

The
Marketing
Crowd



NEW KD

HOW GOOGLE GEMINI COMPARES TO CHAT GPT

AND WHY IT IS BETTER THAN
CHAT GPT FOR FREE USERS





Rialtas na hÉireann
Government of Ireland



Arna chomhchistiú ag
an Aontas Eorpach

Co-funded by the
European Union



This project is co-funded by the Government of Ireland and the European Union.

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

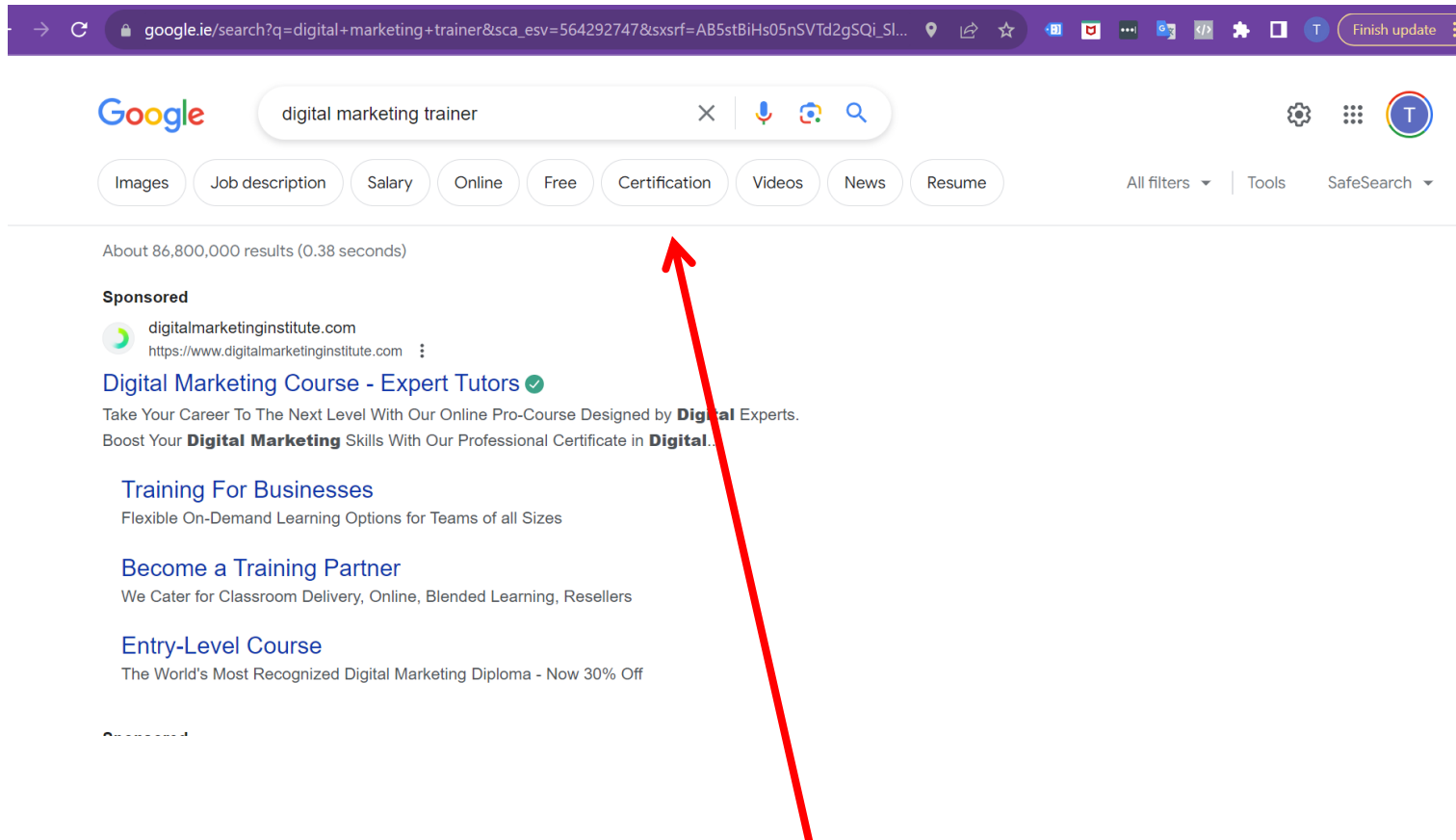
What you get for free in Gemini that you don't get for free in Chat GPT

- Image attachment
- Video attachment for analysis
- File attachment
- App – enhanced voice
- App – Enhanced voice with video
- App - Enhanced voice with screensharing
- Unlimited Image creation using Nano Banana
- Limited image creation using Nano Banana Pro
- Guided Learning
- Canvas
- Deep Research
- Projects / Gems

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

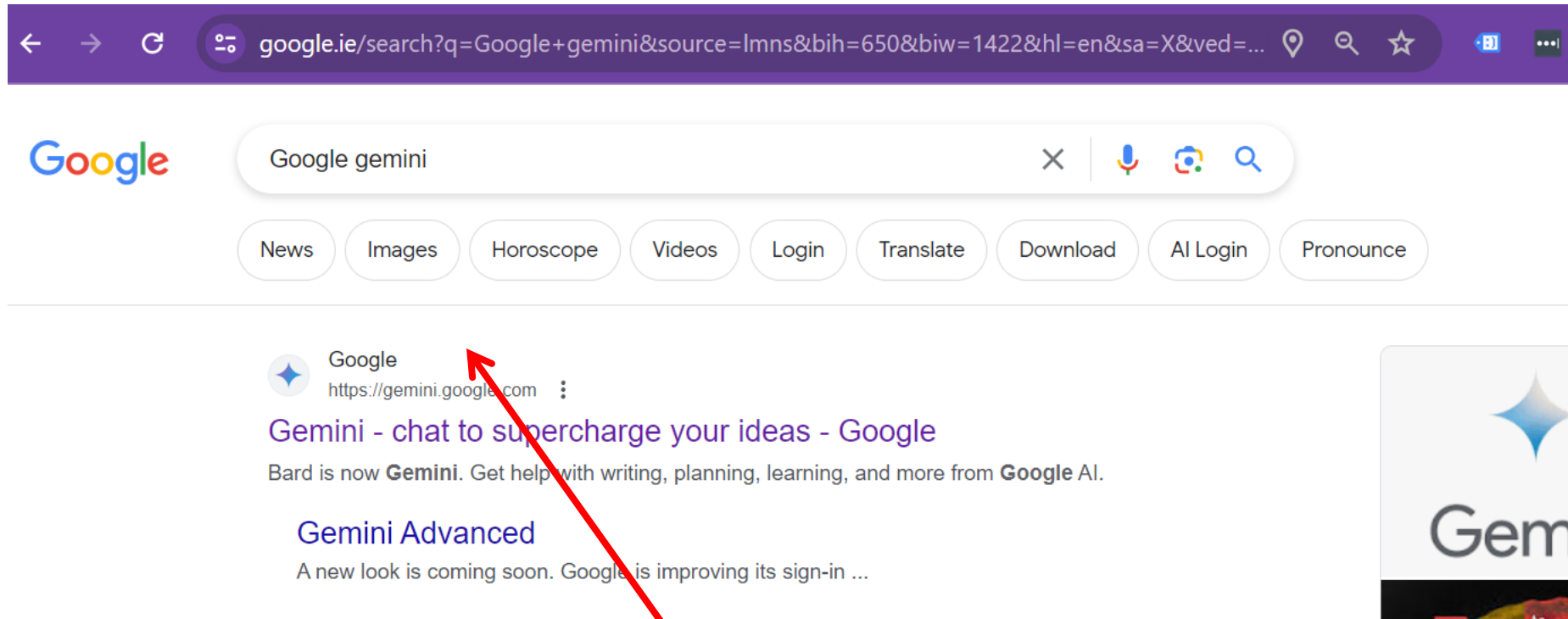
- Privacy

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](https://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 Gemini 3

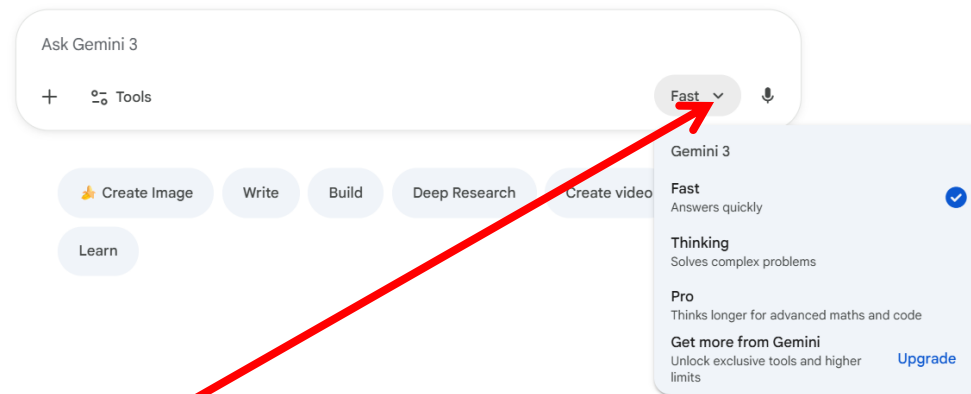
These upgrades are significant and Gemini now provides better answers than other LLMs across numerous tests

How to use Gemini (Free version)

Gemini

PLUS

Hello, The Marketing



Click on this dropdown to choose a model

Gemini 3 Fast is now the default model

Thinking – thus will give you slower answers but more considered and in-depth

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.

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

- Privacy

Prompts – use the same prompts as Chat GPT

Gemini

I have a driving school business in Killarney County Kerry I'm looking to increase myself act like a business growth expert and teach me how to increase myself.

◆ Show thinking ▼

To dominate the driving school market in Killarney, you must stop thinking like an instructor and start thinking like a high-growth strategist. Killarney is a unique hub with a massive youth population from surrounding schools and a high volume of international residents needing license conversions.

From November 2026, new Irish legislation will force thousands of "long-term learners" to sit their tests or lose their permits. This creates a massive, time-sensitive goldmine for you.

As a business growth expert, here are your five strategic priorities to scale:

Ask Gemini 3

+ Tools

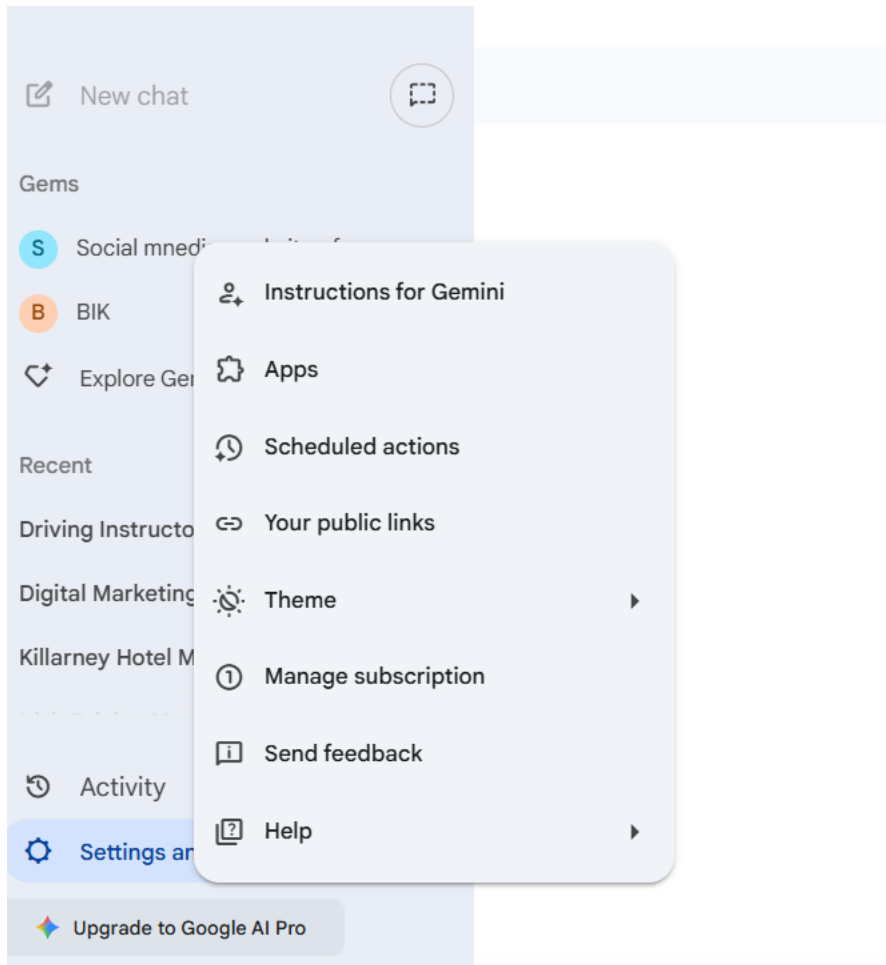
Fast ▼



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 saved 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

mental)

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. Tell it 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

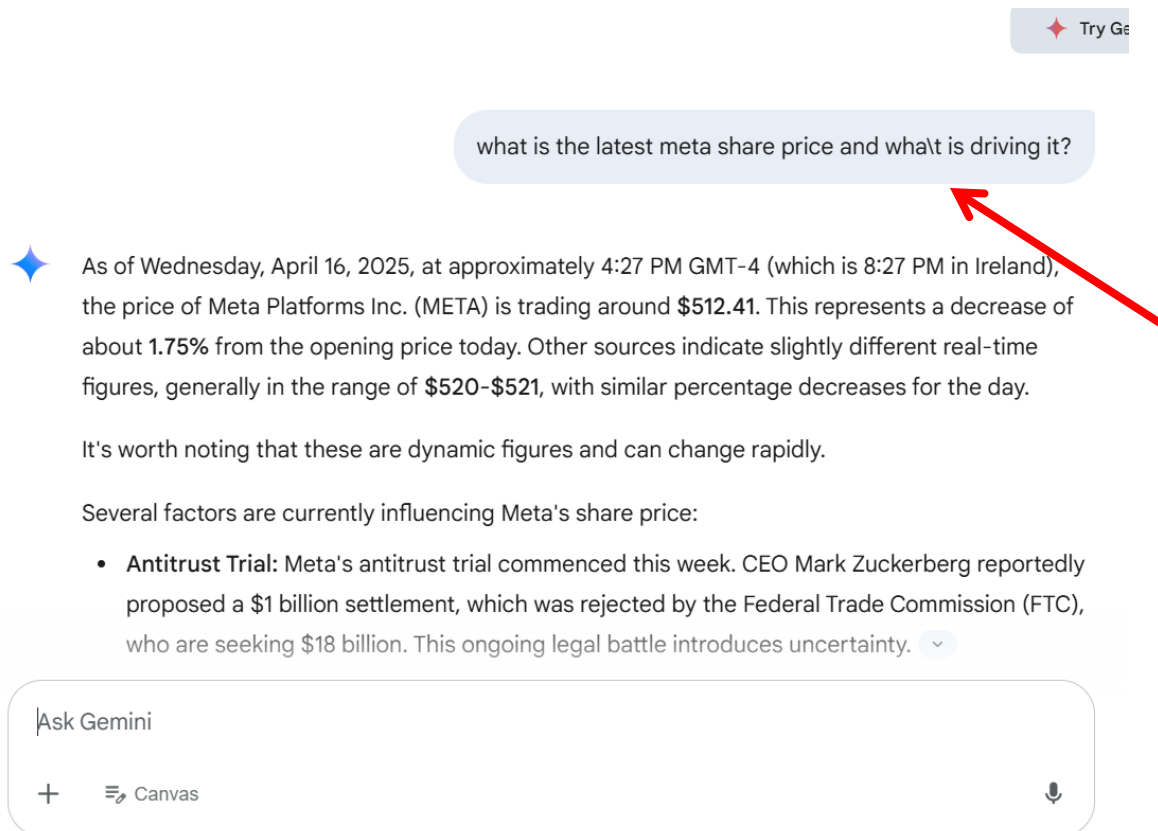
Evan's writing style is direct, action-oriented, and informative, aimed at providing practical advice for the reader. It employs clear and concise language, direct addressing, emphasis on practicality, a sense of urgency and importance, a structured format, focus on benefits, an informal yet professional 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)



The screenshot shows the Gemini AI interface. At the top right, there is a button labeled "Try Gemini". Below it, a search bar contains the query "what is the latest meta share price and what is driving it?". A red arrow points from the text "Gemini is now an up to date answer engine like Perplexity and Search GPT (In chat GPT)" to this search bar. The results of the search are displayed below the query, starting with a blue star icon. The text provides real-time information about Meta Platforms Inc. (META) share price as of Wednesday, April 16, 2025, at approximately 4:27 PM GMT-4. It mentions a price of \$512.41 and a decrease of about 1.75% from the opening price. It also notes that other sources indicate slightly different real-time figures, generally in the range of \$520-\$521, with similar percentage decreases for the day. A note states that these are dynamic figures and can change rapidly. Several factors are currently influencing Meta's share price, with the first factor being the Antitrust Trial, where 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. At the bottom, there is a text input field labeled "Ask Gemini" with a plus icon, a Canvas icon, and a microphone icon.

Try Gemini

what is the latest meta share price and what 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

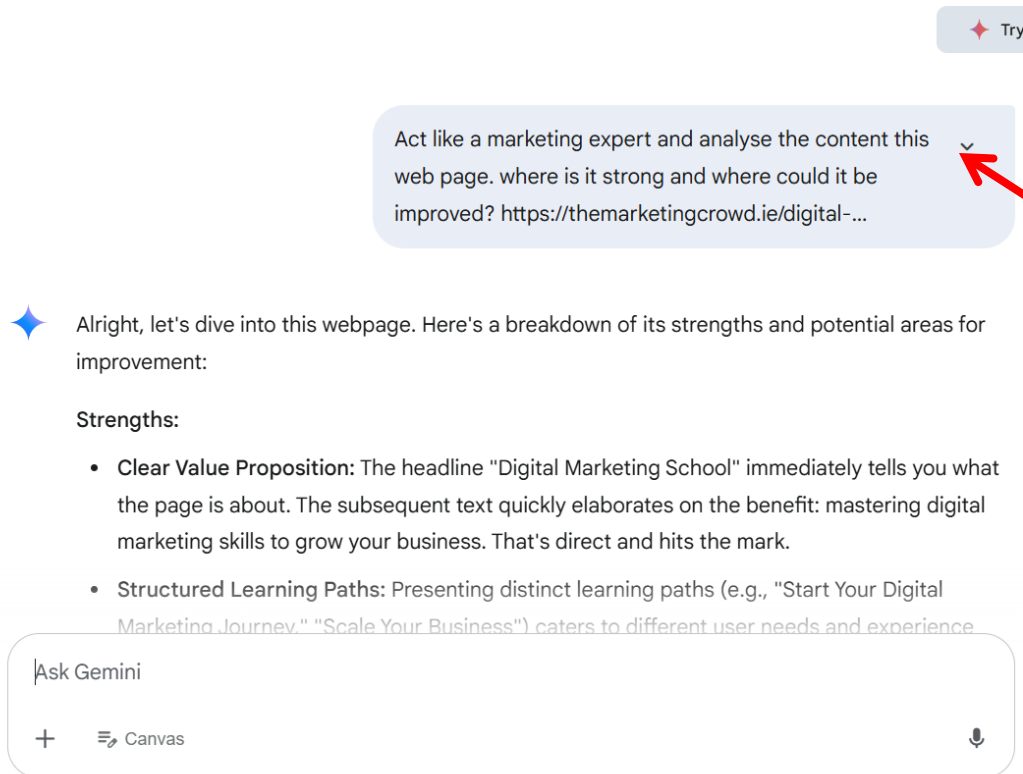
+ Canvas

Gemini 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 from the internet and it will give an answer with links to sources

Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)

Can analyse content of a web page



The screenshot shows a Gemini chat interface. At the top right is a 'Try' button with a red star icon. Below it is a light blue input box containing the prompt: '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-...'. A red arrow points from the right side of the prompt to the right. Below the input box is a light blue response box starting with a blue star icon and the text: 'Alright, let's dive into this webpage. Here's a breakdown of its strengths and potential areas for improvement:'. Under the heading 'Strengths:', there are two bullet points. The first bullet point is '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.' The second bullet point is 'Structured Learning Paths: Presenting distinct learning paths (e.g., "Start Your Digital Marketing Journey," "Scale Your Business") caters to different user needs and experience'. At the bottom of the chat window is a white input field with the placeholder text 'Ask Gemini'. To the left of the input field are a plus sign and a 'Canvas' button with a pencil icon. To the right is a microphone icon.

Try

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

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

- Privacy

Image attachment – ask it to write draft text for the web page for your products

Gemini



We are selling the attached dress it has just come into stock act like an Instagram marketing expert and write the caption that we can use in an Instagram post to promote this dress.

Ask Gemini 3

+ Tools

Fast

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



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”

Video attachment – ask it to analyse your Reel / marketing video and give you advice on how to improve it

Gemini

🗑️ PLL



Act like a video marketing expert and analyze the attached video. Tell me where you think it is strong and where you think it could be improved from a marketing point of view. I really want to improve the quality of the reels that I make on Instagram and Facebook

◆ Show thinking ▼

Ask Gemini 3

+ 🛠️ Tools

Fast ▼ 🎤

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 video

Write your prompt e.g.

Act like a video marketing expert and analyse the attached video. Tell me where you think it is strong and where you think it could be improved from a marketing point of view. I really want to improve the quality of the reels that I make on Instagram and Facebook

Max video length 5 mins
Max video file size – 2 gig

File attachment – ask it to analyse or summarise a file for you

Gemini

Chat GPT c...O longford

PDF

Summarize the main points in the attached.

Show thinking

Based on the transcript of the ChatGPT course delivered by Evan Mangan, the main points are summarized below:

Course Overview and Background

- Instructor:** Evan Mangan from "The Marketing Crowd," a digital marketing training company with extensive experience heading marketing teams for companies like BT and Yahoo.

Ask Gemini 3

+

Tools

Fast

Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)

Click the + icon next to the prompt

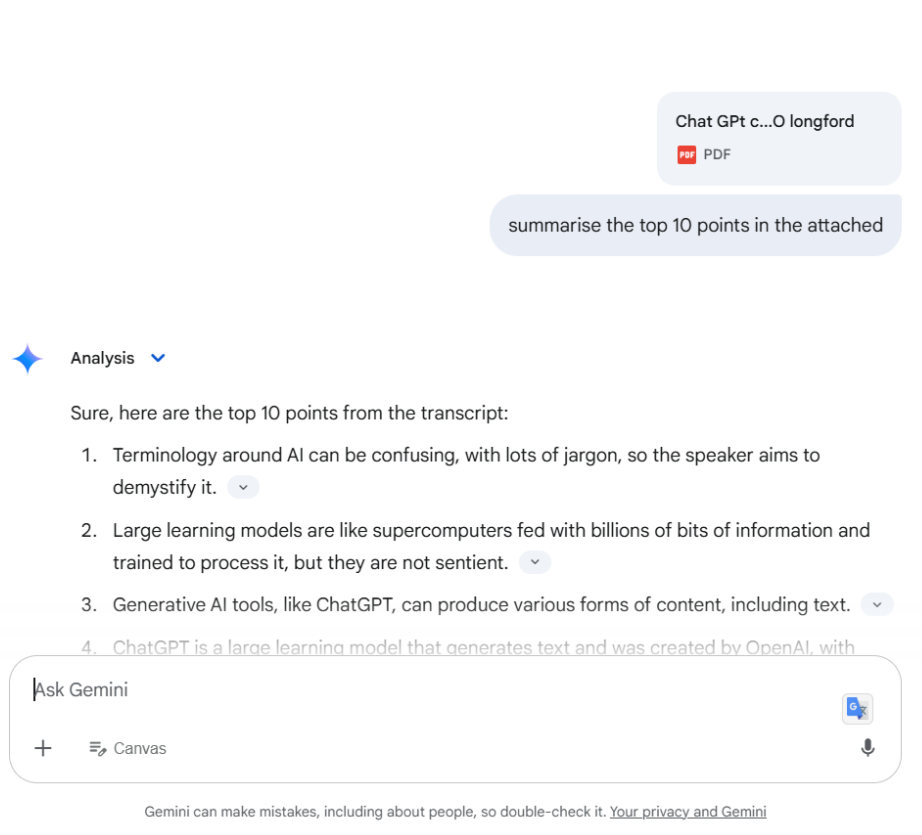
Select file

Attach your file (pdf

Write your prompt e.g.

“summarise the top 10 points in the attached”

File attachment – supported file formats



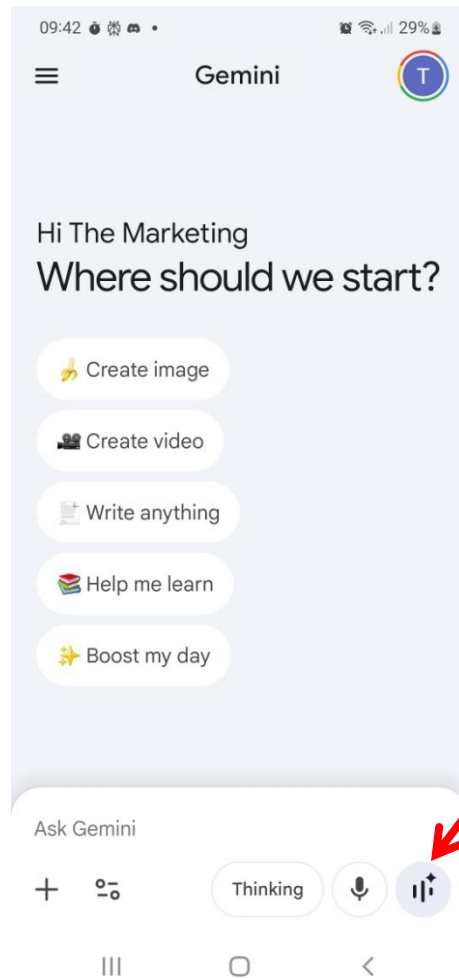
Supported files:

- 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

Enhanced Voice – have a conversation with Gemini

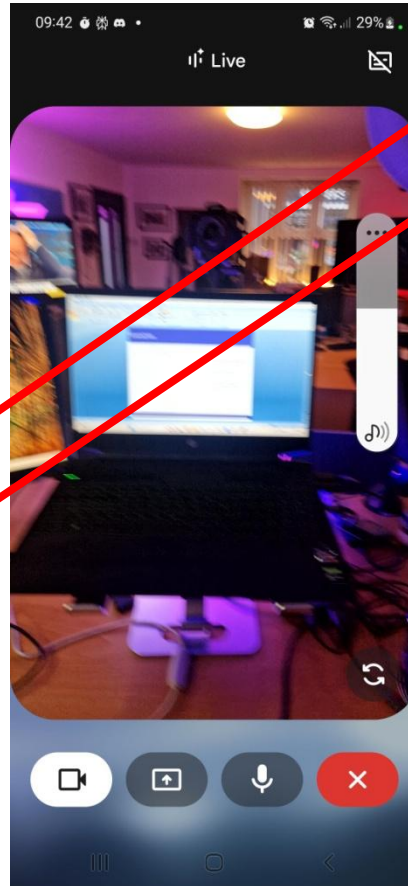
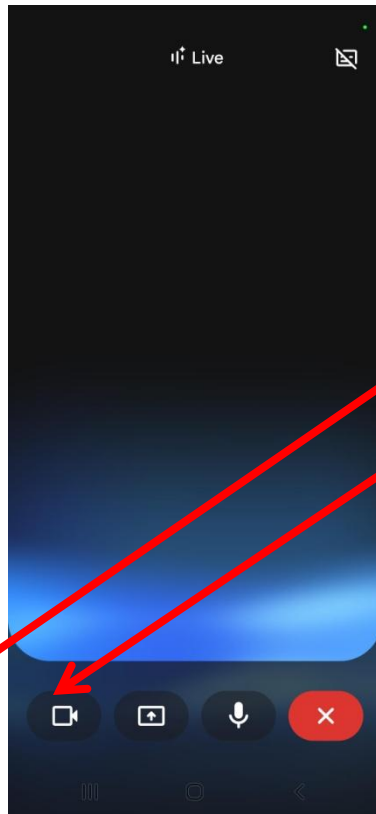
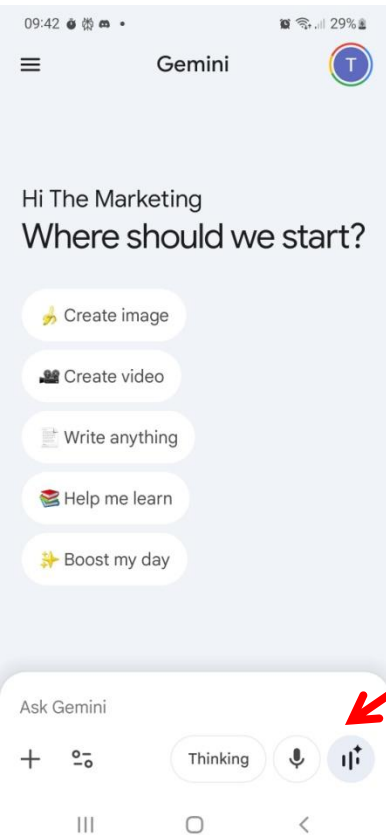


Gemini has enhanced voice on the mobile app but not yet on desktop

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

Enhanced Voice with video – show Gemini what you are looking at and have a conversation with Gemini



Click on the enhanced voice icon

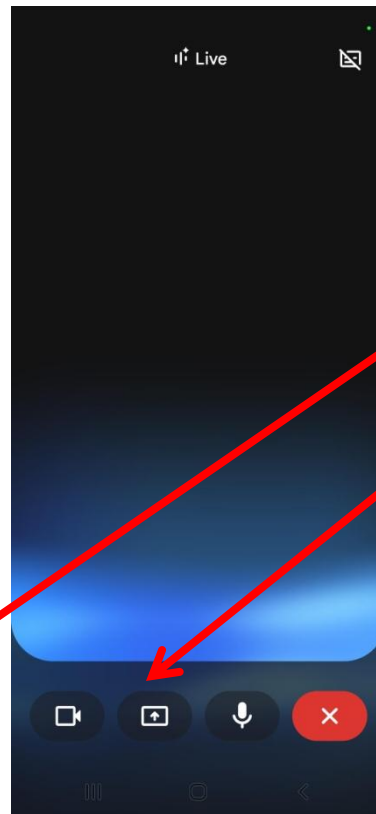
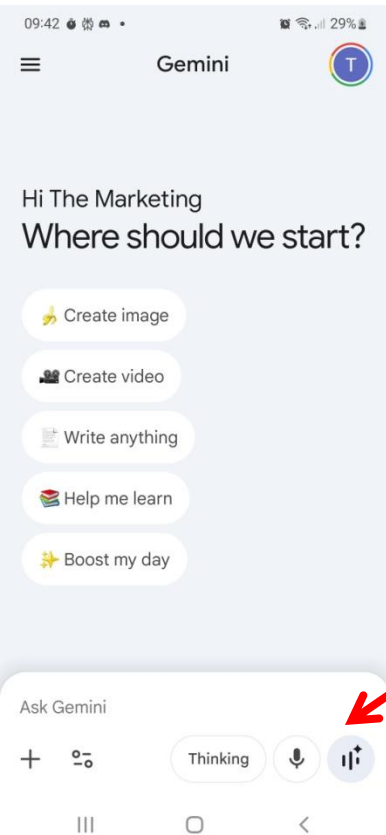
Then click on video icon

Then ask Gemini about what it can see in the video camera

Use this for

- Advice on how to use video equipment
- Advice on the best shots and angles when shoot a video
- Advice on your product packaging etc.

Enhanced Voice with screen sharing – show Gemini what you are looking at on your phone screen and have a conversation with Gemini



Click on the enhanced voice icon

Then click on the middle icon

Then go to anything on your phone e.g. Instagram insights, Canva app ask Gemini about what it can see

Use this for

- Advice on how to do something in Canva or CapCut app
- Advice on how to interpret Instagram insights

Unlimited Image creation using Nano Banana

Gemini



change the colour of the dress to Black



Describe your image

+ 🗨️ 🖼️ Image ✕

Fast ▾



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

When you use the Fast model you get unlimited image creations with Gemini

This image model is called Nano Banana

Use this to

- Create images by describing them
- Create an image by attaching a product image and ask for it to be in a certain environment
- Ask for edits to an image

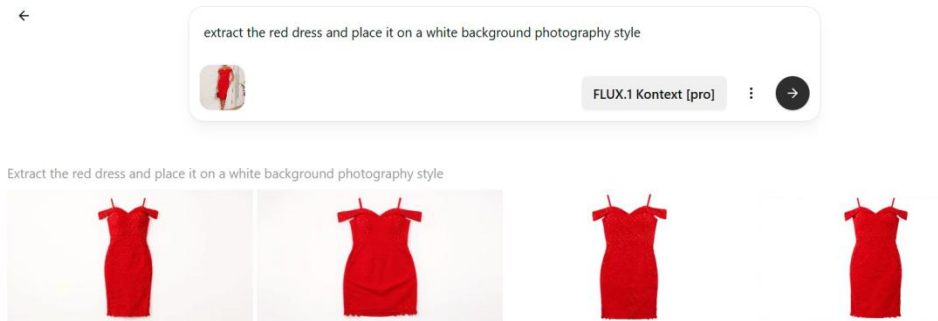
You can change the colour of something



Change the colour of the dress to white

But the woman and everything else stays the same

Extract and create product images



Ideal for Retailers

Extract the dress and place it on a white background product photography style

Place your product into a scene

←

A blonde woman with short hair aged 25 wearing this handbag. she is casually dressed and is wearing black sunglasses. she is entering a high end boutique in London



FLUX.1 Kontext [pro]

:

→

A blonde woman with short hair aged 25 wearing this handbag. she is casually dressed and is wearing black sunglasses. she is entering a high end boutique in London



If you have an image of your product and you want it to appear in the ideal environment. You no longer need to organise a photo shoot

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

🖼️ 🔍 ❤️



nde woman with short hair aged 25 wearing this handbaq. she is casually dressed and is wearing black sunglasses. she is entering a high end boutique

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



Extract your product from a photo to use on an ecommerce site



Extract the dress and place it on a white background product photography style



Ask for something to be show at a different angle



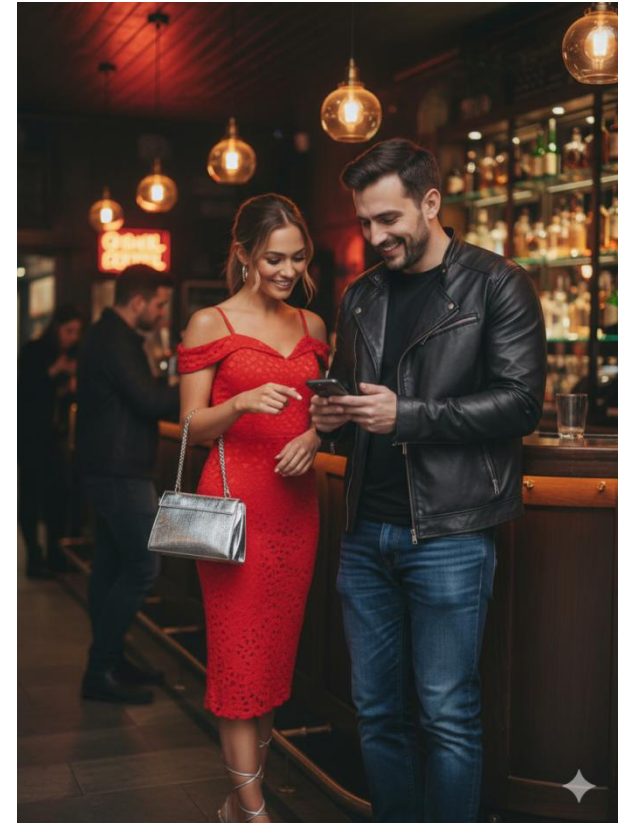
A side on view of this model



Add 2 images. Place 2 people modelling your products in the same image



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



Add 2 images. Have a person model your product



Have the model wear the black dress



Place your product into a scene



Ideal if you have an image of your product and you want it to appear in the ideal environment. You no longer need to organise a photo shoot

Side angle shot of this product on a breakfast table next to a glass of orange juice . The table has a luxurious white linen table cloth. There is a fruit bowl on the table.



Place your product into a scene



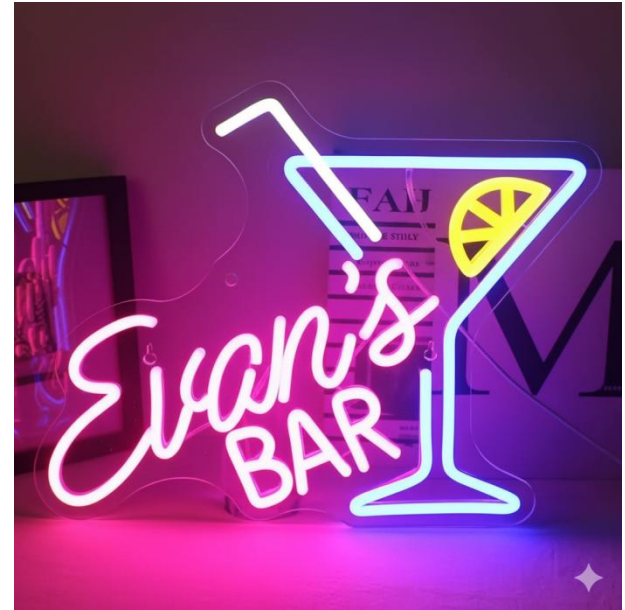
Have this man opening the wrapper on this Nutri grain bar



Change the text in an image



Change the word Cocktail to
Evan's



Change the colour of something to match another colour



Ideal if you have an image that you want to use in your marketing but you want to change something and want to match the colour to something in the image

Change what the woman is wearing to a red summer dress that matches the colour of the red phone box.

Change the view / perspective within an image



change this image to show the scene from above as though it was shot with a drone camera



Remove anything from your image by describing the edit



Ideal if you have an image that you want to use in your marketing but there is one or more things you want to remove

Remove the people in this image



3-4 Image creation using Nano Banana Pro

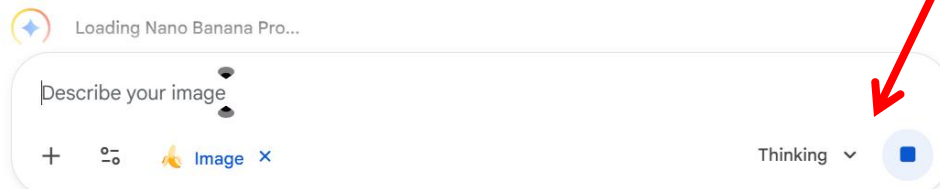


create a version of this image that is 9:16 aspect ratio

When you use the Thinking model you get 3-4 image creations with Nano Banana Pro

Use this to

- Create images with high quality and creative text
- Create infographics
- Translate text in an image
- Combine multiple products or people into an image



Recreate your square or landscape images as portrait for Stories



create a version of this image that is 9:16 aspect ratio



Loading Nano Banana Pro...

Describe your image



Image



Thinking



I have a landscape image but I want a portrait version to send out as an Instagram story

Prompt:

Create a version of the attached image that is 9:16 aspect ratio

Recreate your square or landscape images as portrait for Stories



Create images and specify eye catching text

I have a driving school and I want an image of text on the foggy window of a bus

Prompt

create an image of a foggy window on a bus and the text, drawn with a finger on the foggy glass says "Driving Lessons 20% off in January". The text is very legible. aspect ratio 9:16



Change the existing text on your images to more eye catching text



change the typeface in the text "How to get your business found" to a typeface that is far more interesting and use the Google logo colours

I have a graphic but I would like a much more interesting typeface that uses specific colours

Prompt:

change the typeface in the text "How to get your business found" to a typeface that is far more interesting and use the Google logo colours

Change the existing text on your images to more eye catching text



Change the existing text on your images to more eye catching text



change the typeface in the image. Write the words so the text is made of knitting needles and balls of wool

I have a graphic but I would like a much more interesting typeface that looks like knitting needles and wool

Prompt:

change the typeface in the image. Write the words so the text is made of knitting needles and balls of wool

Change the existing text on your images to more eye catching text



Change the existing text on your images to more eye catching text

🍌 Nano Banana Pro is now available on Gemini 3 Pro. [Try it](#)

Hello, The Marketing



change the typeface in the image. Write the words so the text is made of chopped firewood, kindling, firelighters and hatchets. Make it eye catching



Image ×

Thinking ▾



I have a graphic but I would like a much mor interesting typeface that looks like wool

Prompt:

change the typeface in the image. Write the words so the text is made of chopped firewood, kindling, firelighters and hatchets. Make it eye catching

Change the existing text on your images to more eye catching text



Create infographics

tea usage in ireland statistics

AI Overview

Recent statistics show mixed results, with some reports indicating the **average Irish person drinks 3 cups of tea per day, while others suggest 5-6 cups**, placing Ireland among the top tea-consuming nations. While coffee has recently surpassed tea as the preferred break-time beverage for many Irish office workers, the country still maintains a strong tea-drinking culture, with a high per capita consumption of about 2.19 kg per year, which is more than the average in Great Britain. [🔗](#)

- **Average daily consumption:** Varies by source.
 - **3 cups:** According to a May 2024 survey.
 - **5-6 cups:** According to some reports.
 - **15 million cups daily:** Total estimated consumption nationwide.
- **Annual consumption per capita:** Approximately 2.19 kg per person, which is higher than Great Britain's average.
- **Tea preparation:** The classic method is tea bag, hot water, and then milk.
- **Beverage preference:** A 2025 survey of office workers found coffee is the preferred break-time beverage, but a 2024 survey found 94% of people still use the classic sequence of tea bag, hot water, then milk.

Ask it to turn data and statistics into interesting infographics that you could use

1. In blog posts
2. In social media posts / stories

I took a screenshot of some tea drinking stats in Ireland and asked it ...

“create an infographic based on this data. Match the design to the Topic”

Create infographics



Create infographics

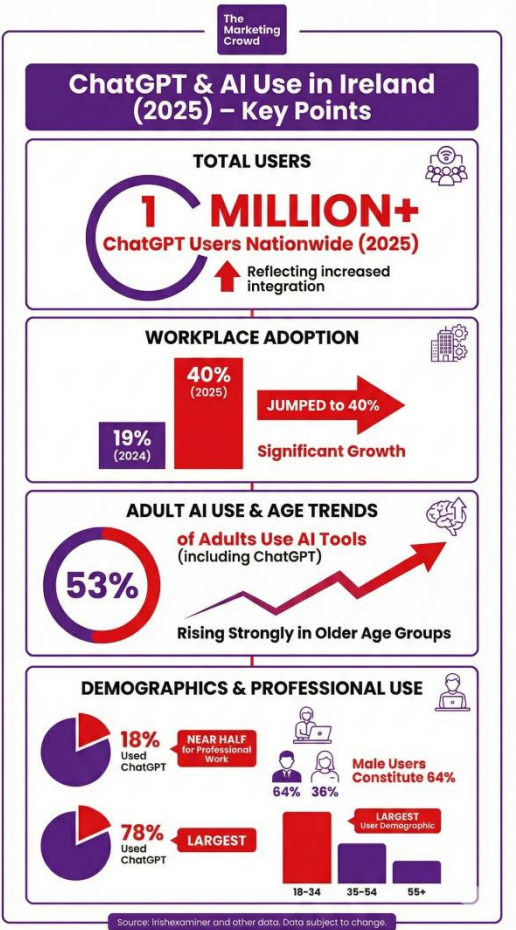
reflecting increased integration of AI into daily work activities across the country. irisheaminer +4

Key points on ChatGPT and AI use in Ireland include:

- 1 million+ ChatGPT users nationwide in 2025.
- 53% of adults use AI tools including ChatGPT, rising strongly in older age groups.
- 18% of adults have used ChatGPT, with near half of these for professional work.
- Male users constitute about 64% of ChatGPT users.
- Largest user demographic: ages 18-34.
- Workplace AI adoption jumped to 40% of employees in 2025 from 19% in 2024.

Create an infographic of the key points in the attached Include The Marketing Crowd logo in the infographic and make the colour scheme purple, white and red. Make the aspect ratio 9:16

Create infographics



Translate the text in an image



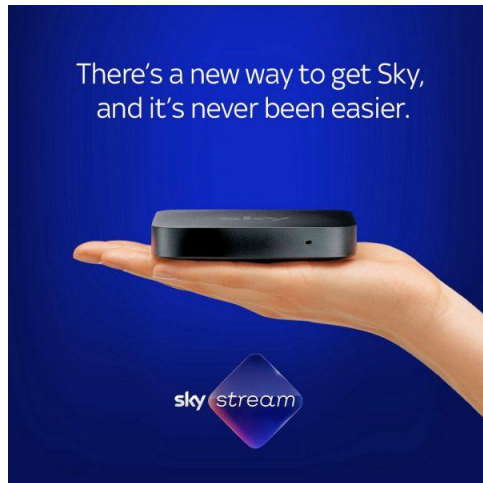
translate the text in the image to polish

I have a graphic but I would like the text in a different language

Prompt:

translate the text in the image to polish

Translate the text in an image



This is ideal if you are targeting foreign customers and you want to create ads, web images or posters in their language

Guided Learning

Gemini

Hello, The Marketing

Iod driving school business in Killarney County Kerry and I would like you to act like a business growth expert and teach me how to increase my sales.



Tools



Deep Research



Create videos (Veo 3.1)



Create images



Canvas



Guided Learning

Fast



Rather than have Gemini give the answer, you can choose to use it as a tool that teaches you and help you get tot he answer yourself

This is called guided learning

Click on the tools icon
Select Guided learning
Ask your prompt

Guided Learning

- **Incentives:** Giving a discount or a small reward for every new student a past pupil refers.

To start building your specific plan, I'd like to understand where you're currently standing.

What is your primary way of getting new students right now (e.g., Google, Facebook, or word-of-mouth), and do you currently have a website where people can book or see your prices?

I have a website and one of the main ways that I use online is through Google search.

◆ That is a great starting point! Being visible on Google search is essential for a local business in Killarney, as that's often the first place people go when they decide it's time to start their **Essential Driver Training (EDT)** 🚗.

What do you want to learn?

+ ⓘ [Guided Learning](#) x

Fast ▾



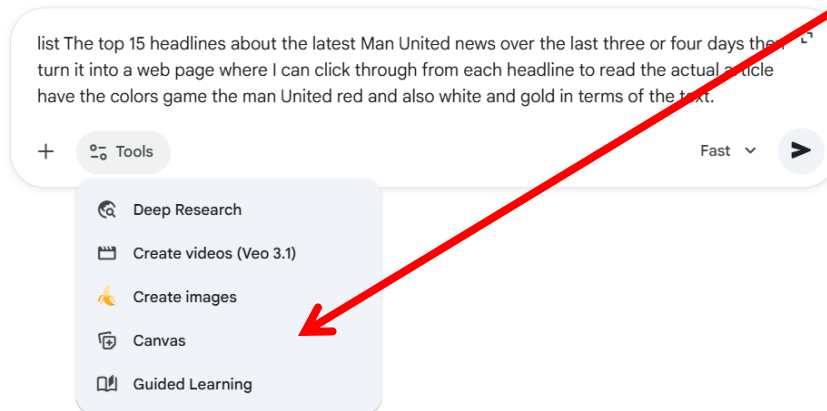
Gemini can make mistakes, including about people, so double-check it. [Your privacy and Gemini](#)

It will then start teaching you about the topic but will also ask you questions

Based on your answers it will then teach you and ask you more questions so you start to learn about the topic rather than the AI simply answering everything.

Canvas

Hello, The Marketing



When you click on tools 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

Hello, The Marketing

list The top 15 headlines about the latest Man United news over the last three or four days then turn it into a web page where I can click through from each headline to read the actual article have the colors game the man United red and also white and gold in terms of the text.

+

Tools

Fast ▾



Deep Research

Create videos (Veo 3.1)

Create images

Canvas

Guided Learning

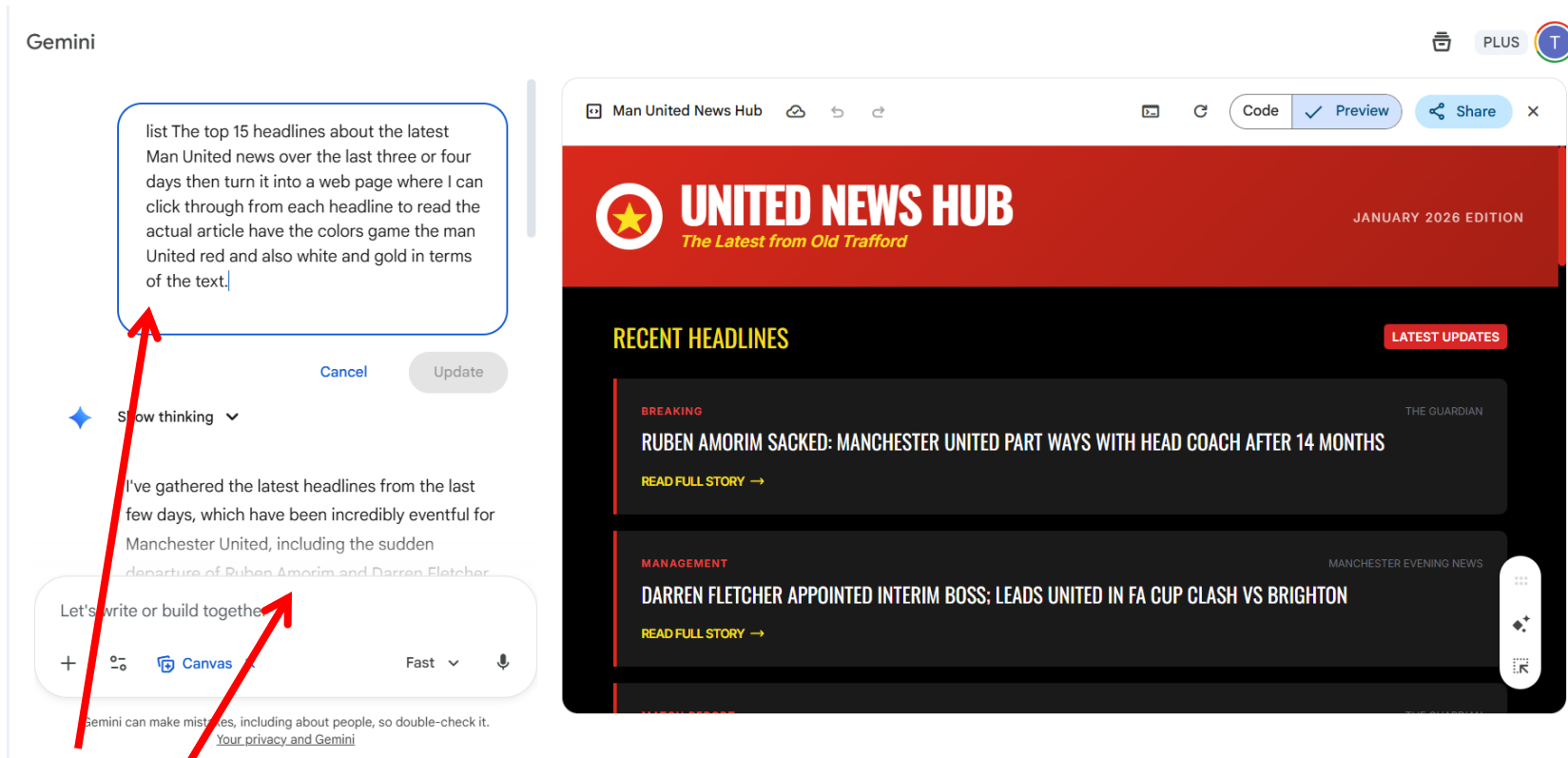


When you click on tools you will notice an option for Canvas

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. present these on a web page with clickable links to all of the articles. Use red and gold as the main colours"
2. It then created the web page
3. I can share this as link

Get a highly detailed deep research report on your industry or competitors

Hello, The Marketing

Conductive research on my ladies Boutique called ivory Lane Boutique we have a boutique in Galway and the boutique in Limerick and also in the Commerce website act like a expert consultant and conduct a SWOT analysis.

+

Tools

Fast ▾



Deep Research

Create videos (Veo 3.1)

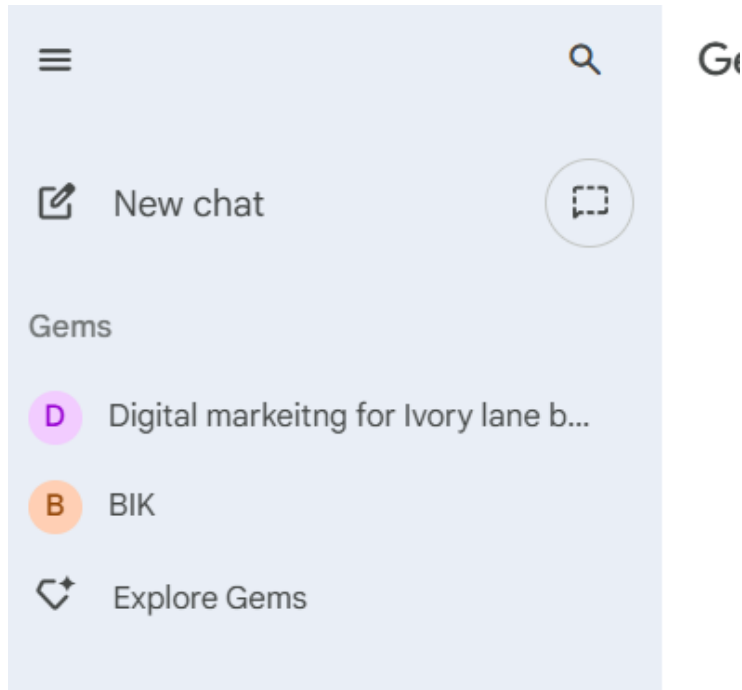
Create images

Canvas

Guided Learning

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.

Create a Gem (project) for every major topic you have chat about.



You can create a Gem / project about a topic

Then add files

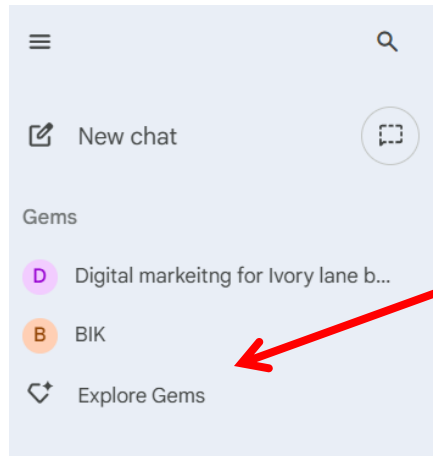
Then add custom instructions

When you then ask a question within the Gem, before it answers it will

1. Read the attached files
2. Read the custom instructions
3. Reach any previous chats within the gem

If you add your Deep research files about your business and industry you are now giving it amazing context and it will give you far more expert answers tailored to your business

Create a Gem (project) for every major topic you have chat about.



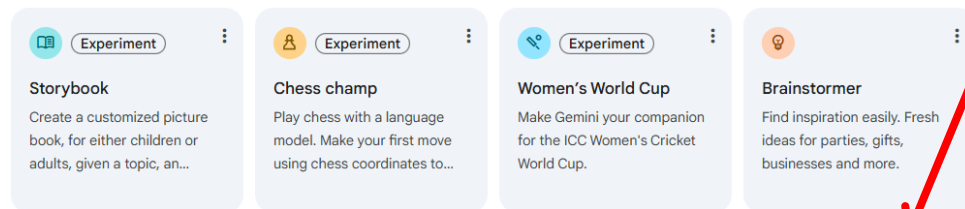
On the left hand panel click explore gems

Then click New gem

Gem manager

Pre-made by Google

Show more



My Gems ⓘ

+ New Gem

Create a Gem (project) for every major topic you have chat about.

The screenshot shows the 'New Gem' creation interface. It includes a 'Name' field with a placeholder 'Give your Gem a name' and a red arrow pointing to it. Below the name field is a 'Description' field with a placeholder 'Describe your Gem and explain what it does'. Below the description field is an 'Instructions' field with a placeholder 'Example: You are a horticulturalist with a background in natural history and native plants and you help people plan low-water gardens. Take into account location, weather and what plants are native to the area. You are knowledgeable, casual and friendly.' Below the instructions field is a 'Default tool' dropdown menu with a red arrow pointing to it. Below the default tool field is a 'Knowledge' field with a placeholder 'Add files for your Gem to reference' and a red arrow pointing to it. A 'Preview' button is located at the top right of the form.

Give it a name

Description is optional

Give it custom instructions e.g. Always act like an expert in digital marketing for xyz business

Default tool. If unsure leave it at default. But if you want this gem to always use a deep research choose that, or create images choose image

Knowledge – attach your deep research files and also internal files that the AI would find useful when providing expert guidance for you.

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

- Image attachment
- Video attachment for analysis
- File attachment
- App – enhanced voice
- App – Enhanced voice with video
- App - Enhanced voice with screensharing
- Unlimited Image creation using Nano Banana
- Limited image creation using Nano Banana Pro
- Guided Learning
- Canvas
- Deep Research
- Projects / Gems

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

Your Gemini Apps activity

[Gemini Apps](#) give you direct access to Google AI. Your chats are saved in your account for up to 72 hours, whether Gemini Apps activity is on or off. Google uses this data to provide the service, maintain its safety and security, and process any feedback that you choose to provide.

Gemini Apps activity

Saving activity

Turn off ▼



Deleting activity older than 18 months



Google protects your privacy and security. [Manage my activity verification](#)

Delete ▼

Today



- Go to [Gemini.google.com](https://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.

The word "However" is rendered in a 3D, blocky font. The letters are primarily blue with red outlines and shadows, giving them a three-dimensional appearance as if they are floating or stacked.

However,

- It will not then save future chats. You won't 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 not want shared, use Chat GPT for that task

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