

## "Using AI To Grow Your Online Business Exposure"

A Talk By Steve Schwartz of PD/GO Digital Marketing to VBCBA Members on 6/22/2023

- An overview of AI technologies. To increase your online business exposure, AI can be used to:
  - Write text content for websites, blogs, video scripts and direction notes, email marketing, reply to emails, and even design an entire business plan -- and so much more!
  - Generate images based on text prompts
  - Generate videos based on text prompts and scripts
  - Generate spoken audio based on scripts
  - What is a prompt and how best to write it?
    - Prompts can be general or specific. The more specific you can be, the better quality of the output.
      Here are examples of increasing the quality of a prompt:
      - Write an article about dentistry
      - Write a 300-word article about cosmetic dentistry
      - Write a 300-word article about the importance of maintaining good daily dental hygiene to help prevent other significant medical conditions. Write the article as if written by a family practice dentist and use relevant phrases and keywords for search engine optimization.
    - To get dramatically better results, start with the following:
      - In a minute, I am going to ask you to write some copy for my dental business. This will include blog content, Instagram posts, web page content, and sales emails. Before we begin, I want you to fully understand my business and customers. Ask me at least 20 questions about business, customers, audience, and anything else you need in order to complete this task.
      - "Pretend you are an expert," "Play the Devil's Advocate," and "Pretend you are my consultant."
    - I suggest you tweak your prompts to see what results in the best final content.
- **Creating text content with ChatGPT** (or Bing, or Google Bard, or Jasper.ai output can be vastly different, so try a few different systems with the same prompts):
  - ChatGPT stands for "Chat Generative Pre-Trained Transformer"
  - ChatGPT is used to write text content for websites, blogs, email marketing, and video scripts.
    Examples of prompts include:
    - Generate 10 web page topics for a family dentist practice based in Vero Beach Florida.
    - Generate a list of 15 question-and-answer pairs to be used for your Google My Business profile, with each answer being 100 characters or less in length
    - Generate a list of 30 email topics for email marketing for an Orlando Florida-based CPA firm, then write the email copy for each topic up to 200 words each, and include a call to action message at the end of each one with a link to my online calendar scheduling tool.
    - Generate 10 social media post topics for a family dentist office based in Vero Beach Florida.
    - Create a digital funnel for a real estate agent in Vero Beach Florida (this is so cool!)
    - Find a document you like written by a third party, copy it to your computer's clipboard, then ask ChatGPT to "rewrite this: (paste in the copied content)" Then, revise it with,

PD/G0 Digital Marketing | 1150 19th Street, Vero Beach, FL 32960 Phone 772.770.4077 | Toll-Free 888.354.4946 | Fax 772.410.3781 "write this 30% shorter," or "write this in 200 words," or "use the phrase XYZ a few more times."

- Try "write this in the style of a Shakespearean sonnet" (or country song, or gangsta rap...)
- NOTE: There are free prompt generators available online.
- Creating images (Text to images) Write a descriptive prompt of the desired image. The more descriptive, the better.
  - Adobe Express: Excellent free tool with decent results: <u>https://new.express.adobe.com/</u>
  - MidJourney: Appears to be the best image generator tool available. However, it is not free and currently, you need to use Discord to use it, which is confusing for many people)
  - Others: Microsoft Designer, DALL-E 2, StableDiffusion by Stability AI, Shutterstock, Canva, and more! The quality of the results varies drastically!
  - Lots of various mobile apps are available, some with a limited free trial, then paid service.
  - It takes time and trial and error to get usable results. Keep trying! Fingers and faces typically look horrible and hilarious!

## • Creating marketing videos

- Get a script:
  - Ask ChatGPT to write the video script for you. For example: "write a 60-second youtube script on the topic of the importance of digital display ads to help real estate agents acquire more leads"
  - Syllaby.io creates viral video Scripts on any topic (\$49/mo)
  - Start with someone else's script:
    - Search Youtube for the topic of your video,
    - Find a video that has a huge number of views,
    - Copy the transcript, remove the timestamps and irrelevant content,
    - Paste the rest into ChatGPT and ask it to revise it (note that it may not work if there are too many characters of input.)
- Create the video using your script:
  - Many tools now exist to create videos using avatars, stock videos, cartoons, etc.
  - Some options: Pictory, Synthesis, Synthesia, Deepbrain.io, InVideo, Heygen.com (avatar that looks like you)
- Logo creators: Looka, LogoMaster.ai, and others. So far, I'm not impressed with the results.
- Text to Speech: Speechify, Murf.ai, Speechelo, and others
- Other Miscellaneous Items:
  - You can output content from ChatGPT as a spreadsheet, then copy/paste it into an Excel file.
  - Add an AI-based chatbot to your website. We currently use Chatbase, and another option is Botpress.
  - There is debate on how Google will rank AI-generated content. This article explains that we can use AI to generate content as long as it demonstrates qualities of E-E-A-T: expertise, experience, authoritativeness, and trustworthiness.

https://developers.google.com/search/blog/2023/02/google-search-and-ai-content

- Undetectable.AI updates AI-written flagged copy to be (supposedly) undetectable by AI detectors
- Fun Fact: It took 3.5 years for Netflix to get to 1 million users. It took Facebook 10 months. Instagram 2.5 months. It took ChatGPT only five days!
- How have you used AI in your business? Questions???