



TEAM NAME: QUAD SQUAD



MARKETING MAGNATE

2023

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 **OpenAI**

COMPANY OVERVIEW



SWOT Analysis

Background

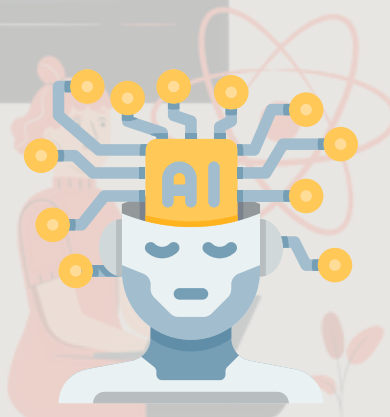
- Release of GPT-1 (2018)
- Release of GPT-2 (2019)
- Controversial decision to withhold GPT-2 (2019)
- Release of GPT-3 (2020)
- Development of fine-tuning techniques (2020)
- Introduction of more efficient models (2021)

Core Competencies

- General knowledge
- Personal assistance
- Language learning
- Writing assistance
- Customer service
- Entertainment
- News and current events
- Mental health and wellness
- Finance and business
- Social media

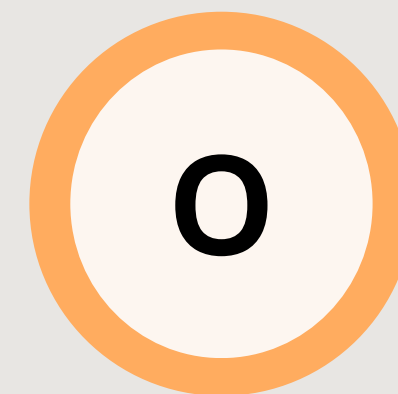
Unexplored Viable competencies

- Legal advice
- Medical diagnosis or treatment
- Financial advice



- **COMPREHENSIVE KNOWLEDGE**
- **LANGUAGE PROFICIENCE**
- **FAST AND EFFICIENT**

- **Limited emotional intelligence**
- **Dependence on data quality**
- **Limited creativity**



- **Integration with other technologies**
- **Improved user experience**
- **Expansion into new markets**

- **Competition from other AI models**
- **Privacy concerns**
- **Technological limitations**



COMPETITORS



IBM WATSON



IBM Watson Assistant is a comprehensive AI platform that offers various tools for building and deploying chatbots, virtual assistants, and other conversational interfaces.

AMAZON ALEXA



Amazon Lex is an NLP platform that allows businesses to build conversational interfaces for various channels such as messaging apps, voice assistants, and chatbots.

DIALOG FLOW



Dialogflow is a popular NLP platform that allows businesses to build conversational agents for various channels such as chatbots, voice assistants, and messaging apps.

WIT.AI



Wit.ai is a popular NLP platform that provides tools for building and training chatbots and other conversational agents.

SIRI

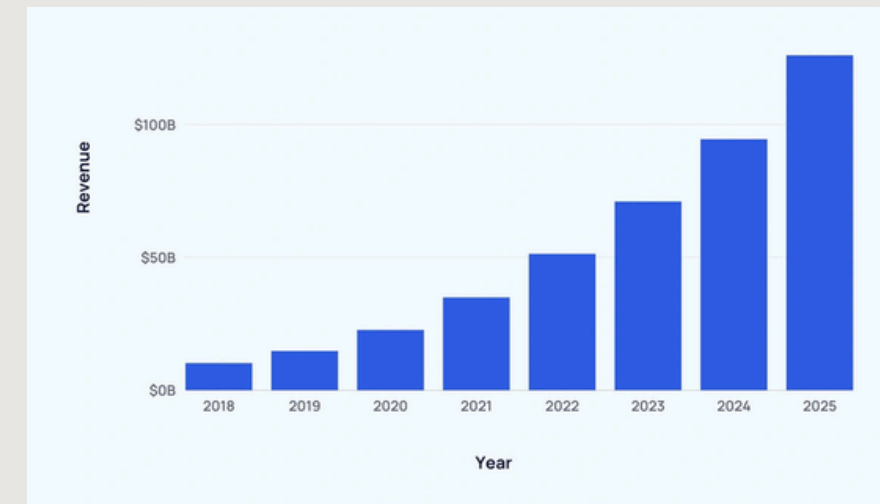
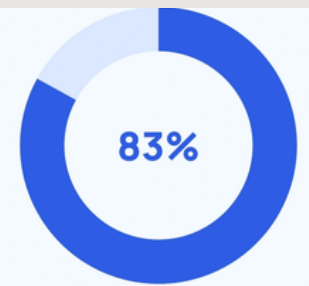


It is a virtual assistant that is part of Apple operating systems. It uses voice queries, gesture based control, focus-tracking and a natural-language user interface to answer questions.

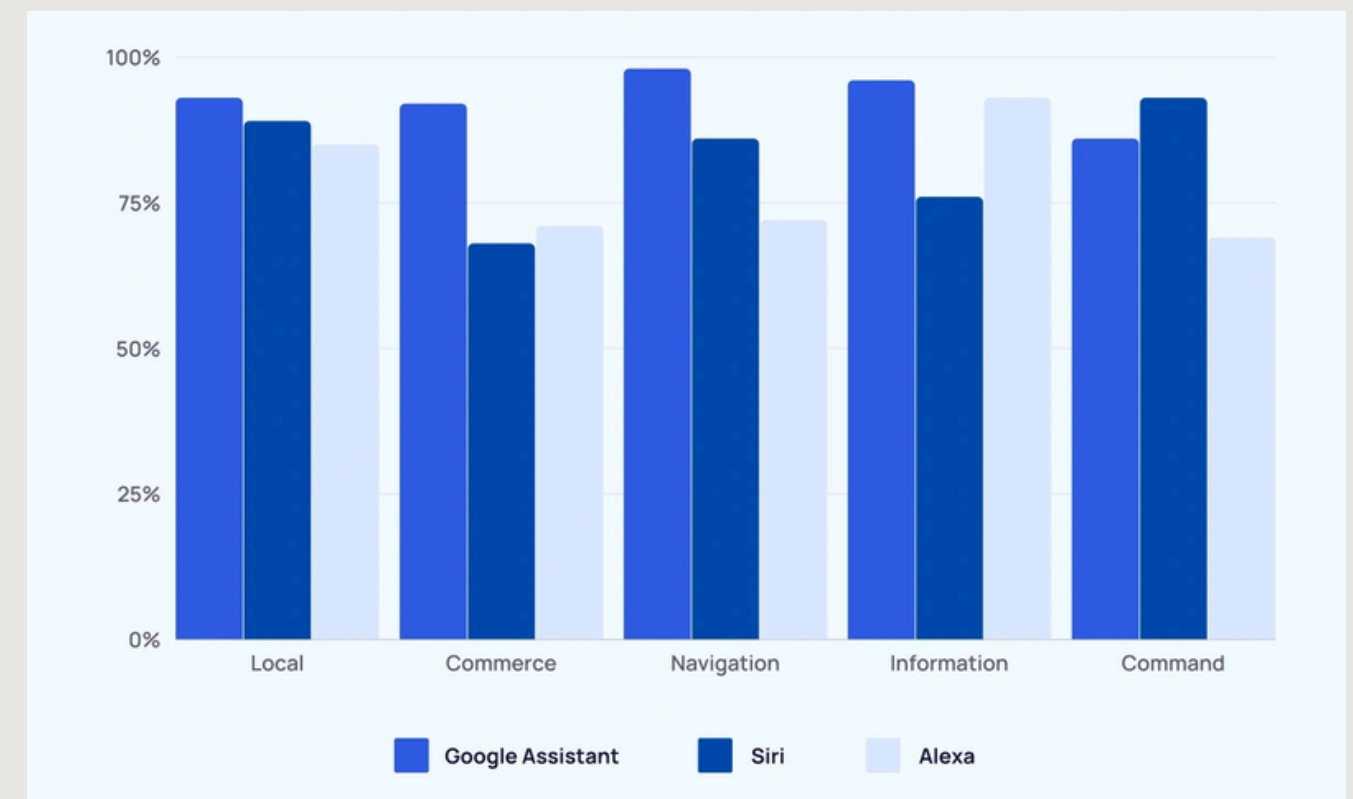
MARKET TRENDS



%COMPANIES CLAIM THAT AI CAN BENEFIT THEIR BUSINESS



MARKET REVENUE GOES ON INCREASING



MARKET KEY PLAYERS AND THEIR DOMINANCE IN DIFFERENT FIELDS

EMAIL MARKETING

- Sending out targeted emails to potential customers can help generate leads and increase conversion rates and bringing more users.



INFLUENCER MARKETING

- Collaborating with influencers who have large followings in industries where ChatGPT can be beneficial can help increase brand awareness and credibility.



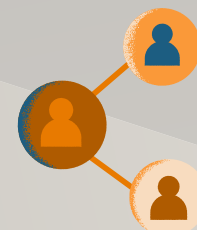
MARKETING STRATEGIES

SHORT TERM



SOCIAL MEDIA MARKETING

- Conducting social media campaigns on platforms such as Twitter, LinkedIn, and Facebook can help increase ChatGPT's brand awareness and drive traffic to the website



CONTENT MARKETING

- Creating informative and engaging content such as blog posts, videos, and case studies can help establish ChatGPT as an authority in the industry and improve SEO ranking



LONG TERM STRATEGY

Customer Referral Programs

- Increased customer loyalty
- Retention and engagement
- Increased brand awareness
- Saving publicity cost



Partnerships



It helps to expand ChatGPT's reach and provide additional value to customers

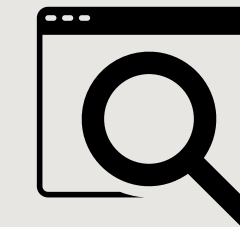
Ethical and Practical Challenges

Solve the existing challenges such as:

- Privacy
- Bias
- Transparency
- Discrimination etc

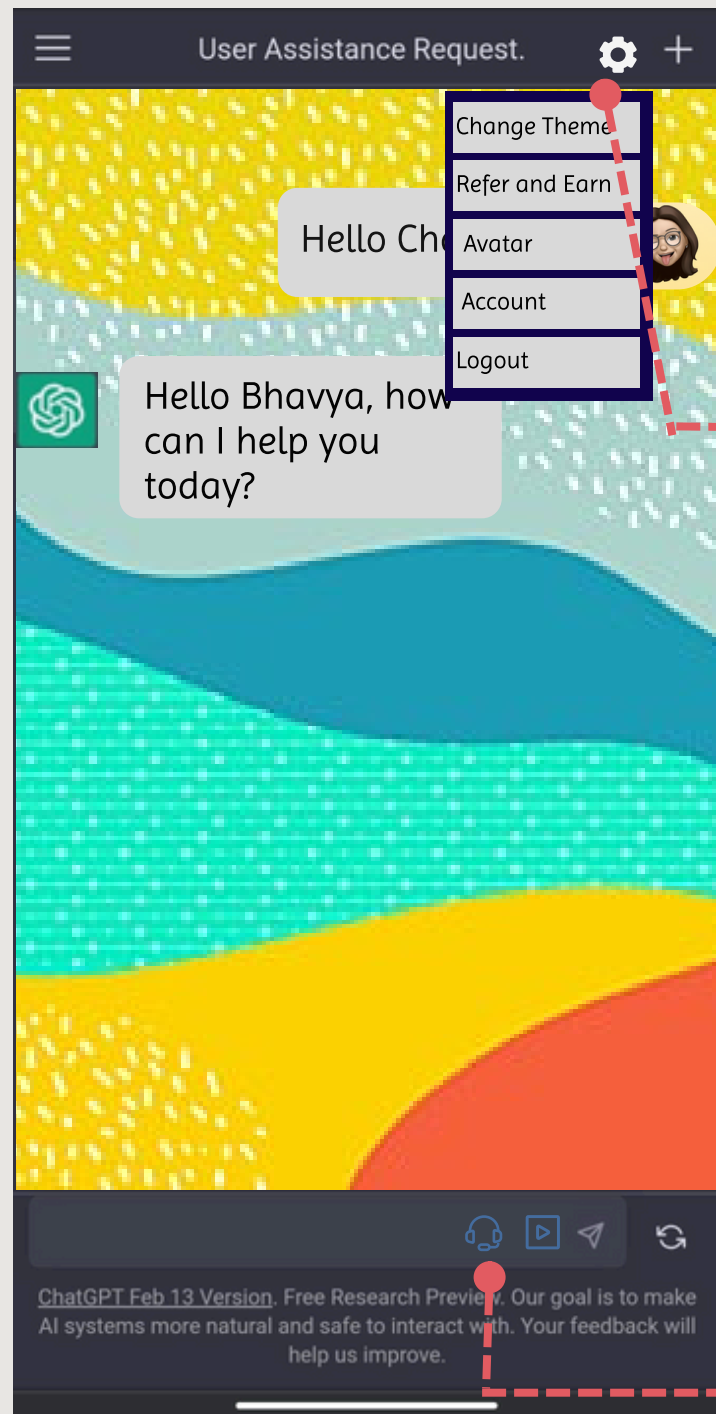


Search Engine Optimization



Bring organic traffic to website and increase the userbase.

TECHNICAL ADVANCEMENTS



SETTINGS:

A new settings feature containing the options of-

- Fun Themes
- Referral
- Avatars
- Account

can be added to make the user's experience more fun.

THE TALKR:

This feature would make it easy for visually impaired users to work with ChatGPT. This would allow users to-

- Speak to our AI
- Listen to their answers rather than reading them.

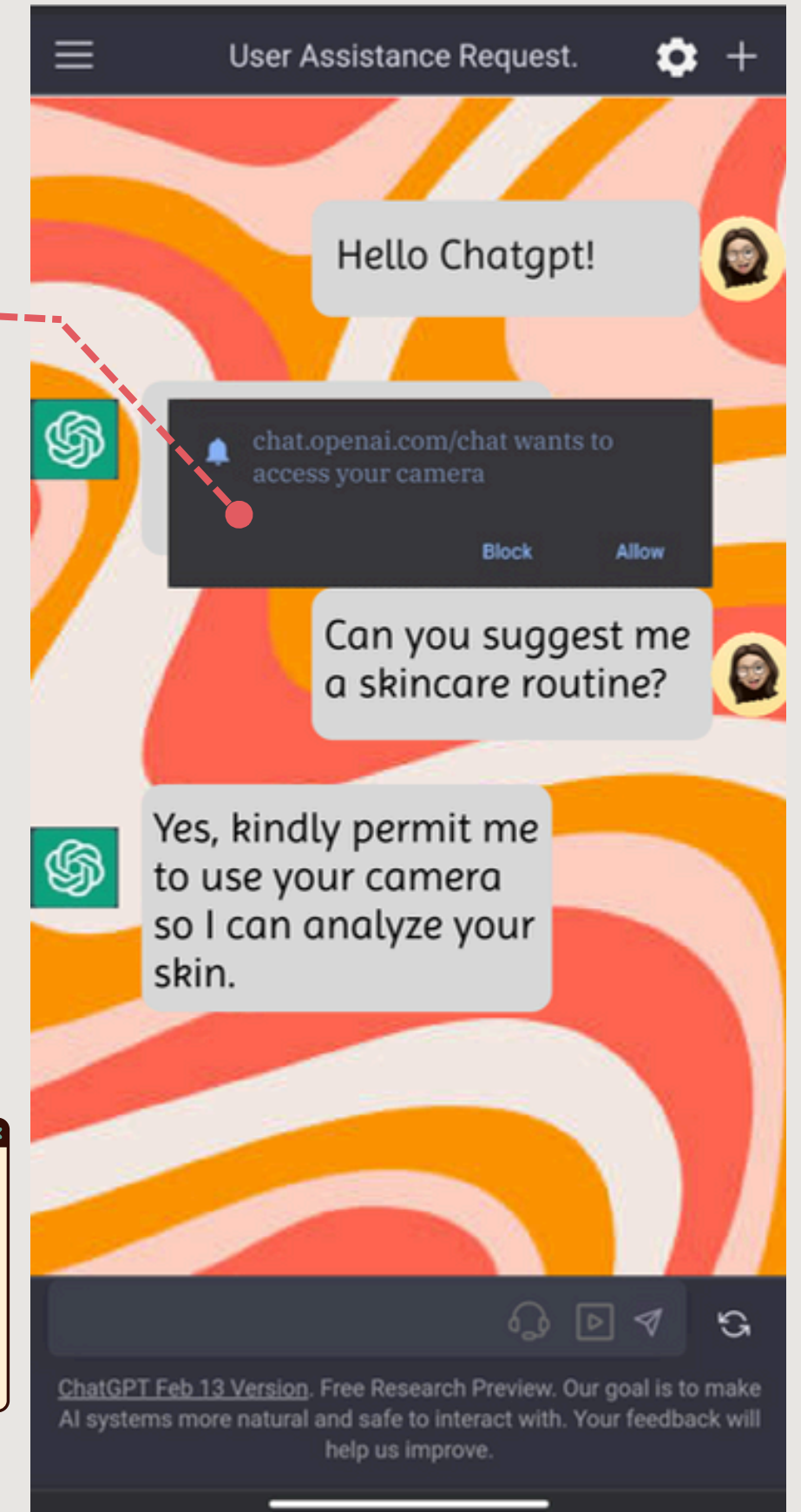


THE VIDVISER

This feature can be introduced to make ChatGPT an expert in domain of

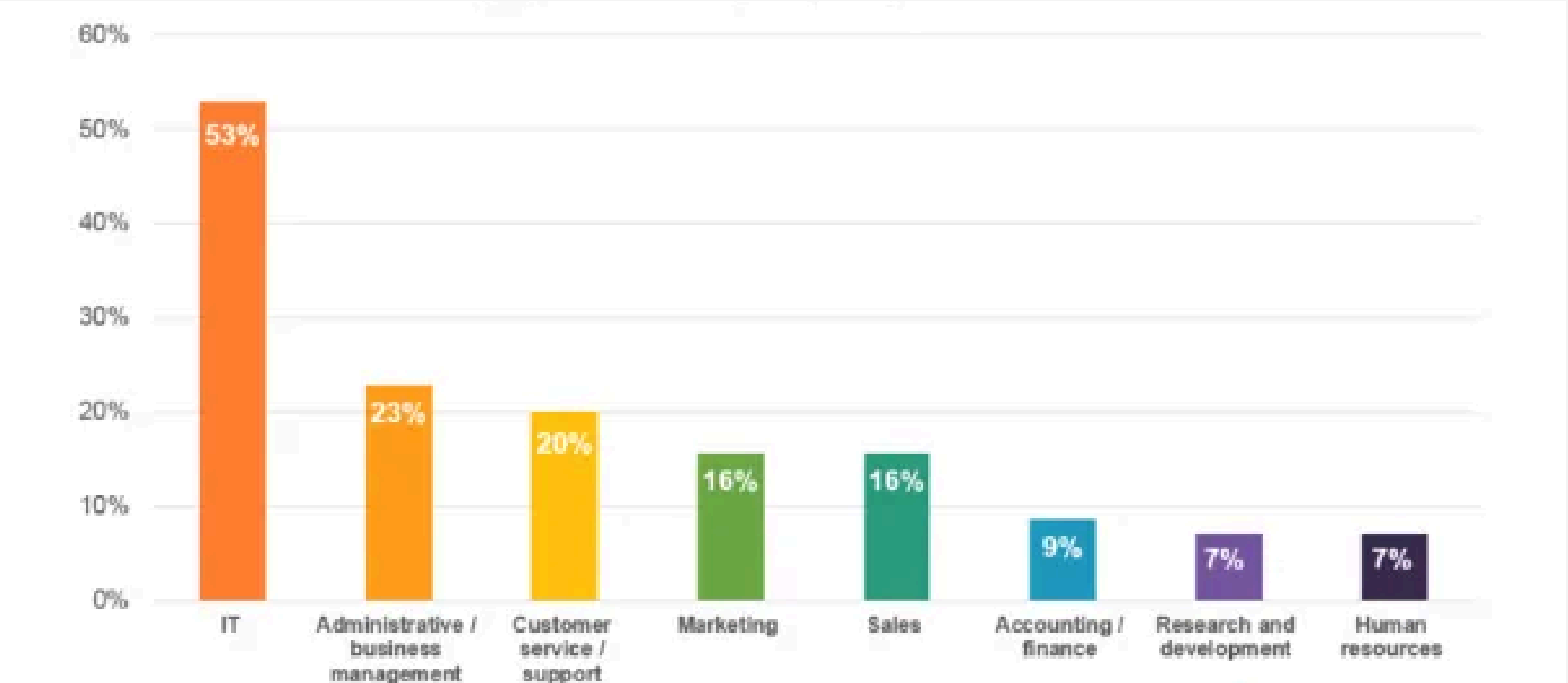
healthcare. It can-

- Recommend the users to do posture correction exercises by analyzing their posture through their camera.
- Provide skincare routines by analyzing skin textures.
- Recommend outfits and hairstyles according the user's face & body structure.



MARKET PLAN

DEFINING THE TARGET AUDIENCE



E-COMMERCE



EDUCATION



CUSTOMER SERVICE



HEALTHCARE



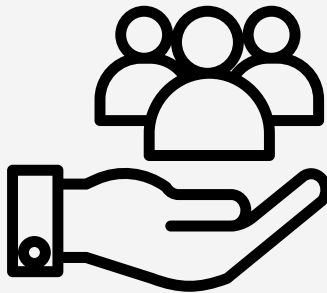
FINANCE



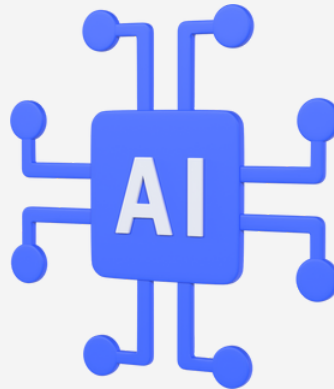
CREATING VALUE PROPOSITION

ABILITY TO PERFORM HUMAN LIKE TASK AND HELP IN THE FOLLOWING WAYS:

DATA ANALYSIS



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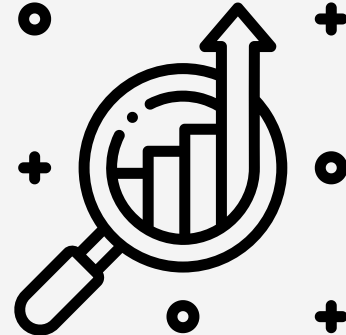
SAVE BUSINESS TIME



CONTENT CREATION

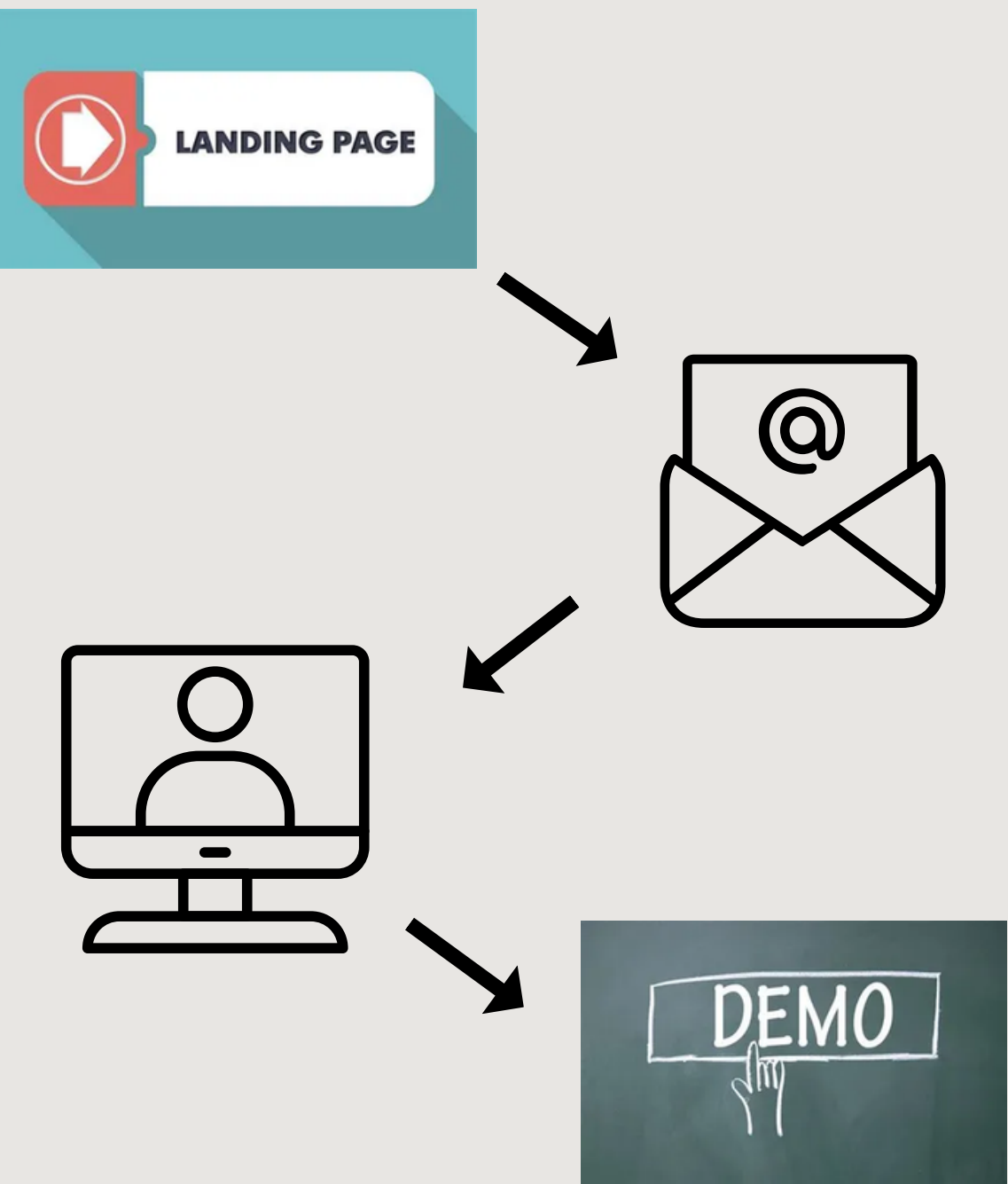


MARKET RESEARCH



BUILD SALES FUNNEL





ChatGPT's sales funnel can be designed to capture leads and convert them into paying customers. The sales funnel can include landing pages, email marketing, webinars, and demos that showcase ChatGPT's features and benefits

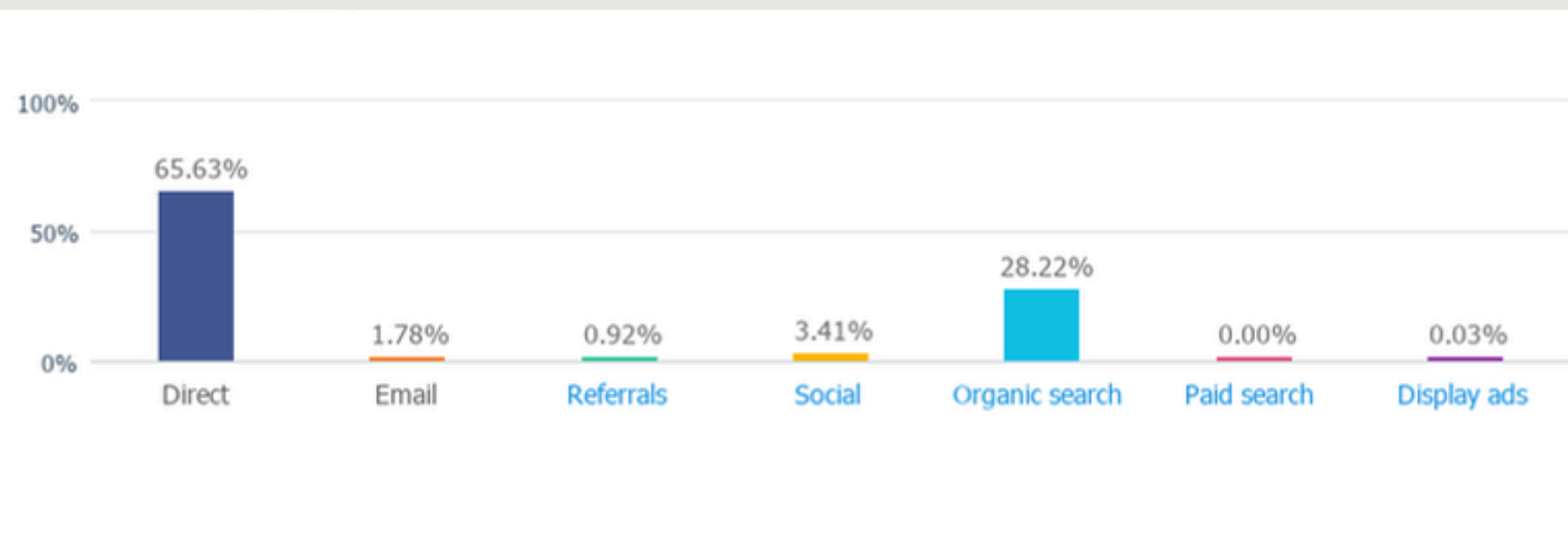


MEASURE PERFORMANCE

ChatGPT's marketing plan should include performance metrics such as website traffic, lead generation, customer acquisition, and revenue. These metrics can be monitored and measured using analytics tools such as Google Analytics and CRM software.

KEY POINTS:

- 43.63% of OpenAI's traffic is from searches 
- 48.98% of it is from direct links. 
- 46.55% of the social traffic of OpenAI is from YouTube 
- 18.39% is from Twitter. 



PENETRATION



LOCALIZATION

Adapting ChatGPT to the Indian market and culture by adding support for Indian languages, including Hindi and other regional languages, could help to make the platform more accessible to Indian users.



ADVERTISING

Promoting ChatGPT through targeted online and offline advertising campaigns, including social media, search engine optimization, and influencer marketing, could help to raise awareness of the platform among Indian consumers



COMMUNITY ENGAGEMENT

Engaging with the Indian developer community through hackathons, meetups, and other events could help to build a community of ChatGPT users and advocates in India.

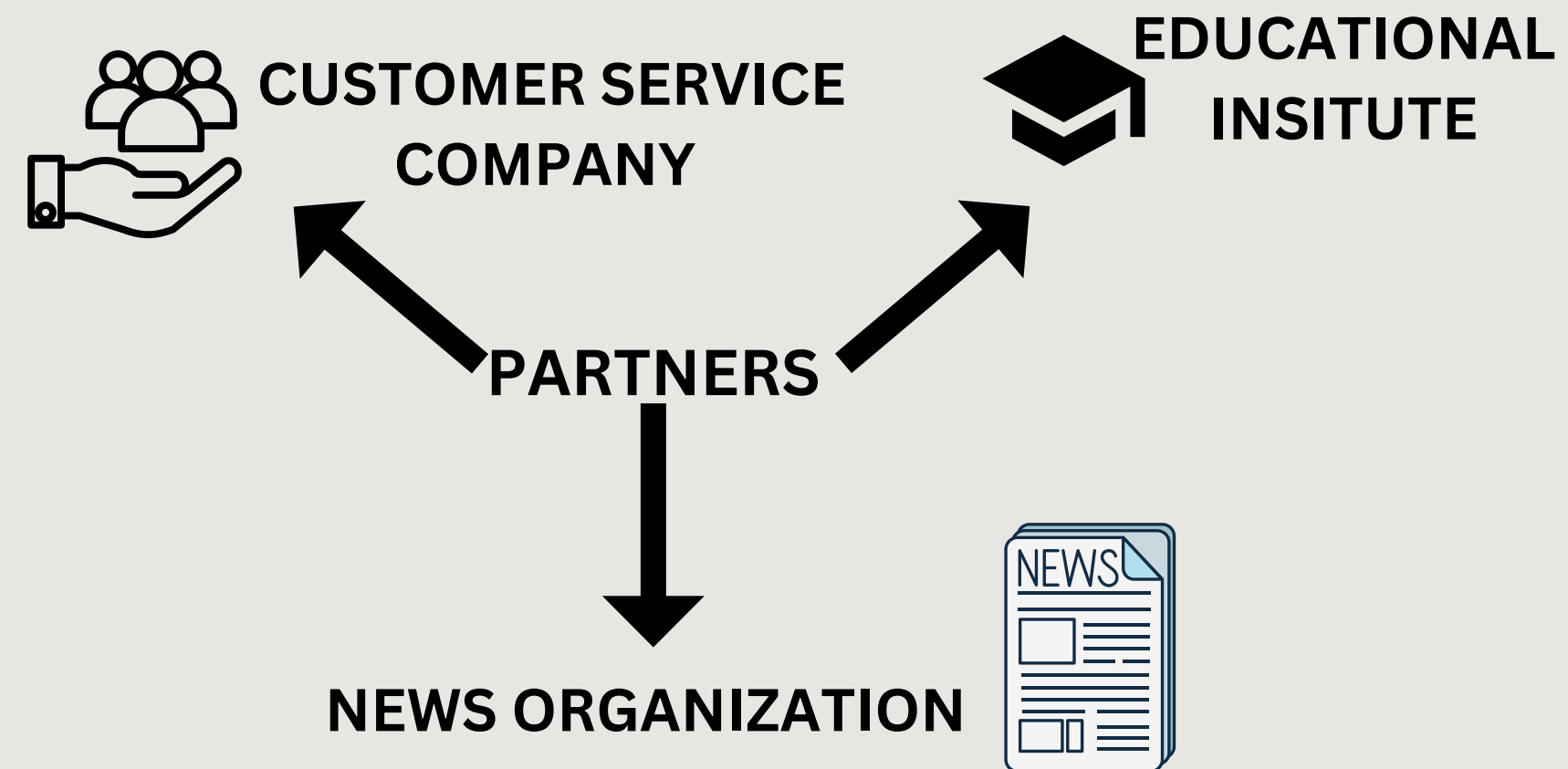


USER FEEDBACK

Collecting and incorporating feedback from Indian users into the development and improvement of ChatGPT could help to increase user satisfaction and loyalty in the Indian market.

PARTNERSHIP

ChatGPT can partner with businesses that offer complementary products or services, such as chatbot platforms, CRM software, and marketing automation tools. Partnerships can help expand ChatGPT's reach and provide additional value to customers conversational commerce, natural language processing, or machine learning.



PROPOSING BUSINESS MODELS FOR CHATGPT

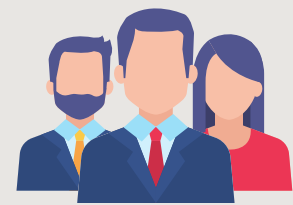


SUBSCRIPTION MODEL



ChatGPT could charge customers a subscription fee for access to its conversational AI platform. This model would provide a recurring revenue stream and incentivize customers to continue using ChatGPT's services.

ENTERPRISE MODEL



ChatGPT could focus on selling its conversational AI platform to large enterprises, which often have more complex needs and may be willing to pay higher prices for advanced features and customization options

PAY PER USE MODEL



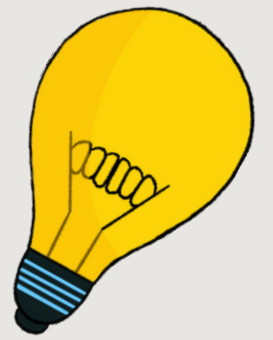
ChatGPT could charge customers based on their usage of its conversational AI platform. This model would allow customers to pay only for the services they use, while still generating revenue for ChatGPT

PARTNER MODEL



ChatGPT could partner with other businesses that could use its conversational AI capabilities to improve their customer service or support operations. This model would provide an additional revenue stream and help to expand ChatGPT's customer base.

CONCLUSION



In conclusion, ChatGPT is all set to revolutionise the way market research is conducted. As this technology evolves and matures, it will likely become an increasingly lethal weapon for market research companies looking to gain a competitive edge.

However, ChatGPT is not a substitute for human expertise and creativity. Thus, researchers need to take a more holistic approach and ensure its conjunction with human interpretations and other tools to make more informed decisions and gain better insights.

REFERENCES



www.openai.com

www.ivistopedia.com



**THANK
YOU**

