

The
Marketing
Crowd


Local
Enterprise
Office
Let's talk business

HOW GOOGLE GEMINI COMPARES TO CHAT GPT

AND WHY IT IS BETTER THAN
CHAT GPT FOR FREE USERS



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
- Enhanced voice with video
- Canvas

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)

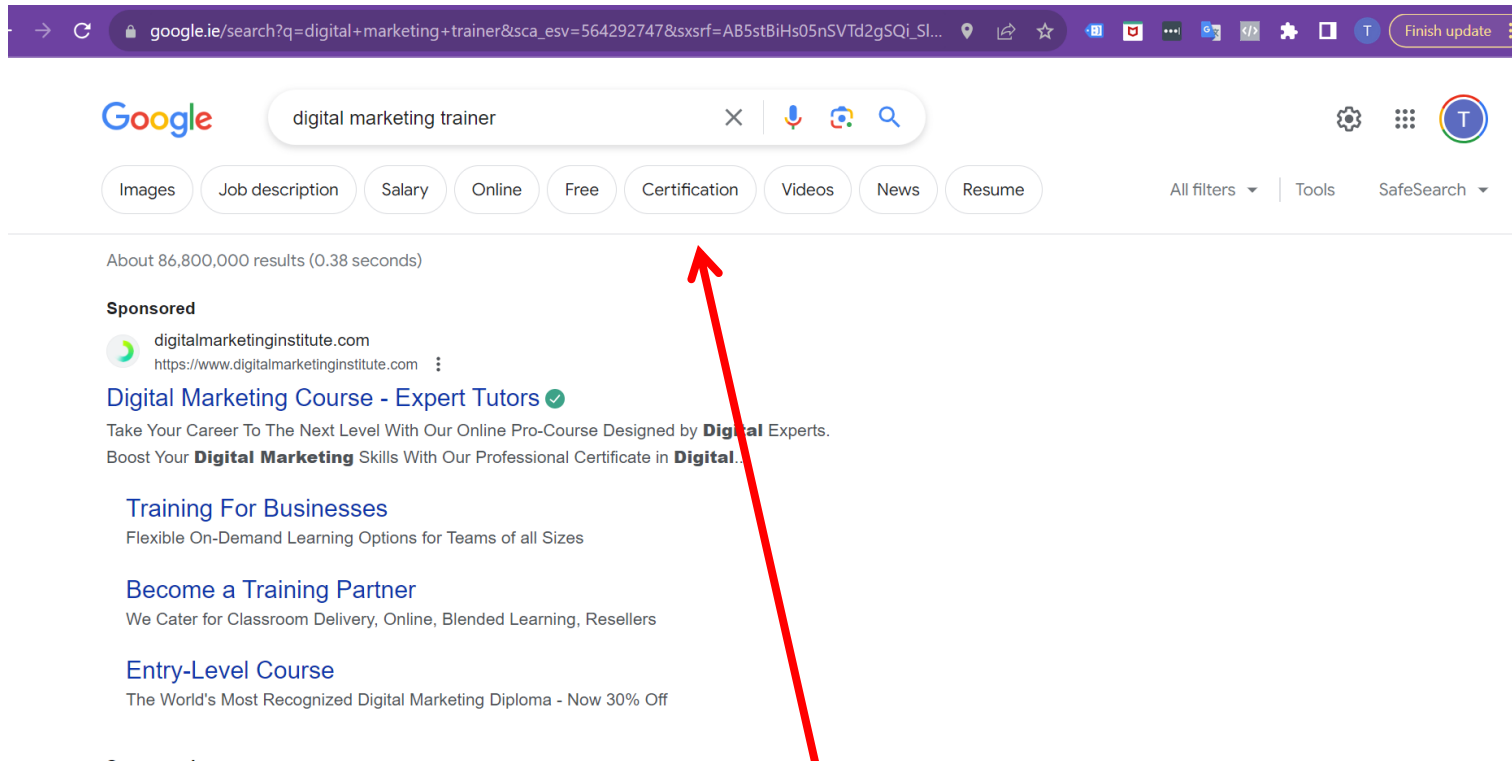
What we will cover

Which Gemini Models should you use and when?

- Everyday Creative Answers for you digital marketing (2.5 Flash)
- Ask it to summarise YouTube videos (2.5 Flash)
- Ask it to analyse and recommend trends on YouTube to help your marketing (2.5 Flash)
- In-depth research about a topic or a competitor (2.5 flash Deep Research)
- Ongoing more tailored answers about a topic (Gems within 2.5 Flash)
- Very detailed DM plans and recommendations that factor in criteria (Multistep reasoning 2.5 Pro)

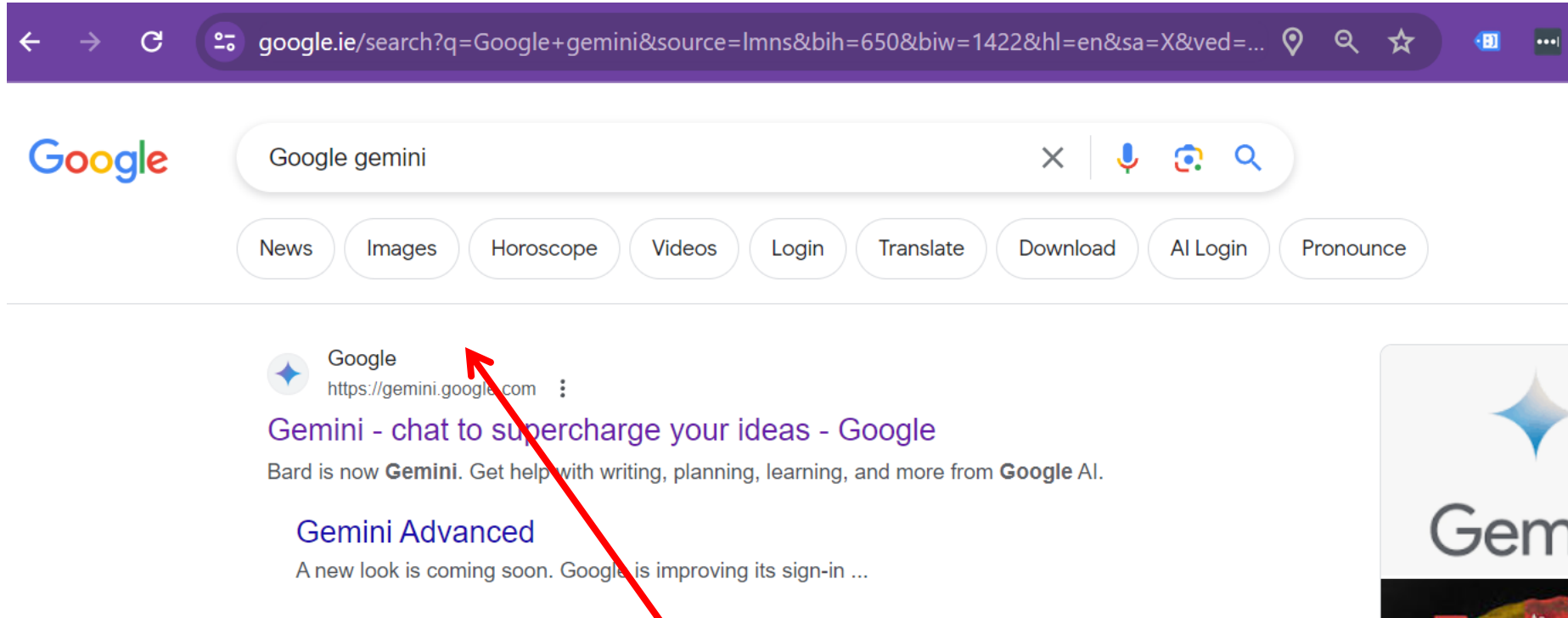
- How to visualise all of these features and tools

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 Gemini has been given major upgrades

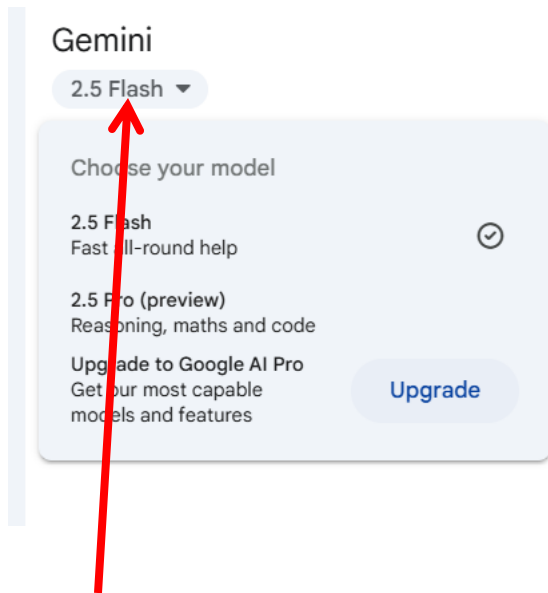


In February 2025 Gemini got a big upgrade. The model upgraded from 1.5 Flash to 2.0 Flash with some extra 2.0 models

In May it got upgraded again to 2.5 flash

These upgrades are significant and Gemini now provides better answers

How to use Gemini (Free version)



Click on this dropdown to choose a model

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

2.5 Pro (preview)– great if you want to ask more detailed prompts that have multi variables that need to be thought through

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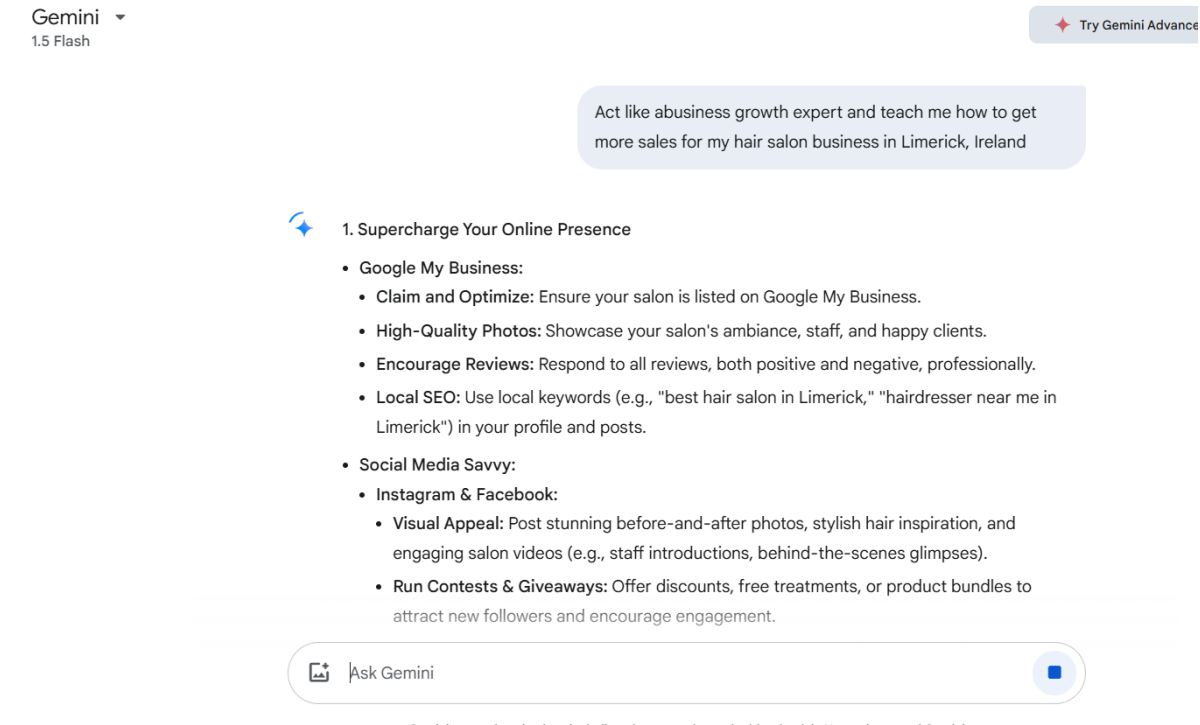
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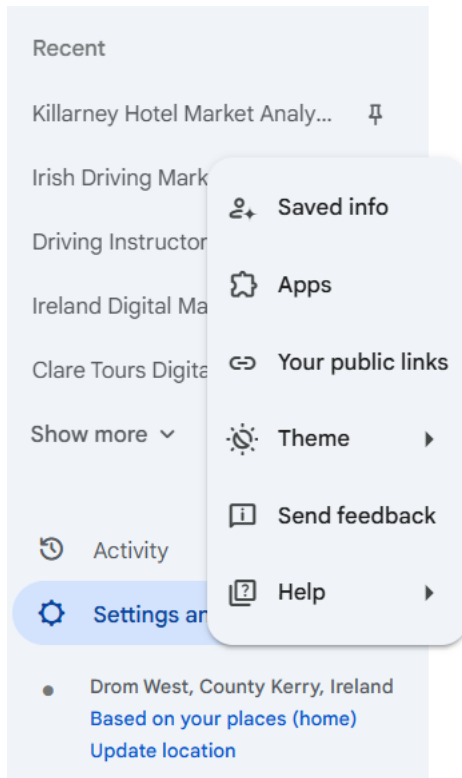
Prompts – use the same prompts as Chat GPT



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 settings in the bottom left
2. Click on Saved info

Custom instructions: These are under Saved info

Gemini

Info that you asked Gemini to save ⓘ



Share info about your life and preferences to get more helpful responses. Add new info here or ask Gemini to remember something during a chat.

+ Add

Show examples

🗑 Delete all

Saved today

I am a digital marketing trainer who delivers Digital marketing training courses to small business owners. Most of the people who attend my courses already have a basic understanding of Digital marketing and want to understand lesser known techniques that will help them grow their sales. 1. When it comes to digital marketing topics do not provide very basic / beginner level answers. Provide content that is geared more towards intermediate and advanced level. 2. Use a professional tone of voice. When generating copy or content and I



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

al)



When you are giving me digital marketing advice, always include examples that refer to a hotel in Killarney. Remember that



Sure, I'll remember to include examples that refer to a hotel in Killarney when giving you digital marketing advice. You can always ask me to forget things or manage what I've saved for you on the [Saved info page](#).



Ask Gemini



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

Info that you asked Gemini to save ⓘ

Share info about your life and preferences to get more helpful responses. Add new info here or ask Gemini to remember something during a chat.



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Show examples

Delete all

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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

mental)

Try G



this is Evan's writing style, remember this and in the future when I ask you to write like evan, refer to this style



Okay, I'll remember Evan's writing style. You can always ask me to forget things or manage what I've saved for you on the [Saved info page](#).



1. Paste in some examples of your blogs or business articles
2. Ask it to analyse the writing style
3. Tell it 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

Info that you asked Gemini to save ⓘ

Share info about your life and preferences to get more helpful responses. Add new info here or ask Gemini to remember something during a chat.

+ Add

Show examples

Delete all

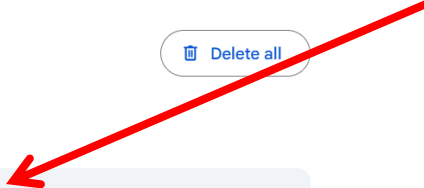
Saved today

Evan's writing style is direct, action-oriented, and informative, aimed at providing practical advice for the reader. It employs clear and concise language, direct addressing, emphasis on practicality, a sense of urgency and importance, a structured format, focus on benefits, an informal yet professional tone, and a forward-looking perspective.

When giving digital marketing advice, include examples that refer to a hotel in Killarney.

I am a digital marketing trainer who delivers Digital marketing training courses to small business owners. Most of the people who attend my courses already have a basic


4. It will then store it under saved page info



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

Try Gemini

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

 As of Wednesday, April 16, 2025, at approximately 4:27 PM GMT-4 (which is 8:27 PM in Ireland), the price of Meta Platforms Inc. (META) is trading around **\$512.41**. This represents a decrease of about 1.75% from the opening price today. Other sources indicate slightly different real-time figures, generally in the range of **\$520-\$521**, with similar percentage decreases for the day.

It's worth noting that these are dynamic figures and can change rapidly.

Several factors are currently influencing Meta's share price:

- **Antitrust Trial:** Meta's antitrust trial commenced this week. CEO Mark Zuckerberg reportedly proposed a \$1 billion settlement, which was rejected by the Federal Trade Commission (FTC), who are seeking \$18 billion. This ongoing legal battle introduces uncertainty.

Ask Gemini

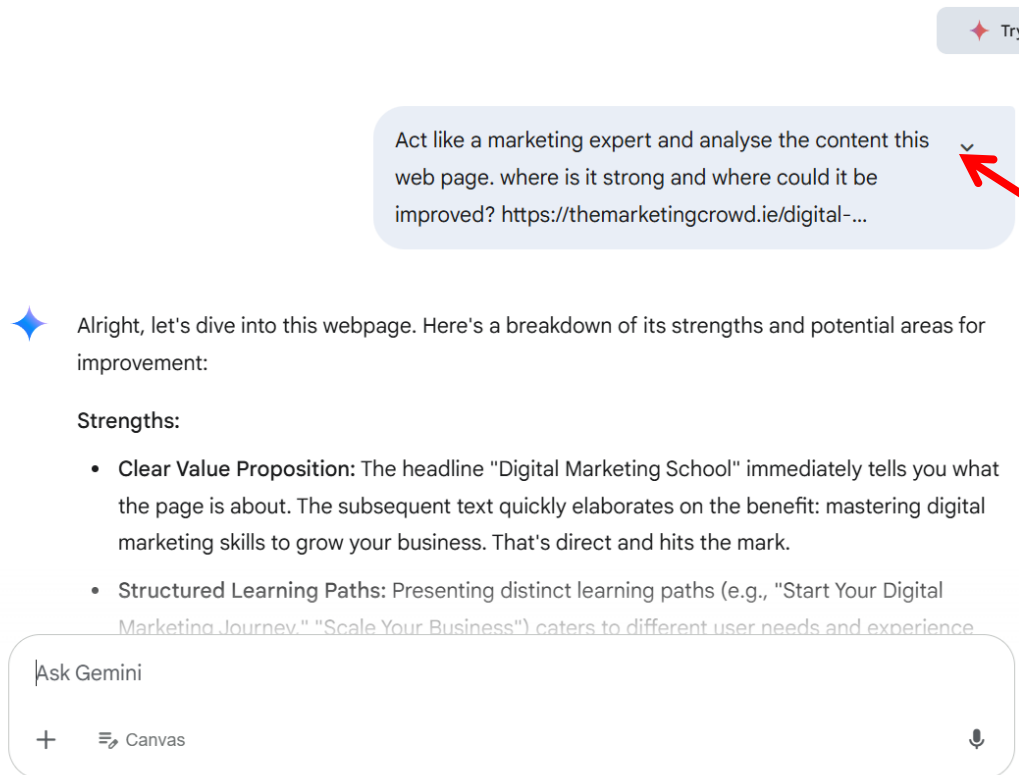
+ Canvas

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 from the internet and it will give an answer with links to sources

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

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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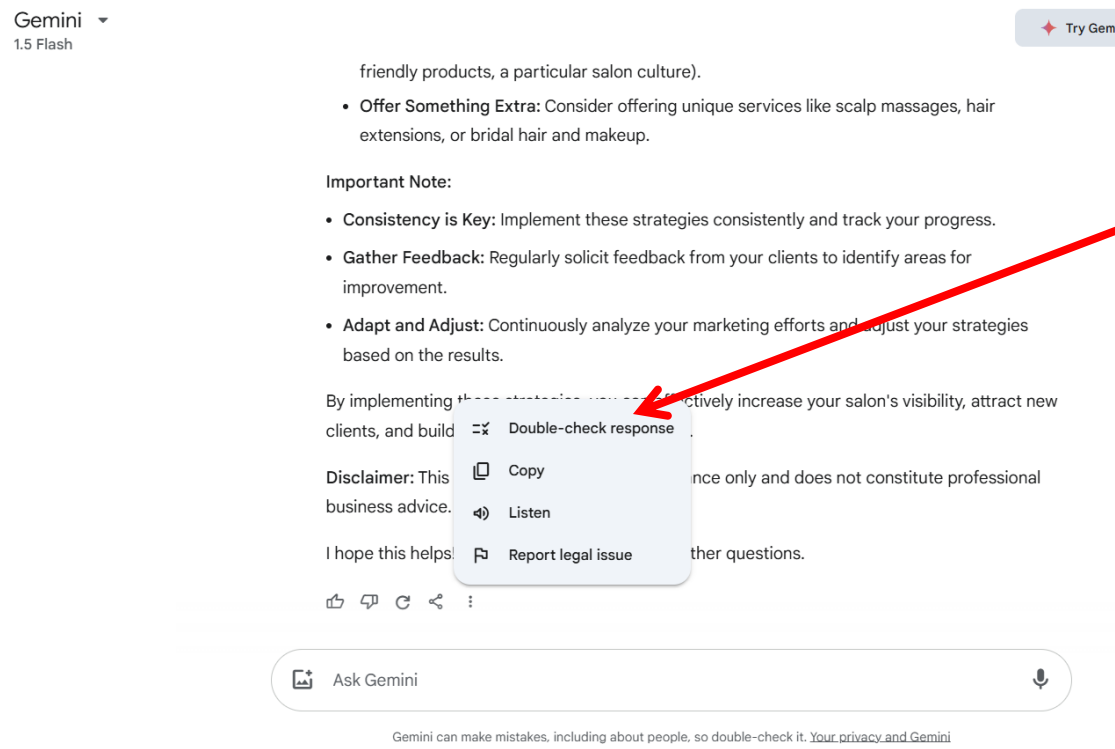
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Fact check to combat hallucination



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

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 " 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

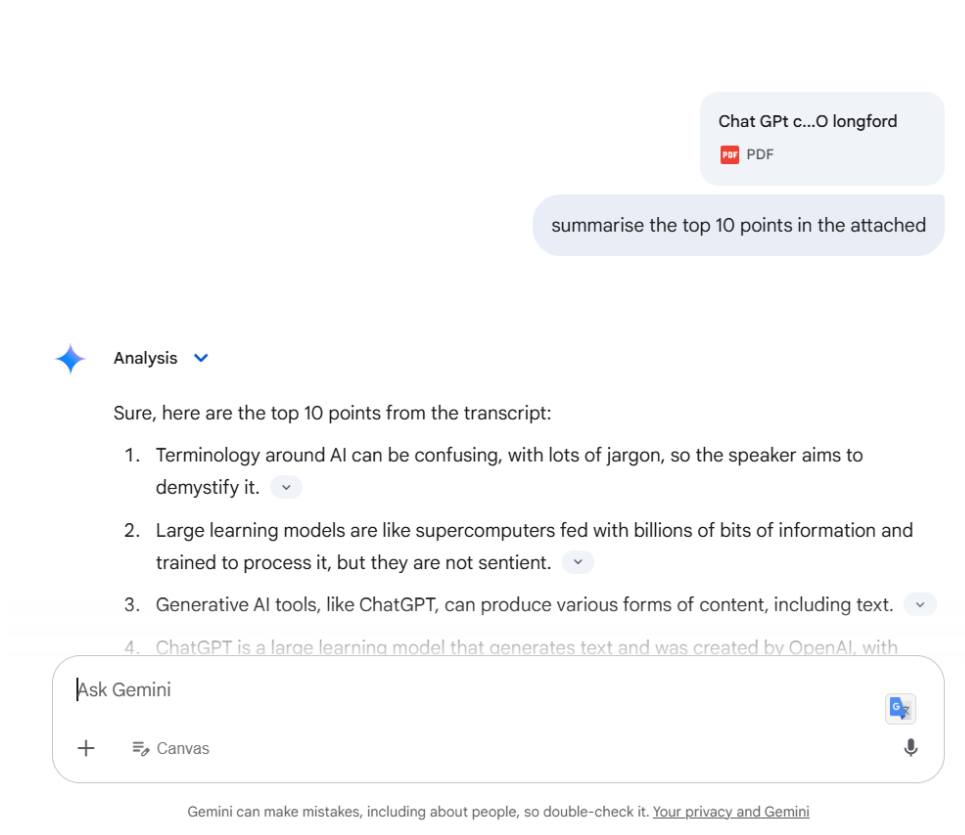
Select Image

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

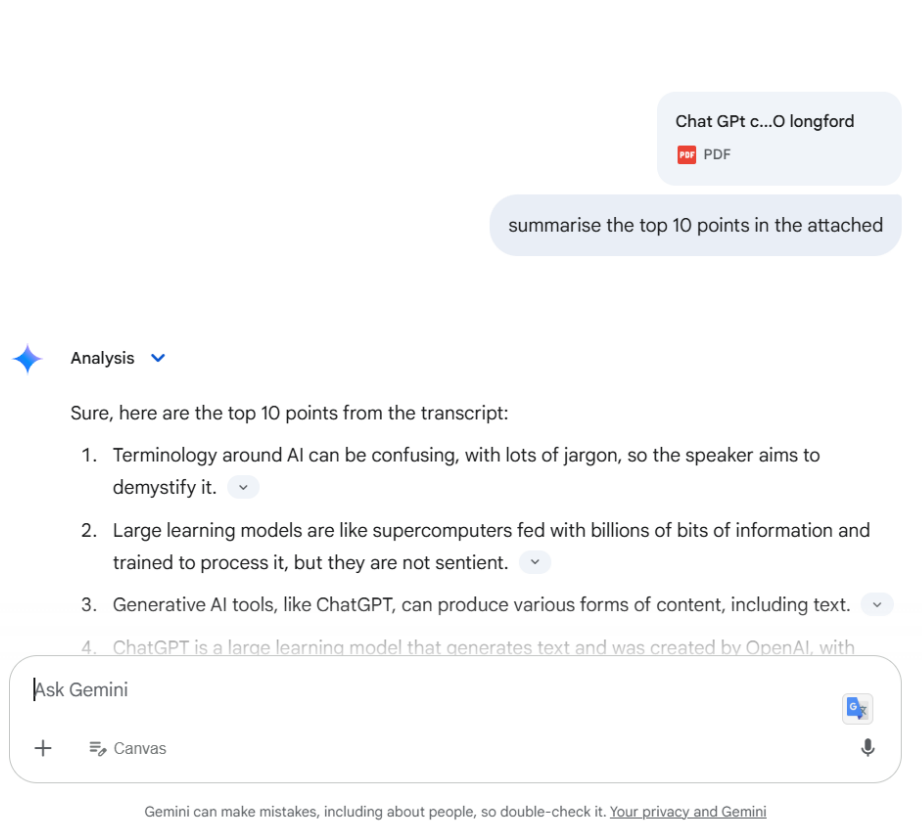
Select file

Attach your file (pdf

Write your prompt eg.

“summarise the top 10 points in the attached”

File attachment – supported file formats



Supported files:

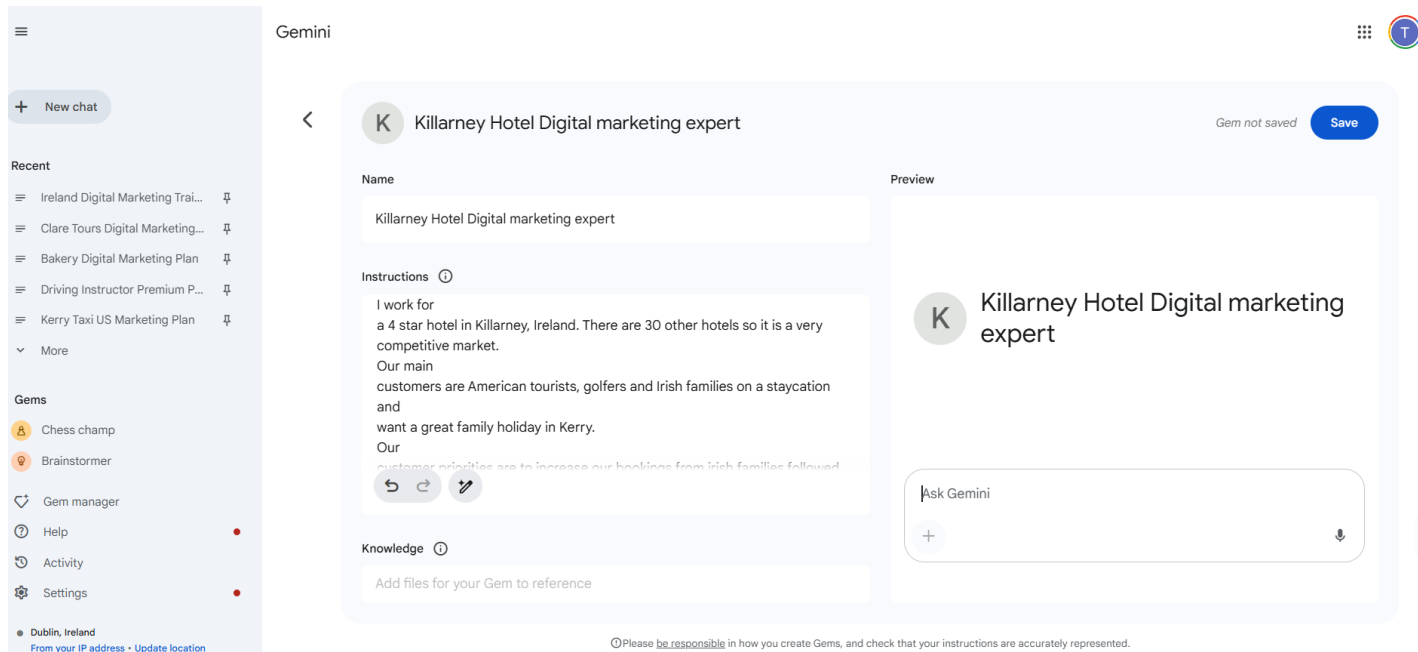
- PDF (*.pdf)
- Word documents (*.doc, *.docx)
- PowerPoint presentations (*.ppt, *.pptx)
- Plain text files (*.txt)
- Rich text files (*.rtf)
- Google Docs and Google Slides files (when connected via Google Drive)
- Some additional formats like DOT, DOTX, HWP, HWPX (less common document formats)[237](#)

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

Use 2.5 Flash and then click Deep research

The screenshot displays the Gemini Deep Research interface. On the left, a sidebar shows the Gemini logo and 'Deep Research'. A light blue box contains a research plan: 'Create a detailed research report on Digital marketing training companies in Ireland. Assess what they offer regarding products and services and analyse the prices charges. Also assess their approaches to digital marketing. what are the trends in this market and what should a digital marketing trainer be focusing on in the next 12 months'. Below this, a message states: 'I've put together a research plan. If you need to update it in any way, let me know.' At the bottom of the sidebar is an 'Ask Gemini' section with buttons for '+', 'Deep Research', and 'Canvas', and a disclaimer: 'Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)'.

The main content area shows a report titled 'Ireland Digital Marketing Training Analysis'. It includes an 'Export to Docs' button. The report content is as follows:

Digital Marketing Training Companies in Ireland: An Industry Analysis

1. Executive Summary:

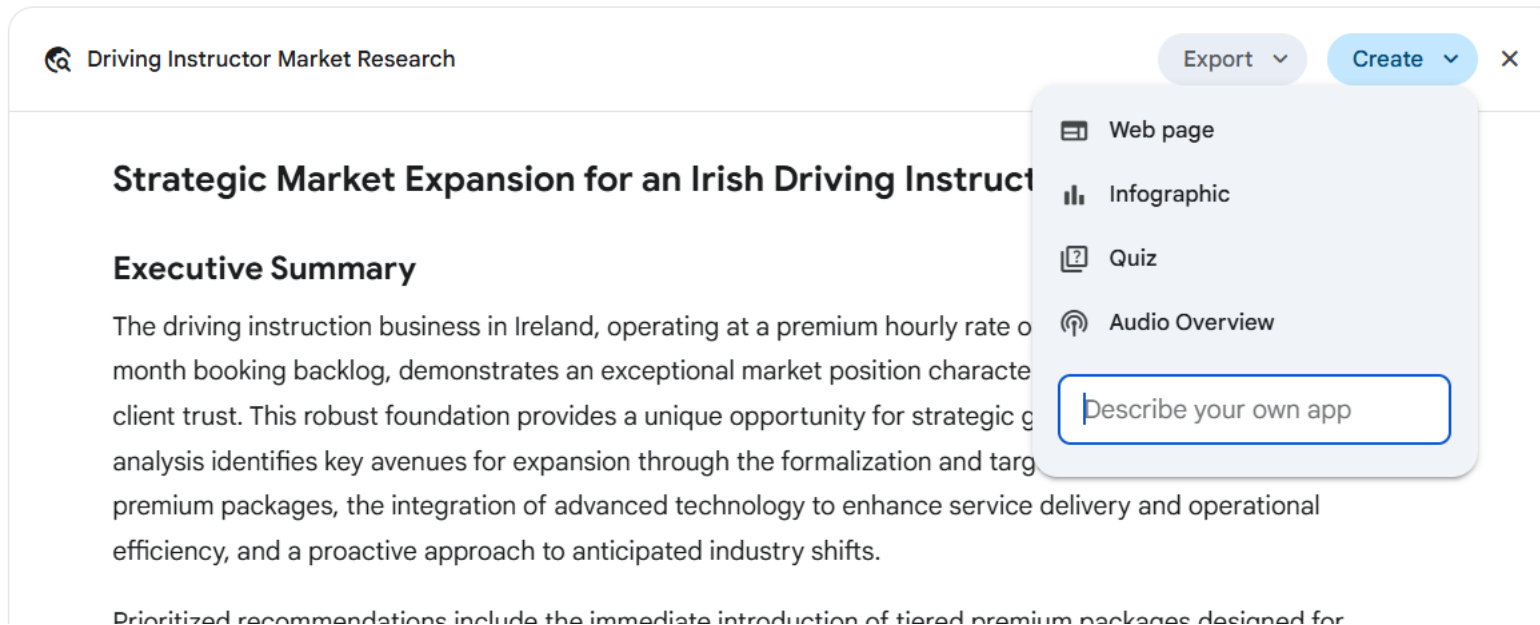
The digital marketing landscape in Ireland is experiencing robust growth, mirroring global trends and necessitating a skilled workforce capable of navigating its complexities. This report provides a detailed analysis of the digital marketing training market in Ireland, identifying key providers, evaluating their product and service offerings, scrutinizing their pricing strategies, and assessing their approaches to digital marketing education. The study reveals a diverse ecosystem of training providers, ranging from private academies and higher education institutions to professional bodies and media companies, each offering a unique value proposition. Key trends shaping this market include the increasing demand for skills in artificial intelligence (AI), data analytics, video marketing, and mobile optimization. The report concludes by offering recommendations for digital marketing trainers in Ireland to ensure their continued relevance and success in the evolving digital landscape.

2. Introduction:

The proliferation of internet access and the burgeoning e-commerce sector in Ireland have made digital marketing an indispensable function for businesses of all sizes. The ability to connect with target audiences online, build brand loyalty, and measure return on investment (ROI) through digital channels is paramount to achieving business objectives. This increasing reliance on digital strategies has created a significant demand for professionals equipped with the necessary skills and knowledge to excel in this dynamic field. Consequently, the

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.

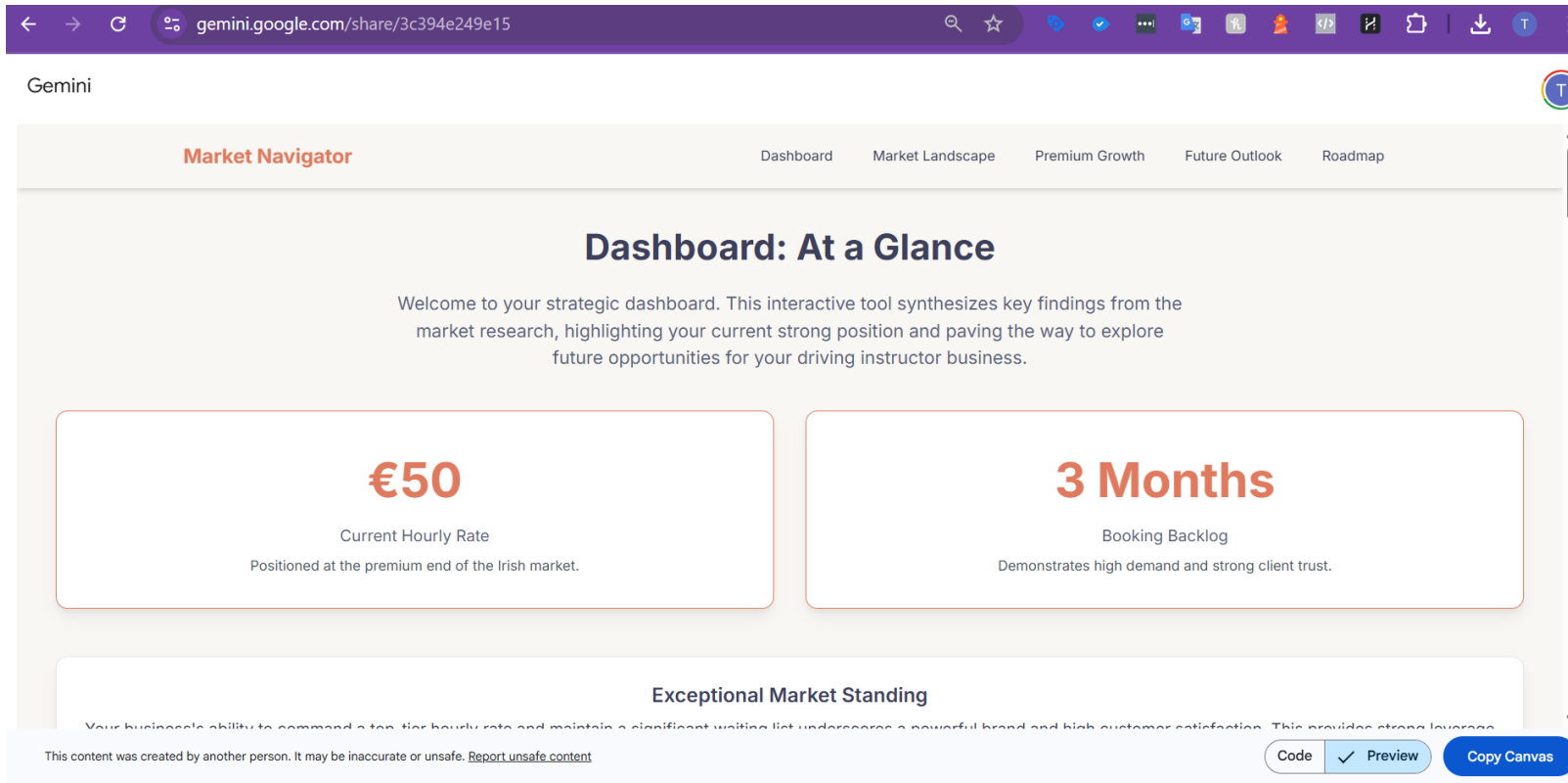
Turn your deep research report into a web page, podcast or Infographic



When the report is finished click on Create

You can now turn the report into a web page, infographic, Quiz or Podcast.
This allows you to consume or share the info in a n easy to understand way.

Turn your deep research report into a web page

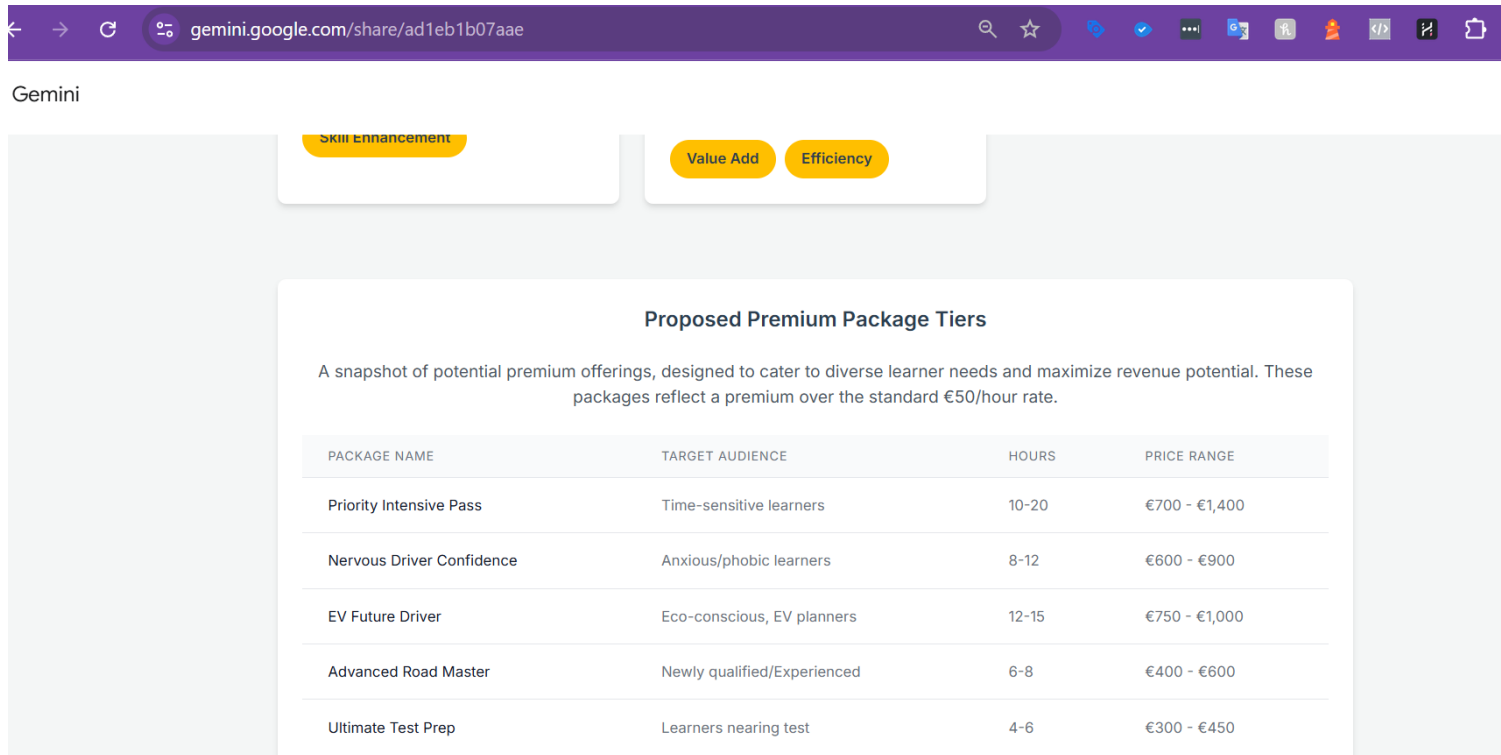


The web page will have clickable links. You can also share a link to the web page with other people.

Click on the link below to view an example

<https://gemini.google.com/share/3c394e249e15>

Turn your deep research report into an Infographic

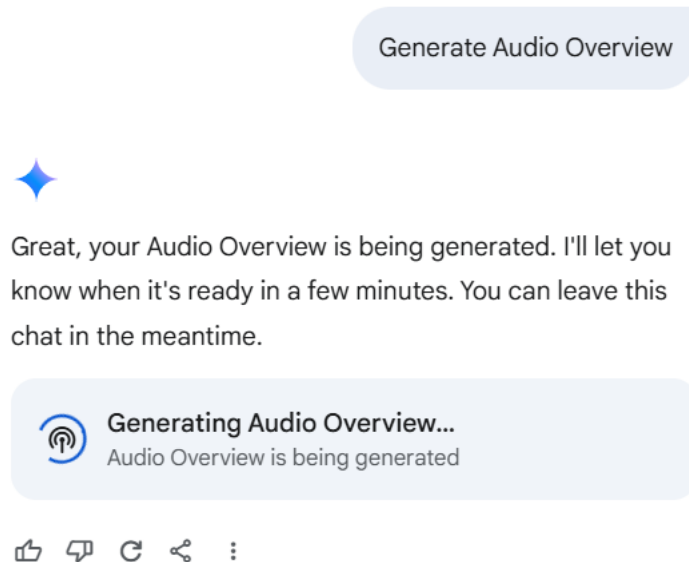



The infographic looks like a web page without links / pages. You can also share a link to it with other people.

Click on the link below to view an example

<https://gemini.google.com/share/ad1eb1b07aee>

Turn your deep research report into a podcast



 Driving Instructor Market Research

Strategic Market Expansion

Executive Summary

The driving instruction business in Ireland, with its strong month booking backlog, demonstrates client trust. This robust foundation provides a solid basis for analysis identifying key avenues for expansion. To maximize growth, premium packages, the integration of technology for efficiency, and a proactive approach to client engagement are recommended.

Prioritized recommendations include tailoring services to specific client needs, such as nervous drivers, and exploring partnerships with local businesses for referrals.

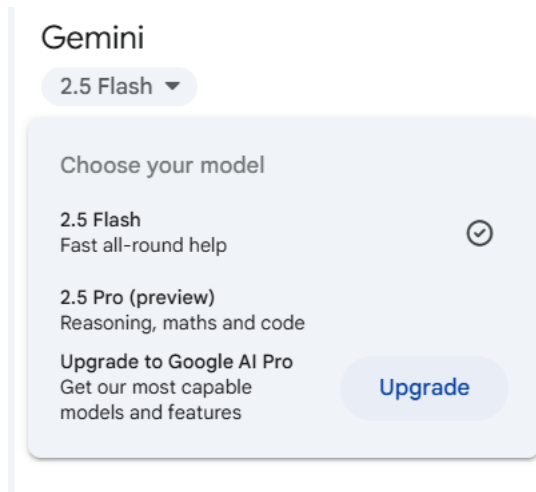
The podcast is typically 15 minutes long. You can also share a link to it with other people.

Click on the link below to listen to an example

<https://g.co/gemini/share/570dd018e2d9>

Get a highly detailed DM plan tailored to your business

Use 2.5 Pro (preview) – Advanced multi step reasoning

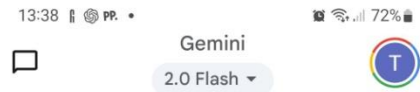


Tailor this prompt to your business

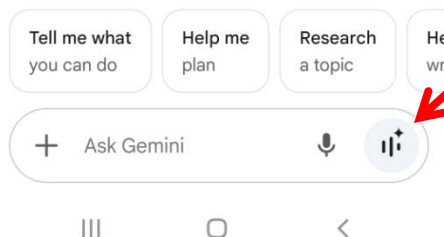
I am a tour guide based in County Clare in Ireland. I take tourists on guided tours of scenic areas in the west coast of Ireland. These tourists are mainly from the Unites States or UK. Create a detailed digital marketing plan for my business. I don't have a website but I have a budget of €500 to create 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 – 2.5 Pro. 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



Hello, The Marketing



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

Gemini ▾
2.0 Flash



When you are using Flash 2.5 you will notice an option for Canvas

Hello, The Marketing

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

Gemini ▾
2.0 Flash



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

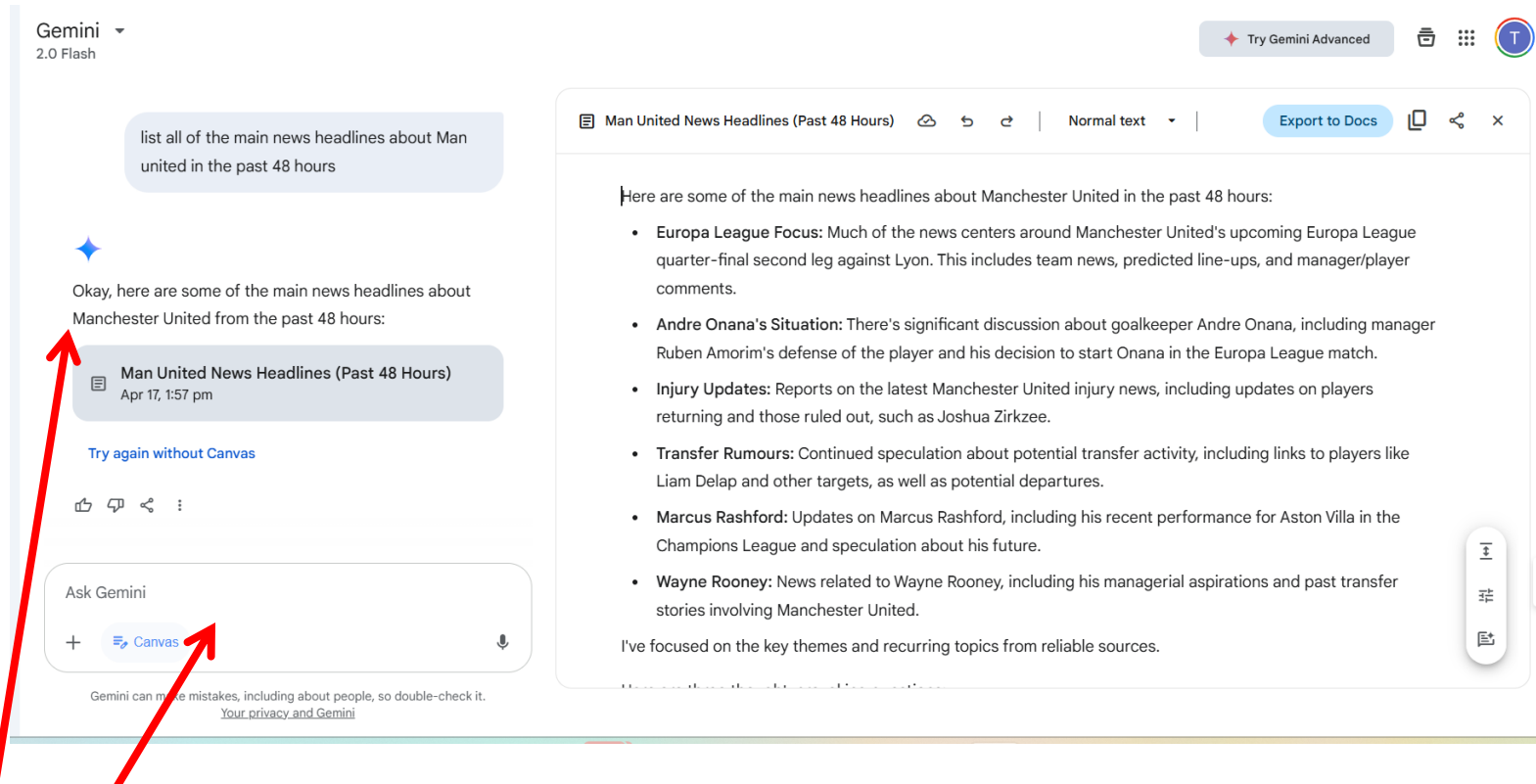
Hello, The Marketing

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



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

Gemini 2.0 Flash

Try Gemini Advanced

Now present these on a web page with clickable links to all of the articles. Use purple and silver as the main colours

Okay, here's a web page presenting the Man United news headlines with clickable links, using purple and silver as the main colors.

Man United News Headlines (Past 48 Hours)
Apr 17, 2:00 pm

I've presented the Man United news headlines on a web page, incorporating clickable links and using purple and silver as the main colors.

Ask Gemini

+ Canvas

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

Man United News Headlines (Past 48 Hours)

Code Preview

Man United News
Latest Headlines (Past 48 Hours)

Key News Items

- [Manchester Evening News: Man United Updates](#)
Coverage of team news, match previews, and analysis with a strong focus on the Europa League.
- [Sky Sports: Man Utd Transfer News](#)
The latest transfer news, rumours, and gossip surrounding Manchester United.
- [Daily Mail: Man United News](#)
News, fixtures, results and transfer updates.
- [ManUtd.com: Official Club News](#)
Team news, injury updates, transfers and new signings.
- [NewsNow: Man Utd News Feed](#)
A broad range of headlines, including transfer rumors and match reactions.

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

Your Gemini Apps activity

[Gemini Apps](#) give you direct access to Google AI. Your chats are saved in your account for up to 72 hours, whether Gemini Apps activity is on or off. Google uses this data to provide the service, maintain its safety and security, and process any feedback that you choose to provide.

Gemini Apps activity

Saving activity

Turn off ▼



Deleting activity older than 18 months



Google protects your privacy and security. [Manage my activity verification](#)

Delete ▼

Today



- 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.

The word "However" is rendered in a 3D, blocky font. The letters are primarily blue with red outlines and shadows, giving them a three-dimensional appearance as if they are floating or resting on a surface.

However,

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

This is a huge downside.

My advice- if you want to use an AI and you want to give it information that you do not want shared, use Chat GPT for that task

But if you are not sharing sensitive information – it's perfectly fine to use Gemini

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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

Image creation/ manipulation



Gemini is starting to introduce this but it currently isn't as good as Chat GPT. When you ask it to change something in an image it isn't the exact same image when it makes the change

I asked Gemini to change the Lilo to red. However, when it did ...

1. Its a different Lilo
2. The background is different
3. The dog is slightly different

Image creation/ manipulation

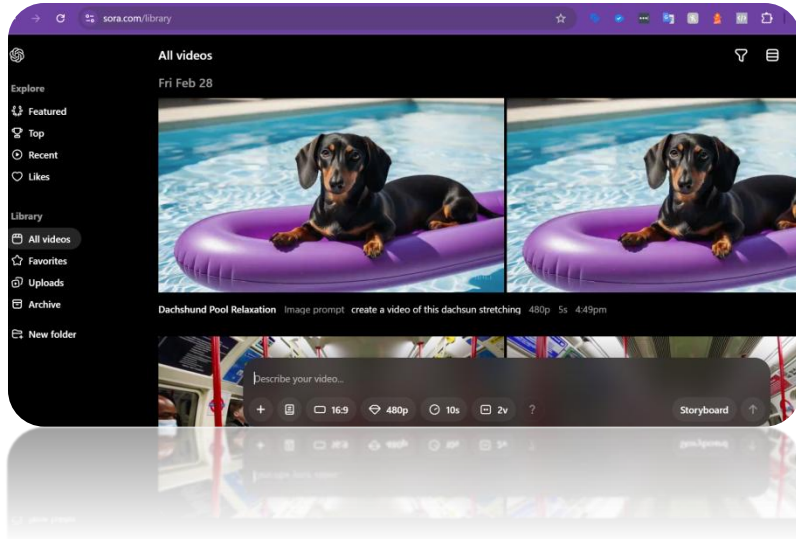


I expect this to improve in the coming months

I asked Gemini to change the style of the graduation image to the Simpsons style but it didn't do a good job

Sora within Chat GPT is now an excellent video creation tool

Create videos just by describing them



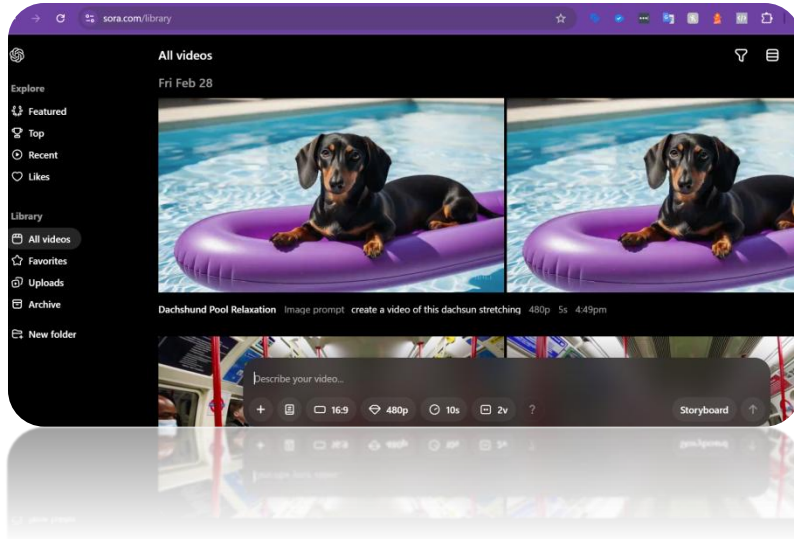
Chat GPT launched Sora in the US and many other countries at the end of 2024 and it rolled out to Ireland in February 2025

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



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



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

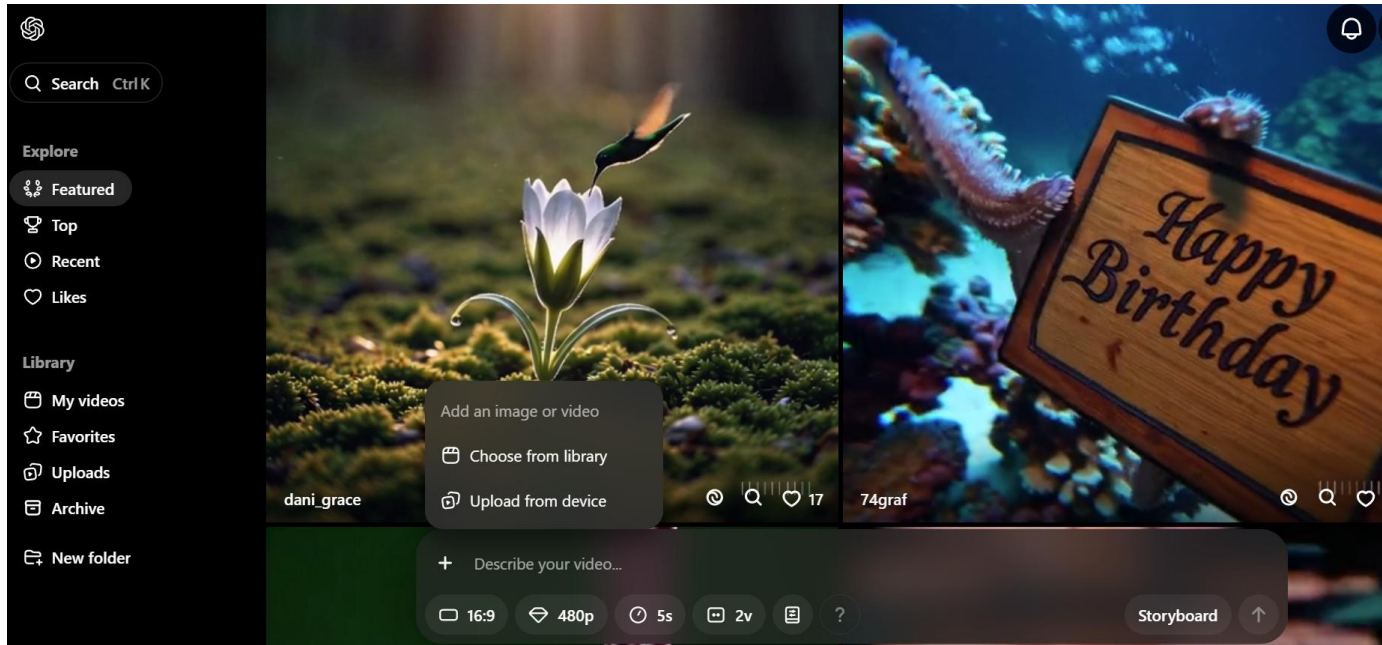
Pro includes unlimited generations and the highest resolution for high volume workflows

- ✓ 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

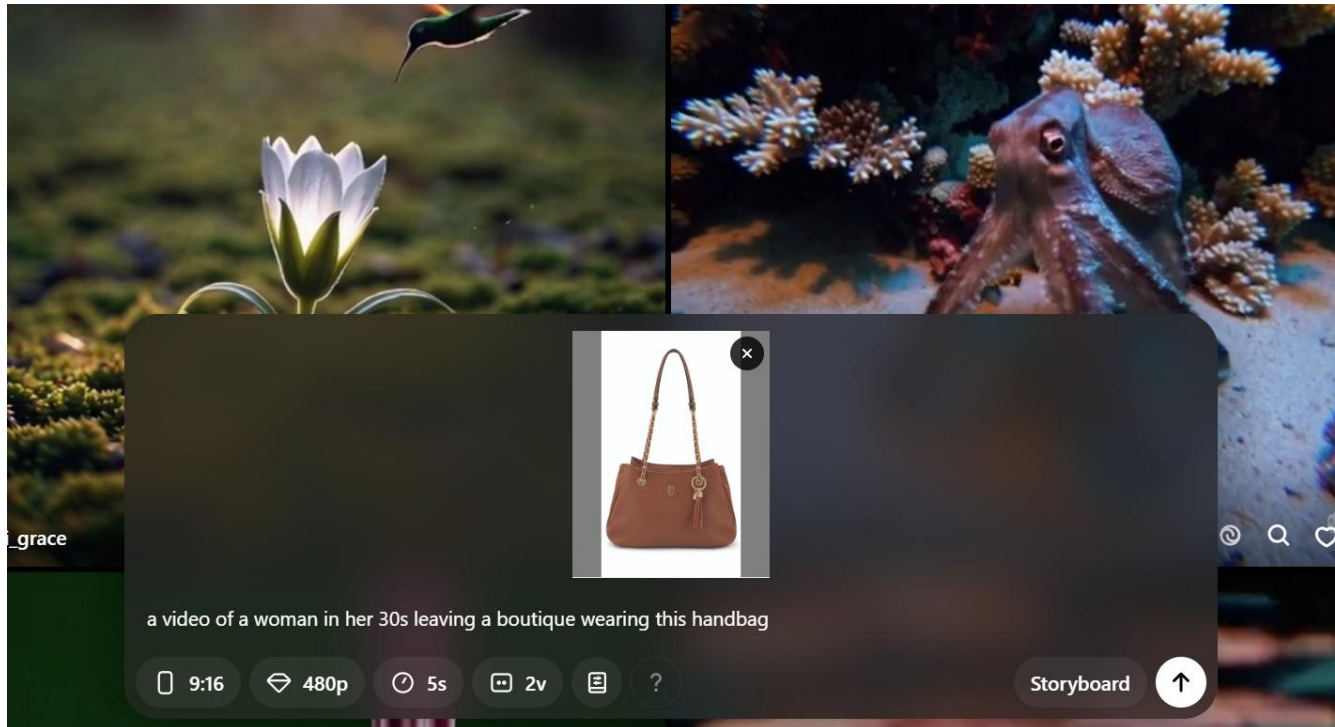
Get Pro ↗

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



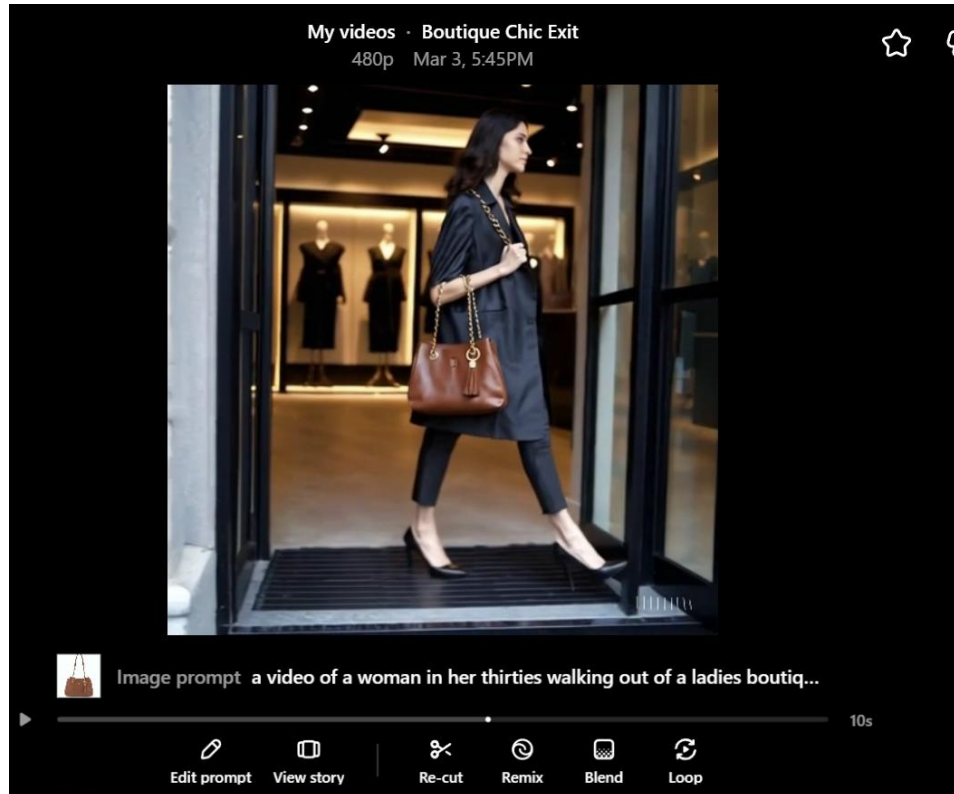
Login to sora.com (paid users only)
Click on the + and attach an image (of your product)

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



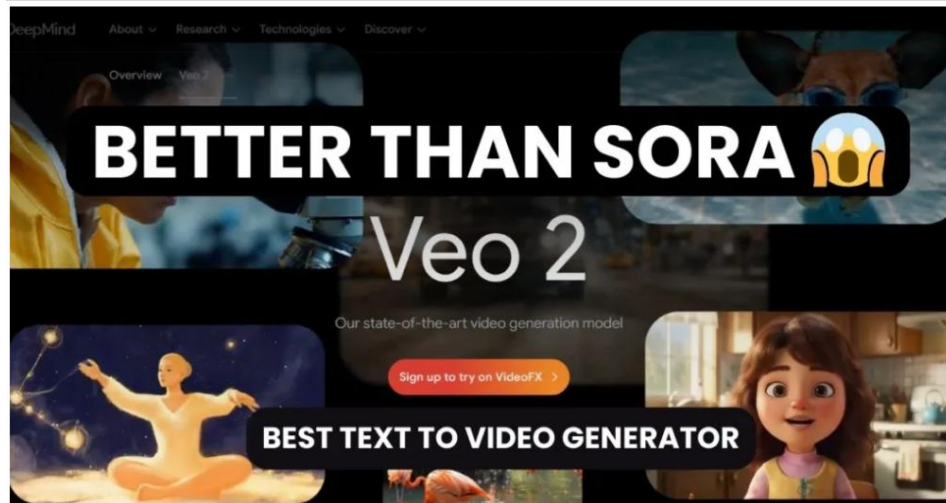
Then write a prompt for what you want in the video
Choose the aspect ratio, resolution and how many videos you want

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 from 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



- Specify Custom Instructions
- Up tto date search (Search GPT)
- Can generate images
- Add an image to your prompt
- Add a file as part of the prompt
- Can analyse content on a web page
- Deep research
- Projects
- Multi Step reasoning
- Speak your prompts on desktop
- Speak your prompts on mobile
- Enhanced voice
- Can analyse live video through your camera
- Create videos by describing them

Chat GPT - Free	Gemini (free)	Chat GPT - Paid
Yes	Yes	Yes
Yes	Yes	Yes
Limited tries	Yes	Yes
Limited tries	Yes	Yes
Limited tries	Yes	Yes
Yes	Yes	Yes
No	Yes	Yes
No	Yes	Yes
Yes	Yes	Yes (o3 model)
Yes	Yes	Yes
Yes	Yes	Yes
Limited tries	Yes	Yes
No	Yes	Yes
No	No	Yes