

The Power of Language: Using ChatGPT for Customer Marketing and Advocacy



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#5to9

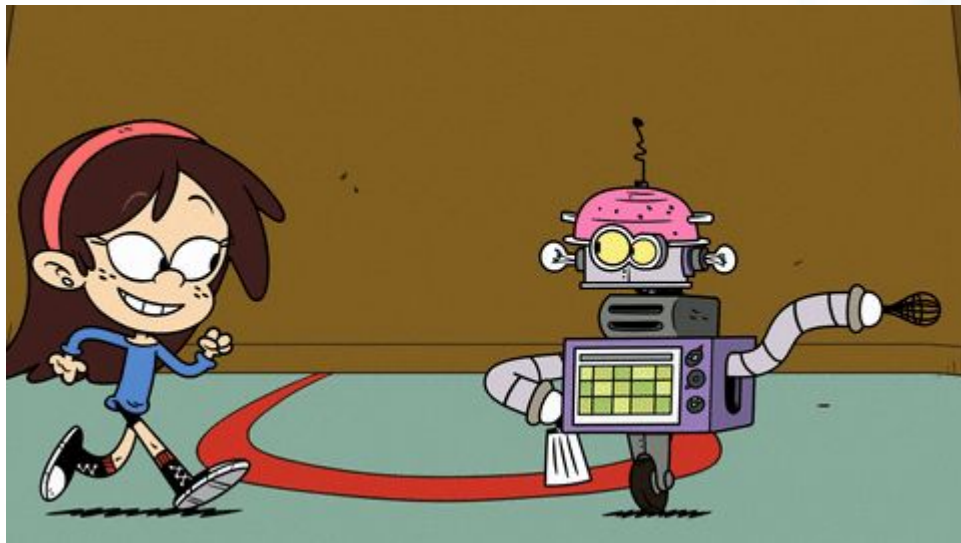
- Improv comedy
- Dogs
- Word and strategy games

Some people are concerned that Generative AI will end up like this...



Okay, I will destroy humans.

But really, it will *probably* be more like this:



“Think of ChatGPT as the smartest intern you’ve ever had”--Christina Garnett, Hubspot



And that's just the beginning...



<h3>Text</h3> <p>MARKETING</p> <p>copy.ai Jasper Writersonic Ponzu frase copysmith MidJourney Moonbeam Bertha.ai anyword Hypotenuse AI Clickable letterdrop Simplified Peppertype.ai Omneky CONTENDA</p> <p>AI ASSISTANTS</p> <p>Andi Quickchat</p> <p>SUPPORT (CHAT/EMAIL)</p> <p>Cohere KAI ZAN™ Typewise CRESTA XOKind</p> <p>SALES</p> <p>LAVENDER Smartwriter.ai Twain Outplay Reach regle.ai Creatext</p> <p>OTHER</p> <p>Character.AI AI DUNGE&N KEYS</p> <p>MODELS: OPENAI GPT-3 AI21 ALIBABA, YANDEX, ETC. COHERE ANTHROPIC AI2 GPT-NEOX GPT-J</p>				<h3>Video</h3> <p>EDITING/GENERATION</p> <p>runway Fliki Diverse Opus</p> <p>PERSONALIZED VIDEOS</p> <p>tavus synthesia HourOne Rephrase.ai Colossyan Maria</p> <p>MODELS: MICROSOFT X-CLIP META MAKE-A-VIDEO</p>
<h3>Image</h3> <p>IMAGE GENERATION</p> <p>MidJourney OpenArt Craiyon Playground Wadpad PhotoRoom Lexica alpaca image.space Nyx-gallery artbreeder KREA</p> <p>CONSUMER/SOCIAL</p> <p>MidJourney</p> <p>MEDIA/ADVERTISING</p> <p>SALT THE CULTURE DAO</p> <p>DESIGN</p> <p>Diagram uizard VIZCOM Aragon Poly maket INTERIOR AI CALA</p> <p>MODELS: OPENAI DALL-E 2 STABLE DIFFUSION CRAIYON</p>		<h3>Code</h3> <p>CODE GENERATION</p> <p>GitHub Copilot replit GhostWriter tabnine MUTABLEAI</p> <p>TEXT TO SQL</p> <p>AI2SQL seek</p> <p>WEB APP BUILDERS</p> <p>Debuild Enzyme durable</p> <p>DOCUMENTATION</p> <p>Mintlify Stenography</p> <p>OTHER</p> <p>excel/ormulabot</p> <p>MODELS: OPENAI GPT-3 TABNINE CODEGEEK</p>		
<h3>Speech</h3> <p>VOICE SYNTHESIS</p> <p>RESEMBLE.AI broadn WELLSAID COQUI podcast.ai descript overdub Fliki Listnr REPLICAI VOICEMOD</p> <p>MODELS: OPENAI</p>		<h3>Other</h3> <p>MUSIC</p> <p>SPLASH Mubert dEJ boomy Aiva Technologies Harmonai Endel SONIFY</p> <p>GAMING</p> <p>AI DUNGE&N</p> <p>RPA</p> <p>Adept mayā</p> <p>AI CHARACTERS/AVATARS</p> <p>Character.AI inworld The Simulation OASIS</p> <p>BIOLOGY/CHEMISTRY</p> <p>Cradle</p> <p>VERTICAL APPS</p> <p>Harvey</p> <p>MODELS: OPENAI JUKEBOX</p>		
<h3>3D</h3> <p>3D MODELS/SCENES</p> <p>mirage CSM</p> <p>MODELS: DREAMFUSION NVIDIA GET3D MCM APPLE ML</p>				

There are AI tools for nearly EVERY function you can think of—with more being added every day!

It's super helpful, but not perfect!



What ChatGPT Can Do	What ChatGPT Can't Do
<ul style="list-style-type: none">● Analyze, summarize and organize data● Create copy for emails, blogs, case studies, e-books and more● Create strategic plans● Help with brainstorming● Refine language for readability, tone, and best practices	<ul style="list-style-type: none">● Protect your IP● Produce graphics (on the free version)● Reliably cite sources● Have a human conversation with your customers● Reward customer loyalty● Connect your customers to each other● Replace your creativity, humor, or personality

How can it help a customer marketing and advocacy professional advance their career? Well...we asked it! Here are 10 responses it gave:

- **Market Research:** ChatGPT can provide up-to-date market insights, competitor analysis, and trends in customer marketing and advocacy, helping the manager stay informed.
- **Content Generation:** It can assist in generating high-quality content for customer marketing campaigns, such as blog posts, email newsletters, and social media updates.
- **Audience Segmentation:** ChatGPT can help in segmenting customer data to target specific customer groups with personalized marketing messages.
- **Data Analysis:** It can assist in data analysis, helping the manager identify patterns and trends in customer behavior, which can inform marketing strategies.
- **Customer Surveys:** ChatGPT can create customer survey questions and analyze the results, providing valuable feedback for improving advocacy programs.

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- **CRM Integration:** It can suggest strategies for integrating customer relationship management (CRM) software to streamline customer advocacy efforts.
- **Advocacy Program Ideas:** ChatGPT can brainstorm ideas for creative customer advocacy programs, including referral campaigns or loyalty programs.
- **Email Campaign Optimization:** It can offer tips and best practices for optimizing email marketing campaigns to engage and retain customers.
- **Customer Engagement Strategies:** ChatGPT can provide advice on how to enhance customer engagement through various channels, including social media and community forums.
- **Skills Development:** It can recommend online courses, resources, and books for the manager to improve their customer marketing and advocacy skills.

Example: Building the Alyce Gifting Gurus Community



- Business case
- Naming
- Create a 30 day plan
- Best practices for internal alignment
- Goal Setting
- Contracts

- Organize content
- Prioritizing customer groups
- Invitation drip campaigns
- KPIs

- Brainstorming content
- Email and cross-promotional campaigns
- Troubleshooting

- Expansion plans
- Newsletters, emails, decks
- Troubleshooting
- Case studies

Some prompts I've used:



I need a name for my new customer community. The community is geared primarily toward admins of the Alyce gifting platform. Give me 10 suggestions. Keep the names short. Have the names in some way relate to gifting. Use alliteration or puns where possible.

Give me a 30 day plan for building and launching a customer community via Influitive. Include all steps including evangelizing the community internally, organization, choosing the right customers to invite to the pilot, and the most important 10 challenges I can create to drive engagement.

What are 10 ways I can energize customer who joined my customer community but never engaged in any of the activities? After that list, put together a re-engagement email campaign targeted toward this group of customers that I can customize

I'm going to upload a standardized terms and conditions document. Please rewrite it to a 5th grade reading level while retaining the main points. Ask me any relevant questions before generating.

Creativity going in—>creativity coming out



LA

Talk to me entirely in generation Z slang--be really OTT about it.



OMG, yassss! 🙌🙌 Time to slay this convo with some lit Gen Z slang, hunty! 📱👉

So, like, spill the deets, fam. What's the 411? We stan a trendy chat, ya know? 🧑🔥

TBH, we're lowkey vibin' RN. 😂✨ Tell me what's on your mind, and we'll keep it 100, no cap!

👍👉 #GenZTalk

POP Quiz!

What was the first television show to utilize ChatGPT for writing a script?

It's South Park!



Some unconventional content ChatGPT can generate:

- Haikus
- Scripts for short films
- Rap battles
- Poems/songs/speeches “in the style of” various famous authors/performers/historical figures, etc.
- Pop culture references



Prompt Tips and Tricks:

- Be as detailed as possible for what you want the output to be
- Ask it to ask clarifying questions before generating
- Consider tone, themes, audience, output structure, etc.
- Protect your IP
- Iterate and edit: correct what you don't like rather than starting over
- Avoid obvious AI "tells", e.g. "I hope this email finds you well"



What will you do with the time you save?



- Program evangelism?
- More 1:1 time with customers?
- More tailored content?
- A/B testing?

Share your thoughts!



**Now it's your turn to create some content with
ChatGPT!**

Table assignments



1. Event Invitation: Script an inviting email for a virtual roundtable discussion on the future of remote work, targeting HR managers of tech companies.
2. Re-engagement Campaign: Develop a sequence of three emails to re-engage customers who haven't purchased from a luxury watch brand in over a year.
3. Loyalty Program: Design a welcome email for members who've just joined a coffee shop's loyalty program, detailing the perks and how they can earn points.
4. Feedback Request: Craft an email to customers who've just tried a new home delivery service for groceries, asking for their feedback and suggestions.
5. Webinar Promotion: Write a promotional email for a webinar about sustainable urban development, targeted at city planners and environmental activists.
6. Referral Program: Create an email campaign promoting a referral program for a popular fitness app. Emphasize the rewards for both the referrer and the referred.