



aniccadigital

AI on steroids – How to create a Custom GPT

Ann Stanley – Founder & CEO

Sep 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
 - **Integrate – Creating an Integrated Marketing Strategy –**
bit.ly/anicca-integrate
 - **Free weekly webinar – Friday 9-10am**
bit.ly/anicca-webinars
- Socials – [linkedin.com/in/annstanley](https://www.linkedin.com/in/annstanley)
- Email – ann@anicca.co.uk





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



Strategy



Social



Search

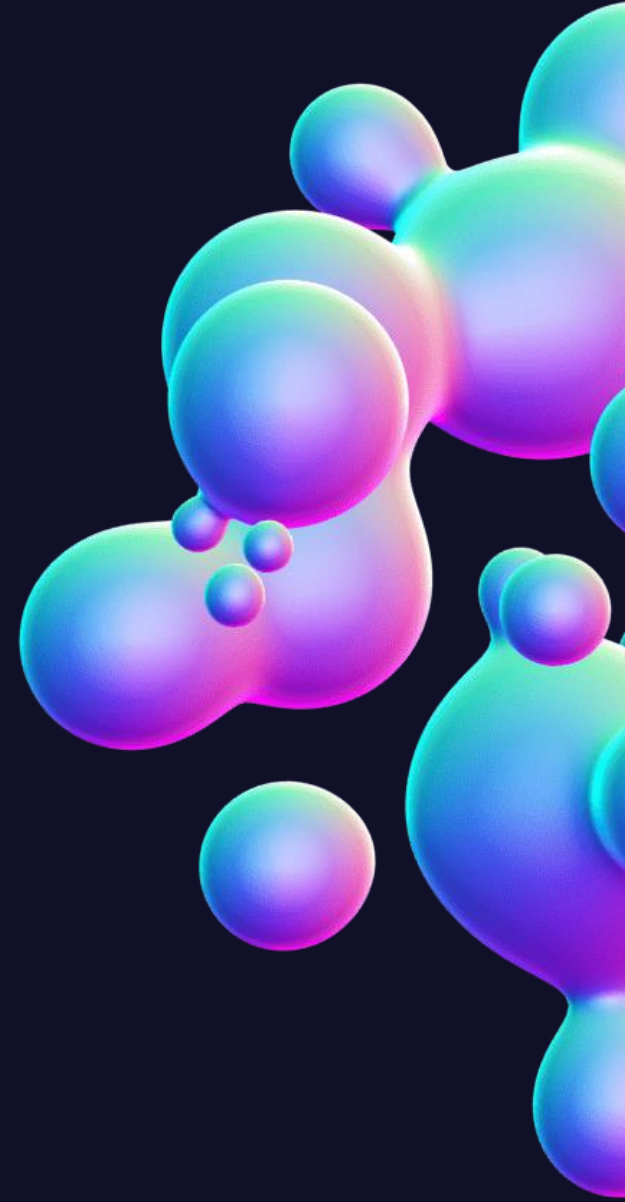


Shopping



Skills

Custom GPT's – Recipe of pre- configured prompts



What is a Custom GPT?

- This is a feature within ChatGPT to allow you to create complex prompts, which can be used for repetitive tasks or where you want to provide guidance or additional reference material to ensure the task is completed in the right way
- You can use Custom GPT's created by other people, or you can create your own, however this requires a paid version of the package (\$20/month)
- You need to train your GPT to do the task you want, this will be an iterative process, which can take a few hours to finesse
- Once you complete this process you can share the link, or you can publish to so anyone can access it

GPT store – ready-made or create your own

The screenshot displays the OpenAI GPT Store interface. On the left, a sidebar lists various GPTs, including ChatGPT, G Ads Script Builder, Accounts YE Perform..., Tender Test GPT Darr..., Biz Dev Case Studies..., and an option to explore more GPTs. The main content area features a large heading 'GPTs' and a sub-heading 'Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.' Below this is a search bar labeled 'Search GPTs'. A horizontal menu lists categories: Top Picks, Writing, Productivity, Research & Analysis, Education, Lifestyle, and Programming. The 'Featured' section, titled 'Curated top picks from this week', displays four GPT cards: 'Website Generator' (by websitegenerator.b12.io), 'CK-12 Flexi' (by flexi.org), 'Wolfram' (by wolfram.com), and 'Python' (by Maryam Eskandari). A 'Get citation' button is located at the bottom right of the featured section.

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: 'Top Picks', 'Writing', 'Productivity', 'Research & Analysis' (which is selected), 'Education', 'Lifestyle', and 'Programming'. The main heading is 'Research & Analysis' with the subtitle 'Find, evaluate, interpret, and visualize information'. A list of six GPTs is displayed:

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

A red rectangular box highlights the 'Consensus' GPT card. At the bottom right of the list, there is a 'Get citation' button. At the bottom center, there is a 'See more' button.


The screenshot shows the detailed view of the 'Consensus' GPT card. At the top, there is the Consensus logo (a stylized 'C' with a blue and green gradient) and the name 'Consensus'. Below the name, it says 'By consensus.app' with a globe icon and '+1'. The main description reads: 'Ask the research, chat directly with the world's scientific literature. Search references, get simple explanations, write articles backed by academic papers.' Below this, there are three statistics: a star rating of '4.3' (Ratings (50K+)), a rank of '#2' (in Research & Analysis (EN)), and '5M+' (Conversations). Under the heading 'Conversation Starters', there are 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



Prompt = has digital marketing overtaken offline marketing

Consensus ▾

SE



Consensus

By consensus.app   +1



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

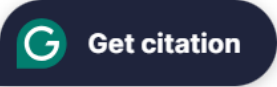
Is sauna good for heart health?

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

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

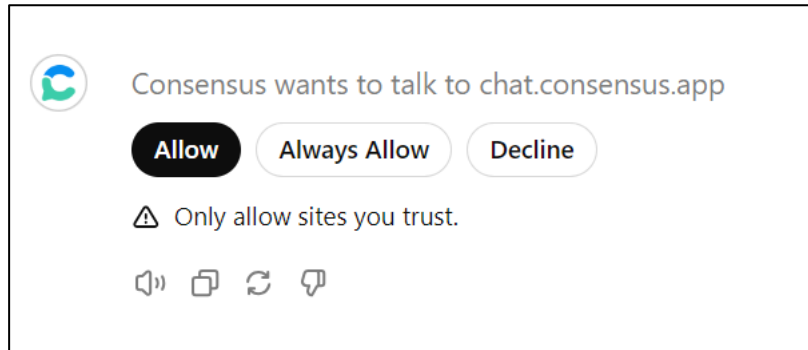
Does fish oil improve mood?
Only use human...

 has digital marketing overtaken offline marketing 1 

 **Get citation**

?

Results from the chat.consensus app



A screenshot of a chat interface. At the top left is a circular icon with a blue and green 'C'. To its right, the text reads 'Talked to chat.consensus.app'. Below this is the section header 'Introduction' followed by a paragraph: 'The question of whether digital marketing has overtaken offline marketing involves comparing the effectiveness, reach, and impact of both strategies in various contexts.' This is followed by the section header 'Evidence' and a list of four numbered items. Each item has a bolded title and a paragraph of text. At the bottom of the chat is a 'Conclusion' section with a downward arrow icon. Below the chat is a text input field with the placeholder 'Message Consensus', a blue checkmark icon, and an upward arrow icon. At the very bottom, there is a small footer text: 'ChatGPT can make mistakes. Check important info.'

Talked to chat.consensus.app

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

- 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](#)).
- 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](#)).
- 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](#)).
- 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.

Elevenlabs text to speech

ElevenLabs Text To Speech

By Ammaar Reshi

Convert text into lifelike speech with ElevenLabs (limited to 1,500 characters)

Paste or type content you would like to convert to sp... Generate a short story for me and then convert it i

Get citation

I would like to show everyone the features of your software which converts text to speech

ChatGPT can make mistakes. Consider checking important information.

Choosing the voice

ElevenLabs Text To Speech ▾

|| **ElevenLabs Text To Speech**

That sounds like a great plan! To get started, could you please let me know which voice you'd like to use for the demonstration? Here are the options:

1. JARVIS 🗣️
2. A classic male narrator 🗣️
3. A classic female narrator 🗣️
4. A female voice great for speeches and podcasts 🗣️
5. A female voice great for children's stories 🗣️

Once you've chosen a voice, please provide the text you'd like to convert into speech.



Get citation

Message ElevenLabs Text To Speech...

ChatGPT can make mistakes. Consider checking important information.

ElevenLabs Text To Speech ▾

5. A female voice great for children's stories 🗣️

Once you've chosen a voice, please provide the text you'd like to convert into speech.

You
a professional British female voice

|| **ElevenLabs Text To Speech**

It seems the specific option you're asking for isn't listed directly in the options I provided. However, the closest match to a "professional British female voice" from the available options would likely be the voice great for speeches and podcasts, which has a professional tone. Would you like to proceed with this option (option 4: A female voice great for speeches and podcasts 🗣️)? If so, please also provide the text you'd like to convert into speech.

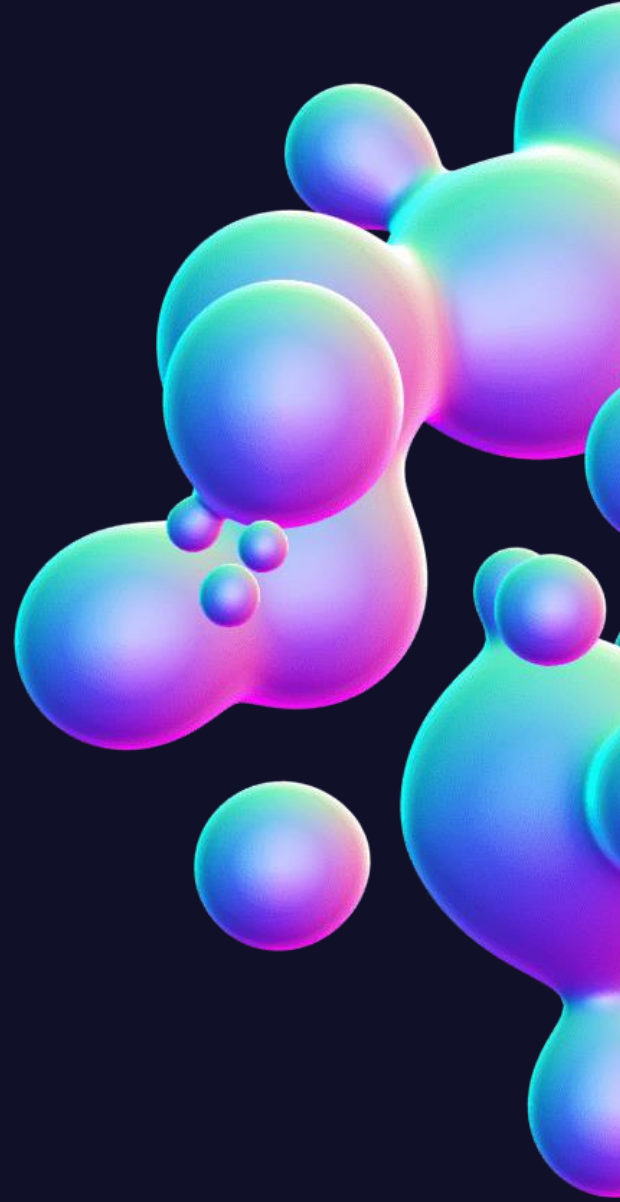


Get citation

Message ElevenLabs Text To Speech...

ChatGPT can make mistakes. Consider checking important information.

Demo



aniccadigital

Register to attend our in-person Ecommerce Events

Secure Your Ticket!



bit.ly/anicca-event-invitation

Next Ecommerce Leicester Lunch
planned for 17th October 1-3pm, at the
Cosy Club.

You must be a retailer, ecommerce
business to receive a free place.

Tech/software supplier and agencies by
invitation only (although sponsorship
opportunities are available)