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AI

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Quick recap

How did you find your session yesterday?

Give me one thing you took from yesterday’s session

Today's to-do list

Today we are going to look at **ChatGPT**

We are going to look at what it is and how to get the best from it.

Learning objectives

By the end of this session you will be able to:

- 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.

It’s here

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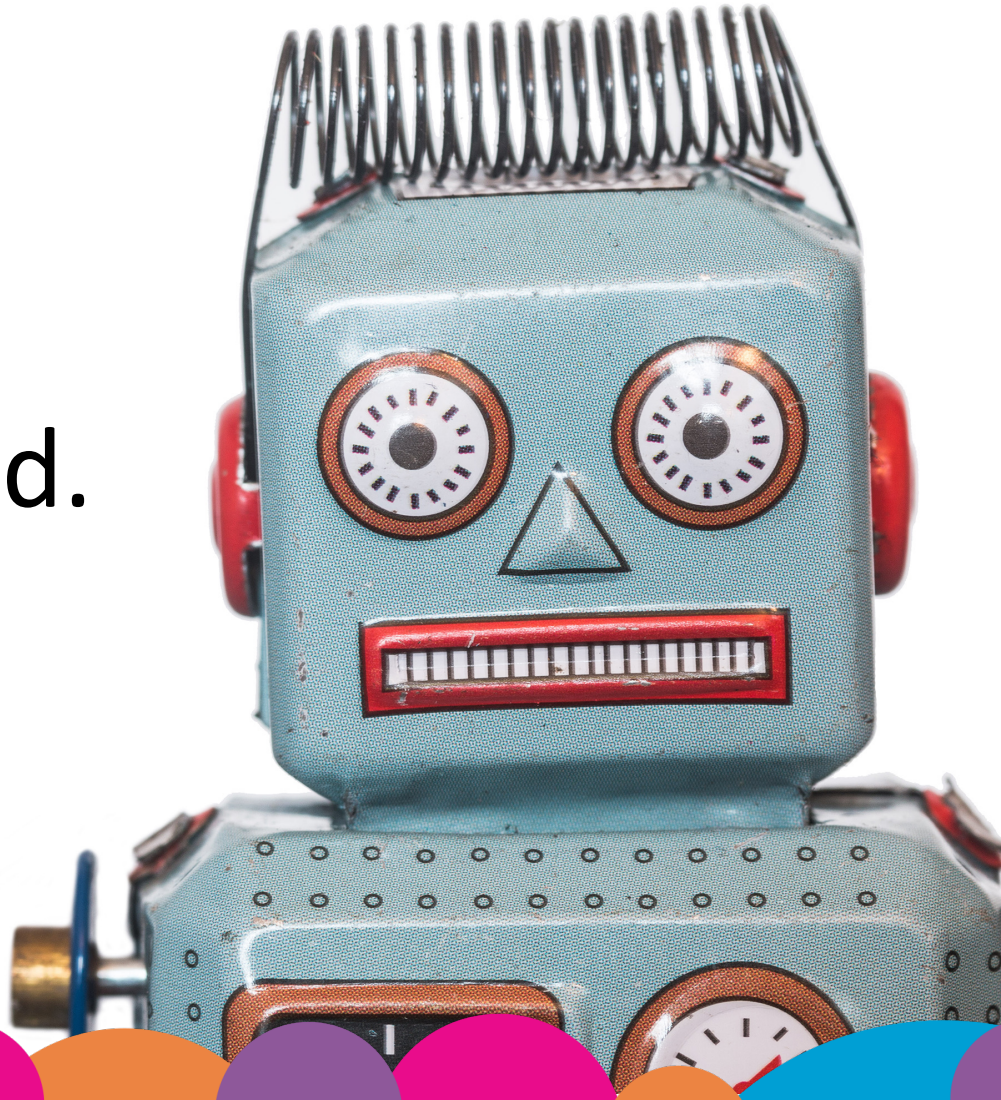
So, we have finally made it.

Artificial Intelligence has arrived.



What is it?

ChatGPT

Chat

Generative

Pre-Trained

Transformer

What is it?

It is an artificial intelligence chatbot that has been developed using both supervised and reinforcement learning techniques.

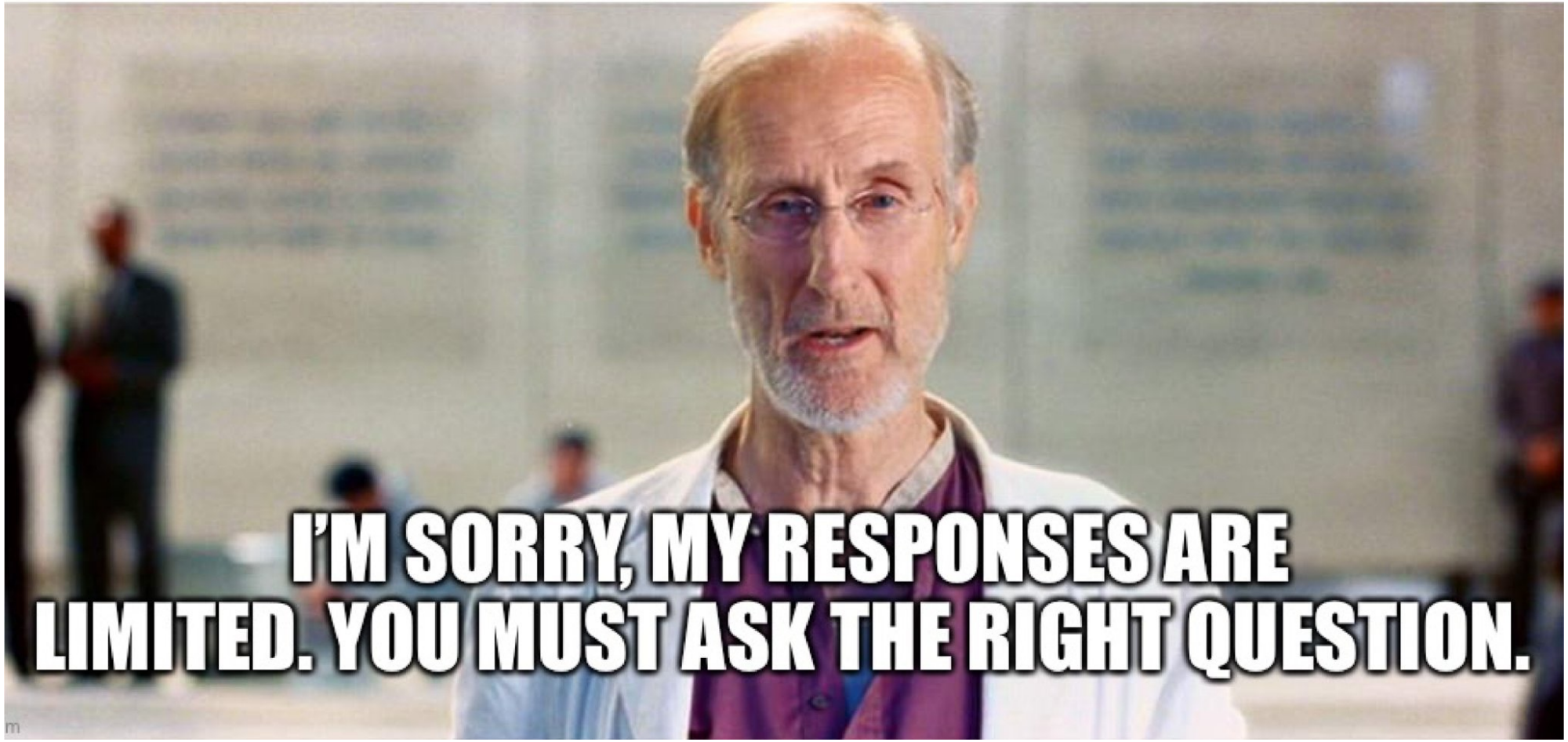
How does it work?

The basics of using ChatGPT are very simple. You ask it a question – a prompt – and it gives you an answer.

How does it work?

The trick, however, is to ask the right questions – give it the right prompts – to get the information you need.

How does it work?



What can it do?

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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.

Introducing…

But what am I doing introducing him?

Let’s let him introduce himself.

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.

Gemini

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"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."

MidJourney

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Midjourney is a similar concept to ChatGPT but based on imagery rather than content

Midjourney

Best Practice

Choose the right context

Be clear and specific

Fine-tune your model

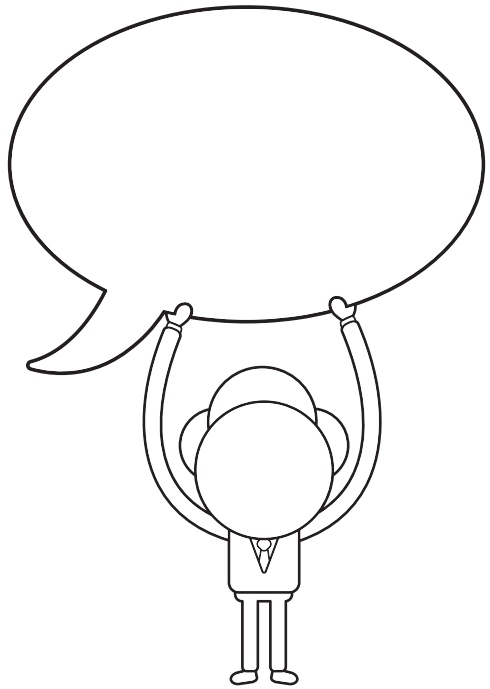
Review and proof

Use it as a foundation

Be careful with copyright

And *remember…*

Show and tell



Does anyone want to share their chats with us?

Any Questions?

Up next...

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See you on Monday for

Site testing