

ChatGPT

Today's to-do list

We will look at ChatGPT, what it is and how to get the best from it. We will look at best practices and we will look at some of the other AI tools available like Google Gemini and compare the two. There will be fewer slides today, instead, we will work live with Chat so you can see real responses to my prompts.

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.

ChatGPT is a sibling model to InstructGPT, which was trained to follow an instruction in a prompt and provide a detailed response.

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 and uses a newer GPT-4 engine that is meant to write more naturally.

The AI revolution is a controversial one, Italy already has a ban against OpenAI the creators of ChatGPT for data regulation breaches, Google's own 'Godfather of AI' Geoffrey Hinton has resigned from his position because of his concerns about the future development. 100's of industry leaders including Elon Musk who was one of the original 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 to use it alongside all the other skills we are going to teach you in this Skills Bootcamp. 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 and ask it 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. Let's go back to yesterday's session, your buyer persona.

Think about the questions you asked yourself yesterday and add those to your prompts.

[Help me create a target market for my business, ask follow-up questions if you need more information]

[Using this target market, help me create a buyer persona for my business]

[Using this buyer persona identify the pain points for this person]

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 social media” you are going to get millions of results that could be about anything. If you search “help with Reels” 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).

Activity one

For your first activity, **I would like you to use ChatGPT to create a target market and buyer persona** using the prompts in your workbook. If you need to create an account you have plenty of time to do so. Make sure you keep a copy of the prompts you ask as we are going to use them again later on.

Copy and paste the responses into an email or take screenshots. When you have got your responses I want you to compare the responses from ChatGPT to the buyer persona you created yourself yesterday. Try to ask ChatGPT questions/use additional prompts to get a more specific and tailored response. Note any differences between the two and tell us which you think is more accurate/useful.

Time for this activity: 30mins

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 two sessions next week on creating content for social media and 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 LinkedIn. This content is collected from all kinds of sources, it doesn’t make it right.

So let’s look at creating a content planner. We want to get an idea of the kind of content we should be creating, and where it fits into our schedule as a whole. You don’t need to send us copies, just keep it for next week’s content creation session.

[create a content calendar for my marketing campaign. I want to promote my xxx product. Ask me follow-up questions if you want to know more.]

Google Gemini

Let's have a look at the competition. Google, never to be left out, had their first crack at it with Bard. According to Google, it was

“Bard 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.”

It was always very experimental and Google was very keen to point out that a lot of its responses at the time were inaccurate and that it can hallucinate.

Bard was very quickly replaced with plan B, Gemini. **Gemini is the result of large-scale collaborative efforts by teams across Google. It was built from the ground up to be multimodal, which means it can generalise and seamlessly understand, operate across and combine different types of information including text, code, audio, image and video.**

There are three versions or sizes of Gemini,

Ultra – a larger model for highly complex tasks

Pro – a more mainstream model for a wide range of tasks

Nano – a smaller scaled-back version designed for mobile devices like Pixel 8 Pro.

Gemini has gone through a lot more rigorous testing than Bard on tasks from natural image and audio understanding to mathematical reasoning and problem-solving. It has advanced coding capabilities that push it towards the science and theoretical computer sector.

All three of the models are trained to be “natively multimodal” – in non-Google speak, able to do more than just work with words. Gemini has been trained to understand audio, video, imagery and code in multiple languages. It means that they can perform a huge array of tasks from transcribing speech to generating artwork.

It's very much a Marmite situation at the moment with people either loving it or hating it. It's still developing with updates and new tools being introduced but it is worth a look at. It does seem to work on a different level to ChatGPT and will give you a slightly different perspective on ideas. The useful thing about Gemini is that you can upload an image and ask it to describe what's going on.

Let's have a play with Gemini

We are going to go to <https://gemini.google.com/app> if you have a Google account you can just log in with what you have, if not create a free login. What we want to do is compare our responses from ChatGPT, we are going to ask Gemini the same questions, give it the same prompts and see what we get back. Use the same prompts and then copy the responses into your workbook. For the last part of the activity, compare the two sets of answers and tell me which you find more useful or accurate and why.

For the last part of the session, we are going to look at MidJourney. I'm not going to ask you to create an account as a general rule the free version doesn't work, it just tells you it's busy and to come back tomorrow. We are going to log in though and I'm going to show you what it can do and we can generate some images based on your suggestions.

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 it's \$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.

Activity 3

Earlier in the week we looked at email marketing and creating nurture sequences. Let's use AI to create a full sequence to give you ideas about what you could write about.

Prompt: Create a complete email marketing sequence plan for my buyer persona.

Ask it additional questions like, how often the emails should go out, and what the best day and times are.

Choose one of the email ideas and ask ChatGPT to create an example email for you. Copy and paste the ChatGPT version into your workbook and then provide an edited version of the email to be more specific to you and your product.

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 who decides to do it themselves using ChatGPT, it's one more social media manager who loses a client. Don't do yourself out of a job!

Coming up soon to extend these skills

You will be able to use the Chats you have started today to help you come up with ideas for next week's content creation sessions.

Don't forget

Make sure you email all your notes, today's notes and slides are available on page 3 of your workbook.

Today's session page in your learner dashboard has a useful links document that will cover all the tools, resources and articles we have discussed in the session and some useful guides and articles to take you further.

Make sure you revisit your FAB's and set yourself some goals specific to today's session.

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 Creating a Content Strategy