



# **Work smarter, not harder: AI and digital marketing in the arts**

**Webinar handout**

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# ChatGPT and alternatives

**ChatGPT** - <https://chat.openai.com/>

Creative text generation with a paid version that includes MyGPTs and document uploads. Also includes Dalle

**Gemini** - <https://gemini.google.com>

Ideal for factual inquiries, information retrieval, and complex questions. Based on live web data unlike ChatGPT.

**Co-Pilot** - <https://copilot.microsoft.com/>

Deep integration with Microsoft 365, real-time insights, and automation of repetitive tasks

**Claude** - <https://claude.ai/>

Prioritises safety and factual accuracy, aiming to be "helpful, harmless, and honest."

**Groq** - <https://groq.com/>

Focused on increasing the speed and efficiency of LLMs while also wanting to set high standards for truthfulness and accuracy. Not to be confused with Elon Musk's Grok, currently in Beta.

**Le Chat Mistral** - <https://chat.mistral.ai/>

Microsoft supported startup launched this week

# ChatGPT - why go pro?

Launched in November 2022 and developed by OpenAI, ChatGPT now has over 180 million users. But is the pro version of ChatGPT worth it?

For two months free then \$25 a month, here's a summary of what you get with the pro version - ChatGPT Plus...

- Ability to upload documents
- More customisation
- Enhanced privacy features
- Priority access at busy times
- More interactions per session
- Support for longer text input
- Access to newer features and technology - currently ChatGPT4 instead of 3.5



Look out for Gemini Advanced due to be available in the UK imminently.

# ChatGPT - prompt tips

If you haven't got started or want to improve your prompting technique, keep reading! Here are some areas of your day-to-day work that you might want to consider using AI to help with.

- Social media copy
- Monthly content calendars
- Generating content ideas
- Website copy
- Brochure copy
- Blog post writing
- Ideas generation (blog topics, downloads, podcast episodes)
- Restructuring your e-newsletters
- Improving your ad strategies
- Writing emails
- Refining your values
- Creating a copywriting guide



But how do we know what to ask? Product Manager at Google, Jeff Su, shares the “Six building blocks” method. On the next page, we breakdown these key tips.

## “Six Building Blocks”

1. **Task** - action verbs like “write” or “analyse”
2. **Context** - key information that will help define success
3. **Example** - successful references like emails, brands, social media posts
4. **Format** - the end result: a table, email, paragraph
5. **Persona** - who do you want ChatGPT to write like?
6. **Tone** - voice characteristics

Below is an example prompt written following the Six Building Blocks method for a fictional contemporary dance company. Note: it’s best to be as specific as you can be, naming your company and peers / competitors if applicable, and specific context for the piece of work, show, exhibition etc. you’re writing about.

“You are the Senior Marketing Manager at a world-leading contemporary dance company (**persona**) and you are about to launch the company’s biggest show to date, which will tour to 12 venues across Europe from July-September 2024 (**context**). Write an e-newsletter to potential ticket buyers, who are already contemporary dance fans, to tell them about the show (**task & format**). This e-newsletter should include a catchy headline, an introduction to the show, clear information about the tour, and a call to action to book tickets with an exclusive discount code. Be inspirational and creative in your speech, and write the e-newsletter in an accessible and friendly tone (**tone**). As an example, here is a previous email from the company [insert] (**example**).”

Jeff Su’s article on the “Six Building Blocks” can be found by [clicking here](#), or you can view the full video by [clicking here](#).

# Google Analytics 4 & AI

Google Analytics 4 (GA4) is the latest version of Google Analytics, and it comes with several features that leverage artificial intelligence (AI) to provide more advanced insights and analytics capabilities. Here are some ways in which GA4 incorporates AI:

## Event Tracking and Enhanced Measurement

- GA4 uses machine learning to automatically track interactions like pageviews and form submissions without manual setup

## User-Centric Measurement

- GA4's AI analyzes user behavior across devices for a comprehensive view and predicts future actions

## Predictive Metrics

- GA4's machine learning predicts future user behavior, aiding in trend anticipation and data-driven decisions

## Machine Learning Insights

- GA4's machine learning identifies trends and anomalies in data for responsive actions

## Analysis Hub

- GA4's AI-powered features facilitate interactive data exploration and automatic insights identification

## Audience Building and Segmentation

- GA4 uses machine learning for automatic audience creation and effective targeting

## Conversion Modelling

- GA4's machine learning provides accurate attribution models for better marketing optimization

# Using AI for SEO

Using AI for SEO optimisation can enhance your efforts by providing insights, automating tasks, and improving the overall efficiency of your strategy. Here are some ways you can leverage AI for SEO:

## Keyword Research

- Use AI-powered tools like Ahrefs, SEMrush, and Google's Keyword Planner to identify relevant keywords and phrases.

## On-Page Optimisation

- AI tools like Yoast SEO and Rank Math offer recommendations for meta tags, headers, and content structure.

## Technical SEO

- Tools like Screaming Frog and DeepCrawl use AI to identify and fix technical issues such as broken links and site speed.

## Link Building

- Majestic and Moz leverage AI for analysing backlink patterns and identifying valuable links.

## Rank Tracking and Reporting

- Ahrefs, SEMrush, and Moz provide AI-driven features for tracking search engine rankings and generating reports.

# AI Art Generator prompt tips

There are significant differences between AI art generators as they stand today - from DALL-E to Midjourney, but there are some key ways to write a good prompt. It's worth noting that if you have Canva pro, you get **25 credits** a month to create images. So have a play with it!

It's important to remember that, currently, the robot is a robot. So saying subjective things or culturally infused things like “a beautiful dancer” or a “striking sunset” will not prompt the generator to “think” about creating the most beautiful dancer or striking sunset - it will draw upon references. So it's better to start with really **clear prompts** and have a play.

## Prompt tips

- Research the model you are using; there are differences
- Be clear and concisely describe the scene or environment
- Don't use conflicting words like bright and dark, surreal or realist
- Include the style of art you want to create

## Recommended resources

- Hootsuite blog



# How to keep up to date with AI

## AI TOOLS

ChatGPT - <https://chat.openai.com/>

Midjourney - <https://www.midjourney.com/>

Bard - <https://bard.google.com/>

Broadw.ai - <https://www.broadw.ai/>

## NEWSLETTERS

AI Weekly - <https://aiweekly.co/>

The Algorithm by MIT

<http://forms.technologyreview.com/newsletters/ai-demystified-the-algorithm/>

## PODCASTS

The AI Show - Episode #22

<https://open.spotify.com/show/6EVaCucTjIPmJosh3jQui0>

NVIDIA - The AI Podcast

<https://open.spotify.com/show/4TB4pnynaiZ6YHoKmyVN0L>

# How to keep up to date with AI (cont.)

## EVENTS

**Kings College AI Events** - <https://www.kcl.ac.uk/ai>

**The London AI Summit** -

<https://london.theaisummit.com/welcome>

**San Francisco Data Summit**

<https://www.databricks.com/dataaisummit/>

**AI for Marketing**

[https://www.eventbrite.co.uk/e/we-master-ai-for-marketing-tickets-809310348037?aff=ebdssbdestsearch&keep\\_tld=1](https://www.eventbrite.co.uk/e/we-master-ai-for-marketing-tickets-809310348037?aff=ebdssbdestsearch&keep_tld=1)

## WEBSITES

**Theatre Art Life**

<https://www.theatreartlife.com/lifestyle/ai-generators-for-language-art-and-design-an-introduction/>



**Hans de Kretser**  
**Meg Edwards**  
**Linus Mjornstedt**  
**Leslie Aboytes**