



Local Enterprise Office Cork North & West

Management Development Programme

From Prompts to Profits: Using AI to increase sales

3rd June 2026

Course Summary

Prepared by The Marketing Crowd

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

Course Overview

The previous week had focused on ChatGPT, and this session built directly on that foundation by introducing participants to Google Gemini — Google's equivalent AI assistant — and demonstrating how it compares, contrasts, and in many cases surpasses ChatGPT, particularly for users on a free plan.

A quick poll revealed that 78% of participants had never used Gemini before, contrasting sharply with Week 1 where most had at least some familiarity with ChatGPT. Evan used this to pitch the session at exactly the right level — starting from scratch, clearly showing how Gemini mirrors ChatGPT in functionality, then progressively revealing the significant free extras Google provides as part of its strategy to dominate the AI market.

The second half introduced Google Notebook LM — a private, hallucination-free AI that analyses only the content sources you choose. The session concluded with a clear strategic framework: use ChatGPT for sensitive business work at Level 5, and use Gemini for creative, visual, and non-confidential tasks where Google's free extras shine. The course continues next week with AI for Images and Video, followed by Claude in Week 4 and AI Search Optimisation in Week 5.

Key Topics Covered

Accessing Google Gemini

Evan showed three ways to reach Gemini: searching for 'Gemini' in Google and clicking the first result; using the nine-dot grid icon in the top-right of any Google page; or going directly to gemini.google.com. He clarified that Google's AI Mode (the AI summaries in search results) is powered by Gemini but is not the same as the Gemini chat interface.

The Five Levels of AI Usage — Applied to Gemini

Evan walked through his five-level framework, demonstrating how every level taught in the ChatGPT context applies equally to Gemini.

Level 1 uses the default Flash model with structured prompts providing context and a role — e.g. "I have a driving school in Bantry, County Cork. Act like a business growth expert and teach me how to increase my sales." Level 2 adds personalisation by filling in Settings > Personal Context, so Gemini knows your business without it being explained in every prompt.

Level 3 activates Extended Thinking (Flash Extended Thinking), producing more considered answers for complex strategic questions. Level 4 is Deep Research — available via Plus > More Tools — which takes 10–20 minutes to produce a comprehensive 15–25 page report. Evan demonstrated a live SWOT analysis of Ivory Lane Boutique that produced a 23-page report, and shared a 24-page report on the Irish boutique industry. Level 5 involves creating a Gem (Gemini's equivalent of a ChatGPT Project), uploading deep research files, and asking all marketing questions from within the Gem rather than the standard chat box.

What Gemini Offers Free That ChatGPT Charges For

Google's strategy of giving away premium features is central to this session. Key free capabilities include:

Unlimited image uploads — photograph products and ask Gemini to write Instagram captions, product descriptions, or webpage copy directly from the image. Evan demonstrated this with a red dress and a garden kneeler, showing how Gemini identifies the item and writes tailored marketing copy based on the assigned role.

File and video uploads — Gemini accepts PDFs, Word documents, Excel spreadsheets, and videos (up to 5 min / 2GB) free. Evan showed uploading a 100-page transcript and asking for a summary, then follow-up questions. He also showed uploading a marketing video and asking Gemini to act as a video marketing expert — Gemini watches the video (not just transcribes it) and produces a detailed critique covering hook strength, B-roll needs, caption advice, and engagement improvements.

The Gemini Mobile App and Enhanced Voice / Live Mode

The Gemini app stays fully synchronised with the desktop version. Within the app there are three voice modes: standard microphone (transcribes and submits); Enhanced Voice (real-time back-and-forth spoken conversation, equivalent to paid ChatGPT Advanced Voice); and Enhanced Voice with Video (point your camera at any object and discuss it live — Evan demonstrated getting ring light advice, microphone setup instructions, and a maths problem solved in real time by pointing at a piece of paper).

A fourth mode — Go Live / Screen Share — lets Gemini see whatever is on your phone screen for instant in-app help with Canva, Instagram Insights, or any other app.

Privacy: The Key Difference Between Gemini and ChatGPT

In ChatGPT, turning off data training is a single switch in Settings > Data Controls. In Gemini, the equivalent (Activity) deletes all previous chats and Gem history if switched off — making Gemini deliberately less privacy-friendly. Google's reason: they want Gemini to develop a holistic understanding of each user embedded across Gmail, YouTube, Google Drive, and Search. Evan's practical recommendation: use ChatGPT Level 5 for all sensitive business work; use Gemini for creative, non-confidential tasks where Google's free tools add genuine value.

Gemini Canvas: Vibe Coding and Web Tools

Canvas (Plus > More Tools > Canvas) is Gemini's no-code programming environment. Evan built a fully styled Man United news page with working links to articles in under 60 seconds, then created a functional Pong game with custom colours. Outputs can be downloaded as HTML or copied as embed code for any website. Business applications include interactive tourist maps for guest houses, customer knowledge quizzes, and other engagement tools that previously required a developer.

Other Free Tools: Music, Guided Learning, Image Creation

Create Music generates original audio from a text description. Guided Learning changes how Gemini responds — it asks questions and guides the user toward an answer rather than just providing it, functioning like a tutor. Create Image was highlighted as commercially very valuable: Evan generated a specific product image (Dachshund on a purple lilo) that would not exist in any stock library, confirmed no copyright issues apply to AI-generated images, and showed how Gemini can edit images through natural language description.

Notebook LM: Your Private, Hallucination-Free AI

Notebook LM (notebooklm.google.com) analyses only the sources you provide — up to 50 per notebook (YouTube videos, websites, PDFs, Google Drive files, or pasted text). It does not hallucinate because it has nothing to invent — all answers come only from your chosen sources. Files never reach Google's servers, making it genuinely private for confidential internal documents. Outputs include podcasts, presentation decks, short videos, infographics, reports, quizzes, and data tables. Evan demonstrated a pre-built notebook on AI Search Optimisation containing 14 trusted sources and showed the range of outputs it had already produced.

The AI Landscape: Context and Strategy

Evan contextualised the AI arms race — comparing it to the arrival of Google Search in the 1990s and the iPhone in 2008. He outlined the strategies of OpenAI/ChatGPT, Google/Gemini, Elon Musk's Grok, Meta AI, and Anthropic's Claude (teased as the focus of Week 4 and described as the most privacy-conscious and business-oriented of the major AI platforms). Independent benchmarks have placed Gemini ahead of ChatGPT in quality since 2025. His advice: understand each tool's strengths and use them strategically rather than committing to just one.

Tools & Resources

Google Gemini — gemini.google.com. Free plan includes unlimited image uploads, video uploads (up to 5 min/2GB), PDFs, spreadsheets, Deep Research, Gems, Canvas, image creation, music creation, and guided learning.

Notebook LM — notebooklm.google.com. Private, hallucination-free AI. Add up to 50 sources per notebook. Outputs: podcasts, slides, videos, infographics, reports, quizzes. Files stay on your device — 100% private.

ChatGPT — chatgpt.com. Continue using at Level 5 for all sensitive business work with data training switched off.

Google Gemini Mobile App — App Store / Google Play (free). Syncs all chats and Gems. Enhanced Voice, Enhanced Voice with Video, and Go Live (Screen Share) modes.

Meta Edits App — App Store / Google Play (free). Video editing app from Instagram/Meta. Used as a demonstration of how to edit a marketing reel on phone and then upload it to Gemini for critique.

Google Photos / Google Drive — Integrated with Gemini via Plus > More Uploads for seamless file access within conversations.

Q&A Highlights

Q: Why can't I see the Personal Context option in Gemini settings? **A:** Most likely caused by being logged into a Google Workspace (company) account with administrator restrictions. The feature is present on all standard free Gmail accounts. Switching to a personal Gmail account resolved the issue. Evan noted he would investigate further for participants whose personal accounts also lacked the option.

Q: Should I stop paying for ChatGPT and switch to Gemini? **A:** Use both strategically. Keep ChatGPT at Level 5 with data sharing off for sensitive, ongoing business work. Use Gemini free for creative tasks, image generation, video critique, Canvas tools, and non-sensitive work. Neither is universally better — the smart approach is to use each for what it does best.

Q: What is the difference between a Gem and a Notebook? **A:** A Gem is a persistent project within Gemini that keeps conversation history so you never repeat context. A Notebook is a Notebook LM notebook — a curated research library. You can attach Notebooks into Gemini via Plus > More Uploads > Notebooks, giving Gemini cross-notebook analysis that Notebook LM alone cannot do.

Q: Is Gemini better than ChatGPT at generating accurate images? **A:** Deferred to Week 3. Initial view: ChatGPT is slightly more reliable following its recent upgrade, but both are strong. Full comparison across all major image tools next session.

Q: When using Screen Share / Go Live, am I agreeing to share all my private data? **A:** No. The prompt is a standard disclaimer that Gemini can see what you show it during the session only. Pressing X ends screen access immediately. Avoid highly sensitive screens, but showing Instagram Insights, Canva, or everyday apps is completely fine.

Q: Can ChatGPT do the Canvas vibe coding / web building? **A:** No — building web pages, interactive tools, games, and embeddable code is specific to Gemini's Canvas. This is one of the clearest capabilities Gemini offers that ChatGPT does not.

Q: Will Notebook LM files really never end up on Google's servers? **A:** This is Google's stated position — Notebook LM files are processed locally and never stored on Google's servers, making it Evan's recommended tool for analysing genuinely confidential internal business documents.

Action Points for Participants

1. Open Google Gemini and set up your Personal Context (Settings > Personal Context). Copy and paste your business description and custom instructions directly from your ChatGPT Personalisation settings to save time.
2. Ask Gemini the same business question you recently asked ChatGPT and compare the answers side by side — this builds your intuition for when to use which tool.
3. Create your first Gem: click Gems in the left sidebar, name it after your business, add custom instructions (act like a digital marketing expert for [your business]), and use it for your next marketing question instead of the standard chat box.
4. Run a Deep Research report on your own business (Plus > More Tools > Deep Research), asking for a SWOT analysis using your business name and website URL. Review for accuracy and save it for use in your Gem and ChatGPT Project.
5. Photograph one of your products or a webpage, attach it to Gemini, assign an expert role (Instagram marketing expert, web copywriter), and use the output in your actual marketing this week.
6. Download the Gemini app and try Enhanced Voice mode — tap the voice icon next to the standard microphone and have a spoken conversation about a current business challenge.
7. In the Gemini app, try Enhanced Voice with Video — point your phone at a product, your shopfront, or your workspace and ask for advice based on what Gemini can see.
8. Visit notebooklm.google.com and create your first notebook. Add at least two trusted sources on a topic relevant to your business or industry. Ask questions and compare the answer quality to standard Gemini.
9. In Notebook LM, generate a podcast from your notebook sources. Listen to it during a commute or walk — this is one of the best ways to absorb detailed information from curated sources.
10. In Gemini, go to Plus > Canvas and ask it to build a simple interactive tool for your website — a FAQ page, a quiz, an interactive location map, or a product showcase. Explore using the HTML download or embed code on your site.

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