



Mastering Marketing with ChatGPT

In this chapter, we will focus on how marketers can leverage ChatGPT, looking at the main use cases of ChatGPT in this domain, and how marketers can leverage it as a valuable assistant.

We will learn how ChatGPT can assist in the following activities:

Marketers' need for ChatGPT

New product development and the go-to-market strategy

A/B testing for marketing comparison

Making more efficient websites and posts with **Search Engine Optimization (SEO)**

Sentiment analysis of textual data

By the end of this chapter, you will be able to leverage ChatGPT for marketing-related activities and to boost your productivity.

Technical requirements

You will need an OpenAI account to access ChatGPT and DALL-E.

All the code and prompts within this chapter are available in the GitHub repository of this book here: <https://github.com/PacktPublishing/Modern-Generative-AI-with-ChatGPT-and-OpenAI-Models>.

Marketers' need for ChatGPT

Marketing is probably the domain where ChatGPT and OpenAI models' creative power can be leveraged in their purest form. They can be practical tools to support creative development in terms of new products, marketing campaigns, search engine optimization, and so on. Overall, marketers automate and streamline many aspects of their work, while also improving the quality and effectiveness of their marketing efforts.

Here is an example. One of the most prominent and promising use cases of ChatGPT in marketing is personalized marketing. ChatGPT can be used to analyze customer data and generate personalized marketing messages that resonate with individual customers. For example, a marketing team can use ChatGPT to analyze customer data and develop targeted email campaigns that are tailored to specific customer preferences and behavior. This can increase the likelihood of conversion and lead to greater customer satisfaction. By providing insights into customer sentiment and behavior, generating personalized marketing messages, providing personalized customer support, and generating content, ChatGPT can help marketers deliver exceptional customer experiences and drive business growth.

This is one of many examples of ChatGPT applications in marketing. In the following sections, we will look at concrete examples of end-to-end marketing projects supported by ChatGPT.

New product development and the go-to-market strategy

The first way you can introduce ChatGPT into your marketing activity might be as an assistant in new product development and **go-to-market (GTM)** strategy.

In this section, we will look at a step-by-step guide on how to develop and promote a new product. You already own a running clothing brand called **RunFast** and so far you have only produced shoes, so you want to expand your business with a new product line. We will start by brainstorming ideas to create a GTM strategy. Of course, everything is supported by ChatGPT:

Brainstorming ideas: The first thing ChatGPT can support you with is brainstorming and drafting options for your new product line. It will also

provide the reasoning behind each suggestion. So, let's ask what kind of new product line I should focus on:

V I own a running clothing brand that produces running shoes. Generate 3 new product ideas I can add as product lines for my brand

Sure, here are three potential product ideas that you can consider adding as product lines for your running clothing brand that produces running shoes: Like Dislike

1. Running Socks: Running socks are an essential piece of gear for any runner, and they can be a great complementary product to your line of running shoes. You can consider producing high-quality running socks that are specifically designed to provide maximum comfort and support during runs.
2. Running Accessories: In addition to shoes and socks, there are a variety of other accessories that runners may need, such as hats, gloves, arm sleeves, and belts. By adding a line of running accessories to your brand, you can provide a complete package of products for runners, and help build customer loyalty.
3. Running Apparel: While your brand may already produce running clothing, you can consider expanding your line to include other types of apparel, such as jackets, shorts, and leggings. This can help provide runners with a complete outfit for all types of weather and running conditions, and can help differentiate your brand from competitors that only produce shoes.

It's important to conduct market research and analyze the needs and preferences of your target audience when considering new product ideas. By understanding the needs and wants of your customers, you can develop products that are more likely to succeed in the market and generate revenue for your business.

Figure 7.1 – Example of new ideas generated by ChatGPT

Out of the three suggestions, we will pick the first one, because of the reason ChatGPT suggested it—it is indeed a complementary product for our running shoes, so we will proceed with that one.

Product name: Now that we have our idea fixed in mind, we need to think of a catchy name for it. Again, I will ask ChatGPT for more options so that I can then pick my favorite one:

V

I want a name for my new product line of Running Socks. Generate 5 options for a catchy product line name



Sure, here are five potential name options for your new product line of Running Socks:

Like Dislike

1. StrideSocks
2. DashDri
3. TempoToes
4. SprintSoles
5. PacePeds

When selecting a name for your product line, it's important to consider factors such as brand identity, target audience, and competition. The name should be easy to remember and pronounce, and should convey the key features and benefits of the product. You may also want to conduct research to ensure that the name is not already in use by another brand or product.

Figure 7.2 – A list of potential product names

SprintSoles sounds good enough for me – I'll go ahead with that one.

Generating catchy slogans: On top of the product name, I also want to share the intent behind the name and the mission of the product line, so that my target audience is captured by it. I want to inspire trust and loyalty in my customers and for them to see themselves reflected in the mission behind my new product line.

V

generate 3 slogans for the "SprintSoles" name. They should be motivating, concise, and catchy.



Sure, here are three potential slogans for the "SprintSoles" name:

Like Dislike

1. "Step Up Your Speed with SprintSoles!"
2. "Fast Feet, Fast Times - SprintSoles has your back!"
3. "Race to the Finish with SprintSoles on your feet!"

These slogans aim to motivate runners to perform their best by emphasizing the idea that SprintSoles can help them achieve faster times and better performance. They also use alliteration and rhyme to create a catchy and memorable phrase. Additionally, the slogans are concise and to the point, which can help them resonate with busy runners who may not have time to read lengthy marketing copy.

Figure 7.3 – A list of slogans for my new product name

Great – now I’m satisfied with the product name and slogan that I will use later on to create a unique social media announcement. Before doing that, I want to spend more time on market research for the target audience.

V what kind of target audience should I address with the promotion of SprintSoles product line?

The target audience for SprintSoles could include a range of runners who are looking for high-quality, performance-enhancing running socks. Some potential target audiences to consider for your promotion could include:

1. Competitive runners: This audience is highly motivated to perform their best, and may be willing to invest in high-quality gear that can help them achieve their goals. SprintSoles could appeal to competitive runners who are looking for socks that offer superior support, comfort, and performance benefits.
2. Casual runners: Many runners enjoy running as a form of exercise and stress relief, and may be looking for gear that can help them feel more comfortable and confident on their runs. SprintSoles could appeal to casual runners who are looking for an affordable and effective way to improve their performance and enjoyment of running.
3. Fitness enthusiasts: Beyond just runners, there are many individuals who are interested in health and fitness, and may be looking for gear that can help them reach their fitness goals. SprintSoles could appeal to fitness enthusiasts who are looking for an edge in their workouts and are willing to invest in high-quality gear.

It's important to conduct market research and identify the most profitable and receptive target audience for your brand. By understanding the needs, preferences, and motivations of your target audience, you can develop marketing campaigns and promotions that are more likely to succeed in the market and generate revenue for your business.

Figure 7.4 – List of groups of target people to reach with my new product line

It's important to have in mind different clusters within your audience so that you can differentiate the messages you want to give. In my case, I want to make sure that my product line will address different groups of people, such as competitive runners, casual runners, and fitness enthusiasts.

Product variants and sales channels: According to the preceding clusters of potential customers, I could generate product variants so that they are more tailored toward specific audiences:

V with respect to the target audience groups you generated earlier (competitive runners, casual runners, fitness enthusiast), suggest me 3 product variant of SprintSoles that are specifically tailored to that audience group



Sure, here are three product variants of SprintSoles that are tailored to each of the target audience groups:

1. Competitive runners: SprintSoles Pro Edition. This variant is designed with competitive runners in mind, featuring extra cushioning, arch support, and moisture-wicking technology to help maximize performance. It's also made with durable, long-lasting materials to withstand the wear and tear of regular use.
2. Casual runners: SprintSoles Lite Edition. This variant is perfect for casual runners who value comfort and style. It features a breathable, lightweight design that keeps your feet cool and comfortable, and comes in a range of trendy colors to match your personal style.
3. Fitness enthusiasts: SprintSoles Active Edition. This variant is designed for fitness enthusiasts who enjoy a variety of activities, from running to cycling to gym workouts. It features a versatile, multi-sport design with advanced moisture-wicking technology and targeted cushioning for maximum comfort and support during any activity.

By tailoring each variant to the specific needs and preferences of each target audience group, you can better meet their unique needs and preferences, and increase the appeal and relevance of your products to those specific groups.

Figure 7.5 – Example of variants of the product line

Similarly, I can also ask ChatGPT to suggest different sales channels for each of the preceding groups:

V what could be the best channel to reach out each of the preceding group?



To reach the different target audiences mentioned above, you can use a variety of marketing channels that are likely to resonate with each group. Here are a few suggestions:

1. Competitive runners: To reach this audience, you could consider using social media platforms that cater to runners, such as Strava, or forums and message boards focused on running. You could also use targeted online ads or sponsored content on running blogs and websites. In-person events, such as running expos or races, can also be effective for reaching this audience.
2. Casual runners: To reach casual runners, you could use a mix of social media platforms, including Facebook and Instagram, to showcase the benefits of SprintSoles, as well as content marketing and email newsletters that provide helpful tips for improving running performance. You could also consider sponsoring local running clubs or events, or partnering with fitness influencers who appeal to this audience.
3. Fitness enthusiasts: To reach this audience, you could use social media platforms that are popular among fitness enthusiasts, such as Instagram and YouTube. You could also consider using influencer marketing by partnering with fitness bloggers or social media personalities who have a large following. In addition, you could run targeted online ads on websites and forums related to fitness and health.

It's important to remember that different marketing channels work better for different audiences, so it's important to do research and testing to determine which channels are most effective for reaching your target audience. Additionally, it's important to tailor your messaging and branding to each audience to ensure that it resonates with their specific needs and preferences.

Figure 7.6 – Suggestions for different sales channels by ChatGPT

Standing out from the competition: I want my product line to stand out from the competition and emerge in a very saturated market – I want to make it unique. With this purpose in mind, I asked ChatGPT to include social considerations such as sustainability and inclusivity. Let's ask ChatGPT for some suggestions in that respect:

V

How can I make my new product line SprintSoles unique and standing out from the competition? I think something also related to sustainability, diversity, and inclusivity



To make your new product line, SprintSoles, unique and outstanding in a competitive market, here are some ideas that relate to sustainability, diversity, and inclusivity:



1. Sustainable materials: Consider using eco-friendly and sustainable materials to create your running sock line. This can help differentiate your products from competitors who may use less sustainable materials.
2. Inclusivity: Consider creating a range of sizes to fit a diverse range of customers. In addition, consider using diverse models in your marketing campaigns to appeal to a wide range of customers and promote inclusivity.
3. Charity partnerships: Partner with a charity or nonprofit organization that aligns with your brand values to donate a portion of your profits to a good cause. This can help you stand out from competitors and show your commitment to social responsibility.
4. Customization: Allow customers to customize their running socks by selecting their own color, size, and design features. This can create a more personalized experience for customers and help you stand out from competitors who may offer more generic products.
5. Comfort features: Consider adding comfort features, such as extra cushioning or moisture-wicking materials, to your running sock line. This can help your products stand out from competitors and appeal to customers who value both performance and comfort.

By incorporating unique features that align with your brand values of sustainability, diversity, and inclusivity, you can differentiate your product line and attract a wider range of customers. Additionally, it's important to communicate these features effectively through your marketing and branding to help customers understand what makes your products unique and why they should choose SprintSoles over competing brands.

Figure 7.7 – Example of outstanding features generated by ChatGPT

As you can see, it was able to generate interesting features that could make my product line unique.

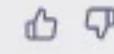
Product description: Now it's time to start building our GTP plan. First of all, I want to generate a product description to put on my website, including all the earlier unique differentiators.

V

generate a product description for SprintSoles using the unique differentiator you listed earlier. It should be catchy and effective, as well as SEO optimized. list also the SEO keywords you used once you finish.



Here's an example product description for SprintSoles, highlighting their unique features and differentiators:



Introducing SprintSoles - the ultimate running socks designed for both performance and sustainability. Our socks are made from eco-friendly materials, making them the perfect choice for runners who want to reduce their carbon footprint. But that's not all - we also offer a range of sizes to fit every foot, ensuring that everyone can enjoy the comfort and support that SprintSoles provide. And for the ultimate in personalized comfort, our socks feature extra cushioning and moisture-wicking materials, ensuring that you stay cool, dry, and comfortable no matter how far you run.

With SprintSoles, you can run with confidence, knowing that you're not only performing at your best but also doing your part to protect the environment. Order now and experience the comfort, sustainability, and performance of SprintSoles running socks.

SEO keywords used:

- Running socks
- Sustainable running socks
- Eco-friendly running socks
- Moisture-wicking running socks
- Performance running socks
- Personalized running socks
- Comfortable running socks
- Running socks for all sizes
- Eco-conscious running gear

Figure 7.8 – Example of description and SEO keywords generated by ChatGPT

Fair price: Another key element is determining a fair price for our product. As I differentiated among product variants for different audiences (competitive runners, casual runners, and fitness enthusiasts), I also want to have a price range that takes into account this clustering.

V what could be a fair price for the preceding mentioned product variants, considering the competition and the different target audience?

 Determining a fair price for SprintSoles would depend on several factors, including production costs, competition, and target audience. However, here are some general guidelines to consider for each product variant based on the target audience:

1. Competitive runners: SprintSoles Pro Edition. This variant is designed for high-performance runners and would likely command a higher price point than other variants. Based on market research and the pricing of similar high-end running socks, a fair price for the SprintSoles Pro Edition could be between \$25 to \$35.
2. Casual runners: SprintSoles Lite Edition. This variant is targeted at a more casual market, where price sensitivity may be a factor. A fair price for the SprintSoles Lite Edition could be between \$10 to \$20, depending on the features, materials, and design.
3. Fitness enthusiasts: SprintSoles Active Edition. This variant is designed for a versatile, multi-sport audience, and the price should reflect that. Based on the pricing of similar running socks and fitness gear, a fair price for the SprintSoles Active Edition could be between \$15 to \$25.

Of course, these price points are just a general guideline, and further market research and analysis would be necessary to determine the optimal pricing for each variant of SprintSoles based on your unique brand positioning and target audience.

Figure 7.9 – Price ranges for product variants

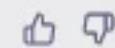
We are almost there. We have gone through many new product development and go-to-market steps, and in each of them, ChatGPT acted as a great support tool.

As one last thing, we can ask ChatGPT to generate an Instagram post about our new product, including relevant hashtags and SEO keywords. We can then generate the image with DALL-E!

V I want to generate an Instagram post to announce the launch of SprintSoles. Write a post including the unique features and differentiators mentioned before, as well as relevant hashtags.



Here's a sample Instagram post to announce the launch of SprintSoles:



👉 Introducing SprintSoles - the revolutionary new running socks designed to give you the edge you need to go the distance!

🏃 With targeted cushioning and moisture-wicking technology, SprintSoles help reduce fatigue and discomfort, so you can focus on your run and hit your personal best. And with our commitment to sustainability, diversity, and inclusivity, you can feel good about your choice to run with SprintSoles.

● Our socks are made with recycled materials, so you can feel good about reducing your environmental impact. And with a range of sizes and styles to fit any foot and any taste, we're proud to offer a product that is truly for everyone.

🔥 Whether you're a competitive runner, casual jogger, or fitness enthusiast, SprintSoles have the features and quality you need to stay comfortable and focused during your runs. Try them out today and see the difference for yourself!

#SprintSoles #RunningSocks #SustainableRunning #DiverseFitness #InclusiveAthletics
#GoTheDistance #TargetedCushioning #MoistureWicking #ReduceFatigue #StayComfortable
#PerformanceSocks #RunningGear #FitnessEssentials #HealthyLiving #EcoFriendly
#RecycledMaterials #ForEveryFoot #PersonalBest #RunningCommunity

Figure 7.10 – Social media post generated by ChatGPT

And, with the special contribution of DALL-E, here is the final result:



Instagram



...



RunFast



Introducing SprintSoles - the revolutionary new running socks designed to give you the edge you need to go the distance!

With targeted cushioning and moisture-wicking technology, SprintSoles help reduce fatigue and discomfort, so you can focus on your run and hit your personal best. And with our commitment to sustainability, diversity, and inclusivity, you can feel good about your choice to run with SprintSoles.

Our socks are made with recycled materials, so you can feel good about reducing your environmental impact. And with a range of sizes and styles to fit any foot and any taste, we're proud to offer a product that is truly for everyone.

Whether you're a competitive runner, casual jogger, or fitness enthusiast, SprintSoles have the features and quality you need to stay comfortable and focused during your runs. Try them out today and see the difference for yourself!

#SprintSoles #RunningSocks #SustainableRunning
#DiverseFitness #InclusiveAthletics #GoTheDistance
#TargetedCushioning #MoistureWicking #ReduceFatigue
#StayComfortable #PerformanceSocks #RunningGear
#FitnessEssentials #HealthyLiving #EcoFriendly
#RecycledMaterials #ForEveryFoot #PersonalBest
#RunningCommunity

Figure 7.11 – Instagram post entirely generated by ChatGPT and DALL-E

Of course, many elements are missing here for complete product development and go-to-market. Yet, with the support of ChatGPT (and the special contribution of DALL-E – you can try DALL-E on your own at <https://openai.com/product/dall-e-2>),

we managed to brainstorm a new product line and variants, potential customers, catchy slogans, and finally, generated a pretty nice Instagram post to announce the launch of SprintSoles!

A/B testing for marketing comparison

Another interesting field where ChatGPT can assist marketers is A/B testing.

A/B testing in marketing is a method of comparing two different versions of a marketing campaign, advertisement, or website to determine which one performs better. In A/B testing, two variations of the same campaign or element are created, with only one variable changed between the two versions. The goal is to see which version generates more clicks, conversions, or other desired outcomes.

An example of A/B testing might be testing two versions of an email campaign, using different subject lines, or testing two versions of a website landing page, with different call-to-action buttons. By measuring the response rate of each version, marketers can determine which version performs better and make data-driven decisions about which version to use going forward.

A/B testing allows marketers to optimize their campaigns and elements for maximum effectiveness, leading to better results and a higher return on investment.

Since this method involves the process of generating many variations of the same content, the generative power of ChatGPT can definitely assist in that.

Let's consider the following example. I'm promoting a new product I developed: a new, light and thin climbing harness for speed climbers. I've already done some market research and I know my niche audience. I also know that one great channel of communication for that audience is publishing on an online climbing blog, of which most climbing gyms' members are fellow readers.

My goal is to create an outstanding blog post to share the launch of this new harness, and I want to test two different versions of it in two groups. The blog post I'm about to publish and that I want to be the object of my A/B testing is the following:

Lighter Climbing Harness for Speed Climbers

Introducing the Latest Addition to the World of Climbing Gear

Attention all climbers! Get ready to upgrade your climbing gear with the latest and greatest harness designed specifically for speed climbers. The new climbing harness is lighter than any other on the market, allowing climbers to move more efficiently and faster than ever before.

This innovative harness is perfect for climbers who want to improve their speed and performance without sacrificing safety. The new design features a lightweight, yet durable material that is both breathable and comfortable. Whether you are a beginner or a seasoned climber, this harness will take your climbing experience to new heights. So, what are you waiting for? Head over to your nearest climbing gear store and get your hands on the newest addition to the world of climbing gear. Get ready to climb higher, faster, and more efficiently than ever before!

Figure 7.12 – An example of a blog post to launch climbing gear

Here, ChatGPT can help us on two levels:

The first level is that of rewording the article, using different keywords or different attention-grabbing slogans. To do so, once this post is provided as context, we can ask ChatGPT to work on the article and slightly change some elements:

I'm doing an A/B testing for the launch of a new climbing harness. I'm using a climbing blog as sales channel with the preceding blog post.

please regenerate this content keeping all identical except for the following elements: title, subtitle and closing sentence.

Title: Elevate Your Climbing Game with the Latest Harness

Subheading: Designed for Speed Climbers Who Aim High

Attention all climbers! Are you ready to take your climbing game to the next level? We've got the perfect gear for you! Introducing the latest harness designed specifically for speed climbers who aim high.

This innovative harness is the lightest on the market, allowing you to move with unparalleled efficiency and speed. And don't worry, we haven't sacrificed safety for speed. The harness is made with a lightweight yet durable material that is breathable and comfortable. Whether you're just starting out or are a seasoned climber, this harness will help you reach new heights in your climbing journey.

Don't wait any longer to upgrade your gear. Head to your nearest climbing store now and grab the latest addition to the world of climbing gear. Elevate your game and climb higher than you ever thought possible!

Figure 7.13 – New version of the blog post generated by ChatGPT

As per my request, ChatGPT was able to regenerate only those elements I asked for (title, subtitle, and closing sentence) so that I can monitor the effectiveness of those elements by monitoring the reaction of the two audience groups.

The second level is working on the design of the web page, namely, changing the collocation of the image rather than the position of the buttons. For this purpose, I created a simple web page for the blog post published in the climbing blog (you can find the code in the book's GitHub repository at <https://github.com/PacktPublishing/Modern-Generative-AI-with-ChatGPT-and-OpenAI-Models/tree/main/Chapter%207%20-%20ChatGPT%20for%20Marketers/Code>):

Lighter Climbing Harness for Speed Climbers

Introducing the Latest Addition to the World of Climbing Gear



Attention all climbers! Get ready to upgrade your climbing gear with the latest and greatest harness designed specifically for speed climbers. The new climbing harness is lighter than any other on the market, allowing climbers to move more efficiently and faster than ever before.

This innovative harness is perfect for climbers who want to improve their speed and performance without sacrificing safety. The new design features a lightweight, yet durable material that is both breathable and comfortable. Whether you are a beginner or a seasoned climber, this harness will take your climbing experience to new heights.

So, what are you waiting for? Head over to your nearest climbing gear store and get your hands on the newest addition to the world of climbing gear. Get ready to climb higher, faster, and more efficiently than ever before!

[Buy Now](#)

[Share on Facebook](#)

[Leave Feedback](#)

Figure 7.14 – Sample blog post published on the climbing blog

We can directly feed ChatGPT with the HTML code and ask it to change some layout elements, such as the position of the buttons or their wording. For example, rather than **Buy Now**, a reader might be more gripped by an **I want one!** button.

So, lets feed ChatGPT with the HTML source code:

V

```
<!-- Buy Button -->
<a href="http://example.com/buy-now" style="background-color:#04AA6D;color:white;padding:12px 20px;border:none;border-radius:4px;cursor:pointer;text-align:center;text-decoration:none;display:inline-block;font-size:16px;font-weight:bold;">Buy Now</a>

<!-- Share Button -->
<a href="https://www.facebook.com/sharer/sharer.php?u=http://example.com/your-article" target="_blank" style="background-color:#3B5998;color:white;padding:12px 20px;border:none;border-radius:4px;cursor:pointer;text-align:center;text-decoration:none;display:inline-block;font-size:16px;font-weight:bold;margin-left:10px;">Share on Facebook</a>

<!-- Feedback Button -->
<a href="http://example.com/feedback" style="background-color:#04AA6D;color:white;padding:12px 20px;border:none;border-radius:4px;cursor:pointer;text-align:center;text-decoration:none;display:inline-block;font-size:16px;font-weight:bold;margin-left:10px;">Leave Feedback</a>
```

I'm launching a new product with a blog post on a web page with the preceding buttons.
Please re-generate the HTML of those buttons changing layout, color, position and wording of the embedded text.

The screenshot shows a ChatGPT interface. On the left, there's a green circular icon with a white swirl pattern. The main area contains the original HTML code at the top, followed by three sections: 'Buy Button', 'Share Button', and 'Feedback Button'. Below these, a message from ChatGPT provides a modified version of the code with changes highlighted in blue. The modifications include changing the background colors to #E74C3C, #1877F2, and #2ECC71 respectively, and adjusting the position properties to relative with top and left values. There are also like and dislike buttons at the top right of the code block.

```
<!-- Buy Button -->
<a href="http://example.com/buy-now" style="background-color:#E74C3C;color:white;padding:10px 20px;border:none;border-radius:20px;cursor:pointer;text-align:center;text-decoration:none;display:inline-block;font-size:18px;font-weight:bold;position:relative;top:10px;left:20px;">Get Yours Now</a>

<!-- Share Button -->
<a href="https://www.facebook.com/sharer/sharer.php?u=http://example.com/your-article" target="_blank" style="background-color:#1877F2;color:white;padding:10px 20px;border:none;border-radius:20px;cursor:pointer;text-align:center;text-decoration:none;display:inline-block;font-size:18px;font-weight:bold;position:relative;top:10px;left:40px;">Share on Facebook</a>

<!-- Feedback Button -->
<a href="http://example.com/feedback" style="background-color:#2ECC71;color:white;padding:10px 20px;border:none;border-radius:20px;cursor:pointer;text-align:center;text-decoration:none;display:inline-block;font-size:18px;font-weight:bold;position:relative;top:10px;left:60px;">Give Feedback</a>
```

Figure 7.15 – ChatGPT changing HTML code

Let's see what the output looks like:

Lighter Climbing Harness for Speed Climbers

Introducing the Latest Addition to the World of Climbing Gear



Attention all climbers! Get ready to upgrade your climbing gear with the latest and greatest harness designed specifically for speed climbers. The new climbing harness is lighter than any other on the market, allowing climbers to move more efficiently and faster than ever before.

This innovative harness is perfect for climbers who want to improve their speed and performance without sacrificing safety. The new design features a lightweight, yet durable material that is both breathable and comfortable. Whether you are a beginner or a seasoned climber, this harness will take your climbing experience to new heights.

So, what are you waiting for? Head over to your nearest climbing gear store and get your hands on the newest addition to the world of climbing gear. Get ready to climb higher, faster, and more efficiently than ever before!

[Get Yours Now](#)

[Share on Facebook](#)

[Give Feedback](#)

Figure 7.16 – New version of the website

As you can see, ChatGPT only intervened at the button level, slightly changing their layout, position, color, and wording.

Indeed, inspecting the source code of the two versions of the web pages, we can see how it differs in the button sections:

```

<html>
  <head> ... </head>
  <body>
    <header> ... </header>
    <div class="article">
      
      <p> ... </p>
      <p> ... </p>
      <p> ... </p>
      <p> ... </p>
      <p> == $0
        <!-- Buy Button -->
        <a href="http://example.com/buy-now" style="background-color:#E74C3C;color:white;padding:10px 20px;border:none;border-radius:20px;cursor:pointer;text-align:center;text-decoration:none;display:inline-block;font-size:18px;font-weight:bold;position:relative;top:10px;left:20px;">Get Yours Now</a>
        <!-- Share Button -->
        <a href="https://www.facebook.com/sharer/sharer.php?u=http://example.com/your-article" target="_blank" style="background-color:#1877F2;color:white;padding:10px 20px;border:none;border-radius:20px;cursor:pointer;text-align:center;text-decoration:none;display:inline-block;font-size:18px;font-weight:bold;position:relative;top:10px;left:40px;">Share on Facebook</a>
        <!-- Feedback Button -->
        <a href="http://example.com/feedback" style="background-color:#2EC71;color:white;padding:10px 20px;border:none;border-radius:20px;cursor:pointer;text-align:center;text-decoration:none;display:inline-block;font-size:18px;font-weight:bold;position:relative;top:10px;left:60px;">Give Feedback</a>
      </p>
    </div>
  </body>
</html>

```



```

<html>
  <head> ... </head>
  <body>
    <header> ... </header>
    <div class="article">
      
      <p> ... </p>
      <p> ... </p>
      <p> ... </p>
      <p> ... </p>
      <p> == $0
        <!-- Buy Button -->
        <a href="http://example.com/buy-now" style="background-color:#04AA6D;color:white;padding:12px 20px;border:none;border-radius:4px;cursor:pointer;text-align:center;text-decoration:none;display:inline-block;font-size:16px;font-weight:bold;">Buy Now</a>
        <!-- Share Button -->
        <a href="https://www.facebook.com/sharer/sharer.php?u=http://example.com/your-article" target="_blank" style="background-color:#385998;color:white;padding:12px 20px;border:none;border-radius:4px;cursor:pointer;text-align:center;text-decoration:none;display:inline-block;font-size:16px;font-weight:bold;margin-left:10px;">Share on Facebook</a>
        <!-- Feedback Button -->
        <a href="http://example.com/feedback" style="background-color:#04AA6D;color:white;padding:12px 20px;border:none;border-radius:4px;cursor:pointer;text-align:center;text-decoration:none;display:inline-block;font-size:16px;font-weight:bold;margin-left:10px;">Leave Feedback</a>
      </p>
    </div>
  </body>
</html>

```

Figure 7.17 – Comparison between the source code of the two versions of the website

In conclusion, ChatGPT is a valuable tool for A/B testing in marketing. Its ability to quickly generate different versions of the same content can reduce the time to market of new campaigns. By utilizing ChatGPT for A/B testing, you can optimize your marketing strategies and ultimately drive better results for your business.

Boosting Search Engine Optimization (SEO)

Another promising area for ChatGPT to be a game changer is **Search Engine Optimization (SEO)**. This is the key element behind ranking in search engines such as Google or Bing and it determines whether your websites will be visible to users who are looking for what you promote.

Definition

SEO is a technique used to enhance the visibility and ranking of a website on **search engine results pages (SERPs)**. It is done by optimizing the website or web page to increase the amount and quality of organic (unpaid) traffic from search engines. The purpose of SEO is to attract more targeted visitors to the website by optimizing it for specific keywords or phrases.

Imagine you run an e-commerce company called **Hat&Gloves**, which only sells, as you might have guessed, hats and gloves. You are now creating your e-commerce website and want to optimize its ranking. Let's ask ChatGPT to list some relevant keywords to embed in our website:

V I'm building a website for my e-commerce called "Hat&Gloves", that only sells hats and gloves. I want to optimize the ranking of my websites. Please list 20 keywords I should embed in my website code in order to have SEO relevant results

Sure! Here are 20 potential keywords you could consider embedding in your website code to optimize your e-commerce site for SEO:

1. Hats
2. Gloves
3. Winter wear
4. Cold weather accessories
5. Beanies
6. Mittens
7. Scarves
8. Fashion accessories
9. Men's hats
10. Women's hats
11. Kids' hats
12. Wool hats
13. Knit gloves
14. Leather gloves
15. Touchscreen gloves
16. Outdoor gear
17. Gift ideas
18. Affordable hats
19. Designer hats
20. Sale items

It's important to note that keyword research should be conducted to determine which specific keywords are most relevant and have the highest search volume for your target audience. This can help ensure that you're targeting the right keywords and not wasting effort on less valuable keywords. Additionally, it's important to use keywords in a natural way that enhances the user experience, rather than overloading your site with irrelevant or repetitive keywords that could negatively impact your SEO.

Figure 7.18 – Example of SEO keywords generated by ChatGPT

As you can see, ChatGPT was able to create a list of keywords of different kinds. Some of them are pretty intuitive, such as **Hats** and **Gloves**. Others are related, with an indirect link. For example, **Gift ideas** is not necessarily related to my e-commerce business, however, it could be very smart to include it in my keywords, so that I can widen my audience.

Another key element of SEO is **search engine intent**. Search engine intent, also known as **user intent**, refers to the underlying purpose or goal of a specific search query made by a user in a search engine. Understanding search engine intent is important because it helps businesses and marketers create more targeted and effective content and marketing strategies that align with the searcher's needs and expectations.

There are generally four types of search engine intent:

Informational intent: The user is looking for information on a particular topic or question, such as *What is the capital of France?* or *How to make a pizza at home.*

Navigational intent: The user is looking for a specific website or web page, such as **Facebook login** or **Amazon.com**.

Commercial intent: The user is looking to buy a product or service, but may not have made a final decision yet. Examples of commercial intent searches include *best laptop under \$1000* or *discount shoes online*.

Transactional intent: The user has a specific goal to complete a transaction, which might refer to physical purchases or subscribing to services. Examples of transactional intent could be *buy iPhone 13* or *sign up for a gym membership*.

By understanding the intent behind specific search queries, businesses and marketers can create more targeted and effective content that meets the needs and expectations of their target audience. This can lead to higher search engine rankings, more traffic, and ultimately, more conversions and revenue.

Now, the question is, will ChatGPT be able to determine the intent of a given request? Before answering, it is worth noticing that the activity of inferring the intent of a given prompt is the core business of **Large Language Models (LLMs)**, including GPT. So, for sure, ChatGPT is able to capture prompts' intents.

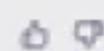
The added value here is that we want to see whether ChatGPT is able to determine the intent in a precise domain with a precise taxonomy, that is, the one of marketing. That is the reason why prompt design is once again pivotal in guiding ChatGPT in the right direction.

v

Organize the preceding keyword list in groups based on their search intent, whether commercial, transactional, navigational, or informational



Sure! Here's how the keywords can be grouped based on search intent:



Informational:

- Cold weather accessories
- Scarves
- Outdoor gear
- Gift ideas

Navigational:

- Hat&Gloves (your e-commerce brand name)

Commercial:

- Hats
- Gloves
- Winter wear
- Beanies
- Mittens
- Fashion accessories
- Men's hats
- Women's hats
- Kids' hats
- Wool hats
- Knit gloves
- Leather gloves
- Touchscreen gloves
- Affordable hats
- Designer hats

Transactional:

- Sale items

It's important to note that some keywords can fit into multiple search intent categories, and the specific search intent for a keyword can vary depending on the specific context of the search query. Additionally, understanding the search intent of your target audience is important for creating effective SEO strategies and optimizing your e-commerce site for search engines.

Figure 7.19 – Example of ChatGPT acting as an SEO expert

Finally, we could also go further and leverage once more the *Act as...* hack, which we already mentioned in [Chapter 4](#). It would be very interesting indeed to understand how to optimize our website so that it reaches as many users as possible. In marketing, this analysis is called an **SEO audit**. An SEO audit is an evaluation of a website's SEO performance and potential areas for improvement. An SEO audit is typically conducted by SEO experts, web developers, or marketers, and involves a comprehensive analysis of a website's technical infrastructure, content, and backlink profile.

During an SEO audit, the auditor will typically use a range of tools and techniques to identify areas of improvement, such as keyword analysis, website speed analysis, website architecture analysis, and content analysis. The auditor will then generate a report outlining the key issues, opportunities for improvement, and recommended actions to address them.

Let's ask ChatGPT to act as an SEO expert and instruct us on what an SEO audit report should look like and which metrics and KPIs should include:

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I recently purchased the RunFast Prodigy shoes and have mixed feelings about them. On one hand, the shoes are incredibly comfortable and provide great support for my feet during my daily runs. The cushioning is top-notch and my feet feel less fatigued after my runs than with my previous shoes. Additionally, the design is visually appealing and I received several compliments on them.



However, on the other hand, I've experienced some durability issues with these shoes. The outsole seems to wear down rather quickly and the upper material, while breathable, is showing signs of wear after only a few weeks of use. This is disappointing, considering the high price point of the shoes.

Overall, while I love the comfort and design of the RunFast Prodigy shoes, I'm hesitant to recommend them due to the durability issues I've experienced.

Analyze the sentiment of the preceding review. Overall, how do you classify it?



The sentiment of the review is mixed, with both positive and negative elements. The positive aspects of the shoes include their comfort, support, cushioning, and design. The negative aspects include durability issues with the outsole and upper material.



Overall, the sentiment of the review can be classified as neutral, since the reviewer has both positive and negative things to say about the product and is hesitant to recommend it.

Figure 7.20 – Example of ChatGPT providing optimized HTML code

ChatGPT was able to generate a pretty accurate analysis, with relevant comments and suggestions. Overall, ChatGPT has interesting potential for SEO-related activities, and it can be a good tool whether you are building your website from scratch or you want to improve existing ones.

Sentiment analysis to improve quality and increase customer satisfaction

Sentiment analysis is a technique used in marketing to analyze and interpret the emotions and opinions expressed by customers toward a brand, product, or service. It involves the use of **natural language processing (NLP)** and **machine learning (ML)** algorithms to identify and classify the sentiment of textual data such as social media posts, customer reviews, and feedback surveys.

By performing sentiment analysis, marketers can gain insights into customer perceptions of their brand, identify areas for improvement, and make data-driven decisions to optimize their marketing strategies. For example, they can track the sentiment of customer reviews to identify which products or services are receiving positive or negative feedback and adjust their marketing messaging accordingly.

Overall, sentiment analysis is a valuable tool for marketers to understand customer sentiment, gauge customer satisfaction, and develop effective marketing campaigns that resonate with their target audience.

Sentiment analysis has been around for a while, so you might be wondering what ChatGPT could bring as added value. Well, besides the accuracy of the analysis (it being the most powerful model on the market right now), ChatGPT differentiates itself from other sentiment analysis tools since it is **artificial general intelligence (AGI)**.

This means that when we use ChatGPT for sentiment analysis, we are not using one of its specific APIs for that task: the core idea behind ChatGPT and OpenAI models is that they can assist the user in many general tasks at once, interacting with a task and changing the scope of the analysis according to the user's request.

So, for sure, ChatGPT is able to capture the sentiment of a given text, such as a Twitter post or a product review. However, ChatGPT can also go further and assist in identifying specific aspects of a product or brand that are positively or negatively impacting the sentiment. For example, if customers consistently mention a particular feature of a product in a negative way, ChatGPT can highlight that feature as an area for improvement. Or, ChatGPT might be asked to generate a response to a particularly delicate review, keeping in mind the sentiment of the review and using it

as context for the response. Again, it can generate reports that summarize all the negative and positive elements found in reviews or comments and cluster them into categories.

Let's consider the following example. A customer has recently purchased a pair of shoes from my e-commerce company, *RunFast*, and left the following review:

I recently purchased the RunFast Prodigy shoes and have mixed feelings about them. On one hand, the shoes are incredibly comfortable and provide great support for my feet during my daily runs. The cushioning is top-notch and my feet feel less fatigued after my runs than with my previous shoes. Additionally, the design is visually appealing and I received several compliments on them.

However, on the other hand, I've experienced some durability issues with these shoes. The outsole seems to wear down rather quickly and the upper material, while breathable, is showing signs of wear after only a few weeks of use. This is disappointing, considering the high price point of the shoes.

Overall, while I love the comfort and design of the RunFast Prodigy shoes, I'm hesitant to recommend them due to the durability issues I've experienced.

Let's ask ChatGPT to capture the sentiment of this review:

v

I recently purchased the RunFast Prodigy shoes and have mixed feelings about them. On one hand, the shoes are incredibly comfortable and provide great support for my feet during my daily runs. The cushioning is top-notch and my feet feel less fatigued after my runs than with my previous shoes. Additionally, the design is visually appealing and I received several compliments on them.

However, on the other hand, I've experienced some durability issues with these shoes. The outsole seems to wear down rather quickly and the upper material, while breathable, is showing signs of wear after only a few weeks of use. This is disappointing, considering the high price point of the shoes.

Overall, while I love the comfort and design of the RunFast Prodigy shoes, I'm hesitant to recommend them due to the durability issues I've experienced.

Analyze the sentiment of the preceding review. Overall, how do you classify it?



The sentiment of the review is mixed, with both positive and negative elements. The positive aspects of the shoes include their comfort, support, cushioning, and design. The negative aspects include durability issues with the outsole and upper material. 👍 🗔

Overall, the sentiment of the review can be classified as neutral, since the reviewer has both positive and negative things to say about the product and is hesitant to recommend it.

Figure 7.21 – ChatGPT analyzing a customer review

From the preceding figure, we can see how ChatGPT didn't limit itself to providing a label: it also explained both the positive and negative elements characterizing the review, which has a mixed feeling and hence can be labeled as neutral overall.

Let's try to go deeper into that and ask some suggestions about improving the product:

V based on the preceding review, how could I improve the RunFast Prodigy shoes?

Based on the review, there are a few ways the RunFast Prodigy shoes could be improved: Like  Dislike 

1. Improve durability: As the reviewer mentioned, the outsole and upper material of the shoes seem to wear down quickly. This could be addressed by using more durable materials or improving the manufacturing process to ensure the shoes can withstand regular use over a longer period of time.
2. Lower the price point: The reviewer also mentioned that the shoes are expensive, which could be a barrier to recommending them to others. Lowering the price point could make them more accessible and competitive with other running shoe brands.
3. Maintain the level of comfort: The reviewer praised the shoes for their comfort and support, so it's important to maintain this aspect while making improvements to durability and price. This could be achieved by finding materials and manufacturing processes that balance comfort and durability, or by providing additional cushioning in the shoes to improve comfort over time.

Overall, addressing these issues could help improve the RunFast Prodigy shoes and make them a more attractive option for runners.

Figure 7.22 – Suggestions on how to improve my product based on customer feedback

Finally, let's generate a response to the customer, showing that we, as a company, do care about customers' feedback and want to improve our products.

V

generate a response to the preceding customer review, specifying that we are on the process of always improving our products with the suggestion you shared there.



Dear [Customer],



Thank you for taking the time to share your feedback on the RunFast Prodigy shoes. We are sorry to hear about the durability issues you have experienced and appreciate your suggestion regarding the outsole and upper material. We take all feedback seriously and are constantly working to improve our products.

Rest assured that your comments will be shared with our product development team, who will consider them as we work to make enhancements to our shoes. We want to ensure that all our customers have the best possible experience with our products and will continue to strive towards this goal.

If you have any further comments or concerns, please do not hesitate to reach out to us. We value your business and look forward to serving you in the future.

Sincerely,

[Your Company]

Figure 7.23 – Response generated by ChatGPT

The example we saw was a very simple one with just one review. Now imagine we have tons of reviews, as well as diverse sales channels where we receive feedback. Imagine the power of tools such as ChatGPT and OpenAI models, which are able to analyze and integrate all of that information and identify the pluses and minuses of your products, as well as capturing customer trends and shopping habits. Additionally, for customer care and retention, we could also automate review responses using the writing style we prefer. In fact, by tailoring your chatbot's language and tone to meet the specific needs and expectations of your customers, you can create a more engaging and effective customer experience.

Here are some examples:

Empathetic chatbot: A chatbot that uses an empathetic tone and language to interact with customers who may be experiencing a problem or need help with a sensitive issue

Professional chatbot: A chatbot that uses a professional tone and language to interact with customers who may be looking for specific information or need help with a technical issue

Conversational chatbot: A chatbot that uses a casual and friendly tone to interact with customers who may be looking for a personalized experience or have a more general inquiry

Humorous chatbot: A chatbot that uses humor and witty language to interact with customers who may be looking for a light-hearted experience or to diffuse a tense situation

Educational chatbot: A chatbot that uses a teaching style of communication to interact with customers who may be looking to learn more about a product or service

In conclusion, ChatGPT can be a powerful tool for businesses to conduct sentiment analysis, improve their quality, and retain their customers. With its advanced natural language processing capabilities, ChatGPT can accurately analyze customer feedback and reviews in real time, providing businesses with valuable insights into customer sentiment and preferences. By using ChatGPT as part of their customer experience strategy, businesses can quickly identify any issues that may be negatively impacting customer satisfaction and take corrective action. Not only can this help businesses improve their quality but it can also increase customer loyalty and retention.

Summary

In this chapter, we explored ways in which ChatGPT can be used by marketers to enhance their marketing strategies. We learned that ChatGPT can help in developing new products as well as defining their go-to-market strategy, designing A/B testing, enhancing SEO analysis, and capturing the sentiment of reviews, social media posts, and other customer feedback.

The importance of ChatGPT for marketers lies in its potential to revolutionize the way companies engage with their customers. By leveraging the power of NLP, ML, and big data, ChatGPT allows companies to create more personalized and relevant marketing messages, improve customer support and satisfaction, and ultimately, drive sales and revenue.

As ChatGPT continues to advance and evolve, it is likely that we will see even more involvement in the marketing industry, especially in the way companies engage with their customers. In fact, relying heavily on AI allows companies to gain deeper

insights into customer behavior and preferences.

The key takeaway for marketers is to embrace these changes and adapt to the new reality of AI-powered marketing in order to stay ahead of the competition and meet the needs of their customers.

In the next chapter, we will look at the third and last domain in the application of ChatGPT covered in this book – research.

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