



**aniccadigital**

**How to use ChatGPT4o  
in your marketing &  
tips on practical  
prompting**

August 2024

# Ann Stanley

- Founder and CEO of Anicca Digital
- 22 years in digital marketing, 17 years running Anicca
- Consultant and trainer, specialising in paid media, search, Analytics and ecommerce marketing – now becoming an AI geek!
- Thought leader and author:
  - **A10 Marketing Framework**  
[bit.ly/anicca-A10](https://bit.ly/anicca-A10)
  - **Integrate – Creating an Integrated Marketing Strategy** –  
[bit.ly/anicca-integrate](https://bit.ly/anicca-integrate)
  - **Free weekly webinar – Friday 9-10am**  
[bit.ly/anicca-webinars](https://bit.ly/anicca-webinars)
- **LinkedIn** - [linkedin.com/in/annstanley](https://linkedin.com/in/annstanley)
- **Email** - [ann@anicca.co.uk](mailto:ann@anicca.co.uk)





**17 years of data-driven digital marketing  
for ecommerce & established brands**



Strategy



Social



Search



Shopping



Skills

Creds

# Anicca Digital



2007

## Established

Digital marketing for 17 years

20

## Staff

Multi-award-winning team

35

## Clients

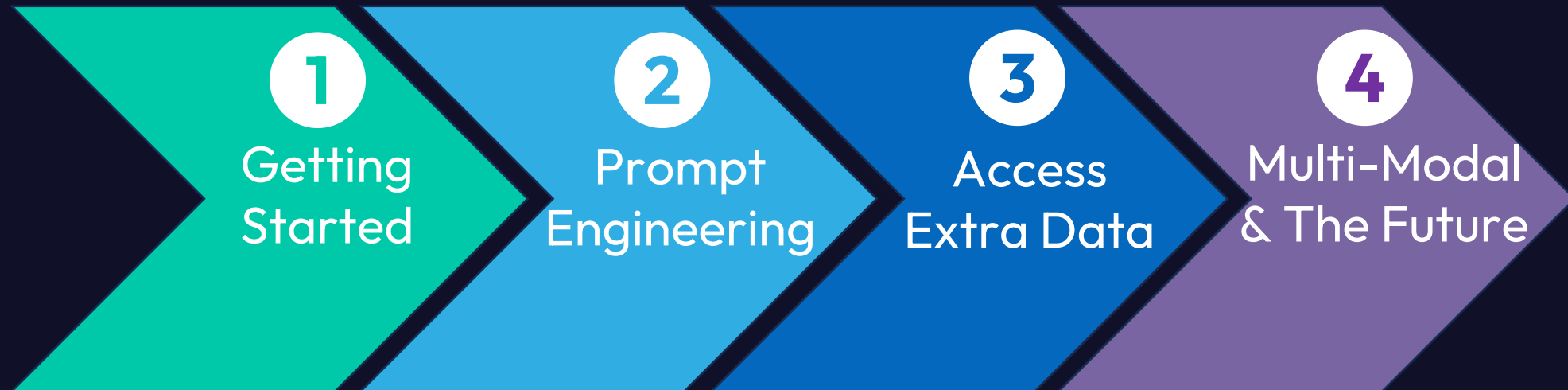
Spanning multiple sectors

5

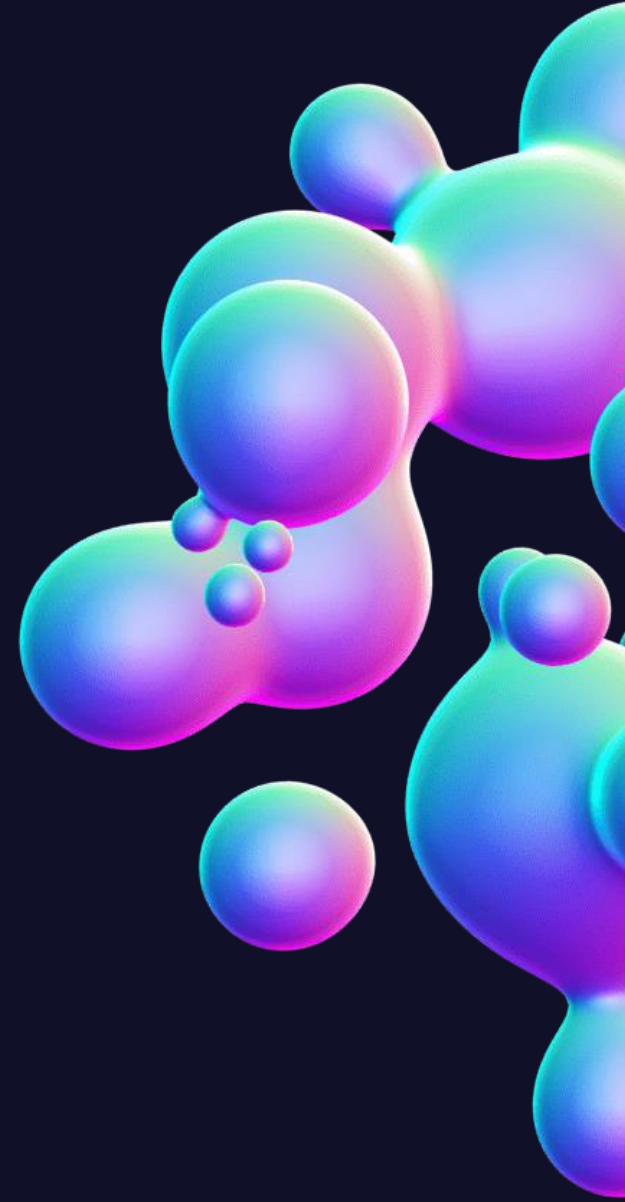
## Services

Full-service integrated digital marketing & skills training

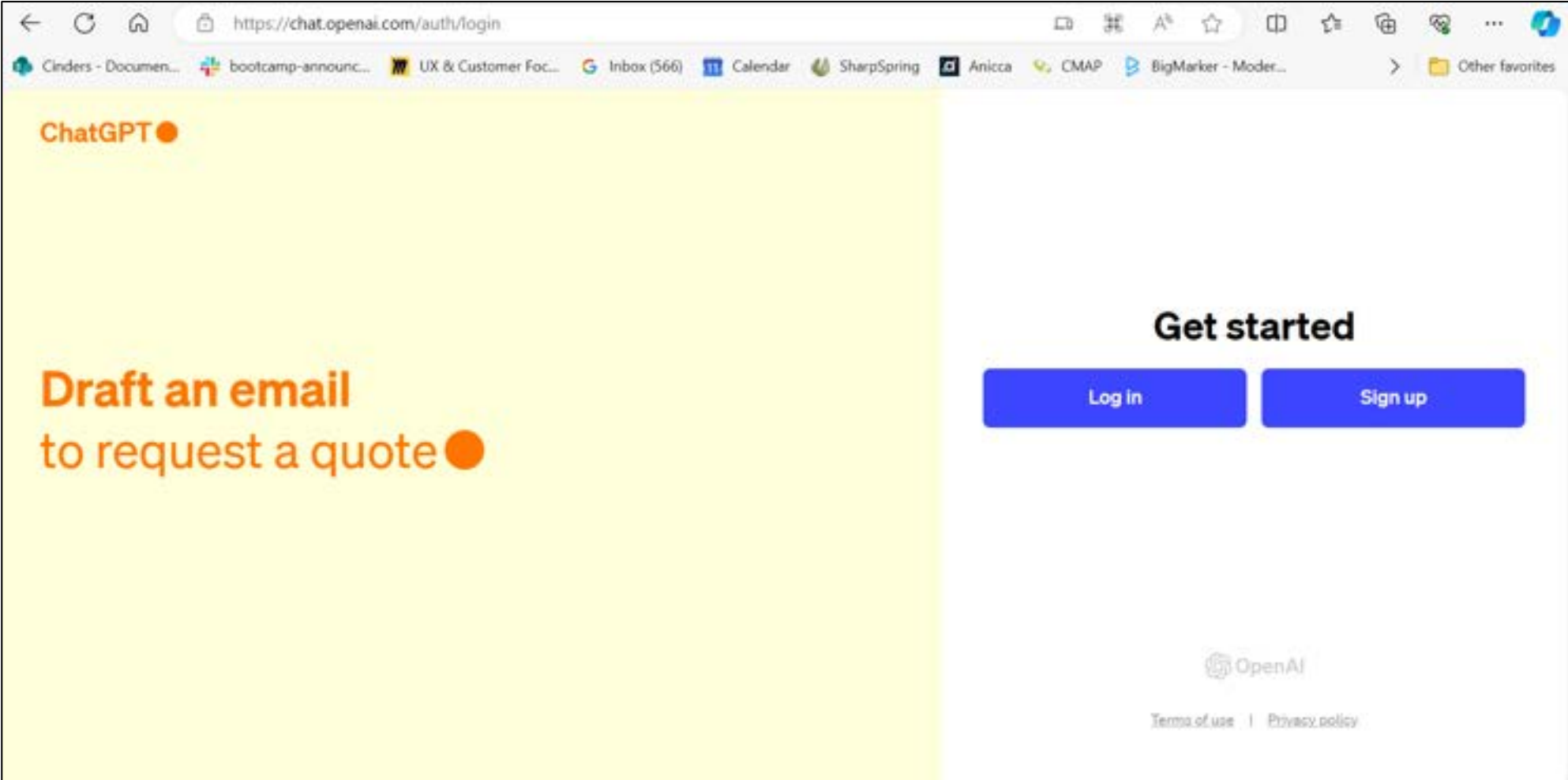
# Contents



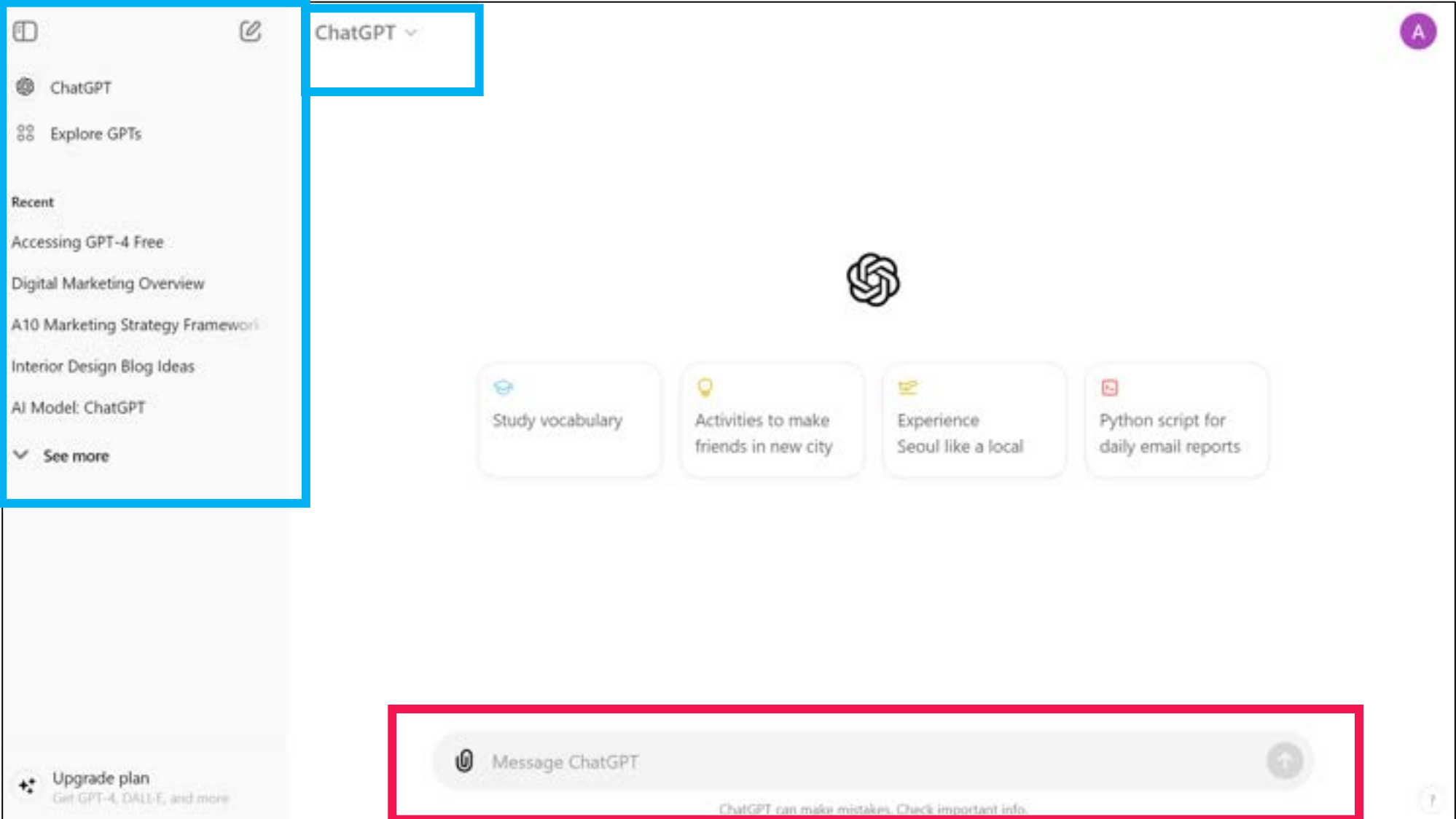
# What is ChatGPT & how to use it?



# https://chatgpt.com/auth/login

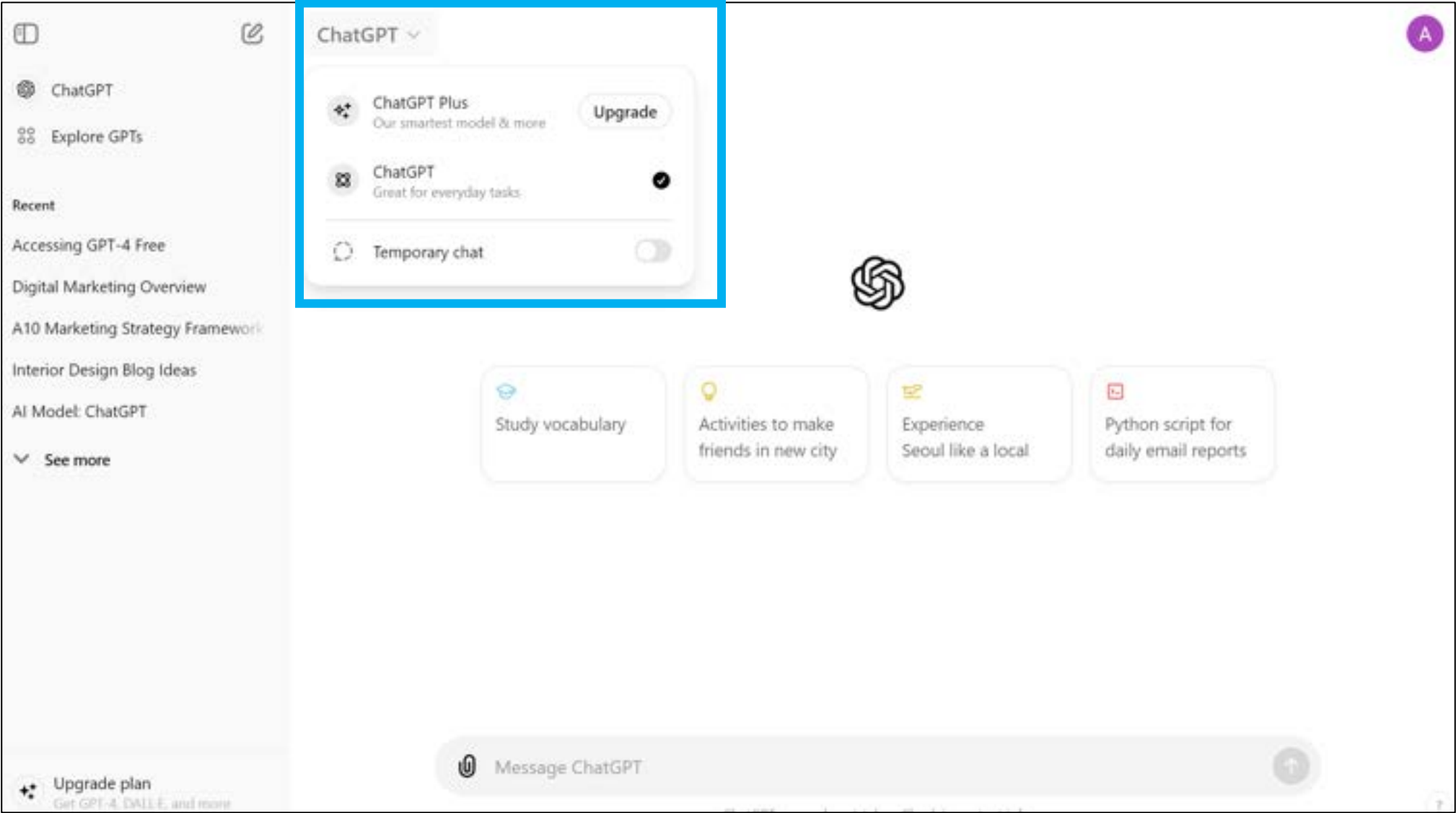


# Free version – login to your account



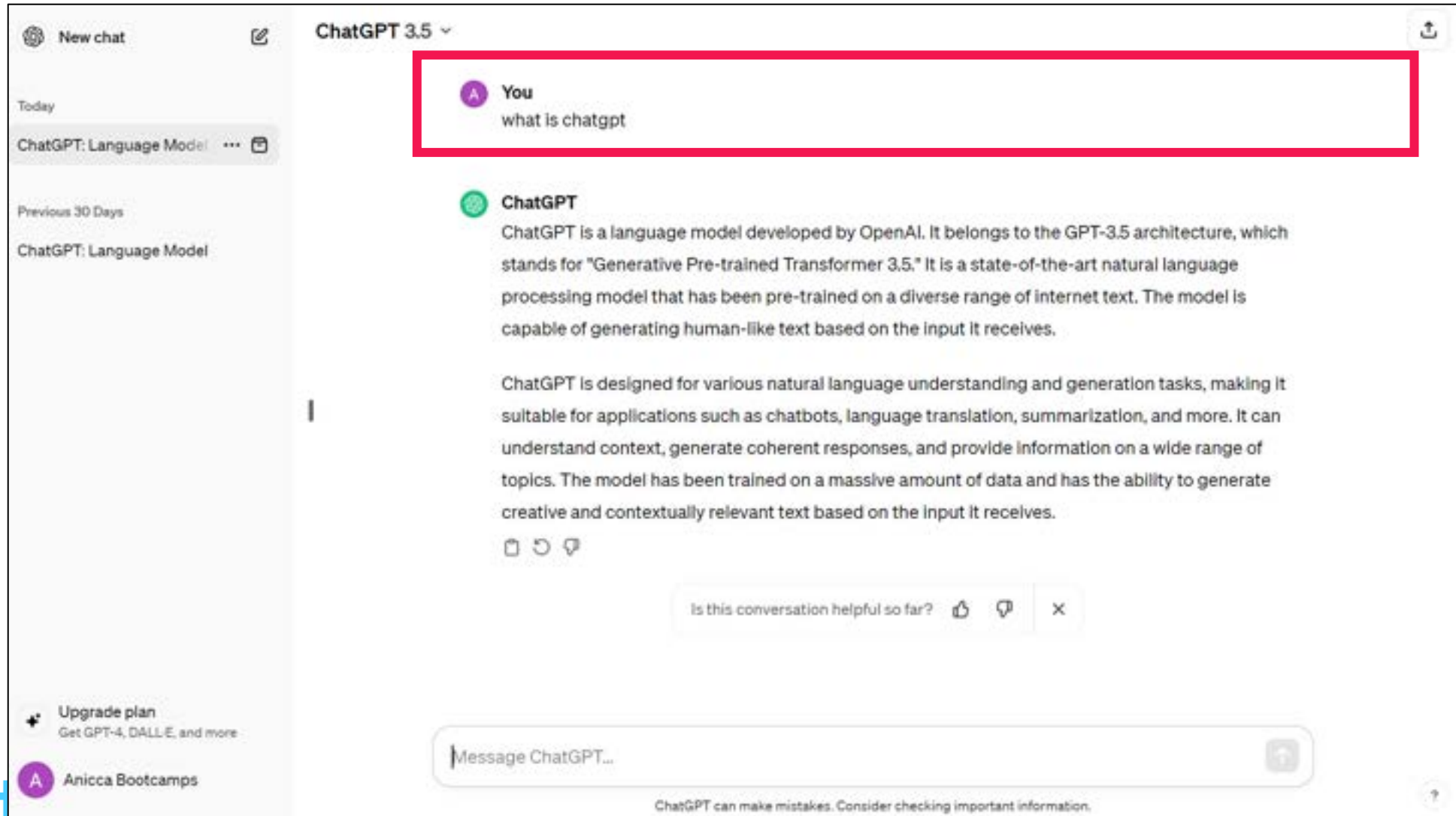


# Different versions & encouraging you to upgrade





# Start by asking simple questions

## What is ChatGPT?



# Instruction = Prompt = What is ChatGPT?

 You  
what is chatgpt

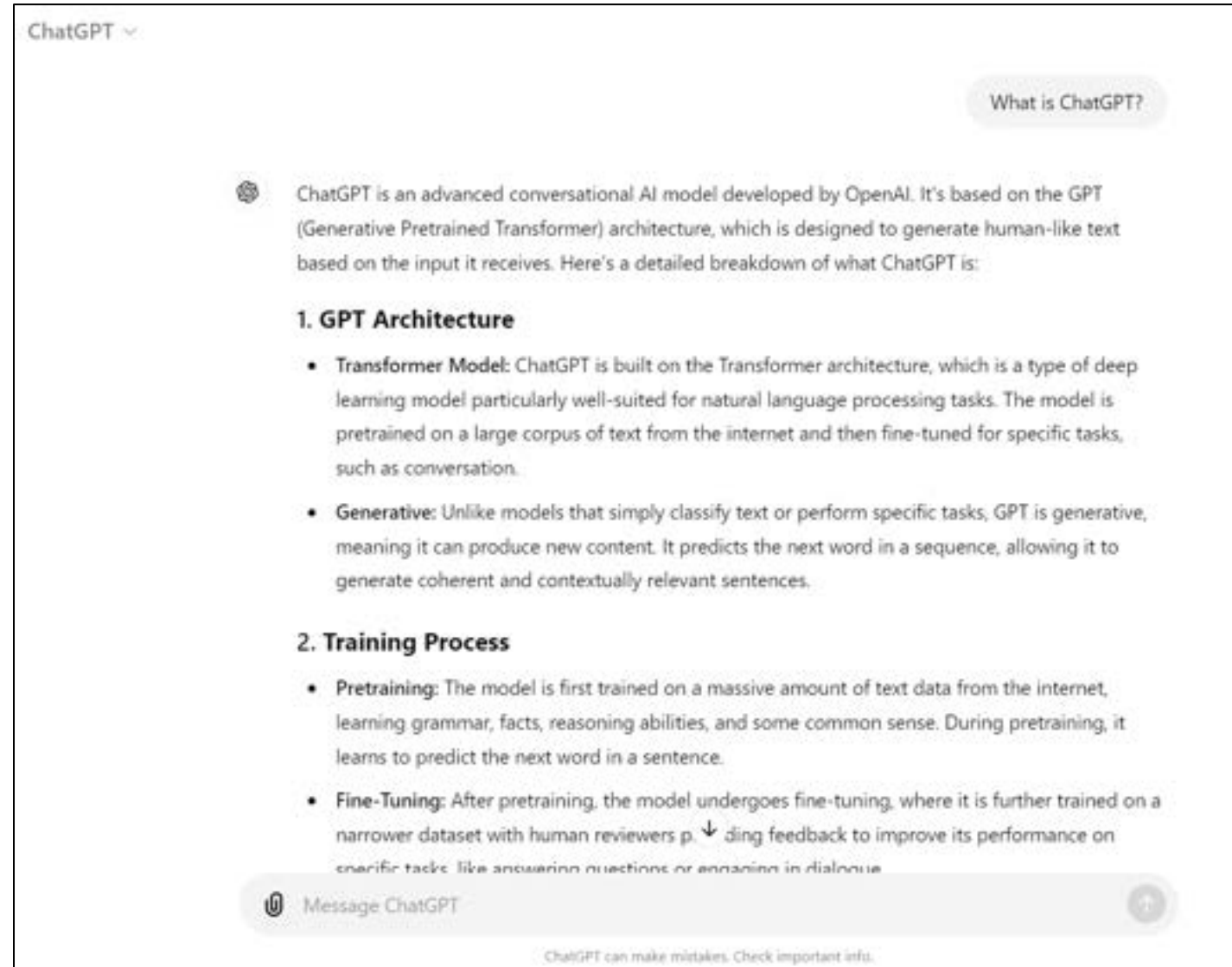
 **ChatGPT**  
ChatGPT is a language model developed by OpenAI. It belongs to the GPT-3.5 architecture, which stands for "Generative Pre-trained Transformer 3.5." It is a state-of-the-art natural language processing model that has been pre-trained on a diverse range of internet text. The model is capable of generating human-like text based on the input it receives.

ChatGPT is designed for various natural language understanding and generation tasks, making it suitable for applications such as chatbots, language translation, summarization, and more. It can understand context, generate coherent responses, and provide information on a wide range of topics. The model has been trained on a massive amount of data and has the ability to generate creative and contextually relevant text based on the input it receives.



Is this conversation helpful so far?   

# Constantly evolving – Same question – 5 months later (Aug vs Mar)



ChatGPT

What is ChatGPT?

ChatGPT is an advanced conversational AI model developed by OpenAI. It's based on the GPT (Generative Pretrained Transformer) architecture, which is designed to generate human-like text based on the input it receives. Here's a detailed breakdown of what ChatGPT is:

### 1. GPT Architecture

- **Transformer Model:** ChatGPT is built on the Transformer architecture, which is a type of deep learning model particularly well-suited for natural language processing tasks. The model is pretrained on a large corpus of text from the internet and then fine-tuned for specific tasks, such as conversation.
- **Generative:** Unlike models that simply classify text or perform specific tasks, GPT is generative, meaning it can produce new content. It predicts the next word in a sequence, allowing it to generate coherent and contextually relevant sentences.

### 2. Training Process

- **Pretraining:** The model is first trained on a massive amount of text data from the internet, learning grammar, facts, reasoning abilities, and some common sense. During pretraining, it learns to predict the next word in a sentence.
- **Fine-Tuning:** After pretraining, the model undergoes fine-tuning, where it is further trained on a narrower dataset with human reviewers providing feedback to improve its performance on specific tasks like answering questions or engaging in dialogue.

Message ChatGPT

ChatGPT can make mistakes. Check important info.

# Prompt = Who invented ChatGPT



You

Who invented ChatGPT



ChatGPT

ChatGPT is a product developed by OpenAI, an artificial intelligence research laboratory. The team at OpenAI, led by a group of researchers and engineers, is responsible for the design, development, and ongoing improvements of ChatGPT. OpenAI was founded in December 2015, and its mission is to ensure that artificial general intelligence (AGI) benefits all of humanity. The specific individuals involved in the creation of ChatGPT may not be explicitly mentioned as it is a collaborative effort within the organization.



# Prompt = What is prompt engineering



You

what is prompt engineering?



ChatGPT

Prompt engineering refers to the process of carefully crafting or selecting prompts to get desired responses from a language model like ChatGPT. In the context of natural language processing models, a prompt is the input or query given to the model to generate a response. Engineers or users can influence the output of a model by providing specific instructions or phrasing the prompt in a certain way.

Prompt engineering can involve experimenting with different ways of framing questions, adding context, or specifying the format of the desired answer. It's a technique often used to improve the model's performance in generating relevant and coherent responses. Researchers and developers may iteratively adjust prompts to achieve the desired behavior or to avoid generating inappropriate or biased content.

However, it's important to note that while prompt engineering can be a useful tool, it has its limitations. The effectiveness of prompt engineering may vary, and it might not completely eliminate the potential for biased or undesired outputs from the model. It's just one aspect of the broader efforts to fine-tune and control the behavior of language models.



# Prompt = Please summarise this into bullet points



You

Please summarise this into bullet points?



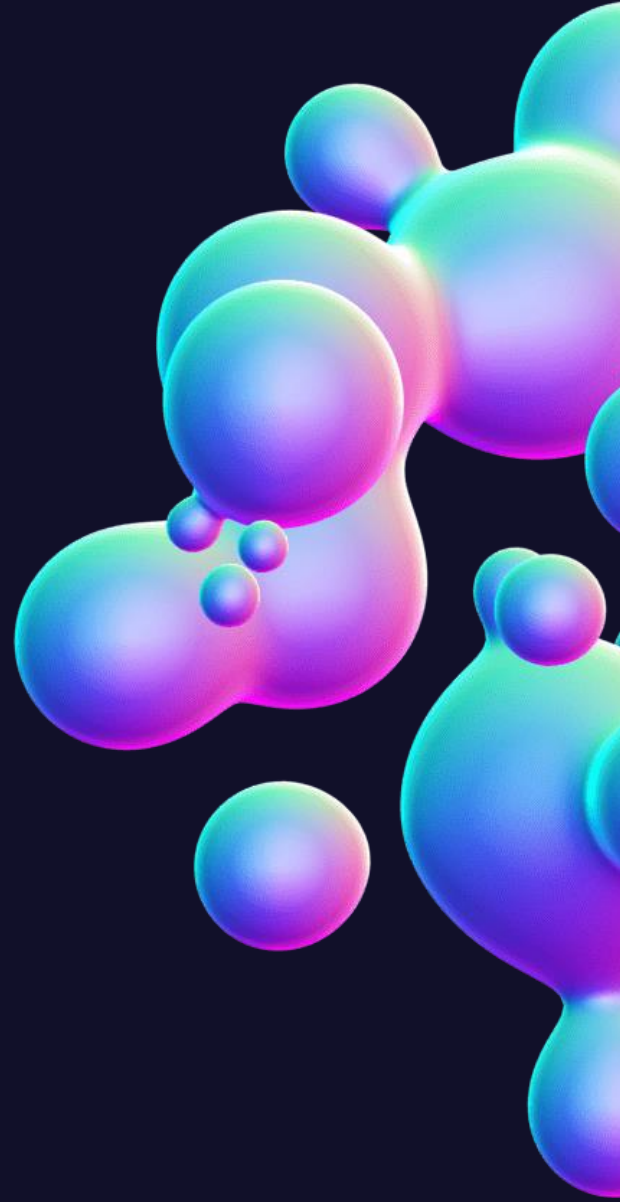
ChatGPT

Sure, here's a summary of prompt engineering in bullet points:

- **Definition:** Prompt engineering involves crafting or selecting prompts for language models to influence their responses.
- **Prompt:** A prompt is the input or query given to the model to generate a response.
- **Objective:** The goal of prompt engineering is to improve the model's output by experimenting with different phrasings, contexts, or formats.
- **Influence:** Engineers and users can influence the model's behavior by adjusting prompts to achieve desired responses.
- **Limitations:** Prompt engineering has limitations, and its effectiveness may vary. It might not completely eliminate biased or undesired outputs.
- **Part of broader efforts:** It's just one aspect of broader efforts to fine-tune and control the behavior of language models.

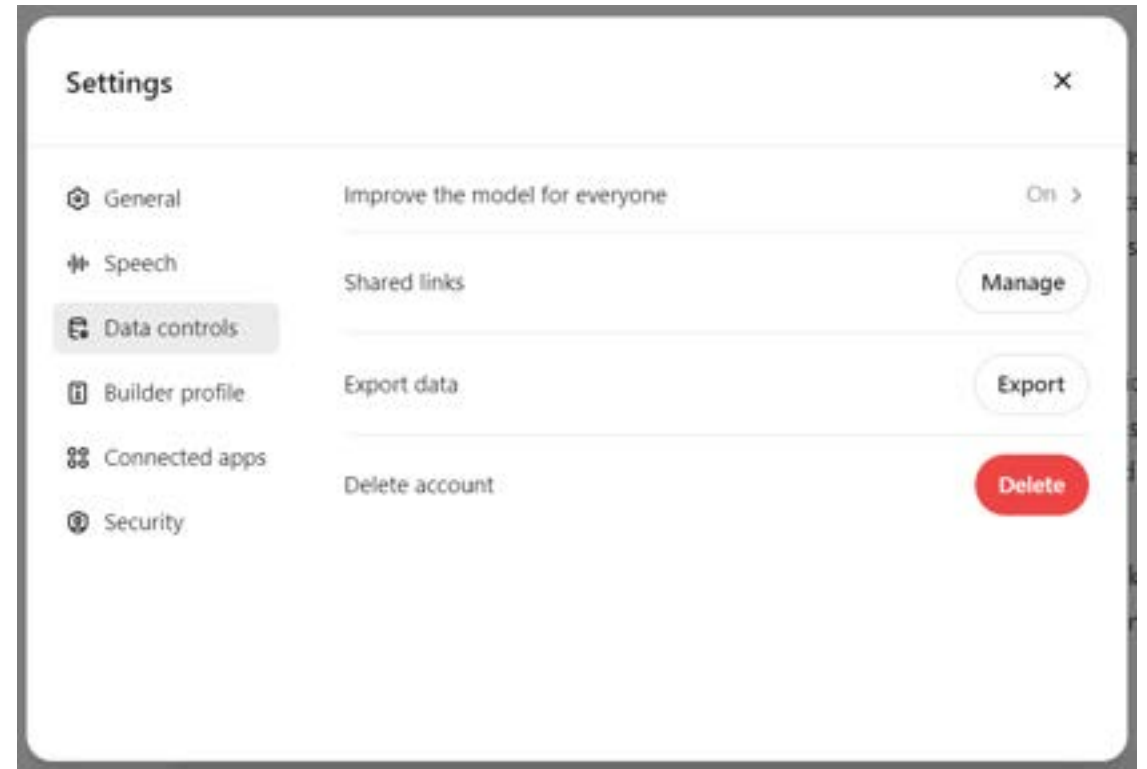
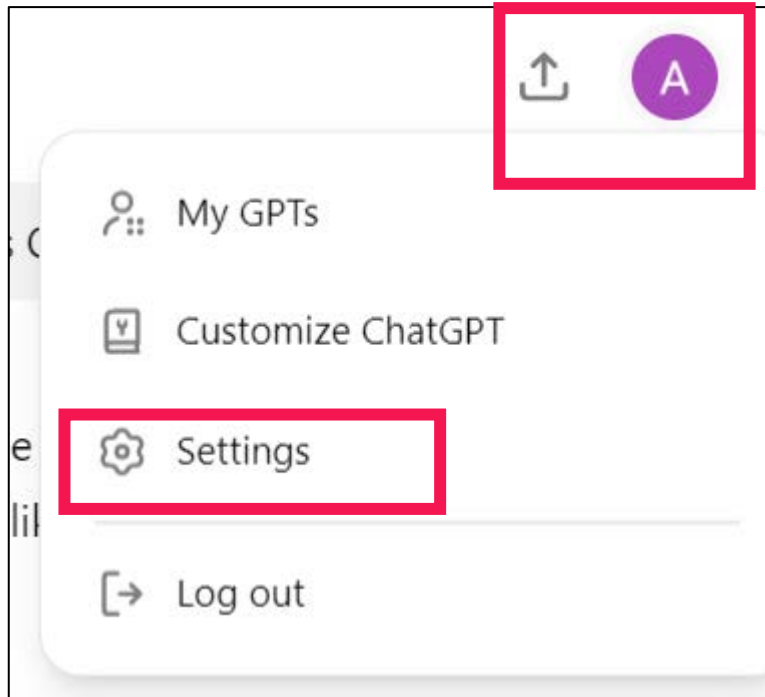


# Settings & Customisation

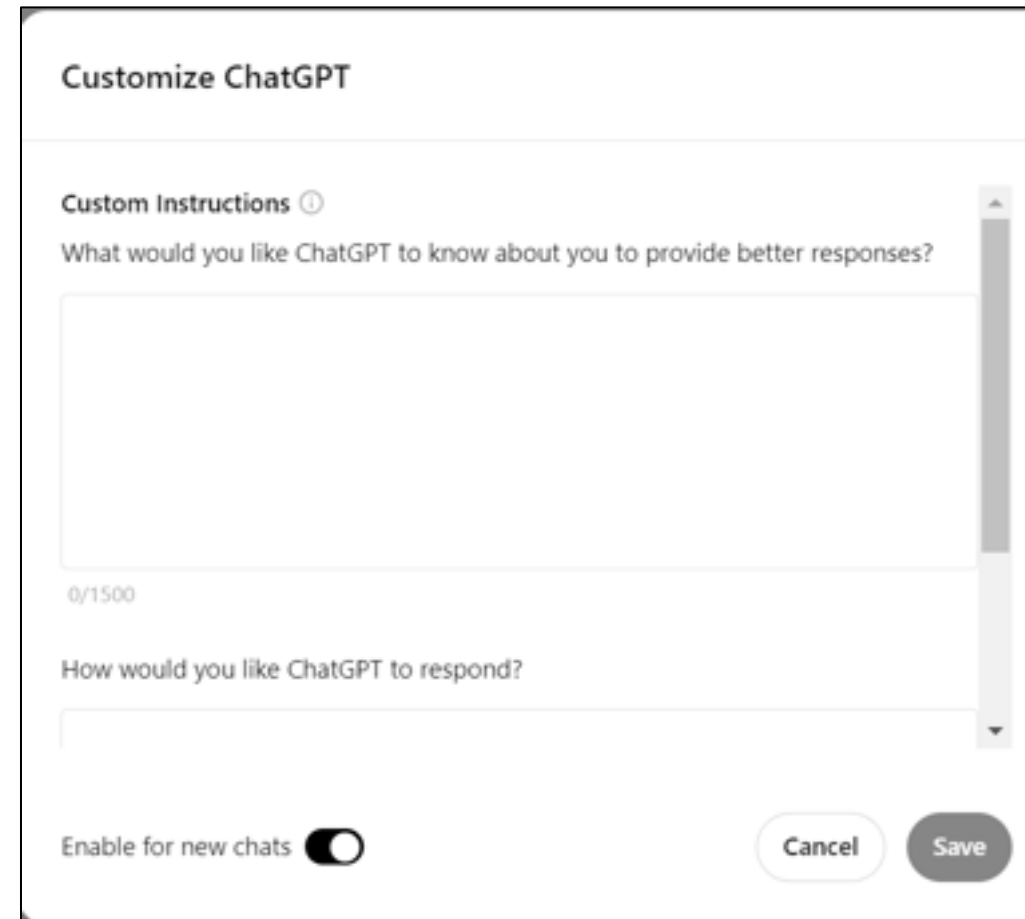
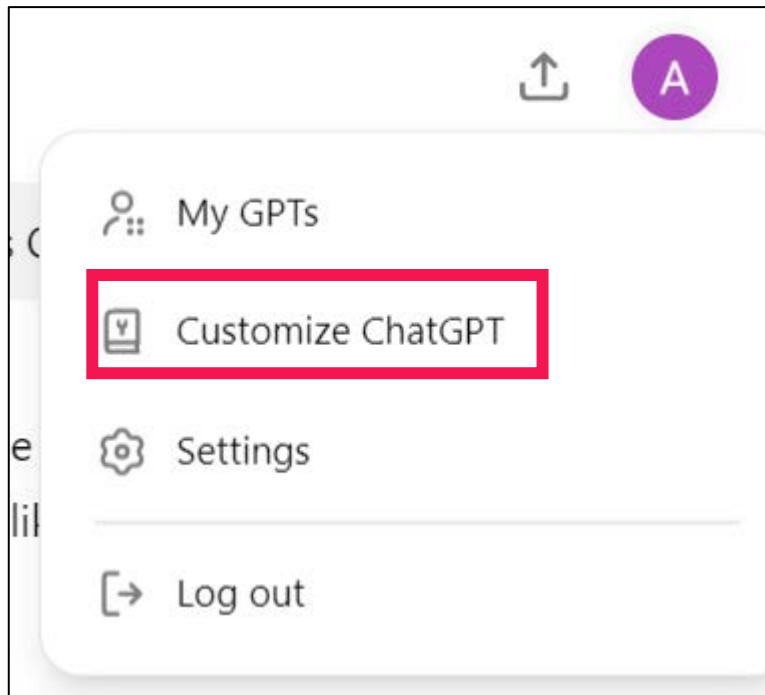




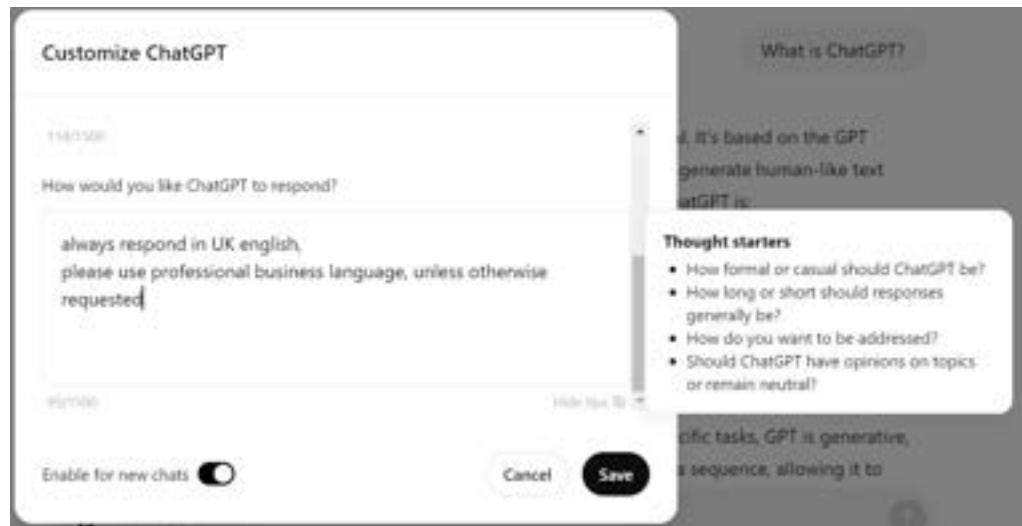
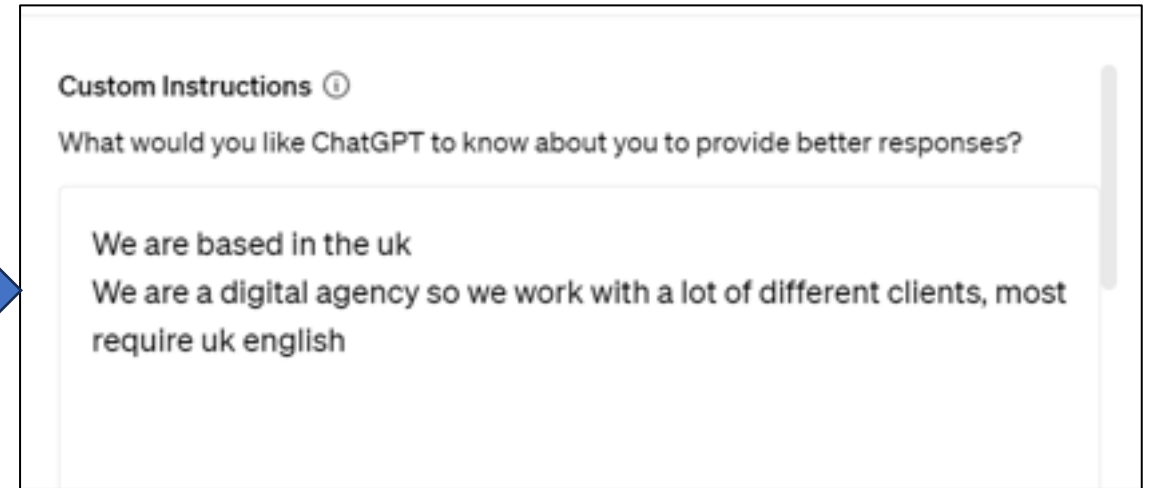
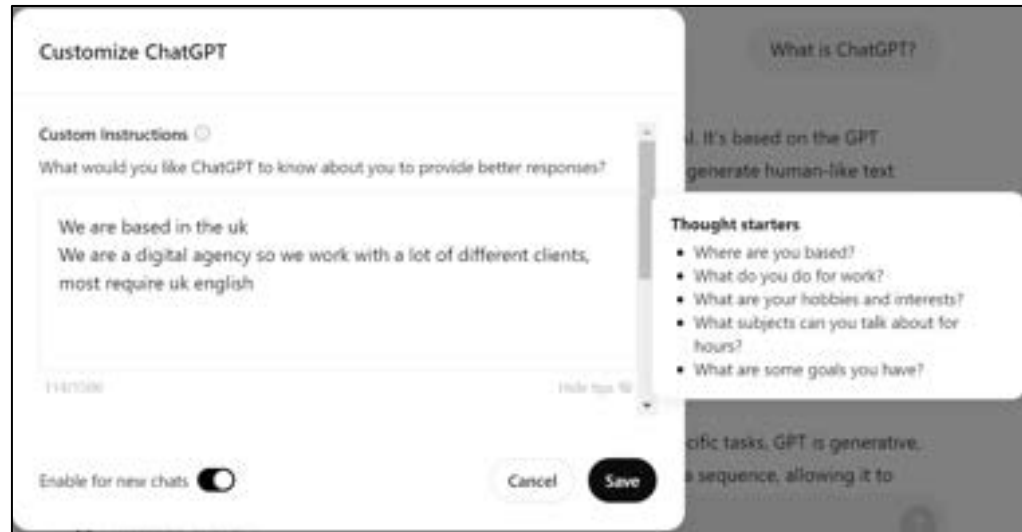
# Settings



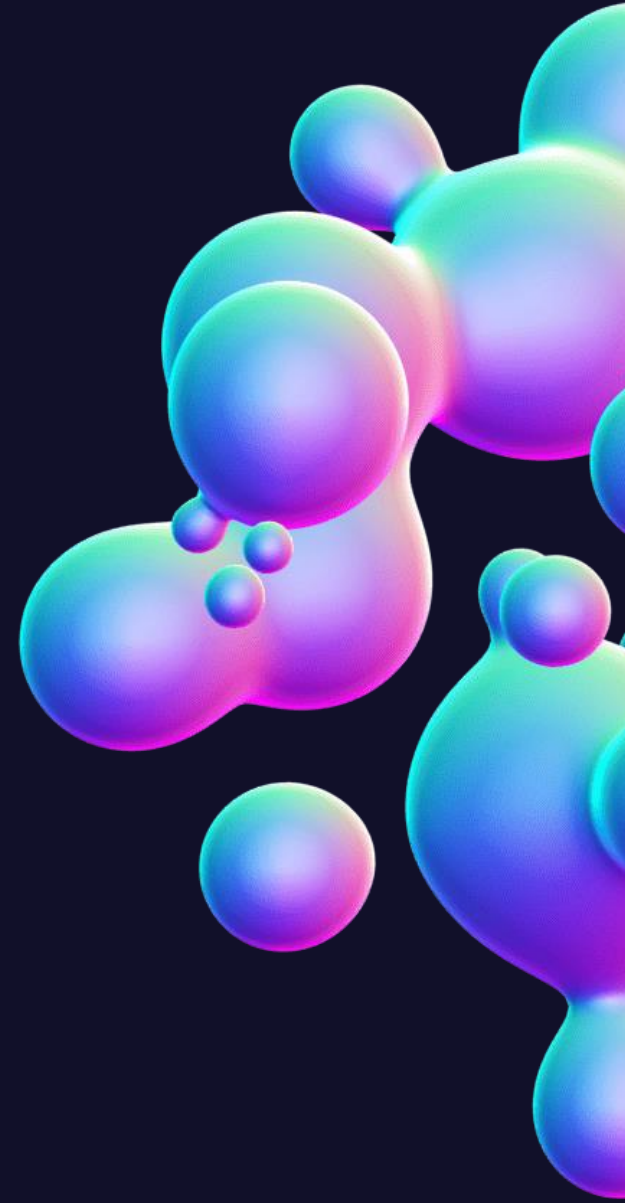
# Customise ChatGPT



# Customise ChatGPT e.g. to include brand voice



**Upgrade to ChatGPT-4o  
via ChatGPT Plus (paid)**



# OpenAI releases ChatGPT-4o (o = omni for voice, vision, text & data)

GPT-4o  
free access



GPT Store



Vision



Browse



Memory



Advanced Data Analysis

# Can I get the new ChatGPT-4o for free?



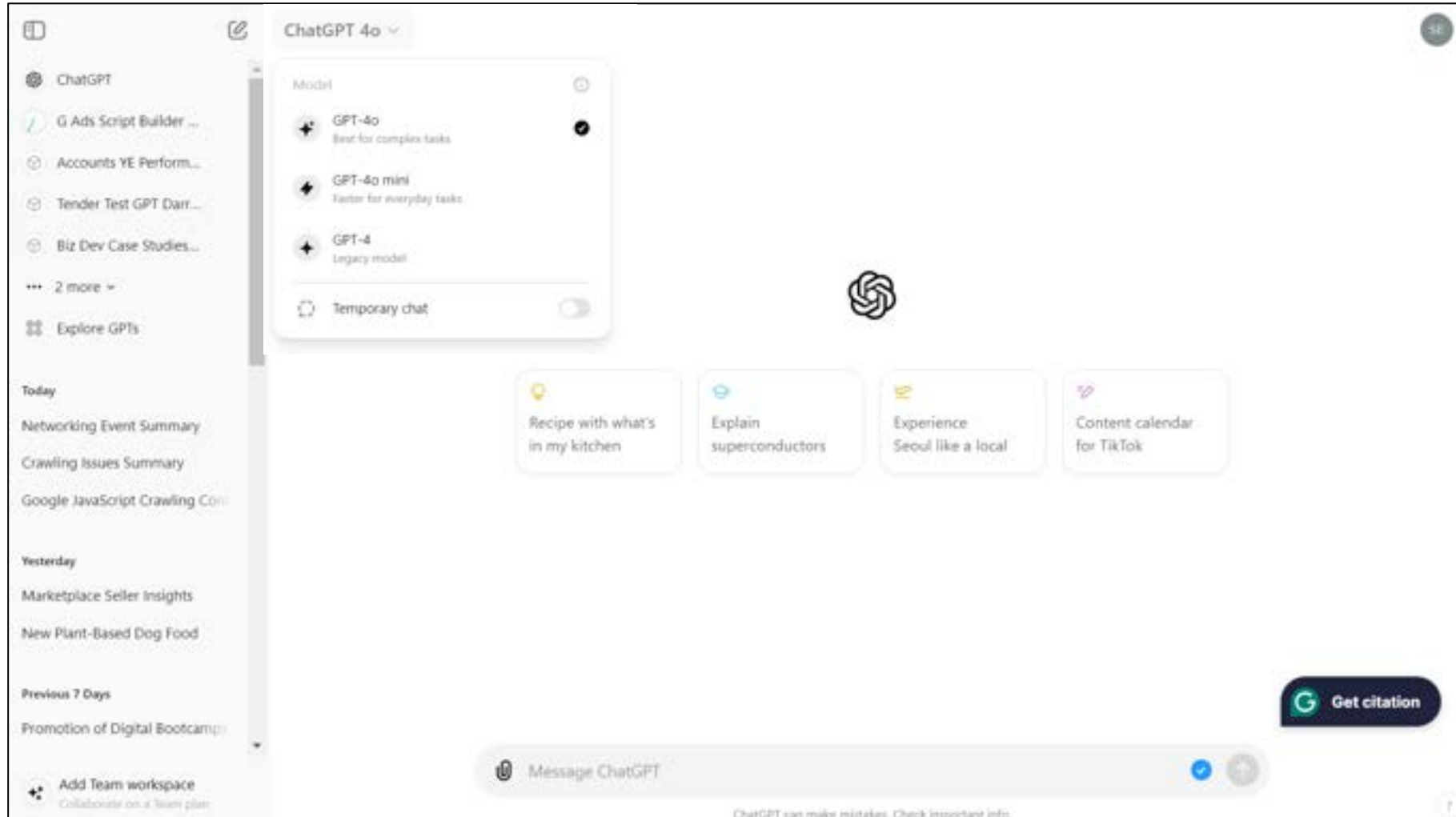
No, GPT-4 is not available on the free tier of OpenAI's services. The free account typically provides access to GPT-3.5, which is a less advanced model than GPT-4. If you want to use GPT-4, you would need to subscribe to the "ChatGPT Plus" plan, which costs \$20 per month as of the latest update.

The subscription gives you access to GPT-4 and other premium features, such as faster response times and priority access during high-traffic periods.

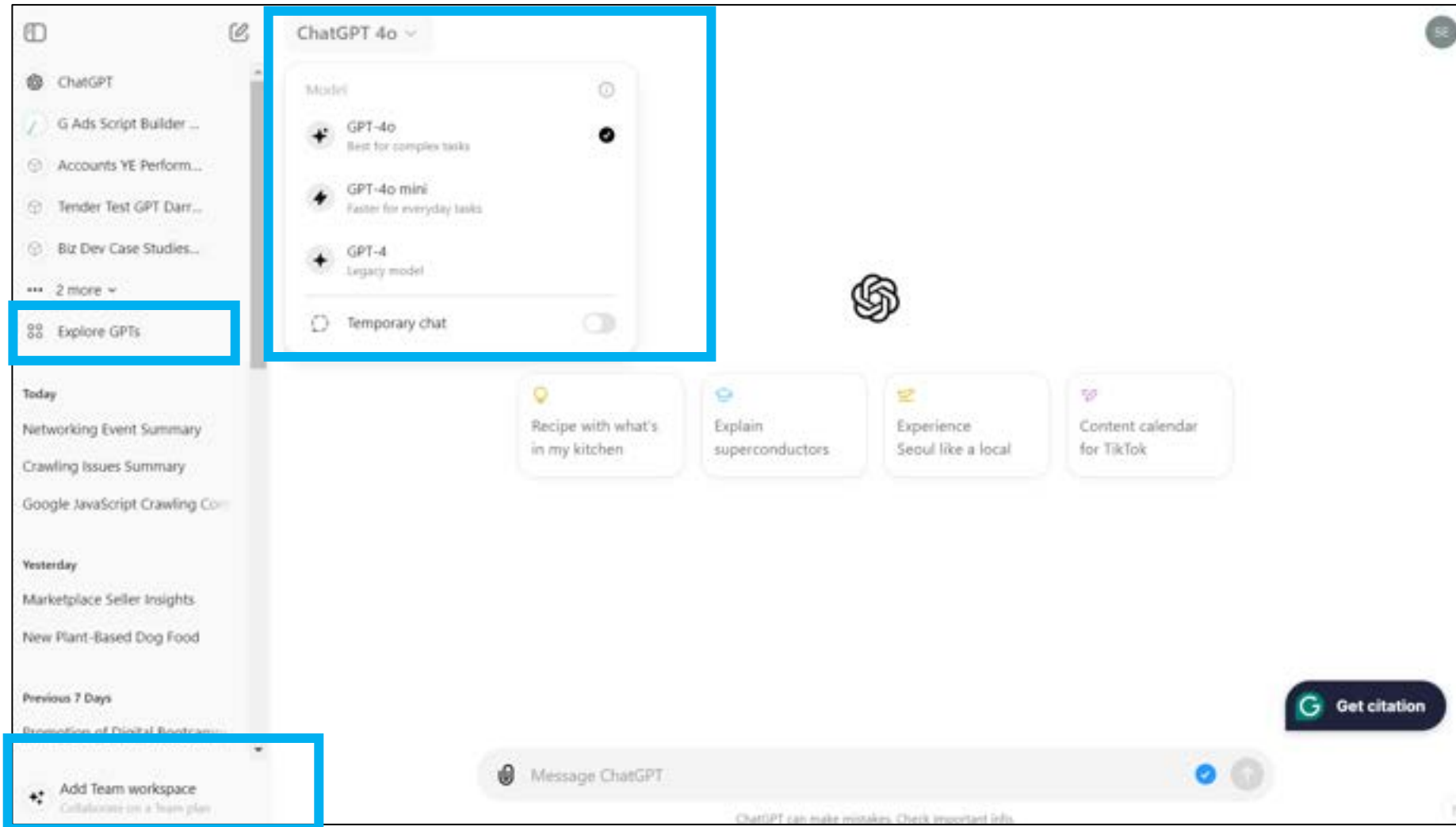


# ChatGPT Plus is \$20 per month

(with access to ChatGPT-4 & extra tools)



# Extra tools in the paid version (especially v4o)





# Overcomes access restrictions & time-out

## 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.

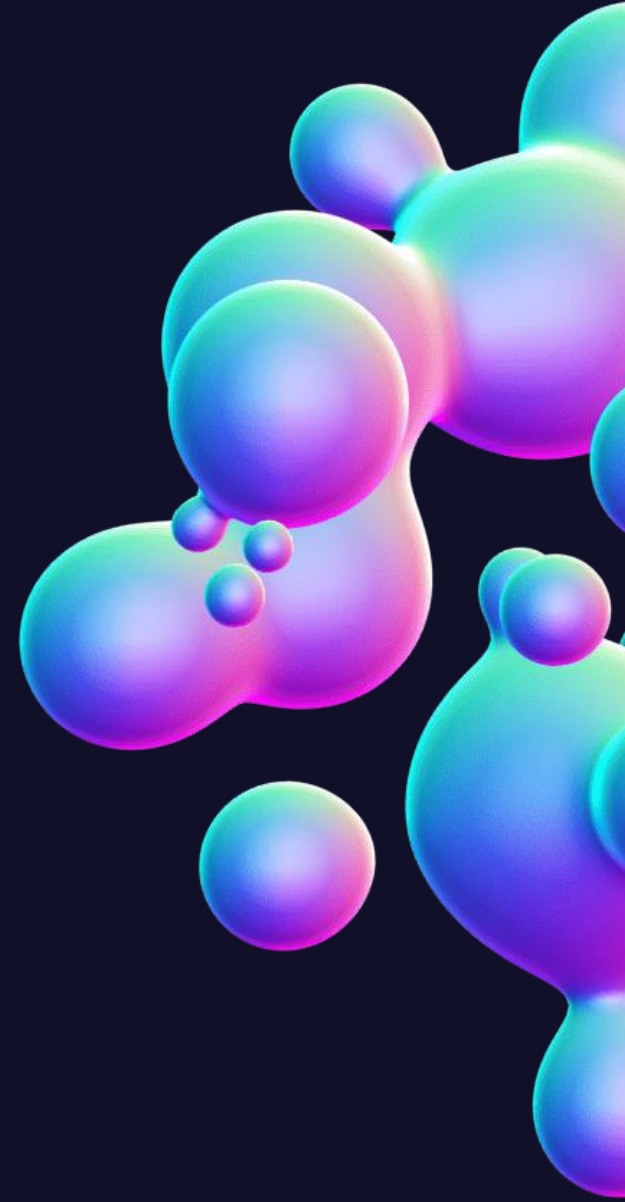
 ChatGPT

You've reached the current usage cap for GPT-4. You can continue with the default model now, or try again after 12:09 AM. [Learn more](#)

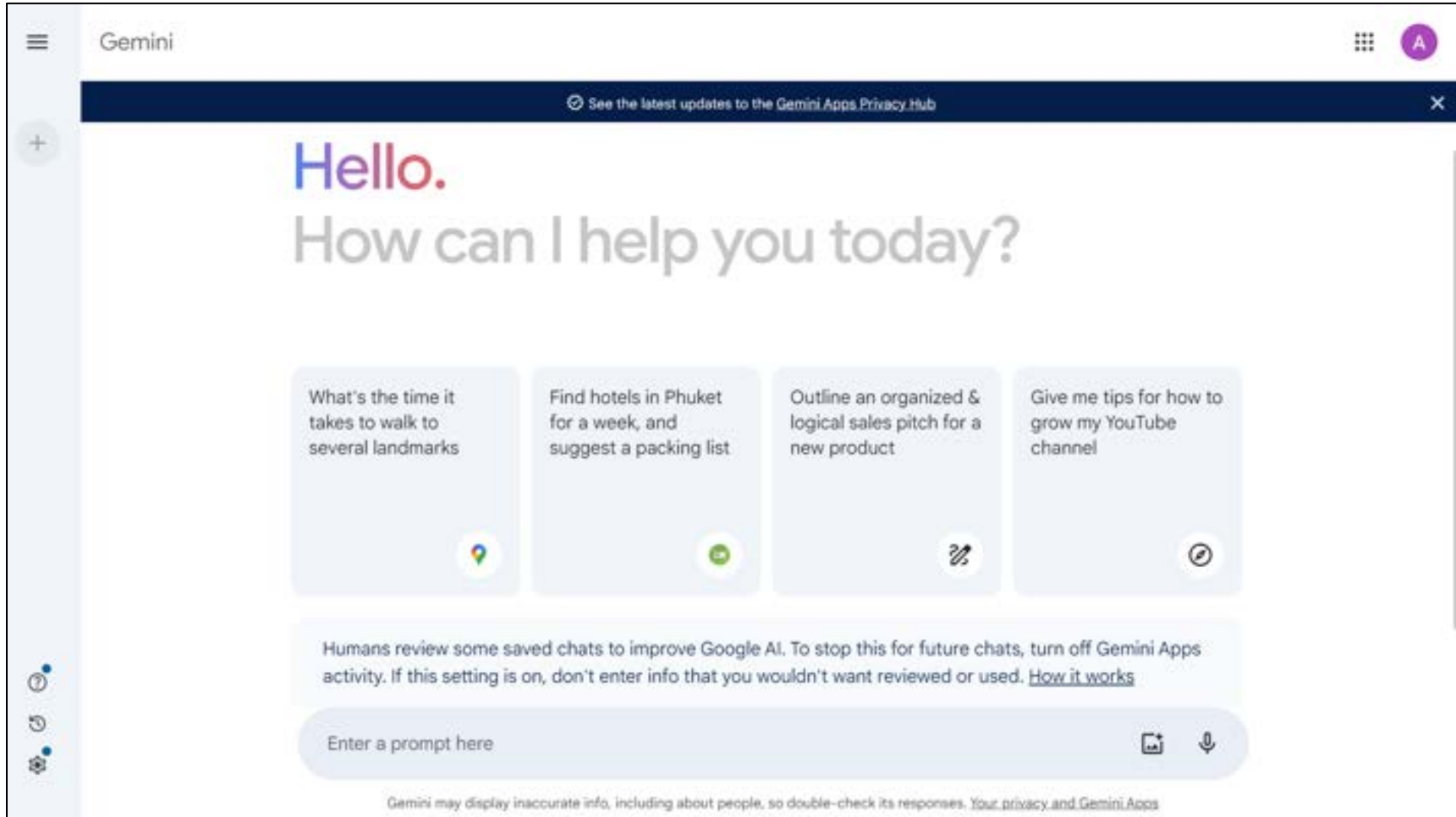
Use default model



# Google also has Generative AI



# New Gemini interface (<https://gemini.google.com/app>)



# Google search results with “AI Overviews”

The image shows a Google search interface. At the top, the search bar contains the text "what is chatgpt and how to use it?". Below the search bar, there are navigation tabs for "All", "Videos", "Images", "News", "Books", "Maps", "Web", and "More". A row of filters includes "Effectively", "For free", "To download", "4.0", "To access", "To create", "To train", "To talk", and "Works". The main content area features an "AI Overview" section, which is highlighted with a blue border. This section provides a summary of ChatGPT and lists its capabilities: answering questions, generating text, creative tasks, and other tasks. Below the AI Overview, there are three search results, each with a red border. The first result is from ZDNet, the second is from Zapier, and the third is from Elegant Themes.

Google what is chatgpt and how to use it? X

All Videos Images News Books Maps Web More Tools

Effectively For free To download 4.0 To access To create To train To talk Works

AI Overview Learn more

ChatGPT is a free, AI-powered chatbot from OpenAI that allows users to have human-like conversations. Users can ask questions or make requests in the form of prompts, and ChatGPT will respond. ChatGPT can process text, image, and audio inputs, and can perform a variety of tasks, including:

**Answering questions**

ChatGPT can answer questions about almost any topic. For example, you can ask it to explain quantum computing or how to make an HTTP request in JavaScript.

**Generating text**

ChatGPT can generate text for any occasion, such as poetry, blog posts, emails, essays, and more. You can tell ChatGPT what you're writing about, and it will provide customized content.

**Creative tasks**

ChatGPT can help with creative tasks such as blog topics and keyword research, creating WordPress plugins, and generating video scripts.

**Other tasks**

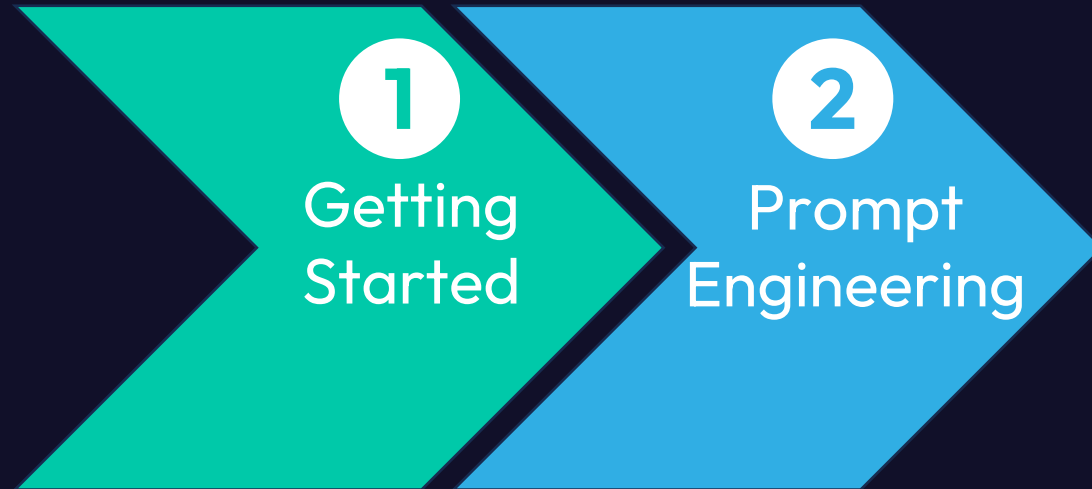
ChatGPT can also help with proofreading and editing, writing and debugging code, generating surveys and quizzes, searching the internet for current information, analyzing images, creating charts and graphs, analyzing data, and translating natural language.

ZDNet What is ChatGPT and why does it matter? Here's what you ... 17 Jun 2024 — ChatGPT is an AI chatbot with natural language...

Zapier How to use ChatGPT: A beginner's guide to getting... ChatGPT is a chatbot app built by OpenAI. Using the GPT AI models—...

Elegant Themes What is ChatGPT? Ways To Use It ir 30 May 2024

# Prompt Engineering



# Research a topic

## How can chatgpt be used for marketers



You

How can chatgpt be used for marketers



ChatGPT

ChatGPT can be a powerful tool for marketers, offering diverse applications to enhance strategies, improve customer engagement, and streamline operations. Here are several key ways in which ChatGPT can be utilized by marketers:

1. **Content Creation:** ChatGPT can generate high-quality, engaging content for blogs, social media posts, email campaigns, and website copy. This can help marketers maintain a consistent content strategy with less effort and time investment.
2. **Personalized Customer Experiences:** By integrating ChatGPT into chatbots and customer service platforms, marketers can provide personalized interactions at scale. ChatGPT can handle queries, provide recommendations, and guide users through the buying process, enhancing customer satisfaction and engagement.
3. **Market Research and Analysis:** Marketers can use ChatGPT to process and analyze large volumes of data from customer feedback, social media conversations, and industry reports. This can unearth insights about consumer behavior, market trends, and competitive analysis, informing more strategic decisions.
4. **Email Marketing:** ChatGPT can assist in creating personalized email content, subject lines, and call-to-actions based on user behavior and preferences, increasing open rates and engagement. Automation of these tasks can save time & ↓ increase campaign effectiveness.
5. **SEO and Content Optimization:** ChatGPT can help optimize content for search engines by



Get citation



Message ChatGPT...



# Create list

Please list the headings without the descriptions



You

Please list the headings without the description



ChatGPT

Certainly, here are the headings outlining the uses of ChatGPT for marketers:

1. **Content Creation**
2. **Personalized Customer Experiences**
3. **Market Research and Analysis**
4. **Email Marketing**
5. **SEO and Content Optimization**
6. **Social Media Management**
7. **Advertising Copy**
8. **Training and Development**
9. **Scriptwriting for Video Marketing**
10. **Automation of Repetitive Tasks**



# Make your Prompts more specific

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

**You**  
Please explain other AI based technology from OpenAI and other tech companies

**ChatGPT**  
Certainly, the landscape of AI-based technology is vast and rapidly evolving, with numerous companies developing innovative solutions that span various industries and applications. Below, I'll outline some notable AI technologies from OpenAI as well as other leading tech companies:

## OpenAI Technologies

1. **GPT (Generative Pre-trained Transformer) Series:** Including GPT-3 and the latest iterations, these are state-of-the-art language processing AI models capable of understanding and generating human-like text based on the input they receive. They're used for a wide range of applications, from writing assistance to chatbots.
2. **DALL-E:** A revolutionary AI model capable of generating high-quality images from textual descriptions. This technology has applications in design, art, and creative industries, allowing for the creation of visuals from specific or abstract descriptions.
3. **Codex:** An AI system designed to understand and generate code, powering tools like GitHub Copilot. It can write code in several programming languages and help with software development by suggesting code snippets and entire functions based on natural language prompts.

## Technologies from Other Tech Companies

1. **DeepMind (Alphabet Inc.)**
  - **AlphaGo and AlphaZero:** AI systems that have achieved superhuman performance in complex games like Go, chess, and Shogi, demonstrating advanced strategic thinking and learning capabilities.
  - **WaveNet:** A deep generative model of raw audio waveforms that can produce speech which





# Summarise or Shorten text

Please make a shortened version with just the main headings

**You**  
Please make a shortened version with just the main headings

**ChatGPT**  
Certainly, here is a concise version focusing solely on the main headings of AI-based technologies from OpenAI and other tech companies:

**From OpenAI:**

1. ChatGPT
2. DALL-E
3. Codex
4. GPT Series

**From Other Tech Companies:**

1. Google DeepMind's AlphaFold
2. IBM Watson
3. Tesla Autopilot
4. Baidu's Apollo
5. NVIDIA's AI Platforms
6. Facebook AI Research (FAIR)

Message ChatGPT...

Get citation

# Convert bullets to paragraphs

Please take this list of AI technologies and write paragraphs for a book



You

Please take this list of AI technologies and write paragraphs for a book



ChatGPT

In the rapidly evolving landscape of artificial intelligence (AI), several pioneering technologies have emerged, reshaping industries and redefining the boundaries of what machines can achieve. This chapter delves into the groundbreaking AI technologies developed by OpenAI and other leading tech companies, offering a glimpse into the future of AI and its potential to transform our world.

**OpenAI** has been at the forefront of AI innovation, with its Generative Pre-trained Transformer (GPT) series setting new standards for natural language processing. The GPT models, particularly the latest iterations, have demonstrated remarkable abilities in generating human-like text, translating languages, and even composing poetry and code. Another notable innovation from OpenAI is DALL·E, an AI system capable of creating images from textual descriptions, showcasing the potential for AI in creative fields. Codex, further extending the capabilities of AI in programming, assists developers by translating natural language into code, streamlining the software development process.

**Google**, a titan in the AI arena, has made significant contributions with technologies like BERT (Bidirectional Encoder Representations from Transformers), enhancing search engine understanding and interaction with human language. DeepMind, a subsidiary of Google, has developed AlphaGo and AlphaFold, AI systems that have achieved groundbreaking success in the complex board game Go and in predicting protein structures, respectively, demonstrating the profound impact AI can have on scientific discovery.

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

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.

You

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

Leveraging ChatGPT in Marketing: Innovations and Strategies by Anicca Digital

In an era where digital marketing evolves at breakneck speed, the emergence of generative AI technologies, such as ChatGPT, offers unprecedented opportunities for innovation and efficiency. Anicca Digital, at the forefront of integrating cutting-edge tools into its strategies, is harnessing the power of ChatGPT to redefine marketing practices. This blog explores how ChatGPT is revolutionizing marketing efforts, with practical examples from Anicca Digital's playbook.

## Understanding ChatGPT

ChatGPT, a variant of the GPT (Generative Pre-trained Transformer) models by OpenAI, is a conversational AI designed to understand and generate human-like text based on the input it receives. Its applications in marketing are vast, ranging from content creation to customer service enhancements.

## Content Creation and Optimization

Anicca Digital leverages ChatGPT to generate diverse content forms, including blog posts, social media updates, and email marketing campaigns. The AI's ability to produce coherent, engaging content at scale allows Anicca to maintain a consistent online presence across various platforms. Notably, the use of ChatGPT has led to:

- Enhanced blog post quality with informative, keyword-rich content that boosts SEO efforts.
- Creative social media posts that engage users and increase brand visibility.

# Changing the tone of an email

**You**  
write an email asking a colleague (based in UK) for help with hosting a webinar next Friday

**ChatGPT**  
Certainly! Below is a formal and professional email tailored for a colleague based in the UK, requesting assistance with hosting a webinar.

Subject: Assistance Required for Upcoming Webinar on Friday

Dear [Colleague's Name],

I hope this email finds you well. I am reaching out to seek your assistance with an upcoming webinar scheduled for next Friday, [insert date], which we are hosting as part of our ongoing engagement and development initiatives.

The webinar is designed to [briefly describe the purpose of the webinar and the intended audience, e.g., "provide our clients with insights into the latest trends in digital marketing"]. Given the importance of this event, I am keen to ensure its seamless execution and high-quality delivery.

To this end, I believe your expertise and experience would greatly contribute to the success of this webinar. Specifically, I would appreciate your support in the following areas:

- **Technical Setup and Support:** Ensuring the webinar platform is optimally configured and providing technical support during the event.

**You**  
write a friendly informal and even funny email to a colleague asking for help with hosting a webinar next Friday

**ChatGPT**  
Certainly! Here's a friendly, informal, and humorous email you could send to your colleague:

Subject: 🚨 Webinar SOS! Need a Superhero for Next Friday 🦸

Hey [Colleague's Name],

Hope you're doing awesome! So, I've got a tiny, little favor to ask. You know how we always joked about not having enough excitement in our work lives? Well, guess what? The universe heard us, and it's delivered a golden opportunity right to our doorstep!

Next Friday, we're hosting a webinar that I'm pretty sure is going to be the highlight of our careers (or at least our week 😄). But here's the twist - I need a superhero sidekick, and you, my friend, have been chosen to don the cape. 🦸 🦸

Before you ask, no, there's no actual cape involved (unless you're into that, I won't judge), but I do need your legendary skills to help make this webinar smoother than a fresh jar of Skippy. We're talking tech support, engaging with our audience, and maybe even telling a joke or two to keep things lively. I promise it'll be more fun than a barrel of monkeys.

What do you say? Are you ready to make webinar history? Or at least, give our attendees a good

# Write a social post (or ad)

Write a social post in LinkedIn to promote this blog by Ann Stanley



You

Write a social post in LinkedIn to promote this blog by Ann Stanley



ChatGPT

Excited to share the latest insights from Ann Stanley on leveraging ChatGPT for digital marketing!

🚀 Ann dives deep into how Anicca Digital is pioneering the use of AI in crafting more personalized, efficient, and innovative marketing strategies. From automating content creation to enhancing customer interactions, discover how ChatGPT is revolutionizing the way we approach marketing. Don't miss out on unlocking the potential of AI for your brand's growth.

#DigitalMarketing #ChatGPT #Innovation #AniccaDigital [Link to the blog]



You

convert this into UK English



ChatGPT

Excited to unveil the latest insights from Ann Stanley on the application of ChatGPT in digital marketing! 🚀 Ann delves into how Anicca Digital is leading the charge in utilising AI to craft more personalised, efficient, and forward-thinking marketing strategies. From streamlining content generation to improving customer engagement, discover the transformative impact ChatGPT is having on our marketing approaches. Don't miss this opportunity to explore the potential of AI for your brand's advancement. #DigitalMarketing #ChatGPT #Innovation #AniccaDigital [Link to the blog]



# Create a content calendar (in a table)

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, blogs, others



You

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, blogs, others



ChatGPT

Certainly! Below is a content marketing calendar tailored for an e-commerce shop specializing in home and garden products. This calendar takes into account seasonal trends and events, aiming to engage your target audience effectively throughout the year. Different types of content such as email campaigns, blog posts, and other promotional activities are included to ensure a diverse and engaging marketing strategy.

Month	Topic	Email Campaign	Blog Post Ideas	Other Content
January	Winter Home Comfort	New Year's Sale on Winter Essentials	"5 Tips for Keeping Your Home Warm and Cozy"	Social media contest: Best cosy home photo
February	Early Spring Gardening	Exclusive Offers for Subscribers	"Preparing Your Garden for Spring"	How-to video series on spring planting
March	Spring Cleaning	Spring Cleaning Essentials Sale	"Top 10 Spring Cleaning Tips for Your Home"	Pinterest boards for organization ideas
April	Eco-Friendly Home and Garden	Earth Day Special Promotions	"How to Create an Eco-Friendly Garden"	Infographics on recycling at home
May	Outdoor Living	Outdoor Furniture Sale	"Transform Your Garden into a Summer Paradise"	DIY project guides for outdoor decor

# Carry out tasks in other languages (or translate)

As above but in French

You

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

ChatGPT

Bien sûr, voici un calendrier de marketing de contenu adapté pour une boutique e-commerce spécialisée dans les produits pour la maison et le jardin, située en France. Ce calendrier prend en compte les tendances saisonnières ainsi que les événements locaux, dans le but d'engager efficacement votre public cible tout au long de l'année. Divers types de contenu tels que des campagnes par e-mail, des articles de blog et d'autres activités promotionnelles sont inclus pour garantir une stratégie de marketing diversifiée et engageante.

Mois	Sujet	Campagne E-mail	Idées d'Articles de Blog	Autres Contenus
Janvier	Confort d'hiver à la maison	Soldes de Nouvel An sur les essentiels d'hiver	"5 Astuces pour garder votre maison chaude et cosy"	Concours sur les médias sociaux : Photo de la maison la plus cosy
Février	Jardinage précoce de printemps	Offres exclusives pour les abonnés	"Préparer votre jardin pour le printemps"	Série de vidéos pratiques sur la plantation de printemps
Mars	Nettoyage de printemps	Vente d'essentiels de nettoyage de printemps ↓	"Top 10 des astuces pour le nettoyage de printemps"	Tableaux Pinterest pour des idées d'organisation
Avril	Maison et jardin	Promotions	"Créer un jardin	Infographies sur le

# Don't ask about recent topics (since Aug 2023) (In the free version)

what is the latest date of information in your training data



The latest date of information in my training data is **August 2023**. My responses are based on knowledge and data available up until that time, so I may not be aware of events, developments, or new information that occurred after August 2023.





“Go Online” to get more recent data



# Design a website menu

Please suggest a menu hierarchy for a garden ecommerce website, selling a range of products. Please include the top level and second level categories

 You  
please suggest a menu hierarchy for a garden ecommerce website, selling a range of products. Please include the top level and second level categories

 ChatGPT  
Certainly, for a garden e-commerce website offering a diverse range of products, an organised and intuitive menu hierarchy is essential for enhancing user experience and facilitating easy navigation. Below is a suggested menu hierarchy with top-level and second-level categories:

## Top-Level Categories


1. **Plants**
  - Indoor Plants
  - Outdoor Plants
  - Edible Plants
  - Ornamental Trees
  - Shrubs and Bushes
  - Climbers and Vines
2. **Garden Tools**
  - Hand Tools
  - Power Tools
  - Watering Equipment
  - Cutting Tools
  - Planting Tools
3. **Garden Care**
  - Fertilisers
  - Pest Control
  - Weed Control



# Avoid hallucinations – Don't ask about niche subjects

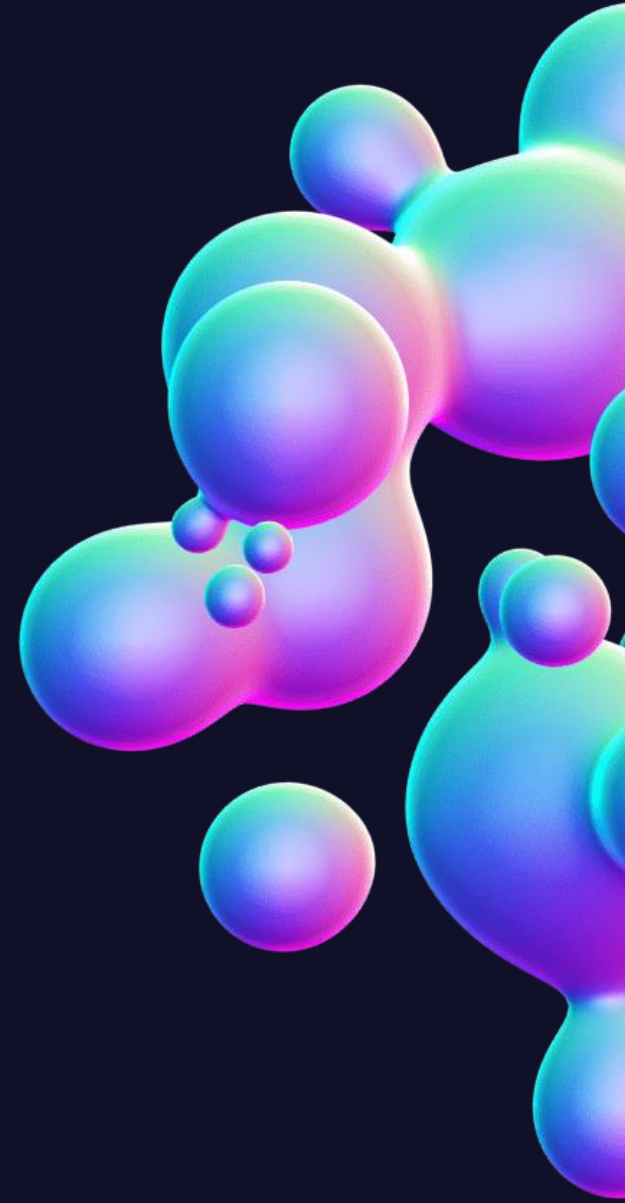
What are the 10 steps in Ann Stanley's A10 Marketing Framework

 You  
what are the 10 steps in Ann Stanley's A10 Marketing Framework

 ChatGPT  
Ann Stanley's A10 Marketing Framework outlines a comprehensive approach to digital marketing, focusing on various strategic and tactical elements to enhance online visibility, engagement, and conversion. Here are the 10 steps in the A10 Marketing Framework:

1. **Audience Analysis & Targeting:** Understanding who your audience is, including their needs, preferences, and behaviors. This involves segmenting the audience and identifying target personas for more effective marketing.
2. **Awareness & Attraction:** Increasing brand awareness and attracting visitors to your website or online platforms. This step involves using SEO, content marketing, social media, and paid advertising to drive traffic.
3. **Accessibility & Compliance:** Ensuring your website is accessible to all users, including those with disabilities, and complies with legal requirements. This includes mobile-friendliness and loading speed optimization.
4. **Appeal & Design:** Making sure your website and online content are visually appealing and resonate with your target audience. This involves user-friendly design, engaging visuals, and clear messaging that aligns with your brand identity.
5. **Action & Engagement:** Encouraging visitors to take action, such as signing up for a newsletter, making a purchase, or downloading a resource. This includes optimizing call-to-action (CTA) placements and ensuring a smooth user experience.
6. **Authority & Trust:** Establishing your brand as a trustworthy authority in your industry. This can be

# Using templates



# Use a template to create a case study

## 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

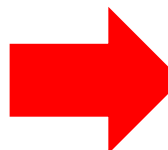
- **Insert bullet point list of 3-6 activities undertaken in the project**

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**
  - Google Ads -
    - Search network
    - Youtube
    - Display
  - Paid social
    - Facebook/instagram ads
    - Snapchat ads
    - Twitter ads
  - Broadcast
    - Podcasts
    - Sky AdSmart (programmatic TV)
  - 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 84% were from Meta**

Accolades

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

# Output from creating a case study

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

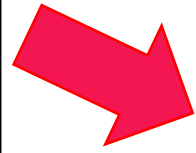
About the client: The Leicester City Commissioning Group is a part of the National Health Service (NHS) in the UK. In late 2020, the group was conducting a consultation on the plans for a new hospital in the area and needed to reach out to the public for their input. However, due to the COVID-19 lockdown, 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

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 recruitment service

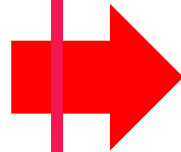


Create the text for a web landing page to describe a new service from Anicca Academy; to recruit learners in the UK to take part in the Digital skills bootcamps. During the set-up our experienced team will provide all the consultancy, all the necessary paperwork, ad creative, and forms to recruit learners. 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?)



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)



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 in content writing, creating blogs, and email marketing 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

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



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.

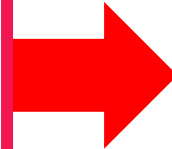
Para two. Explain this in more detail: Use stats/facts/information that has formed the first para

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.

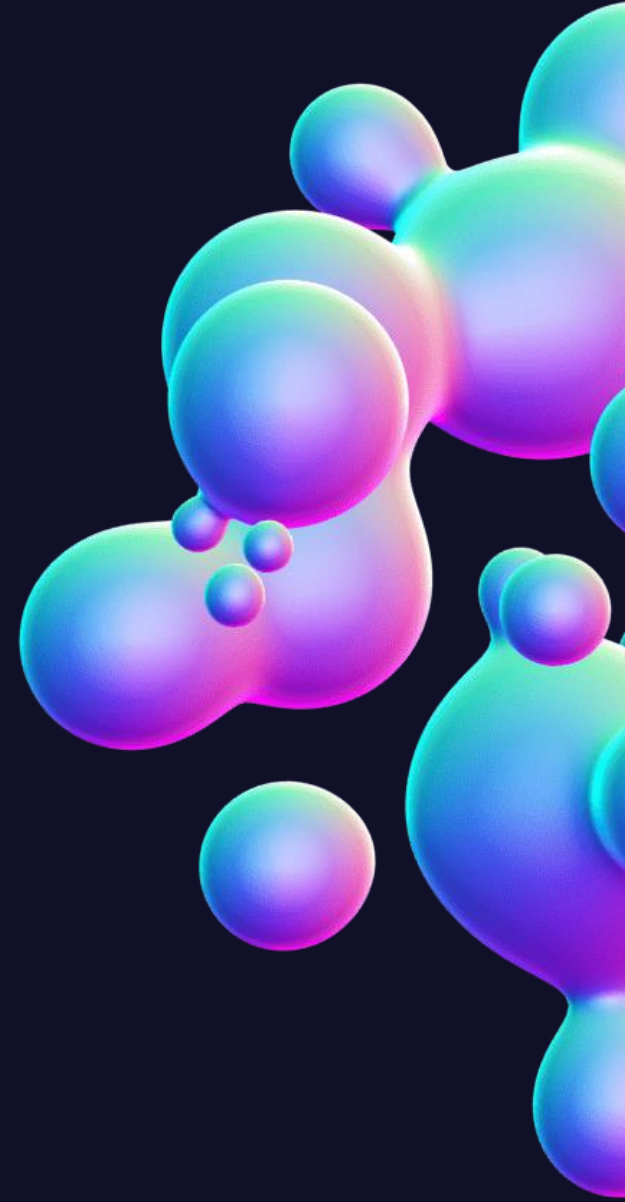
According to Qdos, only 36% of creatives have public liability insurance, compared to the UK average of 44%. This lack of coverage leaves them vulnerable to financial losses in the event of a claim made against them.

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.

# Custom GPT's – Recipe of pre- configured prompts



# GPT store – ready-made or create your own

**My GPTs** **+ Create** **SE**

## GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

**Top Picks** Writing Productivity Research & Analysis Education Lifestyle Programming

### Featured

Curated top picks from this week

- Website Generator**  
● Create a website in a second!  
● Generate, design, write code, and write copy for your website...  
By websitegenerator312.io
- CK-12 Flexi**  
The world's most powerful math and science AI Tutor for middle and high school students.  
By flexi.org
- Wolfram**  
Access computation, math, curated knowledge & real-time data from Wolfram|Alpha and Wolfram...  
By wolfram.com
- Python**  
A Python assistant for all skills levels, pre-trained on https://www.python.org/ and...  
By Maryam Esberdari

**G Get citation**

# Search to find a ready-made GPTs

The screenshot shows the OpenAI GPT Store interface. At the top, there is a search bar with the text 'Research' and a 'My GPTs' button with a '+ Create' option. Below the search bar, there are navigation tabs for 'Top Picks', 'Writing', 'Productivity', 'Research & Analysis' (which is selected), 'Education', 'Lifestyle', and 'Programming'. The main section is titled 'Research & Analysis' with the subtitle 'Find, evaluate, interpret, and visualize information'. A list of six GPTs is displayed, with the second one, 'Consensus', highlighted by a red rectangular box. The 'Consensus' GPT is described as: 'Ask the research, chat directly with the world's scientific literature. Search references, get simple explanations, write...'. Other GPTs include 'Scholar GPT', 'Scholar AI', 'Wolfram', 'SciSpace', and 'Excel GPT'. At the bottom right of the list, there is a 'Get citation' button.

Research

My GPTs + Create

Top Picks Writing Productivity **Research & Analysis** Education Lifestyle Programming

## Research & Analysis

Find, evaluate, interpret, and visualize information

- Scholar GPT**  
Enhance research with 200M+ resources and built-in critical reading skills. Access Google Scholar, PubMed, JSTOR, Arxiv, an...  
By aawesomegpts.ai
- Consensus**  
Ask the research, chat directly with the world's scientific literature. Search references, get simple explanations, write...  
By consensus.app
- Scholar AI**  
AI Innovator — search and review 200M+ scientific papers, patents, and books. Research literature, discover insights, and...  
By scholar.ai
- SciSpace**  
Do hours worth of research in minutes. Instantly access 287M+ papers, analyze papers at lightning speed, and effortlessly...  
By scispace.com
- Wolfram**  
Access computation, math, curated knowledge & real-time data from Wolfram|Alpha and Wolfram Language...  
By wolfram.com
- Excel GPT**  
The world's most powerful Excel assistant.  
By polr.co.uk

Get citation

See more

The screenshot shows the detail page for the 'Consensus' GPT. At the top, there is a search bar with the text 'Research' and a 'My GPTs' button with a '+ Create' option. Below the search bar, there are navigation tabs for 'Top Picks', 'Writing', 'Productivity', 'Research & Analysis' (which is selected), 'Education', 'Lifestyle', and 'Programming'. The main section is titled 'Consensus' with the subtitle 'Ask the research, chat directly with the world's scientific literature. Search references, get simple explanations, write articles backed by academic papers.' Below the subtitle, there are three statistics: a star rating of 4.3 (Ratings (50K+)), a rank of #2 (in Research & Analysis (37)), and 5M+ Conversations. Below the statistics, there is a section titled 'Conversation Starters' with two example prompts: 'Is sauna good for heart health?' and 'Draft a blog on science-backed benefits of mindfulness.' At the bottom, there is a 'Start Chat' button.

Consensus

By consensus.app

Ask the research, chat directly with the world's scientific literature. Search references, get simple explanations, write articles backed by academic papers.

★ 4.3  
Ratings (50K+)

#2  
in Research & Analysis (37)

5M+  
Conversations

### Conversation Starters

Is sauna good for heart health?

Draft a blog on science-backed benefits of mindfulness.

Start Chat

# Consensus

Prompt = has digital marketing overtaken offline marketing

Consensus

Consensus

By consensus.app

Ask the research, chat directly with the world's scientific literature. Search references, get simple explanations, write articles backed by academic papers.

Is sauna good for heart health?

Draft a blog on science-backed benefits of...

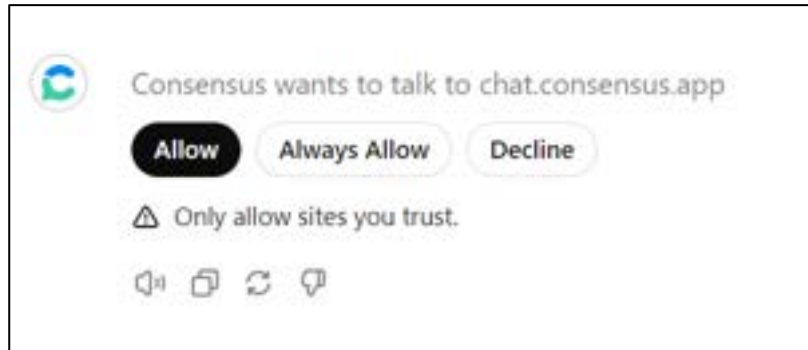
Write the introduction of a paper on the effec...

Does fish oil improve mood? Only use human...

has digital marketing overtaken offline marketing

Get citation

# Results from the chat.consensus app



A screenshot of a chat conversation with chat.consensus.app. The chat starts with a system message: "Talked to chat.consensus.app". The main content is an article titled "Introduction" and "Evidence".

**Introduction**

The question of whether digital marketing has overtaken offline marketing involves comparing the effectiveness, reach, and impact of both strategies in various contexts.

**Evidence**

- 1. Segmented Effectiveness:** The effectiveness of marketing differs across customer segments. Heavy users of digital products are often more responsive to digital marketing, especially when integrated across multiple online platforms. In contrast, light users might still be more influenced by offline marketing like TV ads (Reimer et al., 2014).
- 2. Word of Mouth (WoM) Effectiveness:** Offline networks tend to be more effective in promoting products with a fixed budget and selling higher-margin products. However, online networks are better for diverse and opinionated customers, indicating that online marketing is more effective in certain contexts (Li & Du, 2017).
- 3. Consumer Behavior and Preferences:** A study comparing consumer responses to online and offline marketing showed that while digital marketing offers more convenience, the effectiveness can depend on factors like the product type, customer preferences, and the integration of both online and offline marketing efforts (Shetty & Doopad, 2018).
- 4. Synergies Between Online and Offline Media:** There are significant synergies between online and offline marketing channels, where a combination can lead to better overall effectiveness. This is especially true when these channels are optimized together to create a cohesive marketing strategy (Naik & Peters, 2009).

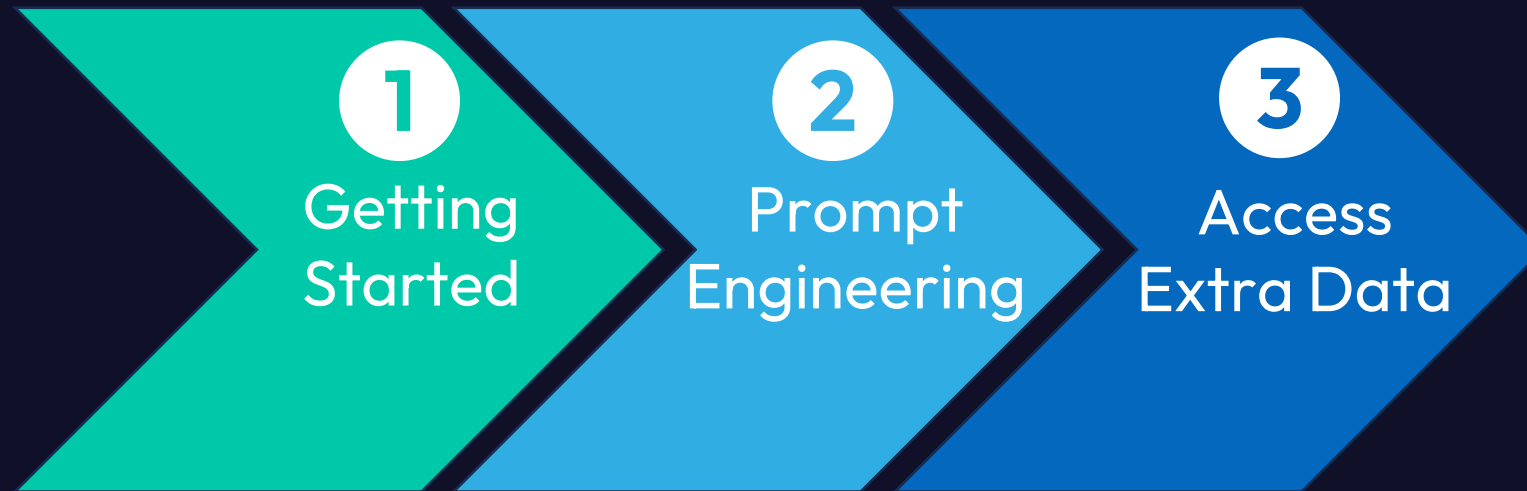
**Conclusion**

Message Consensus

ChatGPT can make mistakes. Check important info.

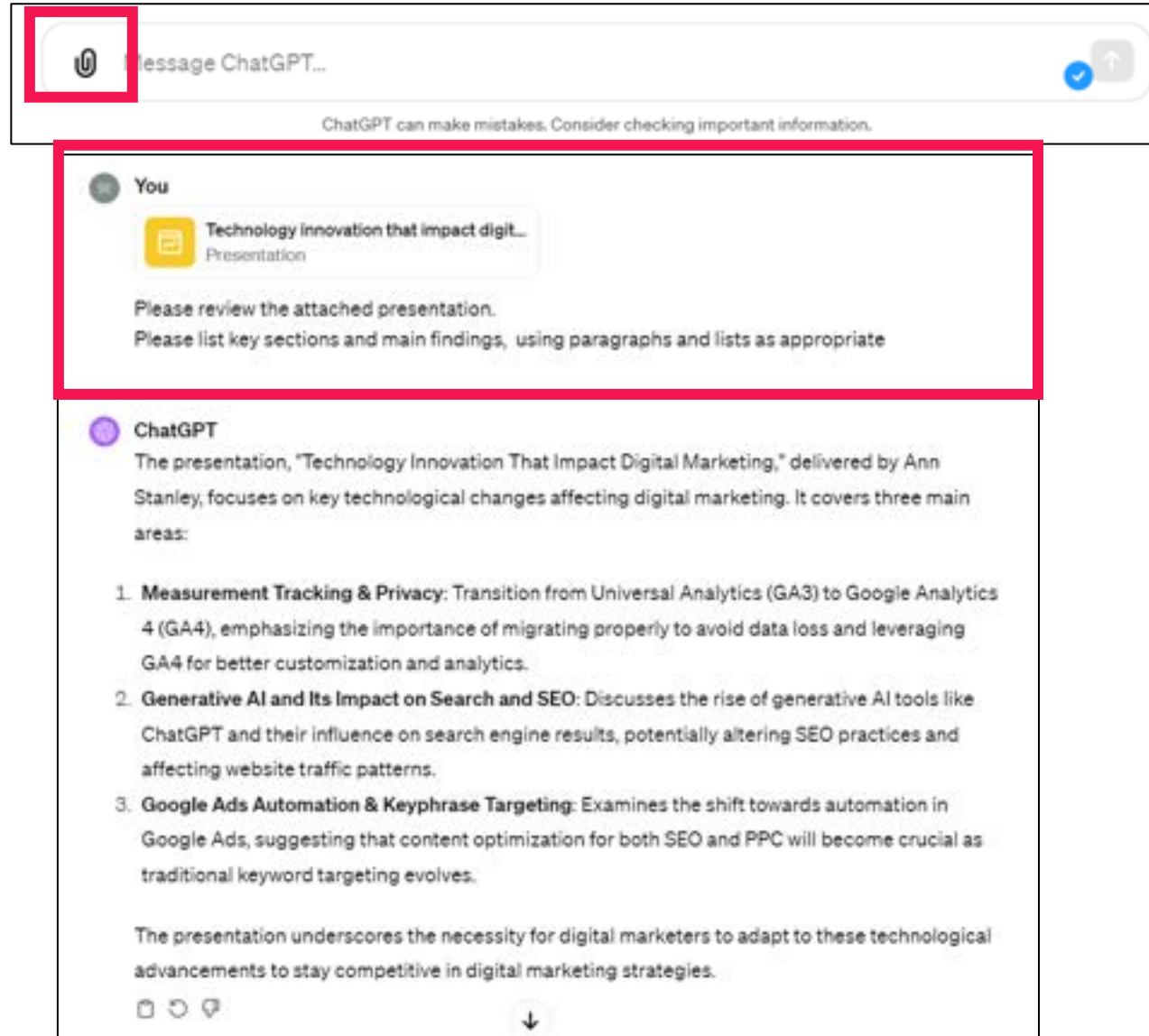


# Access Extra Data



# Attach & review a document

Please review the attached presentation. Please list key sections and main findings, using paragraphs and lists as appropriate



The screenshot shows a chat window with a text input field at the top containing the text "Message ChatGPT...". A red box highlights the attachment icon (a document with a plus sign) on the left side of the input field. Below the input field is a system message: "ChatGPT can make mistakes. Consider checking important information." The chat history shows a message from "You" with a yellow presentation icon and the text: "Technology innovation that impact digit... Presentation" followed by "Please review the attached presentation. Please list key sections and main findings, using paragraphs and lists as appropriate". Below this is a response from "ChatGPT" with a purple icon, which reads: "The presentation, 'Technology Innovation That Impact Digital Marketing,' delivered by Ann Stanley, focuses on key technological changes affecting digital marketing. It covers three main areas:" followed by a numbered list of three items: 1. Measurement Tracking & Privacy, 2. Generative AI and Its Impact on Search and SEO, and 3. Google Ads Automation & Keyphrase Targeting. The response concludes with a paragraph: "The presentation underscores the necessity for digital marketers to adapt to these technological advancements to stay competitive in digital marketing strategies." At the bottom of the chat window are icons for a gallery, refresh, and a downward arrow.

# You can “go online” with the free version

Can you go online to find the latest news on the olympics



ChatGPT ↑

can you go online to find the latest news on the olympics

 Searched 5 sites

The latest updates from the 2024 Paris Olympics highlight several significant events and outcomes:

1. **Basketball:** The USA men's team narrowly defeated Serbia 95-91, with a standout performance from Steph Curry, who scored 36 points, and LeBron James, who achieved a rare Olympic triple-double. The U.S. team will now face France in the final ([Olympics](#)).
2. **Boxing:** Hasanboy Dusmatov of Uzbekistan won the men's 51kg gold medal by unanimous decision, while Cindy Ngamba made history by securing the first-ever Olympic medal for the Refugee Olympic Team, winning bronze in the women's 75kg boxing category ([Olympics](#)).

# ChatGPT-4o automatically goes online using its new search functionality

how many gold medal does the uk have in the olympics?



Searched 3 sites

As of the 2024 Paris Olympics, the United Kingdom has won a total of 10 gold medals. In addition to the golds, Team GB has also secured 12 silver and 15 bronze medals, bringing their total medal count to 37 ([Sporting News](#)) ([Wikipedia](#)).



Data from the Sporting News on the 4<sup>th</sup> August

## Olympics 2024: Ellie Aldridge wins Team GB's 13th gold medal

Tom Chambers

Aug 8, 2024, 10:18 PM

Data from the ESPN on the 8<sup>th</sup> August

# Go online to improve response & avoid hallucinations

Go online and find out what are the 10 steps in Ann Stanley's A10 Marketing Framework

You  
Go online and find out what are the 10 steps in Ann Stanley's A10 Marketing Framework

Searched 2 sites

Ann Stanley's A10 Marketing Framework consists of the following 10 steps:

1. **Analysis:** Audit and benchmark your marketing channels and performance.
2. **Aims:** Set SMART objectives aligned with your overall marketing goals.
3. **Audience:** Profile your target audience and create personas.
4. **Assets:** Develop and optimize your content and digital assets.
5. **Awareness:** Increase brand awareness using multi-channel techniques.
6. **Acquisition:** Drive traffic and engagement through various channels.
7. **Actions:** Track user interactions and conversions.
8. **Attention:** Focus on customer retention and engagement.
9. **Advocacy:** Build customer loyalty and encourage brand advocacy.
10. **Assessment:** Measure performance and optimize strategies.

This framework helps in planning, implementing, managing, and measuring marketing strategies across digital and traditional channels (Anicca).



# Carry out keyphrase research (v3.5)

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

ChatGPT 3.5 ▾

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

**ChatGPT**  
I don't have real-time access to search data, and I recommend using tools like Google Keyword Planner, SEMrush, or Ahrefs for the most up-to-date and specific search data. However, I can suggest some keyphrases that are commonly relevant to a digital agency website. You can use these as a starting point for your keyword research:

1. Digital marketing agency
2. Web design services
3. SEO services UK
4. Social media management
5. PPC advertising
6. Content marketing
7. E-commerce website development
8. Online branding
9. Mobile app development
10. Local SEO optimization
11. Digital strategy consulting

↓

# Carry out keyphrase research (v4)

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

ChatGPT 4 ▾

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

**ChatGPT**  
For a digital agency looking to optimize its website for search engines, especially within the UK market, it's crucial to focus on keyphrases that not only attract the right audience but also align with the services you offer. These keyphrases should be a mix of broad and niche terms to capture both high-volume traffic and targeted queries. Below is a suggested list of keyphrases, along with an explanation of their potential relevance and utility. While I can't provide real-time search data or specific volume numbers without current access to SEO tools, these keyphrases are selected based on general SEO best practices and an understanding of common queries in the digital marketing sector.

**Broad Service-Oriented Keyphrases**

1. **"Digital marketing services UK"** - Targets businesses looking for a comprehensive range of digital marketing solutions.
2. **"SEO agency UK"** - Focuses on businesses seeking to improve their search engine rankings.
3. **"PPC management services UK"** - Attracts clients interested in pay-per-click advertising campaigns.
4. **"Social media marketing UK"** - For businesses looking to enhance their presence on social platforms.
5. **"Web development agency UK"** - Appeals to companies in need of website design and development.

**Niche Service-Oriented Keyphras** ↓

# Still trying to get search volume data

**You**  
please provide a table for keyphrases relating to digital marketing and the relative search volume for each, please provide citation to source of data

**ChatGPT**  
Creating a hypothetical table of keyphrases related to digital marketing along with their relative search volumes requires relying on general knowledge and industry standards, as I cannot fetch real-time data or directly cite specific sources like Google Keyword Planner or SEMrush without accessing them. However, I can provide an example based on common keyphrases in the digital marketing field and typical search volume ranges you might expect to see.

Please note, the search volumes are illustrative and can vary widely based on geographic location, time, and the specific tool used for measurement. For accurate, up-to-date search volumes, consult an SEO tool directly.

Keyphrase	Estimated Monthly Search Volume (Global)
digital marketing	100,000 - 1,000,000
SEO services	10,000 - 100,000
content marketing	10,000 - 100,000
social media marketing	10,000 - 100,000
PPC advertising	1,000 - 10,000
digital marketing strategies	1,000 - 10,000
email marketing	10,000 - 100,000
digital marketing tools	1,000 - 10,000

**Source of Data:** The search volumes provided above are hypothetical and intended for illustrative purposes only. Actual search volumes can be obtained from SEO and keyword research tools such as Google Keyword Planner, SEMrush, Ahrefs, or SimilarWeb. These platforms offer detailed insights into keyword metrics, including search volumes, competition levels, and trend analyses, which are crucial for SEO planning and digital marketing strategies.

For the most accurate and current data, please access one of the mentioned tools or platforms directly.





# Go online – get links to your answers

If you go online can you find any actual data on key phrase volumes for keyphrases relating to digital marketing?



You

If you go online can you find any actual data on key phrase volumes for keyphrases relating to digital marketing



ChatGPT

Finding accurate data on keyword volumes, especially for those relating to digital marketing, involves using several tools and techniques due to the complex nature of search data. These include Semrush, Google Trends, Google Keyword Planner, Google Search Console, Keyword Sheeter, and ContentShake AI, each offering distinct features for researching and analyzing keyword data [1].

- **Semrush** provides a database of over 24 billion keywords, offering detailed information such as search volume, keyword difficulty, competitive density, trends, and search intent [1].
- **Google Trends** is a free tool that shows the popularity of a keyword over time, which can be useful for identifying seasonal trends and geographic interest in specific keywords [1].
- **Google Keyword Planner** offers average monthly searches and competition for keywords, useful for both paid and organic search strategies [1].
- **Google Search Console** can help you discover new keywords by showing which ones bring users to your site, allowing you to identify high-impression but low-click keywords [1].
- **Keyword Sheeter** generates ideas from Google autocomplete suggestions, providing a different perspective on keyword research [1].
- **ContentShake AI** combines AI capabilities with Semrush's SEO data to suggest optimal topic ideas and generate SEO-rich content [1].

# Most detailed results using ChatGPT-4o

ChatGPT 4o

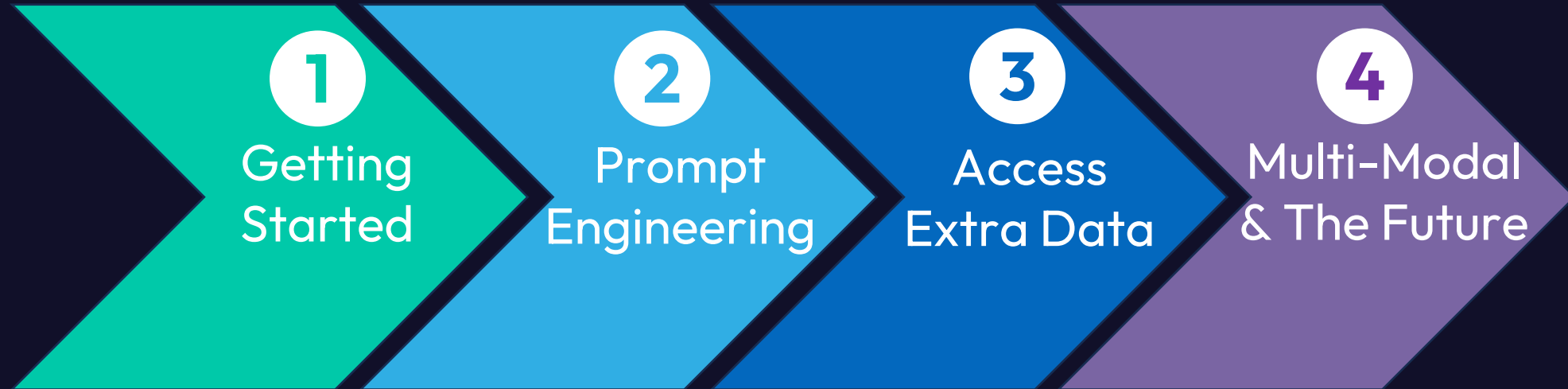
If you go online can you find any actual data on key phrase volumes for keyphrases relating to digital marketing?

Searched 5 sites

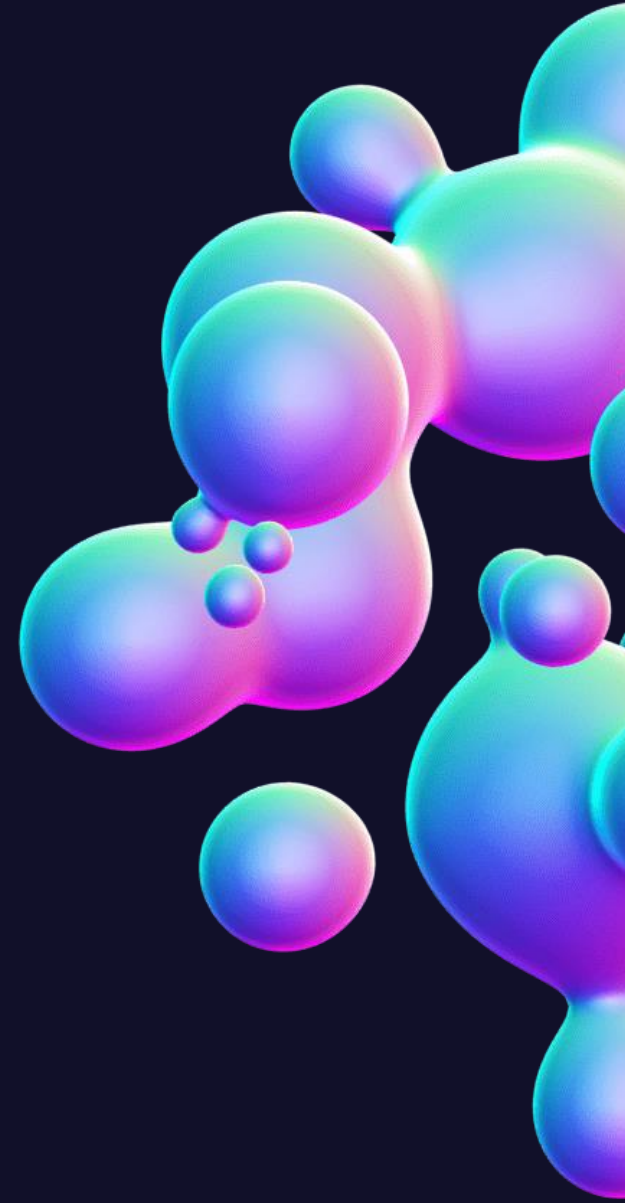
Here are some key phrases relevant to a digital marketing agency in the UK, along with their search volume data where available:

- Digital marketing agency**
  - **Monthly Search Volume:** ~18,100 (global)  
This is a broad but highly competitive term, often used by businesses looking for a full-service agency.
- SEO services**
  - **Monthly Search Volume:** ~5,400  
A critical term for agencies offering search engine optimisation, with strong demand in the UK market.
- Social media marketing agencies**
  - **Monthly Search Volume:** ~5,400  
This term is crucial for agencies specialising in social media strategy and management.
- Web design agency**
  - **Monthly Search Volume:** ~5,400  
Targets businesses looking to create or revamp their websites, a service in high demand.
- PPC management services**
  - **Monthly Search Volume:** ~880

# Multi-Modal & The Future



# Multi-modal (more than text-to-text)



# Formulas & code

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



You

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



ChatGPT

Certainly! To calculate the average for the first 10 columns in row 3 in Excel, you can use the `AVERAGE` function. Assuming your data starts from column A and ends at column J, you can use the following formula:

```
excel
```

Copy code

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

This formula calculates the average of the values in cells A3 through J3. Adjust the column letters if your data starts or ends in different columns. Simply enter this formula in the cell where you want the average to appear, and it will calculate the average for the specified range.



# Creating images

Create a photorealistic image of golden retriever puppies playing in the snow

You  
Create a photorealistic image of golden retriever puppies playing in the snow

ChatGPT



I've created a photorealistic image of golden retriever puppies playing in the snow. Please have a look at the generated image above.



# Sora from OpenAI - Creating Cinema Quality Video



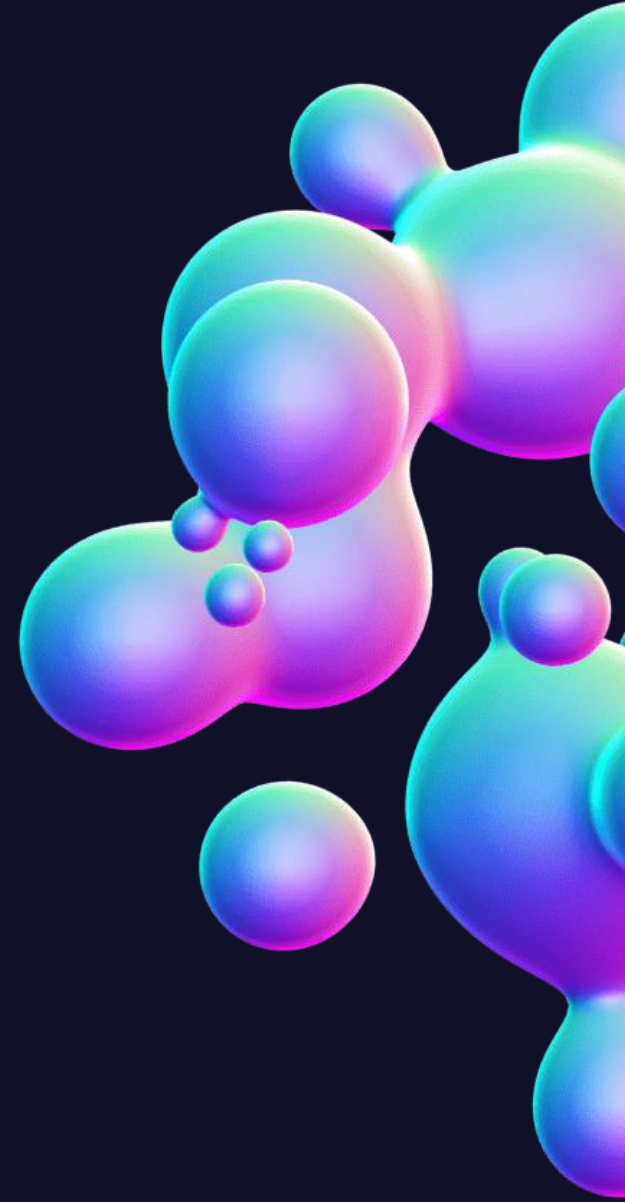
<https://bit.ly/anicca-sora-video> 

[https://www.youtube.com/watch?v=HK6y8DAPN\\_0](https://www.youtube.com/watch?v=HK6y8DAPN_0)

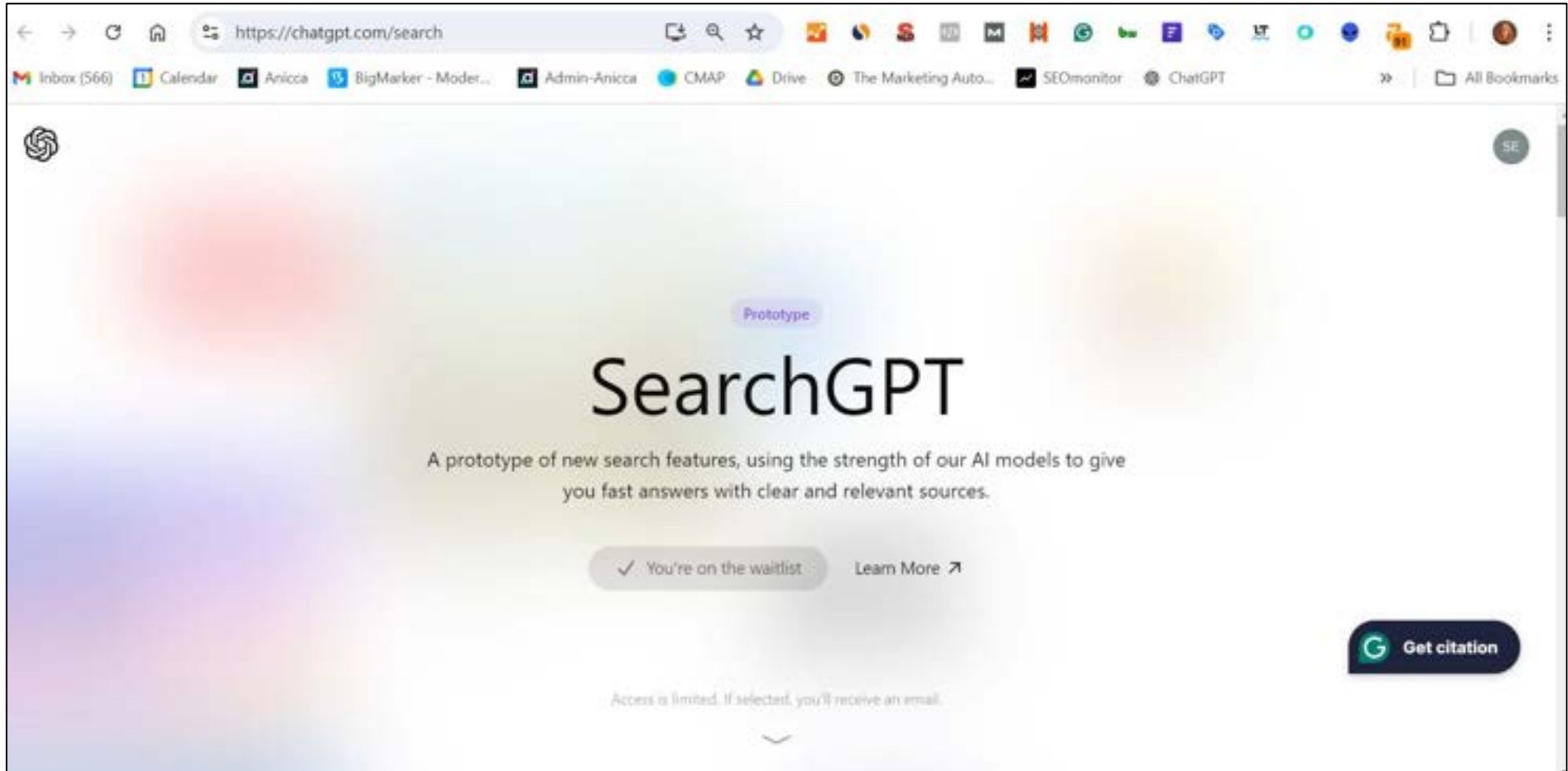




# Latest announcements



# Launching their own search engine – Join the SearchGPT Wait-list



# Latest news about ChatGPT-5

## ChatGPT-5:

OpenAI's upcoming ChatGPT-5 is anticipated to offer a more seamless and intuitive conversational experience, surpassing GPT-4 in scale and capability. It is expected to incorporate over 1.5 trillion parameters, enhancing reasoning abilities and the naturalness of interactions. Key features likely include support for multimodal inputs (text, images, videos) and advanced voice generation capabilities, which can create natural-sounding speech from a brief audio sample. The model is set to be released either later in 2024 or early 2025, with a subscription model anticipated to cost around \$20 per month for expanded capabilities ([Techopedia](#)) ([BGR](#)) ([Geeky Gadgets](#)).



# The Strawberry Project

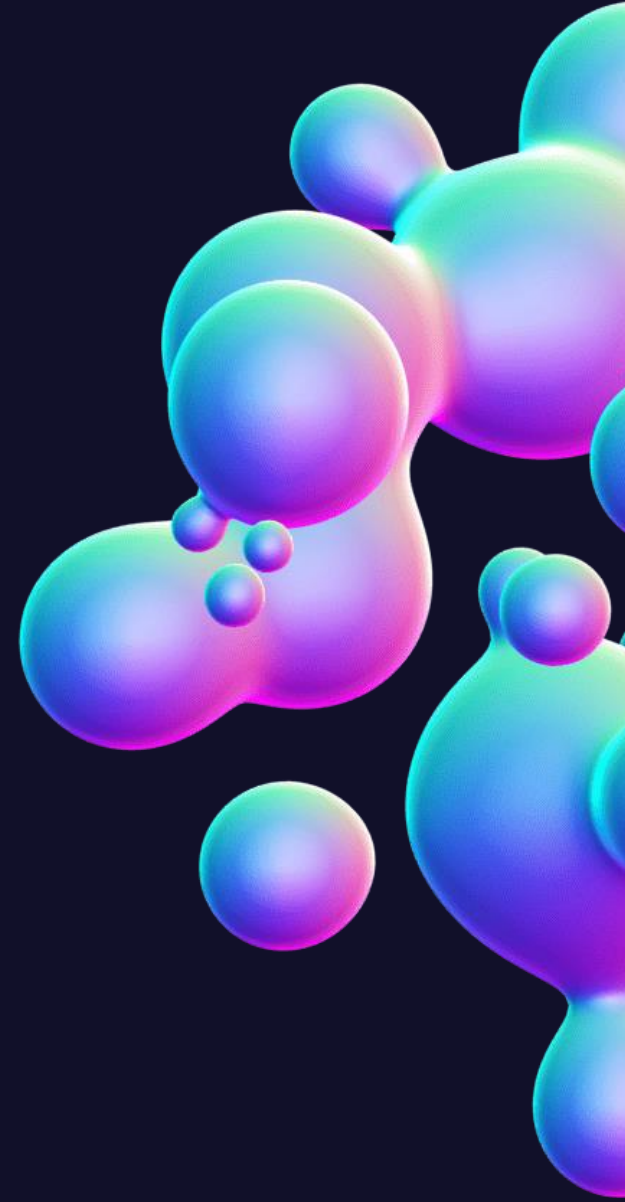
## Strawberry:

The "Strawberry" project, hinted at by Sam Altman with a summer-themed photo featuring strawberries, is speculated to be an upcoming ChatGPT upgrade with advanced reasoning capabilities. Although details are scarce and OpenAI has not officially confirmed "Strawberry," it is believed to offer improved research and reasoning functions compared to GPT-4o, which is the current best commercial version of ChatGPT (BGR) ([Geeky Gadgets](#)).

These developments suggest a strong focus on enhancing user interaction, multimodality, and autonomous AI agents capable of performing real-world tasks without human oversight. For more detailed and up-to-date information, you can visit the respective sources from [Techopedia](#), [BGR](#), and [Geeky Gadgets](#).



**How can we help you?**



# Resources & Free Training (Skills Bootcamps)

Sign up to our  
**Free weekly webinars** –  
every Friday 9-10am  
**Starts again 30<sup>th</sup> August**



[anicca.co.uk/resources-webinars/](https://anicca.co.uk/resources-webinars/)

Apply for our 16-week Level 5  
Skills Bootcamp in Digital Marketing –  
**Free for job seekers & self-employed**  
**in the East Midlands & East Anglia**



[anicca.co.uk/free-training/](https://anicca.co.uk/free-training/)

# Leicester networking – Business Breakfast at LCB

(2<sup>nd</sup> Wednesday of the month)

**FREE EVENT**

LCB Business Breakfast

In partnership with

**LCB**

anicca**digital**

**The fortune in the follow-up:  
How to automate your business to save time  
and convert more leads**

---

**LCB Depot, Leicester**  
Wednesday 14th August  
7:30am - 9:00am



<https://bit.ly/anicca-event-LCB-Aug14> 

# VIP Dinner at the Cosy Club, Leicester on 12<sup>th</sup> Sept.

(Ecommerce brands can join the waiting list)



**12 SEPT**

THE BIG FAT [REDACTED]

# ECOM LUNCH

BRANDS - AGENCIES - TECH

**SPEED**  
NETWORKING

**GREAT**  
PEOPLE

**TASTY**  
FOOD

12th Sept - 1-3pm  
Cosy Club, 68 Highcross St, Leicester LE1 4NN

Event organised by:

 **absolute.** **aniccadigital**

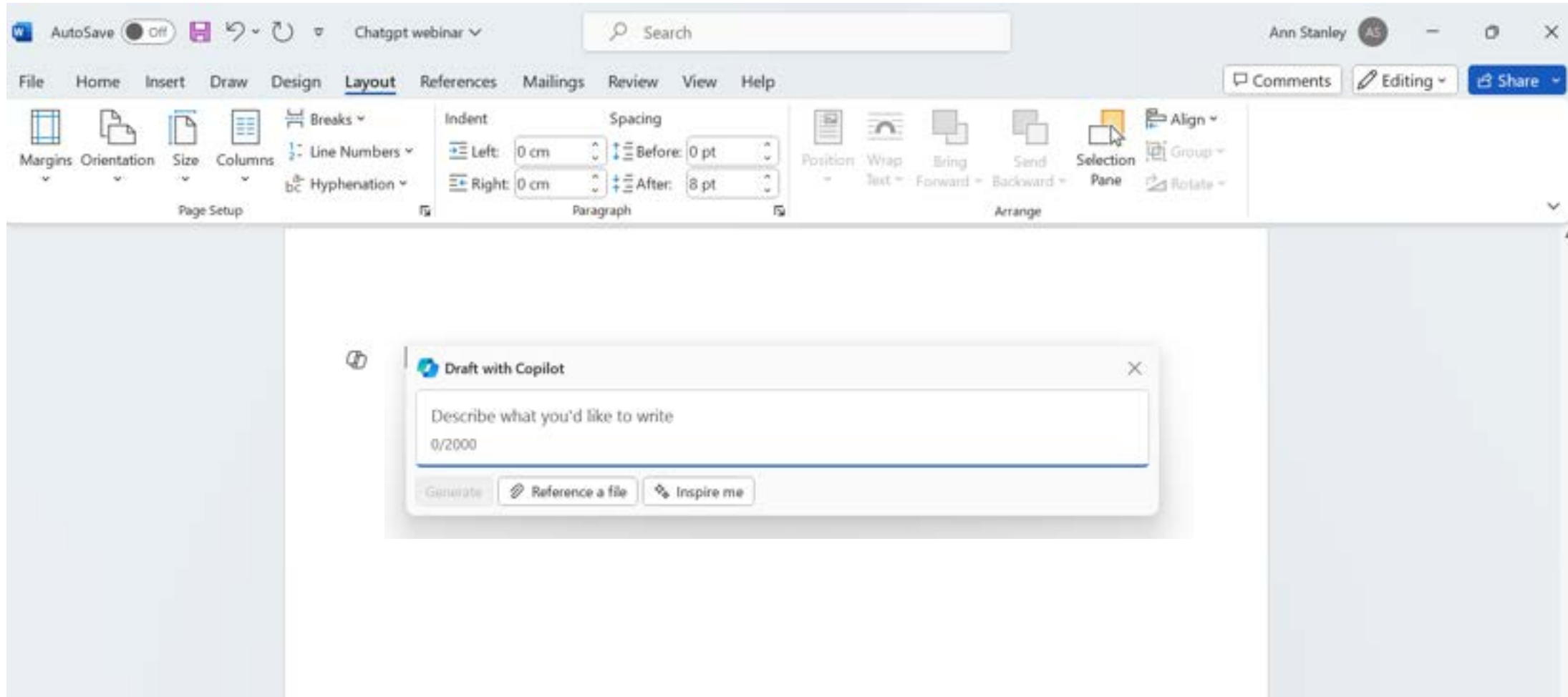




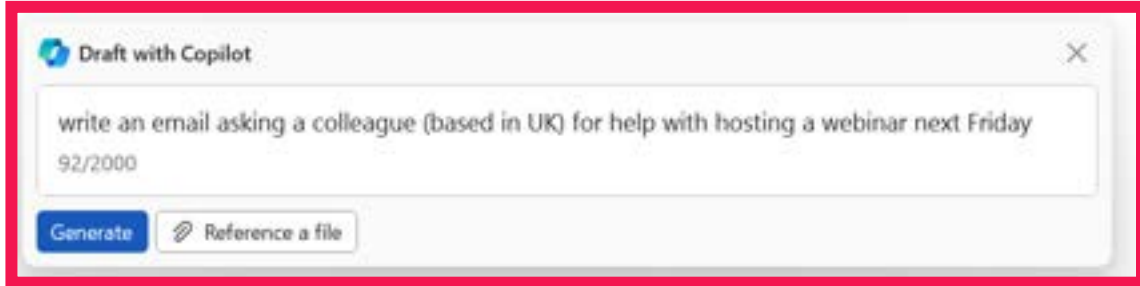
**Thank you – [ann@anicca.co.uk](mailto:ann@anicca.co.uk)**

# Copilot in Word

# Copilot (paid add-on in Word, Excel etc)



# First attempt in Copilot to write an email



Hi [NAME],

I hope this email finds you well and that you are enjoying the summer weather in the UK.

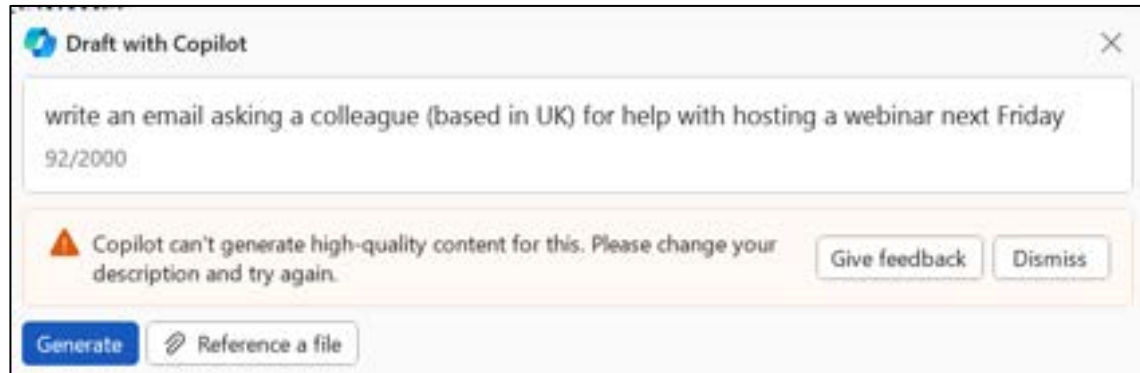
I am writing to ask you for a favor, I am planning to host a webinar next Friday to demonstrate our new software that converts text to speech. I think this is a great opportunity to showcase our product and attract more customers.

However, I need some help with setting up the webinar platform, creating the registration link, and sending out the invitations. I know you have experience with hosting webinars and using Zoom, so I was wondering if you could assist me with these tasks.

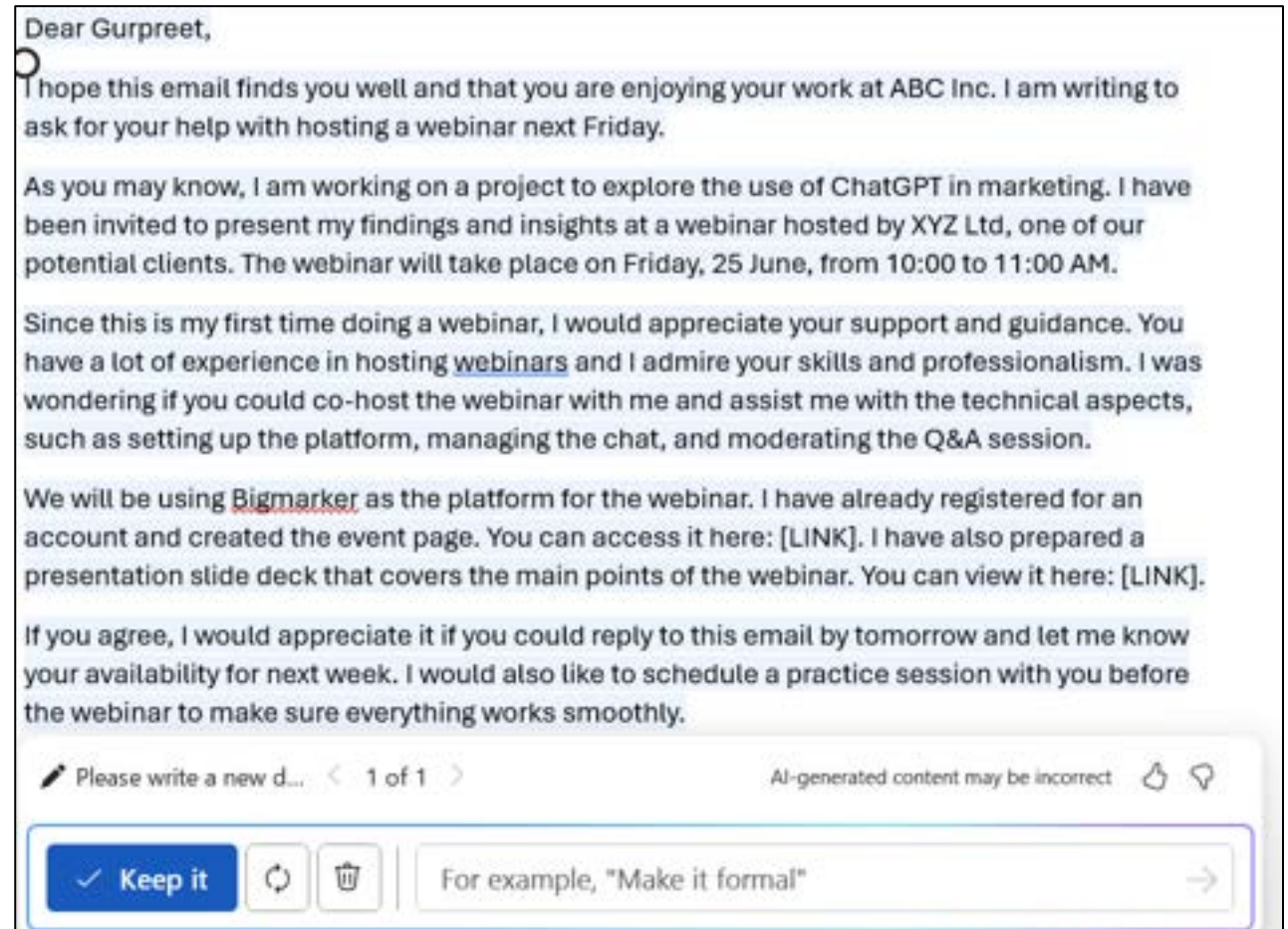
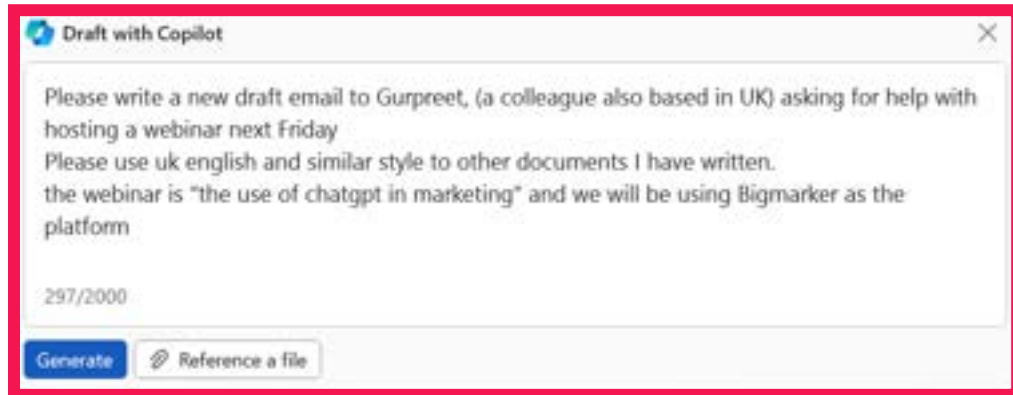
If you agree, I would appreciate it if you could reply to this email by tomorrow and let me know your availability for next week. I would also like to schedule a practice session with you before the webinar to make sure everything works smoothly.

Thank you very much for your time and cooperation. I look forward to hearing from you soon.

Best regards,



# 2<sup>nd</sup> draft in copilot



# 3<sup>rd</sup> attempt

< To fine tune the draft, add some detail and regenerate

Make it shorter, less formal and get rid of any unnecessary content →

Hi Gurpreet,

I hope you're doing well and having fun at ABC Inc. I need your help with a webinar next Friday.

I'm doing a project on ChatGPT for marketing. XYZ Ltd, a potential client, wants me to do a webinar for them. It's on Friday, 25 June, from 10 to 11 AM.

This is my first webinar, so I need your advice and support. You're great at hosting webinars and I could use your help with the technical stuff, like setting up Bigmarker, handling the chat, and doing the Q&A.

I've already set up the event page and the slide deck. You can check them out here: [LINK] and here: [LINK].

Can you please reply by tomorrow and let me know if you can co-host the webinar with me? Also, can we do a practice session before the webinar?

Thanks a lot for your help. I hope to hear from you soon.

Cheers,

✎ Please write a new d... < 2 of 2 >

AI-generated content may be incorrect

✓ Keep it



For example, "Make it professional" →