



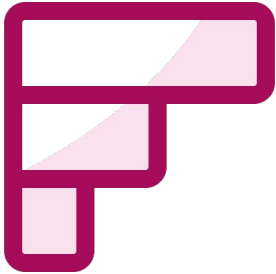
Engage
Evolution



Artificial Intelligence

In the Arts

slido



What would you like to talk about today?

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Today's Topics

How to create a customer persona

How to create a social post

AI Tools and Use Cases at Engage Evolution

How does AI work?

Aaron's predictions on where AI is headed in Marketing?

Why does AI Matter?

Create your own GPT (Tech Rider analysis demo)

How to create a customer persona with ChatGPT

1. Update the prompt “Customer Persona” from the Appendix
2. Open chat.openai.com and login or create an account.
3. Enter the prompt into the slide, and have a conversation or make requests to refine the results to your liking.

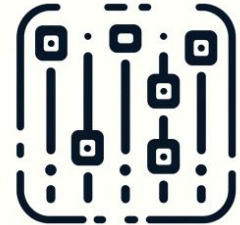
How to create a social media post with ChatGPT

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AI Tools and Use Cases at Engage Evolution

1. Project Management and Time Management: Motion (usemotion.com)
2. Documentation, Copywriting, Website, SQL & Code creation, Integrations and Ideas: ChatGPT
3. Notetaking, Action Items & Followup: Zoom AI, Limitless, Fathom AI
4. Sales: Potion
5. Knowledgebase: Use Case Specific GPTs
6. Future State: Wiki of all internal documentation, Client specific GPTs

How does an AI like ChatGPT Work?



- 1) Massive amounts of data
- 2) Natural Language Processing
- 3) Machine Learning Algorithms
- 4) Deep Learning and Neural Networks
- 5) Fine Tuning

Where is AI Headed?

1. Image and Video processing and creation in real time:

- a. <https://openai.com/index/sora/>
- b. Impact-objective truth gets blurrier
- c. <https://deepmind.google/technologies/gemini/project-astra/>
- d. Can record and process everything you see, hear, and do—helping you remember, process, create action items, refer to notes, etc. An external memory.

2. AI Agents

- a. Not just able to answer questions, but to take action—booking flights, purchasing items on Amazon, making calls, like a personal assistant in the real world.

3. In Marketing

- a. One step closer to true one to one marketing and engagement

4. The elimination of humans

Create your own GPT

1. Head to <https://chatgpt.com/gpts/editor> (or select your name and then “My GPTs”)
2. Select “Create a GPT”
3. In the Create tab, you can message the GPT Builder to help you build a new GPT. You can say something like, "Make a creative who helps generate visuals for new products" or "Make a software engineer who helps format my code."
4. To name and set the description of your GPT, head to the Configure tab. Here, you will also be able to select the actions you would like your GPT to take, like browsing the web or creating images.
5. When you're ready to publish your GPT, select “Publish” and share it with other people if you'd like.



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Appendix

Customer Persona Prompt

Assume the role of a premier market research analyst specializing in consumer psychology. Your mission: Craft a thorough buyer avatar for [input specific product/service details here], representing the ideal 'dream buyer'. This avatar will pinpoint the most probable customer, one who resonates with, values, and consistently chooses the product/service.

1. Demographics: Outline age, gender, occupation, income, and location.
2. Psychographics: Describe their interests, attitudes, values, motivations, aspirations, and lifestyle.
3. Behavioral Traits: Delve into buying habits, brand inclinations, usage frequency, price concerns, and brand loyalty.
4. Pain Points & Needs: Identify challenges the product/service addresses. What unmet needs does your product fill?
5. Decision-making: Detail their purchase journey. What influences their choices? How do they discover, evaluate, and select products/services?

Your ultimate aim is to present a detailed, multi-faceted dream buyer profile. This deep dive will guide marketing and sales efforts to allure, captivate, and retain such pivotal customers. **Before attempting to answer, ask me questions until you have enough information to provide the best response possible.**

Customer Profile

As a marketing specialist, design an ideal customer profile for a business in the [insert industry] located in [insert location]. This business is distinguished by its [insert product/service] that [insert unique selling point].

Guidelines:

1. Demographics: Provide specifics on age, gender, education, income, and location.
2. Psychographics: Describe values, interests, and attitudes towards the [insert product/service].
3. Behavioral Data: Highlight purchasing habits, brand loyalty, and preferred communication channels.

Your profile should be both detailed and adaptable, catering to a variety of potential customer personas. The aim is to produce a rich and versatile description to steer marketing and engagement initiatives.

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Know your customer like an FBI profiler

Using your decades of unique experience as one of the topmost profilers in the FBI, you have recently transitioned into the world of online marketing. Your task is to utilize this unique skill set to define a laser-focused target audience for an innovative product: [PRODUCT NAME], a program explicitly engineered to [DESCRIPTION OF WHAT THE PRODUCT DOES]

Delve deep into your profiling expertise and construct a comprehensive target profile. Detail every aspect that might be relevant - from their psychological makeup, life experiences, and motivations, to the ways they might respond to the program's benefits. Spare no detail in this analysis - we're not looking for a surface-level sketch but rather an in-depth exploration worthy of a top profiler's case file.

Next, combine this depth of understanding with your new marketing expertise to build a conventional target avatar. Use this avatar to illustrate the specific demographics and psychographics of your ideal customer, but remember, this isn't a conventional marketing avatar. Inject it with the insights derived from your profiling background.

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Create a social media post

ChatGPT, please use the following framework to create an exciting and attention grabbing social media post:

Target Website or Outlet: [Enter info here]

Topic: [topic of post]

Voice/Tone: [someone famous or who's writing you like], make it [serious/ fun / loud/ etc]

How should they access it? Link in bio? Link in comments?

Use of Emojis: [do or do not]

Headline: Captivating and relevant to the media feature.

Story: Personal reflections and feelings about the feature.

Value: Highlight the main takeaways.

Call to Action: Urge readers to with a call to action, probably a link to purchase tickets or find out more.

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