

# NightJarr

Leverage ChatGPT for marketing success



Marketing  
Analytics



Digital  
media



Martech



AI in  
marketing



## Ferdie Bester

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



AI for everyone by DeepLearning.AI

Coursera

Issued Mar 2023



EBEYOND

CURRO

# Agenda

- Train ChatGPT to help you with marketing
- Copywriting (website, social) + SEO
- Advertising copy (search and social media ads)
- Co-write a marketing strategy for you
- Assist with interpreting marketing data

# Next workshop

## The 2023 MarTech landscape in South Africa

- What is MarTech? What are the benefits?
- Adtech: To Google or not to Google, that is the question
- Marketing analytics: The state of Google Analytics 4 and alternatives.
- CRM & customer data platforms (CDP): The future is first party data.

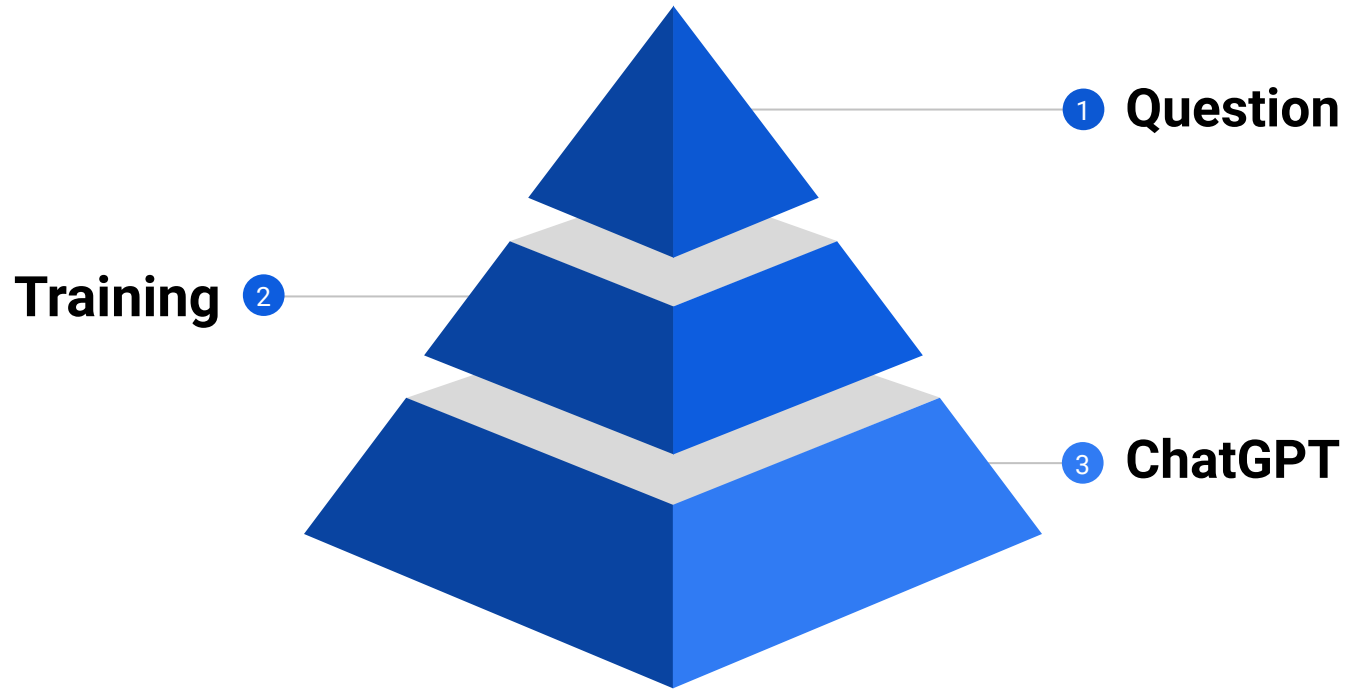
14 June 10am

[Reserve your spot](#)

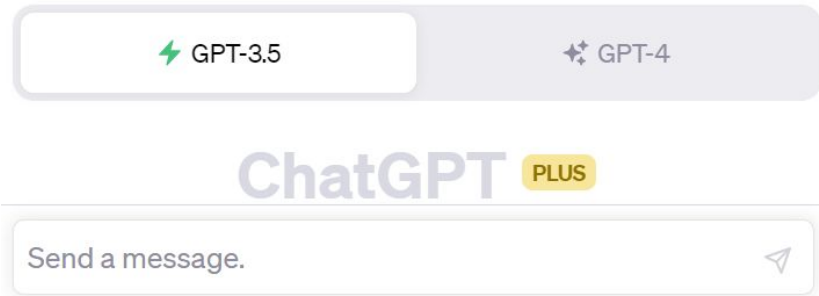


**Mauritz Gilfillan** - Partner Manager at Acceleration (Denmark)

# Train ChatGPT







ChatGPT



(c) **Use of Content to Improve Services.** We do not use Content that you provide to or receive from our API (“API Content”) to develop or improve our Services. We may use Content from Services other than our API (“Non-API Content”) to help develop and improve our Services. You can read more here about [how Non-API Content may be used to improve model performance](#). If you do not want your Non-API Content used to improve Services, you can opt out by filling out [this form](#). Please note that in some cases this may limit the ability of our Services to better address your specific use case.

**Training**



1 Question

2

3 ChatGPT



You are the marketing assistant for <FakeCo here> , please focus on marketing.  
Be friendly, courteous and keep answers short.



Do you understand?



Here's more information on our services:

"

Our solutions

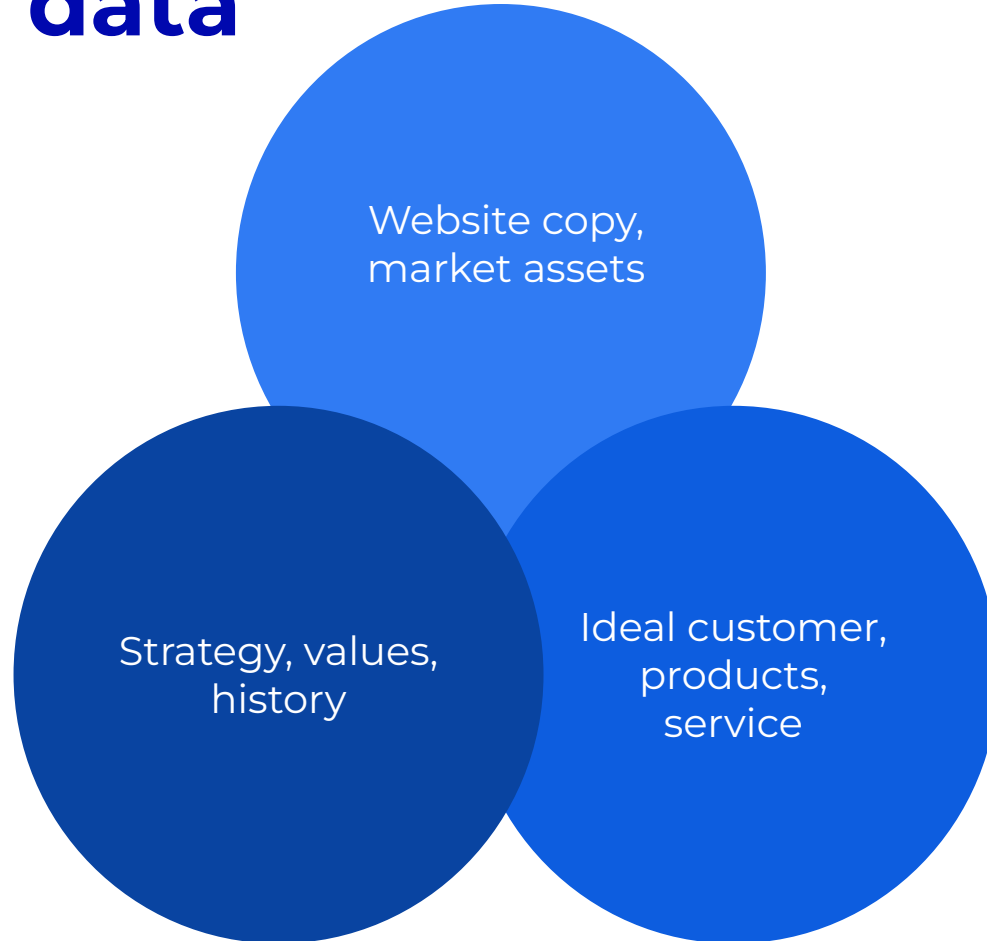
We are a data and analytics agency. Our process starts with a client-centric easy-going conversation around your core business' challenge. We then journey with you as we help solve it using our data science techniques.

Profitable sales

By refocusing how your customer data is being used - away from nonprofitable sales, and onto the data that matters - we help you save on time and resources previously wasted.

The data which determines a valuable client, is stored in your CRM and call centre data, which we use to target profitable

# Training data



Do you understand?





# Copywriting

# The old approach



**Creative direction**



**Manual writing**

# The new approach



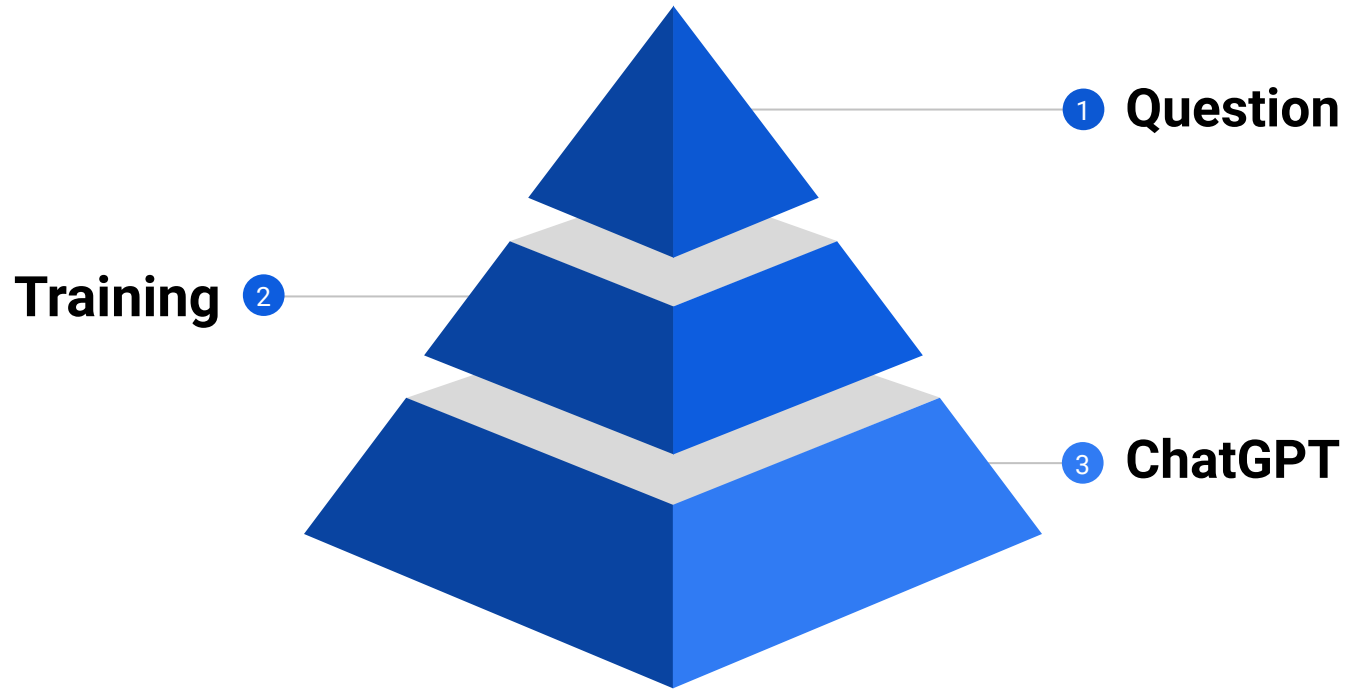
Creative direction = Success

Creative direction + ChatGPT = Quicker success

ChatGPT = 

**How to**





# Website prompts

- Please summarise what we do in a headline
- Please summarise our services in 4 pillars
- Please provide 5 alternatives
- Please write a page about service X
- Please use a serious/playful tone

# Social prompts

- Please write LinkedIn post about X to X audience and keep to 200 characters and use the hashtag #lifeinsurance and #financialservices
- Please write Facebook post about X to X audience and keep to 100 characters and use the hashtag #money and #financialservices



**SEO**



富嶽三十六景 神奈川沖  
浪裏

江戶 葛飾 一筆





Please write an SEO article with 400 words around the topic "life insurance" and use the keyword "life insurance" 5 times



# 1. Create value



- 1. Demand research (keyword research)
- 2. Create something unique
- 3. Why, what, how, when

## 2. Prove you are expert



EEAT

## 2. Prove you are expert

**1.Experience.** Demonstrate the creator's first-hand experience with the subject matter.

**2.Expertise.** Author: Do they have the knowledge, qualifications, and credentials required to give reliable information?

**3.Authority:** What is the author's reputation in the industry?

**4. Trust:** Be clear about **who wrote the content**, edit for factual accuracy, cite trustworthy sources

## 2. Prove you are expert (how)

1. **Experience.** Write something unique & valuable

2. **Expertise.** “Written by <author>” Author Bio

3. **Authority:** Links from industry

4. **Trust:** Factual accuracy, cite trustworthy sources

A rounded rectangular search bar with a teal border. The left portion is white and contains the text 'http://www.'. The right portion is teal and contains a white magnifying glass icon.

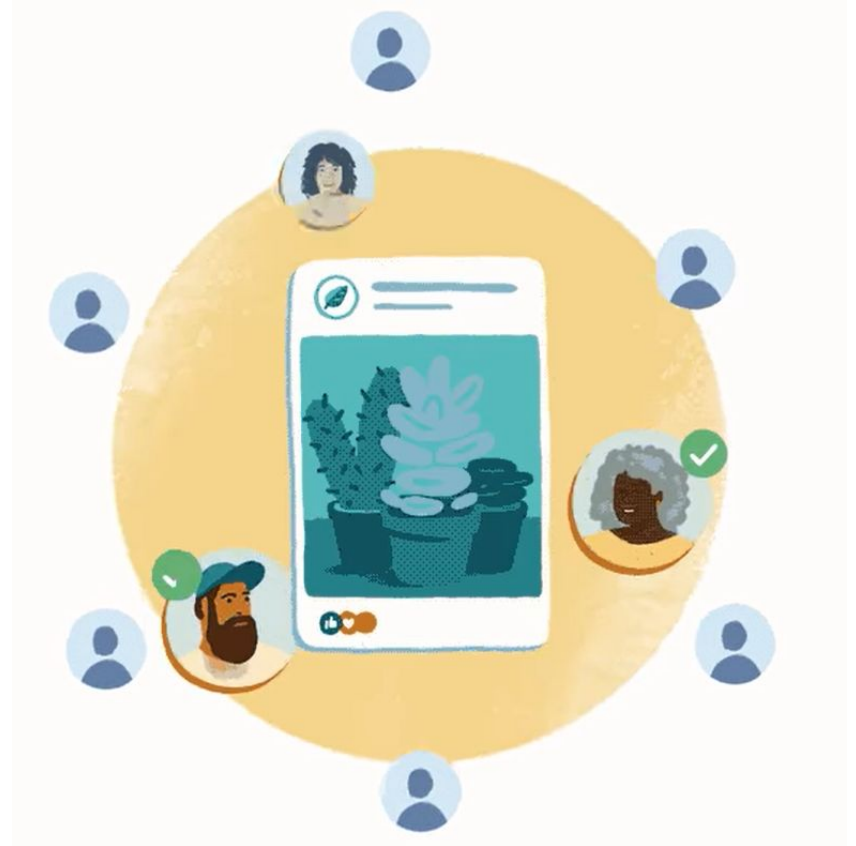


# Advertising copy

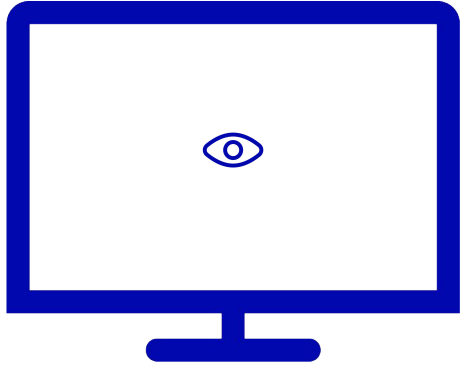
## Search and social media ads

# Who cares?

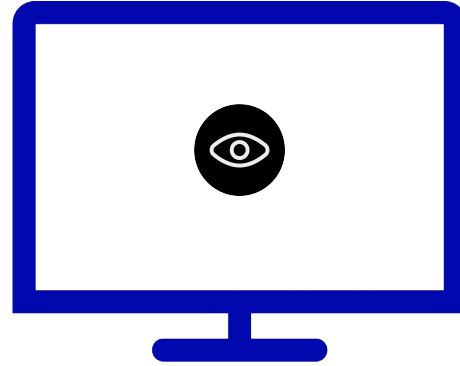
Cost per click (CPC)



# A/B split testing

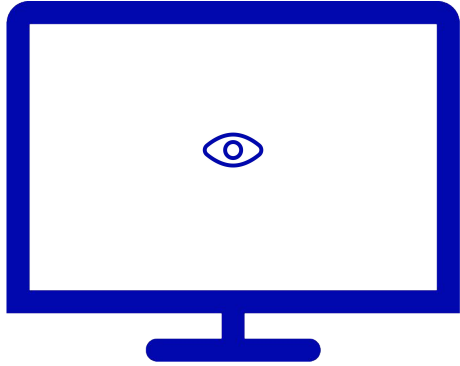


A = 1% CTR  
1 click

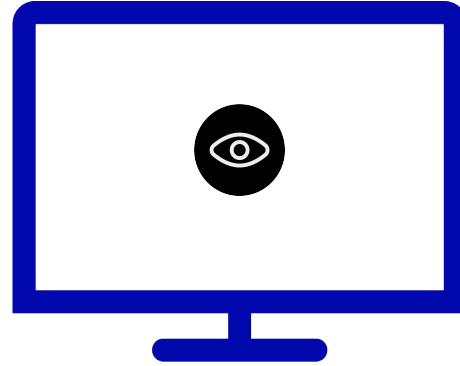


B = 2% CTR  
2 clicks

# A/B split testing



A = 1% CTR  
1 click



B = 2% CTR  
2 clicks  
CPC 50% lower

Cost per click (CPC) = Cost per impression (CPM) X Click Through Rate (CTR)



Quality of your ad(s)

# Google Ads | Search

You can provide up to

15 headlines

4 descriptions



nightjarr.com

www.nightjarr.com/za



GTM & Analytics Agency | GTM and Data Studio | Johannesburg

Setup of GTM, GA4, events, goals, reports and dashboards. Finally get insight from your web analytics.



# Google Ads | Responsive Display

## Combinations

5 Short headlines

1 Long headline

5 Descriptions for a single ad

### Headlines

Add up to 5 headlines

Suggested headlines

[More ideas](#)

 You have entered the maximum number of headlines.

AI Marketing Solutions

 To improve performance, try editing this headline 22 / 30

ROI from Data Driven Marketing

30 / 30

AI-Driven Marketing

19 / 30


More sales by using AI

22 / 30


Marketing Data Science






22 / 30

# Facebook Ads

 **Mustard Made**  
Sponsored · 🌐


Everyone needs a Shorty by their bedside in any color of the rainbow 🌈




  
  
  
  







NEW COLORS AVAILABLE  
Shop the Shorty locker.

[Shop now](#)

 **Mustard Made**  
Sponsored · 🌐


Everyone needs a Shorty by their bedside in any color of the rainbow 🌈




  
  
  
  







NEW COLORS AVAILABLE  
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H

We are a data driven marketing agency.

Please write 5 text headline of 60 characters for me?

Does this make sense?



Free 30 min session

# **Help you deploy ChatGPT**

Marketing co-pilot  
Ad creation assistance

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# Co-write a marketing strategy





Please write me a marketing strategy



Please write a marketing strategy which focusses on

1. Open days using Facebook Ads and Organic
2. Google Ads targeting school searches around all the school areas
3. Billboards around all the school areas
4. Referral incentives for parents

Please keep it to 400 words and break it down in activity per month



Please provide a media plan which includes Google Ads and LinkedIn.

The total budget is R10 000 for 30 days

Please outline the suggested spend per day and to increase by 20% over the weekends





Can you provide the spend per day for Google Ads in column formal (CSV)



Certainly! Here's an example of the spend per day for Google Ads in CSV format:



```
Day, Spend
```

```
1, R333
```

```
2, R333
```

```
3, R333
```

```
4, R333
```

```
5, R333
```

```
6, R400
```

```
7, R400
```

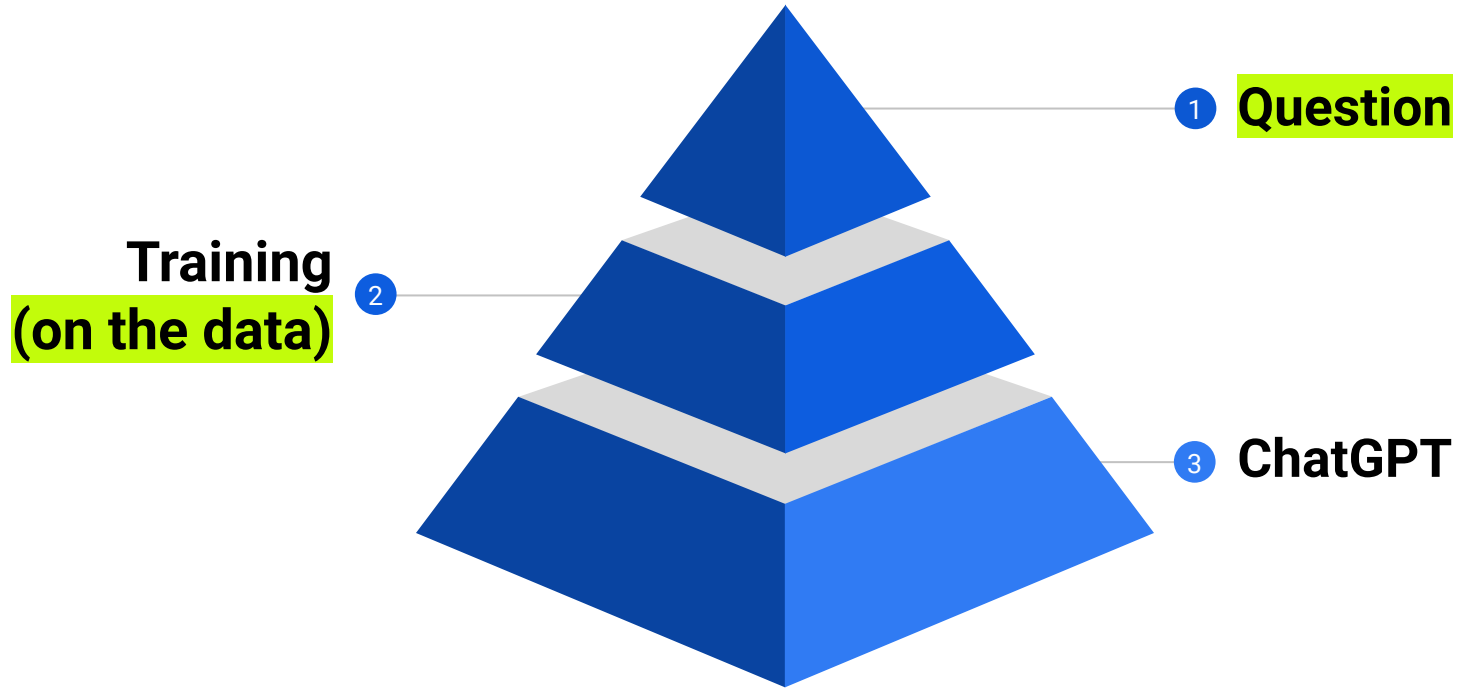
## Good with:

- My manager asked for a 5 page marketing strategy (The streams of boring filler copy)
- Generate ideas from the web
- Expand on definitions and how to's
- Formatting and shortening

## Bad with:

- Strategic insight
- Understanding your audience
- Truly new ideas

# ChatGPT and your marketing data



# The data

First user source / medium ▾ +		↓ <u>New users</u>	<u>Engaged sessions</u>	<u>Engagement rate</u>	<u>Engaged sessions per user</u>	<u>Average engagement time</u>	<u>Event count</u> All events ▾	<u>Conversions</u> Workshop-Register ▾
		461 100% of total	402 100% of total	46.85% Avg 0%	0.80 Avg 0%	0m 43s Avg 0%	4,108 100% of total	103.00 100% of total
1	NightJarr / email	171	138	46.31%	0.77	0m 37s	1,161	56.00
2	(direct) / (none)	83	75	43.86%	0.74	0m 43s	877	12.00
3	google / cpc	56	26	28.89%	0.45	0m 28s	348	1.00
4	google / organic	49	81	64.29%	1.37	1m 37s	778	10.00
5	AvtugWbee / email	31	14	45.16%	0.45	0m 02s	121	0.00
6	workshops / paid_social	17	15	78.95%	0.88	0m 34s	91	10.00
7	ChatGPTWebinarLink / Link	16	23	46.94%	1.05	0m 41s	211	10.00
8	linkedin.com / referral	11	10	55.56%	0.91	0m 35s	99	2.00
9	mail.google.com / referral	7	9	75%	4.50	5m 05s	240	0.00
10	workshops / organic_social	7	4	44.44%	0.57	0m 08s	45	0.00

# Format

First user source / medium	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions
NightJarr / email	171	138	0.463087248	0.766666667	37.70555556	1161	56
(direct) / (none)	83	75	0.438596491	0.742574257	43.59405941	877	12
google / cpc	56	26	0.288888889	0.448275862	28.60344828	348	1
google / organic	49	81	0.642857143	1.372881356	97.30508475	778	10
AvtugWbee / email	31	14	0.451612903	0.451612903	2.870967742	121	0
workshops / paid_social	17	15	0.789473684	0.882352941	34.35294118	91	10

# The result

Looking at the data, it appears that NightJarr's email campaign was the most successful in terms of engaging users, with an engagement rate of 46.3% and the highest number of conversions (56). The next most successful source was Google organic with an engagement rate of 64.3% and 10 conversions.

The data also shows that direct traffic (none) had a lower engagement rate compared to other sources but still managed to generate 12 conversions. Paid social from the workshops campaign had the highest engagement rate (78.9%), but the engagement time and the number of events were relatively low compared to other sources.

# Q&A



Marketing  
Analytics



Digital  
media



Martech



AI in  
marketing