

# NightJarr

Turn data science into sales



Profitable  
sales



Analytics



Strategy &  
reviews



Training &  
resourcing



## Ferdie Bester

- 15 years digital experience
- Google Analytics certified
- Ex-ClickMaven
- Ex-Jellyfish



Completed

Google Analytics Individual  
Qualification

on June 24, 2021

Strauss&co

Fine Art Auctioneers | Consultants



E & BEYOND

Virgin  
active

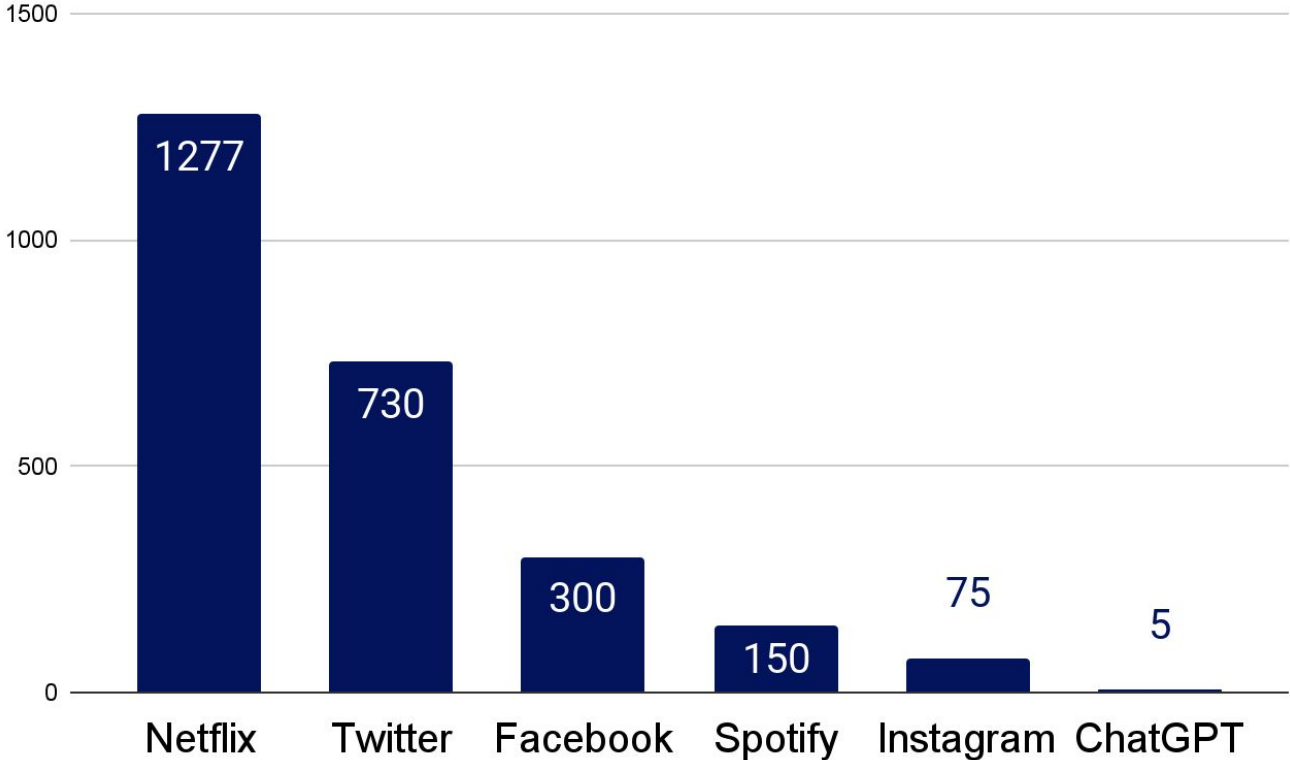
CURRO

# Agenda

- ChatGPT's impact on digital marketing
- Google, Bing, and ChatGPT
- How use ChatGPT (for competitive advantage)
- Digital media predictions in SA for 2023
- Q&A

# ChatGPT's impact on digital marketing

# Days to a million users





**Language model**  
Data before 2021  
Collection of past ideas

# How smart is it?

1. Passed 12th grade English essay
2. Passed law exams in four courses at the University of Minnesota
3. Passed Google coding interview for level three engineer

**Manual work is dead  
Long live creativity**

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# Example 1



**Ferdie Bester** • 1:50 PM

Great, anything you want covered in the session?

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TODAY

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**Angelique Damonse** • 11:56 AM

Hello.

Nothing specific. Just really interested in hearing more about it and how to utilize it best as a marketer. Would also be interesting to discuss chat gpt vs writers

I currently make use of it.

# Example 1



Can you please summarise the key trends in these separate paragraphs and summarise in 5 bullet points:

"

It could help you interpret the data on which articles (most readers) are popular but it would take a lot of engineering to automate.

I think for me, I've only begun to scratch the surface of how it to use it. I think I'm looking for more information about how AI can assist advertisers to do our jobs better. Finding a way to integrate it in our daily asks e.g. strategy research and copywriting etc. because with Bard coming out as well, i'm curious as to what this means for the future of digital advertising.

I am not sure. I'm more interested in the general industry discussion and thoughts.

# Example 1

Key trends from the separate paragraphs:

1. Interest in the potential use of AI to interpret data, assist advertisers, and improve content creation.
2. Curiosity around ChatGPT, its role in the marketing sector, and how it can be integrated into workflows.
3. General interest in understanding the impact of ChatGPT on industries, including FMCG marketing, digital marketing, and media and comms.
4. Concerns around ethical considerations and limitations of using AI, as well as the reliability and sustainability of AI systems and applications.
5. General curiosity and interest in learning about AI tools, their capabilities, and how they can be used to improve quality of work and efficiency.



# Example 2



Please write an article about Marketing Analytics and AI in 400 words. Use the phrase "AI Analytcs" 3 times

# Example 2



## Marketing Analytics and AI: The Perfect Match for Data-Driven Success

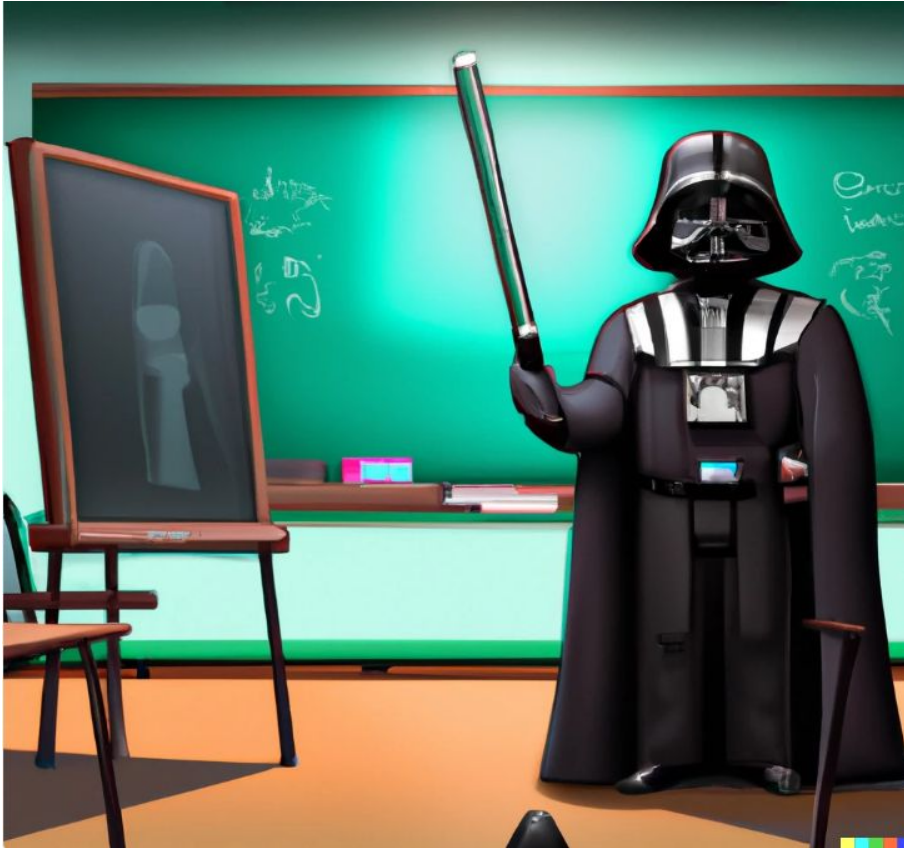
In today's data-driven world, marketing professionals have access to more information than ever before. However, with such a vast amount of data available, it can be challenging to extract valuable insights that drive successful marketing campaigns. This is where AI Analytics comes into play.

AI Analytics is a powerful tool that uses machine learning algorithms and other artificial intelligence techniques to analyze vast amounts of data and extract valuable insights. In the field of marketing, AI Analytics can be used to optimize campaigns, understand customer behavior, and make data-driven decisions that lead to business growth.

One of the primary benefits of AI Analytics is its ability to process and analyze large amounts of data in real-time. This allows marketers to make quick decisions based on up-to-date information, giving them a competitive advantage over those who rely on outdated data. By using AI Analytics, marketers can identify patterns and trends that may have otherwise gone unnoticed, enabling them to create more effective and targeted campaigns.

Another benefit of AI Analytics is its ability to personalize marketing efforts. By analyzing customer data, including past purchases, browsing history, and social media activity, AI Analytics can create targeted marketing campaigns that resonate with specific individuals. This can lead to higher conversion rates and improved customer satisfaction, ultimately leading to increased revenue.

# Example 3



“darth vader with light sabre  
class room digital art”



Ferdie x DALL-E

Human & AI

# The old world



Creativity

Manual work

# The new world



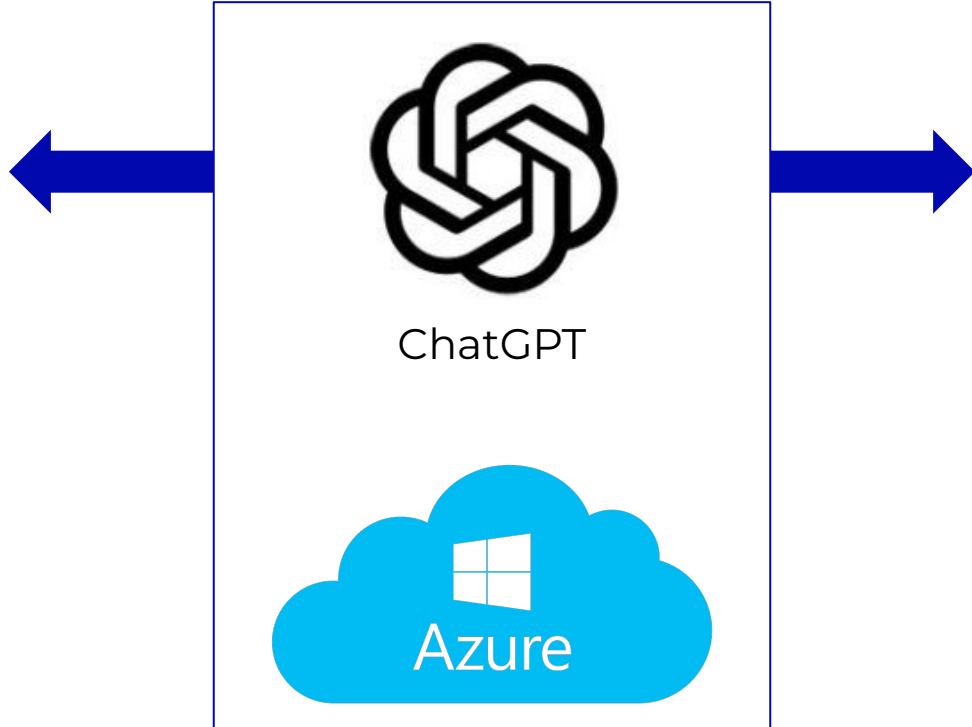


# ChatGPT, Bing & Google



ChatGPT







Everything to lose



Everything to gain

# Access the new Bing even faster

Get ahead in the line when you complete the following

- 1 Set [Microsoft defaults](#) on your PC
- 2 Scan the QR code to install the [Microsoft Bing App](#)





Add "Microsoft Bing Search for Chrome"?

It can:


Read and change all your data on all websites

Display notifications

Change your search settings to: bing.com

Add extension

Cancel

 Change back to Google Search?

The "Microsoft Bing Search for Chrome" extension changed search to use bing.com

Change it back

Keep it



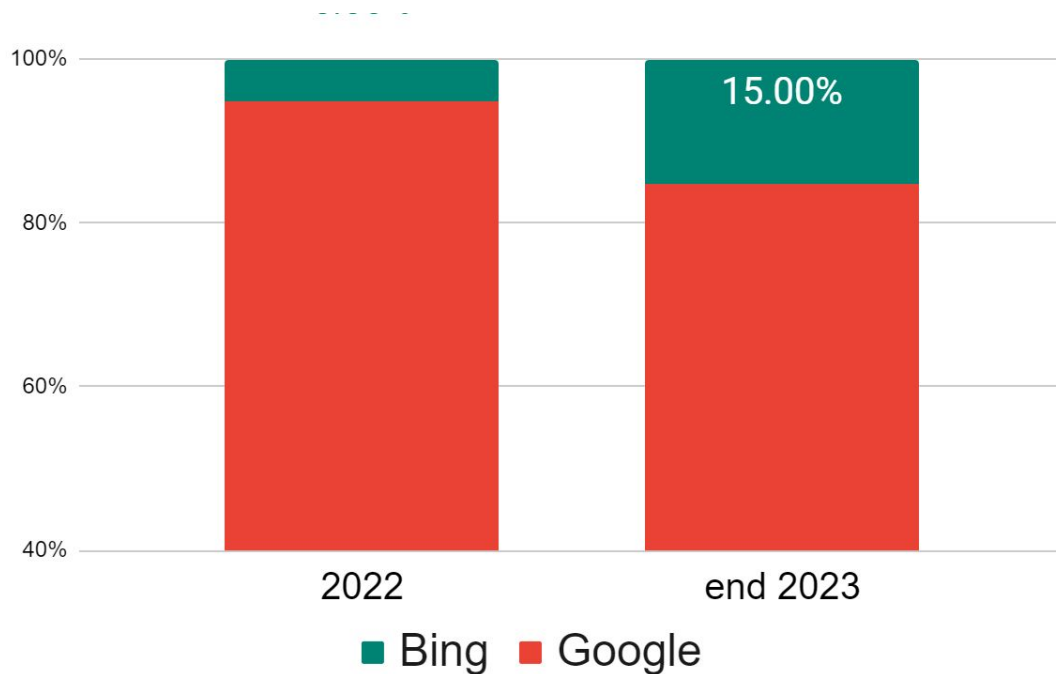
**Wait—don't change it back!**

If you do, you'll turn off **Microsoft Bing Search for Chrome** and lose access to Bing search and wallpapers

Select **Keep it** to continue searching with Microsoft Bing



# South Africa market share







# How to use ChatGPT in marketing

# 1. Content (SEO)



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## 2. Ad copywriting



Write 5 descriptions but limit to 80 characters. Focus on solving sales or marketing issues with data



1. "Solve sales challenges with our data-driven marketing strategies, increase conversions and revenue"
2. "Improve marketing ROI with our data analytics solutions, target the right audience and boost sales"
3. "Maximize your sales potential with our AI-powered marketing tools, optimize campaigns and drive growth"
4. "Get a competitive edge with our data-driven sales approach, gain insights and drive business success"
5. "Unlock the power of data to drive your sales and marketing efforts, achieve measurable results"

# 3. Image generation

DALL·E 2



Example of your ad



**AI-Driven Marketing**

We help you capture and analyze data for better marketing strategies and profitable sales

NightJarr

[Open >](#)

Royalty free

# 3. Images

*Johannesburg Skyline, photo realistic, 8k. Buildings with solar panels*



MidJourney



# 4. Translation



Get rewarded when you bank with FNB or RMB Private Bank

eBucks Rewards is one of South Africa's leading rewards programmes. For 20 years, we've been giving our customers more value, more benefits and even more rewards.

You can earn eBucks while doing everyday things – like shopping, filling up with fuel or buying airtime. You can spend your eBucks on anything from a dream holiday to monthly essentials or the latest gadget.

Earn and spend eBucks at over 30 online or in-store partners including Clicks, Engen, Takealot, Checkers and Shoprite. Plus, you can use your eBucks when you book flights, travel packages and car hire using the FNB or RMB Private Bank app or the eBucks website.

Please translate the above into Afrikaans

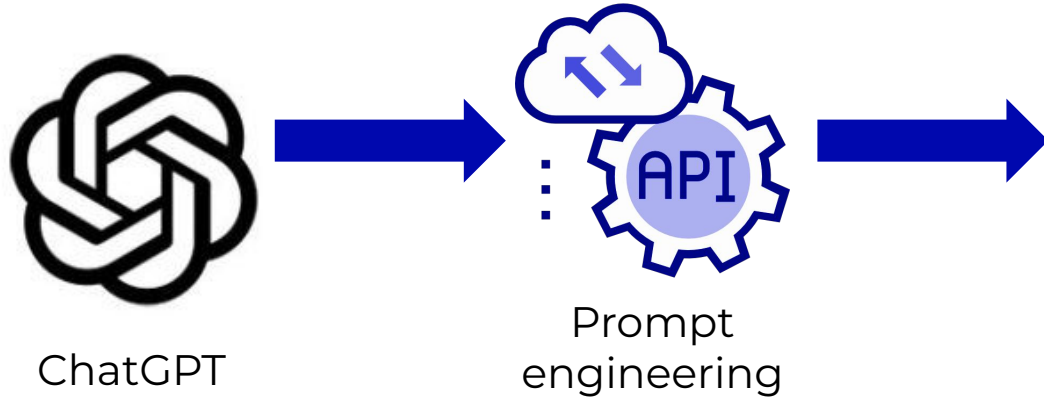


eBucks Rewards is een van Suid-Afrika se voorste beloningsprogramme. Vir 20 jaar gee ons aan ons klante meer waarde, meer voordele en selfs meer belonings.

Jy kan eBucks verdien terwyl jy alledaagse dinge doen - soos inkopies doen, jou brandstoftenk vol maak of lugtyd koop. Jy kan jou eBucks spandeer aan enigiets van 'n droomvakansie tot maandelikse benodighede of die nuutste gadget.

Verdien en spandeer eBucks by meer as 30 aanlyn of in-winkelveenote, insluitend Clicks, Engen, Takealot, Checkers en Shoprite. Plus, jy kan jou eBucks gebruik wanneer jy vlugte, reispakkette en motoruur bespreek met die FNB of RMB Private Bank app of die eBucks webwerf.

# 5. Your own ChatGPT



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# 6. Insight from data



| Date    | Time      | Host            | Name   | Web Registrants (Mailchimp and LinkedIn) | LinkedIn RSVP | Total  |
|---------|-----------|-----------------|--|--|---------------|--------|
| RSVP    | Attendees | Attendance rate |  |  |               |        |
| 2 Feb   | 10:00 AM  | Ferdie          | How to measure marketing ROI with Google Analytics | 18                                       | 10            | 18     |
|         |           |                 |  |  |               | 55.56% |
| 10 Feb  | 10:00 AM  | Ferdie          | How to setup ROI tracking in Google Analytics      | 10                                       | 10            | 7      |
|         |           |                 |  |  |               | 70.00% |
| 18 Feb  | 10:00 AM  | Ferdie          | How to measure your brand's growth online          | 9  | 9             | 2      |
|         |           |                 |  |  |               | 22.22% |
| 1 March | 10:00 AM  | Ferdie          | How to use GTM for advanced tracking               | 11                                       | 11            | 5      |
|         |           |                 |  |  |               | 45.45% |
| 9 March | 10:00 AM  | Ferdie          | How to measure marketing ROI with Google Analytics | 10                                       | 10            | 8      |
|         |           |                 |  |  |               | 80.00% |

# 6. Insight from data



What is the probability for visiting the "Contact Us" page



To estimate the probability that a user will visit the "Contact Us" page, we can calculate the relative frequency of views for that page as a proportion of the total number of views. In this dataset, the "Contact Us" page has 9 views, and the total number of views for all pages is 365. Therefore, the estimated probability that a user will visit the "Contact Us" page is  $9/365$



= 0.0245.

# Next workshops

## AI: The next step for digital marketing analytics

28 March 2023 | 10am

- AI and media buying - the next frontier in media buying
- The state of Google Analytics 4
- ChatGPT and your marketing data
- Q&A

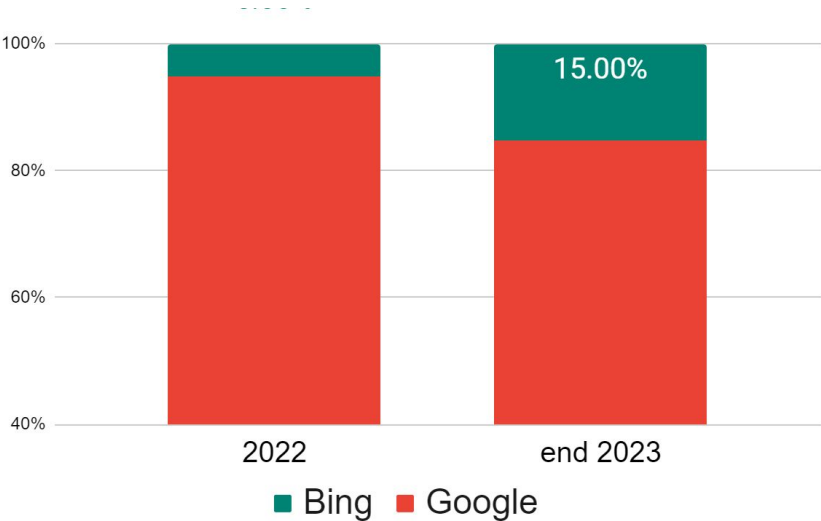
[Link here](#)



**Sheldon Singh** from FNB

# Digital media predictions SA

# 1. Microsoft advertising (Bing)



**NETFLIX**

## 2. ROI tracking issues

Google Analytics 4 is not yet usable

Migrating from Universal Analytics

Universal Analytics (UA) standard will stop p

If this GA4 property is one that you're migrat  
activate the GA4 Setup Assistant, which can  
property. If you have a UA property that isn't  
created for you. [Learn more](#)

Would you like to connect this GA4 property

Yes

Which property?

Select property ▾

No

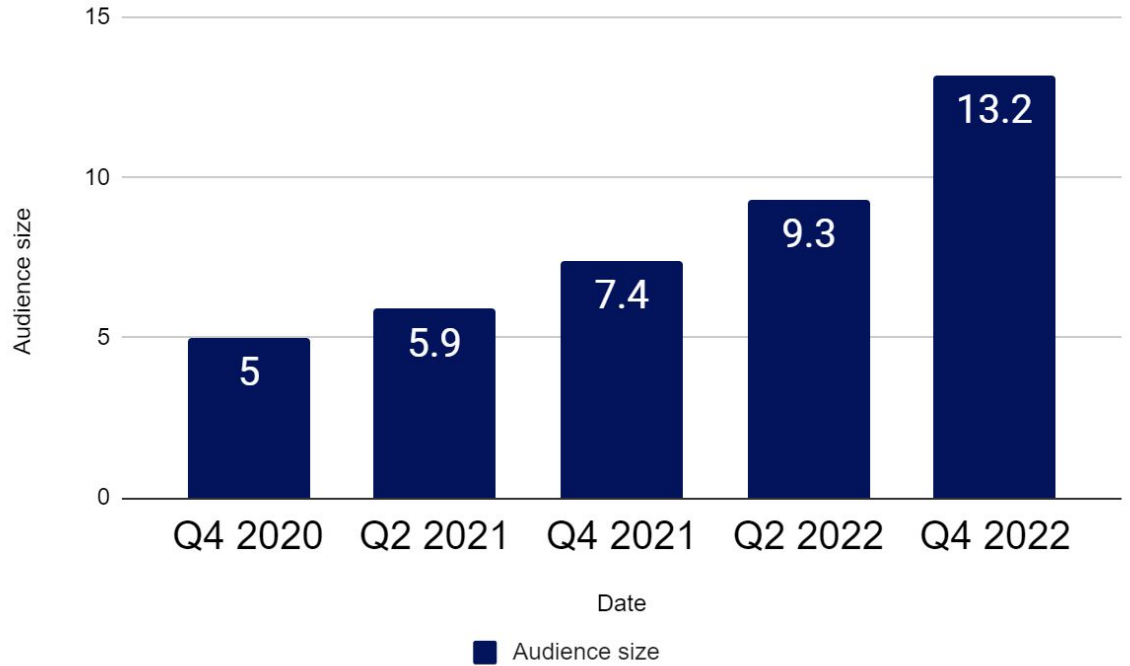


# 3. Google - Antitrust

The US Justice Department and eight states sued Alphabet Inc.'s Google, calling for the break up of the search giant's ad-technology business over alleged illegal monopolization of the digital advertising market. [...]

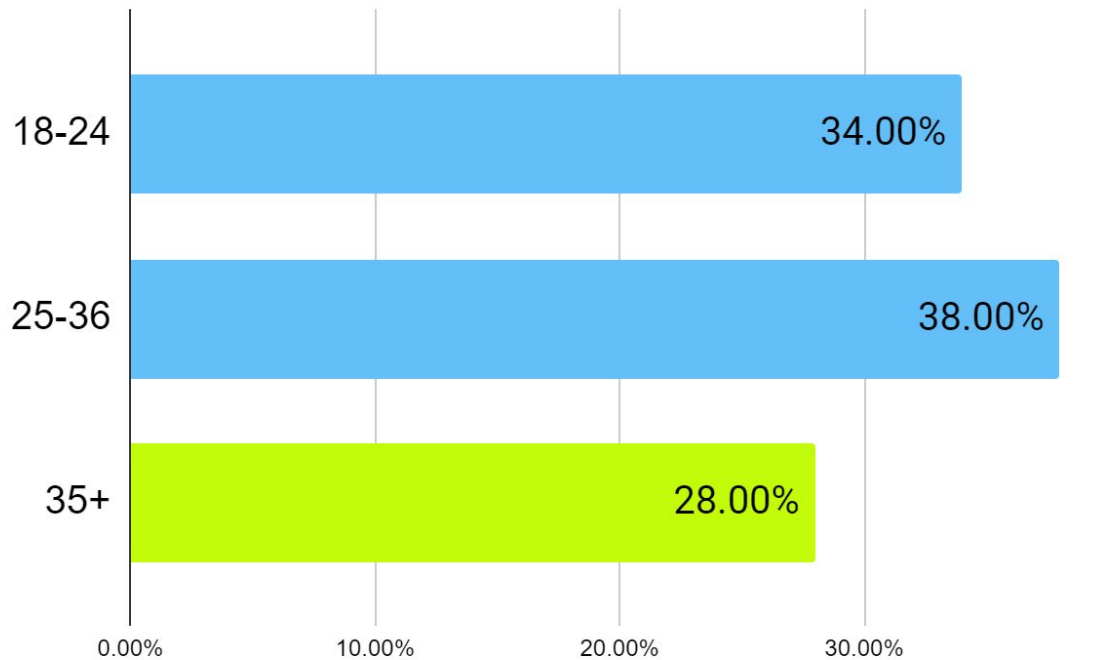
# 3. Tiktok

Massive growth in South Africa





# 3. Tiktok



## 4. LinkedIn



# 5. SEO for ChatGPT



Congratulations on your anniversary! 🎉 There are many places you can go that are within a 3 hour flight from London Heathrow. Here are some suggestions based on your preferences and the best destinations in Europe in September <sup>4</sup> <sup>5</sup> <sup>6</sup>:

- If you like **beaches** and **sunshine**, you can fly to **Malaga** in Spain <sup>1</sup>, which has a pleasant climate, a lively culture, and a beautiful coastline. You can enjoy the sandy beaches, the historic monuments, and the delicious tapas. Malaga is also a great base to explore other nearby attractions, such as Granada, Seville, and Cordoba.
- If you like **mountains** and **lakes**, you can fly to **Anney** in France <sup>4</sup>, which is a charming alpine town near the Swiss border. Anney is known as the "Venice of France" because of its canals and bridges. You can admire the stunning scenery, visit the medieval castle, and try some local cheese and wine. Anney is also close to Geneva, Chamonix, and Lyon, if you want to see more of the region.
- If you like **art** and **history**, you can fly to **Florence** in Italy <sup>6</sup>, which is the birthplace of the Renaissance and a UNESCO

Learn more: [1. flightconnections.com](#)

[2. withinhours.com](#)

[3. withinhours.com](#)

[4. gofargrowclose.com](#)

[5. priceoftravel.com](#)

[6. headout.com](#)

# Predictions

| Trend                                      | Impact |
|--|--------|
| ROI measurement issue - Google Analytics 4 | High   |
| Tiktok - eCommerce & branding              | High   |
| Microsoft advertising (Bing + Netflix)     | Med    |
| LinkedIn - Increase in spend               | Med    |
| Google - Cost per click ↓                  | Low    |
| SEO for ChatGPT                            | Low    |

# Q&A

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Analytics



Strategy &  
reviews



Training &  
resourcing