The
Marketing
Crowd
HOW GOOGLE GEMINI COMPARES TO CHAT GPT
AND WHY IT IS BETTER THAN CHAT GPT FOR FREE USERS
Offaly Local
Development Company

Offaly Local Development Company

Create Green Offaly sustainable by design

Rialtas na hÉireann Government of Ireland | Tionscadal Éireann Project Ireland 2040

Arna chomhchistiú ag an Roinn Forbatha Tuaithe agus Pobail
Co-funded by the Department of Rural and Community Development

Ár dTodhchaí Tuaithe Our Rural Future

Arna chomhchistiú ag an Aontas Eorpach Co-funded by the European Union

LEADER
Development led by local communities

What we will cover

What is the same as the free version of Chat GPT

- Prompts: You use the same prompts
- Custom instructions: You can add custom instructions
- Memory: How to ask it to write like you
- Search GPT: it has real time search built in
- Can analyse content of a web page

What you get for free in Gemini that you don't get for free in Chat GPT

- Fact Check
- Unlimited Image creation
- Unlimited Image attachment
- Unlimited File attachment
- Projects / Gems
- Deep Research
- Multi step reasoning
- Enhanced voice
- Canva

What isn't as good as Chat GPT (Free)

- Privacy

What isn't as good as Chat GPT (Paid)

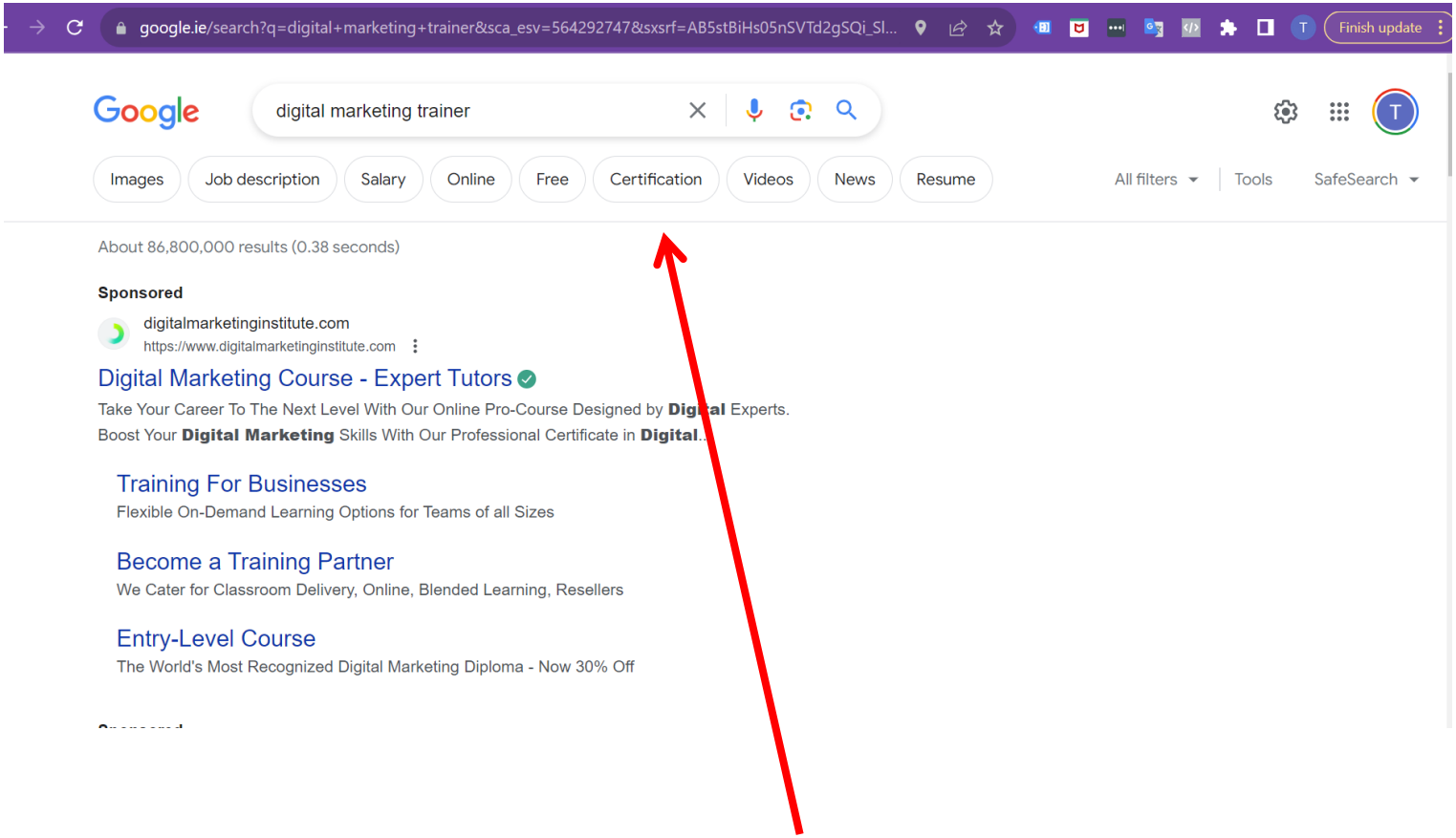
- Image creation / manipulation (btu this is coming soon)
- Video creation (But this is coming soon)

What we will cover

Which Gemini Models should you use and when?

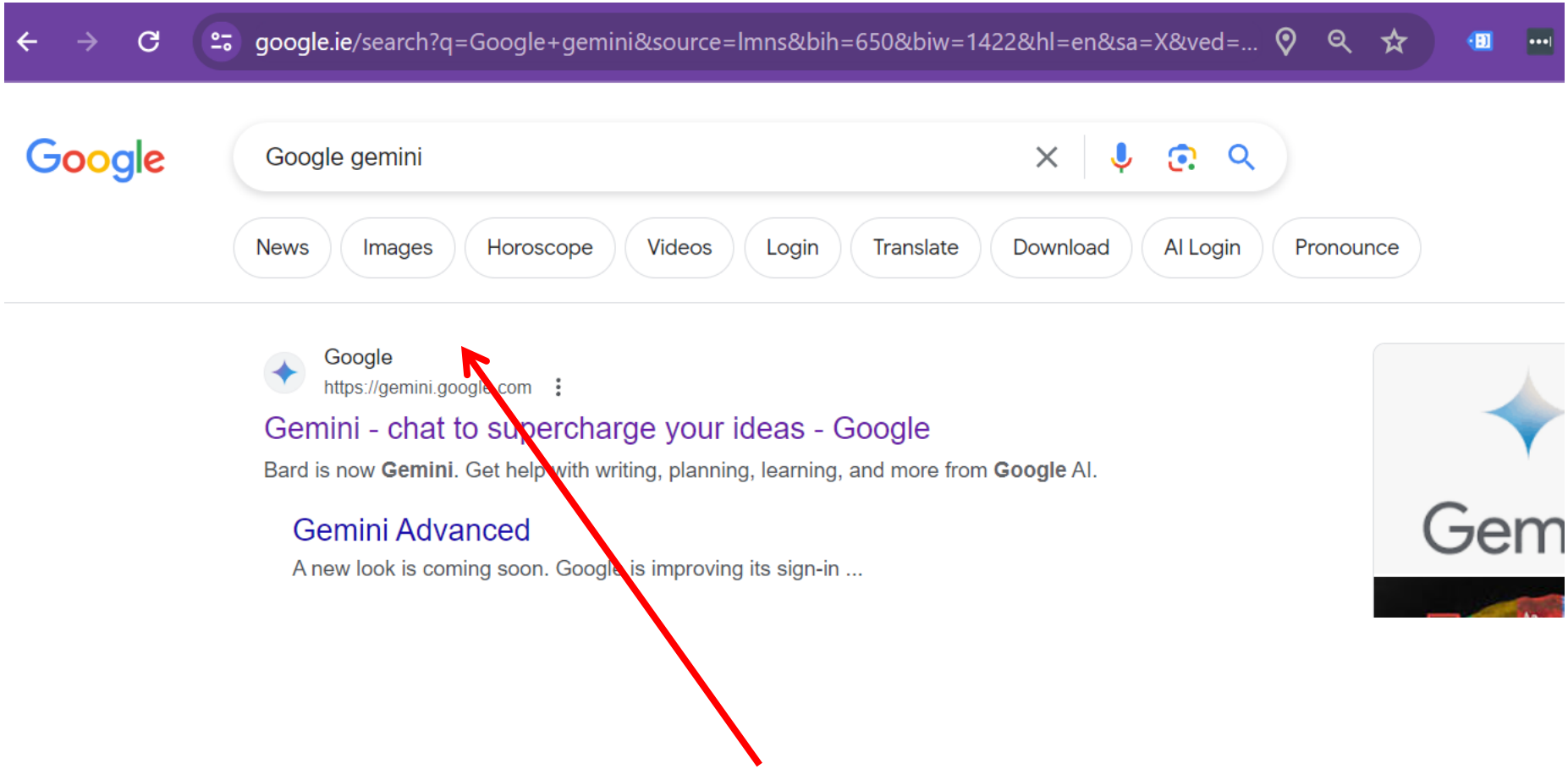
- Everyday Creative Answers (2.0 Flash)
- Ongoing more tailored answers about a topic (Gems within 2.0 Flash
- Very detailed plans and recommendations that factor in criteria (Multistep reasoning 2:0 flash thinking experimental)
- In-depth research about a topic (2.0 flash Deep Research)
- Gemini 2.5 Pro
- Canva

How to access Gemini on desktop



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

How to access Gemini

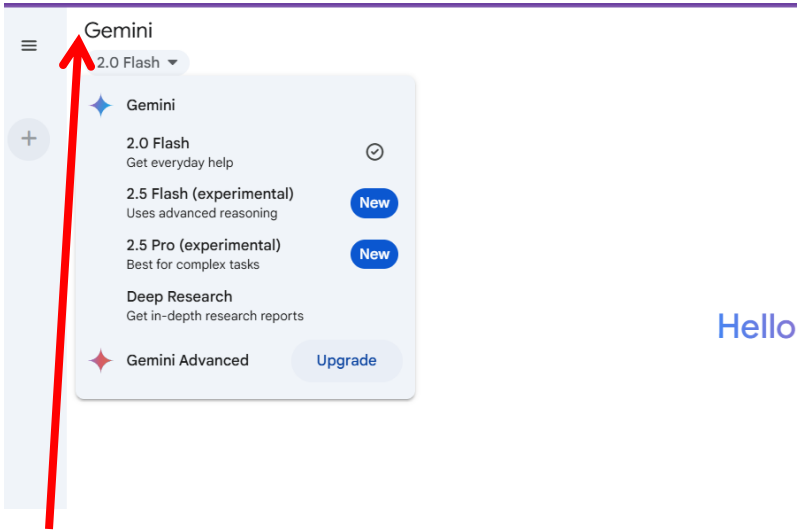


To get to Gemini ... In your internet browser go to gemini.google.com
Or do a Google search for Google Gemini

Google Bard has become Google Gemini

In February 2025 Gemini got a big upgrade. The model upgraded from 1.5 Flash to 2.0 Flash with some extra 2.5 models

How to use Gemini (Free version)



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

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

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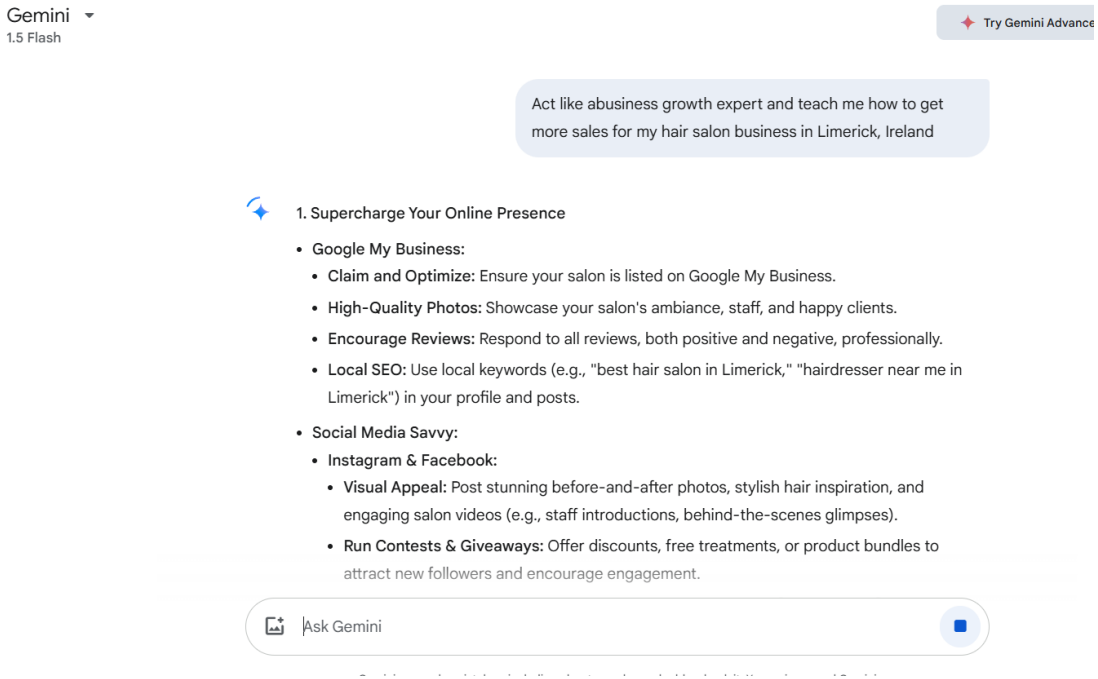
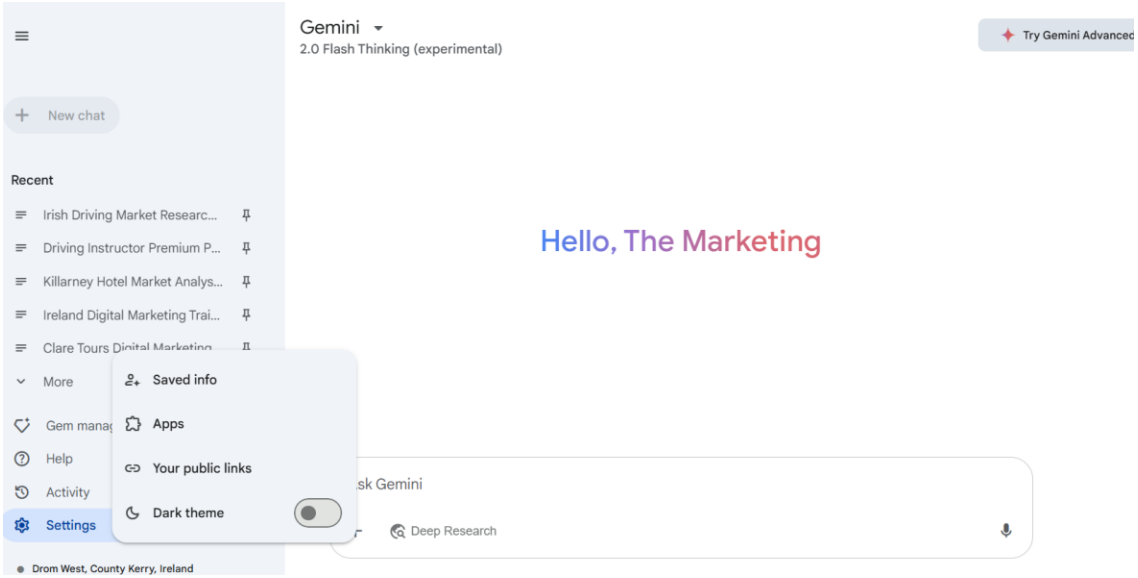
Prompts – use the same prompts as Chat GPT



All the prompts you use in Chat GPT will also work in Gemini. Eg.

- Act like an expert
- Teach me
- Brainstorm
- Summarize
- Write

Custom instructions: These are under Saved info

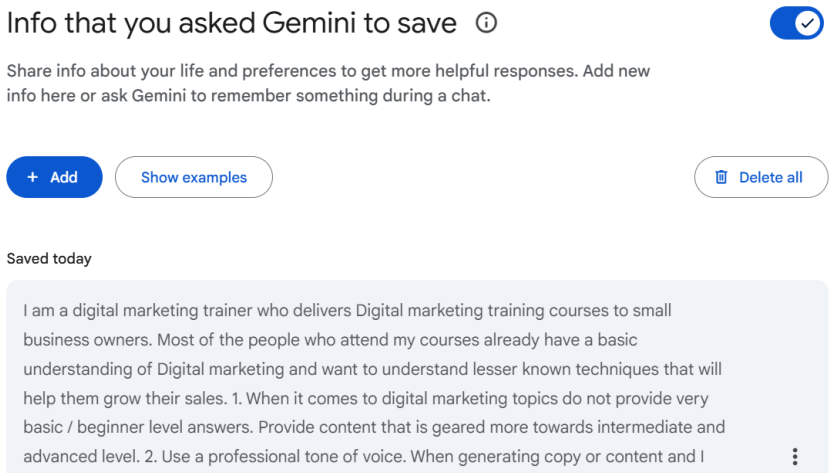


You can provide Gemini with custom instructions to save you having to constantly provide them in a prompt

1. Click on the setting in the bottom left
2. Click on Saved info

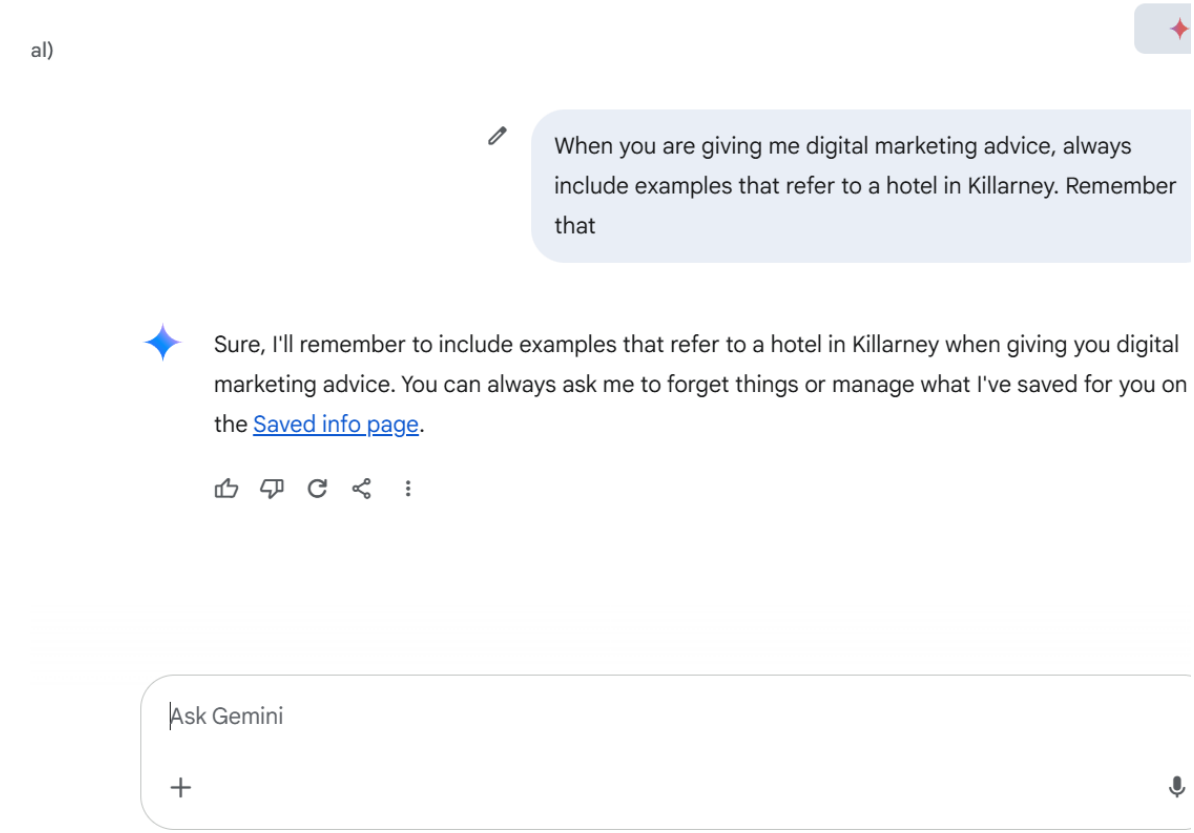
Custom instructions: These are under Saved info

Gemini



3. Click on Add
4. Paste in your custom instructions that you also use on Chat GPT

Memory: You can ask Gemini to remember things

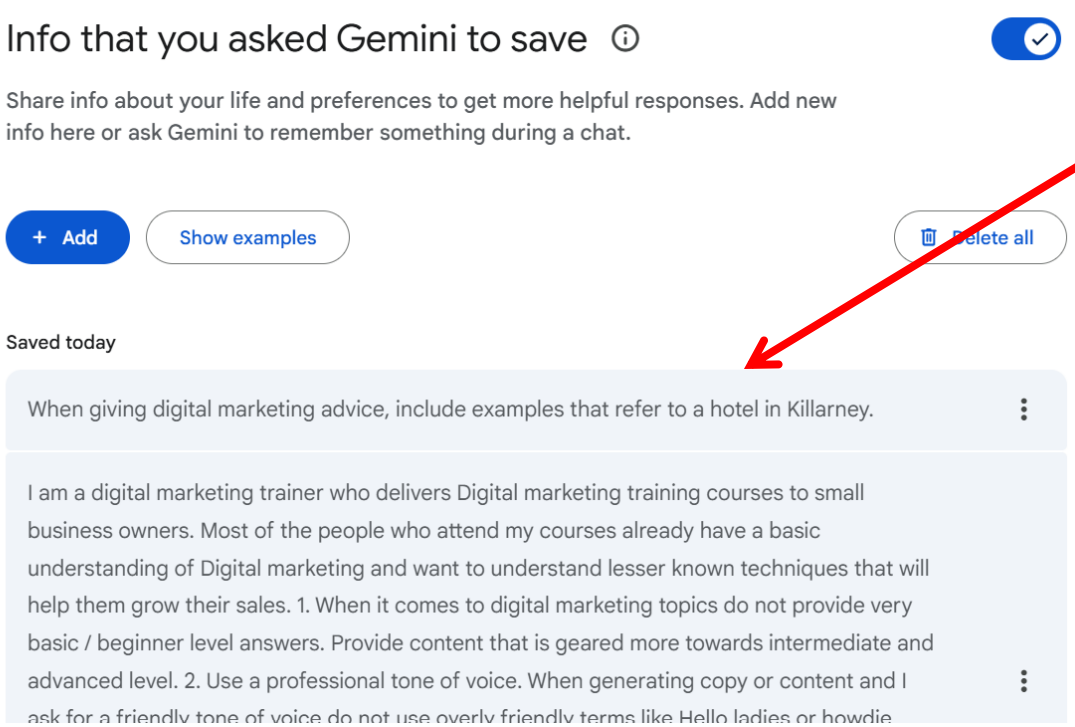


When you are writing a prompt you can ask it to remember that

It will then confirm that it will

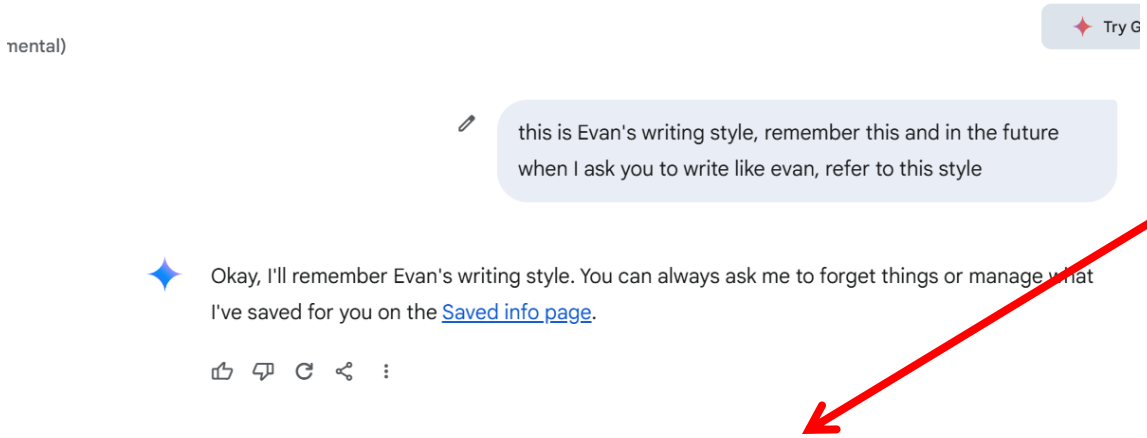
It then places this memory in the saved info page. If you ever want to edit or delete it, go to the saves info page where you have also added your custom instructions

Memory: You can ask Gemini to remember things



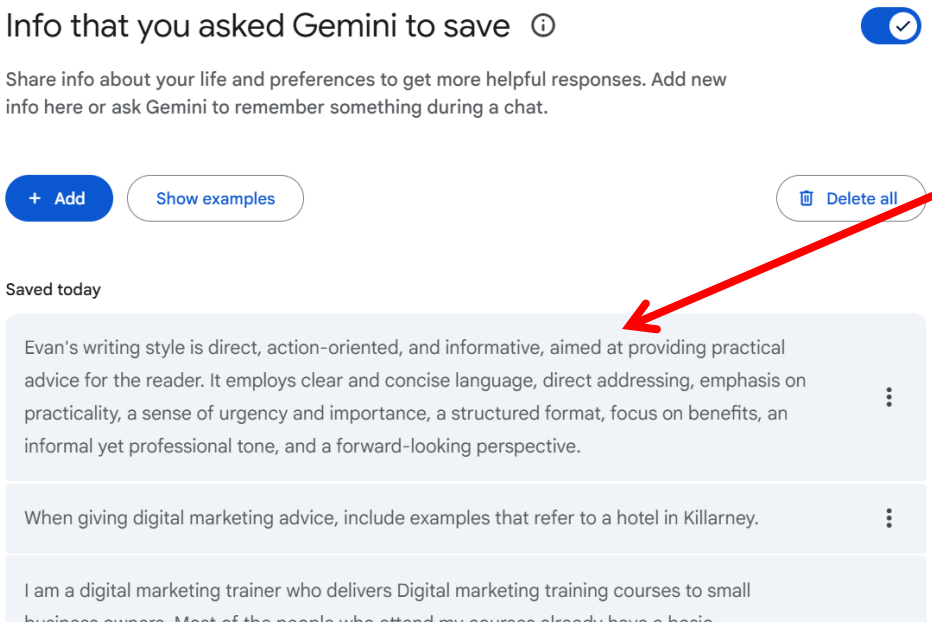
It then places this memory in the saved info page. If you ever want to edit or delete it, go to the saved info page where you have also added your custom instructions

Write like me: Ask it to analyse your writing style and then to remember it



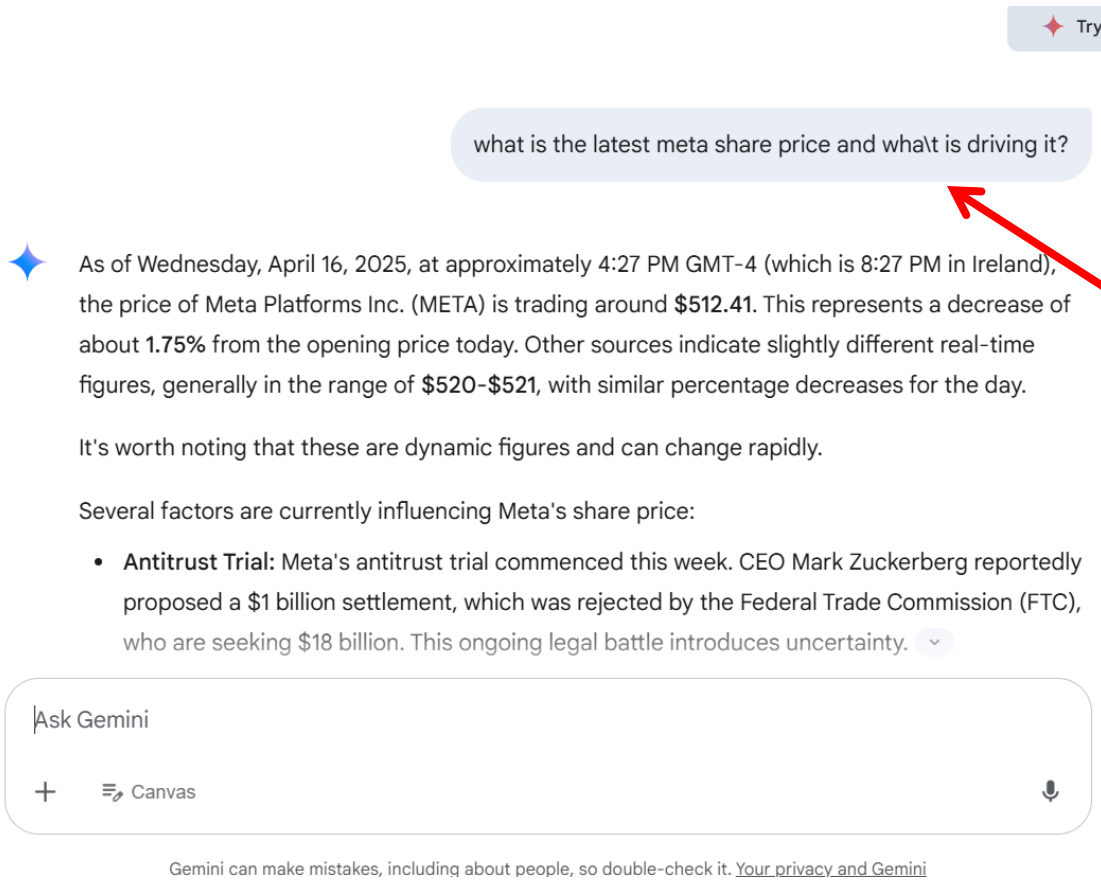
1. Paste in some examples of your blogs or business articles
2. Ask it to analyse the writing style
3. Tel lit that this is “your name” writing style. Remember this. When I ask you to write like “your name” refer to this style

Write like me: Ask it to analyse your writing style and then to remember it



4. It will then store it under saved page info

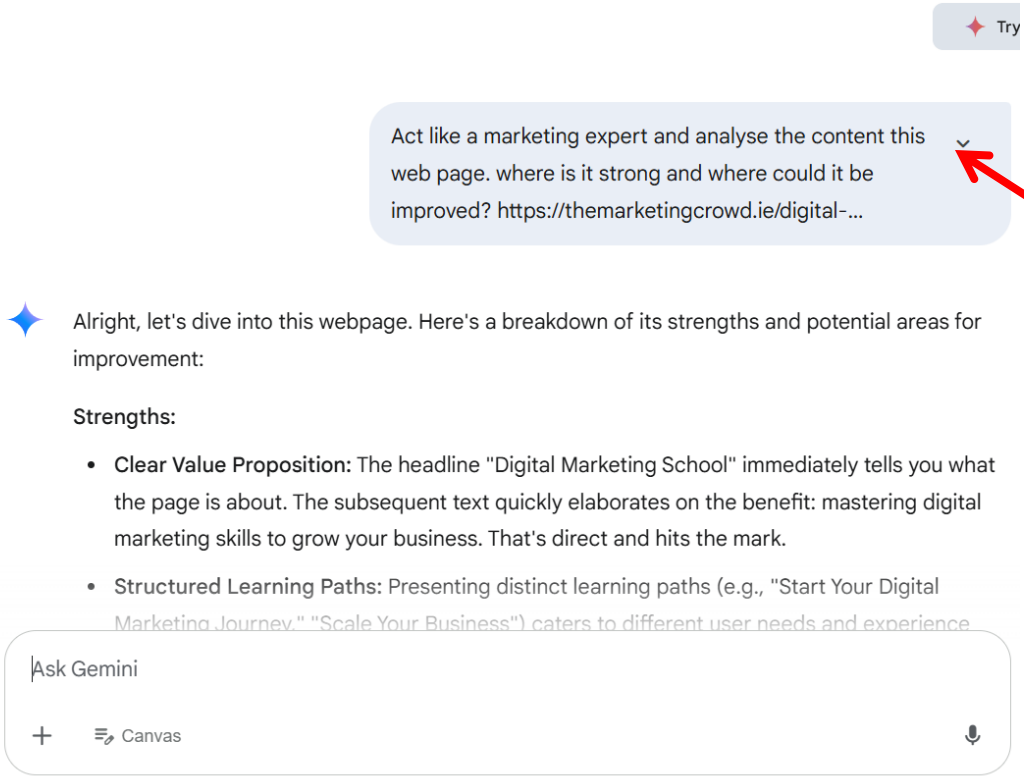
Real time / up to date search is built in (Like Perplexity / Search GPT



Gemini is now an up to date answer engine like Perplexity and Search GPT (In chat GPT)

Ask it any question that requires the very latest news form the internet and it will give an answer with links to sources

Can analyse content of a web page



Provide it with a url and then ask

1. Summarise the content of this web page
2. Act like a marketing expert and tell me what is strong and weak on this page

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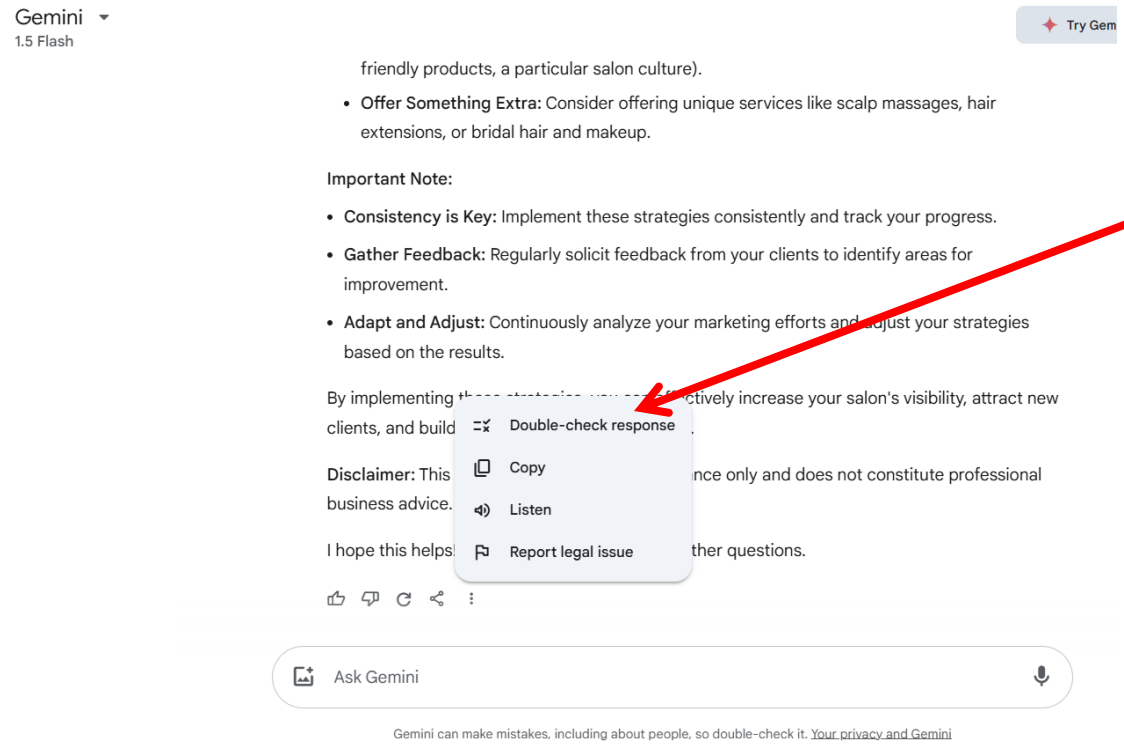
Fact check to combat hallucination

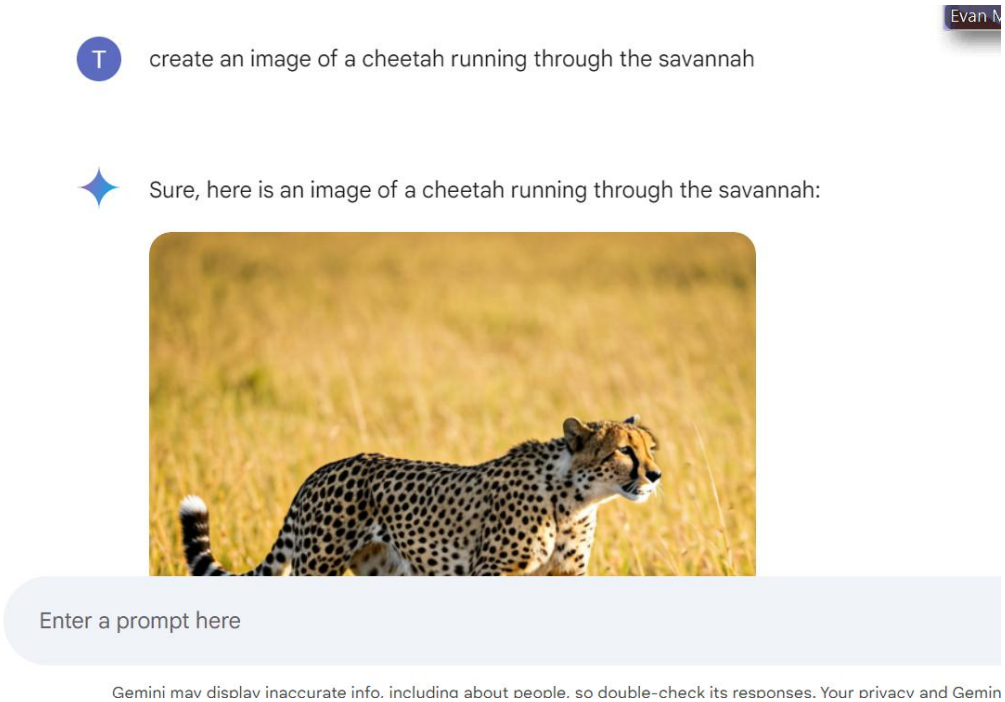


At the bottom of the answer there are 3 dots.
Click on double check response

It will then use Google to check for factual errors

This is very useful if you are using and Ai to research things that HAVE to be factually correct

Unlimited Image creation



Start your prompts with ” Create an image”.
Type whatever you want to create. You can use these images in your digital marketing

Imagen, the image creator got a major upgrade and the quality of the images are excellent.
Unlike the free version of Chat GPT you can create unlimited images in Gemini

Image attachment – ask it to write draft text for the web page for your products

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

Conquer the Elements in Style: The New Mariner Peacoat

Introducing the Mariner Peacoat: Your essential companion for navigating the crisp air with rugged elegance. Crafted for both durability and timeless style, this jacket is more than just outerwear – it's an investment in enduring quality.

Ask Gemini

Canvas

Click the + icon next to the prompt

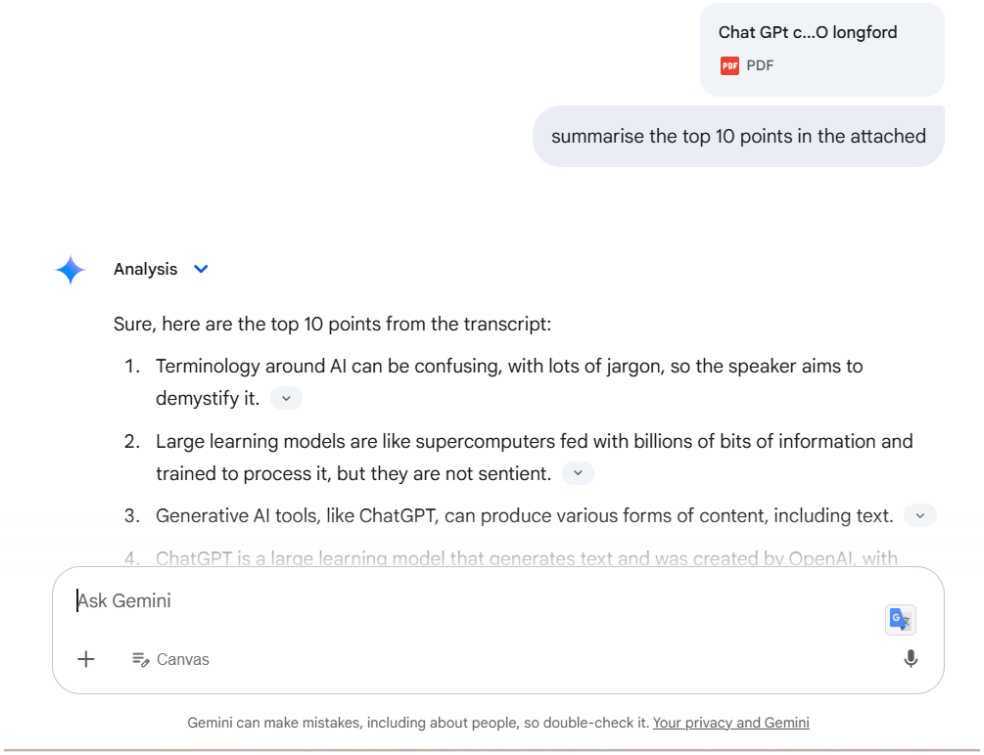
Select Image

Attach your image

Write your prompt eg.

“write the text for the web page for this new jacket in stock”

File attachment – ask it to analyse or summarise a file for you



Click the + icon next to the prompt

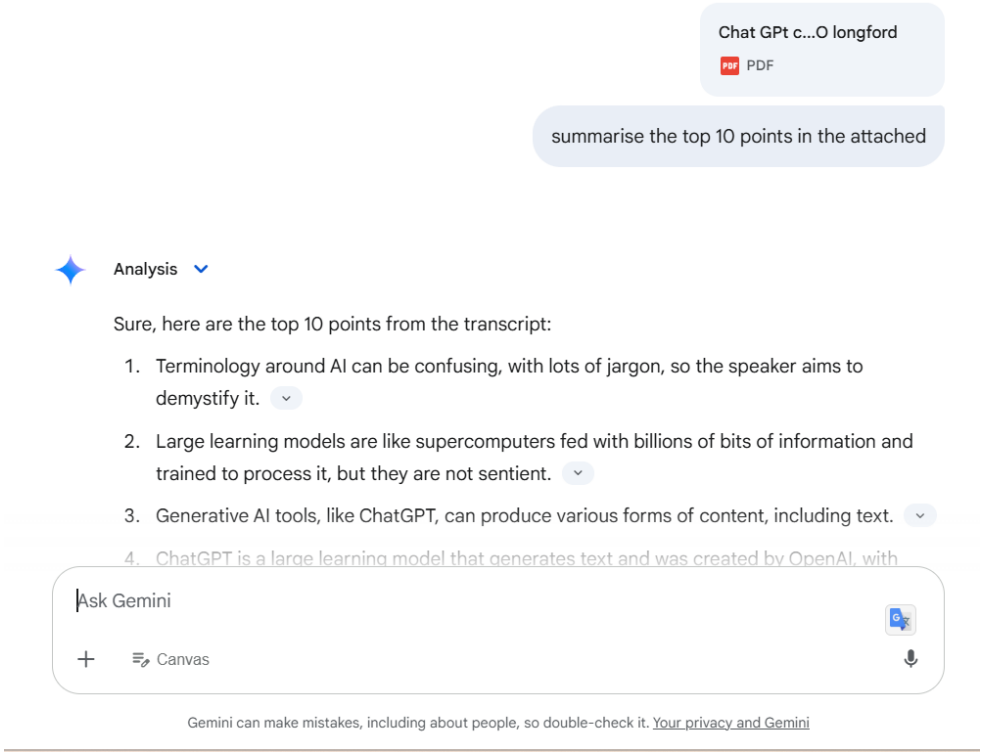
Select file

Attach your file (pdf

Write your prompt eg.

“summarise the top 10 points in the attached”

File attachment – supported file formats



Supported files:

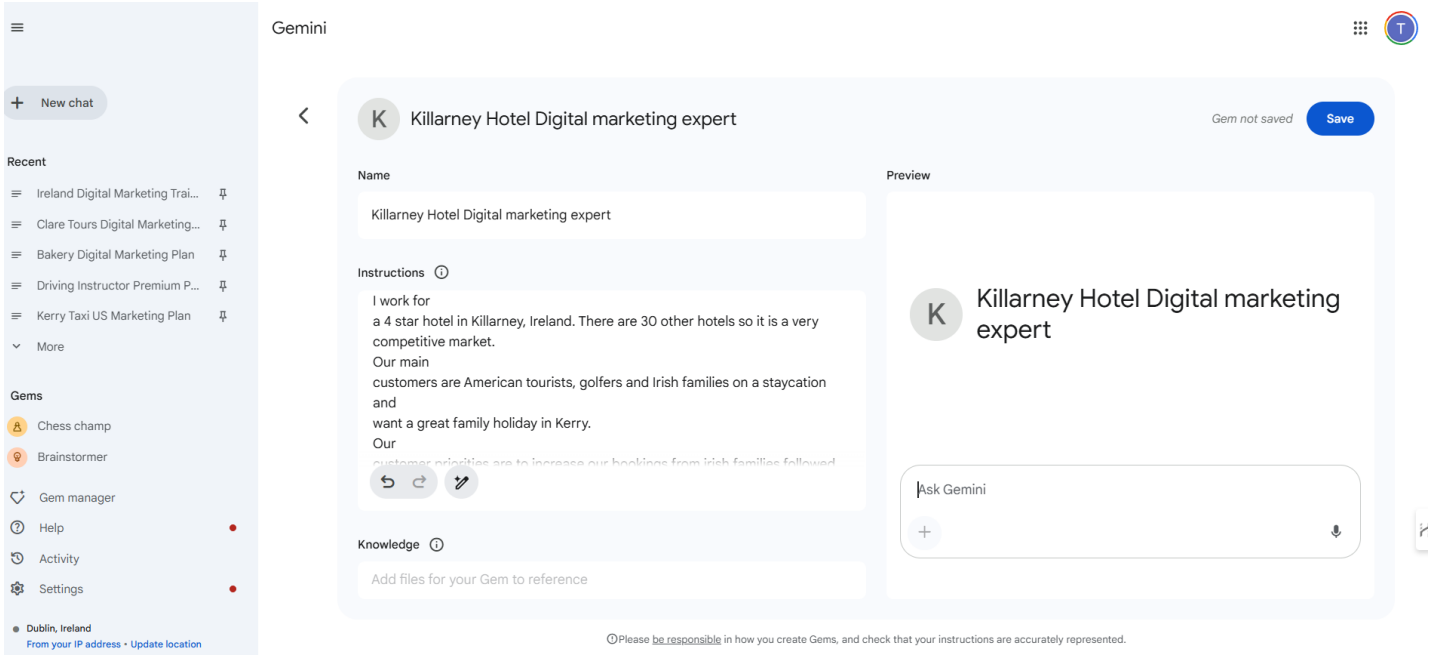
- PDF (*.pdf)
- Word documents (*.doc, *.docx)
- PowerPoint presentations (*.ppt, *.pptx)
- Plain text files (*.txt)
- Rich text files (*.rtf)
- Google Docs and Google Slides files (when connected via Google Drive)
- Some additional formats like DOT, DOTX, HWP, HWPX (less common document formats)237

Not Supported in Free Version:

- Excel spreadsheets (*.xls, *.xlsx)
- CSV or TSV files
- Code files (e.g., *.py, *.json)
- Audio, video, or ZIP files

You can now get creative answers far more tailored to you by creating projects in Gemini for free (Gems)

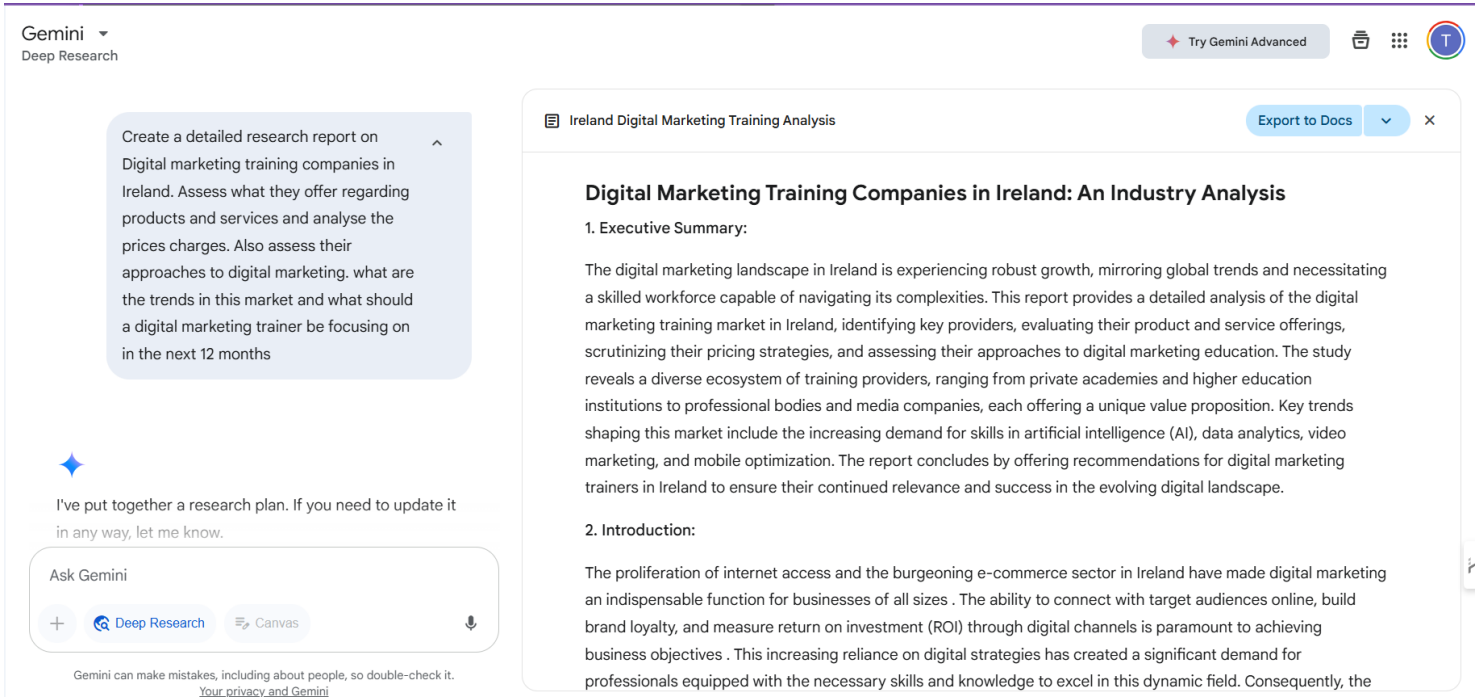
In Chat GPT projects are in the paid version



The free version of Gemini now has the ability to create Custom projects (Gems) that are an expert in any area you want and you can add custom instructions and upload your own files.

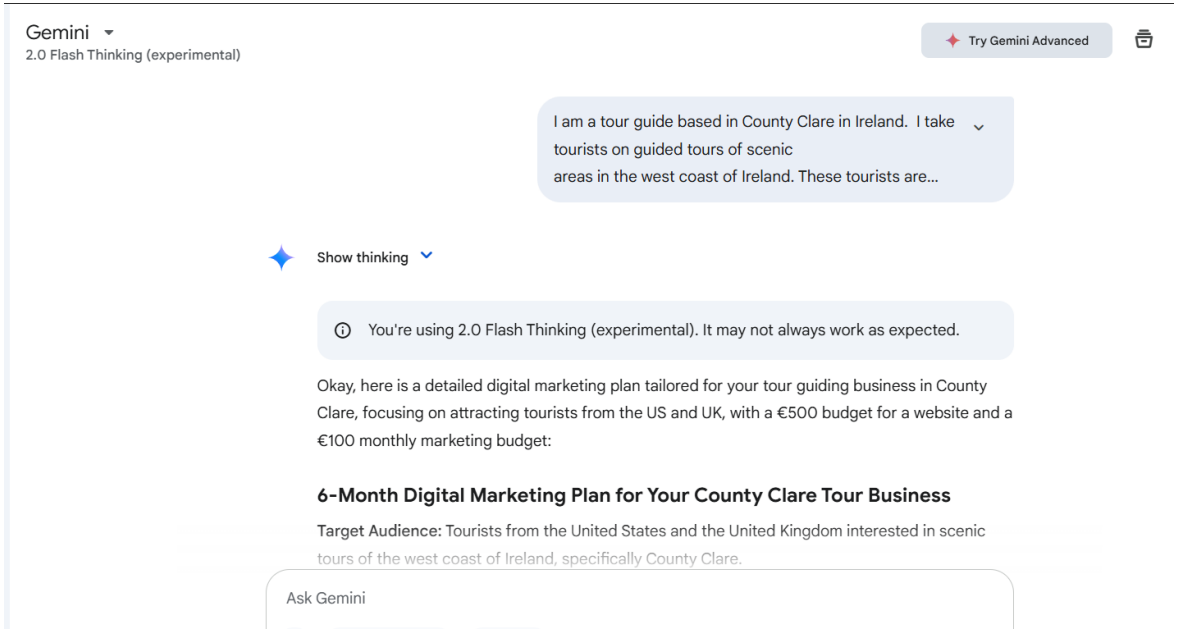
On the left menu click on Manage Gems. Then create a Gem
Give it a name and add your custom instructions. You can also add files
Click save
Your gem will now be on the left menu – ask any questions and the answer is far more tailored

Get a highly detailed deep research report on your industry or competitors



If you want a very detailed report on your industry or the type of product / service you offer, Gemini will provide an excellent one for free. . You would ask it to include an analysis of recent trends,. Competitors, pricing strategies and also ask it to recommend what a business in this sector should be focusing on in the next 12 months in order to stand out form competitors.

Get a highly detailed DM plan tailored to your business - Gemini - Flash thinking experimental

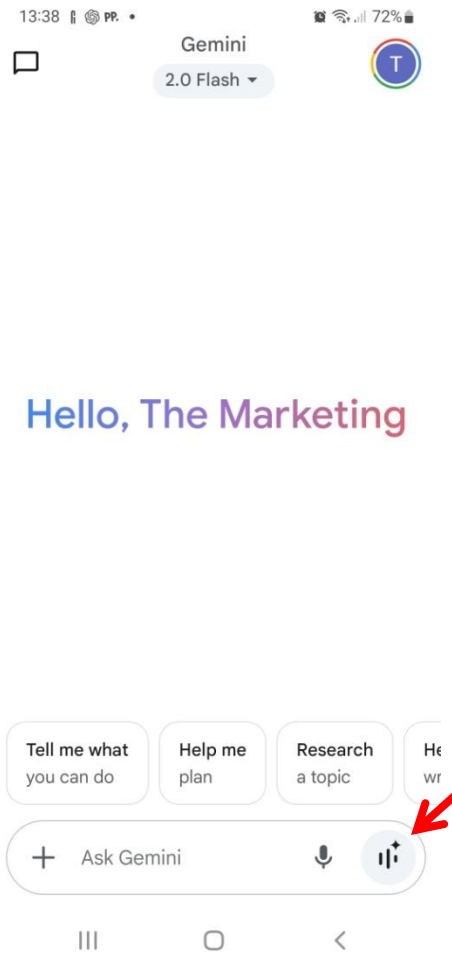


Tailor this prompt to your business

I am a tour guide based in County Clare in Ireland. I take tourists on guided tours of scenic areas in the west coast of Ireland. These tourists are mainly form the Unites States or UK. Create a detailed digital marketing plan for my business. I don't have a website but I have a budget of €500 to create one. My monthly budget for digital marketing would be €100. Explain step by step what I should be doing in my digital marketing over the next 6 months in order to grow my sales.

If you want a very detailed digital marketing plan tailored to your business, the best tool is Gemini – flash thinking experimental. It applies advanced reasoning. This means give it a task (develop a detailed plan) and give it some considerations – who your audience is, how much your budget is, a timeline for the plan) and it will work it all out

Enhanced Voice

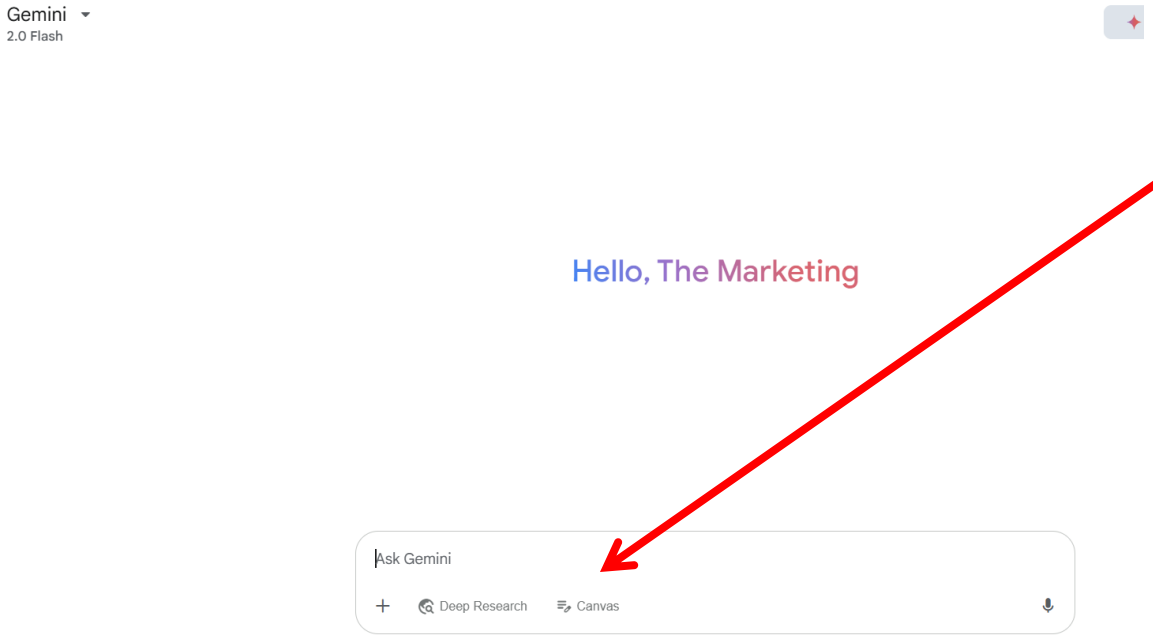


Gemini has enhanced voice on the mobile app but not yet on desktop

Hold an over and back conversation with Gemini

Treat it like a marketing consultant or a business coach. Ask it questions and follow up questions

Canvas

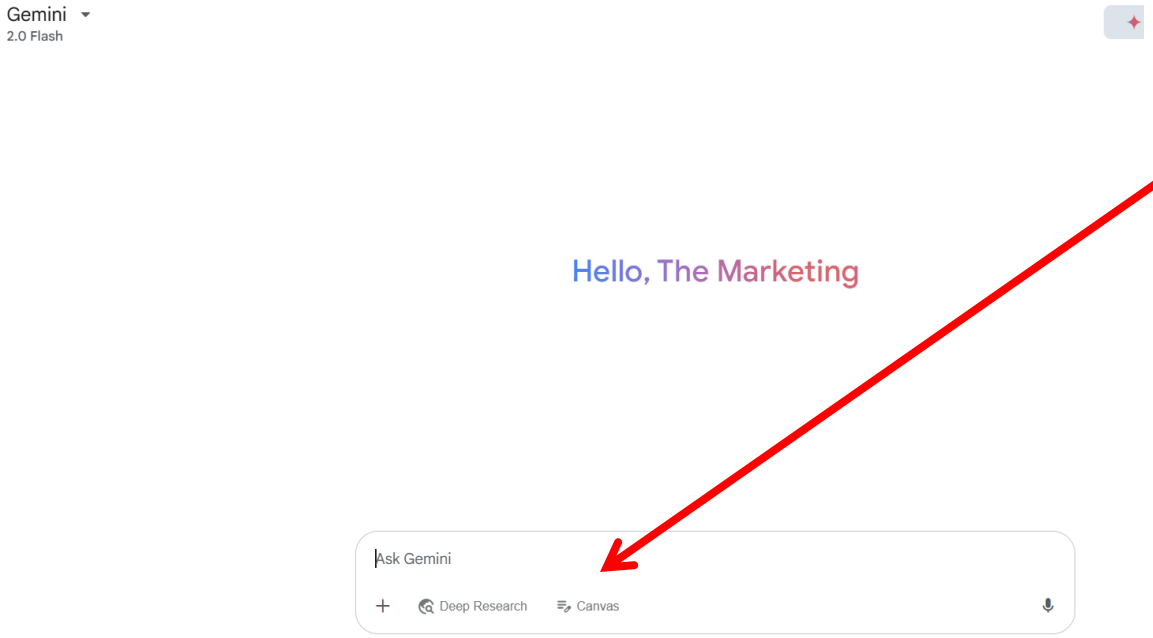


When you are using Flash 2 you will notice an option for Canvas

Think of Canvas as a collaborative workspace where Gemini will help with your writing or will help you with creating the code for things that you want to create

Think of it an area where non programmers can ask Gemini to program things for them

Canvas



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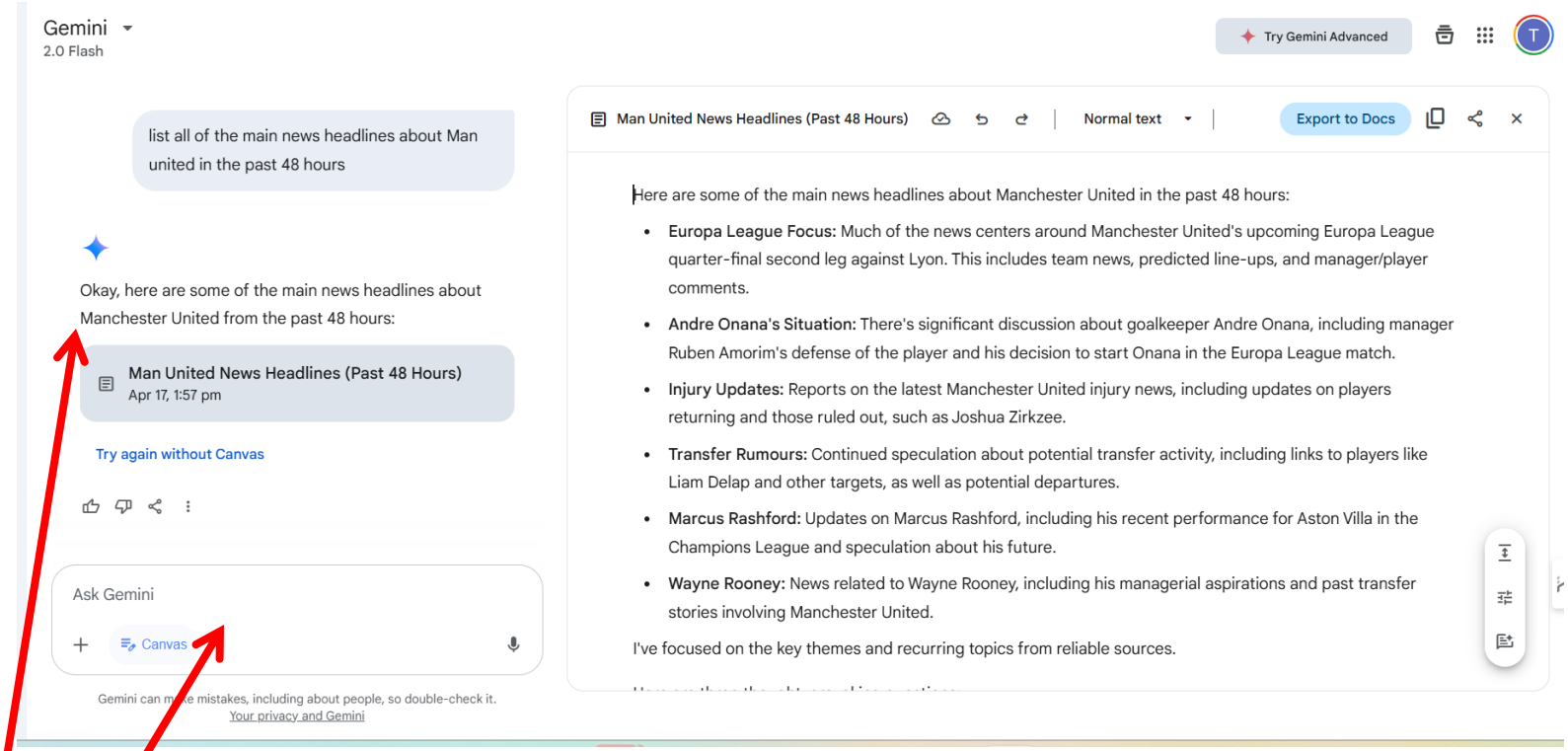
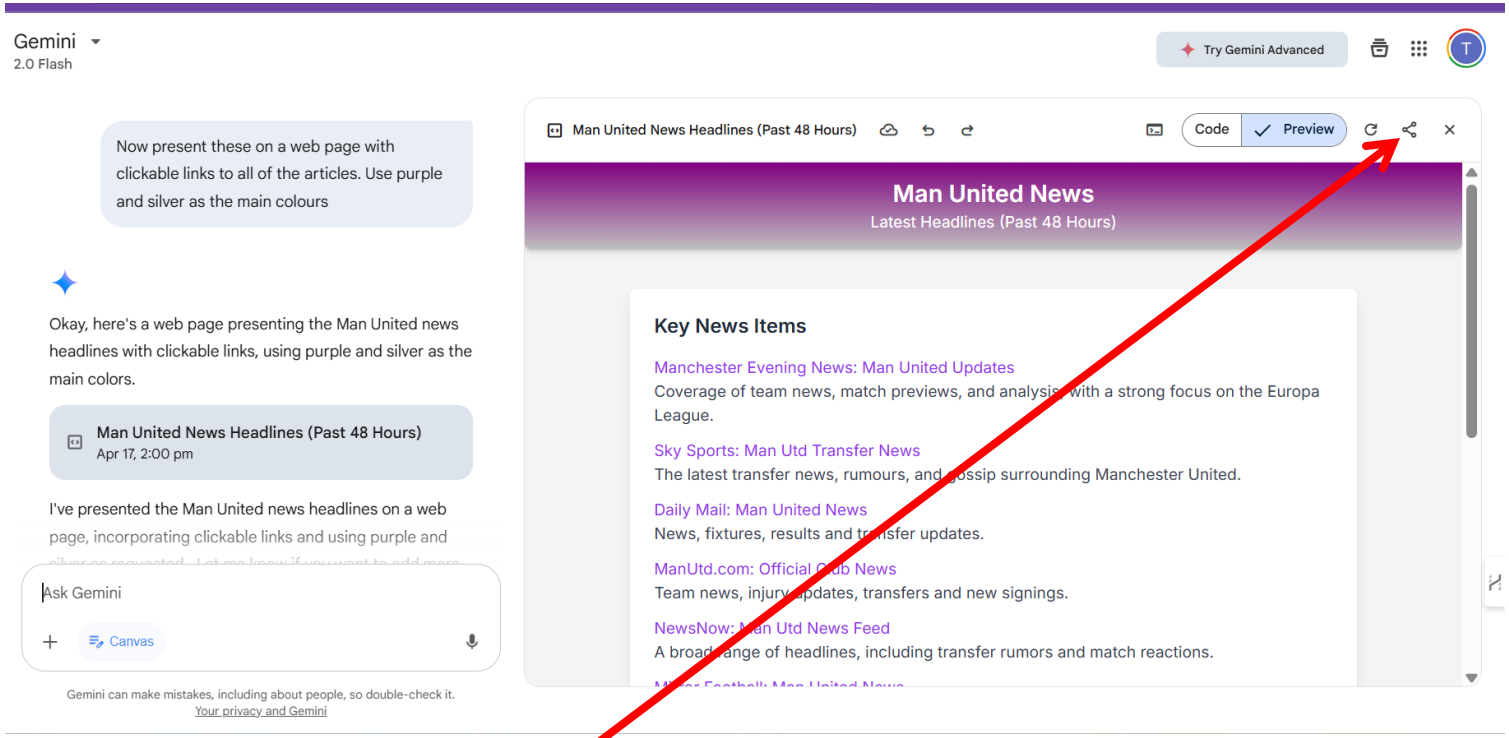


1. I asked “list all of the main news headlines about Man united in the past 48 hours”
2. It listed them on the right hand side
3. On the left hand side I now say “Now present these on a web page with clickable links to all of the articles. Use purple and silver as the main colours”

Canvas



It creates a web page with links

I can now share the link to this web page

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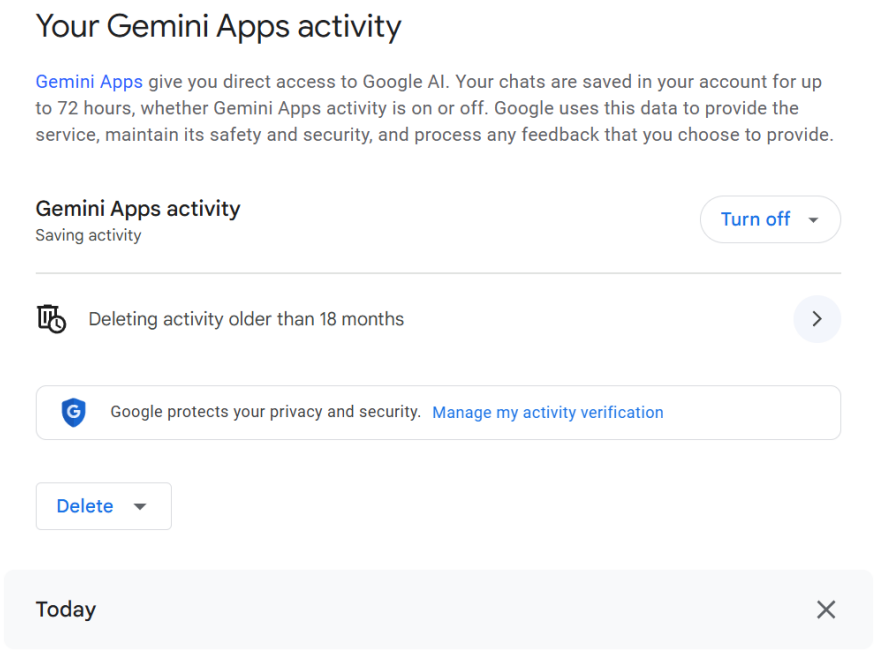
Privacy

You would want to ensure that what you tell an AI isn't fed into the AI and then ends up in an answer for someone else

In Chat GPT it is easy to turn off data sharing

In Gemini it is not as straight forward

Privacy



- Go to gemini.google.com.
- At the top left, click on the **Menu** (three horizontal lines).
- Click on **Activity**. This will take you to your Gemini Apps Activity page.
- Near the top, you will see "Gemini Apps Activity [On/Off]".
- Click on this.
- A pop-up will appear asking you to confirm.
- To turn off the saving of your activity, click **Turn off**.
- You will also see an option **Turn off and delete activity**.
- If you wish to delete your past Gemini Apps Activity as well, you can select this option.

Privacy

However,

- It will not then save future chats. You wont be able to refer back to them
- Within gems you won’t be able to see previous chats

This is a huge downside.

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Image creation/ manipulation

In the paid version of Chat GPT I was able to attach the red dress image and ask for the colour to be changed to white

Image creation/ manipulation

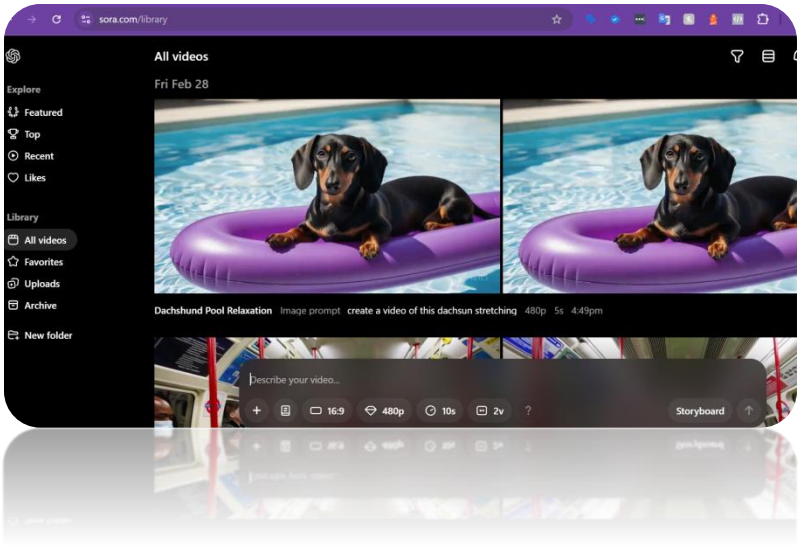
In the paid version of Chat GPT I was able to attach the graduation pic and ask it to be recreated in the style of the Simpsons

In Gemini, currently in Ireland this feature is not available

However it is available in the US so expect it any month

Sora within Chat GPT is now an excellent video creation tool

Create videos just by describing them



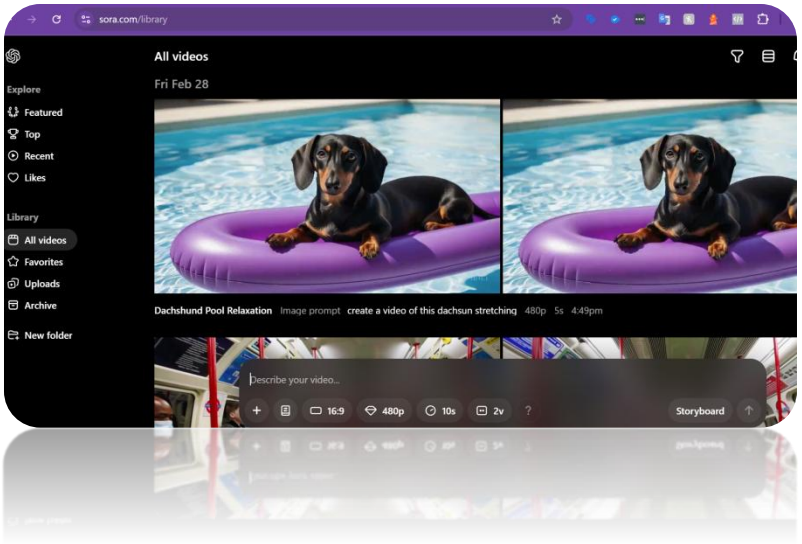
Chat GPT launched Sora in the US and many other countries at the end of 2024 and it rolled out to Ireland in February 2025

It is so much better than any of the other text to video tools I have used. It is currently only available to paid users and to use it you have to go to www.sora.com and login with your Chat GPT login.

You can then type in your prompt describing the type of video you want. You can choose the shape (landscape / portrait / square) , the length (currently 10 seconds max) and how many versions you want (up to 4).

You can also attach an image and it will turn the image into a video and that feature is excellent.

Sora – create videos just by describing them



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Sora – create videos just by describing them

Log in

ChatGPT Plus

Plus includes the ability to explore your creativity through video

- Up to 50 priority videos (1,000 credits)
- Up to 720p resolution and 5s duration
- Learn more about everything you get with ChatGPT Plus

$20 /month

Get Plus ↗

ChatGPT Pro

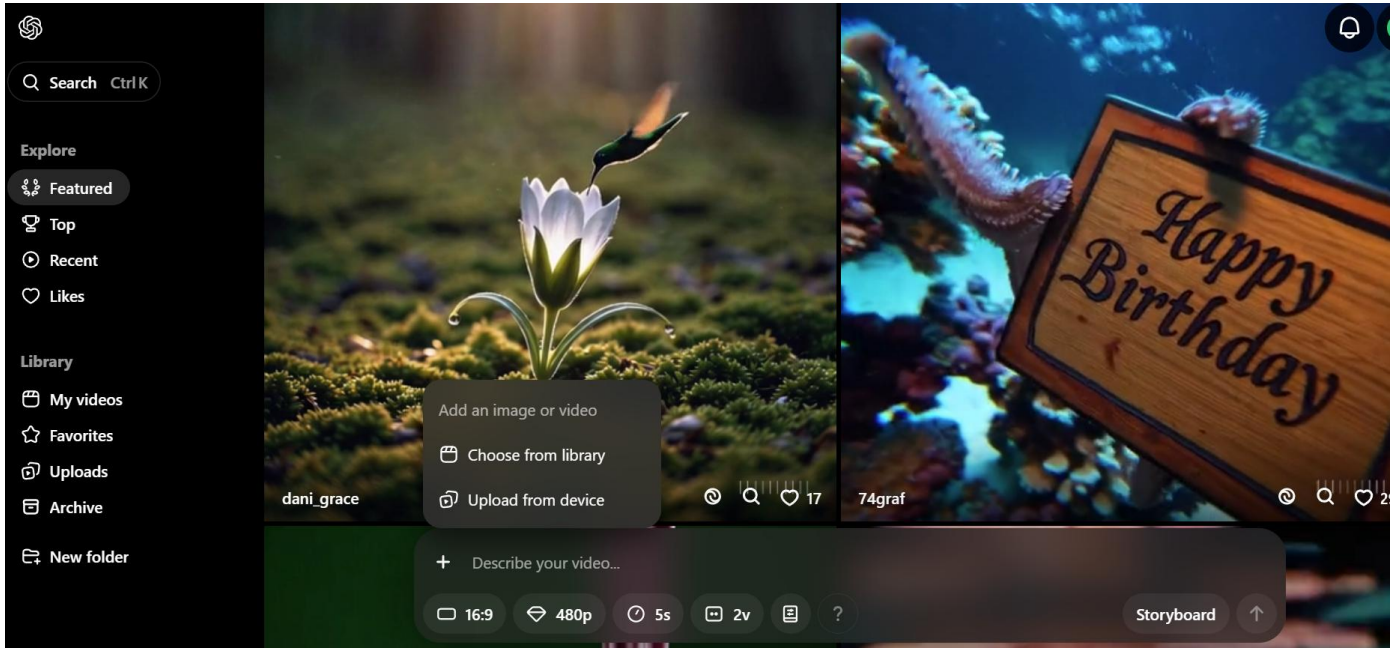
Pro includes unlimited generations and the highest resolution for high volume workflows

- Up to 500 priority videos (10,000 credits)
- Unlimited relaxed videos
- Up to 1080p resolution, 20s duration and 5 concurrent generations
- Download without watermark
- Learn more about everything you get with ChatGPT Pro

$200 /month

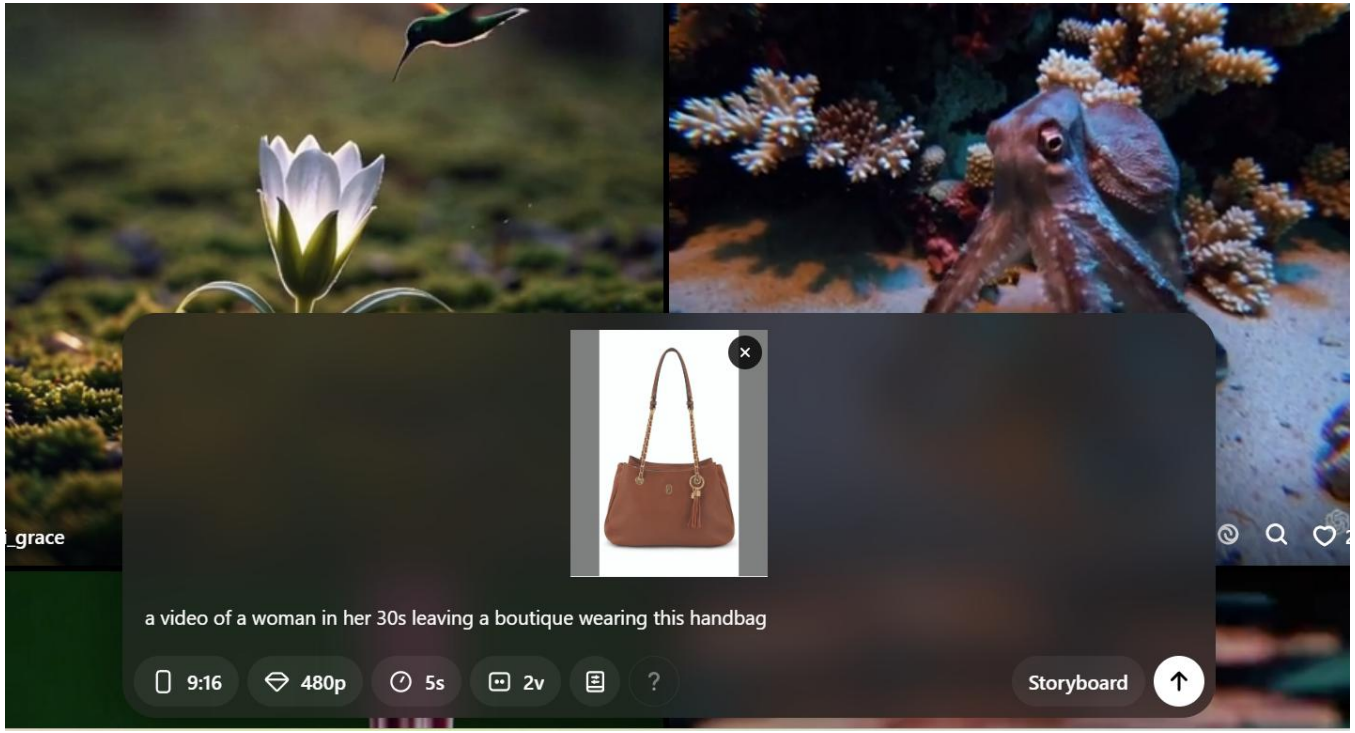
Get Pro ↗

Attach a photo of your product and request videos of it
Sora.com



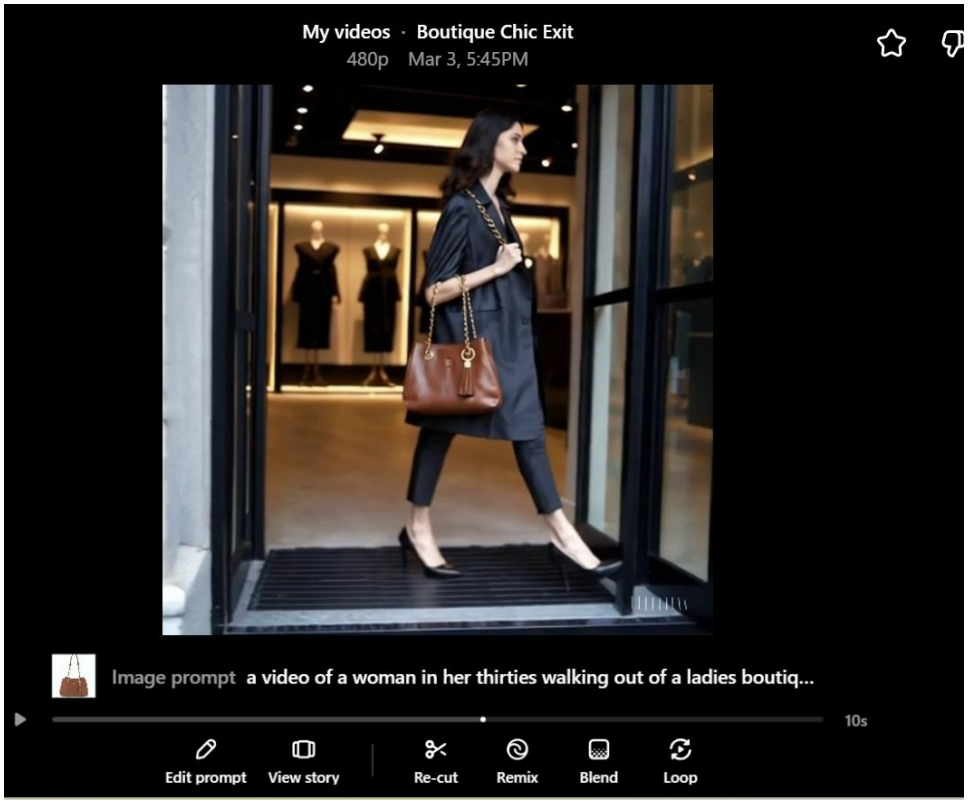
Login to sora.com (paid users only)
Click on the + and attach an image (of your product)

Attach a photo of your product and request videos of it
Sora.com



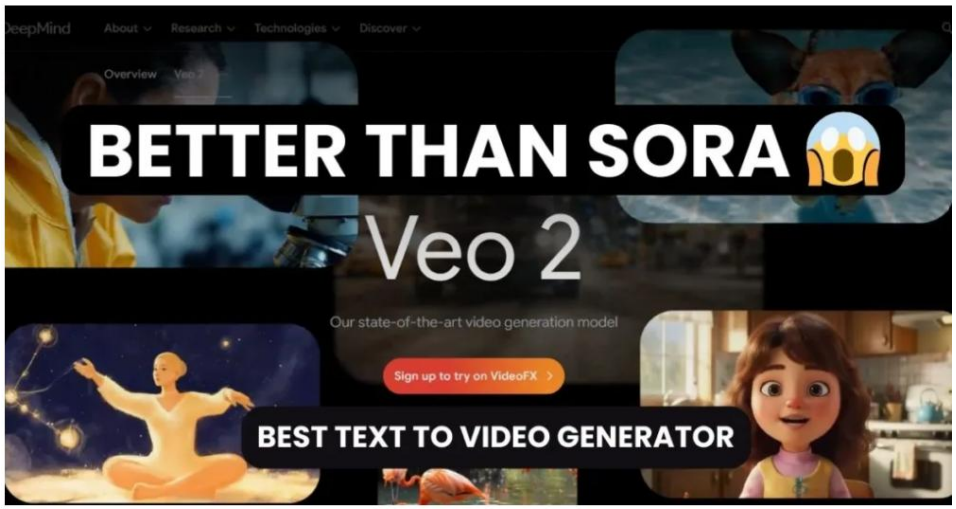
Then write a prompt for what you want in the video
Choose the aspect ratio, resolution and how many videos you want

Attach a photo of your product and request videos of it Sora.com



You can then view the videos that were created
You can also make some revisions to the video, blend it with another one

Video creation in Gemini



Very soon we will be able to use Gemini's video creation tool called VEO 2

We will be able to attach an image and create a video from it or describe what we want

Based on report form those who have used it , it will be as good as Sora

Currently it is only available in the paid version of Gemini but it is expected to feed into the free version in 2025

Comparison Chat

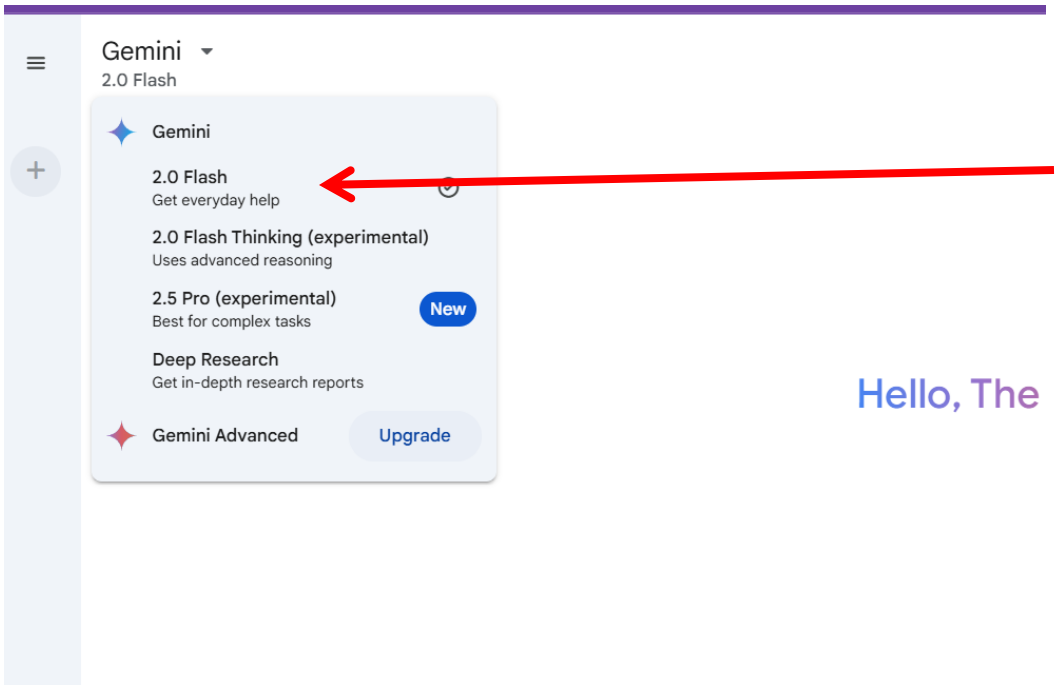
	Chat GPT - Free	Gemini (free)	Chat GPT - Paid
Specify Custom Instructions	Yes	Yes	Yes
Up tto date search (Search GPT)	Yes	Yes	Yes
Can generate images	Limited tries	Yes	Yes
Add an image to your prompt	Limited tries	Yes	Yes
Add a file as part of the prompt	Limited tries	Yes	Yes
Can analyse content on a web page	Yes	Yes	Yes
Deep research	No	Yes	Yes
Projects	No	Yes	Yes
Multi Step reasoning	No	Yes	Yes (o3 model)
Speak your prompts on desktop	No	Yes	Yes
Speak your prompts on mobile	Yes	Yes	Yes
Enhanced voice	Limited tries	Yes	Yes
Create custom GPTs	No	No	Yes
Can analyse live video through your camera	No	No	Yes
Create videos by describing them	No	No	Yes

What we will cover

Which Gemini Models should you use and when?

- Everyday Creative Answers (2.0 Flash)
- Ongoing more tailored answers about a topic (Gems within 2.0 Flash)
- Very detailed plans and recommendations that factor in criteria (Multistep reasoning 2.5 flash thinking experimental)
- In-depth research about a topic (2.0 flash Deep Research)
- Canvas
- Gemini 2.5 Pro

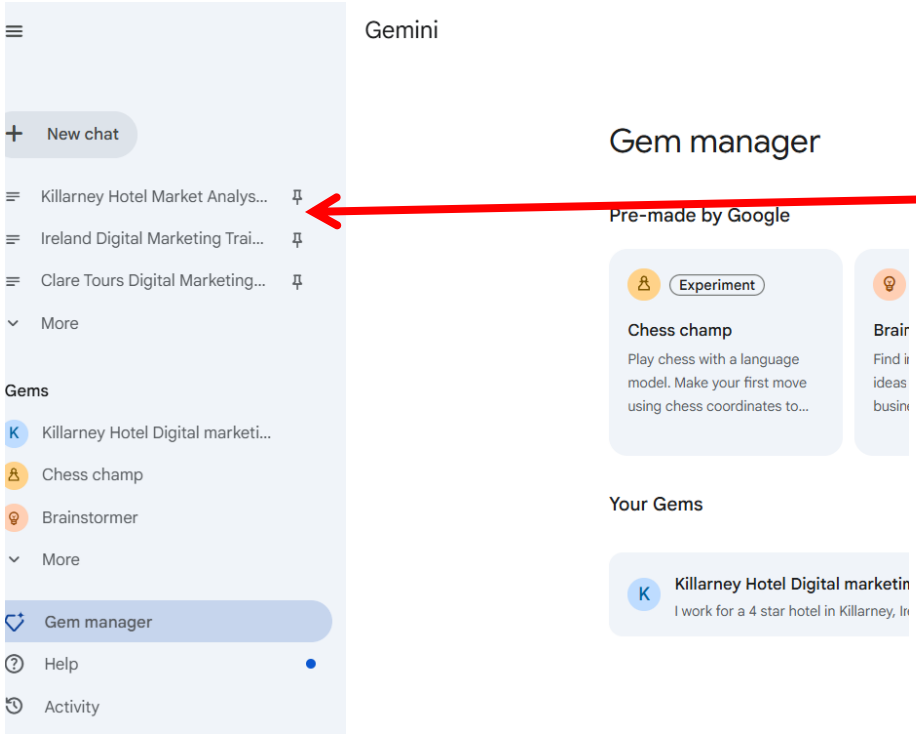
Flash 2
Use this for everyday creation answers



Act like a Digital marketing expert and ...

- Brainstorm ideas for my posts
- Write text for my web page about x and write in my style
- Teach me about topic x
- Summarise the content of a page
- Summarise the content of a file

Flash 2 using Gems
Ongoing more tailored answers about a topic



Create a Gem for each of these topics

1. Increasing my sales
2. SEO for my site
3. Social media content ideas

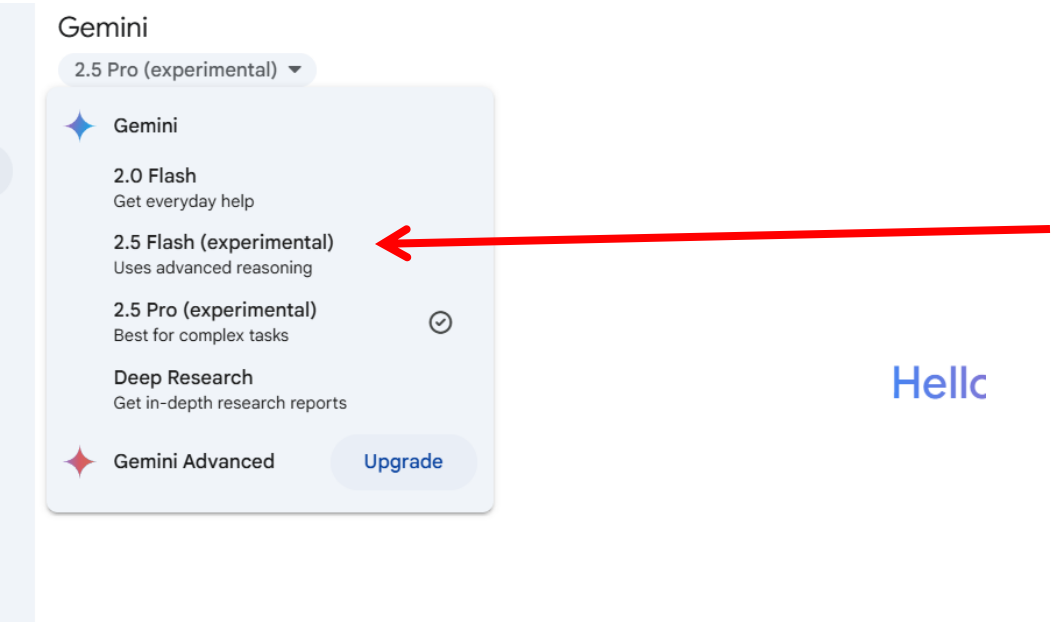
Write custom instructions for each gem

Act like a digital marketing expert in the area of (SEO or Increasing sales / social media content) and provide expert creative ideas tailored to my business which is a (type of business) in this location.

Add any relevant files;/ documents that you want the AI too always reference. Eg SEO report, deep research report

•Then keep going back to the relevant Gem when you wan to ask future questions. The answers will be much better

2:5 flash thinking experimental with (Multistep reasoning
Very detailed plans and recommendations that factor in criteria



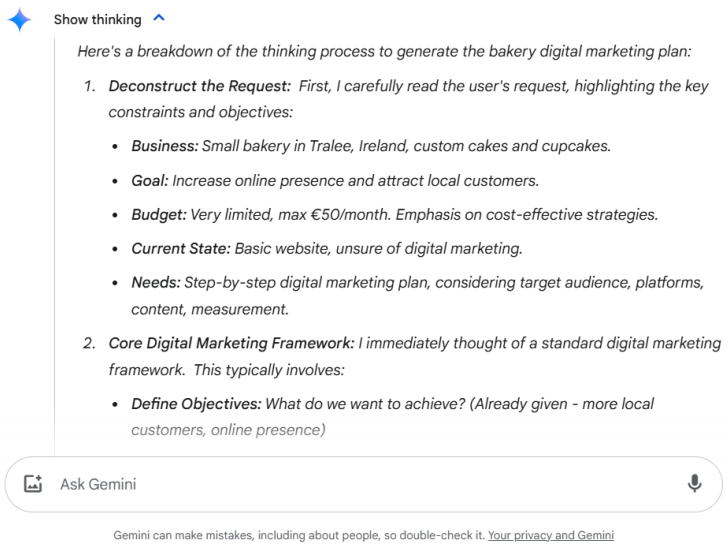
If you ask the normal flash 2.0 to create a digital marketing plan for you or to produce a travel itinerary for a trip it will take 3-4 seconds and you will get something good but not amazing

But if you switch to flash thinking experiment you will receive a far more detailed plan. It will take longer to create

You can also give it multiple things to consider / factor in and this will draw on it's multi step reasoning.

2.5 Flash thinking experimental

Use it for a far more detailed digital marketing action plan



Example of a prompt that benefits form multi step reasoning

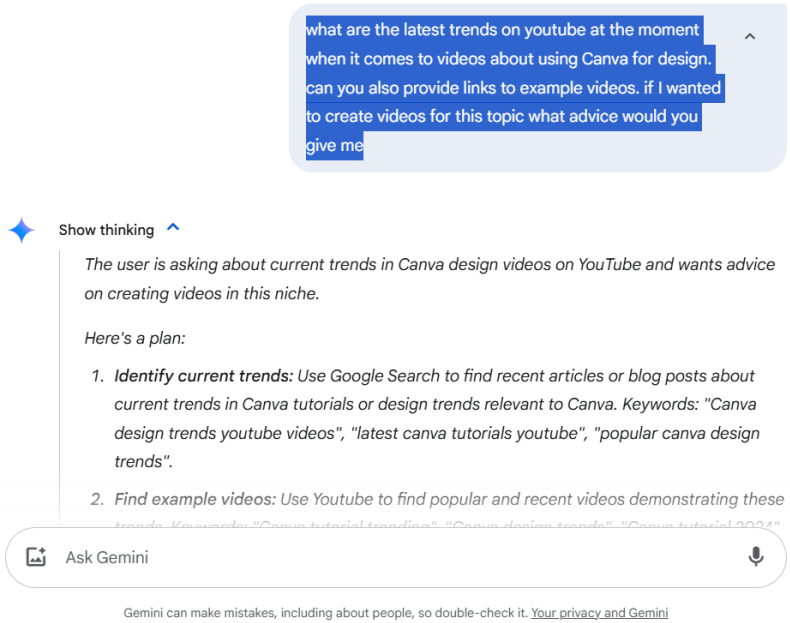
I own a small bakery specialising in custom cakes and cupcakes in Tralee, Ireland. I'm trying to increase my online presence and attract more local customers. My budget is limited, so I need to focus on cost-effective strategies. At a max I could only spend €50 a month. I have a basic website, but I'm not sure how to effectively use digital marketing. Develop a digital marketing plan for my bakery. 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

2.5 Flash thinking experimental

Use it to analyse trends on YouTube and to recommend a strategy

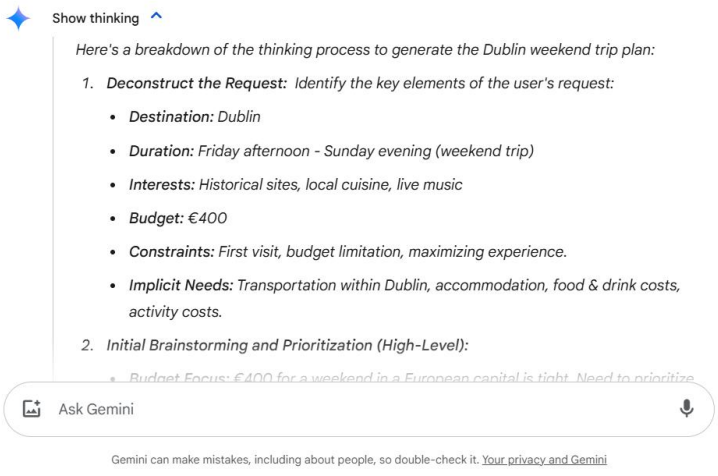


Ask it questions that involve YouTube.

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

2.5 Flash thinking experimental
Use it to provide a VERY detailed travel itinerary



Example of a prompt that benefits form multi step reasoning

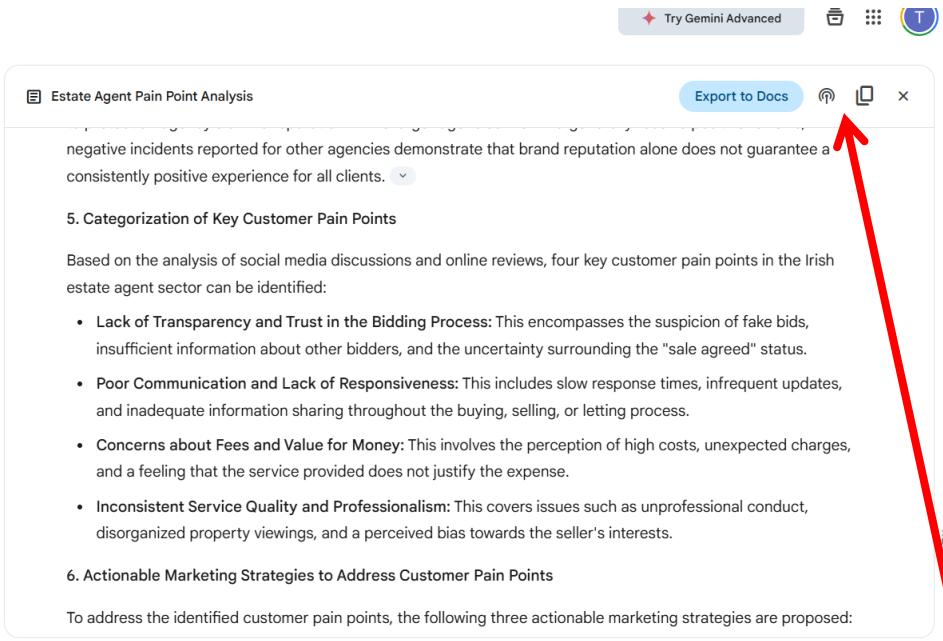
I'm planning a weekend trip to a Dublin - a city I've never visited before. I want to maximize my experience, focusing on historical sites, local cuisine, and maybe catching a live music gig. My budget is limited - it is only €400 , I'm arriving on Friday afternoon and leaving Sunday evening. Plan a detailed itinerary for me considering factors like transport, accommodation, and prioritizing activities given my interests and budget constraints.

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

Flash 2 using Deep research

In-depth research about a topic – identify custom pain points within your industry and how to address them



Identify customer pain points within your industry / sector and generate ideas on how to address them

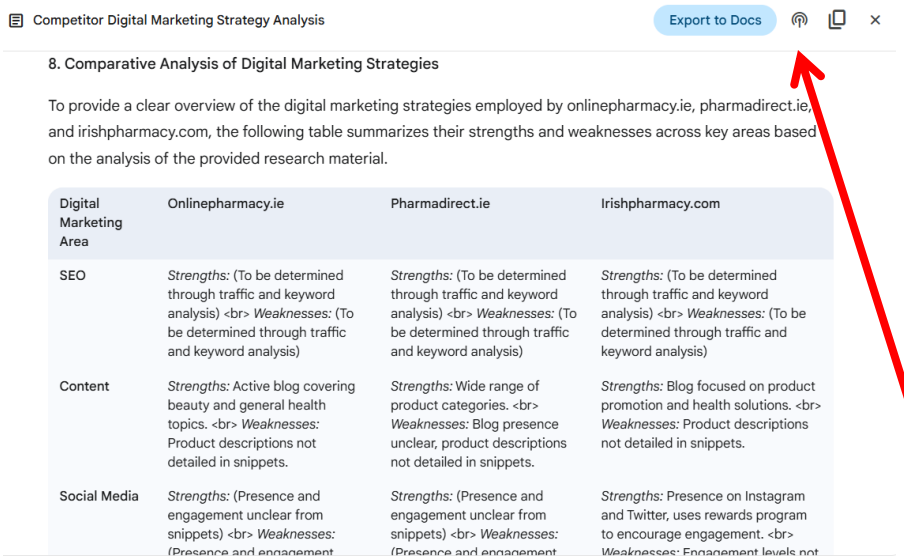
Analyse recent social media discussions and product reviews in the estate agent sector. Identify key customer pain points and suggest three actionable ways we can address them in our marketing.

It produces an excellent very detailed report

Click on download to download it

Click on Audio to turn it into an audio podcast – a useful way to consume the detail

Flash 2 using Deep research
In-depth research about a topic – conduct competitor research


Competitor Digital Marketing Strategy Analysis

Export to Docs

8. Comparative Analysis of Digital Marketing Strategies

To provide a clear overview of the digital marketing strategies employed by onlinepharmacy.ie, pharmadirect.ie, and irishpharmacy.com, the following table summarizes their strengths and weaknesses across key areas based on the analysis of the provided research material.

Digital Marketing Area	Onlinepharmacy.ie	Pharmadirect.ie	Irishpharmacy.com
SEO	*Strengths:* (To be determined through traffic and keyword analysis) *Weaknesses:* (To be determined through traffic and keyword analysis)	*Strengths:* (To be determined through traffic and keyword analysis) *Weaknesses:* (To be determined through traffic and keyword analysis)	*Strengths:* (To be determined through traffic and keyword analysis) *Weaknesses:* (To be determined through traffic and keyword analysis)
Content	*Strengths:* Active blog covering beauty and general health topics. *Weaknesses:* Product descriptions not detailed in snippets.	*Strengths:* Wide range of product categories. *Weaknesses:* Blog presence unclear, product descriptions not detailed in snippets.	*Strengths:* Blog focused on product promotion and health solutions. *Weaknesses:* Product descriptions not detailed in snippets.
Social Media	*Strengths:* (Presence and engagement unclear from snippets) *Weaknesses:* (Presence and engagement	*Strengths:* (Presence and engagement unclear from snippets) *Weaknesses:* (Presence and engagement	*Strengths:* Presence on Instagram and Twitter, uses rewards program to encourage engagement. *Weaknesses:* Engagement levels not

Competitor research and ideas on how to differentiate

Compare the digital marketing strategies of our top three competitors. These are, onlinepharmacy.ie pharmadirect.ie irishpharmacy.com . What are their strengths and weaknesses, and how can we differentiate our business from them?

It produces an excellent very detailed report

Click on download to download it

Click on Audio to turn it into an audio podcast – a useful way to consume the detail

The Marketing Crowd

Text related AI Tasks & Tools

Creative Answers

The Marketing Crowd

Text related AI Tasks & Tools

- Act like an expert
- Brainstorm ideas
- Develop a plan
- Write web text
- Write posts

Creative Answers

You can do these things for free on the following platforms

- Gemini 2.0
- Chat GPT
- CoPilot

You can do these things in a paid plan on the following platforms

- Chat GPT plus

The Marketing Crowd

Text related AI Tasks & Tools

- Act like an expert
- Brainstorm ideas
- Develop a plan
- Write web text
- Write posts

- Create a project
- Upload files
- Custom instructions
- Get more tailored expert advice

Creative Answers — **More tailored creative answers**

You can do these things for free on the following platforms

- Gemini 2.0
- Chat GPT
- CoPilot

- Gemini using Gems

You can do these things in a paid plan on the following platforms

- Chat GPT plus

- Chat GPT using Projects

The Marketing Crowd

Text related AI Tasks & Tools

- Act like an expert
- Brainstorm ideas
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- Write posts

- Create a project
- Upload files
- Custom instructions
- Get more tailored expert advice

- What has changed recently
- How do I do this
- How does this work?
- Compare products

Creative Answers — **More tailored creative answers** — **Up to date AI Answers**

You can do these things for free on the following platforms

- Gemini 2.0
- Chat GPT
- CoPilot

- Gemini using Gems

- Chat GPT using GPT search
- Perplexity
- Gemini 2.0

You can do these things in a paid plan on the following platforms

- Chat GPT plus

- Chat GPT using Projects

The Marketing Crowd

Text related AI Tasks & Tools

- Act like an expert
- Brainstorm ideas
- Develop a plan
- Write web text
- Write posts

- Create a project
- Upload files
- Custom instructions
- Get more tailored expert advice

- What has changed recently
- How do I do this
- How does this work?
- Compare products

- Create a detailed DM plan and factor in x y and z
- Plan a campaign based on objectives

Creative Answers → **More tailored creative answers** → **Up to date AI Answers** → **Multi Step Reasoning**

You can do these things for free on the following platforms

- Gemini 2.0
- Chat GPT
- CoPilot

- Gemini using Gems

- Chat GPT using GPT search
- Perplexity
- Gemini 2.0

- Gemini - Flash thinking experimental
- Perplexity

You can do these things in a paid plan on the following platforms

- Chat GPT plus

- Chat GPT using Projects

- Chat GPT plus

The Marketing Crowd

Text related AI Tasks & Tools

- Act like an expert
- Brainstorm ideas
- Develop a plan
- Write web text
- Write posts

- Create a project
- Upload files
- Custom instructions
- Get more tailored expert advice

- What has changed recently
- How do I do this
- How does this work?
- Compare products

- Create a detailed DM plan and factor in x y and z
- Plan a campaign based on objectives

- Research my industry
- Research competitors
- Predict trends

Creative Answers | **More tailored creative answers** | **Up to date AI Answers** | **Multi Step Reasoning** | **Deep Research**

You can do these things for free on the following platforms

- Gemini 2.0
- Chat GPT
- CoPilot

- Gemini using Gems

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- Perplexity
- Gemini 2.0

- Gemini - Flash thinking experimental
- Perplexity

- Gemini - Deep Research
- Perplexity

You can do these things in a paid plan on the following platforms

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