Using AI Chat Bots for Business Marketing

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Agenda

- What is an AI Chat bot?
- Different types of AI generation tools
- Introduction to Chat GPT
- Using Chat GPT for marketing

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What are AI Chat bots?

» Artificial intelligence chatbots are chatbots trained to have human-like conversations using a process known as natural language processing (NLP).

» AI software can understand language and commands and provide a response based on existing data.

AI Chat Platforms

» Open AI aka Chat GPT– this is what we'll focus on today (free)

» Bard from Google (free)

» Bing using Chat GPT (free)

» Copy.ai, Jasper.ai

Lets talk about Chat GPT

- To use Chat GPT go to www.openai.com and create a free account
- Can upgrade for $20/month. Upgraded plans offer more features including the ability to integrates the AI to other programs. Also allows priority access when demand is high.
- Technically not connected to the internet – limited knowledge of events after 2021

Lets talk about Chat GPT

- G - Generative - Generates Responses
- P - Pretrained – Pretrained and programed by humans
- T - Transformer - Transforms input into meaningful output

Using Chat GPT for Content Creation
The low hanging fruit

» Help with idea generation
» Create website structure
» Generate blog posts
» Social media posts
» Email marketing campaigns

Best Practice Tip

Higher quality inputs will result in higher quality outputs.

Write me a [kind of text].
that is [style and tone]
Featuring /highlighting [characteristics]

Write me a _blog post_ that is _funny_ on why _winter time in Montana is fun._

Using Chat GPT for Market Research

» Help with understanding your market
» Analyzing the size of a market
» Create Market Research questions
» Analyze market research data

Thank you!

Please contact me with any questions or comments

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