



## ChatGPT and Gemini for Digital Marketing

### Course Summary:

**Key AI Terminology and Concepts** Evan explained several foundational terms to help participants understand how these tools function. He described **Large Learning Models (LLMs)** as supercomputers trained on massive datasets scraped from the internet, including digital books and magazines. Evan said that tools like ChatGPT are **Generative AI**, meaning they do not simply "find" answers like a search engine but instead process their training data to **generate unique responses**. He also highlighted that these tools are **multimodal**, allowing users to interact via text, voice, images, or video.

**The Three-Part Prompt Formula** To achieve high-quality results, Evan taught participants a specific **three-part formula** for writing "prompts" (the questions or instructions given to the AI). Evan said that every effective prompt should contain:

1. **Context:** Providing specific details about the business, such as its location, target audience, and current challenges.
2. **Expert Persona:** Instructing the AI to **"act like an expert"** (e.g., a business growth expert or an Instagram marketing specialist) to move the AI away from generic, "middle-of-the-road" answers.
3. **Clear Objective:** Being explicit about the desired outcome using verbs like **"teach me," "brainstorm," "summarize," or "analyze"**.

**The Five Levels of AI Sophistication** Evan outlined a progression for how businesses can use AI, moving from basic to highly advanced applications:

- **Level 1: Basic Prompts:** Using the standard "fast" model to ask simple questions without significant context.
- **Level 2: Personalization:** Utilizing **Custom Instructions** (Personalization settings) to give the AI permanent context about the user's business, such as its name, products, and target market.
- **Level 3: Reasoning Models:** Switching to the **"Thinking" or "Reasoning" models** (like ChatGPT's o1 or Gemini's Thinking mode) to get more considered, comprehensive, and thoughtful answers for complex problems.

- **Level 4: Deep Research:** Running exhaustive **Deep Research reports** where the AI performs iterative web searches (visiting 20–80 sources) to produce a 10–25 page document on a specific business or industry.
- **Level 5: Projects and Gems:** Creating a dedicated **Project (in ChatGPT) or Gem (in Gemini)** and uploading deep research reports and internal files as "Sources" to create a siloed, expert consultant for the business.

**Privacy and Data Security** Evan stressed the critical importance of **securing privacy** when using AI. He explained that, by default, AI companies use the information provided by users to "train" their models, meaning that sensitive data could potentially be fed back to other users. Evan showed participants how to navigate to **ChatGPT Settings > Data Controls** and switch off the "**improve the model for everyone**" toggle to prevent their data from being shared. However, Evan still cautioned against ever uploading highly confidential or sensitive information.

**AI Writing, SEO, and Authenticity** Evan demonstrated that AI can be trained to **mimic a specific writing style**. He showed how he provided ChatGPT with samples of his own writing, asked it to analyze the style, and then told the AI to "remember" this as "Evan's style" for future use. Despite this capability, Evan said that users should be careful with AI-generated text for websites and social media. He explained that **Google prefers human-written content** for search engine rankings. Furthermore, Evan argued that using AI to write social media posts is a "trap" that undermines **authenticity**; he advised that while AI is great for brainstorming, humans should always do the final writing to maintain personal wit, humor, and trust.

**Accuracy and the Use of Perplexity** Evan warned that AI can "**hallucinate**," meaning it can occasionally present false information as fact. He stated that while the accuracy rate is high (around 98%), the risk of error remains. To combat this, Evan recommended using **Perplexity.ai** as a secondary "answer engine" to fact-check important AI-generated content. He demonstrated how Perplexity can **color-code information** (green for verified, orange/red for questionable) to ensure total accuracy before publishing reports or blog posts.

**Unique Advantages of Google Gemini** Evan spent significant time highlighting where **Gemini provides superior free features** compared to ChatGPT. Evan said that Gemini allows users to **upload and analyze images, PDFs, spreadsheets, and even videos** for free. He demonstrated how Gemini can "watch" a video and provide expert feedback on the presenter's "hook," lighting, and engagement levels.

Evan also showcased the **Gemini Mobile App**, specifically the **Enhanced Voice** feature. He demonstrated how a user can have a real-time conversation with the AI while **sharing their camera**, allowing the AI to "see" a physical product or a retail window display and offer live design advice. Additionally, Evan showed the **screen-sharing** capability, where the AI can look at the user's phone screen to help them navigate complex apps like Canva or Instagram Insights.

**Image Generation and Editing** For visual content, Evan explained that Gemini's "**Nano Banana 2**" tool offers unlimited image generation for free. He demonstrated the tool's

"inpainting" capability, where he asked the AI to change a specific element of an image (like changing a dress colour or erasing people from a background) while **keeping the rest of the image perfectly identical**.

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## Action Point List for Participants

- **Secure Your Privacy:** Immediately go to ChatGPT settings under "Data Controls" and **turn off "Improve the model for everyone"** to ensure your business data is not used for model training.
- **Set Up Personalization:** Populate the **Personalization (ChatGPT) or Instructions (Gemini)** section with detailed context about your business and your desired "expert" persona for the AI.
- **Run Deep Research:** Use your free credits to run a **Deep Research report on your own business** (using your URL) and another on **your industry/competitors**.
- **Implement Level 5 Marketing:** Create a **Project (ChatGPT) or Gem (Gemini)** specifically for your digital marketing. Upload your deep research reports as "Sources" to ensure the AI has perfect context for every future query.
- **Audit Your Website:** Use the "**analyze this page**" prompt with your key sales URLs to get a web conversion expert's perspective on how to increase inquiries.
- **Fact-Check Factual Content:** Always run AI-generated blog posts or reports through **Perplexity.ai** to verify dates, facts, and features.
- **Download the Gemini App:** Install the app to utilize **Enhanced Voice and Video** for real-time, "on-the-go" business advice.
- **Prioritise Authenticity:** Use AI for brainstorming and drafting, but **manually rewrite social media captions** to ensure your unique human voice and personality shine through.
- **Experiment with Multimodal Tools:** Try attaching a photo of a new product to Gemini and ask it to **write an Instagram caption** based specifically on the visual details it sees.

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