

6 week Digital Marketing programme – week 1

Note: I asked an AI to produce this summary and action point list from the course

This training course is the first week of a six-week digital marketing programme delivered by Evan Mangan from The Marketing Crowd. The overall course aims to provide participants with a comprehensive understanding of website management, search engine optimisation (SEO), creating eye-catching visuals, video production, and effective social media usage. This specific session (Week 1) focuses on **Artificial Intelligence (AI), specifically ChatGPT and Google Gemini**, and how these tools can transform digital marketing efforts.

Key concepts covered in this session include:

- **Understanding AI Fundamentals:** The course introduces Large Learning Models (LLMs) and Generative AI, explaining how tools like ChatGPT and Gemini process vast amounts of data to generate human-like text, images, and even video.
- **Leveraging AI for Digital Marketing:** Participants learn how AI can act as a "digital marketing consultant" to provide strategies, tactics, and content ideas tailored to their business.
- **Prompt Engineering:** A core focus is on how to craft effective prompts, emphasising the importance of providing context, asking the AI to "act like an expert" in a specific field, and being clear about desired outcomes using keywords like "teach me" and "brainstorm".
- **Accuracy, Copyright, and Privacy:** The session highlights that AI tools are not 100% accurate and can "hallucinate" or make up information, necessitating fact-checking. It clarifies that AI-generated content can generally be used, but cautions against using styles infringing on copyrighted works. Crucially, participants are informed that information shared with AI is not private by default and could be used for model training, with methods to mitigate this discussed.
- **AI Memory and Customisation:** AI tools have memory within a chat and across chats, with options for users to explicitly ask the AI to remember specific information. **Custom Instructions** are introduced as a powerful feature to permanently embed details about a user's business and desired AI behaviour, making responses more tailored without needing to repeat context in every prompt.
- **ChatGPT vs. Gemini Comparison:** The course heavily compares ChatGPT and Gemini, presenting Gemini as an equally capable, if not superior, tool, particularly for its extensive free features that are often paid-for in ChatGPT. Gemini offers built-in fact-checking, unlimited image creation and manipulation (referred to as "Nano Banana"), the ability to attach and analyse various file formats, and advanced "Deep Research" capabilities.

- **GEMS/Projects:** The session concludes by introducing "GEMS" in Gemini (or "Projects" in ChatGPT) – dedicated workspaces where users can embed custom instructions, attach relevant files (like deep research reports), and maintain a consistent chat history, creating a highly focused and knowledgeable AI assistant for specific business needs.
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Action List for Participants

To maximise your learning and apply the insights from this training session, please consider the following actions:

1. **Review Course Notes:** Download the detailed notes that will be emailed to you by Siobhan this afternoon. These notes serve as a memory jogger and contain extensive information.
2. **Access AI Tools:**
 - **ChatGPT:** Visit chatgpt.com to create a free account if you haven't already.
 - **Google Gemini:** Access Gemini via gemini.google.com or by searching "Gemini" on Google. You will log in using your Google (Gmail) account. If you don't have a Google account, consider creating one for this purpose.
3. **Configure AI Tools for Privacy:**
 - **ChatGPT:** Go to your profile name (bottom left) > **Settings** > **Data Controls**. Switch OFF "Improve the model for everyone" to prevent your data from being used to train AI models. Use "Temporary Chat" (the jaggedy circle icon in a new chat) for private conversations you don't want stored in your history or used for training.
 - **Gemini:** Go to **Activity** settings to manage if your activity is saved. Be aware that switching off activity in Gemini will delete previous chats and memory, affecting continuity.
 - **General Advice:** Avoid attaching or sharing ultra-sensitive or confidential information with any AI tool. If sensitive financial documents need analysis, consider anonymising them first (e.g., changing company names).
4. **Personalise Your AI Assistants (Custom Instructions):**
 - **ChatGPT:** Click your name > **Customise ChatGPT**. Switch it ON and provide details such as your preferred name, type of business (e.g., "four-star hotel in Killarney"), target customers, marketing goals, and desired AI traits (e.g., "act like an expert marketer," "UK English," "always provide unique ideas").
 - **Gemini:** Go to **Settings** > **Saved Info** > **Add**. Input similar custom instructions, including context about your business and your desired AI persona.
5. **Train AI in Your Writing Style:**
 - Provide examples of your own writing (e.g., blog posts from your website) to both ChatGPT and Gemini.
 - Explicitly instruct the AI to "remember this is [Your Name]'s writing style" so it can emulate your tone in future text generation.
6. **Practise Prompt Engineering:**
 - When asking questions, always provide ample **context** about your business and situation.

- Specify the **role** you want the AI to adopt (e.g., "Act like a business growth expert," "Act like an SEO expert").
 - Be **specific** about what you want (e.g., "Brainstorm 20 ideas," "Teach me step-by-step," "Analyse this webpage").
 - Experiment with "Fast" versus "Reasoning" (or "Pro" in Gemini) models for quick versus more considered, in-depth answers. Use reasoning models for complex tasks like digital marketing strategies.
7. **Leverage Gemini's Advanced Free Features:**
- **Fact-Checking:** Use Gemini's "Double-check Response" feature (three dots at the bottom of an answer) to verify the accuracy of information, especially for any content you plan to use publicly.
 - **Image Creation and Manipulation:** Experiment with Gemini for unlimited, faster image creation and manipulation (using "Create Images" tool or "Nano Banana"). Remember: AI-generated images of non-real people have no copyright issues, but manipulating photos of real people still requires their permission for usage.
 - **File Analysis:** Upload documents like PDFs, Word files, or spreadsheets to Gemini and ask it to summarise, analyse, or compare content.
 - **Deep Research:** Utilise your 10 free Deep Research reports per month in Gemini to generate high-quality, comprehensive reports on your business, industry, or specific market trends.
8. **Create GEMS (Projects):**
- Set up a "Gem" in Gemini (or "Project" in ChatGPT) for your business or a specific marketing campaign.
 - Embed custom instructions tailored to this project and attach relevant files, such as your Deep Research reports. This creates a highly focused AI assistant that remembers all project-specific context and previous interactions.
9. **Strategic Content Creation (Evan's Advice):**
- **Website Content:** Avoid directly copying AI-generated text for your website. Use AI to brainstorm ideas and structure, but rewrite the content in your own style, fact-check it, and verify it with AI detection tools (e.g., 0GPT.com) to ensure it appears human-written. Google favours high-quality, human-centric content.
 - **Social Media Content:** While AI can generate social media posts, consider writing your own to maintain your brand's unique personality and connect authentically with your audience. Use AI for ideas, but always adapt and rewrite in your own voice to avoid generic "AI slop".
10. **Prepare for Week 2:** The next session will focus on Search Engine Optimisation (SEO) and strategies to improve your visibility in Google search results.