



dms4all

Digital Marketing Skills4All

ChatGPT

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. 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.



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.



Show of hands

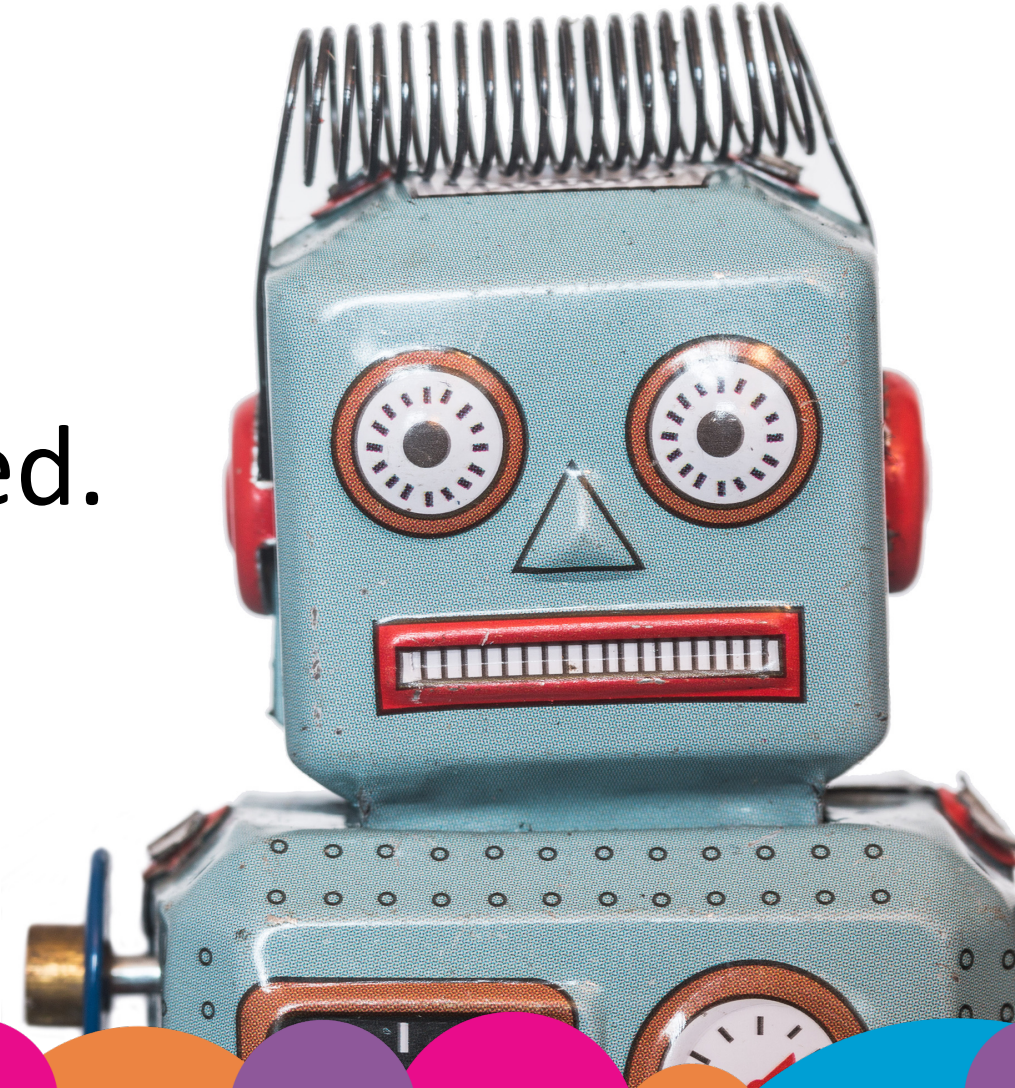
Show of hands, who uses **ChatGPT**?

Do you like it? What do you use it for?



It's here

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.

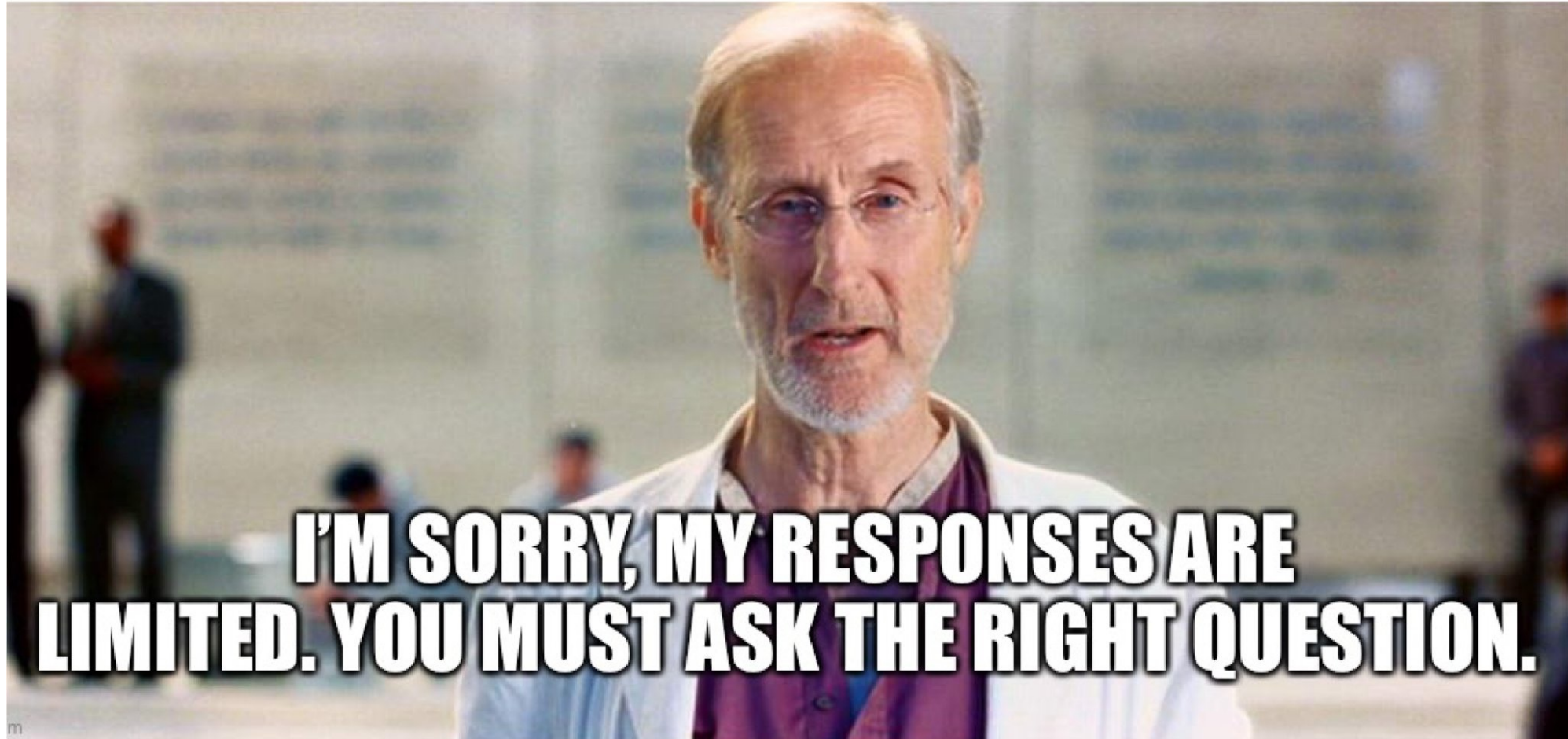


How does it work?

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?

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.



Workbooks out!

I would like you to use
ChatGPT to create a
target market and
buyer persona

<https://chat.openai.com>

Time for this activity: **30 mins**



Quick Quiz



ChatGPT stands for

- A** Chat Generated Post Text
- B** Chat Generative Pre-Trained Transformer
- C** Chat Generative Post Transformer





Any Questions?



Google Gemini

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



Bard AI



Google Gemini

Gemini is the result of large-scale collaborative efforts by teams across Google.



Gemini



Google Gemini

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.



Workbooks out!

Let's have a play with Gemini. Go to

<https://gemini.google.com/app>

Time for this activity:
20 mins



Quick Quiz



ChatGPT had how many users in the first five days?

- A** 1 thousand
- B** 1 million
- C** 1 hundred



MidJourney

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



Midjourney



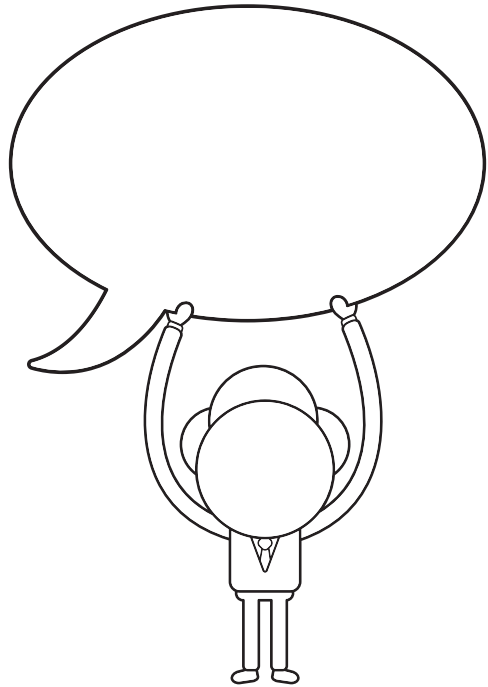
Workbooks out!

Let's use AI to create a full email sequence to give you ideas about what you could write about.

Time for this activity: **20 mins**



Show and tell



Does anyone want to share
their chats with us?



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...





Any Questions?



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.



Quiz



No quiz today!



Final thoughts

Any comments on today?

What one thing do you feel you have taken from or improved upon from today?



Don't forget

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



Extra help

If you need any help with anything from today's session feel free to message me 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

