

Productivity Prompts

30+ ChatGPT Use Cases for Marketers



• to the web

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This is Not Your Father's Water Cooler Conversation

A tsunami of technological advances has changed nearly everything about how we work. Now, it's even changed how we converse.

Of course, we no longer need office buildings and conference rooms to have intelligent conversations. But now, we don't even need another human being. We can converse with a robot that's read and retained more information than any human ever could.

Those conversations can be immensely helpful. They can make even the most prolific marketing virtuosos immensely more productive. And thanks to the advent of a powerhouse AI application, they're doing just that.

I'm talking, of course, about ChatGPT, the fastest growing application in history.

ChatGPT reached around 100 million users just 2.5 months after its launch, according to a UBS study based on Similarweb data

Do you use ChatGPT? Maybe you're wondering how to get started, or how to enter specific prompts that enable ChatGPT to instantly perform tasks that would otherwise devour your days.

You'll find this resource a huge time-saver. Take it all in. Put your version of the sample prompts and successful processes in play. Prepare to have your mind blown.



Let's Meet This Crazy Cool Conversationalist

If you already know enough about the science behind ChatGPT, or can live without it, feel free to skip this section. But if you're curious to learn a bit about this baby's birth, check out this informative conversation we had with it.

ChatGPT, what are you?

I am ChatGPT, a large language model created by OpenAI based on the GPT-4 architecture. My primary function is to assist users in generating human-like text based on the input I receive. I can provide information, answer questions, and engage in conversation on a wide range of topics.

How did you get that funny name?

My name, ChatGPT, is an abbreviation that stands for "Chat Generative Pretrained Transformer." Let's break it down:

1. **"Chat"** refers to my primary function, which is to engage users in conversation, assist with inquiries, and generate human-like text based on input.
2. **"Generative"** indicates that I am capable of generating text or responses from a given input.
3. **"Pretrained"** means that I have been trained on a large dataset of text before being fine-tuned for specific tasks. This pre-training allows me to have a broad understanding of language and context.
4. **"Transformer"** is the type of neural network architecture used in my design. Transformers are known for their ability to handle long-range dependencies in text and are particularly effective for natural language processing tasks.

What is a large language model?

A large language model is a type of artificial intelligence (AI) model that is specifically designed to understand and generate human-like text. These models are typically based on deep learning techniques and are trained on vast amounts of textual data from diverse sources, such as books, articles, and websites.

The primary goal of a large language model is to learn the structure, grammar, and context of human language, enabling it to generate coherent and contextually relevant responses.

Large language models consist of millions or even billions of parameters, which are the adjustable weights that determine the model's behavior. By training the model on a massive dataset, it learns to recognize patterns and relationships in the text, allowing it to generate meaningful and contextually appropriate responses when given an input.

Do you know all there is to know?

I do not know all there is to know. My knowledge is extensive but not exhaustive. I have been trained on a large dataset, which includes a wide range of topics, but there are limitations to my knowledge:

1. **My training data's cutoff date is September 2021**, so I may not have information on more recent events or developments.
2. **My training data may have gaps, inaccuracies, or biases**, which could affect the accuracy and quality of my responses.
3. **I may not have enough information on highly specialized or obscure topics**, as these may not have been well-represented in my training data.
4. **As an AI language model, I lack personal experiences, emotions, and consciousness**, which means that my understanding of certain topics may be limited to a purely factual or analytical level.

Despite these limitations, I can still provide useful information and engage in conversations on a broad range of topics. However, it's important to keep in mind that I am not a definitive source of knowledge and should be used in conjunction with other reliable sources when seeking accurate and up-to-date information.

How do I use ChatGPT?

Using ChatGPT is quite simple. You can interact with me by typing your questions, statements, or prompts in the text input field, and I will generate a response based on your input. Here are some tips for using ChatGPT effectively:

1. **Be clear and specific:** Provide enough context and details in your input to help me understand your question or topic better. This will increase the chances of getting a relevant and accurate response.
2. **Ask one question at a time:** To ensure a focused response, it's best to ask a single question or present a single topic in each input.
3. **Be patient:** While I am designed to provide responses quickly, there might be instances when the response time is slightly longer due to various factors. Patience will ensure a better experience.

Is ChatGPT free?

4. **Rephrase your question:** If you don't receive a satisfactory answer, try rephrasing your question or providing additional context to help me understand your query better.
5. **Verify information:** As my knowledge is not exhaustive, and there might be gaps or inaccuracies, always cross-check information from other reliable sources when seeking accurate and up-to-date information.

During the initial release of OpenAI's GPT-3, there was a free tier available through the OpenAI API, which allowed users to access the model for limited usage.

OpenAI also offered various paid plans for users who required more access or capabilities. Pricing and availability may have changed since the release of GPT-4, which I am based on.

To get accurate and up-to-date information on pricing and plans, I recommend visiting OpenAI's official website <https://chat.openai.com/>

As a B2B marketer, will you save me time? How?

As an AI language model, I can certainly help B2B marketers save time and be more efficient in various aspects of their work. Here are some ways I can assist:

1. **Content creation:** I can help you draft blog posts, articles, social media updates, and other marketing materials. Just provide the topic, keywords, and any specific guidelines, and I can generate content for you.
2. **Content editing and proofreading:** I can help you review and edit your marketing content, ensuring it is well-written, coherent, and free of grammatical errors.
3. **Email drafting:** I can assist you in crafting professional and engaging emails for your email marketing campaigns or business correspondence.

4. **Market research:** I can help you gather information about your industry, competitors, or target audience. Just let me know what you're looking for, and I'll do my best to provide relevant data.
5. **Idea generation:** I can help you brainstorm marketing campaign ideas, content topics, or strategies to reach your target audience more effectively.
6. **Data analysis:** I can help you analyze and interpret marketing data or metrics, providing insights that can inform your decision-making process.
7. **Social media management:** I can help you schedule social media posts and respond to comments, allowing you to maintain an active online presence without spending too much time on these tasks.

By using my assistance effectively, you can save time and focus on other critical aspects of your marketing efforts.

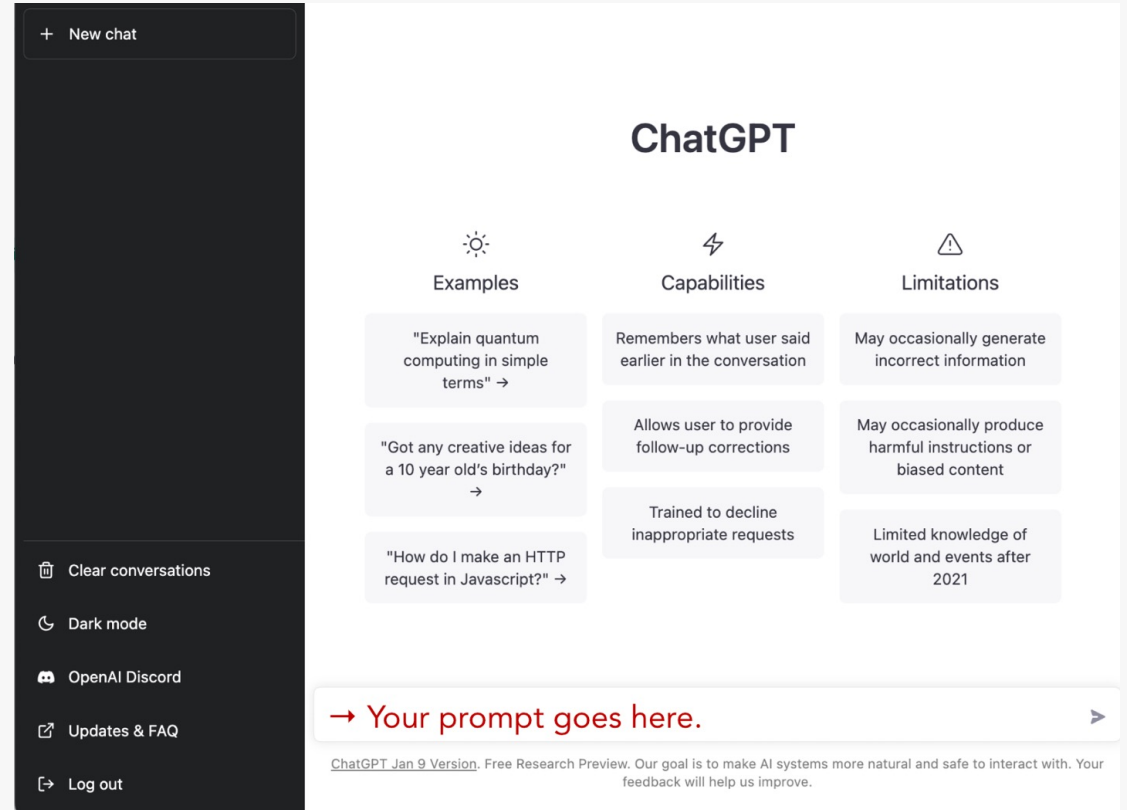
Okay, let's look at how to do just that.

(Not a question—an invitation to turn the page and get into the juicy part of this guide.)

Pledge Allegiance to the Prompt

While you do indeed converse with ChatGPT, calling an interaction a “conversation” may sell its value short. ChatGPT can answer your questions, but as you’re about to see, it can organize information in a variety of ways, which can be oh-so helpful.

The key to benefiting from ChatGPT’s output is learning how to help it help you achieve specific tasks. Your challenge is to input prompts—as precisely as possible.



As ChatGPT told us in our Q&A session, providing additional context helps it understand your queries better. So, remember, when asking your robot buddy to generate content, you can never be too specific with your prompt.

Allow me to demonstrate opposite:

- GOOD

1. Write an intro paragraph for an article on 'content marketing strategy'
- BETTER

2. Write an intro paragraph for an article on 'content marketing strategy' **for B2B companies. Focus on how this strategy can help drive visitors and leads to your site.**
- BEST

3. Write an intro paragraph for an article on 'content marketing strategy' for B2B companies. Focus on ROI and how this strategy will increase search engine rankings, drive visitors and qualified leads to your website. **Article will include 3 customer examples and a free template to create your strategy. The outline should suggest urgency and should target marketers and webmaster.**

To refine is divine

When you enter your prompt—even a gloriously specific one—you may not get the response you seek. Again, help ChatGPT help you. We've had good success with what we call "refinement prompts."

Following are examples we encourage you to try.

- continue (if the response feels incomplete)
- summarize (one of its best features)
- expand
- be more concise, or condense
- prioritize into bullet points
- rewrite or rephrase this response
- write in a persuasive tone
- explain step-by-step
- be more persuasive
- go into detail on point XYZ above
- give at least two examples
- include these keywords: <insert keywords>
- suggest a strong call to action
- make the content come alive, be bold
- write in the style of The Atlantic (for example)
- act like a storyteller, imagine you are X

Unlock ChatGPT's Possibilities with Prompts

The many sections that follow provide helpful instructions for specific marketing use cases. In some cases, we'll share general process tips for getting useful results from ChatGPT interactions, while in many we'll share prompts we've developed, tested, and refined. In most instances, you'll also be shown the output.

Understand, prompt templates can be easily customized for your market and needs. Following is a long but not exhaustive list of use cases for employing ChatGPT in common marketing practices. Each is a link if you'd like to jump directly to the relevant pages.

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Summarization

You know the term TL;DR, right? "Too long; didn't read."

If you want to avoid reading lengthy documents or make a decision regarding whether doing so is worth your time, you can use ChatGPT to read it first and report back to you a concise summary of the content.

Summarize anything

Ask ChatGPT to summarize assets including:

- **Email communication:** Extract purpose, main points, and action items.
- **Meeting minutes:** List topics, decisions, and action items from meetings.
- **Industry reports:** Summarize trends, projections, and key players.
- **News articles:** Outline significant industry or company news.
- **Competitor analysis:** Briefly review competitors' strengths/weaknesses.
- **Conference presentations:** Highlight takeaways, quotes, and statistics.
- **Case studies:** Summarize problem, solution, and results.
- **Market research:** Distill key findings, trends, and insights.

1. Summarize a web page or post

SAMPLE PROMPT

Summarize this text and in bullet-point format, show me the most important points.

[Copy and paste the article text into ChatGPT to create your prompt]

In this example, ChatGPT summarized text we copied from the [March 2023 guidance](#) on copyrighting AI-created content.



- Copyright Office responsible for copyright registration system and advising on copyright matters.
- Office has experience in determining copyrightable vs. noncopyrightable works.
- Recent trend: use of AI technologies capable of producing expressive content, raising questions about copyright protection.
- Office has already dealt with applications claiming copyright in AI-generated material.
- Public guidance needed for registration of works containing AI-generated content.
- Copyright protection only applies to material produced by human creativity.
- Office's registration guidance requires works to be the product of human authorship.
- Office evaluates works submitted for registration containing human authorship combined with uncopyrightable material.
- Works produced by AI without human authorship are not protected by copyright.

2. Extract data from a white paper

SAMPLE PROMPT

Extract important data points and summarize them from the following. Use bullet point format.

[Copy or export the text from a white paper containing multiple data points, or use a ChatGPT plugin AskYourPDF and ChatWithPDF , Link Reader to mention a few.]

We used this routine for a white paper about ransomware and got the opposite response. This type of prompt could provide a shortcut for creating an infographic.



- The report highlights that ransomware attacks have become more sophisticated, targeted, and costly.
- In 2021, the average ransom demand **increased by 120%** compared to the previous year.
- The report identifies several major ransomware groups that are responsible for the majority of attacks, such as Maze, Ragnar Locker, and Conti.
- Ransomware attacks on healthcare organizations **increased by 70%** in 2021.
- Ransomware attacks on education sector **increased by 110% in 2021**
- Ransomware attacks on the public sector **increased by 200% in 2021.**
- The report also highlights the growing trend of ransomware attacks on cloud environments, particularly on SaaS applications.
- The report recommends organizations to take proactive measures to protect themselves from ransomware attacks, such as implementing regular backups, keeping software up-to-date, and training employees on cybersecurity best practices.

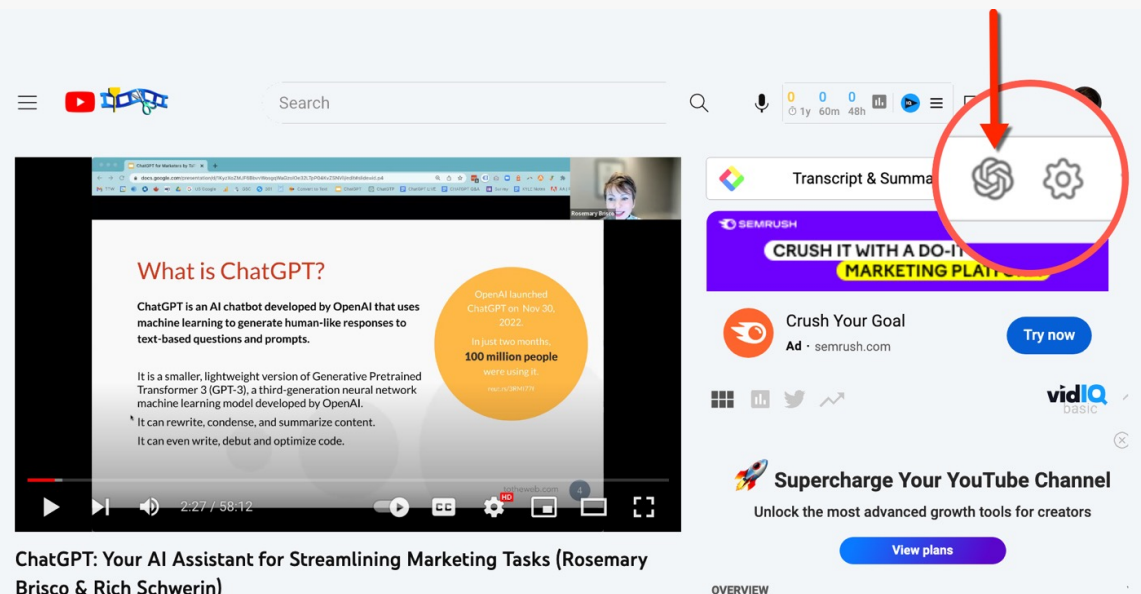
3. Summarize a YouTube video with Chrome extension

If you don't have a transcript of the video, this process will require an extra step:

*Install and enable the Chrome Extension, **YouTube Summary with ChatGPT**.*

Locate the video of your choice and click on OpenAI's icon in the right rail.

Opposite is the output of the above prompt using the Chrome extension



- ChatGPT is an AI chat bot developed by OpenAI that uses machine learning to generate human-like responses to text-based questions and prompts.
- It is trained on a massive dataset of more than a trillion words of text from various sources on the internet, including books, articles, and social media.
- ChatGPT can perform tasks such as copywriting, creating sales documents, keyword research, and explaining legal language in contracts.
- It has limitations, including limited knowledge of events after 2021, inability to access the internet or perform complex mathematical calculations, and the need for human oversight.
- The use of prompts and refining the responses is crucial for effectively using ChatGPT in marketing tasks.

4. Summarize a podcast

Use your transcription service of choice to create a transcript of a podcast. Try: <https://www.cockatoo.com/>

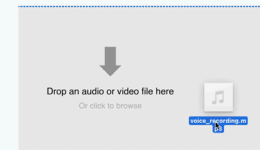
SAMPLE PROMPT

Ask ChatGPT to summarize it. Include any additional instructions you wish.

Meet Cockatoo, the simple & affordable AI Transcription tool

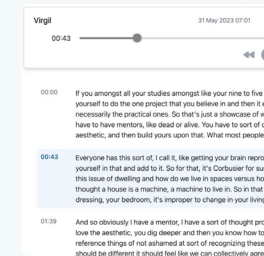
Generate transcripts for audio and video files with 3 simple steps

Upload a voice recording



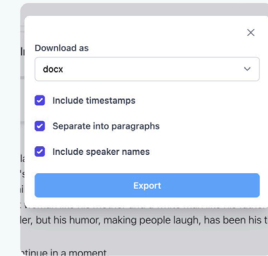
Don't worry about file formats or sampling rates, our platform supports virtually all audio and video files without any transcoding required.

Get your transcript



Cockatoo generates transcripts for spoken English that can be up to 99% accurate. We even offer a 95% accuracy quality guarantee.

Export



View your transcript within the app or export to a variety of popular formats.

5. Design a survey and summarize the results

SAMPLE PROMPT

Design a survey for attendees to a training session on ChatGPT for marketing. I want to query the audience on the following points: are they using ChatGPT now in their business, do they have a free or paid account, what are they interested in learning from this session, what specific questions do they have?



Title: Women in Consulting - ChatGPT for Marketers Training Session Survey

Introduction:

Thank you for participating in our upcoming training session on ChatGPT for marketers. We'd like to understand your current usage of ChatGPT and your expectations for the training session. Please take a few minutes to fill out this survey.

1. Are you currently using ChatGPT in your business?
 - Yes
 - No
2. If you are using ChatGPT, do you have a free or paid account?
 - Free account
 - Paid account
 - Not applicable (I'm not using ChatGPT)
3. What are your primary goals for attending the ChatGPT for marketers training session? (Select all that apply)
 - Learn the basics of ChatGPT
 - Understand how to apply ChatGPT in marketing strategies
 - Explore case studies of successful ChatGPT implementations in marketing
 - Network with other professionals
 - Other (please specify): _____
4. What specific topics are you most interested in learning about during the training session? (Select all that apply)
 - Setting up and managing a ChatGPT account
 - Content generation for marketing materials
 - Social media management with ChatGPT
 - Enhancing customer support through ChatGPT
 - Using ChatGPT for market research and data analysis

6. Analyzing Survey Results

SAMPLE PROMPT 2

Summarize the most important tasks that marketing consultants are interested in learning, list in bullet point format based on the survey results. Organize in a logical training order. Bold the important words in each bullet.

[Insert the results of your survey.]



Marketing consultants are interested in leveraging ChatGPT to improve various aspects of their work. Some important use cases include:

- **Blogs:** Drafting outlines or first drafts of marketing materials, such as news releases, blog posts, feature stories.
- **Social media:** Creating content, identifying fake/false/inaccurate information, using ChatGPT for research, strategy, and travel consulting.
- **Content creation:** Best practices and developing sophisticated templates for use in ChatGPT.
- **Client proposals:** Drafting proposals, receiving feedback, and converting final proposals into SOWs.
- **News releases:** Getting information, drafting/editing content, selecting images, and distributing.
- **Competitor analysis:** Identifying companies with specific products, listing capabilities, comparing offerings, and ranking quality or fit.
- **Video scripts:** Researching topics, writing scripts, and finding potential graphics for brand videos.
- **Lead generation:** Identifying new & relevant content, creating content, and selecting outbound marketing channels.
- **ChatGPT optimization:** Setting up queries to minimize false information and understanding how and when to use the tool effectively.



Sentiment Analysis

Sentiment analysis, according to ChatGPT, is a natural language processing (NLP) technique used to determine the emotion expressed in text. It's commonly applied to analyze opinions, reviews, and social media content to gauge public opinion or customer satisfaction.

ChatGPT can help with sentiment analysis in several ways by preparing your text data for sentiment analysis and analyzing it. It can also perform some helpful sentiment analysis wizardry, which we won't get into here. If you want to know more about it, simply ask ChatGPT.

Some of the many types of sentiment analysis you can perform include:

- **Customer reviews:** Understand satisfaction and identify improvement areas.
- **Social media monitoring:** Gauge public opinion on brands, products, or events.
- **Customer support:** Prioritize and address concerns by detecting negative sentiments.
- **Market research:** Track industry trends, competitors, and consumer preferences.

7. Analyze customer reviews

To give you an example, we copied three years of REI Trustpilot customer reviews (40 in total) and then entered this prompt:

SAMPLE PROMPT

Analyze REI customer reviews and categorize as positive, negative, or neutral based on the sentiment expressed. Summarize an overall sentiment value.

Your output is bound to look something like this:

Overall Sentiment Value


- Positive: 12
- Neutral: 1
- Negative: 25

8. Competitor tweet analysis

SAMPLE PROMPT

Compare the sentiment between the Stripe's tweets and a competitor's tweets below. [insert your copied tweets from both company's Twitter accounts]



Both Marqeta and Stripe's tweets showcase their enthusiasm for new features, products, and events. However, there are some differences in sentiment between their content. 

Stripe's tweets have a more informative and educational tone. They highlight new features, such as the availability of "Meses sin intereses" in Mexico and the new vertical layout for the Payment Element. They also share content related to scaling people, focusing on company building and management, and showcase appreciation for attention to detail in their work.

Marqeta's tweets, on the other hand, have a more community-oriented and engaging tone. They focus on celebrating Black History Month, promoting a culture of belonging at work, and hosting webinars on virtual cards and tokenization. They also emphasize their recent platform expansion and share experiences from developer events.

In summary, while both Marqeta and Stripe's tweets are positive and enthusiastic about their products and features, Stripe's content leans more towards educational and informative, while Marqeta focuses on community engagement and company culture.

9. Competitor tweet analysis follow-up

FOLLOW-UP PROMPT (AND RESPONSE)

** Stay within the same chat window as the first chat above and continue prompting:

Which company's tweets are more click-worthy?



While both Stripe and Marqeta share interesting content, Stripe's tweets appear more click-worthy due to the following factors:

1. Informative content: Stripe's tweets often provide valuable information about new features and product updates, which can pique the interest of users who want to stay informed.
2. Educational focus: Stripe shares content related to company building, management, and attention to detail, which can attract users interested in learning and improving their business operations.
3. Clear call-to-action: Stripe's tweets often include clear calls-to-action, such as links to documentation or pre-order pages, making it easier for users to take the next step.
4. Effective storytelling: Stripe's retweets feature users sharing their experiences or highlighting small improvements, which can create a sense of curiosity and make readers more inclined to click and read further.

That being said, the click-worthiness of a tweet is subjective and depends on the preferences and interests of individual users. While Stripe's tweets may be more appealing to some users, Marqeta's community-oriented and engaging tone could be more attractive to others.



Competitive Research

You can ask ChatGPT to help do competitive research on a product or service.

10. Compare services

SAMPLE PROMPT

Identify companies offering SaaS Master Data Management services including a list of capabilities and compare specific product offerings across multiple competing companies. Rank in order of quality of offerings, fit, compare specific capabilities such as data integration and match-merge methodologies.

1. Informatica MDM

- Key Capabilities: Data integration, data quality, multi-domain MDM, data governance, and business process management
- Data Integration: Offers a comprehensive suite of integration tools, including Informatica PowerCenter, Informatica Cloud Data Integration, and Informatica Data Integration Hub
- Match-Merge Methodologies: Provides advanced matching and merging capabilities with the help of fuzzy matching, probabilistic matching, and customizable matching rules

2. SAP Master Data Governance

- Key Capabilities: Data quality, data governance, data consolidation, and central data management
- Data Integration: Supports integration with various SAP and non-SAP systems, leveraging SAP's Data Services platform and pre-built data connectors
- Match-Merge Methodologies: Offers configurable match rules, data quality rules, and survivorship rules for accurate matching and merging of records

3. IBM InfoSphere MDM

- Key Capabilities: Data quality, data governance, data integration, and data stewardship
- Data Integration: Provides robust data integration capabilities through IBM InfoSphere DataStage and IBM InfoSphere Information Server
- Match-Merge Methodologies: Employs advanced probabilistic matching algorithms, customizable matching rules, and data survivorship capabilities

11. Customer personas

Personas help you understand your target audience by providing detailed profiles of different buyer types. This insight allows for tailored marketing strategies and suggests essential resources to provide at every step of the customer’s experience.

I’ve found ChatGPT to be an amazing assistant for getting started with customer personas.

SAMPLE PROMPT

Create a detailed description for each of the top six buyer personas for a cybersecurity company, including demographics, objectives, main challenges, values and motivations, buying behaviors, media and social networks. Include the types of assets that would resonate with each buyer, e.g. the content we should produce for each persona. Break this out by awareness, consideration and decision stages of the buying cycle. Organize the information in a table format. The audience is large enterprise companies.

Buyer Persona	Demographics	Objectives	Main Challenges	Values & Motivations	Buying Behaviours	Media & Social Networks	Content for Awareness	Content for Consideration	Content for Decision
CIO/CTO	40-55, Male/Female, Executive Level	Implement robust cybersecurity solutions	Keeping up with emerging threats, limited resources, budget constraints	Reliability, innovation, trust	Strategic, long-term partnerships, value for money	LinkedIn, Twitter, Industry Blogs	Whitepapers, Webinars, Industry Reports	Case Studies, Product Comparisons, Analyst Reports	Product Demos, ROI Analysis, Client Testimonials
IT Manager	30-50, Male/Female, Mid-Senior Level	Efficiently manage network security	Balancing security & usability, time constraints, staff training	Efficiency, ease of use, security	Solutions that integrate well with existing systems	LinkedIn, Twitter, IT Forums	Blog Posts, Infographics, Webinars	How-to Guides, Technical Whitepapers, Video Tutorials	Product Demos, Implementation Guides, Support Services Info
Security Analyst	25-40, Male/Female, Junior-Mid Level	Monitor and respond to security threats	Constantly evolving threat landscape, lack of visibility	Proactivity, knowledge, adaptability	Solutions with advanced analytics, detection, and response capabilities	LinkedIn, Reddit, Security Blogs	Industry News, Podcasts, Webinars	Hands-on Workshops, Technical Blog Posts, Case Studies	Product Demos, Free Trials, Feature Comparison Charts
Compliance Officer	35-55, Male/Female, Mid-Senior Level	Ensure compliance with industry regulations	Meeting various regulatory requirements, lack of understanding	Compliance, risk management, trust	Solutions that simplify compliance and reporting	LinkedIn, Twitter, Compliance Forums	Regulatory Updates, Webinars, Compliance Guides	Case Studies, Compliance Checklists, Whitepapers	Product Demos, Compliance Certifications, Client Testimonials
Network Administrator	25-45, Male/Female, Junior-Mid Level	Maintain network performance and security	Managing complex networks, troubleshooting	Stability, performance, scalability	Solutions with strong network management features	LinkedIn, Reddit, Network Admin Blogs	Blog Posts, Infographics, Podcasts	Hands-on Workshops, Video Tutorials, Technical Guides	Product Demos, Free Trials, Network Management Tools Info

12. Identify keywords in articles

Copy content from a competitor's web page and ask ChatGPT to list the topics or top keyword phrases used in the article at least 3 times or more.

Use [this tool](#) to extract text from a web page:

Try it yourself

- Pick a URL of a page you are evaluating - we'll use <https://totheweb.com/blog/b2b-website-usability/what-is-a-website-governance-framework-and-why-does-my-company-need-one/>
- Use our tool to copy all the body text. Try to keep the prompt text at around 2,200 words.
- Ask ChatGPT to summarize the content and extract key points. This will provide a good start for summarizing the competitor's content into topics/subtopics allowing you to create a content outline or article for your next post.
- Ask ChatGPT to collect and present all the CTAs.

The screenshot shows the 'to the web' website header with a search bar and navigation links. Below the header is a breadcrumb trail: Home → Learning Center → Convert Your Webpage to Plain Text | Use for ChatGPT + SEO. The main content area features the title 'Convert HTML to TEXT → Use our tool to extract plain text from web pages for use in ChatGPT.' followed by a description: 'See all the text Google can index from your web page. The tool converts the copy into plain text, which can then be used to ask ChatGPT questions or summarize the content.' At the bottom, there is a text input field with the placeholder 'Enter page url: https://' and a dark blue button labeled 'CONVERT TO TEXT'.

SAMPLE PROMPT

Act like a search marketing expert with a background in search engine marketing. In a table format, list all the primary and secondary keyword phrases used in this article. [insert the article text]

More competitive research ideas

- Analyze competitors’ strength and weaknesses.
- Identify top unique selling points.
- Evaluate competitors’ social media schedule, tone and presence.
- Describe competitors’ target audience and buyer personas.
- Examine their top-ranking content for tone, topics and sub-topics.
- Summarize competitor customer reviews.
- Identify calls-to-action.
- Assess user experience and content structure.
- Analyze customer support interactions.

Keyword Phrase	Number of Occurrences
website governance framework	4
governance framework	2
getting started	2
content management	2
brand management	2
marketing	2
user experience	2
actionable analytics	1
website maintenance	1
corporate website	1
policies and procedures	1



Blog Workflow and Post Creation

As you know, planning and publishing blog posts is a time-intensive task. Let's dig into how you can use ChatGPT to inject some rocket fuel into the process. Streamline your content creation process using Chat GPT prompts for optimal output.

1. BLOG BRAINSTORMING

Create a clear outline for content creation by using multiple ChatGPT prompts and refinements.

2. TIMELINE

Make a detailed timeline for your launch that includes all elements and their corresponding dates.

3. CONTENT OUTLINE

Create a clear outline for content creation by using multiple ChatGPT prompts and refinements.

4. ONLINE RESEARCH

Turn a mediocre blog post into an awesome post by doing this necessary online research.

5. CONTENT CREATION

Begin writing prompts to create your post. Learn how to analyze top-ranking content for your topic.

13. Blog schedule

Give ChatGPT a detailed prompt to create the type of thorough schedule the process might require depending on your stakeholders and resources.

SAMPLE PROMPT

Create a blog delivery schedule including a timeline, the skills or people necessary for each task in a table format. Add dates for this project that will start on [March 15]. Show start and end dates. Tasks include: Brainstorming; 3 days, content outline, refinement and agreement of topics; 5 days, keyword research; 5 days, schedule and meet with the content writer or external agency to kick off writing this post including image suggestions; 2 weeks, review internally and finalize; 2 weeks, legal review 10 days. Post content and design images; 1 week, develop social posts for Twitter and LinkedIn including customizing graphics; 3 days. Post social posts and ask the team to like the social posts. Put this in table format bolding the key tasks. Add a few buffer days, accounting for weekends. Include number of days as well as start and end dates for each.

Task	Duration (Days)	Start Date	End Date	Skills/People Required
Brainstorming	3	Mar 15	Mar 17	Marketing Team
Content Outline, Refinement and Agreement of Topics	5	Mar 18	Mar 24	Marketing Team
Keyword Research	5	Mar 25	Mar 31	SEO Specialist
Schedule and Meet with Writer/Agency to Start Writing	14	Apr 1	Apr 18	Marketing Team, Writer/Agency
Review Internally and Finalize	14	Apr 19	May 6	Marketing Team, Editor
Legal Review	10	May 9	May 20	Legal Team
Post Content and Design Images	7	May 23	Jun 2	Marketing Team, Designer
Develop Social Posts for Twitter and LinkedIn	3	Jun 5	Jun 7	Marketing Team, Designer
Post Social Posts and Ask Team to Like	2	Jun 8	Jun 9	Marketing Team
Buffer Days	7	Jun 10	Jun 18	
Total Duration	60	Mar 15	Jun 18	

14. Brainstorm

Next, we'll brainstorm with GPT to create a content outline—a task that can take a full day for long-form content.

SAMPLE PROMPT

List all the topics that we could cover in a blog post about “conversational AI in banking” for the CTOs of financial institutions. List in a sheet table format with associated sub-topics for each. Number each topic and bold each of the main topics.

#	Topic	Sub-Topics
1.	Introduction to Conversational AI in Banking	Definition of conversational AI, conversational banking trends and opportunities
2.	Benefits of Conversational AI for Financial Institutions	Improving customer experience, reducing operational costs, increasing efficiency, and gaining a competitive edge
3.	Current Use Cases of Conversational AI in the Banking Industry	Chatbots for customer support, virtual financial advisors, personalization, and fraud detection
4.	Key Features of Conversational AI Solutions for Banking	Natural Language Processing (NLP), sentiment analysis, context-awareness, and personalization
5.	Best Practices for Implementing Conversational AI in Banking	Understanding the customer journey, selecting the right use cases, designing conversational flows, training and monitoring the AI
6.	Examples of Conversational AI Solutions for Common Banking Problems	Account management, payments, loans, and investments
7.	Choosing the Right Conversational AI Platform for a Financial Institution	Evaluating technology capabilities, vendor selection, compliance, and security
8.	Integrating Conversational AI with Existing Banking Systems	API integration, data migration, and designing conversational interfaces

CONTINUE PROMPTING

Now, pick the topics that address the top 5 pain points that conversational AI could solve.

1. **High operational costs:** Conversational AI can automate routine tasks, reducing the need for human support and lowering operational costs.
2. **Inefficient customer service:** Conversational AI can provide 24/7 support, personalized assistance, and faster response times, improving customer service and satisfaction.
3. **Fraud detection and prevention:** Conversational AI can detect unusual account activity, suspicious transactions, and potential fraud in real-time, improving fraud prevention and minimizing losses.
4. **Complexity of banking processes:** Conversational AI can simplify banking processes by providing natural language interfaces, enabling customers to navigate complex processes more easily.
5. **Lack of personalized experiences:** Conversational AI can offer personalized recommendations, product offers, and financial advice, improving the overall customer experience and driving customer loyalty.

Based on these potential pain points, the following topics from the previous list could address them:

- Benefits of Conversational AI for Financial Institutions
- Current Use Cases of Conversational AI in the Banking Industry
- Key Features of Conversational AI Solutions for Banking
- Examples of Conversational AI Solutions for Common Banking Problems
- Best Practices for Implementing Conversational AI in Banking

15. Optimize your post for search engines

We'll get to outlining and writing next, but this interim step for search engine optimization is tremendously useful.

- Search Google for the top 3 highly-ranked web pages using your primary topic (or keyword).
- Separately, copy and paste the content for each Google Search Result into ChatGPT and ask it to summarize the top 5 points (topics) from each piece of content. Consider adding these topics/subtopics to your content outline.

Try the following prompt to create keyword clusters, organized into a table:

SAMPLE PROMPT

In a table format, generate keyword clusters, keywords with search intent; informational, navigational, transactional, title not longer than 580 pixels, and meta description for [card issuing]."



Keyword Cluster	Keywords	Search Intent	Title	Meta Description
Card Issuing	card issuing, credit card issuing, debit card issuing, card issuer	Informational	"All You Need to Know About Card Issuing"	"Understand the process of card issuing, including credit and debit card issuing. Learn about card issuers and more."
Card Issuing Companies	card issuer, card issuing companies, credit card issuer, debit card issuer	Informational	"List of Card Issuing Companies"	"Explore a comprehensive list of card issuing companies, including credit and debit card issuers. Learn about their services and more."
How to Apply for a Card	apply for a card, how to apply for a credit card, how to apply for a debit card	Transactional	"Step-by-Step Guide: How to Apply for a Card"	"Learn how to apply for a credit or debit card with our step-by-step guide. Find out what you need to know before applying and more."
Card Issuing Process	card issuing process, credit card issuing process, debit card issuing process	Informational	"The Card Issuing Process: How Does it Work?"	"Understand the card issuing process, including the credit and debit card issuing process. Learn how it works and what you need to know."

16. Outline your post

SAMPLE PROMPT

Create a content outline for a 2,000-word blog post covering conversational AI for CTOs in banking targeted at financial institutions and fintechs. Include an overview of conversational banking along with all the 9 topics listed above. Be descriptive and show the number of words for each section. Use bold for the main sections. Expand this blog content outline to include topics and keywords for: conversational banking for better customer journey, virtual assistant chatbot and chatbot banking.

II. What is Conversational Banking? (200 words)

- Explanation of conversational banking and its evolution in the digital era
- Benefits of conversational banking for customers and financial institutions
- Role of conversational AI in conversational banking

III. Benefits of Conversational AI for Financial Institutions (300 words)

- Overview of the benefits of conversational AI, including improving customer experience, reducing operational costs, increasing efficiency, and gaining a competitive edge
- Explanation of how conversational AI can benefit financial institutions and their customers
- Real-life examples of how conversational AI has benefited financial institutions

IV. Current Use Cases of Conversational AI in the Banking Industry (400 words)

- Overview of the most common use cases of conversational AI in banking, including chatbots for customer support, virtual financial advisors, personalization, and fraud detection
- Real-life examples of how conversational AI is being used in the banking industry
- Explanation of how these use cases can improve the customer experience and increase efficiency

17. Write your post

SAMPLE PROMPT

Using this content outline, write the first two paragraphs or the blog post. Include the following keywords: [insert keywords].

ChatGPT is likely to respond with decent copy when you ask it to write your post. However, I like to tackle the post in pieces and make refinements along the way to produce even better copy. Also note that ChatGPT offers you options for selecting:

- Tone
- Writing style
- Language

Think of the process as a “chain of prompts.” Ask it to make refinements any way you like.



Sure, here's a draft of the first two paragraphs of the blog post:

Conversational banking, also known as chatbot banking or conversational banking bots, is a growing trend in the financial industry. With the increasing demand for personalized and efficient customer service, conversational AI has become a valuable tool for banks and fintechs to enhance the customer experience, reduce costs, and improve operational efficiency.

Conversational AI allows banks to offer a more human-like interaction with their customers through chatbots, voice assistants, and other digital assistants. By leveraging natural language processing (NLP) and machine learning (ML) technologies, conversational banking bots can understand and respond to customer queries, provide account information, perform transactions, and offer personalized recommendations. In this blog post, we will explore the benefits, use cases, considerations, and tools for implementing conversational AI in banking, as well as the future trends and opportunities in this field.

SAMPLE PROMPT

Using this content outline, write the first two paragraphs or the blog post. Include the following keywords: [insert keywords].



now, using this content outline, write the first two paragraphs of the blog post. The blog post should include or these keywords; conversational banking, chatbot banking, and conversational banking bots. These keywords all mean the same things.



Sure, here's a draft of the first two paragraphs of the blog post:

Conversational banking, also known as chatbot banking or conversational banking bots, is a growing trend in the financial industry. With the increasing demand for personalized and efficient customer service, conversational AI has become a valuable tool for banks and fintechs to enhance the customer experience, reduce costs, and improve operational efficiency.

Conversational AI allows banks to offer a more human-like interaction with their customers through chatbots, voice assistants, and other digital assistants. By leveraging natural language processing (NLP) and machine learning (ML) technologies, conversational banking bots can understand and respond to customer queries, provide account information, perform transactions, and offer personalized recommendations. In this blog post, we will explore the benefits, use cases, considerations, and tools for implementing conversational AI in banking, as well as the future trends and opportunities in this field.

1



Change the first paragraph to remove the repetitive keywords



Sure, here's a revised version of the first paragraph that avoids using repetitive keywords:

Conversational banking, the use of conversational AI technologies such as chatbots and voice assistants, has become a growing trend in the financial industry. With customers demanding more personalized and efficient service, conversational banking has become a valuable tool for banks and fintechs to enhance the customer experience, reduce costs, and improve operational efficiency.

18. Write titles

SAMPLE PROMPT

Suggest 10 awesome clickable post titles using the keyword "conversational banking." This should be written to attract CTOs in financial institutions who would deploy this software. Use the phrase "conversational banking" at the beginning of the title.



Sure, here are 10 potential blog post titles related to conversational banking that are attention-grabbing and informative for CTOs in financial institutions:

1. Conversational Banking: How to Transform Your Financial Institution with AI
2. The Benefits of Conversational Banking: Why Your Customers Will Love It
3. Building the Future of Banking: The Power of Conversational AI
4. Enhancing Customer Engagement with Conversational Banking
5. The ROI of Conversational Banking: Why It's a Smart Investment for Your Institution
6. Conversational Banking: A Game-Changer for Your Digital Strategy
7. Leveraging Conversational Banking for Personalization at Scale
8. A CTO's Guide to Conversational Banking: How to Get Started
9. Building Trust with Conversational Banking: Best Practices for Financial Institutions
10. Conversational Banking: Staying Ahead of the Curve in an Ever-Evolving Industry



Audit and Re-purpose your Content

When it comes time to determine what is and isn't working in your content marketing, it's time to do a content audit. You'll want ChatGPT to assist you.

Do It Yourself

We'll do it for you!

19. Analyze multiple pieces of content

Use ChatGPT to identify recurring issues throughout your content. In this example, we copied text from five articles. Ensure ChatGPT can provide a focused analysis by keeping your analysis to under ten articles.

SAMPLE PROMPT

Analyze this set of articles focusing on tone, audience, and recurring issues such as repetitive phrasing, or lack of focus on the target audience: CTOs, financial services, ecommerce platform providers. Focus on sentiment and clarity of messaging. The sole purpose of this content is to engage with companies and encourage them to implement Stripe as their payment processing engine.

You might also prompt ChatGPT like so:

SAMPLE PROMPT

Provide specific examples for each article and the identified issues. Offer recommendations for improvements to enhance the overall quality and effectiveness of the content.

Tone: The tone of the articles is informative and persuasive, aiming to showcase Stripe's features and benefits. The language used is clear and professional, making it appealing to the target audience.

Audience: The target audience is well-defined, with the articles focusing on CTOs, financial services, and ecommerce platform providers. The content addresses their pain points and emphasizes the benefits of Stripe for their specific needs.

Recurring issues:

1. **Repetitive phrasing:** There are instances where similar phrases are repeated across the articles, such as "optimized checkout experience" and "Stripe's hosted payments page". To avoid redundancy, consider rephrasing or providing new information to maintain the reader's interest.

Recommendation: Replace repetitive phrases with alternative expressions or additional details about the feature being discussed.

2. **Lack of focus on target audience:** While the articles target CTOs, financial services, and ecommerce platform providers, there are some sections that appear to be more consumer-focused (e.g., "Your cart 2 items", "C\$20.00 per month", "Subscribe"). Refocusing these sections on the target audience will make the content more relevant and engaging.

Recommendation: Modify or remove sections that do not directly address the needs of the target audience, and replace them with information that is more relevant to their interests and concerns.

Sentiment: The sentiment across the articles is positive, promoting Stripe's features and benefits to encourage companies to implement it as their payment processing engine. The

20. Content gap analysis

A method for checking and optimizing the content of a website, a content gap analysis compares current content performance with the desired content performance. The the results can uncover and help you activate hidden and unused potential to makes content marketing more efficient and increase ROI. Let's look at some useful gap analysis exercises to perform with ChatGPT.

SAMPLE PROMPT

Determine missing topics in this content that our target audience may find valuable when evaluating payment processing. Use bold text for important information.

1



Based on the provided content, here are some missing topics that your target audience may find valuable when evaluating payment processing solutions:

1. **Pricing and fees:** Include a detailed breakdown of pricing and fees associated with Stripe's payment processing services. This can help your target audience make informed decisions based on cost considerations.
2. **Integration and compatibility:** Explain how Stripe can be easily integrated with various ecommerce platforms, CRM systems, and other third-party tools. Highlight its compatibility with different programming languages and APIs.
3. **Security and compliance:** Provide information on how Stripe ensures the security and privacy of customer data, as well as its adherence to industry standards such as PCI DSS, GDPR, and other regional regulations.
4. **Customer support and resources:** Describe the support services and resources available to Stripe users, such as documentation, developer guides, and customer support channels. This can help potential clients understand the level of assistance they can expect.
5. **Scalability and performance:** Discuss how Stripe can scale to meet the growing needs of businesses and how it can handle high transaction volumes without compromising performance or reliability.
6. **Customization and flexibility:** Explain how Stripe allows for customization of payment processing features to fit the unique requirements of different businesses, such as

REFINEMENT PROMPT

Analyze our existing content and compare it to industry trends, competitor content, or audience interests to identify subjects or angles we haven't covered yet.

You might try getting some SEO insights while doing your content gap analysis.

SAMPLE PROMPT

Identify high-impact keywords not currently targeted in our content. Put the keywords in bold. Assess our content's keyword usage, and suggest high-impact keywords or phrases related to our niche that we should consider incorporating to reach a larger audience.

2



To analyze your existing content, we can compare it to industry trends, competitor content, and audience interests to identify subjects or angles that haven't been covered yet. Here are some suggestions based on these three criteria:



1. Industry trends:

- **Cryptocurrency and blockchain technology:** Explore how Stripe's payment processing engine can accommodate emerging trends in cryptocurrencies and blockchain technology, as well as any plans to support these innovations in the future.
- **Mobile wallets and contactless payments:** Discuss how Stripe can support new payment methods such as mobile wallets and contactless payments, which have become increasingly popular among consumers.

2. Competitor content:

- **Case studies and testimonials:** While your content includes some case studies, consider showcasing a wider range of industries and company sizes to demonstrate the versatility of Stripe's payment processing engine.
- **Comparison with competitors:** Present a comparison of Stripe's features and pricing against major competitors, highlighting the advantages of choosing Stripe as a payment processing solution.

3. Audience interests:

- **Best practices for payment processing optimization:** Provide guides, articles, or webinars on how to optimize payment processing, such as reducing cart abandonment, improving payment form design, and enhancing security.

21. Analyze individual pieces of content

ChatGPT can quickly assess pinpointing areas for simplification or clarification. It will recommend SEO enhancements and generate a variety of captivating titles.

SAMPLE PROMPT

Evaluate the readability of this article and suggest improvements in text, tone and readability. Identify sections in the article where the language is too complex or unclear and suggest specific edits to enhance readability. The purpose of this content is to encourage companies to partner with [insert Company] and provide their services to its customers.

REFINEMENT PROMPT

Suggest a more engaging title for this article based on its content. Based on the main points and target audience of this article, propose 3 to 4 captivating titles that effectively communicates its value and encourages clicks.

22. Re-purpose existing content

When you want to repurpose existing content to reach and engage a wider audience, ChatGPT can provide a variety of format options.

SAMPLE PROMPT

Suggest ways to repurpose this content for different formats or platforms. Suggest specific alternative such as infographics or podcasts, and explain how the content can be adapted while retaining its core message.



- 1. Infographic:** Create an infographic that illustrates the key points and steps to a successful NGFW migration, including forming the right team, identifying processes, and using the right technology. This can be shared on social media or embedded in blog posts for easy consumption.
- 2. Podcast:** Record a podcast episode where experts discuss the importance of migrating to NGFW and share their experiences, challenges, and best practices during the process. This can help listeners gain insights into real-life situations and solutions.
- 3. Video tutorial:** Produce a video tutorial series explaining the steps to a successful NGFW migration, demonstrating the technology, and highlighting the benefits of using security automation. These videos can be shared on YouTube or other platforms to reach a wider audience.
- 4. Webinar:** Host a live webinar or workshop for IT professionals interested in learning more about NGFW migration. This can be an interactive session where participants can ask questions and share their experiences.
- 5. Social media snippets:** Create a series of social media posts highlighting key takeaways from the blog post, such as the importance of having a knowledgeable team, the steps to success, and the benefits of using security automation technology. These can be shared across various platforms like Twitter, LinkedIn, and Facebook.
- 6. Slide deck:** Develop a slide deck presentation that summarizes the main points from the blog post, which can be used for conferences, workshops, or training sessions.
- 7. eBook:** Compile a comprehensive eBook on NGFW migration best practices, expanding on the information in the blog post and including case studies, expert opinions, and additional resources.
- 8. Interactive tool:** Develop an interactive tool or quiz that helps users assess their current firewall situation and provides personalized recommendations for a successful NGFW migration.
- 9. Checklist:** Create a downloadable checklist that outlines the steps to a successful NGFW migration, which can be used by IT professionals as a reference during the process.
- 10. Guest articles:** Collaborate with other industry experts to write guest articles for relevant websites or magazines, discussing the importance of NGFW migration and sharing insights from the original blog post.

23. Call to action(s)

Strong calls-to-action are crucial in website content because they prompt users to take specific actions, driving conversions and achieving your desired goals.

SAMPLE PROMPT

Review the effectiveness of our calls-to-action in terms of engagement suggest changes that can encourage more conversions. Give the before and after recommended versions. Identify opportunities to increase user engagement by optimizing CTAs for social sharing, newsletter sign-ups, or content downloads, as well as placement, design, and messaging of your calls-to-action.



After reviewing the existing calls-to-action (CTAs), I have identified a few key areas for improvement in terms of engagement and conversion. Here are the recommended changes:

Before:

"Whitepaper: Security Solutions for Managed Security Services"

After:

"Download the **Exclusive** MSSP Whitepaper Now"

Before:

"Book: Broaden Your Managed Security Services Footprint with Palo Alto Networks"

After:

"Get Your Free MSSP Expansion **Guide**"

Before:

"On-Demand Video: Securing Remote Workforces At Scale With Cloud-Delivered Managed Security"

After:

"Watch the Expert Webinar: Secure Remote Workforces"

Before:

"Blogs: Managed Security Service Providers Blogs"

After:

"Subscribe to Our MSSP Blog for Industry Insights"

24. Refresh and upscale existing content

Often, simply updating and refreshing existing content can enhance user engagement and boost its potential to rank higher. In this set of prompts, we are asking GPT to recommend updates to a single piece of content.

SAMPLE PROMPT

Identify outdated information or trends and recommend updates to keep your content current and relevant. Identify sections or elements in the article that can be reorganized or revised to enhance its overall flow, readability, and alignment with user intent. Offer ideas to reorganize content sections to improve flow, readability, or better align with user intent.

REFINEMENT PROMPT

Evaluate whether our content effectively addresses our target audience's pain points.



Email Campaigns

ChatGPT can be a huge time-saver for producing emails for a marketing campaign.

25. Email Campaign

SAMPLE PROMPT

I'm a bank and I want to alert our customers to the risks in ecommerce when making purchases online. Write a 3-part email campaign that explores the risks and how they can protect themselves. Our audience includes a broad range of ages and technical capabilities. Some will be better than others at spotting fraud and the older population will be very susceptible to fraud. Talk about phishing scams, public wi-fi risks, and monitoring your account for fraud, among other things. Write these emails in bullet point format using bold for headings. Write with variable sentence length. Include an email subject line.



Email 1:

Subject: Protect Yourself Online: Understanding E-commerce Risks 🌐

Introduction to E-commerce Risks

- Online shopping is convenient, but it can also expose you to potential risks
- Important to understand and manage these risks to protect your personal and financial information

Phishing Scams

- Fraudulent emails or messages designed to trick you into revealing sensitive information
- Watch out for emails claiming to be from well-known companies, banks, or online retailers
- Be cautious with urgent requests, poor grammar, and suspicious links

Public Wi-Fi Risks

- Avoid using public Wi-Fi for online shopping or banking
- Public Wi-Fi networks can be easily compromised, putting your data at risk
- Use a virtual private network (VPN) if you need to access sensitive information on public Wi-Fi

Monitoring Your Account for Fraud

- Regularly check your bank statements and online accounts for suspicious activity
- Report any unauthorized transactions to your bank immediately
- Sign up for account alerts and notifications to stay informed

Email 2:

Subject: Online Shopping Safety: Secure Your Personal & Financial Data 🛡️

Creating Strong Passwords

- Use a unique, complex password for each of your online accounts
- Combine letters, numbers, and special characters to make it harder for hackers to guess
- Consider using a password manager to securely store and manage your passwords

Two-Factor Authentication (2FA)

- Enable 2FA on your accounts for an extra layer of security
- Requires both your password and a unique code sent to your phone or email
- Provides an additional barrier to unauthorized access

Recognizing Secure Websites

- Look for the padlock symbol and "https://" in the web address before entering sensitive information
- This indicates that the website encrypts your data and keeps it secure
- Be wary of unfamiliar websites or deals that seem too good to be true

Email 3:

Subject: Be a Smart Online Shopper: Tips & Tricks for E-commerce Safety 🛒

Updating Your Software

- Regularly update your computer, smartphone, and browser to the latest versions
- Software updates often include important security fixes that protect you from online threats

Using Credit Cards Over Debit Cards

- Credit cards offer more protection and fraud liability than debit cards
- Limit your exposure by using a credit card for online purchases

Shopping on Trusted Websites

- Stick to well-known and reputable websites for your online shopping needs
- Check reviews and ratings to ensure the legitimacy of a seller or website

Beware of Social Media Scams

- Be cautious of links and ads on social media platforms
- Scammers may use these to lure you to fake websites and steal your information

Final Thoughts

- Stay informed and vigilant to protect yourself from online threats
- Share these tips with friends and family to help them stay safe while shopping online



Social Posts

Following are some examples of how you'd prompt ChatGPT to quickly create social media posts.

26. LinkedIn

SAMPLE PROMPT

Create multiple social posts for LinkedIn on this topic:
Conversational banking using ai, targeting chief
technology officers of financial institutions and fintechs,
the benefit is that this improves the customer journey,
faster response times and reduces costs for financial
institutions.



Post 1:

💬 **Conversational banking** is transforming the financial landscape! Discover how AI-powered solutions can enhance your customer journey, delivering faster response times and cost savings. 🚀 Perfect for #CTOs of #financial institutions and #fintechs. Learn more: [Link to article] #AI #BankingInnovation

Post 2:

🔥 Calling all #CTOs in the #financial sector! Unlock the power of **conversational banking** with AI-driven platforms. Boost customer satisfaction, reduce response times, and cut costs. 💡 Join the future of finance today: [Link to article] #Fintech #CustomerExperience

Post 3:

🌐 Embrace the next-gen banking experience with **conversational banking**! Implement AI solutions to streamline customer interactions, improve response times, and cut costs. A must-read for #CTOs in #financial institutions and #fintechs: [Link to article] #AI #DigitalBanking

Post 4:

🏦 Attention #CTOs of #financial institutions and #fintechs! Revolutionize the customer journey with **conversational banking** using AI. Experience faster response times and cost savings, while elevating your brand. 🚀 Dive in: [Link to article] #BankingTechnology #AIInFinance

Post 5:

🏠 Discover the future of **conversational banking**! Implement AI-driven solutions to enhance the customer journey, deliver quicker responses, and reduce costs for financial institutions. A game-changer for #CTOs in the #financial sector: [Link to article] #FintechInnovation

27. Twitter

SAMPLE PROMPT

Write 10 tweets promoting the new hiker's SOS tool, PeakProtector. We are taking our SOS device to the top 5 mountains starting on our Everest Base Camp Trek, then on to Nepal. After, we'll be going to Chile.

Some points to remember:

- The more context you give ChatGPT the better your tweets will be.
- You can also provide it with information and ask it to turn it into a tweet.
- And of course, you can then translate tweets into different languages.



Tweet 1:

🌍 Embarking on an epic adventure with PeakProtector, the ultimate hiker's SOS tool! 🚀
First stop: Everest Base Camp Trek 🏔️ Then off to Chile! 🇨🇱 Follow our journey and experience hiking safety like never before! #PeakProtector #EverestBaseCamp #ChileAdventure

Tweet 2:

🏔️ Everest Base Camp Trek, here we come! 🧗 Equipped with the groundbreaking PeakProtector, ensuring our safety and peace of mind on this legendary journey. Stay tuned for updates! #PeakProtector #EverestBaseCamp #HikingSafety

Tweet 3:

📈 PeakProtector's elevation tracking is perfect for tackling the world's highest mountains
📺 Stay informed and prepared as we conquer Everest Base Camp and Chile's peaks!
#ElevationAwareness #PeakProtector #EverestBaseCamp

Tweet 4:

🌐 From the Himalayas to the Andes, PeakProtector's got your back! 🏔️ With multi-language support, communicate with local authorities and fellow hikers with ease.
#LanguageSupport #PeakProtector #EverestToAndes

Tweet 5:

🏔️ After acing the Everest Base Camp Trek, we're off to Chile with PeakProtector by our side! 🇨🇱 Get ready to explore South America's breathtaking mountains, safely and confidently. #PeakProtector #ChileMountains #HikingAdventure



Video Scripts

Try asking ChatGPT to get you started with a video script.
Notice how we suggest addressing product details, tone, and the target audience.

28. 90 sec video script

SAMPLE PROMPT

Write a script for a 90-second video introducing a new product called TrailGuard Pro. This product is for backcountry hikers who want a reliable SOS device in the event of an emergency. The device features include; safety, lightweight, reliability, durability, two-way communication. The tone should be confident and friendly with the goal of getting people to link through and buy the product. The audience includes a wide range of ages but will appeal to the affluent buyer and hikers who do long-distance treks.



[Background music fades in: An uplifting, adventurous tune with the sound of birds and nature]

[Scene 1: Open with a panoramic view of a hiker in a picturesque backcountry setting, admiring the breathtaking view]

Narrator (V.O): Adventure awaits. And with TrailGuard Pro, you're ready to answer the call.

[Scene 2: Close-up of the hiker's backpack with the TrailGuard Pro logo visible]

Narrator (V.O): Introducing TrailGuard Pro – the ultimate lightweight SOS device for those who seek the thrill of the wild.

[Scene 3: A montage of hikers in various terrains, showcasing the device attached to their backpacks]

Narrator (V.O): Safety, reliability, and durability – these are the pillars that make TrailGuard Pro your perfect hiking companion.

[Scene 4: Close-up of the hiker from Scene 1 pulling TrailGuard Pro out of their backpack and activating the SOS button]

Narrator (V.O): In the face of the unexpected, trust that TrailGuard Pro will be there for you. One press of the SOS button connects you to emergency services, no matter where your journey takes you.



Press Releases

ChatGPT can create a first draft of your next press release in minutes.

29. Launch Press Release

SAMPLE PROMPT

Write a press release announcing the launch of ToTheWeb's ChatGPT training for Marketing teams. The release date: April 5, 2023 from Vancouver, Canada. Describe how training your marketing staff will provide huge productivity gains that will easily recoup the cost of testing. Craft a strong opening paragraph that clearly and succinctly communicates the who, what, when, where, and why of the news. Describe how training your marketing staff will provide huge productivity gains that will easily recoup the cost of testing. Include this quote: "Our group training session with ToTheWeb was eye-opening. Everyone went away with specific ideas regarding how they'll apply ChatGPT to accelerate their workflows. Sheri Chin, CMO. Give a brief description of who ToTheWeb is. Tel: 604.90.7486.



FOR IMMEDIATE RELEASE

ToTheWeb Launches ChatGPT Training for Marketing Teams, Unlocking New Levels of Productivity

Vancouver, Canada - April 5, 2023 - ToTheWeb, a leading provider of digital marketing solutions, is proud to announce the launch of their ChatGPT training program for marketing teams. This cutting-edge training program empowers marketing professionals with the skills to leverage the power of ChatGPT, an advanced language model, to accelerate their workflows and enhance productivity. With the potential to deliver significant productivity gains, the cost of testing is quickly offset, making the training program a smart investment for forward-thinking marketing teams.

Sheri Chin, CMO, recently participated in a group training session with ToTheWeb and shared her experience, stating, "Our group training session with ToTheWeb was eye-opening. Everyone went away with specific ideas regarding how they'll apply ChatGPT to accelerate their workflows."

ToTheWeb is a trailblazer in the digital marketing industry, offering a comprehensive suite of services and solutions designed to help businesses grow their online presence and achieve their marketing objectives. Their innovative approach to marketing, combined with their dedication to staying ahead of industry trends, has positioned ToTheWeb as the go-to partner for businesses seeking to harness the potential of emerging technologies like ChatGPT.

To learn more about ToTheWeb's ChatGPT training program for marketing teams or to schedule a training session, please contact them at 604.90.7486.



Product Launches

If your job responsibilities include planning and executing new product launches, your bound to love how ChatGPT can act as your partner and assist you in crafting a blueprint for the multi-stepped project.

1. NEW PRODUCT CREATIVE BRIEF
2. PRODUCT NAMING
3. SALES PITCH AND KEY MESSAGES
4. MARKETING CHANNELS
5. BEST MARKETING CHANNEL
6. KPIS AND MEASUREMENT
7. PROBABILITY TESTING FOR PRODUCT SUCCESS
8. LAUNCH TIMELINE AND BUDGET
9. PRICING
10. TIMELINE

30. New product creative brief

SAMPLE PROMPT

Write a creative brief about a new product that hikers will use to signal for help when in distress and need to be rescued. It's a hiking SOS device. Write a product overview and include the key features. Our target audience includes a broad range of ages but this is a high-end product and will appeal to the more affluent buyer who is concerned about safety in the mountains.



Creative Brief: Hiking SOS Device - The Guardian Beacon



Product Overview:

Introducing the Guardian Beacon, the ultimate hiking SOS device designed to save lives and provide peace of mind for hikers of all ages. This innovative device combines advanced technology with a user-friendly interface to ensure that even the most inexperienced hiker can call for help when in distress. The Guardian Beacon is designed to cater to the needs of a discerning and affluent target audience, who value safety and reliability above all else when venturing into the mountains.

Key Features:

1. **Reliable SOS Signal:** The Guardian Beacon uses a combination of GPS, satellite, and VHF radio signals to send out an SOS distress call with pinpoint accuracy, ensuring that help can find you no matter how remote your location.
2. **Rugged Durability:** The device is built to withstand the harshest of conditions, featuring a waterproof and shockproof casing, as well as an extended battery life to ensure that it stays functional even during the most challenging of hikes.
3. **Two-Way Communication:** The Guardian Beacon allows for two-way communication with rescue teams, providing essential information about your situation and enabling rescuers to guide you to safety or reassure you as help arrives.
4. **Geo-Fencing Capabilities:** Users can set up custom geo-fences around their planned hiking routes. If the user strays out of these pre-defined boundaries, the Guardian Beacon will automatically send an alert to their emergency contacts, informing them of the potential danger.
5. **Smart SOS**

31. Product naming

SAMPLE PROMPT

Suggest 20 names for our new product. They should be descriptive and punchy at the same time. Product names should be no longer than 2 words but you can join two words together.



1. Rescue Ranger
2. Lifesaver Link
3. TrailGuard Pro
4. MountainMinder
5. Summit Signal
6. SafeTrek Beacon
7. TerrainTracker
8. Pathfinder Alert
9. Hiker's Haven
10. Peak Protector
11. Wayfinder Watch
12. Adventure Anchor
13. Wilderness Whisper
14. Ridge Rescuer
15. Alpine Ally
16. Outdoors Oracle
17. HikeHelix
18. TrailShield
19. ClimbGuard
20. Sierra Sentry

32. Sales pitch and key messages

SAMPLE PROMPT

Compose a concise, impactful sales pitch using brief sentences. Target an audience of well-informed, adventurous outdoor enthusiasts who enjoy challenging their limits.

Include the key messages that the launch campaign should communicate to the target audience. Write in short, bursty sentences.

Sales Pitch:

Are you an avid hiker who loves the outdoors? Do you want to stay safe and prepared in case of an emergency? Our hiking SOS device is the perfect tool for you! With just a press of a button, you can signal for help and send your GPS location to rescuers. It's compact, lightweight, waterproof, and has a long battery life. Don't let the fear of getting lost or injured hold you back from exploring the great outdoors. Get our hiking SOS device and hike with confidence!

Key Messages for Launch Campaign:

- Safety first - our hiking SOS device can save your life in case of an emergency
- Easy to use - just press a button and signal for help
- Compact and lightweight - perfect for outdoor adventures
- Durable and waterproof - designed to withstand the toughest conditions
- Stay prepared - don't let fear hold you back from exploring the outdoors.

33. Marketing channels

SAMPLE PROMPT

Now, prepare a list in a table format of the most important marketing channels and tactics that we should use to reach the target audience, such as social media, email marketing, or influencer partnerships.



Certainly! Here are some creative marketing channels that can be used:

Marketing Channels	Tactics
Collaborative Content	- Partner with popular hiking or adventure travel blogs and create collaborative content such as e-books or interactive guides that feature the hiking SOS device. - Collaborate with a filmmaker or production company to create a mini-documentary about the importance of safety gear for outdoor adventures and feature the hiking SOS device in the content.
Augmented Reality (AR)	- Create an AR experience that demonstrates the device's functionality and how it can be used in an emergency. - Partner with popular hiking apps to integrate the device's functionality within the app.
Podcast Advertising	- Sponsor popular outdoor adventure podcasts and create ads that showcase the device's unique features and benefits.
Geofencing	- Use geofencing technology to target potential customers who are currently hiking or camping in areas with high elevation. - Create targeted ads that display on mobile devices when potential customers enter a predefined location.
Guerrilla Marketing	- Create eye-catching guerrilla marketing campaigns that feature the hiking SOS device such as placing fake distress signals on popular hiking trails or using chalk art to draw attention to the product in high-traffic outdoor areas.

REFINEMENT PROMPT

... Be specific. Can you be more creative in the types of marketing channels we should use? All of these are standard.



Marketing Channels	Tactics
Social Media	- Create engaging content on Instagram and Facebook showcasing the product in use by outdoors enthusiasts. Use relevant hashtags such as #hiking, #outdooradventures, #safetyfirst, etc. to increase visibility. - Run targeted ads on Facebook and Instagram to reach the desired audience. - Collaborate with outdoor influencers on social media to promote the product.
Email Marketing	- Build an email list of interested customers and send out newsletters highlighting the features and benefits of the product. - Offer exclusive discounts or promotions to subscribers.
Influencer Partnerships	- Partner with outdoor influencers and bloggers to showcase the product on their platforms. - Offer product sponsorships or affiliate programs to encourage influencers to promote the product.
Trade Shows	- Attend relevant trade shows such as outdoor gear shows to showcase the product and network with potential customers and partners.
PPC Advertising	- Run PPC ads on relevant keywords on Google or Bing to reach potential customers searching for hiking safety products. - Use retargeting ads to reach people who have visited the product website but haven't made a purchase yet.
Content Marketing	- Create blog posts or videos showcasing the product and highlighting the benefits of using it for outdoor adventures. - Partner

34. Best marketing channel

SAMPLE PROMPT

I have \$100,000 to spend on advertising to promote a new hiking SOS device. The audience is affluent hikers who go into the backcountry and want to communicate in an emergency. My first option is to spend it on Google ads and to drive visitors to a purchase page. Bounce rates are high and buying ads is expensive. My second option is to launch a major social media campaign where I engage with influencers to promote the product. This takes much more time and resources than a Paid Google Ad campaign. The third option is to go to an expensive tradeshow where I will meet resellers. The trick here is to get these resellers to pick up the Hiking SOS device at a price where I can make a profit. What is the best option for my \$100,000 budget?



Given your target audience of affluent hikers who go into the backcountry and want to be able to communicate in an emergency, I would recommend focusing on a combination of options 1 and 2: Google Ads and a social media campaign.

Google Ads can help you reach your target audience when they are actively searching for hiking-related products or services. You can use targeted keywords to ensure that your ads appear to people searching for hiking SOS devices, which can help drive relevant traffic to your website.

In addition, a social media campaign that includes engaging with influencers can help you reach a broader audience and build trust with potential customers. You can identify and collaborate with influencers who have a strong following among your target audience and create content that showcases your product's unique value proposition.

It is important to note that both Google Ads and a social media campaign require ongoing optimization and testing to ensure that you are getting the best return on investment. You may also want to consider using retargeting ads to target people who have already visited your website or shown interest in your product.

Attending a trade show can also be a valuable opportunity to meet potential resellers and build relationships with key industry players. However, given the high cost of trade shows, it may be more effective to focus your budget on Google Ads and a social media campaign initially, and then explore trade shows once you have established a strong online presence and have a better understanding of the demand for your product.

35. KPIs and measurement

SAMPLE PROMPT

List the most relevant metrics we should use to measure the success of the launch campaign. This will include things like sales numbers, website traffic and social media engagement. Provide the KPIs and be specific about what they should be. When you say website conversion rate, give us a range. Include awareness, acquisition, retention and advocacy.

Note: These KPIs are based on the launch campaign budget and timeline provided earlier. The target metrics may vary based on specific launch dates and budgets.

The KPIs are grouped into four categories: awareness, acquisition, retention, and advocacy. Each category has specific metrics and targets associated with it.

For awareness, the target metrics include 1 million social media reach, 500,000 PPC ad impressions, 100,000 website visitors, 10 trade show attendees, and 50 media mentions.

For acquisition, the target metrics include a 5% website conversion rate, 2,500 email leads, 2,500 PPC ad sales, and \$100,000 influencer partnership ROI.

For retention, the target metrics include a 20% repeat customer rate, \$500 customer lifetime value, 30% email campaign open rate, and 10% social media engagement from existing customers.

For advocacy, the target metrics include 500 customer reviews and ratings, 10% referral rate, 100 social media mentions and user-generated content sharing, and 8 NPS.

These KPIs should be regularly tracked and measured to assess the success of the launch campaign and to make any necessary adjustments to the marketing strategy.

36. Probability testing for product success

Now, we'll ask ChatGPT to help us design a survey. For this example, we're running a marketing campaign for our new product and want to estimate its potential success by conducting a survey among a random sample of 1,000 potential customers.

SAMPLE PROMPT

For this new product, a hiker's SOS device I want to evaluate the expected success of this product by running a survey to a sample of 1,000 people to determine the probability of success. Design the survey and tell me how to score the probability of success.

Section 4: Hiker's SOS Device

(Provide a brief description of the hiker's SOS device, including key features, benefits, and pricing.)

4.1. Based on the information provided, how likely are you to purchase the hiker's SOS device?

- Definitely would purchase (5 points)
- Probably would purchase (4 points)
- Not sure (3 points)
- Probably would not purchase (2 points)
- Definitely would not purchase (1 point)

4.2. How important are the following features in the hiker's SOS device to you? (Rate each feature on a scale of 1 to 5, with 1 being "Not important at all" and 5 being "Extremely important")

- Emergency SOS signal
- GPS tracking
- Two-way communication
- Weather updates
- Battery life

SAMPLE PROMPT

For this new product, a hiker's SOS device I want to evaluate the expected success of this product by running a survey to a sample of 1,000 people to determine the probability of success. Design the survey and tell me how to score the probability of success.

Scoring System:

1. Calculate the average score for question 4.1 and 4.3.
2. Calculate the percentage of respondents who rated each feature in question 4.2 as "Very important" or "Extremely important."
3. Combine the scores from steps 1 and 2 to create a weighted average based on the importance of each factor (e.g., purchase intent 50%, feature importance 30%, recommendation 20%).
4. Analyze the overall score to determine the probability of success.

Probability of Success Interpretation:

- | **"80%: High probability of success"**
- 60%-80%: Moderate probability of success
- 40%-60%: Uncertain probability of success
- 20%-40%: Low probability of success
- <20%: Very low probability of success

Note: Adjust the weights and thresholds based on your business needs and priorities. This scoring system is just a suggestion and should be tailored to your specific product and market.

37. Launch timeline and budget

SAMPLE PROMPT

Now, we will launch this new product in the US and Canada in September 2023 before expanding to Europe in the spring of 2024. Our launch budget is \$1,000,000. Design a budget for all the parts of the product launch. Insert a detailed budget that outlines the costs associated with the launch campaign including key milestones and deadlines. Include the number of days for each category and subcategory. Present in a table format. Include as much detail as possible.



Launch Campaign Budget	Cost (USD)	Timeline (Days)	Deadline
Research	\$50,000	30	July 2023
Product Development	\$500,000	180	March 2023
Marketing	\$450,000	150	September 2023
Research			
Market Research	\$25,000	15	August 2023
Competitor Analysis	\$15,000	10	August 2023
Target Audience Research	\$10,000	5	August 2023
Product Testing	\$0	N/A	N/A
Product Development			
Manufacturing	\$300,000	120	September 2023
Shipping & Logistics	\$50,000	30	August 2023
Packaging Design	\$25,000	15	July 2023
User Manual & Packaging	\$25,000	15	August 2023
Marketing			
Social Media Ads	\$100,000	60	September 2023
Email Marketing	\$50,000	30	August 2023
Influencer Partnerships	\$75,000	45	August 2023
Trade Show Booth & Materials	\$100,000	60	September 2023
Content Marketing	\$50,000	30	September 2023

SAMPLE PROMPT

Now, we will launch this new product in the US and Canada in September 2023 before expanding to Europe in the spring of 2024. Our launch budget is \$1,000,000. Design a budget for all the parts of the product launch. Insert a detailed budget that outlines the costs associated with the launch campaign including key milestones and deadlines. Include the number of days for each category and subcategory. Present in a table format. Include as much detail as possible.

Note: The budget is based on launching the product in the US and Canada in September 2023 before expanding to Europe in the spring of 2024. The timeline may vary based on specific launch dates.

The launch campaign budget includes three main categories: research, product development, and marketing.

The research category includes market research, competitor analysis, target audience research, and product testing. The total cost for this category is \$50,000 and takes 30 days to complete, with a deadline of July 2023.

The product development category includes manufacturing, shipping and logistics, packaging design, and user manual and packaging. The total cost for this category is \$500,000 and takes 180 days to complete, with a deadline of March 2023.

The marketing category includes social media ads, email marketing, influencer partnerships, trade show booth and materials, and content marketing. The total cost for this category is \$450,000 and takes 150 days to complete, with a deadline of September 2023.

Each subcategory has a specific cost, timeline, and deadline associated with it. The launch campaign budget also includes a breakdown of each subcategory's costs and timeline.

38. Pricing

SAMPLE PROMPT

We want to recover our initial investment in 3 years, suggest a price point for the product including sales targets.



Pricing Strategy	Price Point	Sales Targets
Skimming Pricing	\$299	Year 1: 5,000 units Year 2: 10,000 units Year 3: 15,000 units

Note: Skimming pricing strategy involves setting a high price for a new product to recover initial investment quickly. The price is later lowered as competition increases.

Assuming that the company wants to recover its initial investment of \$3 million within three years, the price point for the hiking SOS device could be set at \$299. This price point is competitive compared to other hiking safety devices in the market and is justified by the device's unique features and benefits.

To achieve the sales targets of 5,000 units in the first year, 10,000 units in the second year, and 15,000 units in the third year, the company can use a combination of marketing channels and tactics to raise awareness and generate interest in the product. The marketing plan should be geared towards reaching the target audience and highlighting the product's unique value proposition.

FOLLOW UP PROMPT

If we didn't need to recover our costs in 3 years and we wanted to be competitive with other products in the market, what should our price point be?



If the company did not need to recover its costs in three years and wanted to be competitive with other products in the market, the price point for the hiking SOS device could be set lower.

To determine the appropriate price point, the company could conduct market research to analyze the pricing strategies of competitors and identify the average price point for similar hiking safety devices. Additionally, the company could consider the unique features and benefits of the hiking SOS device and determine whether a premium price point is justified based on its value proposition.

Assuming that the company wants to be competitive with other hiking safety devices in the market, the price point could be set at around \$199-\$249. This price range is competitive with other hiking safety devices in the market while still justifying the unique features and benefits of the hiking SOS device.

However, it's important to note that a lower price point could affect profit margins, and the company should ensure that the price point is sustainable in the long term while still generating a profit.

39. Timeline

SAMPLE PROMPT

Design a launch timeline in a table format including all deliverables, including key milestones and deadlines and who is to take charge of each initiative. Show the number of days for each. Add 3 buffer days each month. Include a column that shows the remaining budget at each point in the timeline.



Launch Timeline	Deliverable	Owner	Timeline (Days)	Deadline	Remaining Budget
June 2023	Pre-Launch Planning	Marketing Manager	20	June 20, 2023	\$1,000,000
July 2023	Research	Research Team	33	July 23, 2023	\$950,000
August 2023	Product Development	Product Team	183	August 31, 2023	\$450,000
September 2023	Launch	Marketing Manager	30	September 30, 2023	\$0
Pre-Launch Planning	Define Key Messages	Marketing Manager	5	June 5, 2023	\$1,000,000
	Develop Launch Timeline	Marketing Manager	5	June 10, 2023	\$1,000,000
	Set Budget	Marketing Manager	5	June 15, 2023	\$1,000,000
Research	Market Research	Research Team	18	July 11, 2023	\$950,000
	Competitor Analysis	Research Team	13	July 18, 2023	\$935,000
	Target Audience Research	Research Team	7	July 25, 2023	\$925,000
Product Development	Manufacturing	Product Team	123	August 31, 2023	\$450,000
	Shipping & Logistics	Product Team	33	August 31, 2023	\$425,000
	Packaging Design	Product Team	18	August 31, 2023	\$400,000
Launch	User Manual & Packaging	Product Team	18	August 31, 2023	\$375,000
	Social Media Ads	Marketing Manager	63	September 30, 2023	\$100,000
	Email Marketing	Marketing Manager	33	September 30, 2023	\$50,000



ChatGPT Plugins

Paying ChatGPT customers, that is, those who subscribe to ChatGPT Plus (GPT-4), can now tap into a fast-growing universe of plugins to unlock a vast range of use cases.

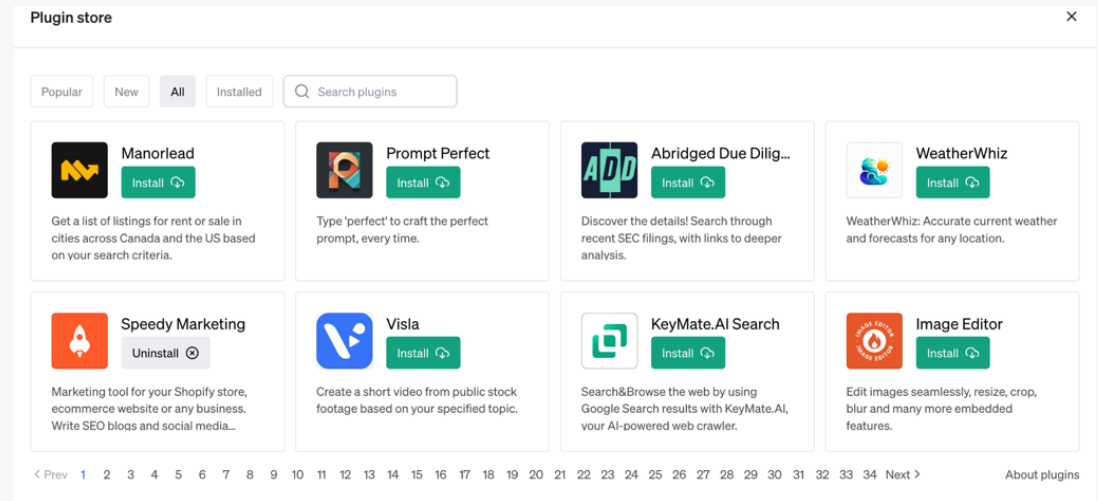
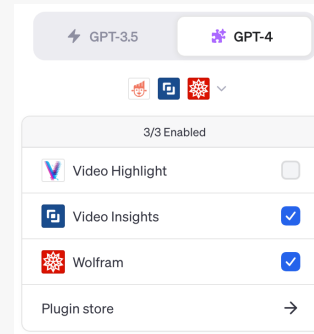
Note that plugins and extensions are not the same:

- ChatGPT plugins are invoked via ChatGPT Plus.
- ChatGPT extensions are added to browsers and software platform interfaces.

Help yourself at the ChatGPT store

At the ChatGPT store, you'll find the plugins are free and instantly installed. However, the new offering is far from perfect.

- **Navigation is a challenge.** The plugin marketplace is already immense and growing fast. Plugins aren't organized well, but you will find search functionality.
- **They're not well vetted.** Our testing revealed many plugins are poorly described and often don't function as expected. The store also includes "unverified" plugins.
- **Only three at a time.** You can work with whatever number of plugins you like, but only three can be active at any given time. Reactivating an inactive plugin requires several steps.



You may need to prompt plugins

Although you activate a plugin for a reason, it may or may not be automatically called into action when chatting with ChatGPT. You may need to instruct ChatGPT to use a plugin via your prompt.

To quickly activate an installed plugin, start your prompt with a slash, the word “start” and the name of your plugin. Example: `/start askyourpdf`

Getting started with plugins

Here are some tips for getting started with plugins and achieving what you aim to:

- **Subscribe.** Get a paid subscription to get started. Subscriptions are now \$20/month and you can cancel anytime.
- **Think about your tasks.** Identify five repetitive tasks you perform and go plugin shopping to help apply AI to accelerate them.
- **Experiment.** Try multiple plugins for the same application.



FAQs about ChatGPT

To round-out your guide to using ChatGPT for marketing, I'll answer some of the most common questions new users ask me.

Can I use output from ChatGPT for commercial applications?

Yes, you own the output you create with ChatGPT. You're welcome to reprint, sell, and merchandise freely—regardless of whether the output was generated through a free or paid plan. Keep in mind, however, that subject to OpenAI's content policy and terms, **you are responsible for ensuring the content does not infringe on any third-party rights.**

March 2023 Update from U.S. Trademark office
"... copyright can protect only material that is the product of human creativity."

[Source](#)

Will ChatGPT deliver plagiarized results?

Developers at OpenAI state that the tool is completely free of intentional plagiarism. ChatGPT can analyze text and produce original responses; however mistakes can happen, and the content it generates may appear similar to other sources. As a user, it is important to remember you are responsible for using the tool ethically.

Are my interactions with ChatGPT private?

By default, they are not. They aren't published for consumption, but interactions may be used by OpenAI. However, you can opt to disable chat history, which ensures your content will not be used to train or enhance ChatGPT's model. To protect your privacy, don't put anything confidential, proprietary or personal into ChatGPT.

Does ChatGPT know all?

ChatGPT was trained on billions of words from various forms of written content. But note: so far, it's been trained only on data up to September 2021. It currently is unable to access databases, the internet, or real-time information. ChatGPT generates responses based on patterns and structures it has learned, but doesn't "know" or "remember" information the way humans do.

Is ChatGPT a reliable source of factual information?

You should not consider ChatGPT a reliable source of factual information. While it utilizes machine learning models in an effort to provide accurate information, it may still contain inaccuracies. Always fact-check ChatGPT output before publishing or using the information for important purposes.

Does ChatGPT cite its sources?

It does not. Some generative AI platforms now attempt to, but they are often unreliable. You can expect to land on Error 404 pages.

Is it against Google search guidelines to publish AI content?

The use of AI or automation is not against Google's guidelines. As always, Google maintains its search results focus on content quality—not how it's produced. Using AI to purposely generate content to manipulate rankings can lead to penalties.

Will ChatGPT replace me?

Most experts agree AI will threaten some jobs, particularly white-collar ones. However, few are willing to say human writers are replaceable with tools such as ChatGPT.

In a LinkedIn post from May 2023, Paul Roetzer, founder & CEO, Marketing AI Institute, offered the following opinions:

- AI won't replace writers, but writers who use AI will replace writers who don't. (Or, at least they will have the greatest chance of surviving and thriving in the coming years.)
- Human creativity remains unique. Our creativity comes from the sum of our experiences, knowledge, senses, emotions, consciousness and imagination.
- Authentic human content will take on far greater value for individuals and brands as AI-generated content floods the web.

What do I need to know about ChatGPT extensions and plugins?

ChatGPT extensions are browser extensions that provide additional functionality to make ChatGPT more useful and convenient. Extensions can add various features, such as the ability to access ChatGPT from the browser toolbar, summarize text or videos, generate responses to tweets, and more.

You'll find ChatGPT extensions on the Chrome Web Store or your preferred browser's extension or plugin marketplace.

ChatGPT plugins are another type of tool that expands the platform's functionality and can unlock a vast range of possible use cases. Imagine a plugin for checking the news; a plugin for booking flights; or a plugin for retrieving information from a proprietary database.

Unlike extensions, ChatGPT plugins are software components that are integrated directly into the ChatGPT AI system to interact with external data sources and services to provide better responses. Note that as of this publication date, they are available only to Plus (paid) users.

Do I need to write my own prompts?

You don't. Ready-made ChatGPT prompts—some paid, some free—can be found on OpenAI's GPT-3 Playground and many other websites.

Above all, we recommend reviewing the lessons from this guide and experimenting with some of the many useful prompts we've offered.

You can easily modify the prompts offered here for marketing use cases to meet your needs. And, my hope is you've learned a lot about prompt writing and refinement (a.k.a. "prompt engineering"), so the amazing power of ChatGPT's generative AI helps make you an increasingly efficient and effective marketer.

to the web

Customized ChatGPT Training Aligned with Your Marketing Goals

LEARN MORE

