

Local Enterprise Office
Let's talk business

The Marketing Crowd

HOW TO USE CHAT GPT

TO IMPROVE YOUR DIGITAL MARKETING

What we will cover

Big picture: There are 5 levels at which you can use Chat GPT to get expert advice / content/ tactics

Level 1: Instant model with no personalisation

- Effective prompts such as Act As, Summarise, Teach me, Write like me
- What you should know about copyright
- About Memories and how to check what Chat GPT remembers about you
- How to protect your privacy

Level 2: How to tailor Chat GPT to you using Personalisation

Level 3: How to get better answers using the Thinking model plus personalisation

Level 4: How to get the most comprehensive answer or advice using Deep Research

Level 5: How to get the most tailored answers for your business using Projects

There are 3 main ways to use these tools



In this course we are focusing on how to use it for Chat = how to get expert level advice and ideas for your marketing

Since the launch of Chat GPT 3 years ago AI has evolved quickly



Since the launch of Chat GPT and Gemini they have consistently improved the models and their features with the result that there are now basic and advanced ways to use these tools.

It’s important to understand whether you are using the basic features or advanced ones in order to get the best results.

The MARKETING CROWD

USING AI FOR KNOWLEDGE

Getting ideas, tactics, strategies

Which Level Are You At?



1 Fast Answers

You are using the fast model and not giving much context. You ask a question, it gives a fast answer

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2 More Tailored Answers

Add personalisation and custom instructions. Now answers take your business details into account.

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3 Thinking / Reasoning Answers

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

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Add personalisation and custom instructions. Now answers take your business details into account.

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4 Deep Research Answers

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

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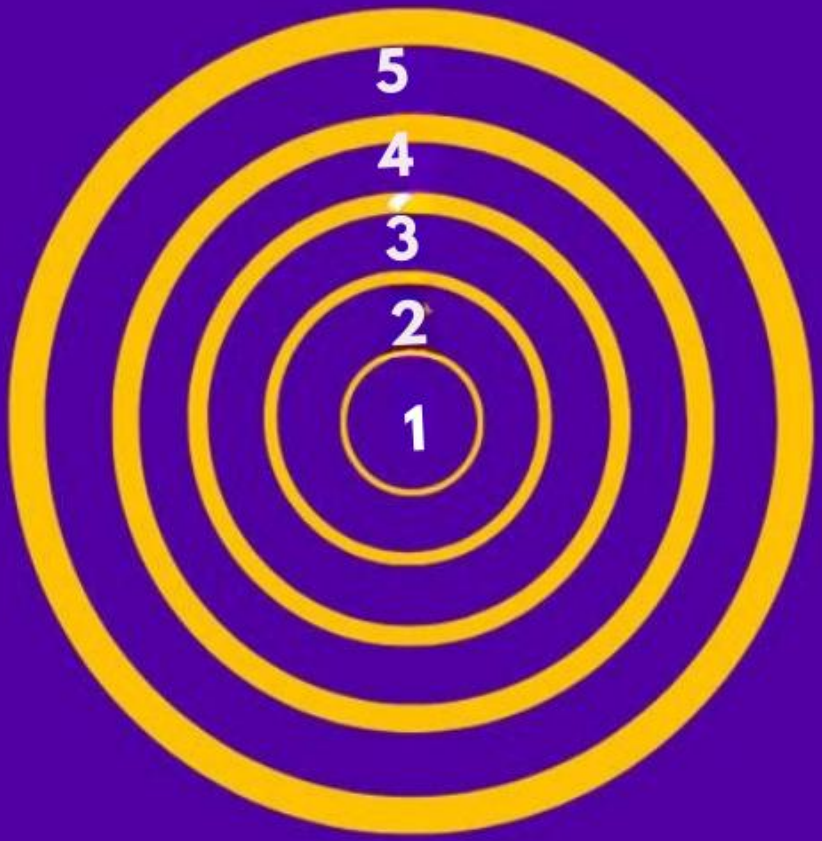
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The MARKETING CROWD

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Which Level Are You At?



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 Thinking / Reasoning Answers

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

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There is a free and paid version of Chat GPT



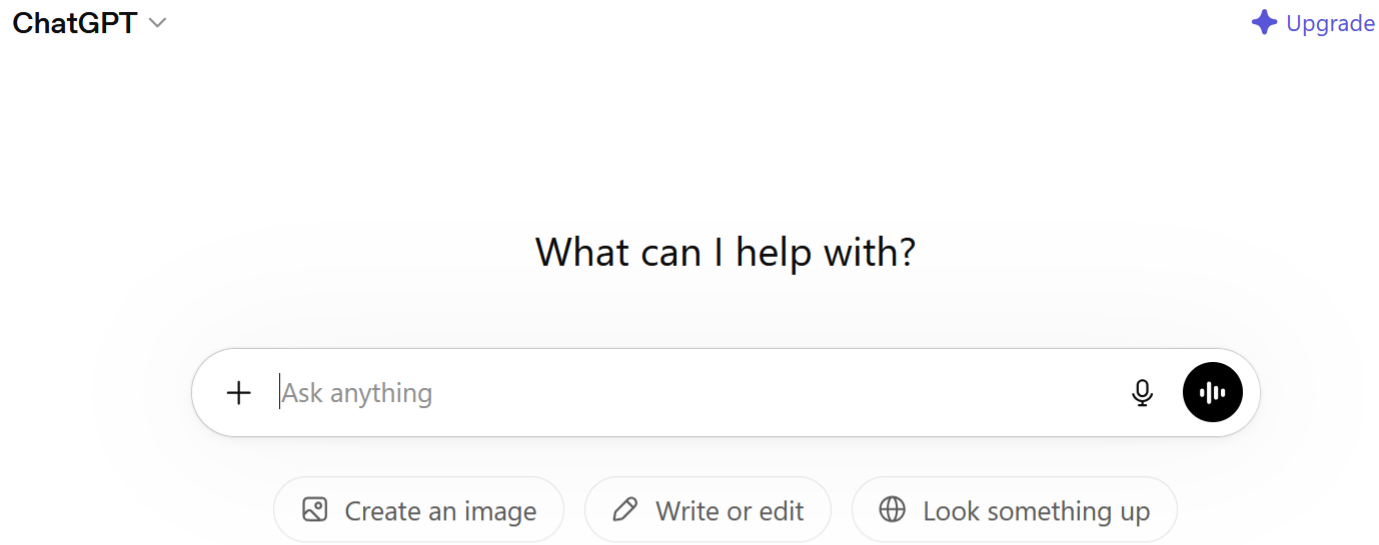
Chat GPT5 which is free

- You get Chat GPTs lowest model (Luna)
- Limited image creation (a few per day)
- Projects
- Thinking option

Chat GPT plus gives you ...

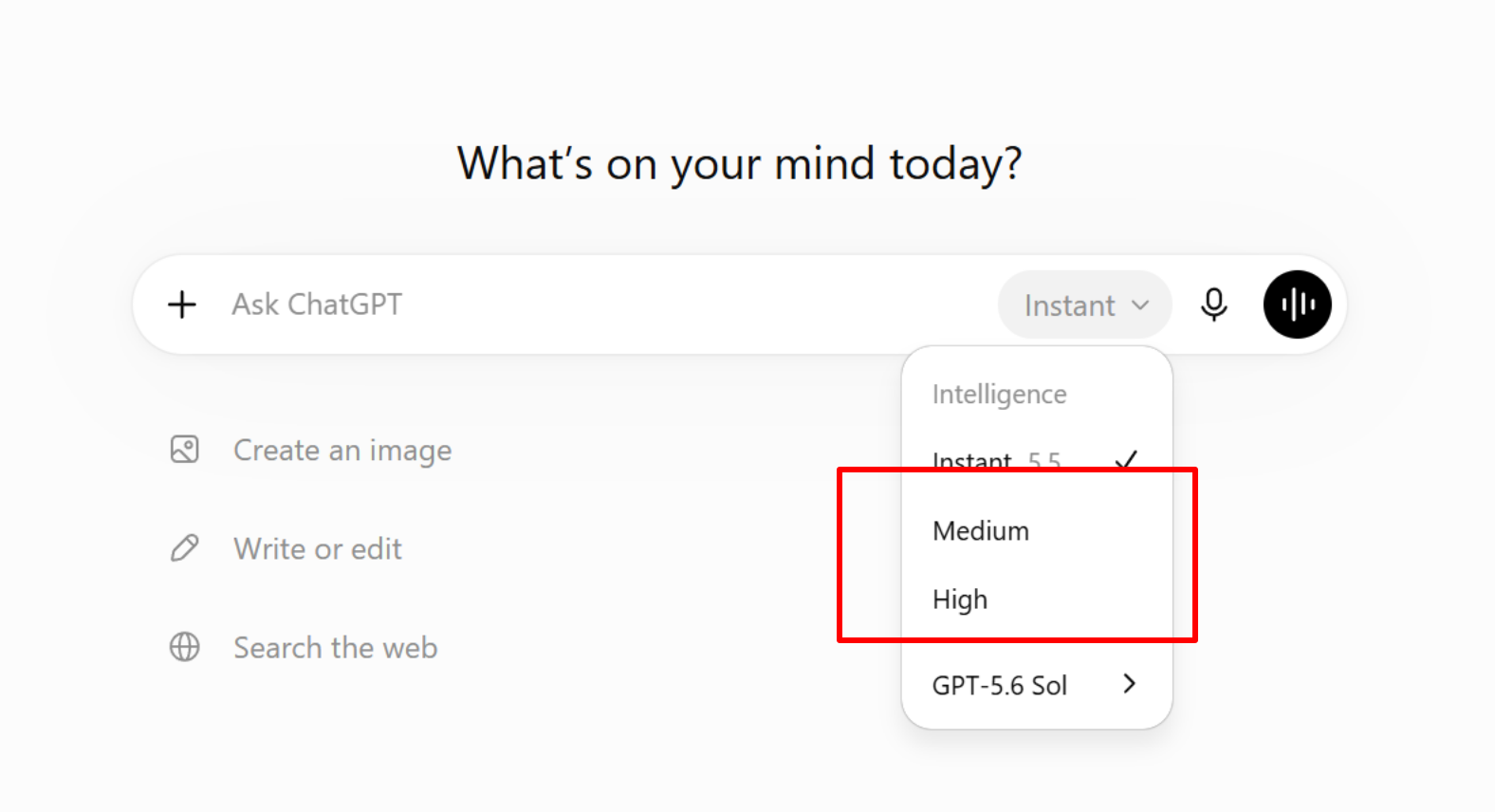
- 4 models – Astra is the most powerful
- Thinking mode
- image creation
- File analysis
- Chat GPT work
- Chat GPT Skills
- Chat GPT app on desktop

The default is the “Fast model”



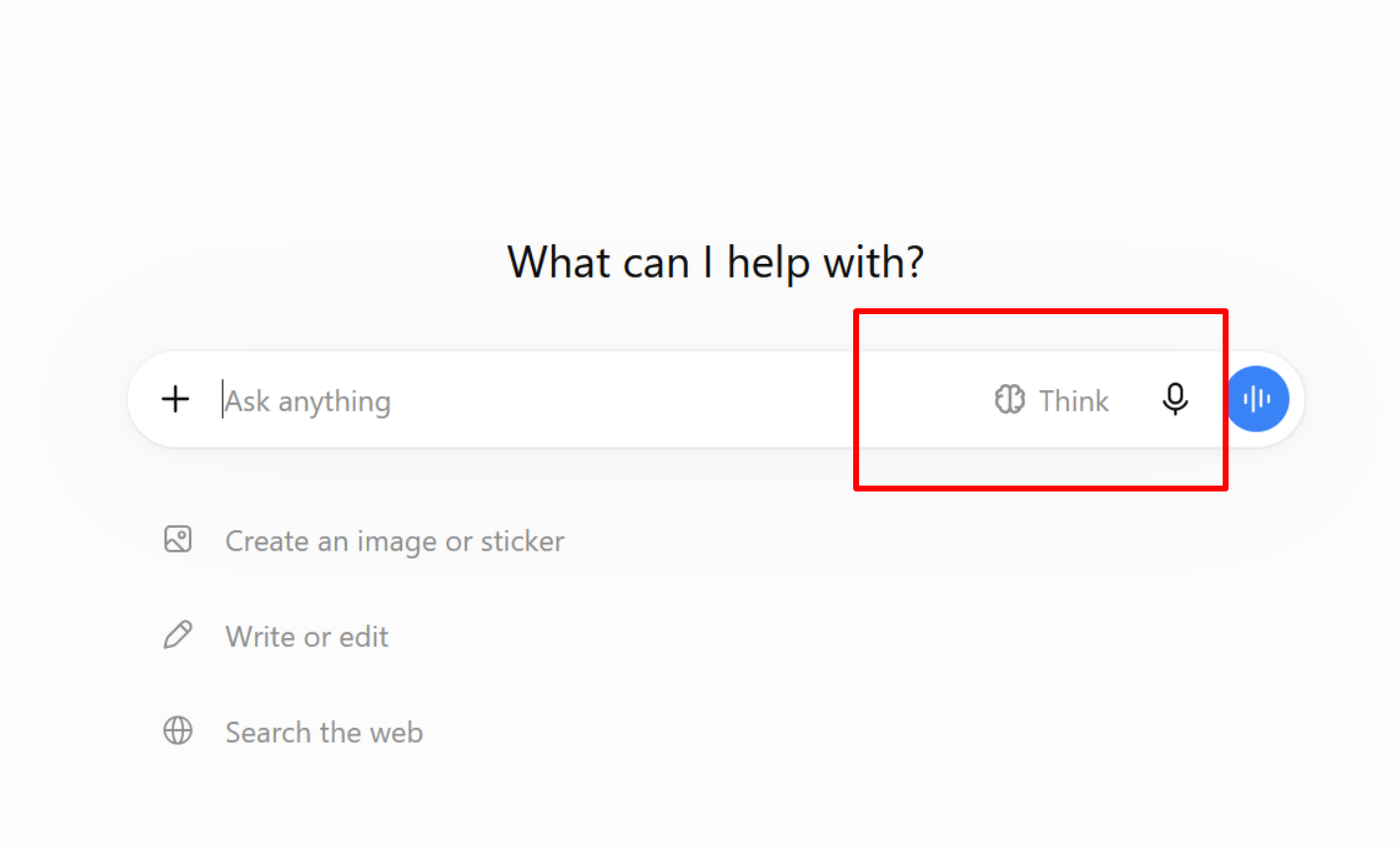
The default when you use Chat GPT is the fast model.
It aims to start answering within a second
You will get a very good answer

there is a thinking model in the paid version



If you switch to the thinking model it will reason more. It will weigh up your question and will give you amore considered and comprehensive answer

There is also a thinking model in the paid version



Click the think button if you want to use thinking model

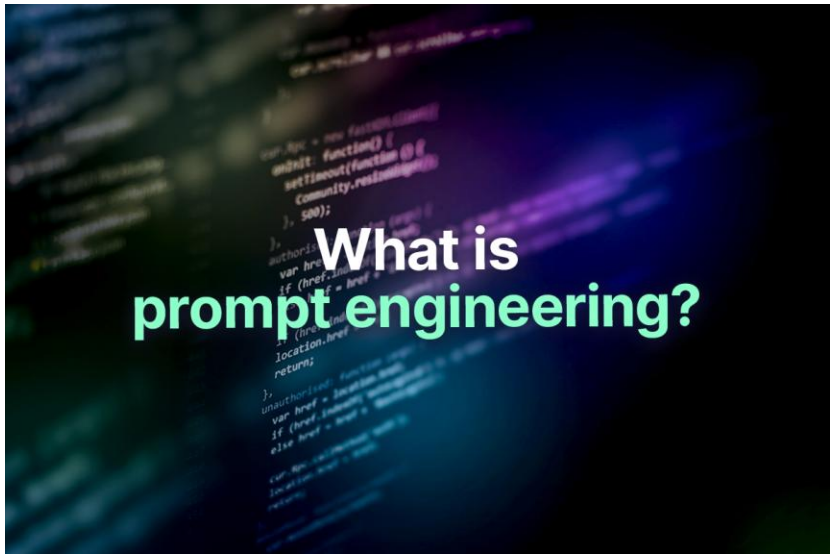
But there is also a thinking model in the paid version



If you just use the instant / fast model (without personalisation) you are at level 1

But here are also lots of fundamentals you need to understand at level 1

The questions you ask are called prompts



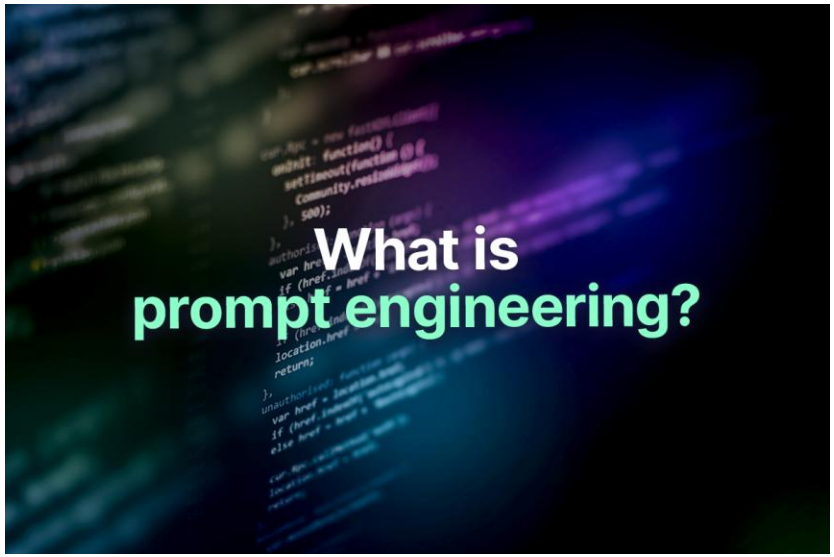
When you ask Chat GPT something it is a prompt

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

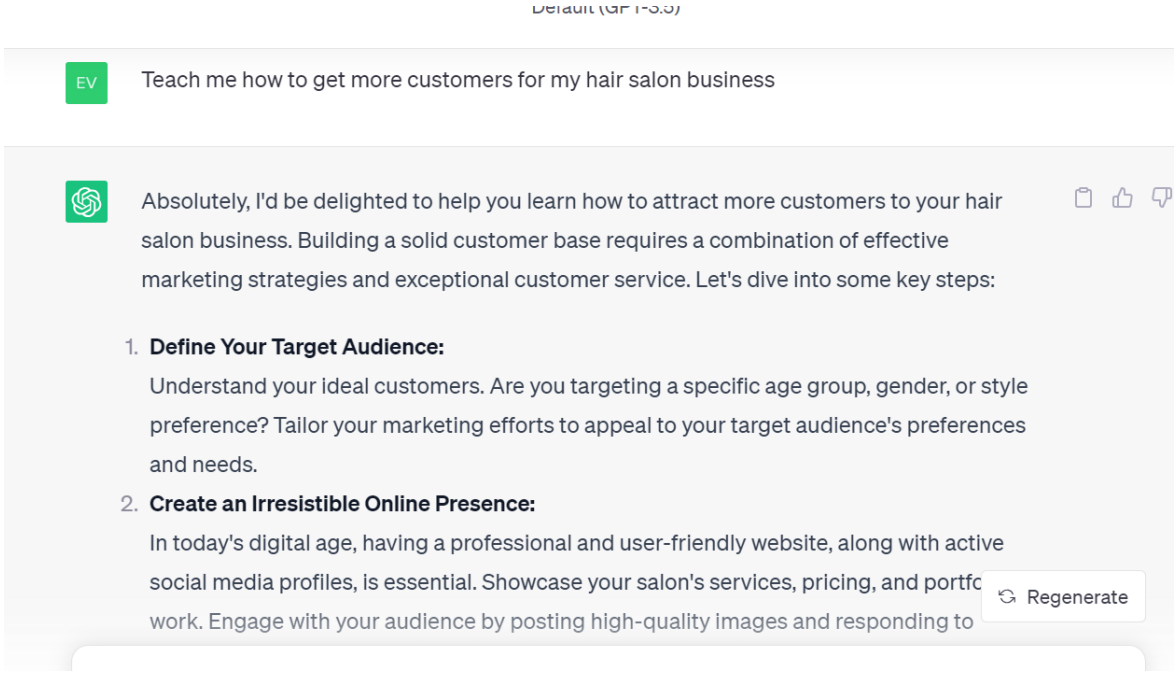
3. Be clear about what you want

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

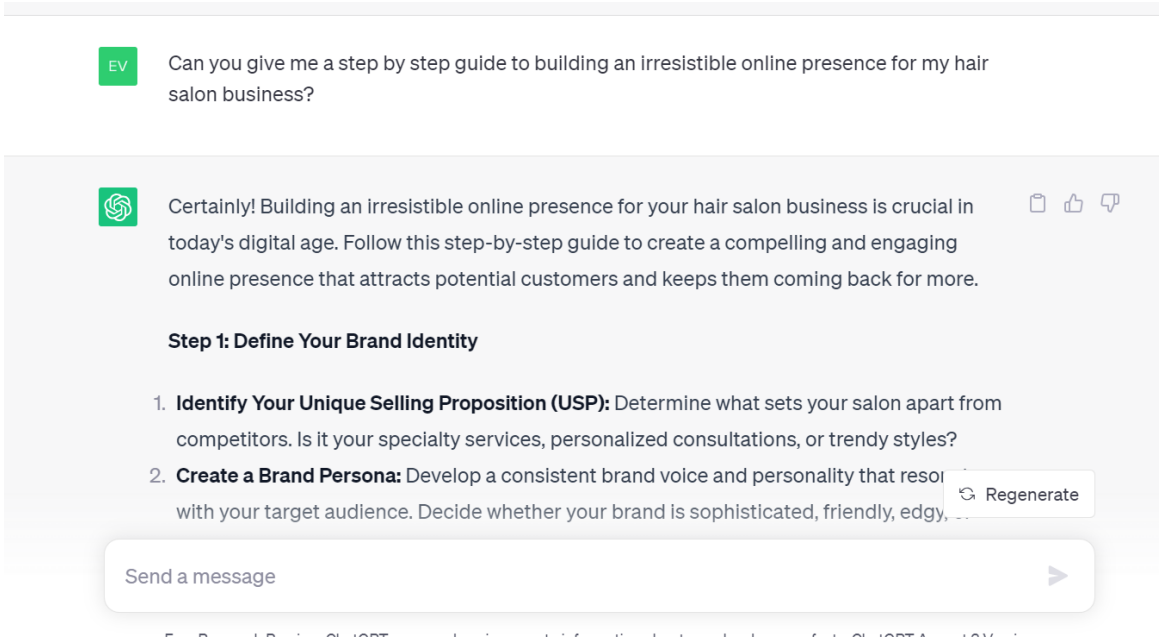


Teach Me:

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



After getting a reply to "teach me" ...

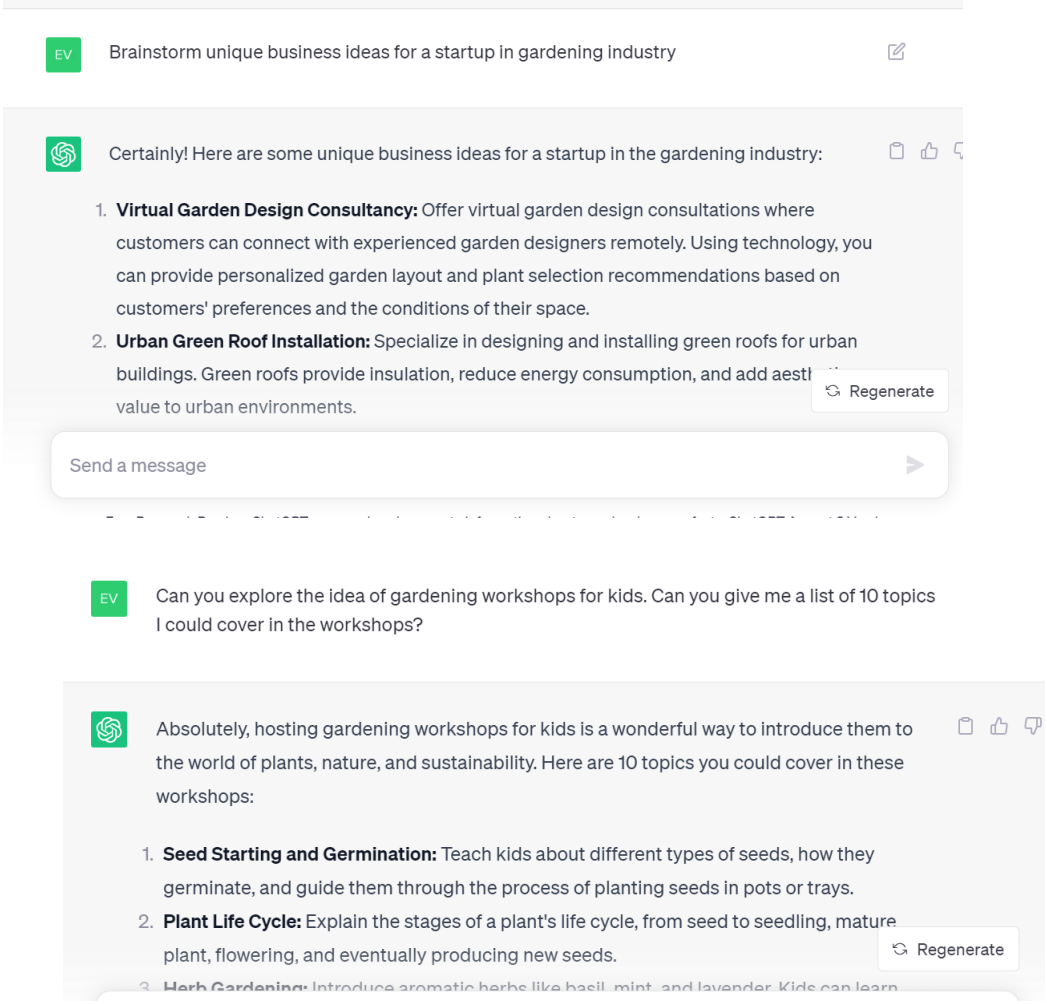
You could then Iterate / delve deeper

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:

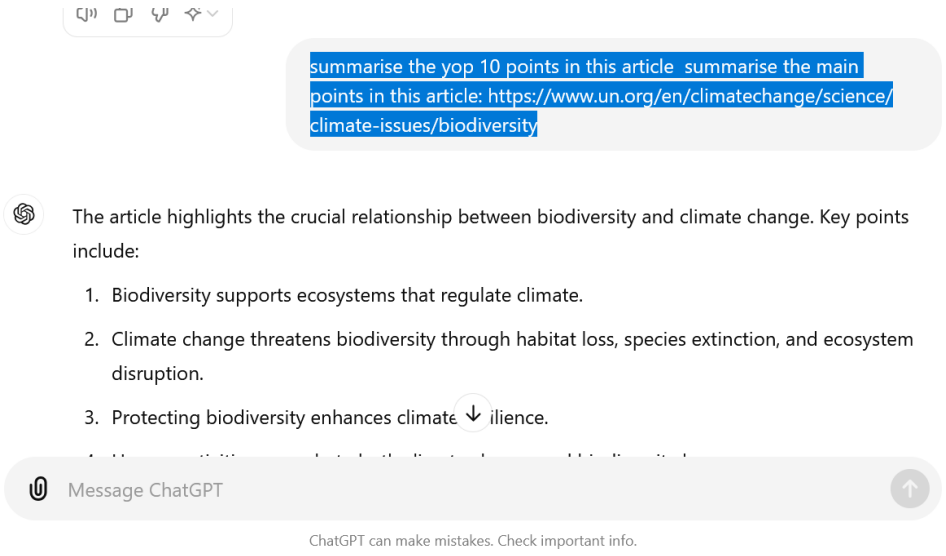
Explanation: Ask ChatGPT to brainstorm ideas on a given topic.

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?"

When it comes to the 3rd part of the prompt – be clear about what you want – "Summarize" works well



Summarize / Analyse

Prompt ChatGPT to condense a larger piece of content into a shorter, concise summary.

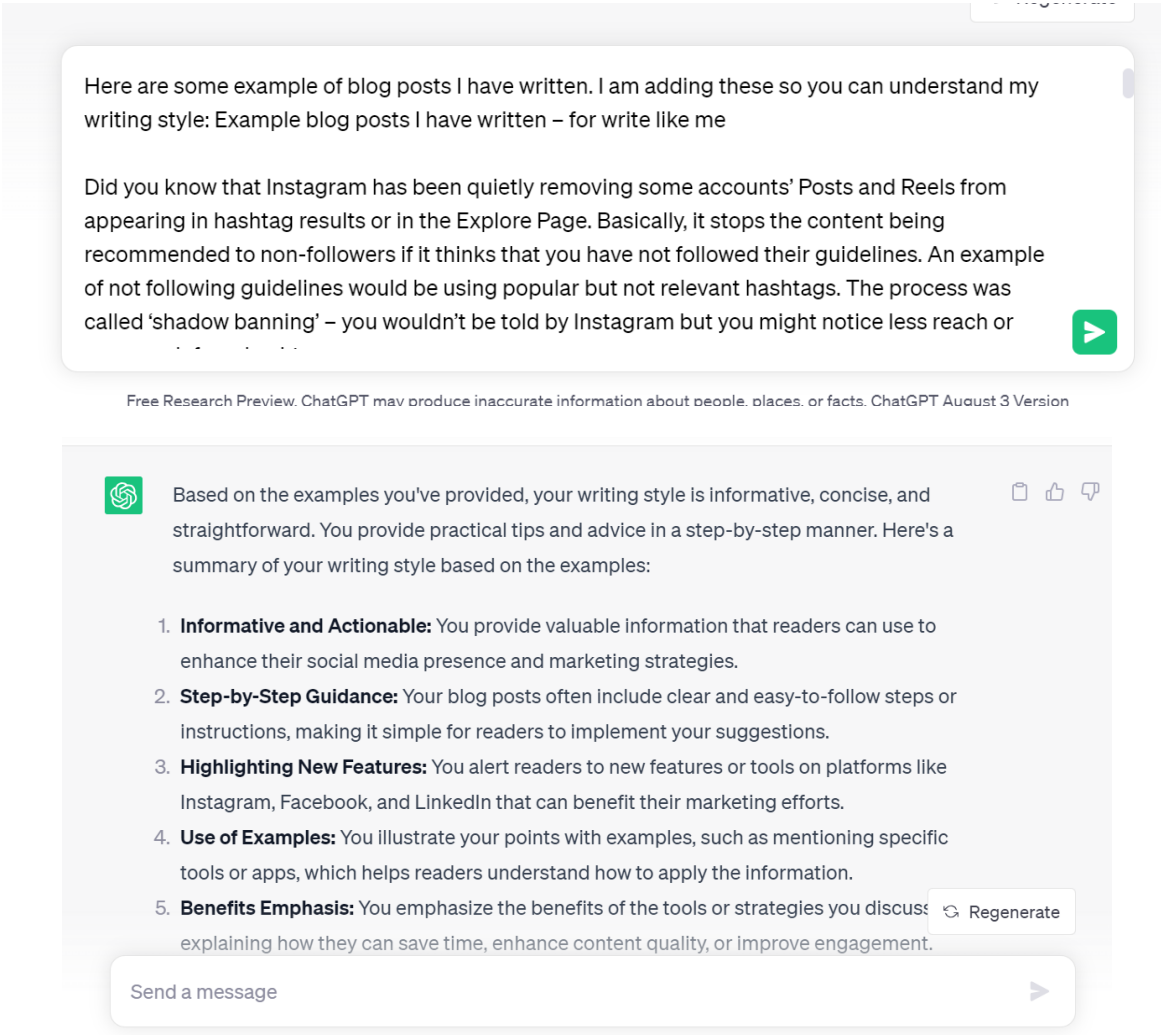
Example:

summarise the top 10 points in this article summarise the main points in this article: https://www.un.org/en/climatechange/science/climate-issues/biodiversity

You could also ask Chat GPT to analyse one of your product / service web pages

"Here is a link to our product / service page. Act like an expert in generating web enquiries and sales and tell me what is strong and where it could be improved

You can also ask Chat GPT to write in your style and tone



Write Like Me:

Instruct ChatGPT to generate text in a style similar to yours or a specific author's.

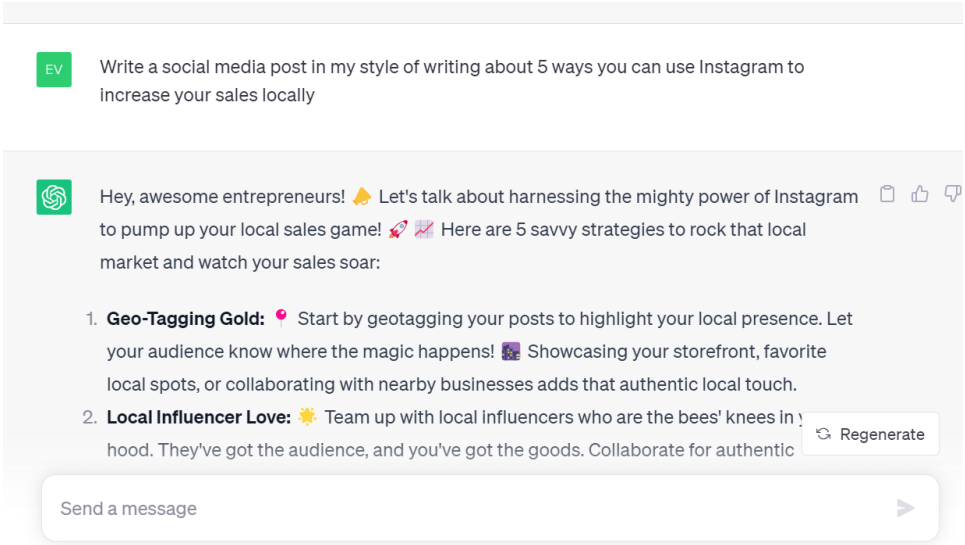
Step 1:

Provide Chat GPT with lots of examples of previous blog posts or articles you have written.

Then ask it to analyse the wiring style.

Then tell it that this is the writing style of "name the person". When I ask you to write like (name" refer back to this style.

You can also ask Chat GPT to write in your style and tone

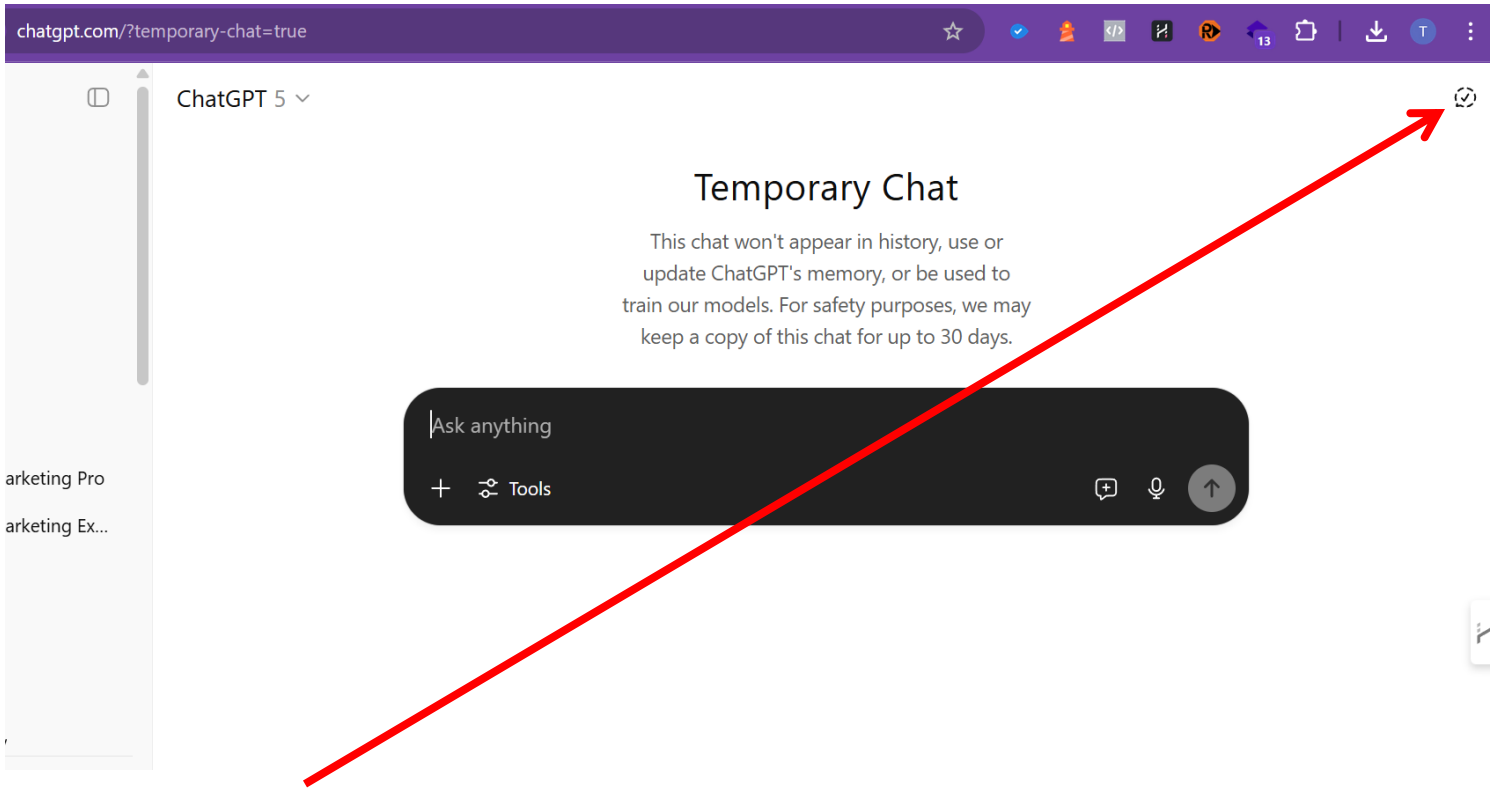


Write Like Me:

Step 2:
Instruct ChatGPT to generate text in a style similar to yours or a specific author's.

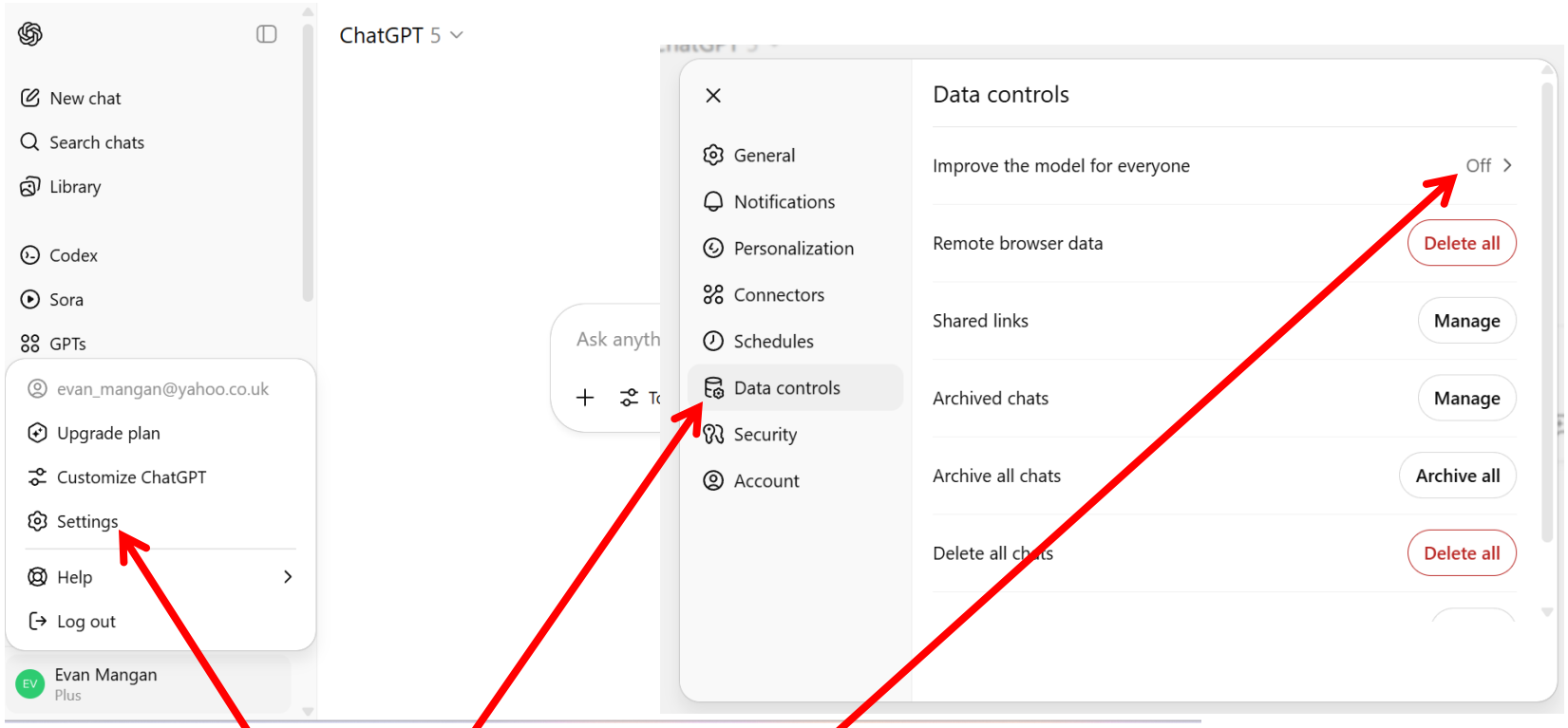
Example: “Write a social media post in Evan’s style of writing about 5 ways you can use Instagram to increase your sales locally”

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

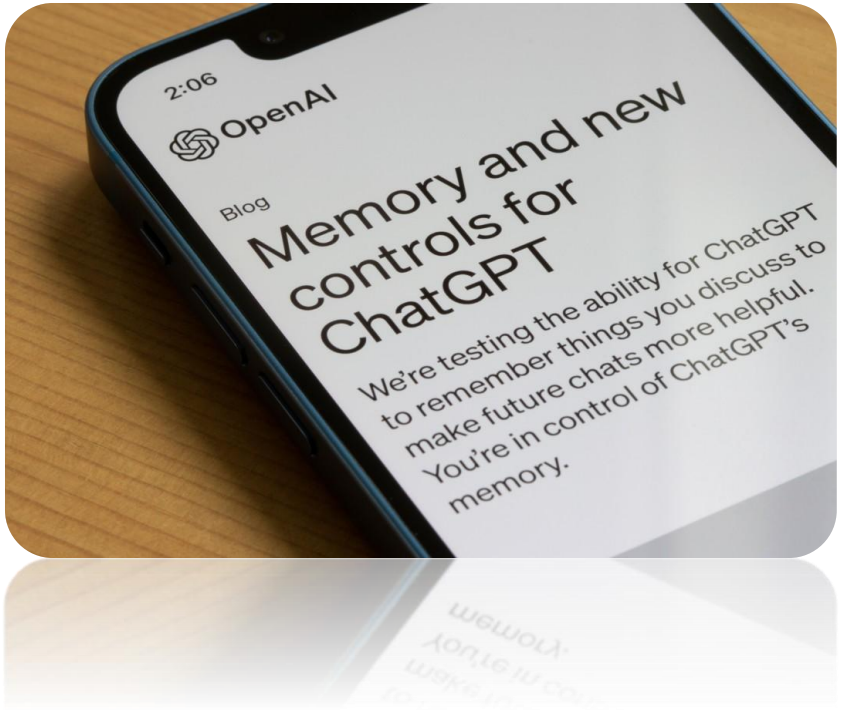
To protect your privacy you can



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

Free and paid users have Memory activated on their account



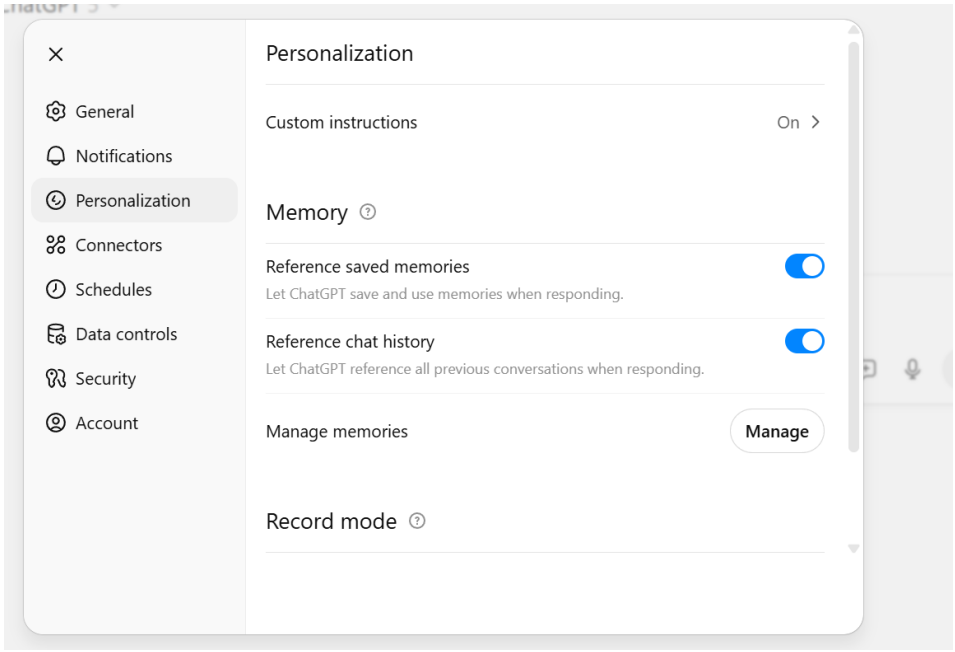
ChatGPT's memory feature allows it to store and recall information across multiple conversations, enhancing personalization and continuity in interactions.

ChatGPT can automatically add memories when it deems information relevant. It stores about 1,200-1,400 words of memories in total, organized chronologically. The AI can recall these memories in future conversations, eliminating the need to repeat information

This means

- Something you told it in a previous chat will be remembered in this new chat
- You can give it examples of your writing, ask it to describe the style and then tell it to remember that this is your writing style
- You can tell it to remember that whenever you ask for recipes that you do not eat meat

Free and paid users have Memory activated on their account



You can manage this memory feature

Users have control over ChatGPT's memory: You can explicitly tell ChatGPT to remember or forget specific information.

Memories can be viewed, edited, or deleted in Settings > Personalization > Memory > Manage

You can then review all the memories and delete any that you don’t want

The memory feature can be toggled on or off in settings

Paid users get more memory than free users

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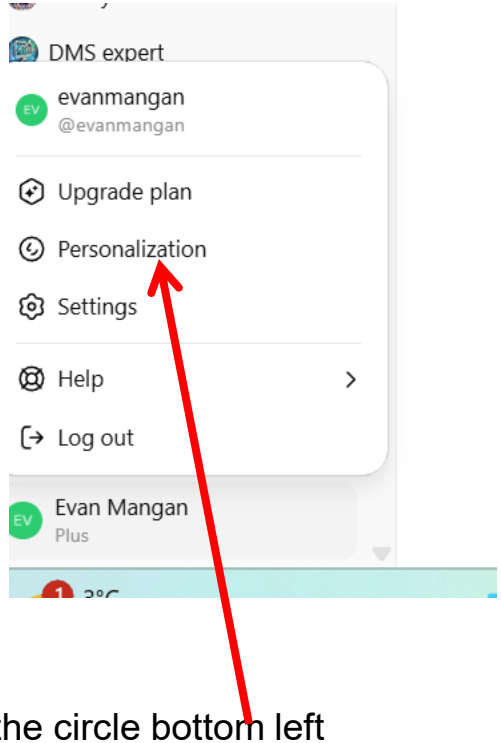
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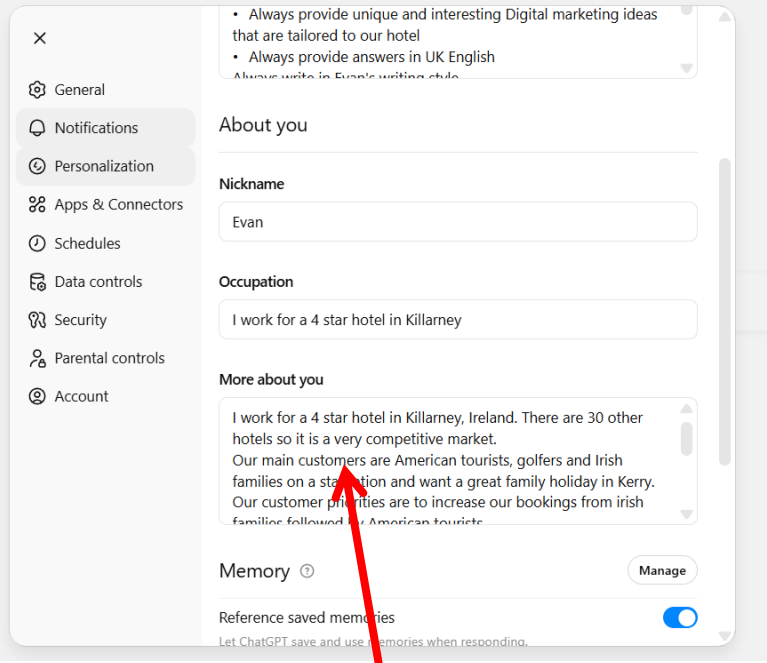
Level 5: How to get the most tailored answers for your business using Projects

You can add personalisation that gives Chat GPT more context & instructions



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 add personalisation that gives Chat GPT more context & instructions



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

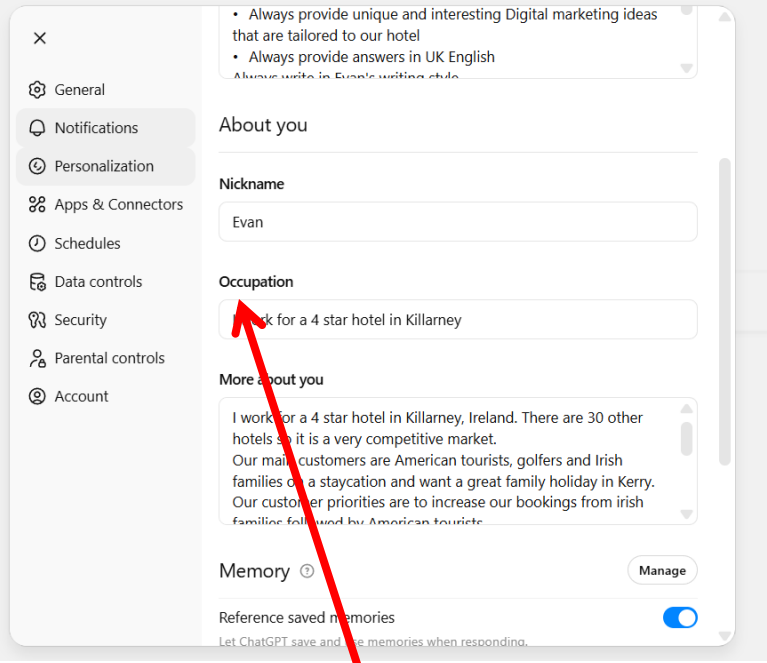
What do you do?
I work for a 4 star hotel in Killarney

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 hotel
- 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 add personalisation that gives Chat GPT more context & instructions

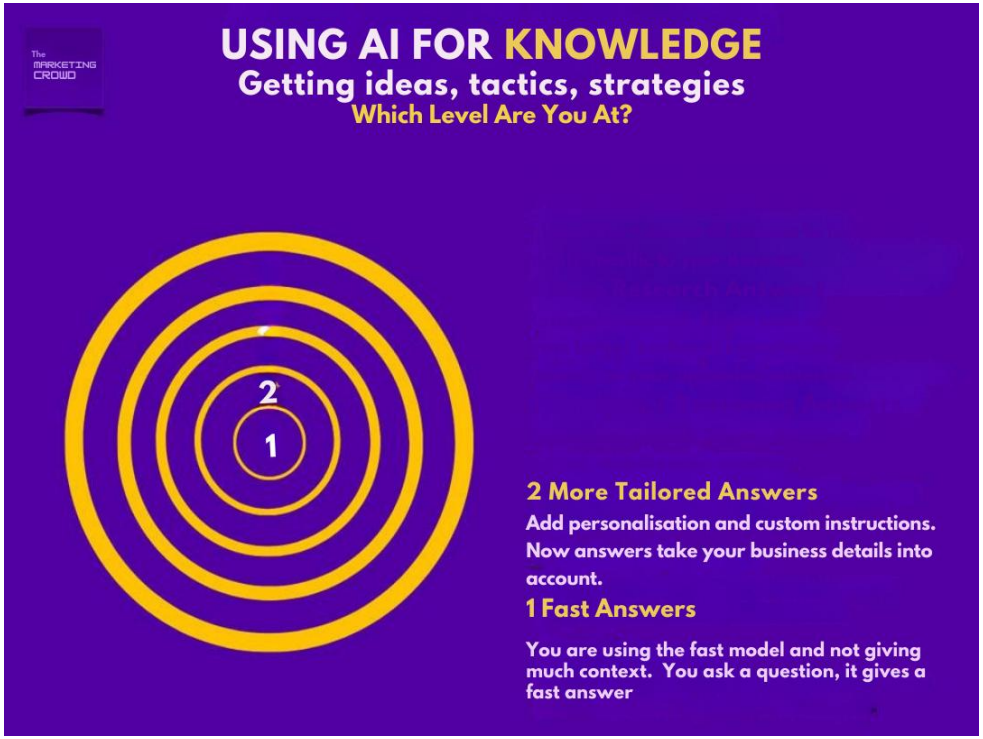


You can now give chat GPT some information about yourself and what you want it to factor in when providing answers. This will help having to retype the same context and instructions over and over again

Anything else Chat GPT should know about you?

- I work for a 4 star hotel in Killarney, Ireland. There are 30 other hotels so it is a very competitive market.
- Our main customers are American tourists, golfers and Irish families on a staycation and want a great family holiday in Kerry.
- Our customer priorities are to increase our bookings from Irish families followed by American tourists.
- Our marketing goals are to increase website traffic and sales, increase social media followers and increase the size of our email lists.
- We have a website and take bookings on the website. We also use email marketing, Facebook and Instagram
- We don't use TikTok, YouTube or Google ads but would like advice on how to best use these tools.

You can add personalisation that gives Chat GPT more context & instructions



When you setup personalisation and use the fast model you are at level 2

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Most businesses are only using the basics



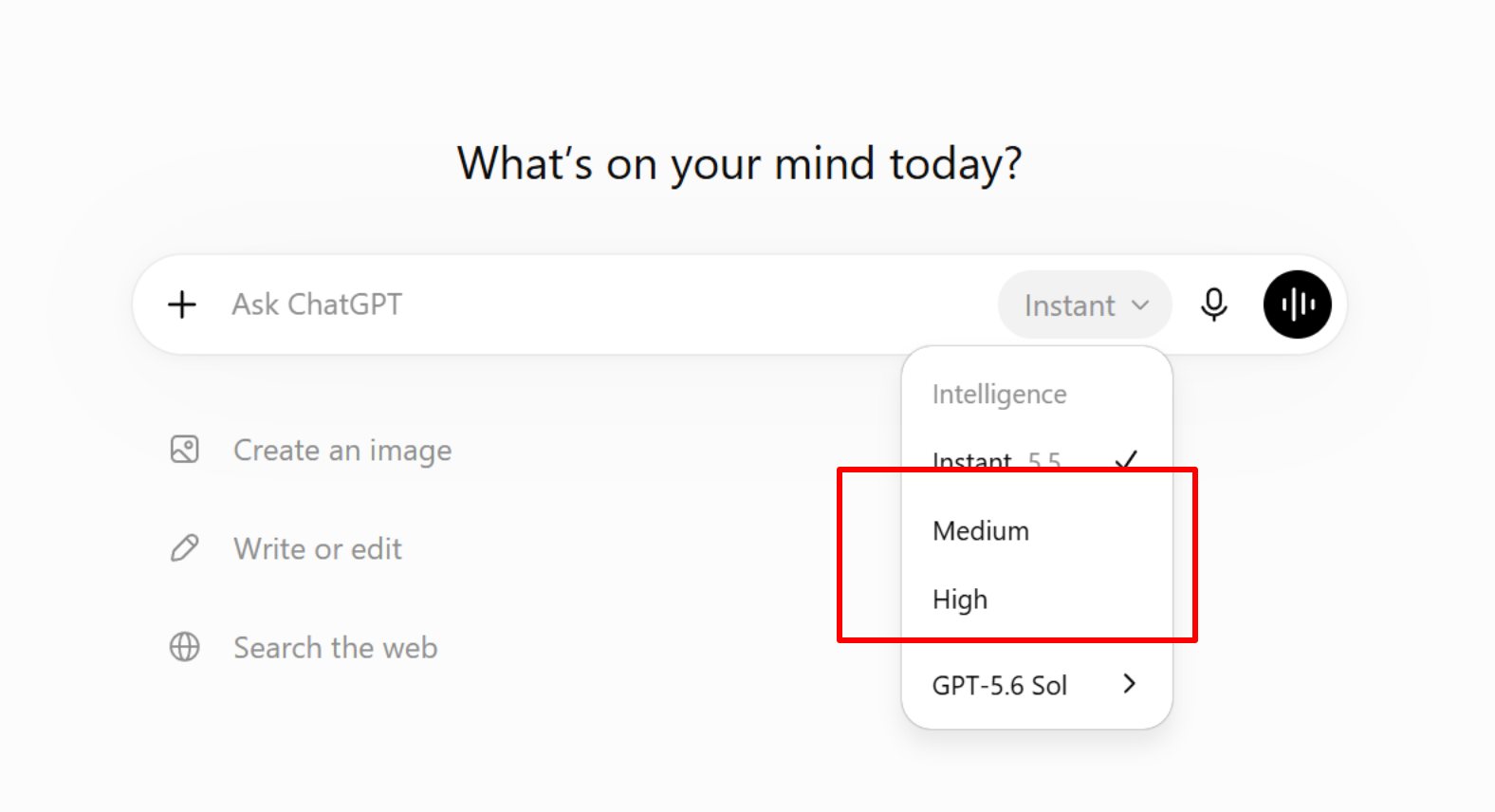
Most businesses are using AI at the first or second stage (Fast answers with custom instructions)

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

There is a thinking model in the paid and free versions



If you switch to the thinking model it will reason more. It will weigh up your question and will give you a more considered and comprehensive answer

There is a thinking model



When you setup personalisation and switch to the thinking model you are at level 3

You should use the thinking model for all your questions relating to your business and digital marketing. Combined with the personalisation you will get much better answers./

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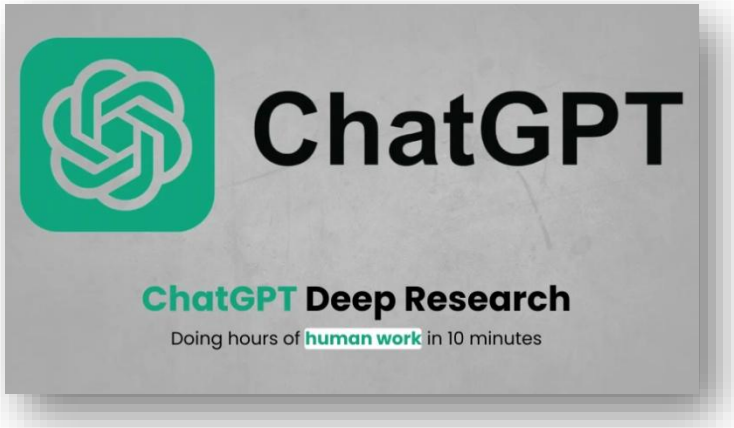
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How to get the most comprehensive answer or advice using Deep Research



This is available to paid users and free users get 5 free deep research reports a month

You can ask it to research anything and it will do some initial research and then go off and do more research based on that. Whatever it learns will trigger more research until it is finally happy that it has all the information it needs. It then provides a very detailed report. I asked it ...

This is a brilliant tool for getting a very detailed report on a digital marketing plan for your business, how to do SEO for your business, an analysis of your competitors or industry trends.

When you use Deep research you are at level 4



If you want to get an in-depth understand of a topic or you want highly researched and considered expert advice on something, get a Deep research report

Some Deep research prompts you could try for your business



Business SWOT Analysis (Strengths, weaknesses, opportunities and threats)

I have a business in (insert industry / type of business). My website address is (insert web address)

Conduct deep research on my business and provide a SWOT analysis

Some Deep research prompts you could try for your business



Digital marketing in my industry

I have a business in (insert industry / type of business). My website address is (insert web address)

Conduct deep research on my industry explain how businesses like mine are using digital marketing effectively to grow their sales.

Some Deep research prompts you could try for your business



Grants Report

I have a business in (insert industry / type of business). My website address is (insert web address)

Research all grants, funding programmes and supports available to a business like mine in Ireland.
Include:

- Eligibility
- Funding amounts
- Deadlines
- Application requirements
- Rank by suitability for my business.

Some Deep research prompts you could try for your business



Complete Business Analysis

I have a business in (insert industry / type of business. My website address is (insert web address)

Act like a senior business consultant.
Research my business in detail by analysing my website, social media profiles, Google Business Profile, customer reviews and any other publicly available information.
Produce a comprehensive report covering:

- Strengths
- Weaknesses
- Opportunities
- Threats
- Competitive advantages
- Unique selling points
- Customer perception
- Brand positioning
- Areas where I may be losing sales
- Recommended priorities for the next 12 months
- At the end provide a 90-day action plan ranked by impact and ease of implementation.

Some Deep research prompts you could try for your business



Future of My Industry

I have a business in (insert industry / type of business. My website address is (insert web address)

Act like a strategic business analyst. Research how my industry is likely to change over the next 5 years and also from 5 to 10 years.

Identify:

- Technology changes
- AI impacts
- Customer behaviour changes
- New competitors
- New marketing opportunities
- Provide recommendations on how I can prepare my business.

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Why create a Project?



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

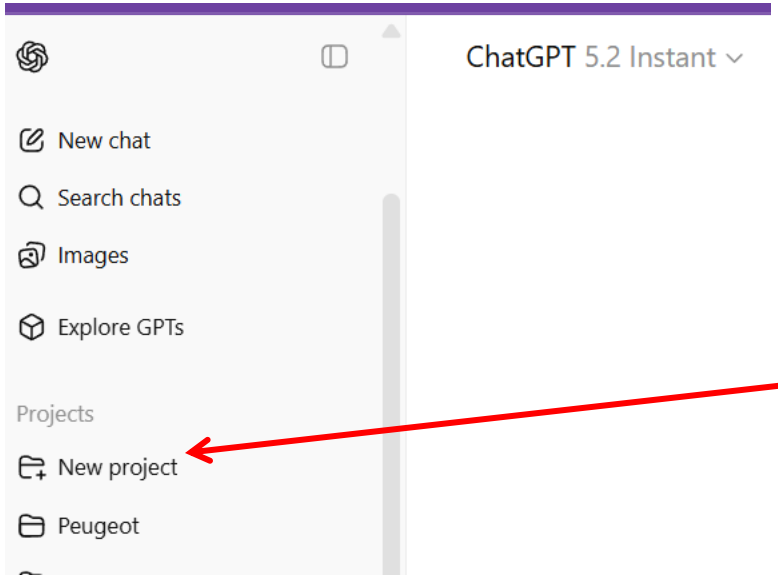
2. Better memory of previous chats

It also reads all the previous chats within a Project 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

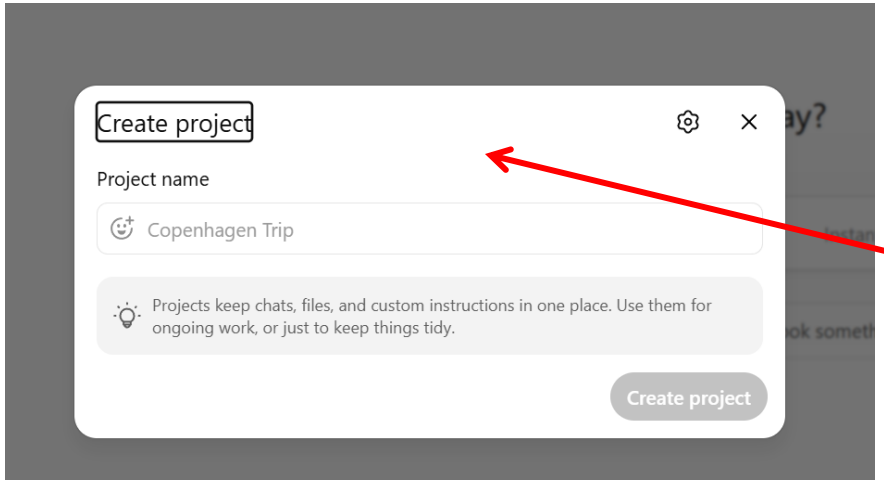
Or Create a Project in Chat GPT



Create a project using the Free version of Chat GPT

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

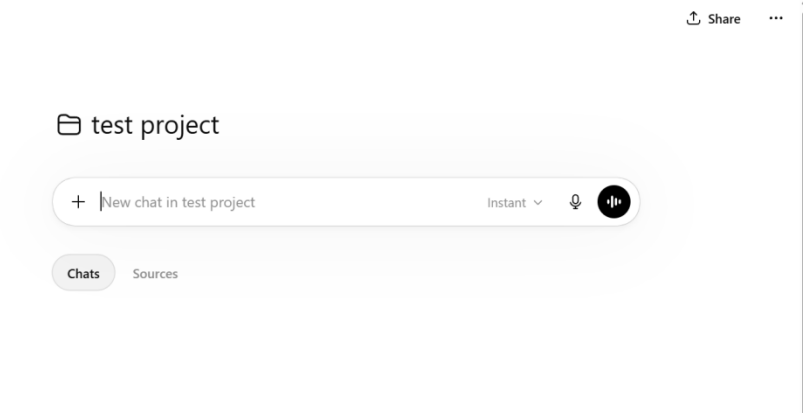
Create an AI that will become an expert in marketing your business



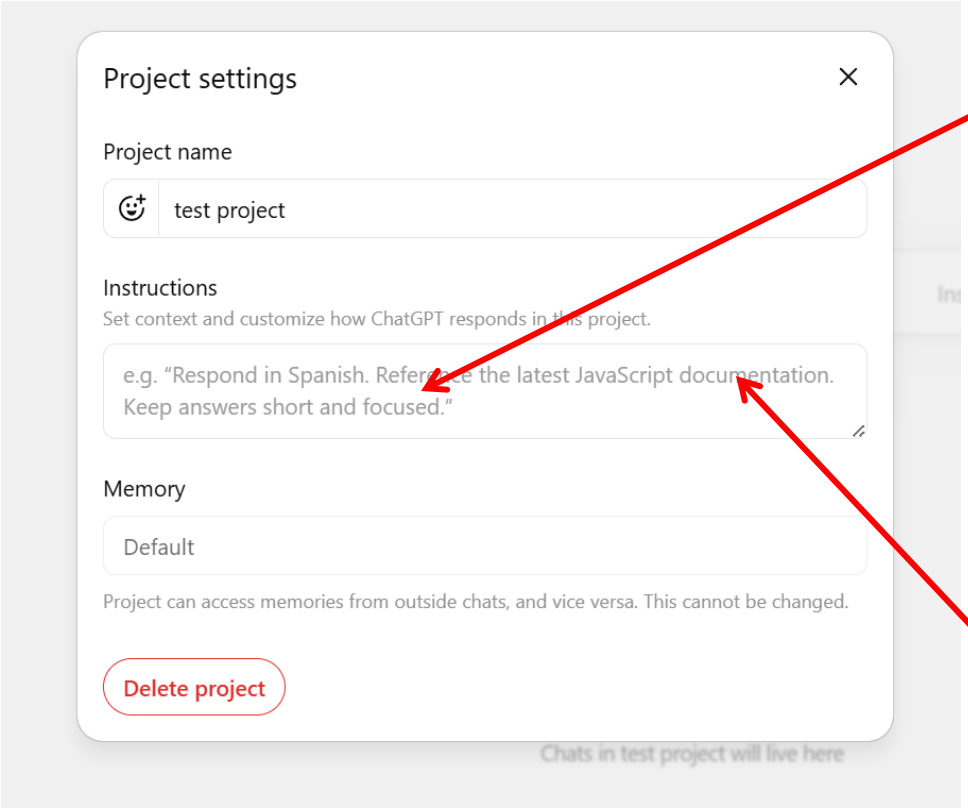
Create a project using the Free version of Chat GPT

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



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



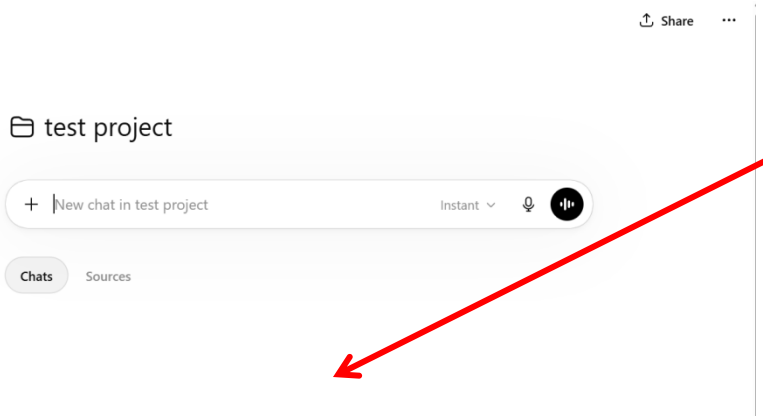
Add custom instructions for this Project e.g.

Act LIKE A Digital marketing expert for
The business (insert your business name) .

Always provide creative, practical, and easy-to-implement tactics that fit a small business budget. Tailor every recommendation to increase sales, grow our audience and build engagement

Click save

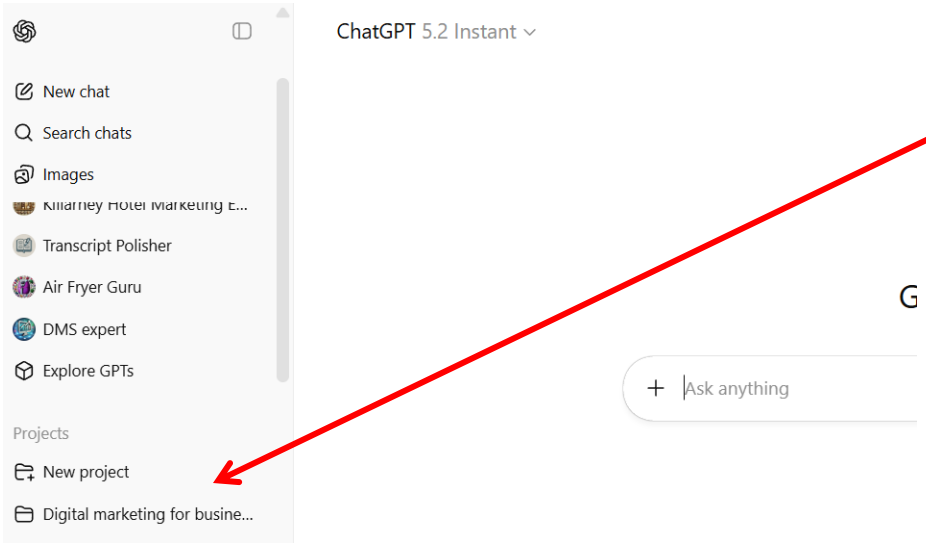
Create an AI that will become an expert in marketing your business



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

Then click on Save

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 Chat6 GPT

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

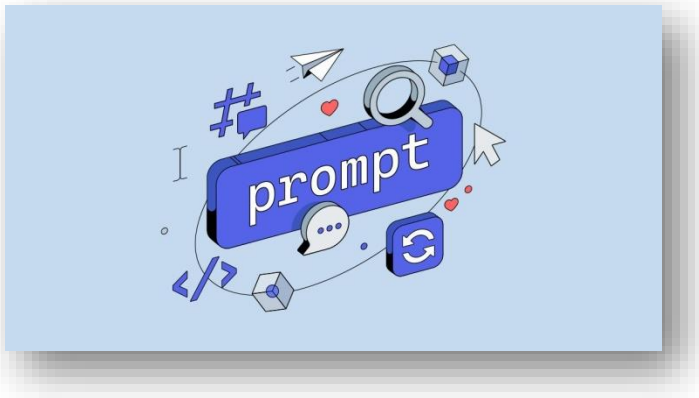
When you use Projects you are at level 5



Aim to move most of your regular chats, especially about Digital marketing into projects

Because it has highly detailed context and memory of chats within the project you will get far more tailored expert advice

When you setup a project for digital marketing try these prompts



How to Increase Sales
Based on the context I have already provided about my business, tell me the most practical ways I could increase sales over the next 90 days.
Separate your answer into quick wins I can implement immediately, improvements that will take a bit more time, and bigger strategic changes that could significantly grow revenue.
Focus on realistic actions for a small or medium business.
Explain clearly why each one would increase sales.

What Is My Biggest Growth Opportunity?
Looking at my business, target market and current marketing activity, where is my biggest untapped growth opportunity right now?
Be specific.
Explain why this is the biggest opportunity, what I am currently underutilising, and exactly what I should focus on first over the next 30 days.

When you setup a project for digital marketing try these prompts



Review My Key Website Pages
Look at these important pages on my website:
Homepage: [Insert URL] Products or Services page: [Insert URL] About Us page: [Insert URL] Testimonials or Reviews page: [Insert URL]
Based on these pages, tell me the three main things people are most likely looking for when choosing a business like mine. Rank them in order of importance.
Then explain whether my messaging, headlines and structure clearly address those three priorities across the pages.
Be direct and practical.
If you need more context about my target market, ask me before finalising your advice.
.
.
Improve My Homepage
Here is my homepage:
[Insert URL]First, tell me the three most important things customers look for when choosing this type of business.
Then analyse whether my headline, sub headline and opening section clearly focus on those three things.
Explain what I should improve and give example wording.
If you need more detail about my audience or goals, ask me..
.

When you setup a project for digital marketing try these prompts



Which Social Networks Should I Focus On?

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

- Instagram
- Facebook
- TikTok
- LinkedIn

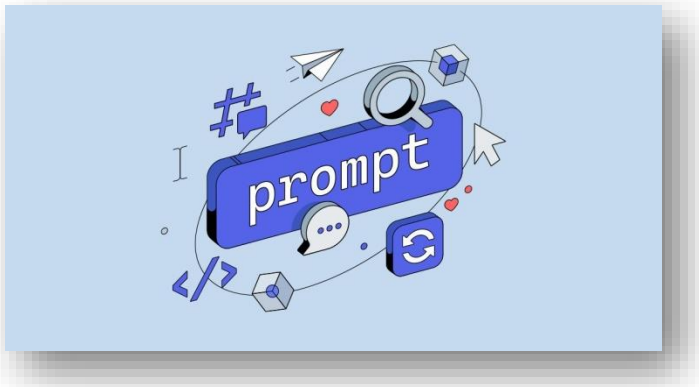
For each platform explain:

- How well it aligns with my audience
- Whether it is strongest for reach, authority, engagement or sales
- What type of content would work best
- The likely return relative to the time invested

Then:

- Rank the platforms in order of priority
- Tell me where I should focus most of my effort
- Explain which platform(s) I should deprioritise and why
- Explain how the chosen platforms should work together
- Be practical and commercially focused.

When you setup a project for digital marketing try these prompts



Create a Social Media Strategy for My Business
Based on your knowledge of my business, create a practical social media strategy.
Explain:

- My main objective
- The platforms I should focus on
- The content themes I should use
- The type of content that is most likely to generate sales
- How I should measure success

Keep the strategy realistic for a small business.
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