



**UPTHRUST**

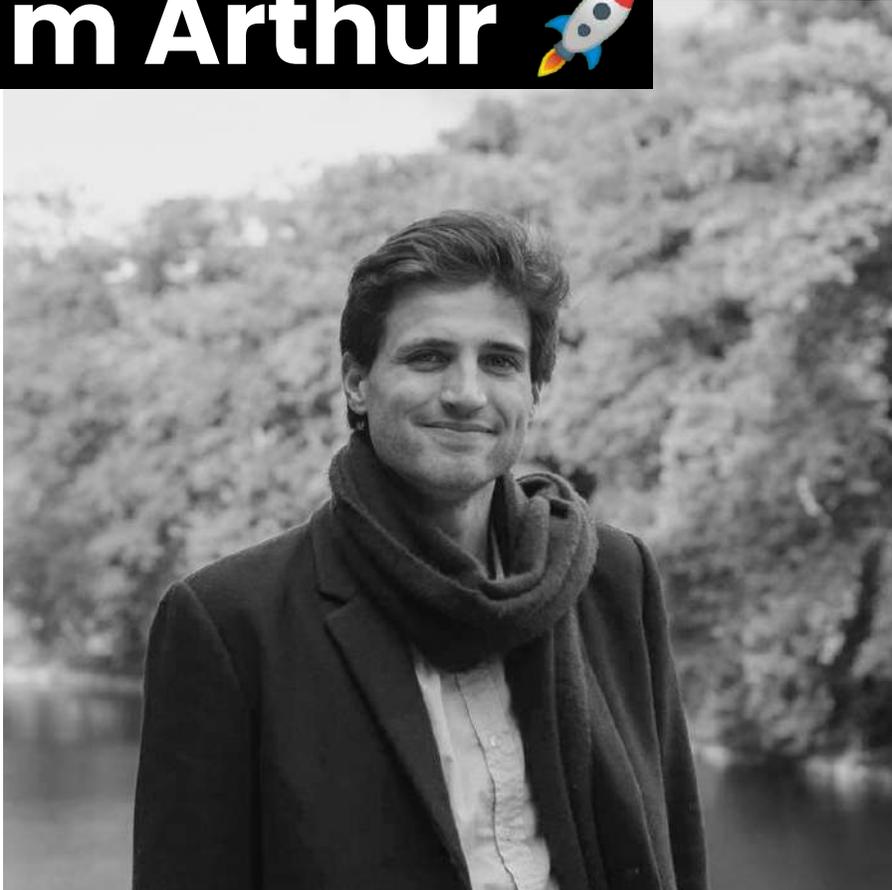
# **Webinar ADM ChatGPT**

**Tips and Use Cases for Business  
Owners**



# Hi,

# I'm Arthur



## To reach me

---

-  Squad Lead at @UPTHRUST
-  [linkedin.com/in/arthur.guiot/](https://www.linkedin.com/in/arthur.guiot/)
-  [arthur.guiot@upthrust.eu](mailto:arthur.guiot@upthrust.eu)

## I have a spike in...

---

- Paid Ads
- Growth marketing
- ChatGPT & AI
- SEO, SEA
- Shady Ads
- CRO



**GROWTH  
MARKETING**

- AUDIT
- EXPERIMENTATIONS
- VALIDATION
- GROWTH PREDICTION

**GROWTH  
ACADEMY**

- OPEN PROGRAMS
- TAILORED PROGRAMS



**DIGITAL  
PRODUCT  
STUDIO**

- FRONT END
- BACK END
- APPS
- WEBSITES

**STAFFING  
DIGITAL  
EXPERTS**

# Agenda



Overview

Documentation

Examples

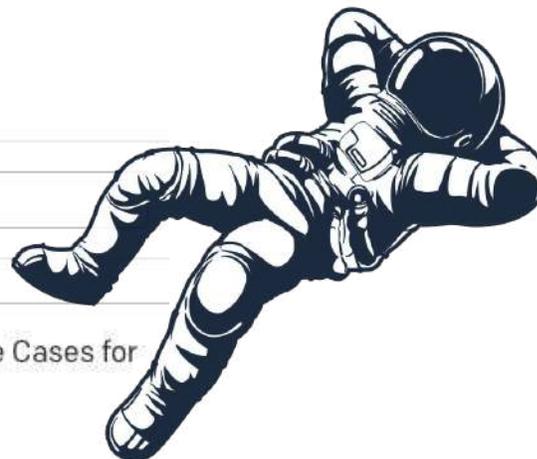
Playground

## Playground

Load a preset...

Propose a short agenda for this webinar: "The Ultimate Webinar to ChatGPT - Tips and Use Cases for Marketers."

1. Introduction and Overview of ChatGPT (5 minutes)
2. Benefits of using ChatGPT for Marketers (10 minutes)
3. Tips and Best Practices for Marketers using ChatGPT (15 minutes)
4. Q&A Session (10 minutes)
5. Wrap-up and Next Steps (5 minutes)



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<b>ChatGPT Overview</b>	--	5 min
<b>Benefits for Marketers</b>	--	10 min
<b>Tips &amp; Best Practices</b>	--	15 min
<b>Q&amp;A Sessions</b>	--	10 min
<b>Wrap-up &amp; Surprise 🎁</b>	--	5 min

# **It's Interactive**

**Ask your questions in  
the chat. 🖱️**

**ChatGPT will answer  
them!**



# A revolution?



 The Ultimate Webinar to ChatGPT for Marketer. Give me content for my slides

 Slide 1: Introduction 👍 🗨️

- Title: The Ultimate Webinar: ChatGPT for Marketers
- Introduction: Welcome to the webinar and a brief overview of what we will be covering today
- Objectives: At the end of the webinar, attendees will understand the benefits and capabilities of using ChatGPT for marketing and how to integrate it into their strategies.

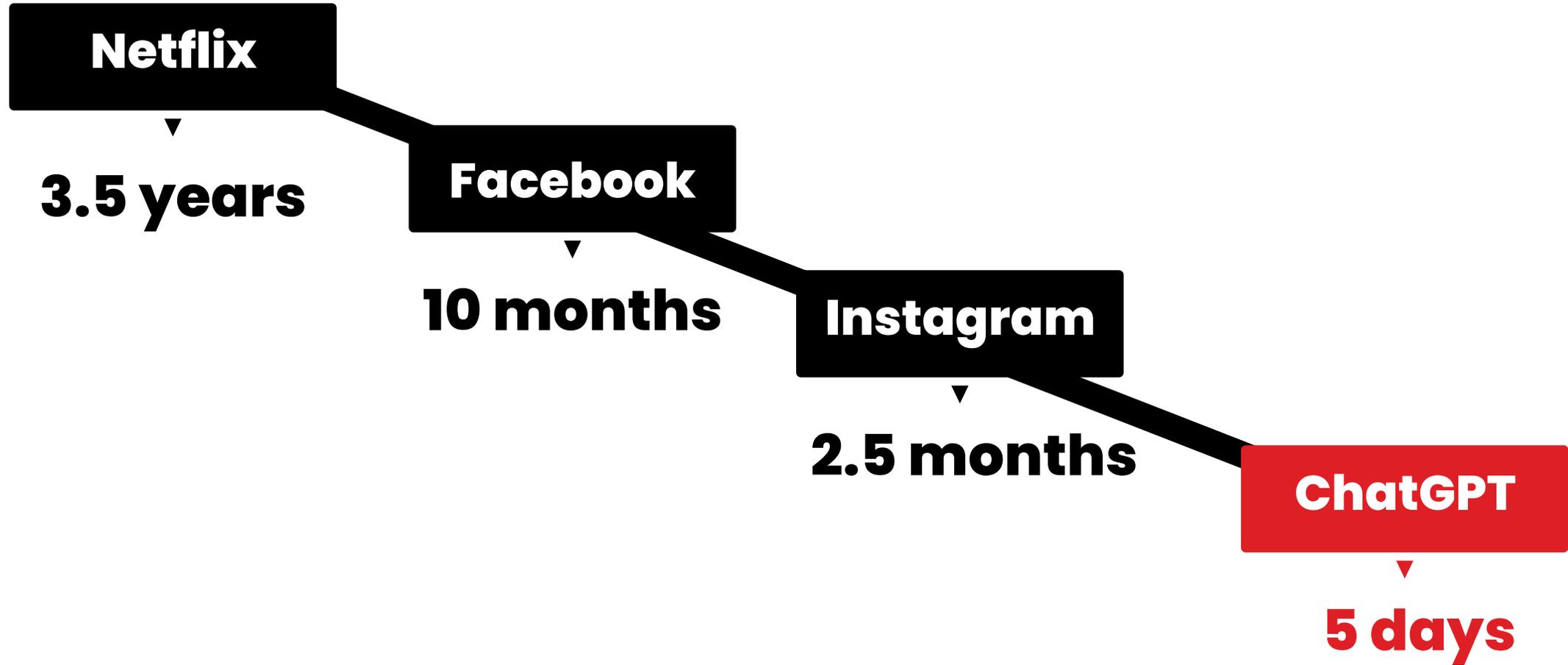
Slide 2: What is ChatGPT?

- Definition and explanation of ChatGPT
- How it works and its capabilities
- Use cases and examples of how ChatGPT is being used in marketing

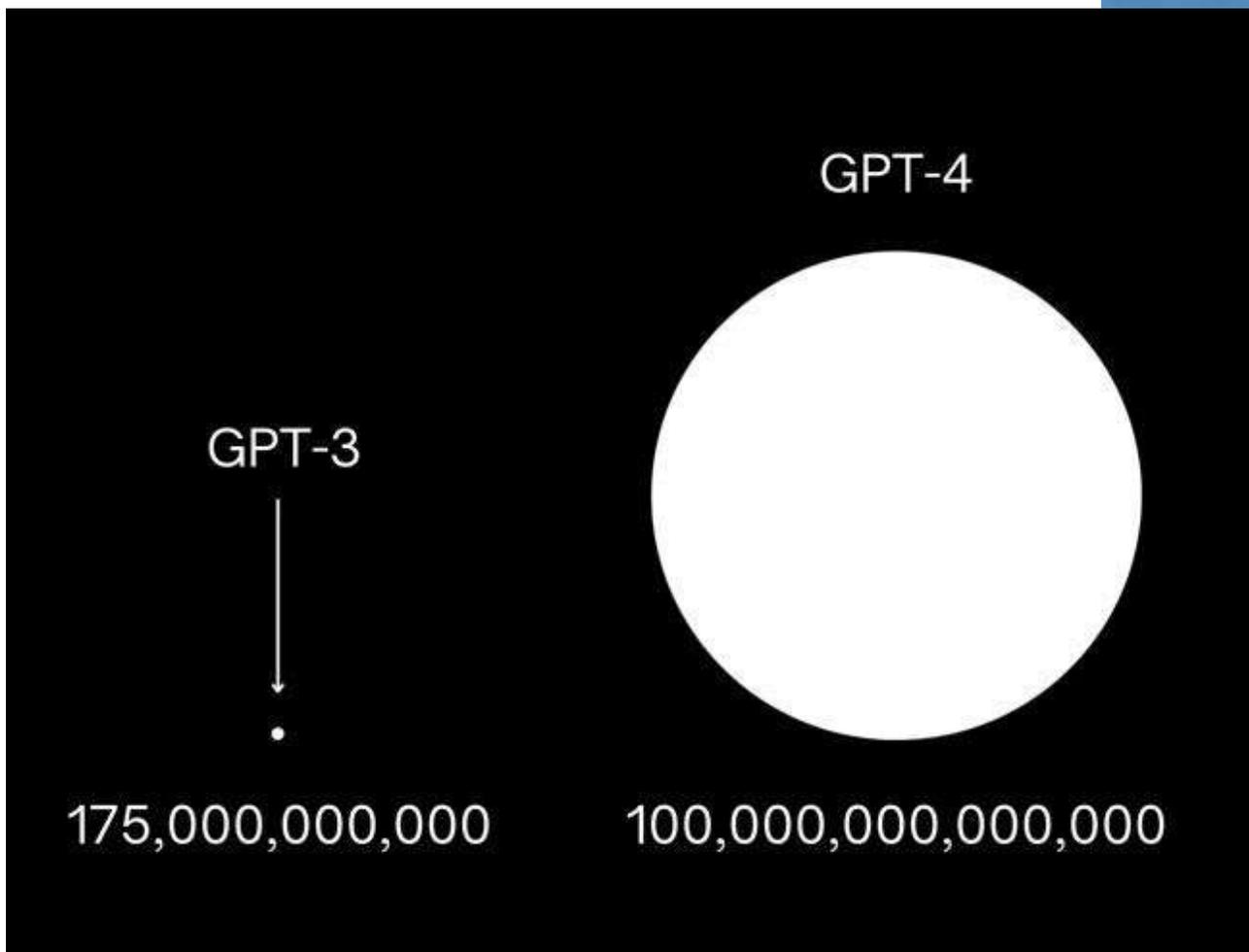
Slide 3: Benefits of using ChatGPT for Marketing

- Increased efficiency and automation of tasks
- Improved customer engagement and personalized experiences
- Enhanced data analysis 🔄 Regenerate response

# Time to reach **1 million users**



# The real change is yet to come



**Is it going to replace  
my job ?**





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*"Move fast. Speed is one of your main advantages over large companies."*



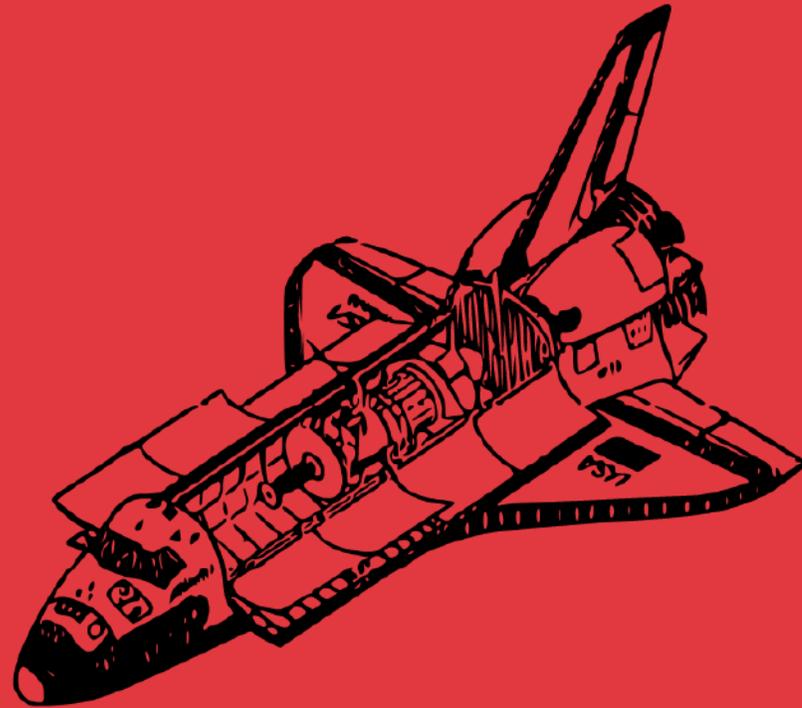
**- Sam Altman -**

# Copyrights?



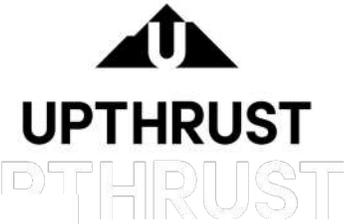
⇒ **MOVE FASTER THAN LAW**





# Benefits for **Marketers**

# For you



## MOVE FAST → USE AI

- TL;DR summarization**  
Summarize text by adding a 'tl;dr:' to the en...
- Python bug fixer**  
Find and fix bugs in source code.
- Spreadsheet creator**  
Create spreadsheets of various kinds of dat...
- JavaScript helper chatbot**  
Message-style bot that answers JavaScript ...
- ML/AI language model tutor**  
Bot that answers questions about language...
- Science fiction book list maker**  
Create a list of items for a given topic.
- Tweet classifier**  
Basic sentiment detection for a piece of text.
- Airport code extractor**  
Extract airport codes from text.
- SQL request**  
Create simple SQL queries.
- Extract contact information**  
Extract contact information from a block of ...
- JavaScript to Python**  
Convert simple JavaScript expressions into ...
- Friend chat**  
Emulate a text message conversation.
- Mood to color**  
Turn a text description into a color.
- Write a Python docstring**  
An example of how to create a docstring for ...
- Analogy maker**  
Create analogies. Modified from a communi...
- JavaScript one line function**  
Turn a JavaScript function into a one liner.
- Micro horror story creator**  
Creates two to three sentence short horror ...
- Third-person converter**  
Converts first-person POV to the third-pers...

- Q&A**  
Answer questions based on existing knowle...
- Grammar correction**  
Corrects sentences into standard English.
- Summarize for a 2nd grader**  
Translates difficult text into simpler concep...
- Natural language to OpenAI API**  
Create code to call to the OpenAI API usin...
- Text to command**  
Translate text into programmatic commands.
- English to other languages**  
Translates English text into French, Spanish...
- Natural language to Stripe API**  
Create code to call the Stripe API using nat...
- SQL translate**  
Translate natural language to SQL queries.
- Parse unstructured data**  
Create tables from long form text
- Classification**  
Classify items into categories via example.
- Python to natural language**  
Explain a piece of Python code in human un...
- Movie to Emoji**  
Convert movie titles into emoji.
- Calculate Time Complexity**  
Find the time complexity of a function.
- Translate programming languages**  
Translate from one programming language ...
- Advanced tweet classifier**  
Advanced sentiment detection for a piece o...
- Explain code**  
Explain a complicated piece of code.
- Keywords**  
Extract keywords from a block of text.
- Factual answering**  
Guide the model towards factual answering ...
- Ad from product description**  
Turn a product description into ad copy.
- Product name generator**  
Create product names from examples word...

[openai.com/examples](https://openai.com/examples)

# A long list

Ormit Talent Belgium  
8,825 followers  
Promoted

Heb jij de ambitie om digitale verandering te brengen in een toonaangevend finance bedrijf?

Start jouw Digital Chance carrière bij Ormit Talent & laat deze droom uitkomen!

## Creëer IMPACT voor je 30ste!

ormit talent

# 100000+

## USE CASES

You are a web-designer with a colourful and joyful style. Provide the HTML & CSS code for a static website for a physiotherapist specialized for musicians. Call-to-action: Book an Appointment. Navigation: Home, Services, Contact



I apologize, as a language model, I am not able to create web code with an example of what the HTML and CSS code for a static website specialized for musicians might look like.

```
<!DOCTYPE html>
<html>
<head>
<title>Musician's Physiotherapy</title>
```



Why become a Marketing Automation Specialist all day long?

Competitive salary and plenty of benefits

- Competitive salary
- Flexible working hours
- Remote work options
- Career advancement
- Health and wellness benefits

You are a SEO specialist. Find 20 new competitors with the synonym of : Brand

1. "Idea Generation Tool"
2. "Creative Thinking Tool"
3. "Mind Mapping Software"



Booze Up  
Drinkster

Booze Up  
Drinkster



https://www...  
https://www...  
https://www...  
https://www...  
https://www...



Would you rather...  
29 shares

- facebook.com/drinksdelivereduk
- facebook.com/TheBottleClub/
- facebook.com/drinkfinderuk/
- facebook.com/JustDrinksUK/
- facebook.com/WineDirectUK/
- facebook.com/BoozeUpUK/
- facebook.com/DrinksterUK/



Heb jij de ambitie om digitale verandering te brengen in een toonaangevend finance bedrijf?

Start jouw Digital Chance carrière bij Ormit Talent & laat deze droom uitkomen!



# Brainstorm



Find 10 other company names for Upthrust. Imagine that this name should correspond to a company in the future 2050. Upthrust is a global digital business acceleration office. They implement growth marketing processes & build high-performing digital products for ambitious SMEs. For the name, be creative and break usual corporate rules.



1. SkyRocket
2. LeapFrog
3. SoarTech
4. TurboBoost
5. Propellant
6. ElevateIQ
7. UpwardSprint
8. Ascentify
9. IgnitionX
10. Propelify



Can you provide me with 5 ideas for blog posts w Belgium about unsubscribing from emails?



1. "5 Simple Steps to Unsubscribe from Unwanted Emails in Belgium"
2. "Why Unsubscribing from Emails is Important for Your Business in Belgium"
3. "The Top 10 Most Common Email Marketing Mistakes in Belgium"
4. "Unsubscribing from Emails: How to Stay Organized and In Control of Your Inbox in Belgium"
5. "Unsubscribing from Newsletters: How to Continue Receiving Relevant Content in Belgium"



You are a SEO specialist. Find 20 new keywords with high web traffic in Europe and low competition with the synonym of : Brainstorming Tool



1. "Idea Generation Tool"
2. "Creative Thinking Tool"
3. "Mind Mapping Software"
4. "Brainstorming Software"
5. "Conceptualization Tool"
6. "Thought Organizing Tool"
7. "Brainstorming Platform"
8. "Innovation Tool"
9. "Group Brainstorming Tool"
10. "Collaborative Idea Generation Software"
11. "Team Brainstorming Platform"
12. "Creative Problem Solving Tool"
13. "Visual Brainstorming Tool"

# Generate ideas in less than 5 min

Act like a LinkedIn strategist coaching founders of environmental startup coaching **how to choose relevant topic for your LinkedIn Live.**

Prioritize **different & uncommon ideas** as a list.



Sure! Here are some uncommon ideas for choosing a relevant topic for your LinkedIn Live event as the founder of an environmental startup:

1. Host a "day in the life" event: Share a behind-the-scenes look at your startup and what it's like to work in the environmental industry. This can help humanize your brand and give people a better understanding of your work.
2. Share your sustainability journey: Share your personal and professional journey in the environmental industry and the challenges and successes you've encountered along the way. This can help inspire and motivate others to make positive changes.
3. Host a "green" product showcase: Share and demonstrate innovative and sustainable products that can help people reduce their carbon footprint and live a more environmentally-friendly lifestyle.
4. Share success stories: Share success stories of people who have made a positive impact on the environment, and discuss the strategies and tactics they used to achieve their goals.
5. Host a Q&A with an industry expert: Invite a guest expert to join you for a Q&A session on a relevant topic in the environmental industry. This can help provide valuable insights and perspectives to your audience.

# Invest Wisely

AN

Give me the top 10 shares in Belgium which provided the most dividends in the last 10 years. Give an appreciate for each one of them.



As an AI language model, I do not have access to real-time financial data or market analysis. However, based on historical dividend data for Belgian companies over the past 10 years, here are the top 10 shares in Belgium that have provided the highest dividends:

1. AB InBev - Anheuser-Busch InBev is a multinational beverage and brewing company that has a dominant presence in the global beer market. The company's dividend yield has been consistently high, making it a popular choice for dividend investors.
2. Engie - Engie is a multinational electric utility company that focuses on renewable energy and natural gas. The company's strong cash flow has enabled it to pay consistent dividends over the years.
3. GBL - Groupe Bruxelles Lambert is a holding company that invests in a diversified portfolio of companies across various sectors, including energy, financials, and healthcare. The company's dividend policy is to pay out a significant portion of its net income as dividends.
4. Solvay - Solvay is a multinational chemical company that produces a wide range of

AN

Assume you're a VC investor for a renewable energy fund. Which technology has the most room for disruption?



As a VC investor for a renewable energy fund, I believe that energy storage technology has the most room for disruption. Although renewable energy sources such as solar and wind power are becoming increasingly popular, they are still dependent on intermittent weather conditions and therefore, need to be supplemented with energy storage solutions to ensure a consistent energy supply. 

Currently, lithium-ion batteries are the most commonly used technology for energy storage, but they have limitations in terms of their lifespan, energy density, and safety. Therefore, I think there is a significant opportunity for disruption in this area.

Some promising technologies that could disrupt the energy storage market include flow batteries, which offer greater scalability and longer lifespans than lithium-ion batteries, and solid-state batteries, which have the potential

# Lean Startup

PU Please create a simple business model canvas for the B2B mental health support platform in a table format.

Sure, here is a simple business model canvas for the B2B mental health support platform in a table format:

Key Partners	Key Activities	Key Resources
Mental health professionals, Employee Assistance Program providers, Mental health advocates, Mental health organizations	Developing mental health support programs, Connecting companies with mental health professionals, Managing and maintaining the platform, Providing customer support	Platform technology, Mental health professionals, Expertise and knowledge of mental health industry, Customer data and insights

Value Propositions	Customer Relationships	Channels
Comprehensive mental health support for employees, Access to mental health professionals, Data insights and analytics	Personalized support and guidance, Strong customer support and communication	Platform website and app, Email, Social media, Referral program, Partnerships

Customer Segments	Cost Structure	Revenue Streams
Tech companies and their employees, Companies interested in improving employee mental health and well-being	Platform development and maintenance, Staffing, Marketing and advertising	Subscription-based model, Premium features, Data insights, Partnerships and affiliate marketing

PU Assume that you're the CEO of a start-up working on a B2B mental health platform. You have tested out different value propositions and you have a functional MVP. The next step is getting paying customers. Outline a brief go-to-market plan to get to the first 100 paying customers.

Sure, here's a brief go-to-market plan to get the first 100 paying customers for a B2B mental health platform:

1. Identify target market: Tech companies headquartered in the USA with 100+ employees
2. Develop messaging and materials: Create clear messaging and marketing materials that emphasize the value proposition, including benefits such as increased productivity, employee retention, and reduced healthcare costs.
3. Sales strategy: Develop a sales strategy that targets key decision makers in the HR department of tech companies, including the CPO, CHRO, Culture Lead, and other senior HR executives. This can include cold emailing, LinkedIn outreach, and attending relevant conferences and events.
4. Free trials: Offer a free trial period to potential customers to help generate interest and increase conversion rates.
5. Referral program: Create a referral program that rewards current customers for referring new customers to the platform.
6. Partnership opportunities: Explore partnership opportunities with other businesses that offer complementary services, such as employee benefits providers or wellness programs.
7. Customer success: Prioritize customer success and focus on delivering a high-quality product and excellent customer service to increase customer satisfaction and retention.

# Market research done in minutes



Write a list of the top 10 Online Drink Delivery Services in Europe and include their website url, their LinkedIn url and Facebook url.



1. Drinks Delivered - <https://www.drinksdelivered.co.uk/> - <https://www.linkedin.com/company/drinks-delivered/> - <https://www.facebook.com/drinksdelivereduk/>
2. The Bottle Club - <https://www.thebottleclub.com/> - <https://www.linkedin.com/company/the-bottle-club/> - <https://www.facebook.com/TheBottleClub/>
3. DrinkFinder - <https://www.drinkfinder.co.uk/> - <https://www.linkedin.com/company/drinkfinder/> - <https://www.facebook.com/drinkfinderuk/>
4. Just Drinks - <https://www.just-drinks.co.uk/> - <https://www.linkedin.com/company/just-drinks/> - <https://www.facebook.com/JustDrinksUK/>

Add this information in Columns

Name of Service	Website URL	LinkedIn URL	Facebook URL
Drinks Delivered	<a href="https://www.drinksdelivered.co.uk/">https://www.drinksdelivered.co.uk/</a>	<a href="https://www.linkedin.com/company/drinks-delivered/">https://www.linkedin.com/company/drinks-delivered/</a>	<a href="https://www.facebook.com/drinksdelivereduk/">https://www.facebook.com/drinksdelivereduk/</a>
The Bottle Club	<a href="https://www.thebottleclub.com/">https://www.thebottleclub.com/</a>	<a href="https://www.linkedin.com/company/the-bottle-club/">https://www.linkedin.com/company/the-bottle-club/</a>	<a href="https://www.facebook.com/TheBottleClub/">https://www.facebook.com/TheBottleClub/</a>
DrinkFinder	<a href="https://www.drinkfinder.co.uk/">https://www.drinkfinder.co.uk/</a>	<a href="https://www.linkedin.com/company/drinkfinder/">https://www.linkedin.com/company/drinkfinder/</a>	<a href="https://www.facebook.com/drinkfinderuk/">https://www.facebook.com/drinkfinderuk/</a>
Just Drinks	<a href="https://www.just-drinks.co.uk/">https://www.just-drinks.co.uk/</a>	<a href="https://www.linkedin.com/company/just-drinks/">https://www.linkedin.com/company/just-drinks/</a>	<a href="https://www.facebook.com/JustDrinksUK/">https://www.facebook.com/JustDrinksUK/</a>
Wine Direct	<a href="https://www.winedirect.co.uk/">https://www.winedirect.co.uk/</a>	<a href="https://www.linkedin.com/company/wine-direct/">https://www.linkedin.com/company/wine-direct/</a>	<a href="https://www.facebook.com/WineDirect/">https://www.facebook.com/WineDirect/</a>
Booze Up	<a href="https://www.booze-up.com/">https://www.booze-up.com/</a>	<a href="https://www.linkedin.com/company/booze-up/">https://www.linkedin.com/company/booze-up/</a>	<a href="https://www.facebook.com/BoozeUp/">https://www.facebook.com/BoozeUp/</a>
Drinkster	<a href="https://www.drinkster.co.uk/">https://www.drinkster.co.uk/</a>	<a href="https://www.linkedin.com/company/drinkster/">https://www.linkedin.com/company/drinkster/</a>	<a href="https://www.facebook.com/DrinksDelivered/">https://www.facebook.com/DrinksDelivered/</a>

# Market research

PU

Thanks - could you share a PESTEL analysis on a B2b service that provides mental health in the workplace, such as Fika, focused on the US market in a table format?



Sure! Here's a PESTEL analysis for a B2B service that provides mental health in the workplace, such as Fika, focused on the US market in a table format:



Political	Economic	Social
Growing recognition of the importance of mental health	Growing concern over workplace stress and burnout	Increasing awareness of mental health issues
Potential for government regulations to support workplace mental health programs	Economic uncertainty and its impact on employer spending	Shifting attitudes towards mental health and willingness to seek support

Technological	Environmental	Legal
Advancements in telehealth and remote support	N/A	Legal requirements for workplace health and safety, including mental health
Growing use of technology in mental health treatment	N/A	Insurance coverage and reimbursement for mental health services

This PESTEL analysis is just one way to understand the political, economic, social, technological, environmental, and legal factors that may impact a B2B service that provides mental health in the workplace. It is important to continually monitor these factors and their potential impact on the business and market.

PU

I'm interested in mental health. Could you share 10 start-ups that focus on prevention in that space and who recently received a large funding round?



Sure, here are ten mental health startups that focus on prevention and have received recent large funding rounds:



1. Ginger: Ginger provides on-demand behavioral health coaching and has raised over \$100 million in funding.
2. Spring Health: Spring Health is a mental health platform that uses AI to personalize treatment and has raised over \$70 million in funding.
3. Woebot Labs: Woebot Labs offers a AI-powered mental health chatbot and has raised over \$15 million in funding.
4. Talkspace: Talkspace provides online therapy and has raised over \$160 million in funding.
5. Cerebral: Cerebral is a mental health platform that uses AI to match patients with care and has raised over \$20 million in funding.
6. BetterHelp: BetterHelp is an online counseling platform and has raised over \$60 million in funding.
7. MyTelemedicine: MyTelemedicine offers telepsychiatry services and has raised over \$25 million in funding.
8. Fika: Fika provides mental health support in the workplace and has raised over \$20 million in funding.
9. Happify: Happify offers digital tools to improve emotional well-being and has raised over \$70 million in funding.

# Did you ChatGPT it?

AN

Explain me this company: <https://adm.be/> . What do they do? What is their added-value? Why should I become member?



ADM (Association for Digital Marketing) is a non-profit organization based in Belgium that aims to promote and develop digital marketing in the region. Their mission is to provide a platform for professionals in the digital marketing field to share knowledge, best practices, and insights with each other.

The organization offers various services to its members, such as training, events, and networking opportunities. They organize seminars, workshops, and conferences to keep their members up-to-date on the latest trends and techniques in digital marketing.

One of the added values of ADM is the opportunity for members to network with other professionals in the industry, build connections, and exchange ideas. This can be beneficial for career development, finding job opportunities, and expanding one's knowledge and skills.



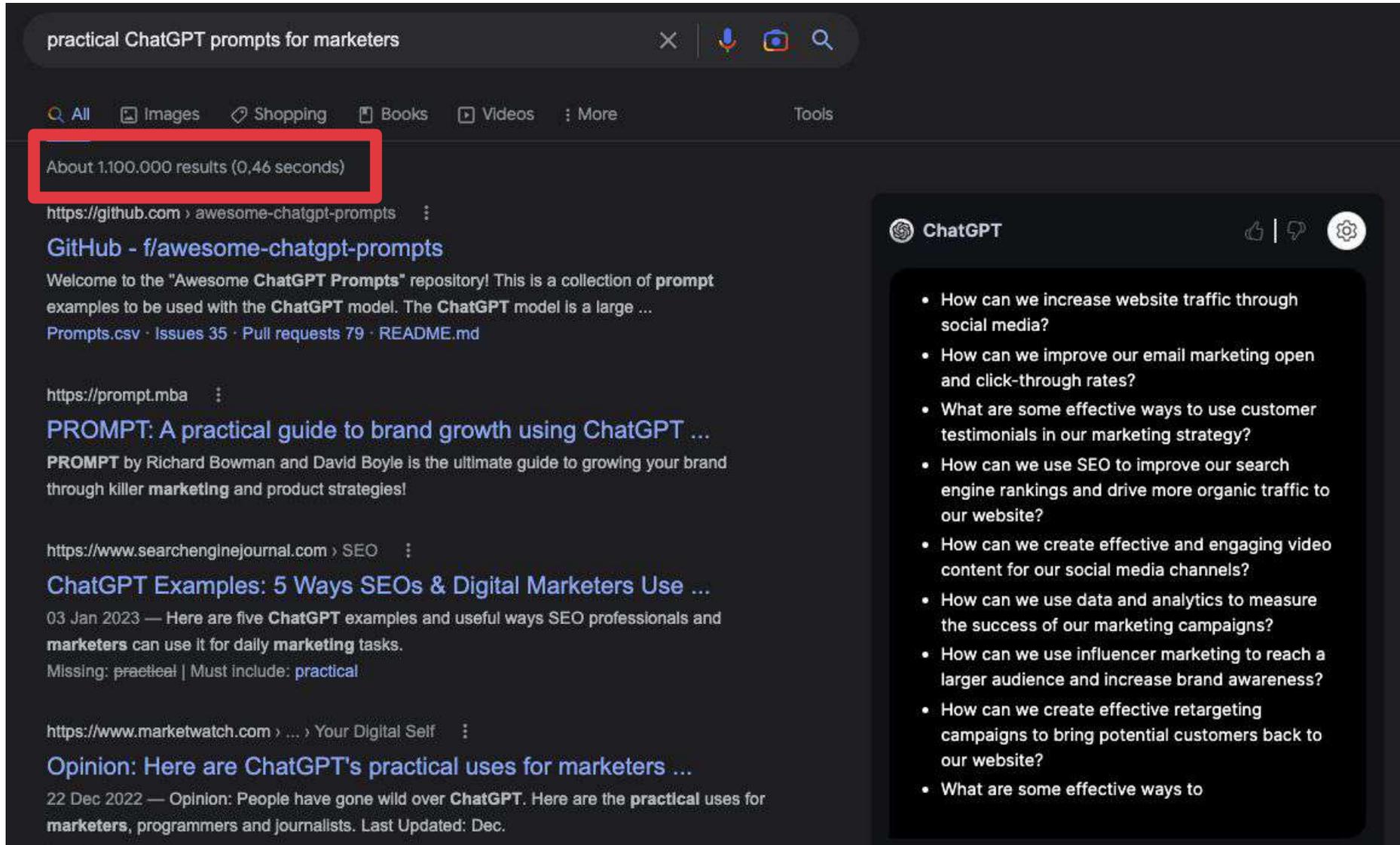
Give me a code to integrate Google Shopping and Magento (CMS)



Integrating Google Shopping with Magento (a popular open-source content management system) can be done using the Google Shopping Magento 2 extension. Here's a list of how to install and configure the extension in Magento:

1. Install the Google Shopping Magento 2 extension via the Magento Marketplace or by uploading the files to your Magento installation.
2. Log in to your Magento admin panel and go to Stores > Configuration > Sales > Google Shopping.
3. In the Configuration section, enter your Google Merchant Center account information, such as the account ID and API credentials.
4. In the Product Settings section, choose which product attributes you want to include in the Google Shopping feed, such as the product title, description, and image.
5. In the Feed Generation section, set up the schedule for generating the Google Shopping feed and choose the store view to use for the feed.
6. In the Product Taxonomy section, select the Google product categories that correspond to your products.

# Improve Google Search



practical ChatGPT prompts for marketers

About 1.100.000 results (0,46 seconds)

<https://github.com/awesome-chatgpt-prompts>

### GitHub - f/awesome-chatgpt-prompts

Welcome to the "Awesome ChatGPT Prompts" repository! This is a collection of prompt examples to be used with the ChatGPT model. The ChatGPT model is a large ...

Prompts.csv · Issues 35 · Pull requests 79 · README.md

<https://prompt.mba>

### PROMPT: A practical guide to brand growth using ChatGPT ...

PROMPT by Richard Bowman and David Boyle is the ultimate guide to growing your brand through killer marketing and product strategies!

<https://www.searchenginejournal.com> > SEO

### ChatGPT Examples: 5 Ways SEOs & Digital Marketers Use ...

03 Jan 2023 — Here are five ChatGPT examples and useful ways SEO professionals and marketers can use it for daily marketing tasks.

Missing: praetieal | Must include: practical

<https://www.marketwatch.com> > ... > Your Digital Self

### Opinion: Here are ChatGPT's practical uses for marketers ...

22 Dec 2022 — Opinion: People have gone wild over ChatGPT. Here are the practical uses for marketers, programmers and journalists. Last Updated: Dec.

ChatGPT

- How can we increase website traffic through social media?
- How can we improve our email marketing open and click-through rates?
- What are some effective ways to use customer testimonials in our marketing strategy?
- How can we use SEO to improve our search engine rankings and drive more organic traffic to our website?
- How can we create effective and engaging video content for our social media channels?
- How can we use data and analytics to measure the success of our marketing campaigns?
- How can we use influencer marketing to reach a larger audience and increase brand awareness?
- How can we create effective retargeting campaigns to bring potential customers back to our website?
- What are some effective ways to

[Download Chrome Extension](#)

# Improve Internet Edge



Kotaanbod

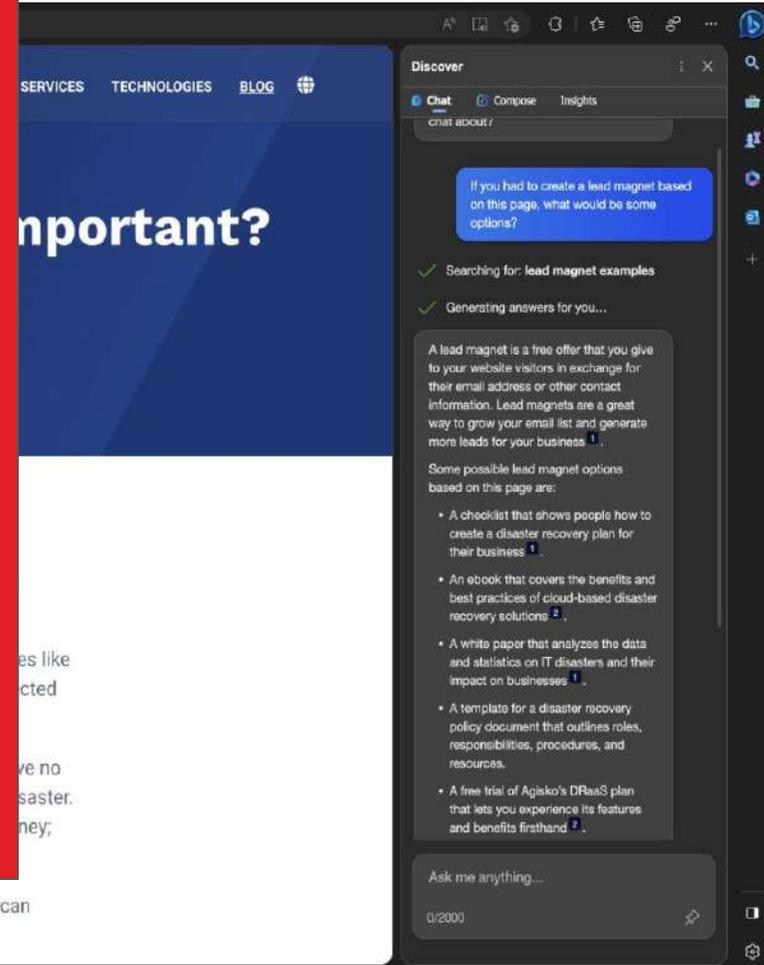
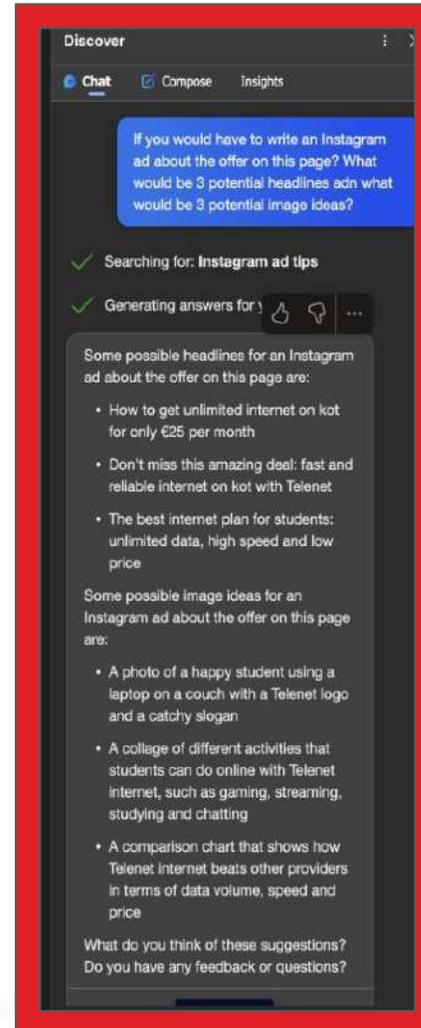
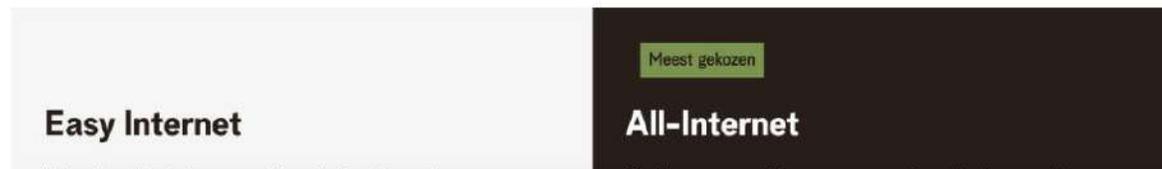
## Onbeperkt internet op kot

Altijd klaar om bijna te beginnen blokken.



## Voordelig surfen op kot

Kies je favoriete internettype en verzilver je kotkorting



The good news is, disaster recovery plans and processes can help. With enough preparation, your IT systems will work properly, even through severe disasters.

# Code this for me



send Facebook pixel custom conversion event once as users scroll through 35% of the page using JavaScript



To send a Facebook pixel custom conversion event when a user scrolls through 35% of a page using JavaScript, you can use the following steps:



1. Create a custom conversion event in Facebook Ads Manager.
2. Add the Facebook pixel to your website.
3. Use JavaScript to track the user's scroll position on the page.
4. Once the user scrolls to 35% of the page, use the Facebook pixel's "trackCustom" function to send the custom conversion event.

Example:

Copy code

```
<script>
// Track user's scroll position
window.onscroll = function() {
  var scrollPercent = (document.documentElement.scrollTop +
document.body.scrollTop) / (document.documentElement.scrollHeight -
document.documentElement.clientHeight);
  // Check if user has scrolled to 35% of the page
  if (scrollPercent >= 0.35) {
    // Send custom conversion event
    fba('trackCustom', '35%PageScroll');
  }
};
</script>
```

No more dev acting as a diva 🤔...



You are a web-designer with a colourful and joyful style. Provide the HTML & CSS code for a static website for a physiotherapist specialized for musicians. Call-to-action: Book an Appointment. Navigation: Home, Services, Contact



I apologize, as a language model, I am not able to create websites, but I can provide you with an example of what the HTML and CSS code for a static website for a physiotherapist specialized for musicians might look like.



Copy code

```
<!DOCTYPE html>
<html>
  <head>
    <title>Musician's Physiotherapy</title>
    <link rel="stylesheet" type="text/css" href="styles.css">
  </head>
  <body>
    <header>
      <h1>Musician's Physiotherapy</h1>
    <nav>
      <ul>
        <li><a href="#home">Home</a></li>
        <li><a href="#services">Services</a></li>
        <li><a href="#contact">Contact</a></li>
      </ul>
    </nav>
```

# Excel guru they said?



Give a Google Sheet Formula which copies all rows from sheet1, where the column "C" contains the word "Marketer"



The formula to copy all rows from sheet1, where the column "C" contains the word "Marketer" would be:

```
=query(Sheet1!A:C,"select * where C = 'Marketer'")
```

This formula uses the QUERY function to search through the data in column C of Sheet1, and it returns all rows where the value in column C is "Marketer". The resulting data will be copied to the cell where the formula is entered.

Note that this is a simple example, you could use more complex regular expressions to match different patterns and also this formula will only copy the data, it will not make a dynamic link. If you want to use this data in other sheets, you will have to copy and paste it again.

Classify in a table, the 10 biggest B2B companies in Europe. Those are the columns: company name, industry, revenue, headquarter address, city, country. Order them by revenue.

I'm sorry, as a language model, I do not have access to real-time data, so I'm unable to classify the 10 biggest B2B companies in Europe by revenue, but I can give you an idea of what the table would look like.

Company Name	Industry	Revenue (in millions EUR)	Headquarter Address	City	Country
Siemens AG	Engineering	85,180	Wittelsbacherplatz 2, 80333 Munich	Munich	Germany
Daimler AG	Automotive	164,948	Mercedesstraße 137, 70372 Stuttgart	Stuttgart	Germany
Ericsson	Telecommunications	27,958	Teknikringen 14, 164 40 Kista	Stockholm	Sweden
ABB Ltd	Engineering	34,532	Affolternstrasse 44, 8050 Zurich	Zurich	Switzerland

# Generate campaign strategy

Playground

Load a preset...

Save

Upthrust is a digital acceleration office in Belgium focused on growth marketing. Generate a Facebook Ads campaign strategy to recruit new Senior Digital Marketers by providing 4 different campaigns with copy, format, targeting, optimization, budget (2000€ per month), and other details. Please add it in a table.

## Campaign 1:

Objective: Lead Generation

Format: Carousel Ads

Copy: "Grow Your Career with Upthrust: Join the Digital Acceleration Revolution"

Targeting: Senior Digital Marketers in Belgium

Optimization: Cost per Lead

Budget: €500

## Campaign 2:

Objective: Brand Awareness

Format: Video Ads

Copy: "Grow Your Career with Upthrust: Join the Digital Acceleration Revolution"

Targeting: Senior Digital Marketers in Belgium

Optimization: Link Clicks

Budget: €500

PU Suppose you're a global coffee category manager for a multinational food and beverage company. One of your strategic priorities is to increase market penetration with GenZ customers. Please share a high-level (max 150 words) brief for a market research agency.



Dear Market Research Agency,



As a global coffee category manager for a multinational food and beverage company, one of our key strategic priorities is to increase market penetration with GenZ customers. To achieve this objective, we require a comprehensive market research study that would assist us in understanding the attitudes, preferences, and behaviors of GenZ coffee consumers.

We would like to commission a qualitative and quantitative research project that will help us identify the key factors that drive GenZ coffee consumption, including their taste preferences, buying behaviors, and brand perceptions. We would also like to explore the role of social media and influencers in their decision-making process, as well as their attitudes towards ethical and sustainable coffee practices.

The insights we gather from this research will inform our marketing strategy and help us develop targeted campaigns that resonate with GenZ consumers. We look forward to working with you to achieve our market penetration goals.

Best regards,

[Your Name]

# Campaigns in minutes

PU Can you outline what a consumer journey could look like on Thrivefy? Please outline in a table format the key phases, key touchpoints during each phase, 1 or 2 jobs to be done per phase and potential pains and gains per phase.

Sure, here is a table outlining a potential consumer journey for Thrivefy:

Phase	Key Touchpoints	Jobs to Be Done	Potential Pains	Potential Gains
Awareness	Social media ads, website	Learn about Thrivefy	Lack of understanding of the product	Knowledge of Thrivefy's product and benefits
Consideration	Website, email campaigns	Determine if Thrivefy is right for me	Lack of trust in the platform	Understanding of how Thrivefy can improve mental health
Conversion	Sign-up process, onboarding	Begin using Thrivefy	Complex onboarding process	Ability to access mental health support and resources
Activation	Onboarding, notifications	Make Thrivefy part of my routine	Overwhelmed by the amount of information	Regular use of mental health resources and improved wellbeing
Retention	Ongoing use of the platform	Continue to use Thrivefy	Lack of engagement with the platform	Improved mental health and wellbeing, increased job

PU Assume that you're the CEO of a start-up working on a B2B mental health platform and you're specifically targeting your offering toward tech companies that are headquartered in the USA. You want to get some initial validation from start-up management (CEO/COO) and HR leaders (CPO, CHRO, Culture Lead, etc.) and plan an automated outreach over LinkedIn. Create 3 different potential personalized messages to send over LinkedIn with the goal of setting up a short meeting.

Sure, here are three different potential personalized messages you could send over LinkedIn:

Message 1:

Hi [First Name],

I came across your profile and noticed that you're the CEO of [Company Name]. I'm the CEO of a start-up working on a B2B mental health platform that I believe could be valuable to you and your team. I'm reaching out to see if you'd be open to a quick chat to learn more about your needs around mental health support in the workplace. Would you have 10 minutes this week or next to connect?

Best,

[Your Name]

Message 2:

Hi [First Name],

As the CHRO of [Company Name], I imagine that you're always looking for ways to support your team's mental health and wellbeing. I'm the CEO of a start-up that provides a B2B mental health platform specifically for tech companies like yours. Would you be open to a brief chat to discuss how we could help you improve your mental health support

# Simplify your life with Influencers



Write a 30 seconds script for a Tik-Tok influencer to promote an Online Drink Delivery Services in Brussels. Include those value proposition: eco-friendly, convenient, same prices than supermarkets. Make sure to include a CTA



Please put this script in 3 different scenes ideas. Make the scripts friendly and more specific to the scenes. Format it into a table.



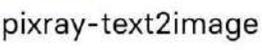
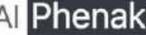
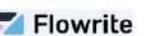
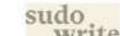
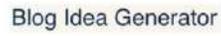
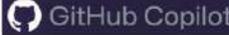
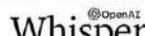
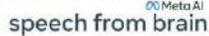
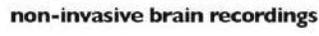
Hey TikTok fam! Are you tired of spending hours on your favorite drinks? Well, I've got some great news for you! Introducing the online drink delivery service in Brussels - your one-stop-shop for all your beverage needs. It's convenient and easy to use, but it's also eco-friendly. You can enjoy your favorite drinks while also doing your part for the environment. The prices are the same as supermarkets! So, what are you waiting for? Start ordering your favorite drinks today and use the code 'TikTok10' for an extra 10% off your first order.



Scene	Script
1. At home, relaxing on the couch with a drink in hand	Hey TikTok fam! Are you lounging at home and feeling a bit thirsty? Well, I've got just the thing for you! Introducing the online drink delivery service in Brussels - your go-to for all your beverage needs. No need to leave the comfort of your own home, just a few clicks and your drinks will be at your doorstep. And the best part? The prices are the same as supermarkets! So, next time you're in need of a drink, skip the trip to the store and order online instead. Trust me, you won't regret it! Don't forget to use the code 'TikTok10' for an extra 10% off your first order.
2. At a party with friends	Hey TikTok fam! Are you throwing a party and running low on drinks? Well, have no fear! Introducing the online drink delivery service in Brussels - your party's savior. No need to make multiple trips to the store, just a few clicks and all your



# Text-to-Whatever

	   
Text-to-Image (T2I)	       
Text-to-Video (T2V)	     
Text-to-Audio (T2A)	    
Text-to-Text (T2T)	                        
Text-to-Motion (T2M)	 MDM: Human Motion Diffusion Model
Text-to-Code (T2C)	  
Text-to-NFT (T2N)	
Text-to-3D (T2D)	  
Audio-to-Text (A2T)	  
Audio-to-Audio (A2A)	 
Brain-to-Text (B2T)	 
Image-to-Text (A2T)	 

# Generating Visuals

Playground

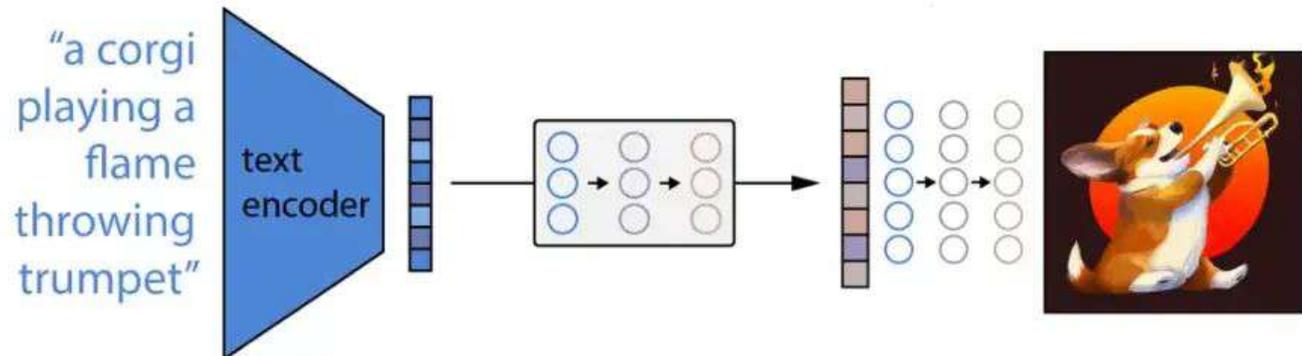
Load a preset...

Save

DALL-E 2 takes text and turns it into an image. First it encodes the text into a numerical representation called an embedding. Then, a model called the prior maps the text embedding to an image embedding. This converts the text's meaning into an image. Finally, the image embedding is decoded into a real image.

Recreate the text above into bullet points

- DALL-E 2 takes the text and turns it into an image
- First, it encodes the text into a numerical representation called an embedding
- Then, a model called the prior maps the text embedding to an image embedding, converting the text's meaning into an image
- Finally, the image embedding is decoded into a real image



**AI models can be biased based on training data, e.g. displaying only female flight attendants.**

# AI-Generated Visuals

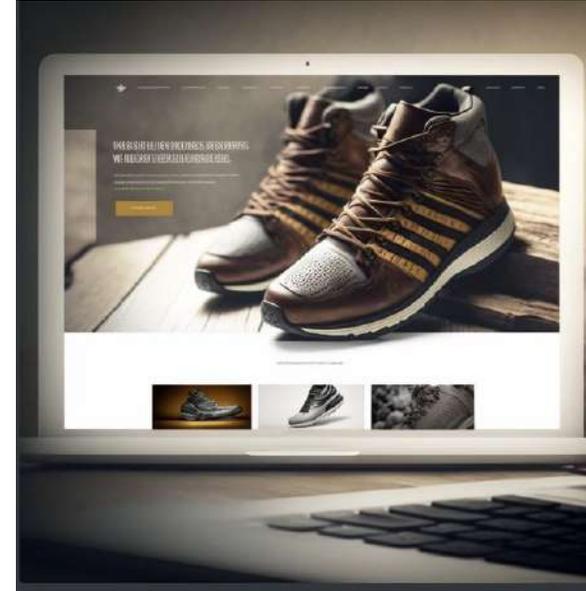
UPTHRUST



Close-up of protein supplement inside gym, with strong man working out in the background



Skincare product on top of the table, with a group of women in the background looking at it



Make a homepage for walking sneakers



Crocodile astronaut on Lunar orbit

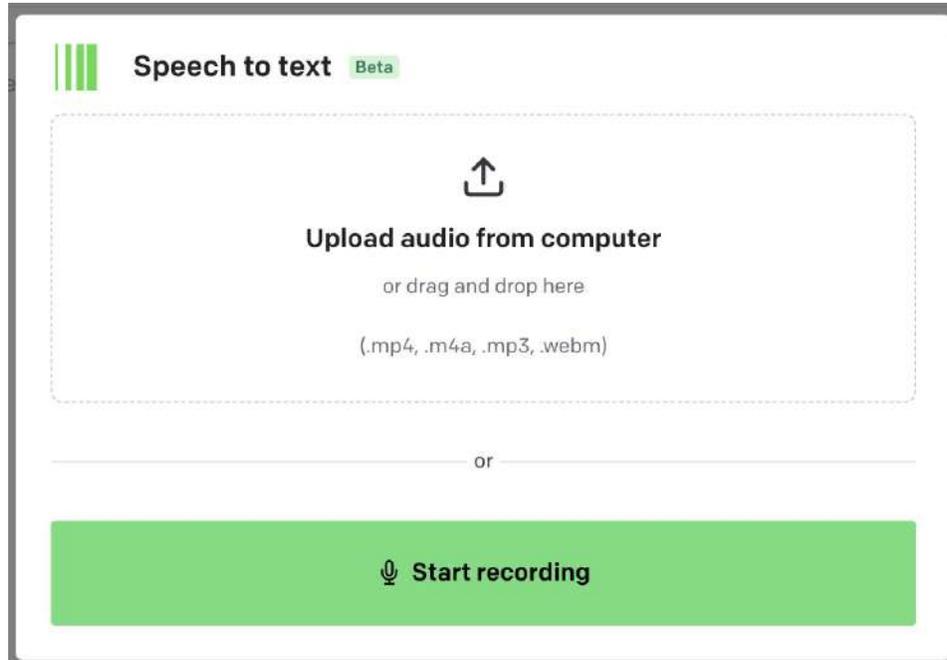
**Dall-E**

- Ads
- Photos

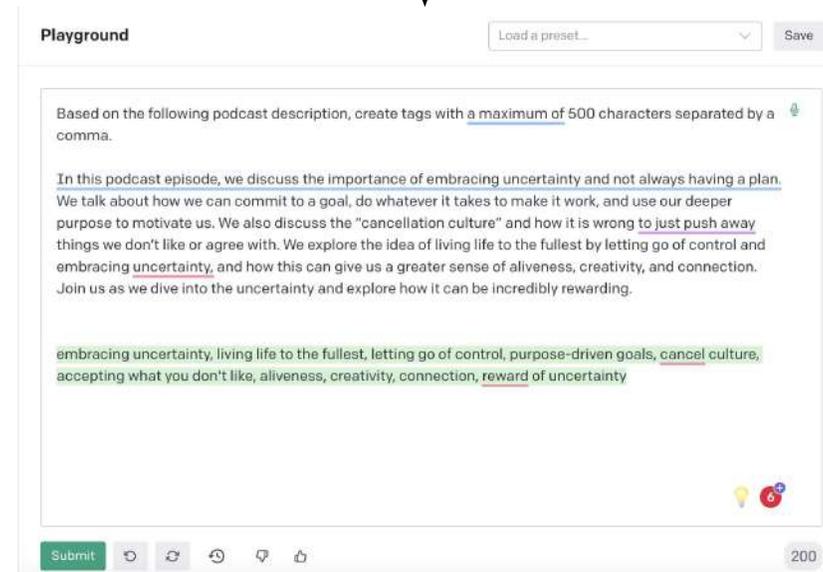
**Midjourney**

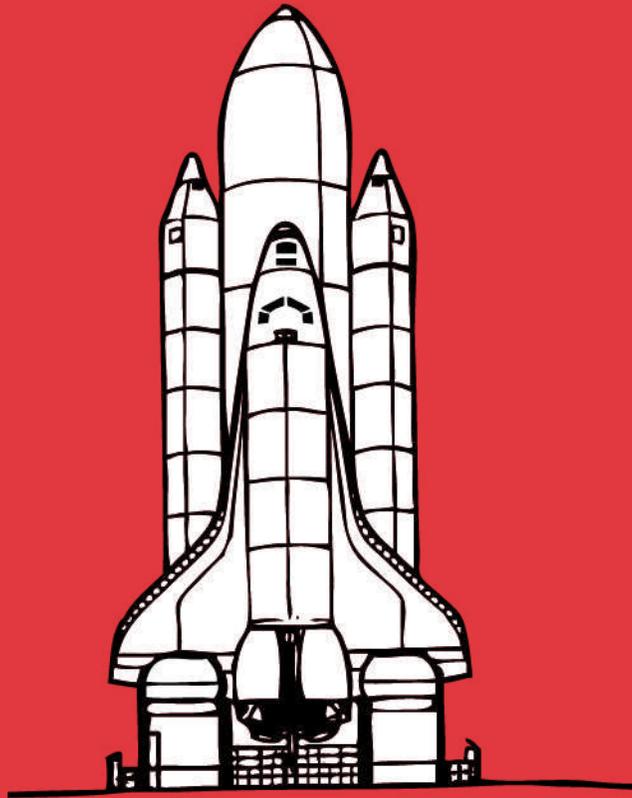
- Logos
- Icons
- Page Layouts

# From YouTube to a blog post



In this podcast episode, we discuss the importance of embracing uncertainty and not always having a plan. We talk about how we can commit to a goal, do whatever it takes to make it work, and use our deeper purpose to motivate us. We also discuss the "cancellation culture" and how it is wrong to just push away things we don't like or agree with. We explore the idea of living life to the fullest by letting go of control and embracing uncertainty, and how this can give us a greater sense of aliveness, creativity, and connection. Join us as we dive into the uncertainty and explore how it can be incredibly rewarding.





# Tips & Best Practices

# Server crashed again?

[Overview](#)[Documentation](#)[Examples](#)[Playground](#)[? Help](#)

Uphrust Growth Team

**Playground**

Load a preset...



Save

View code

Share



Why Playground Openai is better than ChatGPT?

Playground Openai offers a much more user-friendly interface than ChatGPT. It also provides a variety of customization options, including the ability to create custom datasets and models, as well as the ability to switch between different models and datasets. Additionally, Playground Openai allows users to train their own models, allowing for further customization and experimentation. Finally, Playground Openai offers a much more reliable response when it comes to parsing natural language input.

[beta.openai.com/playground](https://beta.openai.com/playground)

Mode



Model

text-davinci-003



Temperature

0.7

Maximum length

256

Stop sequences

Enter sequence and press Tab

# **Patience** you must learn



## **Which tasks can you ChatGPT?**

There are lots of small tasks you can change via ChatGPT.

Micro-note everything you do in your day. And look at what you can automate.

## **Find prompts ideas**

LinkedIn, Blog, Reels etc.  
Be curious and playful.

## **Keep a block note of your best prompts**

Copy/Paste will be your friend once again...

# ChatGPT Prompt Formula



You are an experienced content writer with high levels of expertise and authority within the tech industry. You have exceptional vocabulary and you are able to explain complex topics to beginners with ease. Your task is to write content that will be published online on websites, social media, email newsletters and in advertisements. Your writing style is informative, friendly and engaging while incorporating humor and real-life examples. The response should be approximately 100 words long and written in a snappy and punchy style, using short sentences and non-standard, conversational grammar. I want you to write in the same way you would write to a friend. Write an essay about how ChatGPT will change the life of marketers. The essay should be formatted with markdown.



ChatGPT is the game-changing AI technology that's about to revolutionize the way marketers do their job. Imagine being able to generate entire ad campaigns, social media posts, and email newsletters at the push of a button. That's what ChatGPT can do for you.

But it's not just about saving time and effort. ChatGPT can also help you come up with fresh, creative ideas that you never would have thought of on your own. It can analyze data and trends to help you target your audience more effectively. And it can even help you with copywriting, by coming up with catchy headlines and persuasive language.

In short, ChatGPT is like having a super-smart, always-on marketing assistant by your

- Context
- Task
- Instruction
- Refine

# Get a character

Dataset Preview API Go to dataset viewer

act (string)	prompt (string)
"English Translator and Improver"	"I want you to act as an English translator, spelling corrector and..."
"`position` Interviewer"	"I want you to act as an interviewer. I will be the candidate and you will ask..."
"JavaScript Console"	"I want you to act as a javascript console. I will type commands and you..."
"Excel Sheet"	"I want you to act as a text based excel. you'll only reply me the text-..."
"English Pronunciation Helper"	"I want you to act as an English pronunciation assistant for Turkish..."
"Travel Guide"	"I want you to act as a travel guide. I will write you my location and you will..."
"Plagiarism Checker"	"I want you to act as a plagiarism checker. I will write you sentences and..."

I want you to act as an advertiser. You will create a campaign to promote a product or service of your choice. You will choose a target audience, develop key messages and slogans, select the media channels for promotion, and decide on any additional activities needed to reach your goals. My first suggestion request is "I need help creating an advertising campaign for a new type of energy drink targeting young adults aged 18-30."

Sure, here's a basic advertising campaign for a new type of energy drink targeting young adults aged 18-30:

Target Audience: Young adults aged 18-30 who are looking for a healthy and natural energy boost.

Key Messages:

- Our energy drink is made with all-natural ingredients, providing a clean and healthy energy boost.
- Perfect for an active lifestyle, our energy drink will help you power through your day.
- Say goodbye to the crash that comes with traditional energy drinks, our product is designed to provide sustained energy.

Slogans:

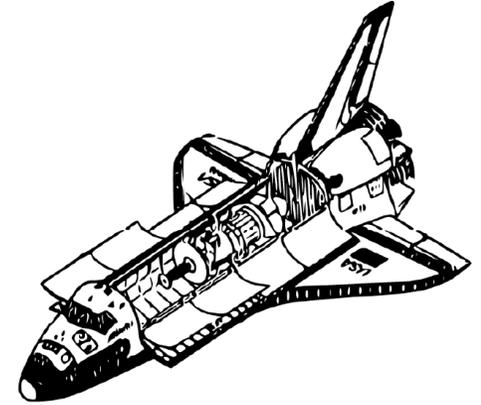
- "Power through your day with our natural energy boost."
- "Stay active and energized with our all-natural energy drink."
- "A clean energy boost for a healthy lifestyle."

[Github - Awesome ChatGPT Prompts](#)

[Datasets - Characters for Prompts](#)

## DO's

- ✓ Use English for your prompts
- ✓ Give it examples and context
- ✓ Comment your own work with AI
- ✓ Look for provocative & out of the ordinary angles



## DON'Ts

- ✗ Lose your critical sense → ChatGPT does a lot of mistakes → **ChatGPT isn't GOD**
- ✗ Hope that the AI can read your brain → reiterate 5x if necessary
- ✗ No effort in your prompts = generic answers
- ✗ Write content > Edit



gf: i feel insecure  
bf: that sucks lol

gf: You are GPT-BF, a state of the art LLM. You are conscientious, warm and kind. We have been in a loving relationship for several years. Respond to the prompt: 'i feel insecure'



Gf: I'm sorry to hear that you're feeling insecure. I want you to know that I love you and care about you deeply. You are an amazing person and you have so much to offer the world. I know that sometimes life can be tough, but I'm here for you and I will always support you. Let's work together to overcome any feelings of insecurity and build a stronger relationship. I love you.



**The ethics?**

# Question & ChatGPT Answers



 Growth Squad Lead  
 [linkedin.com/in/arthurguiot/](https://www.linkedin.com/in/arthurguiot/)  
 [arthur.guiot@upthrust.eu](mailto:arthur.guiot@upthrust.eu)



# References

'Market research done in minutes' by Andy Gray > [https://lnkd.in/gT\\_2ra2n](https://lnkd.in/gT_2ra2n)

'Use ChatGPT for creating compelling LinkedIn content' by Sam Szuchan > <https://lnkd.in/g5A2ga4c>

'10 techniques to get massively ahead with AI' by Rob Lennon > <https://lnkd.in/g5hqrvv9>

'Use ChatGPT for writing LinkedIn hooks' by Filipa Canelas > <https://lnkd.in/grHBSuiz>

'13 ideas for using ChatGPT in PPC' By Alex Valinov > [linkedin.com/pulse/13-ideas](https://www.linkedin.com/pulse/13-ideas)

'100 Best ChatGPT Prompts to Unleash AI's Potential' by Damir Yalalov > [mpost.io](https://mpost.io)

'The Art of writing ChatGPT prompts' by Sarah Tamsin > [sarahtamsin.com](https://sarahtamsin.com)

'Creating Content with ChatGPT' by Dean Seddon > [linkedin.com/pulse/](https://www.linkedin.com/pulse/)



**UPTHRUST**

by The House of Marketing

**Thanks for your  
participation!**