

# Using ChatGPT in your job (25 Top Tips)

---

Ann Stanley  
January 2023



# Introduction

---

# About Anicca

---

**No Ego and No Bull,**

Supporting your digital ambitions.

Our multi award winning agency in the heart of Leicester has helped clients succeed for over 15 years



Established  
2007

Staff  
27

Clients  
46+

Services  
7



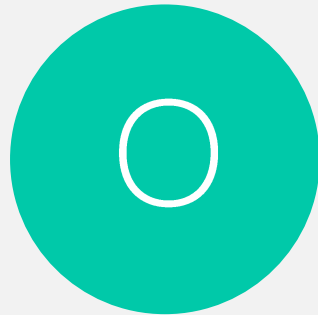
# Channels & services

---



## ***Paid***

Paid search  
Paid display  
Paid social  
Affiliates  
Shopping  
Marketplaces  
TV & radio



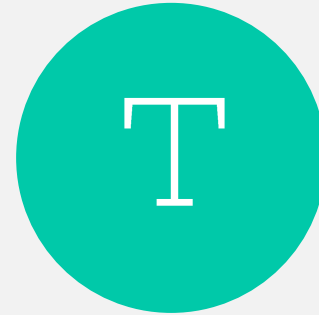
## ***Owned***

SEO  
Content marketing  
Social Media  
Email  
Marketing  
automation  
Webinars & events



## ***Earned***

Digital &  
Traditional PR  
Social Media  
Reputation  
Management  
Thought leadership  
Influencer marketing  
Reviews  
Testimonials



## ***Technical***

Hybrid media  
Voice search  
Use of AI/ML  
Tracking & tagging  
CRO



## ***Insights***

Audience insights  
Competitive audits  
Site audits  
CRO audits  
Analytics & data  
insights  
Data visualisation  
Data integration



## ***Creative***

Branding  
UX audits  
Creative Assets  
Social ads  
Video

# Training

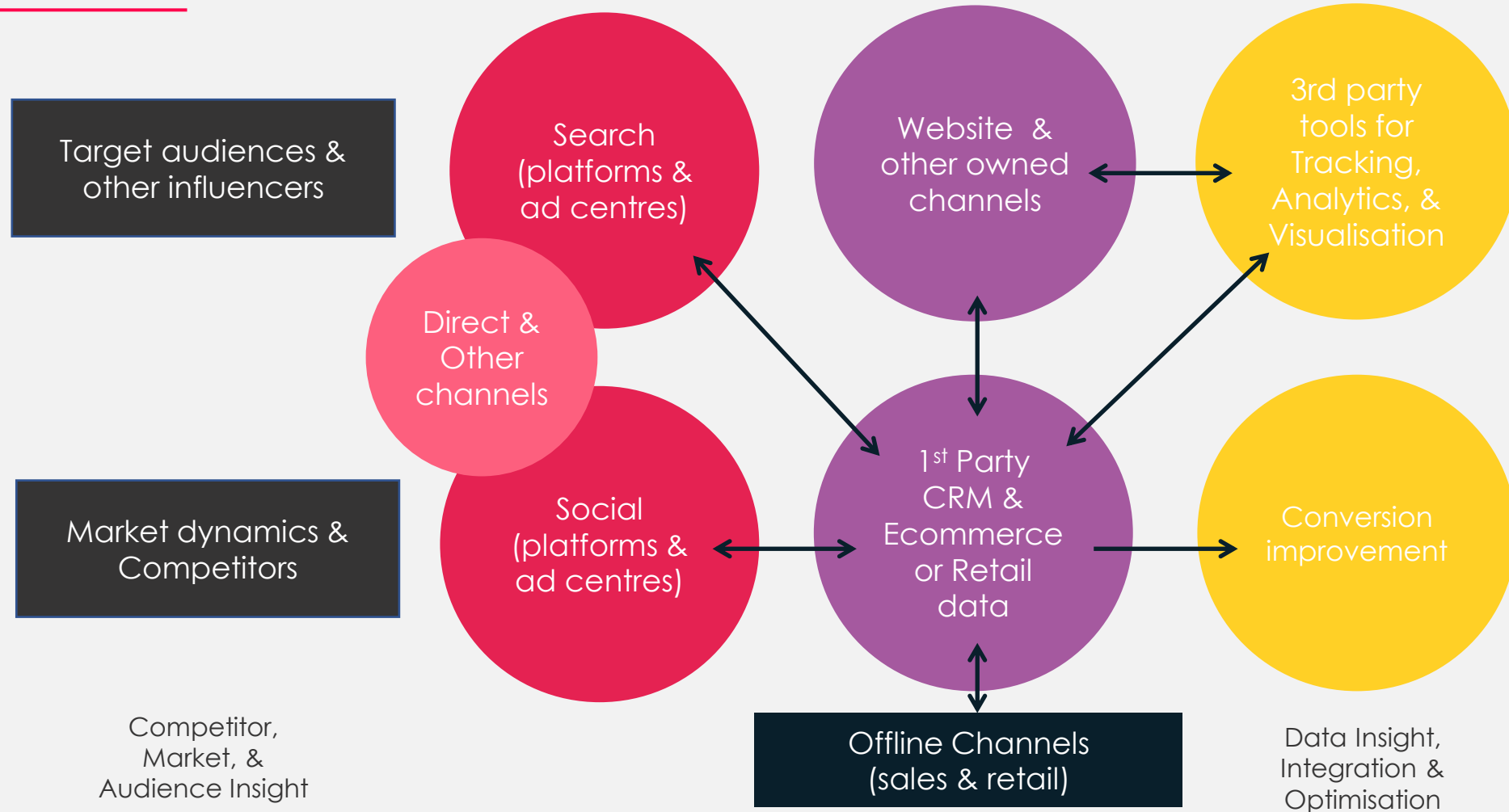
---

## ***Training, Qualifications & Recruitment***

- Bespoke and open courses – covering 10+ topics
- 12-week bootcamp leading to DMI level 5 exam
- >250 learners started our Digital Skills bootcamps in 2022
- New courses starting in March 2023 for the East Midlands
- Free placement service for employers recruiting our trainees



# Data flows & optimisation

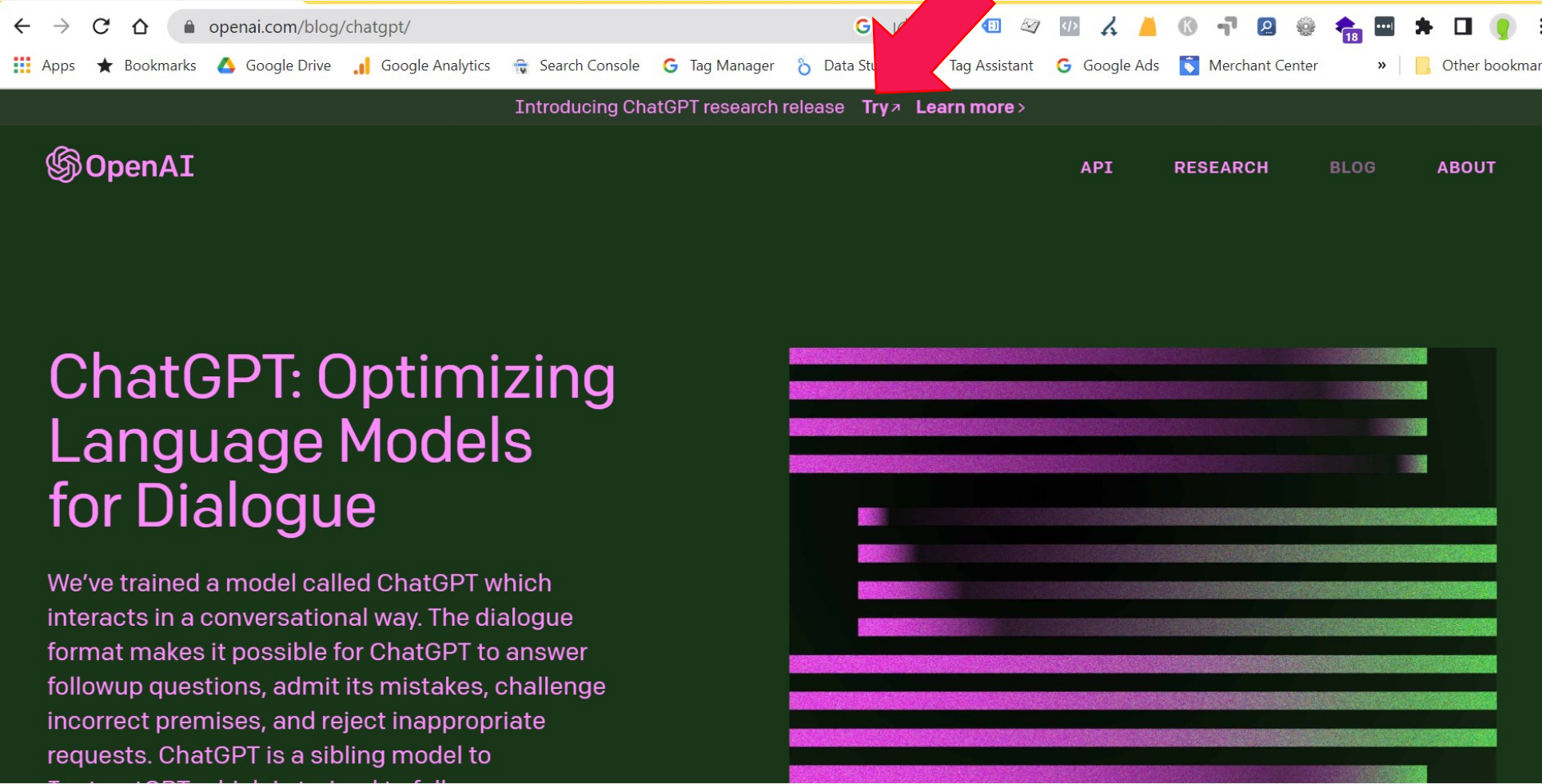


# ChatGPT - examples, use-cases & top tips

---



# How to test ChatGPT



The screenshot shows a web browser displaying the OpenAI blog post. The URL in the address bar is `openai.com/blog/chatgpt/`. The browser's bookmark bar includes links for Apps, Bookmarks, Google Drive, Google Analytics, Search Console, Tag Manager, Data Studio, Tag Assistant, Google Ads, Merchant Center, and Other bookmarks. The page header features the OpenAI logo and navigation links for API, RESEARCH, BLOG, and ABOUT. A purple banner at the top of the article reads "Introducing ChatGPT research release" with a "Try" button and a "Learn more" link. A large red arrow points to the "Try" button. The main heading of the article is "ChatGPT: Optimizing Language Models for Dialogue". The introductory text states: "We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests. ChatGPT is a sibling model to GPT-3.5, which is the model that powers the OpenAI Playground." The right side of the article content is obscured by a black redaction box.



# Login in the morning – before the USA wakes up

TIP  
1

## ChatGPT is at capacity right now

[Get notified when we're back](#)

### Write a screenplay about the status of ChatGPT.

INT. CHATGPT SERVER ROOM - DAY

Chelsea and Chester stand in front of a large computer server.

CHELSEA: We need to figure out what's causing the server overload.

CHESTER: I think it's the sudden influx of users trying out ChatGPT.

Chelsea and Chester quickly get to work, typing on their laptops.

CHELSEA: Okay, we're all set. Let's see if this fixes the problem.

CHESTER: I'm hitting refresh on the website.

The screen shows the ChatGPT website loading without any errors.

CHELSEA: Looks like we fixed it! Great job, Chester.

CHESTER: Thanks, Chelsea. It's all part of being a top-notch engineer.

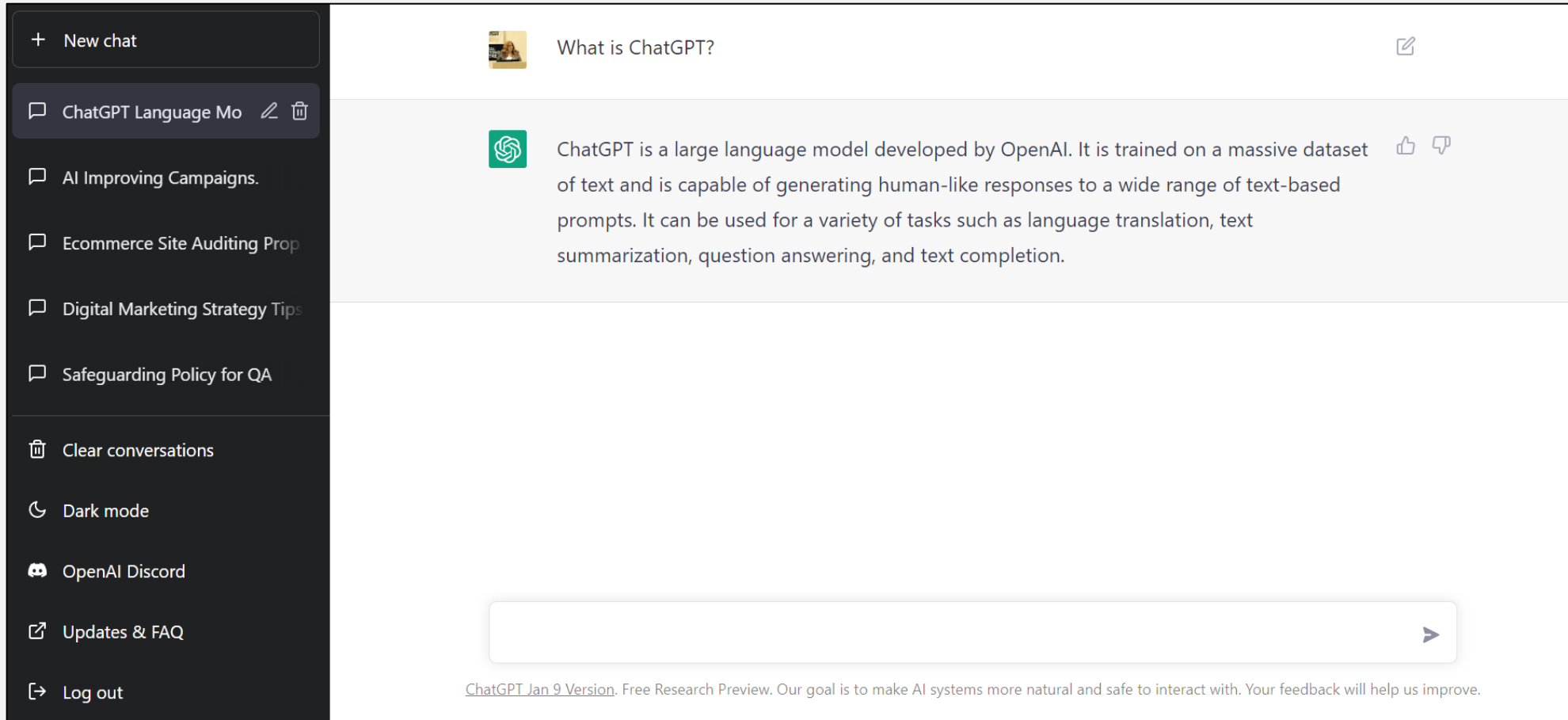
# Remain logged in to your account & learn different “Prompts”



The screenshot shows the ChatGPT web interface. On the left is a dark sidebar with a list of chat sessions and utility options. The main area is titled 'ChatGPT' and features a 3x3 grid of cards. The first column, 'Examples', shows prompts like 'Explain quantum computing in simple terms'. The second column, 'Capabilities', lists features like 'Remembers what user said earlier'. The third column, 'Limitations', notes issues like 'May occasionally generate incorrect information'. At the bottom, a text input field is highlighted with a red border, containing a cursor and a send button. Below the input field is a small disclaimer: 'ChatGPT Jan 9 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.'

# Start by asking simple questions

TIP  
3



The screenshot displays the ChatGPT web interface. On the left is a dark sidebar with a 'New chat' button and a list of previous conversations: 'ChatGPT Language Mo', 'AI Improving Campaigns.', 'Ecommerce Site Auditing Prop', 'Digital Marketing Strategy Tips', and 'Safeguarding Policy for QA'. Below these are options for 'Clear conversations', 'Dark mode', 'OpenAI Discord', 'Updates & FAQ', and 'Log out'. The main chat area shows a user's question: 'What is ChatGPT?'. The AI's response explains that ChatGPT is a large language model developed by OpenAI, trained on a massive dataset, and capable of generating human-like responses for various tasks like translation, summarization, and question answering. At the bottom, there is an input field with a send button and a footer note: 'ChatGPT Jan 9 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.'

# Prompt = What is ChatGPT?

---



What is ChatGPT?



ChatGPT is a large language model developed by OpenAI. It is trained on a massive dataset of text and is capable of generating human-like responses to a wide range of text-based prompts. It can be used for a variety of tasks such as language translation, text summarization, question answering, and text completion.



# Prompt = Who invented ChatGPT



Who invented ChatGPT



ChatGPT was developed by a team of researchers at OpenAI, a private AI research laboratory. The specific individuals who worked on the development of ChatGPT have not been publicly disclosed.

# Prompt = What technology came before ChatGPT



What technology came before Chatgpt



ChatGPT is based on the transformer architecture, which was introduced in a 2017 paper by Google researchers named "Attention Is All You Need". Prior to this, the most commonly used architecture for language models was the recurrent neural network (RNN) architecture, particularly the long short-term memory (LSTM) variant. These architectures were used in models such as Google's BERT and OpenAI's GPT-1.








# Make your Prompts more specific

TIP  
4

 Please explain other AI based technology from Openai and other tech companies

 There are many AI-based technologies developed by various companies and research organizations. Here are a few examples:  

- OpenAI: In addition to ChatGPT, OpenAI has developed several other language models such as GPT-2 and GPT-3. They have also developed a number of other AI models and technologies including DALL-E (a model for generating images from text), RoboSumo (a reinforcement learning model for playing the Japanese game of sumo wrestling), and OpenAI Gym (a toolkit for developing and comparing reinforcement learning algorithms).
- Google: Google has developed several AI technologies, including the TensorFlow platform for building and deploying machine learning models, and the Google Translate service which uses machine learning to translate text between multiple languages. They also developed BERT (Bidirectional Encoder Representations from Transformers) which was a pre-training transformer model for natural language processing tasks.
- Microsoft: Microsoft has developed a number of AI technologies, including the Azure Machine Learning platform for building and deploying machine learning models, and the Cortana personal assistant for Windows which uses machine learning to understand and respond to voice commands. They also developed a language model called M-GPT.
- IBM: IBM has developed several AI technologies, including the Watson platform for building and deploying cognitive computing applications, and the IBM Watson Studio platform for data science and machine learning. They also developed a model called GPT-3 which is similar to OpenAI's GPT-3.

These are just a few examples of the many AI-based technologies that have been developed by companies and research organizations. The field of AI is rapidly advancing, and new technologies are being developed all the time.



Please explain other AI based technology from Openai and other tech companies



There are many AI-based technologies developed by various companies and research organizations. Here are a few examples:

- OpenAI: In addition to ChatGPT, OpenAI has developed several other language models such as GPT-2 and GPT-3. They have also developed a number of other AI models and

# Summarise or Shorten text

TIP  
5

Please explain other AI based technology from Openai and other tech companies

There are many AI-based technologies developed by various companies and research organizations. Here are a few examples:

- OpenAI: In addition to ChatGPT, OpenAI has developed several other language models such as GPT-2 and GPT-3. They have also developed a number of other AI models and technologies including DALL-E (a model for generating images from text), RoboSumo (a reinforcement learning model for playing the Japanese game of sumo wrestling), and OpenAI Gym (a toolkit for developing and comparing reinforcement learning algorithms).
- Google: Google has developed several AI technologies, including the TensorFlow platform for building and deploying machine learning models, and the Google Translate service which uses machine learning to translate text between multiple languages. They also developed BERT (Bidirectional Encoder Representations from Transformers) which was a pre-training transformer model for natural language processing tasks.
- Microsoft: Microsoft has developed a number of AI technologies, including the Azure Machine Learning platform for building and deploying machine learning models, and the Cortana personal assistant for Windows which uses machine learning to understand and respond to voice commands. They also developed a language model called M-GPT.
- IBM: IBM has developed several AI technologies, including the Watson platform for building and deploying cognitive computing applications, and the IBM Watson Studio platform for data science and machine learning. They also developed a model called GPT-3 which is similar to OpenAI's GPT-3.

These are just a few examples of the many AI-based technologies that have been developed by companies and research organizations. The field of AI is rapidly advancing, and new technologies are being developed all the time.



Please summarise this information



ChatGPT is a large language model developed by OpenAI, it's based on transformer architecture. OpenAI has also developed several other AI models such as GPT-2, GPT-3, DALL-E, RoboSumo and OpenAI Gym. Other companies such as Google, Microsoft, IBM also developed their own AI-based technologies, such as TensorFlow, BERT, Azure Machine Learning, Watson, M-GPT, GPT-3. These are just a few examples of the many AI-based technologies that have been developed by companies and research organizations. The field of AI is rapidly advancing, and new technologies are being developed all the time.

# Research a topic

TIP  
6



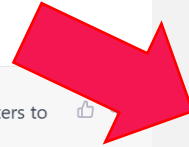
How could this be used for marketers



There are many ways that AI-based technologies like ChatGPT can be used by marketers to improve their marketing efforts. Here are a few examples:

- Content creation: ChatGPT can be used to generate high-quality, engaging content quickly and easily. This can be used for creating blog posts, social media posts, product descriptions, and more.
- Personalization: ChatGPT can be used to personalize marketing messages and content based on a customer's behavior and preferences. This can help to improve conversion rates and customer engagement.
- Chatbots and virtual assistants: ChatGPT can be used to create chatbots and virtual assistants that can interact with customers in a natural and human-like way. This can be used for customer service, lead generation, and more.
- Sentiment analysis: ChatGPT can be used to analyze customer sentiment from social media, reviews, and other sources. This can help marketers to understand how customers feel about their brand, products, and services.
- Optimizing campaigns: ChatGPT can be used to analyze data and identify patterns that can help to optimize marketing campaigns. This can be used to identify the most effective channels, messaging, and targeting strategies.

Overall, AI-based technologies like ChatGPT can help marketers to automate repetitive tasks, generate high-quality content, personalize messaging, and gain valuable insights into customer behavior, ultimately leading to more effective marketing strategies and better ROI.



How could this be used for marketers



There are many ways that AI-based technologies like ChatGPT can be used by marketers to improve their marketing efforts. Here are a few examples:

- Content creation: ChatGPT can be used to generate high-quality, engaging content quickly and easily. This can be used for creating blog posts, social media posts, product descriptions, and more.

# Carry out keyphrase research

TIP  
7



Provide a list of keyphrases for use on a digital agency website, with search data for the UK if available



- Web design
- Digital marketing
- SEO (Search Engine Optimization)
- PPC (Pay-Per-Click)
- Social media marketing
- E-commerce
- Content marketing
- Branding
- UX/UI (User Experience/User Interface)
- Web development

Search data for the UK (average monthly searches in Google, based on data from January 2021):

- Web design: 3,600
- Digital marketing: 8,100
- SEO: 5,400
- PPC: 1,300
- Social media marketing: 1,600
- E-commerce: 3,600
- Content marketing: 720
- Branding: 720
- UX/UI: 720
- Web development: 5,400

Note: The search data is an approximation, it's subject to change over time and it's based on the UK market only.



Provide a list of keyphrases for use on a digital agency website, with search data for the UK if available



- Web design
- Digital marketing
- SEO (Search Engine Optimization)
- PPC (Pay-Per-Click)
- Social media marketing
- E-commerce
- Content marketing
- Branding
- UX/UI (User Experience/User Interface)
- Web development



# Write a blog (or section of a longer article)

TIP  
8



Write a blog about the use of chatgpt for use in marketing by Anicca Digital, give some examples and make sure the blog is at least 1000 words, with paragraphs and bullet points.



"ChatGPT: Revolutionizing Marketing with AI"

Artificial intelligence (AI) has revolutionized the way businesses operate and has opened up new possibilities for marketers to reach and engage with their target audiences. One of the most powerful AI-based technologies to emerge in recent years is ChatGPT. Developed by OpenAI, ChatGPT is a large language model that can generate human-like responses to a wide range of text-based prompts. In this blog post, we'll explore how Anicca Digital is using ChatGPT to drive marketing success for our clients.

## Content Creation

One of the most significant advantages of ChatGPT for marketers is its ability to generate high-quality, engaging content quickly and easily. This can be used for creating blog posts, social media posts, product descriptions, and more. With the help of ChatGPT, our team at Anicca Digital can produce a large volume of content in a fraction of the time it would take to write manually. This not only saves time and resources but also allows us to create more personalized and relevant content for our clients' target audiences.

## Personalization

Personalization is key to effective marketing, and ChatGPT is helping us to take it to the next level. By analyzing customer behavior and preferences, we can use ChatGPT to personalize marketing messages and content. This can help to improve conversion rates and customer engagement. For example, we have used ChatGPT to create personalized email campaigns that have resulted in a significant increase in open and click-through rates for our clients.

## Chatbots and Virtual Assistants

ChatGPT can also be used to create chatbots and virtual assistants that can interact with customers in a natural and human-like way. This can be used for customer service, lead generation, and more. Chatbots powered by ChatGPT can understand natural language and respond in a way that is both helpful and engaging. This helps to improve the overall customer experience and can lead to increased sales and customer loyalty.

## Sentiment Analysis

Another powerful application of ChatGPT is sentiment analysis. By analyzing customer sentiment from social media, reviews, and other sources, we can gain valuable insights into how customers feel about our clients' brands, products, and services. This can help marketers to identify areas where they need to improve and make adjustments to their marketing strategies.

## Optimizing Campaigns

Finally, ChatGPT can be used to analyze data and identify patterns that can help to optimize marketing campaigns. This can be used to identify the most effective channels, messaging, and targeting strategies. By constantly testing and optimizing, we can ensure that our clients' campaigns are performing at their best.

# Write a social post (or ad)

---

TIP  
9



Create a linkedin poast to promote this blog




"Exciting news! Our team at Anicca Digital has just published a new blog on the revolutionary power of ChatGPT in marketing. From content creation to personalization and sentiment analysis, ChatGPT is helping us drive marketing success for our clients. Learn more about how we're using this cutting-edge AI technology by reading our blog. Click the link to read more: [insert link to blog here] #ChatGPT #AI #Marketing #ContentCreation #Personalization #SentimentAnalysis #AniccaDigital"






# Create a content calendar (in a table)





 write a content marketing calendar for an ecommerce shop that sells home and garden products, taking into consideration seasonality. present the data in a table with rows for months, topics and different types of content e.g. email and blogs



 Here's a sample content marketing calendar for an ecommerce shop that sells home and garden products, taking into consideration seasonality:

Month	Topic	Email	Blog
January	Winter Garden Maintenance	Tips for keeping your garden healthy during the winter months	"5 Easy Ways to Winterize Your Garden"
February	Valentine's Day Decor	Valentine's Day-themed home decor ideas	"Creating a Romantic Atmosphere in Your Home"
March	Spring Cleaning	Product recommendations for spring cleaning and organization	"Top 10 Products for a Successful Spring Cleaning"
April	Outdoor Living	Outdoor furniture and decor ideas for the spring and summer months	"Creating the Perfect Outdoor Living Space"
May	Mother's Day Gifts	Mother's Day gift ideas for the gardener or home decor enthusiast in your life	"Gift Guide for the Home and Garden Lover"
June	Summer Entertaining	Tips for hosting summer parties and events	"Summer Entertaining: How to Throw the Perfect Outdoor Party"


 write a content marketing calendar for an ecommerce shop that sells home and garden products, taking into consideration seasonality. present the data in a table with rows for months, topics and different types of content e.g. email and blogs

 Here's a sample content marketing calendar for an ecommerce shop that sells home and garden products, taking into consideration seasonality:

Month	Topic	Email	Blog
January	Winter Garden Maintenance	Tips for keeping your garden healthy during the winter months	"5 Easy Ways to Winterize Your Garden"
February	Valentine's Day Decor	Valentine's Day-themed home decor ideas	"Creating a Romantic Atmosphere in Your Home"

# Carry out tasks in other languages (or translate)


TIP  
11


 write a content marketing calendar for a ecommerce shop that sells home and garden products, taking into consideration seasonality. present the data in a table with rows for months, topics and different types of content e.g. email and blogs. Please write this in french

 Voici un calendrier de contenu marketing pour une boutique en ligne qui vend des produits pour la maison et le jardin, en prenant en compte la saisonnalité :

Mois	Sujet	Type de contenu
Janvier	Rénovation de la maison	Blog
Février	Jardinage pour débutants	Email
Mars	Préparation du jardin pour le printemps	Blog
Avril	Fleurs de printemps	Email
Mai	Aménagement extérieur	Blog
Juin	Jardinage estival	Email
Juillet	Barbecues et soirées d'été	Blog
Août	Produits d'entretien du jardin	Email
Septembre	Transformer votre jardin en un lieu de détente	Blog
Octobre	Décoration d'automne pour l'extérieur	Email
Novembre	Préparation du jardin pour l'hiver	Blog
Décembre	Idées cadeaux pour les amateurs de jardinage	Email

Ce calendrier de contenu est basé sur la saisonnalité pour s'assurer que les sujets traités sont pertinents pour les consommateurs en fonction de la période de l'année. Il inclut des articles de blog pour fournir des informations détaillées et des conseils, ainsi que des e-mails pour offrir des offres spéciales et des promotions en lien avec les sujets en cours. Il est important de noter que ce calendrier est adaptable et peut être modifié en fonction des

 write a content marketing calendar for a ecommerce shop that sells home and garden products, taking into consideration seasonality. present the data in a table with rows for months, topics and different types of content e.g. email and blogs. Please write this in french

 Voici un calendrier de contenu marketing pour une boutique en ligne qui vend des produits pour la maison et le jardin, en prenant en compte la saisonnalité :

Mois	Sujet	Type de contenu
Janvier	Rénovation de la maison	Blog
Février	Jardinage pour débutants	Email
Mars	Préparation du jardin pour le printemps	Blog

# Don't ask about niche subjects

---

TIP  
12



what is the a10 markeitng framework



I am not aware of a specific "A10 marketing framework" but it could be a framework created by a specific company or organization, but it is not a widely used or well-known framework in the marketing industry. A framework can be a set of guidelines or steps that a company or organization use to structure their marketing efforts. It could include things like setting goals, researching the target audience, developing a messaging strategy, and measuring results. Without more information about the specific A10 framework you are asking about, it is difficult to provide a detailed explanation. Can you please provide more context or details about where you heard about this framework?



# Don't ask about recent topics (since 2021)

TIP  
13



what is the latest book by robert craven



I'm sorry, I'm not aware of any recent book written by Robert Craven, as my training data is cut off in 2021. Robert Craven is a business growth expert, author, and keynote speaker, he has written several books on business growth and management. His best known books are "The Directors Cut" and "Growth without pain" which give practical advice and strategies on how to achieve business success. He also runs a business growth consultancy firm, The Directors' Centre. If you are looking for the latest book by him, it would be best to check his website or social media profiles for updates.



# Write product descriptions (or titles & descriptions)

TIP  
14



Write a 250 word product description for this product: "Cleaning Set - 7 Piece - Orange", which is part of the home living category of products. The company selling the product is Charles Bentley. Use an informational and promotional writing style. The generated response text must be unique.



Introducing the Charles Bentley 7 Piece Cleaning Set in vibrant orange! This set is perfect for keeping your home sparkling clean and organized. The set includes all the essential tools you need to tackle any cleaning task, from dusting and scrubbing to reaching those hard-to-reach places.

The set includes a broom, dustpan, window squeegee, scrub brush, handheld brush, and a long-handled dusting brush and a microfiber mop. All of the tools are made with high-quality materials, ensuring they are durable and long-lasting. The orange color adds a touch of fun to your cleaning routine and makes it easy to spot the tools in your closet.

The broom and dustpan are specially designed to make sweeping up a breeze, while the window squeegee is perfect for getting streak-free windows. The scrub brush is great for tackling tough stains on floors and surfaces, and the handheld brush is ideal for getting into tight spaces and crevices. The long-handled dusting brush and the microfiber mop are perfect for dusting and cleaning hard floors.

All of the tools in the set can be easily stored together in the included storage caddy, making it easy to keep your cleaning tools organized and within reach. The caddy is also made with durable plastic, ensuring it will last for years to come.

Overall, this cleaning set is an essential addition to any home. It is perfect for keeping your home clean and organized, while also being stylish and fun. So, if you want to make cleaning a breeze, then get your hands on the Charles Bentley 7 Piece Cleaning Set in orange today!



Write a 250 word product description for this product: "Cleaning Set - 7 Piece - Orange", which is part of the home living category of products. The company selling the product is Charles Bentley. Use an informational and promotional writing style. The generated response text must be unique.



# Use a template to create a case study

TIP  
15

## TEMPLATE FOR INSTRUCTION TO BE ENTERED INTO CHATGPT

write a case study for anicca digital website consisting of 500-1000 words, with sections: About the client, Objective, solution, results, accolade: using this text:

Case study for **Company** by Anicca Digital between **Dates**

Title:

**Insert title describing project**

Objective

- **Insert bullet point list of at least 3 smart objectives**

Our Approach

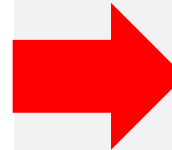
- **Insert bullet point list of 3-6 activities undertaken in the project**

Results

- **Insert bullet point list of 3-6 results from the project**

Accolades – include this section if applicable

- **Insert any awards**
- **Insert any client testimonials**



## INSTRUCTION TO BE ENTERED INTO CHATGPT

write a case study for anicca digital website consisting of 500-1000 words, with sections, About the client, Objective, solution, results, accolade: using this text:

Case study for NHS (Leicester City Commissioning Group) by Anicca Digital between Sept 2020 and Dec 2020

Title:

Drive survey responses for the NHS to get public response about the planned new hospital (consultation)

Objective

- The consultation was during lockdown negating the ability to carryout the normal face-to face public consultation via public meetings, so Anicca was contracted to use online techniques to help with the project
- **To raise awareness of the proposed new hospital**
- We had to target otherwise hard to reach demographics, such as BAME community, parents, LGBTQ, Specific age groups (18-24 and over 55); through paid channels to encourage these people to partake in a consultation on health services in their area
- The total number of surveys to be collected was 10k, but we were targeted to get a minimum of 1000

Our Approach

- **3 month project utilising multiple digital & broadcasting channels, including**
  - o Google Ads -
    - Search network
    - YouTube
    - Display
  - o Paid social
    - Facebook/Instagram ads
    - Snapchat ads
    - Twitter ads
  - o Broadcast
    - Podcasts
    - Sky AdSmart (programmatic TV)
  - o Other activities included: Optimising the landing pages for SEO, Setting-up the tracking to determine the number of survey completion from different media. Creation of extensive reports using Data Studio, using Supermetrics to directly import data from some of the media platforms. Where a connector was not available, we used Google sheets to import data.

Results

- 22 minority audiences reached
- With an ad budget of £36k, we had over **13m impressions** or views of our ads, resulting **1,538 survey completions** at an average **cost of £23.22. of which 86% were from Meta**

Accolades

- wins "Best agency-led paid media award" at the UK Biddable Media Awards 2021 (now called Paid Media Awards)



# Use a template to create a case study

## Case study: Driving survey responses for the NHS through targeted digital campaigns

About the client: The Leicester City Commissioning Group is a part of the National Health Service (NHS) in the UK. In late 2020, the group was conducting a consultation on the plans for a new hospital in the area and needed to reach out to the public for their input. However, due to the COVID-19 lockdown, traditional methods of consultation such as public meetings were not possible. As a result, the NHS turned to Anicca Digital to help drive survey responses through online channels.

Objective: The main objectives of the project were to raise awareness of the proposed new hospital and to encourage participation in the consultation, particularly among hard-to-reach demographics such as the BAME community, parents, LGBTQ individuals, and specific age groups (18-24 and over 55). The goal was to collect a minimum of 1000 survey responses, with a total target of 10k responses.

Approach: Anicca Digital implemented a 3-month campaign that utilised multiple digital and broadcasting channels to reach a diverse audience. These channels included Google Ads (search network, YouTube, display), paid social (Facebook/Instagram ads, Snapchat ads, Twitter ads), podcasts, and Sky AdSmart (programmatic TV). In addition to these channels, the team also optimised the landing pages for SEO and set up tracking to determine the number of survey completions from different media sources. They also created extensive reports using Data Studio and imported data from various media platforms using Supermetrics and Google sheets.

Results: The campaign was a success, with over 13 million impressions or views of the ads and 1,538 survey completions at an average cost of £23.22. Of these completions, 86% were from the targeted demographics. Additionally, the team was able to reach 22 minority audiences through their targeted campaigns.

Accolades: For their efforts on this project, Anicca Digital won the "Best agency-led paid media award" at the UK Biddable Media Awards (now called Paid Media Awards) in 2021. This award is a testament to the team's expertise in driving survey responses through targeted digital campaigns.



## Case study: Driving survey responses for the NHS through targeted digital campaigns

About the client: The Leicester City Commissioning Group is a part of the National Health Service (NHS) in the UK. In late 2020, the group was conducting a consultation on the plans for a new hospital in the area and needed to reach out to the public for their input. However, due to the COVID-19 lockdown, traditional methods of consultation such as public meetings were not possible. As a result, the NHS turned to Anicca Digital to help drive survey responses through online channels.

Objective: The main objectives of the project were to raise awareness of the proposed new hospital and to encourage participation in the consultation, particularly among hard-to-reach demographics such as the BAME community, parents, LGBTQ individuals, and specific age groups (18-24 and over 55). The goal was to collect a minimum of 1000 survey responses, with a total target of 10k responses.

# Edit for style & check for accuracy

TIP  
16

## ChatGPT Response – with area that needs changing in yellow:

Case study: Driving survey responses for the NHS through targeted digital campaigns

About the client: The Leicester City Commissioning Group is a part of the National Health Service (NHS) in the UK. In late 2020, the group was conducting a consultation on the plans for a new hospital in the area and needed to reach out to the public for their input. However, due to the COVID-19 lockdown, traditional methods of consultation such as public meetings were not possible. As a result, the NHS turned to Anicca Digital to help drive survey responses through online channels.

Objective: The main objectives of the project were to raise awareness of the proposed new hospital and to encourage participation in the consultation, particularly among hard-to-reach demographics such as the BAME community, parents, LGBTQ individuals, and specific age groups (18-24 and over 55). The goal was to collect a minimum of 1000 survey responses, with a total target of 10k responses.

Approach: Anicca Digital implemented a 3-month campaign that utilised multiple digital and broadcasting channels to reach a diverse audience. These channels included Google Ads (search network, YouTube, display), paid social (Facebook/Instagram ads, Snapchat ads, Twitter ads), podcasts, and Sky AdSmart (programmatic TV). In addition to these channels, the team also optimised the landing pages for SEO and set up tracking to determine the number of survey completions from different media sources. They also created extensive reports using Data Studio and imported data from various media platforms using Supermetrics and Google sheets.

Results: The campaign was a success, with over 13 million impressions or views of the ads and 1,538 survey completions at an average cost of £23.22. Of these completions, 86% were from the targeted demographics. Additionally, the team was able to reach 22 minority audiences through their targeted campaigns.

Accolades: For their efforts on this project, Anicca Digital won the "Best agency-led paid media award" at the UK Biddable Media Awards (now called Paid Media Awards) in 2021. This award is a testament to the team's expertise in driving survey responses through targeted digital campaigns.

AS Ann Stanley  
Facebook and Instagram



Results: The campaign was a success, with over 13 million impressions or views of the ads and 1,538 survey completions at an average cost of £23.22. Of these completions, 86% were from the targeted demographics. Additionally, the team was able to reach 22 minority audiences through their targeted campaigns.

AS Ann Stanley  
Facebook and Instagram

# Use a template to write a web landing page for a new service

TIP  
17



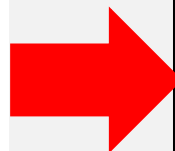
Create the text for a web landing page to describe a new service from Anicca Academy: to recruit learners in the UK to take part in the Digital skills bootcamps. During the set-up our experienced team will provide all the consultancy, all the necessary paperwork, ad creative, and forms to recruit learners. See full list of set-up activities below. For most projects we recruit for cohorts of around 100 learners in one county per month. We recommend recruiting around 30% extra to ensure that enough starters reach the first payment criteria. We can recruit your first 100 learners within 4 weeks. This can be scaled rapidly for national schemes and there are discounts for training providers or University.

After the initial set-up costs, you pay on a cost per enrolled learner. There is a minimum cohort of a 100 starters, with a total cost per learner start is around £200 per learner including set-up, ad costs and all management charges. We offer significant discounts for larger cohorts.

We also offer a payment scheme, where 50% of the fee is paid after you get your first payment.

Set-up costs includes:

- Course recruitment and delivery plan –
- Web page –
- Google application form –
- Tracking sheet -
- Facebook ads –
- Lead form –
- Email to enquirers -
- Contracts - 2 versions -
- Email instructions -
- Induction presentation -



Welcome to Anicca Academy's Digital Skills Bootcamp Recruitment Service!



Our experienced team is here to help you recruit learners in the UK for your digital skills bootcamp program. We provide all the necessary consultancy, paperwork, ad creative, and forms to make the recruitment process as easy and efficient as possible.

Our standard recruitment process is for cohorts of around 100 learners in one county per month, but we recommend recruiting 30% extra to ensure enough starters reach the first payment criteria. We can recruit your first 100 learners within 4 weeks, and we can scale rapidly for national schemes. Additionally, we offer discounts for training providers and universities.

After the initial set-up costs, you will pay on a cost-per-enrolled-learner basis. The minimum cohort size is 100 starters, with a total cost per learner start of around £200, including set-up, ad costs, and all management charges. We offer significant discounts for larger cohorts. We also offer a payment scheme, where 50% of the fee is paid after you get your first payment.

Our set-up costs include:

- Course recruitment and delivery plan
- Web page
- Google application form
- Tracking sheet
- Facebook ads
- Lead form
- Email to enquirers
- Contracts (2 versions)
- Email instructions
- Induction presentation

Join the digital skills revolution and let Anicca Academy help you recruit the learners you need for your bootcamp program. Contact us today to get started.

# Refine or “Regenerate” versions & insert keywords (for SEO?)

TIP  
18



could you include extra information on who the service is designed for, that is; training providers, colleges, LEPS and universities, that already have a government contract from the Department of Education to offer Digital Skills Bootcamps



Welcome to Anicca Academy's Digital Skills Bootcamp Recruitment Service! Our service is designed for training providers, colleges, Local Enterprise Partnerships (LEPs), and universities that already have a government contract from the Department of Education to offer Digital Skills Bootcamps.

Our experienced team is here to help you recruit learners in the UK for your digital skills bootcamp program. We provide all the necessary consultancy, paperwork, ad creative, and forms to make the recruitment process as easy and efficient as possible.

Our standard recruitment process is for cohorts of around 100 learners in one county per month, but we recommend recruiting 30% extra to ensure enough starters reach the first payment criteria. We can recruit your first 100 learners within 4 weeks, and we can scale rapidly for national schemes. Additionally, we offer discounts for training providers and universities.

After the initial set-up costs, you will pay on a cost-per-enrolled-learner basis. The minimum cohort size is 100 starters, with a total cost per learner start of around £200, including set-up, ad costs, and all management charges. We offer significant discounts for larger cohorts. We also offer a payment scheme, where 50% of the fee is paid after you get your first payment.

## Regenerate alternative versions

↻ Regenerate response



## Insert keywords for SEO



Optimise for search engines (SEO) by adding or emphasising the following keywords: learner recruitment, training course recruitment, recruitment of trainees

# Is this SEO text good enough?

---

## BEFORE

Welcome to Anicca Academy's Digital Skills Bootcamp Recruitment Service! Our experienced team is here to help training providers and universities in the UK **recruit learners** for your digital skills bootcamp program. Our service includes all the necessary consultancy, paperwork, [ad](#) creative, and forms to make the recruitment process as easy and efficient as possible.

Our standard recruitment process is for cohorts of around 100 learners per month, but we recommend recruiting 30% extra to ensure enough starters reach the first payment criteria. We can have your first 100 learners enrolled within 4 weeks, and we can scale rapidly for national schemes. Additionally, we offer discounts for training providers and universities.

## AFTER "OPTIMISATION"

Welcome to Anicca Academy's Learner Recruitment Service for Digital Skills Bootcamps! Our experienced team specializes in the **recruitment of trainees** for training providers and universities across the UK. We offer comprehensive support for all aspects of **training course recruitment**, including consultancy, paperwork, [ad](#) creative, and targeted strategies for minority or disadvantaged groups.

Our standard recruitment process is for cohorts of around 100 learners per month, however, we recommend recruiting 30% extra to ensure enough starters reach the first payment criteria. We can have your first 100 learners enrolled within 4 weeks and scale rapidly for national schemes. Additionally, we offer discounts for **larger recruitment of trainees**.

# Use a template to create a job description (& a job ad)

TIP  
19



write a job description for a new marketing executive role at anicca Digital. This is a junior role in the agency but some experience of content writing, creating blogs and email is expected. Understanding of Google analytics would be beneficial



Job Title: Junior Marketing Executive

Company: Anicca Digital

Reports to: Marketing Manager

Purpose: To assist in the development and execution of Anicca Digital's marketing strategy, with a focus on content creation and analytics.

Key Responsibilities:

- Write and edit engaging content for various channels, including blog posts, emails, and social media
- Collaborate with the marketing team to develop and execute campaigns and initiatives
- Monitor and analyze website traffic using Google Analytics and make recommendations for improvement
- Assist in the development of marketing materials, such as brochures and presentations
- Help to manage and maintain the company's social media presence
- Attend networking events and industry conferences to stay up-to-date on the latest marketing trends and best practices

Qualifications:

- 1-2 years of experience in a marketing role, with a focus on content creation
- Strong writing skills and the ability to communicate effectively
- Experience with Google Analytics and/or other analytics tools
- Strong attention to detail and the ability to multitask
- Experience with social media management and email marketing



write a job description for a new marketing executive role at anicca Digital. This is a junior role in the agency but some experience of content writing, creating blogs and email is expected. Understanding of Google analytics would be beneficial



Job Title: Junior Marketing Executive

Company: Anicca Digital

Reports to: Marketing Manager

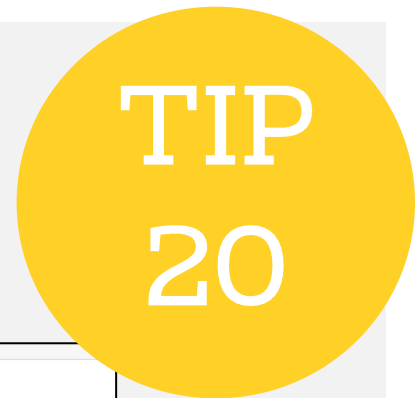
Purpose: To assist in the development and execution of Anicca Digital's marketing strategy, with a focus on content creation and analytics.


Key Responsibilities:


- Write and edit engaging content for various channels, including blog posts, emails, and social media
- Collaborate with the marketing team to develop and execute campaigns and initiatives
- Monitor and analyze website traffic using Google Analytics and make recommendations for improvement
- Assist in the development of marketing materials, such as brochures and presentations



# Convert bullets to paragraphs & vice versa




 convert these bullet points into paragraphs


 Anicca Digital is a leading digital agency that specializes in website design, development, and digital marketing. We are looking for a Junior Marketing Executive to join our team and help us develop and execute our marketing strategy. 👍 💬

As a Junior Marketing Executive, you will be responsible for writing and editing engaging content for various channels, including blog posts, emails, and social media. You will work closely with the marketing team to develop and execute campaigns and initiatives. Additionally, you will monitor and analyze website traffic using Google Analytics and make recommendations for improvement. This role also involves assisting in the development of marketing materials, such as brochures and presentations, as well as managing and maintaining the company's social media presence. Attendance to networking events and industry conferences will be expected to stay up-to-date on the latest marketing trends and best practices.

The ideal candidate for this role will have 1-2 years of experience in a marketing role, with a focus on content creation. Strong writing skills and the ability to communicate effectively are essential for this role, as is experience with Google Analytics and/or other analytics tools. Strong attention to detail and the ability to multitask are also important, as well as experience with social media management and email marketing. A Bachelor's degree in marketing, communications, or a related field is required.

This is a great opportunity to develop your skills and gain experience in a fast-paced agency environment. If you are passionate about marketing and have a talent for creating compelling content, we would love to hear from you! Apply today and take the next step in your marketing career!

 shorten text add convert to bullet points

 Welcome to Anicca Academy's Digital Skills Bootcamp Recruitment Service! 👍 💬

- Our experienced team is here to help you recruit learners in the UK for your digital skills bootcamp program.
- We provide all necessary consultancy, paperwork, ad creative and forms to make the recruitment process easy and efficient.
- Our standard recruitment process is for cohorts of around 100 learners per month in one county, but we recommend recruiting 30% extra to ensure enough starters reach first payment criteria.
- We can recruit your first 100 learners within 4 weeks and scale rapidly for national schemes.
- We offer discounts for training providers and universities.
- After initial set-up costs, you pay on a cost-per-enrolled-learner basis. Minimum cohort size is 100 starters, with a total cost per learner start of around £200.
- We offer significant discounts for larger cohorts and a payment scheme where 50% of the fee is paid after your first payment.
- Our set-up costs include course recruitment and delivery plan, web page, Google application form, tracking sheet, Facebook ads, lead form, email to enquirers, contracts, email instructions and induction presentation.

Join the digital skills revolution and let Anicca Academy help you with learner recruitment, training course recruitment and recruitment of trainees for your bootcamp program. Contact us today to get started.

# Write a press release from a brief or template (fact-check the result)

TIP  
21



write a press release from the following brief:

Headline. i.e. The creative sector facing losses of £10m as the self-employed are not taking out the right protection

Sub-head. Industry data from Qdos reveals the potential massive losses based on the number of creatives failing to insure themselves properly

Intro para – use this to hook in the journalist and summarise the story: i.e. Research undertaken by insurers Qdos (or Data from insurers Qdos) has revealed that those working in the creative industries are the least likely in the UK to take out public liability insurance.

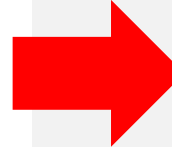
Para two. Explain this in more detail: Use stats/facts/information that has formed the first para

Para three: Focus on public liability insurance. What is it and why is it important? i.e. the easiest way to protect you and your new business

Add some colour: Include a quote to bring the story to life: "We've seen first hand the effects of people not having the correct insurance. Some have lost their business and others have had to pay huge legal fees as they did not have insurance to protect themselves". Etc

Final para

Add a call to action (CTA) at the end – i.e. for more information search qdos...



Headline: The Creative Sector Facing Losses of £10m as the Self-Employed are Not Taking Out the Right Protection

Sub-head: Industry Data from Qdos Reveals the Potential Massive Losses Based on the Number of Creatives Failing to Insure Themselves Properly

Research undertaken by insurers Qdos has revealed that those working in the creative industries are the least likely in the UK to take out public liability insurance. The data suggests that this lack of coverage could result in potential losses of £10m for the sector.

According to Qdos, only 36% of creatives have public liability insurance, compared to the UK average of 44%. This lack of coverage leaves them vulnerable to financial losses in the event of a claim made against them.


Public liability insurance is a type of insurance that protects a business or individual from third-party claims of injury or damage caused by their services or products. It is important for self-employed creatives as it can provide financial protection in the event of a claim made against them by a client or member of the public.

"We've seen first hand the effects of people not having the correct insurance. Some have lost their business and others have had to pay huge legal fees as they did not have insurance to protect themselves," said a representative from Qdos.

With the creative sector facing potential losses of £10m, it is important for self-employed creatives to take out the necessary insurance to protect themselves and their business. For more information on public liability insurance and how to secure coverage, please visit Qdos Insurance website.

# Design a website menu

TIP  
22

 please suggest a menu heirarchy for a garden ecommerce website, selling a range of products.. please include the top leve and secodn level categories

 Top Level Categories: 


1. Plants: This category would include all types of plants, such as annuals, perennials, trees, shrubs, etc.
2. Garden Supplies: This category would include items such as tools, potting soil, fertilizers, etc.
3. Outdoor Living: This category would include outdoor furniture, decor, and other items for creating an outdoor living space.
4. Pest Control: This category would include products for controlling pests in the garden.

Second Level Categories (under Plants):

1. Annuals
2. Perennials
3. Trees
4. Shrubs
5. Succulents & Cacti
6. Indoor Plants
7. Fruit & Vegetable Plants
8. Bulbs & Seeds

Second Level Categories (under Garden Supplies):

1. Tools
2. Potting Soil & Compost
3. Fertilizers & Plant Food
4. Mulch & Ground Cover
5. Watering Supplies

 please suggest a menu heirarchy for a garden ecommerce website, selling a range of products.. please include the top leve and secodn level categories

 Top Level Categories:  


1. Plants: This category would include all types of plants, such as annuals, perennials, trees, shrubs, etc.
2. Garden Supplies: This category would include items such as tools, potting soil, fertilizers, etc.
3. Outdoor Living: This category would include outdoor furniture, decor, and other items for creating an outdoor living space.
4. Pest Control: This category would include products for controlling pests in the garden.


Second Level Categories (under Plants):

1. Annuals
2. Perennials


# Reorder or sort data

TIP  
23


 Please reorder this data so the second level categories sit beneath the top level categories as a series of bullet points


 Top Level Categories:

1. Plants:
  - Annuals
  - Perennials
  - Trees
  - Shrubs
  - Succulents & Cacti
  - Indoor Plants
  - Fruit & Vegetable Plants
  - Bulbs & Seeds
2. Garden Supplies:
  - Tools
  - Potting Soil & Compost
  - Fertilizers & Plant Food
  - Mulch & Ground Cover
  - Watering Supplies
  - Pest Control
  - Garden Decor
  - Garden Lighting
3. Outdoor Living:
  - Outdoor Furniture
  - Outdoor Decor
  - Outdoor Lighting
  - Outdoor Cooking & Dining
  - Outdoor Heating
  - Outdoor Games & Activities





 Please reorder this data so the second level categories sit beneath the top level categories as a series of bullet points

 Top Level Categories:

1. Plants:
  - Annuals
  - Perennials
  - Trees
  - Shrubs
  - Succulents & Cacti
  - Indoor Plants
  - Fruit & Vegetable Plants
  - Bulbs & Seeds
2. Garden Supplies:
  - Tools
  - Potting Soil & Compost

# Formulas & code

---

TIP  
24



write a formulae for excel that will give me the average for the first 10 columns on row 3



The formula for finding the average of the first 10 columns on row 3 in Excel is:

```
=AVERAGE(A3:J3)
```

This formula will find the average of all the cells in the range A3 to J3, which includes the first 10 columns on row 3.

What have  
we learned?

---

*I can't spell,*  
but ChatGPT  
understands my  
prompts & instructions

It will *continue a conversation*, providing an update on the previous question or response

---



You can't trust  
all the text it produces,  
so a human needs to  
***fact-check & edit the output***

Learn the rules –  
use the CHATGPT acronym

TIP  
25

- C**onversational – the text is like a human & it has a “memory”
- H**onesty – are you using this as an assistant or to cheat?
- A**ccuracy – is it accurate – you need to check!
- T**imely – if it is since 2021, it won't have any data & might not answer
- G**obbledygook – it can make stuff up, due to gaps in training data
- P**rompts – the more specific you are, the better the response
- T**emplates – create & test templates for regular tasks & content

# 25 Top Tips

---

1. Login in the morning before the USA wakes up
2. Remain logged in to your account & learn different “Prompts” (Pt)
3. Start by asking simple questions
4. Make your Prompts more specific
5. Summarise or Shorten text
6. Research a topic
7. Carry out keyphrase research
8. Write a blog (or section of a longer article)
9. Write a social post (or ad)
10. Create a content calendar (in a table)
11. Carry out tasks in other languages (or translate)
12. Don't ask about very niche subjects
13. Don't ask about recent topics (since 2021)
14. Write product descriptions (or titles & descriptions)
15. Use a templates to create a case study
16. Edit for style & check for accuracy
17. Use a template to write a web landing page for a new service
18. Refine or “Regenerate” versions & insert keywords (for SEO?)
19. Use a template to create a job description (& a job ad)
20. Convert bullets to paragraphs & vice versa
21. Write a press release from a brief or template (fact-check the result)
22. Design a website menu
23. Reorder or sort data
24. Formulas & code
25. Learn the rules – use the CHATGPT acronym

# How to use ChatGPT in your job

# How am I using it?

---

- As **an assistant** using **simple prompts**:
  - Correct my spelling and grammar
  - Shorten text or add bullet points
  - Quick jobs, like rewording an email, to make it more formal
- To help **create longer pieces** of text, using a **template** or by iterating the suggested versions
  - Help come up with ideas for text
  - Use it to create a first draft for specific jobs, like case studies, award entries, press releases, blog writing, text for articles on new subjects
  - The writing task then becomes an editorial job; as the content needs to be checked for accuracy and edited for style
- To create **content on-mass**, such as large volumes of titles and descriptions
  - This is best done using other AI platforms, such as GPT 3, using API access and scripts to generate content that can be used across a website

# How will Anicca use ChatGPT & other AI?

---

- To provide first drafts of text and act **as an assistant or tool**
  - To increase productivity
  - To increase speed and volume of work carried out
- As part of our move to use **more sophisticated AI in a range of solutions**, for improved efficiencies and campaign performance:
  - This is our new **Digital Science service**, offering data integration and optimisation solutions
  - Use of other AI platforms, such as GPT 3; using its' API access and our scripts to generate content that can be used across a website e.g. to create content on-mass, such as large volumes of titles and descriptions,
  - To create specific data integration solutions, for example importing CRM data into ad platforms to create Custom audiences

The impact  
on our jobs!

---



# How technology impacts our jobs!

---

- **Tractors** - Replaced human and animal labor in farming in the early 20th century
- **Mechanical calculators** - Replaced human calculators in the 1960s and 1970s
- **Automated teller machines (ATMs)** - Replaced human bank tellers in the 1970s and 1980s
- **Industrial robots** - Replaced human factory workers in the 1980s and 1990s
- **Spreadsheet software** - Replaced manual spreadsheet calculations in the 1980s
- **Accounting software** - Replaced human accountants in the 1990s and 2000s
- **Online legal research** - Replaced human paralegals and researchers in the 1990s and 2000s
- **News aggregators** - Replaced human journalists in the 2000s
- **Self-checkout machines** - Replaced human cashiers in the 2000s
- **Online retail** - Replaced human salespeople in brick and mortar stores in the 2000s
- **GPS-guided farm equipment** - Replaced human farm workers in the 2010s
- **AI-powered customer chatbots** - Replaced human customer service reps in the 2020s.
- **Online Education Platforms** - Replaced human teachers in some cases in the 2020s.
- **ChatGPT & AI** - replaced copywriters in the 2020's
- **DALL-E & image AI** - replaced graphic designers in the 2020's
- **Multi-model GPT4** - replaced web designers & developers in the 2020's

# Is there still a role for copywriters, freelancers & agencies?

---

- ChatGPT is best used as an assistant or tool to help create a first draft of the text.
- The role of copywriters may shift towards edited draft content created by AI. Giving more time for innovation and developing distribution strategies.
- Based on my experience, you need to have knowledge of the subject, as you can't trust all the text that is created from the tool
- Use of AI tools can make teams more productive (as tasks can be completed more quickly, or more work can be undertaken).
- As AI and tech platforms automate more routine tasks and activities; agencies may have to change their services, so that they offer added-value, or more advanced services

ann@anicca.co.uk  
07930 384443

---

Disclaimer

The materials set out in this document are concepts only (the "Concepts") and, in addition to any rights vesting in Anicca Digital Limited ("Anicca"), may be the subject of existing third party intellectual property rights.

If the client wishes to utilise any of the Concepts, it should notify Anicca in writing and Anicca will then put in place the appropriate intellectual property searches (the "Searches"). The use of the Concepts is therefore subject to the results of the Searches.

Anicca shall not be liable for any damages, costs or losses whether direct or indirect (and including, without limitation, loss of profits, loss of business and loss of goodwill) arising out of any claim by any third party relating to the Concepts proposed by Anicca where the client uses a Concept:

prior to Anicca confirming whether or not the Concept is subject to existing third party intellectual property rights; and/or

in breach of existing third party intellectual property rights following the Searches.

All Anicca rights to proposed technical, content and creative concepts belong to Anicca unless paid for by the client. Should the client subsequently use any concepts without payment to Anicca (unless agreed otherwise by both parties in writing), Anicca reserves the right to take action to recoup, without limitation, damages for breach of intellectual property rights and/or any lost costs associated with the development of such concepts from the client.



thanks  
thanks  
thanks  
thanks  
thanks  
thanks  
thanks  
thanks  
thanks  
thanks