

# ChatGPT Capabilities and Limitations

**Discuss what ChatGPT can and can't do, to determine if it's suitable for your project.**

# ChatGPT Capabilities

# Messages - Chat History Context



Generate 3 social media headlines for a digital marketing company that will be turned into LinkedIn posts:



1. "Unlock the Potential of Your Online Presence with Our Digital Marketing Services"
2. "Take Your Brand to the Next Level with Our Cutting-Edge Strategies"
3. "Maximize Your ROI with Our Proven Social Media Marketing Solutions"



Let's write them one at a time, starting with the first headline



Sure, here's the first headline:



"Unlock the Potential of Your Online Presence with Our Digital Marketing Services"

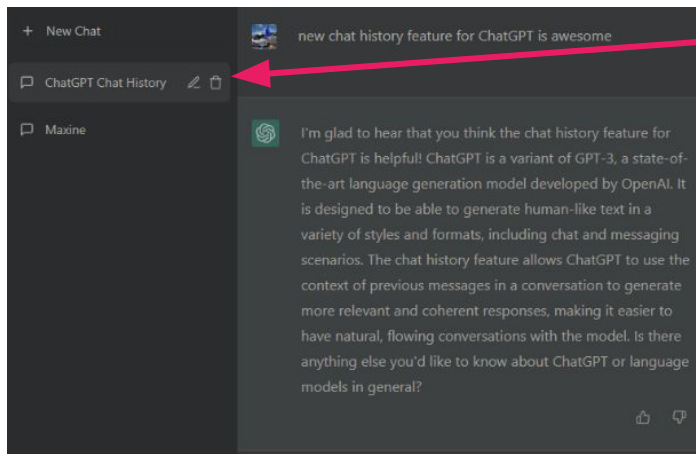
This headline highlights the idea that businesses have untapped potential in their online presence, and that our digital marketing services can help unlock that potential. It also positions our company as an expert in digital marketing.

When writing the LinkedIn post, we could expand on this idea by talking about the importance of having a strong online presence in today's digital age, and how our services can help businesses achieve that. We could also highlight specific services that we offer, such as SEO, PPC advertising, social media marketing, and more. Finally, we could include a call-to-action, encouraging readers to get in touch with us to learn more about how we can help them unlock the potential of their online presence.

ChatGPT has context about what has previously been said within the Chat History.

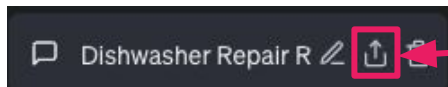
# View Previous Chat Messages

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You can easily view previous messages with ChatGPT.

# Share Your Conversations

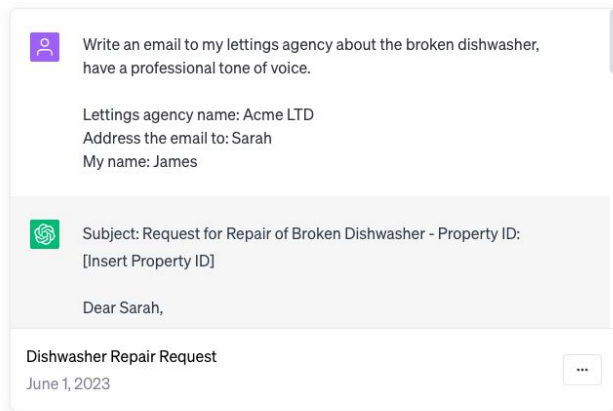


You can share previous conversations with friends, family or co-workers.

Share Link to Chat



You have shared this chat [before](#). If you want to update the shared chat content, [delete this link](#) and create a new shared link.



More Info 

 Copy Link

# Access via API


## Introduction

Chat models take a series of messages as input, and return a model-generated message as output.

Although the chat format is designed to make multi-turn conversations easy, it's just as useful for single-turn tasks without any conversations (such as those previously served by instruction following models like `text-davinci-003`).

An example API call looks as follows:

```
1 # Note: you need to be using OpenAI Python v0.27.0 for the code below to
2 import openai
3
4 openai.ChatCompletion.create(
5     model="gpt-3.5-turbo",
6     messages=[
7         {"role": "system", "content": "You are a helpful assistant."},
8         {"role": "user", "content": "Who won the world series in 2020?"},
9         {"role": "assistant", "content": "The Los Angeles Dodgers won the World"},
10        {"role": "user", "content": "Where was it played?"}
11    ]
12 )
```



Use code to trigger ChatGPT  
and scale your text  
generation.

# Chat GPT Limitations

# Limited Token Usage

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Tokens are currently limited to 4000 tokens per output.

This includes both your initial prompt the text generated from ChatGPT.

## Create a budget

A budget ensures you're spending your money effectively towards your goals instead of overspending on digital marketing channels that may not provide the desired results. Consider your SMART goals and the digital channel you're planning to use to create a budget.

## Select your digital marketing channels

From content marketing to PPC campaigns and more, there are many digital marketing channels you can use to your advantage. Which digital marketing channels you use often depends on your goals, audience, and budget.

## Refine your marketing efforts

Make sure to analyze your campaign's data to identify what was done well and areas for improvement once the campaign is over. This allows you to create even better campaigns in the future. With the help of digital technologies and software, you can obtain this data in an easy-to-view dashboard. Mailchimp's digital marketing analytics reports will help you keep track of all your marketing campaigns in one centralized location.

## Digital marketing creates growth

Digital marketing should be one of the primary focuses of almost any business's overall marketing strategy. Never before has there been a way to stay in such consistent contact with your customers, and nothing else offers the level of personalization that digital data can provide. The more you embrace the possibilities of digital marketing, the more you'll be able to realize your company's growth potential.



The message you submitted was too long, please reload the conversation and submit something shorter.





# Limited Configurability

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ChatGPT is not as configurable as GPT-3. There are a reduced number of model options for ChatGPT.

# You cannot save Prompt Templates

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Unlike some of the large language models on [platform.openai.com](https://platform.openai.com), you cannot save any of the prompts directly within the ChatGPT interface.