

**Have No Fear,
Chat GPT is Here!**





**Artificial intelligence
is a tool, not a threat.**

Rodney Brooks

quote fancy



What is Artificial Intelligence?

Artificial Intelligence (AI) is essentially the combination of computer science with extensive datasets to recognize patterns, problem solve, and make decisions.

For marketing, AI can streamline various processes like brainstorming content and analyzing target audiences.

Chat GPT

- It's free!
- Looks like a text conversation
- Produces written-based content
 - Captions, slogans, emails, ideas
- The more you use it, the more it learns



ChatGPT

Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to

Limitations


May occasionally generate incorrect information

May occasionally generate harmful

**Enhance,
Don't Substitute**

- Still some unknown territory
- Responses are generic- need personalization
- Content is not always accurate
- Do **NOT** copy and paste responses



Science Is Fun 

@sciencefunn

“AI will probably take over the world and end us all in the future.”

Also AI:



AI camera mistakes referee's bald head for ball, follows it through the match.

Machine Learning



How Can I Use It?

- Social media captions
- Print and digital communication
- New marketing practices
- Ask it questions:
 - What time do people use social media during the day?
 - What do new tennis players' Google search look like?

Let's test it out!



How can I help you today?

Come up with concepts
for a retro-style arcade game

Tell me a fun fact
about the Golden State Warriors

Plan a trip
to experience Seoul like a local

Show me a code snippet
of a website's sticky header

Message ChatGPT...

