

ChatGPT for Content Creators and Marketers: Opportunity or Threat?

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About James

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- **Award-winning journalist**
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- **Entrepreneur**
- **Dad and husband**
- **Dog owner**



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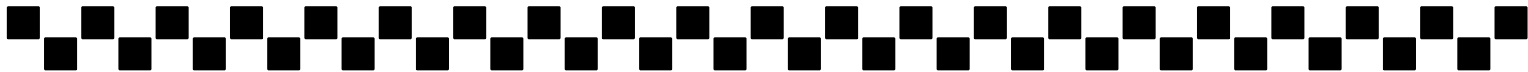
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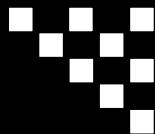
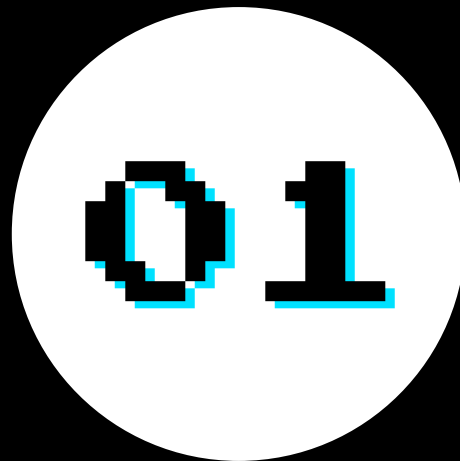
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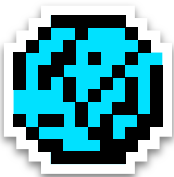
Where is this heading for content marketing?





Intro to Chat GPT





JA

What is ChatGPT



ChatGPT is a large language model developed by OpenAI that is trained to generate human-like text. It can be used for a variety of natural language processing tasks, such as language translation, text summarization, and question answering. The model is based on the GPT (Generative Pre-trained Transformer) architecture and is fine-tuned on a large dataset of conversational text to improve its ability to generate contextually appropriate responses.



Who's using it?



36.7%

Marketing



19.6%

Law



19.1%

Teachers

30% of 4,500 professionals surveyed have used ChatGPT

Source: Fishbowl

Examples of early AI content creation

Eliza	An early natural language processing computer program created from 1964 to 1966 at the MIT Artificial Intelligence Laboratory by Joseph Weizenbaum. Used in psychology.
The Policeman's Beard is Half Constructed. (1984)	"The first book ever written by a computer." A book that has an obscure history but appears to have been generated by two men. It comprises poems, prose, and dialogue generated by a system called Racter.
Social media bots	Produce text on social media based on a specific topic. Often has an agenda.
Automated Insights	Gathered data from a person's workout and created an individualized recap for bodybuilder.com. Gathered sports data and writes a short brief about a sporting event. AP uses the technology.
Customer service chatbots	Take a person's input and provide answers to a questions using NLP.
Article spinning for SEO	Took an amalgamation of web content and made "articles."

What are people saying?

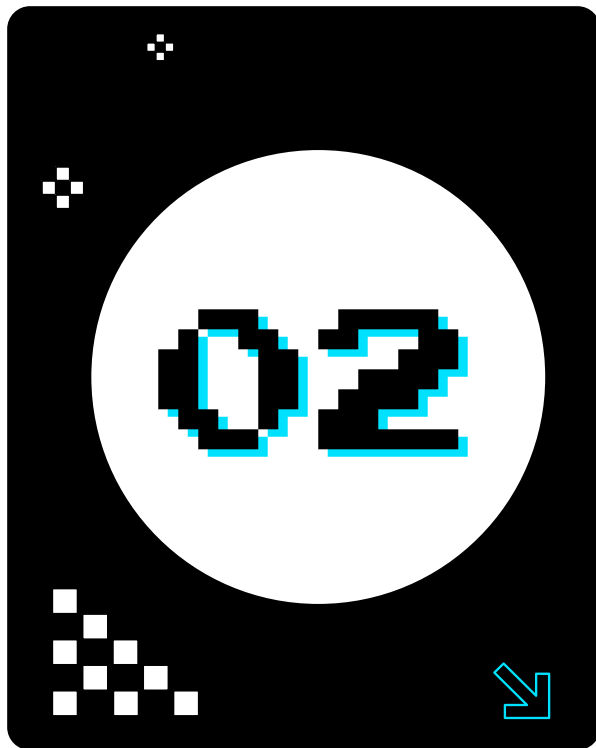
"The ability to generate engaging and relevant content based on specific input and user interests, increasing the likelihood of engagement and driving traffic to a business's website or social media channels."

"Can replace ho-hum, average content that's the same as a thousand other articles on the internet?"



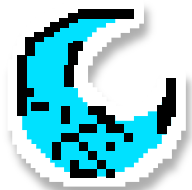
"ChatGPT delivered a better surface-level answer for quickly understanding the topic. The phrases Google bolded on its search results page didn't answer my question as well as the ChatGPT paragraphs."

"Netscape was to the Internet what ChatGPT is to Artificial Intelligence. The Internet existed before Netscape. But the browser helped millions of mere mortals connect the dots on what could be done, and dream of what could be."



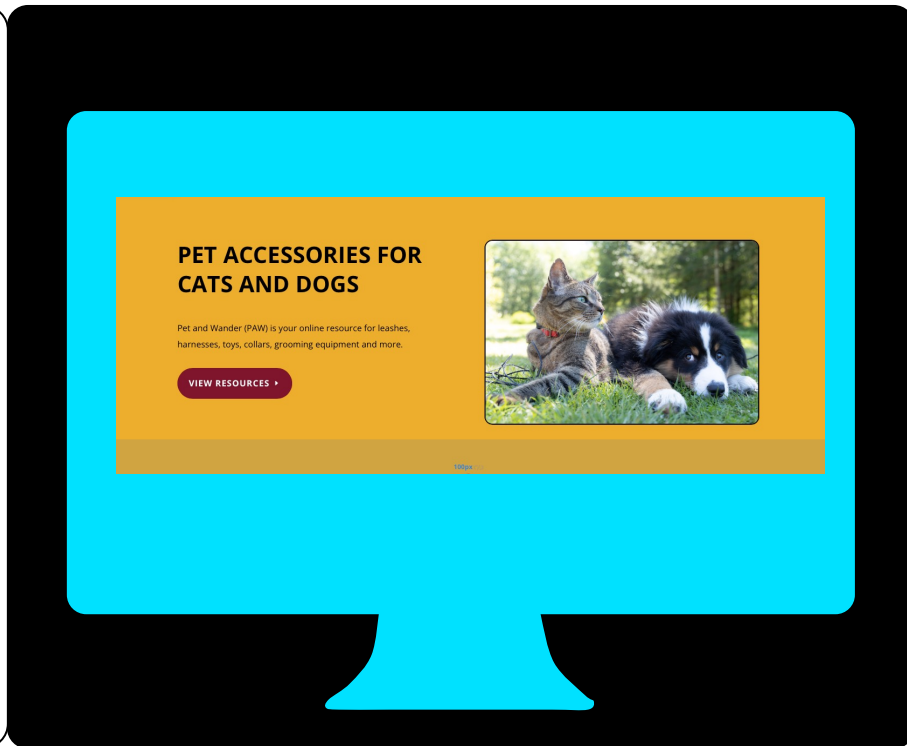
A white rectangular area with a cyan header and footer, each containing a black and white checkerboard pattern. A small pixelated robot icon is positioned in the top right corner. The text "Project Focus" is centered in a pixelated font.

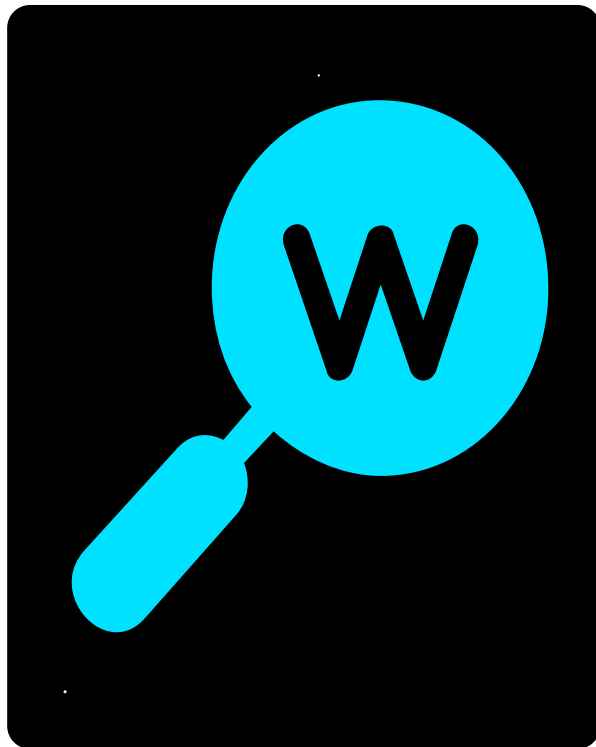
Project Focus



Narrowing the Scope

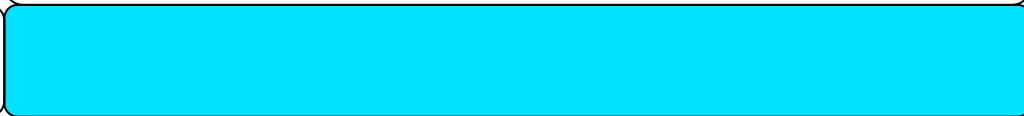
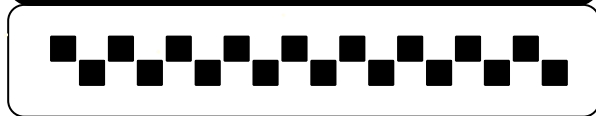
Using ChatGPT in keyword
research, content calendar
creation and content clustering





How do we do keyword discovery?

- SERPs
- SemRush/ahref/Moz
- Google Search Console
- Ubersuggest
- Keyword Insights
- Answer the Public



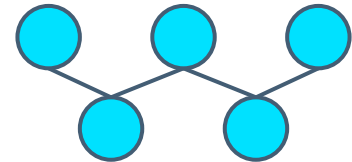
What are the keywords associated with pet accessories?

Collars
Leashes
Toys
Beds
Carriers
Clothing
Costumes
Grooming tools
Feeding equipment
Watering equipment
Training aids
Harnesses
Booties
ID tags
Treats

Safety gear
Strollers
Backpacks
Travel gear
Outdoor gear
Apparel
Collapsible bowls
Leash bags
Poop bags
Treats
Ramps and stairs
Gates and barriers
Houses and shelters
Litter boxes
Pet strollers

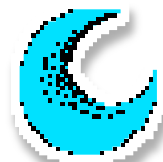
Pet ramps and stairs
Pet gates and barriers
Pet houses
Pet shelters
Pet litter boxes
Pet bedding
Pet scratching posts
Pet car seat covers
Pet apparel
Pet collapsible bowls
Pet leash bags
Pet backpacks
Pet travel gear
Pet outdoor gear
Car seat covers

Ramps and stairs
Gates and barriers
Houses and shelters
Litter boxes
Pet poop bags
Pet carriers



What are questions associated with pet accessories using these keywords?

50 total questions generated.



A few were:

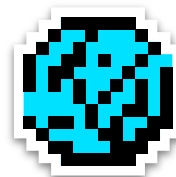
What are the best types of collars for small dogs?

How do I properly size a leash for my dog?

What are some durable and safe dog toys?

What are the best types of beds for dogs with arthritis?

What are some lightweight and comfortable dog carriers?



What are pet industry statistics and add the source?

- The global pet care market size was valued at USD 202.6 billion in 2019 and is expected to expand at a compound annual growth rate (CAGR) of 4.3% from 2020 to 2027. **(Source: Grand View Research)**
- In 2020, the U.S. pet industry reached \$99 billion, with an estimated \$36 billion coming from food sales alone. **(Source: American Pet Products Association)**
- In 2020, in the U.S, around \$8.5 billion was spent on veterinary care, \$5.5 billion on grooming and boarding, \$5.2 billion on over-the-counter medicine, and \$3 billion on live animal purchases. **(Source: American Pet Products Association)**
- The global pet food market size was valued at USD 91.16 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 3.3% from 2021 to 2028. **(Source: Mordor Intelligence)**
- In the U.S, in 2020, around 68% of households own a pet. **(Source: American Pet Products Association)**
- The global pet insurance market size was valued at USD 2.08 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 14.4% from 2021 to 2028. **(Source: Mordor Intelligence)**
- In 2020, around \$18 billion was spent on pet services such as grooming and training in the U.S. **(Source: American Pet Products Association)**
- The global pet wearable market size was valued at USD 1.35 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 15.3% from 2021 to 2028. **(Source: Mordor Intelligence)**

Create a content calendar with the keywords listed

Monday: "Collars for Small Dogs: What You Need to Know"

Tuesday: "Leash Sizing 101: How to Choose the Right Leash for Your Dog"

Wednesday: "Toys that Will Keep Your Dog Entertained for Hours"

Thursday: "Beds for Arthritic Dogs: Comfort and Support"

Friday: "Lightweight and Comfortable Dog Carriers: A Review"

Saturday: "Clothing for Sensitive Skin: Options for Dogs"

Sunday: "Grooming Tools 101: What You Need to Keep Your Dog Looking Great"

Monday: "Automatic Feeding Equipment: What You Need to Know"

Tuesday: "Traveling with Your Dog: Watering Equipment Options"

Wednesday: "Training Aids for Dogs: What Works and What Doesn't"

Thursday: "Choosing the Right Harness for Your Dog"

Friday: "Booties for Cold Weather: Protecting Your Dog's Paws"

Saturday: "ID Tags for Dogs: What You Need to Know"

Sunday: "Safety Gear for Hiking and Camping with Your Dog"



Create a content cluster around the topic of dog leashes

"Leash Sizing 101: How to Choose the Right Leash for Your Dog"

This article will provide information on how to measure and choose the right size leash for your dog, taking into account factors such as breed, size, and behavior.

"Leash Materials: Pros and Cons"

This article will compare and contrast different materials used in dog leashes, such as nylon, leather, and rope, and discuss the advantages and disadvantages of each.

"Retractable Leashes: Are They Safe for Your Dog?"

This article will explore the safety concerns associated with retractable leashes, and provide tips and guidelines on how to use them correctly and safely.

"Leash Training for Puppies: Tips and Techniques"

This article will provide information on how to properly leash train a puppy, including the best time to start training, and the most effective techniques and strategies.

"Leash Etiquette: Rules and Regulations"

This article will discuss the rules and regulations surrounding dog leashes in different areas, such as parks, hiking trails, and cities, and provide tips on how to be a responsible and respectful dog owner.

Create a content brief for a landing page with one h1 tag, 5 h2 tags on dog leashes using the following keywords:

Title: Dog Leashes Landing Page

Purpose: To showcase a variety of dog leashes and encourage customers to purchase them.

Headline: (H1) Find the Perfect Leash for Your Dog - Wide Selection of Styles and Materials

Subheadings:

(H2) Retractable Leashes: Convenient and Easy to Use for Walks

(H2) Heavy-Duty Leashes: Durable and Strong for Large or Active Dogs

(H2) Leather Leashes: Classic and Elegant for a Sophisticated Look

(H2) Adjustable Leashes: Customizable and Comfortable for Every Dog

(H2) Nylon Leashes: Lightweight and Affordable for Everyday Use

(H2) Training Leashes: Helping you train your dog in a safe and effective way

(H2) Hands-Free Leashes: Enjoy your walks with your pet with hands-free comfort

(H2) Reflective Leashes: Keep your dog safe during night walks

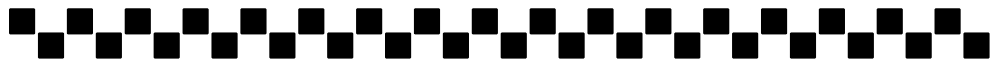
Tone: Informative and persuasive

Target Audience: Dog owners looking for a high-quality leash for their pets.

Call to Action: Shop now and find the perfect leash for your dog from our wide selection of styles and materials.



03

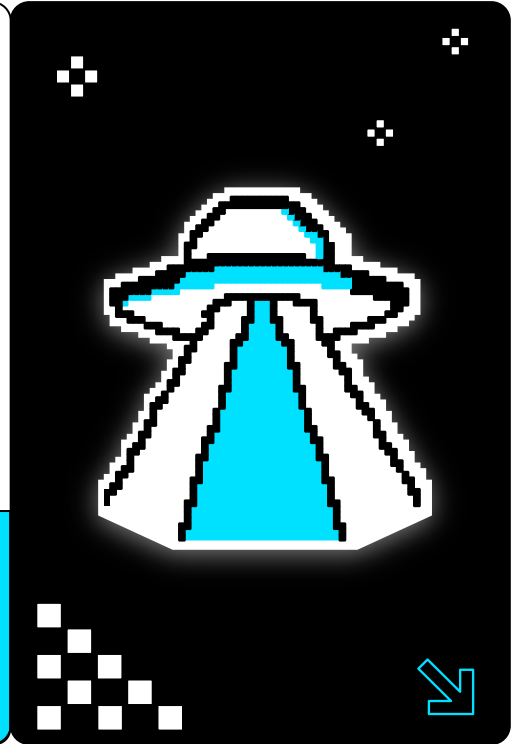
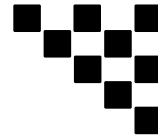


Good, bad
and the ugly



Upsides of ChatGPT for content marketers

- Reduces time/makes more efficient
- Helps reduce grammar mistakes
- Great starting point for content generation
- Helps improve people with low-level writing skills
- An amazing research tool
- Provide the skeletons of writing

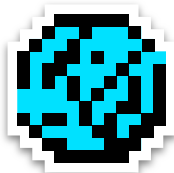




Downsides of using ChatGPT for content marketers

- Generic audience
- Overreliance on the technology
- Some basic keywords missed: wearable technology, dog seat belts
- What does this mean for entry-level writers?
- Doesn't solve business problems?





Input=output



In the style of Batman, write an email to the mayor of Gotham City and tell him that you are ready to sign a contract with the city to fight crime. Use the words Batmobile, Joker, Cat Woman and Cape Crusaders in the email.

Mayor of Gotham,

This is the Dark Knight, known to the criminal underworld as Batman. I am writing to you today to inform you that my team and I are ready to sign a contract with the city to fight crime and protect the citizens of Gotham.

The Batmobile is fueled and ready for action, my crime-fighting arsenal is fully stocked, and my team of Cape Crusaders are prepared to take on the Joker, Catwoman, and all other nefarious forces that threaten the safety of our city.

We have been watching the city's crime rate and are aware of the recent spike in criminal activity. Rest assured, Mayor, that with our partnership, we will work tirelessly to bring an end to this chaos and restore peace to Gotham.

I understand the gravity of this decision and I assure you that my team and I will use all of our resources and expertise to keep the city safe. We have been fighting crime in Gotham for years and we have the experience, knowledge, and equipment necessary to get the job done.

I look forward to working with you, Mayor, to make Gotham a safer place for all its citizens.

Sincerely,

The Dark Knight.

Write a press release announcing a \$5 million Series A Seed investment for Particle Software, which makes a content marketing software. The round was led by Sequoia Resources, A2K and Barklay Equity. Include a quote from Bill Evans, Particle CEO, and Susan Snyder, chief investment advisor at Sequoia Resources.

FOR IMMEDIATE RELEASE

Particle Software Secures \$5 Million in Series A Seed Funding

San Francisco, CA - Particle Software, a leading provider of content marketing software, announced today that it has secured \$5 million in Series A seed funding. The round was led by Sequoia Resources, with participation from A2K and Barklay Equity.

"We are thrilled to have such a strong group of investors join us on our journey to revolutionize the content marketing industry," said Bill Evans, CEO of Particle Software. "This funding will allow us to continue developing and expanding our platform, and bring our cutting-edge technology to even more businesses."

Particle's software streamlines the content creation process, from ideation to publication, and provides valuable analytics to help companies optimize their content strategy. The platform has already been adopted by several major brands in a variety of industries and has received rave reviews for its ease of use and effectiveness.

"Particle's innovative approach to content marketing is what sets it apart from the competition," said Susan Snyder, chief investment advisor at Sequoia Resources. "We're excited to be a part of the company's continued growth and to see the impact it will have on the industry."

The funding will be used to further develop and expand the platform, as well as to hire additional staff to support the growing customer base.

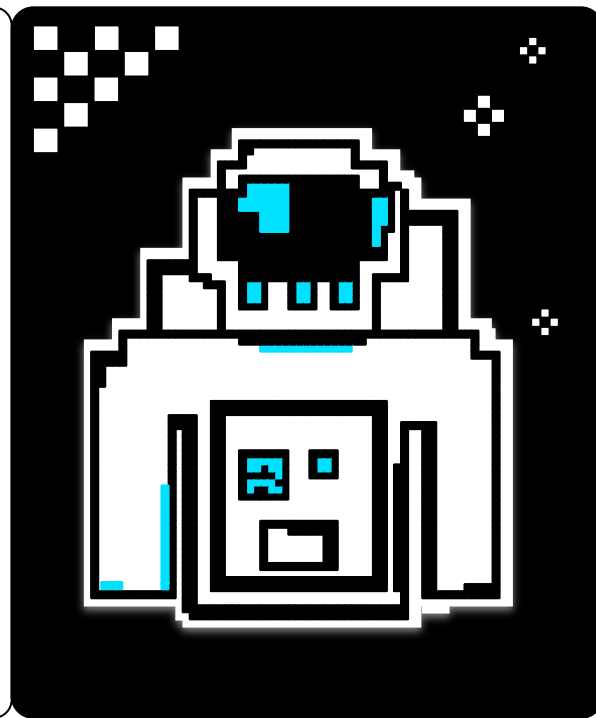
04

Where next?



“What we learned from the PayPal experience was ... that you could actually go and revolutionize an industry with people who are very smart, working hard, and deploying a technology that people hadn’t seen before. And so suddenly, which industries you might go at become much a broader scope.”

- Reid Hoffman
Open AI board member



New form of search?



yahoo!

Google

?

Directories

Humans organized the web based on directories

Bots indexing

Search bots scour the web and rank websites

Direct Content

Combine indexing and chatbot into one product?

Plan a seven-day trip to Iceland. Select places to visit and hotels to stay at. Pick two souvenirs.

Iceland is a beautiful country known for its natural wonders, such as geysers, waterfalls, and glaciers. Here is a 7-day trip plan to make the most of your visit:

Day 1:

Arrive in Reykjavik and check into your hotel.
Take a leisurely stroll around the city and visit the Hallgrímskirkja, a beautiful Lutheran church that offers stunning views of the city from its tower.
Visit the Reykjavik Art Museum and the National Museum of Iceland to learn more about the country's art and history.
Enjoy dinner at a traditional Icelandic restaurant.

Day 2:

Take a day tour of the Golden Circle, which includes stops at the Thingvellir National Park, the Gullfoss waterfall, and the geysers at Geysir.
Take a dip in the hot springs at the Secret Lagoon.
Have dinner in Reykjavik.

Day 3:

Take a day tour of the South Coast, which includes stops at the Seljalandsfoss waterfall, the Skogafoss waterfall, and the black sand beach at Reynisfjara.
Visit the Solheimajokull glacier.
Have dinner in Reykjavik.

Day 4:

Take a day tour of the Vatnajökull National Park, which includes stops at the Jokulsarlon glacier lagoon, the Diamond Beach, and the Skaftafell Nature Reserve.
Have dinner in Reykjavik.

Day 5:

Take a day tour of the Westfjords, which includes stops at the Dynjandi waterfall, the Latrabjarg bird cliffs, and the charming village of Isafjordur.
Have dinner in Reykjavik.

Day 6:

Take a tour of the Blue Lagoon and relax in the warm, mineral-rich waters.
Visit the Reykjavik Christmas markets.
Have dinner in Reykjavik.

Day 7

Take a morning stroll through Reykjavik and do some last-minute shopping
Return to your hotel and check out.
Return to the airport for your flight home.

Hotel Recommendation:

Hotel Rangá - A luxurious hotel located in the countryside that offers stunning views of the surrounding mountains and the Northern Lights
Hotel Borg - A historic hotel located in the heart of Reykjavik that offers elegant rooms and a rooftop terrace with city views
ION Adventure Hotel - A unique hotel located in a beautiful location that offers panoramic views of the surrounding landscape and the Northern Lights.

Souvenirs:

Icelandic Wool Sweater: Icelandic wool is known for its warmth and durability, and a wool sweater is a traditional souvenir.
Skyr: Skyr is an Icelandic yogurt-like dairy product that is a delicious and healthy souvenir to bring back home.

Create a recipe for Tandoori Chicken

Ingredients:

1 lb boneless chicken thighs or breasts
1 cup plain yogurt
1 tablespoon ginger paste
1 tablespoon garlic paste
2 teaspoons tandoori masala
1 teaspoon cumin powder
1 teaspoon coriander powder
1/2 teaspoon red chili powder
1/4 teaspoon turmeric powder
Juice of 1 lemon
Salt to taste
Oil for brushing
Lemon wedges for garnish
Instructions:

In a large mixing bowl, combine the yogurt, ginger paste, garlic paste, tandoori masala, cumin powder, coriander powder, red chili powder, turmeric powder, lemon juice, and salt. Mix well to form a marinade.

Add the chicken to the marinade and toss to coat. Cover the bowl and refrigerate for at least 2 hours or up to 24 hours.

Preheat a tandoor oven or grill to high heat.

Remove the chicken from the marinade and shake off any excess. Brush the chicken with oil and place it in the tandoor or grill.

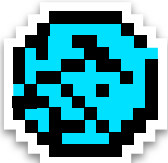
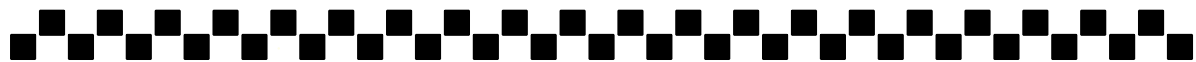
Cook the chicken for 10-12 minutes, turning occasionally, until cooked through and charred in places.

Remove from the heat and let it rest for 5 minutes.

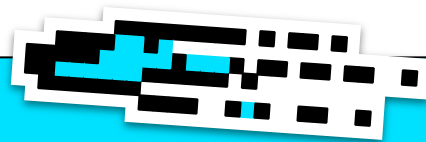
Serve with lemon wedges and enjoy!

Note: If you don't have a tandoor or grill, you can also bake the chicken in a preheated oven at 425°F for 20-25 minutes or until cooked through.





Test and Play



This is a place where grandmothers hold babies on their laps under the stars and whisper in their ears that the lights in the sky are holes in the floor of heaven. This is a place where the song "Jesus Loves Me" has rocked generations to sleep, and heaven is not a concept, but a destination.

Yet in this place where many things, even storms, are viewed as God's will, people strong in their faith and their children have died in, of all places, a church.

"We are trained from birth not to question God," said 23-year-old Robyn Tucker King of Piedmont, where 20 people, including six children, were killed when a tornado tore through the Goshen United Methodist Church on Palm Sunday. "Why a church? Why those little children? Why? Why?"

- Rick Bragg, New York Times





THANK YOU!

Stay in Touch

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