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01:02:22.350 --> 01:02:43.060

Jimmy Slagle: All right, everyone. How are we feeling after that session? Who is still confused, who is? Is, still wanting some more clarity into building workflows. What parts are still kind of hard to to. figure out. Let me know cause I I can hopefully help

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01:02:43.060 --> 01:03:03.357

Jimmy Slagle: help explain it, and you know, not necessarily have to. be as professional and formal. So yeah, let me know what questions you guys have or what would be most helpful for this happy to keep diving into like any specifics that you guys have or if you guys are are struggling with this specific concept.

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01:03:03.820 --> 01:03:06.829

Jimmy Slagle: we can take it wherever you guys want.

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01:03:08.660 --> 01:03:15.503

Jimmy Slagle: Hmm, yeah. Meta ad library one, I can definitely show what we have

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01:03:16.340 --> 01:03:20.220

Jimmy Slagle: done for that. So let me pull up

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01:03:21.140 --> 01:03:24.959

Jimmy Slagle: one of the ones that we have created.

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01:03:27.600 --> 01:03:28.950

Jimmy Slagle: Cool. Okay?

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01:03:29.230 --> 01:03:55.910

Jimmy Slagle: So there's there's a couple different things. Ming, just to answer your question. Yeah, I would say just 2 things. When I was when I was 1st learning gun loop, I watched some of their Youtube videos which is definitely helpful for specific components that you might still be struggling with. So they they recently did a webinar on like a social listening one that looks at Tiktok and Instagram and everything that's like kind of relevant to creative strategy.

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01:03:55.910 --> 01:04:20.620

Jimmy Slagle: I would just watch those again and just start to understand why they're doing certain things, and then look at the templates of how they're built, and the different nodes, and why they're connecting to each other and everything, so that I would

strongly recommend, just like familiarizing yourself that way, but also starting to dive into just like building it out yourself, starting simple because you're gonna learn

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01:04:20.620 --> 01:04:45.600

Jimmy Slagle: so much faster as you go through and make a hundred mistakes. But it's how the learning will happen. Okay, so for a Meta library, I can show you guys just an overview of how I built this out reminder. Alex and I next week are going to be going over a lot more specific creative strategy examples for you guys to just start to understand like how we're using it.

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01:04:45.600 --> 01:05:02.300

Jimmy Slagle: So I'm not going to spend a ton of time like going through all of the different workflows that we have. This is, I really want this to be much more of like, what can I do for you guys to start to like, feel confident, to be able to go and start to build some before next week. But nonetheless, I'll show you this like Meta Ads library scraper.

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01:05:02.745 --> 01:05:27.039

Jimmy Slagle: So let's just say, like this one, you wanted to compare the ads that you're running versus the ads, that your competitors are running. One thing that is, is maybe a little more advanced that he didn't get into. But you can actually have sub flows if you don't have sub flows, your interface will just start to look really, really messy. So don't worry too much about that. So this is this is like a workflow

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01:05:27.400 --> 01:05:37.129

Jimmy Slagle: that I built, which is essentially just like our ad account analysis. So similar to what he did, you're gonna have the input and let me.

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01:05:38.320 --> 01:05:47.190

Jimmy Slagle: I don't know why this isn't zooming in more. Okay, what? Yeah, it's so strange. Why is this not zooming in? Okay, there we go.

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01:05:47.520 --> 01:06:01.430

Jimmy Slagle: So you're going to have the input. The input is just what the value is going to be passing. That's how most of these nodes are always going to start. So whatever the input is in this case, it's the Facebook URL. So if this is like your public

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01:06:01.430 --> 01:06:21.500

Jimmy Slagle: Facebook, URL, not the ad account. URL, just like the

literal public, URL is how the Facebook analyzer best scrapes. So that is normally how I start. I always have 2 ad library scrapers, because I have one of them, that is videos, and one of them, that is, images.

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01:06:21.500 --> 01:06:46.340

Jimmy Slagle: For some reason gumloop or appify, or whoever created this node will have images with text be considered memes. So always just do the images and memes. And again, like the thing that we're passing through is the add Media URL. The reason why it's the add Media URL is just like Aaron showed. We need to be analyzing videos and analyzing

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01:06:46.340 --> 01:07:09.519

Jimmy Slagle: images. And so that's that's coming from the URL. And we can turn that on of like use. Link here. So really like, what this is doing is is just scraping to learn a little more about what our creative strategy is so. I used a very simple prompt for this example of just give the script in paragraph form and the storyline of the Ad. Scene by scene.

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01:07:09.520 --> 01:07:19.081

Jimmy Slagle: Personally, I always like using the more pro models for these. I think, whatever the input is is gonna directly impact the output. So the higher quality, the better

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01:07:19.650 --> 01:07:44.610

Jimmy Slagle: And then, you know, joining list items, which, again, is something that I'd strongly recommend watching that video that Aaron showed, because that is a core component of gumloop. But then, really like, this is where the prompting comes in is like, Hey, you need to understand, like, what ads are we doing? Why are we doing it? We need to like, understand the strategy that this brand is doing for videos, understand what they're doing for images

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01:07:44.610 --> 01:08:08.120

Jimmy Slagle: and then combining that into a text. And that is like the overview of like, okay, here's their strategy for video. Here's their strategy for statics. And that is our ad account. So now we have almost this exact same flow. This is just going to be looking at our competitors instead. So instead of our URL going here. This would be our competitor, and then this would be our competitor, number 2, and I could have

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01:08:08.120 --> 01:08:31.369

Jimmy Slagle: 30 of these if I wanted. And so then the orchestrator flow. I'm just pulling in those sub flows. So our ad account, our ad account competitor, one competitor, one competitor, 2 competitor, 2.

And this is where it is coming into the overview of like this is everything that we've been doing. This is everything that our competitors have been doing. Give me the analysis of everything that I need to know

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01:08:31.370 --> 01:08:54.379

Jimmy Slagle: for the creative strategy purposes. So this is like an easier way for you to be able to stay in the loop of like what your competitors are doing versus what you're doing now, the unfortunate part about this is like, you don't have performance data. So it's much more like high level creative strategy versus the tactical. Like, we know, this ad is working or this ad is not working.

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01:08:54.380 --> 01:09:15.439

Jimmy Slagle: There's not really an easy, non technical way to be able to get a lot of performance data. But nonetheless, like that, that's an example of how we would use the Facebook Ad library scraper. Another good one is is honestly just like context, document building like you could set this up every day to go and scrape the ad account.

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01:09:15.609 --> 01:09:40.600

Jimmy Slagle: be able to get the script or the overview or the visuals of the video. Put that into a Google sheet or a Google Doc or notion, Doc, wherever and that's just like a running automation that could be again every day at 8 Am. That would pull in all those videos. So then your contact stock if you, if you were to have taken, you know here are some of the ads that we've run would almost always be staying up to date. Now you won't be able to necessarily

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01:09:40.600 --> 01:09:53.660

Jimmy Slagle: say like, this is a good ad or an ad, that one versus not, but nonetheless you could always have something that's like collecting the scripts or the ideas or the types of ads, or whatever you wanted on a regular basis.

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01:09:57.650 --> 01:10:21.140

Jimmy Slagle: Yeah. Particular use cases. Denise, don't worry like that's what next week is gonna be all about is like us showing you guys all of the the use cases. There are definitely a ton that you can do within within gumloop. And so yeah, stay tuned for that. If you honestly, if you want a really good person to follow. We've mentioned it before, but jb

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01:10:21.140 --> 01:10:46.110

Jimmy Slagle: is pretty active on Twitter. He's more of an N. 8 N. Guy, but Jb. Is a solid follow for any workflows around creative strategy. I threw his his twitter handle in the chat. So if you

wanted to go through anything that he says like these N. 8 n. Flows can do X or this. N. 8 n. Flow.

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01:10:46.110 --> 01:10:47.190

Jimmy Slagle: do I?

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01:10:47.240 --> 01:11:04.314

Jimmy Slagle: It's all possible within gun loop again, like the level of technicality, might be more challenging than like someone you know, new to the platform would be able to pick up. But but nonetheless, I think all of

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01:11:05.740 --> 01:11:14.660

Jimmy Slagle: everything that he's posting, I think, is relevant to creative strategy. And some of the the different use cases and ideas. So yeah.

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01:11:16.420 --> 01:11:36.382

Jimmy Slagle: I saw the question to what are some of your favorite flows that you use? I'm gonna hold off on that question till next week. Just because I would definitely be repeating myself, so stay tuned for next week for some of the flows that we have put together. But but yeah, this again, like this is specific to just any questions that you guys have on just

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01:11:36.800 --> 01:11:46.370

Jimmy Slagle: starting to get familiar with gun loop, or or, you know, whatever hurdles or hiccups that you guys are having, as you're thinking through starting to use it.

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01:11:50.640 --> 01:11:55.340

Jimmy Slagle: What other questions do you guys have?

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01:12:05.490 --> 01:12:19.550

Jimmy Slagle: Okay, yeah, that's a good question. Alexa, for contact stock, so I can show you a little bit on what I would strongly recommend. So let me pull up that exact same workflow, that

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01:12:19.990 --> 01:12:44.680

Jimmy Slagle: that you were just seeing. So again, this is the this is the ad analysis. So this is pulling in analysis of our Facebook, our competitors all that. But let's say I wanted to make this better. This document right here, how to make killer performance ads. We've talked about it a lot. Let's say that we actually wanted to pull this in. There's 2 different ways that you could do it. If it's something that's extremely important, like, Hey, you know we

want this to be in the Doc.

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01:12:44.720 --> 01:13:01.569

Jimmy Slagle: What I would say is just copy everything and come back to the prompt, and you can essentially add it in as context. So see here, like, this is all technically, context. What I would say is.

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01:13:02.622 --> 01:13:22.109

Jimmy Slagle: this document is going to outline how to create killer ads you. You need to take this information along with all the ads

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01:13:22.670 --> 01:13:36.430

Jimmy Slagle: that we have created and our competitors have created and help us think of new ideas based on this

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01:13:36.570 --> 01:13:37.530

Jimmy Slagle: alright

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01:13:37.850 --> 01:14:07.379

Jimmy Slagle: information, and then you can literally just copy it in like that and say paste. And now the prompt just got even longer. But nonetheless, all of that information is within within this prompt. Now, if you're continuing to add more and more, it might make sense to just make it a little smarter and and have it be something where you're actually pulling in a Google Doc. And in that case, what you can do is, you can just come here to a Google Doc. Reader, because that is.

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01:14:09.050 --> 01:14:12.860

Jimmy Slagle: let's see, I think it's yeah. So Google, Docs, reader.

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01:14:13.090 --> 01:14:38.049

Jimmy Slagle: this is essentially just going to be reading the information. And I just have to paste that Doc Link. And so now I can take essentially the doc content and add it into this, ask AI node. So instead of me having to go and paste that I could have just said, You know, essentially, and I won't go and find like the beginning. But I could essentially delete all that I pasted, and instead of pasting that in just paste the

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01:14:38.050 --> 01:15:02.969

Jimmy Slagle: content. The cool thing, too, is like right here. You can do a notion. Page, reader, so if you have all of this within notion, it's the same thing. You can add the page link and then just drag it into this document. That's also why context libraries within notion are so nice. Or Google Docs is, you can just start to have

all of these live within a you can have all of these live within

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01:15:03.331 --> 01:15:23.190

Jimmy Slagle: one wiki, and you can just go in. Take the page. That that context is is in. And then, just, you know, pull it in right here. So that's that's how you can like add specific context to the ask AI node just and then again, this is just turning it into a custom. Gpt.

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01:15:26.910 --> 01:15:51.740

Jimmy Slagle: it's it's yeah. So for the amount of context, it's the same as what you would be able to pull into like Chat Gpt or Google AI studio. So like Google AI studio is going to have the most that's gonna have a million tokens. Technically, Gpt, 4.1 has a million as well. Claude, I think, is 300,000, and I think 0, 3 is also 300,000. So it's the same thing as that. But don't

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01:15:51.740 --> 01:16:16.730

Jimmy Slagle: worry. I would say, the only time context really becomes a problem is, if you're analyzing like a hundred videos or something along those lines. And you're trying to pass all of that into a single ask AI. That is where you would probably have to have it be a million context. But for the most part you should be all right with text and the amount of like context that you would, you would include in that. So

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01:16:16.730 --> 01:16:30.110

Jimmy Slagle: one other thing, that important thing that I'm going to show you guys, Aaron mentioned that they are a credit based system. And so one thing that I would strongly recommend

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01:16:30.500 --> 01:16:38.383

Jimmy Slagle: is credentials. So here you can go in and you can.

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01:16:39.100 --> 01:17:03.420

Jimmy Slagle: I just want to make sure. Yeah, I just want to make sure nothing is going to be shown. So you can go in and like add different credentials. The reason why this is really important is, you can add in like, if you have a perplexity account like you can add in the Api key. If you have a Claude account you can add in the Claude Api key. If you have a chat Gpt or Openai, you can add that in here, and that's just going to help reduce the amount of credits

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01:17:03.420 --> 01:17:13.140

Jimmy Slagle: that you are using. And so when you come to something along these lines, and when you come to like workflow.

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01:17:13.710 --> 01:17:38.500

Jimmy Slagle: And you're choosing the model, as you can see. And let me see if this yeah. So like base credit costs like it will show you if it's oh, 3 that's going to technically be 30 for advanced AI models, which 0 3 is but one, only one with an Api key. So if you add in an Api key, the reason why is because you're just kind of taking the bill, but it's going to be

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01:17:38.500 --> 01:18:01.710

Jimmy Slagle: significantly cheaper than trying to like go through and only use gun loop credits because you're going to be burning 30 times the amount than if you were to do that with your Api key. If you don't know where to get the Api keys, don't worry. All you essentially have to do is just go to. So for anthropic, which is Claude, you just go to anthropic

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01:18:01.710 --> 01:18:25.979

Jimmy Slagle: developer platform, and that is where you can create a developer account which is going to get you an Api key within there. Openai. Same thing. It's the Openai platform and you're going to have. You're going to have the same ability to be able to go down and get different

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01:18:25.980 --> 01:18:49.560

Jimmy Slagle: Api keys, I think, after yeah, after you log in. So once you log in, you can generate an Api key, keep that secret. Don't share that with anyone, and that's why I'm being cautious here to make sure nothing gets shown. But that's where you can go and find those different Api keys. I would strongly, strongly, strongly recommend doing that with Gumloo.

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01:18:53.248 --> 01:19:01.320

Jimmy Slagle: Can you share that prompt that you sent, Aaron? Yes, I can share that prompt let me

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01:19:01.540 --> 01:19:03.570

Jimmy Slagle: find that.

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01:19:08.030 --> 01:19:09.829

Jimmy Slagle: Let me see here.

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01:19:13.990 --> 01:19:14.910

Jimmy Slagle: Okay.

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01:19:18.780 --> 01:19:21.310

Jimmy Slagle: I will send that right here.

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01:19:23.282 --> 01:19:26.906

Jimmy Slagle: The anthropic link. Let me pull that up.

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01:19:29.410 --> 01:19:34.850

Jimmy Slagle: yeah. Anthropic Council is what it looks like it is. I can share that here.

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01:19:36.644 --> 01:19:43.929

Jimmy Slagle: I'm trying to think if there's anything else that's super important to know from a gumloop perspective

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01:19:45.120 --> 01:19:47.680

Jimmy Slagle: any other questions that you guys have

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01:19:48.020 --> 01:19:55.799

Jimmy Slagle: anything still confusing or are you guys all just excited to go out and start to learn it? By doing it.

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01:20:05.574 --> 01:20:21.239

Jimmy Slagle: What else would be? What else would be helpful? I know. We've been, you know, we got 20 min in. But is there anything else that would be helpful for you guys anything that I can help answer? Or are we all just ready to start going in and building on gun loop ourselves.

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01:20:31.140 --> 01:20:32.790

Jimmy Slagle: Love it. Love it.

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01:20:32.970 --> 01:20:54.137

Jimmy Slagle: Yeah, I mean, I'm happy to help answer any questions. I am excited about you guys starting to go through and testing gun loop yourself. It's gonna be by far the best way to start to learn and become really good at building workflows.

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01:20:54.530 --> 01:21:19.050

Jimmy Slagle: if you're struggling to know? Like, when would I use a workflow again? I would just like Go check out. Jb, I think he's posted a ton of really good content on the workflows that he has built. But then you could also just ask, like Chatgbt or Claude, and be like Hey, you know I am trying to figure out what workflows would be beneficial for me to build within Gumloop or any then

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01:21:19.372 --> 01:21:43.910

Jimmy Slagle: and you could have chat, gpt like, come up with some good ideas for you based on what is possible. So use AI to your advantage on, even on even trying to figure out like, what would be the best workflows to build. But yeah, cool. Okay. Well, I don't. I don't need to take up much more of your guys time hopefully, that was helpful. Hopefully, that gave everyone a good overview

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01:21:43.980 --> 01:22:01.910

Jimmy Slagle: and enough confidence to be able to go into Gumloop or any of the other tools and start to build these out yourself. Reminder we will be next week. We will be diving into the specific workflows for creative strategists and going over some of the ones that we have. So

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01:22:02.020 --> 01:22:23.785

Jimmy Slagle: that's gonna be a lot of fun, even even trying to get in some exercises for you all to be able to figure out like, okay, what what workflows would make sense. So we'll try to make it as applicable as possible. We will for sure have a session on any then. But again, if you are here, and and you have enjoyed what you've seen on on Gumloop. Which?

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01:22:24.080 --> 01:22:45.529

Jimmy Slagle: yeah, I mean, I think it's I think it's easier to use. And that's the whole point is like, what what is what's gonna be easiest for me. I would definitely recommend it so nonetheless, I hope you all have a great rest of your week. Have a great weekend. Stay safe and we will pick back up on Tuesday. So thank you all, and as always, hit us up in slack. If you have any questions.