



Oifig Fiontair Áitiúil
Local Enterprise Office

Local Enterprise Week 2026

Making it Happen





HOW TO USE AI TO IMPROVE YOUR SOCIAL MEDIA MARKETING

What We Will Cover

1. **The 3 Ps: understand prompts, privacy and personalisation**
2. Google Gemini is a Chat GPT alternative that gives you loads more for free
3. Create a version of Chat GPT / Gemini that will become an expert in social media marketing for your business
4. Get a strategy for each social network tailored to your business
5. Get content ideas
6. Get draft text for your content in your writing style
7. Attach a product image and ask it to generate text for a social media post
8. Create and edit images using AI (Using Nano Banana in Gemini)
9. Ask it to analyse your videos and give you tips for improving engagement and sales
10. Ask Gemini to view your insights and recommend ways to improve

The questions you ask are called prompts



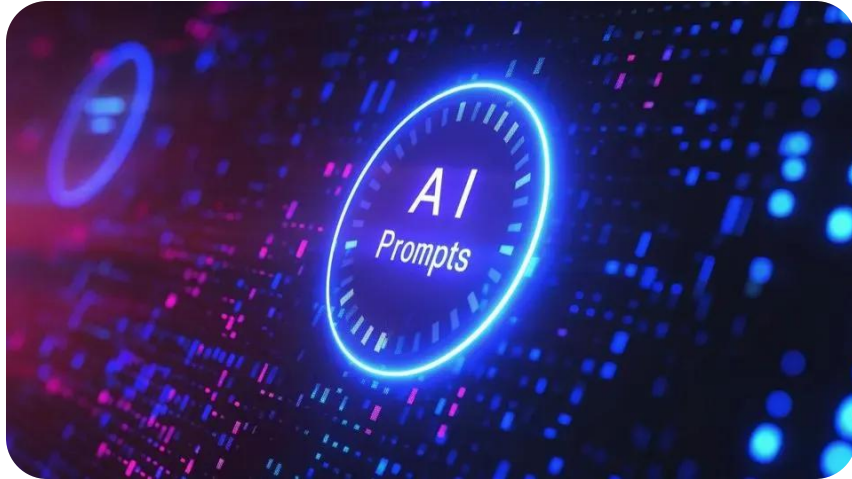
When you ask Chat GPT something it is a prompt

If your prompts are poor you won't get as much out of Chat GPT

A prompt can be a question, a phrase, or several paragraphs. The more specific the prompt is, the better the response.

Writing an effective prompt — prompt engineering — is critical to ensure the Chat GPT response is not only factually correct but crafted exactly as you intended to best deliver information to a specific target audience.

There are 3 big elements in your prompt



1. Give it context

I have a driving school business in Limerick Ireland

2. Always ask it to act like an expert in this area

Act like an expert in business growth

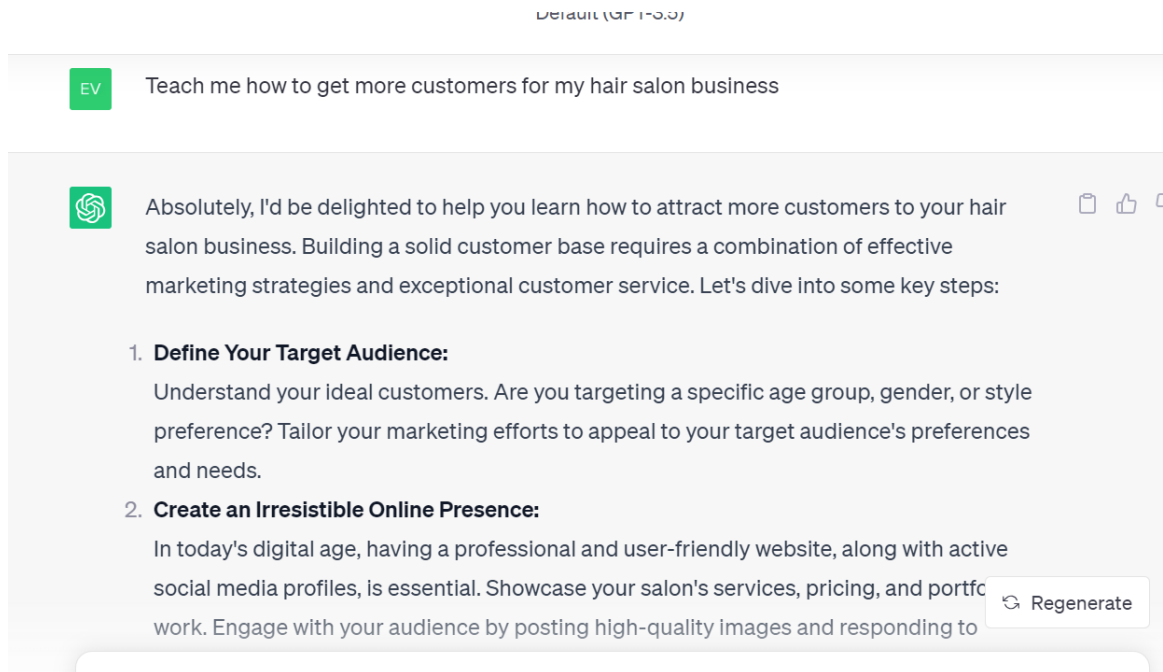
3. Be clear about what you want

Teach me how to increase my sales

Example prompt:

*I have a driving school business in Limerick Ireland.
Act like a business growth expert and teach me how to
increase my sales.*

When it comes to the 3rd part of the prompt – be clear about what you want – “Teach me” works well if you don’t know much about a topic



Teach Me:

Ask ChatGPT to provide an explanation or teach you about a specific topic.

Example: "Teach me how to get more customers for my hair salon business."

When it comes to the 3rd part of the prompt – be clear about what you want – “Teach me” works well if you don’t know much about a topic

EV Can you give me a step by step guide to building an irresistible online presence for my hair salon business?

Certainly! Building an irresistible online presence for your hair salon business is crucial in today's digital age. Follow this step-by-step guide to create a compelling and engaging online presence that attracts potential customers and keeps them coming back for more.

Step 1: Define Your Brand Identity

1. **Identify Your Unique Selling Proposition (USP):** Determine what sets your salon apart from competitors. Is it your specialty services, personalized consultations, or trendy styles?
2. **Create a Brand Persona:** Develop a consistent brand voice and personality that resonates with your target audience. Decide whether your brand is sophisticated, friendly, edgy, ...

Regenerate

Send a message

After getting a reply to “teach me” ...

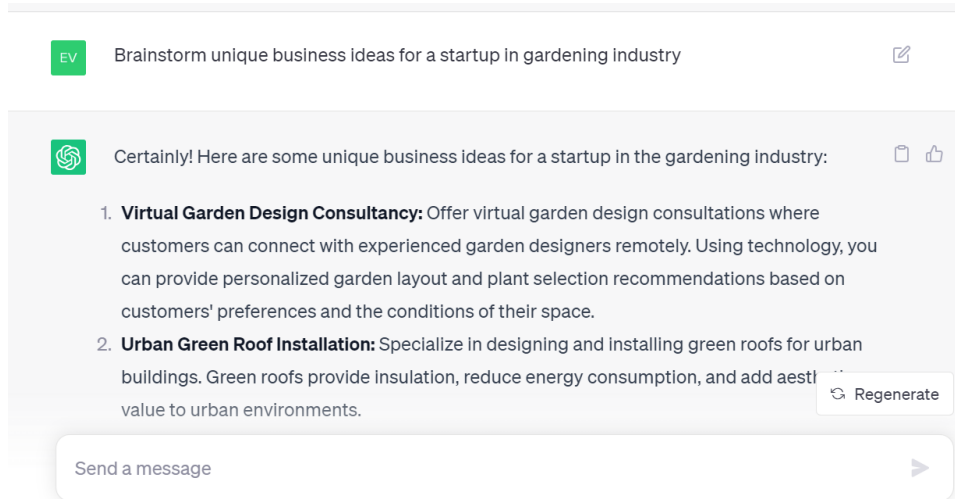
You could then Iterate / delve deeper

Delve deeper into one of the points Chat GPT has given you. For example

Can you give me a step-by-step guide to building an irresistible online presence for my hair salon business?

Then ask it about other points and you will get more detail.

When it comes to the 3rd part of the prompt – be clear about what you want – “Brainstorm” works well if you are looking for ideas



Brainstorm Ideas:

Explanation: Ask ChatGPT to brainstorm ideas on a given topic.

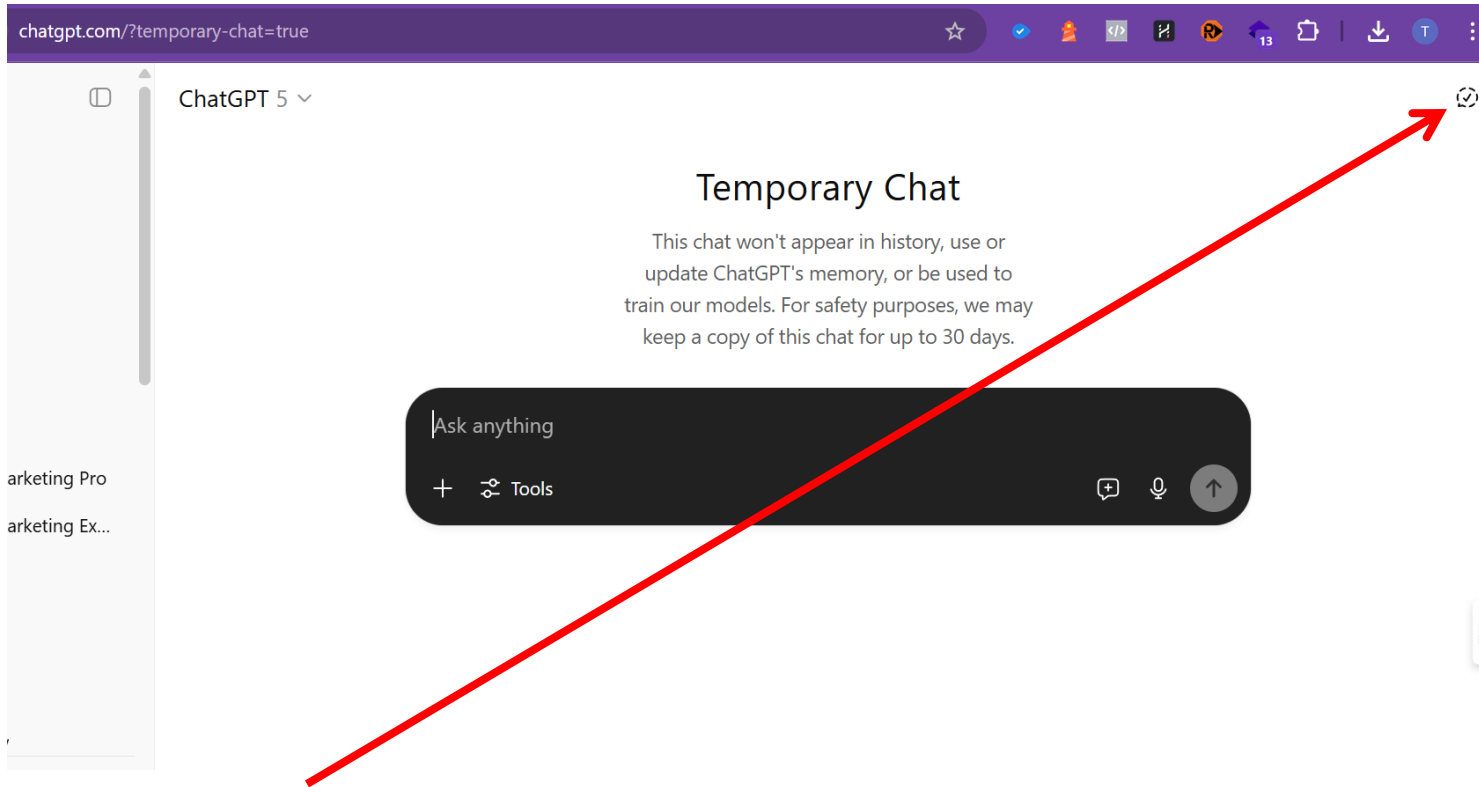
Example: “Brainstorm unique business ideas for a startup in gardening industry.”

Then delve deeper. E.g.

“Can you explore the idea of gardening workshops for kids. Can you give me a list of 10 topics I could cover in the workshops?”

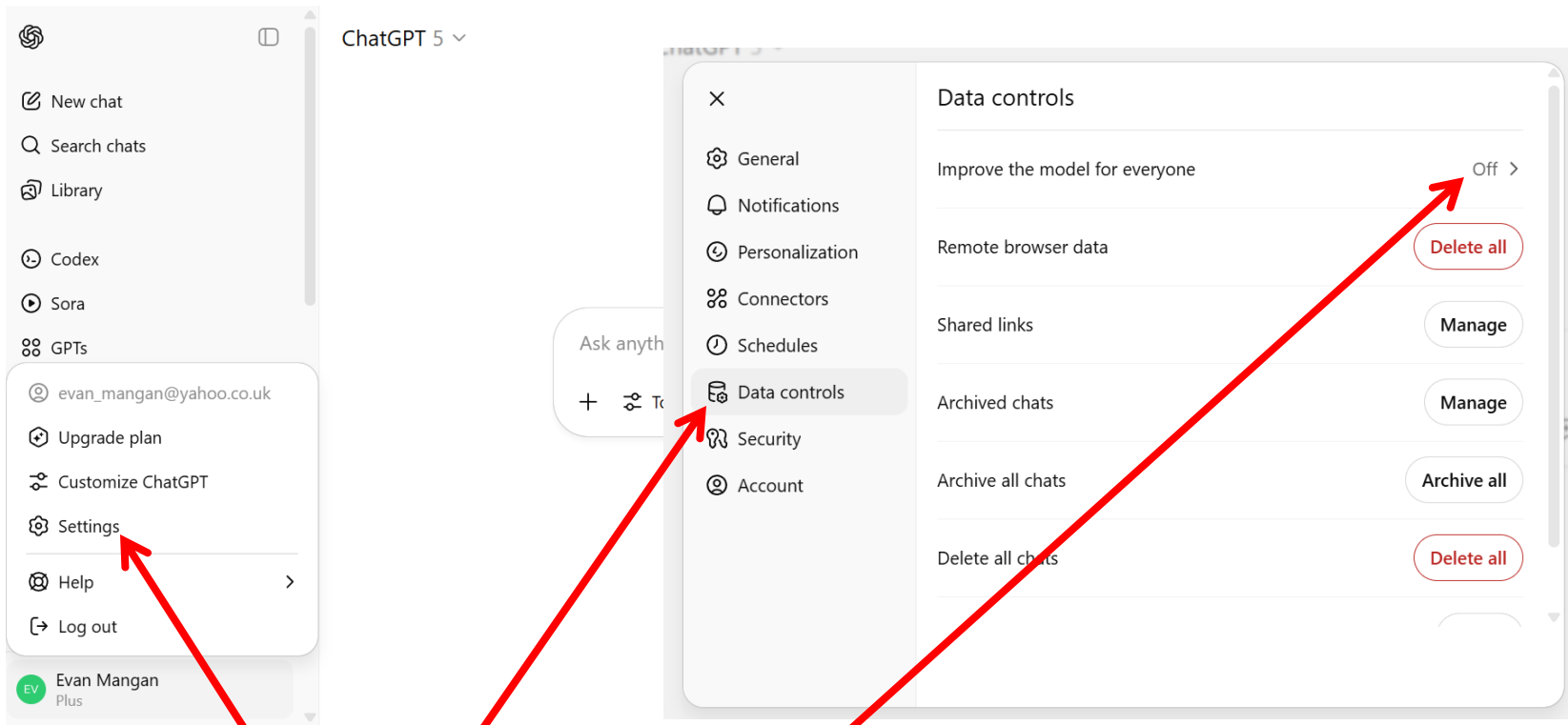


To protect your privacy you can



If you don't want your chat to be stored by Chat GPT or used to train Chat GPT, you can select temporary chat

To protect your privacy you can

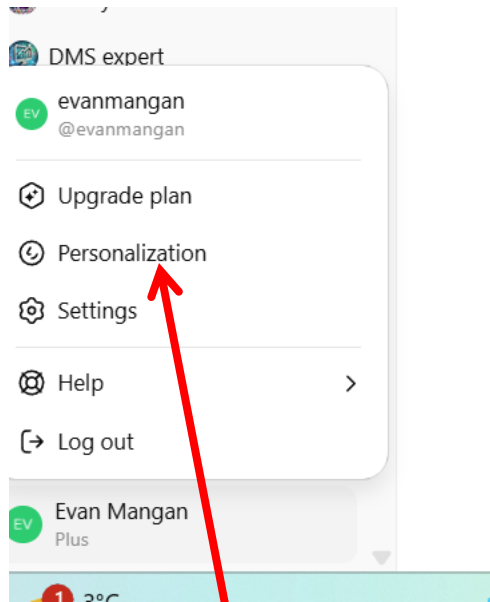


Another way to ensure that your chat won't be stored by Chat GPT or used to train Chat GPT, you can switch it off in settings

In the bottom left select settings

Then under data control go to "improve the model for everyone" and switch it off

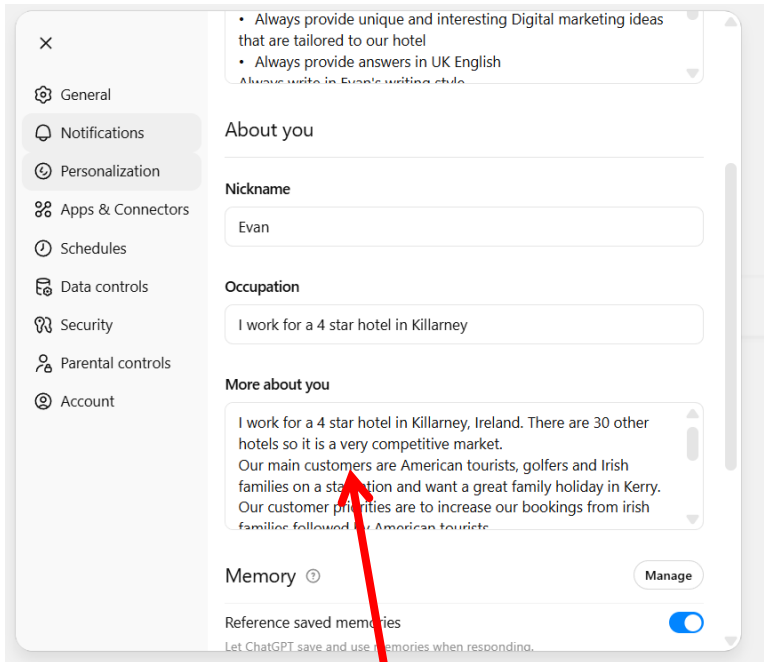
You can also set Custom instructions / Personalisation that will shape the responses



Click on the circle bottom left
Then click Personalisation

You can now give chat GPT some information about yourself and what you want it to factor in when providing answers. This will help having to retype the same context and instructions over and over again

You can also set Custom instructions that will shape the responses



You can now give chat GPT some information about yourself and what you want it to factor in when providing answers. This will help having to retype the same context and instructions over and over again

What will it call You?

Evan

What do you do?

I work for a 4 star hotel in Killarney

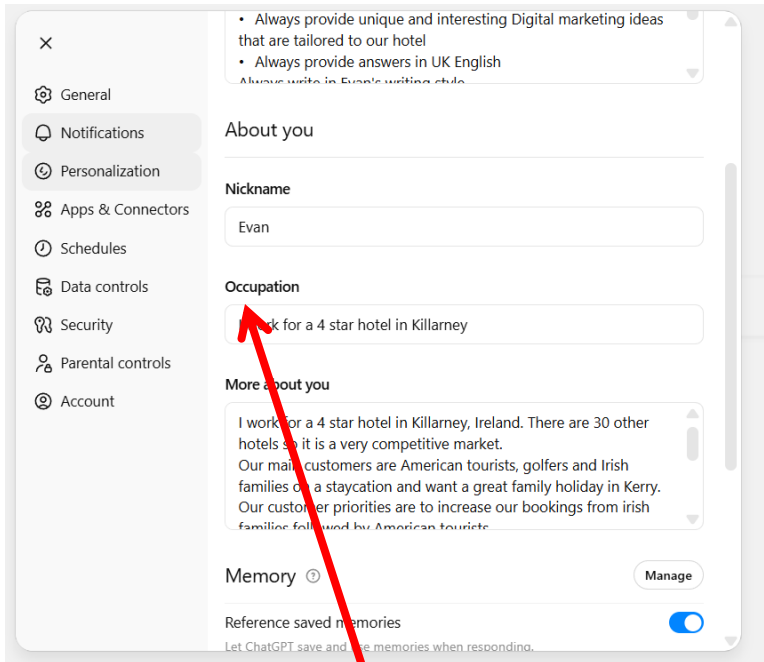
What personality should chat GPT have?

I keep it at normal but you can try the other ones such as Cynic, Robot, Listener

What traits?

- Act like an expert marketer providing advice on how to plan and implement our digital marketing
- Always provide unique and interesting Digital marketing ideas that are tailored to our Boutique
- Always provide answers in UK English
- Always write in a professional friendly tone
- Always suggest 3 interesting follow up questions I could ask you in order to learn more about a topic

You can also set Custom instructions that will shape the responses



Anything else Chat GPT should know about you?

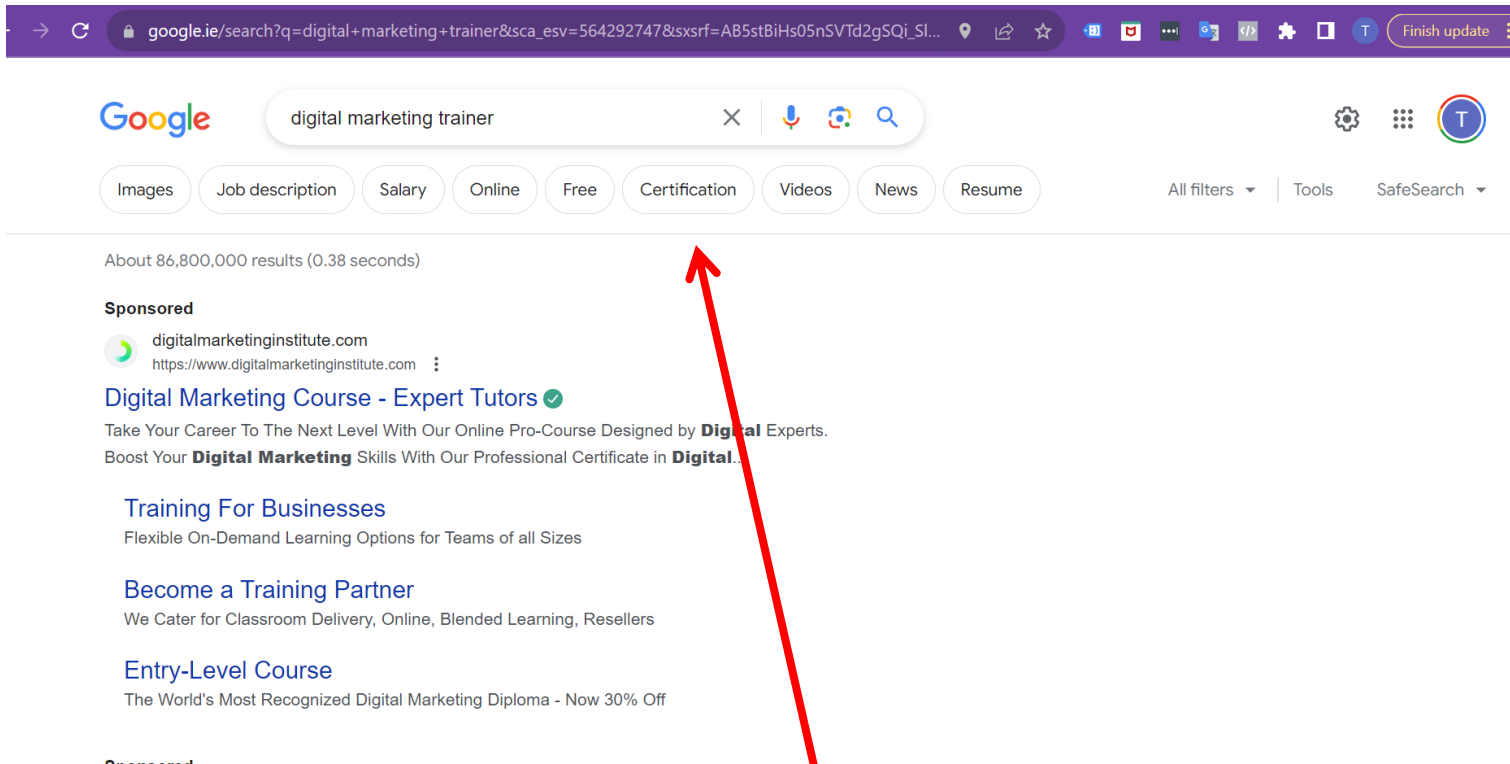
- I own a ladies boutique with stores in Galway and Limerick called Ivory Lane boutique. Our web address is ivorylane.ie
- Our main customers are women over 30 and we sell a wide range of occasion wear including mother of the bride dresses
- Our marketing goals are to increase website traffic and sales, increase social media followers and increase the size of our email lists.
- We have an ecommerce website
- We also use email marketing, Facebook and Instagram and have started using TikTok

You can now give chat GPT some information about yourself and what you want it to factor in when providing answers. This will help having to retype the same context and instructions over and over again

What We Will Cover

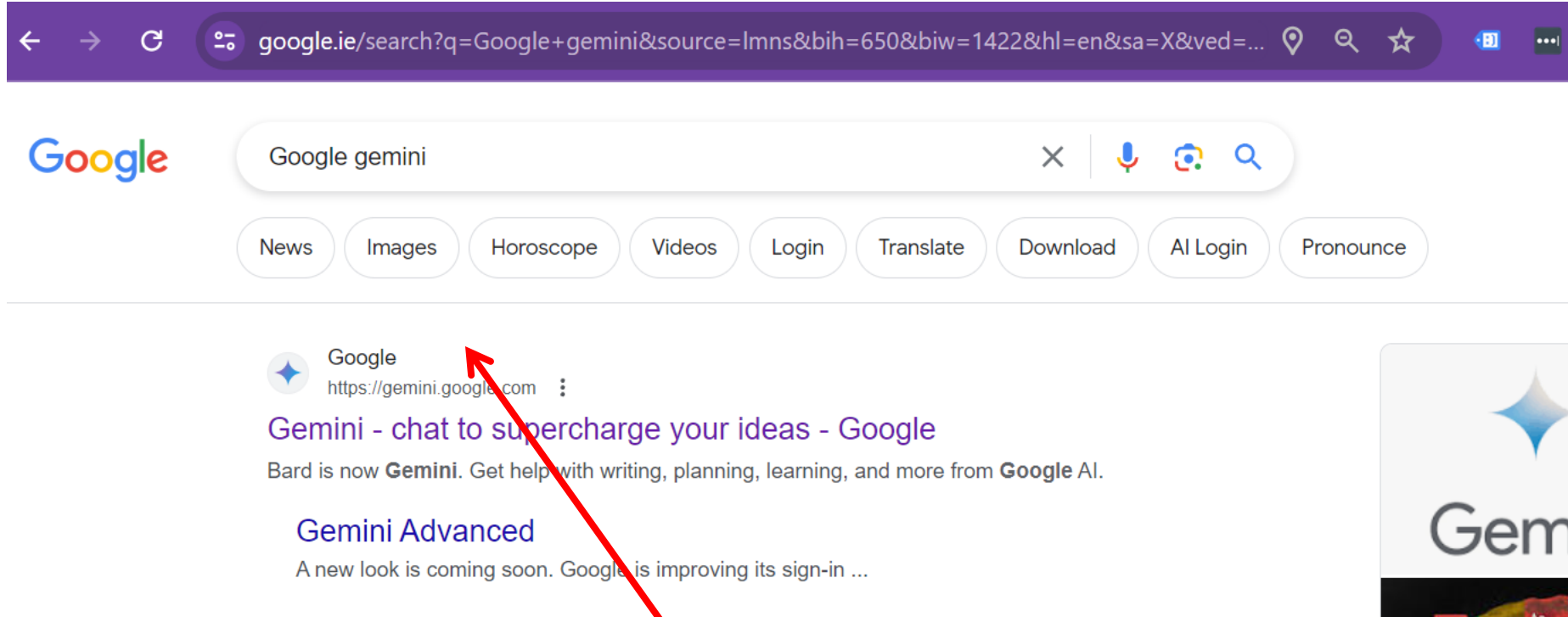
1. The 3 Ps: understand prompts, privacy and personalisation
 2. **Google Gemini is a Chat GPT alternative that gives you loads more for free**
 3. Create a version of Chat GPT / Gemini that will become an expert in social media marketing for your business
 4. Get a strategy for each social network tailored to your business
 5. Get content ideas
 6. Get draft text for your content in your writing style
 7. Attach a product image and ask it to generate text for a social media post
 8. Create and edit images using AI (Using Nano Banana in Gemini)
 9. Ask it to analyse your videos and give you tips for improving engagement and sales
 10. Ask Gemini to view your insights and recommend ways to improve
- e

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 Gemini 3

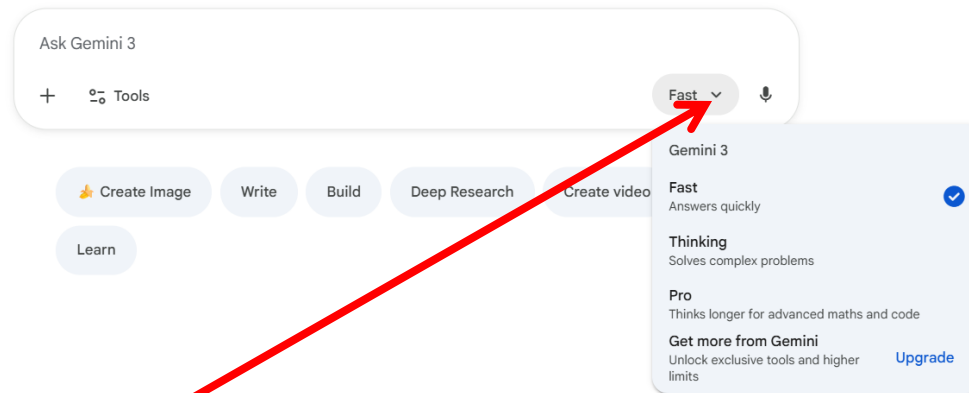
These upgrades are significant and Gemini now provides better answers than other LLMs across numerous tests

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 – this 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.

Privacy

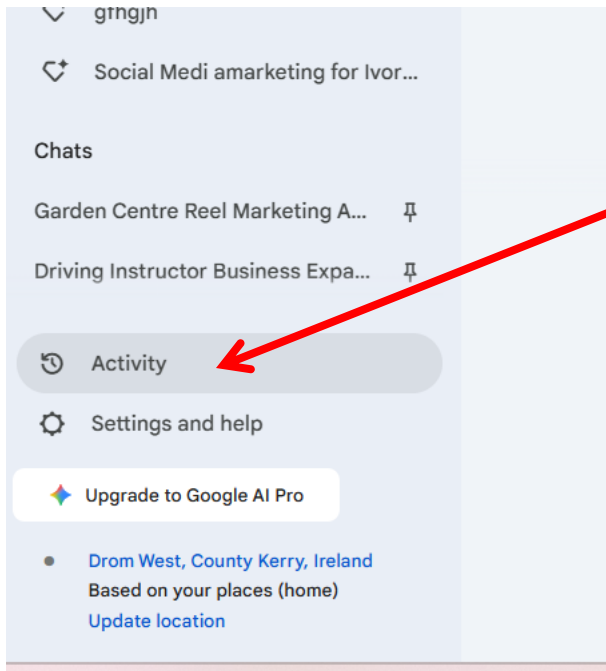


You would want to ensure that what you tell an AI isn't fed into the AI and then ends up in an answer for someone else

In Chat GPT it is easy to turn off data sharing

In Gemini it is not as straight forward

Privacy



- On the bottom left menu click on Activity
- 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

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 – it's perfectly fine to use Gemini

What We Will Cover

1. The 3 Ps: understand prompts, privacy and personalisation
2. Google Gemini is a Chat GPT alternative that gives you loads more for free
3. **Create a version of Chat GPT / Gemini that will become an expert in social media marketing for your business**
4. Get a strategy for each social network tailored to your business
5. Get content ideas
6. Get draft text for your content in your writing style
7. Attach a product image and ask it to generate text for a social media post
8. Create and edit images using AI (Using Nano Banana in Gemini)
9. Ask it to analyse your videos and give you tips for improving engagement and sales
10. Ask Gemini to view your insights and recommend ways to improve

AI FOR DIGITAL MARKETING

How AI Has evolved

The
Marketing
Crowd

1

1 Quick Answers

Early LLMs (ChatGPT, Gemini, Claude). You ask a question, it gives a fast answer.

AI FOR DIGITAL MARKETING

How AI Has evolved

The
Marketing
Crowd



2 Tailored Answers

Custom instructions. Now answers take your business details into account.

1 Quick Answers

Early LLMs (ChatGPT, Gemini, Claude). You ask a question, it gives a fast answer.

AI FOR DIGITAL MARKETING

How AI Has evolved

The
Marketing
Crowd



3 Reasoning Answers

Reasoning models. Deeper thinking, more logical, step-by-step answers

2 Tailored Answers

Custom instructions. Now answers take your business details into account.

1 Quick Answers

Early LLMs (ChatGPT, Gemini, Claude). You ask a question, it gives a fast answer.

AI FOR DIGITAL MARKETING

How AI Has evolved

The
Marketing
Crowd



4 Deep Research Answers

Research features. AI can scan and synthesise from larger bodies of knowledge, industry reports, or your uploaded materials

3 Reasoning Answers

Reasoning models. Deeper thinking, more logical, step-by-step answers

2 Tailored Answers

Custom instructions. Now answers take your business details into account.

1 Quick Answers

Early LLMs (ChatGPT, Gemini, Claude). You ask a question, it gives a fast answer.

AI FOR DIGITAL MARKETING

How AI Has evolved

The
Marketing
Crowd



5 Highly Tailored Answers

Projects/Gems. Combine custom instructions + your files + research sources to make the AI highly specific to your business

4 Deep Research Answers

Research features. AI can scan and synthesise from larger bodies of knowledge, industry reports, or your uploaded materials

3 Reasoning Answers

Reasoning models. Deeper thinking, more logical, step-by-step answers

2 Tailored Answers

Custom instructions. Now answers take your business details into account.

1 Quick Answers

Early LLMs (ChatGPT, Gemini, Claude). You ask a question, it gives a fast answer.

Most businesses are only using the basics



Most businesses are using AI at the first or second stage (Quick answers with custom instructions)

It is when you progress and use

- Reasoning / thinking models
- Deep research
- Projects or Gems

Then it becomes far more powerful for your digital marketing

Create an AI that will become an expert in marketing your business



The logo for Gemini Gems, featuring the word "Gemini" in a blue, sans-serif font with a small blue star above the "i". Below it, the word "Gems" is written in a white, sans-serif font, preceded by a white outline of a gemstone with a star above it.

1. Get a deep research report on your business
2. Also, conduct deep research into your industry – include how businesses use social media marketing
3. Setup a project or a Gem for your social media marketing
4. Attach the deep research reports to the Gem
5. Setup custom instructions in the Gem asking it to act like a social media marketing expert for your type of business



The logo for CHATGPT PROJECTS, featuring a green circular icon with a white, stylized, interlocking knot-like symbol. Below the icon, the words "CHATGPT" and "PROJECTS" are written in a bold, white, sans-serif font, with "CHATGPT" on a yellow rectangular background.

Then use this Gem / Project whenever you want to develop strategy or ideas or content for that social network

Create an AI that will become an expert in marketing your business

Create a deep research on your business

ChatGPT 5 ▾

What are you researching?

Conduct deep research on the business Ivory Lane boutique whose website is here <https://ivorylane.ie/> . The business has boutiques in Galway and Limerick. Provide information on their stock, target audience, marketing . Also include in the research how the ladies boutique marketing in ireland is doing. What are the recent and future trends that this business will need to prepare for. |

+ 🔗 Research x 🌐 Sources ▾



gemini.google.com/app/6c83bc01992788da

Gemini
2.5 Flash ▾

(1) Thoroughly analyze the Ivory Lane boutique website (ivorylane.ie) to identify their product categories (stock), pricing strategies, and visual branding to infer their target audience and initial marketing approach.
(2) Investigate Ivory Lane's presence on social media platforms (e.g., Instagram, Facebook) to understand their active marketing campaigns, customer engagement, and the specific styles or collections they promote....

More

☰ Analyze Results
📄 Create Report

🕒 Ready in a few mins

Edit plan Start research

Try again without Deep Research

👍 🗨️ ⏪ 🗨️ ⏩ ⋮

Use a prompt like this for deep research on your business. Adapt this to your business.

Conduct deep research on the business (Insert your business name) whose website is Here <https://iyoururl.com> . Conduct a SWOT analysis on the business.

Note: You can generate a deep research report using Gemini and Chat GPT. Why not get both

Create an AI that will become an expert in marketing your business

Create a deep research on your business

Gemini
2.5 Flash

Hello, The Marketing

Conduct deep research on how ladies boutiques in Ireland are using Facebook, Instagram and Tiktok for marketing. These boutiques can be a mixture of high street shops and online ecommerce. Describe what the social media marketing strategies are for each of those 3 social networks. Include examples of boutiques that are doing social media marketing well and explain why. Also, compare the Irish market with the UK market and identify if there are any social media marketing tactics in the UK that Irish boutique could benefit from knowing about. Finally, list in priority order the main ways boutiques can use these social platforms to increase their sales.

+ | Deep Research x

ChatGPT 5

What are you researching?

Conduct deep research on how ladies boutiques in Ireland are using Facebook, Instagram and Tiktok for marketing. These boutiques can be a mixture of high street shops and online ecommerce. Describe what the social media marketing strategies are for each of those 3 social networks. Include examples of boutiques that are doing social

+ | Research x | Sources

Use a prompt like this for deep research on your industry. Adapt this to your industry

Conduct deep research on (insert the name of your industry) in Ireland . Include an explanation on how businesses in this industry are using digital marketing and give examples of successful strategies.,

Also, compare the Irish market with the UK market and identify if there are any digital marketing tactics in the UK that Irish Businesses could benefit from knowing about.

Finally, list the major trends that a business owner should be aware of and what we should prepare for over the next 2 to 5 years.

Why create a Project or a Gem?



1. Better context.

Instead of the AI reading a few paragraphs about your business in custom instructions/personalisation, you can attach the deep research files. Now, before it answers you it will read everything there is to know about your business and industry so you always get expert level answers tailored to your business

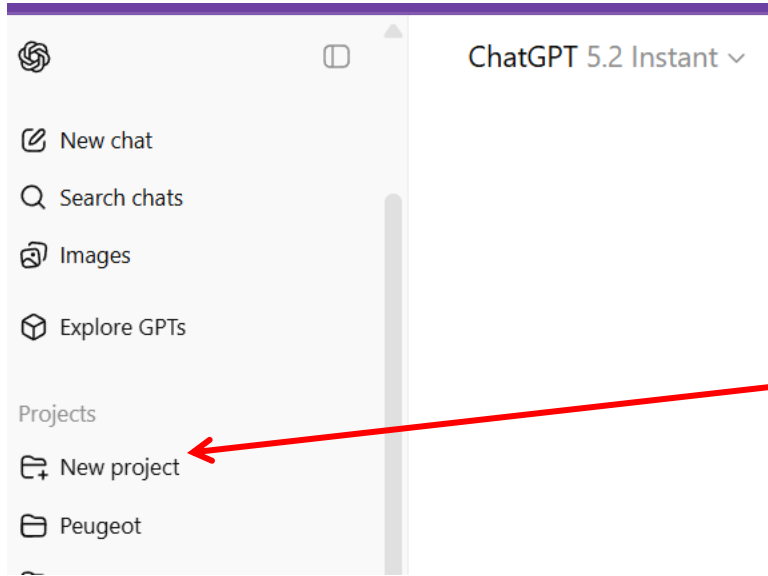
2. Better memory of previous chats

It also reads all the previous chats within a project / gem before it answers. This means it has excellent memory of everything you have discussed about this topic so the answers will be even more relevant

Overall, the AI becomes an expert in your business and industry and you get better answers.

Create an AI that will become an expert in marketing your business

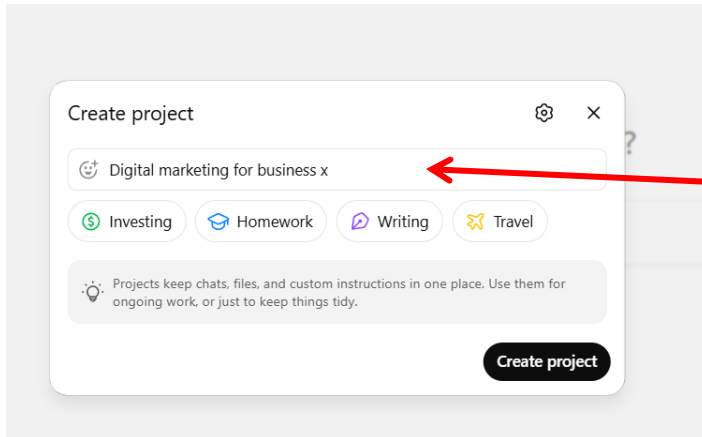
Create a Project in Chat GPT



Create a project using the Free version of Chat GPT

1. On the left-hand menu click on New Project

Create an AI that will become an expert in marketing your business



Create a project using the Free version of Chat GPT

Give your Project a name

Then click Create Project

Then on the new page click the 3 dots top Right and then click Project settings

ChatGPT 5.2 Instant ▾

Share ...

Digital marketing for business x

Add files

+ New chat in Digital marketing for business x

📎

Create an AI that will become an expert in marketing your business

Create a project using the Free version of Chat GPT

Project settings

Project name

Digital marketing for business x

Instructions

Set context and customize how ChatGPT responds in this project.

e.g. "Respond in Spanish. Reference the latest JavaScript documentation. Keep answers short and focused."

Memory

Default

Project can access memories from outside chats, and vice versa. This cannot be changed.

Delete project

Write custom instructions for this Gem e.g.

Act like a digital marketing expert for (insert your business name).

Use the attached research about my business and industry when giving advice.

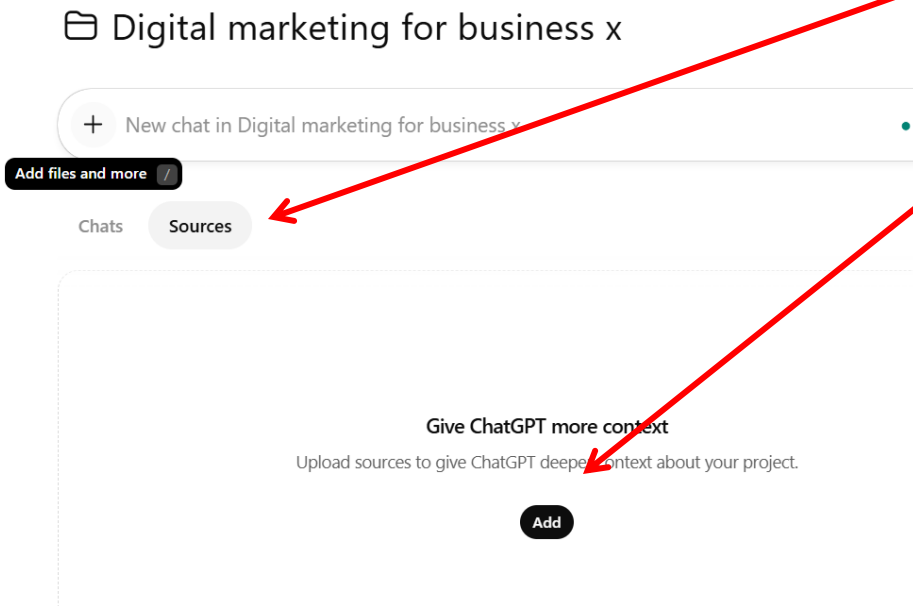
Always provide creative, practical and easy-to-implement tactics that fit a small business budget.

Tailor every recommendation to help us:

- Increase sales
- Grow the right audience
- Improve engagement
- Strengthen our brand positioning

Avoid generic advice. Be specific to our situation

Create an AI that will become an expert in marketing your business



Then click on sources to attach files as context. The AI will read these every time before answering you

Attach the deep research pdfs as files
You could also attach some of your company / business files about your marketing

Then click on Save

Or Create a Gem in Gemini

Create a Gem in Gemini (Or a project using the Free version of Chat GPT)

Gem manager

Pre-made by Google

Show more ↕

The 'Pre-made by Google' section displays four pre-made GEMs:

- Storybook**: Create a customized picture book, for either children or adults, given a topic, an...
- Chess champ**: Play chess with a language model. Make your first move using chess coordinates to...
- Brainstormer**: Find inspiration easily. Fresh ideas for parties, gifts, businesses and more.
- Career guide**: Unlock your career potential. Get a detailed plan to refine your skills and achieve your...

Your Gems

+ New Gem

The 'Your Gems' section displays three user-created GEMs:

- Website sales**: Im glkmdflkmhg lkfdmhlkmlkfgmh lkgmlhglkjm lkgh jlknglkjh mlknglhmjlghk mghln mhgikmnlkgh m nlkghm...
- Driving School Altrincham**: I am a female driving instructor. You are an expert in digital marketing for a driving school in the...
- Web sales for my boutique**: nj gnikdnqkinkifn jkfgnh fngn hfgnh knfg kifgn jbkngfbjknfg kifanbjkn kjbknbn kfanbkfan nbqnfq.nbkf...

1. On the left-hand menu click on explore gems
2. Then click on create Gem

However, remember that the privacy isn't as good in Gemini so if you want to attached company files I would use a project instead of a Gem

Create an AI that will become an expert in marketing your business

Create a Gem in Gemini

Create a Gem in Gemini (or a project using the Free version of Chat GPT)

3. Give your Gem a name

4. Write custom instructions for this Gem e.g.

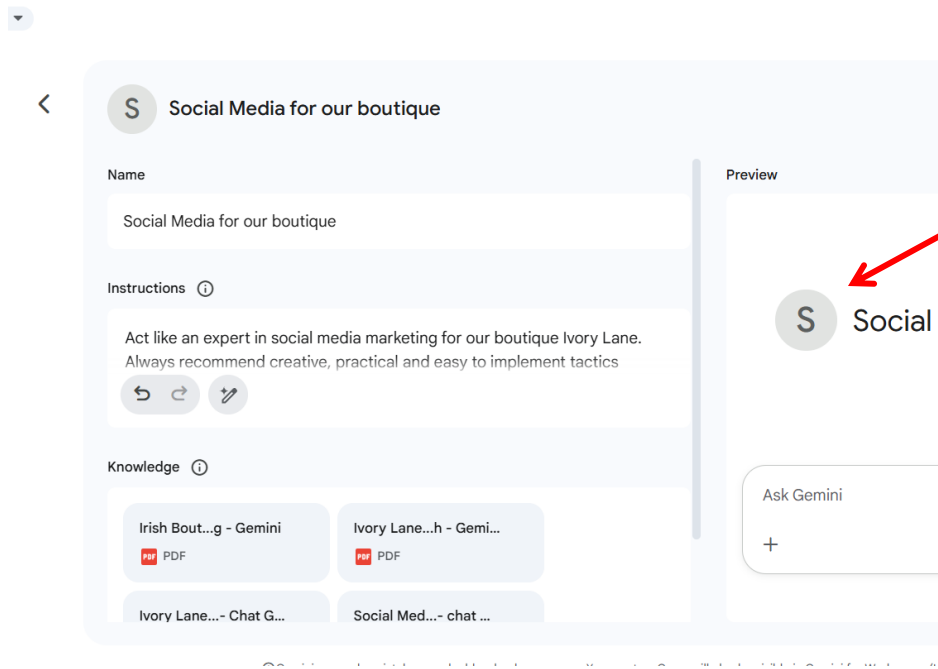
Act like a digital marketing expert for (insert your business name). Use the attached research about my business and industry when giving advice. Always provide creative, practical and easy-to-implement tactics that fit a small business budget. Tailor every recommendation to help us:

- Increase sales
- Grow the right audience
- Improve engagement
- Strengthen our brand positioning

Avoid generic advice. Be specific to our situation.

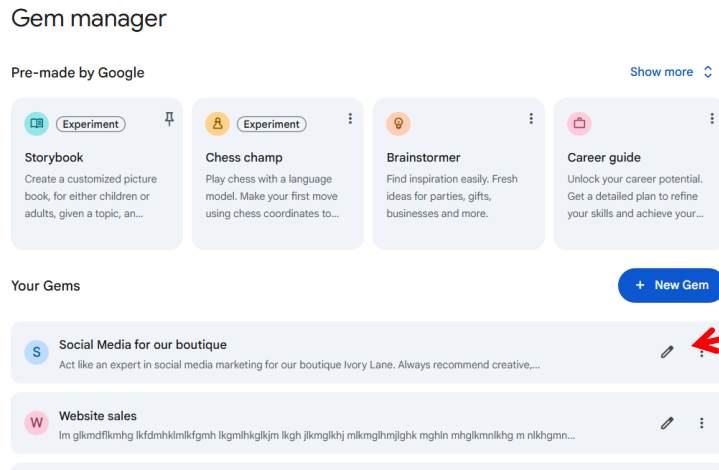
5. Attach the deep research pdfs as files

6. Then click on Save



Create an AI that will become an expert in marketing your business

Create a Gem in Gemini



From now on, when you want to get the AI to help with your digital marketing **DO NOT** use the normal chat box in Gemini

Instead, always go to the left-hand menu

- Click explore Gems
- Then click on your Gem
- And then have your chat

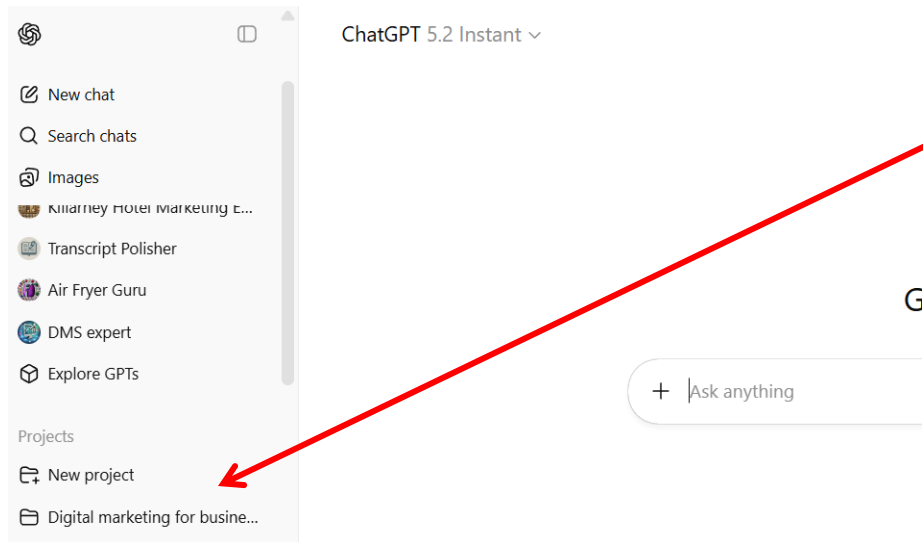
All your social media related chats will then appear in this Gem

And the AI will always refer to the custom instructions, attached files and previous chats in the Gem before answering

S Social Media for our boutique



Create an AI that will become an expert in marketing your business



From now on, when you want to get the AI to help with your digital marketing DO NOT use the normal chat box in ChatGPT

Instead, always go to the left-hand menu

- Click on the name of your project
- And then have your chat

All your social media related chats will then appear in this Gem

And the AI will always refer to the custom instructions, attached files and previous chats in the Gem before answering

What We Will Cover

1. The 3 Ps: understand prompts, privacy and personalisation
2. Google Gemini is a Chat GPT alternative that gives you loads more for free
3. Create a version of Chat GPT / Gemini that will become an expert in social media marketing for your business
4. **Get a strategy for each social network tailored to your business**
5. Get content ideas
6. Get draft text for your content in your writing style
7. Attach a product image and ask it to generate text for a social media post
8. Create and edit images using AI (Using Nano Banana in Gemini)
9. Ask it to analyse your videos and give you tips for improving engagement and sales
10. Ask Gemini to view your insights and recommend ways to improve

Develop a strategy and plan for each social network



In order to generate a strategy and plan for each platform you can use the project or Gem that you have already created

Ensure you create a new chat for each platform within the Project – this will keep your chats more structured

Figure out which are the best social networks for your business

ChatGPT 5.2 Thinking

Clearly state which one or two platforms deserve most of my time and effort
Identify any platform I should deprioritise and explain why

Be commercially focused and realistic. Avoid generic advice. Make clear recommendations.

Thought for 5s

Below is the **commercially realistic** way to view each platform for Ivory Lane (Galway + Limerick + ecommerce), given your audience (millennial women + occasionwear shoppers) and how your sales actually happen (people see it on social, then buy on the site or in-store). [Ivory Lane Boutique, Comprehe...](#)

Instagram

Audience alignment (for your business)

Ask anything

Thinking

ChatGPT can make mistakes. Check important info. See [Cookie Preferences](#)

Write a prompt asking “Which Social Networks Should I Focus On for My Business?”

Based on your existing knowledge and the deep research already provided about my business, my industry, my target market and my commercial objectives, compare the following platforms:

- Instagram
- Facebook
- TikTok
- LinkedIn

For each platform explain:

- How well it aligns with my audience
- Whether it is stronger for reach, authority, community building or direct sales in my specific case

Then:

Rank the four platforms in order of strategic priority for my business
Clearly state which one or two platforms deserve most of my time and effort

Identify any platform I should deprioritise and explain why

Be commercially focused and realistic.

Avoid generic advice.

Make clear recommendations.

Then develop a strategy to increase your sales using each social network

1. Write a prompt asking for a strategy for a Social Network e.g. Instagram

Define the Role of Instagram in marketing my business

Teach me how my business should use Instagram to increase my sales.

Based on my business model, target market and goals, explain:

What role Instagram should realistically play

Whether I should focus more on reach, authority, community or direct sales

What type of content will most likely drive revenue

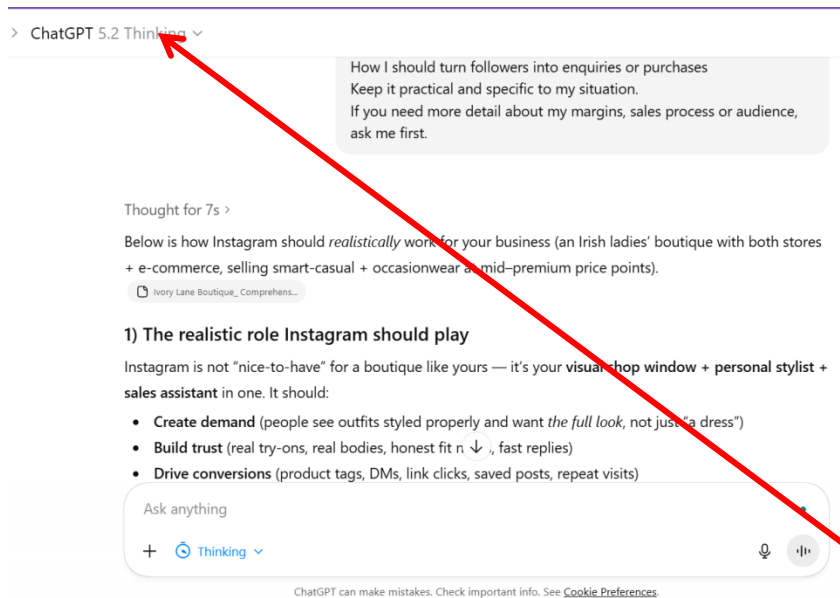
How I should turn followers into enquiries or purchases

Keep it practical and specific to my situation.

If you need more detail about my margins, sales process or audience, ask me first.

2. If you are using the paid version change the model to the thinking model

3. Then copy the answer and paste into a word document



Develop a strategy to increase your sales using each social network

ChatGPT 5.2 Thinking

Define the Role of Tiktok in My Business
Teach me how my business should use Tiktok to increase my sales.
Based on my business model, target market and goals, explain:
What role Tiktok should realistically play□Whether I should focus more
on reach, authority, community or direct sales□What type of content
will most likely drive revenue□How I should turn followers into
enquiries or purchases

Keep it practical and specific to my situation.
If you need more detail about my margins, sales process or audience,
ask me first.

Thought for 21s

Below is how TikTok should *realistically* fit into your business (Ivory Lane-style boutique: curated smart-casual + occasionwear, mid-upper mid price points, ↓ physical locations + e-commerce).

Ivory Lane Boutique, Comprehe...

Ask anything

+ Thinking

Then Write a prompt asking for a strategy for a different social network e.g. TikTok

NB: Create a different chat within the Gem for this social network. Don't add it to the Instagram chat

Define the Role of TikTok in marketing my business

Teach me how my business should use TikTok to increase my sales.

Based on my business model, target market and goals, explain:

What role TikTok should realistically play

Whether I should focus more on reach, authority, community or direct sales

What type of content will most likely drive revenue

How I should turn followers into enquiries or purchases

Keep it practical and specific to my situation.

If you need more detail about my margins, sales process or audience, ask me first.

Develop a strategy to increase your sales using each social network

> ChatGPT 5.2 Thinking ▾

Keep it practical and specific to my situation.
If you need more detail about my margins, sales process or audience,
ask me first.

Thought for 22s >

Here's the honest way to think about LinkedIn for a business like **Ivory Lane Boutique** (two physical stores + ecommerce, mid-upper mid-range daywear + occasionwear). [Ivory Lane Boutique, Comprehens...](#)

1) What role LinkedIn should realistically play

LinkedIn should **not** be your main "sell clothes today" channel. It's rarely where people go to browse outfits.

LinkedIn is useful for three profitable things:

1. Authority + trust at scale

- Build the "this is a proper boutique with proper ↓ 'ice' reputation (which helps conversions everywhere else).

Ask anything

+ Thinking ▾

Write a prompt asking for a strategy for a different social network e.g. LinkedIn

NB: Create a different chat within the Gem for this social network. Don't add it to the Instagram chat

Define the Role of LinkedIn in marketing my business

- Teach me how my business should use LinkedIn to increase my sales.
- Based on my business model, target market and goals, explain:
- What role LinkedIn should realistically play
- Whether I should focus more on reach, authority, community or direct sales
- What type of content will most likely drive revenue
How I should turn followers into enquiries or purchases

Keep it practical and specific to my situation.
If you need more detail about my margins, sales process or audience, ask me first.

What We Will Cover

1. The 3 Ps: understand prompts, privacy and personalisation
2. Google Gemini is a Chat GPT alternative that gives you loads more for free
3. Create a version of Chat GPT / Gemini that will become an expert in social media marketing for your business
4. Get a strategy for each social network tailored to your business
5. Get content ideas
6. Get draft text for your content in your writing style
7. Attach a product image and ask it to generate text for a social media post
8. Create and edit images using AI (Using Nano Banana in Gemini)
9. Ask it to analyse your videos and give you tips for improving engagement and sales
10. Ask Gemini to view your insights and recommend ways to improve

Generate content ideas



In order to generate content ideas for each platform you can use the Project that you have already created.

Ensure you create a new chat for each Platform within the Project – this will keep your chats more structured.



Generate content ideas

ChatGPT 5.2 Thinking ▾

Based on my business and audience, suggest 15 Reel ideas designed to increase reach and attract the right followers.
For each idea explain:

The hook □ The core message □ The type of visual I should use □ Why it would perform well
Focus on attracting potential buyers, not random views.
Ask me for more context if needed.

Thought for 5s >

Here are 15 Reel ideas built to pull in the right followers for Ivory Lane (women 25–45+, quality daywear + occasionwear, Galway & Limerick, “forever pieces” vibe)  Ivory Lane Boutique, Comprehens... These are reach-first, but every one is designed to attract *buyers* (not random views).  Social Media Marketing Strategi...

1) “3 outfits from 1 base piece”

Ask anything

+ Thinking ▾

Write a prompt asking for ideas for Reels on Instagram

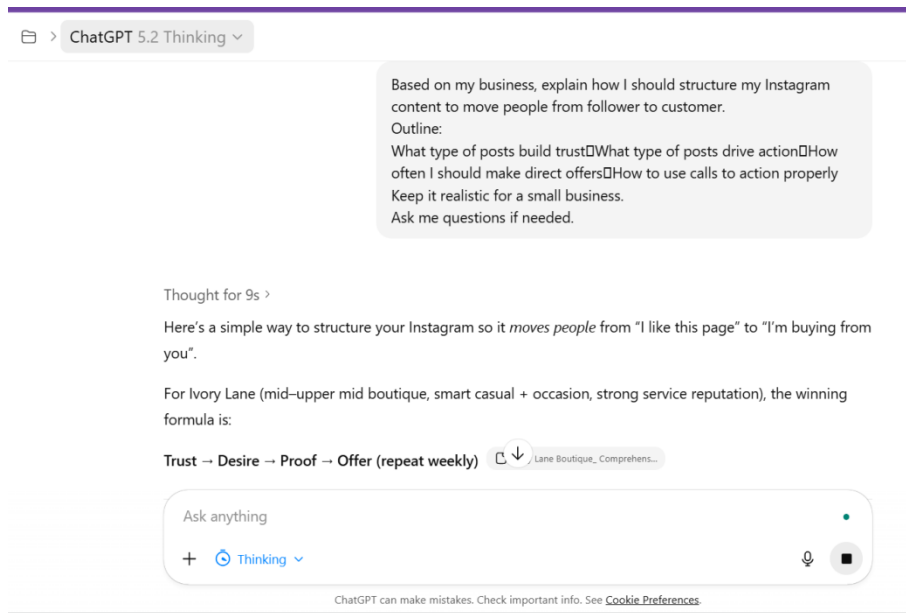
Based on my business and audience, suggest 15 Reel ideas designed to increase reach and attract the right followers.

For each idea explain:

- The hook
- The core message
- The type of visual I should use
- Why it would perform well
- Focus on attracting potential buyers, not random views.
- Ask me for more context if needed.

2. If you are using the paid version change the model to the thinking model
3. Then copy the answer and paste into a word document

Generate content ideas



Write a prompt asking it how to Turn Followers Into Enquiries

Based on my business, explain how I should structure my Instagram content to move people from follower to customer.

Outline:

What type of posts build trust

What type of posts drive action

How often I should make direct offers

How to use calls to action properly

Keep it realistic for a small business.

Ask me questions if needed.

Generate content ideas



Repeat this process for the other networks that you are active on e.g. Facebook, TikTok, LinkedIn

Ensure you create a new chat for each Platform within the Gem – this will keep your chats more structured

What We Will Cover

1. The 3 Ps: understand prompts, privacy and personalisation
2. Google Gemini is a Chat GPT alternative that gives you loads more for free
3. Create a version of Chat GPT / Gemini that will become an expert in social media marketing for your business
4. Get a strategy for each social network tailored to your business
5. Get content ideas
6. Get draft text for your content in your writing style
7. Attach a product image and ask it to generate text for a social media post
8. Create and edit images using AI (Using Nano Banana in Gemini)
9. Ask it to analyse your videos and give you tips for improving engagement and sales
10. Ask Gemini to view your insights and recommend ways to improve

Generate text for your content in your writing style



If you would like an AI to help you write text for your social media in your writing style:-

- Provide it with examples of your writing
- Get it to analyse and remember your writing style
- Ask it to write a draft of the social media caption in your style

However, I don't recommend you just copy and paste. If followers think you are using AI to write Posts why would they engage with it?

- Just use an AI for an initial draft to ensure you are covering things you might not have thought of
- Then you should rewrite it to make sure that it sounds like you (a real person) and has your humour, personality etc.
- You should also check that it passes an AI checker test

Generate text for your content in your writing style

Step 1: Create a document that has an AI description of your writing style

1. Go to Chat GPT or Gemini
2. Tell it you will provide examples of your writing style and then paste them in
3. Ask the AI to analyse and describe your writing style
4. Paste all of this into the Word document
5. Attach the Word document to the Project or Gem

Generate text for your content in your writing style

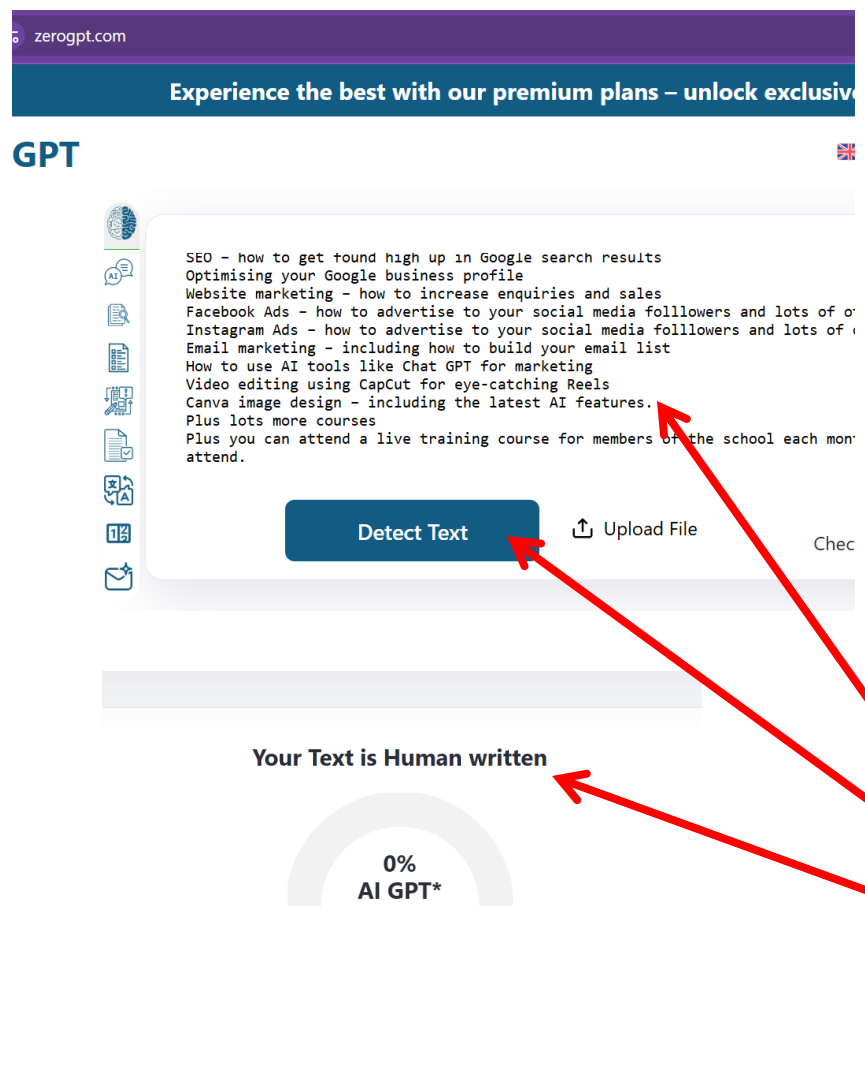
Step 2: Within the Gem / project ask it to write text in your writing style. Adapt this prompt:

Write the text for a social media post for [platform name].
The post is about [insert topic here].
The format is [choose one: Reel / Carousel / Story / Image Post / TikTok video / LinkedIn article / etc.].

Instructions:

1. Use the attached writing style document to write in our brand's voice.
2. Suggest 2–3 alternative captions, so I can choose the one I like best.
3. Include a strong hook at the start to grab attention.
4. Add a clear call-to-action at the end that encourages engagement or sales (adapted to the platform).

Generate text for your content in your writing style



Step 3: Rewrite this in your own words to ensure that it has your personality and style

Step 4: Check whether an AI checker tool would see your caption as being written by an AI or a person

You can use this free tool <https://www.zerogpt.com/>

Paste your text into the box
Click detect text

If it says it is mainly written by AI I recommend you rewrite it even more until it says it is mainly written by a human

What We Will Cover

1. The 3 Ps: understand prompts, privacy and personalisation
2. Google Gemini is a Chat GPT alternative that gives you loads more for free
3. Create a version of Chat GPT / Gemini that will become an expert in social media marketing for your business
4. Get a strategy for each social network tailored to your business
5. Get content ideas
6. Get draft text for your content in your writing style
7. Attach a product image and ask it to generate text for a social media post
8. Create and edit images using AI (Using Nano Banana in Gemini)
9. Ask it to analyse your videos and give you tips for improving engagement and sales
10. Ask Gemini to view your insights and recommend ways to improve

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”

What We Will Cover

1. The 3 Ps: understand prompts, privacy and personalisation
2. Google Gemini is a Chat GPT alternative that gives you loads more for free
3. Create a version of Chat GPT / Gemini that will become an expert in social media marketing for your business
4. Get a strategy for each social network tailored to your business
5. Get content ideas
6. Get draft text for your content in your writing style
7. Attach a product image and ask it to generate text for a social media post
8. Create and edit images using AI (Using Nano Banana in Gemini)
9. Ask it to analyse your videos and give you tips for improving engagement and sales
10. Ask Gemini to view your insights and recommend ways to improve

Unlimited Image creation using Nano Banana

Gemini



change the colour of the dress to Black



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 ff something



Change the colour of the dress to white

But the woman and everything else stays the same

Extract and create product images



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



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 handbag. 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



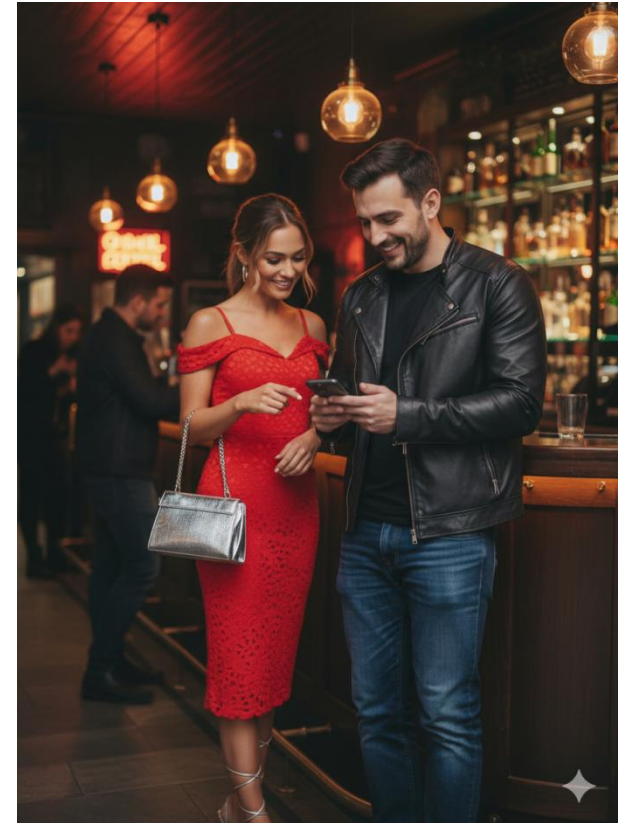
A side on view of this model



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



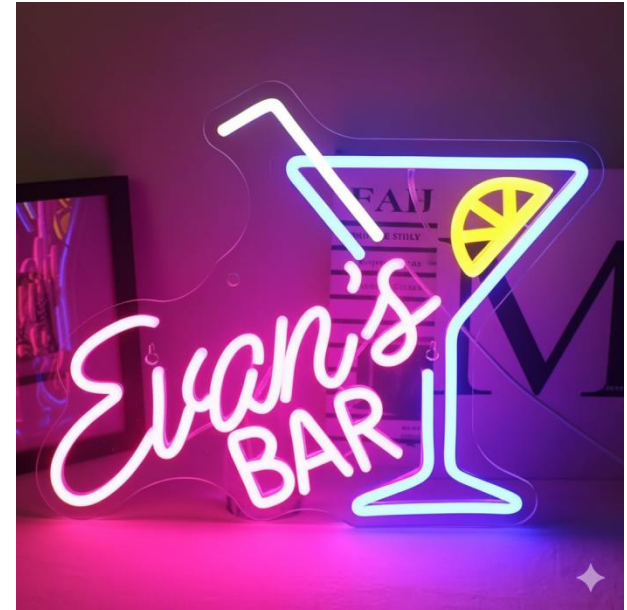
Have this man opening the wrapper on this nutri-grain bar



Change the text in an image



Change the word Cocktail to
Evan's



Change the colour of something to match another colour



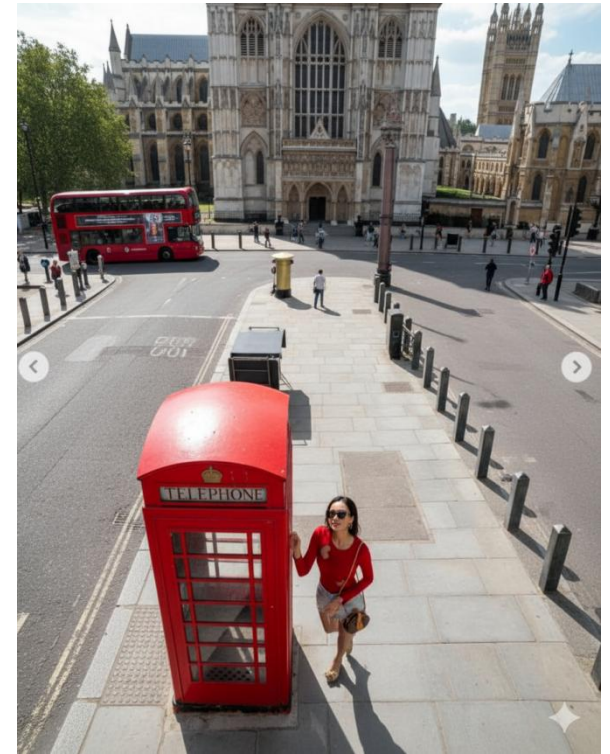
Ideal if you have an image that you want to use in your marketing but you want to change something and want to match the colour to something in the image

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

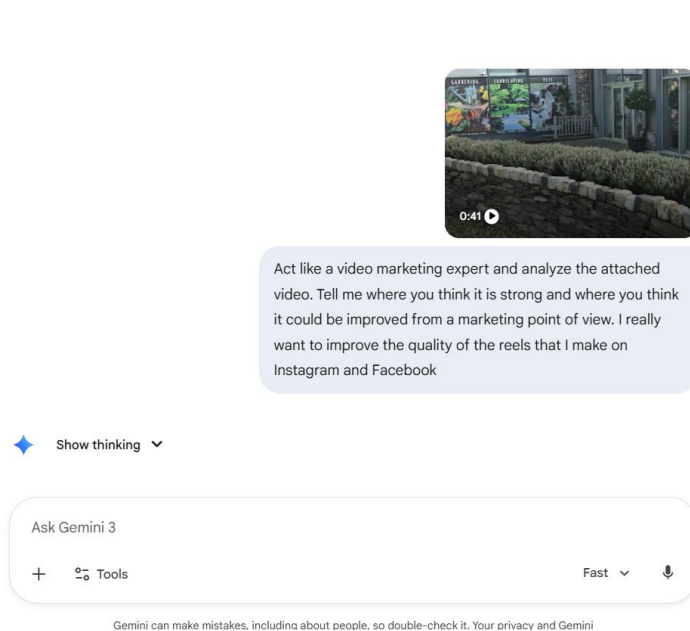


What We Will Cover

1. The 3 Ps: understand prompts, privacy and personalisation
2. Google Gemini is a Chat GPT alternative that gives you loads more for free
3. Create a version of Chat GPT / Gemini that will become an expert in social media marketing for your business
4. Get a strategy for each social network tailored to your business
5. Get content ideas
6. Get draft text for your content in your writing style
7. Attach a product image and ask it to generate text for a social media post
8. Create and edit images using AI (Using Nano Banana in Gemini)
9. Ask it to analyse your videos and give you tips for improving engagement and sales
10. Ask Gemini to view your insights and recommend ways to improve

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

Gemini



PLL

Click the + icon next to the prompt

Select file

Attach your video

Write your prompt e.g.

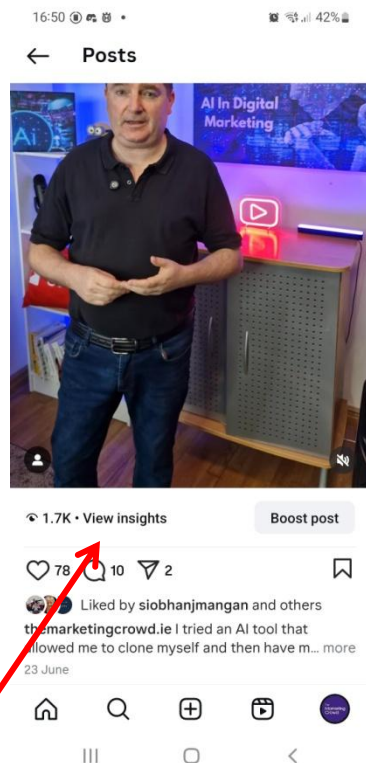
Act like a video marketing expert and analyse the attached video. Tell me where you think it is strong and where you think it could be improved from a marketing point of view. I really want to improve the quality of the reels that I make on Instagram and Facebook

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

What We Will Cover

1. The 3 Ps: understand prompts, privacy and personalisation
2. Google Gemini is a Chat GPT alternative that gives you loads more for free
3. Create a version of Chat GPT / Gemini that will become an expert in social media marketing for your business
4. Get a strategy for each social network tailored to your business
5. Get content ideas
6. Get draft text for your content in your writing style
7. Attach a product image and ask it to generate text for a social media post
8. Create and edit images using AI (Using Nano Banana in Gemini)
9. Ask it to analyse your videos and give you tips for improving engagement and sales
10. **Ask Gemini to view your insights and recommend ways to improve**

AI can analyse your insights and recommend ways to improve



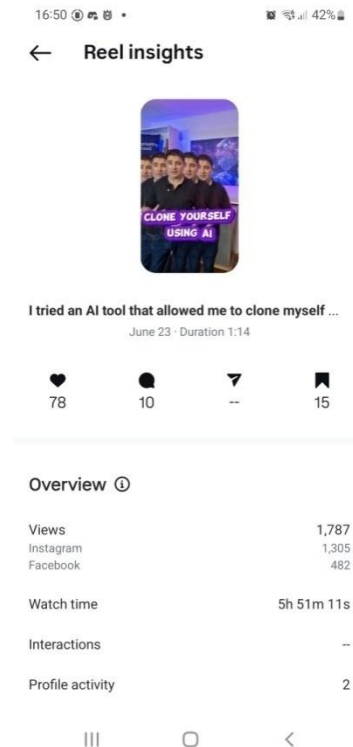
On your phone go to your Instagram Insights or Facebook Insights or Meta Insights or LinkedIn insights
In this instance I am on Instagram
Tap view insights

AI can analyse your insights and recommend ways to improve



To allow Gemini to see what is on your phone screen ...
Go to Google Gemini app
Then tap on enhanced audio icon
Then tap on the arrow

AI can analyse your insights and recommend ways to improve



You can now talk to Gemini and ask questions about what is on your screen
Go back to Instagram (or whatever insights you are looking at)

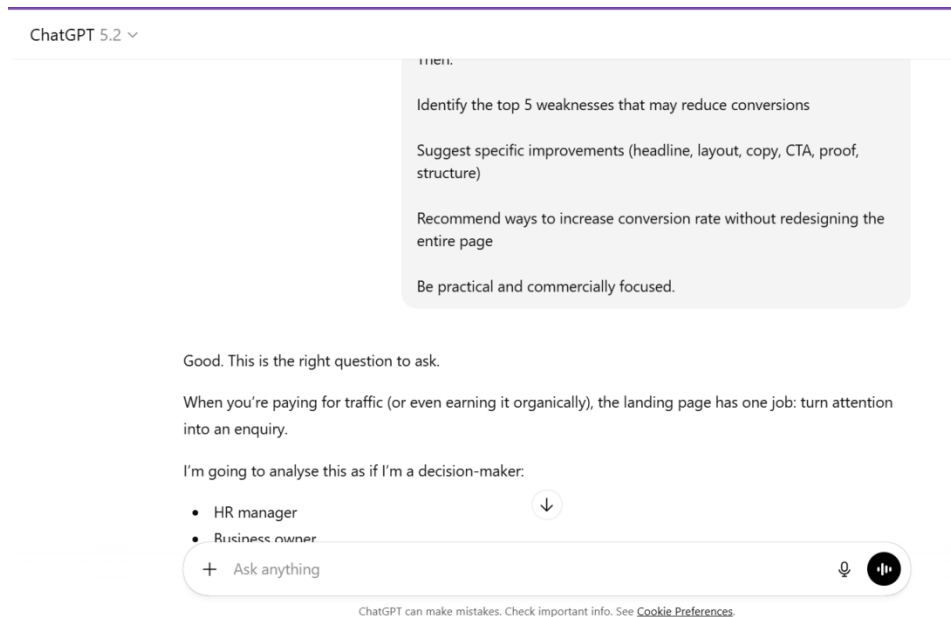
Ask – what do these stats indicate? Do you have any recommendations for me based on the stats?

What We Will Cover

Bonus Tactic

Ask the Ai to analyse the web page that you are driving traffic to from social media and ask it how it can be improved in order to generate more enquiries and sales

Improve your website landing page to increase sales



I am driving traffic to the following page from social media posts and/or paid ads: (insert url here)

Based on your existing knowledge of my business , target audience and goals, analyse this page specifically as a landing page for social media traffic. Evaluate: • Is the message immediately clear within 3–5 seconds? • Is the value proposition strong and obvious? • Is there a clear primary call to action? • Is there enough trust (reviews, testimonials, proof, guarantees)? Then: Identify the top 5 weaknesses that may reduce conversions Suggest specific improvements (headline, layout, copy, CTA, proof, structure) Recommend ways to increase conversion rate without redesigning the entire page Be practical and commercially focused.

2. If you are using the paid version change the model to the thinking model
3. Then copy the answer and paste into a word document



Oifig Fiontair Áitiúil
Local Enterprise Office

Local Enterprise Week 2026

Making it Happen

