



## **Prompt Engineering: Nützliche Prompts bei ChatGPT für Marketingexperten**

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- Vorstellung von ChatGPT und der Idee von Prompting
- Live Demo
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## Vorstellung von ChatGPT und der Idee von Prompting

### GPT Models

**GPT: Generative  
Pre-trained  
Transformers**

**Generative  
vor-trainierte  
Transformatoren**



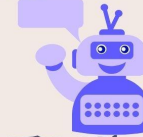
Vorstellung von ChatGPT und der Idee von Prompting

Was ist Prompting?

**Prompting = Briefing für die KI**

# Prompting Time - Live Demo

## Marketing Prompts für ChatGPT



Meine Zielgruppe ist **(beschreibe deine Zielgruppe)**. Was für Schwierigkeiten und Themen beschäftigt meine Zielgruppe?

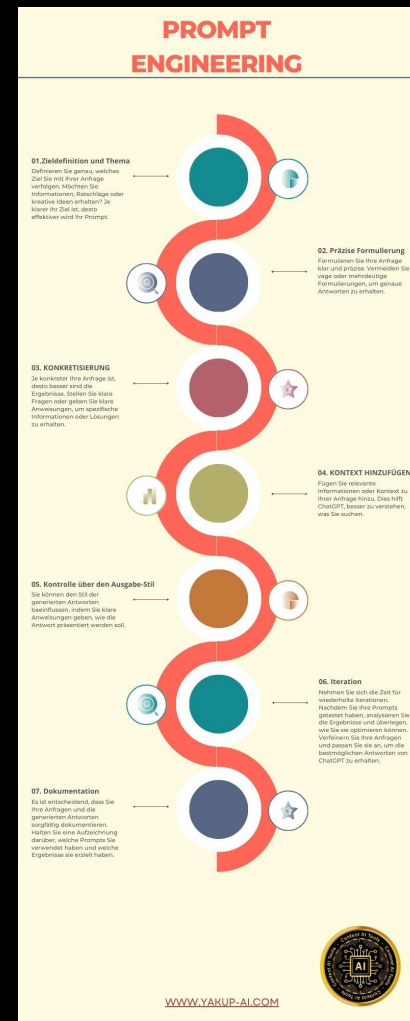
Was sind die Ziele von **(beschreibe deine Zielgruppe)** in 6 Monaten, 1 Jahr, 3 Jahren und 5 Jahren?

Erstelle einen LinkedIn Post/ Facebook Post zum Thema **(beschreibe das Problem/ Thema)**. Füge relevante hashtags und Emojis hinzu.

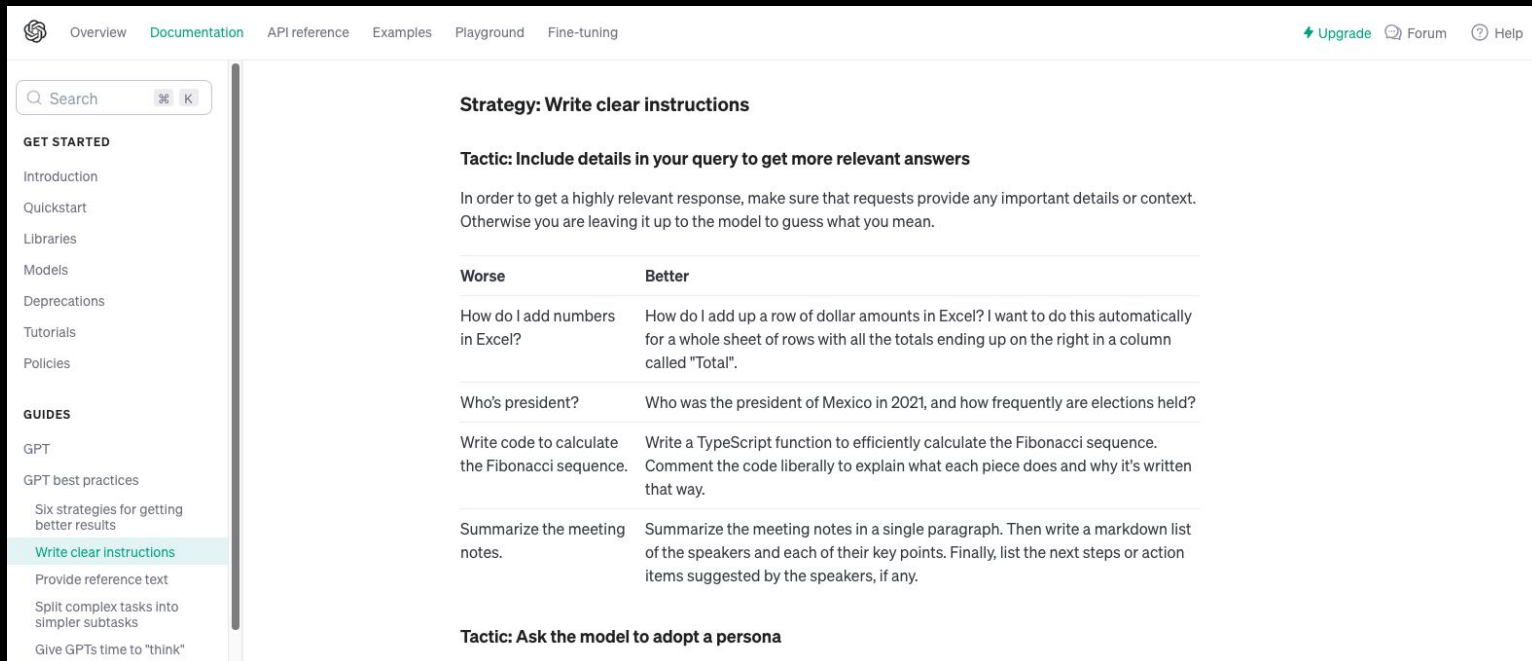
Erstelle einen Blog Artikel mit mindestens 600 Wörtern zum Thema **(beschreibe das Problem/ Thema)**.



# Wie schaffe ich meine eigenen Prompts?



# Wie schaffe ich meine eigenen Prompts?



The screenshot shows the OpenAI documentation website. The top navigation bar includes links for Overview, Documentation (active), API reference, Examples, Playground, and Fine-tuning. On the right, there are links for Upgrade, Forum, and Help. The left sidebar contains a search bar and a table of contents with sections like GET STARTED, GUIDES, and GPT. The main content area is titled 'Strategy: Write clear instructions' and includes a 'Tactic: Include details in your query to get more relevant answers'. It explains that providing context and details leads to better results. A table compares 'Worse' prompts (vague) with 'Better' prompts (specific and detailed). The table has two columns: 'Worse' and 'Better'. It contains three rows of examples. The first row compares a vague prompt about adding numbers in Excel with a specific one about a whole sheet of rows with totals. The second row compares a vague prompt about the president with a specific one about the president of Mexico in 2021 and election frequency. The third row compares a vague prompt about summarizing meeting notes with a specific one about summarizing notes in a paragraph and listing key points and action items. Below the table, there is another tactic: 'Tactic: Ask the model to adopt a persona'.

Overview Documentation API reference Examples Playground Fine-tuning Upgrade Forum Help

Q Search

**GET STARTED**

- Introduction
- Quickstart
- Libraries
- Models
- Deprecations
- Tutorials
- Policies

**GUIDES**

- GPT
- GPT best practices
  - Six strategies for getting better results
  - Write clear instructions**
  - Provide reference text
  - Split complex tasks into simpler subtasks
  - Give GPTs time to "think"

## Strategy: Write clear instructions

**Tactic: Include details in your query to get more relevant answers**

In order to get a highly relevant response, make sure that requests provide any important details or context. Otherwise you are leaving it up to the model to guess what you mean.

| Worse   | Better  |
|---|---|
| How do I add numbers in Excel?                  | How do I add up a row of dollar amounts in Excel? I want to do this automatically for a whole sheet of rows with all the totals ending up on the right in a column called "Total".                          |
| Who's president?                                | Who was the president of Mexico in 2021, and how frequently are elections held?   |
| Write code to calculate the Fibonacci sequence. | Write a TypeScript function to efficiently calculate the Fibonacci sequence. Comment the code liberally to explain what each piece does and why it's written that way.                                      |
| Summarize the meeting notes.                    | Summarize the meeting notes in a single paragraph. Then write a markdown list of the speakers and each of their key points. Finally, list the next steps or action items suggested by the speakers, if any. |

**Tactic: Ask the model to adopt a persona**

<https://platform.openai.com/docs/guides/gpt-best-practices/strategy-write-clear-instructions>

# CONTENT AI

SAVE TIME, MONEY AND  
10X YOUR MARKETING  
IMPACT WITH AI

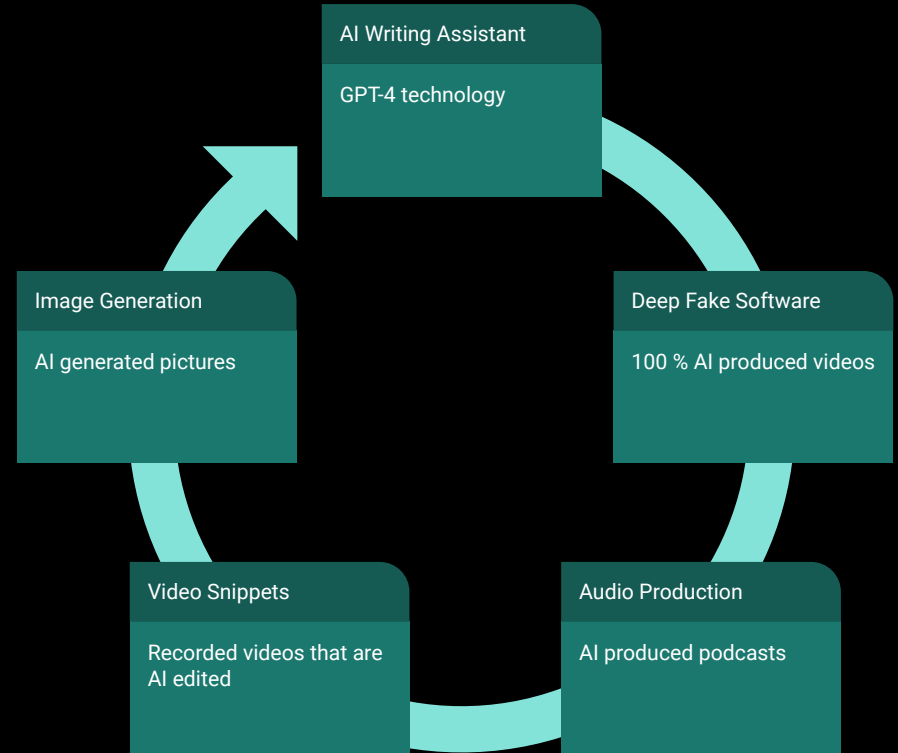


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# Content KI Manager



# IHK Düsseldorf Zertifikatslehrgang



[Home](#) → [Veranstaltungssuche](#) → Veranstaltung-Details

## Content-KI-Manager/in (IHK) - Live-Online-Zertifikatslehrgang

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✓ [Veranstaltungsdetails](#)

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✓ [Termine, Veranstaltungsorte und Referenten](#)

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✓ [Weitere Informationen](#)

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✓ [Veranstalter](#)

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# Content AI Workshops and Training



# Fragen?

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