



ChatGPT and AI Tools For Digital Marketing

OBIAA Conference

APRIL 30, 2024



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<https://camptech.ca/obiaa-ai>



What we'll cover today.

1. What is AI?
2. Generative AI
3. ChatGPT
4. Generative AI Tools for Images
5. Generative AI Tools for Video
6. AI Use Policies
7. Resources



AI is everywhere

In the Last 24 Hours, Have You...

- Unlocked your smartphone with your face?
- Used auto-complete in text messaging?
- Scrolled social media?
- Used Google Maps or Waze for directions?
- Logged in to online banking?
- Listened to a song that Spotify suggested?
- Used spell check?
- Asked a voice assistant to set a timer?
- Called an Uber?
- Charged your smartphone?



What is AI?



Artificial Intelligence (AI) is:

- A field of study in computer science
- A computer system able to perform tasks normally requiring human intelligence
- Artificial General Intelligence (AGI) is not here yet



Machine Learning (ML)

- Sub-field of AI
- Trained on a lot of input data
- Learns (and improves) through trial and error, feedback, and lots of practice



Traditional programming	Machine learning
Explicit instructions (code) that tell the computer what to do in all situations	The computer has the ability to learn as it goes without explicit programming



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What is Generative AI?



Generative AI (GenAI)

- Examples:
 - ChatGPT
 - Microsoft CoPilot
 - Google Gemini
 - Claude
 - Perplexity
 - DALL·E, Midjourney
 - Canva Magic Studio
 - Otter AI
 - Synthesia
 - Jasper



Generative AI (GenAI)

- Sub-field of machine learning
- **Generates new data** (text, images, audio, video, code) similar to what it was trained on
- Calculates what the next piece of data could be, based on **probability and prediction** models
- Generative AI doesn't "think," it "predicts"



**Machine Learning is really good
at identifying patterns in data.**

**It's not good at thinking
creatively, strategizing, or
conceptualizing.**



ChatGPT



ChatGPT

- ChatGPT (made by OpenAI)
<https://chat.openai.com/>
- ChatGPT 3.5
 - Free to use
 - Knowledge cut-off date: September 2021
- ChatGPT 4
 - Must have ChatGPT Plus subscription to access (\$20/month)
 - Knowledge cut-off date: April 2023
 - Live web browsing with Bing
 - Multimodal



Prompting

The quality of the prompt determines the quality of the response!

The best prompts have these 4 components:

1. Roles
2. Context
3. Question or task
4. Instructions



GPT-4



Give me blog post ideas about jewelry



Certainly! Here are some blog post ideas about jewelry:



1. **History and Evolution of Jewelry:** Delve into the ancient origins of jewelry, from early civilizations like the Egyptians and Mayans to today's modern creations.
2. **Gemstones and Their Meanings:** Explore the stories, myths, and symbolism associated with popular gemstones like rubies, sapphires, and emeralds.
3. **The Art of Jewelry Making:** Provide insights into the intricate processes and techniques used by artisans to craft stunning pieces.
4. **Famous Jewelry in History:** Highlight iconic pieces of jewelry like the Hope Diamond or jewelry worn by royalty and celebrities.
5. **Ethical Jewelry:** Focus on sustainable and ethically sourced jewelry, and why it's important to support such practices.
6. **Jewelry Trends Through the Decades:** Discuss how fashion trends have influenced jewelry styles over the years.
7. **Caring for Your Jewelry:** Offer tips and advice on cleaning, storing, and maintaining various types of jewelry.
8. **The Rise of Handmade Jewelry:** Spotlight independent artisans and the unique pieces they create, emphasizing the value of handmade over mass-produced items.
9. **Jewelry as an Investment:** Analyze the potential for jewelry, especially precious metals and gemstones.

Regenerate



Send a message





GPT-4



You are a content marketing expert. I am the owner of an independent small business with a retail store on the main street of a medium-size town in Canada. We sell handmade jewelry (rings, necklaces, earrings, and bracelets) featuring semi-precious gemstones and gold and silver metal. I'm writing blog posts for our website to educate our customers, which demonstrates our expertise in the industry. Generate 3 blog post ideas for me. For each one, give me the title of the blog post and a 20 word description of what each post should include.



Absolutely! Here are three blog post ideas for your handmade jewelry business:



1. **Title:** "The Journey of Gemstones: From Earth to Elegant Jewelry"
 - **Description:** Dive deep into how semi-precious gemstones are mined, processed, and transformed into beautiful pieces of jewelry in our collections.
2. **Title:** "Gold vs. Silver: The Best Metal for Your Jewelry Needs"
 - **Description:** Compare the aesthetics, durability, and care for gold and silver jewelry, helping customers make informed decisions on their purchases.
3. **Title:** "The Art of Handcrafted Jewelry: Why Each Piece is Unique"
 - **Description:** Explore the intricate process of crafting handmade jewelry, highlighting the uniqueness and individual stories behind each creation.

Regenerate

Send a message





ChatGPT Prompt Idea: Social Media Post

“Imagine you are a world-class content creator. Generate engaging social media posts [or other text] for a marketing campaign that highlights our latest [insert product] and its unique [insert features] enticing customers to make a purchase.”

Source: *Forbes*

<https://www.forbes.com/sites/jodiecook/2023/10/05/7-chatgpt-prompts-to-save-hours-of-boring-work/>



ChatGPT Prompt Idea: Customer Service Email

“My business received this email from a customer: [insert email]. As a seasoned customer support representative, draft an email response to the email that addresses the customer’s inquiries, provides solutions and leaves a positive impression of our business.”

Source: *Forbes*

<https://www.forbes.com/sites/jodiecook/2023/10/05/7-chatgpt-prompts-to-save-hours-of-boring-work/>



Important note!
Don't share sensitive
or confidential information
with ChatGPT



Ways to Use ChatGPT

- Brainstorm/Ideation
- Generate first drafts
- Check tone or consistency of your writing
- Summarize and simplify text
- Repurpose content in a different format
- Write product descriptions
- Generate different messaging for A/B testing
- Analyze client reviews and feedback
- Market segmentation

Tips for ChatGPT Prompting

- Give it a role
(Either by saying “You are...” or “Act as if...”)
- Ask what it needs from you
(“Tell me what else you need to do this.”)
- Add “custom instructions” to your account
- Thread your conversations to maintain the context
- Let it learn and get better



ChatGPT



Recommend a dish
to impress a date who's a picky eater

Create a
to start a



ChatGPT is Multimodal

It can “read” and analyze:

- Images
- PDF files
- Excel spreadsheets (or CSV files)
- Word documents
- TXT files

Have a voice conversation with ChatGPT in the mobile app



ChatGPT Alternatives

- Gemini (Google)
<https://gemini.google.com/>
 - Free and paid plans
 - Multimodal
- Gemini for Google Workspace
<https://workspace.google.com/solutions/ai/>
 - Integrates Gemini into Google Workspace (Gmail, Drive, Docs)
 - \$ varies



ChatGPT Alternatives

- Bing (Microsoft)

<https://www.bing.com/?/ai>

- Free
- Integrates GenAI into Bing Search

- CoPilot (Microsoft)

<https://www.microsoft.com/en-ca/microsoft-copilot/>

- Integrates GenAI into Windows operating system and Microsoft Office (Word, Excel, Outlook)
- \$ varies



Beware of “hallucinations.” Generative AI tools may produce incorrect answers if unsure. Instead of stating that they do not know the answer, they often generate a response that sounds confident but is incorrect.



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ChatGPT: US lawyer admits using AI for case research

By Kathryn Armstrong
BBC News

A New York lawyer is facing a court hearing of his own after his firm used AI tool ChatGPT for legal research.

A judge said the court was faced with an "unprecedented circumstance" after a filing was found to reference example legal cases that did not exist.

The lawyer who used the tool told the court he was "unaware that its content could be false".

ChatGPT creates original text on request, but comes with warnings it can "produce inaccurate information".

The original case involved a man suing an airline over an alleged personal injury. His legal team submitted a brief that cited several previous court cases in an attempt to prove, using precedent, why the case should move forward.

But the airline's lawyers later wrote to the judge to say they could not find several of the cases that were referenced in the brief.

"Six of the submitted cases appear to be bogus judicial decisions with bogus quotes and bogus internal citations," Judge Castel wrote in an order demanding the man's legal team explain itself.

<https://www.bbc.com/news/world-us-canada-65735769>



Generative AI Tools for Images

**You**

make me a cartoon style illustration of a small business owner

**ChatGPT**

Here's the cartoon-style illustration of a small business owner. She's depicted as a middle-aged woman with curly brown hair, in front of her cozy coffee shop. Let me know if there's anything else you'd like to add or change!





Generative AI: Images

- DALL·E 3 (\$) inside the paid version of ChatGPT
<https://chat.openai.com/>
- Stable Diffusion
<https://stablediffusionweb.com/#demo>
- Midjourney (\$) <https://www.midjourney.com/>
- Adobe Firefly (\$) <https://www.adobe.com/sensei/generative-ai/firefly.html>
- Canva Magic Design <https://www.canva.com/magic-design/>



But what about copyright?



artnet



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Law & Politics

In a Blow for Artists, a Federal Judge Has Sided With Three A.I. Companies in a Copyright Dispute

The class action suit was filed by three artists—Sarah Andersen, Kelly McKernan, and Karla Ortiz.

Adam Schrader, October 31, 2023





Researchers at OpenAI's office in San Francisco developed a tool to transcribe YouTube videos to amass conversational text for A.I. development. Jason Henry for The New York Times

How Tech Giants Cut Corners to Harvest Data for A.I.

OpenAI, Google and Meta ignored corporate policies, altered their own rules and discussed skirting copyright law as they sought online information to train their newest artificial intelligence systems.



By **Cade Metz, Cecilia Kang, Sheera Frenkel, Stuart A. Thompson and Nico Grant**

Reporting from San Francisco, Washington and New York

April 6, 2024

<https://www.nytimes.com/2024/04/06/technology/tech-giants-harvest-data-artificial-intelligence.html?>



The New York Times

The Times Sues OpenAI and Microsoft Over A.I. Use of Copyrighted Work

Millions of articles from The New York Times were used to train chatbots that now compete with it, the lawsuit said.



Share full article



1.3K



A lawsuit by The New York Times could test the emerging legal contours of generative A.I. technologies. Sasha Maslov for The New York Times



By Michael M. Grynbaum and Ryan Mac

Dec. 27, 2023

<https://www.nytimes.com/2023/12/27/business/media/new-york-times-open-ai-microsoft-lawsuit.html>



06-14-23

Can you copyright the content you make with generative AI?

What the Copyright Office's decision means for creators, and what to expect from the legal system in the coming years.



[Illustration: FC]



BY BRANDON COPPLE—DESCRIPT 5 MINUTE READ

You can't copyright AI-generated images, writing, video, or anything, according to a [ruling by the U.S. Copyright Office](#). So if somebody else wants to reuse something you made using ChatGPT, DALL-E, or any other AI tools, they can and there's nothing you can do about it, legally

<https://www.fastcompany.com/90908822/can-you-copyright-the-content-you-make-with-generative-ai>

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Government of Canada launches consultation on the implications of generative artificial intelligence for copyright

From: [Innovation, Science and Economic Development Canada](#)

News release

Feedback will contribute to copyright policy development

October 12, 2023 – Ottawa, Ontario

The Government of Canada is committed to ensuring that Canada's legislative frameworks remain responsive to modern realities. That is why the government proposed the Artificial Intelligence and Data Act, as part of Bill C-27, and continues to consider how other legislative frameworks may need to be updated to address the changing technological landscape, including the rapid advancement of artificial intelligence (AI) technologies.

Today, the Honourable François-Philippe Champagne, Minister of Innovation, Science and Industry, and the Honourable Pascale St-Onge, Minister of Canadian Heritage, launched a consultation to gather Canadians' thoughts on generative AI tools and the implications for copyright holders to give consent and receive credit and compensation for the use of their works.

<https://www.canada.ca/en/innovation-science-economic-development/news/2023/10/government-of-canada-launches-consultation-on-the-implications-of-generative-artificial-intelligence-for-copyright.html>

**You**

Make me a photorealistic image of a person at work

**ChatGPT**

Here is the photorealistic image of a middle-aged chef at work in a bustling restaurant kitchen. You can view and download the image above.

**You**

Thanks. Make me another photorealistic image of a person at work.

**ChatGPT**

Here is the photorealistic image of a male electrician working on a residential electrical panel. You can view and download the image above.



You

Thanks. Make me another photorealistic image of a person at work.



ChatGPT



Here is the photorealistic image of a female journalist conducting an interview in an urban setting. You can view and download the image above.

**You**

Thanks. Make me another photorealistic image of a person at work.

**ChatGPT**

Here is the photorealistic image of a male librarian shelving books in a large public library. You can view and download the image above.



Biased much?



**Algorithmic bias
occurs when a computer
system reflects the implicit
values of the humans who
created it.**



Generative AI Tools for Video



Generative AI Video Tools

- Tools to repurpose video
 - Opus Clip
<https://www.opus.pro/>
 - Munch
<https://www.getmunch.com/>
- Tools to translate video
 - HeyGen Video Translate
<https://labs.heygen.com/video-translate>





AI Use Policies



**56% of workers are using
generative AI on the job,
but only 26% of companies
have established AI policies**

Source: The Conference Board, Sept 2023
<https://www.conference-board.org/press/us-workers-and-generative-ai>



AI Use Policy Considerations

- Where are you going to use AI?
- Which tools will you use?
- Who is using AI?
- What's the plan for reviewing, verifying, and approving the work?
- Plan for documentation?
- Plan for disclosure?
- Compliance with local regulations?



What's coming next?



air head

a short film
by shy kids



Resources

Articles, Glossaries, Papers

- Navigating the Jagged Technological Frontier: Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality, Harvard Business School, September 2023
https://www.hbs.edu/ris/Publication%20Files/24-013_d9b45b68-9e74-42d6-a1c6-c72fb70c7282.pdf
- 5-part series “How to Become an Expert on A.I.” *The New York Times*, April 2023
<https://www.nytimes.com/article/ai-artificial-intelligence-chatbot.html>
- The A to Z of Artificial Intelligence (Glossary), *TIME*, April 2023
<https://time.com/6271657/a-to-z-of-artificial-intelligence/>



AI Use Policy Resources

- Aspen Digital's generative AI guidance for organizations
https://www.aspendigital.org/wp-content/uploads/2023/09/Aspen-Digital_Navigating-Uncharted-Waters_September-2023.pdf
- AI Compliance: How to Safely Use AI for Marketing
<https://blog.hootsuite.com/ai-compliance/>
- Guide to creating an AI use policy (and template)
<https://writer.com/blog/corporate-ai-policy/>
- Government of Canada's guide on the use of generative AI
<https://www.canada.ca/en/government/system/digital-government/digital-government-innovations/responsible-use-ai/guide-use-generative-ai.html>



Online News

- *New York Times' AI section*
<https://www.nytimes.com/spotlight/artificial-intelligence>
- *Platformer*
<https://www.platformer.news/>
- The AI Tool report (daily email)
<https://aitoolreport.beehiiv.com/subscribe>



Books

- *Prediction Machines, Updated and Expanded: The Simple Economics of Artificial Intelligence*
by Ajay Agrawal, Joshua Gans, Avi Goldfarb
(Harvard Business Review Press, 2022)
- *Filterworld: How Algorithms Flattened Culture*
by Kyle Chayka (Doubleday, 2024)
- *Unmasking AI: My Mission to Protect What Is Human in a World of Machines*
by Joy Buolamwini (Random House, 2023)
- *Algorithms of Oppression: How Search Engines Reinforce Racism*
by Safiya Umoja Noble (NYU Press, 2018)



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