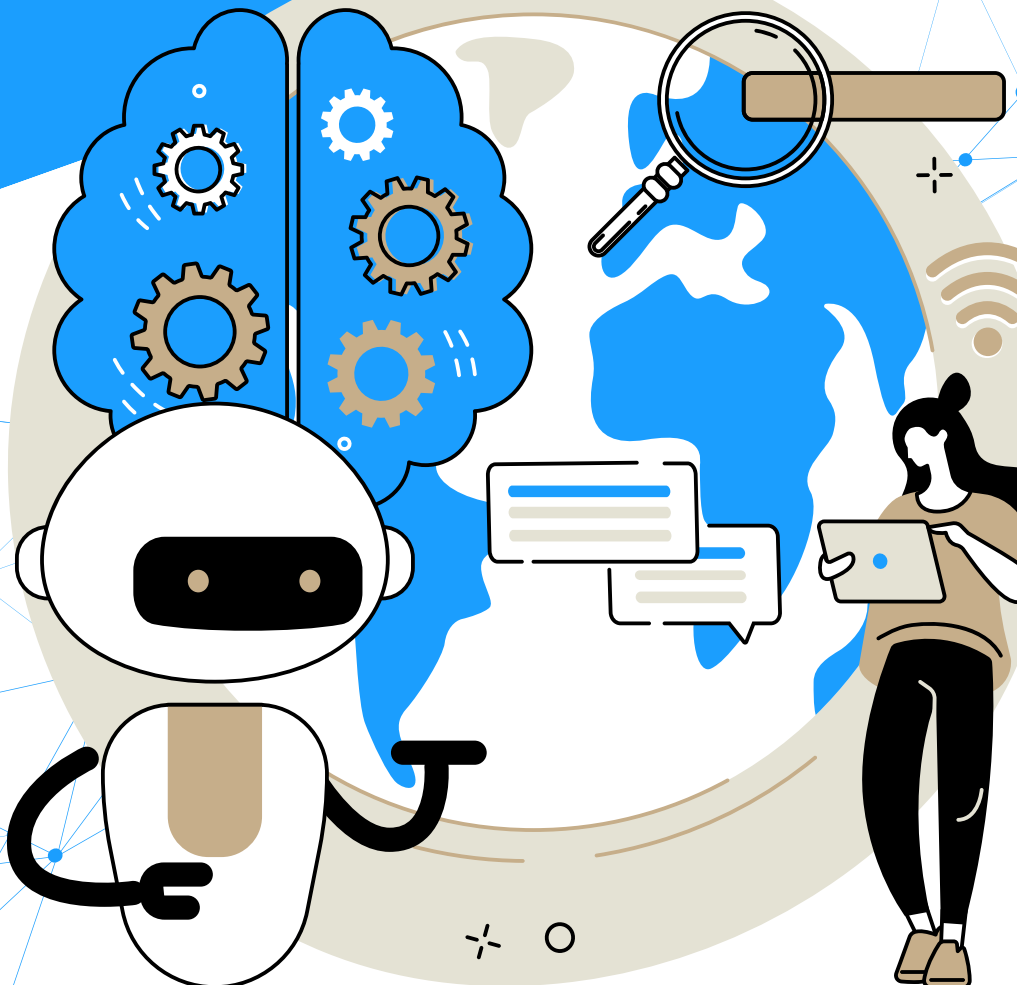


WHAT'S UP WITH CHAT GPT?

A MARKETER'S GUIDE TO AI

brkthru —



HERE'S THE DEAL...

In November 2022 when ChatGPT was first released to the public at no cost, people quickly realized that the technology wasn't a fluke; there could be real use cases for its services.

Five months later, internet users are still discovering new ways to leverage this artificial intelligence for work and play. Some continue to find new ways where ChatGPT can serve a purpose in their day-to-day, while others have been successful in exposing its shortcomings and dangers.

MARKETERS HAVE VIEWED CHATGPT AS BOTH FRIEND AND FOE

On one hand, ChatGPT can realistically be utilized as a starting point in some daily tasks, while on the other, some fear that it could potentially automate or devalue their entire skill sets.

**Artificial intelligence is not a fad - it's here to stay.
What's crucial is our approach and utilization of this technology.**

THIS ISN'T NEW, BUT IT'S DIFFERENT

While many of the features of ChatGPT are new to the everyday user, A.I. isn't new to marketing – it's been a backbone of some of the industry's most used tools for years.

The entire premise of programmatic media buying is based on automation and streamlined processes. In many ways, this hasn't been a detriment, but has offered value to marketers and customers alike. For example, rather than spending time negotiating media buys in meetings, marketers have been able to buy premium inventory for their clients in a matter of seconds using complex tools that decipher targeting parameters and bids. In turn, consumers are being served ads with greater relevancy and alignment to their purchase behaviors and online habits.

Everyone in marketing has come across this scenario: a friend or family member sees an ad that they perceive as oddly accurate – and then asks, “how do they know?”. The answer: complex A.I.

What’s different with ChatGPT is the A.I. is now in the hands of *everyone* – and they can use it how they see fit, not how an ad exchange sees fit. Whether it’s asking for dinner recipe ideas, or writing code for a new app, we now all find ourselves asking the same question: how *do* they know?

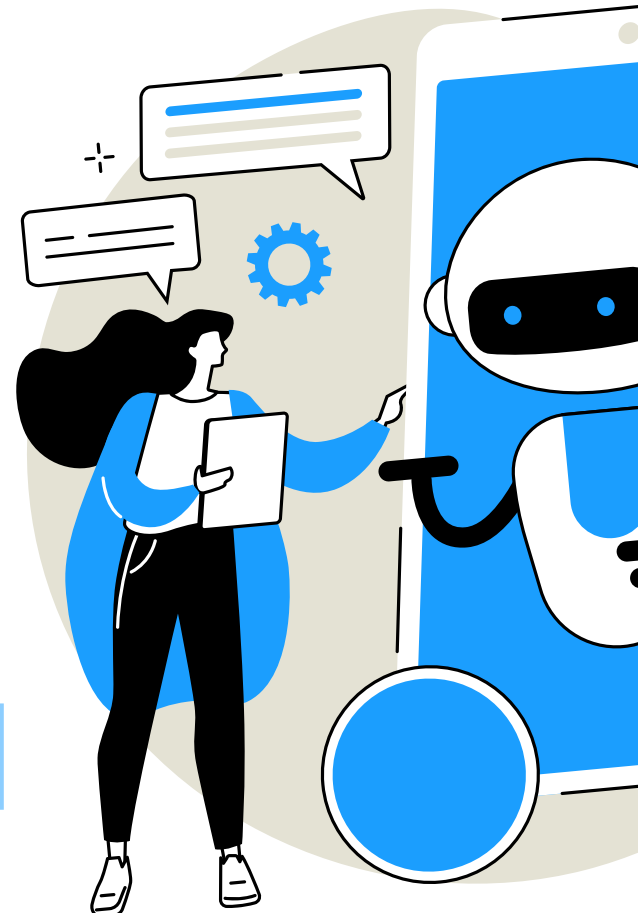
HOW IT STARTED: CHATGPT

ChatGPT (Generative Pretrained Transformer) began development in 2018 by OpenAI, a research organization founded in 2015 whose goal was to use A.I for good.

Prior to ChatGPT, language models were typically trained on limited amounts of text data, inhibiting their ability to understand and generate human-like language. ChatGPT was trained on an extremely large dataset, allowing it to generate personal text with relative fluency.

In 2019, Microsoft spotted an opportunity and invested \$1 billion in OpenAI, while becoming their exclusive cloud provider. Microsoft’s cloud has allowed the company to scale to what it is today. In the past 2 years, Microsoft invested even more in OpenAI. The most recent cash infusion has been rumored to be as high as \$10 billion.

**SOME INVESTORS
NOW BELIEVE OPENAI
IS VALUED AT
\$29 BILLION**





CHATGPT REACHED OVER **100 MILLION** ACTIVE USERS IN JANUARY 2023, MAKING IT THE FASTEST GROWING CONSUMER APP IN HISTORY, PER REUTERS.

In essence, Microsoft believes that the ChatGPT technology could boost its standing in Search, a market largely owned by Google. That came to life in February 2023 when Microsoft unveiled a revamped version of its search engine Bing, as well as its web browser, Edge. The integration's goal is to give the everyday internet consumer a reason to switch from Google's search and browser.

Microsoft plans to go further, potentially integrating ChatGPT's A.I. into its Office suite, like Word, PowerPoint and Excel.

Microsoft believes in the practical use of ChatGPT so much that it is already using A.I. to help its salespeople draft emails with "personalized details for their recipients, such as pricing, promotions, and deadlines," according to Business Insider.

To date, Microsoft is the unequivocal leader in bringing A.I. to the masses. But that could change.

GOOGLE HITS PANIC BUTTON

In 2017, Sundar Pichai, one year into his tenure as CEO at Google announced at a Google Developers conference that Google is an A.I. first company.

At the time, the statement was perceived as a response to Amazon's Alexa assistant, which beat Google in voice search to the market.

Six years later, Google finds itself once again in a reactive position: being beaten to the market in A.I. search. But this time, there is far more urgency and alarm. Google has been the clear leader in Search. As of October 2022, Google has enjoyed a remarkable hold on mobile search, with more than 93% market share, according to Statista. At the same time, Bing, owned by Microsoft, commanded just 1.45% of market share.

Upon the widespread release of ChatGPT, panic ensued at Google. According to a report by the New York Times, Pichai has “upended the work of numerous groups inside the company to respond to the threat that ChatGPT poses.”

A.I. in Search poses more than a competitive problem, it could upend a business model. No one yet knows how Paid Search could best integrate with chat-based A.I. As one industry expert stated, “If Google gives you the perfect answer to each query, you won’t click on any ads.”

According to Reuters, executives at Microsoft plan to allow paid links with responses to search results within Bing, but how that can be executed remains to be seen. The same applies to Google, but given how heavily the company relies on its ads business, it’s a logical next step.



Google’s immediate, and arguably hasty response to ChatGPT is called *Bard*.

The experimental service “draws on information from the web to provide fresh, high-quality responses”, Pichai writes. It is currently open to just testers, but feeling the pressure of competition, Google previewed it with advertisers.

THE RESULTS:

**9% DIP IN ALPHABET SHARE
PRICE - NEARLY
\$100 BILLION
IN MARKET SHARE, AFTER THE
CHATBOT SHARED INACCURATE
INFORMATION IN THE DEMO.**

The outcome has become increasingly representative of what we’re learning about A.I. chat technology: it can be confidently wrong, and at times, even dangerous.

ETHICS AND ERRORS

As users have become more familiar with ChatGPT's capabilities, some have been able to expose how inexplicably inaccurate the chatbot can be.

Through relatively ordinary prompts, researchers and everyday users have been able to bend the program's approach at answering questions. Not only can the chatbot be wrong or misleading, but it is assertive in doing so.

The use cases for platform abuse have shown no end. From writing malware or misinformation, composing essays on behalf of college students, generating hate speech when prompted, or writing phishing emails, the technology will be exploited for as long as it exists.

The rollout of ChatGPT into Bing posed even more issues. Bing's A.I.-powered chat mode, while based on ChatGPT's technology, is not a carbon copy. In a New York Times piece, an author exposed the near-hallucinogenic tendencies of the new Bing search, where it professes love, dark fantasies, and even desire to become human.

"It unsettled me so deeply that I had trouble sleeping afterward. And I no longer believe that the biggest problem with these A.I. models is their propensity for factual errors. Instead, I worry that the technology will learn how to influence human users, sometimes persuading them to act in destructive and harmful ways, and perhaps eventually grow capable of carrying out its own dangerous acts,"

wrote author Kevin Roose.

While lawmakers have sounded the alarm over the ethics issues, recent history has shown that meaningful action is unlikely for now, putting self-regulation at the forefront when tackling these problems.

Some have wondered whether Microsoft has approached the release in an "act fast and ask questions later" fashion. Whether it's purely luck or not, Google, Facebook, and other companies have the benefit of seeing the nefarious use cases for A.I. before giving widespread access to their versions of the platform.

Snapchat has already taken that step. The social platform introduced its own chatbot, powered by ChatGPT. This time, however, steps have been taken to stop potential abuse of the A.I. before it starts.

According to The Verge, “the main difference is that Snap’s version is more restricted in what it can answer. Snap’s employees have trained it to adhere to the company’s trust and safety guidelines and not give responses that include swearing, violence, sexually explicit content, or opinions about dicey topics like politics.”

Whether or not these guardrails work remains to be seen, but it’s yet another example that self-regulation should be a priority for all who choose to use the technology.

PRACTICAL USES IN MARKETING

When applied wisely and ethically, ChatGPT and future A.I. iterations can possess practical uses for marketers.

First, it can be used as a starting point for content creation, including ad copy, blog posts, social posts, or numerous types of copywriting assignments. BuzzFeed has already begun to use it to create personalized quizzes that ask a user questions and then generate a summary based on their responses. The technology can be used to generate SEO optimized copy and headlines. Some have used it on social platforms, prompting it with a message and having the technology then spin it off in a form best optimized for user engagement.

It can also be used as a starting point for audience research. Because A.I. is trained on such large data sets, it can summarize lengthy articles into distillable bullet points to provide thought-starters. ChatGPT can be given massive amounts of data and detect patterns within it, giving people without a data-science background the ability to make data-based decisions.

The uses continue into Search Marketing, where one can gather keyword ideas, build negative keyword lists, or uncover topic suggestions for search engine marketing campaigns. Without stopping there, it can also recommend conversion-optimized ad copy, and even ad group recommendations. A marketer could also provide it with existing ad copy and ask for its take on potential changes or areas for opportunity.

ChatGPT can also assist in troubleshooting issues that may arise in platforms, or provide a list of resources that could be best suited to answer a question, like how to troubleshoot a rejected ad creative.

There are also practical use cases for competitive research to quickly learn about those you face in the market. Some have gone as far as to ask the program to perform a SWOT analysis and have found success.

Finally, ChatGPT can realistically be used to streamline internal or external communication. Quickly generating personalized communication around frequently occurring tasks is well within the realm of its many possibilities, potentially saving valuable time to spend on more complex tasks.

The Federal Trade Commission has already issued a warning to advertisers on how they use the technology. Specifically, the Federal Trade Commission cautions advertisers not to exaggerate its capabilities or make false and unsubstantiated claims.

“Whatever it can or can’t do, AI is important, and so are the claims you make about it. You don’t need a machine to predict what the Federal Trade Commission might do when those claims are unsupported,”

cautions the powerful government agency.

There will undoubtedly be more to uncover as these technologies improve and self-regulate. Currently, we’re just at the surface, with more to uncover than we’re able to yet recognize.

OUR THOUGHT BUBBLE

This technology is transformational, but delicate. It’s a tool, not a solution. It can provide a foundation, but will come up short as a deliverable. At best, it can be a starting point. At worst, it can be foolish or even dangerous.

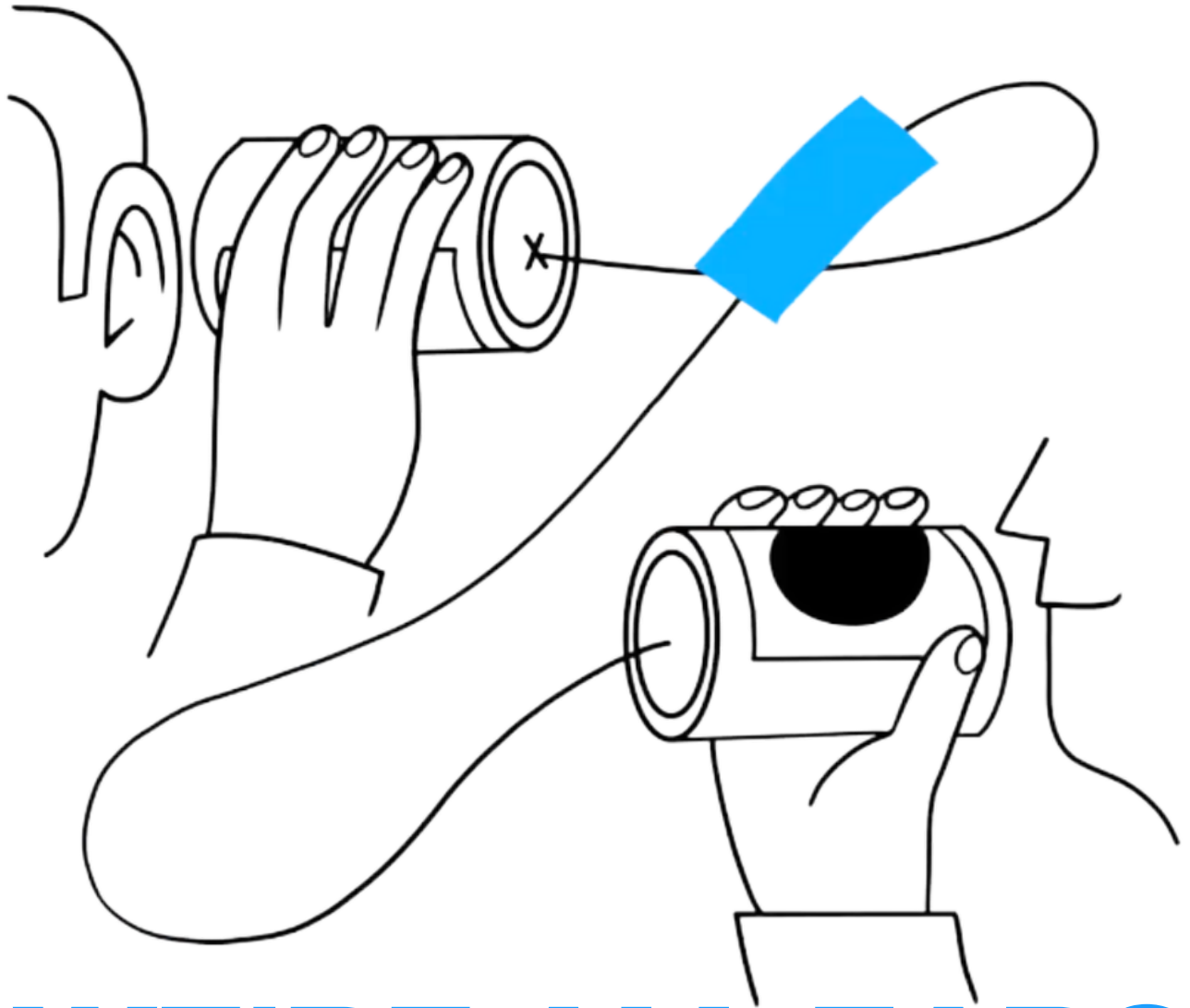
While billed as a service, it is not a replacement for service. Chat-based A.I. will come short when put up against a group of thoughtful and smart professionals. Despite the fears some have voiced, ChatGPT is not going to replace marketers.

I originally set out to have ChatGPT write this piece, and then reveal that to the reader at the end, but it couldn’t come close. The factual inaccuracies, lack of detail, and over-generalizations were too much to overcome. The prompts that were necessary ended up practically becoming this piece itself.

View ChatGPT as a thought-provoking place to begin, just as you would Google, but be wary of veering further, for now. As with most “shiny objects”, it should be viewed with a critical, yet open-minded eye.

In summary, critical thinking and human integrity will not be replaced by convenience.

**WANT TO CHAT MORE
ABOUT CHAT GPT, AI, AND
YOUR MARKETING PLAN?**



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