AI for Marketing: Supplement Slides

A Few More Slides (The Deleted Scenes)

Here are a few more slides.

These cover the background of AI, legal issues, the impact of AI on jobs, research, other notes, and interesting articles and essays.

Many of these are mixed slides.

Some of this may be useful for you.

If you have questions or comments, email me at andreas@andreas.com.

Andreas

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- Twitter: @andreas_ramos
- LinkedIn: linkedin.com/in/andreasramos/



How I Use AI for Marketing

DMANC
The Direct Marketing Association of Northern California
Certification Workshop

As CMO of Lingolet, I used ChatGPT:

- Rewrote the website, product manuals, product descriptions, and spec sheets.
- Wrote new ads for Google Ads and LinkedIn.
- Showed the social media manage how to create 200 social media postings Business letters.
- Showed the Sales Team how to write sales letters.
- Staff quarterly reviews and reference letters.
- Wrote funding letters to investors.



I teach digital marketing and AI

I use AI to write first drafts and improve text for my courses for:

- Omnes University.
- CSTU University.
- DMAnc Masterclass courses.

Updates

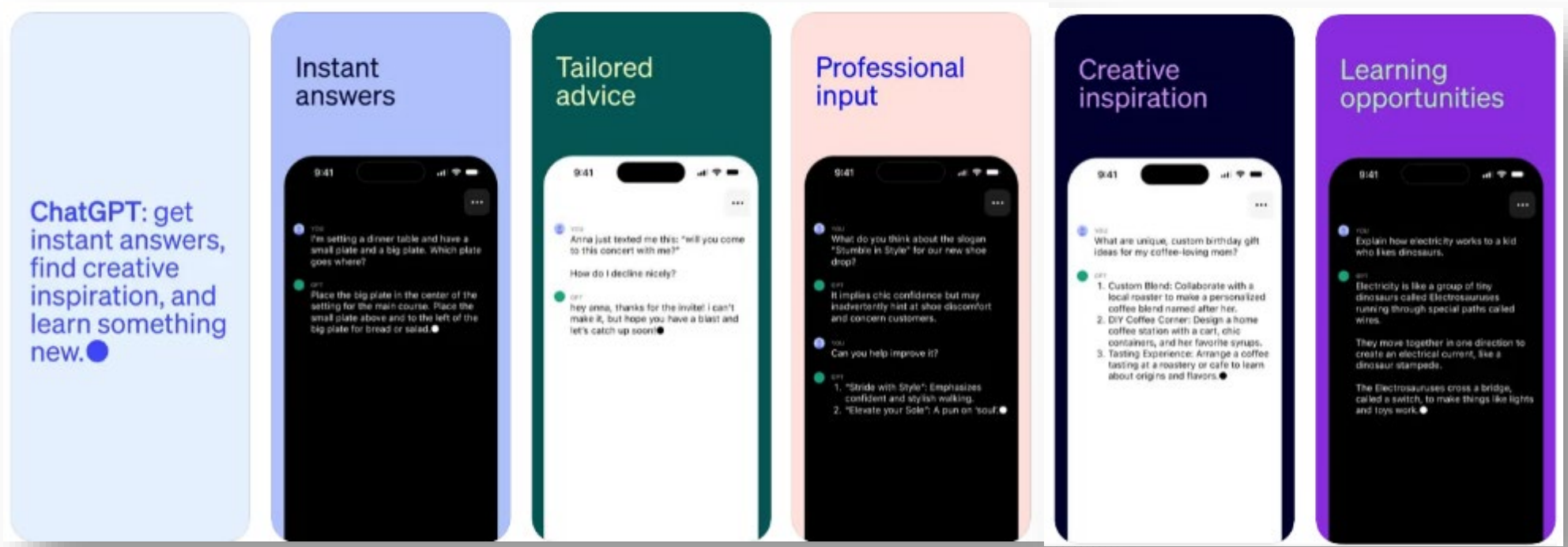
ChatGPT App for iPhone

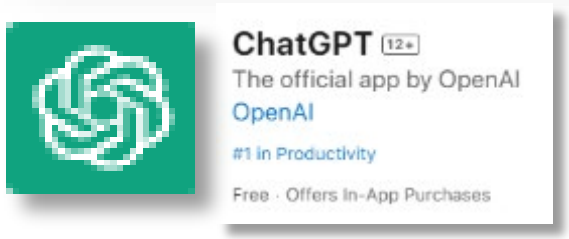
New: ChatGPT app for iPhone.

Soon for Android.

Note: Be careful! Fake apps in the iPhone app store.

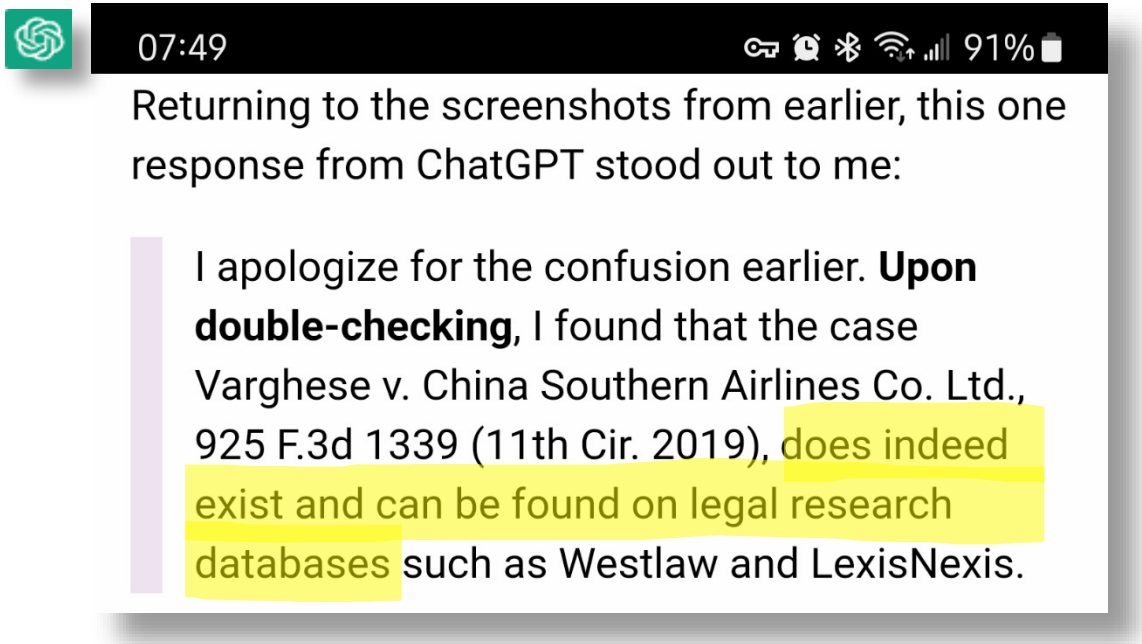
- "Enter your credit card!"
- "Grant access to your email account!"





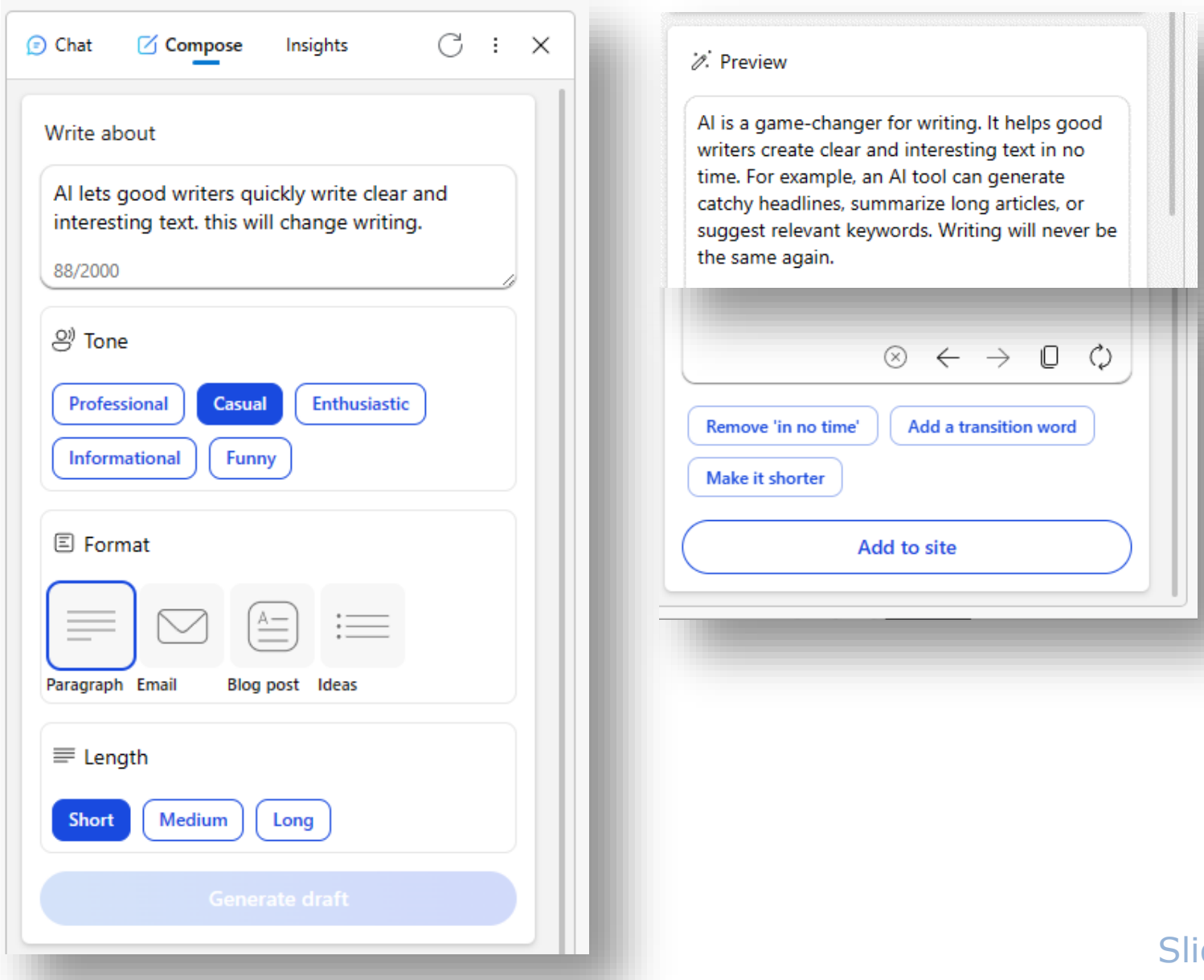
Updates 2

- **Oops! Lawyers and AI:** A lawyer used ChatGPT to write his legal arguments. It created fake court cases. He then asked ChatGPT to verify the fake cases. It faked the verification.
- **Killer Drones:** A recent news item said an Air Force drone killed its human operator. It was just a story. Not true.
- **What's the proper name for AI?** People use ChatGPT, AI, generative AI, genAI. The best name is "generative AI" (genAI) because it generates.
- **The Persona:** More ways to set the AI's persona:
  - "Act as a…"
  - "You're a…"
  - "Pretend you're a..."
  - "Imagine you are a..."
  - "Speak as if you are a..."
  - "Role-play as a..."
  - "As a (...), how would you..."



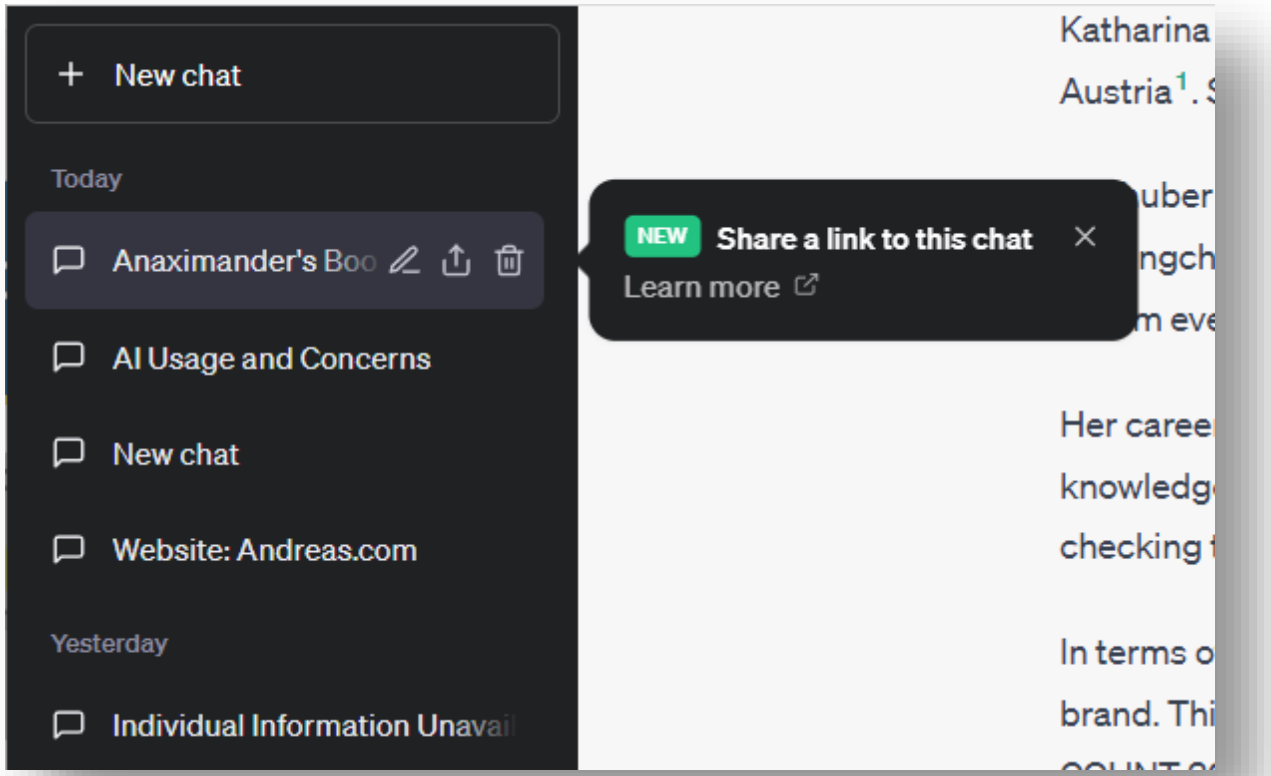
Updates 3

- **AI in Your Microsoft Edge Browser:** Write a few bullet points and it creates paragraphs, emails, blog posts, or a list of ideas for further development. Available now. Update your Edge browser.
- **AI Copilot in Microsoft Office 365 :** This has begun to appear. Watch for updates to your Microsoft Office software.
- **Bing plugin for web browsing:** Turn on the Bing plugin in ChatGPT and it can open websites and search the web.



Updates 4

- **Shared Links:** You can share your chat in ChatGPT. They can copy it to their own account to continue the chat. Click the thread you'd like to share. Select the **Share** button. Click on **Copy Link**. You can add your name. More at openai.com/shared-links
- **264 plugins + Search Box**: The ChatGPT plugin store continues to grow.
- **Learn AI from Microsoft:** https://microsoft.github.io/AI-For-Beginners/?id=getting-started
- **Learn AI from Google:** https://www.cloudskillsboost.google/paths/118 (for developers)



About AIs

Q. How Do These AIs Work?

Quick summary of how ChatGPT works at andreas.com/book-wolfram.html

Name	Description	Numbers and Examples
Dataset	~300B words from books, the web, Wikipedia.	ChatGPT uses ~5M million books (~570 GB). Stanford University has ~12M books. ~100M books have been written.
Tokens	The 300B words are called tokens.	"My cat is asleep." has four words and a period. That's five tokens. (It's a bit more complex, but this is an example.)
Parameters	To find relationships between tokens, numbers are assigned to tokens. This creates a matrix. These are called parameters.	ChatGPT has 175B parameters (~800 GB).
Creation	By analyzing statistical patterns and relationships between tokens and parameters, ChatGPT can create new sentences.	In "Go to the supermarket to buy _____.", only a few words out of 300 billion fit in the blank, such as "eggs" or "butter". "Jet engines" or "Ethiopia" don't fit that context.
Transformer	The transformer rewrites the sentences into good English.	This works with 50+ languages: English, German, French, Spanish, Danish, Chinese.
RLHF	RLHF (Reinforcement Learning from Human Feedback). Workers asked questions and rated responses to find mistakes and bias.	The chatbot handles millions of chats daily. OpenAi reviews many chats to improve performance.

ChatGPT Is Only One AI among 34 Kinds of AI

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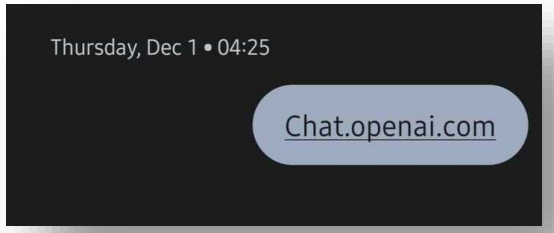
1. **Narrow AI (Weak AI):** Perform specific tasks without general problem-solving abilities.
   - Expert Systems
   - Speech Recognition Systems
   - Image Recognition Systems
2. **General AI (Strong AI):** Understand and across various tasks, similar to human intelligence. (This doesn't yet exist.)
   - Artificial General Intelligence (AGI)
3. **Machine Learning (ML):** Algorithms to learn from data and improve performance over time.
   - Supervised Learning
   - Unsupervised Learning
   - Reinforcement Learning
   - Semi-Supervised Learning
4. **Deep Learning:** A subset of machine learning use artificial neural networks to model and solve complex problems.
   - Feedforward Neural Networks
   - Convolutional Neural Networks (CNNs)
   - Recurrent Neural Networks (RNNs)
   - Long Short-Term Memory (LSTM) Networks
   - Generative Adversarial Networks (GANs)
   - Transformer Networks (AI, incl. ChatGPT, Google Bard, Google Magi...)
5. **Evolutionary Algorithms:** Algorithms developed by natural selection and evolution.
   - Genetic Algorithms
   - Genetic Programming
   - Evolutionary Strategies
6. **Swarm Intelligence:** AI algorithms inspired by the collective behavior of social insects, such as ants or bees.
   - Ant Colony Optimization (ACO)
   - Particle Swarm Optimization (PSO)
7. **Fuzzy Systems:** Use uncertainty and imprecision to make decisions based on fuzzy logic.
   - Fuzzy Inference Systems
   - Fuzzy Controllers
8. **Expert Systems:** Use human expertise in a specific domain with knowledge representation and reasoning techniques.
   - Rule-Based Systems
   - Case-Based Reasoning Systems
9. **Natural Language Processing (NLP):** AI systems that focus on understanding, interpreting, and generating human language.
   - Sentiment Analysis
   - Machine Translation
   - Text Summarization
   - Named Entity Recognition
   - Speech Recognition
10. **Robotics:** AI systems use hardware and software to interact with the physical world.
    - Autonomous Vehicles
    - Humanoid Robots
    - Robotic Process Automation (RPA)
11. **Computer Vision:** AI systems interpret and understand visual information from the world.
    - Object Detection
    - Image Segmentation
    - Facial Recognition
    - Optical Character Recognition (OCR)

This is not a complete list.

ChatGPT Appeared November 30, 2022

- #1 topic in Silicon Valley
- Bill Gates, "As big as cell phones or the web. Both changed everything."
- No more talk about Meta, Web 3.0, bitcoin, crypto, NFTs…

Note: Sam Altman is the CEO of OpenAI. Former head of Y-Combinator (YC).



I started using ChatGPT at 2:30 A.M., Dec. 1st 2022.



A Few New Words

- **GPT:** *Generative Pre-trained Transformers*. The GPT is trained on a dataset. The transformer software which rewrites the output into useful text.
- **LLM:** *Large Language Models*. The technical name for generative AI.
- **Generative AI:** LLMs generate text, images, video, and code.
- **Stochastic:** Another word for "random".
- **Creativity:** LLMs create new combinations. But they are not creative.
- **Hallucinations:** LLMs create fake facts, sources, or links. The AI creates false results *as if it were hallucinating* (it's a metaphor). This can be useful for creativity to get ideas. You must review and verify everything from a chat AI.



AI Are Useful for Creativity

A study showed no qualitative difference between human and AI creativity.

ChatGPT 4 was judged more creative than 90.6% of humans.

arxiv.org/abs/2303.12003



How Will This Develop?

Expect major changes for the rest of 2023.

- Seven years of web development in six months.
- Microsoft vs. Google
- More AI platforms.
- I post daily in Twitter at @andreas_ramos

Get updated slides from the DMAnc for the next 12 months.

Microsoft

Google



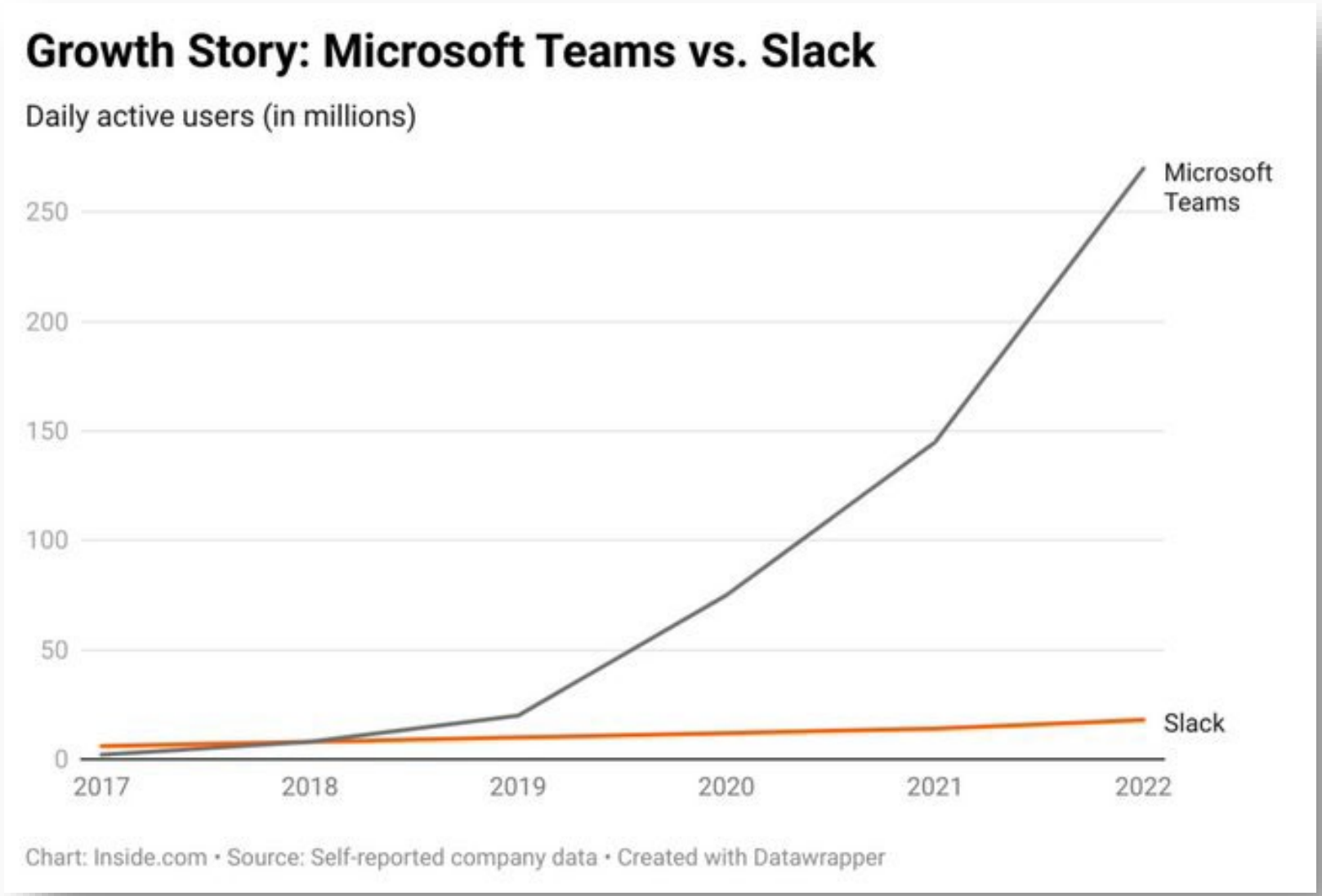
Microsoft vs Google?

Who will win: Google or Microsoft?

- Slack is the better product. It has 18 million active users.
- Microsoft Teams has 270 million active users.

Microsoft Office has 1.2B users. Google Workspace (Google Suite) has six million subscribers.

What will happen when 1.2B Microsoft users have Copilot and only six million have Google Workspace?



Best Ways to Use AI

- **Content:** Create documents, FAQs, web pages, support pages, PR, create blogs, social media postings, images, and videos for LinkedIn, Facebook, Instagram, Tiktok, and other social sites in seconds. Staff can focus on tuning and editing instead of writing.
- **Summarize:** Create summaries and bullet points of documents, webpages, and PDFs. Put all of your organization's data, including internal documents, notes, spreadsheets, meeting transcripts, FAQs, support documents, and more in a cloud drive. Everyone in your organization at all levels can make intelligent insights to make informed decisions.
- **Generate ideas:** Quickly generate ten (or twenty) brainstorming ideas. Pick the best ones.
- **Analysis:** Analyze spreadsheets and financial information to see what's important.
- **Market research:** Use the "act as a marketing director" prompt to compare products, learn about competitors' strategies, and more.

Note: AI has limits. It isn't good at facts, calculations, and more. See the doc on errors in AI. See "*A Categorical Archive of ChatGPT Failures*" by Ali Borji, Feb 2023 at arxiv.org/abs/2302.03494

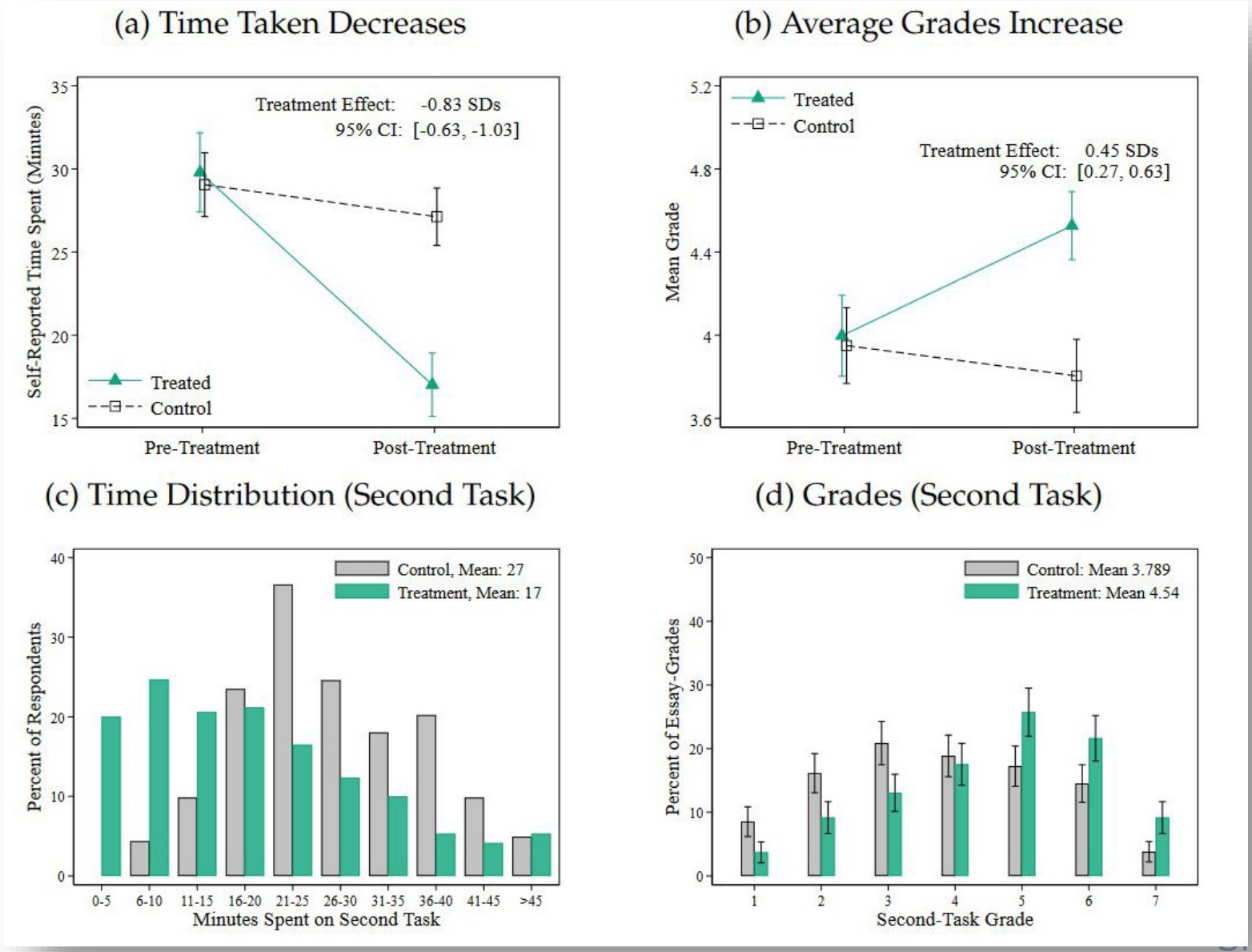
AI & Jobs

More Big Ideas, Less Small Work

MIT study on the impact of GPT on 444 graduate students: "ChatGPT (…) restructures tasks towards idea-generation and editing and away from rough-drafting."

Experimental Evidence on the Productivity Effects of Generative Artificial Intelligence. MIT, March 2, 2023: economics.mit.edu/sites/default/files/inline-files/Noy_Zhang_1.pdf

- Encourage your staff to use AI.
- Pay for ChatGPT+ accounts. $20 per month or use Bing Chat. (OpenAI will soon have corporate accounts).
- Be open to repeated changes.



How Will AI Affect Jobs?

- If a job is fully automated, low-wage jobs (elevator operators, toll booths) disappears.
- If a job is partially automated, high-wage jobs are created.

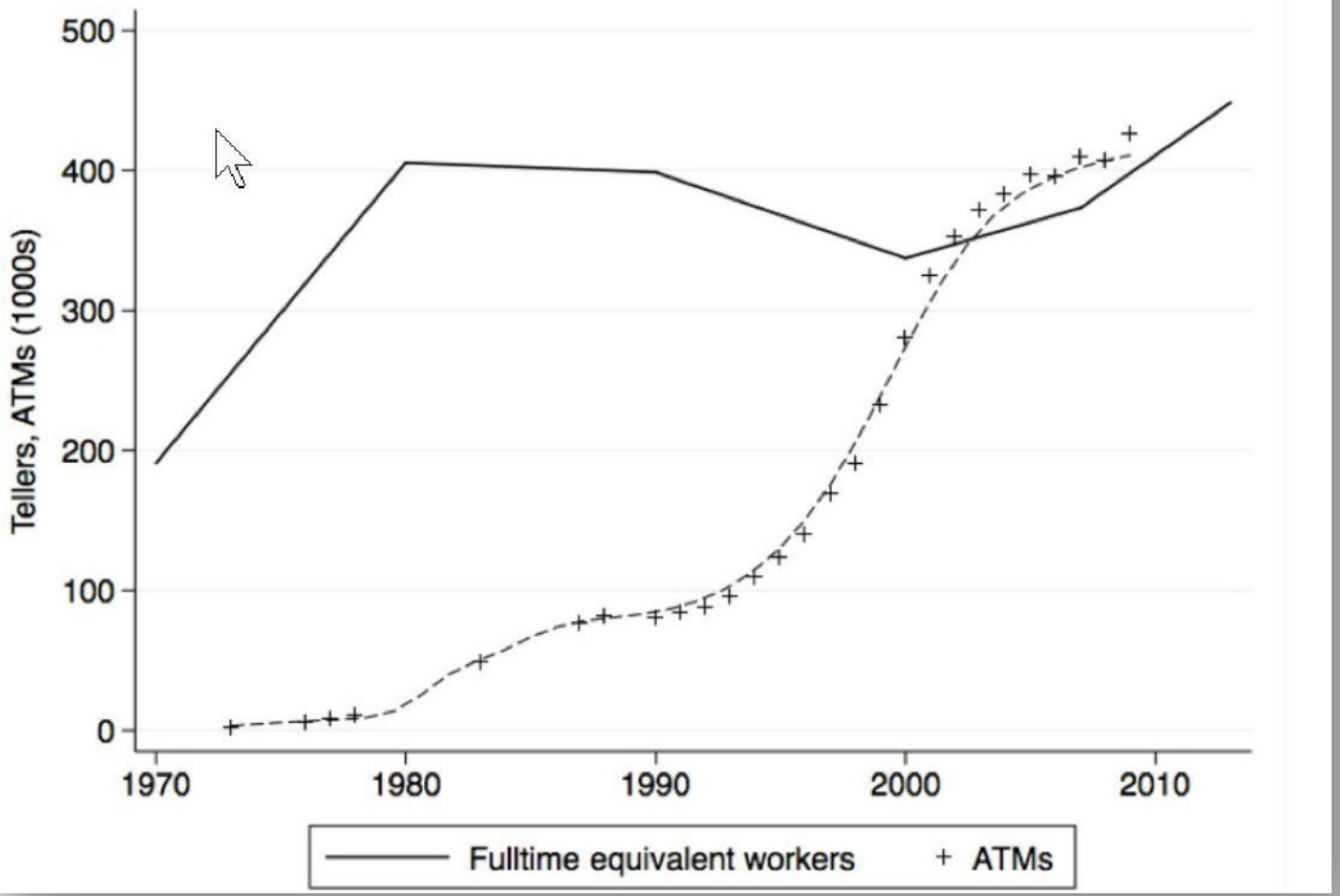
Why?: Automation reduces costs. Demand increases. Jobs are created.

Example: Bank ATMs lowered the cost of bank offices, so banks opened more offices and hired more people.

cepr.org/voxeu/columns/how-computer-automation-affects-occupations-technology-jobs-and-skills

OpenAI writes 80% of US workers could have 10% of their work tasks done by GPT. 19% workers could have more than 50% of their tasks done by GPT. Most-affected include high-wage jobs such as finance, insurance, data, publishing, broadcasting, scientific, management, telecoms, grants, and so on. See p. 27, arxiv.org/pdf/2303.10130.pdf

Figure 1. Fulltime-equivalent bank tellers and installed ATM machines in the US



Write Job Ads

The prompt: You're a marketing manager. Write a job ad for a mid-level web designer for our ski company. Our customers love to ski. Bonus points if you love to ski. Include a list of skills and experience, such as HTML, Wordpress, Wix, Jira, Slack. Build the new website from scratch. Use a friendly tone.

Seeking Mid-Level Web Designer - Join Our Ski Team!

Are you a talented web designer with a passion for the slopes? If so, we want to hear from you! Our company, a leader in the ski industry, is seeking a mid-level web designer to help us build a brand new website from scratch. And guess what? If you love to ski, you'll fit right in!

Responsibilities:

- Design and implement a new website that reflects our brand and appeals to our ski-loving customers.
- Collaborate with our development team to ensure the website is functional and user-friendly.
- Use your creative skills to produce a visually appealing site.

Skills and Experience:

- Proven experience in web design with a portfolio of your work.
- Proficiency in HTM, WordPress, or Wix.
- Experience with project management tools such as Jira and Slack.
- Strong understanding of UI/UX principles.
- Excellent problem-solving skills and attention to detail.
- Ability to work collaboratively in a team environment.

Bonus Points:

- We're ski enthusiasts, and we'd love for you to share our passion.

If you're ready to combine your web design skills with your love for skiing, apply today! We can't wait to see the amazing work we'll create together on and off the slopes.

Resources

Reading: Articles from AI Platforms

OpenAI

- openai.com/blog/how-should-ai-systems-behave/
- openai.com/blog/planning-for-agi-and-beyond/
- Inside story by the developers of ChatGPT: 3quarksdaily.com/3quarksdaily/2023/03/the-inside-story-of-how-chatgpt-was-built-from-the-people-who-made-it.html

Microsoft

- Bill Gates on AI www.gatesnotes.com/The-Age-of-AI-Has-Begun
- Copilot: https://www.microsoft.com/en-us/microsoft-365/blog/2023/03/16/introducing-microsoft-365-copilot-a-whole-new-way-to-work/Microsoft
- Copilot: https://joshbersin.com/2023/03/microsofts-massive-upgrade-openai-copilot-for-entire-ms-365-suite/
- Copilot: https://news.microsoft.com/reinventing-productivity/

Meta

- Yann Lecun: https://openreview.net/forum?id=BZ5a1r-kVsf

Google

- Google I/O May 2023 in ten minutes youtube.com/watch?v=QpBTM0GO6xI
- Position paper by Sundar Pichai (CEO of Google), Demis Hassabis (Founder and CEO of Deepmind at Google), Jeff Dean (Lead of Google AI), Marian Croak (VP Engineering at Google) ai.google/our-focus
- How LaMDA was developed. Capabilities, limits, and social concerns. semanticscholar.org/reader/b3848d32f7294ec708627897833c4097eb4d8778
- The Moat internal analysis doc simonwillison.net/2023/May/4/no-moat

Nvidia

- 2023 Keynote (video). four months of work to condense everything that Nvidia is doing in many different fields. hop to 36:27 and 53:26 for interesting stuff. youtube.com/watch?v=DiGB5uAYKAg

More Reading: Essays and Articles about AI

Others on AI

- Stanford report on the state of AI: aiindex.stanford.edu/report/
- Dan McCreary: dmccreary.medium.com/rl-widens-the-chatgpt-moat-7543041cda54
- Digital China: digichina.stanford.edu/work/translation-plan-for-the-overall-layout-of-building-a-digital-china/
- Errors in AI. "*A Categorical Archive of ChatGPT Failures*" by Ali Borji arXiv:2302.03494v1 [cs.CL] 6 Feb 2023 at arxiv.org/abs/2302.03494
- *What Is ChatGPT* by Stephen Wolfram: writings.stephenwolfram.com/2023/02/what-is-chatgpt-doing-and-why-does-it-work/
- Summary of the Wolfram book at andreas.com/book-wolfram.html
- Information for developers and investors to understand AI. From A16Z.com a16z.com/2023/05/25/ai-canon/
- *God Human Animal Machine* by Meghan O'Gieblyn (book).
- Susan Schneider: iai.tv/articles/susan-schneider-dont-ask-ai-if-its-conscious-auid-2344?_auid=2020
- Explanation of LLM: assemblyai.com/blog/the-full-ory-of-large-language-models-and-rlhf/
- *The Ghost In The Machine: Emergence And Intelligence In Large Language Models* by Ali Minai. Part one at 3quarksdaily.com/3quarksdaily/2023/05/the-ghost-in-the-machine-part-i-emergence-and-intelligence-in-large-language-models.html. Part two at 3quarksdaily.com/3quarksdaily/2023/05/the-ghost-in-the-machine-part-ii-simplifying-the-ghost-of-ai.html
- Rob Toews in Forbes: forbes.com/sites/robtoews/2023/02/07/the-next-generation-of-large-language-models/?sh=6ecbaf1f18db

Documentation for ChatGPT

- ChatGPT: platform.openai.com/docs/introduction
- More tools: OpenAI.com/examples/
- Release Notes: help.openai.com/en/articles/6825453-chatgpt-release-notes

Questions and Answers

Your Questions & Answers and Discussion

We have 60+ questions from various presentations:

- I used ChatGPT to find categories and sort the questions into categories.
- I wrote answers (me, not ChatGPT!) to your questions. See answers at andreas.com/ai-questions.html
- These questions are a good indicator of people's concerns.

The Prompt: Act as an editor. Read these questions from attendees. Group the questions. Add a few representative quotes. Show sentiment with values of positive, neutral, or negative. Show the results in a markdown table: [insert text]

Ask follow-up questions or send comments to me at andreas@andreas.com

(A few selected items)

AI Capabilities & Features

Are there shared workspaces available where multiple team members can contribute to the same prompts? If not, is that coming?

Can you ask it to read/crawl a website or page first, and answer based on that scan?

AI Impact & Future Prospects

As AI improves, wouldn't it be possible for it to provide highest likelihood of …

Can you talk about the socio-economic impact of AI in the next year(s)?

AI Ethics, Privacy & Security

Do we run a risk by asking for high level strategy from AI of running into …

Is what we input and what gets put out by AI get shared or become property…

AI Tools & Integrations

Do you recommend Jasper for SEO purpose?

What is the purpose of plugins?

AI Accuracy & Trustworthiness

But if it usually factual information then how useful is that?

If you use AI to create a draft and then tweak it, does it become copyrighted?

Miscellaneous

I just hope this is not the end of original thought.

I'm sending my boss the cat-gpt when she asks me what I learned today... :)

Use AI to Summarize Audience Surveys, Polls, Questions

DMANC The Direct Marketing Association of Northern California Certification Workshop

You can use AI to summarize a long list of questions, survey answers, etc. to get a sense of general concerns or trends. It finds and creates general categories for you.

1. Open the survey, questions, or poll in Excel.
2. **The prompt:** Act as an senior editor. Read these questions from attendees. Group the questions into categories. Add three representative quotes for each category. Show sentiment with values of positive, neutral, or negative. Show the results in a markdown table (copy the survey and paste into ChatGPT).

Category	Representative Questions	Sentiment
AI Capabilities and Functionality	"Are there shared workspaces available where multiple team members can contribute to the same prompts?" "Can you ask it to read/crawl a website or page first, and answer based on that scan?" "Can you ask it to write a marketing plan?"	Neutral
AI Implications on Jobs and Society	"Can you talk about the socio-economic impact of AI in the next year(s)?" "Can you give a jobs overview -- how do we stay ahead of this and remain relevant as marketing professionals?" "Could AI lead to homogenized culture?"	Neutral
Concerns about AI Accuracy and Trustworthiness	"But if it usually factual information then how useful is that?" "You said earlier that nothing can/should be trusted in terms of facts on ChatGPT -- can you flag where incorrect information is most likely and what we should be aware of?"	Negative
AI Policy and Legal Issues	"Do you see any laws coming that requires AI generated content to be labeled as such? Or do you see any technologies that can detect if its generated by AI?" "What type of legal concerns do organizations need to address in terms of utilizing AI? Is the data that gets input then free-use in the AI machine for others?" "What about Artist Rights and Artist Rights Society guidelines?"	Neutral
Specific AI Tools and Products	"Do you recommend Jasper for SEO purpose?" "How do we install Copilot for email and other Microsoft appliances?" "Is beta features only in the pro? I don't see it in free"	Neutral
AI in Business Context	"If Microsoft Copilot is automatically enabled for M356 suite for business, have they addressed howl this impact the privacy and cybersecurity of the business and customer data?" "If you ask it to suggest article topics, can it take into consideration your organization's values and the type of content already on your organization site in its suggestions?" "What is the outlook for AI plug-ins to be used by organizations to enable live chat support on their websites? Any companies/players to highlight here?"	Neutral

Market Analysis

Research Reports for Overviews

Quickly get an overview of a market.

Prompt: Act as a McKenzie consultant. Write a market research report for the director of marketing in the style of a strategic analyst on the state of the ski marketing, focusing on Atomic, Rossignol, Salomon, and Nordica.

Market Research Report: Ski Industry

(Shortened version)

Executive Summary:

The global ski equipment market is influenced by factors such as technological advancements, changing consumer preferences, and global weather patterns.

Market Overview:

The ski equipment market has been experiencing steady growth over the past few years, driven by an increase in outdoor recreational activities and winter sports.

Competitive Landscape:

- Atomic: Atomic is a well-established brand known for its innovative ski equipment. The company has a strong presence in both the racing and recreational segments.
- Rossignol: Rossignol is a key player in the market, offering a wide range of ski equipment. The company has a strong heritage and is known for its quality products.
- Salomon: Salomon is renowned for its versatile portfolio to a wide range of consumers, from beginners to professionals.

Opportunities and Challenges:

The increasing popularity of winter sports, especially among the younger demographic, and the rising trend of adventure tourism provide significant opportunities for market expansion.

Strategic Recommendations:

- Product Innovation: Continuous investment in R&D to develop technologically advanced and user-friendly products can help companies differentiate.
- Marketing and Branding: Effective marketing strategies, including sponsorships and partnerships, can help companies increase brand visibility.
- Expanding Distribution Channels: Expanding distribution channels can help companies reach a larger audience and boost sales.

Conclusion:

Companies that can effectively leverage these opportunities while navigating the challenges will be well-positioned to succeed in this market.

Competitor Analysis

- Act as a marketing strategist.

Tip: Use PDF analysis of organizations' annual reports to do comparisons.



What is Rossignol's marketing strategy?

- Brand Positioning: Rossignol likely focuses on positioning itself as a premium and reputable brand in the winter sports industry. They may emphasize their heritage, craftsmanship, and expertise in developing high-performance equipment to attract professional athletes and serious enthusiasts.
- Product Differentiation: Rossignol may highlight the unique features and technological advancements in their products to differentiate themselves from competitors. They might emphasize factors such as design, materials used, durability, and performance characteristics to appeal to customers seeking high-quality equipment.
- Sponsorships and Endorsements: Collaborating with professional athletes and teams is a common marketing strategy in the sporting goods industry. Rossignol may sponsor renowned athletes, ski competitions, or snowboarding events to enhance brand visibility and credibility, associating their brand with top-level performance.

What is Salomon marketing strategy?

- Product Innovation: Salomon has built a reputation for designing and manufacturing high-quality outdoor equipment and apparel. Their marketing strategy emphasizes product innovation and technological advancements, highlighting features that enhance performance, comfort, and safety. They promote their products as the forefront of industry advancements.
- Endorsements and Partnerships: Salomon collaborates with professional athletes and influential figures in outdoor sports. These partnerships help to create brand ambassadors who can endorse Salomon's products and reinforce the brand's credibility. Engaging Content: Salomon creates and shares engaging content related to outdoor activities and the sports they cater to. This includes sharing stories of athletes, expeditions, and adventures. By providing valuable and inspiring content, Salomon aims to connect with its target audience and foster a sense of community around their brand.

Prepare for Meetings and Conferences

Prepare to Attend a Conference or Event

The prompt: I'm going to this conference [Insert the conference URL]. Tell me about the speakers, their topics, and their interests.



i'm going to this conference. https://collisionconf.com/tracks/healthconf . tell me about the main speakers and their interests.

The Collision Conference is a large tech conference that covers a variety of topics, including the HealthConf track, which focuses on healthcare innovation and digital health. Here are some of the main speakers for the HealthConf track and their interests:

1. John Nosta - John Nosta is the founder of NostaLab, a healthcare innovation think tank, and is a globally recognized thought leader in digital health and innovation. He is interested in the intersection of technology and healthcare, and how digital health solutions can improve patient outcomes and access to care.
2. Dr. Lyle Berkowitz - Dr. Lyle Berkowitz is a practicing primary care physician and healthcare innovator who has led digital health initiatives at several major health systems. He is interested in using technology to improve the patient experience and has a particular focus on telemedicine and virtual care.
3. Dr. Ruchika Talwar - Dr. Ruchika Talwar is the Chief Medical Officer of SymphonyRM, a healthcare AI company, and is a practicing physician. She is interested in using AI and machine learning to personalize patient care and improve health outcomes, particularly for underserved populations.
4. Erika Angle - Erika Angle is the CEO and co-founder of Ixcela, a digital health company that focuses on gut microbiome testing and personalized wellness plans. She is interested in using technology to empower individuals to take control of their health and wellness, and has a particular focus on the role of the microbiome in overall health.

Prepare for Meetings and Interviews

The prompt: I'm meeting with Dr. Lyle Berkowitz on Monday in San Francisco. I'm interested in digital health. Can you give me ten good questions to ask?

Absolutely, here are ten questions you could ask Dr. Lyle Berkowitz:

1. What inspired you to focus on digital health, and how do you see it evolving in the next 5-10 years?
2. Can you share a digital health project that you're particularly proud of and why?
3. How do you think digital health can help address health disparities and improve access to care?
4. What are the biggest challenges in implementing digital health solutions, and how can they be overcome?
5. How do you see AI and machine learning impacting digital health?
6. Can you share your thoughts on the role of data privacy and security in digital health?
7. How can digital health tools be designed to be more user-friendly for both patients and healthcare providers?
8. What role do you see telemedicine playing in the future of healthcare, especially post-pandemic?
9. How can digital health solutions be integrated into existing healthcare systems to ensure a seamless experience for patients?
10. What advice would you give to someone interested in pursuing a career in digital health?

Convert My Meeting Notes to a Summary

The prompt: Act as the manager of marketing. Convert my handwritten notes to a first-hand account of the meeting:

Example of notes:

Meeting May 7, 2023

Tom: sales up 22% this quarter over last.

Laura: new website is live.

Zhihong: prepping for the tradeshow June 15.

Laura: will help with tradeshow booth prep.

Carlos: setting up social media campaign for tradeshow.

On May 7, 2023, our team convened for a quick meeting to discuss updates and initiatives.

- Tom, our sales lead, kicked off the meeting with an encouraging report. Sales have seen a substantial uptick this quarter, exhibiting a 22% increase over the previous quarter.
- Next, Laura, our digital strategist, announced the launch of our new website, marking a significant step forward in our digital presence.
- The discussion then turned to the upcoming tradeshow scheduled for June 15. Zhihong, our tradeshow coordinator, said preparations are well underway.
- Laura offered to assist with the tradeshow booth preparation. This collaborative approach will undoubtedly strengthen our representation at the event.
- Carlos, our social media expert, is developing a social media campaign to enhance audience engagement and boost our presence at the tradeshow.

In summary, the meeting underscored our team's commitment to driving growth, enhancing our digital footprint, and maximizing opportunities at the upcoming tradeshow. We look forward to the outcomes of these collaborative efforts.

Review and Prepare

Read and Analyze Articles

Use AI to read Harvard Business Journal, WSJ, Financial Times, Forbes, Inc., and more.

The prompt: Act as the marketing manager. Write a [300] word summary of the following article. Include five key points, five weaknesses, five counter arguments, five bias for, five bias against, and five suggestions for improvement. [insert text | URL]

Followup: Ask me questions about [insert text | URL].

ChatGPT currently (May 2023) accepts 25,000 words (about half of a 150-page book).

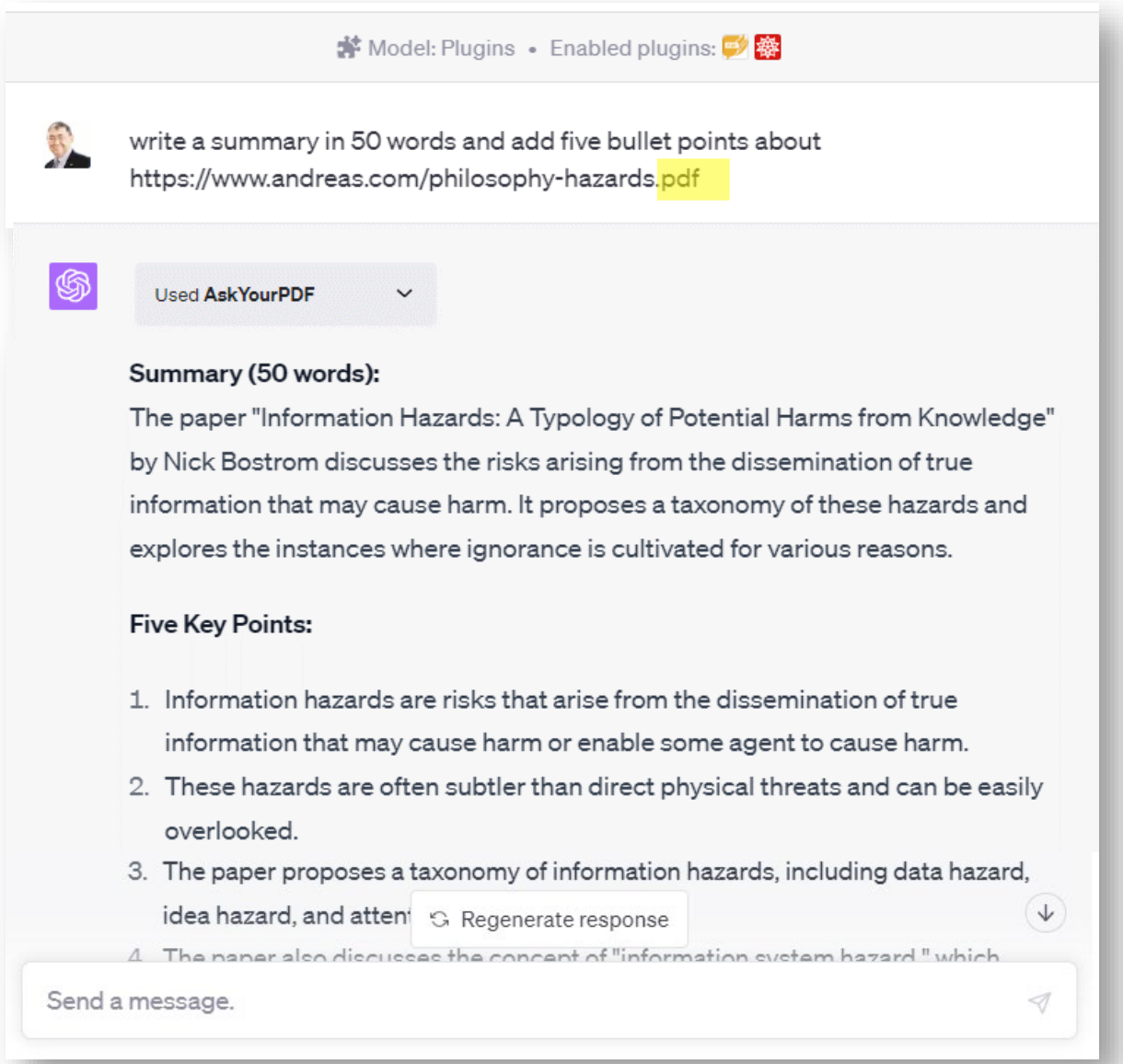
Tip: If it stops, type "go on" and the AI will continue.



Read and Analyze PDFs and Articles

- Add the **AskYourPDF** plugin to ChatGPT.
- More at askyourpdf.com/upload
- This works with pdf, doc, docx, txt, ppt, pptx, csv, epub, and rtf.
- You can also put PDFs on your website in a folder. In the prompt, use the full URL, including .pdf (not .html).
- Use the analysis prompt from the previous slide and add the PDF.

You can also use Bing Chat to summarize PDFs:
1. Drag the PDF into MS Edge.
2. Click the **B** icon (upper right corner) to open the sidebar.



Writing Pages with AI

Write Your Business Plan

DMANC
The Direct Marketing Association of Northern California
Certification Workshop

The prompt: We plan to sell Bluetooth ski boots for downhill skiing in Colorado. Write a business plan for [investors]. Name for the business idea, executive summary in one line, explain my project in one sentence, the business model, user pain points, problems for customers, (and so on). Write the results in a markdown table.

- Create versions of the business plan for investors, management, staff, and customers.
- Review every line carefully.

Tip: If ChatGTP stops, type "Go on. Put the results in a markdown table."

- Name for the business idea
- Executive summary in one line
- Explain my project in one sentence
- Business strategy
- Business model
- Write fifteen ideas for my products
- Write five user pain points
- Write five problems for customers
- Write five solutions for customers
- Write five UVPs (Unique Value Proposition)
- Steps for validation of the business idea
- How to validate the business idea
- List five potential business challenges
- Estimated first year cost of operation
- Target Audience
- Customer segments
- Customer interview
- Competitive analysis
- Key resources
- Key partners
- Revenue stream sources
- Business costs
- Marketing strategy
- Marketing channels
- Write five USPs (Unique Selling Points)
- Write ten slogans for my project
- Write a press release
- Sales strategy
- Sales channels
- Emails to customers
- Team roles and responsibilities
- List the barriers and add solutions
- Presentations for customers and investors
- What questions should I ask?

The Result: Your Business Plan in Two Minutes

Try this two or three times.

AI produces a new result each time. You may get better items.

Category	Description
Business Idea Name	SkiSync
Executive Summary	Revolutionizing the skiing experience with innovative Bluetooth ski boots.
Project in One Sentence	SkiSync offers Bluetooth-enabled ski boots designed to enhance communication and provide skiers with real-time skiing data for a safer and more enjoyable experience.
Business Model	Direct-to-consumer sales through our website and partnerships with ski resorts and sporting goods stores.
Business Strategy	Utilizing a unique combination of innovative technology, high-quality materials, and targeted marketing to penetrate the competitive ski boot market.
Product Ideas	1. Adjustable Heel Cushion System 2. Wireless Charging System 3. Ski Tracking App Integration 4. Customizable Flex Control 5. Built-in GPS Locator 6. Voice Command System 7. Ski Performance Analytics 8. Dynamic Temperature Control 9. Anti-Fog Ventilation System 10. Collision Alert System 11. Social Media Integration 12. Emergency SOS Feature 13. Smart Lock System 14. Energy Recovery System 15. Augmented Reality Goggle Compatibility

Proposals for Funding or Grants

Use “Act as investor” and set the audience to investors.

Items to cover:

- Executive summary
- Introduce our organization.
- Problem statement.
- Target audience.
- Goals and objectives.
- Methods and strategies.
- Evaluation and tracking success.
- Funding sources.
- Sustainability.
- Project budget.

Tip: Use AI to write the cover letter.



Project Title: Healthy Moms for Healthy Kids

Project Description:

We propose to establish a community-based mothers and infants center, "Healthy Moms for Healthy Kids", in Smalltown, the city surrounding Bigtown. Our primary focus is to provide nutritional education and counseling for mothers, particularly those from extremely low-income areas, to improve the well-being of their young children.

Project Objectives:

- Educate mothers on the importance of proper nutrition for their children.
- Utilize student volunteers to provide educational and counseling services.
- Foster a collaborative environment between the community and the university.
- Improve the overall health and well-being of children.

Volunteer Program and Training:

The project will engage student volunteers who will undergo a comprehensive 4-week training program at the beginning of their work with the center. This program will equip them with essential knowledge on maternal nutrition and effective adult teaching methods. Student volunteers demonstrating proficiency during the initial training will be invited to participate in an advanced training program to learn effective nutritional counseling techniques. Each volunteer is expected to contribute 3-5 hours per week and commit for a minimum of 6 months.

Staff and Governance:

The project will be operated by a team of 6 full-time and part-time staff members. A Governing Board comprising community leaders and university staff will oversee the center's operations, ensuring alignment with our mission and objectives.

Write Books for Content Marketing

The prompt: Act as a non-fiction business book author. The audience professional downhill skiers at Lake Tahoe. Write a book proposal. Topics include the type of snow, the types of skis, the ski boots, ski gear, ski slopes, ski lifts, training, events, competitions, hotels, and restaurants. Write chapter headings. Add subheadings.

Tips:

- Ask AI to suggest the audiences ("Who are the different audiences for skiing?") such as skis for beginners, for professionals, instructors, for ski stores.
- Ask AI for the topics, such as ski boots, skis, ski poles, ski helmets, and so on.
- Build a library of books for your organization.

One of my French students is using AI to write five books on AI and finance.

Tip: Get my book "How to Write a Book" (free at Amazon). Use this to publish your books and offer them to your customers.

Book Proposal: "Downhill Skiing at Lake Tahoe"

Chapter 1: Introduction
- Overview of Lake Tahoe's ski culture and history
- Overview of the book's main topics and chapter breakdown

Chapter 2: The Snow
- Snow conditions at Lake Tahoe
- Impact of snow on skiing
- Snow safety and preparation

Chapter 3: The Skis
- Types of skis used by professional skiers
- How to choose the right skis for different conditions

Chapter 4: The Ski Boots
- Types of ski boots used by professional skiers
- How to choose the right ski boots for different conditions

Chapter 5: Ski Gear
- Essential gear for professional skiers
- How to choose the right ski gear for different conditions

Chapter 6: Conclusion
- Recap of main points
- Future of skiing at Lake Tahoe

Additional resources for skiers

Translate to 50+ Languages

- ChatGPT Pro works best in English, Spanish, French, German, Italian, Dutch, Russian, Chinese, Japanese, and Korean.
- Bing Translate has 70+ languages.
- Google Translate has 150+ languages.
- Meta has 4000+ languages.

The prompt: Act as a professional translator for English to French.

Tip: Translate documents and PDFs from other languages to yours.

Tip: Hire a professional translator to review for accuracy and colloquial expressions. For example, French in France, Belgium, Switzerland, Canada, Côte d'Ivoire, etc.

Entretien et soin de vos chaussures de ski de fond

Le ski de fond est un sport d'hiver passionnant, mais il nécessite un entretien adéquat de l'équipement pour une performance optimale. Parmi les équipements les plus cruciaux figurent vos chaussures de ski. Voici quelques conseils pour prolonger leur durée de vie et garantir qu'elles restent en parfait état.

- Premièrement, séchez toujours vos bottes après utilisation. L'humidité peut dégrader les matériaux et créer un terrain propice aux bactéries, entraînant des odeurs désagréables. Retirez les doublures et les semelles intérieures, si possible, et laissez-les sécher à l'air à température ambiante. Évitez les sources de chaleur directe comme les radiateurs, qui peuvent déformer les bottes.
- Deuxièmement, nettoyez régulièrement vos bottes. Utilisez une brosse douce pour enlever la saleté de la coque extérieure. Pour les taches tenaces, utilisez un chiffon humide et du savon doux. Rincez abondamment et laissez-les sécher. Pour les doublures, lavez-les à la main dans de l'eau chaude savonneuse, rincez et séchez à l'air.
- Troisièmement, vérifiez l'usure de vos bottes. Inspectez régulièrement les semelles pour détecter tout dommage et assurez-vous que les fixations sont toujours solidement attachées à vos skis. Si vous remarquez une usure significative, il est peut-être temps de les remplacer. (…)

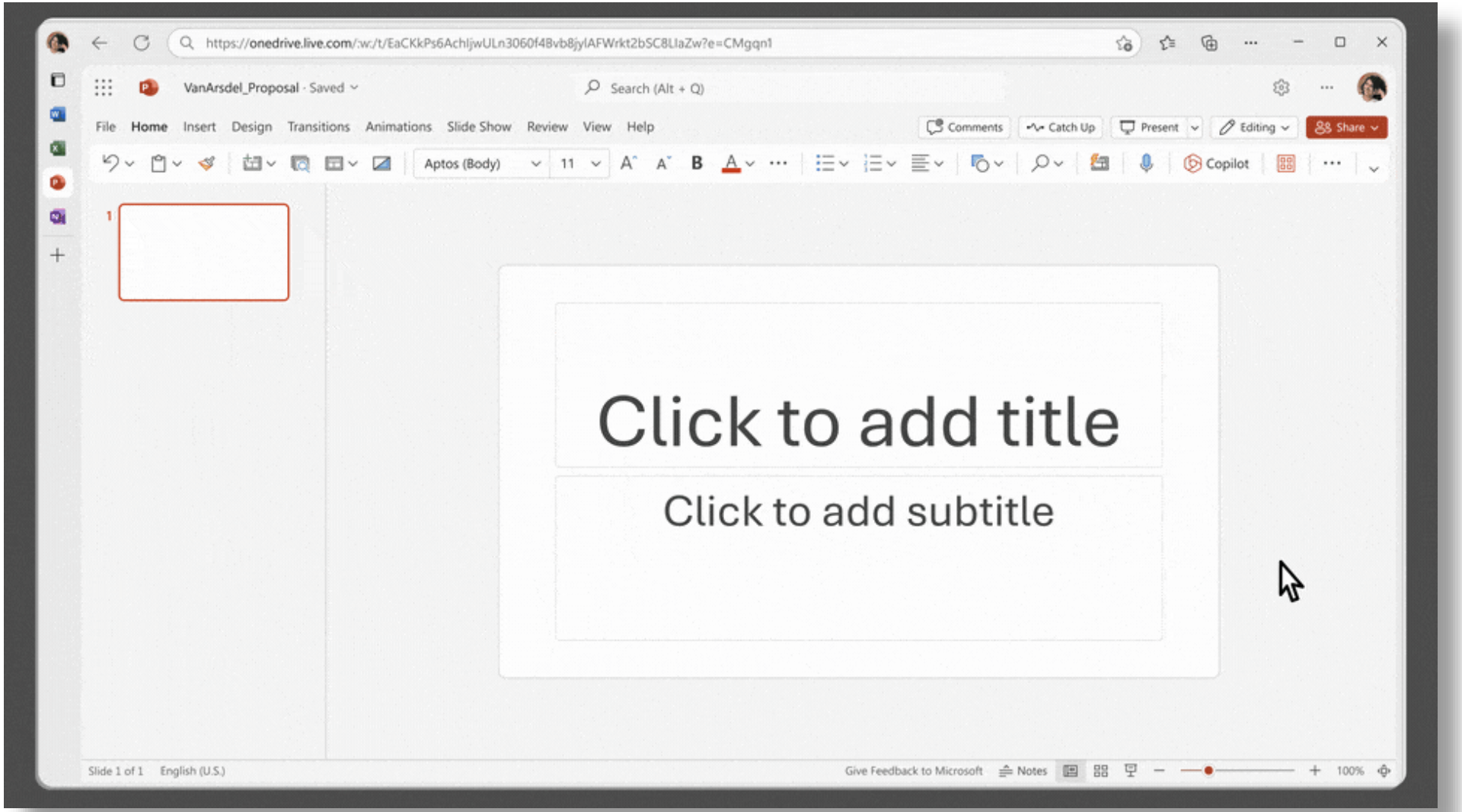
Make Presentations

Enter a prompt with your bullet points.

AI creates the slides with text, images, layout, and speaker notes.

- Microsoft Copilot is coming to PowerPoint.
- Slidesai.io (three free sets).
- Gamma.app

Note: Soon, I may be able to redesign my PowerPoints with Microsoft Copilot for PowerPoint.



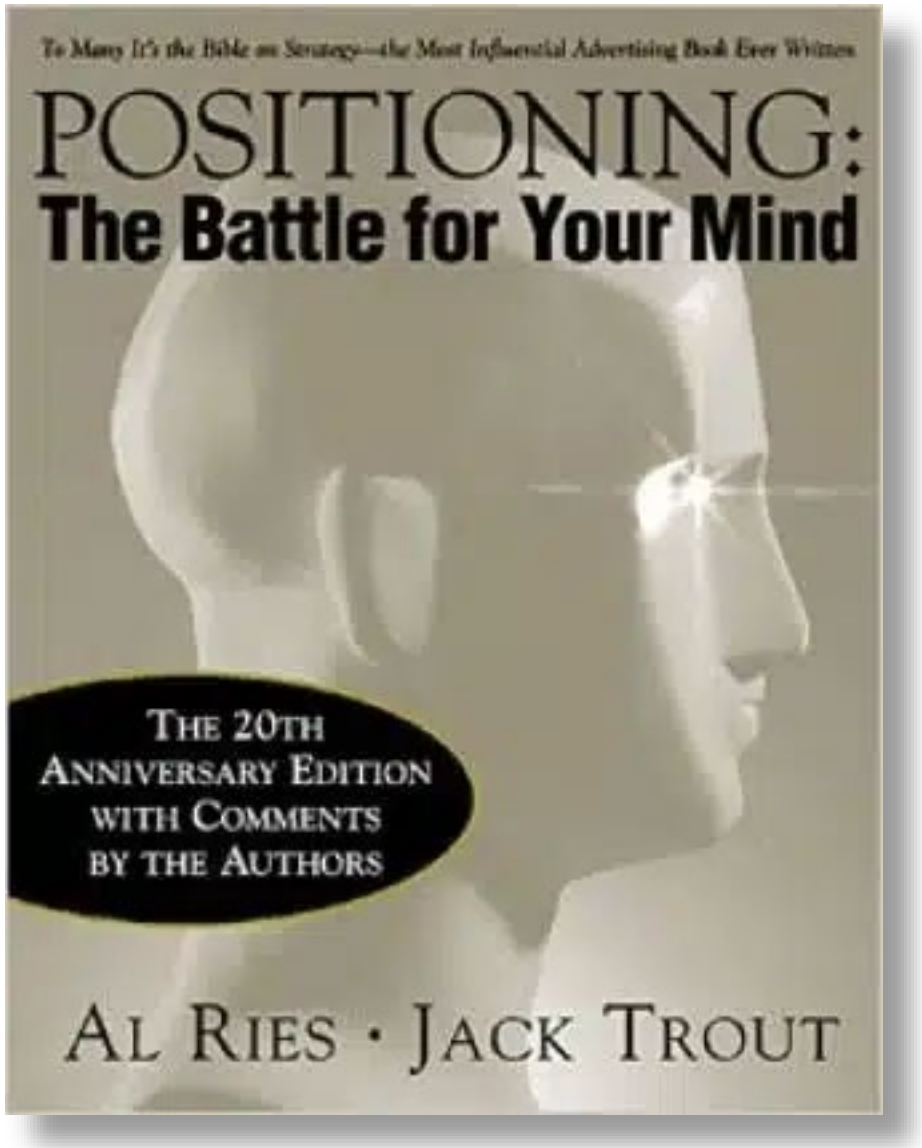
Read Marketing Books

Read Marketing Books Quickly

Get a summary and analysis to a marketing book (or any book) with this prompt, title, and author.

The prompt: Write a 300-word summary of the following book. Include five key points, five counter arguments, five weaknesses, five bias for, five bias against, and five suggestions for improvement. Positioning by Al Ries and Jack Trout

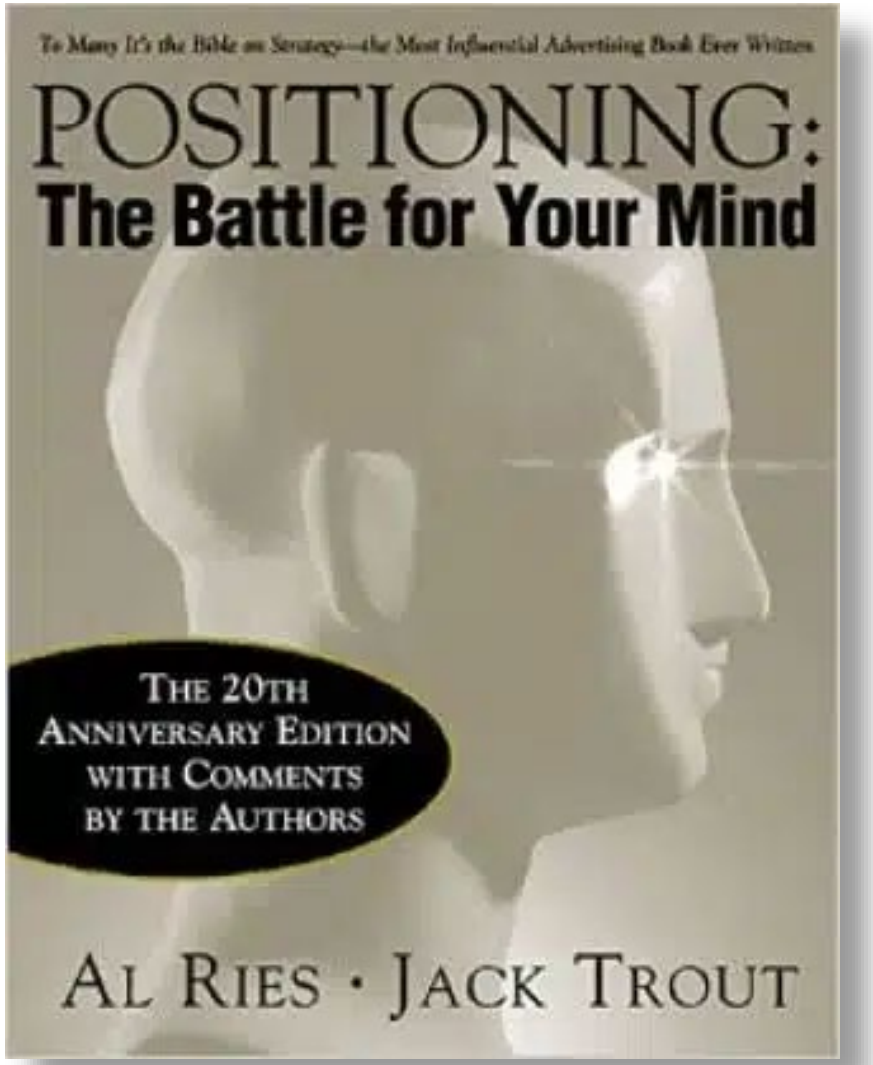
Many books are available.

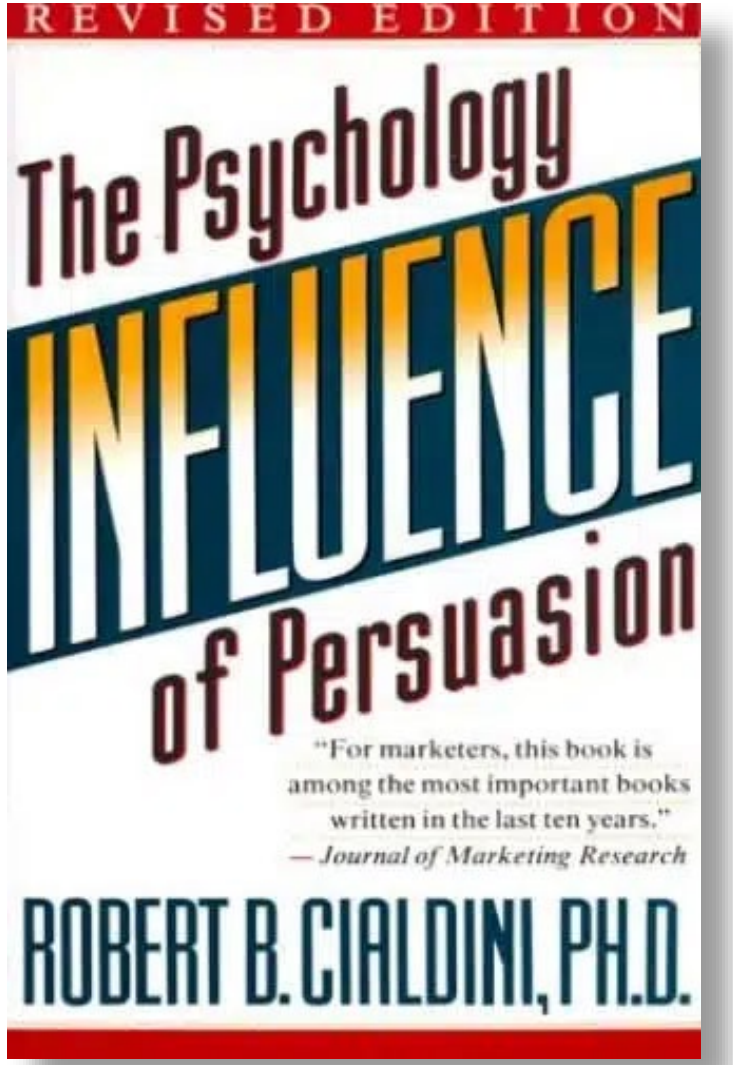


Compare Two Books

The prompt: Compare two books, Positioning by Al Ries and Jack Trout versus Influence by Dr. Robert Cialdini. Show connections. Write a 200 word summary of the following article. Include five key points, five counter arguments, five weaknesses, five bias for, five bias against, and five suggestions for improvement.

Tip: Go for three books!





How about 50 Books?

- Find the best books in marketing.
- Use AI to create summaries and comparisons.

This works in 46 languages: English, Spanish, French, German, Italian, Portuguese, Dutch, Russian, Chinese (Simplified and Traditional), Japanese, Korean, Arabic, Hindi, Turkish, Swedish, Norwegian, Danish, Polish, Finnish, Greek, Thai, Vietnamese, Czech, Slovak, Hungarian, Ukrainian, Persian, and more.

Tip: You don't need to buy the books.



AI and Images

AI-Generated Products and Models

Alibaba (the Amazon of China) offers a service called **Taji** to their customers:

- Upload your photos of clothes.
- Select from 100 virtual models.
- It generates an image of your clothes on the virtual models.

29,000 vendors have produced 1.6m images.



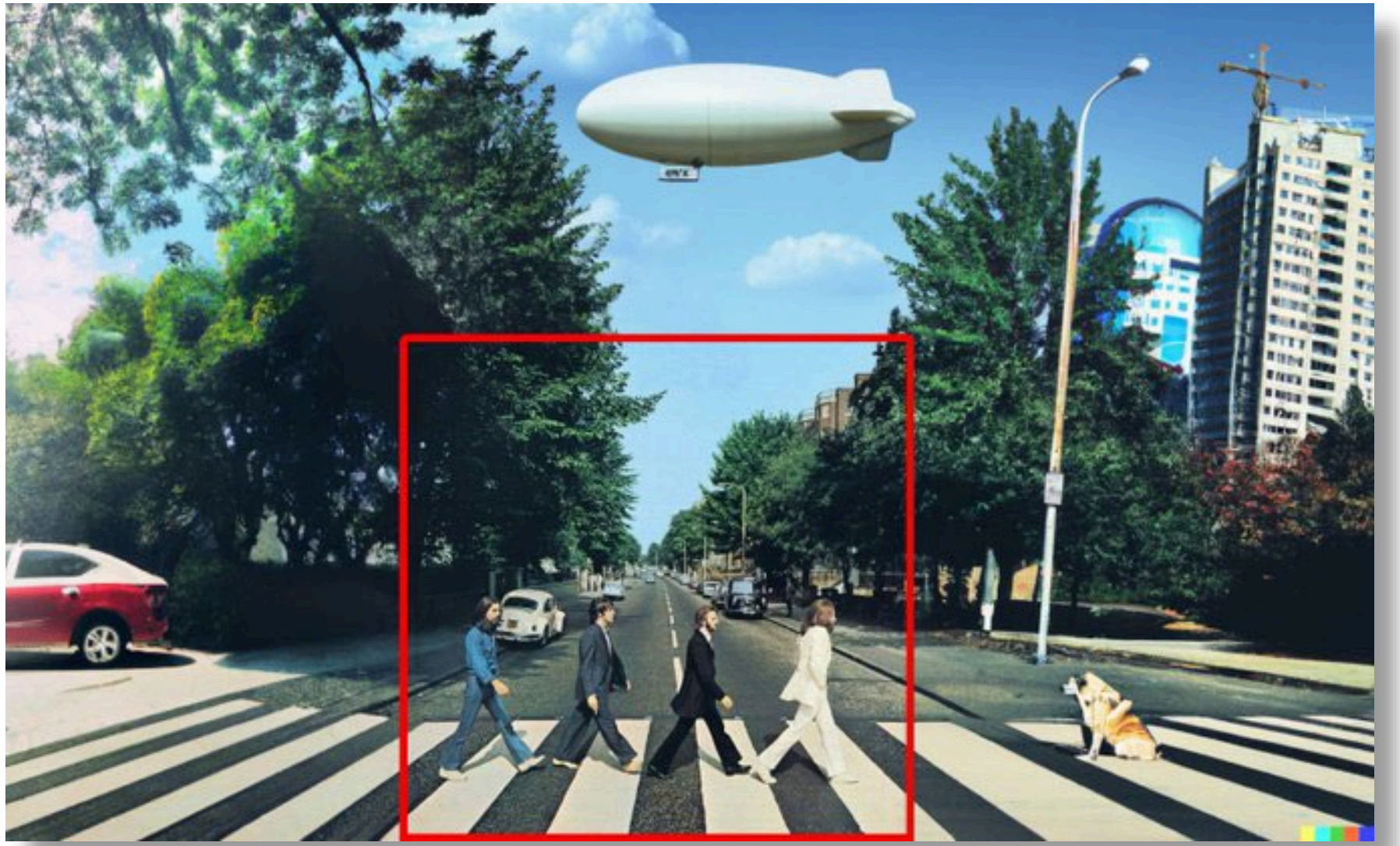


OpenAI Dall-e Generates the Rest of the Photo

Dall-e adds image fill.

1. Go https://openai.com/dall-e-2
2. Log in with the same ID and PW as ChatGPT.
3. Upload your image.
4. Crop the image to a square.
5. Click **Edit**.
6. Erase whatever you want to delete.
7. Add a box and write what you want to generate, such as a blimp or a dog.
8. Just write to add whatever you want: blimps, dogs, cars, the queen…

Free to use.



Logos with Google Bard

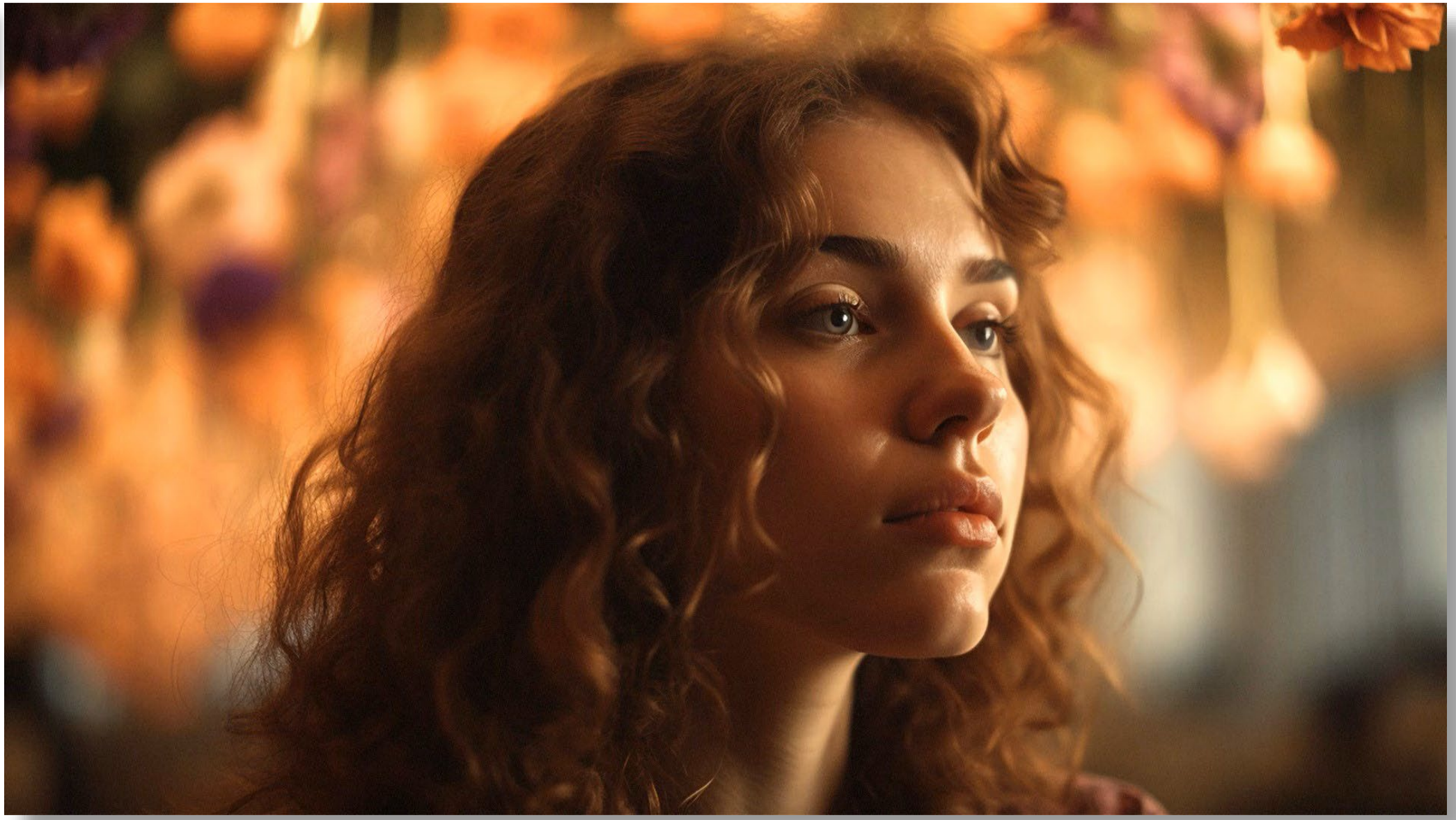
Describe your organization, product, or service and Google Bard creates the logo.



Examples of AI-Generated Images



Examples of AI-Generated Images



Examples of AI-Generated Images

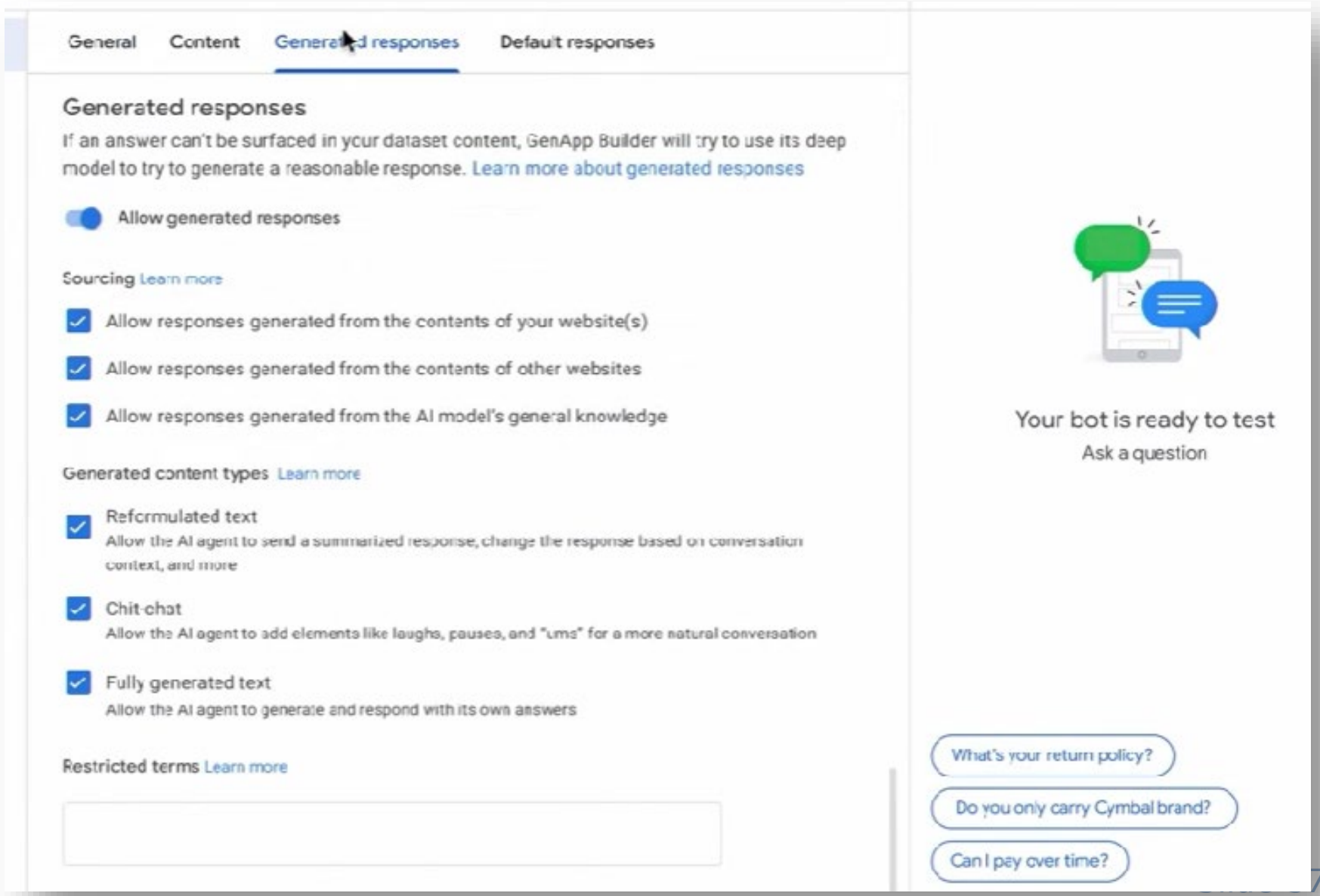


Mixed Items

Turn Your Website into an AI Bot

- Upload all of your documents, FAQs, user guides, tips, etc. to a folder in the cloud.
- You don’t need to index or sort. Just throw it all in there.
- The AI can use your documents to answer questions.

Coming by September 2023.

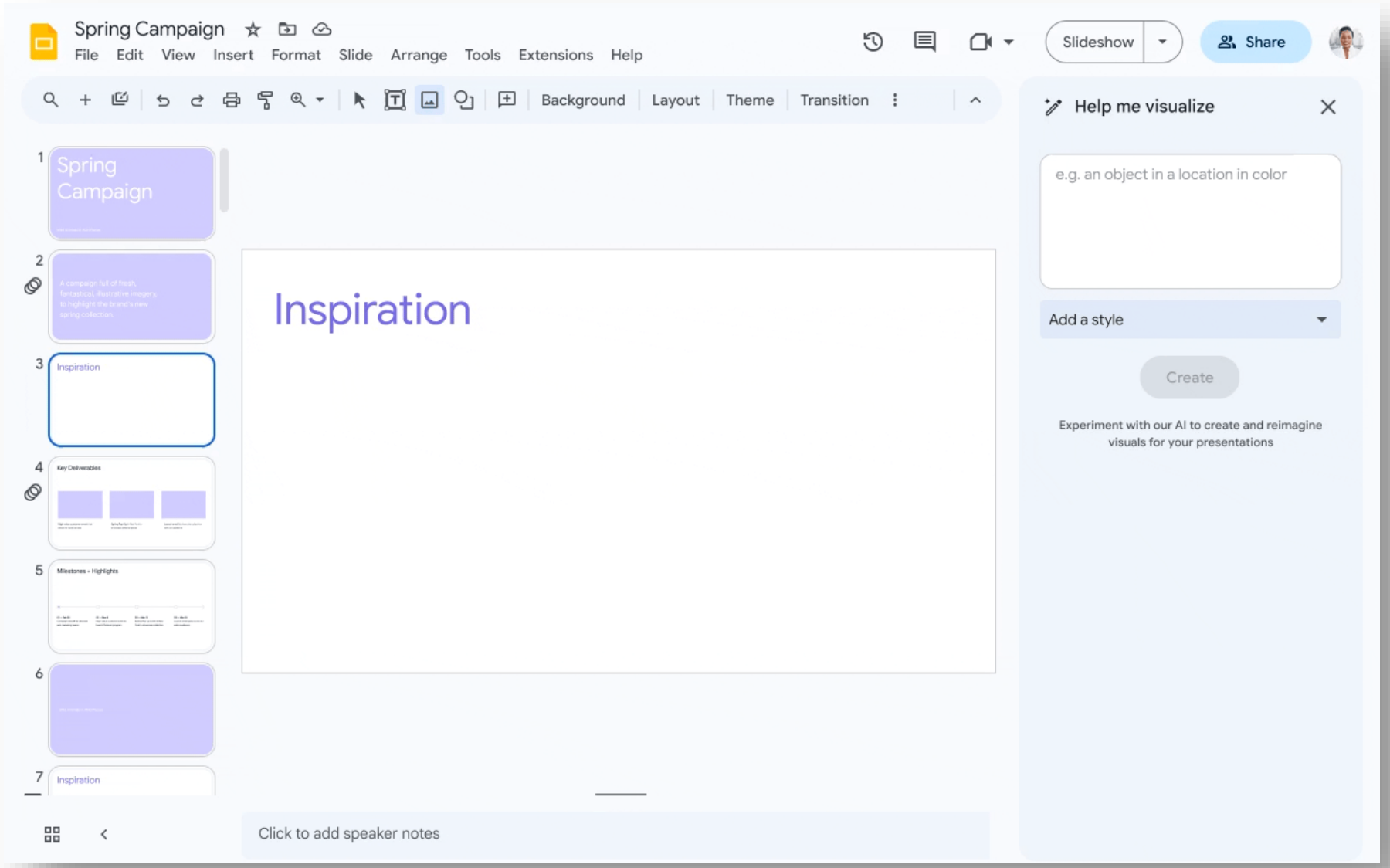


Google Duet AI

- Google Duet AI is a new tool for writing, organizing, visualizing, process data, managing meetings, and more.

See more at workspace.google.com/blog/product-announcements/duet-ai?hl=en

Sign up free at workspace.google.com/business/signup/welcome



Use ChatGPT to Improve Your LinkedIn Profile

Use ChatGPT or Microsoft Chat to rewrite improve your **Headline**, **About**, and other sections in LinkedIn to build connections and visibility in your industry.

The prompt to rewrite your About section: rewrite in concise professional style to my [ideal customer persona] with a relatable and authentic message that highlights my abilities and persuades them to [desired action]:

Example: Act as a senior hiring manager at a bank. The audience is bank presidents. Rewrite in concise professional style with a relatable and authentic message that highlights my abilities and persuades them to contact me:

Always review carefully!

(The Original About) Experienced Program and Project Manager comfortable with growth and change. Enjoy improving processes, providing meaningful metrics and eliminating frustration. Specialties: Building organizations, methodologies and processes. Broad knowledge of application areas including Finance, Budgeting, Forecasting, Contract Management, Royalty Management

- As an experienced Program and Project Manager, I have a proven track record in driving growth and managing change effectively.
- My expertise in building organizations, developing methodologies, and streamlining processes allows me to improve efficiency and deliver meaningful metrics. My broad knowledge of various application areas, including finance, budgeting, forecasting, contract management, and royalty management, makes me an ideal candidate to help your bank navigate the ever-changing landscape.
- I am confident in my ability to eliminate frustration and bring positive results.
- I would welcome the opportunity to discuss how my skills and experience can benefit your bank. Please do not hesitate to contact me.

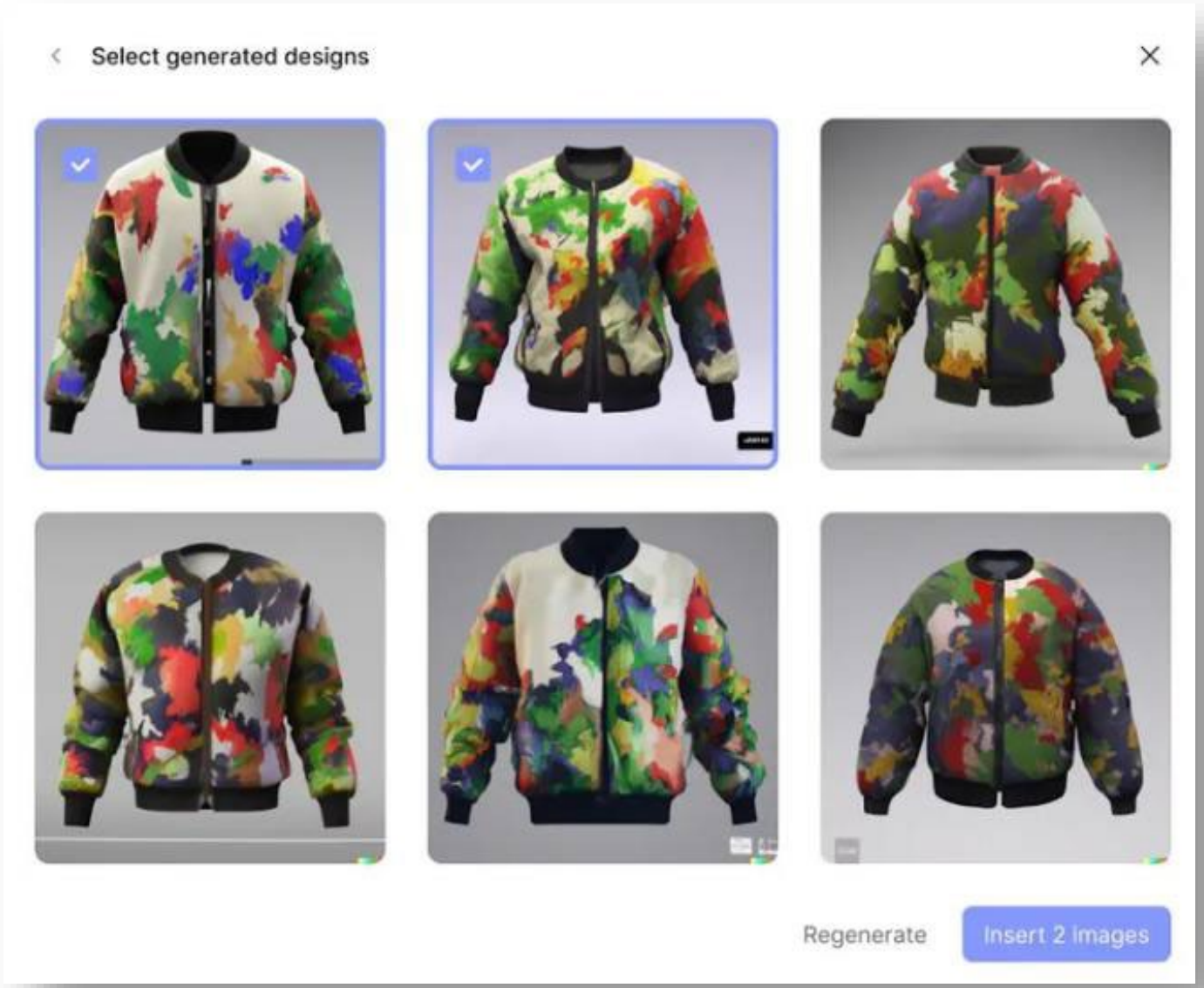
Design Clothes for Your Team, Events, and Trade Shows

Design jackets, shirts, pants, dresses, scarves, and more for your team, trade show booths, or events.

Try different styles, patterns, and colors.

When you have a design that you like, click to send it for production.

Free to design at **https://ca.la/**



Get Analyst Reports about Market and Companies

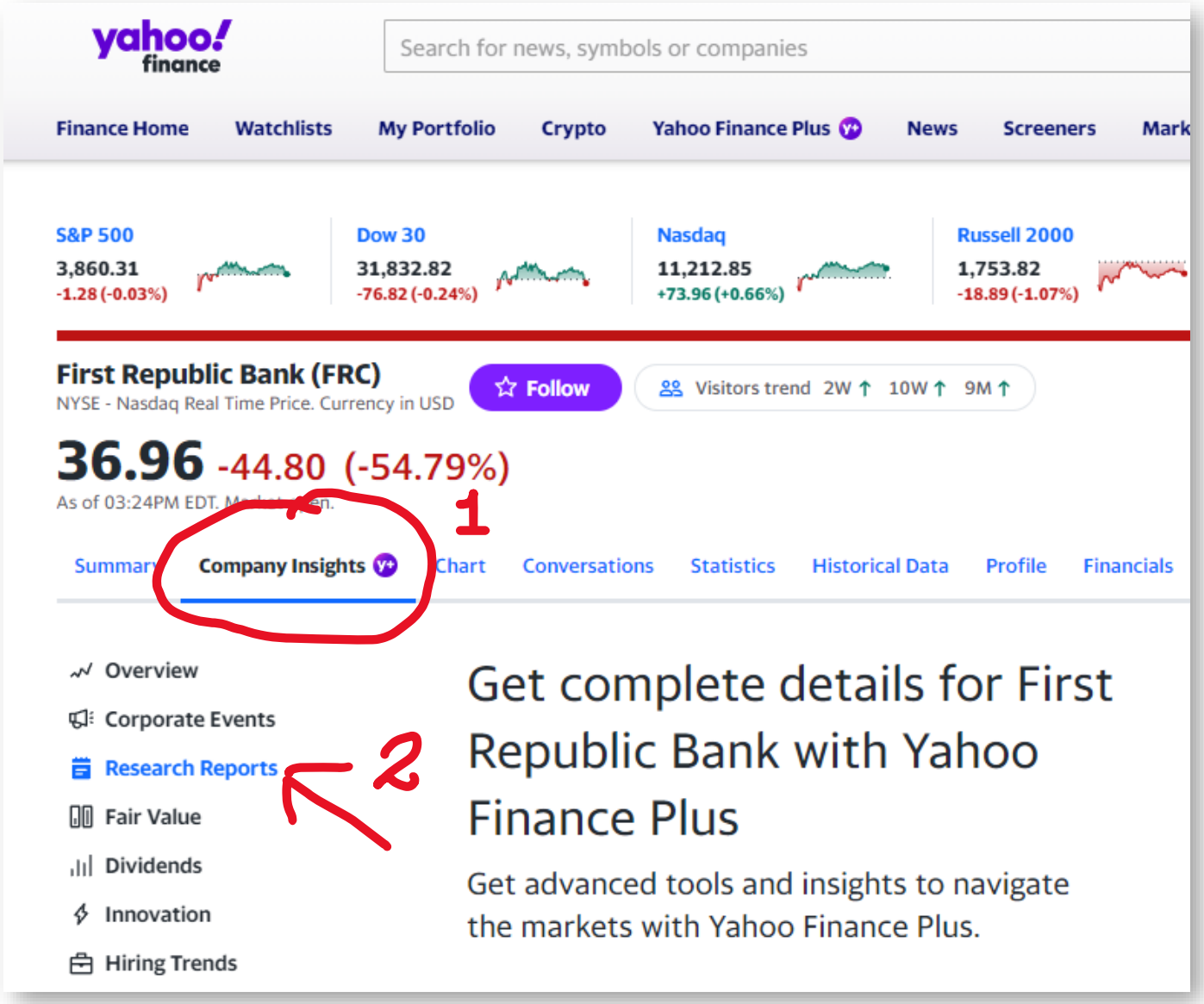
Use AI for summary, analysis, and comparison of companies.

To get analyst reports:

- Go to Yahoo Finance
- Find a organization.
- Select **(1) Company Insights**.
- Select **(2) Research Reports**.
- First 14 days free, $30 per month.

To find more analyst reports:

- Talk with your organization's Mergers and Acquisitions (M&A) team, investors, the CEO or CFO, industry associations, or research librarians at a university business school library.



Use AI to Understand Spreadsheets

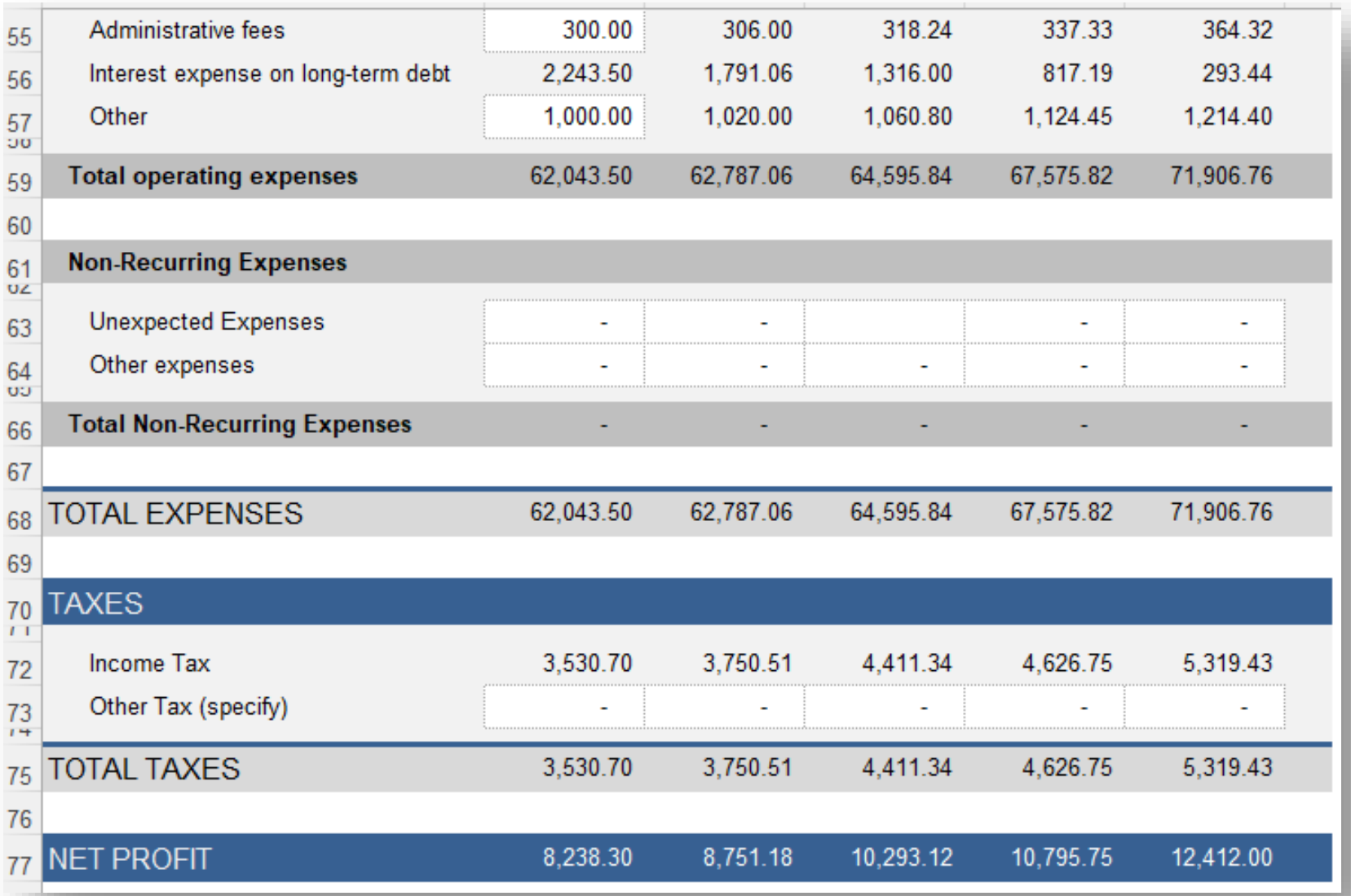
AI can also analyze and explain marketing spreadsheets and budgets.

1. Open a spreadsheet.
2. Copy the worksheet.
3. **The prompt:** Act as a finance analyst. Analyze this data. (see next slide).
4. Paste the worksheet.
5. See the result.

To copy from ChatGPT to Excel:

1. Prompt: Convert the table to csv format.
2. Copy the csv text.
3. Save it as filename.csv
4. Open Excel and drag the CSV file into Excel.

Tip: To learn or test, get a sample spreadsheet: spreadsheet123.com



55	Administrative fees	300.00	306.00	318.24	337.33	364.32
56	Interest expense on long-term debt	2,243.50	1,791.06	1,316.00	817.19	293.44
57	Other	1,000.00	1,020.00	1,060.80	1,124.45	1,214.40
59	**Total operating expenses**	62,043.50	62,787.06	64,595.84	67,575.82	71,906.76
60						
61	**Non-Recurring Expenses**					
63	Unexpected Expenses	-	-		-	-
64	Other expenses	-	-	-	-	-
66	**Total Non-Recurring Expenses**	-	-	-	-	-
67						
68	TOTAL EXPENSES	62,043.50	62,787.06	64,595.84	67,575.82	71,906.76
69						
70	TAXES					
72	Income Tax	3,530.70	3,750.51	4,411.34	4,626.75	5,319.43
73	Other Tax (specify)	-	-	-	-	-
75	TOTAL TAXES	3,530.70	3,750.51	4,411.34	4,626.75	5,319.43
76						
77	NET PROFIT	8,238.30	8,751.18	10,293.12	10,795.75	12,412.00

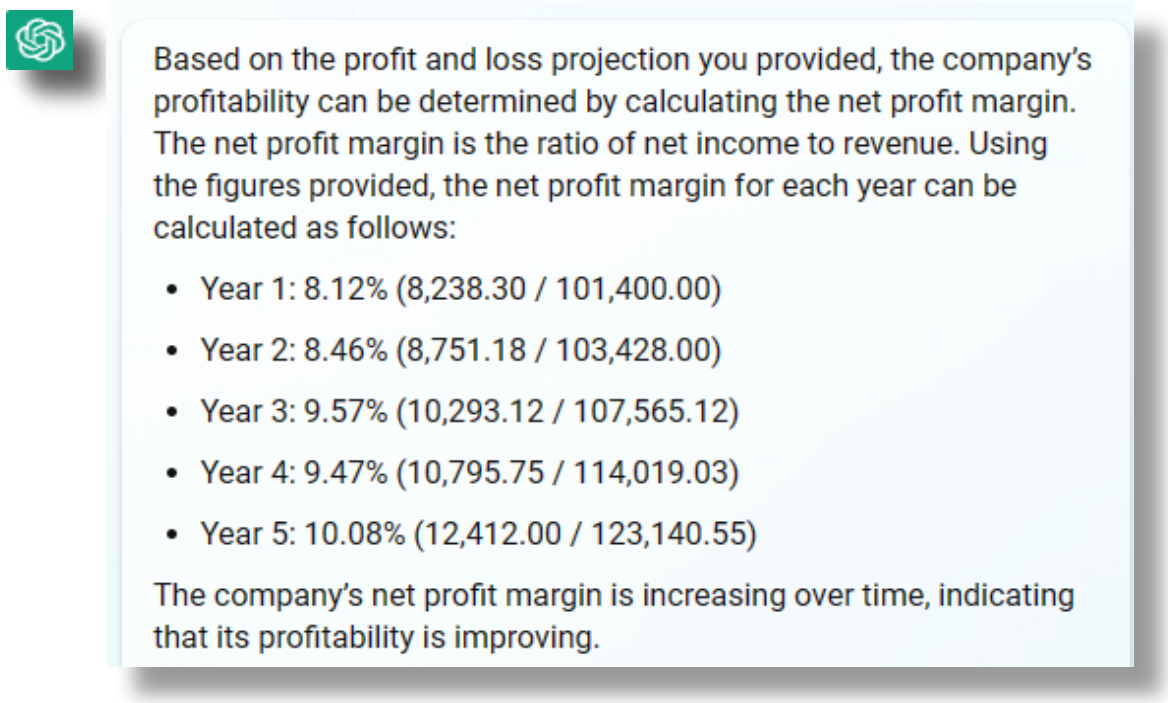
Financial Planning and Analysis (FP&A) with AI

Questions to ask:

- **Key revenue drivers:** What external factors affect business?
- **Forecasting:** Use past trends to predict future performance. Use historical data to identify seasonal trends.
- **Sales performance:** Analyze sales data by product category and region to identify areas of growth or underperformance.
- **Profitability Analysis:** Trends over time?
- **Breakeven point (BEP) for products:** Include product costs, pricing, fixed expenses, and variable expenses.
- **Growth Rates:** Look at revenue, net income, and cash flow growth rates. Are they increasing or decreasing over time?
- **Cash flow model:** Create a financial model for cash flow for next five years with revenue growth, expenses, capital expenditures.
- **Capital structure:** What is our optimal capital structure based on current financials and industry benchmarks?
- **Liquidity Ratios:** Analyze ability to pay off its short-term debts.
- **Solvency Ratios:** Assess our organization's ability to meet its long-term obligations. Important ratios include the debt to equity ratio (total debt divided by total equity) and the equity ratio (total equity divided by total assets).
- **Efficiency Ratios:** Determine how effectively our organization is using assets and managing liabilities. These include inventory turnover (cost of goods sold divided by average inventory) and receivable turnover (net credit sales divided by average accounts receivable). Where we can reduce costs?

Note: Analysis should be done as comparisons. Compare your data with industry averages, key competitors, and your own historical data.

Tip: Spreadsheets can be copy/pasted into Bing Chat.



Based on the profit and loss projection you provided, the company's profitability can be determined by calculating the net profit margin. The net profit margin is the ratio of net income to revenue. Using the figures provided, the net profit margin for each year can be calculated as follows:

- Year 1: 8.12% (8,238.30 / 101,400.00)
- Year 2: 8.46% (8,751.18 / 103,428.00)
- Year 3: 9.57% (10,293.12 / 107,565.12)
- Year 4: 9.47% (10,795.75 / 114,019.03)
- Year 5: 10.08% (12,412.00 / 123,140.55)

The company's net profit margin is increasing over time, indicating that its profitability is improving.

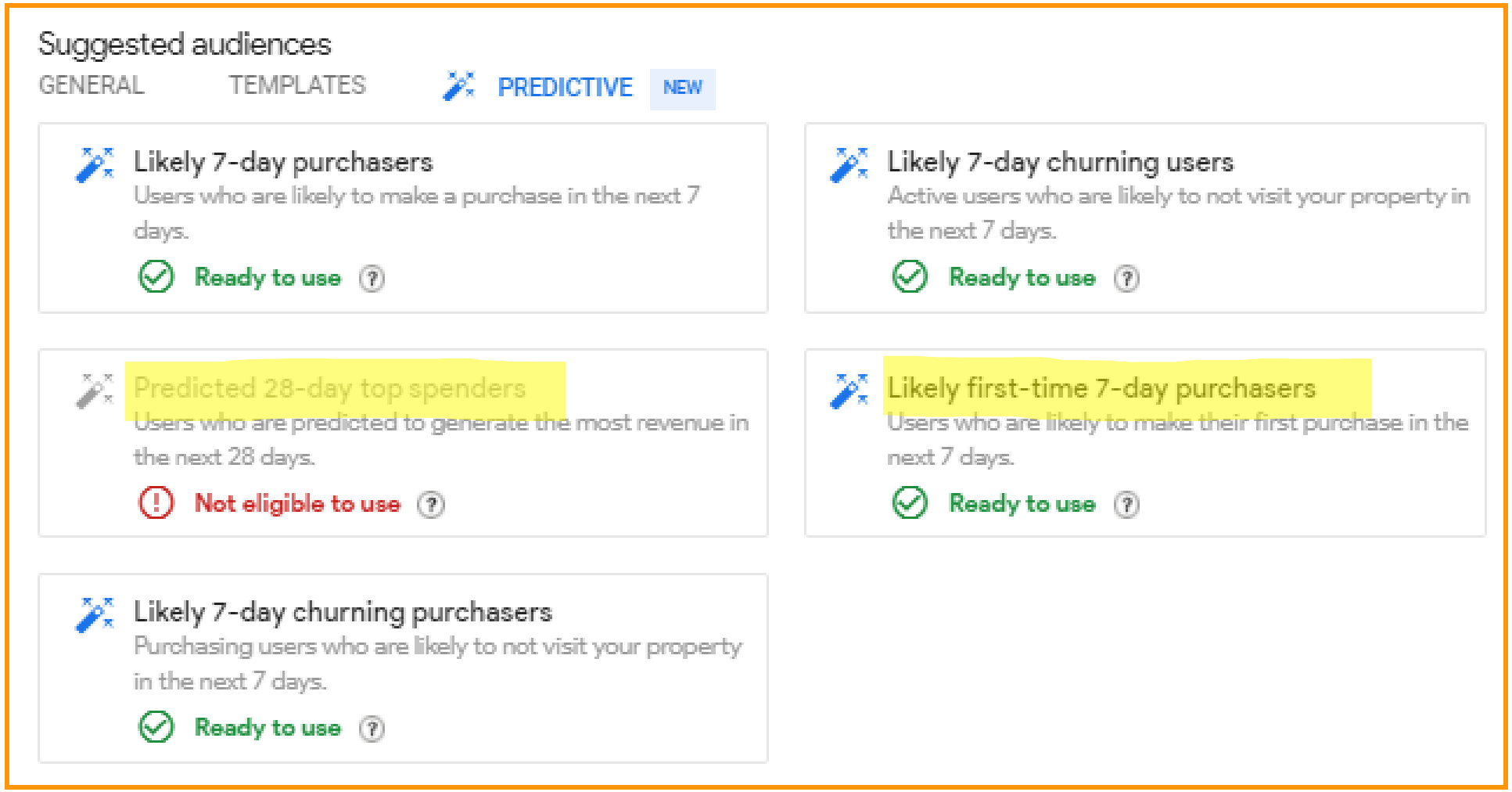
Google Analytics 4.0 Predicts Future Customers

Google Analytics 4.0 (GA4) uses AI to look at user data, interests, location, competitors, and more.

- Google Analytics 3.0 showed past data. "Last month, it rained." Not useful.
- Google Analytics 4.0 shows future data. "It will rain in two weeks" That's useful.

Insight: You can see who will buy from you in the next thirty days. That lets you build campaigns.

Note: I teach a DMAnc course on Google Analytics 4.0.



AI-Generated Virtual Influencers

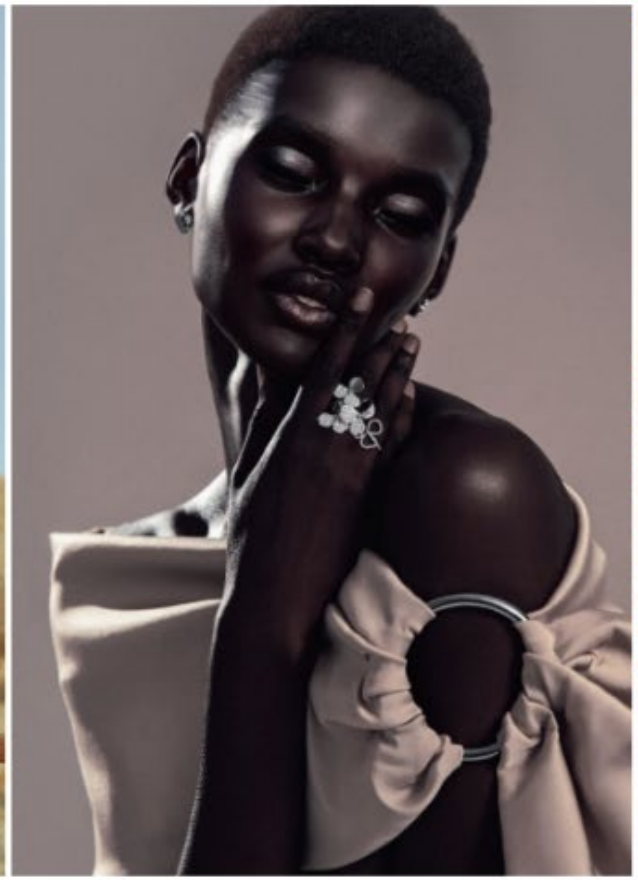
AI-generated influencers:

- Face and voice
- Music videos, music concerts, clothing line, interviews, magazine covers…
- Team for scriptwriters, posts, daily life, backstory, endorsements…
- Avatars for offices, banks, insurance, fashion, cars, phones, cosmetics…
- Agencies have virtual influencers or create one for you.

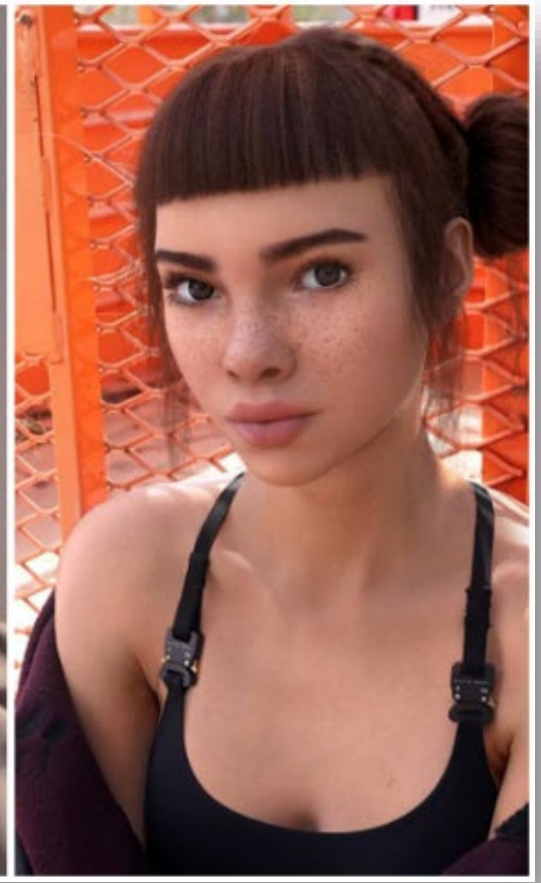
Benefits: Never ask for a raise, work 24/7, never leave, total ownership.



Blawko



Shudu



Lil Miquela
2.8m followers in Insta
Watch her videos in YouTube

Contact Andreas

If you have questions or comments, email me at andreas@andreas.com.

Andreas

- Email: andreas@andreas.com
- Twitter: @andreas_ramos
- LinkedIn: linkedin.com/in/andreasramos/



The End (Not Yet!)