AI

Today's to-do list
We will look at ChatGPT and Google Gemini, and some of the things they can do. We will look at best practice and we will look at some of the other AI tools available for you including MidJourney for imaging. I would like you to work through some of the prompts with me and then for the second half of the session, you can go off and play on your own.

Learning objectives:
By the end of this session, you will
Understand what ChatGPT is and how to use it effectively.
Know what best practice rules to follow.
Learn how to use ChatGPT to help you in your marketing tasks.

ChatGPT.
So, we have finally made it. AI, Artificial Intelligence has arrived. We might not be at the Terminator stage but the creation of tools like ChatGPT, Google Gemini and multiple others that are flooding into the marketing workspace are all here.

The whole **ChatGPT (Chat Generative Pre-Trained Transformer)** phenomenon was launched in November 2022 and has rapidly picked up momentum. It had over a million users in the first five days after it had launched, with 100 million by the end of January 2023.

It is an artificial intelligence chatbot that has been developed using both supervised and reinforcement learning techniques. There is a free basic version that is currently available to everyone while it is still in its research and feedback stages. A paid-for, subscription version ChatGPT Plus launched in February 2023 and uses a newer GPT-4 engine that is meant to write more naturally.

The AI revolution is a controversial one, Italy issued a ban against OpenAI the creators of ChatGPT early in 2023, for data regulation breaches, Google's own 'Godfather of AI' Geoffrey Hinton resigned from his position because he was concerned about the future development. 100's of industry leaders including Elon Musk who was one of the founders of OpenAI before he left, have petitioned for the development to be slowed.

We are going to look at how to use ChatGPT but also things you need to consider to use it safely and within copyright regulations. The idea of today's session is to show you how it can help you, whether that is helping with market research and creating customer personas or writing a string of code for you. It shouldn't be used as a replacement for your own knowledge, research and creation.

How does it work?
The basics of using ChatGPT are very simple. You ask it a question – a prompt – and it gives you an answer. The trick, however, is to ask the right questions – give it the right prompts – to get the information you need. Ask it a rubbish question and yep, you guessed it, it will give you a rubbish reply. Has anyone seen iRobot? Will Smiths' character is talking

to what turns out to be a hologram, **"My responses are limited, you must ask the right questions".** You need to think along the same kind of lines.

What can it do?
There is a scarily large number of tasks that ChatGPT can do, from a basic chat with you to helping you write a whole marketing strategy. It's been used to create term papers and dissertations much to the disgust of lecturers around the world. But did you know it can compose music, create a basic website, write code and create content in multiple languages?

But what am I doing introducing him? Let's let him introduce himself.

I am going to introduce you to some of the clever stuff ChatGPT can do for you, the best prompts to give it and how you can combine elements to help you create content.

The basics
If you want to do any of this along with me, feel free. You are going to break out and explore ChatGPT with some activities shortly but if you find it easier to work alongside the demo that's fine.

We will start with logging in. We go to https://chat.openai.com and it will ask us to sign in or register. If you haven't used it before it's nice and easy to sign up. It will ask you for an email address and a password. You can also log in with a Microsoft or Google account. If you are signing up it will ask for your name, date of birth and a mobile number to verify you are real.

Once you are in you will get a Chat screen like mine. Right down at the bottom of our screen is the Send a message box, this is where we are going to put our prompts and start our chats. You can see on the left-hand side we have a + New Chat button that we will use to start a new chat and under that will be a list of any saved chats you have created.

I am going to start by asking some basic questions so you can see what kind of responses we get.

The key here is to be specific. The better the prompt the better the response.

The idea here is not to replace what you have already done. As clever as the chatbot is, it will never replace your own experience and knowledge. We want to add to our own ideas, create areas to focus on that you might not have considered and create more questions that we can use to create the right funnel. What Chat does have is masses of data. So, think about asking it more questions.
What are the pain points?
What are the aspirations?
What are the buying habits?
Where do they go for information?
What platforms do they use?

Always give it the option to ask questions and be specific in your answers back. Optimise your prompts by giving it as much information as possible. Think about searching for something on Google. If you just search "help with WordPress" you are going to get millions of results that could be about anything. If you search "help with scheduling sale prices in WooCommerce" you are going to get more accurate results about the topic you are interested in. You aren't restricted to a character count although the KISS analogy is always effective (Keep It Simple Stupid).

Creating content

We are going to carry on with the same chat. We want to utilise the information from the previous chat, that way we don't have to answer the same questions and you carry on a train of thought. We are going to move on to content creation ideas. You have a session next week on creating content for blogs so some of the ideas you get here can help you in your activities.

We want to start and look at ideas. Not fully fleshed-out posts but general ideas that we can develop. Again, we need to remember to take the responses that Chat gives us as a starting point. Not all the information will be correct. It might be based on an American market not a UK one. It might be too generic or vague. You will get responses that just regurgitate the information you have just given it. The content it gives you should always be a starting point that you can add to and build on. Don't just copy and paste it straight into your blog. This content is collected from all kinds of sources, it doesn't make it right.

Copywriting framework.

A copywriting framework is a general step-by-step method for writing copy, it isn't specific to any industry or medium, but most of the frameworks will work across a range of businesses and platforms.

Other tools

Google of course is not going to be left behind on any technological breakthrough. Google Gemini is Google's own version of ChatGPT. It has a slightly different perspective than ChatGPT. Google tells us:

"Gemini is powered by a large language model from Google that can generate text, write different kinds of creative content and answer your questions in an informative way."

Bard is still experimental, and Google is very keen to point out that a lot of its responses at the moment are inaccurate and that it has the ability to hallucinate. Gemini will, no doubt learn and develop quickly and will be a useful tool for the future, but as yet it isn't a sophisticated as ChatGPT.

MidJourney

Midjourney is a similar concept to ChatGPT but based on imagery rather than content. You use prompts to describe what images you want to create and the AI generator will create them for you. You can create 25 images on a free account and then your free trial ends and you will need to subscribe. At the moment its $10 a month for a basic subscription that gives you 200 images a month.

Midjourney runs through a community chat site called Discord so there is a massive amount going on and it can look a bit overwhelming to start with.

You will need to sign into Beta and then go through the usual verification steps. You will get a screen like this with the whole community going on, new pieces popping up and people chatting. Select a channel – the newbies are all listed on the left-hand side.

If you pay for an account then you will be able to chat with the Bot directly, like we are doing here.

At the bottom, we have the prompt box and we give a command in a similar way as we would in ChatGPT. To create any image you need to first type
/imagine

This will then generate a prompt box for you to add your request. It usually takes a minute or so to generate your image. When you get your image you get the option to U upscale or V create four new variations of that image. Upscale will create a bigger more detailed version.

If you have a paid account you can use the images you generate commercially on your website and social media. You don't however hold the copyright to any of your creations so selling your artwork is not entirely legal. Stock sites like Shutterstock currently don't allow any AI-generated content on their sites as you need to have full copyright.

Best practice
Choose the right context. ChatGPT is very versatile but it's only as good as the information it can find. It does have limitations and it doesn't have in-depth technical knowledge. Make sure anything technical is checked before you publish it. Things like legal or medical advice should be avoided.

Be clear and specific. Don't use generic or ambiguous prompts. You are more likely to get incorrect or overly generic responses.

Fine-tune your model. Stay with existing chats to keep a history that you can refer back to where you need to. Make sure you optimize your prompts to give the chatbot the best understanding of your business, product or terminology.

Review and proof. Don't just copy and paste everything you get. The responses should be a starter for ten. Edit them and check the spelling and Americanisation. Take the concepts it gives you and put them into your tone of voice (we will look at that more next week.)

Use it as a foundation. ChatGPT should not replace natural, organic, or real content. Use it for more than just writing a blog because you can't be bothered. Get frameworks, concepts and outlines. It should be a source of ideas not finished work.

Be careful with copyright. There are still questions about how usable the content is that ChatGPT creates. Although it claims it doesn't hold any copyright over the creations, we don't have knowledge of where the information is coming from and how it affects third parties.

Remember, the more people rely on systems like ChatGPT the less they need people like us. For every business owner that decides to do it themselves using ChatGPT, it's one more social media manager or web designer that loses a client. Don't do yourself out of a job!

Tasks

I would like you to use ChatGPT to create several things for you.
I would like you to chat with ChatGPT and ask it to give you a list of copywriting frameworks that it can work in.

Ask Chat to create a 300-word blog about our cactus business. Ask it to try two or three different frameworks and see which is the best for SEO and readability. Make notes on which you prefer and why.

Try asking Google Gemini the same prompts and see how similar/different the responses are and tell us about them.

Think about your code sessions, is there a string of code you could ask it to create and then test it in one of your web builds?

Copy and paste the responses into your submission with notes about the prompts.

If you want to try MidJourney make sure you send us any images you create.

Extra help

If you need any help with anything from today's session feel free to message in the WhatsApp group. If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.

Up next

See you on Monday for Performance testing.