



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

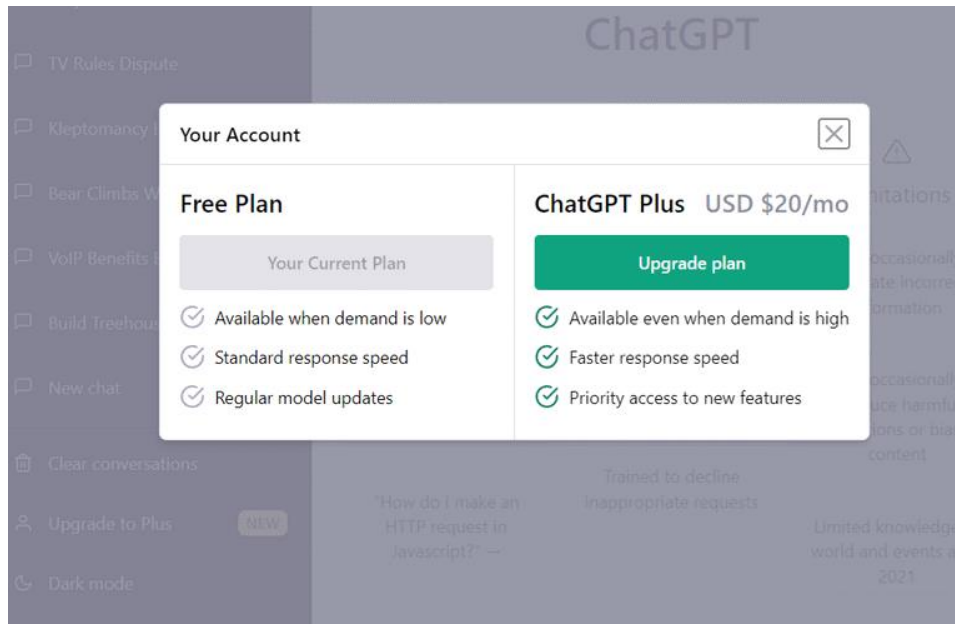
## Chat GPT which is free

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

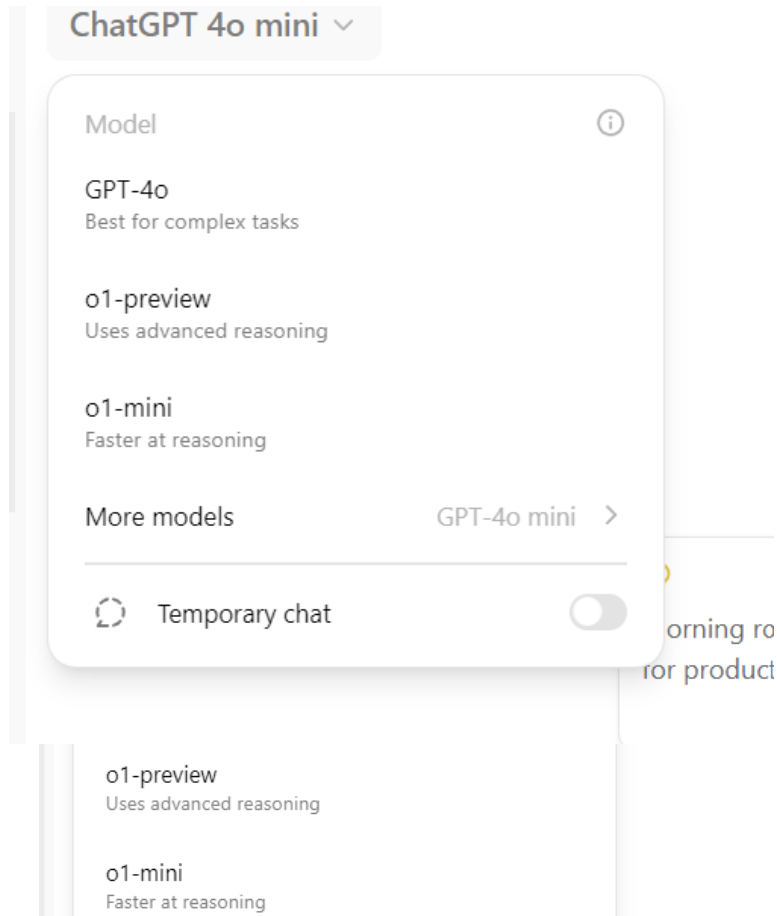
Chat GPT 4 Plus which costs €20 / month

## Pro version – Plus) Chat GPT 4o gives you ...

- The data is was trained on it much larger so results are more comprehensive.
- It can create images using Dalle
- You can attach images and ask questions about the images
- You can attach a file eg. Pdf, word doc, image and it 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**

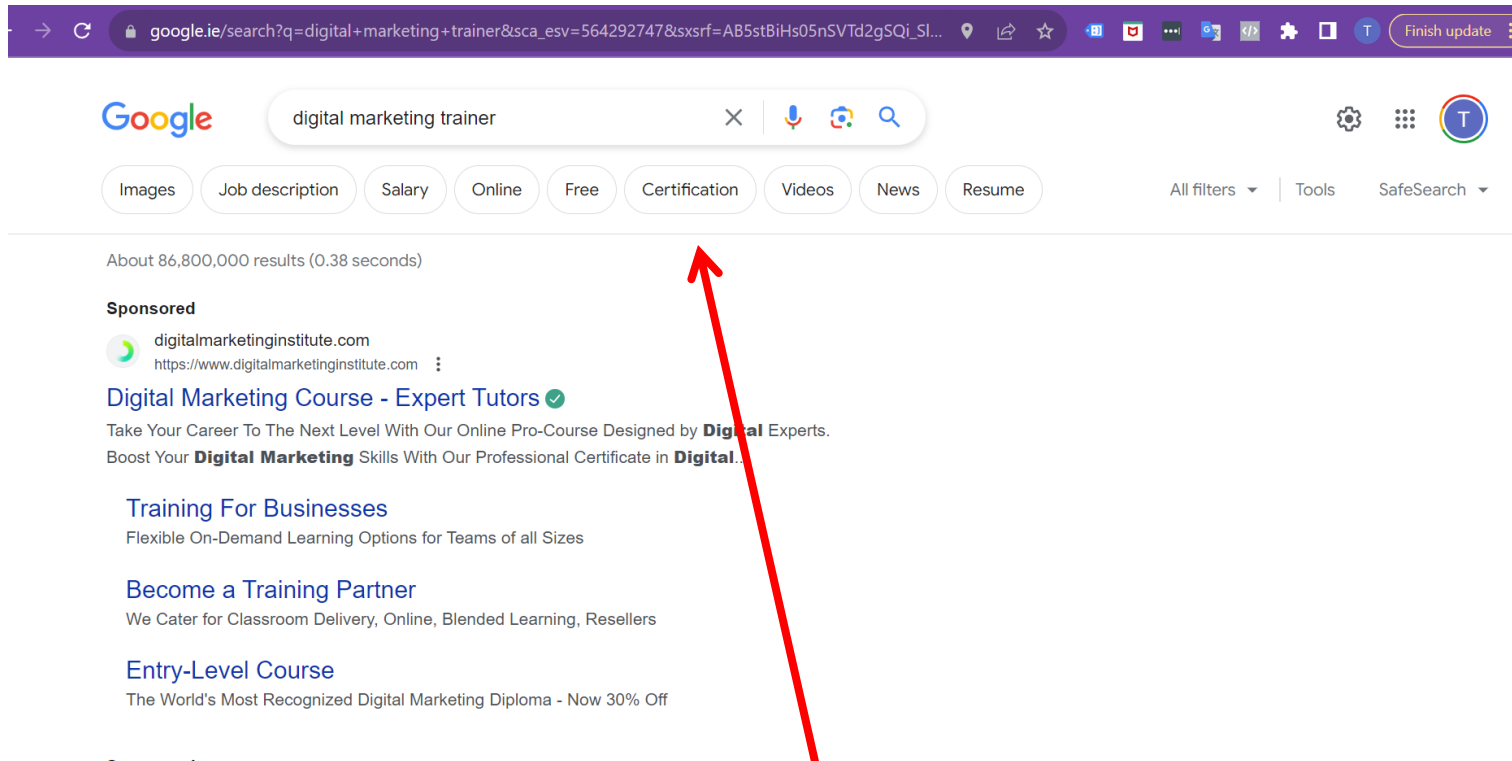
Google has launched their alternative to Chat GPT called Google Gemini and is starting to incorporate it into search Results.

# Google Bard has become Google Gemini



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

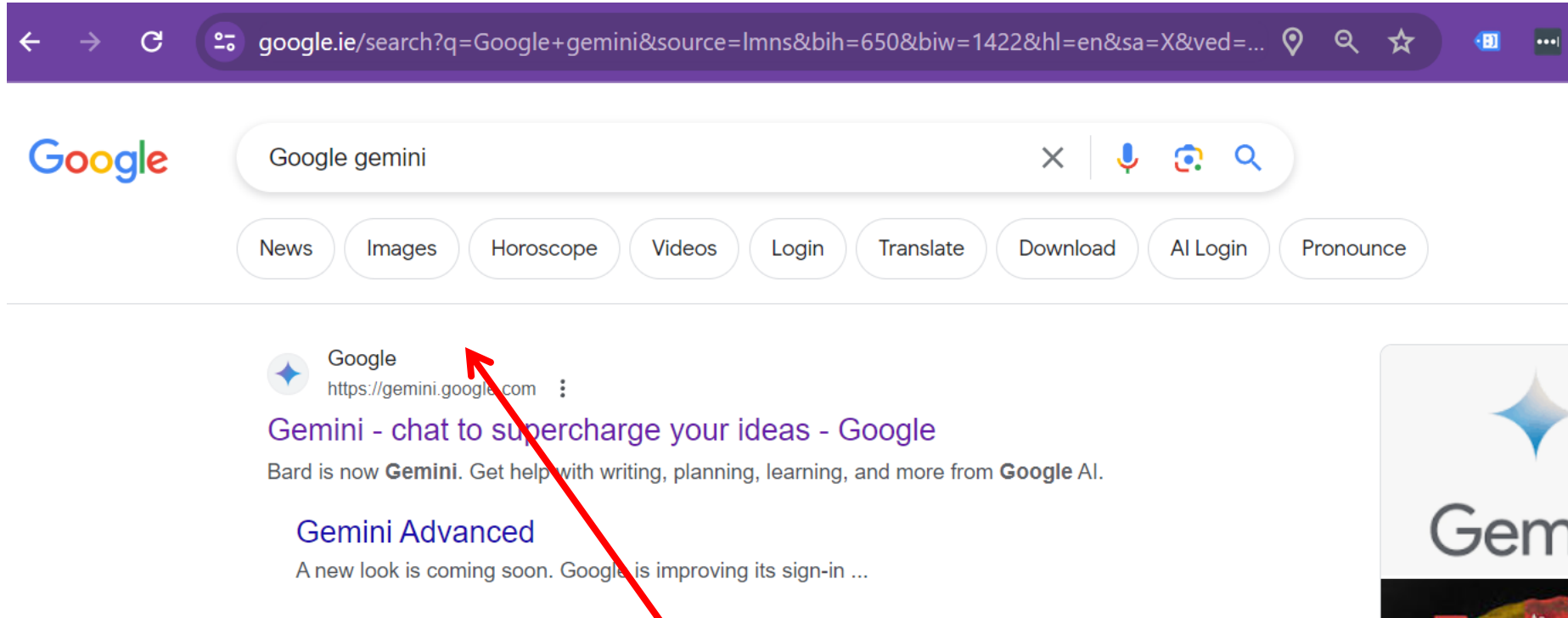
# How to access Gemini on desktop



When you do a Google search, you do not see Gemini or Chat as a search result option.

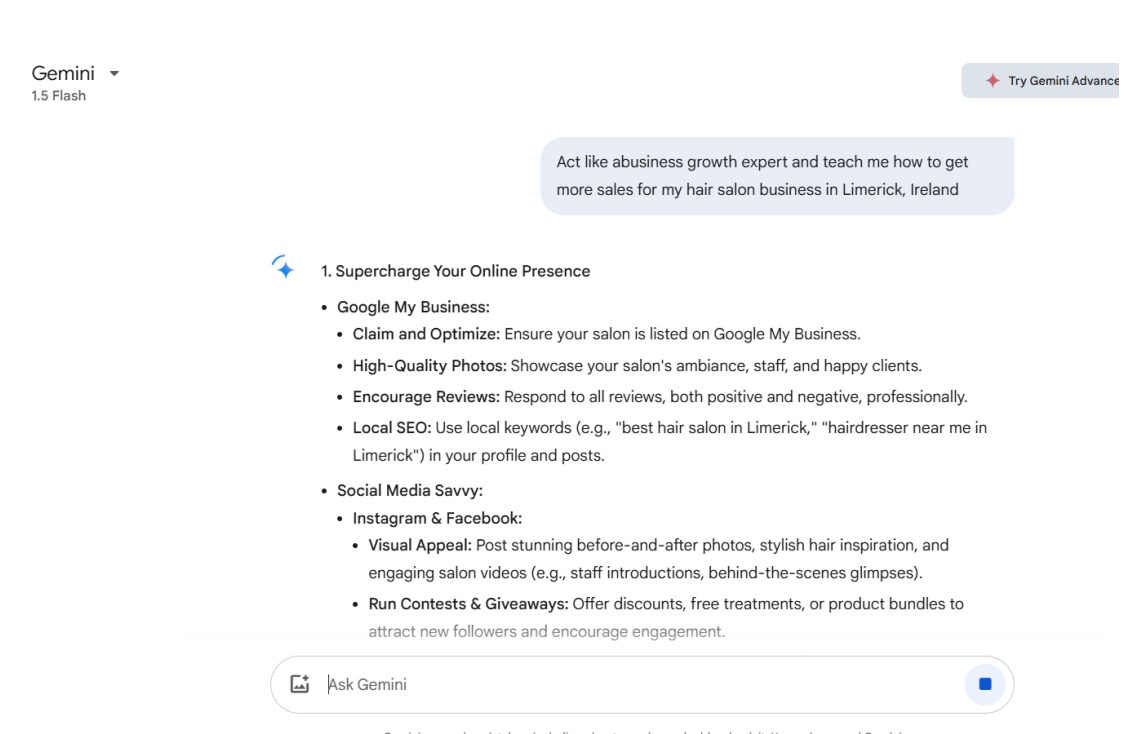


# How to access Gemini



To get to Gemini ... In your internet browser go to [gemini.google.com](https://gemini.google.com)  
Or do a Google search for Google Gemini

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



## 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 boost your revenue. Limerick.

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

I hope this helps! Feel free to ask me 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:

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

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Double-check response

Copy

Listen

Report legal issue

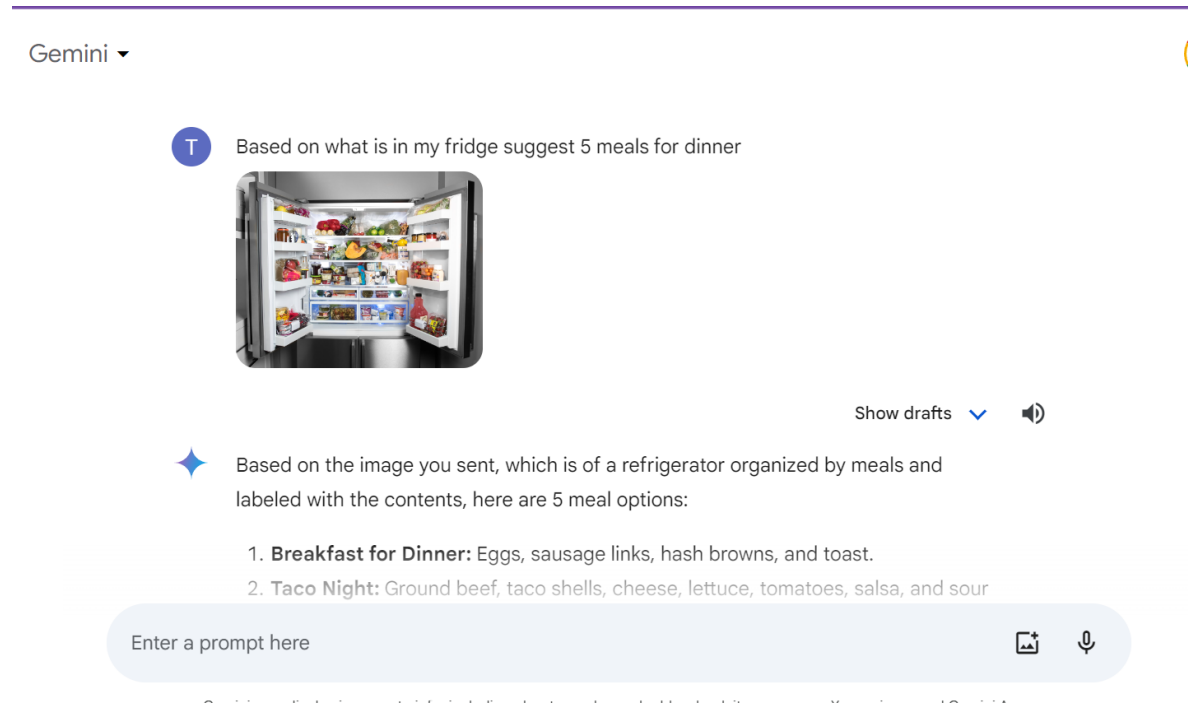
Ask Gemini

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

You can also Google the result to fact check it

You can listen to the answer

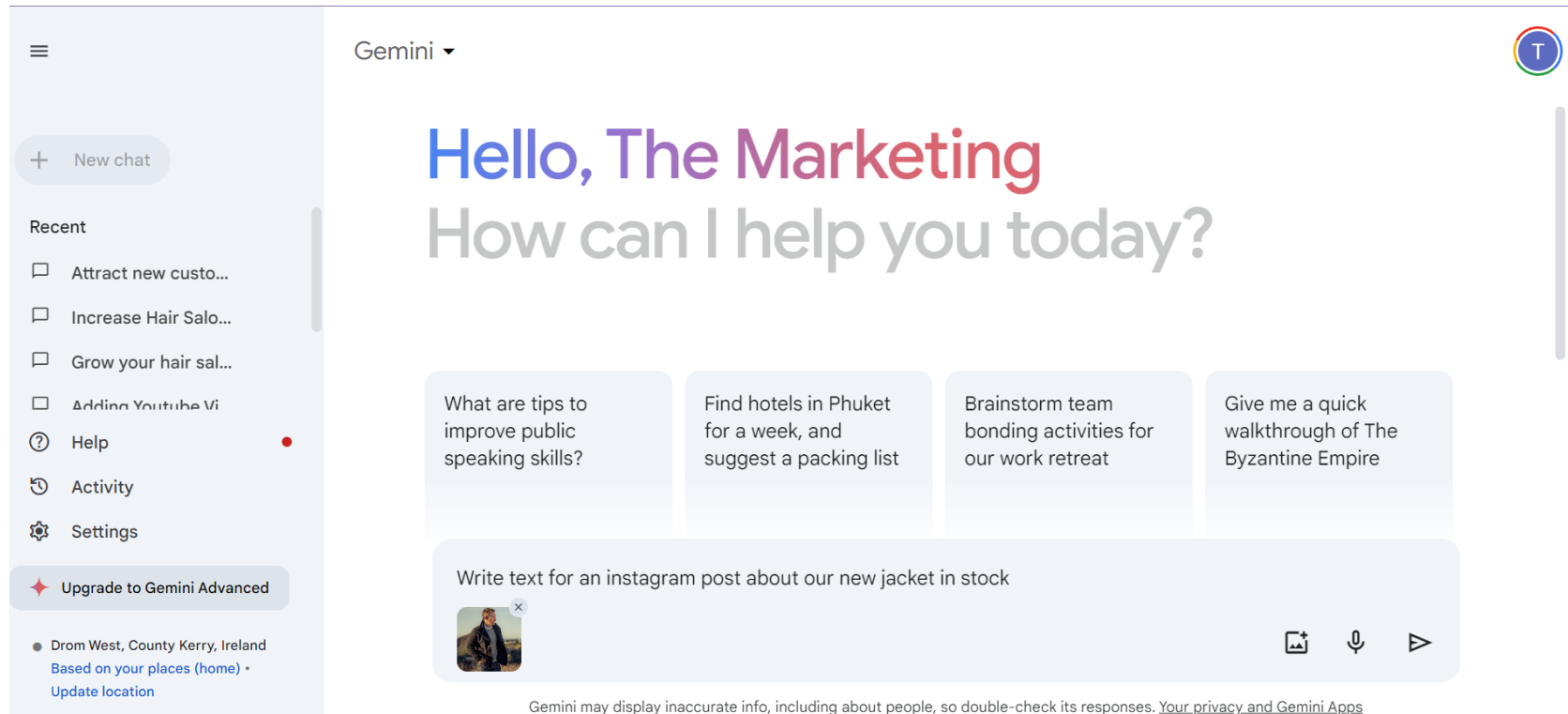
# How to use Gemini (free) – Attach an image as a prompt



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

Gemini ▾

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



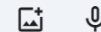
This image has  
been removed

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

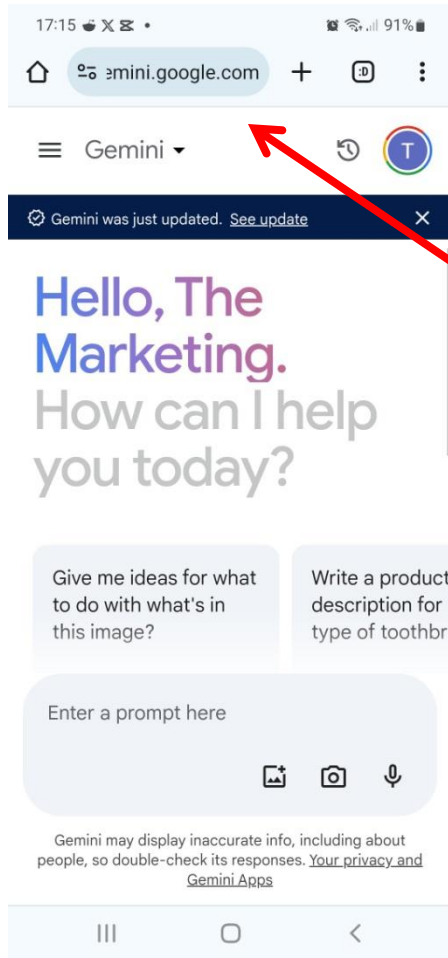
Gemini may display inaccurate info, including about people, so double-check its responses. Your privacy and Gemini

Start your prompts with Microsoft's "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?



**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

Chat GPT - Free	Chat GPT - Plus	Gemini
Yes	Yes	No
No	Yes	Not in free version
Yes	Yes	Yes
No	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

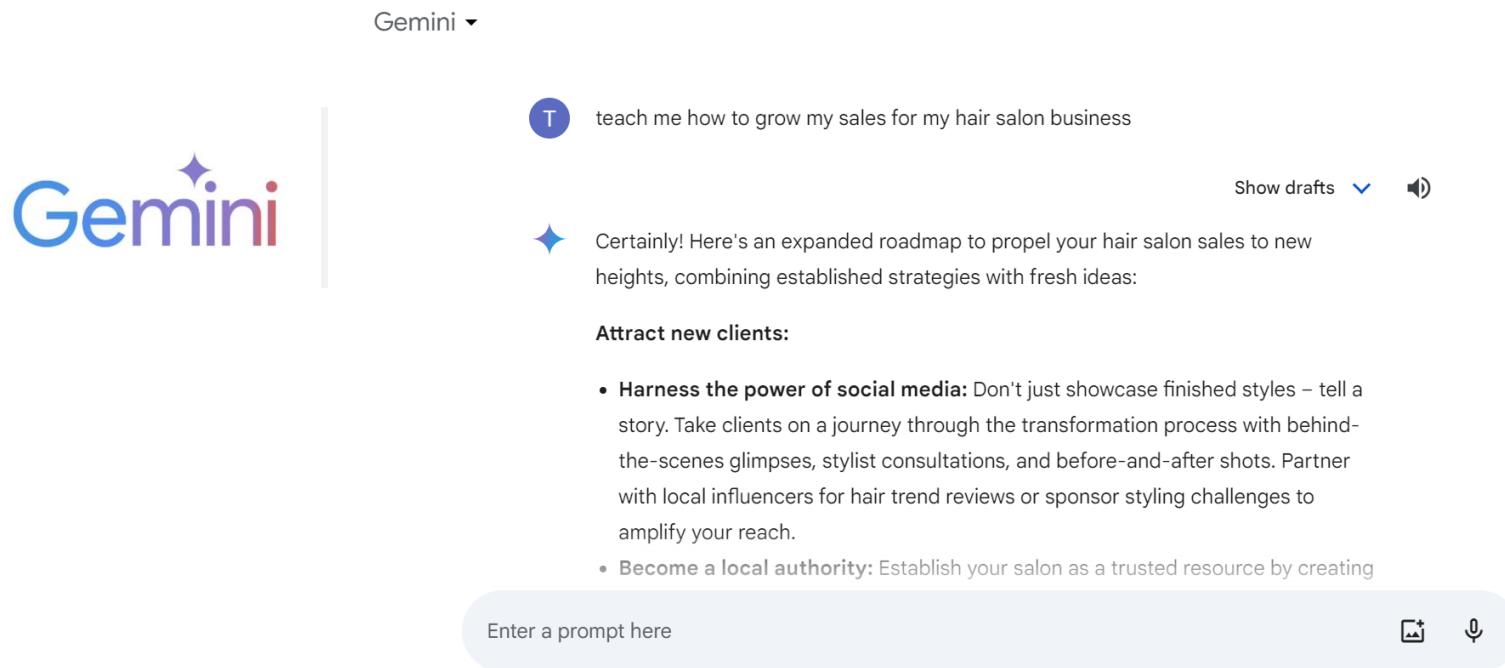
Yes	Yes	Yes
Yes	Yes	Yes
Limited tries	Yes	Yes

**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

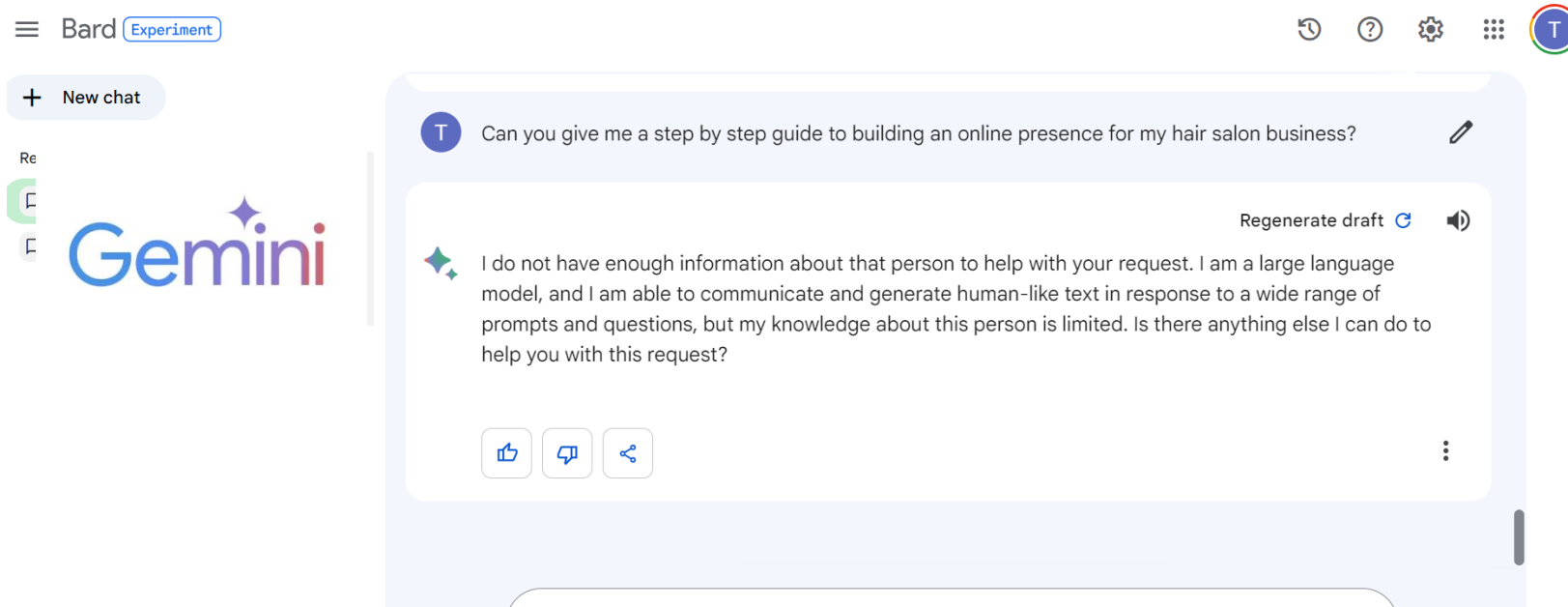
# How does Gemini compare to Chat GPT in terms of Digital Marketing answers



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

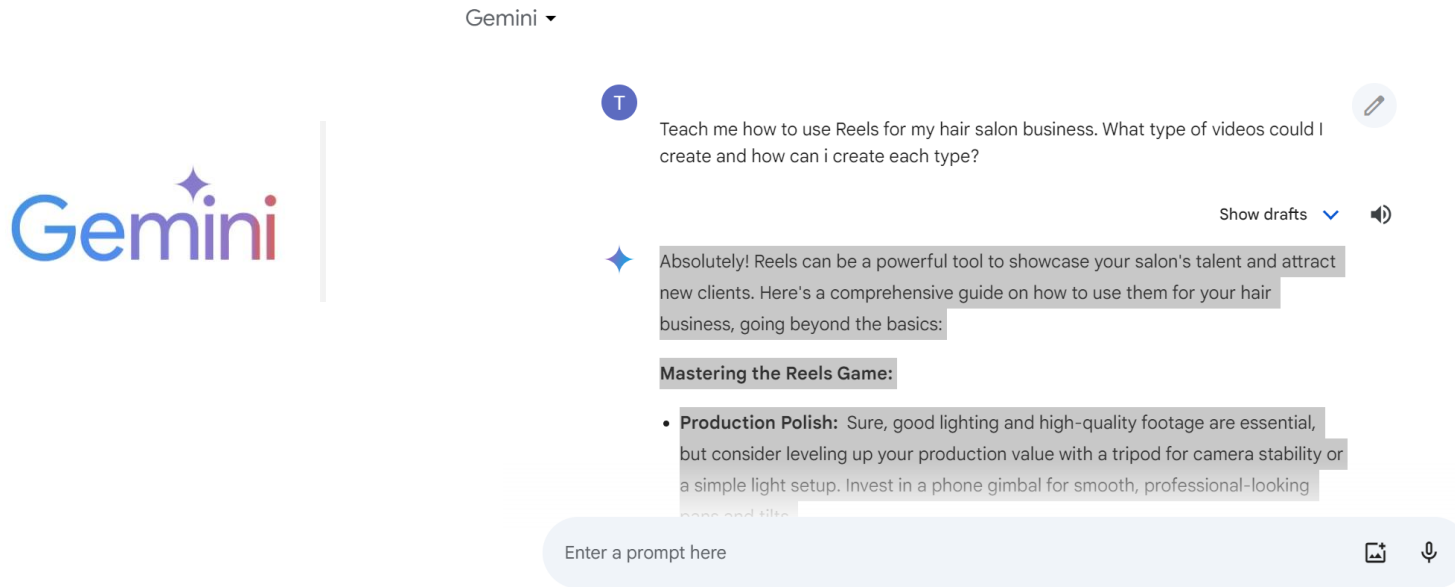


I then asked .. Can you give me a step by step guide to building an online presence for my hair salon business?

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

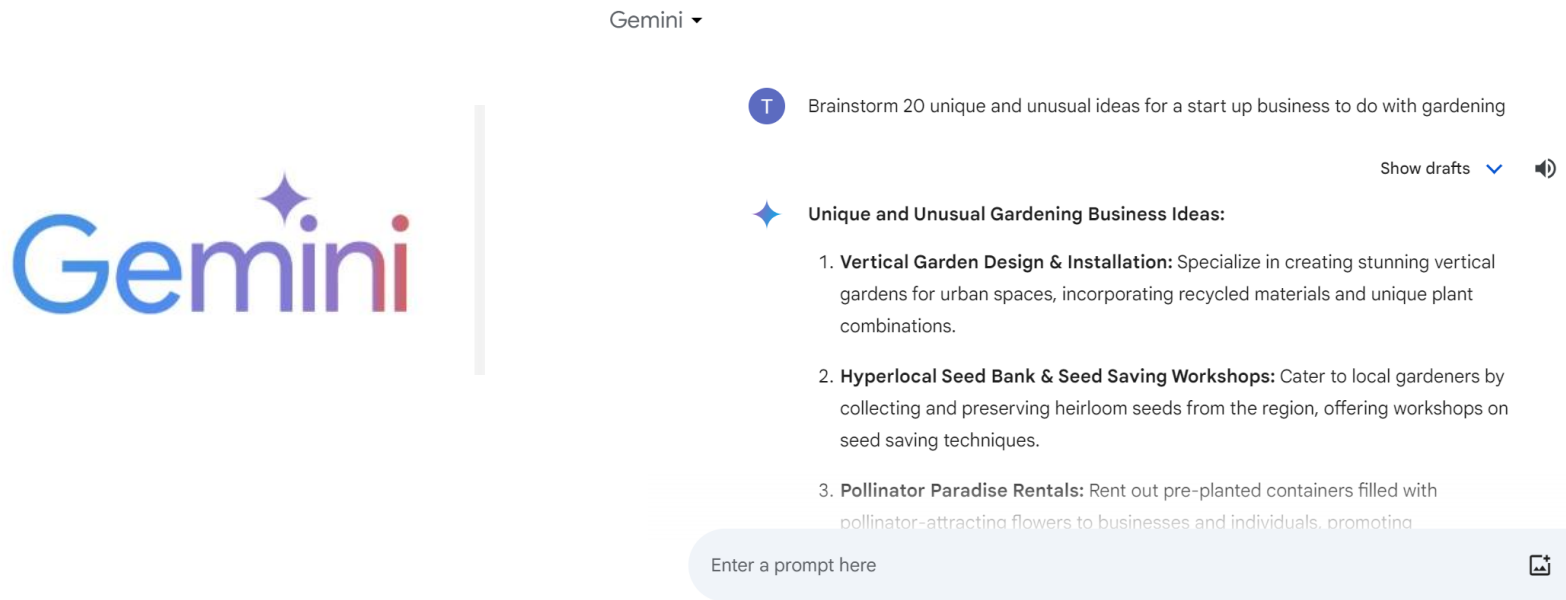
# How to use Gemini for Digital Marketing



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

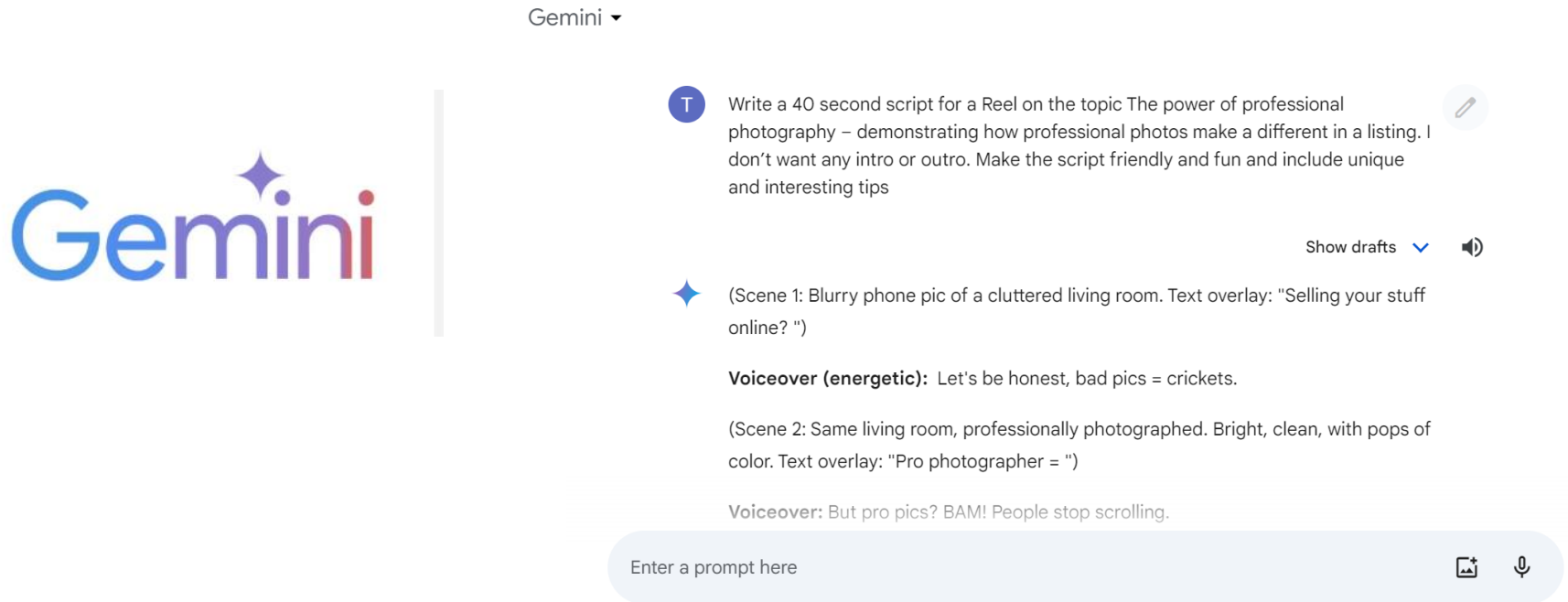


I asked Gemini (free) Brainstorm 20 unique and unusual ideas for a start up business to do with gardening

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)



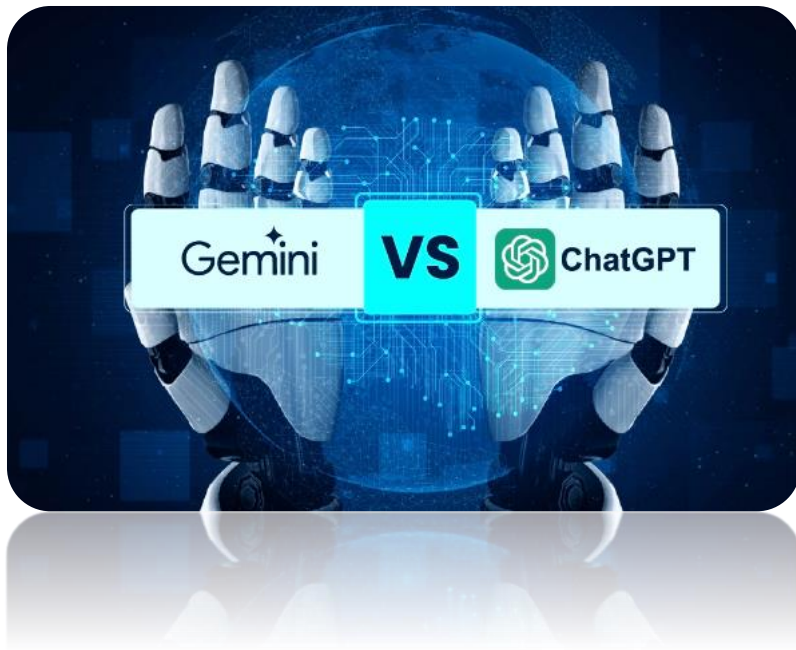
When I asked Gemini (free) for a 40 second script for a social media video

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?



**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

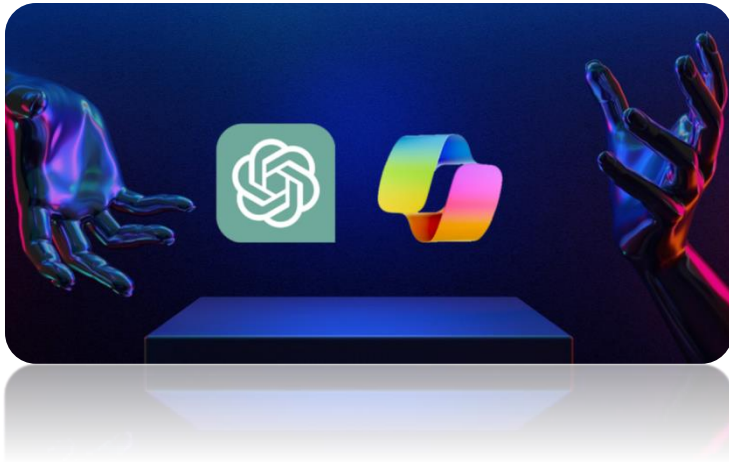


ChatGPT and CoPilot both use OpenAI's tools to work, so they often give very similar answers.

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

### Free to use

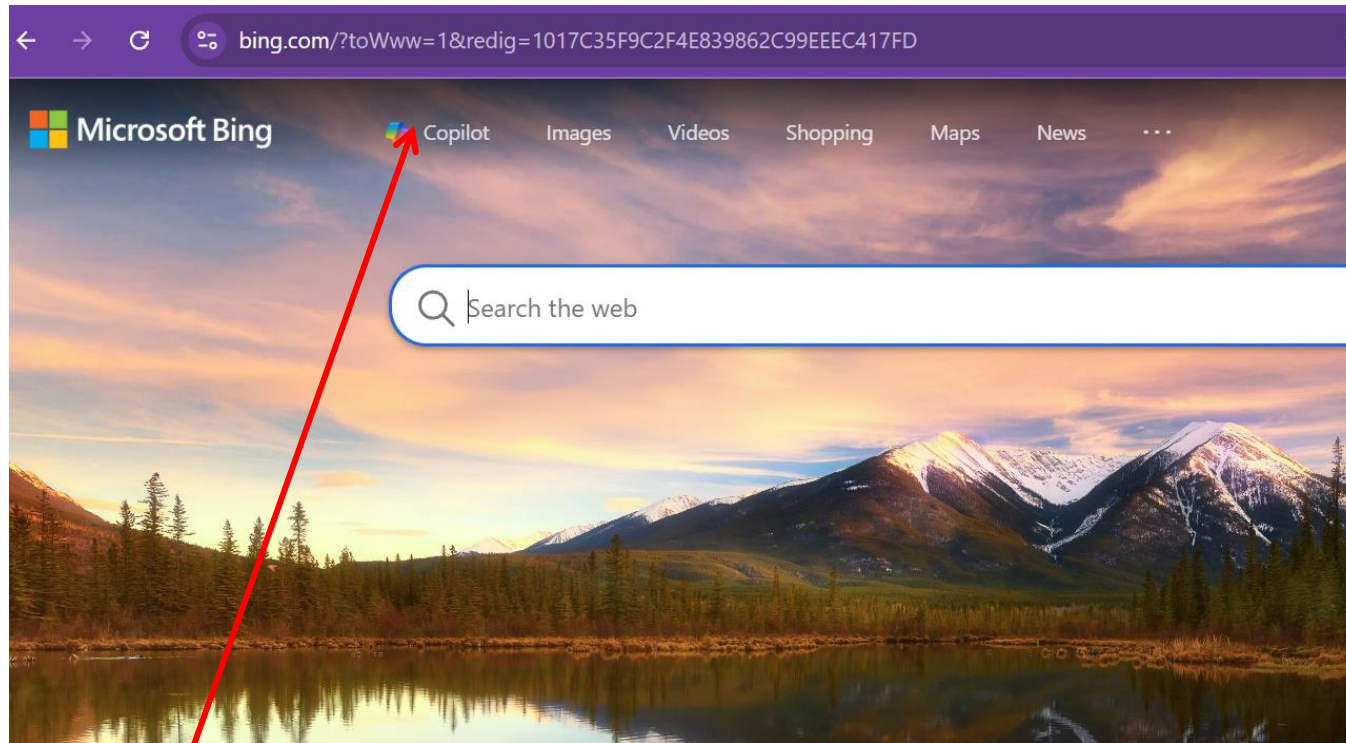
- Chat GPT4 free and Chat GPT 4o Plus costs €20 a month
- CoPilot uses Chat GPT 4 0 (the bigger better LLM) and is free

### 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

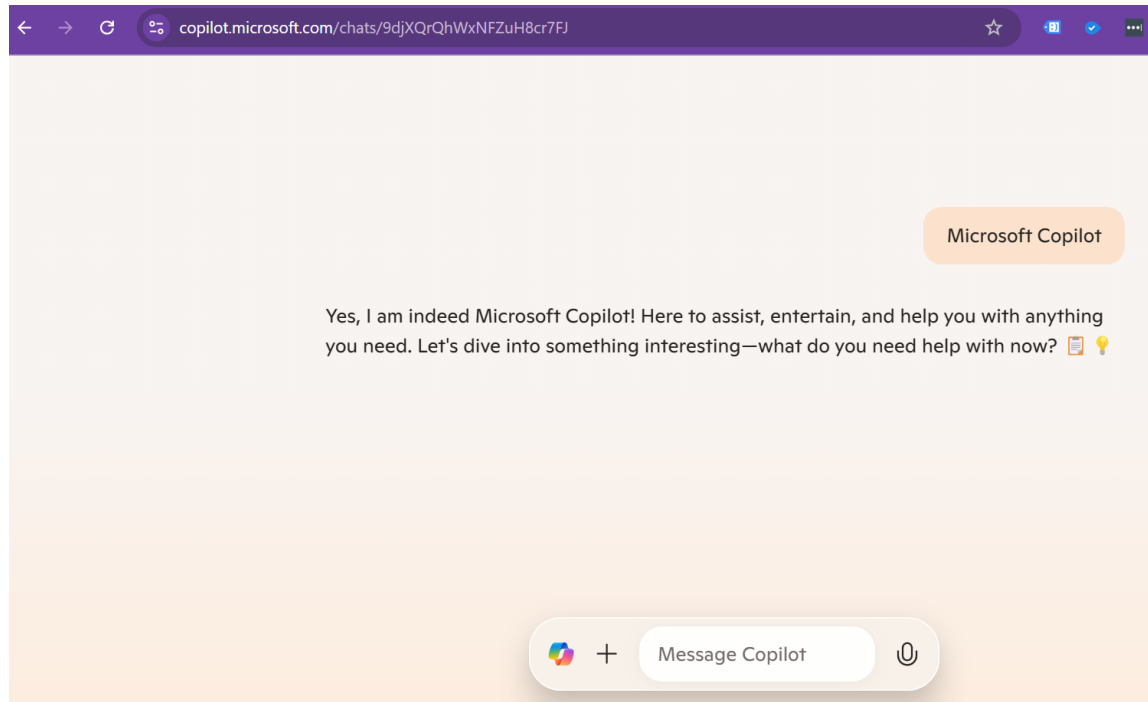


If you Go to Bing.com

Copilot is an option in the menu.

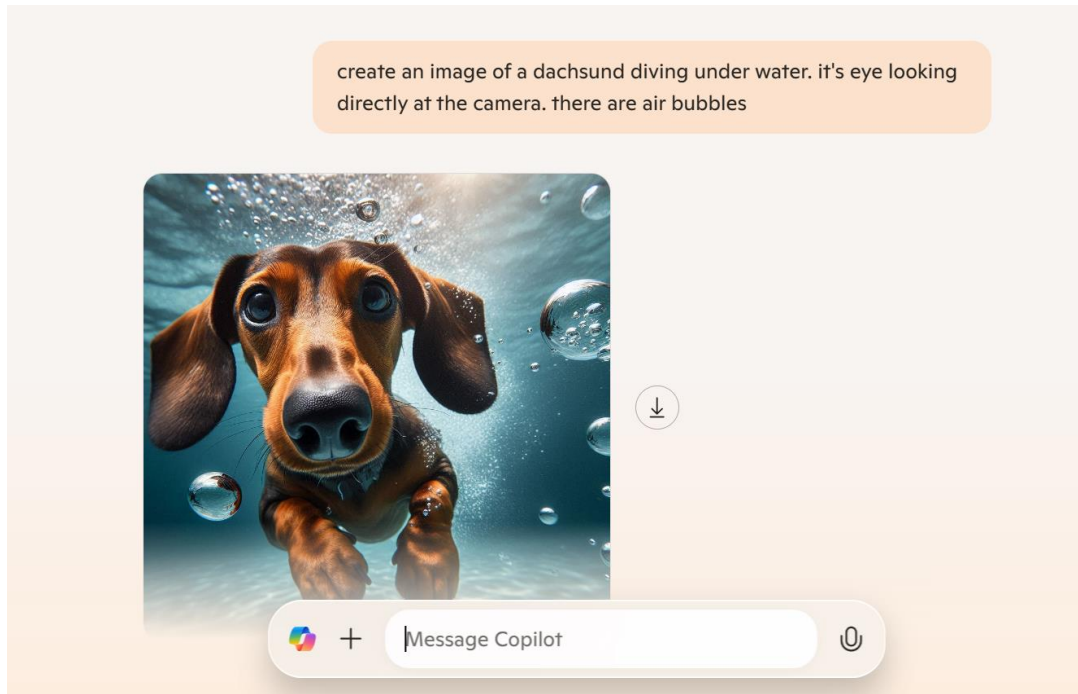


# How to access CoPilot on it's own website



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

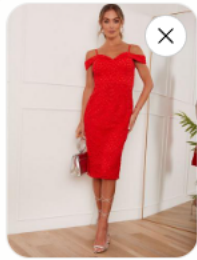
You can create images (It uses Dalle so the results are similar to GPT 4)



## 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



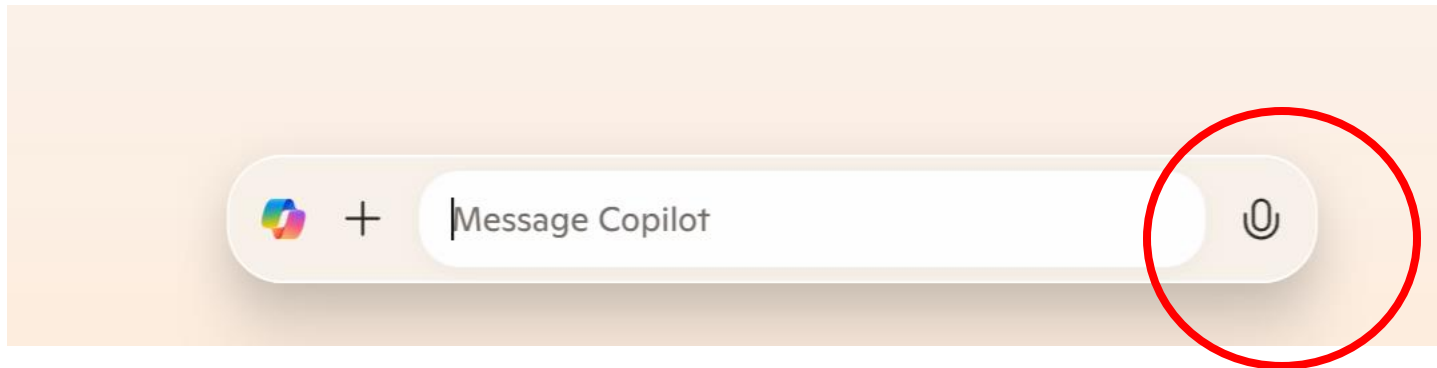
write the text for the web page for this new dress in stock



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?



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

Chat GPT - Free

Chat GPT - Plus

Gemini

Co Pilot

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

Useful features

Speak your prompts on desktop

Speak your prompts on mobile

Enhanced voice

Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes
Limited tries	Yes	Yes	No

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	No
Yes	Yes	Yes	No
No	No	Yes	No
Coming Soon	Coming Soon	Yes	Yes
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 packages for different times of the year.



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