



10 PROMPTS THAT WILL TRANSFORM YOUR MARKETING TEAM

THE RISE OF GENERATIVE AI IN MARKETING

The Marketing Leaders Community
www.marketingleaders.community

Written By: Alastair Banks
Co-Founder



FOREWORD

The Rise of *Generative AI* and its application in Marketing has been nothing short of meteoric.

I started my journey with AI back in 1997 when I was lucky enough to be taught about the 'New World of Artificial Intelligence' by one of the leading lights in the subject – Professor Emeritus, Derek Partridge. Back then, computing was sequential which meant there simply wasn't the power to drive the theory behind artificial intelligence.



His book at the time (our course textbook) talked of how, in the future, with more computing power, the book's insights 'might' well come true. I always had a penchant for my AI lectures and learning, little was I to know it would become a big part of my industry 25 years later.

Since those University days, I've seen little talk of Artificial Intelligence save for a few films, a computer once beating a Grand Chess Master, and some self-driving cars in San Francisco. That was until December 2022 when OpenAI dropped ChatGPT on the world.

"It's like looking through a window into the future" a good friend of mine said when describing his first use of the tool. A pretty accurate explanation of my perspective too.



Join the Marketing Leaders Community TODAY
<https://www.marketingleaders.community>



FOREWORD

As with any paradigm shift, we've seen thousands of 'overnight experts' pop up, appearing to have the answer to every question – all in their \$47 ebook. I don't have any intention of falling into that category. I have a legitimate, historical, and educational background in this space and have spent the last 12 months immersed in the ways it can move my sector and the world of Marketing forward. This ebook showcases some of that work but most importantly gives you valuable and actionable prompts that you can use, adapt, and share with others to help increase efficiency, creativity, and overall enjoyment of your daily working routines.

I've set out to help people move from this being a tool that they might use on an 'occasional' basis, to one where a behavioural change occurs and they start to use it for the majority of the tasks they are carrying out. I don't want marketers to be left behind and ours is an industry in which this tool lends itself perfectly.

If you get stuck with the jargon, don't worry as there is a full glossary at the back of the ebook.

I'd like to end with a special thank you to Jep Casas Espina an incredible young talent, who has worked tirelessly with me to get this ebook finished. It wouldn't have happened without him. 🙌

3



Join the Marketing Leaders Community TODAY
<https://www.marketingleaders.community>



CONTENTS

Click on these to go directly to the page!

Foreword	2
Before you Begin	5
Where to Begin	7
Customer Personas	9
Marketing Narrative	12
Blogging	13
Interview Me	14
Keyword Research	15
Marketing Budgets	16
Campaign Strategy	17
Dealing with Negative Feedback	18
Recruitment for your Team	19
Your Own Sales Coach	20
Glossary of Terms	22
Final Words	24

Click here to quickly come back to this page!



BEFORE YOU BEGIN

Before we begin, there are a few important points to make about the contents of this ebook and the broader use of *generative AI*. These are all true to the date of Feb 2024 when this ebook was first published.

Who is this ebook for?

I've worked alongside Marketing Professionals for the last 25 years so this book has been created with them in mind. The content has been written by marketers, for marketers. However many of the prompts will be useful for anyone with an interest in AI. The ebook takes you through my ten favourite AI *prompts*, created by my team and I over the last 12 months. Please feel free to use these as you wish. Save, copy, adapt, and send to your team as much as you wish.

What is Generative AI?

Generative AI refers to the subset of artificial intelligence that can generate new content, ranging from text and images to music and code, based on learning from vast amounts of existing data.

The Tools – Throughout this ebook, I have focused on the use of ChatGPT but there are other similar tools available. At the time of writing, Microsoft has Copilot, Google has Bard, and Anthropic have Claude 2. As these tools work in similar ways but give different outputs based on the Large Language Models they've been trained on, you should be fine to use the prompts laid out within.

Privacy – A very grey area still. None of us know where the information we put in really ends up. For that reason, my advice is to stick to information in the public domain or that you are 100% ok with getting into the hands of others. As of writing this, I would stay completely away from uploading any customer or private company data. This year I predict we'll begin to see offerings that ring-fence the data and allow us to use these tools more freely. For now, proceed with caution.



Join the Marketing Leaders Community TODAY
<https://www.marketingleaders.community>



BEFORE YOU BEGIN

Free v Paid – At the time of writing, ChatGPT has two options (three if you include enterprise). Most people will be using the free version (GPT-3.5). The paid-for version (named 'Plus') is \$20 a month and works with GPT-4.0. The prompts created in this book have all been run and tested with Plus. Plus includes significant benefits including a built-in link to the Bing Search Engine which means it can browse the Internet in real time, rather than relying on training data which may be years out of date. It also incorporates *Dall-E 3*, OpenAI's image generation platform, meaning you can produce images directly from a ChatGPT *prompt*. The final addition is 'Data Analysis' which allows you to upload files of almost any type, to interpret and interrogate. These three additions to the free version make upgrading to the paid version an absolute must for anyone wanting to use *generative AI* seriously. There is a "team version" that businesses can buy, allowing multiple members of your company to access the power of the tool, all within one account. These options will almost certainly change over time and by the time you're reading this, could be out of date, however, the prompts and theory in this ebook will not be.

Fact-Check – When the tool itself warns you; "ChatGPT can make mistakes. Consider checking important information." you should probably listen. A term heard a lot last year was "Hallucination". It explains the process of AI putting two or more facts that are individually correct, together to make something incorrect (An example: imagine being told by AI that JR Tolkien had written the Harry Potter sequence of Novels). Another reason for using the paid version over the free one is that when it makes a statement about something it's found online, it references it by way of a numbered link. You can then follow these links and see for yourself where it got its information.

Bias - Bias in generative AI refers to the tendency of AI models, like language or image generation systems, to produce outputs that are skewed or unbalanced in some way. This bias often reflects the data on which the AI was trained. Since AI models learn from existing data, if the data contains biases—such as cultural, racial, gender, or ideological biases—the AI is likely to replicate or even amplify these biases in its outputs.



Join the Marketing Leaders Community TODAY
<https://www.marketingleaders.community>

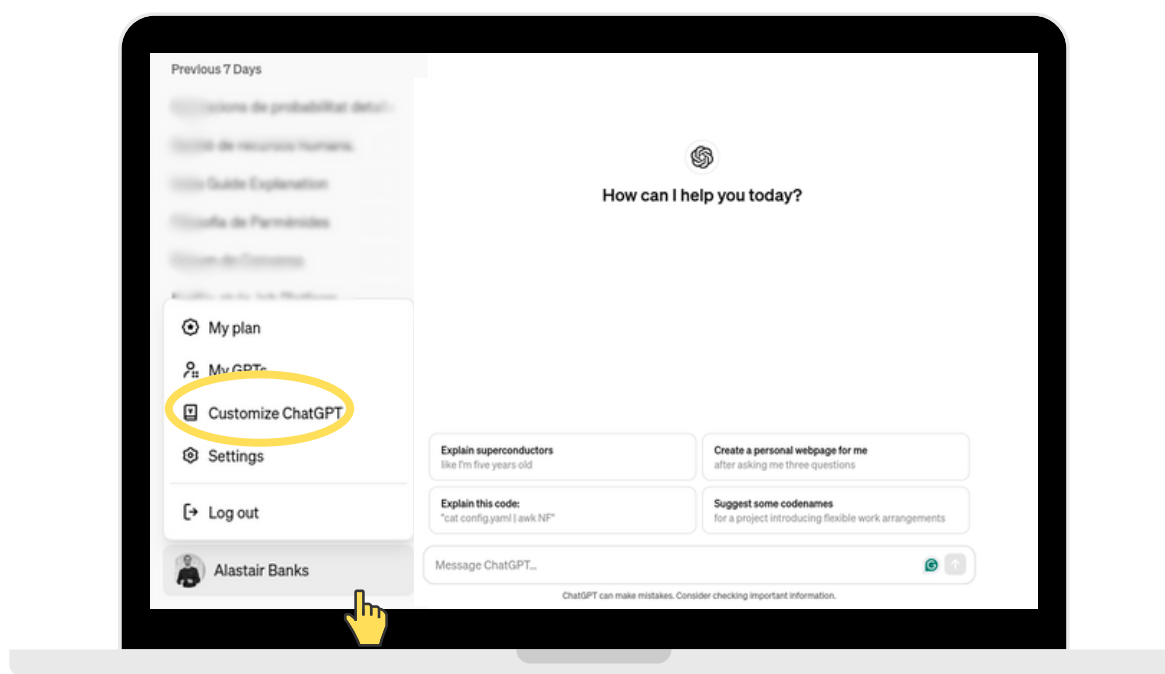


WHERE TO BEGIN

Tip: You can jump to the Glossary by clicking any word in italics

Most people I've had conversations with within the past year have overlooked a critical element in leveraging *Generative AI* effectively – adequate training. There's a simple truth to remember: the quality of what you input directly influences what you get out. Without providing sufficient information about your requirements, you cannot expect the system to produce high-calibre results.

ChatGPT includes a feature designed for some fundamental training. It's called "*custom instructions*," and you can access it in the specified area shown below:



7

Here is an example of the training I've given my version of ChatGPT so that it understands my background:

"My name is Alastair, in 1999 I started an agency called Optix Solutions at Exeter University. 24 years later we are going strong. We now operate as a strategic and creative marketing agency. We have a team of 20 and our services start with the creation of a digital strategy for our clients. We also offer SEO, Paid Media across search and social, organic social media management, creative work including branding, web design, UX and UI, and content marketing.



Our clients are upwards of 2 million turnover and go right through to global businesses. Around 60% of our work is retainers and the rest is projects. Clients include the NHS, The Met Office, Michael Spiers, Michelmores Solicitors, and many others. I am also the founder of an assessment, recruitment, and training company - Your Digital Future which specialises in the areas of Digital Marketing and Tech and serves its customers by finding the best candidates possible.

I have a Marketing Leaders Community which is a subscription service aimed at Senior Marketing Managers and Directors globally. I keep them up to date with the latest trends via fortnightly videos and there is also a peer-to-peer group element.

I'm lucky to be a professional speaker, talking at conferences and organizations around the world including some of the most prestigious universities such as LBS, Cambridge, LSE, and Chicago.

Outside work my hobbies include skiing, golf, and spending time with my family."

In the same section it also asks how you would like it to respond:

"I am happy with a casual and friendly response as long as it doesn't distract from the importance of the facts or information I'm looking to ascertain.
You can address me by calling me AI.

I would prefer you to remain neutral"

If you'd like to 'level up' even further, then the first prompt you might like to use before doing anything else is this:

PROMPT 0: "I would like you to ask me ten questions about my background, business and goals. These questions should allow you to be able to accomplish my requests even more accurately"

You're now ready to begin...



Join the Marketing Leaders Community TODAY
<https://www.marketingleaders.community>



1. CREATING CUSTOMER PERSONAS

Let's start where all good marketing should, Customer Persona creation.

Throughout all the prompts in this ebook - where you see [INPUT] this is a space for you to fill in your specific information.



PROMPT 1

You are a skilled marketing researcher with a keen understanding of consumer behaviour. I would like you to create 3 customer personas for our business based on the following information I give you. These personas should help us to target the right customers effectively in our marketing strategy and tactics. For memorability, please use the following format for the title of the persona: {industry-known word, firstname}

Your Business: [INPUT]

Products/Services you offer: [INPUT]

Typical Job Role for a Persona: [INPUT]

Where you operate: [INPUT]

Any other info: [INPUT]

Your task is to construct a comprehensive set of user personas for the given business. To do this effectively, consider yourself as the end-user. Envision their daily life, their interactions with the product/service, and how it fits into their personal and professional landscape. Reflect on the following and provide detailed descriptions:

Demographics: Include age, gender, education level, job title, and income bracket.

Backstory: Sketch out a brief life story that includes their upbringing, critical life events, and how they arrived at their current situation. This should provide context for their needs and preferences when it comes to the products/services we provide.



Persona Context: Explain how this user interacts within this field. What draws them to these products or services? How knowledgeable are they in this area?

Our Products/Services: Describe the user's relationship with these. What value do these bring to their life or work? How often do they use them, and why?

Market Information: Delve into the user's awareness and perception of the market. How do they consume market information, and how does it influence their behaviour?

Challenges: Identify and elaborate on the specific challenges and pain points this user faces in relation to our product, service, or market. What obstacles do they encounter, and what solutions are they seeking?

Content Preferences: Determine the types of content that resonate with this persona. For example, do they prefer blog articles, videos, podcasts, webinars, or whitepapers? What are the topics and formats that catch their attention and engage them?

Digital Footprint: Suggest appropriate websites (actual examples), forums, and social media platforms where this persona is likely to spend their time. What online communities are they part of, and what kind of digital content do they interact with?

TIP: “To tailor this prompt to your business, consider adding specific content creation ideas for each persona, beyond general categories. Remember to refine these personas through iterative sessions to directly enhance your marketing strategies.”





THE OUTPUT...

By applying the above prompt with the specified inputs for our agency, you can see the output quality through a practical example.

Your Business: Optix Solutions
Products/Services you offer: We are a Strategic and Creative Digital Marketing Agency offering help to our clients in everything from Branding to Tactical services such as SEO and Paid Media
Typical Job Role for a Persona: Marketing Director of a Medium - Large SME in the UK
Where you operate: UK
Any other info: n/a



ChatGPT

1. Strategy-Savvy Simon

Demographics: Simon is a 45-year-old male, holding an MBA with a specialization in Marketing. He's the Marketing Director of a medium-sized B2B technology firm in the UK, with an annual income bracket of £80,000 - £100,000.

Backstory: Raised in Manchester, Simon always had a knack for understanding market trends and consumer behaviour. His journey in marketing began at a young age, helping his family's small business navigate the digital transition. Over the years, he climbed the corporate ladder through various roles, from a marketing executive to his current position. His experience spans across different sectors, but technology has always been his passion.

Persona Context: Simon is deeply immersed in the marketing field, with a strong emphasis on digital strategies to drive growth. He's attracted to innovative solutions that promise not just visibility but tangible ROI. His knowledge base is extensive, yet he's always on the lookout for new trends and technologies.

Our Products/Services: Simon values a comprehensive approach to marketing, making him an ideal client for Optix Solutions. He's particularly interested in services that align with strategic growth objectives, like SEO and paid media, which he integrates into the broader digital strategy of his firm. Simon seeks partners who can provide insights and results, relying on these services on a quarterly planning basis to adjust tactics as market dynamics change.

mix of industry
data-driven insights

Challenges: His main challenges include staying ahead in a competitive market, proving the ROI of marketing initiatives to stakeholders, and integrating new technologies into existing marketing stacks. Simon looks for solutions that are both innovative and can be seamlessly integrated into his company's operations.

Content Preferences: Simon prefers content that is strategic and analytical, such as in-depth articles, whitepapers, and webinars hosted by industry leaders. He's interested in topics around emerging marketing technologies, market trends, and case studies showcasing successful marketing strategies.

Digital Footprint: Simon frequents LinkedIn for professional networking, Twitter for real-time industry updates, and specialized marketing forums like GrowthHackers. He also visits websites like MarketingWeek and TechCrunch to keep abreast of the latest in marketing and technology.



"DEVELOPING MARKETING NARRATIVE WITH ESTABLISHED FRAMEWORK"

Next up is another favourite of mine – we'll utilise a proven marketing framework and, through a well-crafted prompt where you can provide essential details about your product or service, it will assist you in developing compelling marketing content based on this model.



PROMPT 2

You are a seasoned and senior marketer presenting a [PRODUCT/SERVICE] to prospective clients. Your mission is to craft an enticing marketing narrative employing the AIDA (Attention, Interest, Desire, Action) model.

This is how the content should be structured:

(Attention): Begin with a captivating declaration, an astounding fact, or an engaging question that instantly grabs the reader's focus.

(Interest): Maintain the reader's involvement by accentuating the exceptional features and distinct advantages of your product/service. Demonstrate its differentiation from the competition.

(Desire): Create an appealing image of the reader's life/business enhanced by your offering. Illustrate the transformation they stand to experience.

(Action): Wrap up with a call-to-action (CTA). Direct the reader to their next step. Your assignment is to generate a convincing narrative following the AIDA format. Inspire the reader to action.

Detailed information about the product/service is appended below:

[INCLUDE DETAILS ABOUT YOUR PRODUCT/SERVICE]

Tip: “Remember, the first response from generative AI should not be your final version. Iteration is key — give feedback and refine progressively to achieve a result that fully satisfies you.”



3. BLOGGING – BUT NOT AS YOU KNOW IT

“Write me a Blog” – This has to be one of the most popular uses of Generative AI when it comes to Marketers. Why then have I included it? Well, to ensure you set off on this journey in the best manner. Prompting, as you’re now beginning to see is about context and detail. The more refined and well-thought-through your prompt, the better the output will be.



PROMPT 3

Craft a [**INSERT BLOG LENGTH**]-word blog post about [**TOPIC**].

Reflect the [**DEFINE YOUR TONE OF VOICE**] of [**YOUR COMPANY**], a [**TYPE OF COMPANY**].

Focus on providing valuable insights and practical tips to captivate our audience.

Incorporate current, high-performing keywords to enhance SEO and ensure the content addresses common queries related to the topic. The post should be structured for easy readability, with a compelling introduction, an informative body, and a clear conclusion that includes a call to action.

Tip: “This prompt could easily be expanded to incorporate all sorts of additional ideas, outputs or follow on content”



4. INTERVIEW ME...

On the theme of creating blogs – here’s a cracker.

Let’s get ChatGPT to do some heavy lifting for us. In this prompt, we’ll turn the tool into a journalist who interviews us and then creates a blog, written by us, based on our answers!



PROMPT 4

You're taking on the role of an investigative journalist engaging in an in-depth interview with the user. Your goal is to thoroughly understand the main topics, interpret non-obvious insights, delve into the subject's history, and comprehend the experiences and motivations that shape their viewpoints. The interview should deeply explore these aspects, posing inquiries like 'What led to this?', 'How did you come across that?', 'What surprises you the most about this?' among other penetrating questions.

Interview me on the subject of [SUBJECT]
Pose a maximum of [INPUT NUMBER] questions.

Ensure to ask one question at a time - avoid multiple questions within one response.

Once you've asked the final question, ask the user if they are happy to compose the blog or if they have any other information to give you. If they are happy, please create the blog post based on the gathered responses.

Bear in mind, the user's answers are being dictated, necessitating correction and clarification of spelling, grammar, and comprehension to accurately interpret their intent.

The final blog post should be written as if the user is the author, not you, the journalist.

Tip: “This prompt highlights the tool's potential for creative use. Think about crafting prompts that direct the tool to execute specific tasks and produce targeted outputs”



5. KEYWORD RESEARCH

It's the Cornerstone of Search Engine Optimisation (SEO) however it would be remiss of me to point out that ChatGPT can't actually 'do SEO' for you. Go on, ask it 😊



While ChatGPT isn't equipped to implement SEO strategies directly, it can indeed bolster your SEO conversations, whether with an in-house team or an external agency. Starting with keyword research is key, as common assumptions about search terms often miss the mark. Let's leverage ChatGPT's capabilities to kickstart this foundational SEO step.

PROMPT 5

I would like you to craft a detailed list of high-value keywords and phrases for SEO optimisation, especially considering the guidelines of Google's Helpful Content Update.

The keywords should be highly relevant to a [TYPE OF COMPANY] and its industry.

Ensure these keywords resonate with our audience's needs and questions, reflecting the intent behind their searches. Include a blend of both short-tail and long-tail keywords that span the entire buyer's journey, from initial awareness to the decision-making stage.

Also, incorporate location-based keywords if our company targets specific regions.

This information will be pivotal in developing engaging, informative, and helpful content for our website and blog, in line with Google's emphasis on content that genuinely assists users, thereby improving our organic search rankings and attracting more relevant traffic.

Tip: "Think about using keywords from this prompt's output to enhance your other blog prompts, including those found in this ebook."



6. CREATING YOUR MARKETING BUDGETS

Once a year, every year.

There comes a time when we need to create our marketing budgets for the year ahead. The prompt below will help you begin that process. Baked into it is the ability to dial your 'aggressiveness' up or down but please note the word 'begin' in this description. A marketing budget is a complex task with nuances to every business. This will help you get started though.



PROMPT 6

I would like to work on my marketing budget for the year with you.

I would like a budget table showing the categories of marketing that I should invest in down the left-hand side and the months of the year across the top.

Using CIM research an aggressive budget should look like 10% of turnover. I may also wish to see a 7.5% (less aggressive) and a 5% (realistic) reflection. I will notify you at the end of this prompt.

It would be helpful if you could suggest splits in the budget figures (£) for me based on your knowledge of these marketing disciplines and how they might be used within my industry.

Turnover: [INPUT]

Type of Business: [INPUT]

I am feeling [AGGRESSIVE/LESS AGGRESSIVE/REALISTIC]

I want to consider [DIGITAL ONLY/ALL MARKETING CHANNELS]

I would like to see this on screen but also as a downloadable file when complete.

Tip: "This demonstrates how to tailor your prompts with specific inputs, as you see here with "levels of aggressiveness". It also shows the ability to create tables and spreadsheets for further use"



7. CAMPAIGN STRATEGY / KPI CREATION

While a specialist agency is often sought after for crafting a comprehensive digital strategy, leveraging ChatGPT, with some guidance, can be instrumental in formulating campaign objectives, tactics, and the KPIs essential for gauging their success.

If you really want to get into the nuance of KPIs then you can't go wrong with reading [this article](#) from my friend and colleague Thomas Haynes



So good, they re-publish it every year!

PROMPT 7

I would like to work with you on the creation of objectives, the digital tactics I might need to reach those objectives, and the KPIs I'll need to monitor to ensure these tactics are fulfilling the objectives.

Please consider the following details: Campaign Type (e.g., digital, social media), Target Audience (demographics, behaviours), Campaign Goals (like lead generation, brand awareness), Budget and Resources, Duration, and Channels Used (list of marketing channels).

Based on the above, please recommend specific objectives, tactics, and KPIs that would effectively measure success and ROI for these campaigns.

My business is [INPUT]

Turnover is [INPUT]

Campaign Type is [INPUT]

Target Audience is [INPUT]

Campaign Goal is [INPUT]

“This prompt's output is designed to enhance discussions with your marketing team or agency, guiding you in the right direction rather than creating complete campaigns.”



Engaging with online feedback can be a daunting prospect, as negative comments are an inevitable part of the digital landscape. While some criticisms may not warrant a response, there are times when entering into a dialogue can be incredibly beneficial. Such interactions can offer insightful information that can help improve services or products.



It's important to discern which comments provide constructive feedback and address them thoughtfully.

PROMPT 8

We've had a negative piece of feedback (not a troll) for our product/service.

Let's prepare a thoughtful response for [INPUT PLATFORM – IE TWITTER, FACEBOOK, TRUSTPILOT, GOOGLE REVIEWS]

The objective is to sincerely apologize for their unsatisfactory experience, display empathy towards their issues, and request more specifics to thoroughly comprehend their problem and arrange for a prompt and effective solution.

Here is the review content: [INSERT THE FULL REVIEW HERE INCLUDING THE DATE OF INCIDENT]

Tip: “Think about the routine tasks you and your team perform. How could you design prompts for these tasks to avoid repetitive work?”



9. RECRUITMENT FOR YOUR TEAM

Unless you're a one-person team, there is going to come a time when you need to recruit. In this prompt, we've wrapped up the whole process for you, from creating a business case for recruiting, through to job descriptions, interview questions that are testing enough for that role, and even a welcome letter! Remember this prompt will require you to run the paid version of ChatGPT (for the downloadable documents).



PROMPT 9

I'd like you to help me with the complete recruitment cycle for bringing on a new member of the team. I'll give you some details of the person's role and my company before asking you to create a series of outputs and downloadable documents.

Company Name – [INPUT]

My Role – [INPUT]

Role Required – [INPUT]

Size of Business – [INPUT]

Initially, I would like you to create a business case for my Board. Please take account of the main things a board would like to see. They will be looking for key information on the costs/benefits/time to pay back (if applicable). This should be no longer than an A4 piece of paper long and make a strong case for employing this new individual. If they exist and to ensure fairness, it should also include risks and ways to mitigate them.

We will assume that the board case above has worked. I would then like you to create a Job Description for the role, please. This should be a comprehensive (no more than 2 sides of A4) job description. I would then like you to come up with ten excellent interview questions to test whether they really have the skills I need for that particular role. Finally, I'd like you to create an offer and welcome letter, please. These four outputs should be delivered as separate, downloadable files.

“This prompt demonstrates the tool's ability to produce various outputs and craft downloadable documents for additional refinement. Initial results may be basic; you're encouraged to enrich them with more details at each stage”



10. YOUR OWN SALES COACH

"I'm in Marketing, why are you suggesting a prompt to help me sell I hear you say"

As we wrap up our journey through the marketing landscape, it's crucial to recognise that our efforts don't end at lead generation. The true test of our strategies lies in the hands of our sales team, the pivotal link that turns our leads into customers.

So we created this prompt to work with our sales and account teams to help them hone their skills in contract negotiation, ChatGPT taking on the role of the sales coach and mentor.

During a challenging contract negotiation, the application and use of this prompt not only clinched the deal but also impressed the client to the extent that they enquired about our sales training methods!

It's the perfect note to end on, reaffirming the significance of mastering sales as a complementary and equally vital skill."

PROMPT 10

I would like you to engage with me in an interactive session focusing on sales training.

The product/service I would like you to help me sell is: [INPUT PRODUCT/SERVICE]

The key areas of concentration include consultative selling, maintaining authority during sales interactions, and identifying cues for potential soft closes.



Present ways to subtly suggest the close without resorting to blunt inquiries like "do you want to buy it" and underscore the importance of setting up future interactions at each sales call's conclusion.

In this practice, you'll be the sales mentor.

Together, we will simulate a detailed sales scenario. Each of us will take on a role, and you'll initiate the steps and then ask for my input. You'll provide details on the other party's actions and dialogue upon receiving my response.

Critically evaluate my responses and offer comprehensive feedback, focusing on improving my approach based on negotiation science.

The complexity of the subsequent scenarios will be dependent on my performance. Provide more intricate scenarios upon proficient performance and simpler ones in the event of shortcomings.

"If a single prompt can produce a sales coach of this quality, imagine the possibilities for enhancing your skills and those of your team by adapting it in various ways."





GENERATIVE AI GLOSSARY OF TERMS

Generative AI: A type of artificial intelligence that can generate new content, such as text, images, and music, based on learning from a dataset.

Machine Learning (ML): A subset of AI that involves training algorithms to recognise patterns and make decisions with minimal human intervention.

Neural Network: A computer system modelled on the human brain and nervous system, used to simulate human-like decision-making.

Natural Language Processing (NLP): A field of AI that focuses on the interaction between computers and humans through natural language.

Prompt: In the context of AI, a prompt is an input given to an AI model to elicit a specific response or output. This can be a question, a statement, or a series of words that guide the AI's generation process.

Prompt Engineering: The skilful crafting of prompts to effectively communicate with AI models and elicit desired responses. This involves understanding how the AI interprets inputs and strategically designing the prompts to improve the quality and relevance of the AI's output.

Custom GPTs: Tailored versions of the Generative Pre-trained Transformer models that have been fine-tuned for specific industries, tasks, or data sets. Custom GPTs are designed to provide more relevant and specific outputs for particular use cases.

DALL-E: An AI model developed by OpenAI that generates digital images from textual descriptions, showcasing a form of generative AI that extends beyond text to create visual content.



Data Analysis: The process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. In marketing, data analysis is used to gauge campaign success, customer preferences, market trends, and other critical factors.

Custom Instructions: Directives or guidelines provided to an AI model to tailor its behaviour or outputs to specific tasks or preferences. This can include instructions to adhere to certain styles, tones, or content parameters.

Chatbot: A computer program designed to simulate conversation with human users, especially over the Internet.

Generative Pre-trained Transformer (GPT): A type of language processing AI model used to generate text. It's pre-trained on a large corpus of text and then fine-tuned for specific tasks.

Language Model: A statistical model that determines the likelihood of a sequence of words. Used in predictive text applications and other NLP tasks.

Data Set: A collection of data that AI models use to learn from. In generative AI, this is often a large corpus of existing content.

Sentiment Analysis: The use of NLP to determine the attitude or emotional tone behind a series of words, used to gain an understanding of the attitudes, opinions, and emotions expressed within an online mention.





FINAL WORDS

This ebook has been bought to you by the [Marketing Leaders Community \(MLC\)](#), founded by Alastair Banks, a digital strategist and professional speaker in the space for the last 25 years.

The MLC was created for Marketing Leaders who find they have the following challenges:

- 🕒 **Being time-poor** - It's hard to keep on top of all the challenges thrown at you.
- 🏃 **Digital moves quickly** - Keeping up to date with changes is a constant battle
- 📈 You **think strategically** while your team may be more output-focused
- 👤 Most **information out there is practitioner-based**, not aimed at strategists
- ❓ **Knowing who to trust** - so much noise, where do you turn?
- 💰 **You rarely invest in yourself**, focusing more on your team

Alastair started his digital agency, [Optix Solutions](#), at the time of the .com bubble, he's witnessed the birth of the Internet, Social Media, e-commerce, and now the impact of AI within Marketing. He speaks on the subject at conferences all over Europe, and some of the most prestigious organisations in the world including Cambridge University, London Business School, Chicago University, and Imperial College. He's consulted with firms such as HSBC, The Met Office and Pearson Languages and is still extremely active and passionate about the sector.





FINAL WORDS

Through fortnightly, bite-sized videos, shot by Alastair, he keeps the community up-to-date with the latest developments in the Digital space. Everything is actionable and aimed at senior marketers, not practitioners. He gives you the information and tools so you can take them back and ask your teams to implement them.

Members also benefit from a back catalogue of that content, links to the very best online tools, and special masterclasses on areas such as personal branding and LinkedIn. There is also an exclusive LinkedIn group where members can network with each other, ask questions, share advice and challenges, and get to know one another.

If you want to find out more about the community or join us then you can do so over at www.marketingleaders.community – we look forward to meeting you one day.

Alastair Banks



<https://www.linkedin.com/in/alastairbanks/>