

LEO Kerry

Digital Marketing Programme

Week 1 - AI Tools for Digital Marketing

Session Summary

Delivered by The Marketing Crowd on behalf of Local Enterprise Office Kerry

Introduction

This document summarises Week 1 of the six-week Digital Marketing Programme organised by Local Enterprise Office Kerry, delivered on 14 April 2026. The session focused entirely on artificial intelligence — specifically ChatGPT and Google Gemini — and how small business owners can use these tools as expert-level consultants for their digital marketing. The goal was not just to introduce these tools, but to show how to operate them at a level that produces genuinely useful, tailored answers. By the end of the programme, AI will run as a thread through every topic covered, giving you the ability to apply what you learn directly to your own business.

What Is AI and How Does It Work?

Three terms are worth understanding from the outset.

Large language model (LLM): A supercomputer trained on vast amounts of data — everything reputable scraped from the internet, plus millions of digital copies of books and magazines. When you ask it a question, it checks whether the answer exists in its training data or whether it should go off to the internet to supplement its knowledge.

Generative AI: These tools generate a brand new answer every time, tailored to your specific question. Unlike a search engine, which retrieves existing web pages, ChatGPT and Gemini produce original responses each time.

Multimodal: You can interact with these tools in many different ways. You can type your question, speak it, attach an image, or attach a video. And you can request that the answer

comes back as text, speech, an image, or a video. This is increasingly relevant for marketing use cases.

Both ChatGPT and Gemini are large language models. Everything explained about one applies equally to the other — they are the same type of tool, built by different companies, trained on somewhat different data, and programmed in slightly different ways.

Fast Models and Thinking Models

When these tools launched, there was only one mode — fast. The goal was to start answering within a second. That remains the default. But roughly eighteen months ago, both tools introduced a thinking model.

With the fast model, you get an answer almost instantly. With the thinking model, the AI takes between 5 and 20 seconds to properly weigh your question, consider different sources, and produce a more considered, comprehensive response. The analogy: the fast model is like ordering at McDonald's — quick, pre-prepared, fine for simple things. The thinking model is like ordering from an Italian restaurant — takes longer, but the result is genuinely better.

For everyday questions (what's a mass spectrometer? suggest three ways to cook lamb chops), stick with the fast model. For anything to do with your business, your digital marketing, or growing your sales, switch to the thinking model. On the free version of ChatGPT, access it by clicking the + button and selecting Thinking, or by adding 'please think longer before answering' to your prompt.

How to Structure Your Prompts

The questions you ask an AI are called prompts. Every prompt should contain three elements:

1. Context — The more context you give the AI, the more tailored the answer will be. 'I have a driving school in Killarney, County Kerry' is meaningfully better than just 'I have a driving school.' Adding your target customers, what's working, what you want to improve, and what channels you use makes every answer far more relevant.

2. Act like an expert — By default, the AI pitches its answer at a general audience. Ask it to act like an expert in the specific area — a business growth expert, an Instagram marketing expert, a Google Business Profile expert — and the quality of the answer increases dramatically. The same question about a mass spectrometer produced three very different responses depending on whether no instruction was given, whether it was asked to explain to a 5-year-old, or whether it was asked to respond as a physics expert. For business questions, you always want expert-level answers.

3. Be clear about what you want — Certain phrases produce particularly strong results:

- Teach me — if you feel you don't know much about a topic, this phrase structures the response as a proper explanation
- Brainstorm — for generating ideas; always be specific about the customer group or topic
- Analyze — feed it a web page URL and ask it to analyse strengths and weaknesses, or compare your page against competitors
- Summarize — for long articles, reports, or documents you need to process quickly

A live demonstration used a driving school in Killarney as the example: 'I have a driving school in Killarney, County Kerry, and I'm looking to increase my sales. Act like a business growth expert and teach me how to increase my sales.' This produced ten prioritised actions plus a 30-day plan. A follow-up question drilling into Google Business Profiles — using the thinking model — produced a more comprehensive response in roughly 16 seconds.

The initial answer is never the final answer. Always drill down on points relevant to your business, asking follow-up questions to get the depth of detail you need.

Writing, Style, and AI Content Detection

ChatGPT can write in your voice. Because its training included all of Stephen King's books, it can write in his style — and the same applies to you. By providing examples of your own writing (emails, social posts, blog posts), asking the AI to analyse the style, and saying 'this is [your name]'s writing style — remember that,' it will store your style and replicate it on request. For drafting email replies, internal documents, or reports, this is a genuine time-saver.

Website copy caution: Google actively checks whether web page content is primarily human-written or AI-generated. Following a major algorithm update in March 2026, many websites that relied heavily on AI-written text saw their search rankings drop. Use AI to help you understand what should be on your pages, but always rewrite the output yourself, fact-check it, and run it through a free AI detection tool before publishing.

A free tool called ZeroGPT (zerogpt.com) was demonstrated live. A human-written blog post scored around 1.5% AI-generated. A piece written entirely by ChatGPT scored around 60%. The goal is to get any website text down to a score that reads as mainly human-written. If it's still 60–70% AI after a first pass, keep rewriting.

Social media caution: The platforms themselves don't penalise AI-written posts — but your audience may. Social media is becoming flooded with AI-generated content. If someone suspects your posts are AI-written, the reaction is often: if they can't be bothered writing it, I can't be bothered reading it. The built-in 'rewrite with AI' buttons on Instagram, Facebook, and LinkedIn are designed to grow platform engagement — not to protect your brand. Writing your own posts, in your own voice, will stand out.

Accuracy and How to Fact-Check

Because ChatGPT generates its own answers, it can sometimes produce information that sounds convincing but isn't accurate. High-profile examples include a lawyer who cited non-existent court cases and a journalist who published fabricated examples of corporate misconduct — both having used ChatGPT without fact-checking.

For most digital marketing questions — brainstorming content ideas, getting tactics to grow sales, analysing a webpage — factual accuracy is not a major concern. But when you need output to be verifiably correct (writing a blog post about recent platform features, researching grants, drafting anything that will be published as fact), you should cross-check the output before using it.

Perplexity AI (perplexity.ai) is useful for this. Paste in the content you want to verify, ask it to fact-check with a colour-coded system (green = verified, orange = unclear, red = false), and it will cross-reference each claim against what it can find on the internet. Demonstrated live, the results showed a mix of green, orange, and red items — confirming that even well-structured AI output can contain overstated or unverifiable claims.

Privacy and Memory

Privacy in ChatGPT: Unlike a Google search, anything you type into ChatGPT can be used to train the model and could potentially surface in other users' responses. Go to Settings → Data Controls and switch off 'Improve the model for everyone.' The setting is worded to sound altruistic, but it means 'share your inputs with everyone.' Switch it off.

Temporary Chat: Works like incognito mode — your chat won't appear in your history and won't be used for training. Useful if you share a ChatGPT account and want a private conversation.

Privacy in Gemini: Switching off activity in Gemini removes your chat history and disables memory and Gems entirely. Leave activity on in Gemini, but never give it anything genuinely confidential. For sensitive information — market research, internal performance data — use ChatGPT with data sharing switched off.

Memory: ChatGPT has cross-chat memory, though it's shallow. You can prompt it to remember specific things explicitly by saying 'remember that.' Check and manage what it has stored under Settings → Personalisation → Memory → Manage. Free users have less memory allocation than paid users — worth reviewing occasionally and deleting anything no longer relevant.

Personalisation and the Five Levels of AI Use

The Personalisation section (Settings → Personalisation in ChatGPT) allows you to store your name, occupation, and a detailed 'More about you' section. The Custom Instructions box lets you specify how you want ChatGPT to behave — always act like an expert marketer, always write in your style, always suggest ideas within a small business budget. Once set, you never need to include these elements in individual prompts again.

Level 1 — Basic use: Fast model, minimal context, no personalisation. Most businesses are here.

Level 2 — Personalisation active: Personalisation filled in with detailed business context. Answers become significantly more tailored without any extra effort per prompt.

Level 3 — Thinking model switched on: Personalisation plus thinking model. More considered, comprehensive answers properly informed by your business context.

Level 4 — Deep Research: Clicking + and selecting Deep Research triggers a mode where the AI spends 10–15 minutes researching 20–30 sources and produces a report of 15–25 pages. Free users get five reports per month. Two are strongly recommended: one on your own business (a SWOT analysis covering website, social media, reviews, and competitors) and one on your industry (how businesses like yours use digital marketing, emerging trends, and learnings from the UK market).

Level 5 — Projects (ChatGPT) / Gems (Gemini): Creating a dedicated project for your business means every question draws on custom instructions, attached files (including your deep research reports), and all previous chats within that project. This builds an AI that accumulates deep knowledge of your business over time. Evan demonstrated from personal experience: ChatGPT within his own project reminded him of a decision he had forgotten, referencing an outcome he had described months earlier — because all previous chats were stored and read within the project.

The recommendation: get to Level 5. Do the deep research, create the project, attach the files, and ask every business and marketing question from within that project going forward.

Google Gemini — What You Need to Know

Gemini is not an inferior alternative to ChatGPT. Following the release of Gemini 3 in November 2025, independent benchmarks across accuracy, reasoning, logic, creativity, and writing placed Gemini ahead of ChatGPT for the first time. ChatGPT is now the one catching up.

Everything covered in the ChatGPT section — the three-part prompt framework, fast and thinking models, personalisation, deep research, projects/gems — applies identically in Gemini. The interface is slightly different but the logic is the same. The broader AI ecosystem also includes Microsoft Copilot (ChatGPT within Microsoft products), Meta AI (across WhatsApp, Instagram, and Facebook), Elon Musk's Grok, Amazon-backed Claude, and China's DeepSeek. If you want to explore a third AI beyond ChatGPT and Gemini, Claude was specifically recommended during the session.

Where Gemini stands out on the free tier: Gemini gives free users several capabilities that require a paid ChatGPT subscription:

- Unlimited file attachments — images, PDFs, videos, spreadsheets (ChatGPT free limits you to 3 per day)
- Image analysis and manipulation — upload a product photo for web copy or Instagram captions; change the colour of a garment; generate side-angle views from a single image; remove people or objects from a photo
- Video analysis — upload a reel or marketing video and ask for expert feedback on the hook, visual variety, lighting, audio, and structure
- Live camera mode on mobile — point your phone at anything and have a real-time conversation with Gemini about what it sees, including your Canva designs, Instagram insights, or products

A participant also raised Google's Notebook LM, which allows entirely private research on a topic without feeding anything into the large language model — worth exploring for anyone who wants a private research workspace or who uses Google Workspace.

Privacy trade-off: As noted above — for most free users, the practical approach is to stay in ChatGPT projects for anything involving sensitive business context, and use Gemini for its creative and media capabilities. If you use Google Workspace, privacy concerns in Gemini do not apply.

Key Takeaways

- The quality of what you get from AI depends entirely on the quality of what you put in — context, expert framing, and clarity of request all matter.
- Setting up personalisation in ChatGPT once transforms the quality of every future interaction.
- The thinking model is almost always worth using for business questions.
- AI-generated content needs human editing before going on your website — Google is actively penalising pages that are predominantly AI-written.
- Fact-check AI output with Perplexity.ai whenever accuracy is critical.
- Deep research reports are free and produce genuinely comprehensive intelligence on your business and industry.
- Projects (ChatGPT) and Gems (Gemini) are how you build an AI that truly understands your business over time.
- Gemini is a genuine equal to ChatGPT, with unique free capabilities that are particularly useful for image and video marketing.

Action Points

1. Go to chatgpt.com and sign up for a free account if you haven't already.
2. Go to Settings → Data Controls and switch off 'Improve the model for everyone' to protect your privacy.
3. Go to Settings → Personalisation and fill in your name, occupation, and a detailed 'More about you' section — treat it as a briefing document for a marketing consultant.
4. In the Custom Instructions section, tell ChatGPT to always act like an expert marketer, always write in your style, and always suggest ideas within a small business budget.
5. Practice switching between the fast model and the thinking model — ask the same business question using both and compare the depth of answer.
6. Try the three-part prompt framework on a real business question: context + act like an expert + teach me / brainstorm / analyze.
7. Run a Deep Research report on your own business — click +, select Deep Research, give your business name, location, web address, and ask for a SWOT analysis.
8. Run a Deep Research report on your industry — ask for digital marketing tactics used effectively by businesses like yours, emerging trends, and learnings from the UK market.
9. Create a ChatGPT Project for your digital marketing, set custom instructions, and attach both deep research reports as context files.
10. Give ChatGPT examples of your own writing and ask it to analyse the style — then tell it to remember that as your writing style.
11. If you use AI to help write website copy, run the output through zerogpt.com before publishing — anything scoring above 50% AI-generated needs more rewriting.
12. Open Google Gemini (search for 'Gemini' in Google), upload a product photo, and ask it to act like a web copywriter and write the product description.

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

Next week: Search Engine Optimisation — How to get found high up in Google, including Google's new AI Mode