



From prompts to profits – Week 2

Please note: This guide was created with the help of one of our AI colleagues 😊

Detailed Course Summary (Week 2)

The course, titled "AI Prompts to Profits: how to use AI to Increase Your sales," focused on advanced AI tactics, particularly mastering specialised functions within Gemini and ChatGPT, and applying these tools to social media and website marketing.

I. Advanced AI Capabilities (Gemini and ChatGPT)

Recap and Comparison (Gemini vs. ChatGPT): Evan reminded participants that virtually everything achievable in ChatGPT can be done in Gemini. Notably, Gemini offers for free several features that are restricted to the paid version of ChatGPT, such as attaching images, spreadsheets, and PDFs (which the AI will analyse), and using enhanced voice capabilities on a mobile phone.

Advanced Gemini Features:

1. **Canvas and Vibe Coding:** Canvas, accessed via the Tools section in Gemini, activates a programming area. This feature allows non-programmers to instruct the AI to code things, known as **vibe coding**. Evan demonstrated how Canvas could generate a fully formatted webpage (including colour, text, and links) based on a prompt. This feature also excels as an editor or proofreader for large documents like book chapters, offering suggestions on plot development and overall thinking. Evan mentioned that while Canvas is useful, a more sophisticated Vibe Coding tool is available within Google AI Studio (to be covered in a future week).
2. **Deep Research:** Deep Research represents a significant advancement beyond the "thinking models" (which take about 40–50 seconds). Deep Research involves **iterative research**, going off for 10 to 15 minutes to analyse multiple sources and generate highly detailed reports (often around 20 pages).

- **Suggested Uses:** Evan recommended conducting deep research on one's own business (including a SWOT analysis), one's industry, and the predicted impact of AI on the industry over the next 5, 10, or 15 years.
- **Output Options:** Deep research reports can be exported to Google Docs (and then downloaded as Word or PDF). Unique to Gemini, the 'Create' function allows users to instantly convert the report into a visually easy-to-digest webpage, a quiz, or an **audio overview** (a podcast where two people discuss the report's findings).
- **Availability:** Deep research is unlimited in Gemini, but the free version of ChatGPT restricts users to five reports every two months.

Projects (ChatGPT) and Gems (Gemini): Projects (in ChatGPT) and Gems (in Gemini) are advanced features that allow users to create a laser-focused, expert version of the AI tailored to a specific topic (e.g., HR, social media marketing, new product development). This capability takes AI use to the "next level".

Key components of a Project/Gem include:

1. **Custom Instructions:** Highly specific guidance that dictates the AI's persona (e.g., "act like an expert") and constraints (e.g., small business budget, limited time allowance for tasks).
2. **Attached Files:** Users upload external knowledge, notably the deep research reports on their business and industry, alongside internal documents like analytics.
3. **Deep Memory:** The AI scans all previous chats, custom instructions, and attached files within that project before answering a new query, ensuring the responses are highly relevant and comprehensive.

Evan recommended using the **ChatGPT Project** feature over Gemini Gems because ChatGPT offers superior privacy settings (users can switch off data sharing without losing previous chats), making it safe to upload sensitive internal files.

II. AI for Social Media Marketing

Evan demonstrated how the **Project** function can be leveraged for hyper-personalised social media guidance:

- **Tactic 1: Strategy Development:** By using a dedicated project (fed with deep research and business context), participants can ask the AI to develop complete, tailored strategies for platforms like Instagram, TikTok, LinkedIn, or Facebook. Evan noted that even if a platform like LinkedIn seems irrelevant, the AI can often provide unique strategies (e.g., connecting a boutique with event planners for B2B opportunities).
- **Tactic 2: Content Generation:** The AI can generate tailored content ideas (e.g., 10 ideas each for Reels, Stories, Carousels, and Lives) that align with the specific business strategy and budget constraints defined in the project instructions.
- **Tactic 3: Analytical Thinking:** When seeking detailed plans or strategies, Evan advised appending the instruction "**think longer**" to the prompt (especially in the

free version of ChatGPT) to ensure the AI uses its comprehensive analytical model and context from all attached documents and previous chats, resulting in a more thorough answer.

- **Tactic 4: Insight Analysis (Mobile):** Evan reiterated that users can ask Gemini (via enhanced voice on their phone) to view and interpret their social media insights directly from the screen, providing suggestions for creating better content.

III. AI for Increasing Website Sales and Inquiries

Evan explained that the website is the crucial "sales environment" at the centre of digital marketing, and most high-intent traffic comes from Google search. The goal is to drive visitors through the funnel: **Awareness – Engagement – Conversion**.

Tactics for Increasing Engagement and Trust:

1. **Technical Foundation:** Ensure pages are secure (SSL cert/HTTPS). Check page load speed using free tools like GTmetrix, as high load times (over 4 seconds) cause significant visitor drop-off. Slow loading speeds are often caused by large image file sizes or slow initial server response time.
2. **Immediate Resonance (Headlines & Text):** Use the AI to identify the top 3 needs/benefits customers seek in a product/service. Then craft a compelling headline and easy-to-scan, benefit-focused text around those triggers.
3. **Content Authenticity:** While the AI is an "expert marketer," Evan stressed that content should not be 100% AI-written, as Google favours content with a high degree of human involvement. Users should check AI-generated text and rework it.
4. **Credibility and Browsing:** Incorporating video increases engagement by 400–700%. AI can be used to brainstorm video ideas tailored for conversion and engagement. Evan advised establishing immediate trust using metrics (e.g., number of hours/customers served) or 'As Featured On' media mentions. To encourage browsing, pages should feature numerous tempting text and image links, rather than solely relying on the often-overlooked main menu.

Tactics for Conversion:

1. **Offers and Scarcity:** Use AI to brainstorm offers relevant to the industry. These offers should be limited-time (e.g., 72 hours) to create urgency and concentrate the visitor's mind. Similarly, implementing scarcity tactics (e.g., "only X left") can be highly effective in encouraging immediate action.
2. **Testimonials:** Testimonials are crucial for building buyer reassurance. Any reviews from external platforms (Google, TripAdvisor, Booking.com) should be pulled onto the website (the sales environment) using tools like TrustIndex.io. These reviews should look authentic and be prominently displayed (e.g., on the Contact Us or Testimonials pages).

Action Point List for Participants

Participants should focus on mastering advanced AI setup and applying this structure to their social media and website strategies.

Advanced AI Setup and Research

1. **Conduct Deep Research:** Request comprehensive Deep Research reports from both ChatGPT (if credits remain) and the unlimited Gemini platform on your specific business and your industry.
2. **Analyse and Export Reports:** Review the Deep Research reports. Save the reports by exporting them to Google Docs and downloading them as Word or PDF files for easy attachment to projects.
3. **Choose a Core AI Platform:** Decide whether to use ChatGPT Projects (recommended for better privacy) or Gemini Gems for focused work.
4. **Create a Project/Gem:** Set up at least one specific Project (in ChatGPT) or Gem (in Gemini) for a distinct topic (e.g., "Social Media Marketing" or "New Product Development").
5. **Configure Custom Instructions:** Define highly specific custom instructions within the new Project/Gem, detailing your business constraints (budget, time availability) and expertise requirements.
6. **Attach Knowledge:** Upload the Deep Research reports (on your business and industry) to the relevant Project/Gem.

Social Media Marketing

1. **Document Performance:** Create a brief internal file (Word/PDF) detailing current social media performance metrics (followers, average reach, content mix, budget, what has worked/not worked) and attach it to your social media Project/Gem.
2. **Develop Strategies:** Use the Project/Gem to generate a complete, tailored strategy for each social media platform you use (Instagram, LinkedIn, etc.).
3. **Utilise Analytical Thinking:** When seeking complex analysis or strategy plans, ensure you add the instruction "**think longer**" to your prompt to receive the most comprehensive answer possible.
4. **Brainstorm Content:** Generate a bulk list of tailored content ideas (Reels, Stories, Carousels) via the Project/Gem, ensuring half are sales-focused and half are engagement-focused.

Website Sales and Engagement

1. **Check Site Speed:** Test the loading speed of your key website pages using the free tool **GTmetrix** (aim for a performance score in the 80s/90s and LCP under 1.2 seconds). If speeds are slow, investigate server response time and the size of uploaded images.
2. **Refine Key Messaging:** Use AI to identify the **top three attributes** your customers seek in your product/service. Ensure your website headlines and scannable body copy address these three elements directly to resonate instantly with visitors.

3. **Boost Credibility:** Use AI to brainstorm unique metrics or statistics that showcase your experience (e.g., total number of customers or hours served) to build immediate trust.
4. **Plan Video Content:** Use AI to brainstorm 10 video ideas specifically designed to increase engagement and conversion on your website landing pages.
5. **Explore Conversion Tactics:** Investigate short-term, limited-time offers and scarcity tactics that are relevant to your industry, asking the AI for tailored brainstorming ideas.
6. **Integrate Reviews:** If possible, use a tool like TrustIndex.io to pull authentic, bona fide reviews (from Google, TripAdvisor, Booking.com) and display them prominently across your key web pages to reassure browsing customers.