

1. Marketing for small business

When I run my local restaurant in Boston, I'm constantly searching for ways of improving my reach to the greater public of Boston. As my menu is very niche, it can be challenging to attract a large crowd. Through social media using the right hashtags, captions, and posts, I can attract the right, recurring customers for my restaurant and improve the customer experience. Not only will it help me attract local customers but through large social media reach, tourists will be able to locate my restaurant, be impressed with the online presence, and be able to have a great dining experience. This will not only lead to a successful customer experience but also lead to them potentially referring their friends to my restaurant. So through one social media interaction, I can have the potential to increase my customer base limitlessly. This is why I value social media for my restaurant business and the GPT-IG bot can help me improve my reach.