

235

01:01:08.400 --> 01:01:21.240

Alex Cooper: cool let's go through these questions then, so I will be hanging around for the full hour. Jimmy will be hanging around for as long as he wants to hang around for and we will fire through your questions.

236

01:01:23.590 --> 01:01:32.380

Alex Cooper: From the chat earlier. Jimmy asked to bump this to the after school squad. What is too much info for the brand context, document, a page, limit, a word limit. What are your thoughts, Jimmy?

237

01:01:32.840 --> 01:01:56.549

Jimmy Slagle: Yeah. So the biggest thing about the the what you have to understand with large language models is one. Make sure it's as much text as possible. Chatgvt and Claude. It just. They do not do a great job at looking at like Pdfs with a ton of images in it. They can. It just uses a lot more of the context limit that all these models have so as much as possible. You want it to be

238

01:01:56.550 --> 01:02:21.430

Jimmy Slagle: very text heavy and not image or video based. Now, when it comes to like what that that limit is, these models can take in a lot of information. I think last week we kind of touched on the

priority of like if you want the AI to, you know, know something for sure. Put it in the actual prompt if you want it to, to potentially reference it again, like we don't know exactly

239

01:02:21.540 --> 01:02:45.479

Jimmy Slagle: how it's going to look at a file if it's 100 pages long, added as an attachment, instead of putting it directly in that prompt but I would say like, Don't don't worry too much about the amount of text that you're giving it. These models can look at a surprisingly large amount of text now, especially if you're using like a gemini pro

240

01:02:45.883 --> 01:02:54.749

Jimmy Slagle: or or like Chat gpt for one like these ones. You know, we're pushing a million context tokens, which

241

01:02:54.750 --> 01:03:07.749

Jimmy Slagle: is is probably going to be like hundreds of text, hundreds of pages of text. If you take like a Google Doc, for example. So I would say, push the limits. Don't put unnecessary information in there like that's that's probably the the.

242

01:03:07.970 --> 01:03:27.220

Jimmy Slagle: Again, the art of context engineering is, if you don't need to tell it, something like don't include it. But but don't like stress about like, oh, this has to be 5 pages. This has to be 2 pages because they are pretty good at being able to read a lot of large text based documents.

243

01:03:28.944 --> 01:03:48.651

Alex Cooper: Marcel asked, is Poppy able to dissect a videos, visual storyboard, and transcribe the flow, to be able to create similar script, brief for so Poppy, as of right now, does not actually watch the videos. Currently, the only tool that does that is Gemma, Google AI studio.

244

01:03:49.570 --> 01:04:13.720

Alex Cooper: probably doesn't do that, probably just transcribes it and then goes to work on the transcription. So it can like if you upload 10 Facebook ads. But from the Facebook Ad. Library. It will go and transcribe them, and it will be able to write a similar brief. It just won't be able to, you know, spot that you know.

Someone's pulling a milk jug out of a pair of jeans in the hook like it can't see visuals it can transcribe and like. Look at the

245

01:04:13.720 --> 01:04:22.300

Alex Cooper: transcription and go to work on it just as if you just

pasted the transcription into it. So no, not yet. I was told by their team, and they're working on it.

246

01:04:22.600 --> 01:04:28.489

Alex Cooper: so possibly at some point. But now it can't actually watch videos, just transcribe them.

247

01:04:31.620 --> 01:04:34.570

Alex Cooper: What have we got here?

248

01:04:35.980 --> 01:04:51.329

Alex Cooper: Jimmy, do you always copy and paste your context? Docs directly into the prompt, or do you ever rely on? I mean, it says, here Google Drives or Docs Connector. But, like you could extend that to like, do you ever rely on it to be in a custom Gpt or a Claw project?

249

01:04:52.290 --> 01:05:10.287

Jimmy Slagle: Yeah, I mean, it's it depends on the amount of information that you provided. If there's 15 different pages or or documents that you are uploading to a custom Gpt or or wherever else. You just don't know which ones it's gonna look at and and how

250

01:05:10.640 --> 01:05:25.900

Jimmy Slagle: if it's going to potentially skim like Chad and Claude have a bad habit of looking at. Maybe if it's a 20 page, Doc, like looking at the 1st like 6 pages skimming, you know, pages 7 through 15, and then looking at the final 5 pages

251

01:05:26.170 --> 01:05:50.369

Jimmy Slagle: to to kind of come up with what's in the the document. So you're just at the mercy of it, potentially not looking at every single word. So it really just depends on like, if it's something that you want chatgpt to for sure. Know and not skip over. Add it to like within the actual prompt. If it's just good, you know, like like, here's the products that we sell all that like.

252

01:05:50.390 --> 01:06:14.380

Jimmy Slagle: You're fine if you just have that as the attachment. But if it's like, here's how to make really good static ads or like, here's 20 examples of static ad headlines that we've used and why they work like something of that significance. I would say it's it's typically better to put that within, like the actual prompt to make sure that it's it's reading through everything there. So that's that's my 2 cents on

253

01:06:14.580 --> 01:06:20.729

Jimmy Slagle: like knowing when to put something within the prompt, or just leave it as a file that you upload and attach.

254

01:06:22.020 --> 01:06:43.584

Alex Cooper: Perfect couple of smaller technical questions. We have a question from anonymous Claude for sonnet, or or Claude for opus, for copywriting. I would say, Claude, for opus I always use Claude for opus I have been since it's come out for my copywriting. I think it's better than sonnet.

255

01:06:44.630 --> 01:06:51.668

Alex Cooper: Powell asked. Do you measure quality of text in any objective way, or just manually read them and decide if it's better or not.

256

01:06:52.680 --> 01:07:14.889

Alex Cooper: I think the kind of litmus test for these documents that you build is, does this represent everything that I believe to be true about whatever it is, static ads. And if you agree with everything in that document, and if you think that is what you would want, an intern who is starting tomorrow, who knew nothing about static ads. If they were tasked to

257

01:07:15.170 --> 01:07:18.379

Alex Cooper: try and write the best forming static ads, and you couldn't give them any

258

01:07:18.460 --> 01:07:48.129

Alex Cooper: documentation. Besides this one document. Are you happy with what's on this document? And that it has everything that it needs and nothing that it doesn't. Then, if you're happy with that, then that's a sign that it's a good context document. Also, like we said last week, like it's, it's the outputs like we can. We can think our context docs, or our prompts, or whatever as good as we think they are. But like, if if you put it inside of an Lm. And like the output's not good, then it's not a good context document, or it's not a good prompt, so

259

01:07:48.130 --> 01:07:51.229

Alex Cooper: partially is just does this represent the way that I feel about

260

01:07:51.850 --> 01:08:11.547

Alex Cooper: script writing about ideation, and like the way that I actually work without AI and the second half is like, when I put this through a prompt like we did in the example here on Claude.

Does it give me outputs that if I came up with myself I would be happy with and like good to test. So that's how you kind of kind of judge

261

01:08:12.550 --> 01:08:17.970

Jimmy Slagle: How good the context documents that you put together are.

262

01:08:17.970 --> 01:08:46.230

Jimmy Slagle: One other thing that I'll not add to that. But just like like, make a good note and point. Here is I, and and like you, you saw it in the examples, the prompting examples. I never have.

Chat Gpt or Claude think of like the scenes to use within the different videos. I I just think it's never good like I've never seen an an idea that Chatgvt of like a specific shot. That is is actually worth exploring.

263

01:08:46.229 --> 01:09:09.580

Jimmy Slagle: And so that's why I typically just have it. Write the script. And then it's up to us as a creative strategy, or or you know, our team to be able to figure out like, based on all the content that we have, or the creators that we know like, how could we use this and like start to work with the right creators to be able to pull off ad, that actually looks good. So that's also why

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01:09:09.882 --> 01:09:17.439

Jimmy Slagle: like, whether you're using Poppy or whether you're using like Google AI studio to try to get the visual overviews. Just know that that's like

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01:09:17.970 --> 01:09:47.059

Jimmy Slagle: somewhat important. But you're going to be battling for a while to try to give it actual good like shot list ideas for you. I'd say it's much easier to get a good script or a new script than it is to have a script along with the the shots that should go on with it. So that's just like my one thing that I would say is, is, we're probably still a little early from it, being able to like, actually think of good scenes, to to shoot.

266

01:09:48.640 --> 01:09:58.120

Alex Cooper: Yeah. And I think the script is way more important than the scenes that it needs to get, because you can kind of imply or sorry, infer what the scene should be. If you have a good script.

267

01:09:59.850 --> 01:10:05.236

Alex Cooper: cool, Jim, if you need to jump at any point, feel free to I I will be hanging around.

268

01:10:05.660 --> 01:10:32.473

Alex Cooper: We have a question here from David. Is there any way to make sure the AI doesn't make anything up? Because in several prompts, even when I specifically ask it not to, it, still makes up the data, messages, etc, just to give me an answer. This is especially an issue. When you are uploading. Customer reviews. Because those documents are often

269

01:10:33.850 --> 01:10:46.659

Alex Cooper: thousands and sometimes tens of thousands of rows which does make the AI hallucinate, and even sometimes with good prompting, and making it very, very clear that you should not make up

270

01:10:46.690 --> 01:11:05.439

Alex Cooper: testimonials, that it still does do that one workaround that, you know, sometimes works, and again, this won't fully be solved until the context windows get bigger, which will happen at some point, but is not the case today is to get it to like explicitly send the prompt, you know, if you're going to make up

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01:11:05.790 --> 01:11:18.609

Alex Cooper: like it's fine. If you make up headlines, or whatever you're trying to get to do. But like you need to, it is implicitly, you know, important for you to separate your

272

01:11:18.750 --> 01:11:25.679

Alex Cooper: outputs in terms of like things that are actually pulled from reviews versus ones that you've made up based on the reviews.

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01:11:26.038 --> 01:11:49.290

Alex Cooper: I found that does force it to actually like, separate them into the 2 and actually think about that process. But it's not perfect. It sometimes doesn't work. And again, like, we're dealing with a context window issue thing which is not a prompting or context problem. It's a like limitation. The model problem which again, context windows always get bigger over time. But right now that's your best bet.

274

01:11:50.250 --> 01:12:13.239

Jimmy Slagle: Yeah, just just to add on to that. It's not like no one has solved the ability for AI to not hallucinate. There are some resources that I would recommend that I can send in here. This is one that talks about like a specific way to potentially reduce hallucinations, and that's by essentially adding in this this

275

01:12:13.650 --> 01:12:23.090

Jimmy Slagle: the or of like, according to and then dot. so that that most likely like helps ground them. And just

276

01:12:23.860 --> 01:12:36.247

Jimmy Slagle: going to the data that they're provided with instead of making things up. So that's that's 1 resource that you guys can check out the other one is

277

01:12:36.870 --> 01:12:55.053

Jimmy Slagle: This is a good document from anthropic, which, again, is the parent company of of Claude on how to reduce hallucinations. So that's another good resource for everyone to check out. And then the last one is

278

01:12:56.820 --> 01:13:05.780

Jimmy Slagle: I haven't tested this out. I just saw it started to kind of go viral on Twitter, and it was a prompt that

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01:13:06.310 --> 01:13:24.390

Jimmy Slagle: limits chat gpt from hallucinating. I mean, I it's definitely AI generated. So I don't think this is gonna be the thing that like eliminates hallucinations. But I think if you added this to the bottom it's actually it will be decent for you to like.

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01:13:24.510 --> 01:13:25.859

Jimmy Slagle: Reduce it.

281

01:13:26.200 --> 01:13:30.517

Alex Cooper: I I did try that prompt I think it depends how much

282

01:13:31.170 --> 01:13:56.479

Alex Cooper: how much information has been fed like if you fed it a document that was like, you know, a million rows that prompts not, gonna you know, suddenly make it not hallucinate, but like I did it with. I did it with a customer review document. That was 2,000 rows, and that usually is too much, and it got what it looked like. It got more than it usually does. So maybe if it's, you know, just a bit over the context window, it can help out that prompt

283

01:13:57.281 --> 01:14:07.729

Alex Cooper: cool, Adam says, do you spend time reducing the amount of text needed to express what you mean? And like, yeah, that kind of is the

284

01:14:08.340 --> 01:14:12.029

Alex Cooper: like, what you want to be doing like what we did. There was just a very like rough stab at it.

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01:14:12.370 --> 01:14:15.279

Alex Cooper: just just for demonstration purposes, but like

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01:14:15.370 --> 01:14:42.989

Alex Cooper: getting all the different context from all your different sources, and then it's on you to kind of organize into that in into a document that has everything that it needs and nothing that it doesn't and like, make sure that nothing there is contradicting, because then that's the worst thing you can have. You're feeding a domain context document to Claude or Gpt, and, like, you know, in in one section, it says, you know, you should only talk about this product in another section. It says, you know about this product? Thanks, Jimmy.

287

01:14:43.485 --> 01:14:45.964

Alex Cooper: So yeah, you wanna be

288

01:14:46.987 --> 01:14:56.800

Alex Cooper: conscious of that, and just making sure that you're taking the time to reduce that document down to just the things that you like just things that you want in there?

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01:14:57.537 --> 01:15:07.690

Alex Cooper: Arlene asked. Can content engineering work for Ugc scripts does the same context translate from sad to Ugc. Some of it does and like there is some overlap in our domain.

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01:15:07.990 --> 01:15:11.409

Alex Cooper: Context documents. But

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01:15:11.670 --> 01:15:38.729

Alex Cooper: you know, there's also things for Ugc and things like script, right, and things for ideation and things iteration that are specific to that domain. That's why it's a domain context document. So you can definitely take some things from the static headlines, one and transfer across. But you also ideally want to build out as many different ones. These you can in ideal world. You'd have them as niche as possible, like you would have, you know, generating static headlines from customer reviews for this client.

292



01:15:38.770 --> 01:15:52.720

Alex Cooper: and then another one would be generating static headlines from Reddit for this client, but like no one, has the time to build out hundreds of context documents. So we start broad and start with just like script writing, static headlines.

293

01:15:52.720 --> 01:16:10.350

Alex Cooper: Iterations just start with like dumping everything that you know about those. And then over time, as you get to develop them more, you can start splitting them into more niche context. So you're giving more specific context documents for the tasks that you're carrying out. But there definitely will be a lot of transferable learnings.

294

01:16:14.950 --> 01:16:38.324

Alex Cooper: okay, Chanel asks, or Chanel and Lauren ask about the cadence needed to refresh the context library again. That's kind of up to you like how much time you want to invest into this, and how good you want to make these is dependent on how much time you have, because I know everyone here is obviously not just spending all every day working with AI in their creative strategy. As you and I spend a lot of our days doing

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01:16:38.840 --> 01:17:03.540

Alex Cooper: so it's just how much, but how often becomes too often. I mean, this is a how long is a piece of string? But, like, I definitely be updating it once every month, every 2 months with our new top performing ads, or if there's a lot more, if we, if we have high volume or a big brand, then maybe more often that but just anytime you have new information which is usually going to be new winning ads or new things you've seen from inside the ad account. But, like, just think of it as a as a

296

01:17:03.630 --> 01:17:30.149

Alex Cooper: brand wiki and a context wiki and like in an ideal world, it would be the most up to date version with everything that you know about static headlines, or about script writing, or about your brand. You know it's not feasible for you to go in there every week or every day, and and update these things. But, like, you know, the more up to date they are, and relevant to like what is true in performance creative today.

297

01:17:30.210 --> 01:17:40.440

Alex Cooper: the better it's like your outputs will be. So. That question is kind of how long is a piece of string? I definitely do think it's not something that you just want to kind of set and forget.

298

01:17:40.440 --> 01:18:00.329

Alex Cooper: although if you've got it, to get good outputs like great, but like to further improve it. You want to keep on iterating on it. You want to iterate on it. As it is, you know, giving you outputs that you don't like. For example, if there are any of those headlines that I didn't like that it came up with, I can just take that like we did last week and put it back into my context document and say, this is a bad example, because

299

01:18:00.970 --> 01:18:11.779

Alex Cooper: I just keep on iterating and I keep on iterating until you know, I kind of force my prompt to give me better outputs, because every time it gives me a bad output, I just say why, this is not a good output.

300

01:18:14.350 --> 01:18:44.290

Alex Cooper: cool. What? Nimrod asked. What should go to in terms of creating context for an Lm. When you're on board a new client that might be small and doesn't have a lot of winners. I mean, if you don't have a lot of winners like it's just the like. It's just the brand context and the kind of domain context outside of your ad account. So still, like the things you believe to be true, the Youtube videos, the books, the podcasts, the tweets, the LinkedIn posts, like whatever it is that you can find content online, that you subscribe to about

301

01:18:44.510 --> 01:19:07.759

Alex Cooper: script, writing, or ideation or whatever like. That's what I would use for the context library. If it's a newer brand.

Then, you know, it's a little bit more difficult to build the brand context. I just like, build it to as much as you can, but make sure you spend more time updating that because things will change a lot more for a newer brand than it would for an established brand. So just keep that in mind.

302

01:19:14.300 --> 01:19:24.932

Alex Cooper: Alex asked. Have you built context libraries and prompts that can deliver 10 out of 10 great headlines. Is that a realistic goal, or would it always give you some stuff you like and some you don't.

303

01:19:25.440 --> 01:19:26.760

Alex Cooper: I think

304

01:19:26.910 --> 01:19:50.019

Alex Cooper: AI will always give you some things that you don't like. I mean, I haven't got to the point yet where it's 100% in the output that it gives me. But like it also doesn't need to be. If it

gives me 10 ideas. And I really like 7 of them. I'm happy because I didn't have those 7 ideas before. So you know, we've spent a lot of time internally building our context documents, and they're trained on a lot of client data.

305

01:19:50.020 --> 01:20:07.969

Alex Cooper: and they're very extensive. So they have got to the point where they give very solid outputs, but not yet to the point where they do 100%. But again, it does not need to be 100%. If it gives you a winning script amongst, you know, 2 or 3 losing ideas.

306

01:20:07.990 --> 01:20:10.060

Alex Cooper: Yeah, I'm not upset about that.

307

01:20:11.880 --> 01:20:30.070

Alex Cooper: Okay, we were asking about the poppy discount. I believe that's in the slack channel. If it's not, I can follow up with, sir, after this call to make sure that it is and we've also got the one of the founding team from Poppy Amanath is doing a a

308

01:20:30.170 --> 01:20:35.380

Alex Cooper: bonus session. Not this coming Tuesday, but the following Tuesday on the

309

01:20:35.720 --> 01:20:58.419

Alex Cooper: 15, th I believe. So. Yeah, if you haven't got it by that I mean, you will hope by then it'll be in the slack channel on on email. But yeah, any questions you have about Poppy. Context, engineering which is just one use for probably that there are a lot of other things you can use Poppy for you can wait until that call as well. But it should all be inside of the slack channel. If it's not so, we'll get that Updated

310

01:21:00.498 --> 01:21:04.511

Alex Cooper: cool. Right? I'm trying to read and answer at the same time. Now.

311

01:21:07.370 --> 01:21:17.807

Alex Cooper: how long should a brand or domain context library B, ask this anonymous participant.

312

01:21:18.850 --> 01:21:26.939

Alex Cooper: again, how long is a piece of string like I want? Make it as long as you want, or as short as you want, but just make sure that everything in there is correct.

313

01:21:27.040 --> 01:21:29.350

Alex Cooper: If that's 2 pages great.

314

01:21:29.470 --> 01:21:58.819

Alex Cooper: if that's 20 pages great, it's the same thing that we say for ads like you can make a 10 second ad, or you can make a

5 min ad. Both can work if they're good ads. Just don't have anything in there, that's stupid, and it doesn't make sense, or is contradicting. So as long as you want it to be, as long as it's not contradiction, and is actually what you believe to be true about that thing, but there is no like. Oh, you've got to make it 10 pages. You've got to make it 20 pages. Obviously don't make it like, you know, a thousand pages. Because do consider that even if

315

01:21:58.830 --> 01:22:09.880

Alex Cooper: even if you're inside the context window, you know, just because Gpt can or Claude can ingest everything. It. It doesn't mean that you can't like kind of confuse it if you put in like

316

01:22:10.070 --> 01:22:23.069

Alex Cooper: information that's just bloating the the context, Doc, which is why I say everything that it needs and nothing that it doesn't. Because if I just put my really really valuable information in and amongst a bunch of AI slop.

317

01:22:23.390 --> 01:22:36.290

Alex Cooper: How's the Claude or Custom Qbt. Or whatever is going to know, like to pick out the bit that it really needs. So everything that it needs nothing that it doesn't is what we are aiming for, and whether that's a 2 page document, or whether that is a

318

01:22:36.290 --> 01:22:56.179

Alex Cooper: 50 page document, it does not matter. I will say I'd create. Ours tend to be like 2030 pages typically. But again, we prefer like, we will 1st build out a bigger document on like a broader topic, like static headlines, and then we'll break it down to smaller, more niche ones like different industries, different audiences, etc.

319

01:22:57.740 --> 01:23:04.804

Alex Cooper: Okay, keep those questions coming. Guys great. We have 7, 90 people on the call, fantastic.

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01:23:05.340 --> 01:23:09.640

Alex Cooper: what else have we got here? I'm trying to see what we haven't answered yet.

321

01:23:14.480 --> 01:23:22.740

Alex Cooper: Kanika asks, after you have your context and domain documents ready? How detailed should your prompt be to get your final creative output?

322

01:23:22.740 --> 01:23:45.609

Alex Cooper: I refer to last session, where we went over prompting. I think that the prompt that we came up with last week was pretty decent. It could be improved. But, like I don't think it needs to be much longer than that again. The context documents should do the heavy lifting here like that again, is the source. And it's why we wanted to spend the 1st 2 or 3 sessions on

323

01:23:45.730 --> 01:24:10.389

Alex Cooper: prompting and context engineering. Because now you've got these context documents that you can inject into whatever you're building, whether it's a prompt, whether it's a custom Gbt, a claw project, and Nan Workflow, a motion agent, a triple like whatever whatever you're building on. If you have the fundamentals of like your brand and domain context, you can just take that and paste it in to wherever you're building, which is why it's so important for them to have their

324

01:24:11.270 --> 01:24:15.866

Alex Cooper: their you know, their prompt library and their content library build out?

325

01:24:16.460 --> 01:24:17.420

Alex Cooper: So

326

01:24:18.360 --> 01:24:31.350

Alex Cooper: I went on tangent. I can't remember what the question was after. How detailed should the prompt be. I mean, I think what we have was solid, maybe add to it a little bit more, but I would make the context documents do the heavy lifting.

327

01:24:32.500 --> 01:24:37.790

Alex Cooper: Where's the cover, Poppy? And let's see what else we have here.

328

01:24:39.620 --> 01:24:45.609

Alex Cooper: Some people asking for ad create domain context libraries. Unfortunately, they are.

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01:24:46.070 --> 01:25:09.980

Alex Cooper: they are plastered with confidential client data, so I would love to share it. But I won't be doing that. And I want you guys to build out your own thing like we have shared a lot of prompts in this course. I'm going to be sharing a lot more prompts for you. But this is really, really important. So I do think it's important for everyone here to have a stab at creating their own version of a context document. And I've shown you how like, if it is mine that you want to copy.

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01:25:09.980 --> 01:25:33.809

Alex Cooper: you can just go and scrape my Youtube content, or go and scrape my tweets, or go and scrape my LinkedIn posts, or whatever it is, or whoever else that you like, basically want to create a context library imitating in the space. So you know ours are. I've got way too much confidential information, but, like by all means, please feel free to use my content. That's publicly available, and you can build a context library that

331

01:25:34.200 --> 01:25:38.259

Alex Cooper: basically represents what I think about performance. Creative

332

01:25:39.350 --> 01:25:53.390

Alex Cooper: thoughts on uploading entire books to claw projects as a breakthrough advertising. I have not tried that yet in all honesty. If I did that I would probably do that as like an isolated prompt just to get the summary, and then I take the summary, and I put it into my

333

01:25:53.610 --> 01:26:05.302

Alex Cooper: like, however big, of a summary I wanted, and I'd put that into my my context document rather than putting the whole book into into the context document. Because, again, like

334

01:26:05.880 --> 01:26:14.490

Alex Cooper: there's going to be a lot of things that are relevant to to what you're doing there. But it's also going to be stuff in that book that's not relevant to helping you write better

335

01:26:14.590 --> 01:26:30.729

Alex Cooper: headlines. And again going back to what we said earlier, everything that it needs and nothing that doesn't like. We don't want to bloat these documents. We don't want to blow our prompts, because then we're just going to confuse the Lm. So make these as tight as we can, and stack as much

336

01:26:30.980 --> 01:26:38.419

Alex Cooper: alpha about performance grade as we can, so I wouldn't upload a book straight into a context, Doc, but I'd summarize instead.

337

01:26:40.930 --> 01:26:42.370

Alex Cooper: Alrighty.

338

01:26:43.260 --> 01:26:48.299

Alex Cooper: Some of the other questions are more specific, or they've already been answered in some format or another.

339

01:26:53.310 --> 01:27:07.786

Alex Cooper: Okay, Graham asks a side long question, why are you just using foreplane intuition on best ads? What is the best way to feel more confident about what you think is performing is actually performing.

340

01:27:08.630 --> 01:27:34.337

Alex Cooper: this is for successful ads, competitors, not my own. Okay, so like we said ad spy for me is the most reliable tell, just because when I did it for our accounts, like, I looked at our clients as if I didn't know the data and like that had the highest correlation towards what's actually work inside the ad account.

Also, there's no way like, you know we can't. We don't know what's working inside of other brands ad accounts. And like that's why it's so

341

01:27:34.630 --> 01:27:58.010

Alex Cooper: frustrating to see people like look on Twitter. Look on LinkedIn, and like, just copy the things that do really well on those platforms. That's just like marketers liking other marketers work, and often the stuff to get shared on socials is the stuff that's not perform inside the ad account, and then you just get into a cycle where your competitors are copying their competitors who are copying their competitors. So one of the worst things you can do is look into their ad library

342

01:27:58.010 --> 01:28:16.672

Alex Cooper: and just go. Oh, we wanna like, try that because you have no idea what works. And you know, in many cases, like, you know, 70, 80, 85% stuff that you do try is not gonna work. So you can assume the same is true for your competition. So we use like engagement metrics and shares to be a

343

01:28:17.370 --> 01:28:31.930

Alex Cooper: the metric that's most correlated to performance. But

again, take it with a pinch of salt, because it might be wrong, and there is no way to truly understand what is performing and what is not, and you for other brands that are not your own.

344

01:28:35.440 --> 01:28:40.609

Alex Cooper: Okay, I'll see if we've got anything else in the chat.

345

01:28:40.880 --> 01:29:02.100

Alex Cooper: But a lot of these 2 seem to be. Repeat questions. Anonymous participants asked any tips for image prompting. If we go to custom Gpt, that creates problems for image. Gen, so I'm gonna hold that for next week, because next week is going to be covering image Gen. And some of our tips. Can we train with static images?

Oh, that is actually one important thing I should cover when you are building these documents.

346

01:29:02.100 --> 01:29:19.911

Alex Cooper: you know, you can put images in there, but I would try and steer clear from it, just because, the LLMs find it a little bit more difficult to process images than it does just raw text. So look in an ideal world, we would actually upload our 10 top or 20 top static ads.

347

01:29:20.950 --> 01:29:21.900

Alex Cooper: i.

348

01:29:21.920 --> 01:29:32.240

Alex Cooper: For the time being until the models get better. I'm just going to like, continue like describing the ads of its design. But I just keep like our static

349

01:29:32.250 --> 01:29:52.520

Alex Cooper: context document is on static headlines only. So it's just the text. So we don't need to wet design. We are building another one for design. But again, we're describing rather than actually uploading the images, because custom Gpts and claw projects find a little bit more difficult when that is added, as context again won't be the case in the future, but for now we try and keep it to text. Only

350

01:29:58.300 --> 01:29:59.425

Alex Cooper: Julio.

351

01:30:00.750 --> 01:30:17.330

Alex Cooper: And he says I have a content library. I can share as well. 59 plus prompts fantastic. I'm also working on a prompt



library. That's like 95% done. That should be done the next one or 2 weeks I'm going to share with you guys. So yeah, we can just put all of our prompts out there, and everyone can benefit from them. That is a

352

01:30:17.670 --> 01:30:26.730

Alex Cooper: incredible, and he's actually linked it there. So yeah, go and check that on the chat, and he is a very good follow on socials as well if you don't already follow him. So thank you, Annie, for

353

01:30:27.030 --> 01:30:28.450

Alex Cooper: for sharing that

354

01:30:31.830 --> 01:31:01.579

Alex Cooper: cool. I think in that case we are going to wrap it up there just because a lot of these questions are either dupes or like very specific ones. I might get back to like privately. Thank you. Everyone for staying on for this 30 min really appreciate you. And I hope this kind of like different format where we're doing more workshop style screen shares was valuable for you, and to reiterate like this is my favorite session. For a reason like this is the source. This is how you get AI to come out with

355

01:31:01.580 --> 01:31:17.519

Alex Cooper: good outputs for your brand. It is not easy, but it's definitely worth it. Because now I can just share that context library across my team, and everyone can use it, build on top of it so that we can consistently get better outputs for our headlines, our scripts, our ideas, iterations, etc. Etc.

356

01:31:17.520 --> 01:31:27.370

Alex Cooper: So Tuesday session will be with Pj. Ace on vo. 3. I'm very much looking forward to that. And then next week we'll be looking at deep research image, Gen. And

357

01:31:27.620 --> 01:31:36.770

Alex Cooper: oh, there was something else. But I can't remember right now, but it'll be fun. Thank you. Guys for joining have a great rest of your Thursday, and I will see you on Tuesday.