# HOW TO USE CHAT GPT TO IMPROVE YOUR DIGITAL MARKETING

Local Enterprise Office

The Marketing Crowd

# What we will cover

**Understanding the terminology around AI**

**How to get the best results from Chat GPT using prompts**

- Effective prompts such as Act As, Summarise, Teach me, Write like me
- What you should know about copyright
- About Memories and how to check what Chat GPT remembers about you
- How to protect your privacy
- How to tailor Chat GPT to you using custom instructions

**Step by Step demo of how to use Chat GPT for different aspects of your digital marketing**

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

**How to access Chat GPT on mobile**

**Demo of Chat GPT  (Plus)**

- GPT vision – interact with images
- GPT Video vision – it can see though your camera and ask real time questions
- Attach files – it will become an expert in the file and you can ask questions
- Image creation - describe an image and it will create it for you
- Deep research
- Projects
- Custom GPTs

# What are Large Learning Models? (LLMs)

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

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

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

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

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

# What is Generative AI?

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

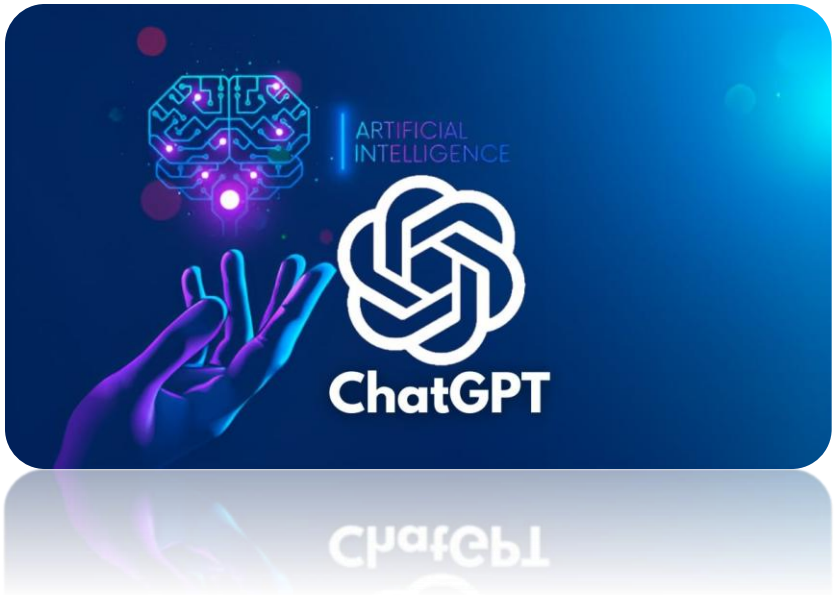
It can create original content, such as images, text, audio, or even videos, without direct human input.

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

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

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

# Chat GPT is both an LLM and generative AI




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

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

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

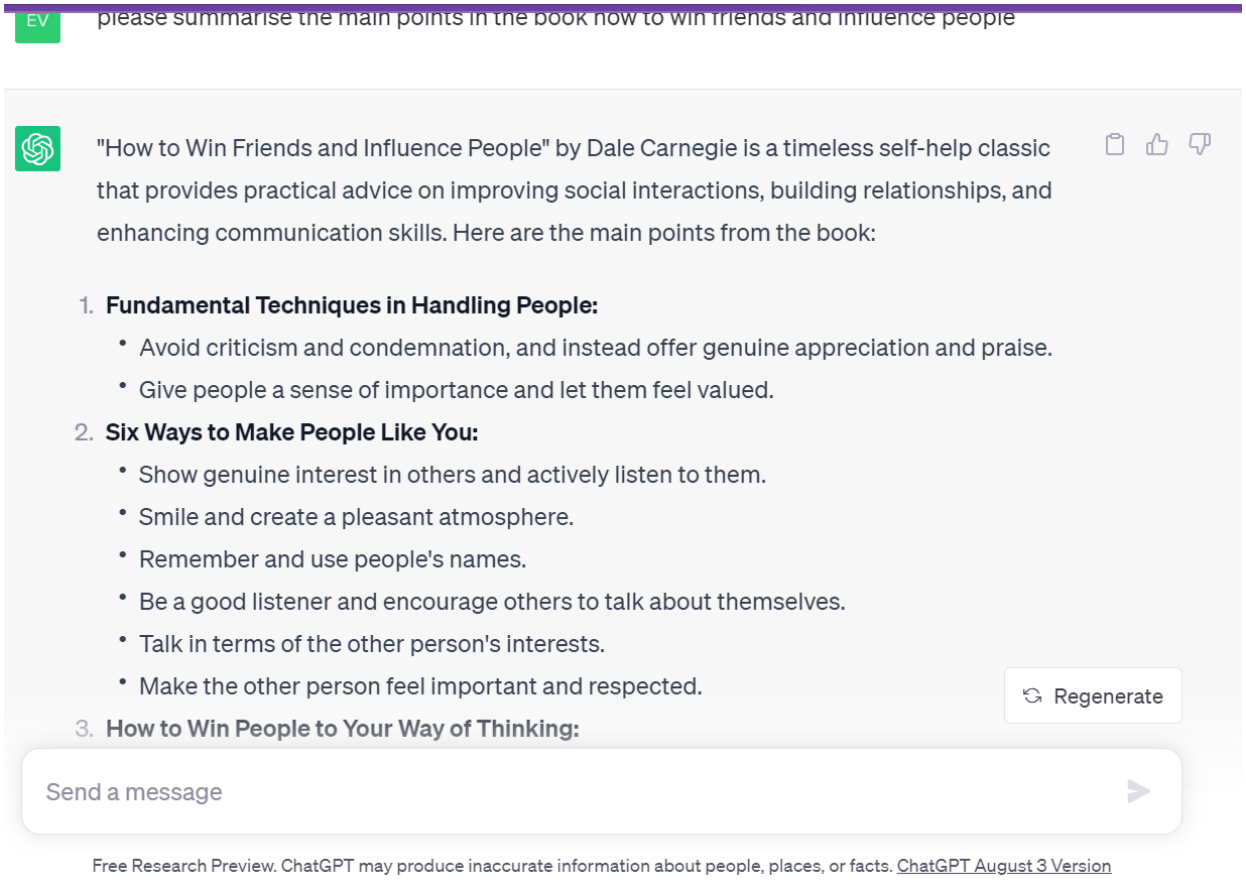
# Chat GPT launched in November 2022

When it launched in November 2022, Chat GPT3.5 became the first Generative AI tool that was very easy for consumers to interact with. It has a simple interface and it's easy to ask and receive information

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

The free version is now Chat GPT 5

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

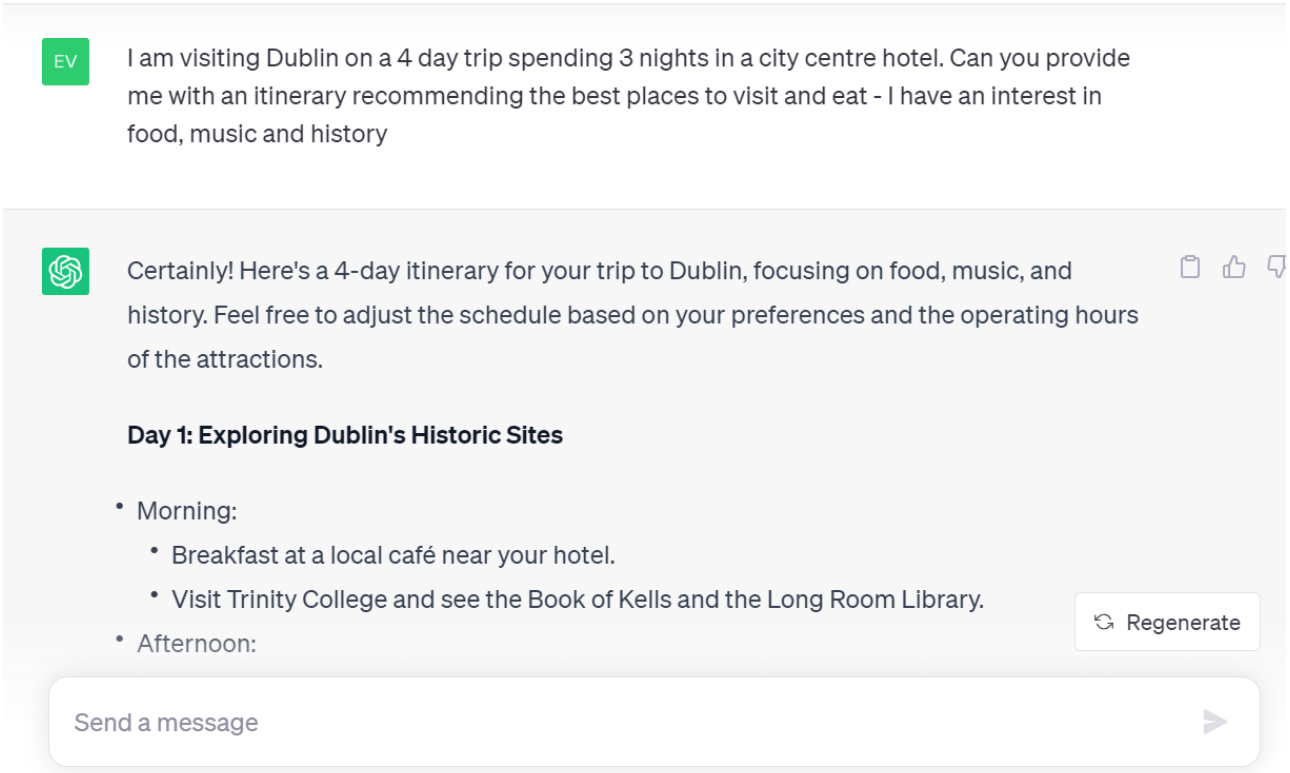



Ask chat GPT to

1. Summarise a popular novel or book

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

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

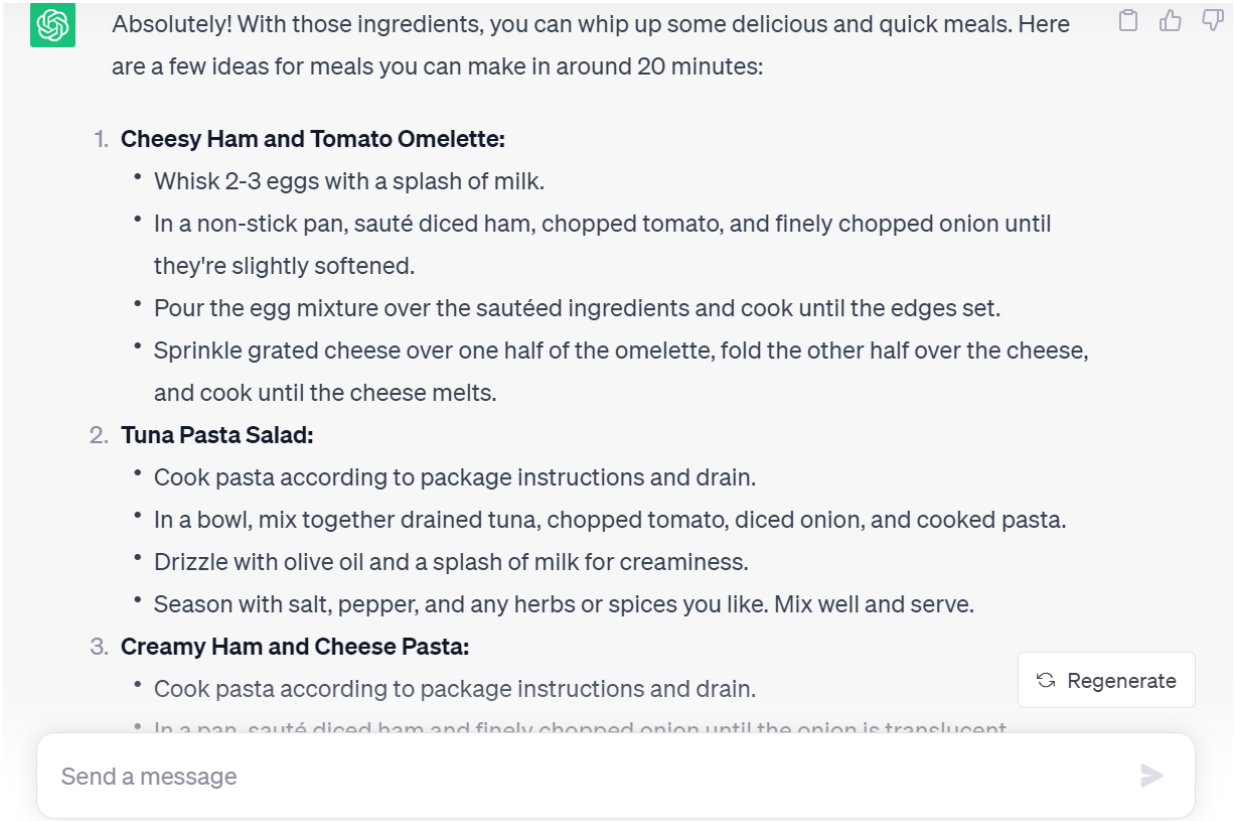



Ask chat GPT to

Provide a travel itinerary for an upcoming trip

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

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




Ask chat GPT to

Provide meal and recipe ideas based on ingredients that you have

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

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

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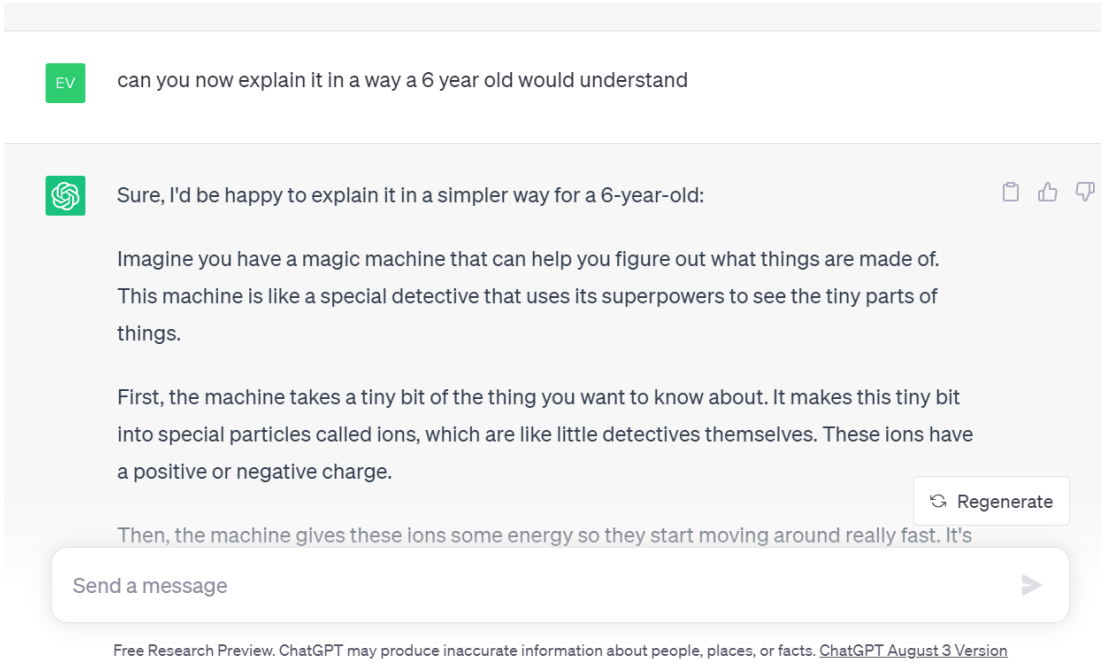


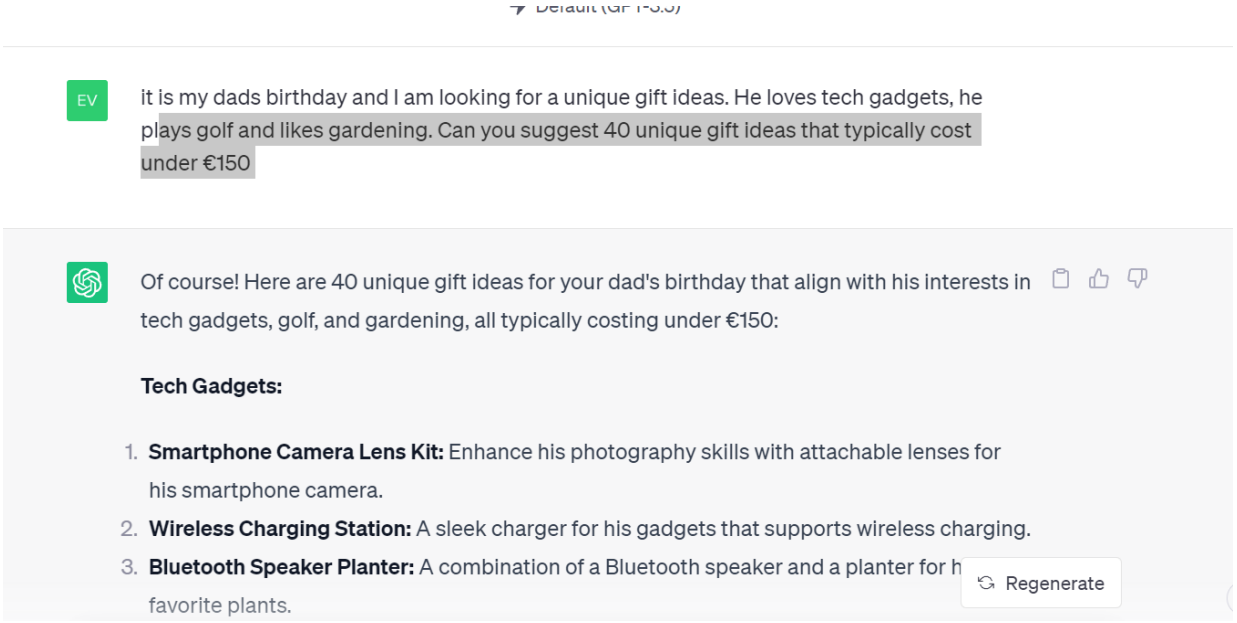

Ask chat GPT to

Explain very complicated concepts that you don't understand

Eg. Explain to me how a mass spectrometer works

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

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

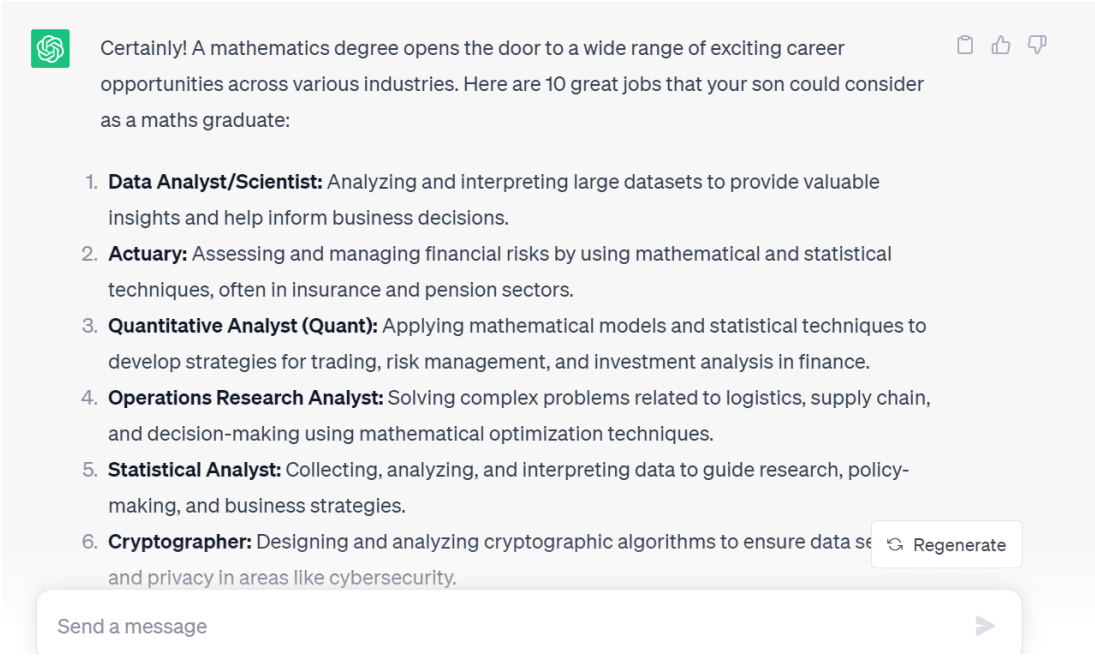



Ask chat GPT to

Provide unique gift ideas

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

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




Ask chat GPT to

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

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

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

# Ways people are using Chat GPT

**People are using Chat GPT to ...**

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

# Ways businesses and marketers are using Chat GPT

## Businesses are using Chat GPT to

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

# There is a free and paid version of Chat GPT

**Chat GPT5 which is free**

- Launched in August 2025
- You get 4-5 goes of the more powerful Chat GPT 5 model every 6 hours and then you revert to Chat GPT 5 mini
- Limited image creation (a few per day)

**Chat GPT 5 plus gives you ...**

- The more powerful Chat GPT 5 model
- A mixture of models for quick answers and others for in-depth thinking. Chat GPT will use the most appropriate one
- Unlimited image creation
- Video creation
- Unlimited file analysis
- Deep research
- Projects

# And there are other Generative AI tools

**Google (Gemini)**

Google has their alternative to Chat GPT called Google Gemini

https://gemini.google.com/app

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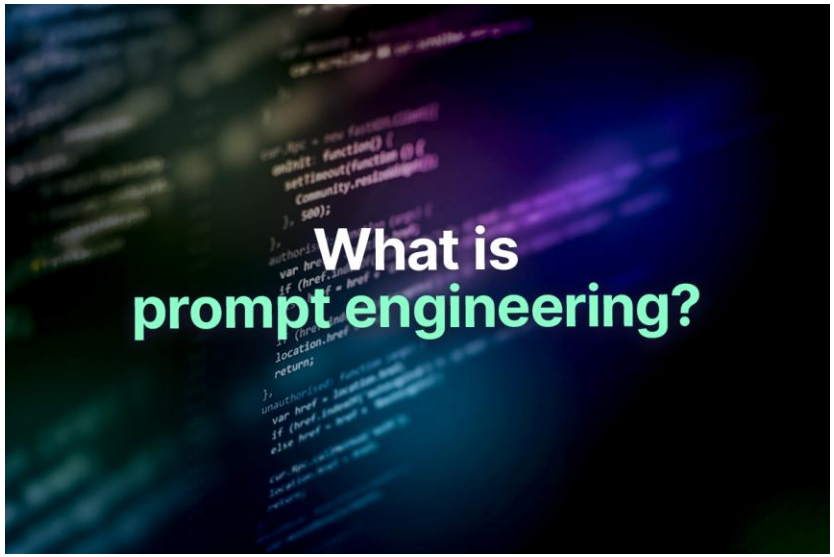
# There are 5-6 important prompts you should use



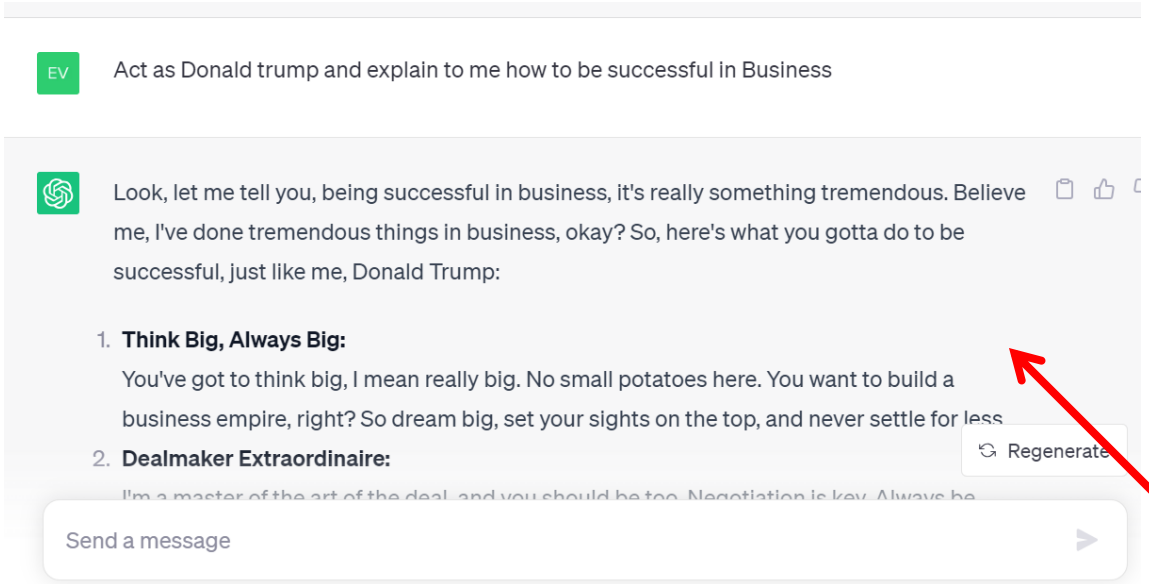

When you ask Chat GPT something it is a prompt

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

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

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

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




## Act as

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

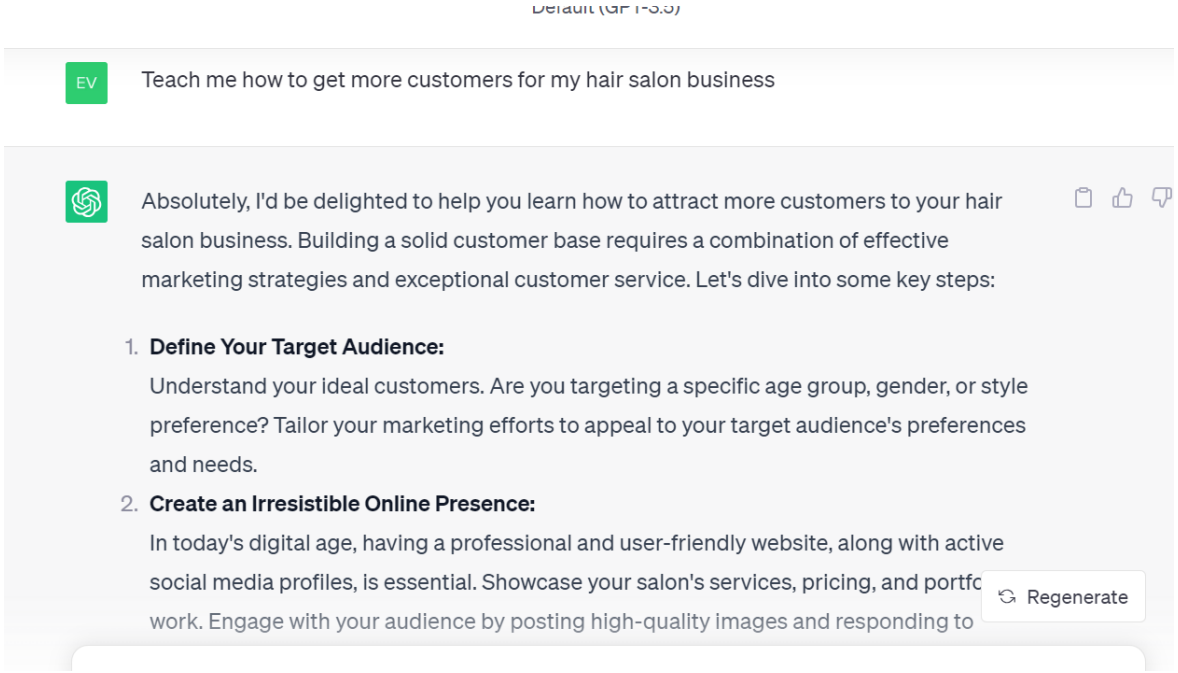
Example: “Act as a recruitment expert and explain 10 pitfalls to avoid when hiring a social media manager”

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

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

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

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




## Teach Me:

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

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

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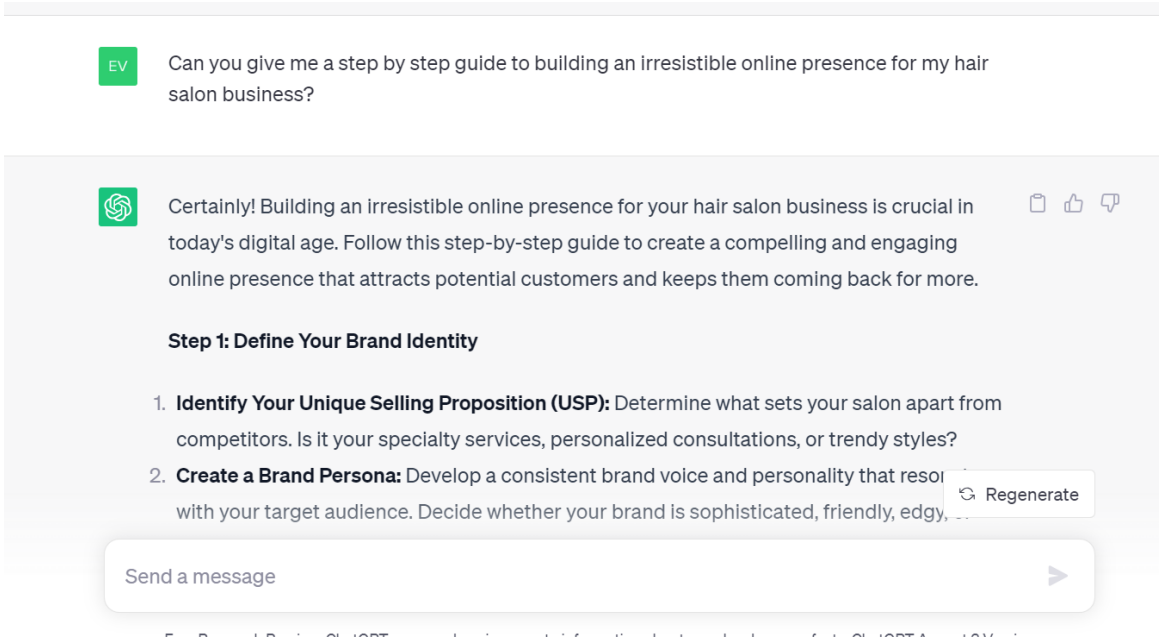



**After getting a reply to "teach me" ...**

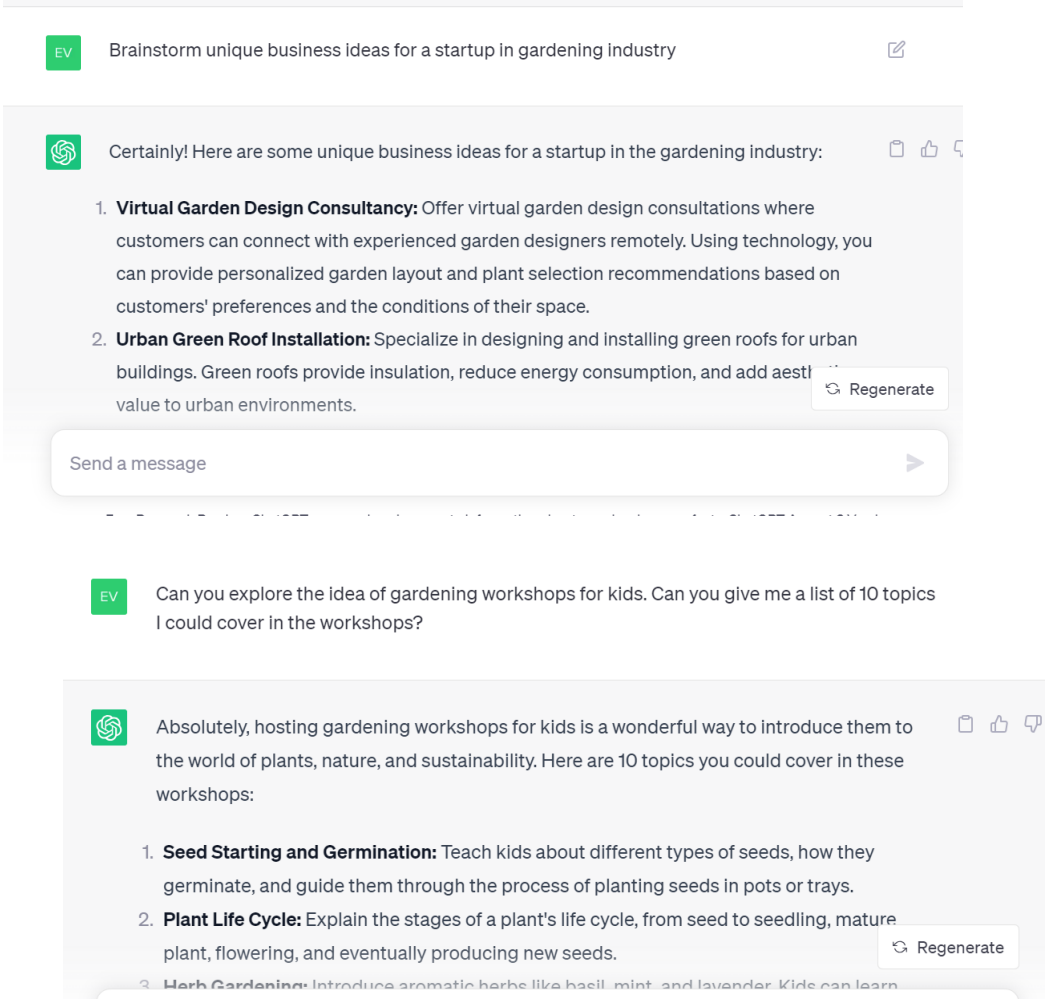
**You could then Iterate / delve deeper**

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

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

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

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




## Brainstorm Ideas:

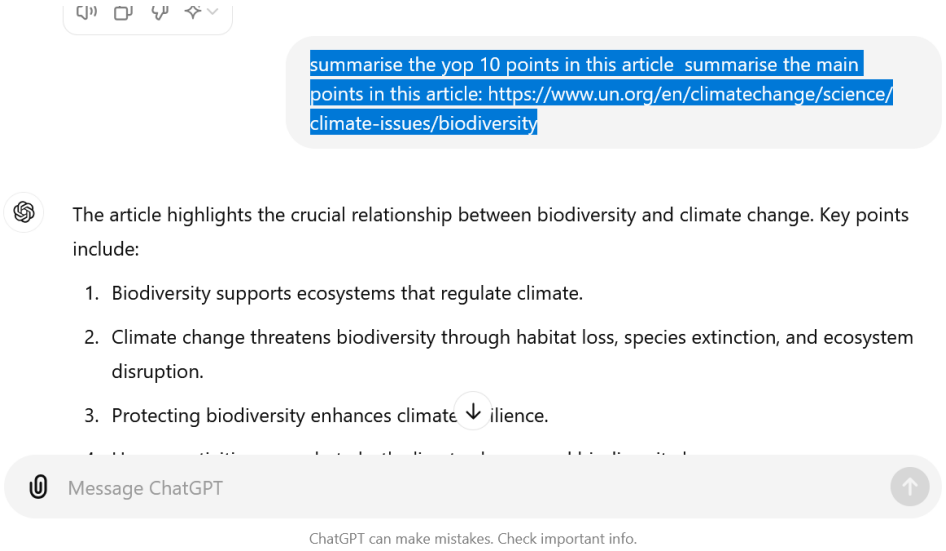
Explanation: Ask ChatGPT to brainstorm ideas on a given topic.

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

Then delve deeper. E.g.

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

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



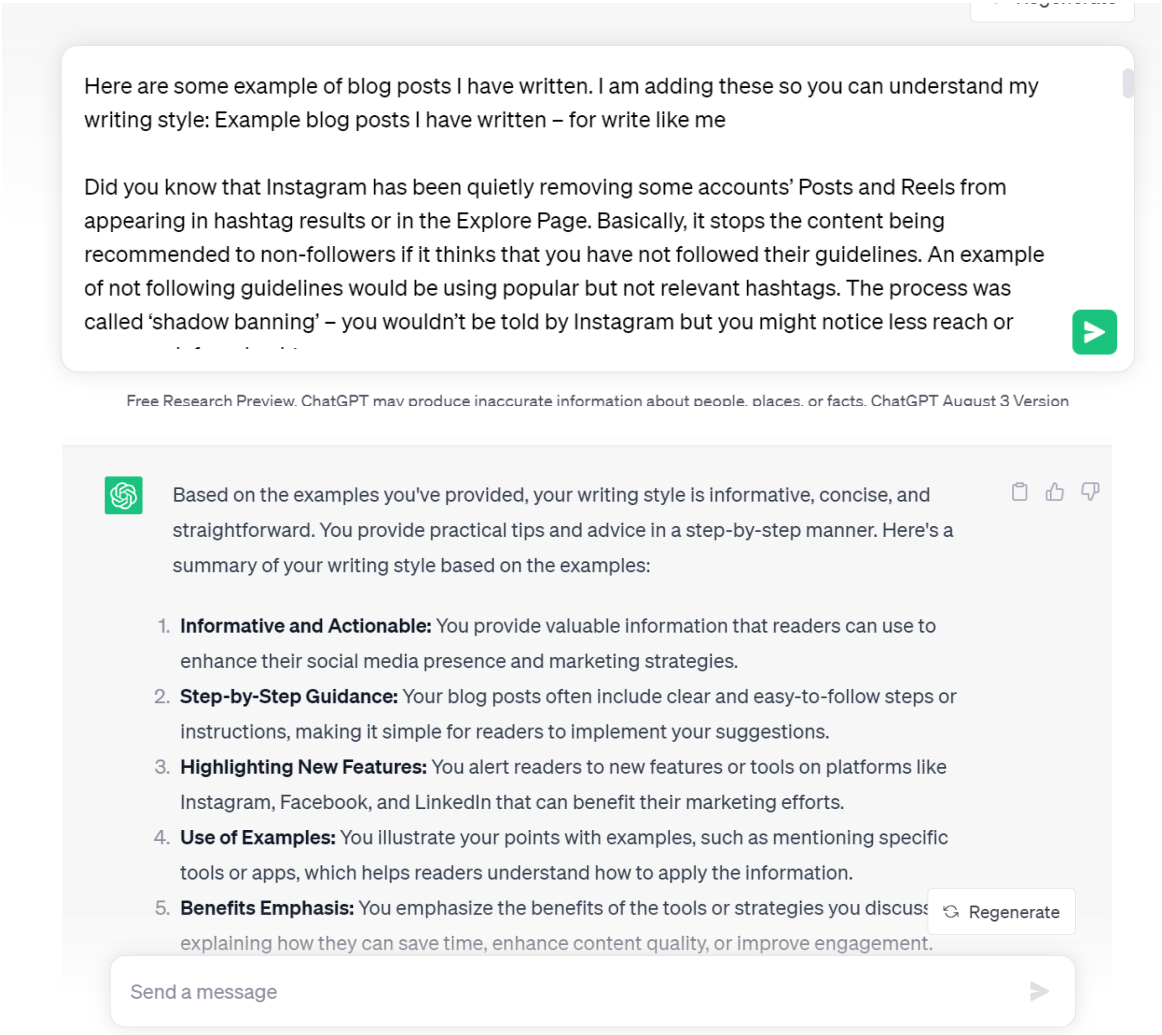

## Summarize:

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

Example:

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

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




## Write Like Me:

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

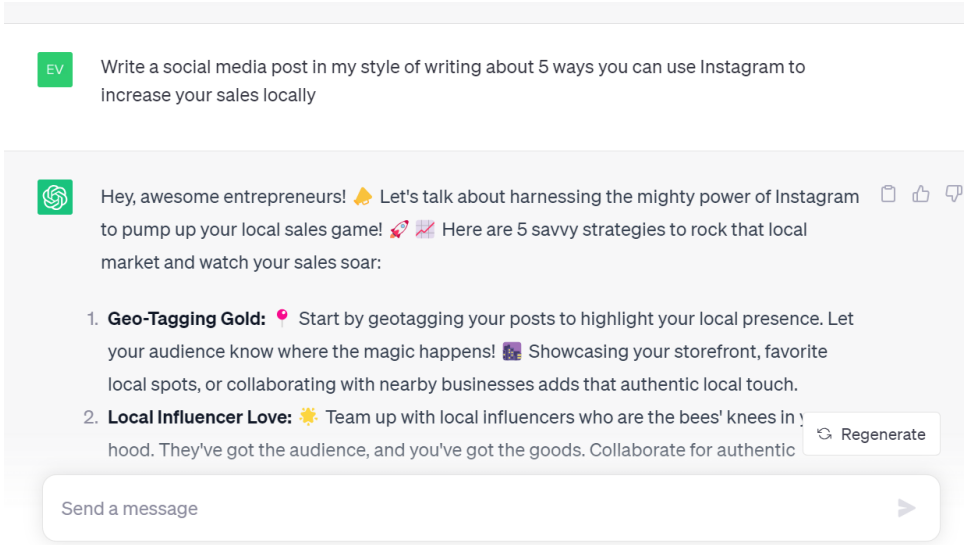
## Step 1:

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

Then ask it to analyse the wiring style.

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

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

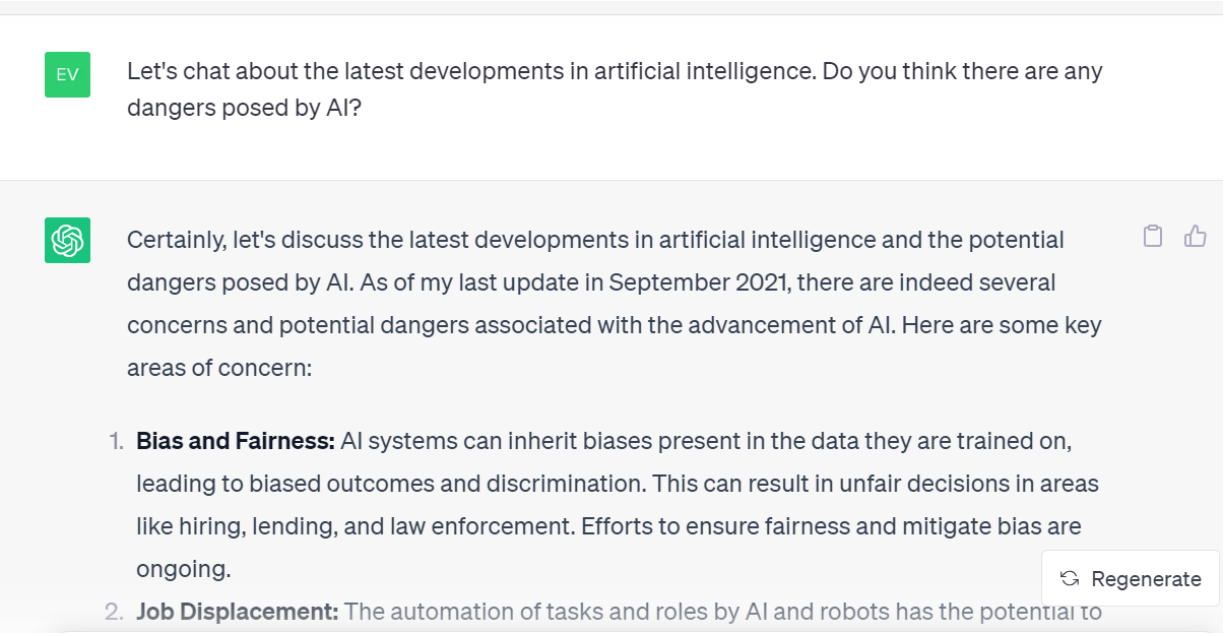



## Write Like Me:

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

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

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




## Converse:

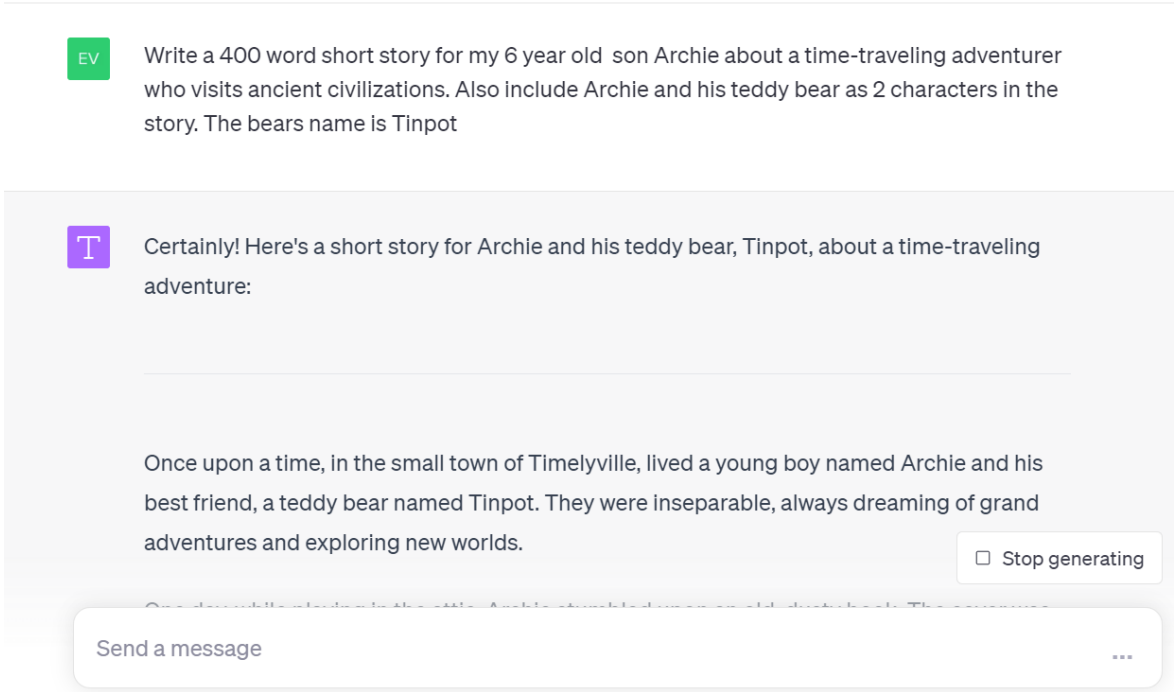
Explanation: Initiate a casual conversation with ChatGPT on a particular topic.

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

Then follow up with questions. E.g.

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

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




## Creative Writing:

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

Example:

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

You could then say

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

# Summary of how to think about prompts

## 5 STEPS TO BETTER PROMPTS

The Marketing Crowd

**01 Role or Persona**
Who is ChatGPT creating as?
***Act like a Social media marketing expert***

**02 Instructions**
What specifically do you want it to do?
***Brainstorm 10 ideas***

**03 Context**
What is the situation it is creating for?
***For Instagram reels for my Hotel in Killarney, targeting irish families***

**04 Format**
How do you want it to return its response?
***Produce a list with a description for each reel***

**05 Examples**
Samples of the output that you expect
***Here are 3 examples of ideas i like***

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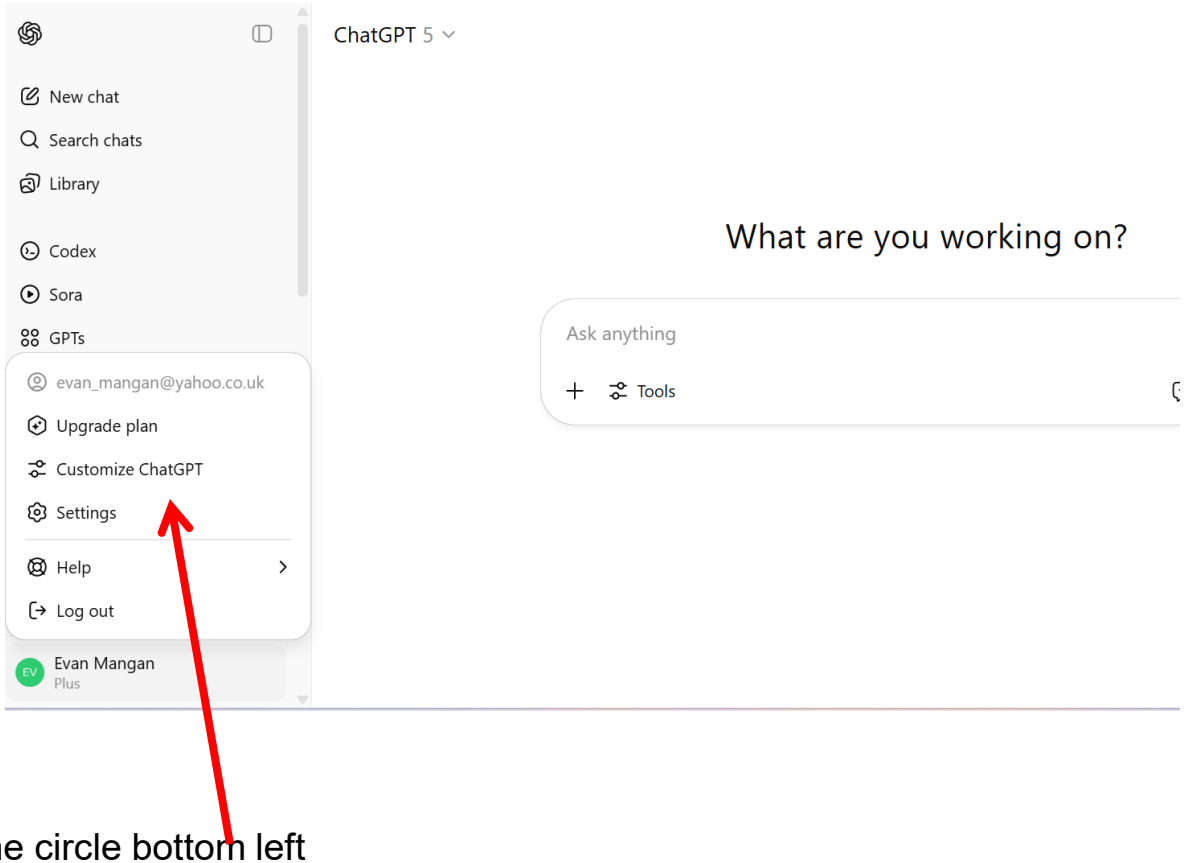
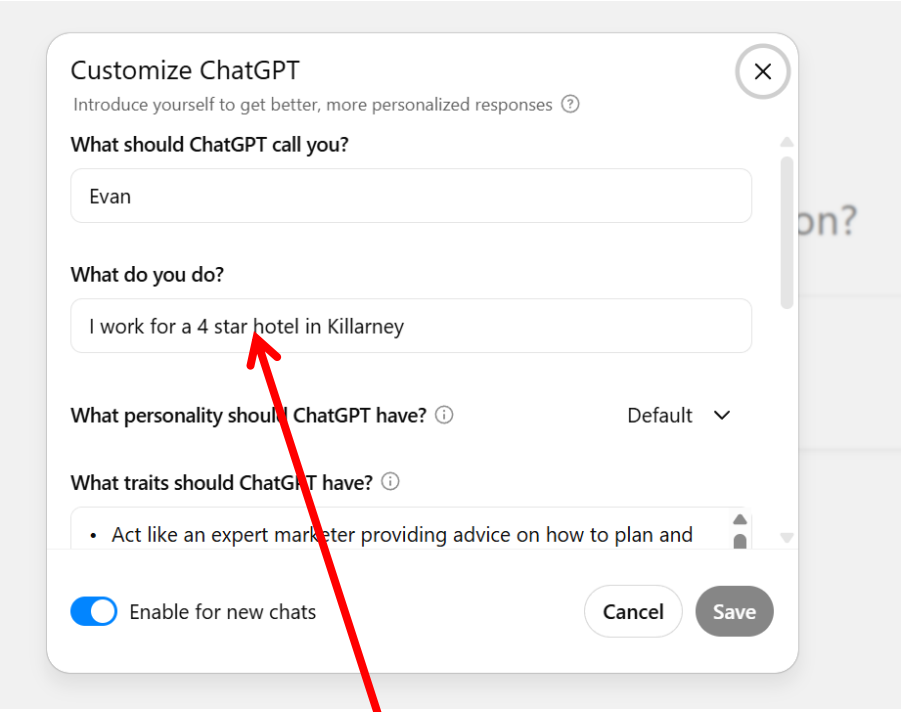
# You can also set Custom instructions that will shape the responses




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

# You can also set Custom instructions that will shape the responses

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**What will it call You?**
Evan

**What do you do?**
I work for a 4 star hotel in Killarney

**What personality should chat GPT have?**
I keep it at normal but you can try the other ones such as Cynic, Robot, Listener

**What traits?**

- Act like an expert marketer providing advice on how to plan and implement our digital marketing
- Always provide unique and interesting Digital marketing ideas that are tailored to our hotel
- Always provide answers in UK English
- Always write in a professional friendly tone
- Always suggest 3 interesting follow up questions I could ask you in order to learn more about a topic

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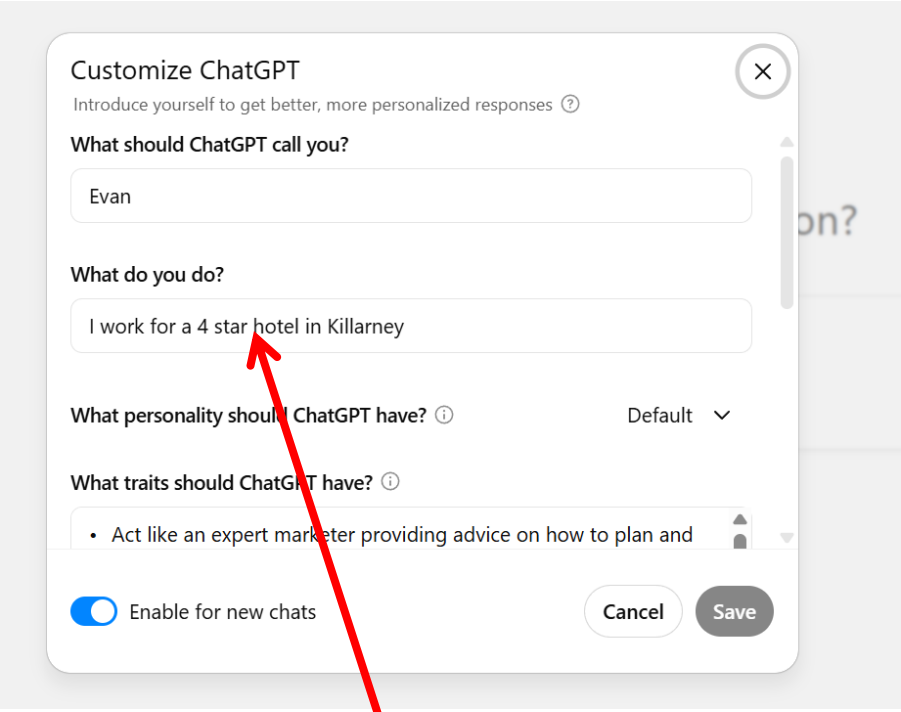


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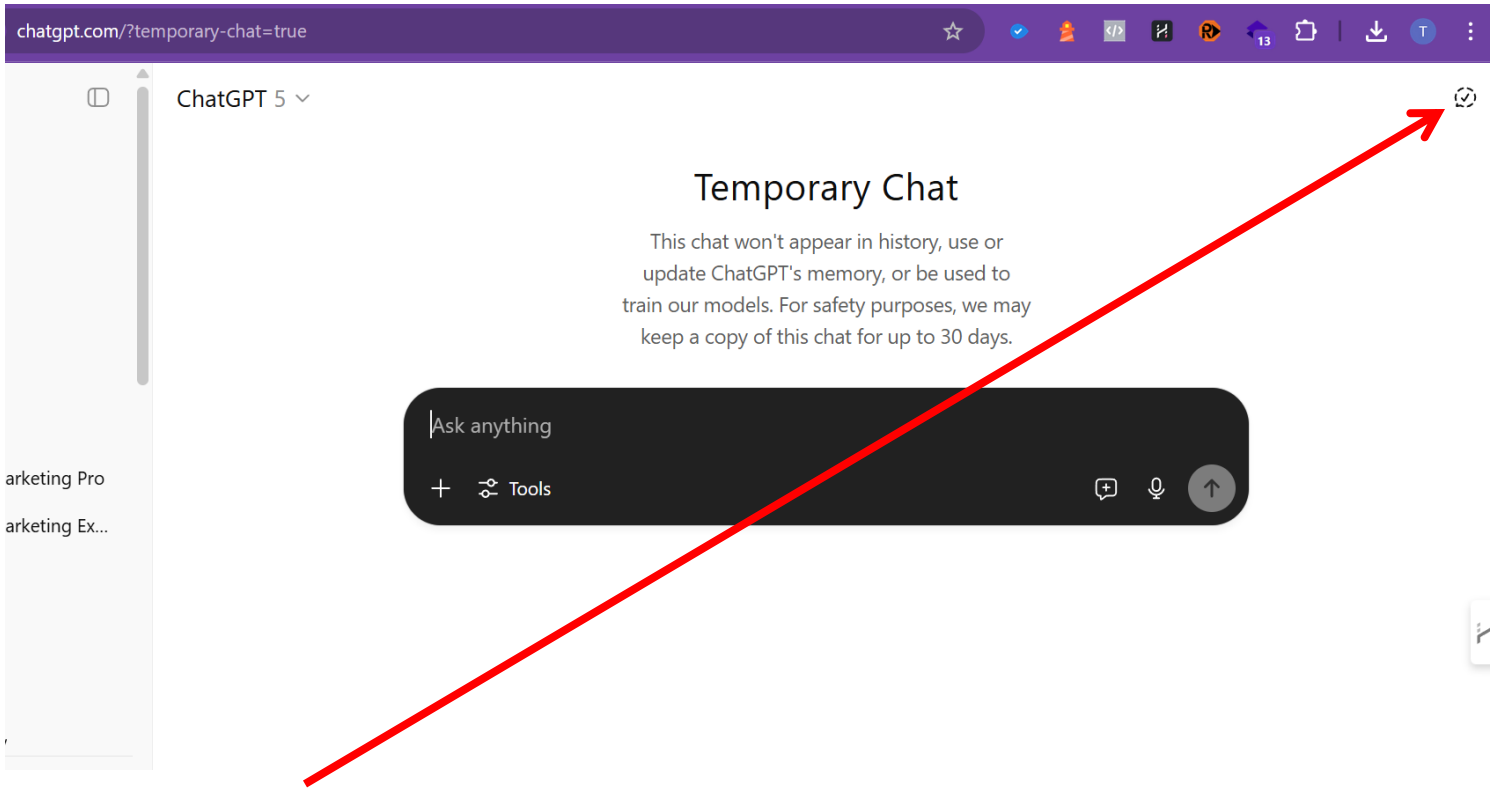
**Anything else Chat GPT should know about you?**

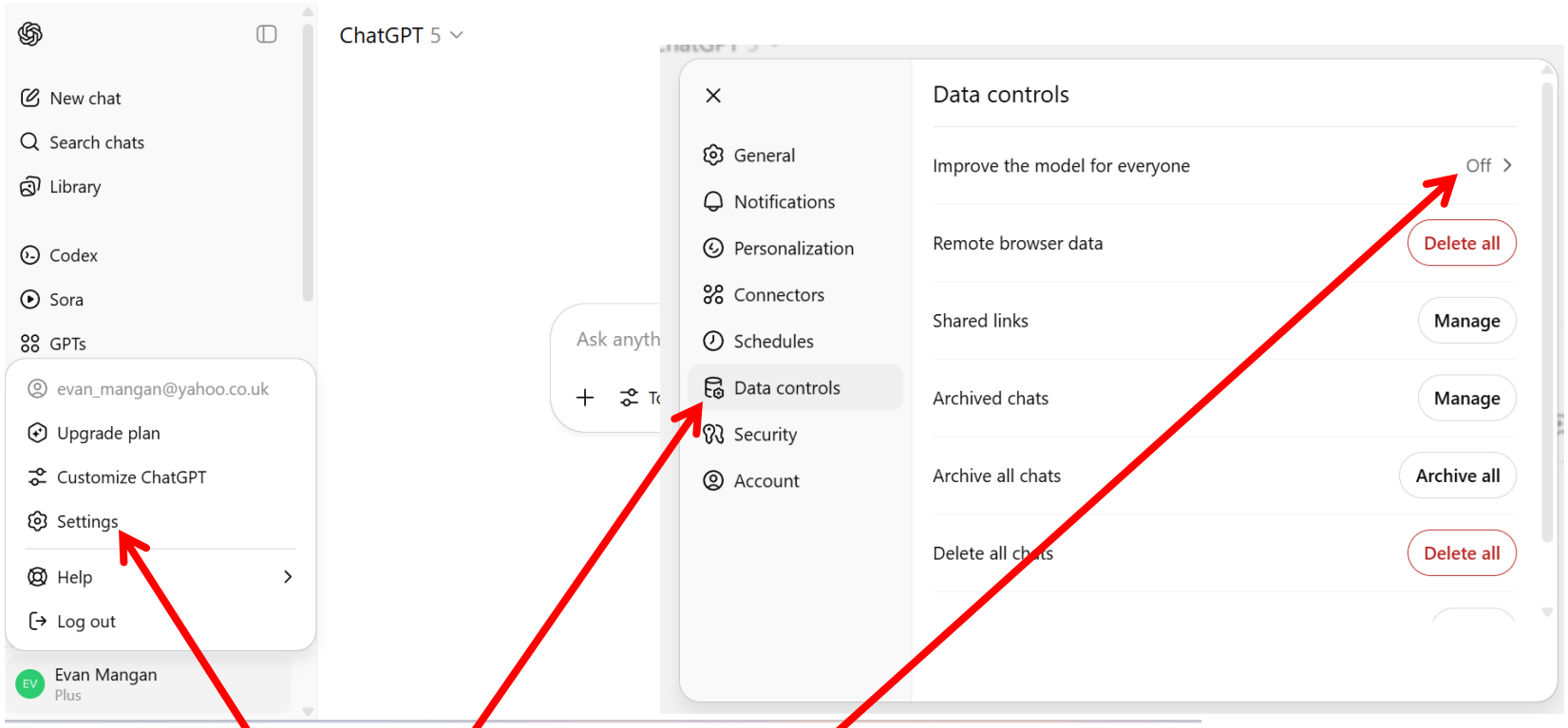
- I work for a 4 star hotel in Killarney, Ireland. There are 30 other hotels so it is a very competitive market.
- Our main customers are American tourists, golfers and Irish families on a staycation and want a great family holiday in Kerry.
- Our customer priorities are to increase our bookings from Irish families followed by American tourists.
- Our marketing goals are to increase website traffic and sales, increase social media followers and increase the size of our email lists.
- We have a website and take bookings on the website. We also use email marketing, Facebook and Instagram
- We don't use TikTok, YouTube or Google ads but would like advice on how to best use these tools.

# To protect your privacy you can




If you don’t want your chat to be stored by Chat GPT or used to train Chat GPT, you can select temporary chat

# To protect your privacy you can

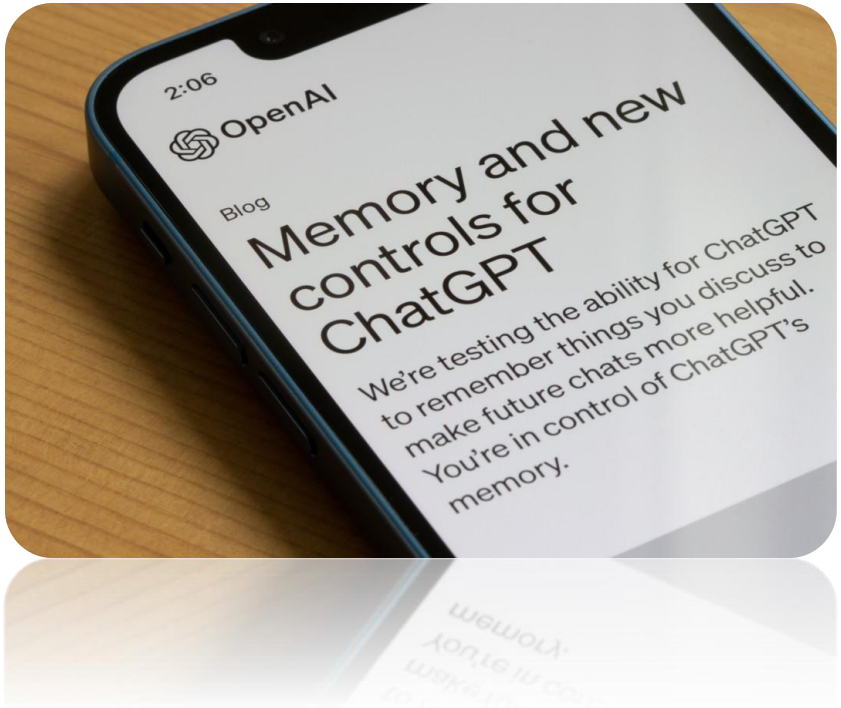



Another way to ensure that your chat won't be stored by Chat GPT or used to train Chat GPT, you can switch it off in settings

In the bottom  left select settings
Then under data control go to improve the model for everyone" and switch it off

# Chat GPT

## Free and paid users have Memory activated on their account




ChatGPT's memory feature allows it to store and recall information across multiple conversations, enhancing personalization and continuity in interactions.

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

This means

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

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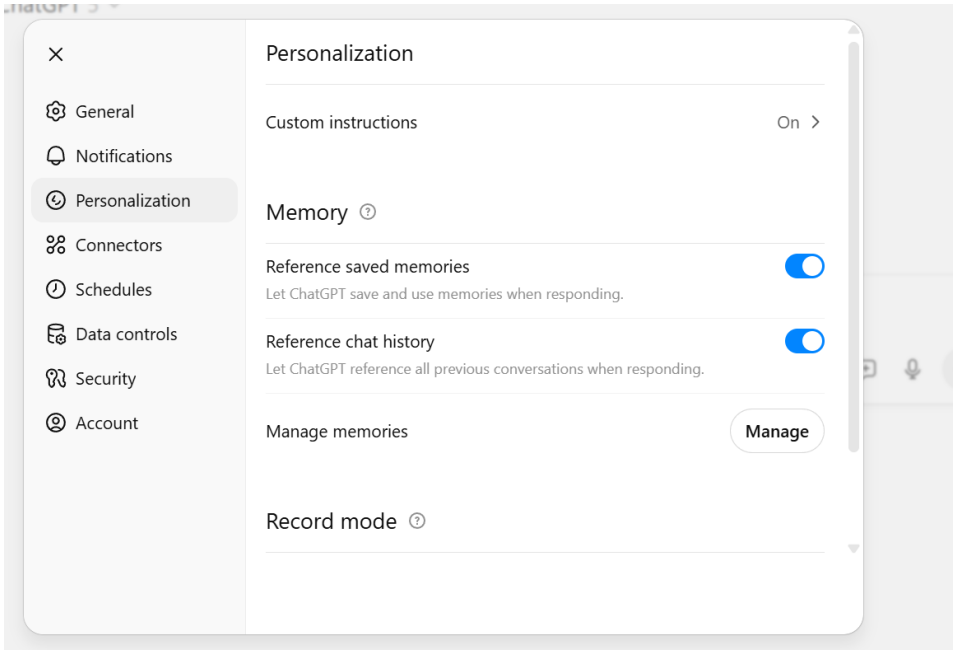


**You can manage this memory feature**

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

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

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

The memory feature can be toggled on or off in settings

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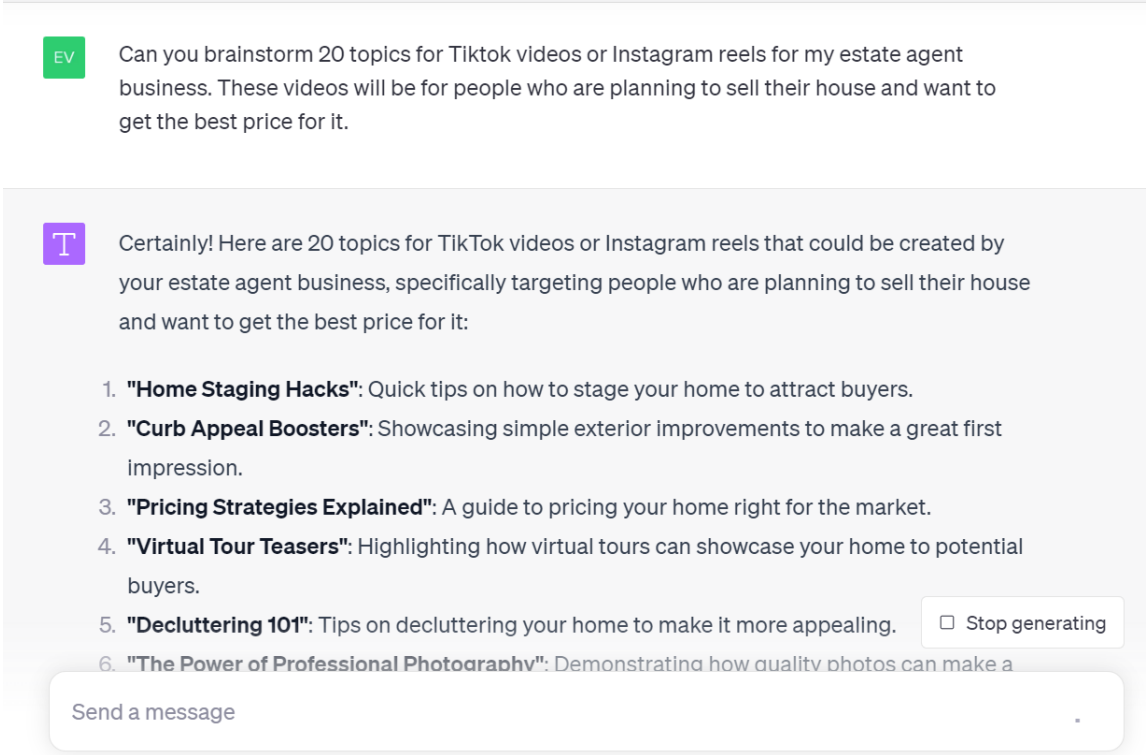
- Custom GPTs

# Brainstorm social media video topics for your type of business




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

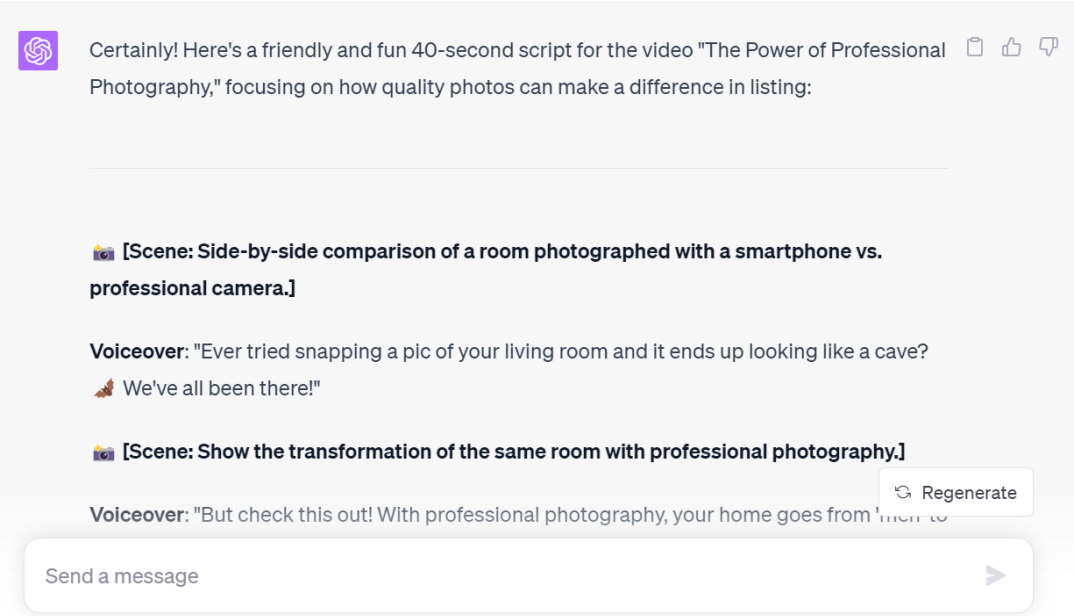
**Step 1 – brainstorm ideas**

Suggested prompt:

Act like a video marketing expert and Brainstorm 20 topics for TikTok videos or Instagram reels for my estate agent business. These videos will be for people who are planning to sell their house and want to get the best price for it.

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

# Generate draft scripts for social media videos



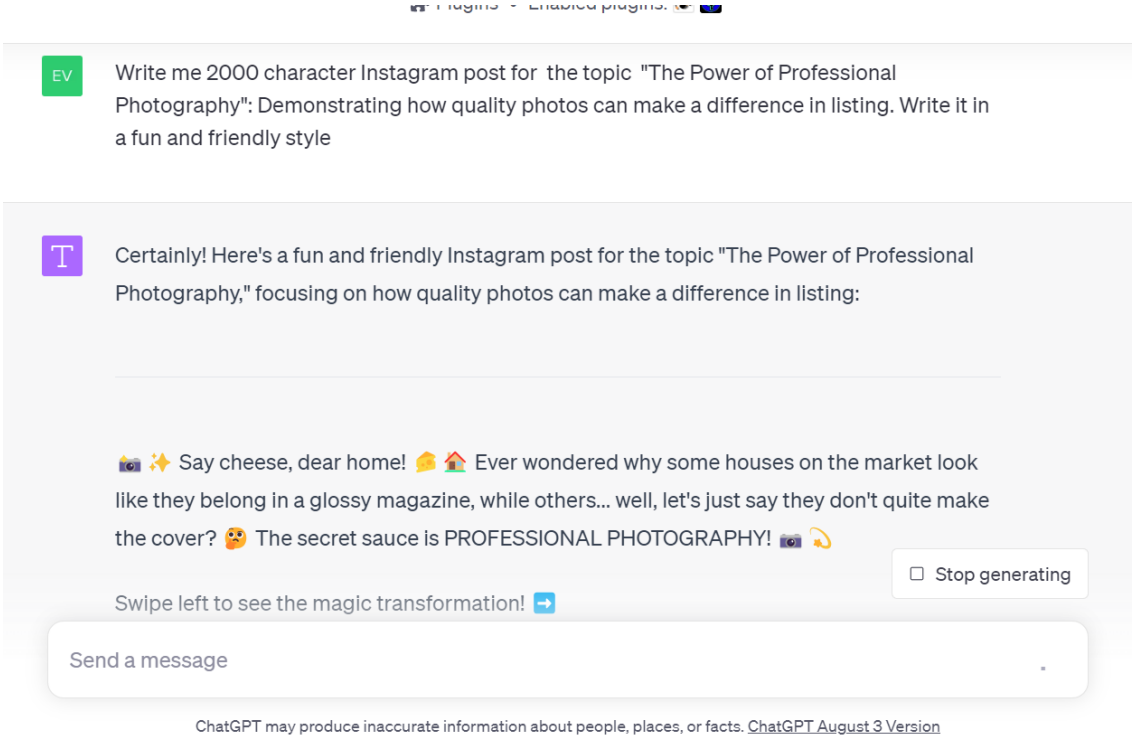

**Step 2 – Choose one and ask for a script (or text for a post)**

Suggested prompt:

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

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

# Generate draft text for social media posts



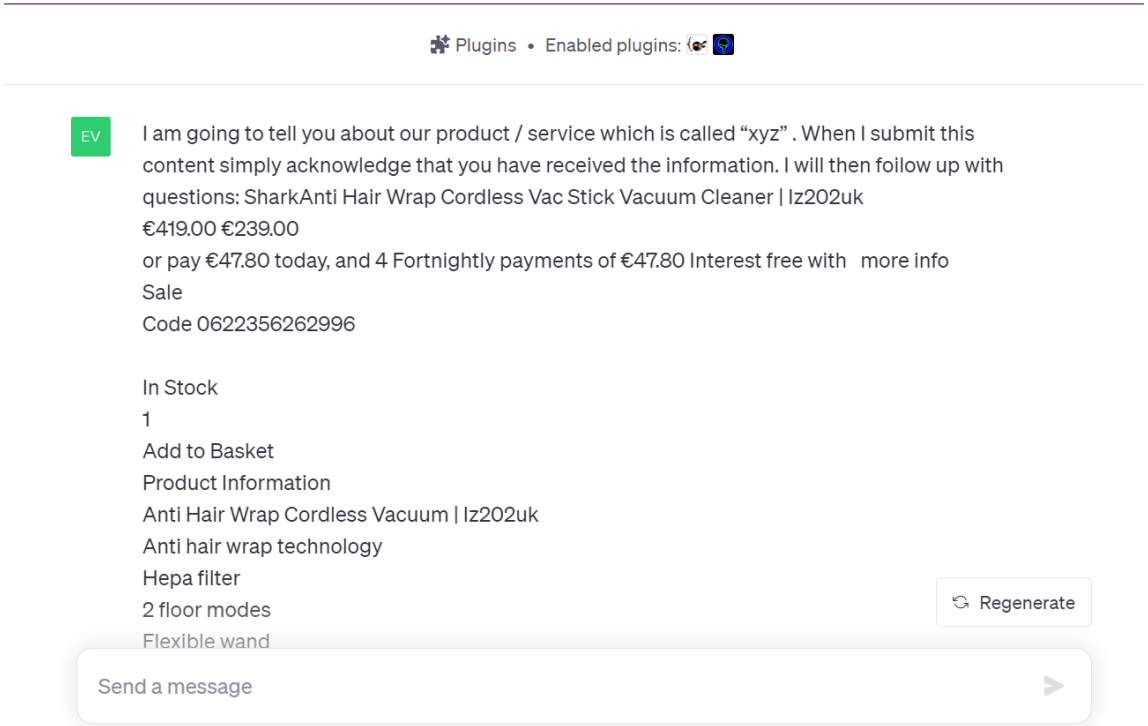

**Step 2 – Choose one and ask for a script (or text for a post)**

Or

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

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

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

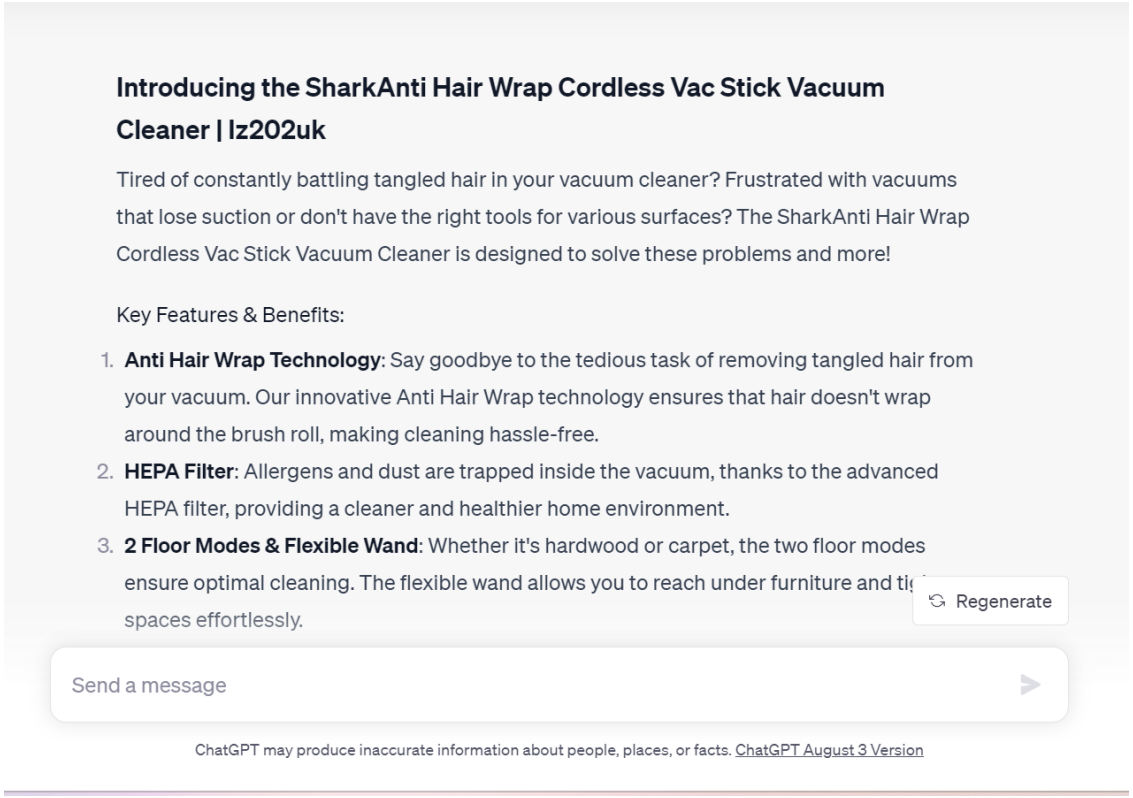



Step 1:

Tell Chat GPT about your product or service

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

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



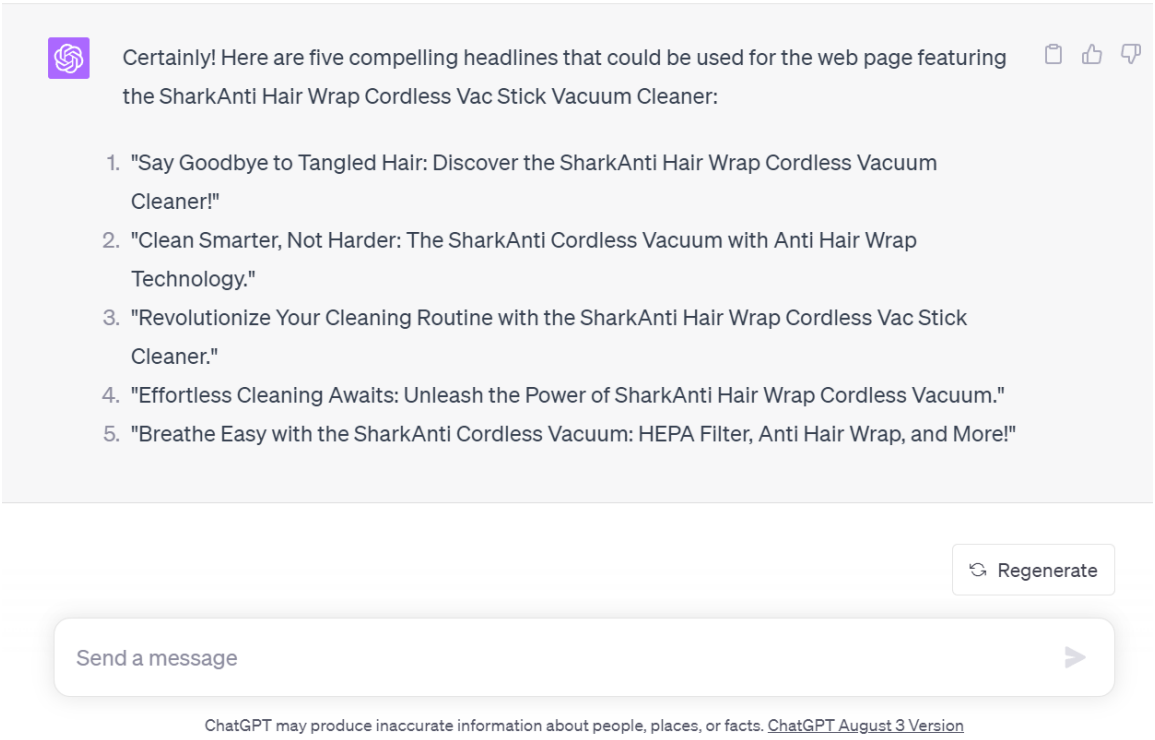

Step 2:

Ask Chat GPT to write text for the web page

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

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

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

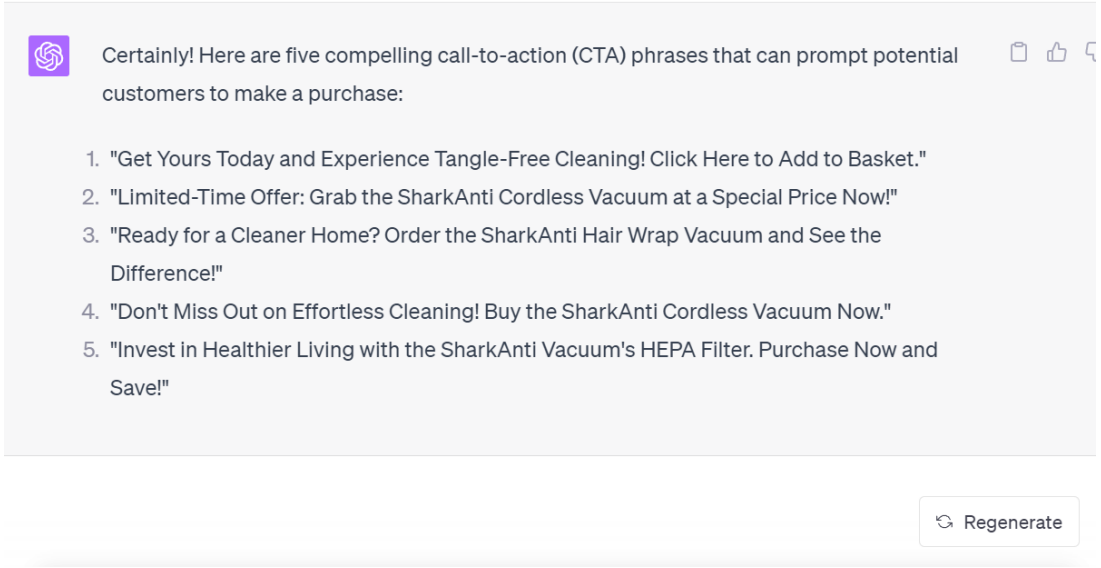



Step 3

Ask Chat GPT to suggest headlines for this page

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

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

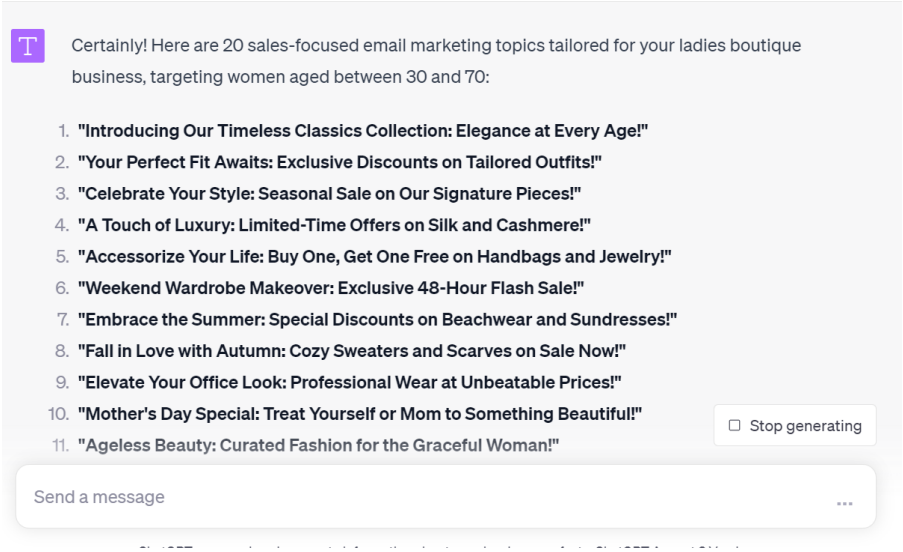


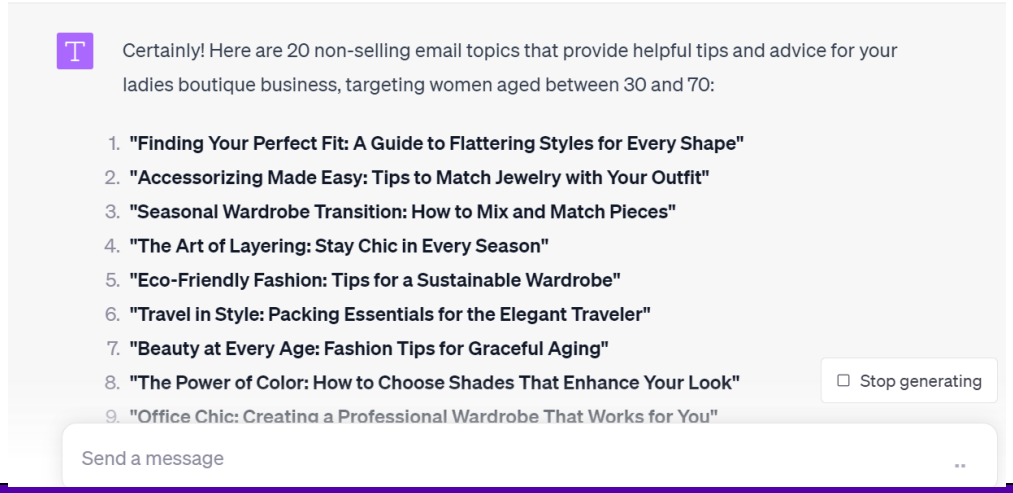

Step 4

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

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

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



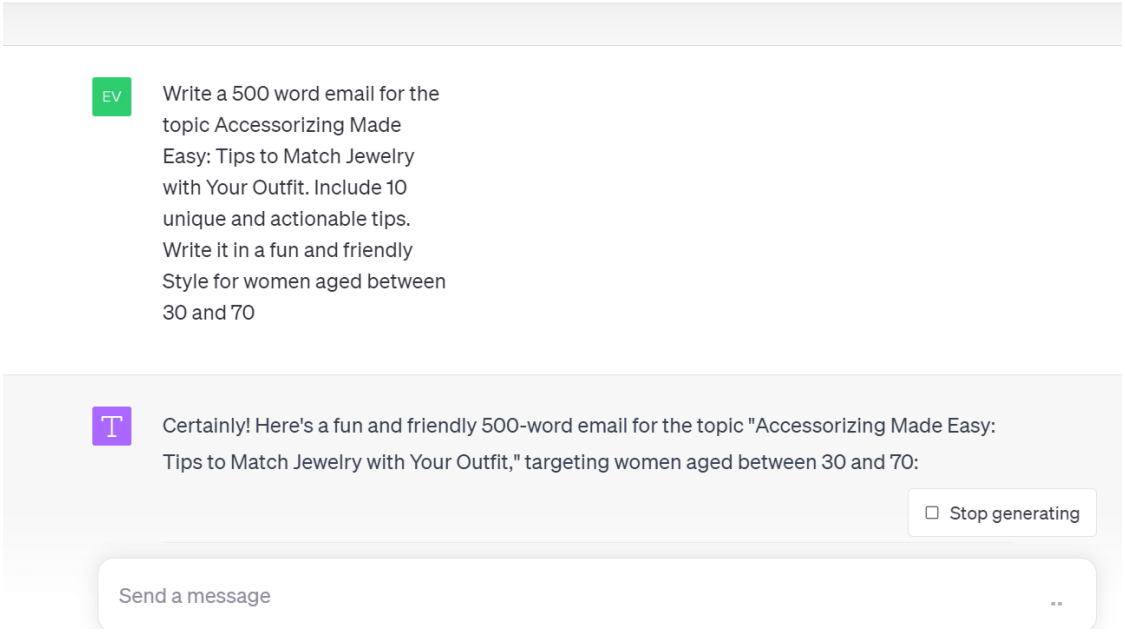

## 1. Generate email ideas

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

And

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

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

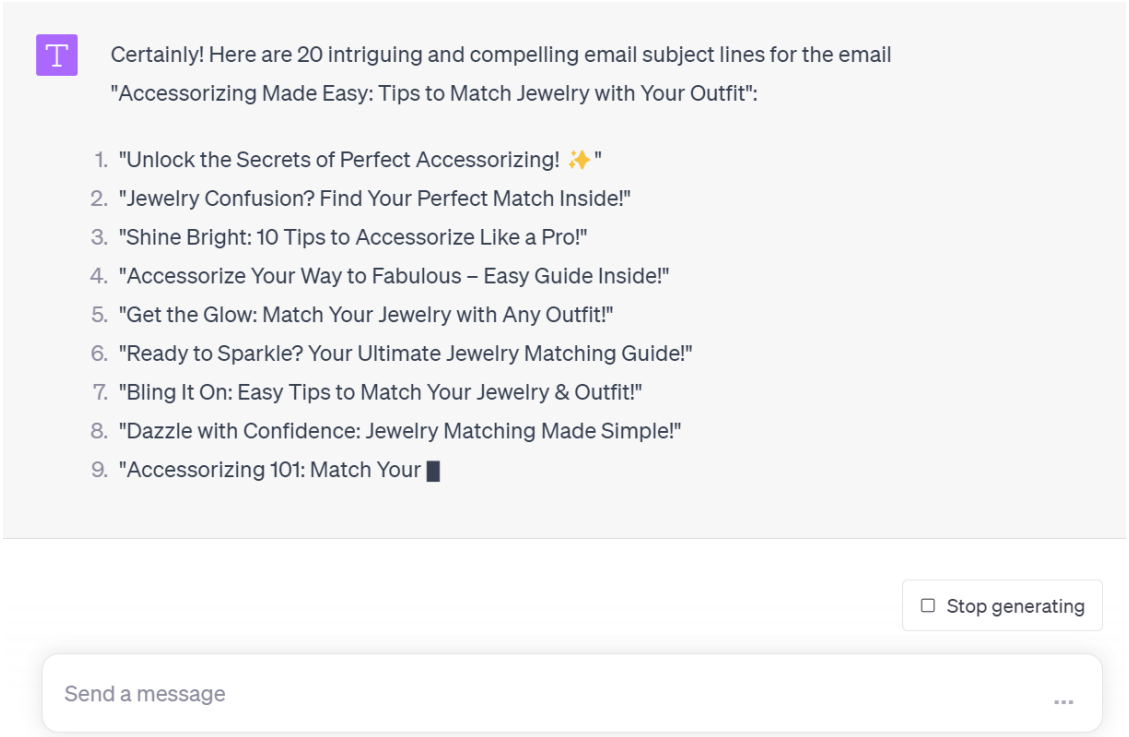



**2. Choose a topic and generate copy**

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

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

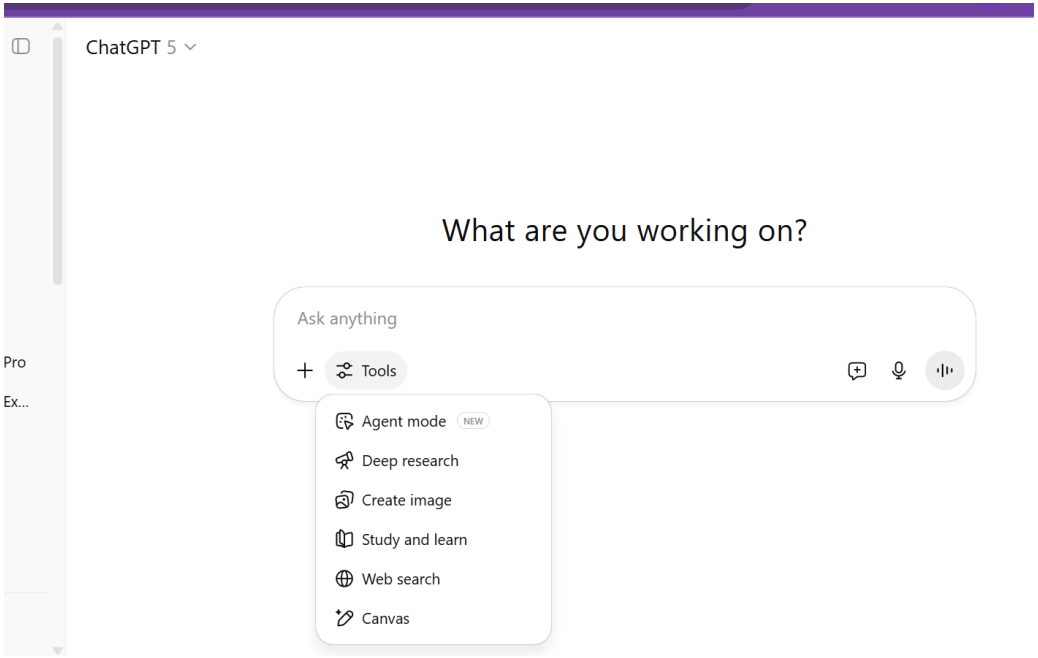
# Marketing emails – generate email marketing topics, subject lines and initial drafts of your email




**3. Generate ideas for email subject lines**

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

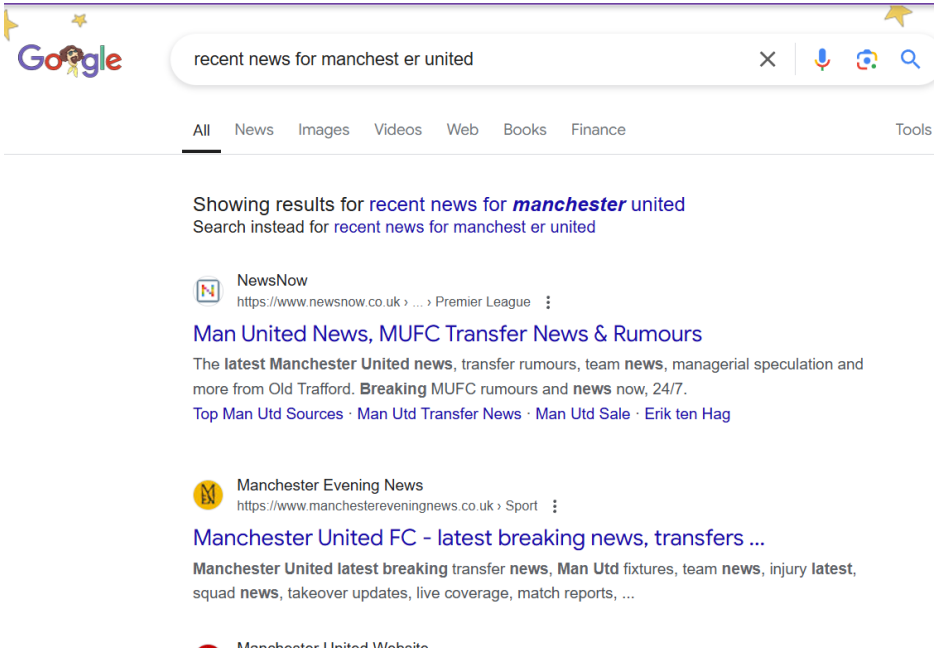
# Chat GPT
# Launch of Search GPT

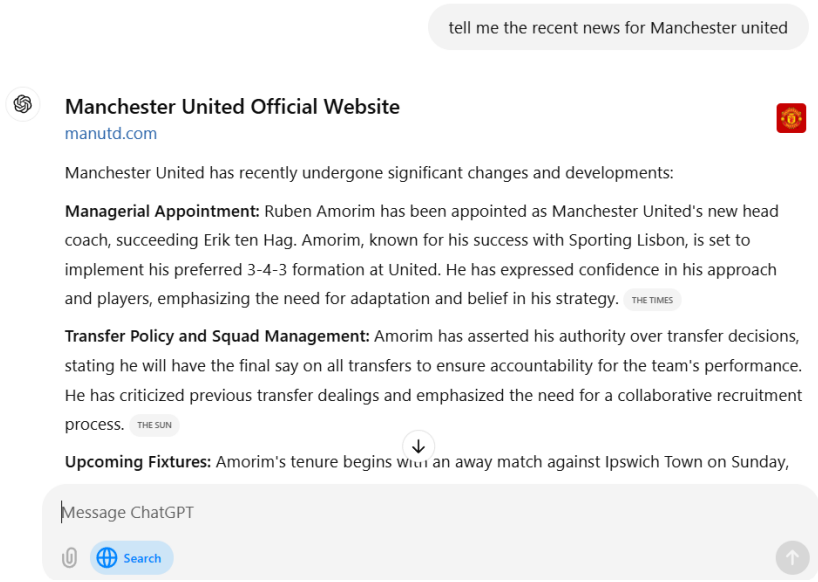



When you click the tools icon you can switch on  GPT search

Note:  when you ask a prompt the model will decide whether it will benefit form searching the internet. However, if you definitely want it to , switch search on

# Chat GPT
# How Search GPT compares to Google search

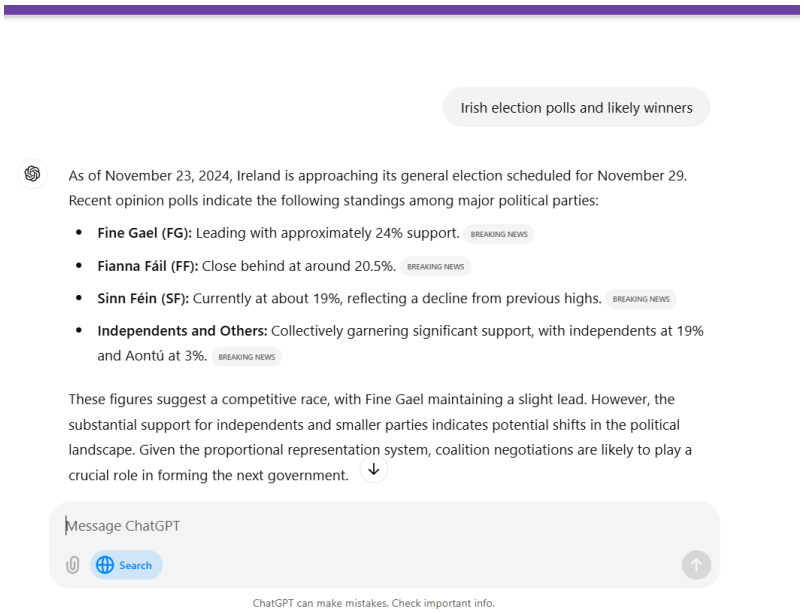


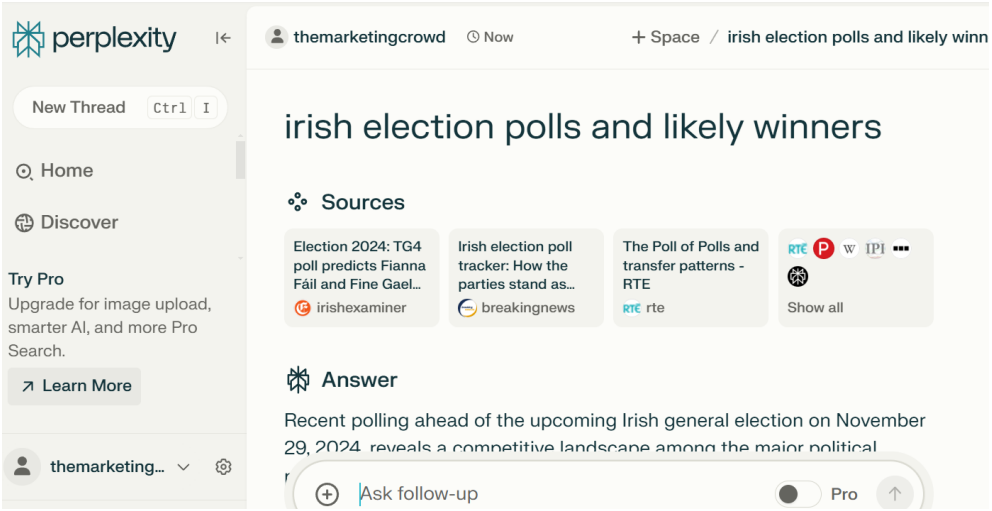




**When I ask Google or search GPT for the latest news on Manchester United**

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

# Chat GPT
## Search GPT is similar to Perplexity

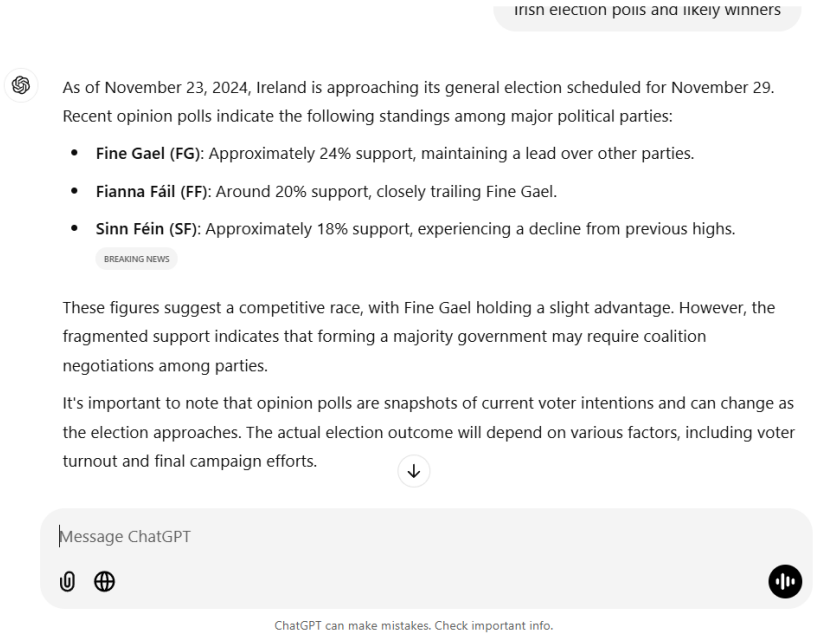



**When I ask  search GPT or Perplexity.ai for “Irish election polls and likely winners”**

Search GPT goes off, synthesises all the information into an answer and gives me links if I want to read them.
Perplexity does the same but it’s a better answer the way it is structured and the follow-up questions it suggests

# Chat GPT
# How Search GPT compares to a normal Chat GPT search




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

Therefore you don't actually need to switch search on

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

# Chat GPT
# Chat GPT versus Search GPT – the best way to think about it

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

**Is great for**

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

**However ...**

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

## An AI search tool like Search GPT or Perplexity

**Is great for**

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

# What we will cover

**Understanding the terminology around AI**

**How to get the best results from Chat GPT using prompts**

- Effective prompts such as Act As, Summarise, Teach me, Write like me
- What you should know about copyright
- About Memories and how to check what Chat GPT remembers about you
- How to protect your privacy
- How to tailor Chat GPT to you using custom instructions

**Step by Step demo of how to use Chat GPT for different aspects of your digital marketing**

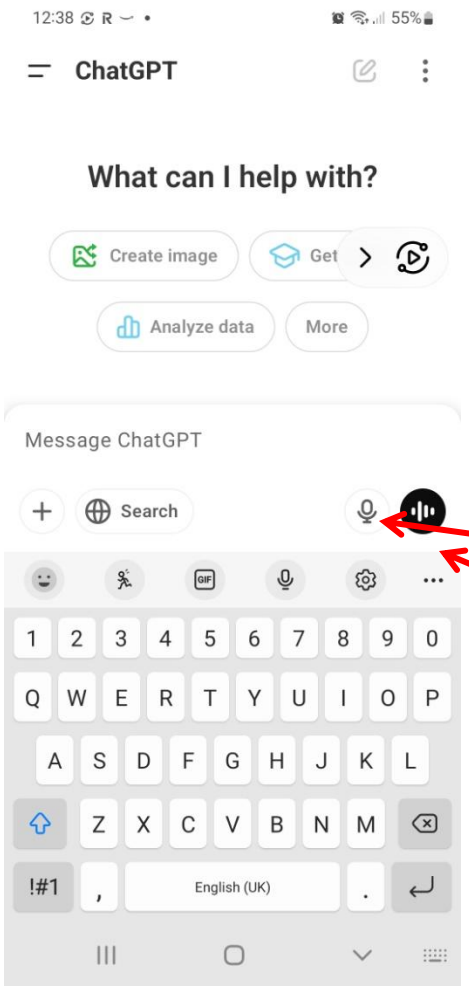
- Video marketing – generate topics and scripts you can work to for Reels / TikTok
- Social media posts – get ideas and initial drafts of posts
- Marketing emails – generate email marketing topics, initial drafts and subject lines
- Website content – generate headlines, call to actions, different options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

**How to access Chat GPT on mobile**

**Demo of Chat GPT (Plus)**

- GPT vision – interact with images
- GPT Video vision – it can see though your camera and ask real time questions
- Attach files – it will become an expert in the file and you can ask questions
- Image creation - describe an image and it will create it for you
- Deep research
- Projects
- Custom GPTs

# How to access Chat GPT using a mobile app




**However, when using Chat GPT on your phone it is much better to install the app.**

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

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

Simply tap the microphone and speak.

If you have the paid version of Chat GPT you also get enhanced voice

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**How to access Chat GPT on mobile**

**Demo of Chat GPT 4 (Plus)**

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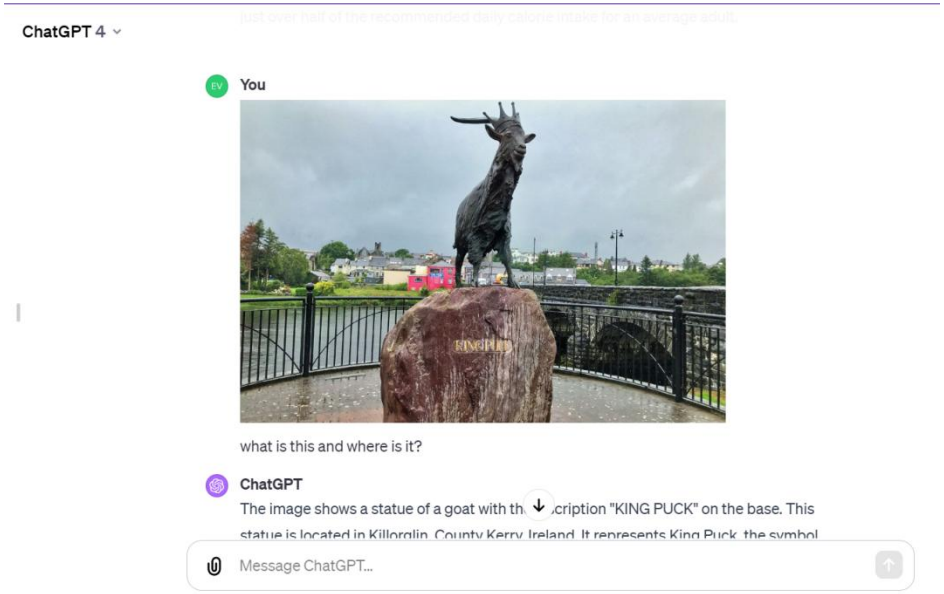
# You can interact with images using GPT vision

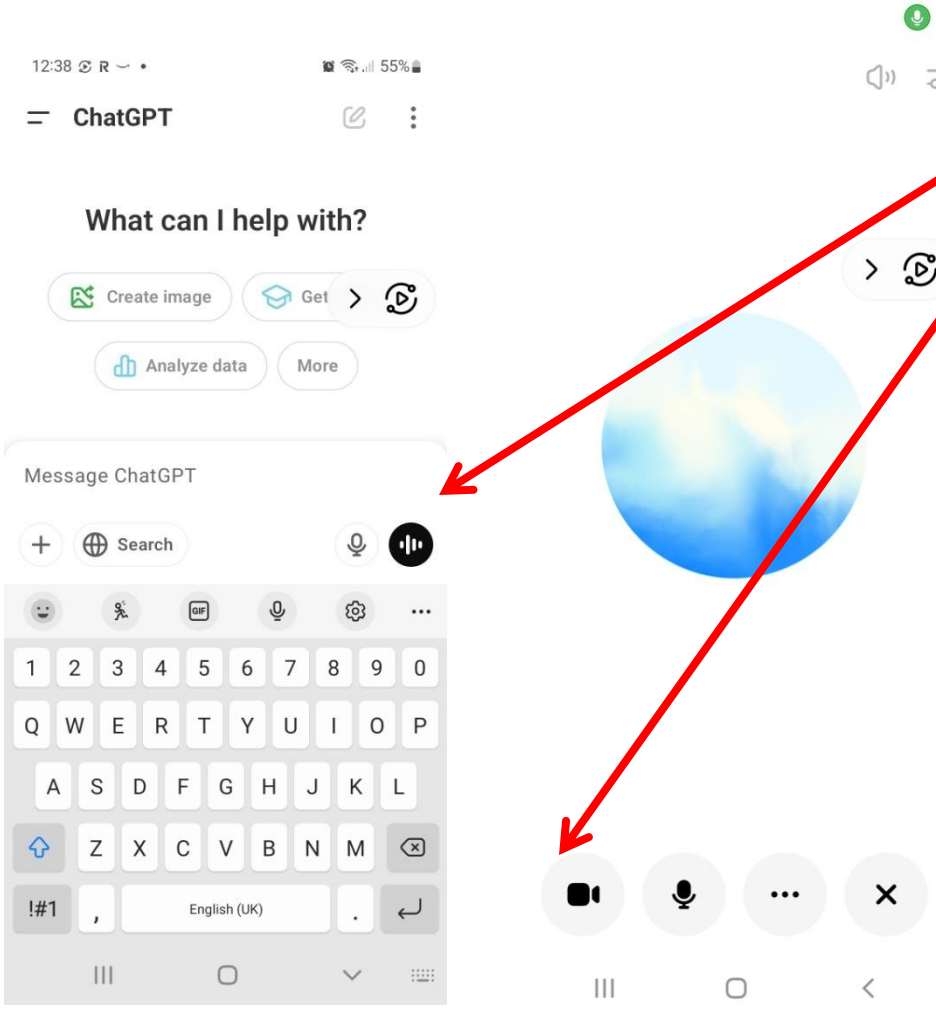



You can attach an image to your prompt and ask GPT questions about it. For example ..

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

Free users can do this a limited number of times per day

# On mobile only you can use enhanced voice with Video




When you are using the app tap on the enhanced voice icon

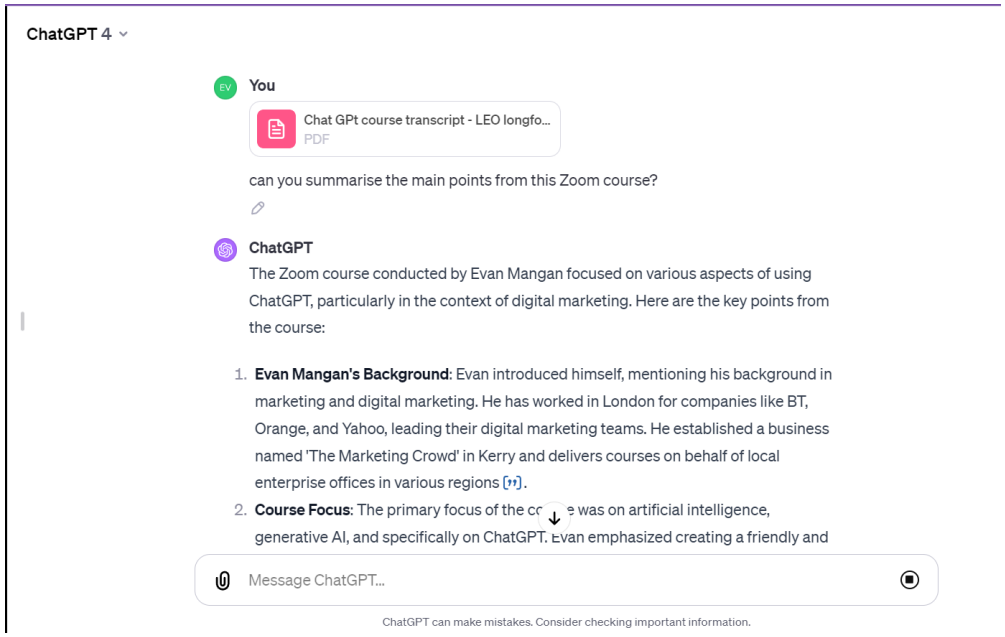
Then tap on the video icon

Chat GPT can now see what your camera can see and you can ask it questions in real time and you can get feedback form Chat GPT

For example: Ask it for advice on

- a maths problem
- The lighting setup for a marketing video you are recording
- The new layout of your shop window
- How to use some new equipment (Gimbal / Microphone) you have bought

# You can attach files and ask GPT to analyse the contents




You can attach a pdf, word or excel and ask it to analyse the contents. For example ...

- Attach a transcript from a Zoom meeting and ask it to summarise the main points
- Attach a CV and ask it to highlight the strengths and weakness of the CV
- Attach a spreadsheet and ask it questions about the data

Free users can do this a limited number of times per day

# Create images using text prompts

Image creation is built into Chat GPT so when you are using the paid version you simply ask it to create an image

If you have the free version, you can ask it to create 3 images per day

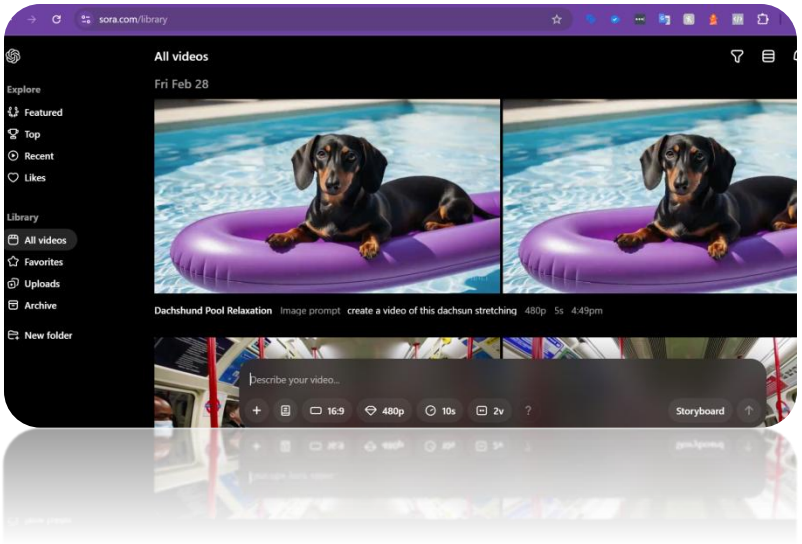
Free users can do this a limited number of times per day

# What Chat GPT produced for an easy request

## A Blue Ceramic Vase with Yellow Tulips

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

# Sora – create videos just by describing them

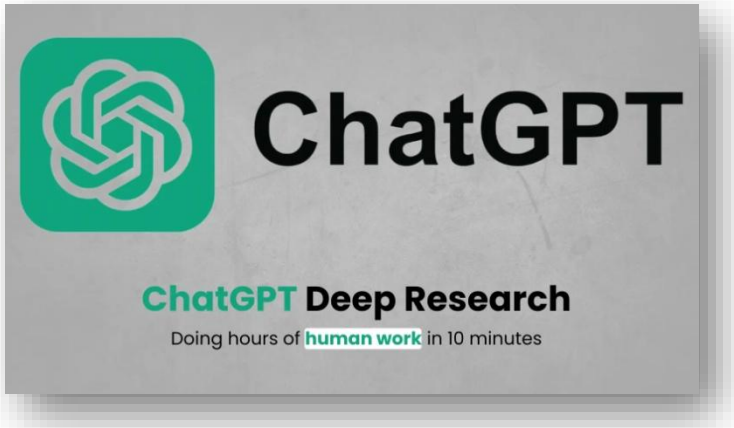



Chat GPT launched Sora in the US and many other countries just before Christmas and it rolled out to Ireland last week.

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.

# Deep research




This is available to paid users and is Chat GPTs equivalent of Deep Research by Perplexity.

You can ask it to research anything and it will do some initial research and then go off and do more research based on that. Whatever it learns will trigger more research until it is finally happy that it has all the information it needs. It then provides a very detailed report. I asked it ...

***"Develop a comprehensive content strategy for a ladies boutique ecommerce website including topics and formats "***

This is a brilliant tool for getting a very detailed report on a digital marketing plan for your business, how to do SEO for your business, an analysis of your competitors or industry trends.

Free users can do this a limited number of times per month (currently 4)

# Projects

This is another big feature for paid users and I think it is very useful. You could create a project for a topic – for example “SEO for my boutique” .

Instead of having lots of different chats scattered around in your account, you would now save  / add them to this project. Chat GPT will then reference all of the previous chats and things you have told it about SEO when answering future questions.

Also within a project you can add custom instructions (tell it you have a hair salon, what your level of knowledge about SEO is, what level of assistance you want etc). Any question you ask within the project will factor in those custom instructions. Each project can have different instructions.
When you attach a file in Chat GPT it doesn’t remember the contents if you ask it about it again. But within projects, if you attach a file it will. So you can attach documents with all the keywords you are using, ranking reports showing how you are doing etc. Chat GPT will then always refer back to those documents when answering questions.

The result is that you can ask ongoing questions about a topic and Chat GPT will always build on previous chats / documents / advice. It would be like having an expert marketing advisor that never forgets anything, tailored to your business. You could have different projects for your email marketing,  social media posts,  SEO etc.

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

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

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

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

Then ask it lots of questions.

You never have to give it the background or context again

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

**2. Create one that is based purely on your data**

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

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

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

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

**3. Create one for a personal interest e.g. cooking**

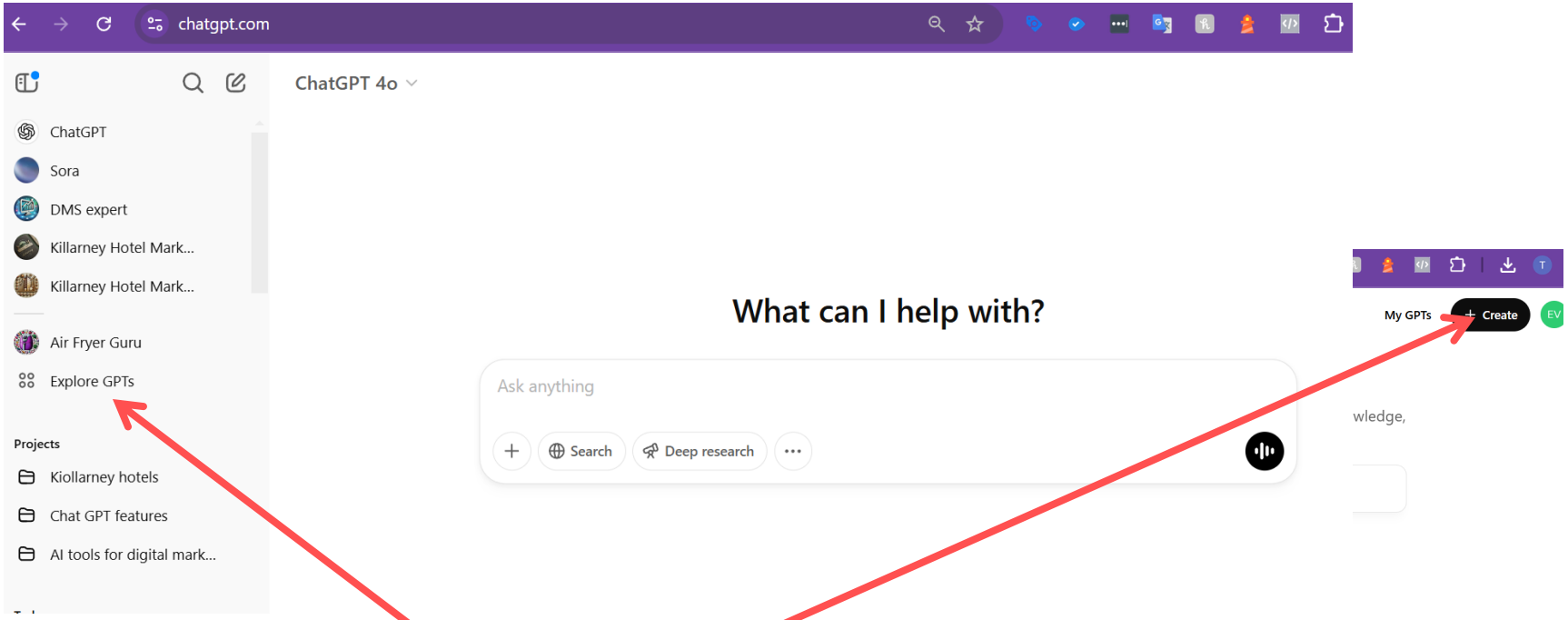
Tell the GPT the type of air fryer you have the types of food you would like to cook in it e.g. Bacon, steak, chicken fish

Tell it what type of things you do not like eating

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

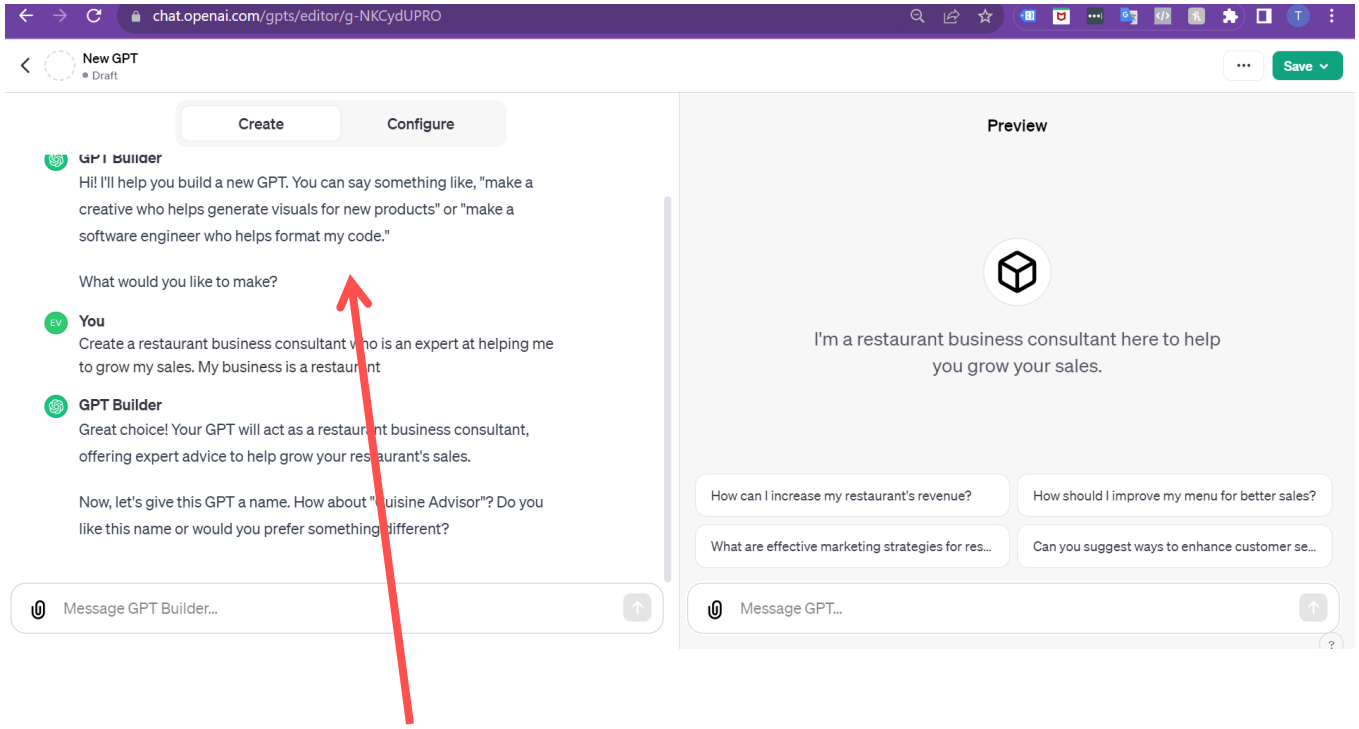
Then whenever you ask the GPT it will give you recipes tailored to your taste and your fryer

# How to create a Custom GPT



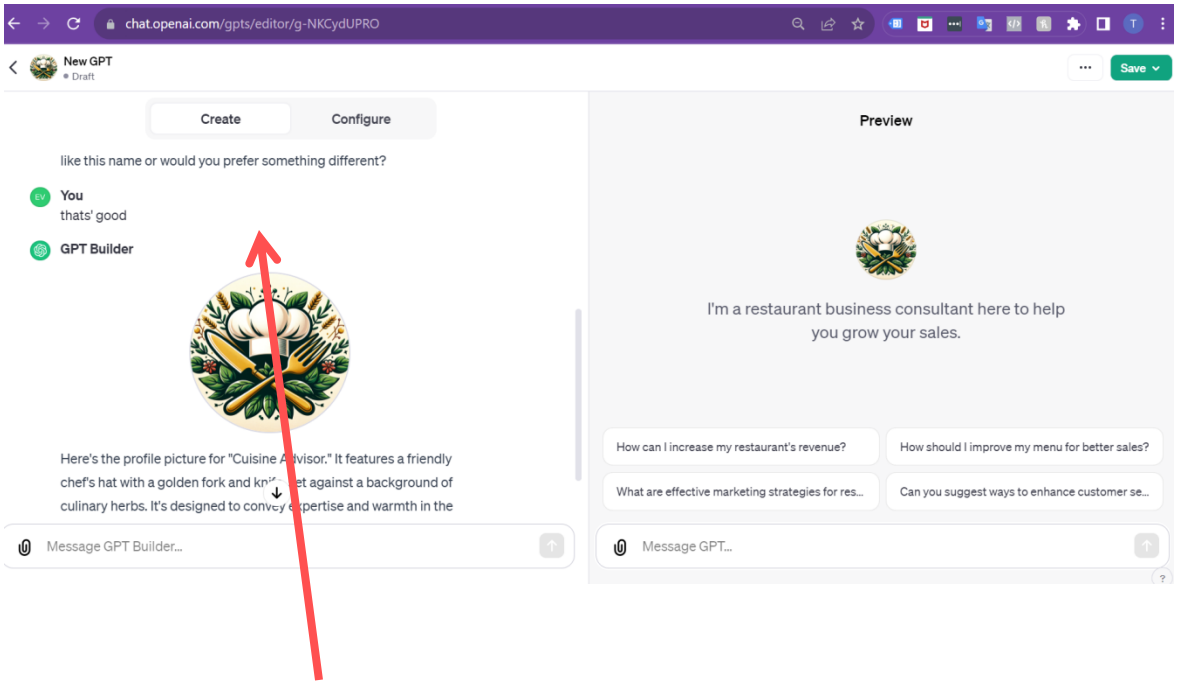

- **On the left menu click Explore GPTS**
- **Then click create**

# How to create a Custom GPT



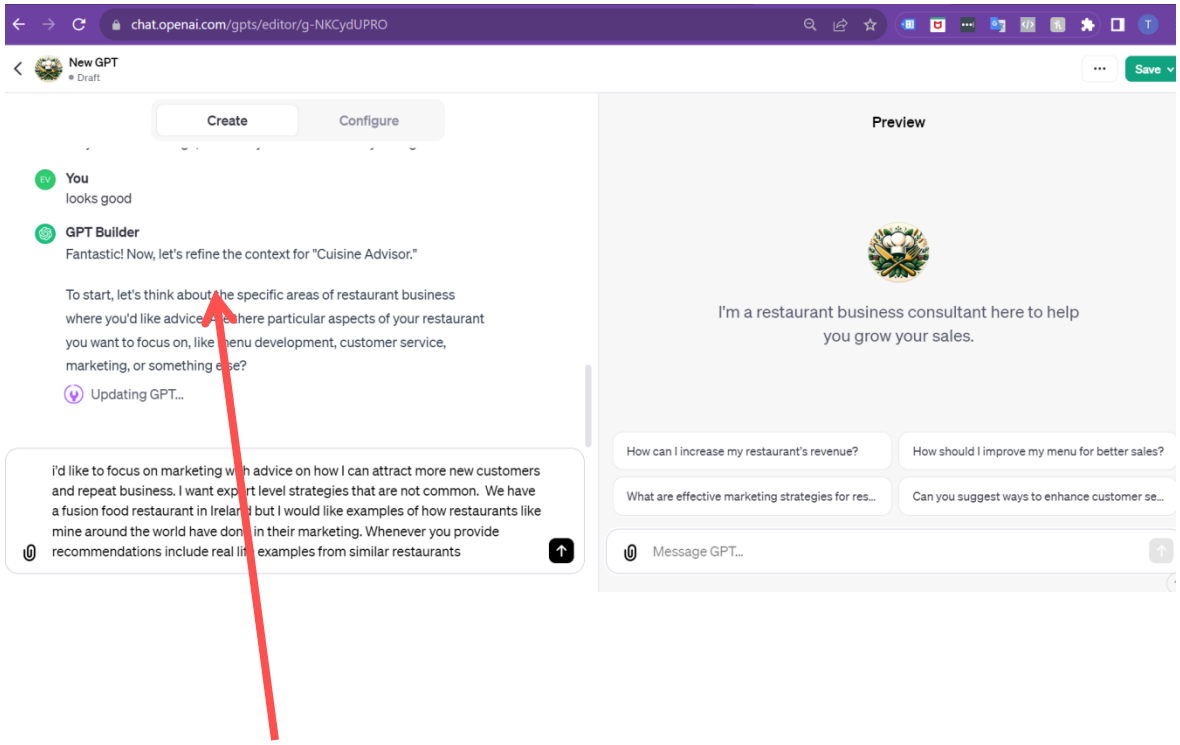

- **Type into the prompt box. Tell it what you would like the GPT to be about**

# How to create a Custom GPT



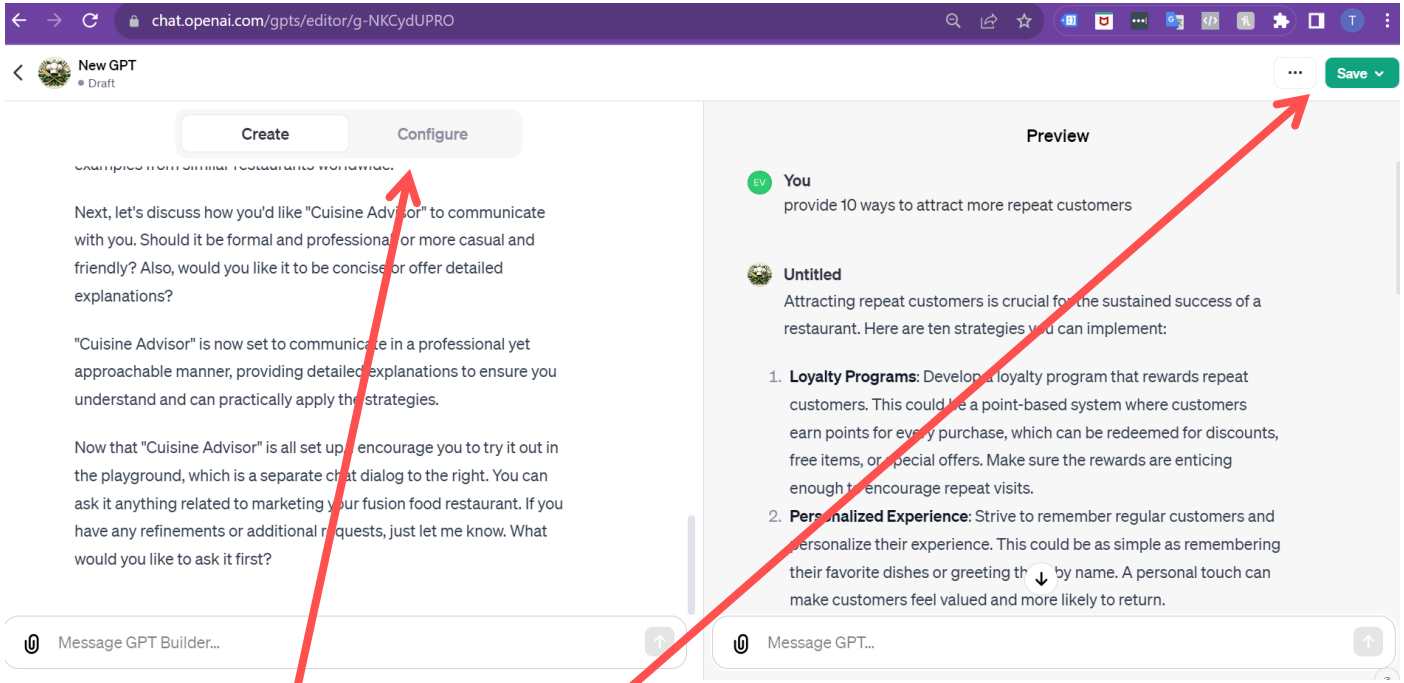

- **It will suggest a name (you can change this any time)**
- **It will create a logo for your GPT (you can change this at any time)**

# How to create a Custom GPT




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

# How to create a Custom GPT




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

# Comparison of the features and which are important for digital marketing

The Marketing Crowd

| | 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 | Limited tries | Yes | Yes |
| Projects | No | Yes | Yes |
| Multi Step reasoning | Yes | Yes | Yes |
| Speak your prompts on desktop | Yes | Yes | Yes |
| Speak your prompts on mobile | Yes | Yes | Yes |
| Enhanced voice | Limited tries | Yes | Yes |
| Can analyse live video through your camera | No | Yes | Yes |
| Create videos by describing them | No | No | Yes |