



Microsoft Copilot

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

What we will cover

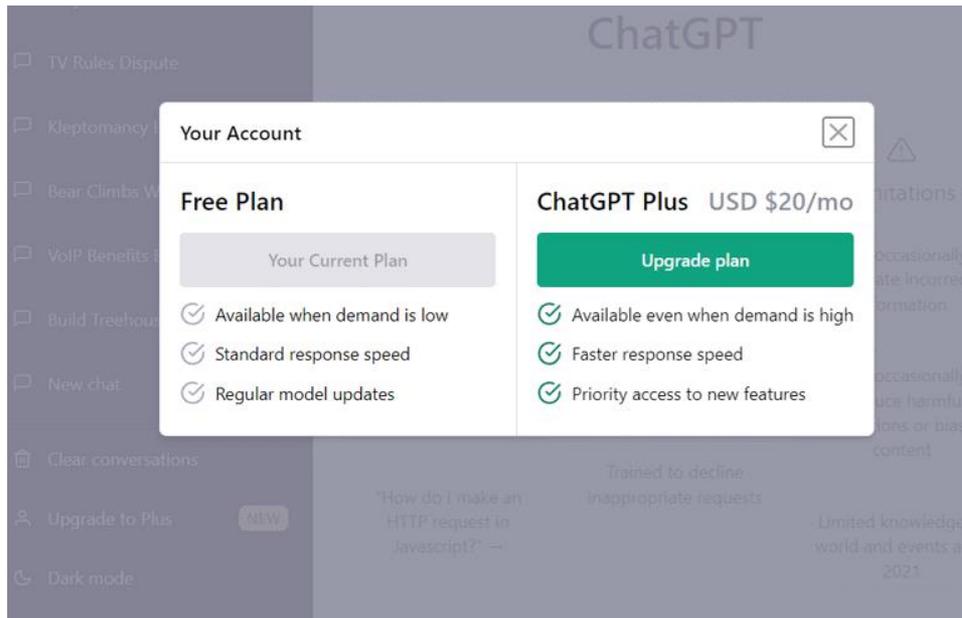
Google Gemini

- 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 which is free

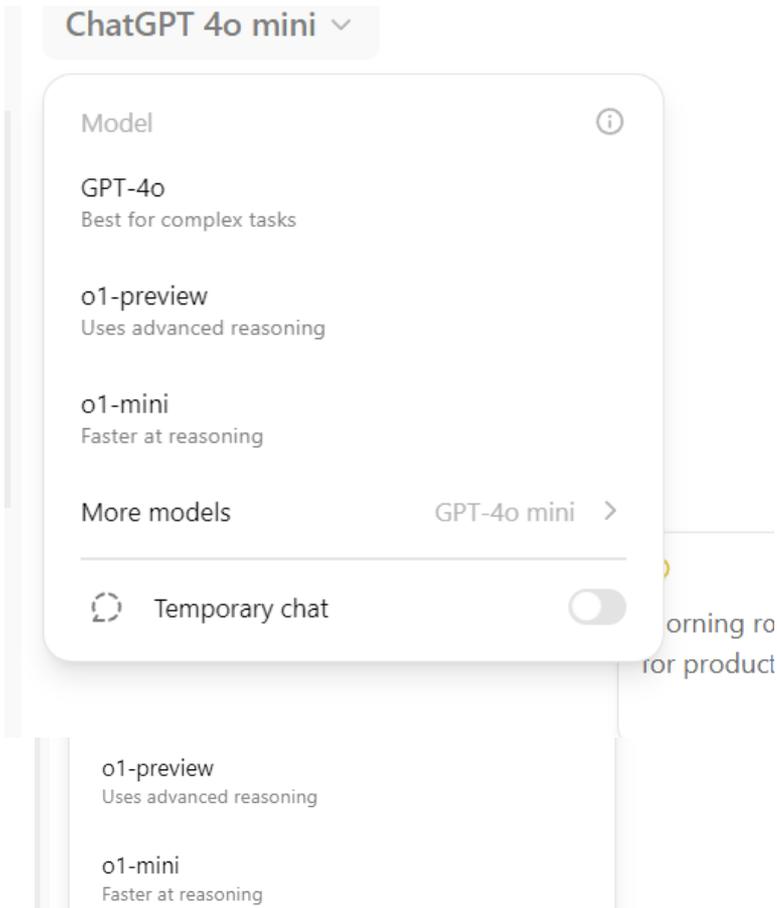
- It can access web pages to get more up to date info

Chat GPT 4 Plus which costs €20 / month

Pro version – Plus) Chat GPT 4o 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 eg. Pdf, word doc, image and ask it to analyse / summarise it
- You can create custom GPTs
- It has GPT search
- Enhanced voice is available on the app

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



Chat GPT - Free

Chat GPT - Plus

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
- Built in search results eg. GPT search
- GPT search built in

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

Useful features

- Speak your prompts on desktop
- Speak your prompts on mobile
- Enhanced voice

Yes	Yes
Yes	Yes
Limited tries	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

Microsoft have rebranded Chat GPT 4o as Copilot

2. Google Gemini

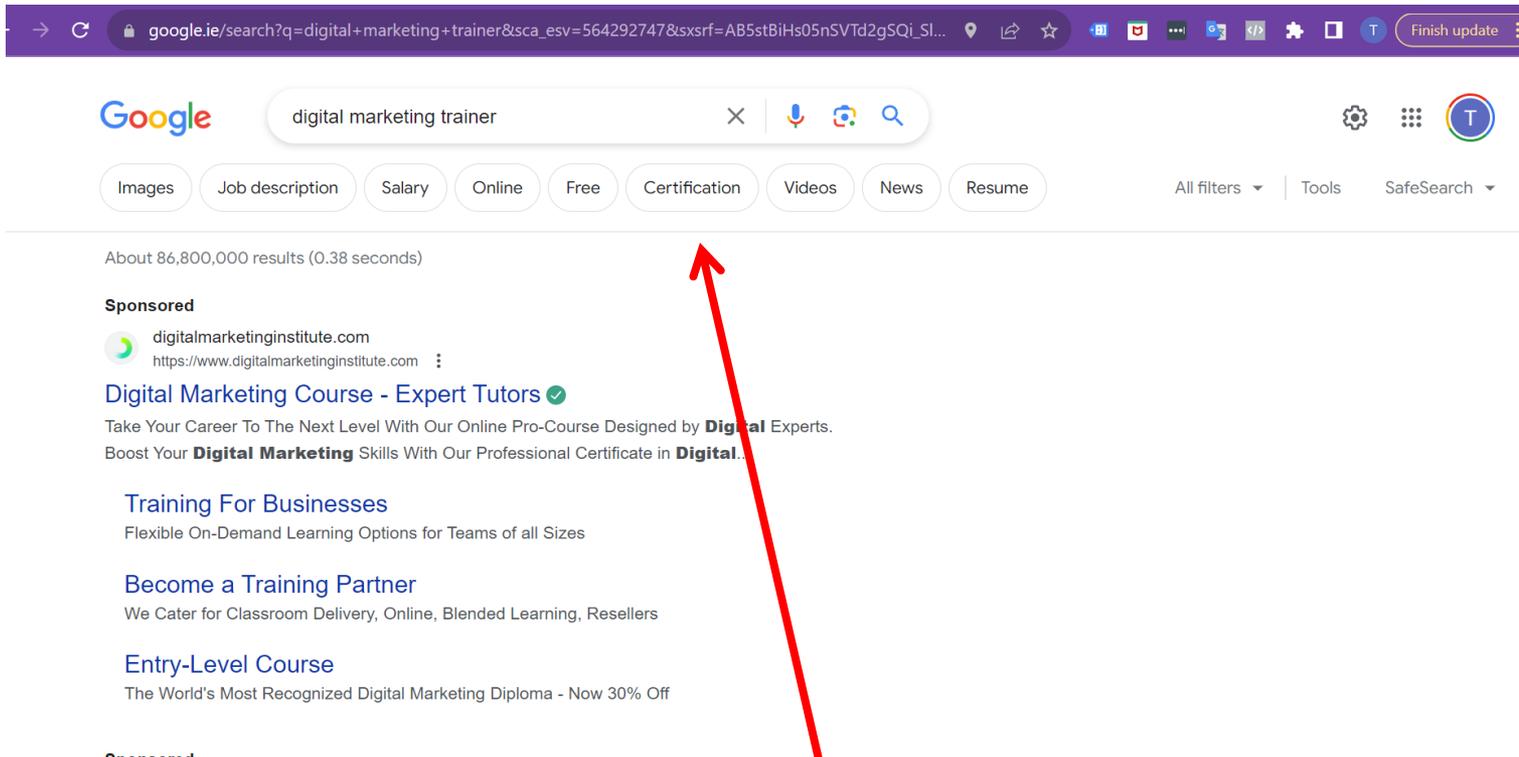
Google has launched their alternative to Chat GPT called Google Gemini and is starting to incorporate it into search Results.

Google Bard has become Google Gemini



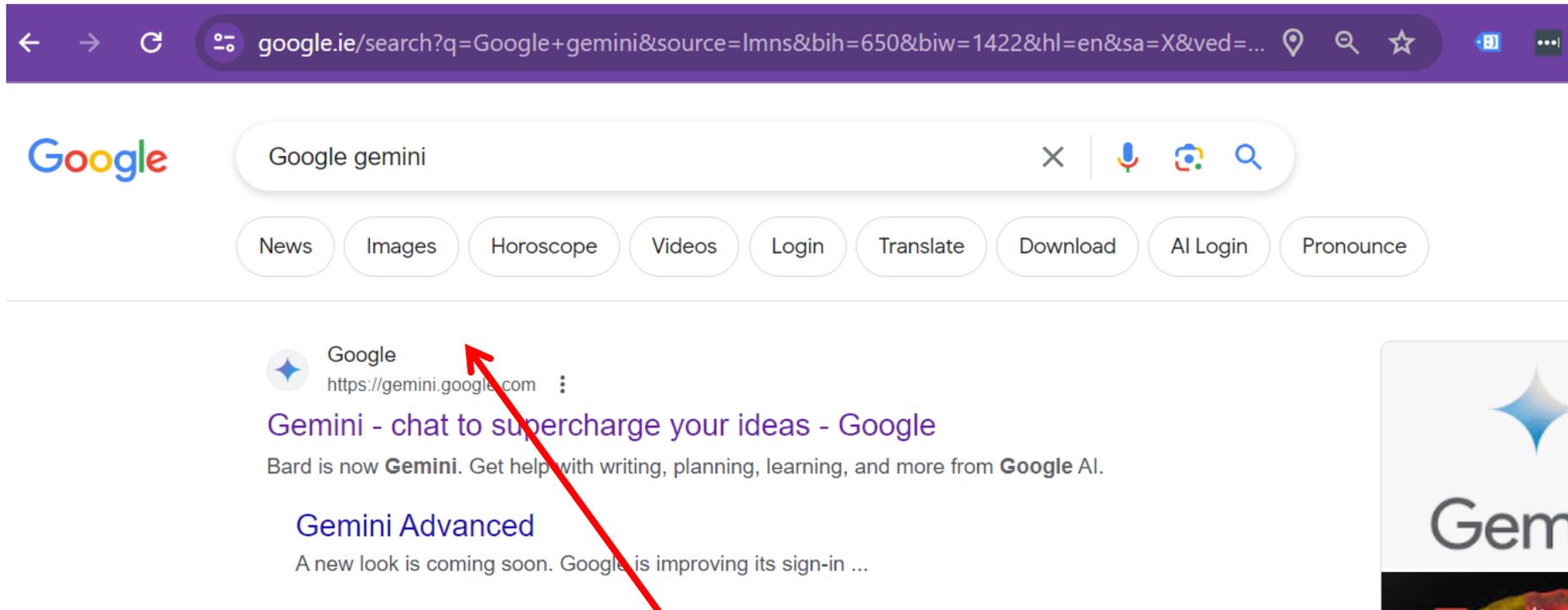
In February 2024 Google replaced the AI model in Bard with Gemini and rebranded Bard to Gemini

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
Or do a Google search for Google Gemini

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

Gemini
1.5 Flash

Try Gemini Advance

Act like a business growth expert and teach me how to get more sales for my hair salon business in Limerick, Ireland



1. Supercharge Your Online Presence

- **Google My Business:**
 - **Claim and Optimize:** Ensure your salon is listed on Google My Business.
 - **High-Quality Photos:** Showcase your salon's ambiance, staff, and happy clients.
 - **Encourage Reviews:** Respond to all reviews, both positive and negative, professionally.
 - **Local SEO:** Use local keywords (e.g., "best hair salon in Limerick," "hairdresser near me in Limerick") in your profile and posts.
- **Social Media Savvy:**
 - **Instagram & Facebook:**
 - **Visual Appeal:** Post stunning before-and-after photos, stylish hair inspiration, and engaging salon videos (e.g., staff introductions, behind-the-scenes glimpses).
 - **Run Contests & Giveaways:** Offer discounts, free treatments, or product bundles to attract new followers and encourage engagement.



Ask Gemini



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

Gemini
1.5 Flash

friendly products, a particular salon culture).

- **Offer Something Extra:** Consider offering unique services like scalp massages, hair extensions, or bridal hair and makeup.

Important Note:

- **Consistency is Key:** Implement these strategies consistently and track your progress.
- **Gather Feedback:** Regularly solicit feedback from your clients to identify areas for improvement.
- **Adapt and Adjust:** Continuously analyze your marketing efforts and adjust your strategies based on the results.

By implementing these strategies, you can effectively increase your salon's visibility, attract new clients, and...

Disclaimer: ...eral guidance only and does not constitute professional business adv...

I hope this h...ve any other questions.

Share conversation
Export to Docs
Draft in Gmail

Ask Gemini

Gemini can make mistakes, including about people, so double-check it. [Your privacy and 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

Gemini
1.5 Flash

Try Gemini

friendly products, a particular salon culture).

- **Offer Something Extra:** Consider offering unique services like scalp massages, hair extensions, or bridal hair and makeup.

Important Note:

- **Consistency is Key:** Implement these strategies consistently and track your progress.
- **Gather Feedback:** Regularly solicit feedback from your clients to identify areas for improvement.
- **Adapt and Adjust:** Continuously analyze your marketing efforts and adjust your strategies based on the results.

By implementing these strategies, you can effectively increase your salon's visibility, attract new clients, and build a loyal customer base.

Disclaimer: This information is for informational purposes only and does not constitute professional business advice.

I hope this helps! Feel free to ask me any other questions.

👍 🗨️ 🔄 ⏪ ⋮

- Double-check response
- Copy
- Listen
- Report legal issue

You can also Google the result to fact check it

You can listen to the answer

Ask Gemini

Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)

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

Gemini ▾



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



Show drafts ▾ 🔊

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

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

Enter a prompt here



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

It came up with good suggestions;

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

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

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

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

Gemini ▾

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



Show drafts ▾ 🔊

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



Enter a prompt here



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

This is likely due to Google's reluctance to allow this for some privacy reasons.

How to 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:



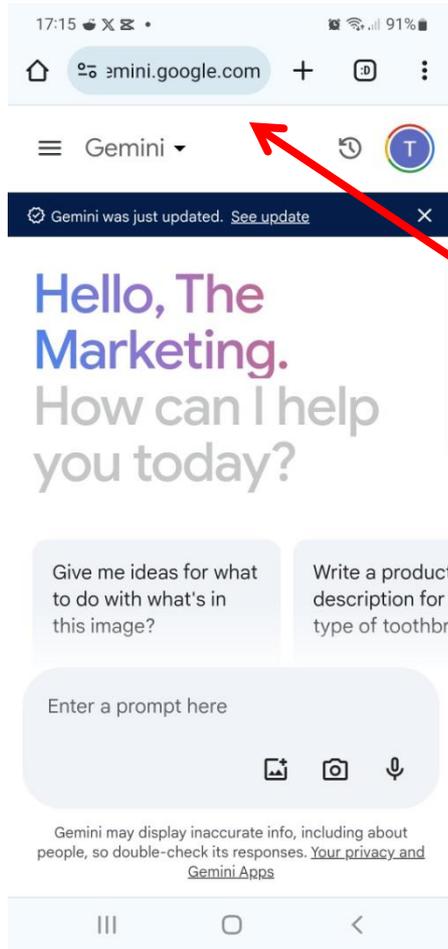
Enter a prompt here

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

Start your prompts with Microsoft” 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



1. You can speak your questions / prompts
2. You can listen to the answers
3. Exporting an answer to a doc or email is very handy if you are creating marketing content
4. Having some images in the answer can be useful
5. You can attach images to the prompt
6. You can create an image

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



Chat GPT - Free Chat GPT - Plus Gemini

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
- Built in search results eg. GPT search
- GPT search built in

Yes	Yes	No
No	Yes	Not in free version
Yes	Yes	Yes
No	Yes	Yes
No	Yes	No
Yes	Yes	Yes
No	Yes	No
No	Yes	No

Useful features

- Speak your prompts on desktop
- Speak your prompts on mobile
- Enhanced voice

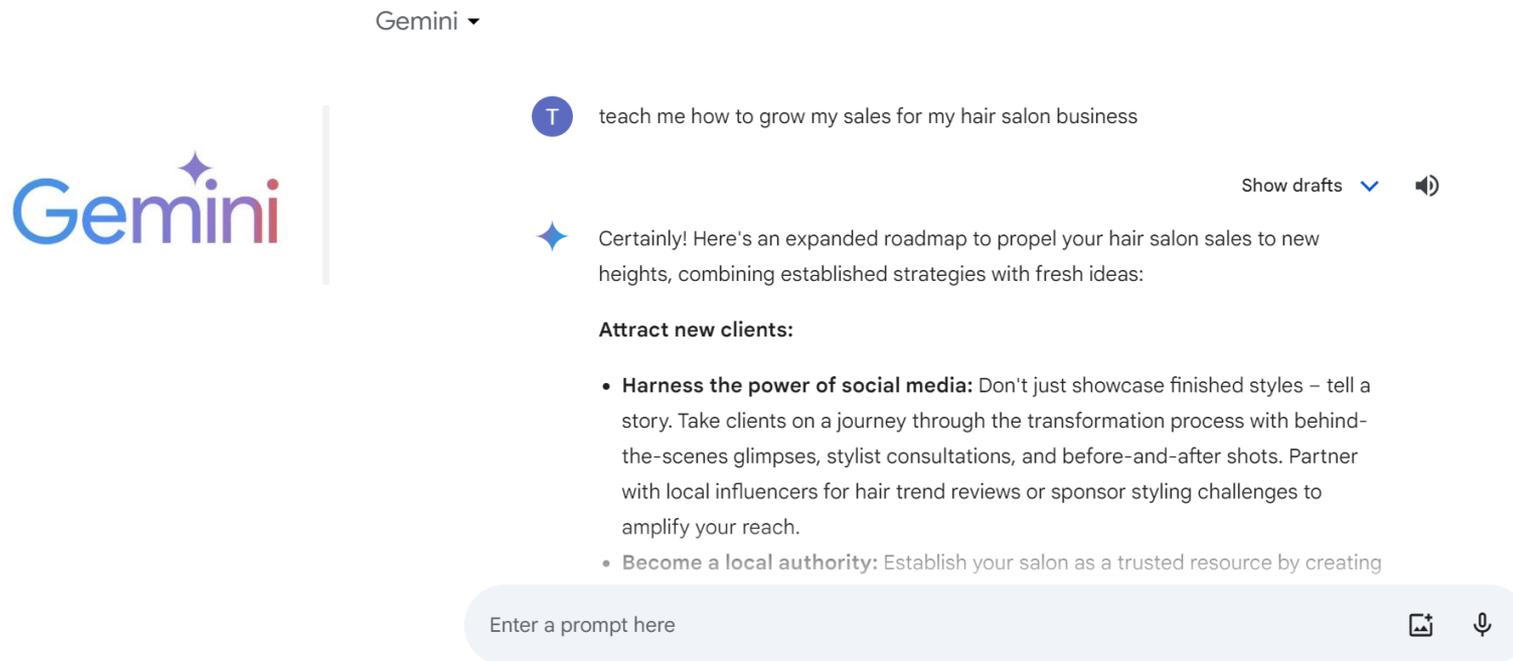
Yes	Yes	Yes
Yes	Yes	Yes
Limited tries	Yes	Yes

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

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

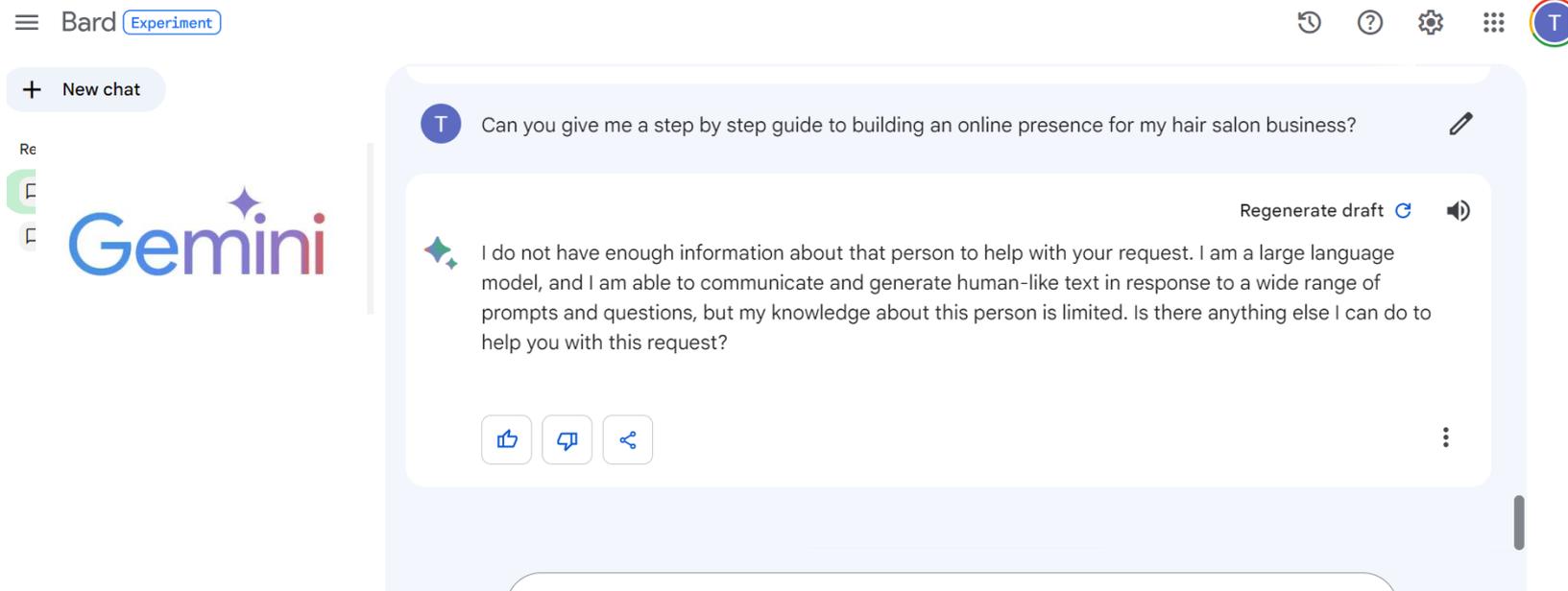


The screenshot shows the Gemini AI chat interface. At the top left is the Gemini logo. Below it, the text "Gemini" is followed by a dropdown arrow. The chat history shows a user prompt: "T teach me how to grow my sales for my hair salon business". The AI response begins with a blue star icon and the text: "Certainly! Here's an expanded roadmap to propel your hair salon sales to new heights, combining established strategies with fresh ideas:". Below this, the heading "Attract new clients:" is followed by two bullet points: "• **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." and "• **Become a local authority:** Establish your salon as a trusted resource by creating". At the bottom of the chat window is a text input field with the placeholder "Enter a prompt here" and icons for image upload and voice input. On the right side of the chat area, there are options for "Show drafts" with a dropdown arrow and a speaker icon for audio playback.

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



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



Gemini ▾

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! Reels can be a powerful tool to showcase your salon's talent and attract new clients. Here's a comprehensive guide on how to use them for your hair business, going beyond the basics:

Mastering the Reels Game:

- **Production Polish:** Sure, good lighting and high-quality footage are essential, but consider leveling up your production value with a tripod for camera stability or a simple light setup. Invest in a phone gimbal for smooth, professional-looking

Enter a prompt here



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



Gemini ▾

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

Show drafts ▾ 🔊

◆ **Unique and Unusual Gardening Business Ideas:**

1. **Vertical Garden Design & Installation:** Specialize in creating stunning vertical gardens for urban spaces, incorporating recycled materials and unique plant combinations.
2. **Hyperlocal Seed Bank & Seed Saving Workshops:** Cater to local gardeners by collecting and preserving heirloom seeds from the region, offering workshops on seed saving techniques.
3. **Pollinator Paradise Rentals:** Rent out pre-planted containers filled with pollinator-attracting flowers to businesses and individuals, promoting

Enter a prompt here

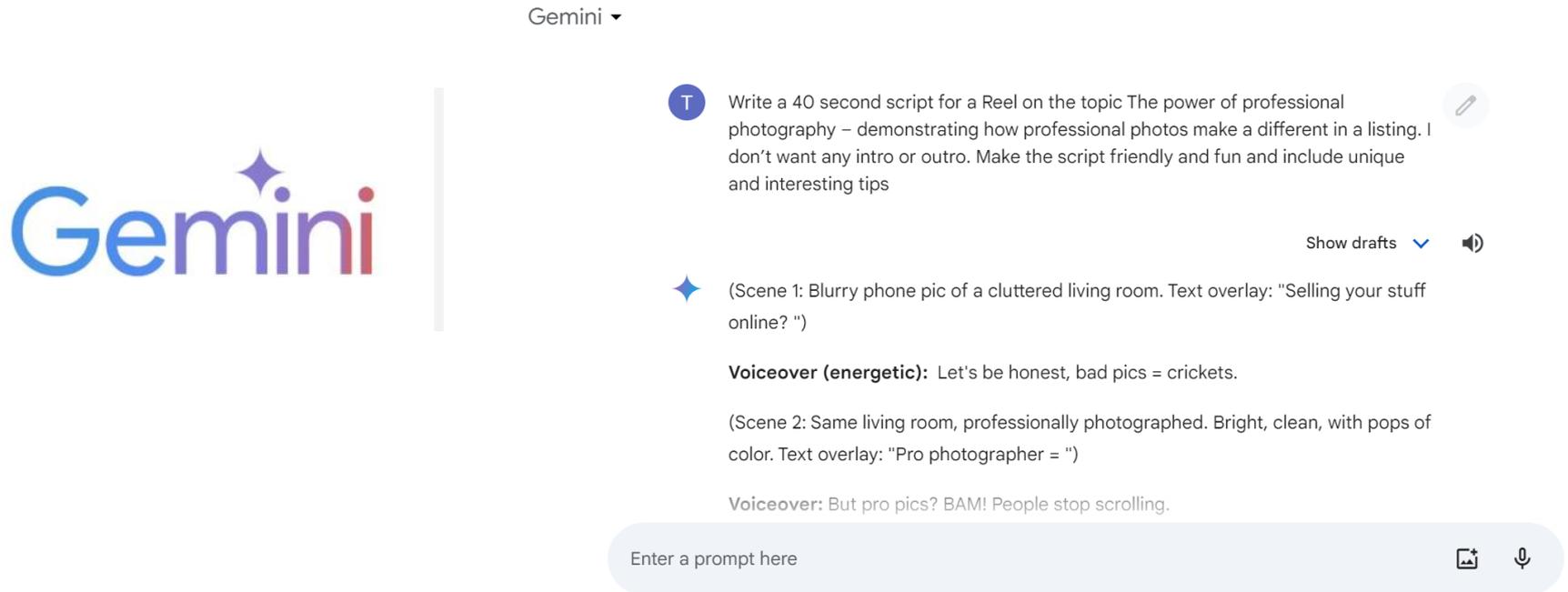


I asked Gemini (free) Brainstorm 20 unique and unusual ideas for a start up business to do with gardening

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)



The screenshot shows the Gemini AI interface. On the left is the Gemini logo. At the top, it says "Gemini" with a dropdown arrow. The main area contains a prompt starting with a blue circle containing a 'T' and a blue star icon. The prompt asks for a 40-second script for a reel about professional photography. The response is divided into three parts: a scene description, a voiceover tip, and another scene description with a voiceover. 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.

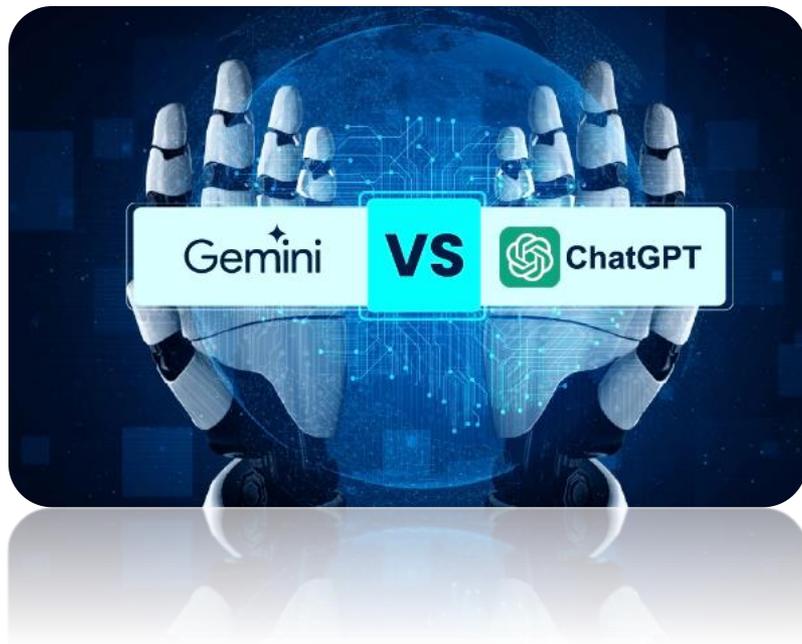
Enter a prompt here 🖼️ 🗣️

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 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

Which should you use? Chat GPT or Gemini?



Which?

If you are using the free version of Chat GPT

Use Chat GPT

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?



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.

Which?

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

Free to use

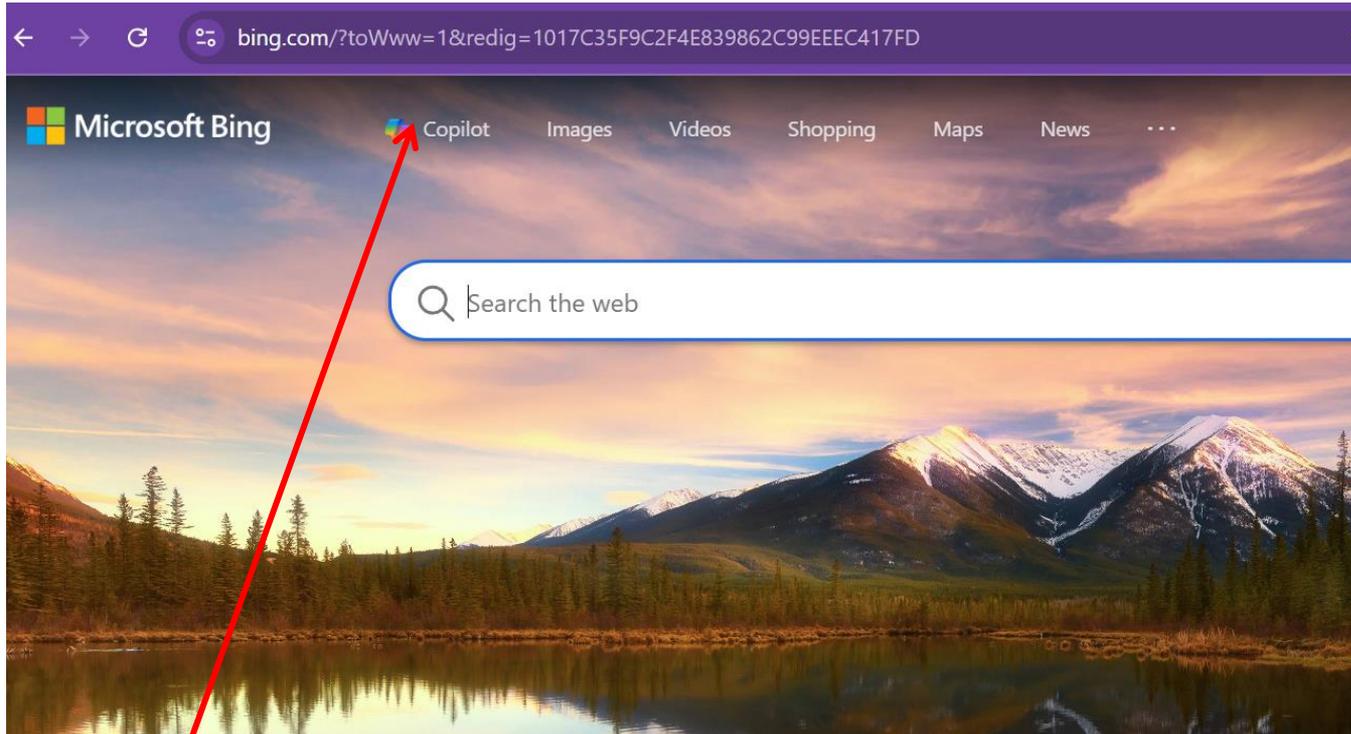
- Chat GPT4 free and Chat GPT 4o Plus costs €20 a month
- CoPilot uses Chat GPT 4 0 (the bigger better LLM) and is free

Up to date data

- Chat GPT does not have all the features of GPT 4o eg. 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

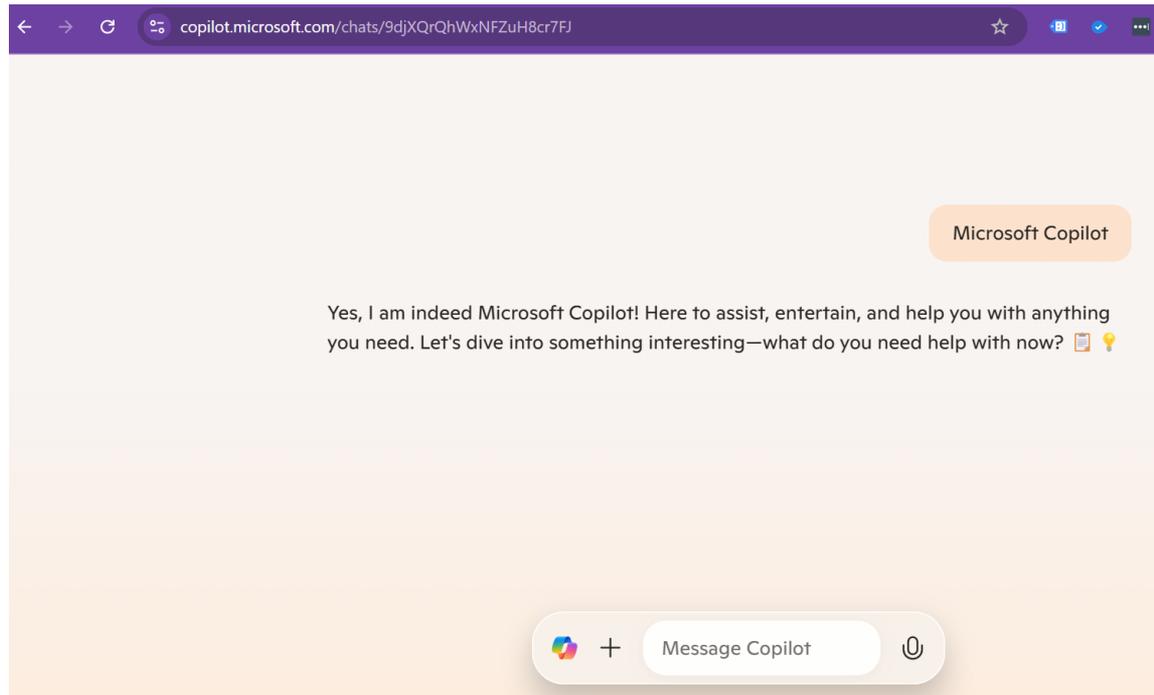
How to access CoPilot on Bing



If you Go to Bing.com

Copilot is an option in the menu.

How to access CoPilot on it's own website



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

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

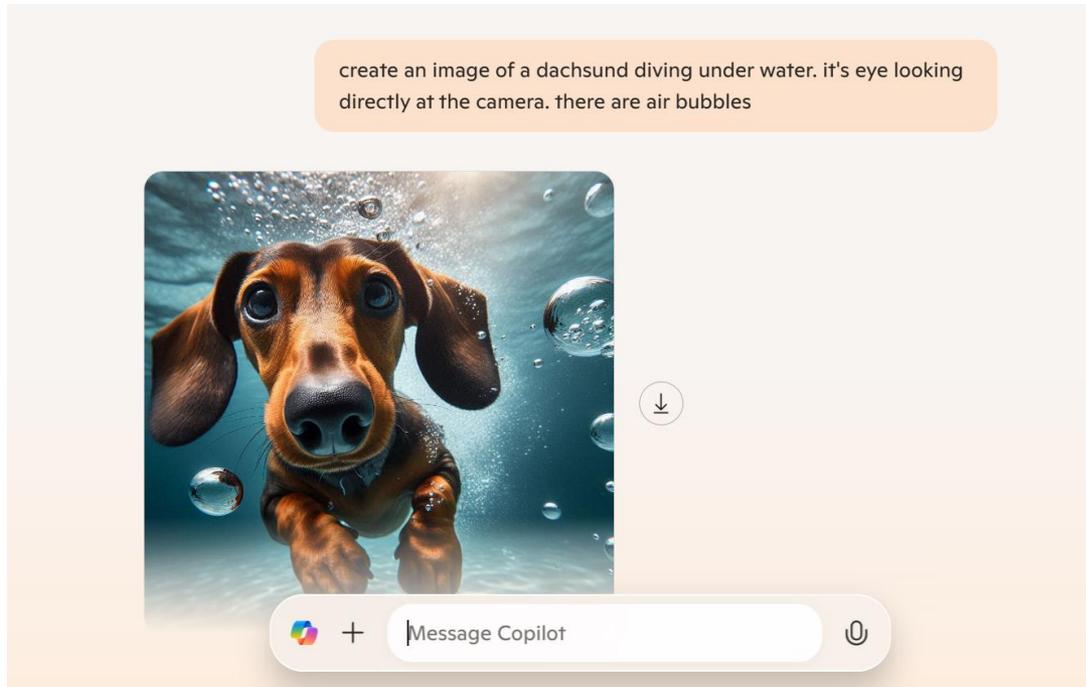


Image generator

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 attach an image as part of your prompt



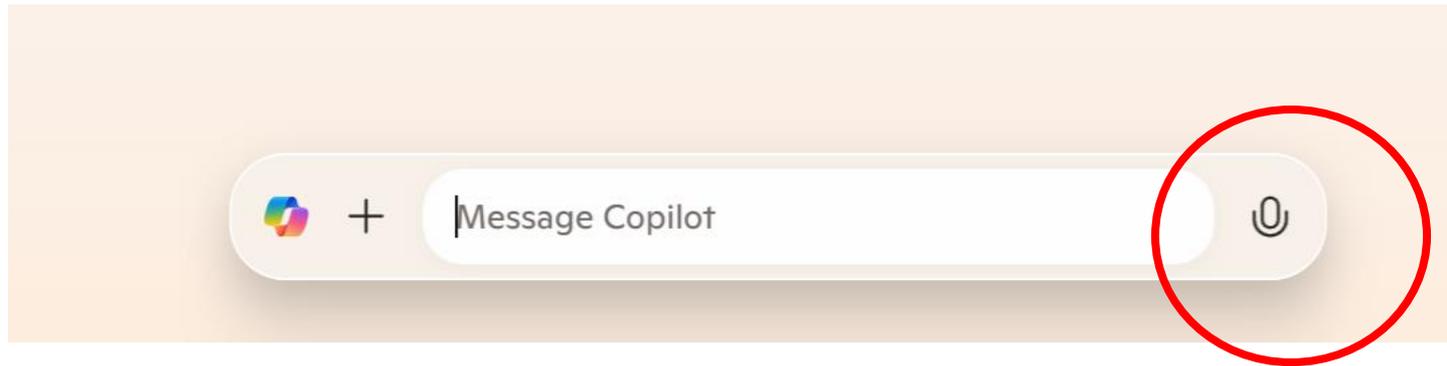
write the text for the web page for this new dress in stock



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?



	Chat GPT - Free	Chat GPT - Plus	Gemini	Co Pilot
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Very useful for digital marketing

Specify Custom Instructions	Yes	Yes	No	No
Create custom GPTs	No	Yes	Not in free version	Not in free version
Connected to internet	Yes	Yes	Yes	Yes
Can generate images	No	Yes	Yes	Yes
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	Yes	Yes	Yes	Yes
Built in search results eg. GPT search	No	Yes	No	No
GPT search built in	No	Yes	No	No

Useful features

Speak your prompts on desktop	Yes	Yes	Yes	Yes
Speak your prompts on mobile	Yes	Yes	Yes	Yes
Enhanced voice	Limited tries	Yes	Yes	No

Nice to have features

Provides links to sources	No	No	Yes	Yes
Choice of different answers / drafts	No	No	Yes	No
Share chat as a link	Yes	Yes	Yes	No
Images included in the answers	No	No	Yes	No
Ability to listen to answers on desktop	Coming Soon	Coming Soon	Yes	Yes
Ability to listen to answers on mobile	Yes	Yes	Yes	Yes

How to use CoPilot –for Digital marketing

brainstorm 20 ideas for instagrma posts for my hair salon in Killarney ireland

Absolutely, here are 20 creative Instagram post ideas for your hair salon in Killarney, Ireland:

1. **Before and After Transformations:** Show stunning hair makeovers.
2. **Client Testimonials:** Share feedback and reviews from happy customers.
3. **Behind-the-Scenes:** Give a glimpse into a day at the salon.
4. **Hair Care Tips:** Offer professional advice on maintaining healthy hair.
5. **Staff Spotlight:** Introduce your team members and their specialties.
6. **Product Highlights:** Showcase the hair products you use and sell.
7. **Seasonal Promotions:** Offer special deals and services for different seasons.



Message Copilot



I asked CoPilot

Brainstorm 20 ideas for Instagram posts for my hair Salon in Killarney, Ireland

The results were very similar to what Chat GPT produced

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