

AI Simplified

ACCELERATE YOUR MARKETING





INTRO TO AI

Benefits of Using AI and Intro to Common Tools



TRAIN YOUR AI BOT

Prompts to Customize Your Bot to Your Business



AI & Marketing

Leveraging AI to Create Better Marketing Outputs

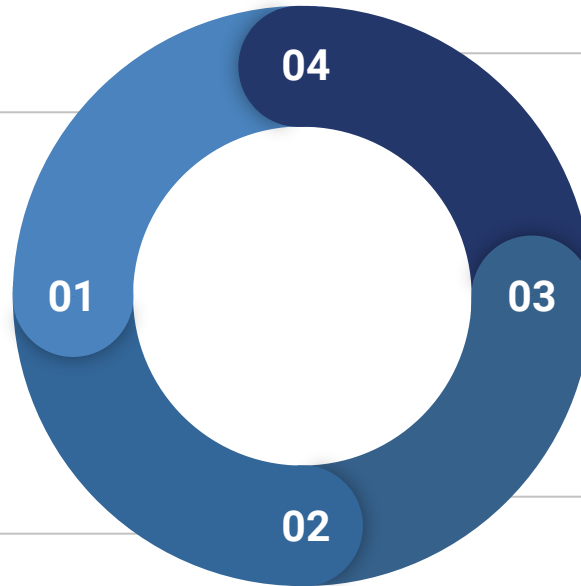
Benefits of using AI Tools and Prompts

Increase Productivity

AI tools can automate repetitive tasks. Save hours so your business can get more done faster.

Enhanced Creativity

Prompts can inspire new ideas and help you explore different creative possibilities.



Improved accuracy and efficiency

AI tools can analyze data and generate content with greater accuracy and speed than humans.

Reduced costs

Many AI tools are available for free or at a low cost, making them accessible to everyone.

INTRODUCTION TO AI

What are AI Tools?

AI tools are software programs that use artificial intelligence algorithms to perform specific tasks including:

- Generate and format text
- Translate languages
- Design images and videos
- Analyze data

What is an LLM?

The most common AI chat tools are LLMs or large language models including Chat GPT and Bard.

LLMs are a type of artificial intelligence (AI) trained on large quantities of text data. This data can include books, articles, code, and other forms of text.



ChatGPT



OpenAI

Canva

INTRODUCTION TO AI

What are AI Prompts?

AI prompts are written instructions given to AI tools to guide their output.

For example:

“Write a press release about a fundraising event.”

Make it better!

Used a trained bot. Ask it to act like an expert and include must-haves.

Example:

“Act as a public relations expert write a press release about a fundraising event happening on January 31, 2024 at the Community Center. Refer back to our mission. Include a quote from our Board President.”



ChatGPT



OpenAI

Canva

MEET CHAT GPT

What is Chat GPT?

ChatGPT is an AI-powered language model that enables you to have human-like conversations and so much more with a chatbot. The internet-accessible language model can compose large or small bodies of text, write lists, or even answer questions that you ask.

Sign up at chat.openai.com

What is it best used for?

Text conversations.

Ask an expert.

Summarize a book.

Write a social media post.

Research a topic.

Format text and check grammar.

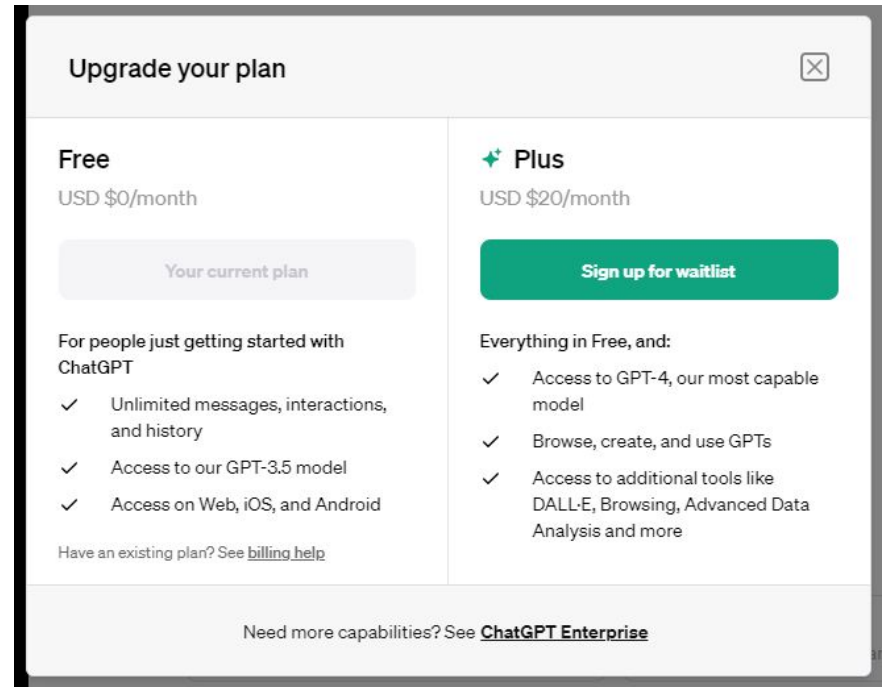
Add emojis to social media post.

Write a sales email.

... and so much more!



ChatGPT



Upgrade your plan [Close]

Free	Plus
USD \$0/month	USD \$20/month
Your current plan	Sign up for waitlist
For people just getting started with ChatGPT	Everything in Free, and:
<ul style="list-style-type: none">✓ Unlimited messages, interactions, and history✓ Access to our GPT-3.5 model✓ Access on Web, iOS, and Android	<ul style="list-style-type: none">✓ Access to GPT-4, our most capable model✓ Browse, create, and use GPTs✓ Access to additional tools like DALL-E, Browsing, Advanced Data Analysis and more
Have an existing plan? See billing help	
Need more capabilities? See ChatGPT Enterprise	

*Paid version data trained up until April 2023.

*Free version data trained up until September 2021.

MEET BARD - Google's AI Bot

What is Bard?

Bard is a large language model chatbot developed by Google AI. It is designed to be informative and comprehensive, providing summaries of factual topics or creating stories.

Go to the Bard website:
<https://bard.google.com/>

Sign in with your Google account.

****Google Business Suite Admins may need to give approval before second Google Business Suite accounts can access.**

To enable got to [Google Admin Console](#) under Apps > Additional Google services > Early Access Apps

What is it best used for?

Image, video and text conversations.

Search the web real-time.


Research a topic in-depth.

Export to Google apps

... and so much more!



Can you come up with an engaging Instagram caption for this image? Include hashtags and emojis. The call to action is to donate food or money to the food bank. My business is a nonprofit food bank in Maui, Hawaii.



[View other drafts](#) ▾

Sure, here is an engaging Instagram caption for your image:

Brighten your day and someone else's with a donation to Maui Food Bank! 🌻

Your donation will help us provide food and support to families in need. Every little bit helps!

#foodbank #Maui #Hawaii #nonprofit #community #feedingthehungry #sunflowers #tropicalparadise #donatetoday #mauihawaii #mauilife #hawaiilife #islandlife

This caption is engaging because it uses bright and positive language, and it includes a clear call to action. It also includes a relevant image of sunflowers, which are a popular symbol of hope and happiness. The hashtags are also relevant and will help people find your post.

I also made a creative version of the caption using emojis:

🌻 It's a beautiful day in Maui, and we're feeling grateful for your support!

***Data trained up until November 30, 2023.**

MEET CANVA AI TOOLS

What is Canva?

Comprehensive design tool for making graphics, editing video, finding stock photography, and so much more. Cost is about \$120/year.

What is it best used for?

Graphic Design Tool

Design Templates

Background Remover

Text-to-Image Tool

Sketch to Life

Add Voice Overs

Beat Sync

Expand a photo

Erase an element of a photo

... and so much more!

The Canva logo is written in a large, cursive, blue-to-purple gradient font.

Magic Media

Magic Eraser

Magic Edit

Magic Grab

Magic Expand

Magic Morph

Magic Write

Sketch to Life

Magic Design

Magic Animate

Instant Presentations

Beat Sync

Magic Design for Video

Translate

Magic Switch

Murf Voice Overs

MEET OPUS

What is Opus Clip?

Opus Clip turns long videos into high-quality viral clips for you to share on social media. It will format the video clips, add captions, and identify the best hooks and titles.

Sign up using my friends & family link:

www.opus.pro/?via=mmmsocialmedia

What is it best used for?

Instagram Reels

YouTube Shorts

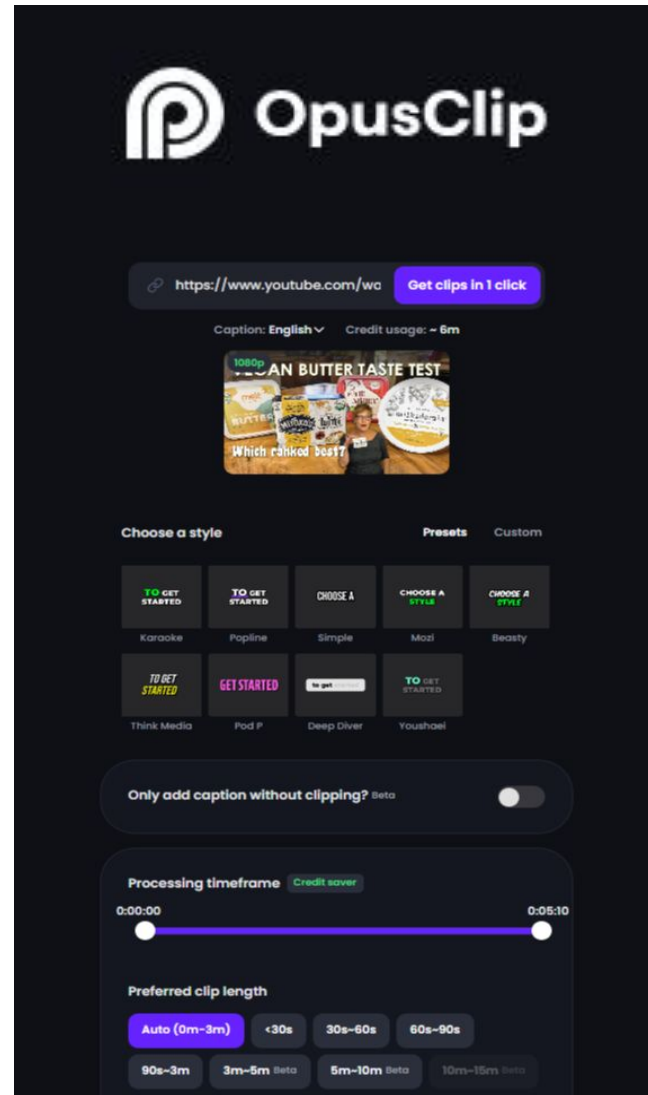
Facebook Reels

Clipping long videos

Adding Captions

Finding Hooks

... and so much more!



AI & EMAIL MARKETING

Use AI to write engaging emails including a welcome sequence for new subscribers and a monthly newsletter.

Write an Email Welcome Sequence

Ask your AI bot to act as a copywriting and email marketing expert. Tell it to craft a compelling 3 part email welcome sequence. Here's a common outline for a welcome sequence:

- Email 1 - Deliver value in the form of a gift, coupon, or freebie.
- Email 2 - Follow up on the gift delivered in the first email and introduce our company including a testimonial.
- Email 3 - Invite the reader to take action and feature an special offer (book now, shop now, etc.).

Email Newsletter

Ask your AI bot to brainstorm topics for your monthly newsletter and outline them in a table with subject lines and subtopics to include.



AI & SOCIAL MEDIA

Use an AI bot to brainstorm social media post topics, research hashtags, craft engaging captions, and more!

Ask AI,

- Please suggest 25 specific instagram hashtags that are likely to be followed by a [describe your customer] that have been used less than 1 million times?
- What are 20 frequently asked questions about [industry]?
- Write a caption for a Facebook post about our new team member [Name and brief bio].

Talk to your ideal customer!

Wish your social media audience would engage with you more on social media so you can ask them questions and help them more? Prompt your AI bot to act as your ideal customer and have a chat with them. This is a very insightful exercise that can help you understand your customer better.

Get a clear plan in place.

Ask your AI bot to outline a schedule for you to follow with content creation and posting. Have it create a yearly marketing calendar and a monthly content calendar for you to follow.



AI & PRESS RELEASES

Use AI to draft press release pitches and cover letters.

Ask AI to give you catchy headlines and juice press releases for your business. Give it clear details about the topic answering the Who, What, Where, When, and Why. Ask it to include quotes from relevant sources.

**** Humanize the results!** Journalist will use AI detectors to analyze your submissions. Take the time to edit the results your bot provides so it passes AI detectors like www.getconch.ai/

Use AI to research relevant news outlets and journalists.

Understand which media outlets you're pitching and customize your press releases for their audience. Ask AI to tell you about which media outlets are relevant, which journalists you can contact, and to describe their readers to you.

