

Using AI for Marketing

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



THE
UNIVERSITY
OF RHODE ISLAND
DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT



What is AI Marketing?

AI marketing is artificial intelligence used to create content, edit videos, task automation and gather customer insights to increase user engagement, increase sales and build a loyal following.

This can look like email sequences, chatbots, content creations, and targeted ads.



Not Just Another Thing for Your to Learn

What AI won't do: Replace Humans!

What AI WILL do: Make your more efficient and assist with your never ending marketing task list

Who is Using AI?

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A Poll from Neil Patel

NEILPATEL

Who Is Using AI Marketing Right Now?

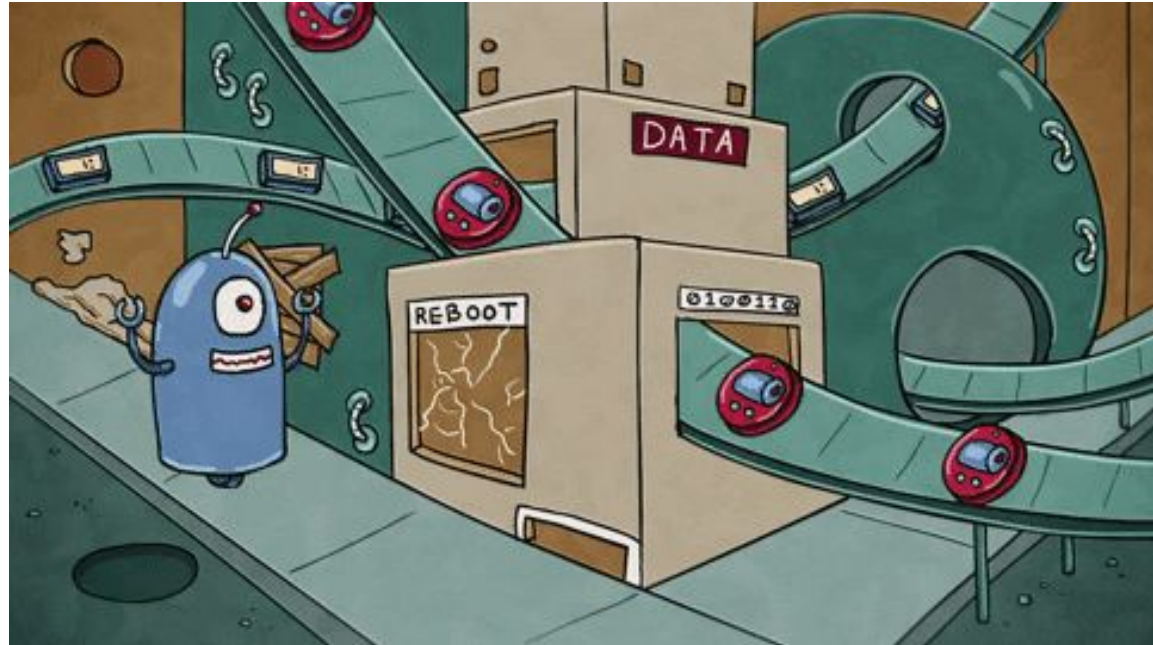
When we polled 1000 U.S. digital marketers, here's what they said about their use of AI in marketing:



- 291 are very likely to use AI in their digital marketing campaigns
- 209 are already using AI
- 199 are somewhat likely to use AI
- 152 are not likely to use AI
- 149 said they would never use AI in their digital marketing campaigns

Is AI Ending the Marketing Industry?

My opinion is not at all.



Golden Rule of Using AI



Inputs = Outputs

AI can make your marketing load much easier to carry.

As with any skill, the better you get at doing something, the greater your results.

This is also true for using your prompts to get AI to give you answers.

Specific inputs help the AI to create content that doesn't sound bland.

Beginner vs Advanced

Example Topics

Basic

Driving Revenue Growth

Intermediate

We are working to drive revenue growth this year. The top three metrics we use to track performance are sales revenue, deals closed and number of new customers

Advanced

Topic: Driving Revenue Growth

Metric: Total sales revenue, total deals closed, total number of new customers

Problem: Poor customer segmentation, lack of focus on customer experience, inadequate sales processes

Solution: Customer segmentation and targeting, improved customer experience, efficient sales process

Gmail

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Help Me Write

New Message – ↗ ✕

To | Cc Bcc

Subject

--
Thank you,
Amanda Basse

↶ ↷ Sans Serif ▾ T ▾ **B** *I* U A ▾ [List Icons]

Send [Send Icon] [Globe Icon] [Color Picker Icon] [Text Color Icon] [Link Icon] [Image Icon] [More Icon] [Trash Icon]



New Message – ↗ ✕

Recipients

Subject

--
Thank you,
Amanda Basse



[AI Assistant Icon] Ask my friend for restaurant recommendations in Toro... Cancel Create

Captions

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Captions.ai

captions

[Blog](#) [Contact Us](#)

The all-in-one AI powered creator studio

Life, Camera, Action



Say hello to Captions, the only camera and editing app that automatically transcribes, captions and clips your talking videos for you.

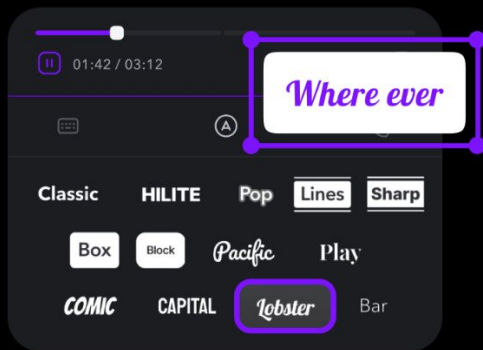


\$9.99 monthly
\$54 yearly

Source: [captions](https://captions.ai)

SCAN TO DOWNLOAD

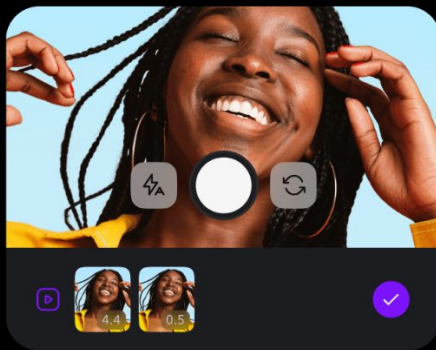
All in One Video Editing



TEXT STYLES

Add text, add style.

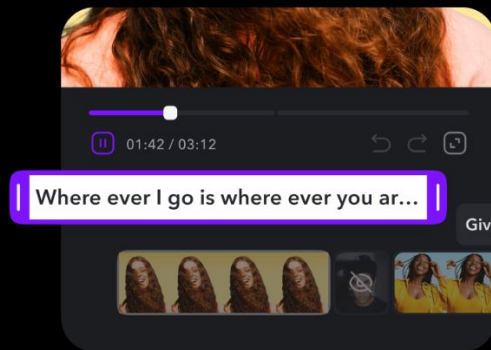
Stand out with flair, select the perfect fonts and text styles.



RECORD

No typing, just talking.

Speak to the camera. We'll take care of the rest.



CAPTION

Word-by-word captions, synchronized with your voice.

You're not boring. Your captions shouldn't be, either.

Eye Contact

EYE CONTACT

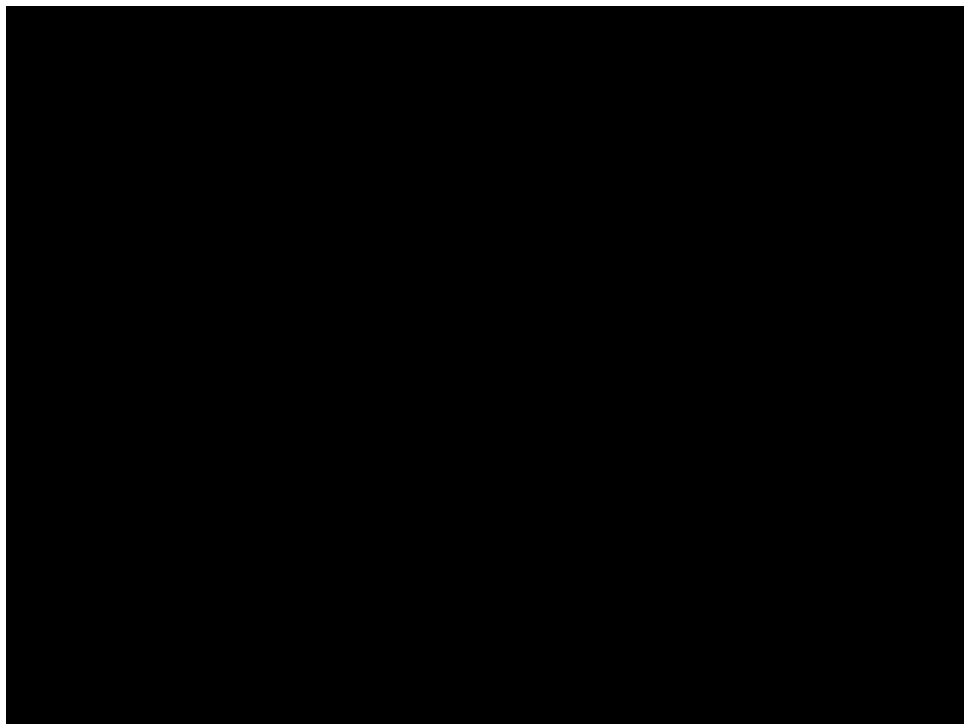


Make contact, without eye contact

Reading off of a teleprompter or script? No stress.
You can adjust your video after recording and create
natural eye contact with your audience.



Captions and Beyond



LeadScripts

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Create *Amazing* Copy in Seconds For **Your Ads**

And generate leads, sell more & scale up your marketing...
Without having to be a copywriter or sales expert

[Get Started Now](#)

Priority Access to **ChatGPT4** is now **INCLUDED**
with every LeadScripts account!

What Does LeadScripts Do?



Ask OSCAR™

Ask OSCAR™ to write anything.



Facebook Ad Copy

Create one-liner Facebook advertising copy using AI.



Blog Post Outlines

Make creating new blog posts fun... the easy way.



Blog Post Titles

Create one-liner Facebook advertising copy.



Generate Lists

It all starts with a list. This is the easy way to generate them.



Keywords From Text

Extract the top keywords from any paragraph of text.



Blog Titles For Attention

Generate blog titles that attract and make people click.



Product Descriptions

Generate descriptions for your products that sell.



Product Review Generator

Generate reviews for any product with a click.



Content Rewriter

Rewrite any paragraph or piece of content.



TL;DR Summarizer

Get a summarization a paragraph of text.



Video Intro Script

Generate an intro script for your video.



Video Outro Script



Review Responder



Text Expander



Text Rewriter

Pricing

Sprout

normally \$30

\$19 /mo

SAVE 50% - \$20 per month

Single License

An ideal starting point for newcomers, the Sprout plan provides limited access to ChatGPT and a single user license. Tailored for those new to content creation! 🌱

Get Started

- ✓ 10,000 AI Words Per Month
- ✓ 1 Products Stored
- ✓ 1 User License
- ✓ Renews at \$19/month

Starter

normally \$50

\$29 /mo

SAVE 50% - \$30 savings

Single License

A beginner-friendly choice offering light use of ChatGPT and including a single user license. Perfect for those just starting out with content creation! 🌱

Get Started

- ✓ 20,000 AI Words Per Month
- ✓ 3 Products Stored
- ✓ 1 User License
- ✓ ChatGPT **Light Use**
- ✓ Pro Support
- ✓ Renews at \$29/month

Best Value

All Access

normally \$150

\$79 /mo

SAVE 50% - \$80 savings

5 User Licenses

Introducing the All Access Plan ⭐, a professional-level option providing extensive access to ChatGPT and featuring a multi-user license. Ideal for individuals and small teams seeking advanced content creation capabilities!

Get Started

- ✓ 100,000 AI Words Monthly
- ✓ Unlimited Products Stored
- ✓ 5 Team Users Licenses
- ✓ ChatGPT **Ready**
- ✓ Priority Support
- ✓ Renews at \$79/month

All Access PLUS

normally \$190

\$99 /mo

SAVE 50% - \$100 savings

10 User Licenses

The All Access Plus Plan 🏆 is a premium solution tailored for professionals requiring a higher AI word allowance per month and accommodating more team members. Perfect for those seeking extensive access to ChatGPT and advanced content creation capabilities with a multi-user license!

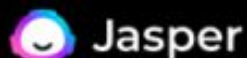
Get Started

- ✓ 250,000 AI Words Per Month
- ✓ Unlimited Products Stored
- ✓ 10 Team User Licenses
- ✓ ChatGPT **Team Ready**
- ✓ Priority Support
- ✓ Renews at \$99/month

Jasper.AI

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BREAKING NEWS 10 big announcements 🏆 \$125M Series A, Chrome Extension, Workflows, & more... Watch Now →



Features ▾

Company ▾

Support ▾

Pricing

Business

Login

Try Free →

MEET JASPER 🐼

Create amazing marketing copy 10X faster with AI.

Jasper is the AI Content Platform that helps you and your team break through creative blocks to create amazing, original content 10X faster.

Start For Free

Get A Demo

What Does Jasper Do?

Jasper is an advanced AI marketing tool intended to create high-quality ad copy, emails, landing pages, articles, or social media posts.

It also has built-in templates for AIDA, Feature to Benefit, PAS, and Before-After-Bridge Framework. All you need to do is add your brand name or product, and it will generate the copy for you.

E-commerce shops can also produce product descriptions using this powerful AI. It can generate Amazon product bullet points or descriptions as well as write titles and meta descriptions at a click of a button.

Save 20% with annual

Monthly 

Creator

For freelancers and solopreneurs 

\$49*

/mo

*First 7 days free

Great for freelancers and solopreneurs, Creator gives a single user access to AI writing and image generation through the core app and extensions.

- ✓ [Chat functionality](#)
- ✓ [Templates and Documents](#)
- ✓ [Basic art generation](#)
- ✓ [1 default brand tone](#)
- ✓ [Capacity for 5 active campaigns](#)
- ✓ [Plagiarism checker](#)

Start Free Trial →

Teams

For small teams 

\$125*

/mo

*First 7 days free

Built for small teams, the Teams package gives you everything in Creator, plus more brand voice functionality, collaboration tools, and additional image upscaling.

- ✓ [3 seats included \(option to buy more\)](#)
- ✓ [Ability to import documents and style guides](#)
- ✓ [Capacity for 10 active campaigns](#)
- ✓ [Live chat support](#)

Start Free Trial →

Business

Custom

Ideal for growing businesses, the business plan gives you everything in the other plans plus the most flexibility and customization of your AI platform.

- ✓ [Customize your number of users](#)
- ✓ [Unlimited tones](#)
- ✓ [Full image upscaling](#)
- ✓ [Security features like SSO](#)
- ✓ [Access to an API](#)
- ✓ [Personalized account manager and set-up](#)

Contact Sales →

How frequently do you plan to use Jasper?

Just trying it out

Monthly

Weekly

Multiple times a week

Daily

How are you planning to use Jasper in your workflow?



Website content



Email



Ads



Blogging



Social posts



Other

Jasper.AI Capabilities

Jasper Everywhere



Jasper API

Bring the power of generative AI directly into your own platform with our API.



Browser Extension

Add the Chrome extension to bring your AI assistant everywhere you work.



Business Features

Explore how companies who need a secure, scalable, and customizable AI platform to meet technical needs and align the organization around your brand voice.



Language Translation

Easily create and repurpose content in over 30 languages.

Jasper App



Chat

Have a human-like conversation with a chatbot to assist you with tasks, do research quickly, and answer questions.



Art

Use AI to generate amazing art and images in seconds for ads, thumbnails, illustrations, and more.



Template Library

AI trained in over 50 specific skills from writing high-converting headlines to SEO optimized blog posts in just a few clicks.



Brand Voice & Knowledge

Teach AI about your company facts, product catalogs, audiences, and style guide so your message is always on-brand.



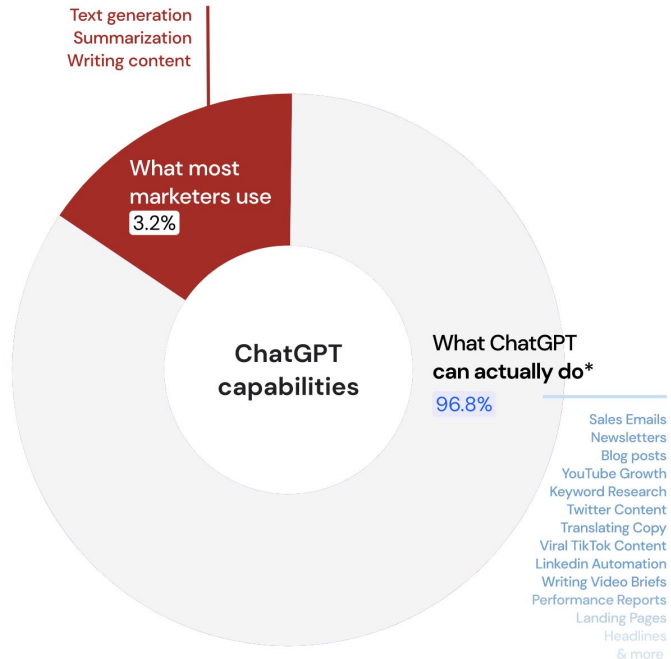
Campaigns

Seamlessly create end to end marketing campaigns with one brief.

Chat GPT

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The Power of ChatGPT



*If given the **exact prompts** and questions

How to Find the Best ChatGPT Prompts

1. **Be specific:** Provide clear and specific details about what you are looking for. The more specific your query is, the better ChatGPT can understand and generate accurate responses.
2. **Use context:** Include relevant context or background information in your prompt. This can help ChatGPT understand the context of your query and provide more relevant and accurate results.
3. **Experiment with different formats:** Try different prompt formats to see what works best. You can start with a direct question, provide partial information, or frame your prompt as a conversation. Experimentation can help you find the most effective format for your specific needs.

4. **Iterate and refine:** If the initial results are not satisfactory, iterate and refine your prompts. Experiment with different wording, structure, or additional details to improve the accuracy and relevance of the responses.

5. **Utilize system instructions:** Consider using system-level instructions to guide ChatGPT's behavior. For example, you can specify the tone, format, or style you prefer in the response.

6. **Incorporate examples:** Include specific examples related to your query to provide further clarity and context. Examples can help ChatGPT understand your requirements and generate more relevant responses.

7. **Practice active learning:** Engage in an iterative conversation with ChatGPT. Ask follow-up questions or provide feedback to guide the model towards generating more accurate and desired responses.

Remember that ChatGPT's responses are generated based on the input it receives, and it may not always provide perfect or complete answers. Experimentation, refinement, and active engagement can help you achieve the best results for your search queries.

Plan a Trip



Whether looking for a new place to travel or things to do in a destination, ChatGPT can help you.

Simply Complex Things



Prompts:

"explain [something] in the simplest way possible,"

If the results are still too complex, ask ChatGPT to explain it like it would to a 10-year-old.

You can follow up with "show the results in bullet points" to make the answers more organized.

Create / Draft Content



Do NOT copy and past
content as is. Make sure to
edit and make it your own.

Product Descriptions

Reviews

Social Media

Emails

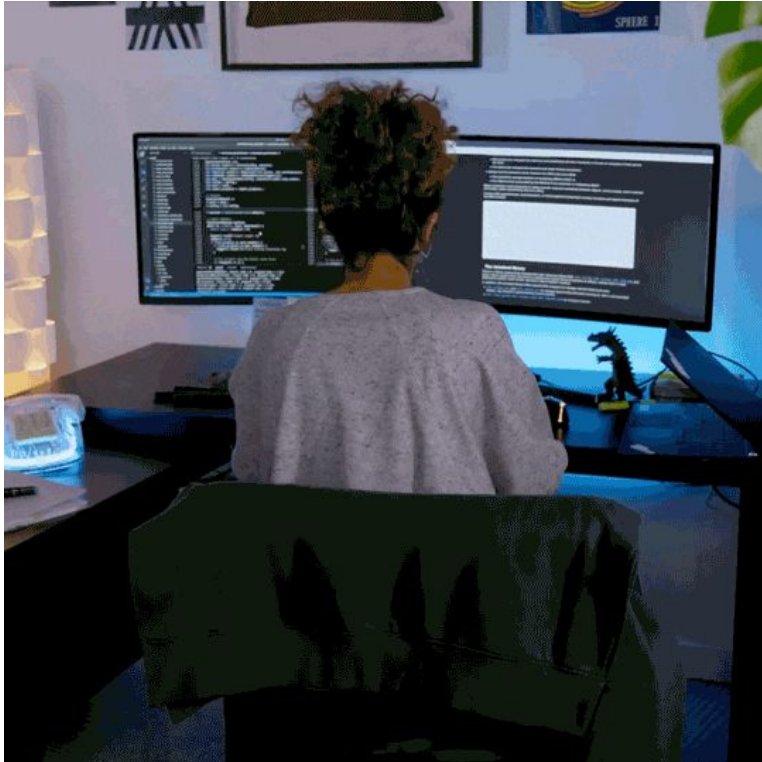
Video Scripts



Stuck on Video Marketing?

Use ChatGPT to write your scripts.

Debug, Write and Explain Code



Using machine learning algorithms, Chat GPT can analyze and understand code snippets and generate new code based on the input it receives.

You can also input code and ask ChatGPT to find the bug. Your results explain what the bug is, and an example (or more) of how you can implement a potential fix.

Google Sheets

The image shows a screenshot of the Google Sheets web interface. At the top, the title bar reads "ChatGPT Google Sheets" with a star icon, a folder icon, and a cloud icon. Below the title bar is the main menu with options: File, Edit, View, Insert, Format, Data, Tools, Extensions, and Help. The "Extensions" menu is currently open, displaying a list of options: Add-ons, Macros, Apps Script, and AppSheet. Each option has a right-pointing arrow. A secondary sub-menu is open for "Add-ons", showing three options: "Get add-ons", "Manage add-ons", and "View document add-ons". The spreadsheet grid is visible below the menu, with row 5 selected and a blue-bordered cell in column B, row 5. The formula bar above the grid shows "fx".

ChatGPT Google Sheets ☆ 📁 ☁

File Edit View Insert Format Data Tools Extensions Help

↶ ↷ 🖨 🗨 100% ▾ | \$ % .0_ .00 123

5 | fx

A B C J

1

2

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8

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1

Add-ons ▶

Macros ▶

Apps Script

AppSheet ▶

Get add-ons

Manage add-ons

View document add-ons



GPT for Sheets™ and ...

Install

ChatGPT in Google Sheets™ and Docs™. Get the full power of AI for inspiration data cleaning, classification, extraction, translation, edition, summarization, writing directly in you...

By: [Talarian](#)
Listing updated: June 1, 2023

Works with: ★★★★★☆ 193 ⓘ ↓ 2M+

Overview Permissions Reviews

later Share

ChatGPT in Google Sheets

powered by [gpt-3.5-turbo](#)

```
=GPT("Write a tagline for an ice-cream shop")
```

	A
1	Tagline

matsu Limited

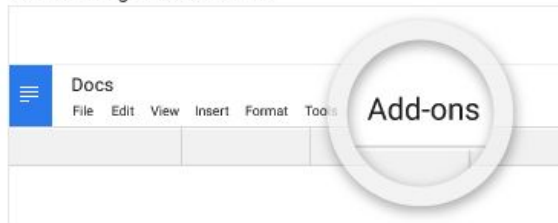
Google Sheets

 GPT for Sheets™ and Docs™ has been installed! ✕

1 of 2 Where to find GPT for Sheets™ and Docs™

You can find GPT for Sheets™... in the following places:

1. As a Google Docs Add-on



2. As a Google Spreadsheet Add-on

[NEXT](#)

Generate API

Your secret API keys are listed below. Please note that we do not display your secret API keys again after you generate them.

Do not share your API key with others, or expose it in the browser or other client-side code. In order to protect the security of your account, OpenAI may also automatically rotate any API key that we've found has leaked.

SECRET KEY

sk-...RL2X

sk-...FwWu

sk-...N5XM

+ Create new secret key

API key generated

Please save this secret key somewhere safe and accessible. For security reasons, **you won't be able to view it again** through your OpenAI account. If you lose this secret key, you'll need to generate a new one.

sk-pliquCpplx9yhwDd3mG3T3



OK

Default organization

If you belong to multiple organizations, this setting controls which organization is used by default when making requests with the API keys above.

Workout Plans



1. Program duration. Do you want a 4 week, 6 week, 90 day or longer program?
2. Enter details like heights, weight,
3. How many days per week you want to work out.
4. Do you have a focus? Are you looking for muscle gain, weight loss, etc
5. Will your workouts be at home or at the gym. What equipment do you have?
6. Do you have any injuries?

Meal Planning



1. How long do you want your meal plan to be? You can choose one week, five days, one month, etc.
2. How many daily meals do you want to plan for? Do you want to plan three daily meals and a snack, only for dinner, etc?
3. How many people are you cooking for? Are you cooking for a family of four? Or are you cooking for two but want extra leftovers?
4. How long do you want to spend cooking each meal?
5. Enter your budget if you want to stay within a dollar amount?
6. Do you have any dietary restrictions or allergies?

Play Trivia



1. Tell ChatGPT you want to play
2. Specify the topic or theme you'd like to focus on
3. ChatGPT will generate questions for you to answer.
4. Or, you can challenge ChatGPT with your own trivia questions.

Conclusion

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Getting Started

What ways have you thought of that you can use AI to ease your marketing load ?

There are AI products for:

Video Marketing

SEO

Content Creation

Scripts

Blogging

Calculating Using Sheets

Input = Output

The better your input, the better your outputs.

REFINE, REFINE, REFINE!!

Resources:

[AI Marketing Tools](#)

[Using AI in Marketing](#)

[A Beginners Guide to Using AI for Small Business](#)

[A Complete List of AI Tools](#)

[25 Things You Can Do With ChatGPT](#)

[ChatGPT for Google Sheets](#)

Questions?

Type your question to the chat box

Contact Us:

401-874-7232

<https://bit.ly/regRISBDC>

aecapasso@uri.edu

