



AI for Digital Marketing Bootcamp – Part 1

This summary details the "AI Bootcamp Part 1" course delivered by **Evan Mangan** of The Marketing Crowd on behalf of the **Local Enterprise Office Clare**. The session focused on the strategic and practical application of **ChatGPT** and **Google Gemini** for small business marketing.

Introduction to AI Terminology and Landscape

Evan began by establishing a foundational understanding of Artificial Intelligence terminology. He described **Large Learning Models (LLMs)** as supercomputers that have scraped reputable internet data, books, and magazines to train on billions of data points using neural networking. Evan clarified that **Generative AI**, such as ChatGPT and Gemini, does not simply search for answers like Google; instead, it generates original content based on the information it was trained on.

Evan also introduced the concept of **Multimodal AI**, which allows users to interact using various modes, including text, voice, images, and video, for both input and output. He explained the current "AI arms race," noting that while ChatGPT (OpenAI) was the initial leader, Google's **Gemini** has now surpassed it in many technical benchmarks for reasoning, coding, and mathematics. Evan mentioned other significant players in the market, including **Microsoft Copilot** (which uses ChatGPT technology), **Meta AI**, Elon Musk's **Grok**, and Anthropic's **Claude**.

The Five Levels of AI Evolution

Evan outlined a five-level framework to help participants understand how to progress from basic use to advanced business integration:

- **Level 1: Fast Answers.** This is the default mode where the AI provides an near-instant response. Evan compared this to "fast food"—pre-cooked and convenient but not deeply considered.
- **Level 2: Personalization.** This involves using "Custom Instructions" or "Personalization" settings to tell the AI who you are and how you want it to act so you don't have to repeat your business context in every prompt.
- **Level 3: Reasoning and Thinking Models.** Evan explained that both ChatGPT and Gemini now offer "Thinking" models. These take longer (20-40 seconds) to answer because they weigh up information and assess whether they need to browse the

internet for better accuracy. Evan compared this to an "Italian restaurant" experience where the meal is cooked to order.

- **Level 4: Deep Research.** This feature allows the AI to perform iterative research over 10 to 20 minutes, resulting in a comprehensive report (often 15-25 pages) that mimics the work of a professional analyst.
- **Level 5: Projects and Gems.** The highest level involves creating dedicated spaces (called **Projects** in ChatGPT or **Gems** in Gemini) where you upload specific business files—like marketing reports or deep research—so the AI has a "deep memory" of your specific business needs across all future chats.

Effective Prompt Engineering for Marketing

Evan emphasized that the quality of AI output depends entirely on the **prompt** (the question asked). He instructed that every effective prompt should contain three elements: **Context** (your business details), an **Expert Persona** (asking the AI to act like a specific professional), and a **Clear Goal**.

Evan demonstrated how to use the command "**Teach Me**" to learn step-by-step marketing strategies, such as how to dominate local Google search results or improve SEO. He also showed how to use the "**Brainstorm**" command to generate creative ideas, such as 20 ideas for Instagram Reels for a boutique.

Website Analysis and Content Creation

Evan explained that AI is a powerful tool for **website conversion**. He demonstrated how to provide the AI with a URL and ask it to act as a website conversion expert to identify strengths and weaknesses on a page. He suggested comparing your own pages against competitors to see which a customer would find more compelling.

When it comes to writing, Evan showed how to teach the AI your **personal writing style** by providing it with examples of your own blog posts or emails. However, Evan issued a strong warning: **Google prefers human-written content**. He explained that while AI is great for drafting and structuring content, you must rewrite it to ensure authenticity and factual accuracy. He recommended using free tools like **ZeroGPT.com** to check if content appears too "AI-generated" before publishing it to a website.

Visual and Video Analysis with Gemini

A major highlight of the course was Gemini's superior handling of visual data in its free version compared to ChatGPT. Evan demonstrated **GPT Vision**, where Gemini can "read" and describe images, such as a child's drawing or a complex math problem. For marketing, Evan showed how uploading a product photo allows Gemini to write specific, benefit-driven web copy or Instagram captions based on the item's visual features.

Evan also showcased Gemini's ability to **analyze video**. He demonstrated uploading a marketing reel and asking the AI to act as a video expert to critique it. Gemini was able to identify that the first few seconds were too slow and suggested better "hooks" to engage

viewers. Finally, Evan showed the **Enhanced Voice** and **Screen Sharing** features in the Gemini app, where the AI can "see" what is on your phone screen—such as Instagram Insights or a Canva design—and talk you through how to interpret the data or use the software.

Privacy, Copyright, and Ethics

Evan addressed critical concerns regarding **Privacy** and **Copyright**. He clarified that, currently, nobody owns the copyright to AI-generated text or images; you are free to use them in your marketing without legal issue.

Regarding privacy, Evan warned that by default, AI companies use your chats to train their models, meaning sensitive data could potentially be fed back to other users. Evan strongly advised participants to **switch off "improve the model for everyone"** in their settings to secure their data. He emphasized that users should **never provide highly sensitive or confidential information** (like specific names or financial data) to an AI, even with privacy settings enabled, due to hacking risks.

Action Point List for Participants

Based on Evan's instructions, participants should undertake the following actions to implement AI in their business:

1. **Secure Your Privacy:** Immediately go to the "Data Controls" or "Activity" settings in both ChatGPT and Gemini to switch off the option that allows the companies to use your data to train their models.
2. **Set Up Personalization:** Use the "Personalization" or "Instructions for Gemini" settings to input your business context (location, target audience, budget) and your preferred tone of voice.
3. **Teach the AI Your Style:** Copy three or four examples of your best writing into the AI and ask it to "analyze and describe this writing style" so it can write drafts in your voice in the future.
4. **Conduct Deep Research:** Run a "Deep Research" report on your specific business and another on your industry trends to identify strengths, weaknesses, and future opportunities.
5. **Create a Level 5 Project:** Set up a "Project" in ChatGPT or a "Gem" in Gemini. Upload your deep research reports and any other relevant marketing documents to create a permanent, expert knowledge base for your business.
6. **Analyze Your Website:** Paste your product page URLs into the AI and ask it to act as a "Website Conversion Expert" to provide five specific improvements for each page.
7. **Critique Your Video Content:** Upload your previous Instagram Reels or TikToks to Gemini and ask for a critique from a "Video Marketing Expert" to improve your hooks and visual variety.
8. **Verify Human Authenticity:** Before posting AI-assisted content to your website, run it through a detector like ZeroGPT.com and rewrite sections to ensure it remains human-centric for Google's rankings.
9. **Download the Gemini App:** Use the "Enhanced Voice" and "Screen Sharing" features to get real-time, hands-free help with technical tasks like analyzing social media insights or setting up equipment.

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