



AI Part 2 – Gemini plus AI for social media & web conversion

This course, delivered by **Evan** on behalf of the **Local Enterprise Office South Cork**, focuses on advancing beyond basic AI usage to "Level 5" implementation. The session covers the critical transition from fast, simple AI responses to comprehensive, tailored strategies using **Deep Research**, **Projects**, and **Gems** for social media and web marketing.

1. AI Privacy: Securing Your Business Data

Before diving into marketing tactics, **Evan** highlights the essential need for data privacy, noting that standard AI models often use your inputs for training unless specifically configured otherwise.

- **ChatGPT Privacy:**
 - **Temporary Privacy:** Use the "jaggedy circle" icon to start a temporary chat that won't be saved to history or used for training.
 - **Permanent Privacy:** Navigate to **Settings > Data Controls** and switch off the option to "improve the model for everyone".
- **Gemini Privacy:**
 - **Temporary Chat:** Found by expanding the side menu; it will not feed into the Gemini model.
 - **Activity Controls:** **Evan** warns that Gemini's privacy is less "clean-cut". Turning off activity prevents data storage but also disables the AI's memory and customisations, such as "Gems".
- **Core Advice:** Never attach confidential or sensitive documents. If you must share business info, use **ChatGPT** (with sharing off) or anonymise your data by referring to your business as "ABC Company".

2. Advanced Gemini Features: Images, Coding, and Learning

Evan introduces several built-in tools within Gemini that facilitate creativity and logic without requiring technical expertise.

- **Nano Banana (Image Creation):** Gemini's image tool, codenamed "Nano Banana", allows for free image generation and advanced manipulation. Unlike other tools, it can change specific elements (e.g., changing a red dress to black) while keeping the rest of the image consistent.
- **Vibe Coding (Canvas):** This allows you to describe a tool or webpage you want to build, and Gemini writes the code. Participants saw examples of creating news portals and games (like Ping Pong) simply by describing the "vibe".
- **Guided Learning:** Instead of just giving an answer, this mode prompts the AI to act as a mentor, asking you questions to help you reach a solution through critical thinking.

3. Reaching "Level 5": Deep Research

Evan defines **Deep Research** as a higher level of AI interaction. Unlike standard 4-second answers, Deep Research can take 10–15 minutes to research 50+ different sources and produce 15–20 page reports.

- **Application:** You should run Deep Research on your **business** (for a SWOT analysis) and your **industry**.
- **Features:** In Gemini, these reports can be exported to Google Docs or even converted into podcasts (Audio Overview), quizzes, or infographics.
- **Free Usage:** Both ChatGPT and Gemini offer **five free Deep Research reports** per month.

4. AI for Social Media Marketing

Using the context gained from Deep Research, **Evan** demonstrates how to build a dedicated AI "Expert" for your social media.

- **Projects (ChatGPT) & Gems (Gemini):** These allow you to create a persistent version of the AI that remembers your specific business goals.
- **The Context Strategy:** By attaching your Deep Research reports as "Knowledge" or "Context" to a Project/Gem, the AI understands your products, brands, and competitors at an expert level.
- **Marketing Tasks:**
 - **Analyze Insights:** Screen-share your phone's Instagram/Facebook insights with Gemini to get consultant-level advice.
 - **Content Generation:** Use your Project/Gem to brainstorm 10 specific ideas for Reels, Stories, or Carousels.
 - **Expert Scripts:** Since the AI "remembers" previous chats within a Project, it can refine scripts based on past feedback.

5. Improving Website Inquiries and Sales

Evan emphasizes that your website is your central "sales environment". AI can be used to optimize this environment for **engagement** and **conversion**.

- **Resonating Headlines:** Use AI to identify the **three main things** customers look for in your product. Ensure your headline addresses these immediately so the visitor thinks, "This is exactly what I need".
 - **Scannable Copy:** Since people only read about 20% of text on a page, **Evan** advises using AI to write bullet-pointed, scannable copy in your specific writing style.
 - **Establishing Trust:**
 - **Media Coverage:** Showcase "as featured in" logos to build instant credibility.
 - **Statistics:** Use AI to help you calculate credible stats, such as "over 25,000 hours of experience".
 - **Conversion Tactics:** AI can brainstorm **scarcity** triggers (e.g., "only 5 places left") and **limited-time offers** to prompt immediate action.
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Action Point List for Participants

To get the most out of this session with **Evan**, participants should complete the following steps before the next class:

- [] **Secure Your Privacy:** Check your ChatGPT and Gemini settings. Ensure you have opted out of model training in ChatGPT if you intend to use it for business.
- [] **Conduct Deep Research:** Run at least two Deep Research reports: one on your own business (including a SWOT analysis) and one on your broader industry.
- [] **Export Reports:** Download your Deep Research reports as PDFs or Word documents so they are ready to be used as context.
- [] **Create Your "Expert" Gem/Project:** Set up a **Gem** (Gemini) or **Project** (ChatGPT) specifically for your Social Media Marketing. Attach your Deep Research reports to the "Knowledge" or "Files" section.
- [] **Test Your Expert:** Within your new Project/Gem, ask for a **2-month Instagram or Facebook strategy** tailored to your business.
- [] **Check Your Website Speed:** Run your website through **GTmetrics.com**. If the "LCP" (load time) is over 1.2 seconds, make a note to discuss optimization with your web designer.
- [] **Rewrite One Headline:** Identify a key service page. Ask AI for the three main things customers value and generate five new, scannable headline options.
- [] **Plan a Video:** Ask your AI Project to brainstorm three video ideas for your website landing page that would specifically increase trust or engagement.

This was created with the help of one of our AI colleagues 😊