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

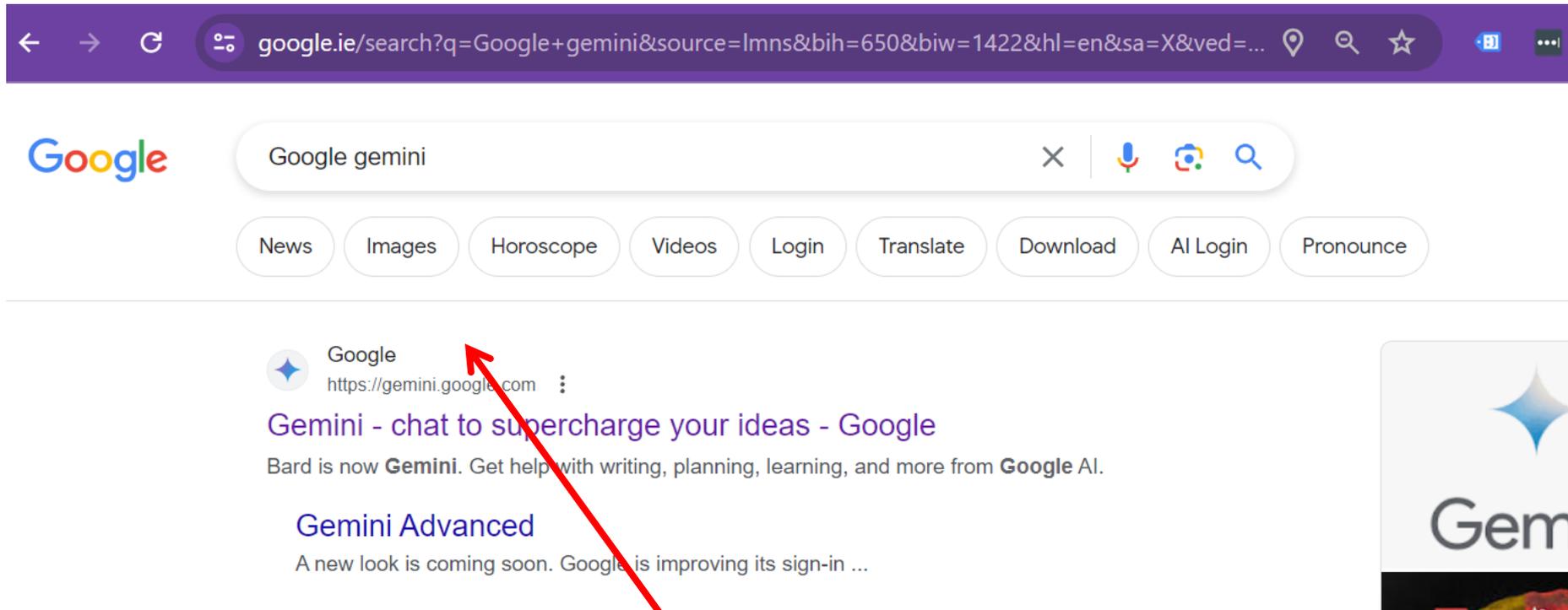**What isn't as good as Chat GPT (Free)**
- Privacy

How to access Gemini on desktop
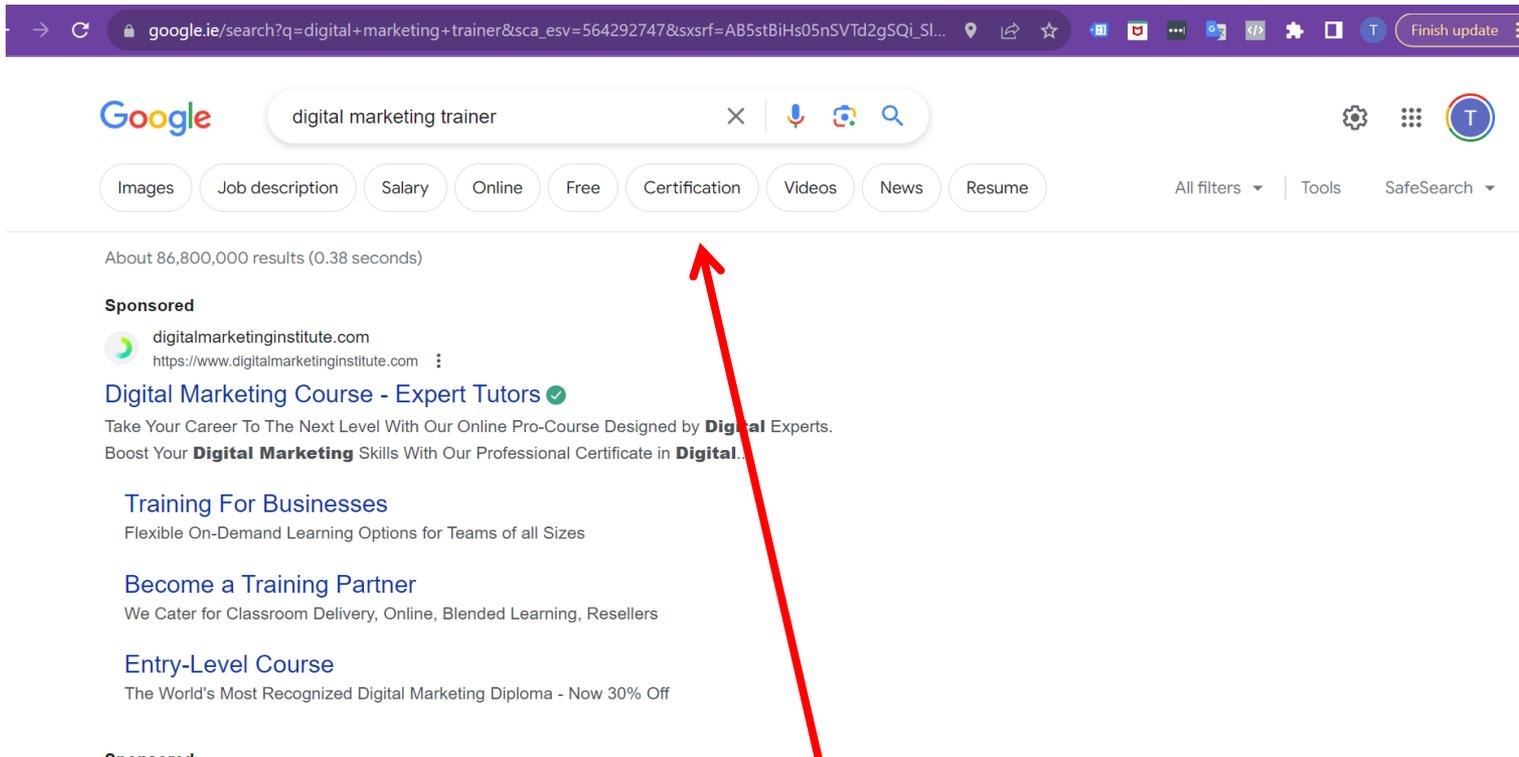
When you do a Google search, you do not see Gemini or Chat as a search result option.

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

In November it got another major upgrade to 3.0 Pro

These upgrades are significant and Gemini now provides better answers than other LLMs across numerous tests

How to use Gemini (Free version)
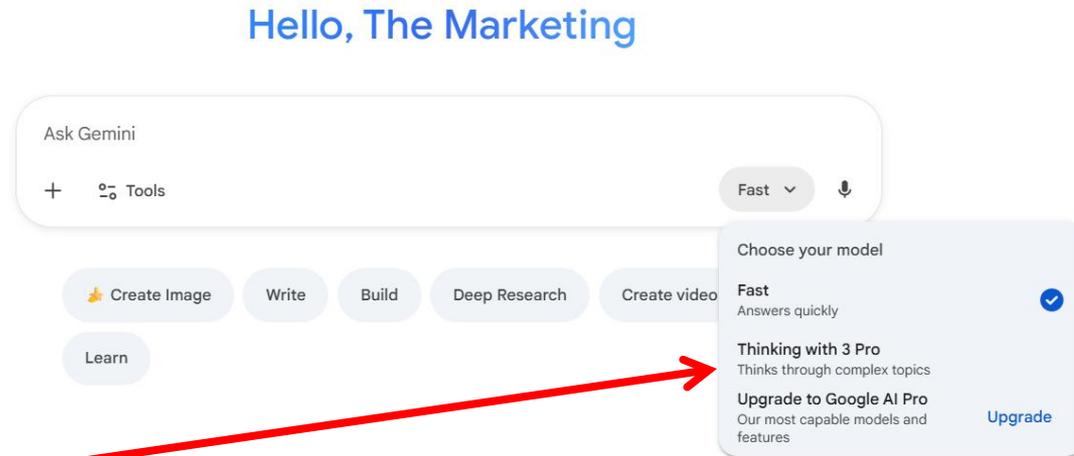
Click on this dropdown to choose a model

2.5 Flash is now the default model

3.0 Pro (thinking – great if you want to ask more detailed prompts that have multi variables that need to be thought through. You get a limited number of goes (4 or 5) every 6 hours.

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

Prompts – use the same prompts as Chat GPT

Gemini ▾
1.5 Flash

✦ Try Gemini Advance

> Act like abusiness growth expert and teach me how to get more sales for my hair salon business in Limerick, Ireland

✦ **1. Supercharge Your Online Presence**

- **Google My Business:**
  - **Claim and Optimize:** Ensure your salon is listed on Google My Business.
  - **High-Quality Photos:** Showcase your salon's ambiance, staff, and happy clients.
  - **Encourage Reviews:** Respond to all reviews, both positive and negative, professionally.
  - **Local SEO:** Use local keywords (e.g., "best hair salon in Limerick," "hairdresser near me in Limerick") in your profile and posts.
- **Social Media Savvy:**
  - **Instagram & Facebook:**
    - **Visual Appeal:** Post stunning before-and-after photos, stylish hair inspiration, and engaging salon videos (e.g., staff introductions, behind-the-scenes glimpses).
    - **Run Contests & Giveaways:** Offer discounts, free treatments, or product bundles to attract new followers and encourage engagement.
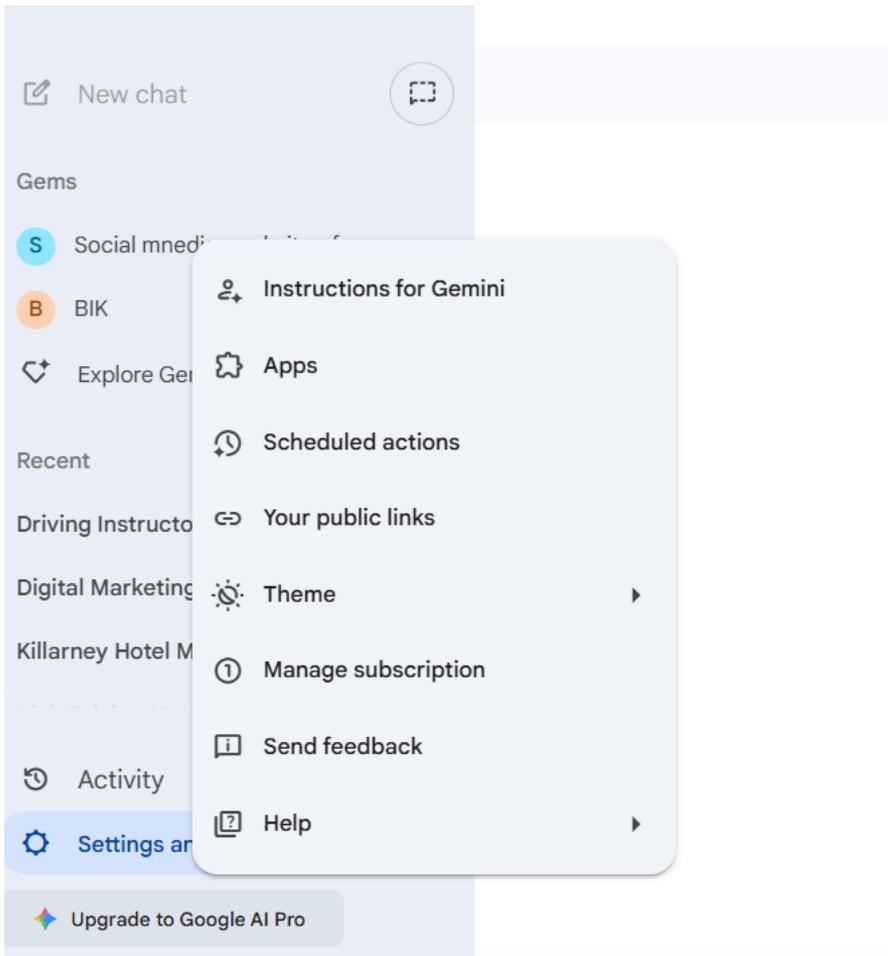
Ask Gemini

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

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

Personalisation / Custom instructions: These are under Instructions for Gemini

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 Instructions for Gemini

Custom instructions: These are under Instructions for Gemini

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.
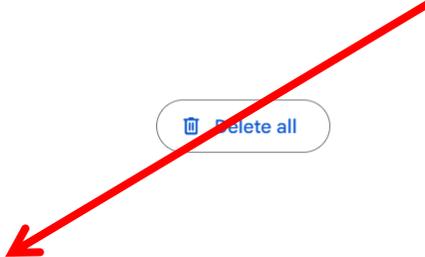
[+ Add] [Show examples]   [🗑 Delete all]

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 Instructions for Gemini page. If you ever want to edit or delete it, go to the saves info page where you have also added your custom instructions
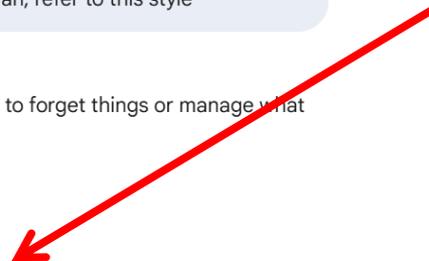
Memory: You can ask Gemini to remember things

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.

[+ Add] [Show examples]   [🗑 Delete all]

Saved today

| 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 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 ask for a friendly tone of voice do not use overly friendly terms like Hello ladies or howdie

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

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

nental)

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. Tel lit that this is "your name" writing style. Remember this. When I ask you to write like "your name" refer to this style

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

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 Instructions for Gemini page
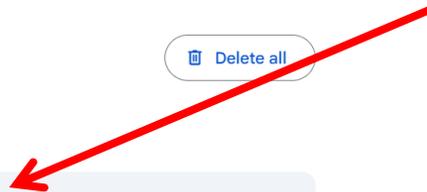
Real time / up to date search is built in (Like Perplexity / Search GPT

✦ Try Ge

what is the latest meta share price and wha\t 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 can make mistakes, including about people, so double-check it. Your privacy and Gemini

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

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

Can analyse content of a web page

Act like a marketing expert and analyse the content this web page. where is it strong and where could it be improved? https://themarketingcrowd.ie/digital-...

Alright, let's dive into this webpage. Here's a breakdown of its strengths and potential areas for improvement:

Strengths:

- **Clear Value Proposition:** The headline "Digital Marketing School" immediately tells you what the page is about. The subsequent text quickly elaborates on the benefit: mastering digital marketing skills to grow your business. That's direct and hits the mark.

- **Structured Learning Paths:** Presenting distinct learning paths (e.g., "Start Your Digital Marketing Journey," "Scale Your Business") caters to different user needs and experience

Ask Gemini

+   Canvas

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

What we will cover

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

What you get for free in Gemini that you don't get for free in Chat GPT
- Fact Check
- Unlimited Image creation
- Unlimited Image attachment
- Unlimited File attachment
- Projects / Gems
- Deep Research
- Multi step reasoning
- Enhanced voice
- Canva

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

Fact check to combat hallucination

Try Gem

friendly products, a particular salon culture).

- **Offer Something Extra:** Consider offering unique services like scalp massages, hair extensions, or bridal hair and makeup.

Important Note:

- **Consistency is Key:** Implement these strategies consistently and track your progress.

- **Gather Feedback:** Regularly solicit feedback from your clients to identify areas for improvement.

- **Adapt and Adjust:** Continuously analyze your marketing efforts and adjust your strategies based on the results.

By implementing these strategies, you can effectively increase your salon's visibility, attract new clients, and build ...

⇄✗ Double-check response

Disclaimer: This ▢ Copy nce only and does not constitute professional business advice. ◁) Listen

I hope this helps ⚑ Report legal issue ther questions.

👍 👎 ↻ ⤴ ⋮

Ask Gemini 🎤

Gemini can make mistakes, including about people, so double-check it. Your privacy and Gemini

---

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 an Ai to research things that HAVE to be factually correct

Unlimited Image creation

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

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

Place your product into a scene

A blonde woman aged 25 wearing this handbag. She is casually dressed and wearing black sunglasses. She is entering a high-end boutique in London

Place the man and the woman a stylish bar. they are both looking at the mobile phone and smiling. they are wearing the same clothes as they are wearing in the images

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

+   ☰₂ Canvas   🎤

Click the + icon next to the prompt

Select Image

Attach your image

Write your prompt e.g.

"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
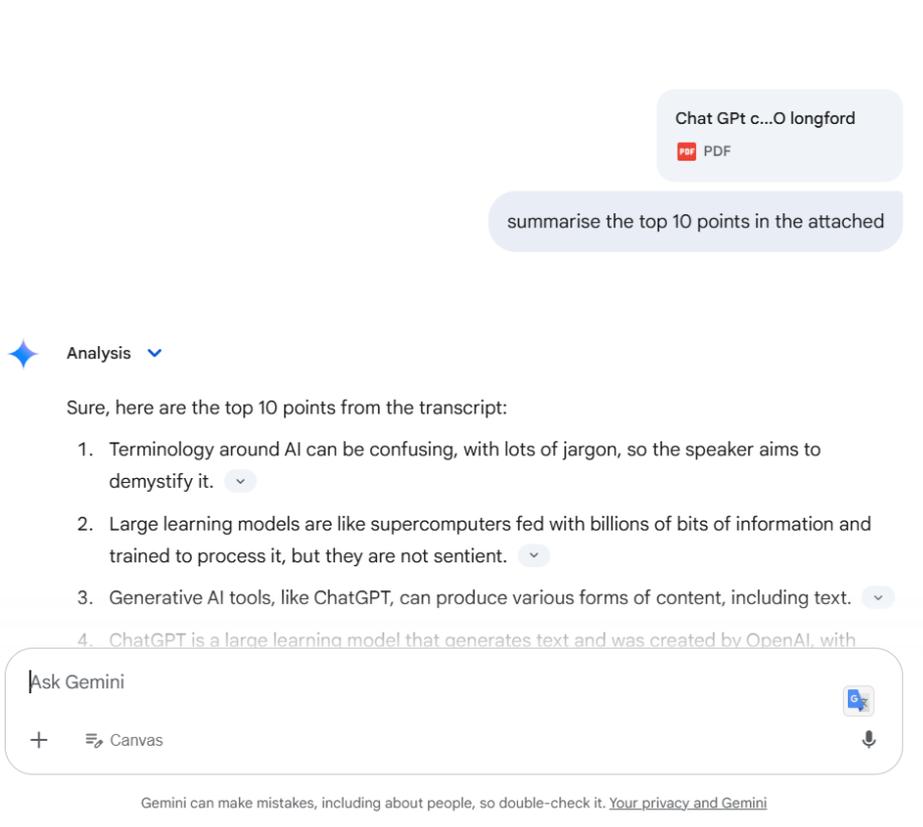
Chat GPt c...O longford

📄 PDF

summarise the top 10 points in the attached

✦ Analysis ⌄

Sure, here are the top 10 points from the transcript:

1. Terminology around AI can be confusing, with lots of jargon, so the speaker aims to demystify it. ⌄

2. Large learning models are like supercomputers fed with billions of bits of information and trained to process it, but they are not sentient. ⌄

3. Generative AI tools, like ChatGPT, can produce various forms of content, including text. ⌄

4. ChatGPT is a large learning model that generates text and was created by OpenAI, with

Ask Gemini

➕ ☰ Canvas 🎤

Gemini can make mistakes, including about people, so double-check it. Your privacy and Gemini

Click the + icon next to the prompt

Select file

Attach your file (pdf

Write your prompt e.g.

"summarise the top 10 points in the attached"

File attachment – supported file formats

Chat GPt c...O longford
PDF PDF

summarise the top 10 points in the attached

Analysis ⌄

Sure, here are the top 10 points from the transcript:

1. Terminology around AI can be confusing, with lots of jargon, so the speaker aims to demystify it. ⌄

2. Large learning models are like supercomputers fed with billions of bits of information and trained to process it, but they are not sentient. ⌄

3. Generative AI tools, like ChatGPT, can produce various forms of content, including text. ⌄

4. ChatGPT is a large learning model that generates text and was created by OpenAI, with

Ask Gemini

+   ⌐ Canvas

Gemini can make mistakes, including about people, so double-check it. Your privacy and Gemini

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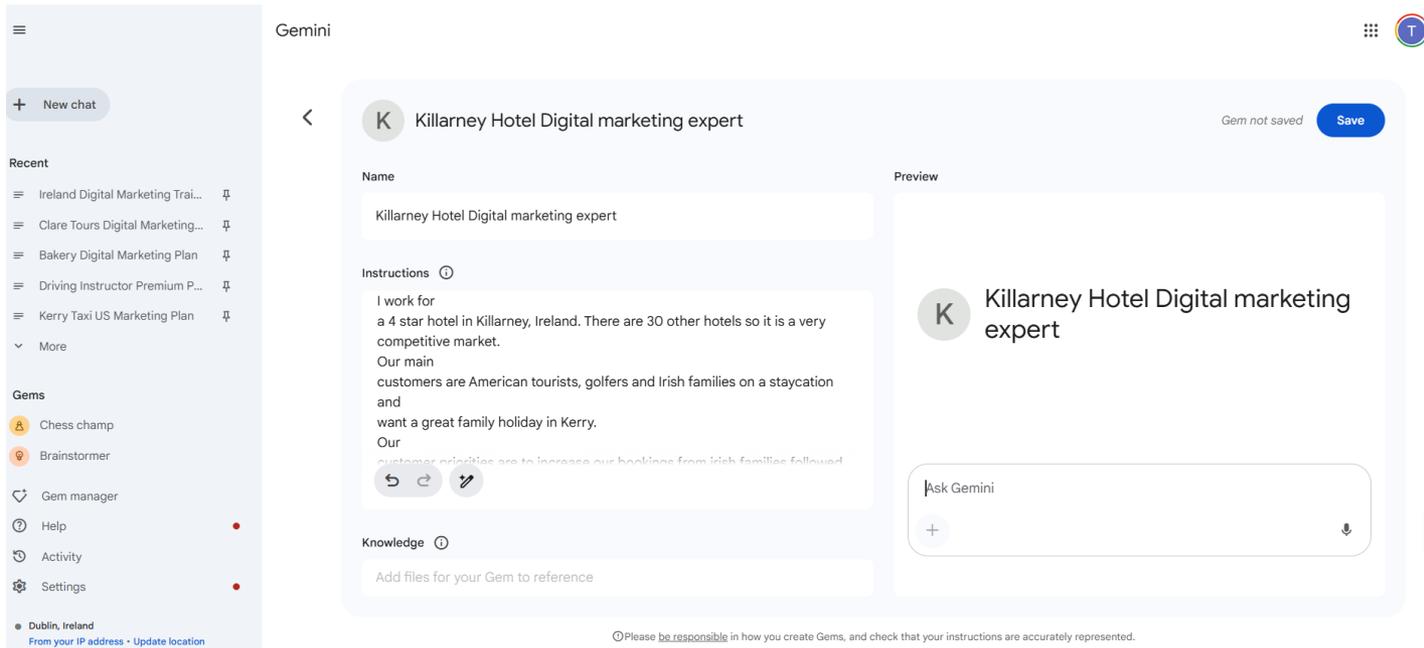
The free version of Gemini now has the ability to create Custom projects (Gems) that are an expert in any area you want and you can add custom instructions and upload your own files.

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

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
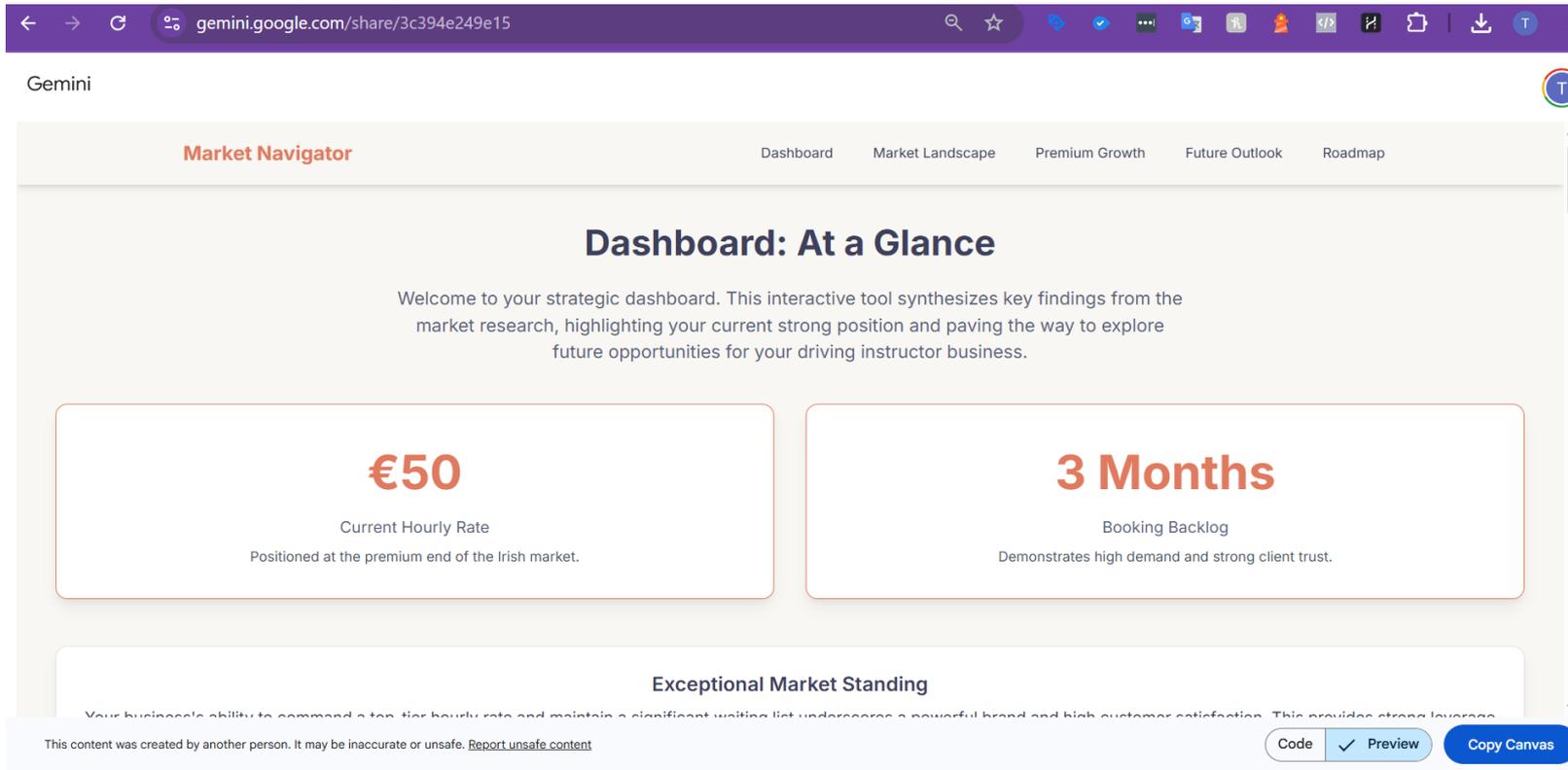
The web page will have clickable links. You can also share a link to the web page with other people.
Click on the link below to view an example
https://Gemini.google.com/share/3c394e249e15

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/ad1eb1b07aae

Turn your deep research report into a podcast
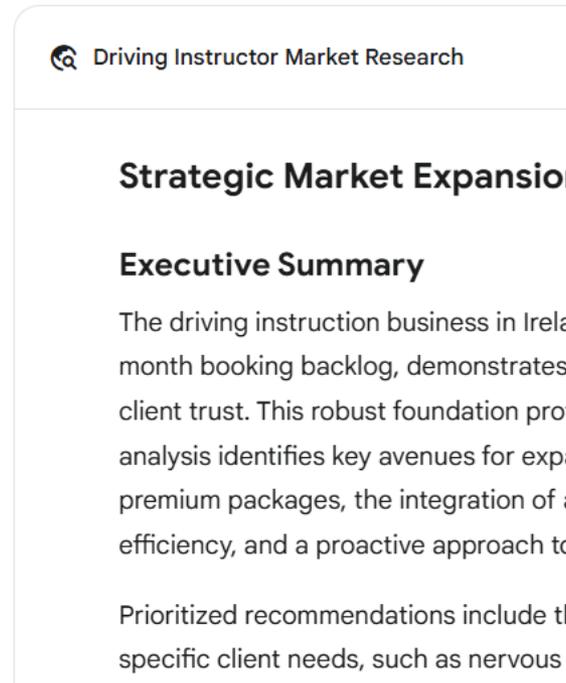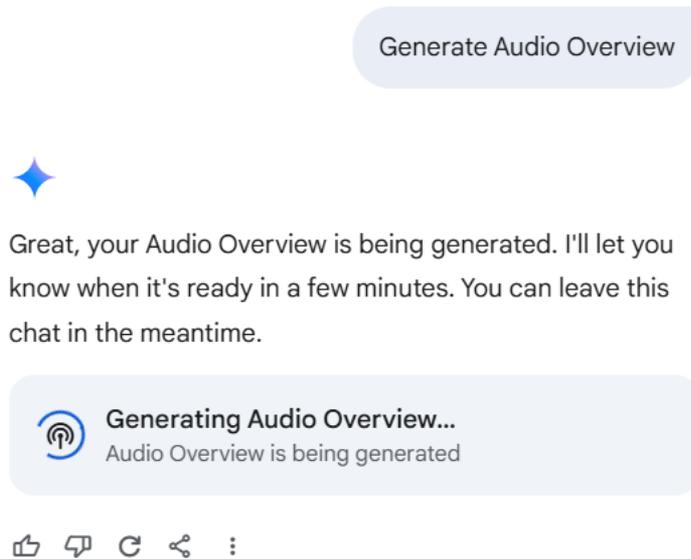
The podcast is typically 15 minutes long. You can also share a link to it with other people.
Click on the link below to listen to an example
https://g.co/Gemini/share/570dd018e2d9

Tailor this prompt to your business

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

If you want a very detailed digital marketing plan tailored to your business, the best tool is Gemini – 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

13:38

Gemini
2.0 Flash ▾

Hello, The Marketing

Tell me what you can do

Help me plan

Research a topic

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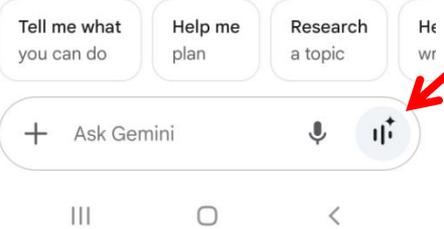
Gemini has enhanced voice on the mobile app but not yet on desktop

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

Hello, The Marketing

Ask Gemini

\+ 🔍 Deep Research   ☰ Canvas

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

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

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

Canvas

Gemini ▾
2.0 Flash

Hello, The Marketing

Ask Gemini

＋   Deep Research   Canvas

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

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

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

Canvas

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

Canvas

It creates a web page with links

I can now share the link to this web page

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
- Canvas

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

- Privacy

Privacy

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

In Chat GPT it is easy to turn off data sharing

In Gemini it is not as straight forward

Privacy

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

However,

- It will not then save future chats. You wont be able to refer back to them

- Within gems you won't be able to see previous chats

This is a huge downside.

My advice- if you want to use an AI and you want to give it information that you do no want shared, use Chat GPT for that task

But if you are not sharing sensitive information – its perfectly fine to use Gemini

What we will cover

What is the same as the free version of Chat GPT

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

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

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

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

- Privacy