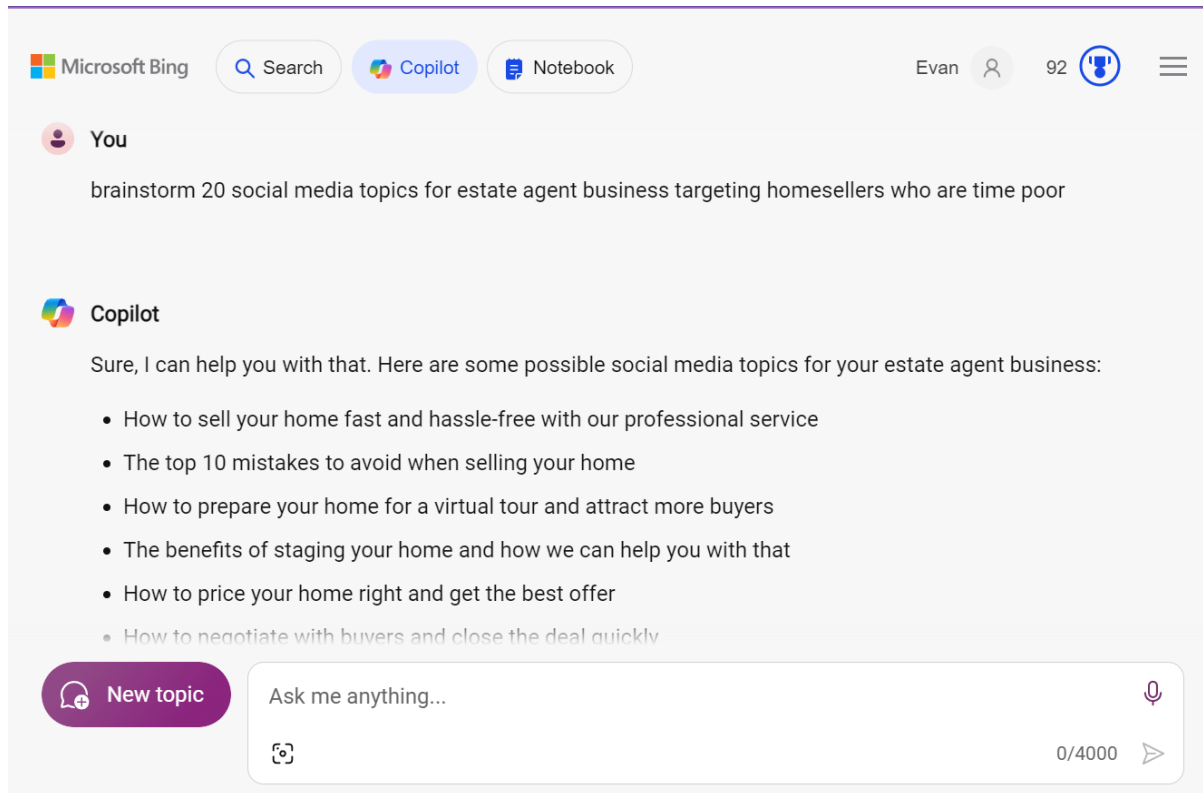
I asked Bing

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

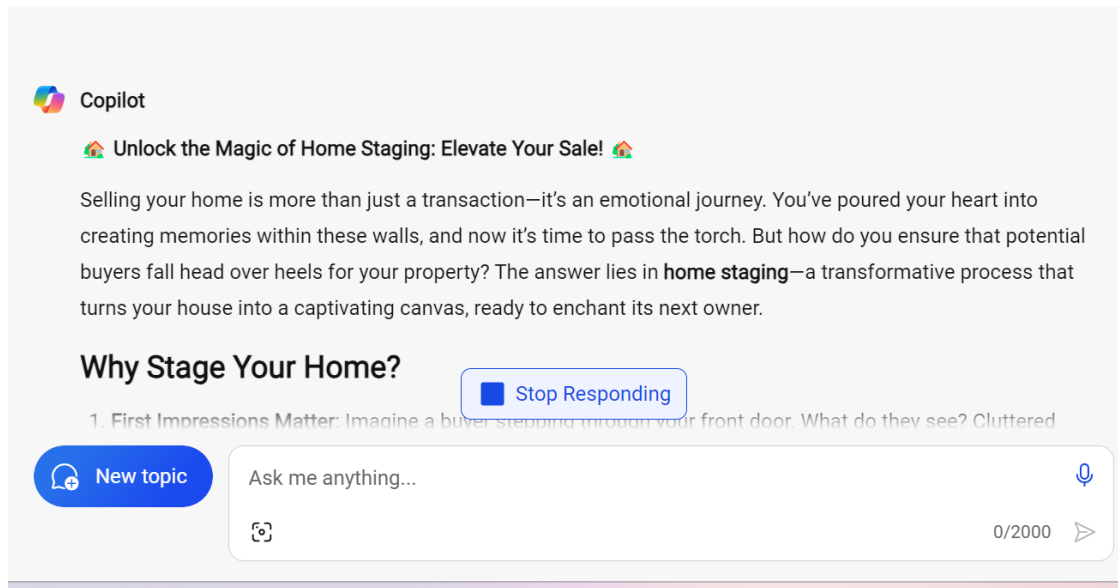The results were very similar to what Chat GPT produced

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

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

Which should you use?

Similar to Gemini ...

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

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

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

There is now a paid version of CoPilot

content, and AI images even faster.

Copilot Pro

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

$20.00 user/month

Get Copilot Pro   Use free version of Copilot >

Get Copilot for your business >

Questions? Talk to an expert

There is also a Pro version of CoPilot

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

When it is available what will you get?

What is in CoPilot Pro?

•Faster performance and priority access to <u>GPT-4</u> during peak times.

•Copilot availability in certain Microsoft 365 apps (Microsoft 365 Personal or Family subscription required).

•Faster AI image creation with 100 boosts (100 images) per day using <u>Designer</u> (formerly Bing Image Creator).

•Coming soon – Microsoft say there will be the ability to create your own custom and tailored Copilot GPTs via a new Copilot Builder tool. Currently, this is something you can do only with a Copilot Studio subscription, which runs at $30 per month.

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

The Pro version will suit people who ...

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

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

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

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