



Microsoft Copilot

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

# What we will cover

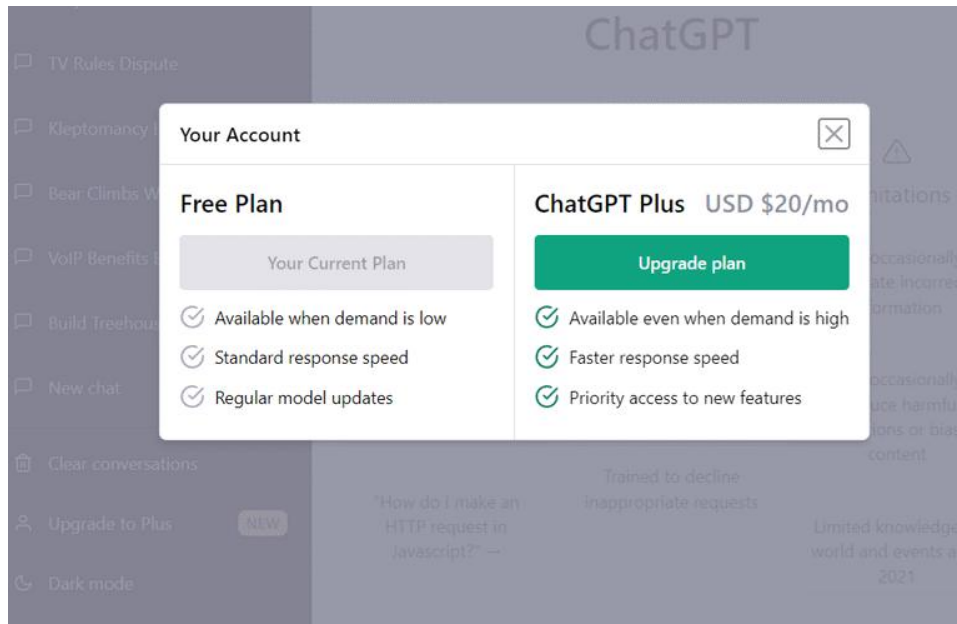
## Google Gemini

- 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 3.5 which is free

- A large learning model that can help you with ideas, strategy, writing, analysis
- It can also access web pages to get more up to date info

## 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

# 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	Yes	Yes
Create custom GPTs	No	Yes
Connected to internet	Yes	Yes
Can generate images	Limited tries	Yes
Add an image to your prompt	Limited tries	Yes
Add a file as part of the prompt	Limited tries	Yes
Can analyse content on a web page	Yes	Yes
GPT search built in	Yes	Yes
Can analyse live video though your camera	No	Yes
Multi Step reasoning	No	Limited tries
Integration with Youtube	No	No
Deep research	No	Yes
Scheduled tasks	No	Yes
Projects	No	Yes

Useful features

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

Nice to have features

Provides links to sources	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

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

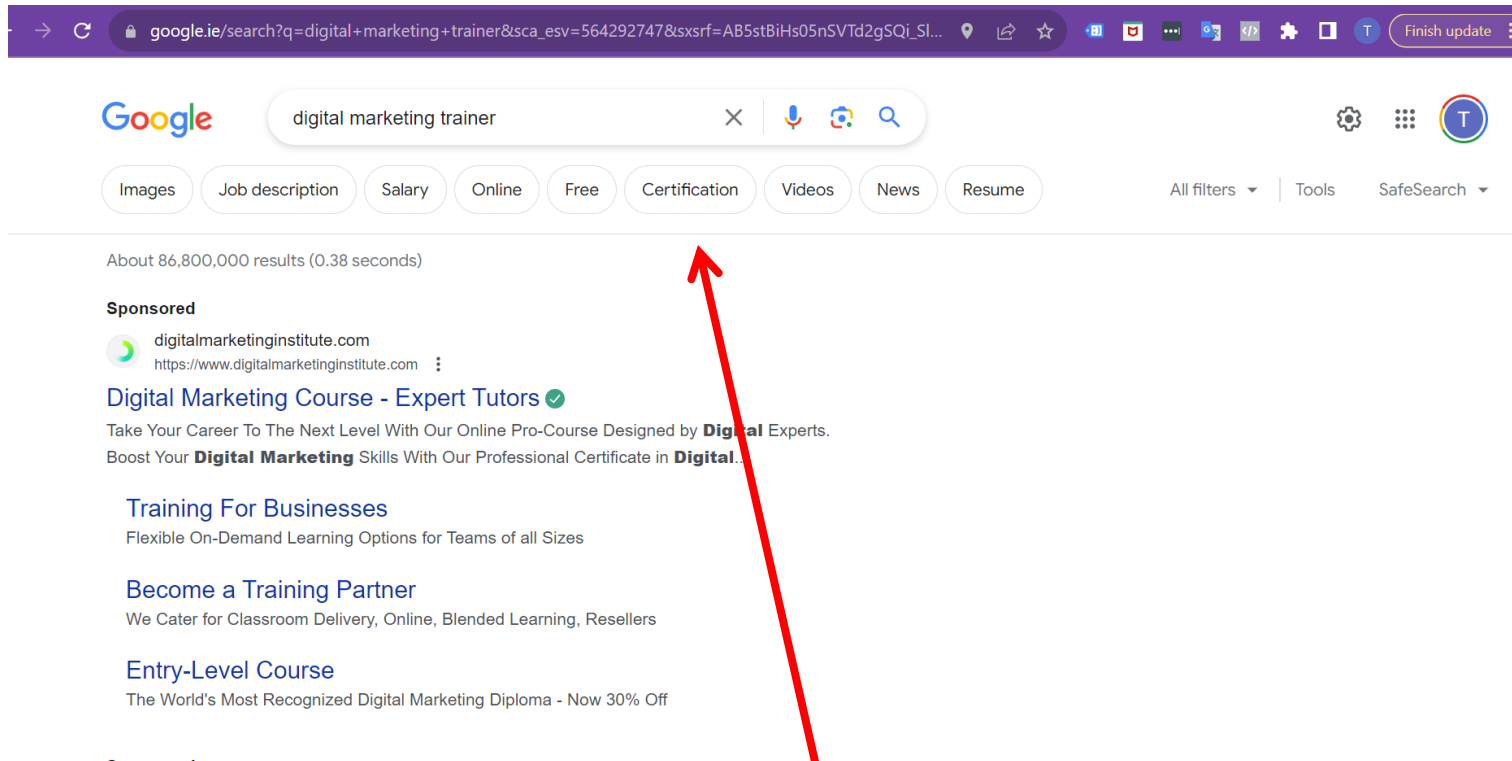


**In February 2024 Google replaced the AI model in Bard with Gemini and rebranded Bard to Gemini**

**In February 2025 Gemini got a big upgrade. The model upgraded from 1.5 Flash to 2.0 Flash with some extra 2.0 models**

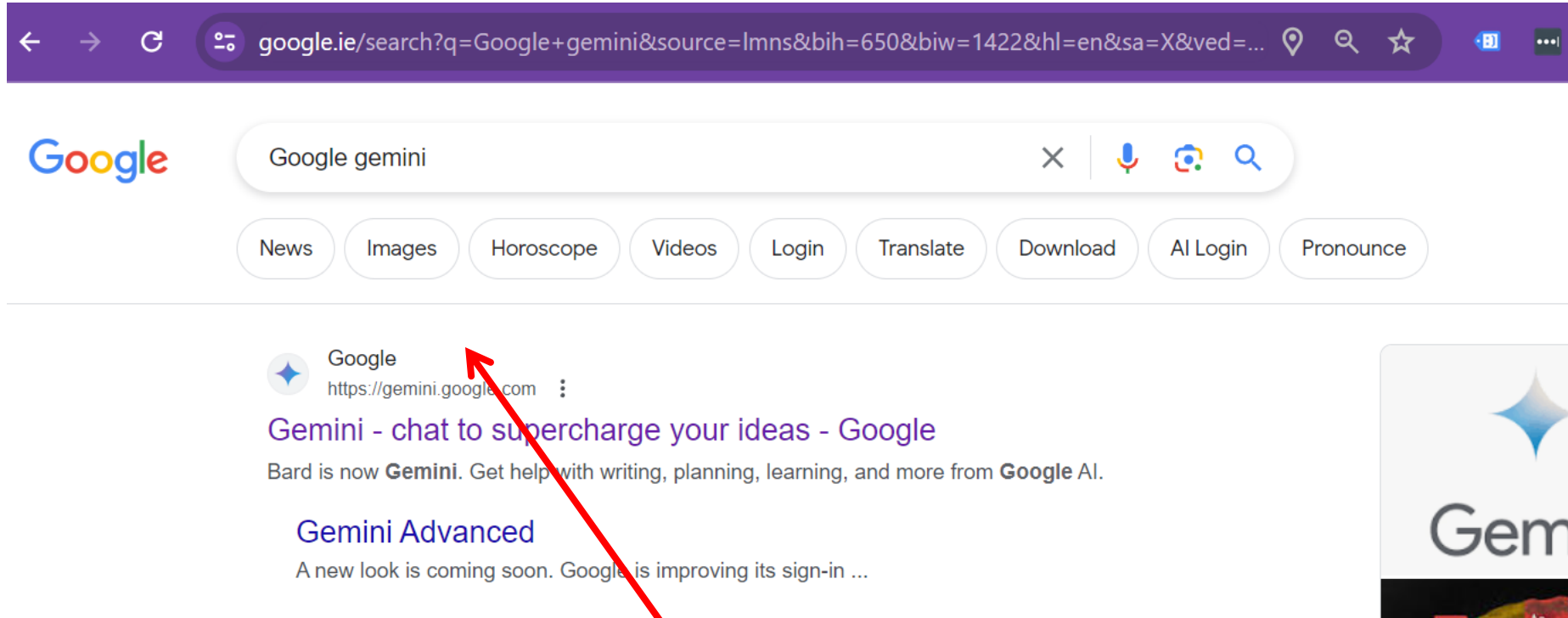
**Flash thinking experimental  
Flash thinking with apps**

# How to access Gemini on desktop



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

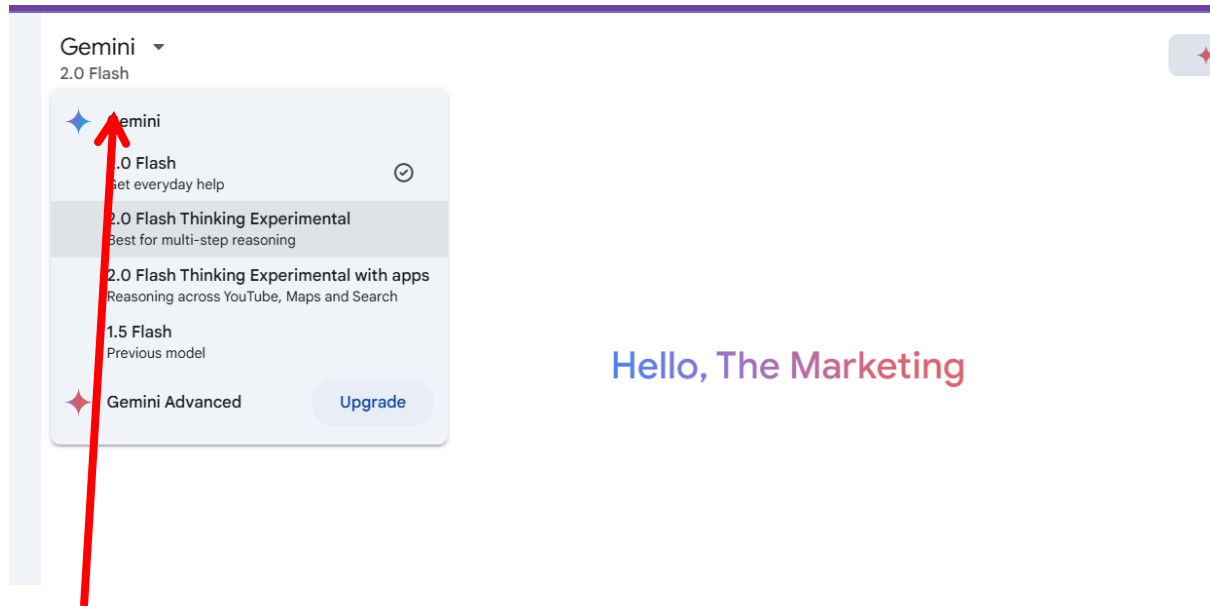
# How to access Gemini



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



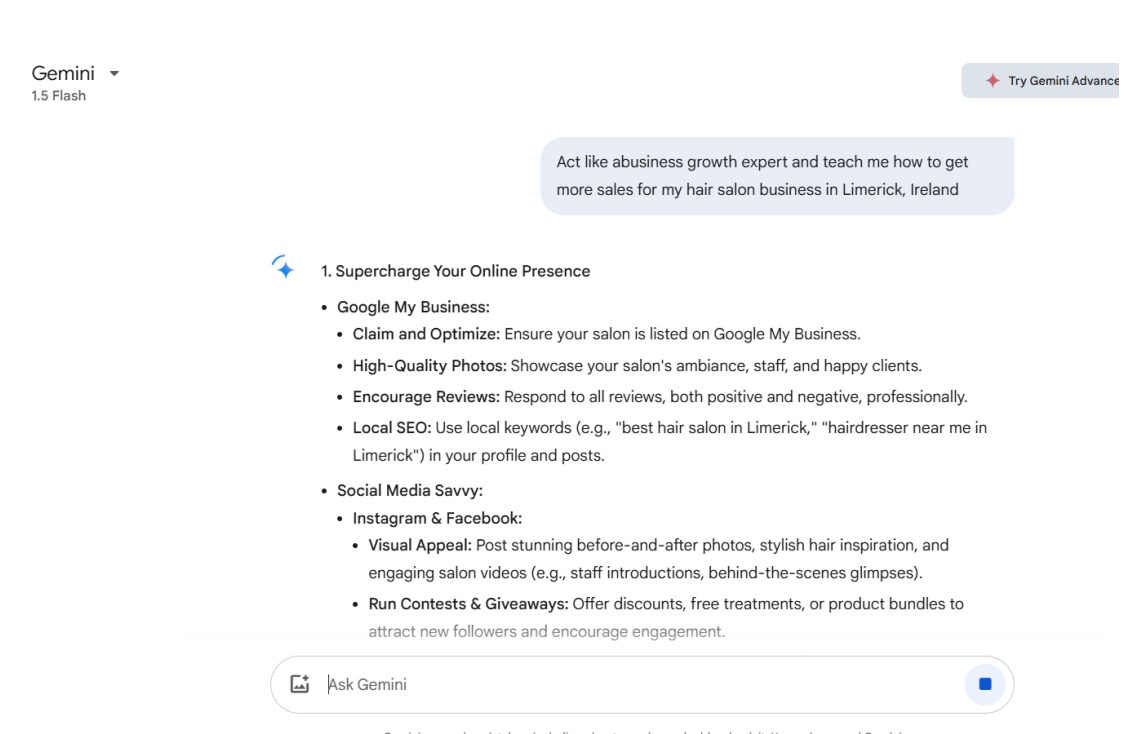
**Click on this dropdown to choose a model**

**2.0 Flash is now the default model and is an upgrade. It's faster and more powerful**

**2.0 Flashing thinking experimental – great if you want to ask more detailed prompts that have multi variables that need to be thought through**

**2.0 Flashing thinking with Apps – gre4at if you want the results to use Google or YouTube**

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



## I asked Gemini Flash 2.0

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).

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Double-check response

Copy

Listen

Report legal issue

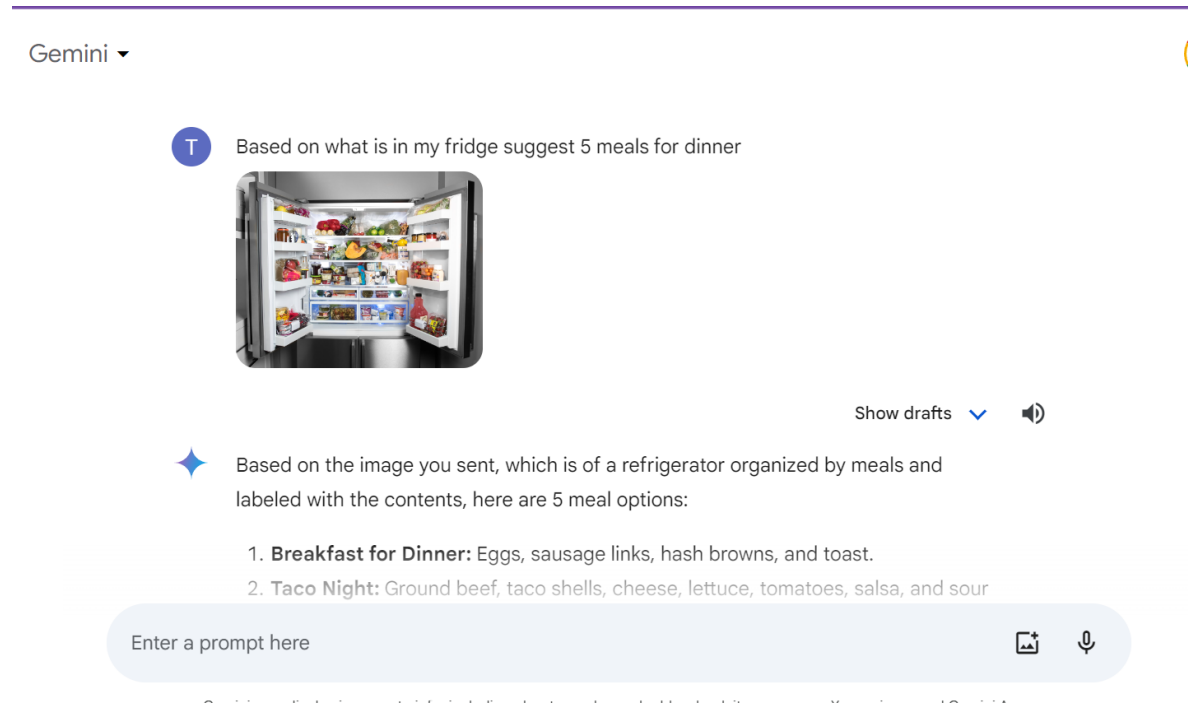
Ask Gemini

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

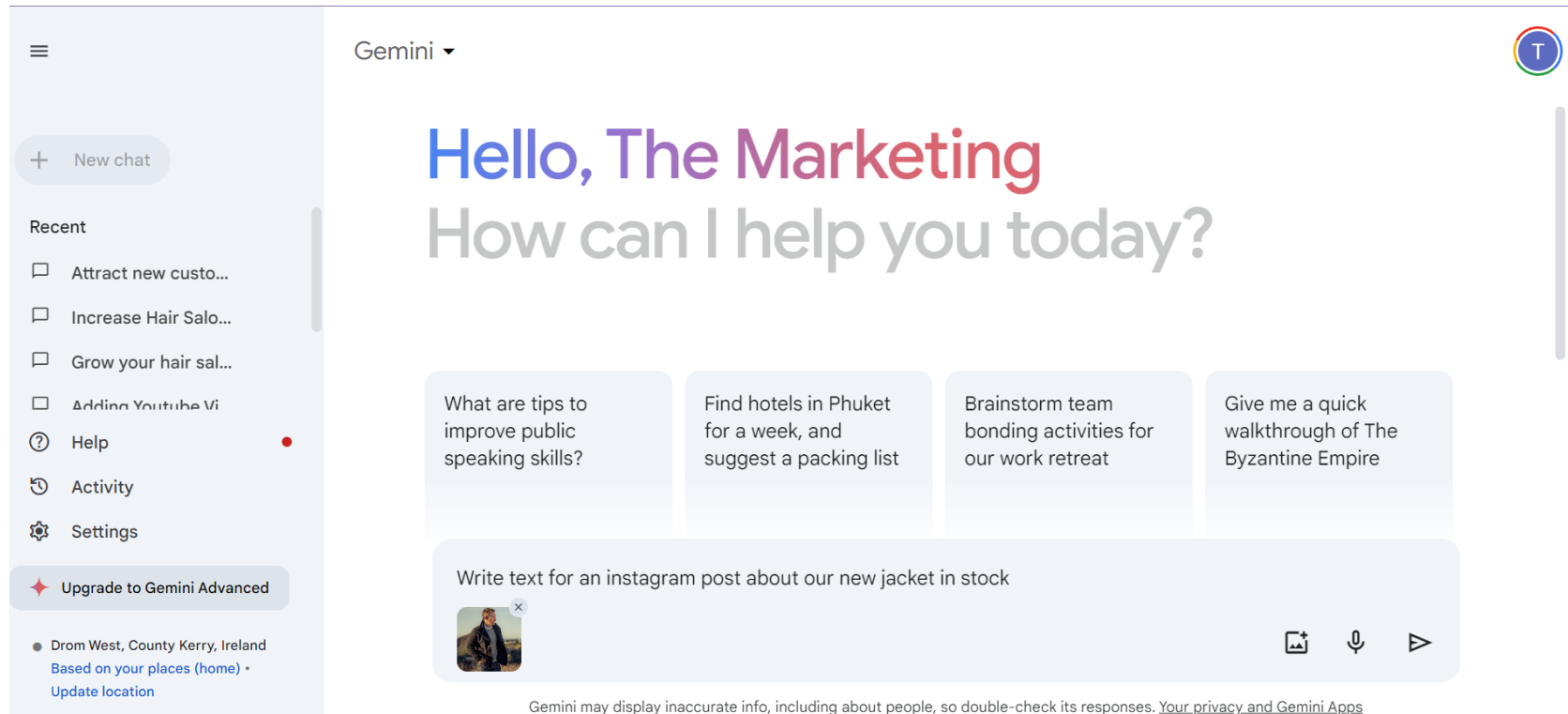
# How to use Gemini (free) – Attach an image as a prompt



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



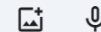
This image has  
been removed

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 YouTube” Create an image”.

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

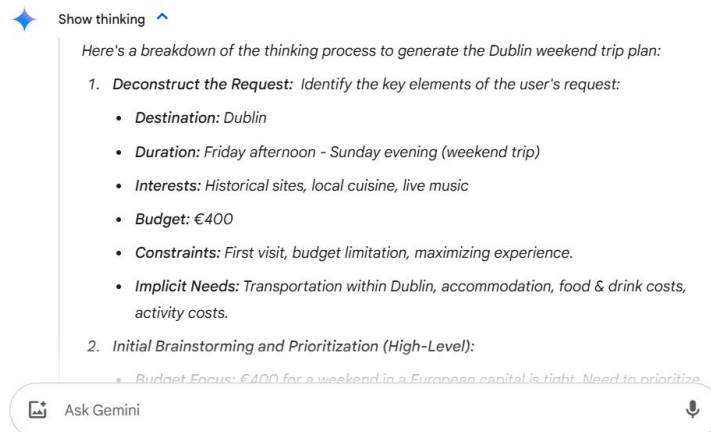


## 2.0 Flash thinking experimental

Example of a prompt that benefits from multi step reasoning

I'm planning a weekend trip to a Dublin - a city I've never visited before. I want to maximize my experience, focusing on historical sites, local cuisine, and maybe catching a live music performance. My budget is limited - it is only €400 , so I need to be smart about expenses. I'm arriving on Friday afternoon and leaving Sunday evening. Walk me through the steps you would take to plan this trip, considering factors like transportation, accommodation, and prioritizing activities given my interests and budget constraints.

You will get

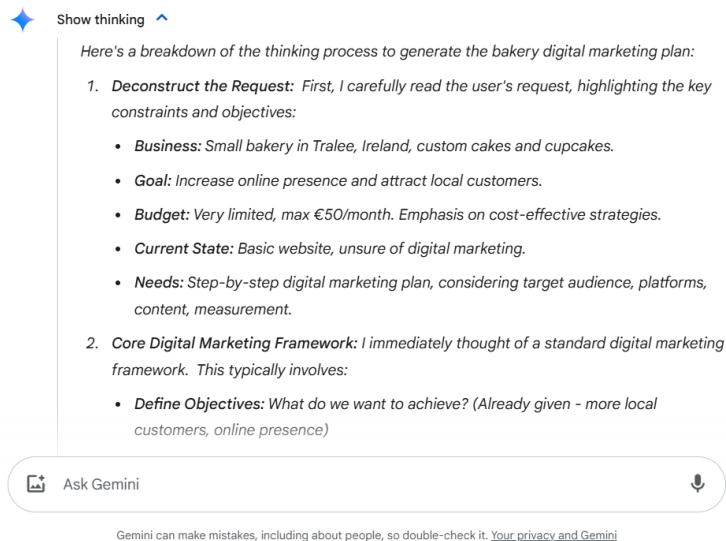


Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)

1. A transparent view of how the AI is breaking this down
2. A far more detailed answer that factors in all your requirements

## 2.0 Flash thinking experimental

Example of a prompt that benefits from multi step reasoning

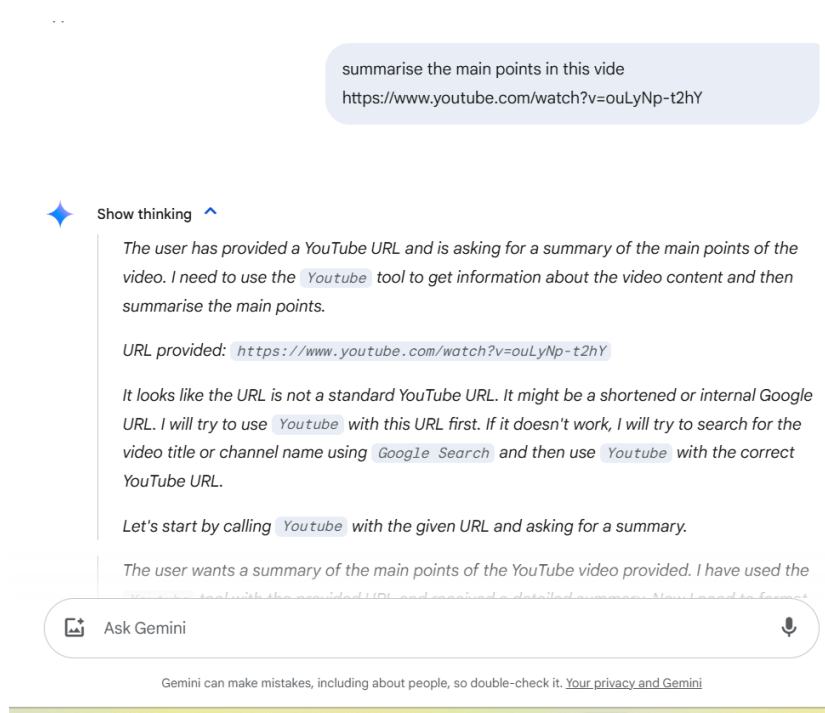


I own a small bakery specialising in custom cakes and cupcakes in Tralee, Ireland. I'm trying to increase my online presence and attract more local customers. My budget is limited, so I need to focus on cost-effective strategies. At a max I could only spend €50 a month. I have a basic website, but I'm not sure how to effectively use digital marketing. Walk me through the steps you would take to develop a digital marketing plan for my bakery. Consider factors like identifying my target audience, choosing the right platforms, creating engaging content, and measuring the success of my efforts. Also, keep in mind my limited budget and the importance of reaching local customers.“

You will get

1. A transparent view of how the AI is breaking this down
2. A far more detailed answer that factors in all your requirements

# 2.0 Flash thinking experimental with Apps



Ask it questions that involve YouTube. For example, ask it to summarise the main points in a video

Summarise the main points in this vide  
<https://www.YouTube.com/watch?v=ouLyNp-t2hY>

## 2.0 Flash thinking experimental with Apps

Ask it questions that involve YouTube.

For example, ask it to identify trends in YouTube videos for a topic and advice on what videos you could create

what are the latest trends on youtube at the moment when it comes to videos about using Canva for design. can you also provide links to example videos. if I wanted to create videos for this topic what advice would you give me



Show thinking ^

*The user is asking about current trends in Canva design videos on YouTube and wants advice on creating videos in this niche.*

*Here's a plan:*

- 1. Identify current trends: Use Google Search to find recent articles or blog posts about current trends in Canva tutorials or design trends relevant to Canva. Keywords: "Canva design trends youtube videos", "latest canva tutorials youtube", "popular canva design trends".*
- 2. Find example videos: Use Youtube to find popular and recent videos demonstrating these*

*trends. Keywords: "Canva tutorial trends", "Canva design trends", "Canva tutorial 2024"*



Ask Gemini



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

**What are the latest trends on YouTube at the moment when it comes to videos about using Canva for design. can you also provide links to example videos. if I wanted to create videos For this topic what advice would you give me**

## 2.0 Flash thinking experimental with Apps

what is the latest meta share price and what factors are driving it?


◆ Show thinking ^

*The user is asking for the latest Meta share price and the factors influencing it.*

*To answer this, I will use the search tool to find the latest stock price and news articles discussing the factors affecting Meta's stock price.*

1. **Search for the latest Meta share price:** Use Google Search to find the current stock price of Meta (META).
2. **Search for news articles about factors driving Meta's share price:** Use Google Search to find recent news articles that analyze the reasons behind Meta's stock price movements. I will look for keywords such as "Meta stock price factors," "META stock drivers," or "reasons for Meta stock increase/decrease."
3. **Synthesize the information:** Combine the latest price and the factors from news articles to provide a comprehensive answer to the user.

*The user is asking for the latest Meta share price and the factors driving it. I have performed*

 Ask Gemini

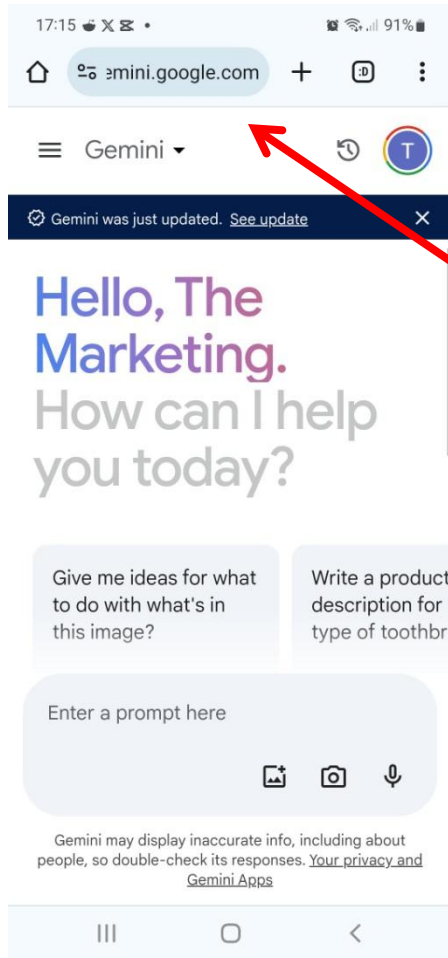


Ask it questions that involve Google

This will give you a very similar response to Perplexity or GPT search so if you want GPT search in Gemini use this model

**What is the latest meta share price and what factors are driving it?**

# 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
7. You can use multi step reasoning
8. You can integrate with YouTube and Google

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

The Marketing Crowd			
	Chat GPT - Free	Chat GPT - Plus	Gemini (free)
<b>Very useful for digital marketing</b>			
Specify Custom Instructions	Yes	Yes	No
Create custom GPTs	No	Yes	Not in free version
Connected to internet	Yes	Yes	Yes
Can generate images	Limited tries	Yes	Yes
Add an image to your prompt	Limited tries	Yes	Yes
Add a file as part of the prompt	Limited tries	Yes	No
Can analyse content on a web page	Yes	Yes	Yes
GPT search built in	Yes	Yes	Yes
Can analyse live video though your camera	No	Yes	No
Multi Step reasoning	No	Limited tries	Yes
Integration with Youtube	No	No	Yes
Deep research	No	Yes	No
Scheduled tasks	No	Yes	No
Projects	No	Yes	No
<b>Useful features</b>			
Speak your prompts on desktop	No	Yes	Yes
Speak your prompts on mobile	Yes	Yes	Yes
Enhanced voice	Limited tries	Yes	Yes
<b>Nice to have features</b>			
Provides links to sources	No	No	Yes
Share chat as a link	Yes	Yes	Yes
Images included in the answers	No	No	Yes
Ability to listen to answers on desktop	Coming Soon	Coming Soon	Yes
Ability to listen to answers on mobile	Yes	Yes	Yes



# Which should you use? Chat GPT or Gemini?



## Which?

### If you are using the free version of Chat GPT

Use Chat GPT because of custom instructions (they will save you time and you will get more tailored replies)

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
- Use multi step reasoning
- Ask questions regarding YouTube videos

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.

But if you want advanced multi step reasoning or integration with YouTube head to Gemini

# 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

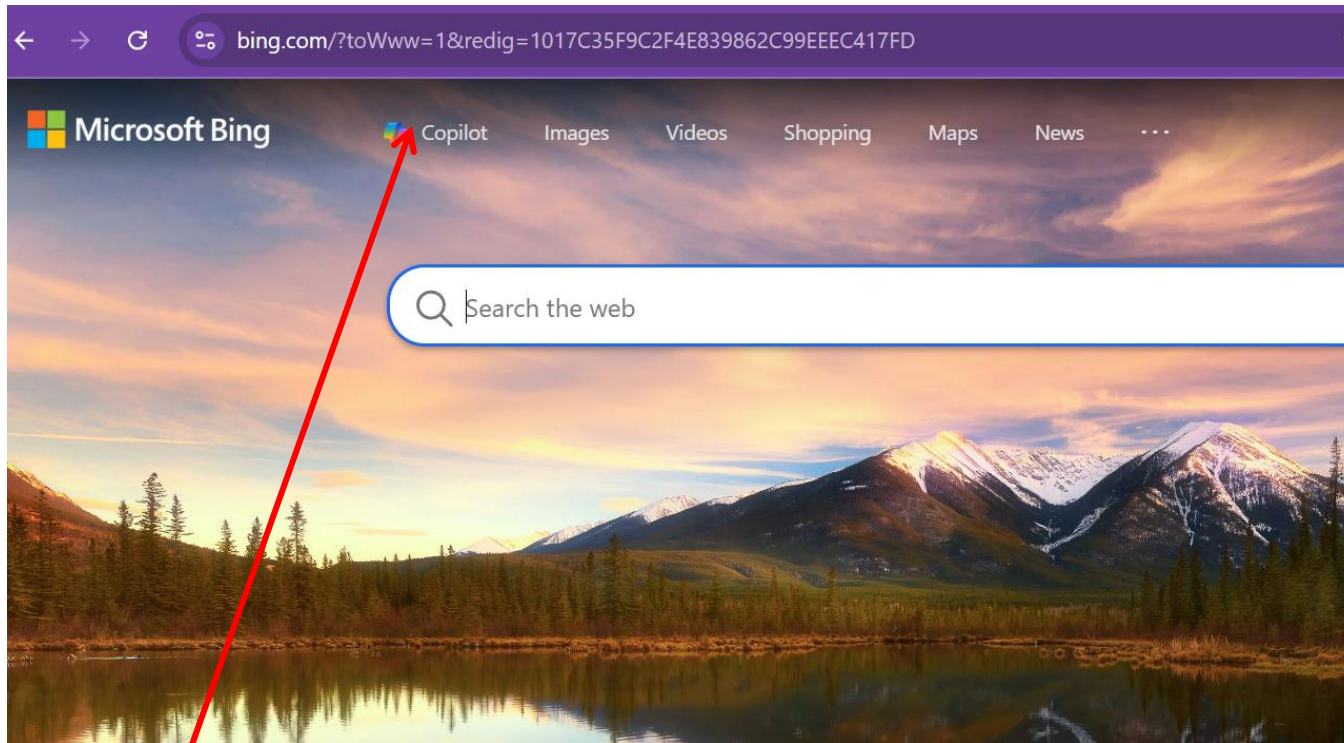


ChatGPT and CoPilot both use OpenAI's tools to work, so they often give very similar answers.

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.

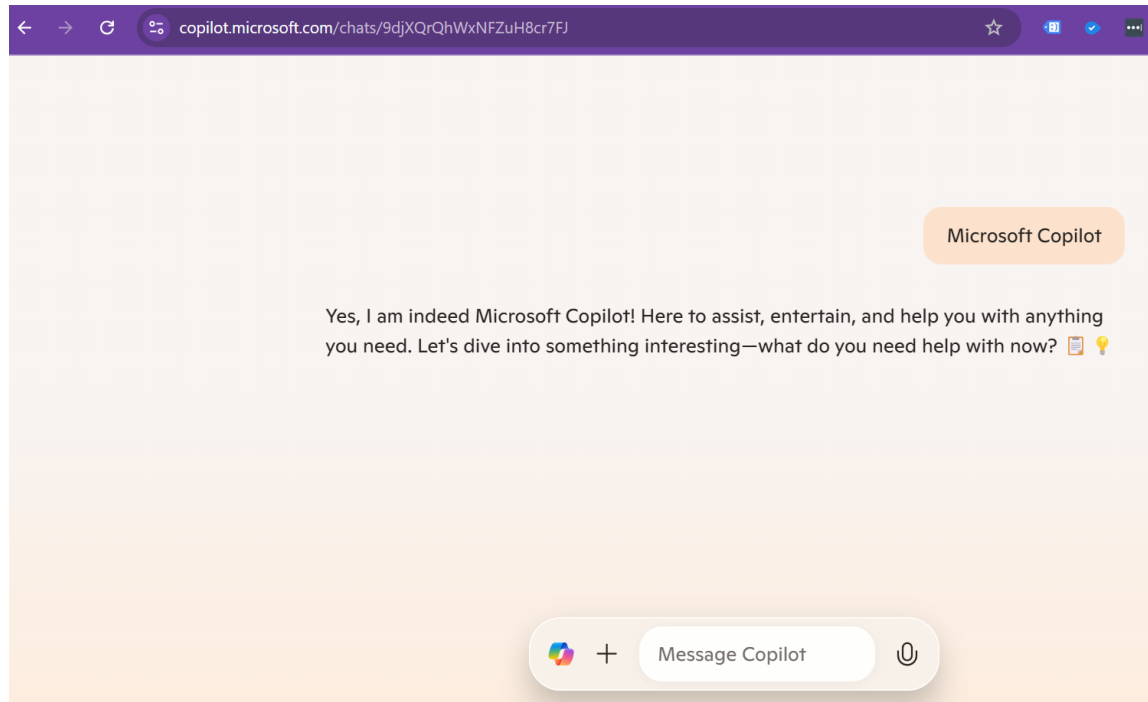
# How to access CoPilot on Bing



If you Go to Bing.com

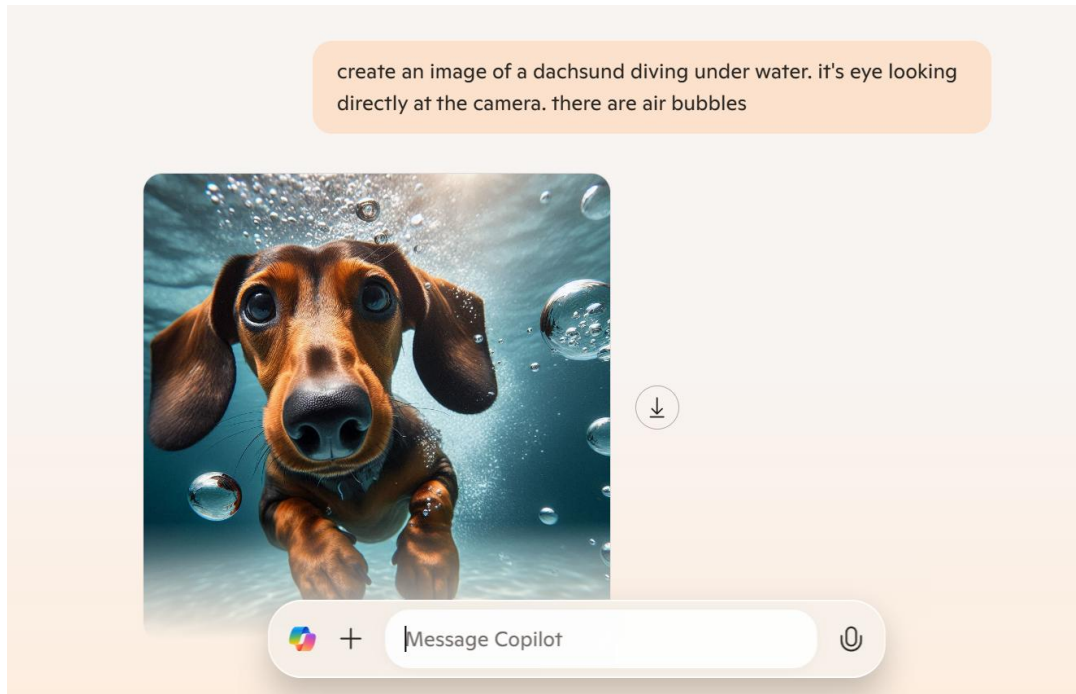
Copilot is an option in the menu.

# 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)

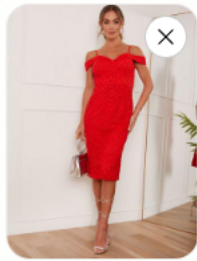


## Image generator

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



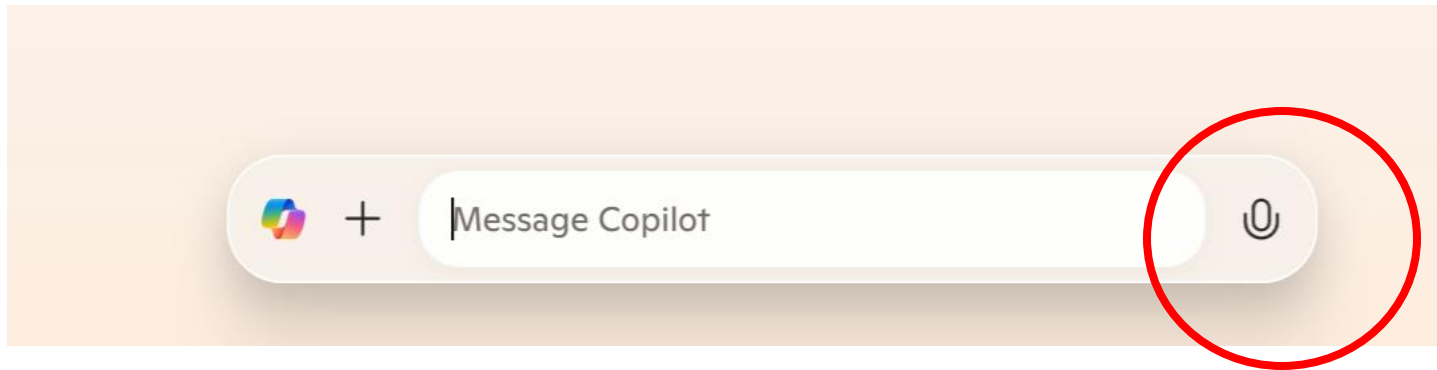
write the text for the web page for this new dress in stock



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
- GPT search built in
- Can analyse live video though your camera
- Multi Step reasoning
- Integration with Youtube
- Deep research
- Scheduled tasks
- Projects

Chat GPT - Free	Chat GPT - Plus	Gemini (free)	Co Pilot (free)
Yes	Yes	No	No
No	Yes	Not in free version	Not in free version
Yes	Yes	Yes	Yes
Limited tries	Yes	Yes	Yes
Limited tries	Yes	Yes	Yes
Limited tries	Yes	No	No
Yes	Yes	Yes	Yes
Yes	Yes	Yes	No
No	Yes	No	No
No	Limited tries	Yes	No
No	No	Yes	No
No	Yes	No	No
No	Yes	No	No
No	Yes	No	No

**Useful features**

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

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

**Nice to have features**

- Provides links to sources
- Share chat as a link
- Images included in the answers
- Ability to listen to answers on desktop
- Ability to listen to answers on mobile

No	No	Yes	Yes
Yes	Yes	Yes	Yes
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 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