



Galactic Fed Marketing Lab: Issue 1

If you've been on LinkedIn or Twitter lately, you might feel like 90% of posts are talking about ChatGPT and the future of AI. Our in-house experts also had to address an increased number of AI-related inquiries, and in this issue, we're answering the most-asked questions. Don't worry – we promise a human wrote this 🤖



▶ I've tried ChatGPT, and it's good, but it doesn't seem to follow my prompts that well. How can I make its responses more tailored?

In short: Be specific, in-context, conversational, concise, and patient.

"Who knows ChatGPT better than ChatGPT itself", we thought. And asked it this exact question. Here's what ChatGPT recommends:



To get the most accurate and customized responses from ChatGPT, you can follow these tips:  

1. **Be clear and specific:** Try to be as clear and specific as possible when phrasing your prompts. This will help ChatGPT understand exactly what you're asking and provide a more accurate response.
2. **Provide context:** Providing context can help ChatGPT understand the background of your question and tailor its response accordingly.
3. **Use natural language:** ChatGPT is designed to understand natural language, so try to phrase your prompts in a conversational tone as you would with another human.
4. **Be concise:** While it's important to provide enough information, try to keep your prompts concise and to the point. This will help ChatGPT focus on the most important information and provide a more accurate response.
5. **Ask follow-up questions:** If ChatGPT's initial response doesn't fully answer your question, feel free to ask follow-up questions or provide additional information to help ChatGPT provide a more accurate response.

Overall, the more information and context you provide, the better ChatGPT can understand your question and provide a customized response.

Mind-blowing - it pretty much matches what we have gathered after several hours of research.

Two other things we would recommend though:

1. Humanize your prompts

Don't just provide context, create a whole personality with its own background, style, tone of voice, etc. The more information you provide, the more specific the results will be. In this example, we asked ChatGPT to create a short birthday message - one from

Eminem, and another from Plato. Needless to say, we've got **very** different results:



Imagine you're Eminem. Write a happy birthday message to your best friend. Keep it short - up to 2 sentences. Be witty, sarcastic, and a bit smug



Happy birthday to my best friend, who's been with me through thick and thin! I guess that means you've put up with me for another year, so congrats on that achievement.



Imagine you're Plato. Write a happy birthday message to your best friend. Keep it short - up to 3 sentences. Be very classy yet witty



On your birthday, dear friend, may your path be paved with wisdom and your heart filled with virtue. May your year be filled with the beauty of truth and the splendor of goodness. And remember, "At the touch of love, everyone becomes a poet."



2. Experiment with your prompt complexity, length, and wording.

While all the tips above usually get better responses from ChatGPT, occasionally there might be prompts that don't follow the same pattern.

So don't be shy of experimenting and refining your original prompt.

Bonus tip:

ChatGPT remembers the history only within one given chat. So, if you want to keep building up on your original prompt, stay in that chat. But, if you want to erase its memory and start afresh, open a new one.

Bonus tip 2:

If you want to take it one step further, there's already a **free course** that teaches you to communicate with AI.

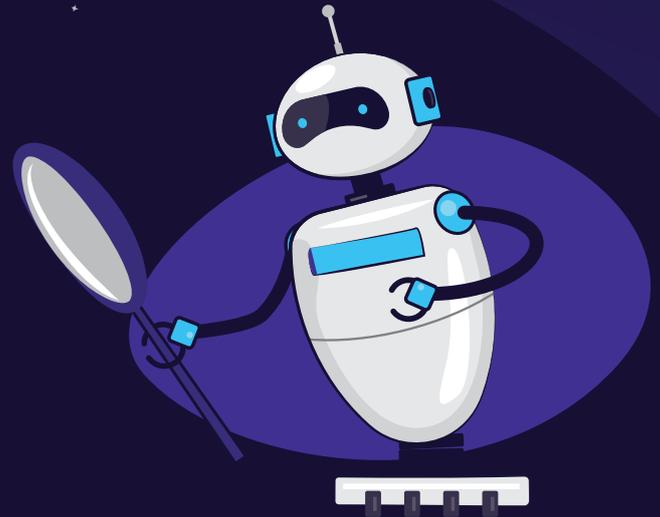
Why do some people resist AI adoption? Are there any drawbacks/limitations?

In short: AI isn't perfect.

Many hail ChatGPT as the next revolution, and many can't wait to see its adoption come to a halt.

Why?

Something as revolutionary as these tools inevitably causes specific changes beyond digital marketing - in society, in culture, and in our perception of things as we know them. Many resist these changes simply because it's the most psychologically natural thing to do. But there are also some valid concerns regarding the sudden AI-powered boom:



1

Job
Displacement

AI-powered tools may lead to unemployment and reduced economic opportunities for some individuals, as their roles may be compromised or replaced by the technology. But remember, in the nearest future, AI won't replace people - people who know how to leverage AI will.

2

Bias and
discrimination

If AI-powered tools are trained with biased data or algorithms, their output may reinforce these biases and may even discriminate. There are concerns that AI training systems don't account for factors like race, gender, or socioeconomic status. Or, if their users find ways around it - and even **discover their evil twins like ChatGPT's DAN**. ChatGPT and Bing AI have already been involved in many scandals, including streaming a **transphobic standup bit**, **helping elite school students cheat** with assignments, and **threatening users**.

3

Privacy
concerns

AI-powered tools may collect and use personal data in ways that individuals may not be aware of or comfortable with, leading to privacy concerns and potential data misuse.

4

Lack of
transparency

The algorithms and decision-making processes used by AI-powered tools may not be transparent or understandable to humans, leading to concerns about accountability and responsibility. ChatGPT creators are already **trying to make it more transparent**, accountable, and customizable.

3

Safety
concerns

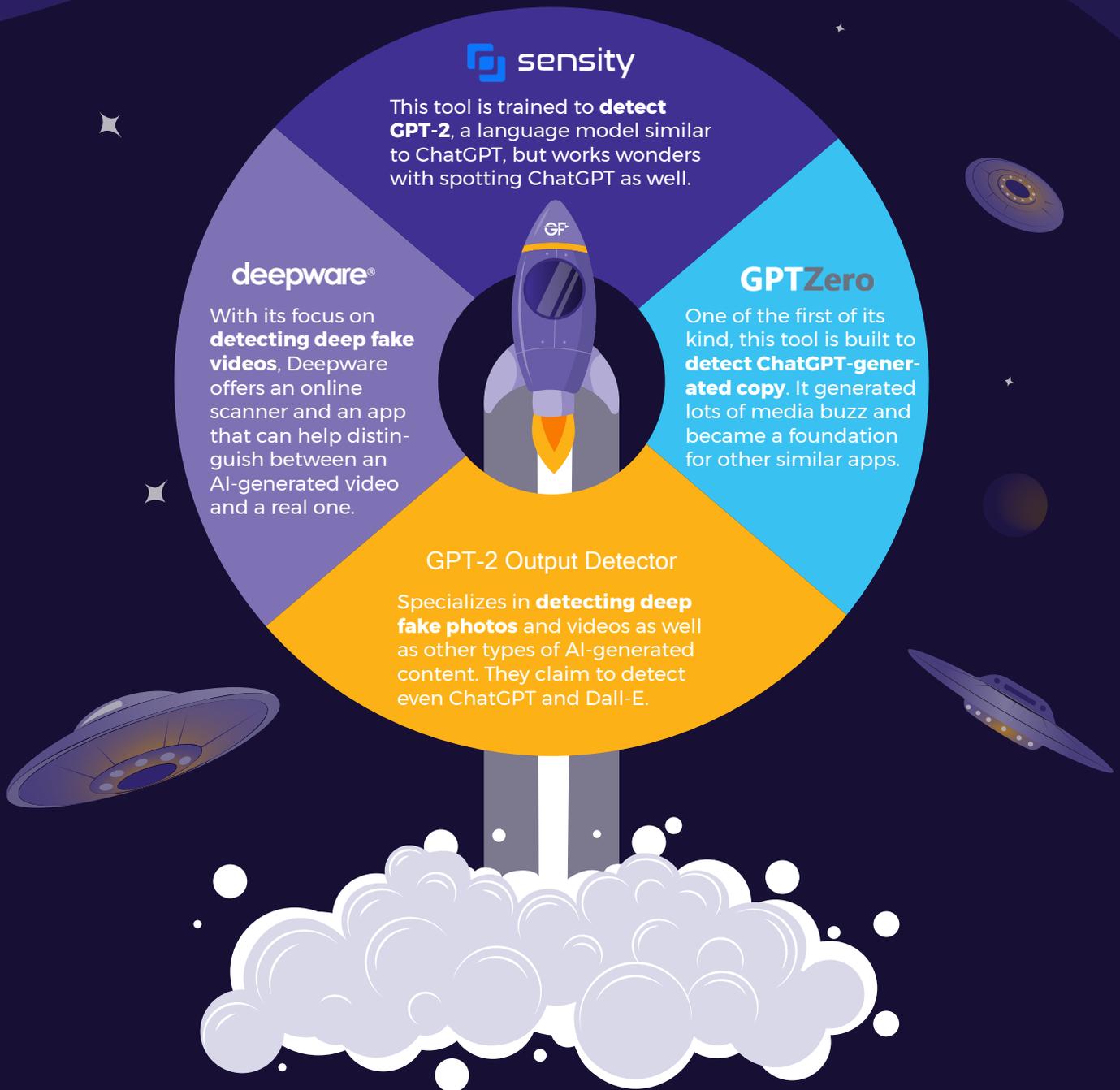
The use of AI-powered tools in specific applications such as self-driven cars or medical devices may raise safety concerns if the technology is not sufficiently reliable or fails to account for all potential risks. However, if we focus on its future in the marketing field, things look much brighter - the **digital landscape has already improved a lot** thanks to AI, and it's just the beginning.



▶ Are there apps and/or other resources that can detect AI-generated content?

In short: Plenty, but they are not always 100% accurate.

AI detectors seem to be popping up at the same rate as AI tools. They make mistakes, but can still pretty accurately tell whether AI was involved or not. Here are 4 of the most notable and try-worthy tools:



Give these tools a go but don't rely on them too much - AI tools keep getting smarter and smarter, and thus more capable of tricking the detectors.

I want to start using AI tools for digital marketing - what should I keep in mind?

In short: They don't know everything - always take a judgement call.

Digital marketing is extremely nuanced - it's often less about the theory, more about the gut feeling. So as mighty as AI-powered tools are, don't let them take the reins. We recommend you keep these 9 fundamental rules in mind:

★ **1** ★

Use AI tools to **augment your skills**, not replace them.

★ **2** ★

Critically assess the quality of the AI-generated content to make sure it meets the standards. And fact-check everything - **even AI makes mistakes**.

★ **3** ★

Don't try to pass AI-generated content for authentic - this could **violate policies on deceptive practices**.

★ **4** ★

Make sure you don't violate copyright laws. As all AI tools are trained on actually human-created assets, there's a possibility that their creation may still **fall under intellectual property rights**.

★ **5** ★

Adjust everything to your brand's guidelines. Whatever you do with AI tools, use them to **amplify your brand's voice and image**, not to get a job done as fast as possible.

★ **6** ★

Think about your audience and what they are interested in - **don't post everything** an AI tool generates.

★ **7** ★

Use AI as a springboard and starting point for framework ideas, outlines, and inspiration - then **add your own distinct brand voice** and style.

★ **8** ★

Don't use AI tools to generate content for culturally unfamiliar markets without running it by an expert first to **avoid awkward mistakes**.

★ **9** ★

Never use AI-generated copy as is - **make at least some edits**. First, this copy always sounds mechanical and unnatural. Second, if Google detects it, it may punish your website/ad account.

▶ As an agency, how are you using AI tools in your systems and processes?

In short: Wisely.

We are in awe of the AI tools' capabilities and, truth be told, a bit overwhelmed by the sheer number of them available! Past few months, we've been busy researching, analyzing, and comparing over 500 (!) AI-powered tools to pick out the most valuable and worth investing in.

We've found tools that can streamline our operations, boost creativity, save time on research, visualize ideas, and more. So far, we've used them mainly for internal purposes, yet some of our clients were curious to see AI tools in action. The tests are still in progress, so we'll share the results once we gather enough insights!

Here are 7 of the most beneficial AI tools for marketing teams we've found:



We see them as a brilliant addition to our existing tech stack, but we do encourage you to experiment with these and other tools to find your best matches.

That's a wrap!

Thank you for reading. If you have any questions left, **book a free call with us**, and we'll guide you through.