



## **MDP: From Prompts to Profits: Using AI to increase sales Part 1 – Chat GPT and Gemini**

**Delivered by Evan Mangan for Local Enterprise Office Limerick**

### **Course Overview**

This session provided a practical introduction to artificial intelligence tools, particularly ChatGPT and Google Gemini, and focused on how businesses can use these tools to improve marketing, research, productivity and decision-making.

Evan explained that the purpose of the first session was to help participants understand what large language models are and how they can be used to generate strategies, ideas and content for business growth.

He positioned AI not as a technical subject but as a practical business skill that participants could begin applying immediately regardless of their level of experience.

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### **Understanding Large Language Models and Generative AI**

Evan explained that tools such as ChatGPT and Gemini are based on large language models trained on vast amounts of information.

He explained that these tools do not simply retrieve answers but generate responses based on the patterns they learned during training.

He also explained that different AI tools may produce different answers because:

- They are trained on different data.
- They use different training approaches.
- They use different software architectures.

Because of this, he suggested that businesses may benefit from comparing outputs from different AI tools.

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## Using AI as a Business Tool

Evan emphasised that businesses should view AI as a support tool rather than something that replaces judgement.

He encouraged participants to:

- Use AI to generate ideas.
- Use AI to improve efficiency.
- Use AI to support decision making.
- Refine outputs rather than accepting them immediately.

He explained that AI outputs should be treated as starting points rather than finished work.

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## How to Structure Strong Prompts

A major focus of the session was teaching participants how to improve the quality of their prompts.

Evan explained that most weak outputs result from unclear instructions rather than limitations in AI.

He explained that strong prompts should include:

### **Context**

Explain your business situation.

### **Expert instruction**

Ask the AI to act like a specialist.

### **Clear request**

State exactly what you want produced.

He demonstrated how structured prompts lead to stronger and more useful responses.

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## Key Prompt Types Demonstrated

Evan demonstrated several important prompt categories including:

### **Teach Me prompts**

Used to learn about topics.

### **Brainstorm prompts**

Used to generate ideas.

### **Summarise prompts**

Used to shorten content.

### **Analyse prompts**

Used to evaluate marketing assets.

These prompt structures were presented as practical tools participants could begin using immediately.

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## Using AI to Summarise Information

Evan demonstrated how AI could be used to summarise long articles and reports.

He showed how users could:

- Paste a link or content.
- Ask for a summary.
- Ask follow-up questions.
- Ask for deeper explanations.

This demonstrated how AI can function as a research assistant and learning tool.

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## The Five Levels of AI Usage

Evan explained that businesses can progress through different levels of AI usage:

**Level 1 – Basic prompts**

Simple one-off questions.

**Level 2 – Personalisation**

Adding business context.

**Level 3 – Using thinking models**

Using more advanced reasoning modes.

**Level 4 – Deep research**

Generating detailed reports.

**Level 5 – Projects**

Building structured AI knowledge environments.

He explained that most businesses currently operate at Levels 1 or 2 and that moving to Level 5 would provide significantly better outputs and strategic value.

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## Personalisation and Context

Evan emphasised that adding business context improves AI outputs significantly.

He explained that users should add information such as:

- Business type
- Location
- Target audience
- Services
- Goals

He demonstrated how AI can use this information to generate more tailored answers without repeating context each time.

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## Using AI Projects and Knowledge Bases

Evan demonstrated how AI projects allow users to upload documents and build a structured knowledge environment.

He explained that uploading business documents allows AI to:

- Read previous conversations.

- Read uploaded documents.
- Use custom instructions.
- Generate better responses.

This allows businesses to build AI environments tailored to their own organisation.

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## Free vs Paid AI Versions

- Evan explained that free versions of AI tools are very powerful but that paid versions may offer more advanced models.
  - He explained that users of free versions may initially receive responses from stronger models and later be switched to lighter models after usage limits.
  - He advised participants to still use free versions but to understand the difference in quality.
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## Using AI for Marketing Strategy

Evan demonstrated how AI could generate business growth strategies such as:

- Improving visibility.
- Improving local search presence.
- Improving trust signals.
- Improving convenience.

He demonstrated how businesses could use AI to identify marketing priorities and action plans.

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## Importance of Local Search

- Evan highlighted the importance of local search visibility.
  - He explained that searches including geographic terms often show Google Business Profile map results above organic listings.
  - He explained that businesses should ensure they have properly optimised Google Business Profiles because these listings often receive the highest visibility.
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## Gemini Features Demonstrated

Evan demonstrated key Gemini features including:

- Thinking models.
- Deep research tools.
- Personalisation settings.
- Projects.
- Mobile access.

He also explained how Gemini integrates with Google AI search features.

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