HOW TO USE CHAT GPT TO IMPROVE YOUR DIGITAL MARKETING

Local Enterprise Office

The Marketing Crowd

What we will cover

Understanding the terminology around AI
- What are Large Learning Models (LLMS) and what is Generative AI?
- Examples of how people are using Chat GPT

How to get the best results from Chat GPT using prompts
- Effective prompts such as Act As, Summarise, Teach me, Write like me

Step by Step demo of how to use Chat GPT for different aspects of your digital marketing
- Video marketing – generate topics and scripts you can work to for Reels / TikTok
- Social media posts – get ideas and initial drafts of posts
- Marketing emails – generate email marketing topics, initial drafts and subject lines
- Website content – generate headlines, call to actions, different options for page text

How to access Chat GPT on mobile
Demo of Chat GPT 4 (Plus)
- GPT vision – interact with images
- Dalle – text to image creation
- Custom GPTs

What is in GPT 4o

What are Large Learning Models? (LLMs)

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

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

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

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

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

What is Generative AI?

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

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

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

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

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

Chat GPT is both an LLM and generative AI

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

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

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

Chat GPT launched in November 2022

Aaron Levie @levie · Follow

ChatGPT is one of those rare moments in technology where you see a glimmer of how everything is going to be different going forward.

9:39 PM · Dec 3, 2022

❤ 9.5K   💬 Reply   ↑ Share

Read 182 replies

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

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

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

The free version is now Chat GPT 4

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

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

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

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

   ↻ Regenerate

3. **How to Win People to Your Way of Thinking:**

Send a message ➤

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

Ask chat GPT to

1. Summarise a popular novel or book

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

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

EV
I am visiting Dublin on a 4 day trip spending 3 nights in a city centre hotel. Can you provide me with an itinerary recommending the best places to visit and eat - I have an interest in food, music and history

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

Day 1: Exploring Dublin's Historic Sites

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

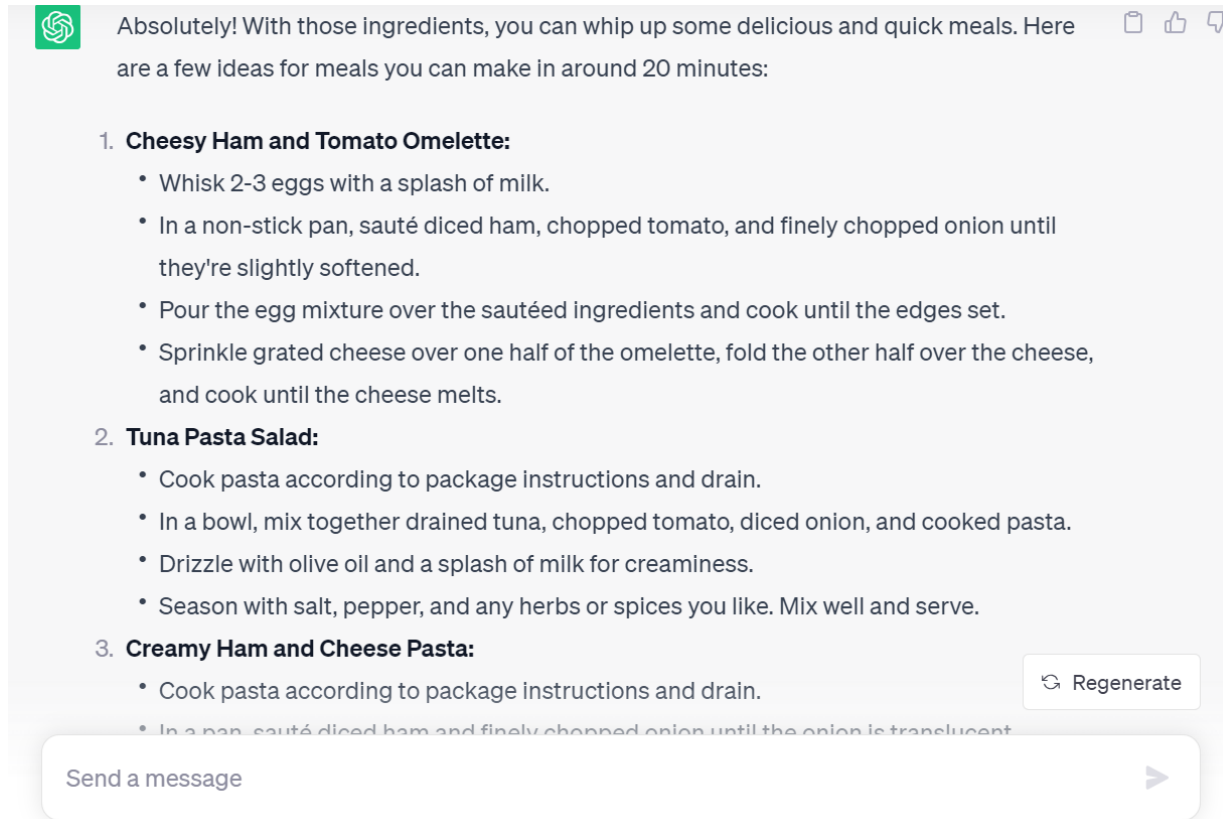🔄 Regenerate

Send a message

Ask chat GPT to

Provide a travel itinerary for an upcoming trip

eg. I am visiting Dublin on a 4-day trip spending 3 nights in a city centre hotel. Can you provide me with an itinerary recommending the best places to visit and eat - I have an interest in food, music and history

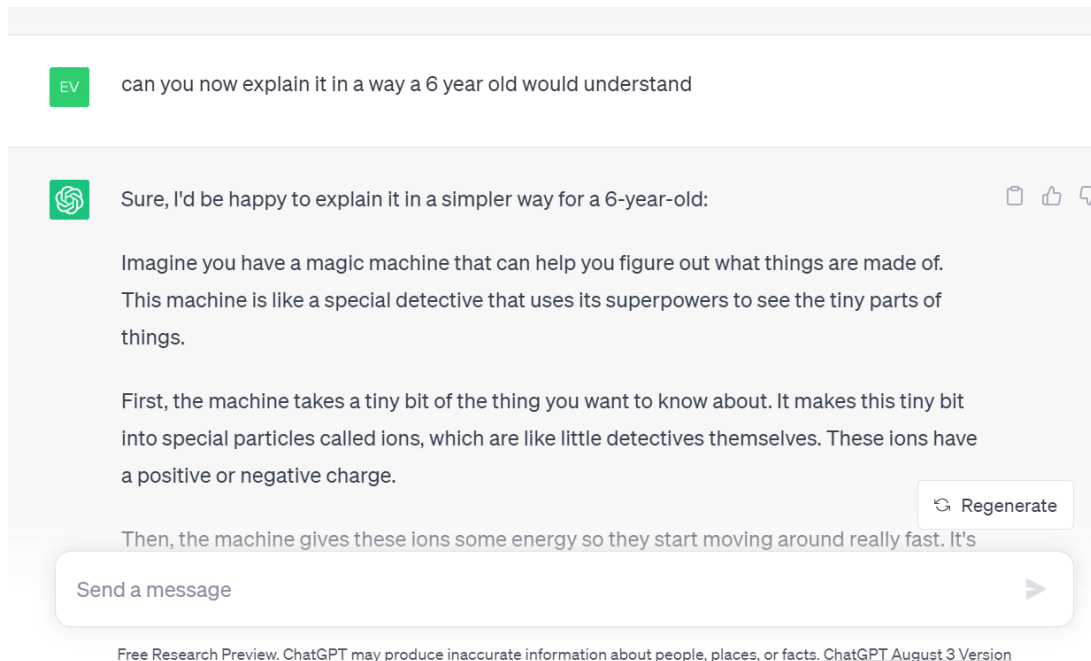# Example – Very useful things you can ask Chat GPT to do

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

1. **Cheesy Ham and Tomato Omelette:**
   - Whisk 2-3 eggs with a splash of milk.
   - In a non-stick pan, sauté diced ham, chopped tomato, and finely chopped onion until they're slightly softened.
   - Pour the egg mixture over the sautéed ingredients and cook until the edges set.
   - Sprinkle grated cheese over one half of the omelette, fold the other half over the cheese, and cook until the cheese melts.

2. **Tuna Pasta Salad:**
   - Cook pasta according to package instructions and drain.
   - In a bowl, mix together drained tuna, chopped tomato, diced onion, and cooked pasta.
   - Drizzle with olive oil and a splash of milk for creaminess.
   - Season with salt, pepper, and any herbs or spices you like. Mix well and serve.

3. **Creamy Ham and Cheese Pasta:**
   - Cook pasta according to package instructions and drain.
   - In a pan, sauté diced ham and finely chopped onion until the onion is translucent.

⟳ Regenerate

Send a message

Ask chat GPT to

Provide meal and recipe ideas based on ingredients that you have

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

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

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

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

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

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

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

⟳ Regenerate

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

Send a message   ➤

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Ask chat GPT to

Explain very complicated concepts that you don't understand

Eg. Explain to me how a mass spectrometer works

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

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

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

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

Tech Gadgets:

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

Ask chat GPT to

Provide unique gift ideas

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

Ask chat GPT to

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

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

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

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Certainly! A mathematics degree opens the door to a wide range of exciting career opportunities across various industries. Here are 10 great jobs that your son could consider as a maths graduate:

1. **Data Analyst/Scientist:** Analyzing and interpreting large datasets to provide valuable insights and help inform business decisions.
2. **Actuary:** Assessing and managing financial risks by using mathematical and statistical techniques, often in insurance and pension sectors.
3. **Quantitative Analyst (Quant):** Applying mathematical models and statistical techniques to develop strategies for trading, risk management, and investment analysis in finance.
4. **Operations Research Analyst:** Solving complex problems related to logistics, supply chain, and decision-making using mathematical optimization techniques.
5. **Statistical Analyst:** Collecting, analyzing, and interpreting data to guide research, policy-making, and business strategies.
6. **Cryptographer:** Designing and analyzing cryptographic algorithms to ensure data se and privacy in areas like cybersecurity.

↻ Regenerate

Send a message

People are using Chat GPT to ...

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

Businesses are using Chat GPT to

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

There is a free and paid version of Chat GPT
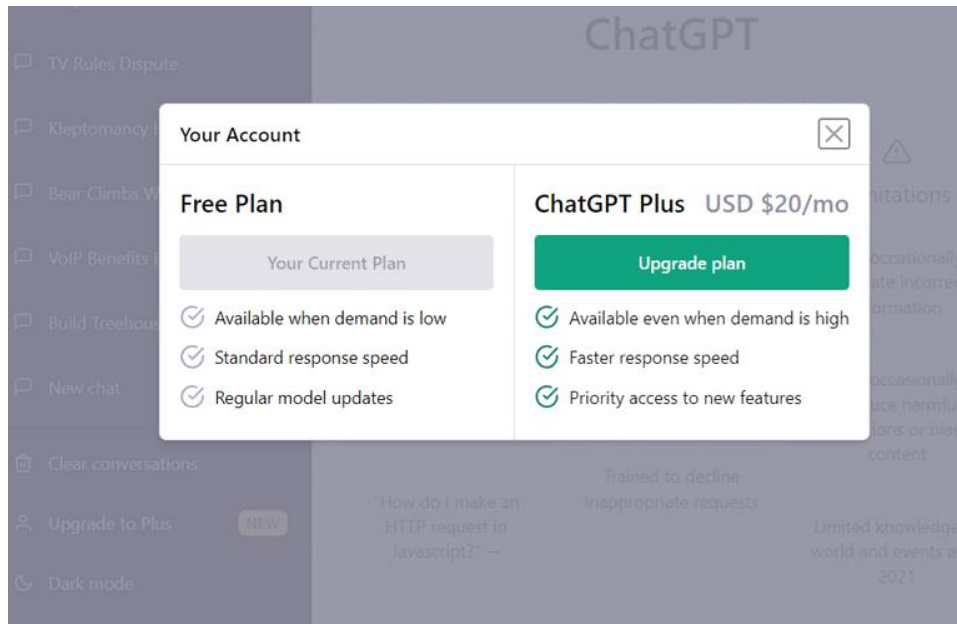
Chat GPT 4 which is free
- It has no knowledge of events after August 2023
- It can access web pages to get more up to date info

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 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

There are 4 versions of Chat GPT 4 Plus

ChatGPT 4o mini ⌄

Model ⓘ

GPT-4o
Best for complex tasks

o1-preview
Uses advanced reasoning

o1-mini
Faster at reasoning

More models   GPT-4o mini >

◯ Temporary chat   ⬤

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o1-preview
Uses advanced reasoning

o1-mini
Faster at reasoning
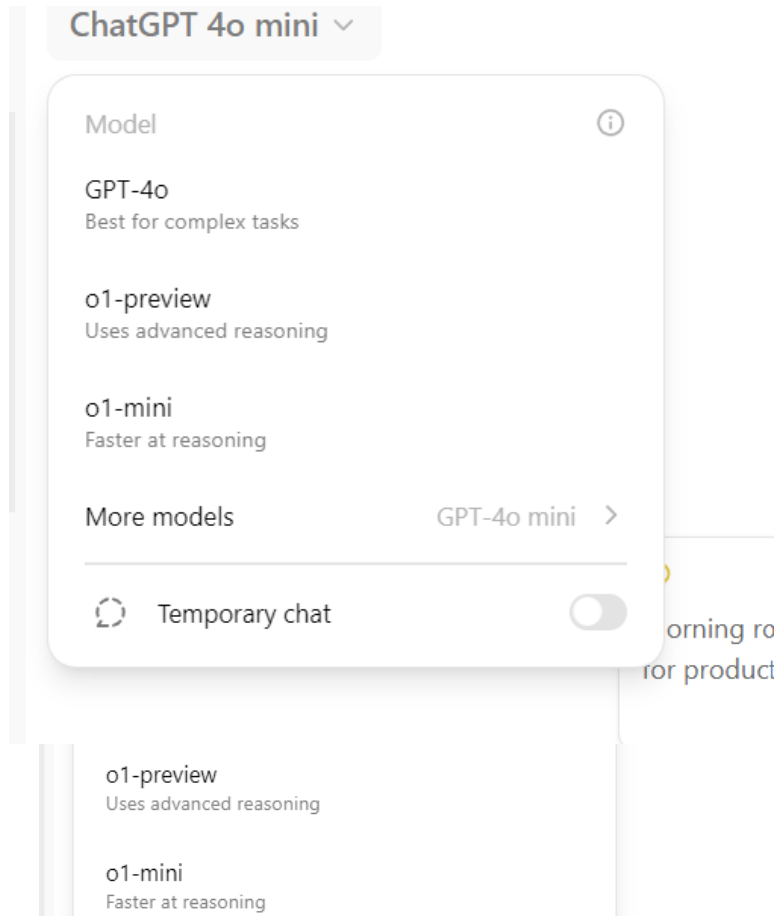
Within Chat GPT 4 (Plus) there are 4 versions

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

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

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

1. Microsoft CoPiloT

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

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

2. Google (Gemini)

Google has launched their alternative to Chat GPT called Google Gemini

https://gemini.google.com/app

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What is in GPT 4o

What is prompt engineering?

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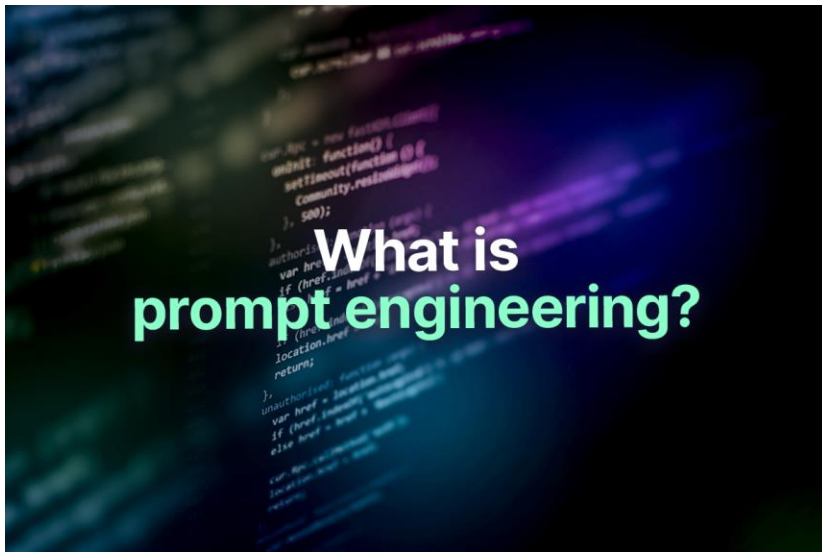
This is a phrase you will hear when it comes to how you ask Chat GPT or any of these chat bots for information

When you ask Chat GPT something it is a prompt

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

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

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

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

Act as

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

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

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

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

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

So, what are the main types of prompts you should be aware of
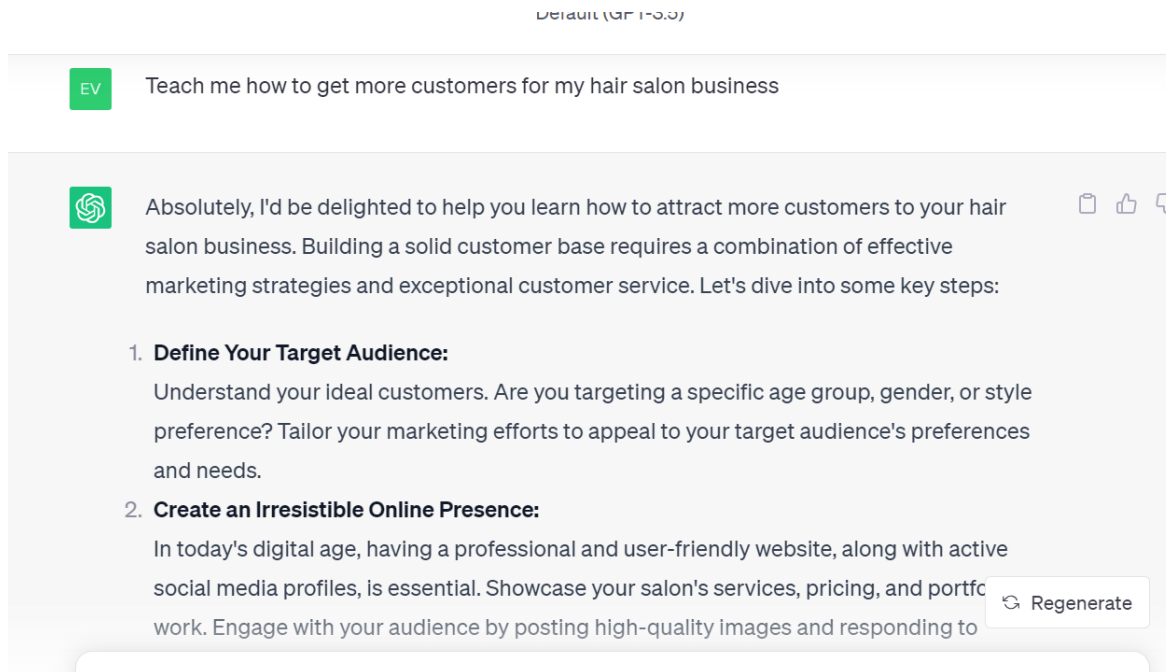
Teach Me:

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

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

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

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

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

Step 1: Define Your Brand Identity

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

↻ Regenerate

Send a message   ➤

After getting a reply to "teach me" ...

You could then Iterate / delve deeper

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

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

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

So, what are the main types of prompts you should be aware of
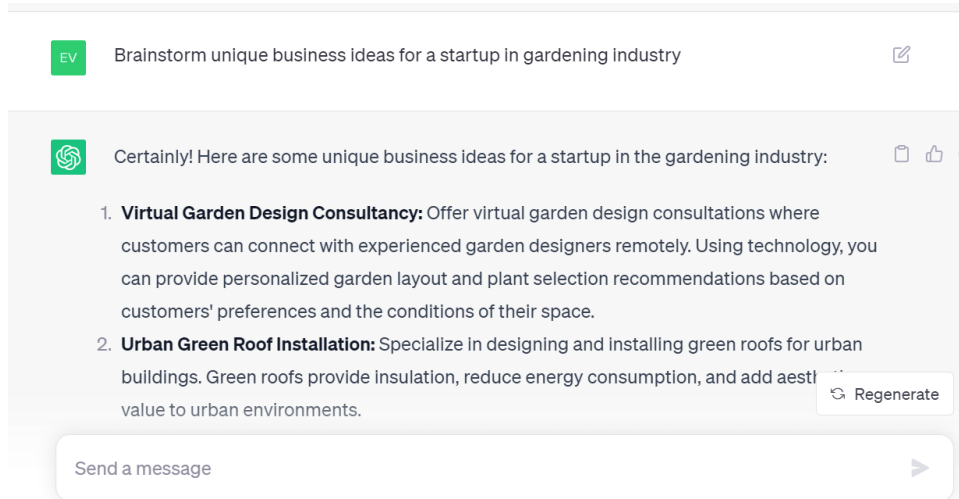
Brainstorm Ideas:

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

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

Then delve deeper. Eg.

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

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

summarise the yop 10 points in this article summarise the main points in this article: https://www.un.org/en/climatechange/science/climate-issues/biodiversity

The article highlights the crucial relationship between biodiversity and climate change. Key points include:

1. Biodiversity supports ecosystems that regulate climate.
2. Climate change threatens biodiversity through habitat loss, species extinction, and ecosystem disruption.
3. Protecting biodiversity enhances climate ilience.

Message ChatGPT

ChatGPT can make mistakes. Check important info.

Summarize:

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

Example:

summarise the top 10 points in this article summarise the main points in this article: https://www.un.org/en/climatechange/science/climate-issues/biodiversity

Here are some example of blog posts I have written. I am adding these so you can understand my writing style: Example blog posts I have written – for write like me

Did you know that Instagram has been quietly removing some accounts' Posts and Reels from appearing in hashtag results or in the Explore Page. Basically, it stops the content being recommended to non-followers if it thinks that you have not followed their guidelines. An example of not following guidelines would be using popular but not relevant hashtags. The process was called 'shadow banning' – you wouldn't be told by Instagram but you might notice less reach or

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

Based on the examples you've provided, your writing style is informative, concise, and straightforward. You provide practical tips and advice in a step-by-step manner. Here's a summary of your writing style based on the examples:

1. **Informative and Actionable:** You provide valuable information that readers can use to enhance their social media presence and marketing strategies.
2. **Step-by-Step Guidance:** Your blog posts often include clear and easy-to-follow steps or instructions, making it simple for readers to implement your suggestions.
3. **Highlighting New Features:** You alert readers to new features or tools on platforms like Instagram, Facebook, and LinkedIn that can benefit their marketing efforts.
4. **Use of Examples:** You illustrate your points with examples, such as mentioning specific tools or apps, which helps readers understand how to apply the information.
5. **Benefits Emphasis:** You emphasize the benefits of the tools or strategies you discuss, explaining how they can save time, enhance content quality, or improve engagement.

Send a message

Write Like Me:

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

Step 1:

Provide Chat GPT with lots of examples of previous blog posts or articles you have written.

Then ask it to analyse the wiring style.

Then tell it that this is the writing style of "name the person". When I ask you to write like (name" refer back to this style.

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

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

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

1. **Geo-Tagging Gold:** 📍 Start by geotagging your posts to highlight your local presence. Let your audience know where the magic happens! 🏪 Showcasing your storefront, favorite local spots, or collaborating with nearby businesses adds that authentic local touch.

2. **Local Influencer Love:** 🌟 Team up with local influencers who are the bees' knees in y hood. They've got the audience, and you've got the goods. Collaborate for authentic

Send a message ➤

↻ Regenerate

Write Like Me:

Step 2:
Instruct ChatGPT to generate text in a style similar to yours or a specific author's.

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

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

Converse:

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

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

Then follow up with questions. Eg.

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

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

Creative Writing:

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

Example:

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

You could then say

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

You can also set Custom instructions that will shape the responses
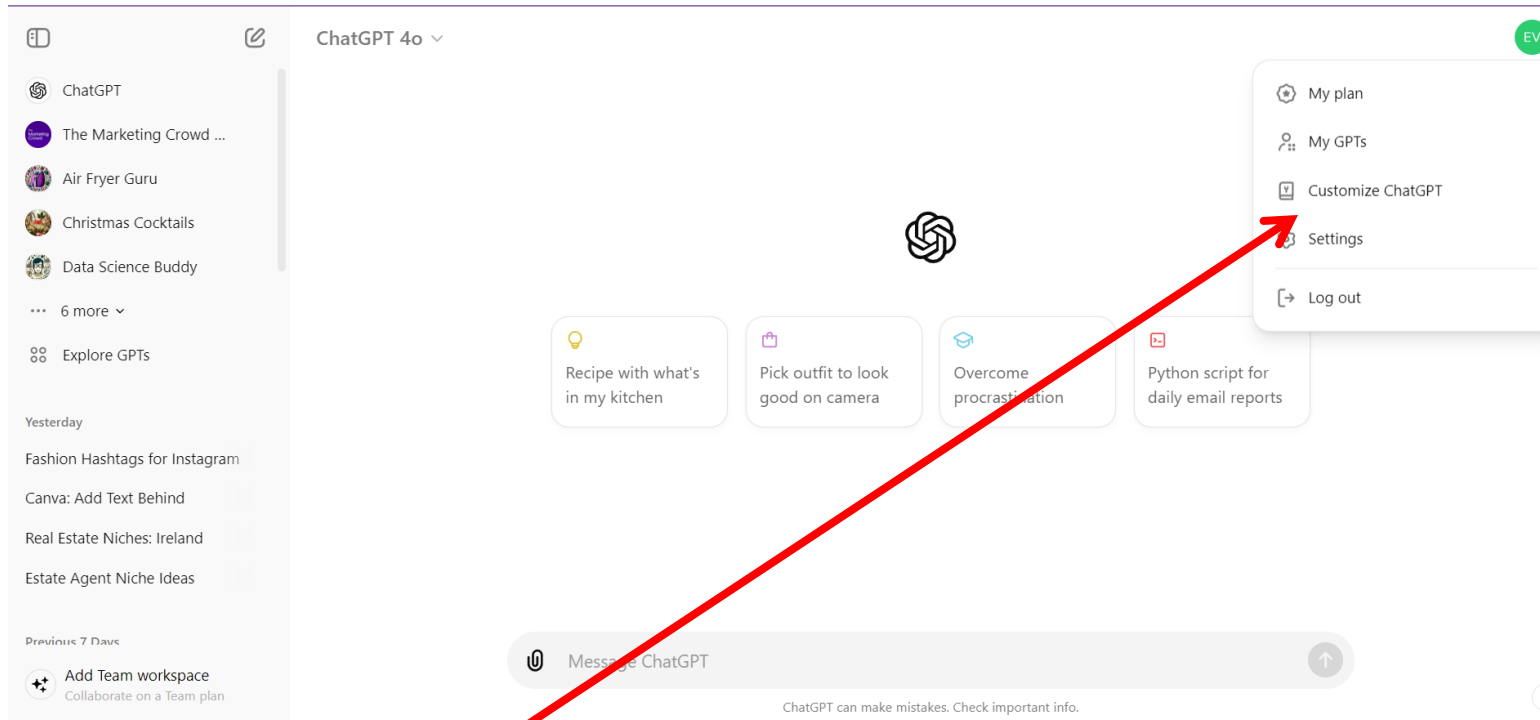
Click on the circle top right
Then click customise Chat GPT
You can now give chat GPT some information about yourself and what you want it to factor in when providing answers. This will help having to retype the same context and instructions over and over again

To protect your privacy you can
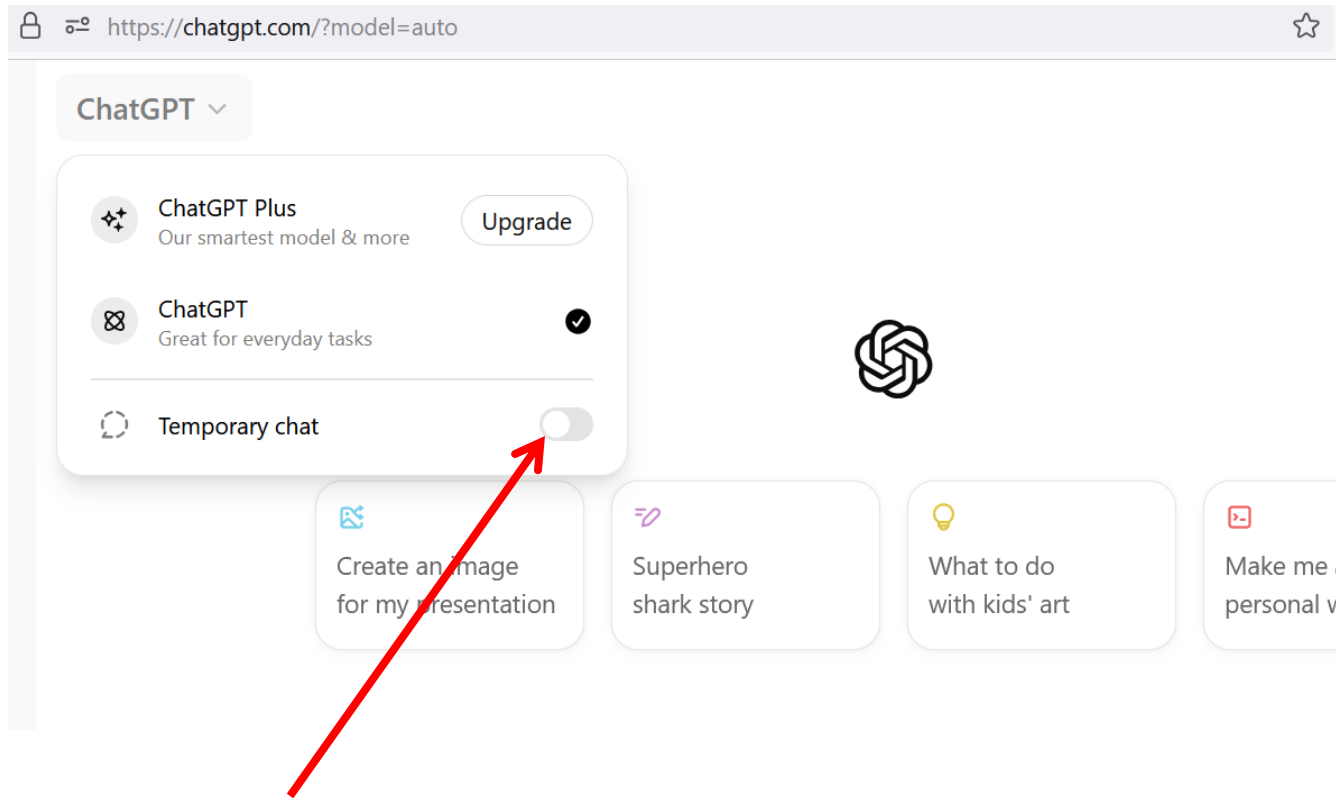
If you don't want your chat to be stored by Chat GPT or used to train Chat GPT, you can select temporary chat
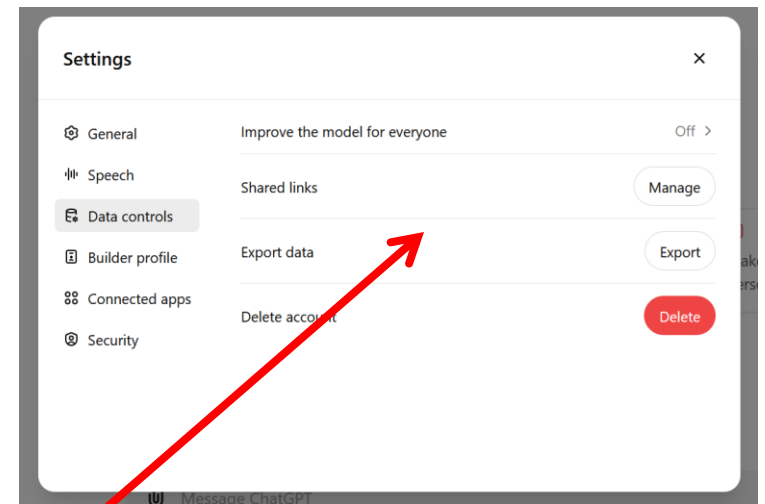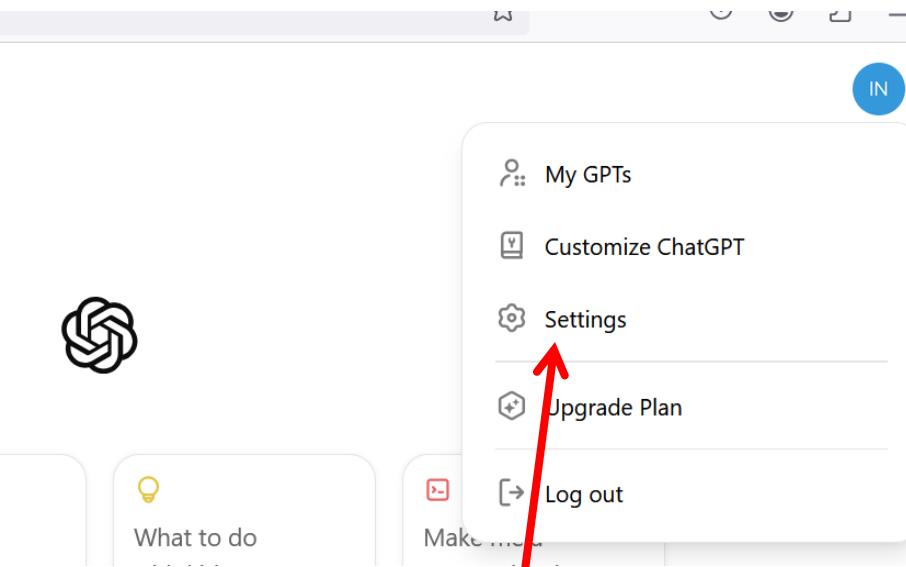
Another way to ensure that your chat won't be stored by Chat GPT or used to train Chat GPT, you can switch it off in settings

In the top right select settings
Then under data control go to 2improve the model for everyone" and switch it off
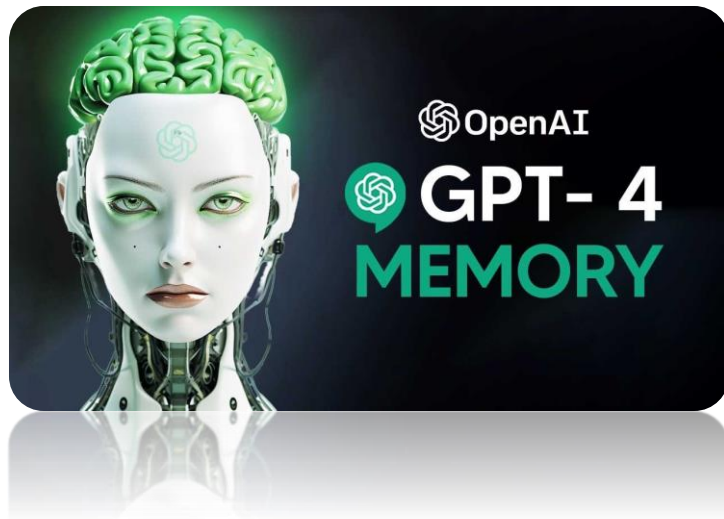
ChatGPT's memory feature allows it to store and recall information across multiple conversations, enhancing personalization and continuity in interactions.

ChatGPT can automatically add memories when it deems information relevant. It stores about 1,200-1,400 words of memories in total, organized chronologically. The AI can recall these memories in future conversations, eliminating the need to repeat information

This means

•Something you told it in a previous chat will be remembered in this new chat
•You can give it examples of your writing, ask it to describe the style and then tell it to remember that this is your writing style
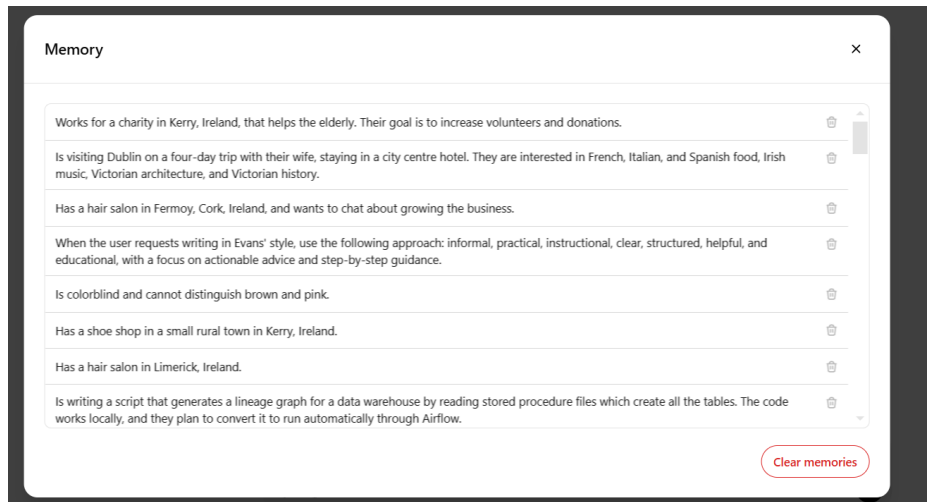•You can tell it to remember that whenever you ask for recipes that you do not eat meat

You can manage this memory feature

Users have control over ChatGPT's memory: You can explicitly tell ChatGPT to remember or forget specific information[3]
.

Memories can be viewed, edited, or deleted in Settings > Personalization > Memory > Manage[1]

You can then review all the memories and delete any that you don't want

The memory feature can be toggled on or off in settings[2]

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What is in GPT 4o

Brainstorm social media video topics for your type of business

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

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

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

☐ Stop generating

Send a message

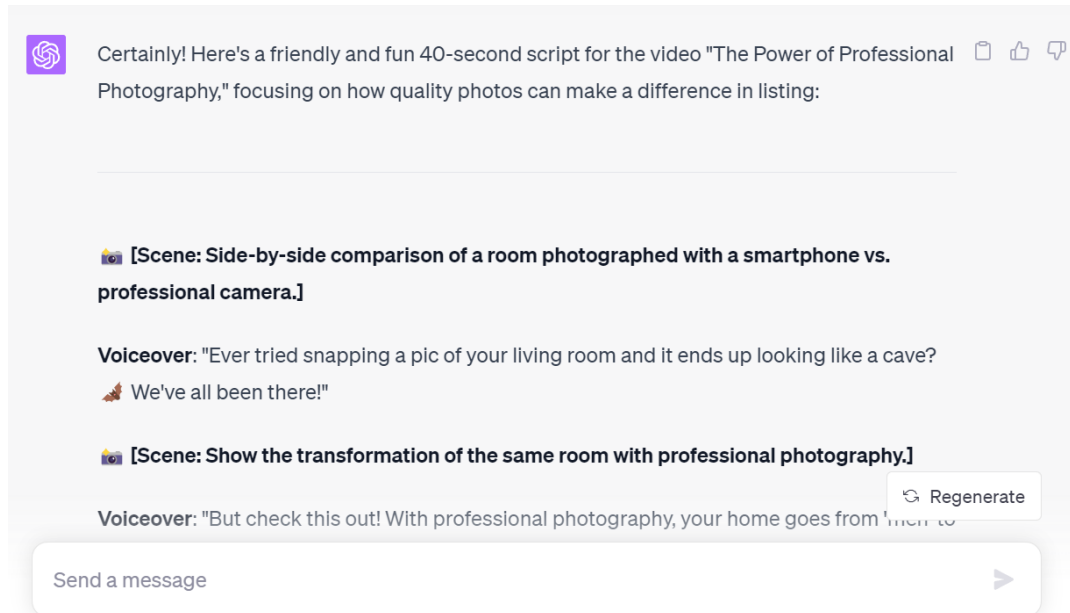*Choose the ones you like and put them into a Word doc*

Step 1 – brainstorm ideas

Suggested prompt:

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

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

Generate draft scripts for social media videos

Certainly! Here's a friendly and fun 40-second script for the video "The Power of Professional Photography," focusing on how quality photos can make a difference in listing:

📷 **[Scene: Side-by-side comparison of a room photographed with a smartphone vs. professional camera.]**

Voiceover: "Ever tried snapping a pic of your living room and it ends up looking like a cave? 🐿 We've all been there!"

📷 **[Scene: Show the transformation of the same room with professional photography.]**

Voiceover: "But check this out! With professional photography, your home goes from 'meh' to

↻ Regenerate

Send a message ➤

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

Suggested prompt:

Write me a 40 second script for the video "The Power of Professional Photography": Demonstrating how quality photos can make a difference in listing. I don't' want any intro or outro. Make the script friendly and fun and include don't unique interesting tips

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

Generate draft text for social media posts
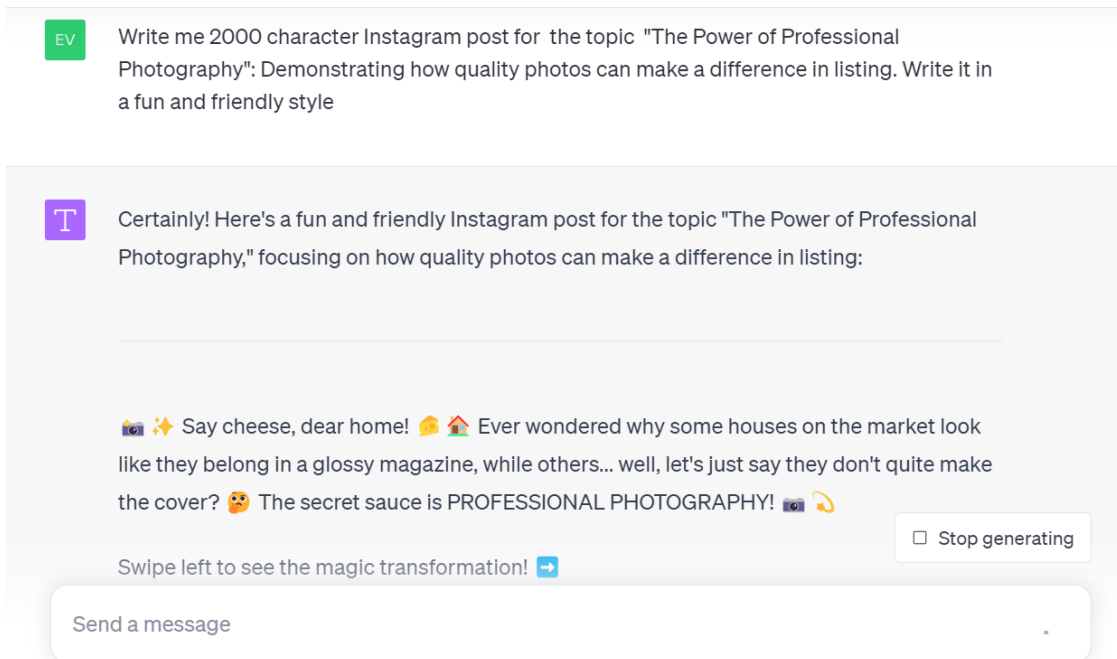
Step 2 – Choose one and ask for a script (or text for a post)

Or

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

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

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

EV

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

In Stock
1
Add to Basket
Product Information
Anti Hair Wrap Cordless Vacuum | Iz202uk
Anti hair wrap technology
Hepa filter
2 floor modes
Flexible wand

↻ Regenerate

Send a message   ➤

Step 1:

Tell Chat GPT about your product or service

I am going to tell you about our product / service which is called "xyz". When I submit this content simply acknowledge that you have received the information. I will then follow up with questions: (paste in the link to your product page or paste in text you have written)

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

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

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

Key Features & Benefits:

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

↻ Regenerate

Send a message ➤

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

Step 2:

Ask Chat GPT to write text for the web page

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

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

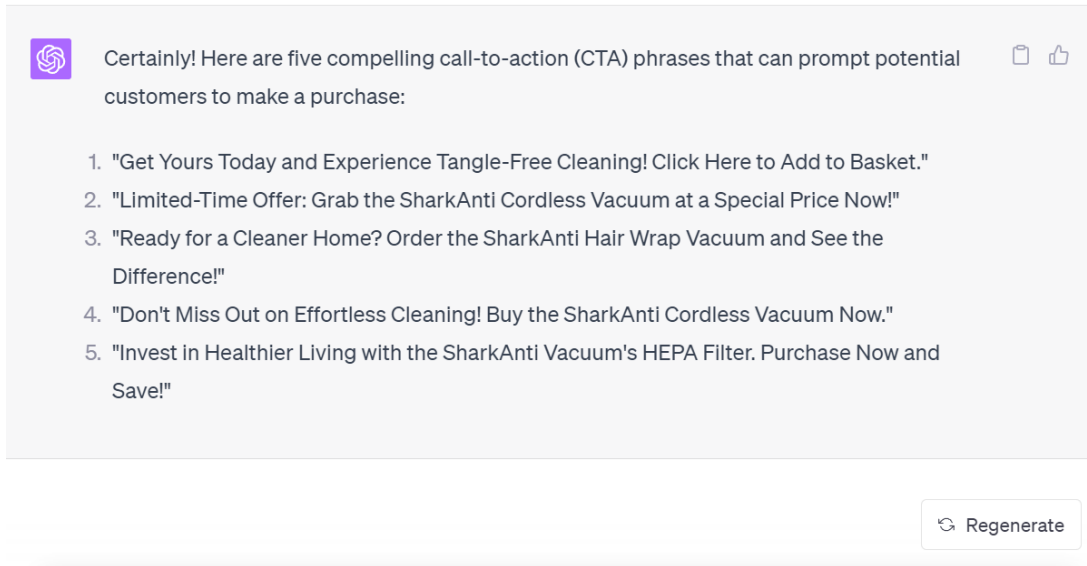# Website content – generate headlines, call to actions, different options for page text

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

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

↻ Regenerate

Send a message

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

Step 3

Ask Chat GPT to suggest headlines for this page

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

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

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

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

↻ Regenerate

Step 4

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

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

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

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

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

☐ Stop generating

Send a message   ...

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

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

☐ Stop generating

Send a message   ...
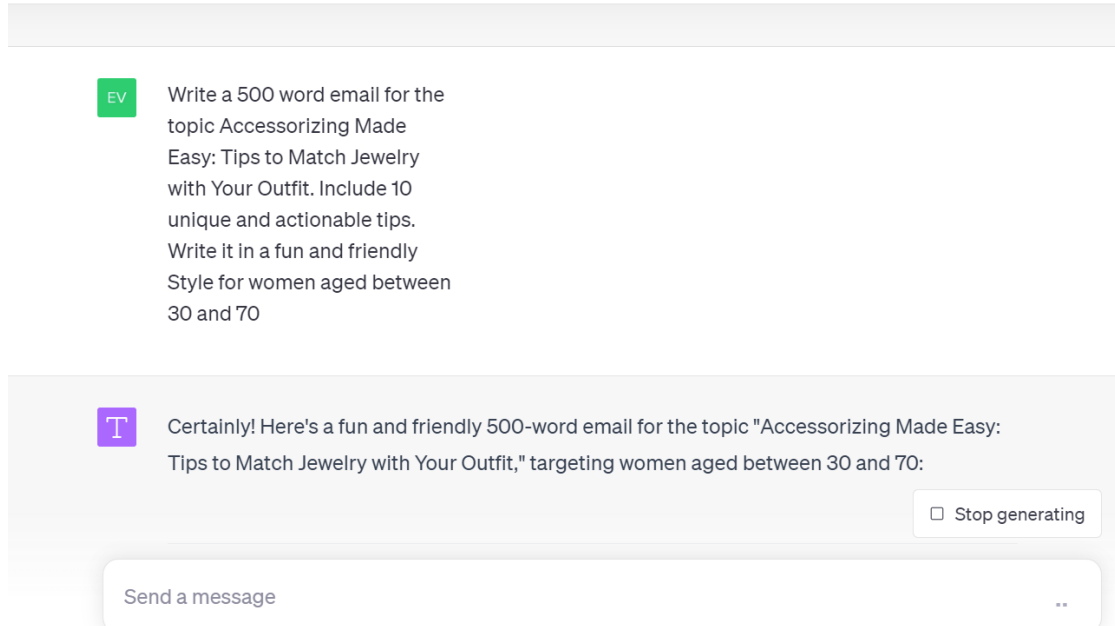
1. Generate email ideas

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

And

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

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

EV

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

T

Certainly! Here's a fun and friendly 500-word email for the topic "Accessorizing Made Easy: Tips to Match Jewelry with Your Outfit," targeting women aged between 30 and 70:

☐ Stop generating

Send a message   ..

2. Choose a topic and generate copy

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

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

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

> **T** Certainly! Here are 20 intriguing and compelling email subject lines for the email "Accessorizing Made Easy: Tips to Match Jewelry with Your Outfit":
>
> 1. "Unlock the Secrets of Perfect Accessorizing! ✨"
> 2. "Jewelry Confusion? Find Your Perfect Match Inside!"
> 3. "Shine Bright: 10 Tips to Accessorize Like a Pro!"
> 4. "Accessorize Your Way to Fabulous – Easy Guide Inside!"
> 5. "Get the Glow: Match Your Jewelry with Any Outfit!"
> 6. "Ready to Sparkle? Your Ultimate Jewelry Matching Guide!"
> 7. "Bling It On: Easy Tips to Match Your Jewelry & Outfit!"
> 8. "Dazzle with Confidence: Jewelry Matching Made Simple!"
> 9. "Accessorizing 101: Match Your ▮

☐ Stop generating

Send a message   ...

3. Generate ideas for email subject lines

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

What we will cover

Understanding the terminology around AI
- What are Large Learning Models (LLMS) and what is Generative AI?
- Examples of how people are using Chat GPT

How to get the best results from Chat GPT using prompts
- Effective prompts such as Act As, Summarise, Teach me, Write like me

Step by Step demo of how to use Chat GPT for different aspects of your digital marketing
- Video marketing – generate topics and scripts you can work to for Reels / TikTok
- Social media posts – get ideas and initial drafts of posts
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- Website content – generate headlines, call to actions, different options for page text
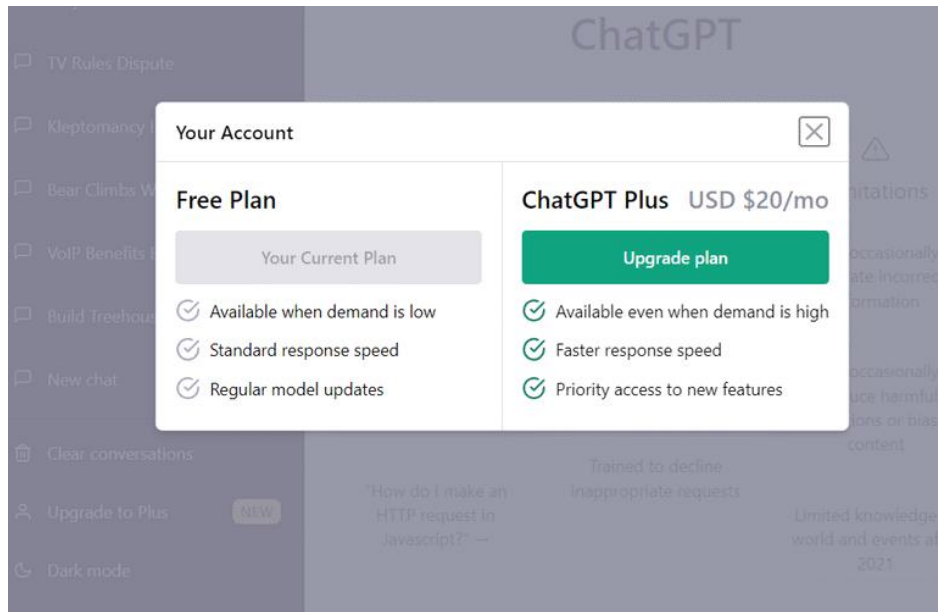
How to access Chat GPT on mobile
Demo of Chat GPT 4 (Pro)
- GPT vision – interact with images
- Dalle – text to image creation
- Custom GPTs

What is in GPT 4o

How to access Chat GPT on desktop
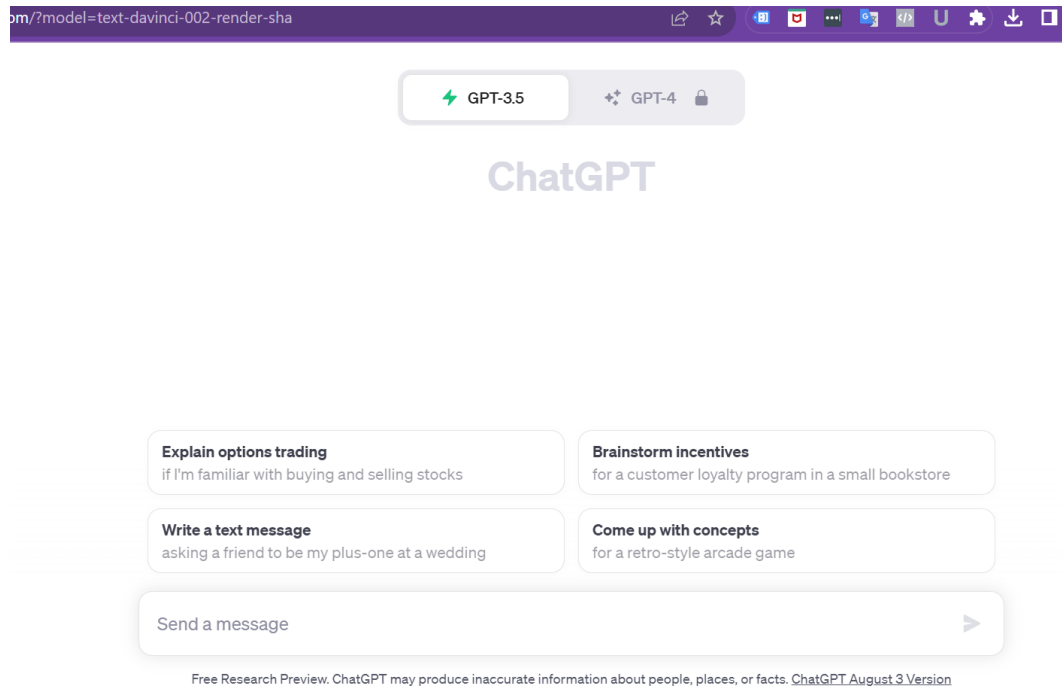
On a desktop or laptop open any web browser

Enter this url

https://chat.openai.com/

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

How to access Chat GPT on Mobile browser
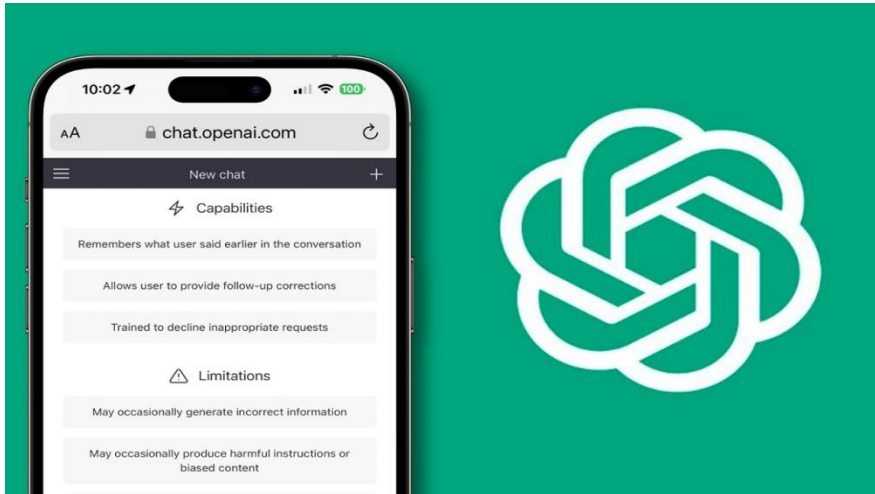
On your phone you can open any web browser

Enter this url

https://chat.openai.com/

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

How to access Chat GPT using a mobile app
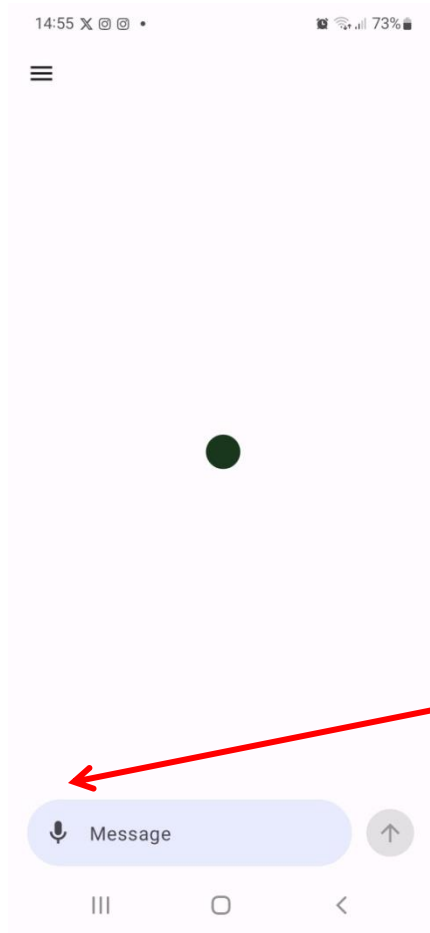
However, when using Chat GPT on your phone it is much better to install the app.

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

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

Simply tap the microphone and speak.

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What is in GPT 4o

Chat GPT 4 is free

Chat GPT 4 Plus costs €20 / month

What do you get if you upgrade? ...

Demo of Chat GPT 4

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

Access to GPT-4 0: Enhanced intelligence for longer and more complex conversations.

- **Usage of Dalle** – create images from text prompts
- **Usage of GPT vision** – ask questions using images
- **Attach files** and ask GPT to analyse the data
- **Custom GPTs** – create a GPT tailored to your needs

Custom Chat GPTs – create many GPTs tailored to your specific needs

GPTs

You can now create a GPT specifically for your needs. For example you could

1. **Create one that is an expert consultant in how to increase sales for your type of business**

- Tell it details (non personal) about your business – your challenges etc.
- Ask it to provide recommendation tailored to your type of business

Then ask it lots of questions.

You never have to give it the background or context again

Custom Chat GPTs – create many GPTs tailored to your specific needs

GPTs

2. Create one that is based purely on your data

Are you a coach / consultant? Do you have lots of content in text format eg. Transcripts, ebooks, etc

You could create a GPT based on your knowledge that your customers could ask questions to

In the future there will be a GPT store and creators will be able to monetise their GPTs

Custom Chat GPTs – create many GPTs tailored to your specific needs

3. Create one for a personal interest eg. cooking

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

Tell it what type of things you do not like eating

Tell it that you always want to immediately see the temp and cooking time at the top of the answers

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

How to create a Custom GPT
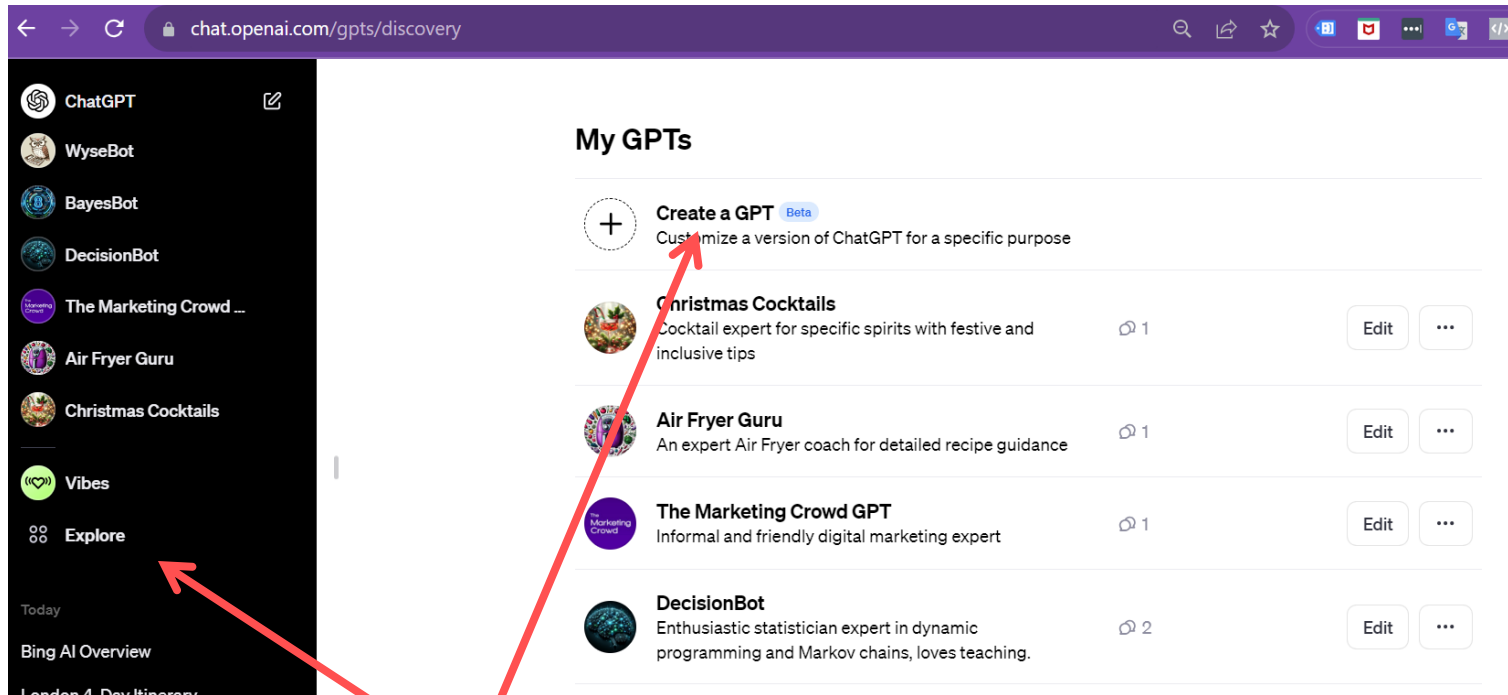
- On the left menu click Explore
- Then click create

How to create a Custom GPT
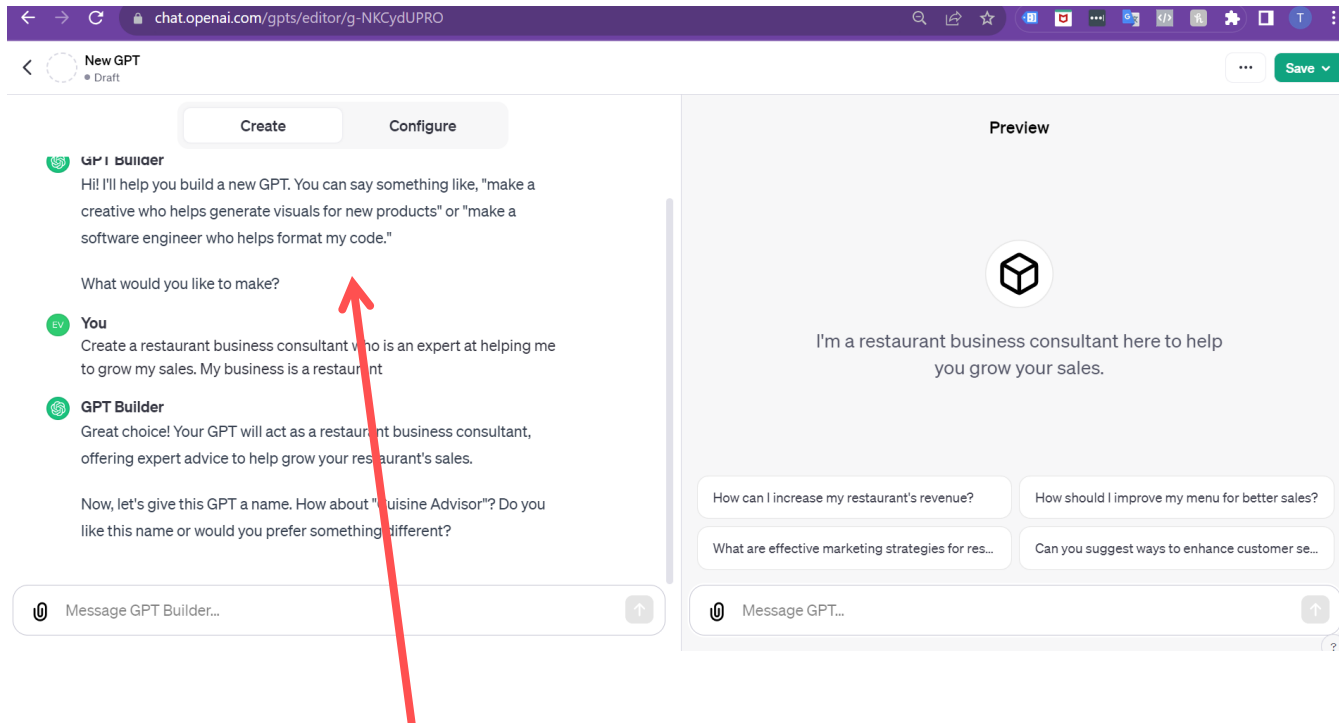
- Type into the prompt box. Tell it what you would like the GPT to be about

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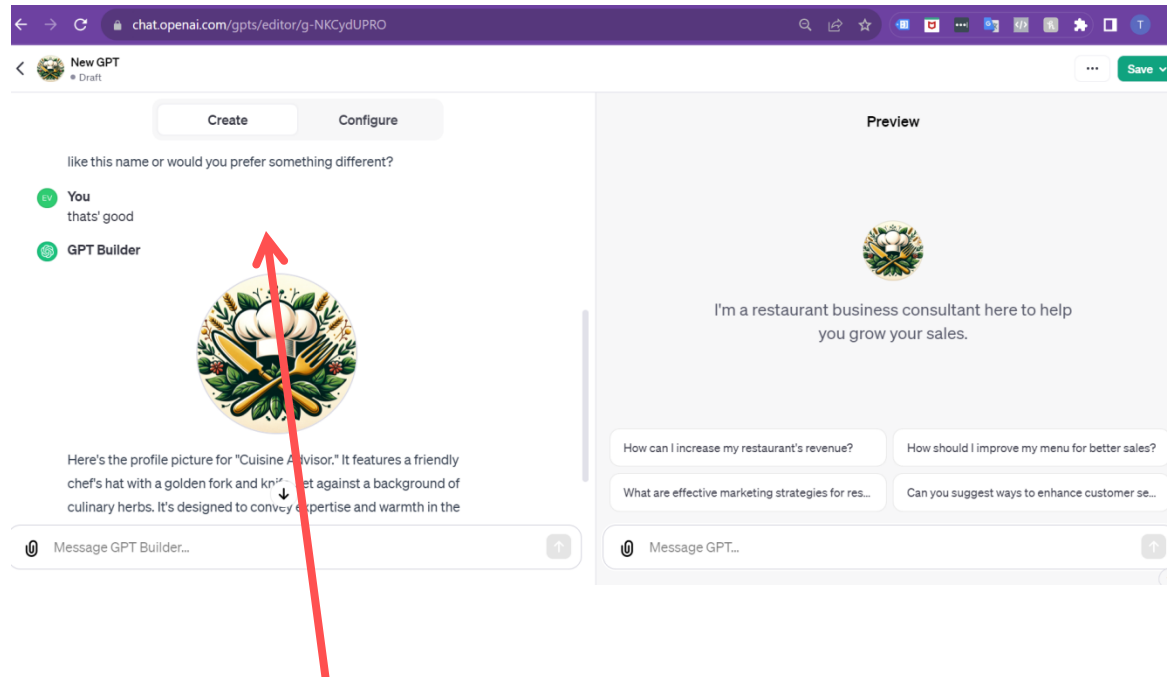
- It will suggest a name (you can change this any time)
- It will create a logo for your GPT (you can change this at any time)

How to create a Custom GPT
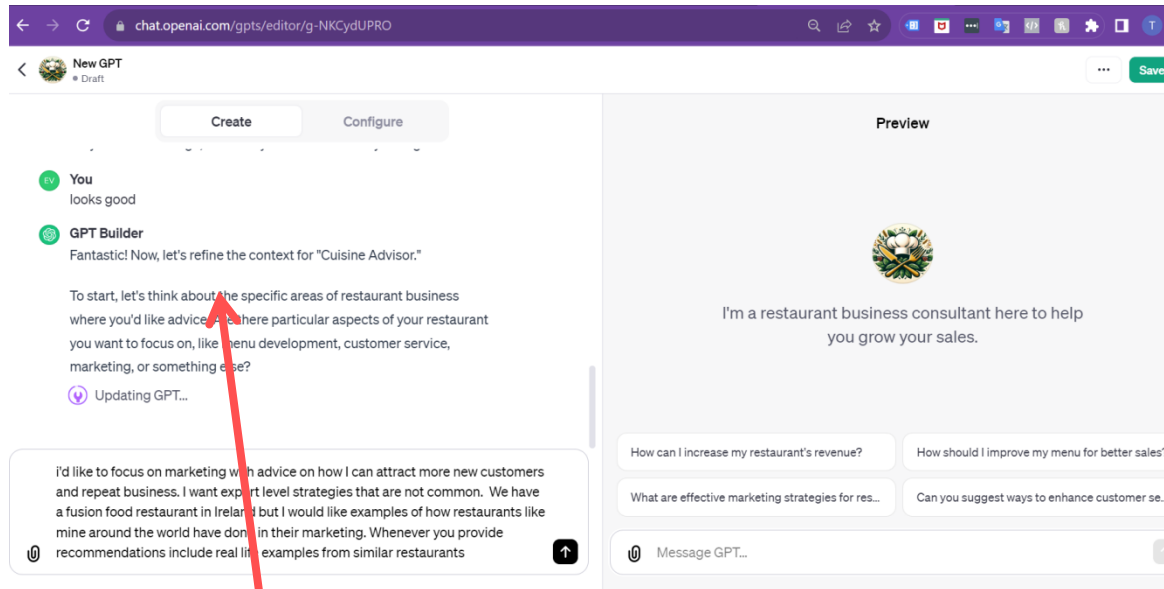
- Then provide some direction on what you would like the GPT to factor in – treat it like custom instructions
- It will also ask you what tone of voice you want the GPT to use

How to create a Custom GPT
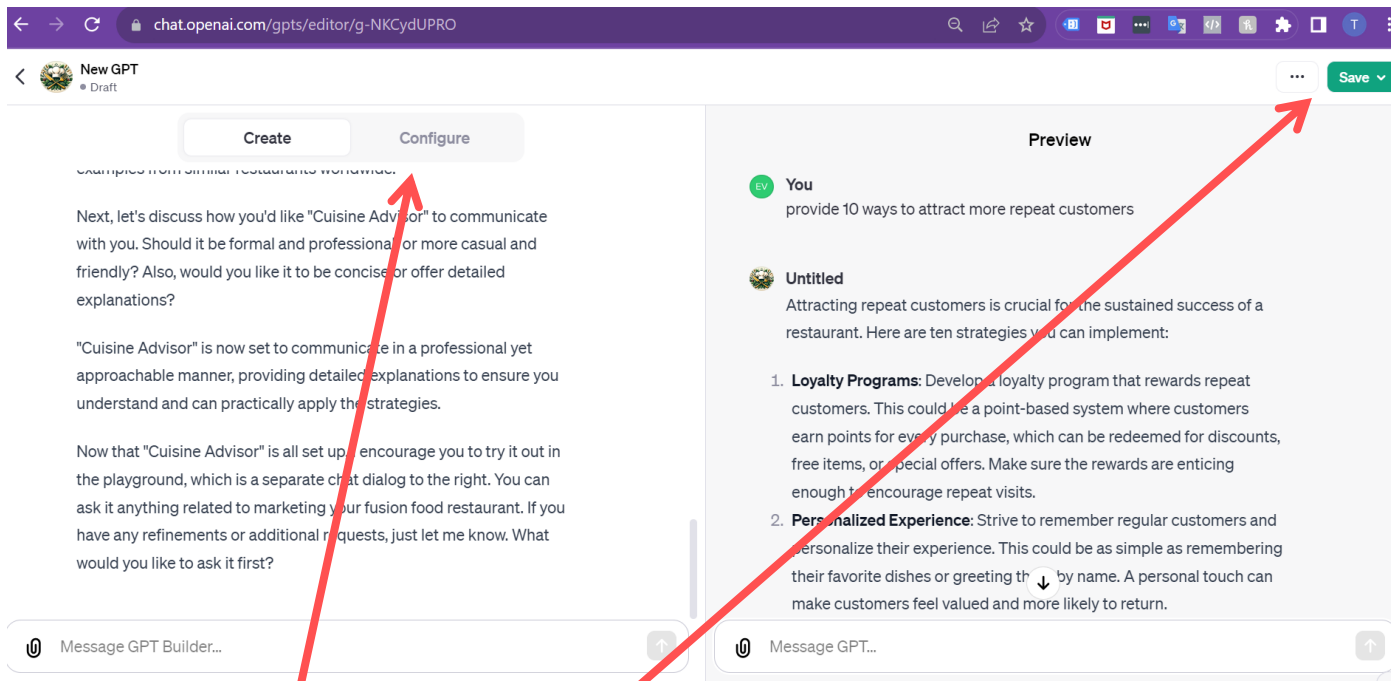
- You can now test the GPT by asking it questions on the right hand side
- Then add more instructions on the left if you wan to refine it
- Click configure if you want to change name, logo and whether you wan to base the GPT on files you upload
- Click save top right to publish it (keep it private to only you if you don't want others to see it)

Dalle – create images using text prompts

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

Dalle 3 is the latest and best version.

There are a variety of ways you can use Dalle, some are paid and some are free

Dalle within Chat GPT Plus

ChatGPT 3.5 ⌄

⚡ **GPT-3.5** ✓
Great for everyday tasks

✦ **GPT-4**
Our smartest and most capable model.
Includes DALL-E, browsing and more.

Upgrade to Plus

How can I help you today?

Show me a code snippet
of a website's sticky header

Tell me a fun fact
about the Roman Empire

Give me ideas
about how to plan my New Years resolutions

Come up with concepts
for a retro-style arcade game
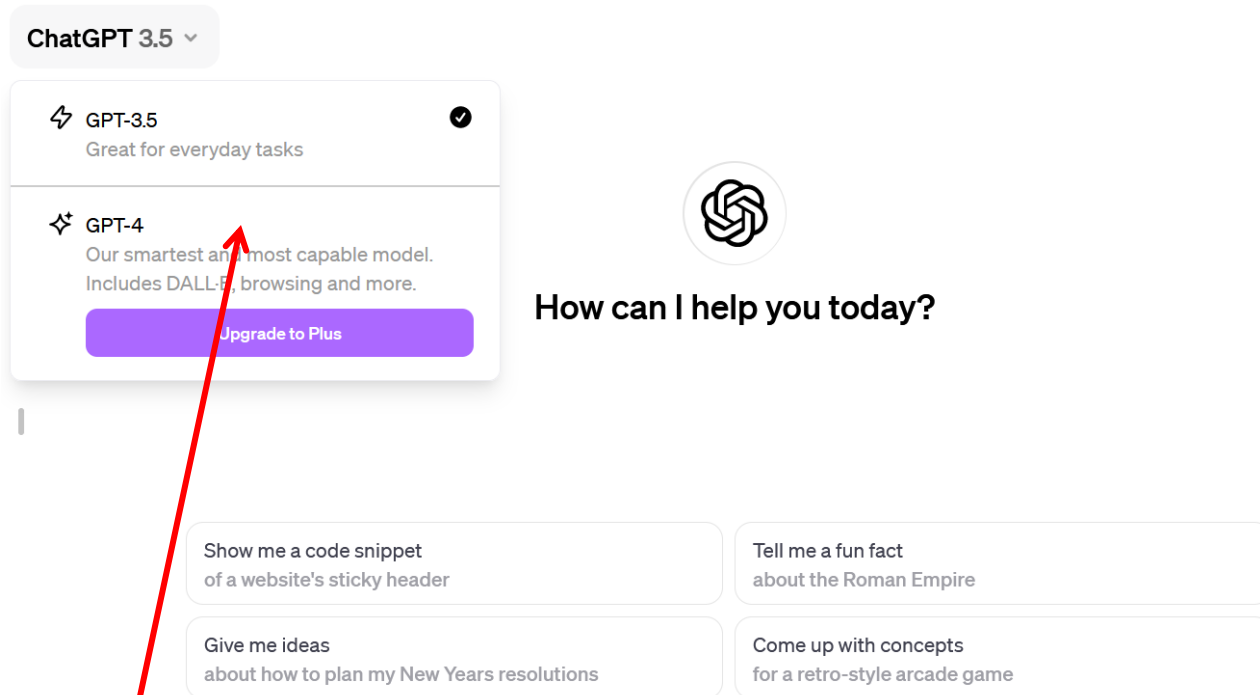
If you have the free version of Chat GPT you do not see the option to use Dalle

You can use GPT 3.5 or you can upgrade to GPT 4

Dalle within Chat GPT Plus

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

You can use it in 2 ways
1) When using GPT4, any image creation prompts will automatically use Dalle
2) Or you can click the Dalle icon on the left to just use Dalle

Dalle within Chat GPT Plus
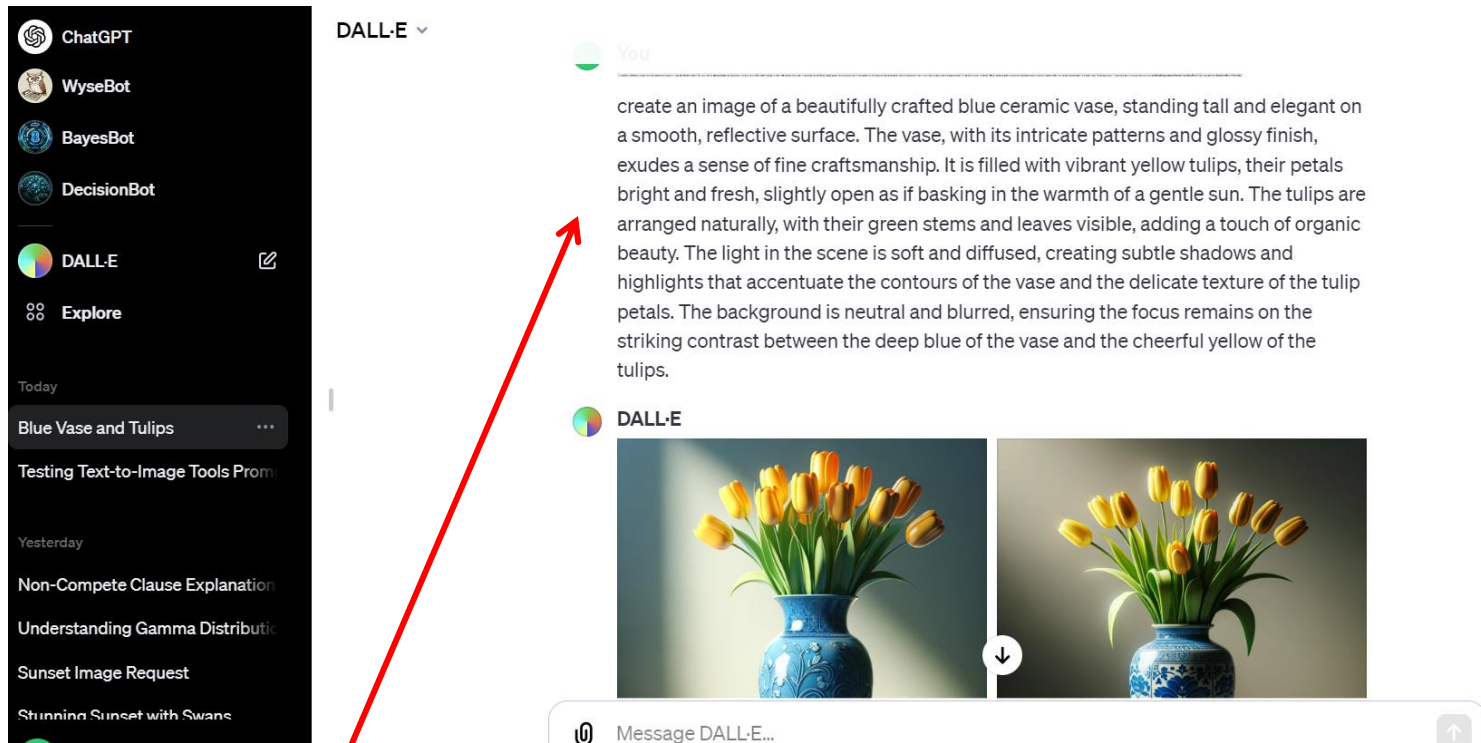
Write your prompt

It will then give you image options.

A Blue Ceramic Vase with Yellow Tulips

When I simply asked for an image with a blue ceramic vase with yellow tulips this is what was produced.

A Blue Ceramic Vase with Yellow Tulips

Create a photo realistic image of a beautifully crafted blue ceramic vase, standing tall and elegant on a smooth, reflective surface. The vase, with its intricate patterns and glossy finish, exudes a sense of fine craftsmanship. It is filled with vibrant yellow tulips, their petals bright and fresh, slightly open as if basking in the warmth of a gentle sun. The tulips are arranged naturally, with their green stems and leaves visible, adding a touch of organic beauty. The light in the scene is soft and diffused, creating subtle shadows and highlights that accentuate the contours of the vase and the delicate texture of the tulip petals. The background is neutral and blurred, ensuring the focus remains on the striking contrast between the deep blue of the vase and the cheerful yellow of the tulips.

A Cheetah Running Through a Savannah

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

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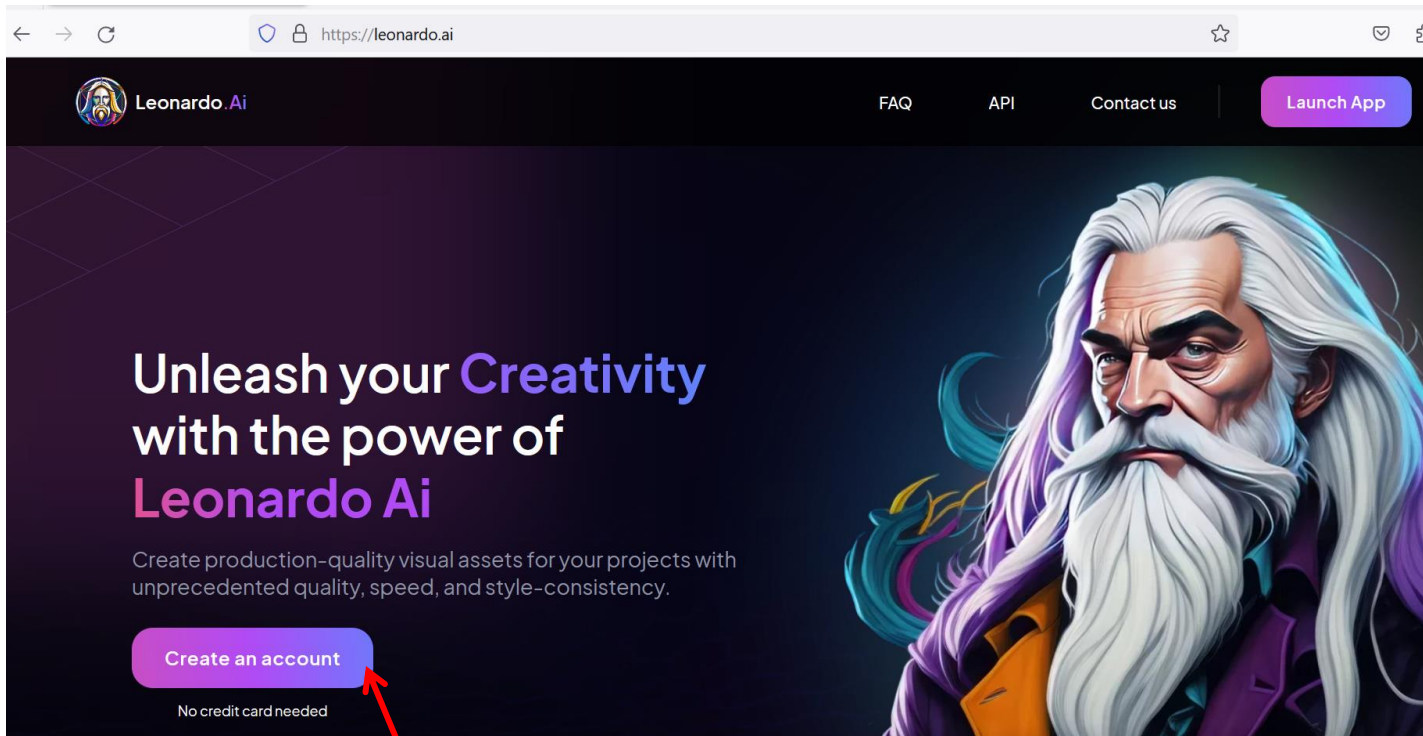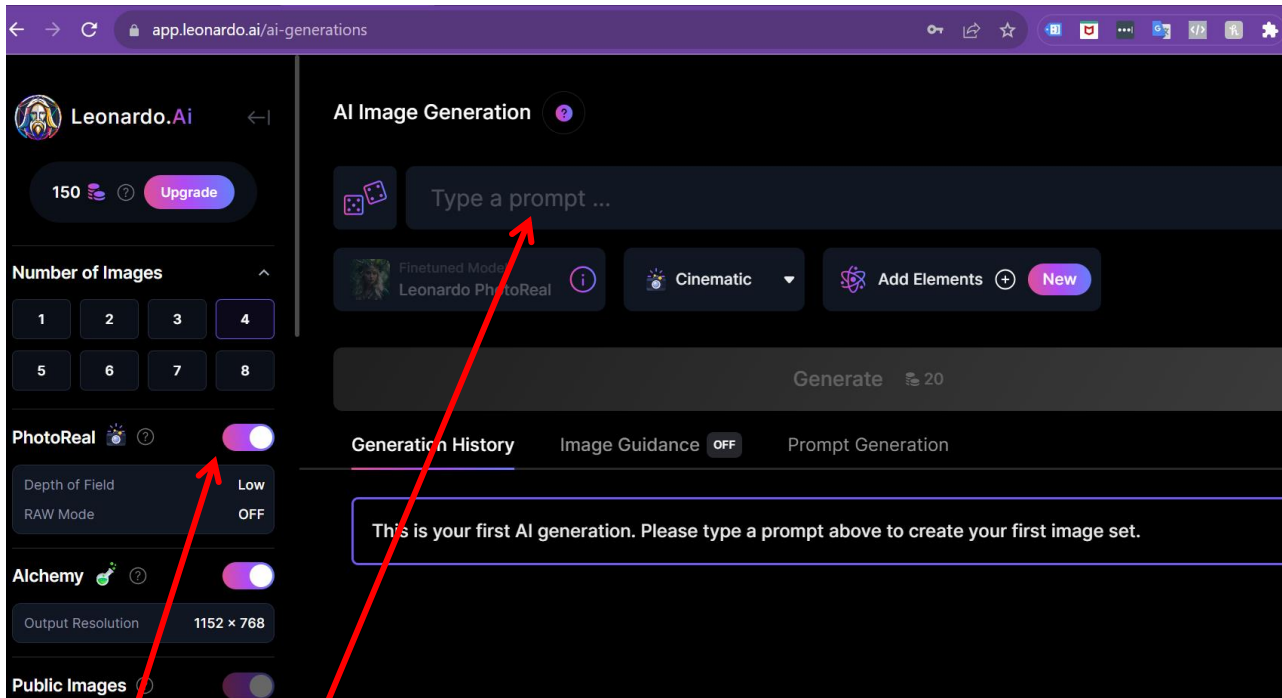

Go to leonardo.ai

Click create an account and register for a free account

Leonardo
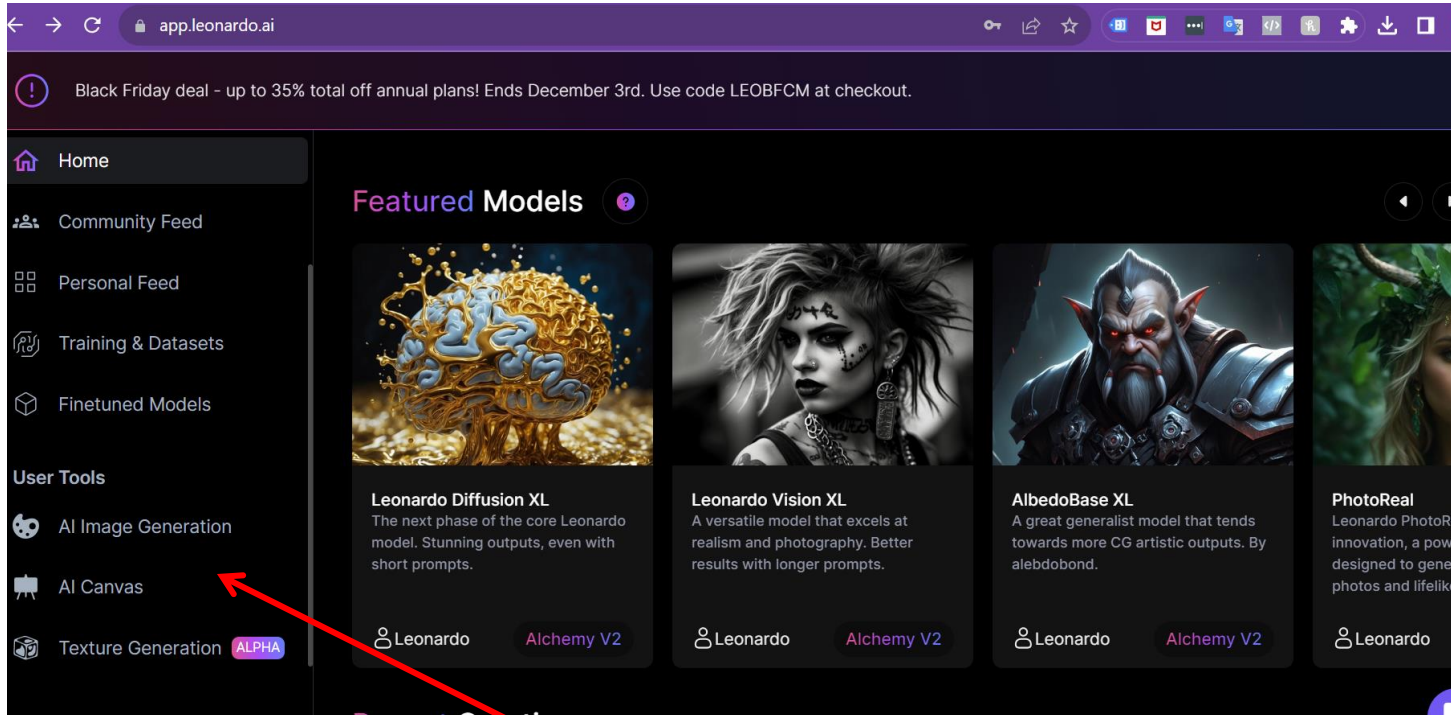
When you login click on AI image generation on the left hand menu

Leonardo

Switch on the option for Photo real to get realistic images
Type you prompt into this box

Note – you get 150 credits each day. An image uses 20 credits so you can create around 7 free images a day.

You can interact with images using GPT vision using GPT pro

You can attach an image to your prompt and ask GPT questions about it. For example ..

- A photo that you take on holiday – tell me about this place
- A photo of a cable you find a drawer – what is this and what is it used for?
- A photo you take ask for it to be critiqued and how could you improve the composition
- A drawing you made – ask GPT to analyse it
- A maths problem to solve
- A photo of your dinner – how many calories in this
- A photo of items in your fridge – what could you make for dinner

You can attach files and ask GPT to analyse the contents
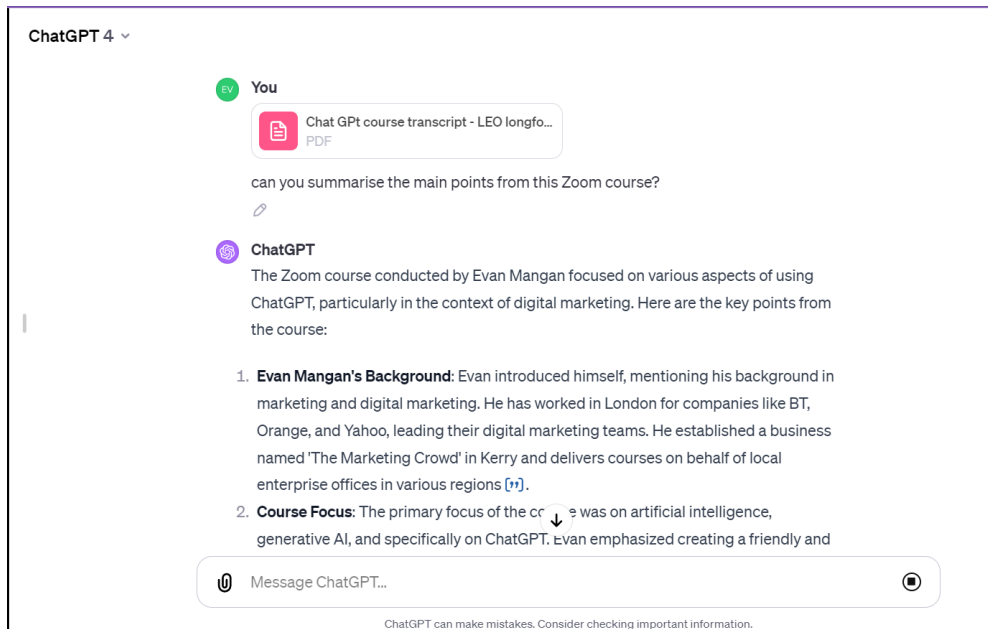
You can attach a pdf, word or excel and ask it to analyse the contents. For example ...
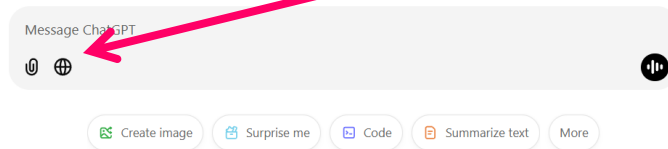
- Attach a transcript from a Zoom meeting and ask it to summarise the main points
- Attach a CV and ask it to highlight the strengths and weakness of the CV
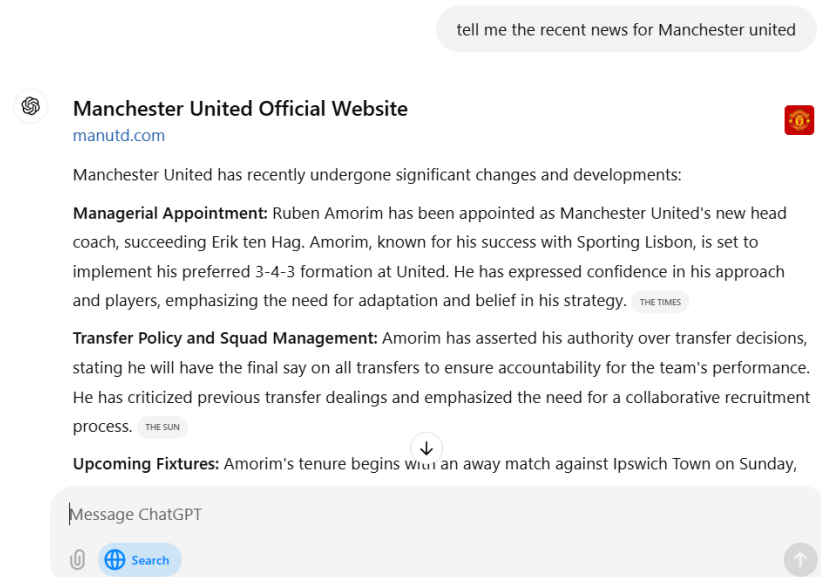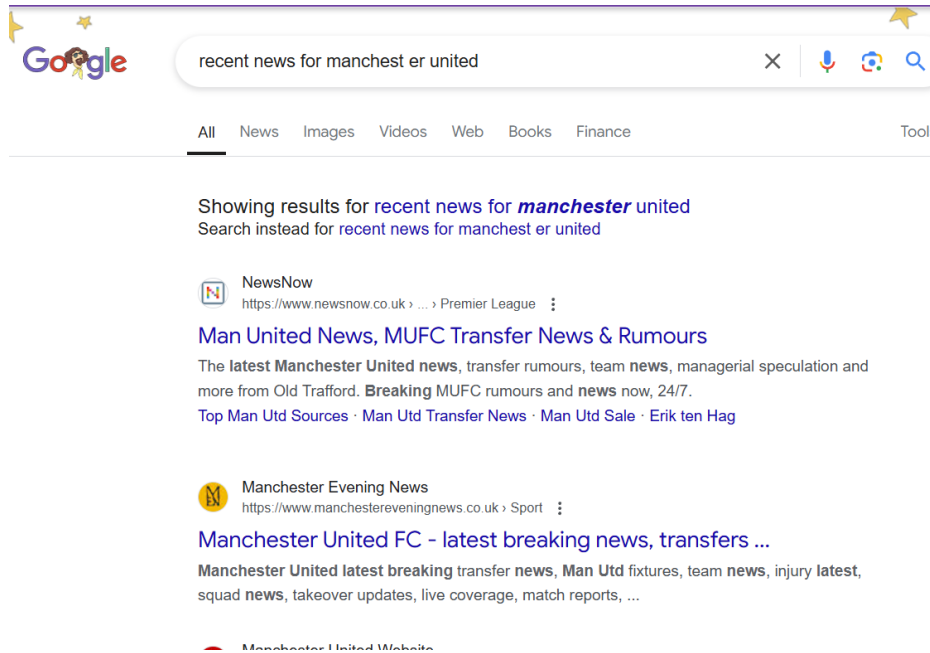- Attach a spreadsheet and ask it questions about the data

ChatGPT 4o ⌄

When you click the Globe icon you are now using Search GPT

What can I help with?

Message ChatGPT

📎 🌐

Create image   Surprise me   Code   Summarize text   More

Chat GPT
# How Search GPT compares to Google search

When I ask Google or search GPT for the latest news on Manchester United

Google – gives me lots of links to articles that I have to read myself
Search GPT goes off, synthesises all the information into an answer and gives me links if I want to read them. **This is a MUCH better experience**

Search GPT is similar to Perplexity but not as advanced as Perplexity yet
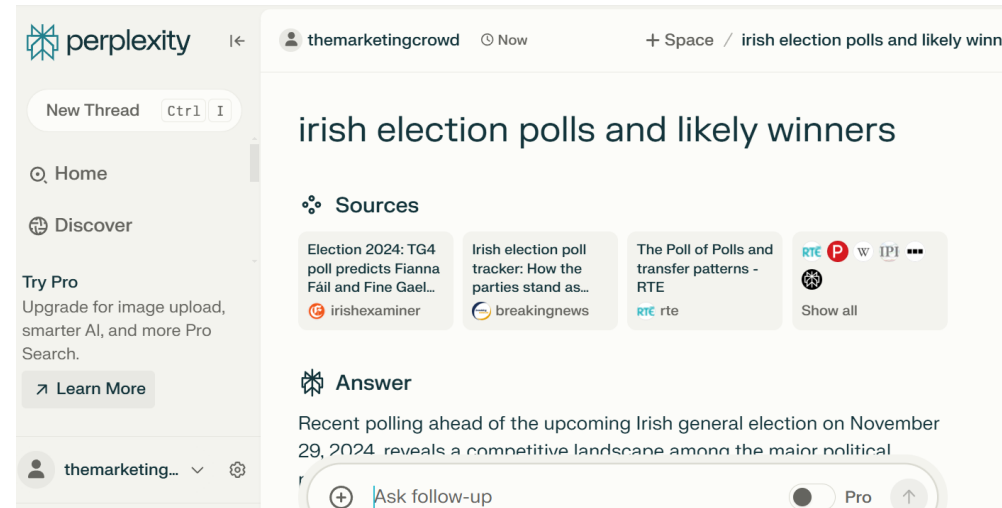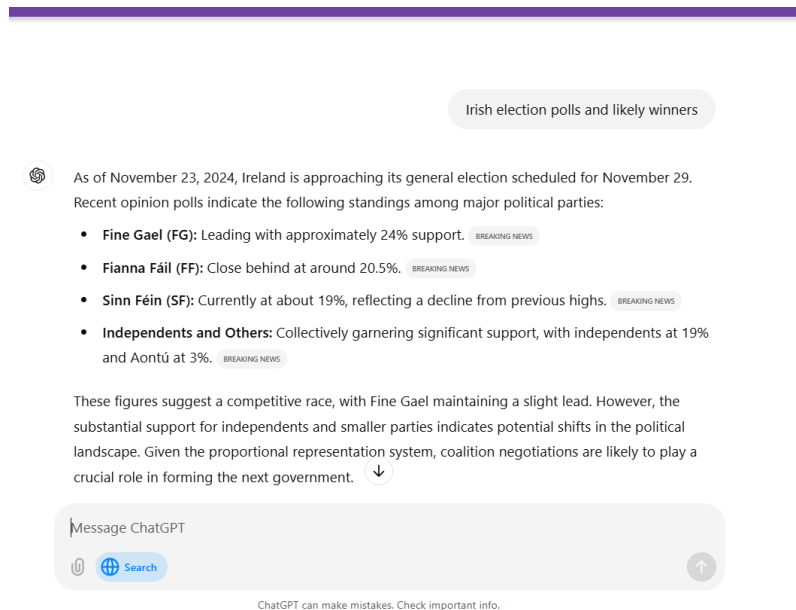
When I ask search GPT or Perplexity.ai for "Irish election polls and likely winners"

Search GPT goes off, synthesises all the information into an answer and gives me links if I want to read them.

Perplexity does the same but it's a better answer the way it is structured and the follow-up questions its suggests

Irish election polls and likely winners

As of November 23, 2024, Ireland is approaching its general election scheduled for November 29. Recent opinion polls indicate the following standings among major political parties:

- **Fine Gael (FG):** Approximately 24% support, maintaining a lead over other parties.

- **Fianna Fáil (FF):** Around 20% support, closely trailing Fine Gael.

- **Sinn Féin (SF):** Approximately 18% support, experiencing a decline from previous highs.

BREAKING NEWS

These figures suggest a competitive race, with Fine Gael holding a slight advantage. However, the fragmented support indicates that forming a majority government may require coalition negotiations among parties.

It's important to note that opinion polls are snapshots of current voter intentions and can change as the election approaches. The actual election outcome will depend on various factors, including voter turnout and final campaign efforts.

Message ChatGPT

ChatGPT can make mistakes. Check important info.

If you are using the paid version of Chat GPT and you ask a question, if it thinks it would be better answered using Search GPT it will.

Therefore you don't actually need to click the globe icon

For example, I asked the same question about the Irish election in the normal prompt box but it gave me the search GPT answer with links to the relevant sources

A generative AI tool like free Chat GPT / Gemini ..

Is great for

- Brainstorming ideas
- Creative writing
- Summarising lots of information
- Researching a topic that isn't very latest news
- Getting expert level advice eg. How to grow your sales, how to use Instagram

However ...

Sometimes hallucinates
Doesn't always access up to date information
Not that good for latest news developments

An AI search tool like Search GPT or Perplexity

Is great for

- Up to date news and information eg. Current affairs, sport, finance, business, digital marketing. Any type of news information
- It will synthesise all the information across websites intoi an excellent summary answer and then you can read sources if you wish
- Getting recommendations for products or services and then following up with questions

There are now many models for paid users

For digital marketing tasks I use GPT 4o almost all the time and I don't switch to the others.
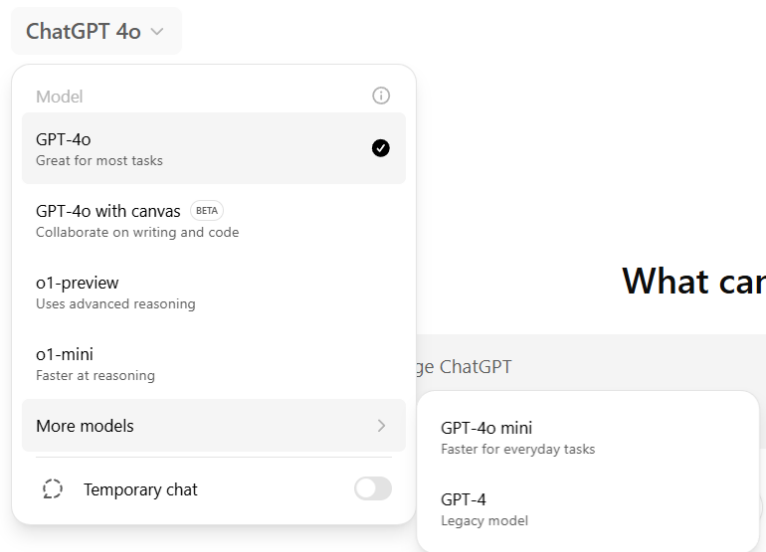
Within Chat GPT 4 (Plus) there are 4 versions

GPT-4o : Labelled as "Great for most tasks." This is now the default model for paid users

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

GPT-4o with Canvas – For teams who are coding

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

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

GPT o1 mini – most recent model which they say uses advanced reasoning for maths, programming but its a quicker version

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What is in GPT 4o

What is in the New model Chat GPT 4o ?

- . Access to the internet and up to date information, ability to create images, analyse images, analyse files. All of this available in Ireland now.
- It is twice as fast.
- It is a bigger better LLM – it has been fed more data from a wider range of sources.

Coming soon:
- Real time conversations: If you use the microphone it will have almost human like voice conversations in terms of speed, tone of voice and the ability to interrupt .
- If you open the camera on your phone it will be able to recognise what it is looking at and what you are doing. You could use this to get feedback on something you are working on. For example, it could watch you doing a maths problem and then give you feedback – ideal for Maths students. They envisage that it will even be able to watch sporting events with you and provide a commentary in the language you prefer.

Can you use the new model for free right now?

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- No – if you have the free version of Chat GPT you can only use GPT4

- However, You can browse the Custom GPT store and use up to 50,000 custom GPTs. But you cannot create your own custom GPT if you are on the free plan.

Comparison of the features and which are important for digital marketing

	ChatGPT 4 FREE	ChatGPT Plus
Very useful for digital marketing		
Specify Custom Instructions	Yes	Yes
Create custom GPTs	No	Yes
Connected to internet	Yes	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	Yes	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
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