

MARKETING WEBINAR SERIES

ChatGPT: What the emergence of AI means for your marketing strategy

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Hey, Im Andrew Montesi.

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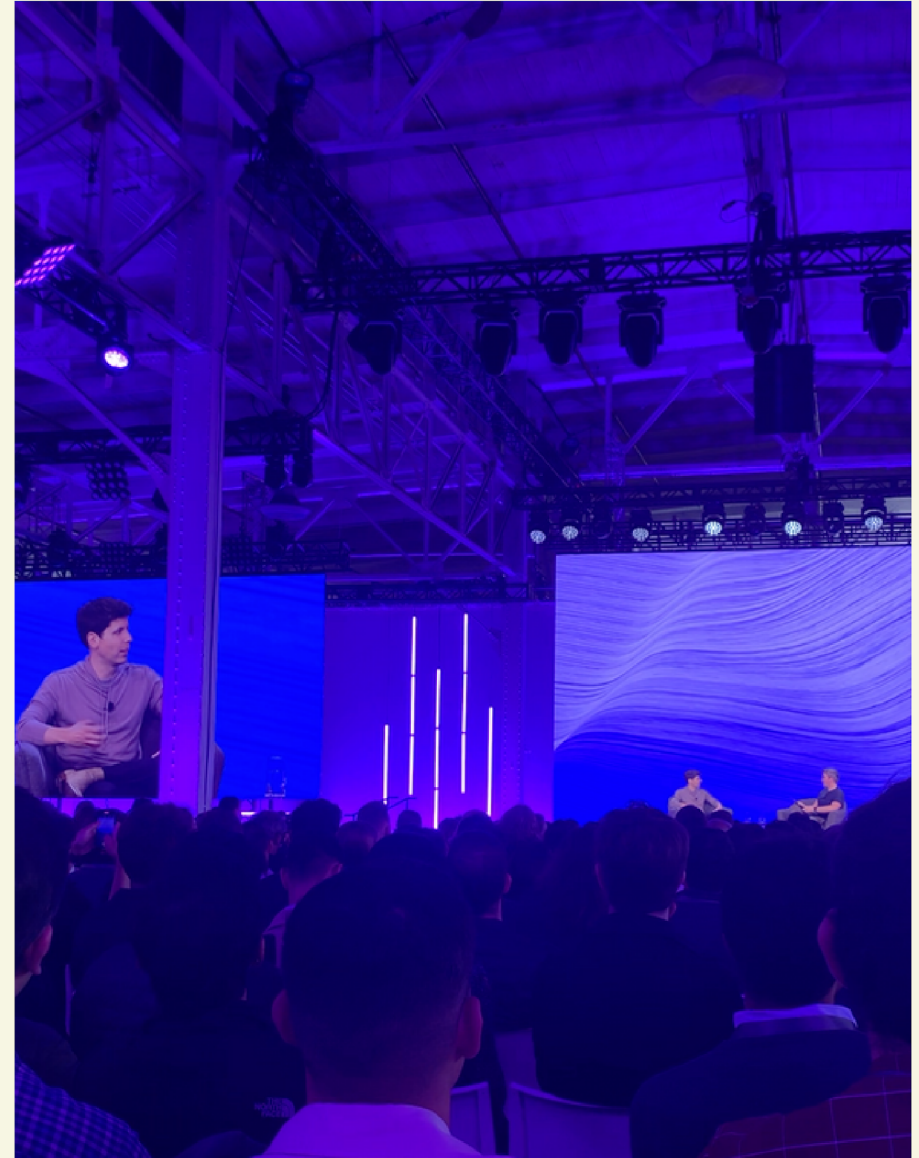
Here's what we're covering today ...

- Background and context to the explosion of AI
- How OpenAI's ChatGPT changed the game
- AI opportunities and concerns
- How to use ChatGPT (and similar systems), and get the best results, for marketing
- *Wrong* ways to use ChatGPT
- How to stand out in an AI-driven world
- And more!

GOT QUESTIONS? YOU CAN EMAIL ME: HELLO@MONTESI.CO

A closer look at OpenAI's ChatGPT

- OpenAI was founded by a group of tech leaders inc. (now CEO) Sam Altman in 2015
- OpenAI and its language models have evolved, ahead of the launch of ChatGPT in Nov 2022
- Hit 1 million users in 5 days
- Disruptive force, threatening the biggest industries and companies inc. Google
- Reportedly costs as much as \$1 million a day to run!



Understanding the foundations of AI

WITHOUT BEING TOO TECHNICAL!

The purpose of AI

- The simple goal of AI: To simulate human intelligence in machines
- Enable machines to learn from data, reason, understand natural language, perceive their environment, and make decisions or take actions
- AI has been around since the 1950s, where pioneers explored the idea of 'intelligent machines'
- My first exposure to AI came in 2015 working in social media and youth mental health with startup TalkLife



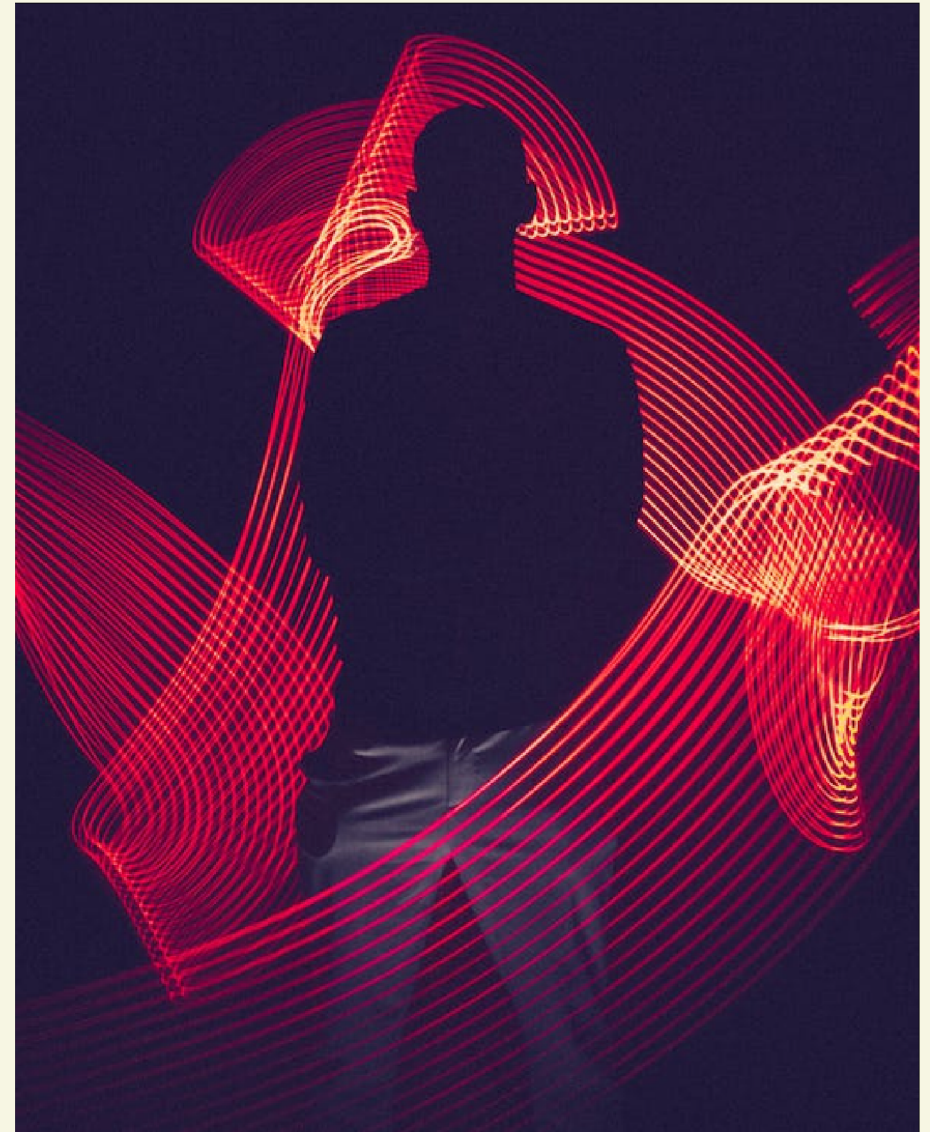


AI component: Machine learning

- Algorithms and models
- Enables computers to learn from data, make predictions or take actions without specific programming
- Requires training of algorithms on large datasets
- Datasets enable it to learn to identify patterns, insights, improve performance

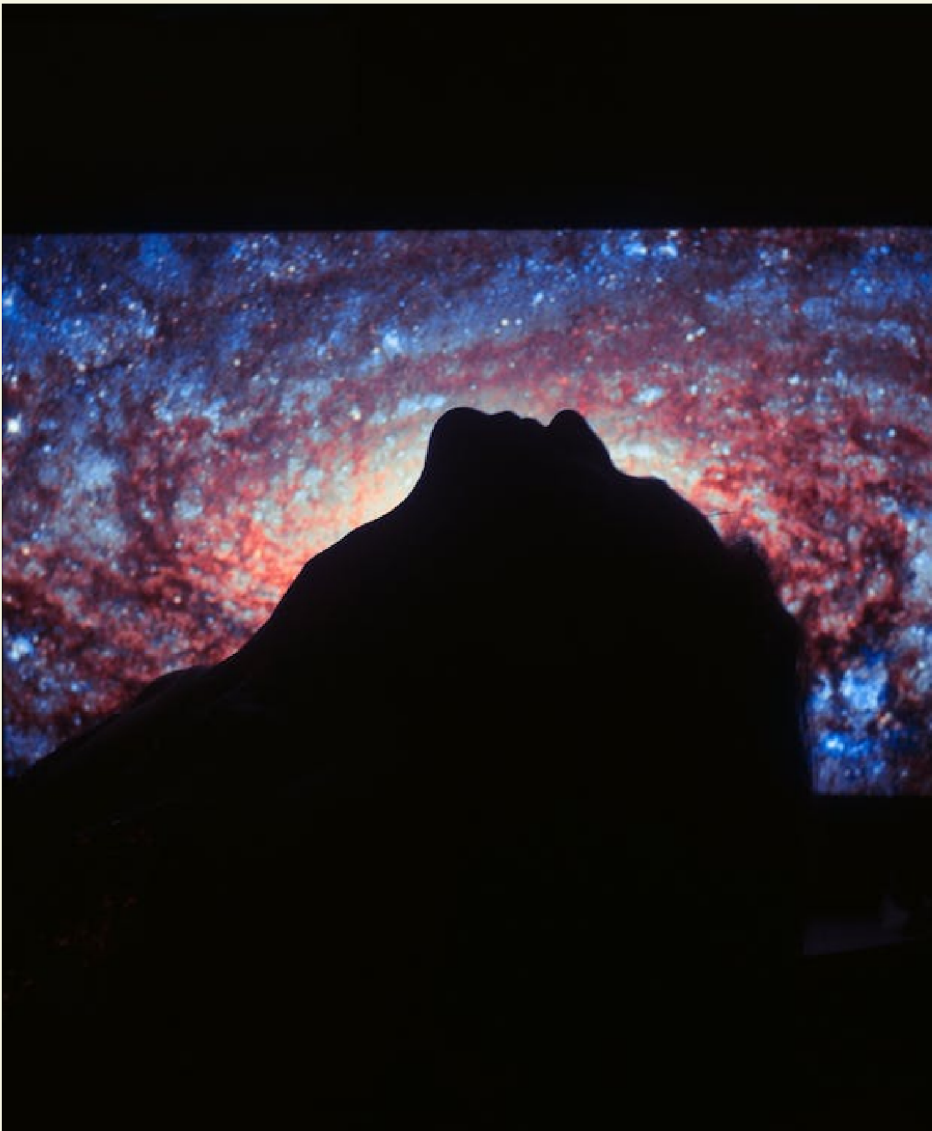
AI component: Natural language processing (NLP)

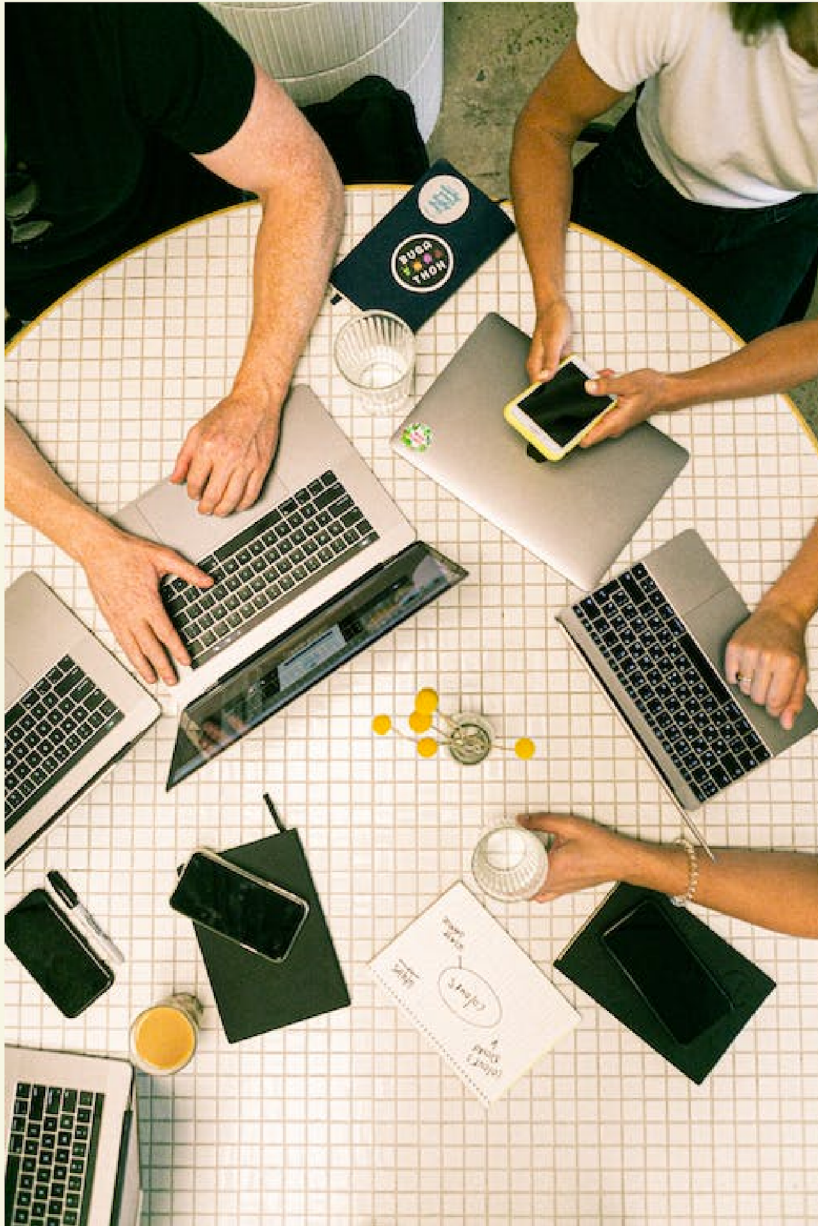
- Connecting computers with human language
- The "Chat" in ChatGPT - NLP is the process of enabling computers to understand and generate language meaningfully
- NLP includes sentiment analysis, speech recognition, translation and text generation



AI component: Deep learning

- Put simply, it is training computers to learn and make decisions like humans
- Uses artificial neural networks with many layers to learn and interpret patterns and relationships
- The system learns from data layer by layer, with each layer building upon the previous one to learn more complex representations
- This leads to remarkably accurate predictions and results



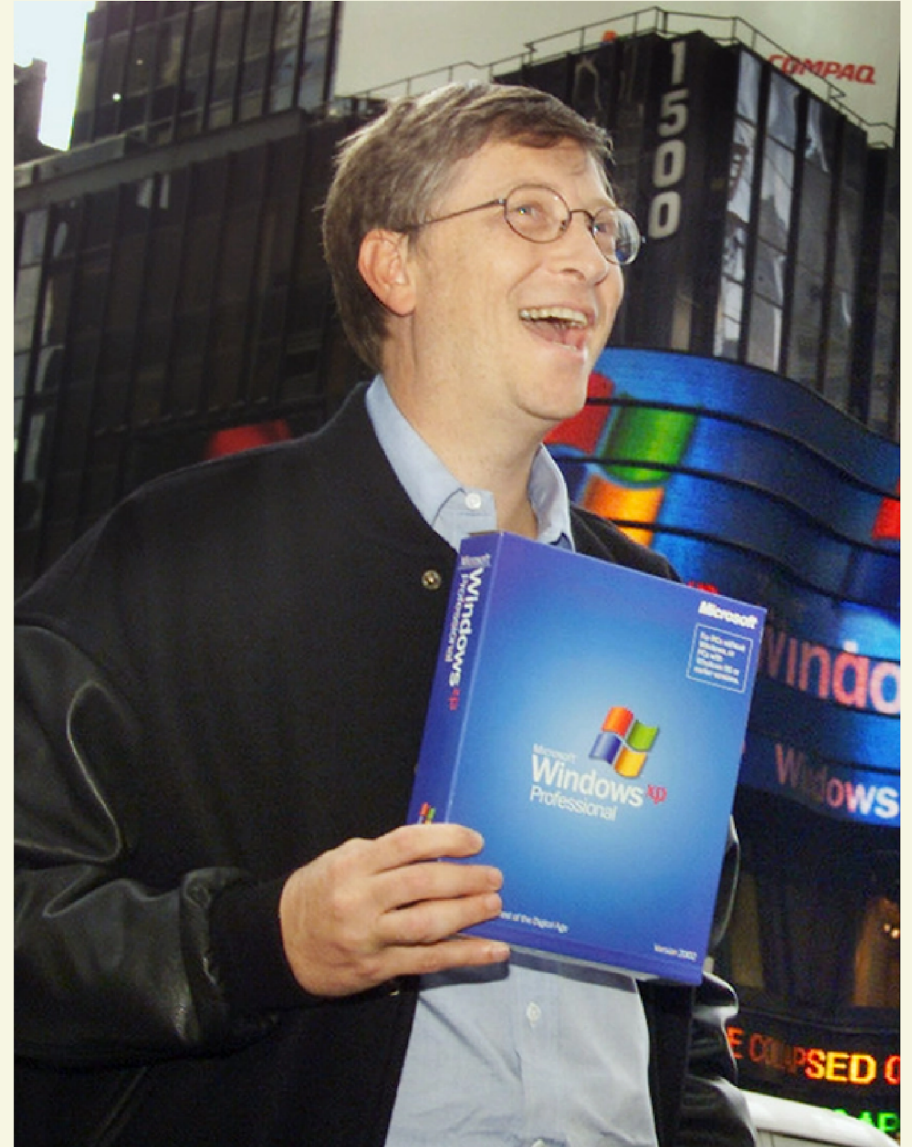


How ChatGPT works

- ChatGPT is powered by a deep learning model called 'The Transformer'
- Uses a huge training data set from the internet to learn patterns and associations between words
- Recently released GPT-4 language technology
- When prompted, ChatGPT uses this learned knowledge to give relevant responses in context
- Conversational engagement
- Similar platforms inc. Google's Bard

"... Like the internet of the 90s"

- ChatGPT is an "iPhone moment", which led to the explosion of smartphones and apps
- Similar impact from ChatGPT, which can be built on, opening up new economies
- Incredible adoption rate, across every sphere - marketing especially
- 'First mover' ChatGPT has forced other tech companies to play catch up



Opportunities

- Efficiency: Time is our most valuable asset, and AI gives it back to us
- Scale: Rapid expansion of output
- Insight: New levels of knowledge and understanding
- Economic growth: New revenue streams, economies

"LARGE LANGUAGE MODELS LIKE CHATGPT FINALLY ENABLING US TO FULLY CAPITALISE ON THE DATA REVOLUTION" - BANK OF AMERICA REPORT





Concerns

- Data and privacy: Is my business, client and personal data really protected?
- Security: How vulnerable are we to breaches?
- Bias: Will 'AI bias' influence our marketing, businesses and futures?
- Regulation: Will it protect or limit us?
- Fear of the unknown: AI is moving faster than our comprehension

HOW TRUE WILL THE FEAR "THE ROBOTS ARE REPLACING US" BECOME?

A new frontier in marketing
WITH CHATGPT & AI

Using ChatGPT for marketing

- Like everything, OpenAI is changing the marketing landscape
- OpenAI has ChatGPT as well as DALL-E for generative images and art through NLP and Whisper for speech to text
- Developers can build their own platforms using OpenAI products through using an API ... making for endless possibilities
- Zapier for automation, Canva for image generation ... as well as limitless custom options





ChatGPT for marketing: Ideation

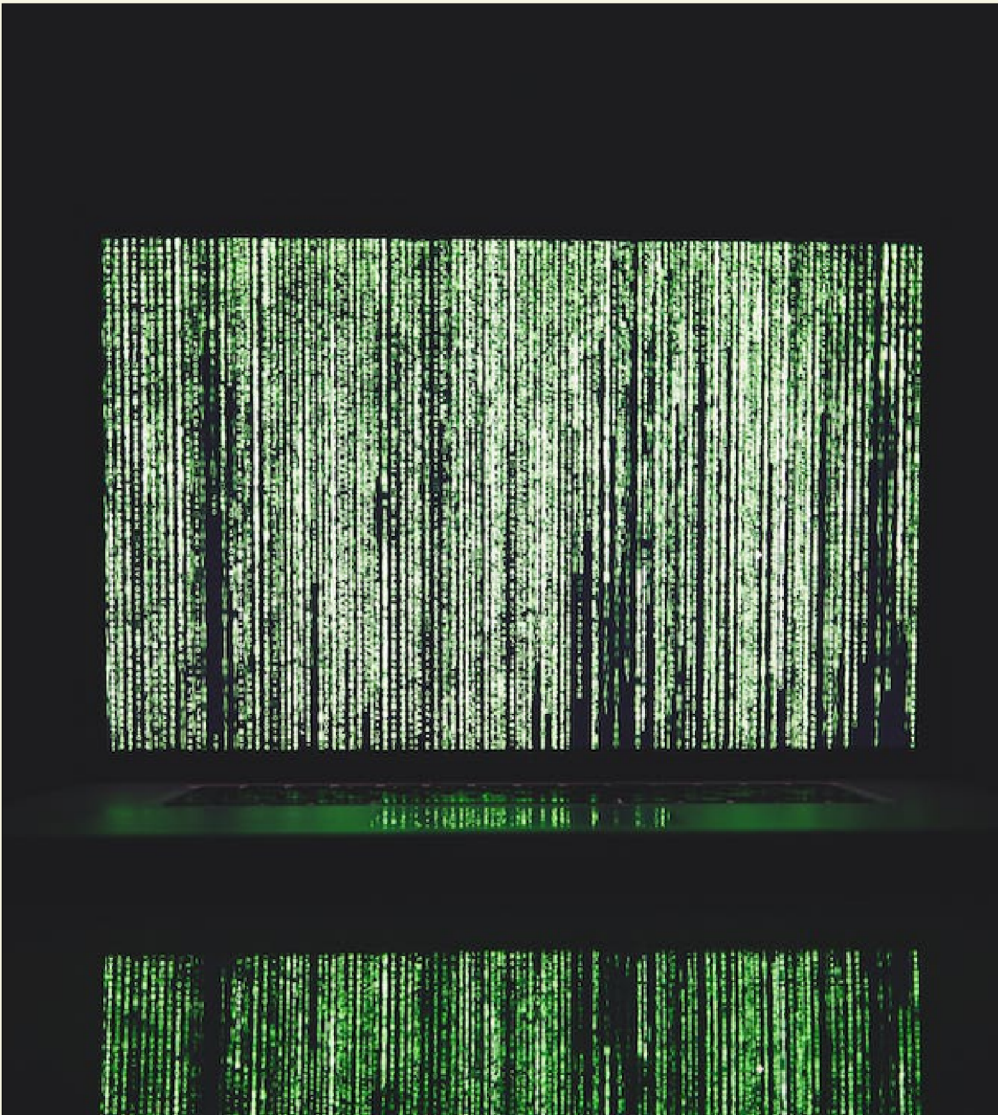
- Unlock new realms of creativity and overcome your own ideation limitations
- Research: Instantly get the facts, stats and data
- Inspiration: Content ideas, social posts, event planning ... anything
- Strategy: Work out how to get more leads, plan a campaign, learn ways to deal with challenges

ChatGPT for marketing: Customer experience

- Chatbots and conversational AI
- Chatbots can deal with customer enquiries and even complaints
- With AI smarts, a bot can guide a customer to the right product and assist through the purchase process
- Chatbots can be trained to deal with almost all customer support issues, and learn from the interactions



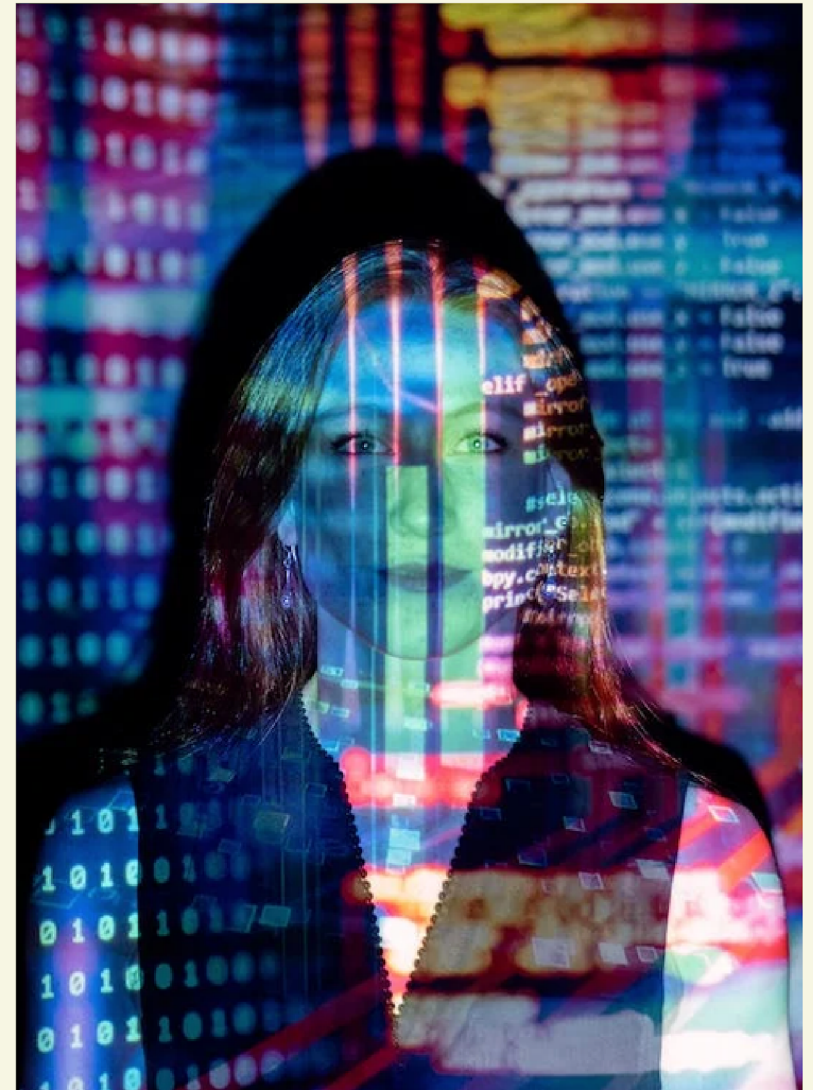
ChatGPT for marketing: Insights



- Data-driven insights and predictive analytics
- AI makes our overwhelming amounts of data useful
- Customer behaviour, website analytics, finance info, CRM info: AI enables data analysis at scale with actionable insights
- Predictive analytics takes insights from the past and turns them in to future focused insights on preferences and trends

ChatGPT for marketing: Personalisation

- Deliver personalised experiences at scale, instantly
- Build accurate customer segments and personas
- Tailor user experiences, product offerings, marketing messaging, advertising (and more) accordingly





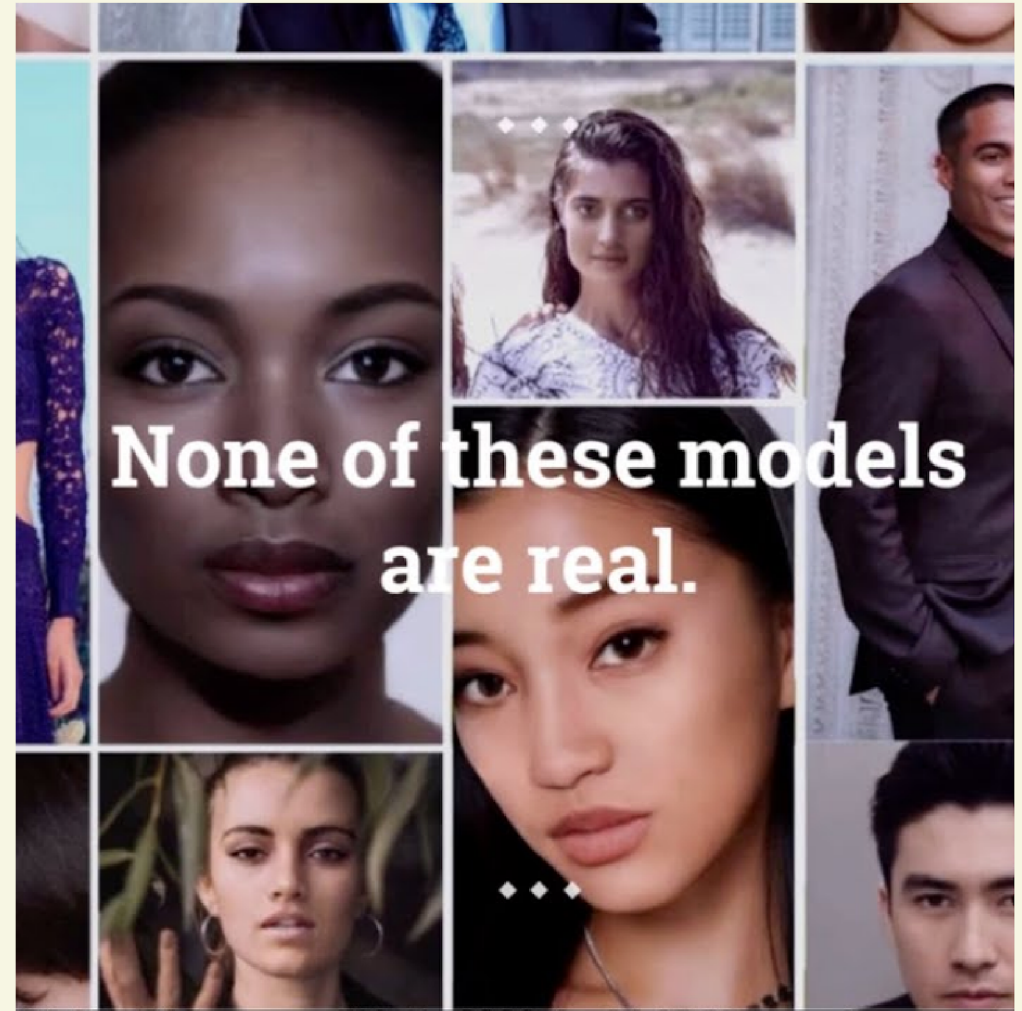
ChatGPT for marketing: Efficiency

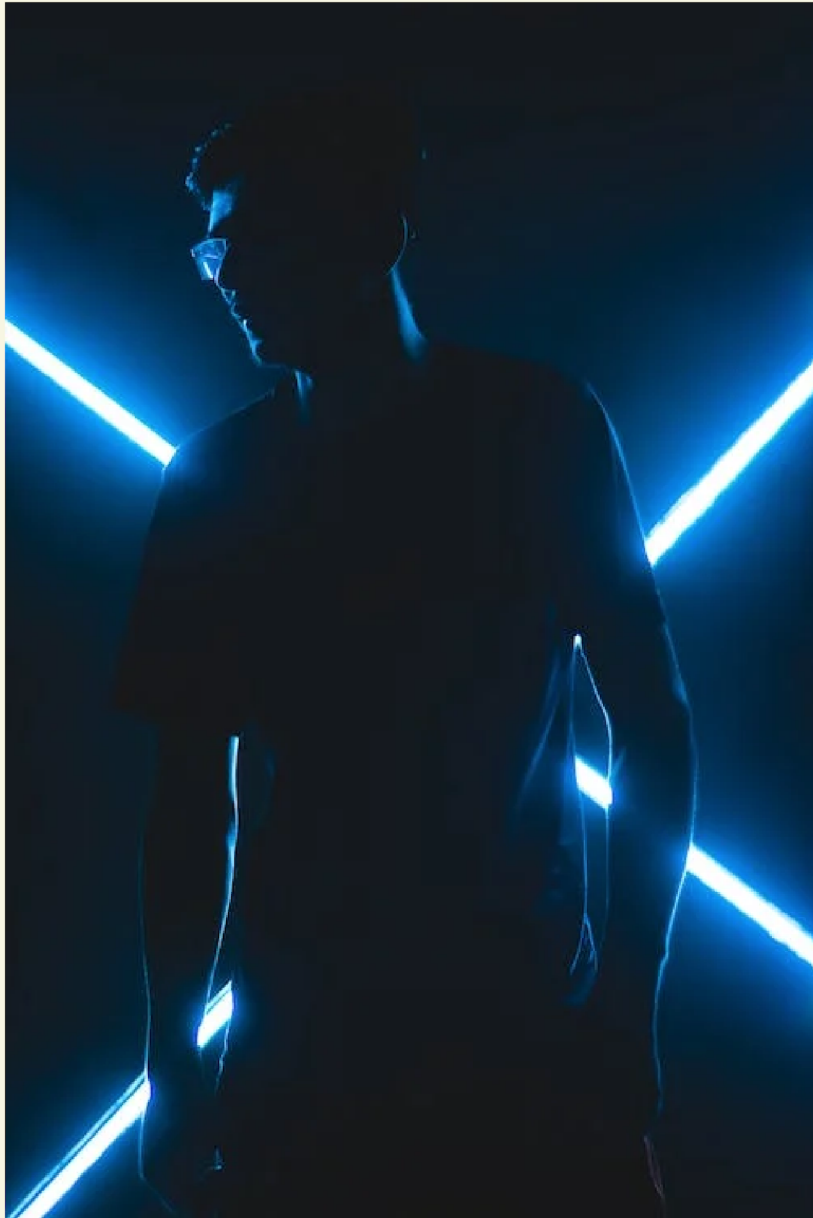
- Build the equivalent of a large and diverse marketing team
- Extend and enhance your own personal abilities with your "AI marketing assistant"
- Automate repetitive tasks
- Streamline processes inc. content management and campaign management
- Have more time to focus on bigger, strategic issues and opportunities

Marketing production **WITH CHATGPT & AI**

Generative AI

- This is using AI to create new and original content, not just analyse and interpret data
- This includes:
 - Text
 - Images
 - Videos
 - Audio
 - Code
- As powerful as this is, performance is based on quality and scale of training data ... and the prompts you give it





How to get the best results: The power of prompts

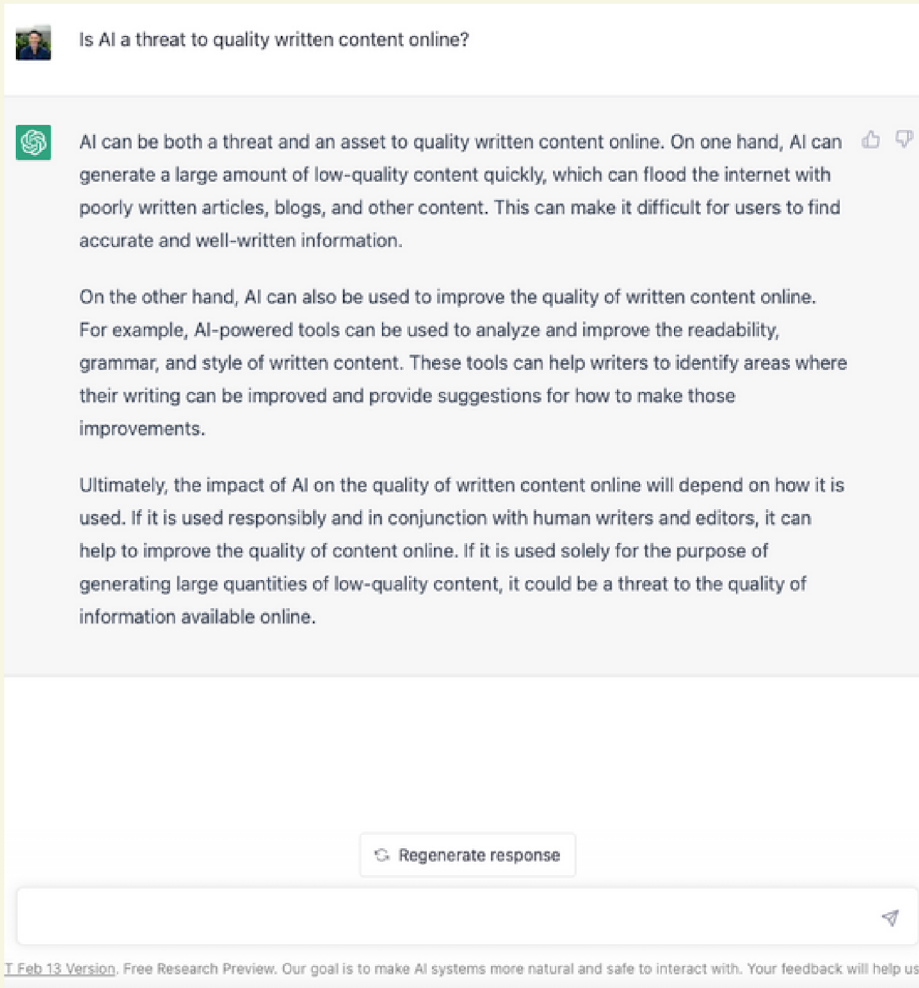
- The output is determined by your input
- Prompt engineering: Designing and refining prompts to get quality outcomes from ChatGPT (and others)
- Keeping working and refining with the system (be patient and persistent)
- Provide context
- Be direct
- Consider style and personalisation

Wrong ways to use ChatGPT & AI

- Looking for facts: It's a language model, not an encyclopedia
- Mixing topics and tasks: Multiple threads can reduce quality of results
- Being generic: Generic prompts get generic responses
- Long sessions: More chance for 'forgetfulness' and confusion
- Expecting a 'silver bullet'



How I use ChatGPT



The screenshot shows a user asking, "Is AI a threat to quality written content online?". The AI response is divided into three paragraphs. The first paragraph discusses the threat of low-quality content flooding the internet. The second paragraph discusses the benefits of AI-powered tools for improving content quality. The third paragraph concludes that the impact depends on responsible use alongside human writers.

Is AI a threat to quality written content online?

AI can be both a threat and an asset to quality written content online. On one hand, AI can generate a large amount of low-quality content quickly, which can flood the internet with poorly written articles, blogs, and other content. This can make it difficult for users to find accurate and well-written information.

On the other hand, AI can also be used to improve the quality of written content online. For example, AI-powered tools can be used to analyze and improve the readability, grammar, and style of written content. These tools can help writers to identify areas where their writing can be improved and provide suggestions for how to make those improvements.

Ultimately, the impact of AI on the quality of written content online will depend on how it is used. If it is used responsibly and in conjunction with human writers and editors, it can help to improve the quality of content online. If it is used solely for the purpose of generating large quantities of low-quality content, it could be a threat to the quality of information available online.

[Feb 13 Version](#). Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us i

- Personal assistant
- Researcher
- Distiller

My future-focus: Prompts

- I am developing, testing and refining my own prompts to support my work

How to stand out in an AI-driven world

- There's no denying AI is transforming marketing rapidly
- Future of AI-generated copy, AI-generated imagery, AI-generated websites, AI-generated search results ...
- To stand out: It's all about brand
- Your brand should authentically represent who you are
- Your story, purpose, values, experiences, personality, voice, identity etc. sets you apart ... and becomes more important than ever

"A BRAND IS THE SET OF EXPECTATIONS, MEMORIES, STORIES AND RELATIONSHIPS THAT, TAKEN TOGETHER, ACCOUNT FOR A CONSUMER'S DECISION TO CHOOSE ONE PRODUCT OR SERVICE OVER ANOTHER."

- SETH GODIN

Final thoughts ...

- We are just getting started with AI ...
- It is the Wild West: Proceed with caution, take it slow, stay informed
- AI is a great servant, not a good master
- Test and try
- Reverse engineer: Start with your most repetitive, time consuming problems then identify AI solutions
- Be transparent with your stakeholders as you work with AI
- Invest in your unique brand, your unique value and unique humans

Thank you for tuning in!

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