

10x Your Marketing Efficiency with Generative AI

*Presented Exclusively for Auto Intel Summit
4/24/2024*

Agenda

01 History of ChatGPT

A brief history of OpenAI and ChatGPT

02 ChatGPT for SEO

Create efficiency in your Search Engine Optimization

03 ChatGPT for Social Media

Generate better engagement with AI-generated posts

04 ChatGPT for PPC

Run better Google Ads campaigns

05 Q&A

Questions?



Alex Melen

Co-Founder, SmartSites



Featured Speaker



Alex Melen
Co-Founder SmartSites

AUTOMOTIVE MARKETING EXPERT



About SmartSites

400+

FT Employees

12 Years

In Business

3,000+

Clients

500+

5 Star Reviews





History of ChatGPT

Hypergrowth

● chatgpt
Search term

+ Compare

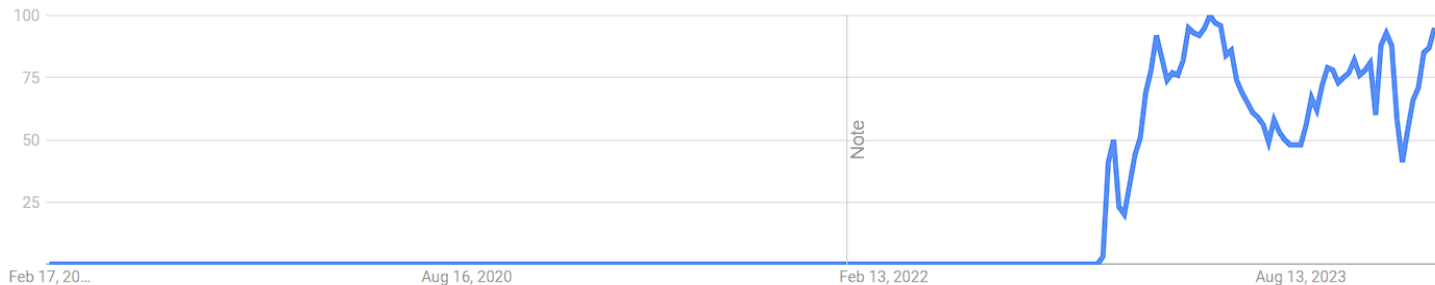
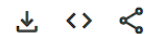
United States ▼

Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time ?



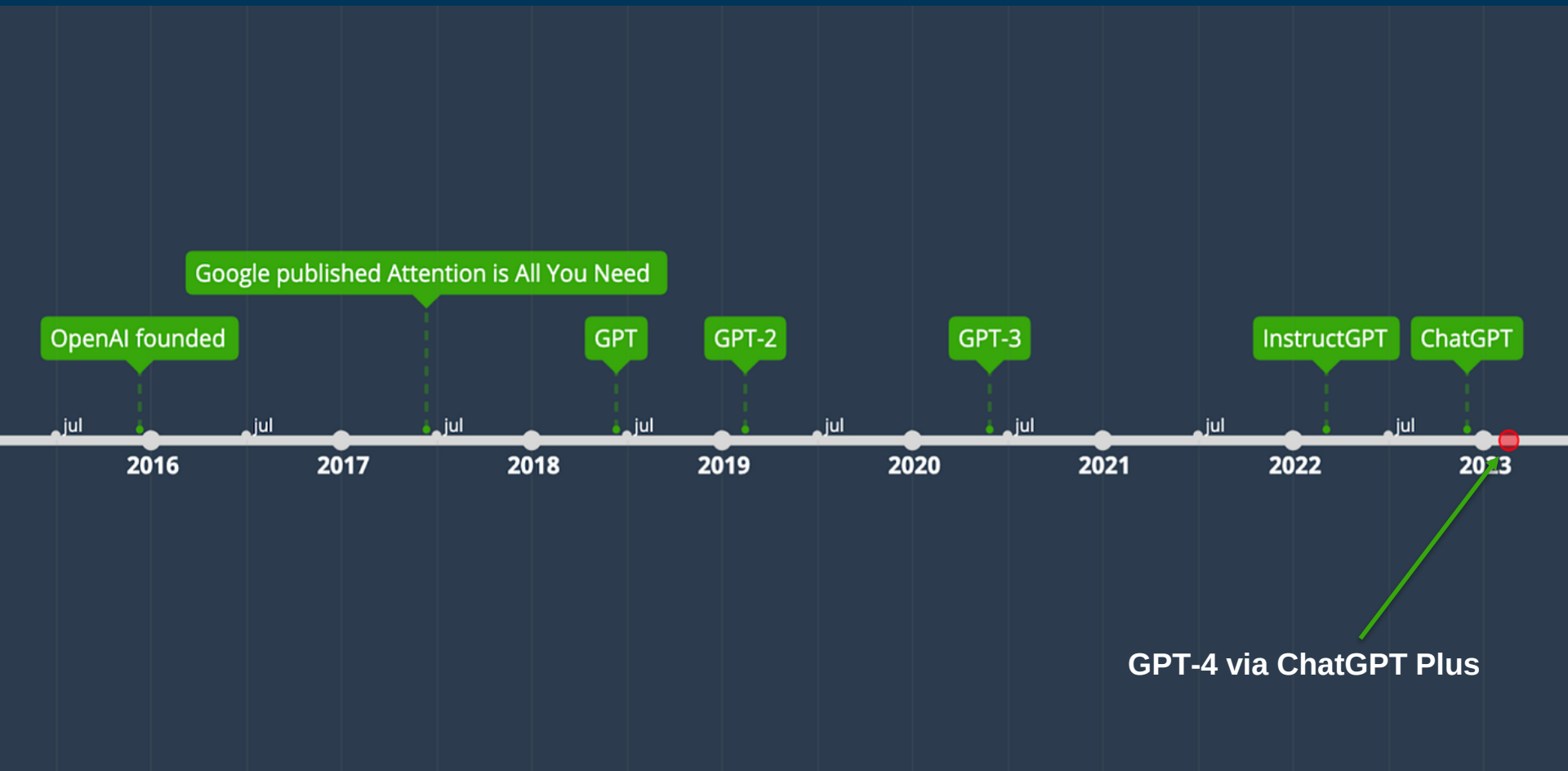
Hypergrowth

Time to Reach 100M Users

Months to get to 100 million global Monthly Active Users



Timeline of ChatGPT



ChatGPT-4 (ChatGPT Plus)

Default (GPT-3.5)

Optimized for speed, currently available to Plus users

Reasoning

Speed

Conciseness

GPT-4

Our most advanced model, available to Plus subscribers.

GPT-4 excels at tasks that require advanced reasoning, complex instruction understanding, and more creativity.

Reasoning

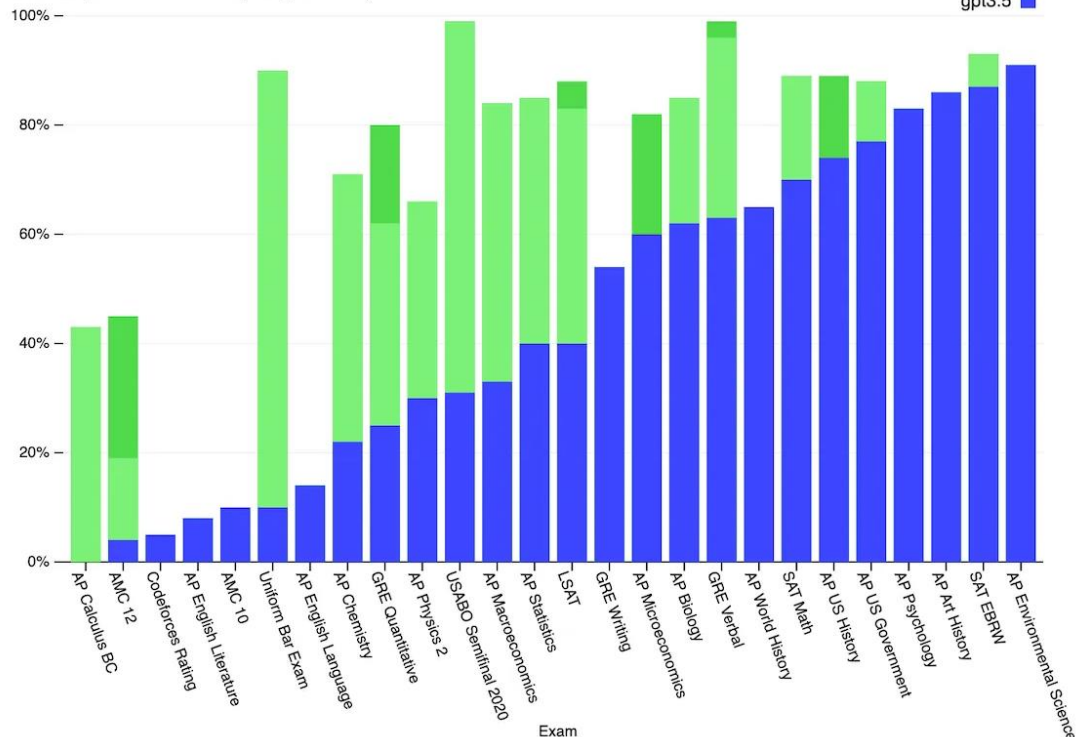
Speed

Conciseness

Aspect	ChatGPT	ChatGPT Plus
Architecture	12-layer transformer model with 117 million parameters	24-layer transformer model with 1.5 billion parameters
Training Data	Diverse range of text sources, preprocessed to ensure high quality	Larger and more diverse set of text data, including multiple languages
Performance	Highly capable, but not as advanced as ChatGPT Plus	State-of-the-art performance on many benchmark datasets, generates higher-quality text
Applications	Wide range of applications in natural language processing	Well-suited for demanding applications such as content generation and virtual assistants that require a deep understanding of language

Exam results (ordered by GPT-3.5 performance)

Estimated percentile lower bound (among test takers)



The hottest new programming language is.. English!

A

Prompt Engineer and Librarian

Anthropic
San Francisco, CA
via Lever

 Full-time  Health insurance  Dental insurance
 Paid time off



Prompt Engineer and Librarian

 SAVE 

A

Anthropic
San Francisco, CA

Apply on Lever

Apply on Indeed

 Full-time  Health insurance  Dental insurance  Paid time off

Job highlights

Identified by Google from the original job post

Qualifications

- Have at least a high level familiarity with the architecture and operation of large language models
- Are an excellent communicator, and love teaching technical concepts and creating high quality documentation that helps out others
- Have a creative hacker spirit and love solving puzzles
- Have at least basic programming skills and would be comfortable writing small Python programs
- Have an organizational mindset and enjoy building teams from the ground up
- You think holistically and can proactively identify the needs of an organization

1 more item

Responsibilities

- Discover, test, and document best practices for a wide range of tasks relevant to our customers
- Build up a library of high quality prompts or prompt chains to accomplish a variety of tasks, with an easy guide to help users search for the one that meets their needs

5 more items

Benefits

- Annual Salary (USD)
- The expected salary range for this position is \$175k - \$335k

15 more items

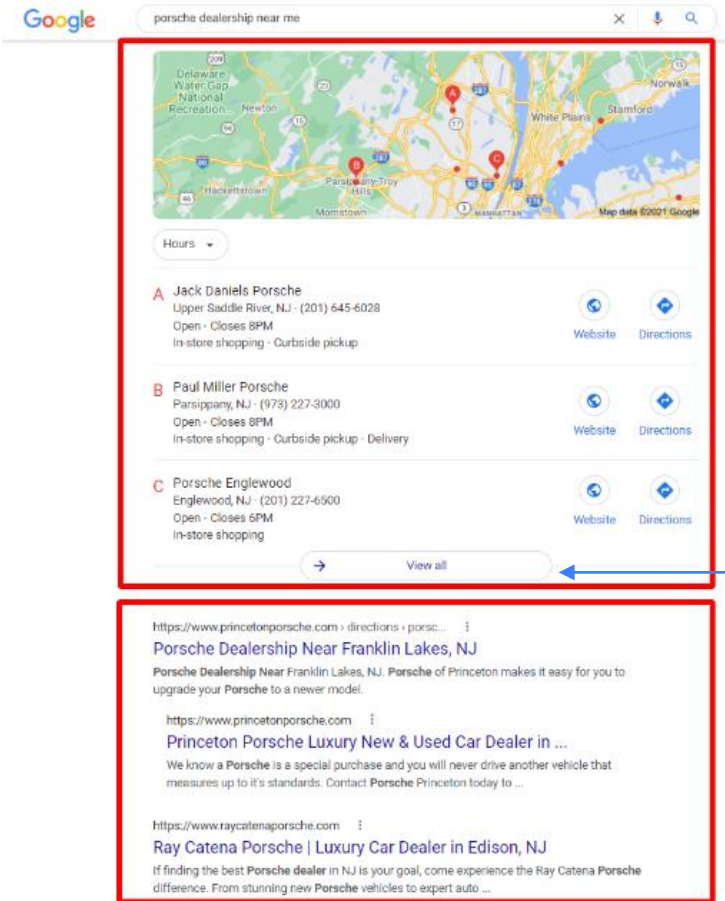


More job highlights



ChatGPT for SEO

Understanding Search Results



Google Local Pack
(Google Maps)

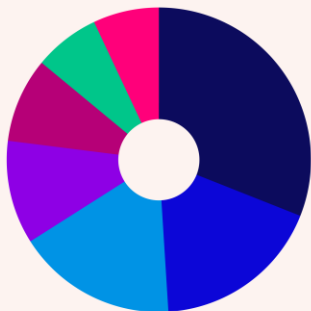
Google Local Finder

Google Localized
Organic Results

Google Ranking Signals

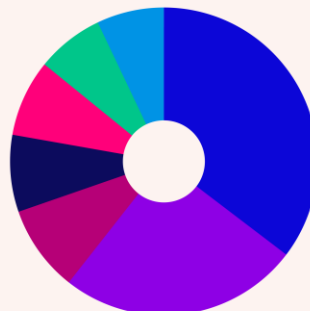
2023 LOCAL SEARCH RANKING FACTOR GROUPS

LOCAL PACK/FINDER RANKING FACTORS



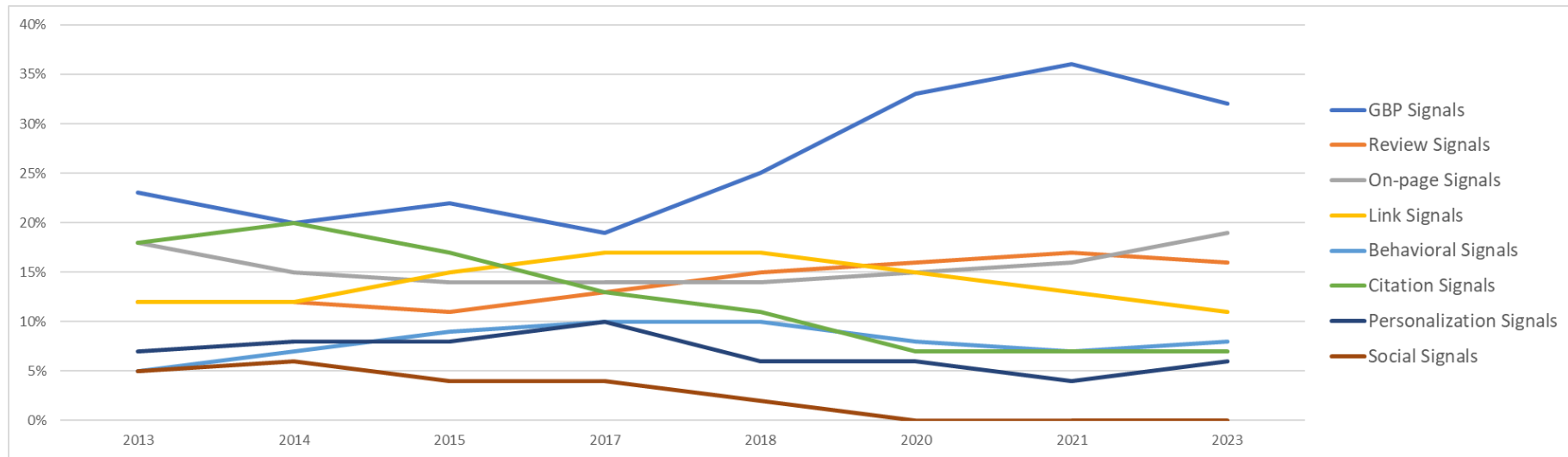
- 32% GBP signals
- 19% On-page signals
- 16% Review signals
- 11% Link signals
- 8% Behavioural signals
- 7% Citation signals
- 6% Personalization

LOCAL ORGANIC RANKING FACTORS



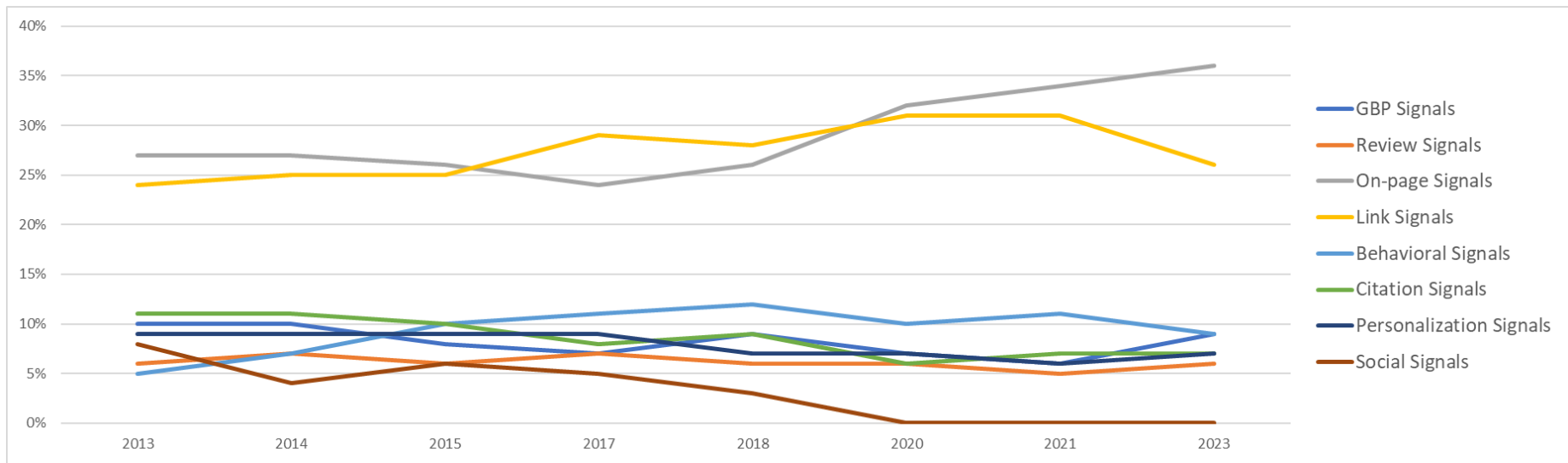
- 36% On-page signals
- 26% Link signals
- 9% Behavioural signals
- 9% GBP signals
- 7% Personalization
- 7% Citation signals
- 6% Review signals

Local Pack (Maps) Ranking Factors 2013-2023



Google Maps	2013	2014	2015	2017	2018	2020	2021	2023
GBP Signals	23%	20%	22%	19%	25%	33%	36%	32%
Review Signals	12%	12%	11%	13%	15%	16%	17%	16%
On-page Signals	18%	15%	14%	14%	14%	15%	16%	19%
Link Signals	12%	12%	15%	17%	17%	15%	13%	11%
Behavioral Signals	5%	7%	9%	10%	10%	8%	7%	8%
Citation Signals	18%	20%	17%	13%	11%	7%	7%	7%
Personalization Signals	7%	8%	8%	10%	6%	6%	4%	6%
Social Signals	5%	6%	4%	4%	2%	0%	0%	0%

Local Organic Ranking Factors 2013-2023



Local Organic	2013	2014	2015	2017	2018	2020	2021	2023
GBP Signals	10%	10%	8%	7%	9%	7%	6%	9%
Review Signals	6%	7%	6%	7%	6%	6%	5%	6%
On-page Signals	27%	27%	26%	24%	26%	32%	34%	36%
Link Signals	24%	25%	25%	29%	28%	31%	31%	26%
Behavioral Signals	5%	7%	10%	11%	12%	10%	11%	9%
Citation Signals	11%	11%	10%	8%	9%	6%	7%	7%
Personalization Signals	9%	9%	9%	9%	7%	7%	6%	7%
Social Signals	8%	4%	6%	5%	3%	0%	0%	0%

Use Cases for AI: Site Page Ideas



ChatGPT

A car dealership website should have several key pages to provide visitors with essential information, showcase inventory, and facilitate the car buying process. Here are some essential pages that a car dealership website should have:

1. **Home Page:** The home page is the first impression for visitors and should provide an overview of the dealership's offerings, services, and promotions. It should also include easy navigation to other pages on the website.
2. **Inventory Page:** The inventory page should showcase the dealership's available vehicles, including new, used, and certified pre-owned cars. Visitors should be able to filter and search for specific makes, models, and features.
3. **Vehicle Details Pages:** Each vehicle in the inventory should have its own detailed page with specifications, features, photos, and pricing. This page should also include a call-to-action for visitors to schedule a test drive or request more information.
4. **Finance Center:** The finance center page should provide information about financing options, including lease and loan programs. It should also include a finance application form for visitors to apply for credit approval.
5. **Service Center:** The service center page should provide information about the dealership's service department, including maintenance, repairs, and parts. It should also include a scheduling tool for visitors to book service appointments.
6. **About Us:** The about us page should provide information about the dealership's history, mission, values, and team members. It should also include testimonials from satisfied customers.
7. **Contact Us:** The contact us page should include the dealership's contact information, including phone number, email address, and physical address. It should also include a contact form for visitors to submit inquiries.
8. **Special Offers:** The special offers page should showcase current promotions, discounts, and incentives. It should also include a call-to-action for visitors to take advantage of these offers.
9. **Blog:** The blog page should include informative and engaging content related to cars, car maintenance, car buying tips, and industry news. This page can help drive traffic to the website and establish the dealership as a trusted resource.
10. **Privacy Policy and Terms of Use:** These pages are essential for legal compliance and should include information about how the dealership collects, uses, and protects visitor information.
11. **FAQs:** The FAQs page should address common questions and concerns that visitors may have about the dealership, its services, and the car buying process.
12. **Testimonials:** The testimonials page should feature reviews and testimonials from satisfied customers. This page can help build trust and credibility with potential customers.
13. **Careers:** If the dealership is hiring, the careers page should include information about available positions and how to apply.
14. **Social Media Links:** The website should include links to the dealership's social media profiles, such as Facebook, Twitter, and Instagram.
15. **Site Map:** The site map page should include a list of all pages on the website, organized by category. This page can help visitors navigate the website more easily.

Use Cases for AI: Content Ideas



You

generate a list of blog post ideas for a bmw car dealership in long island



ChatGPT

1. "The Ultimate Guide to Buying a Certified Pre-Owned BMW"
2. "How to Choose the Right BMW Model for Your Lifestyle"
3. "Top 10 BMW Features You Didn't Know Existed"
4. "BMW Maintenance Tips Every Owner Should Know"
5. "Exploring the History of BMW: From the First Car to Today's Innovations"
6. "The Best BMW Models for Families"
7. "How to Get the Most Out of Your BMW's Technology"
8. "The Benefits of Leasing vs. Buying a BMW"
9. "The Evolution of BMW Design: From Classic to Modern"
10. "BMW vs. Competitors: A Comparison of Performance, Luxury, and Value"
11. "The Future of BMW: Electric and Autonomous Vehicles"
12. "BMW Motorsport: A Legacy of Racing Excellence"
13. "The BMW X Series: A Guide to BMW's SUV Lineup"
14. "BMW's Commitment to Sustainability: Eco-Friendly Initiatives and Electric Vehicles"
15. "The BMW M Series: A Closer Look at BMW's High-Performance Lineup"
16. "How to Customize Your BMW: Options, Accessories, and Modifications"
17. "BMW Safety Features: Protecting You and Your Loved Ones on the Road"
18. "The Best BMW Road Trip Destinations in Long Island"
19. "BMW Financing: Tips for Getting the Best Deal"
20. "The BMW 3 Series: A Comprehensive Guide to BMW's Iconic Sedan"

Google's stance on AI Content – 2/2023

Google Search's guidance about AI-generated content

[Send feedback](#)

Wednesday, February 8, 2023

At Google, we've long believed in the power of AI to transform the ability to deliver helpful information. In this post, we'll share more about how AI-generated content fits into our long-standing approach to show helpful content to people on Search.

Rewarding high-quality content, **however it is produced**

Google's ranking systems aim to reward original, high-quality content that demonstrates qualities of what we call E-E-A-T: expertise, experience, authoritativeness, and trustworthiness. We share more about this [in our How Search Works site](#).

Our focus on the quality of content, rather than how content is produced, is a useful guide that has helped us deliver reliable, high quality results to users for years.

For example, about 10 years ago, there were understandable concerns about a rise in mass-produced yet human-generated content. No one would have thought it reasonable for us to declare a ban on all human-generated content in response. Instead, it made more sense to improve our systems to reward quality content, [as we did](#).

Focusing on rewarding quality content has been core to Google since we began. It continues today, including through our [ranking systems](#) designed to [surface reliable information](#) and our [helpful content system](#). The helpful content system was introduced last year to better ensure those searching get content created primarily for people, rather than for search ranking purposes.

Google's stance on AI Content – 3/2024

SEARCH

New ways we're tackling spammy, low-quality content on Search

Mar 05, 2024

3 min read

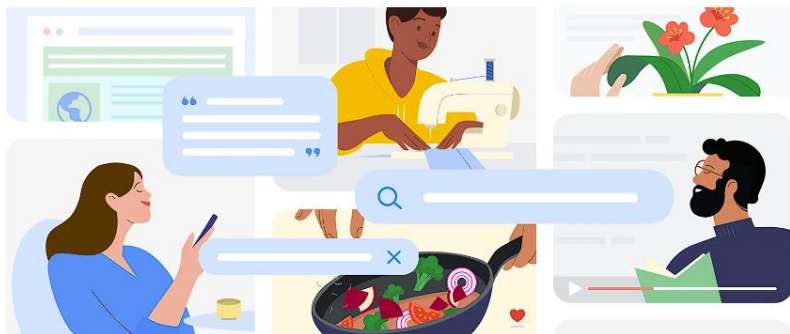
We're enhancing Search so you see more useful information, and fewer results that feel made for search engines.



Elizabeth Tucker

Director, Product Management

Share



Listen to article 5 minutes



Every day, people turn to Search to find the best of what the web has to offer. We've long had policies and automated systems to fight against spammers, and we work to address emerging tactics that look to game our results with low-quality content. We regularly update those policies and systems to effectively tackle these trends so we can continue delivering useful content and connecting people with high-quality websites.

Today we're announcing key changes we're making to improve the quality of Search and the helpfulness of your results:

Use Cases for AI: Yes, content***

1

ChatGPT writes initial draft. Provide plenty of instructions & examples.

2

Human rewriting and fact checking.

3

Re-input the rewritten content and have ChatGPT edit & rewrite.

Use Cases for AI: Yes, content***



You

write 250 words on the history of the bmw m5



ChatGPT

The BMW M5 is a high-performance variant of the BMW 5 Series, first introduced in 1984. It is the brainchild of BMW's Motorsport division, which aimed to create a sports sedan that combined the luxury of the 5 Series with the performance of a sports car.

The first-generation M5, known as the E28, was powered by a 3.5-liter inline-six engine producing 286 horsepower. It featured a five-speed manual transmission, rear-wheel drive, and a limited-slip differential. The E28 M5 was praised for its handling, performance, and understated styling.

In 1989, the second-generation M5, known as the E34, was introduced. It featured a more powerful 3.6-liter inline-six engine producing 315 horsepower. The E34 M5 also introduced a four-wheel drive system called "M xDrive," which improved traction and handling.

In 1998, the third-generation M5, known as the E39, was introduced. It featured a 4.9-liter V8 engine producing 394 horsepower. The E39 M5 was praised for its performance, handling, and luxurious interior.

In 2005, the fourth-generation M5, known as the E60, was introduced. It featured a 5.0-liter V10 engine producing 500 horsepower. The E60 M5 was praised for its performance, handling, and advanced technology.

In 2011, the fifth-generation M5, known as the F10, was introduced. It featured a 4.4-liter twin-turbo V8 engine producing 560 horsepower. The F10 M5 was praised for its performance, handling, and luxurious interior.

In 2017, the sixth-generation M5, known as the F90, was introduced. It featured a 4.4-liter twin-turbo V8 engine producing 600 horsepower. The F90 M5 was praised for its performance, handling, and advanced technology.

Use Cases for AI: Yes, content***



You

write 250 words on the history of the bmw m5 in **the style of Shakespeare**



ChatGPT

In the realm of Bavaria, where the River Isar flows,
Lies a tale of a chariot, a legend that grows.
The BMW M5, a steed of great might,
A sedan so noble, it shines in the light.

In the year of our Lord, nineteen hundred and eighty-four,
The first M5 was born, with a roar and a roar.
The E28, they called it, with an engine so fine,
A six-cylinder beast, a true valentine.

In the years that ensued, the M5 did evolve,
With each generation, it did resolve.
The E34, the E39, the E60, and more,
Each one a marvel, a car to adore.

With engines of power, and handling so true,
The M5 conquered all, in all that it knew.
From the streets of Munich, to the roads of the world,
The M5 unfurled, its banner unfurled.

And now in the present, the F90 does stand,
With a V8 twin-turbo, it's the best in the land.
With six hundred horses, and four-wheel drive,
The M5 is alive, and ready to thrive.

Use Cases for AI: Linkbuilding!



You

what are the most popular local automotive directories in long island?



ChatGPT

As of my last knowledge update in January 2022, some of the most popular local automotive directories in Long Island, New York, include:

1. **Long Island Yellow Pages:** This is a comprehensive directory that covers a wide range of businesses, including automotive services. It allows users to search for automotive businesses by category, location, and other criteria.
2. **Long Island Auto Find:** This is a website that provides listings of new and used cars for sale in Long Island. It also offers information about local dealerships, financing options, and automotive services.
3. **Long Island Exchange:** This is a local news and information website that includes a directory of businesses in Long Island, including automotive services. Users can search for automotive businesses by category, location, and other criteria.
4. **Long Island Auto Guide:** This is a website that provides information about automotive services in Long Island, including listings of local dealerships, repair shops, and other automotive businesses.
5. **Long Island Auto Dealers Association (LIADA):** This is a trade association that represents automotive dealerships in Long Island. Their website includes a directory of member dealerships, as well as information about automotive events and industry news.

Please note that the popularity and availability of these directories may change over time, so it's a good idea to check the latest information and reviews to find the most relevant and useful resources for your needs.

Use Cases for AI: Reputation Management



You

Write a response to Tim Stokes who left this review on our car dealership google my business listing for Competition BMW: "Competition was a dream to work with. Dawn was so thorough we purchased the car sight unseen. The detail she provided was excellent! Doug from financing was straightforward and easy to deal with. The overall experience was outstanding!"



ChatGPT

Dear Tim Stokes,

Thank you so much for taking the time to leave such a wonderful review of your experience with us at Competition BMW. We are thrilled to hear that Dawn provided you with exceptional service and that her thoroughness gave you the confidence to purchase the car sight unseen. We understand that purchasing a car without physically seeing it can be a big decision, and we are delighted that Dawn's attention to detail and excellent communication made the process smooth and enjoyable for you.

We are also pleased to hear that Doug from financing was straightforward and easy to deal with. We strive to make the financing process as transparent and hassle-free as possible, and it's great to know that Doug met your expectations.

We truly appreciate your kind words and your business, and we look forward to the opportunity to work with you again in the future. If there is anything else we can do to assist you, please don't hesitate to reach out.

Thank you again for choosing Competition BMW. We wish you many happy miles in your new vehicle!



ChatGPT for Social Media

Use Cases for AI: Facebook Copy

AI

You

Write a 100 words worth of Facebook Ad Copy for a BMW car dealership in long island looking for technicians. Include a call to action to apply for a job.

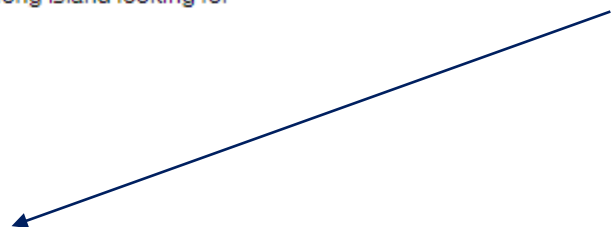


ChatGPT

🚗🔧 Join the Team! 🚗🔧

Are you a skilled technician looking for a new opportunity? Competition BMW in Long Island is hiring! We're seeking talented individuals to join our team of automotive professionals. As a BMW dealership, we offer competitive pay, benefits, and a supportive work environment. If you're passionate about cars and have experience working with BMW vehicles, we want to hear from you! Apply now and take your career to the next level. Don't miss out on this exciting opportunity! #JoinTheTeam #BMWTechnician #LongIsland #ApplyNow

Apply Here: [Link to Job Application]



Use Cases for AI: Twitter Copy



You

Write 5 funny tweets about working at a bmw car dealership in long island



ChatGPT

1. "Working at a BMW dealership in Long Island is like being part of a real-life version of The Fast and the Furious...minus the Vin Diesel muscles and the rockstar soundtrack. #NeedForSpeed #LongIslandLife"
2. "Just another day at the BMW dealership in Long Island: 'Sir, that's not a cupholder, that's the start button.' #BMWProblems #LongIslandLiving"
3. "When you work at a BMW dealership in Long Island, you learn that 'check engine' light is just a suggestion. #BMWLogic #LongIslandLife"
4. "You know you work at a BMW dealership in Long Island when your coffee break turns into an impromptu car show. #BMWLove #LongIslandLiving"
5. "Working at a BMW dealership in Long Island means you get to see some of the coolest cars on the road...and some of the craziest drivers. #BMWAdventures #LongIslandLife"



Use Cases for AI: TikTok

 **You**
what are the most popular hashtags for automotive on tiktok. please provide detail on each.

 **ChatGPT**
As of my last knowledge update in January 2022, some of the most popular hashtags for automotive content on TikTok include:

1. **#CarTikTok**: This hashtag is used for a wide range of automotive content, including car reviews, car modifications, car culture, and more.
2. **#CarLife**: This hashtag is used to share content related to the lifestyle of car enthusiasts, including driving experiences, car shows, and more.
3. **#CarEnthusiast**: This hashtag is used to share content related to the passion for cars, including car reviews, car modifications, and more.
4. **#CarLover**: This hashtag is used to share content related to the love of cars, including car reviews, car modifications, and more.
5. **#CarCommunity**: This hashtag is used to share content related to the community of car enthusiasts, including car meets, car shows, and more.
6. **#CarCulture**: This hashtag is used to share content related to the culture of cars, including car shows, car modifications, and more.
7. **#CarMods**: This hashtag is used to share content related to car modifications, including DIY car mods, professional car mods, and more.
8. **#CarGoals**: This hashtag is used to share content related to the goals of car enthusiasts, including dream cars, car modifications, and more.
9. **#CarShow**: This hashtag is used to share content related to car shows, including car reviews, car modifications, and more.
10. **#CarPhotography**: This hashtag is used to share content related to car photography, including car reviews, car modifications, and more.

Use Cases for AI: Image Creation



You

create an image of technicians working at a bmw service bay. this image will be used as part of a facebook job post. show people working



Copilot

I'll try to create that.



"technicians working at a bmw service bay"

Designer

Powered by DALL·E 3



Can you add a BMW logo to the image?

What is the size of the image required for Facebook job post?

How long will it take to create this image?



ChatGPT for PPC

Boost to Microsoft's Reach

Microsoft's Bing Tops 100 Million Users With ChatGPT Integration

The ChatGPT integration sparks new interest in Bing, but Google remains the top dog in search.



By [Michael Kan](#) March 9, 2023



Microsoft Co-Pilot / Edge

Home / BMW / iX

2024 BMW iX

Starting at \$88,095

GET YOUR PRICE

NEW! Build your vehicle and get personalized pricing. [Get it!](#)



ANDREW TRAHAN | CAR AND DRIVER

Select a year

9.5/10
C/D RATING



SPECS

PHOTOS

You

summarize this page about the BMW iX review. provide concise bullet points.

Copilot

This conversation may have info that's not public. Conversation will not be saved after this point.

Here is a summary of the current page about the 2024 BMW iX review:

- **Overview:** The BMW iX is a mid-size electric SUV that offers two variants: the xDrive50 with 516 hp and the M60 with 610 hp. Both models have impressive driving range, luxurious ride, and futuristic cabin design.
- **What's New for 2024:** The iX gains updates to its parking and driver-assistance features, such as remote parking via smartphone app and hands-free driving on certain highways. The battery's pre-conditioning system also improves the charging rate.
- **Pricing and Which One to Buy:** The iX starts at \$88,095 for the xDrive50 and goes up to \$112,495 for the M60. The xDrive50 offers the same range as the M60 for much less money, so it is the recommended choice.
- **Range, Charging, and Battery Life:** The iX has a large 105.2-kWh battery pack that provides up to 324 miles of EPA-estimated range. In C/D testing, both models delivered 290 mi. Stop Responding The iX can recharge in 35



Ask me anything...



0/2000



Use Cases for AI: PPC Campaign Ideas



You

what google ads campaigns should a car dealership run?



ChatGPT

A car dealership can run several types of Google Ads campaigns to reach potential customers at different stages of the car buying journey. Here are some recommended Google Ads campaigns for a car dealership:

1. **Search Ads:** Target users who are actively searching for specific car models, services, or information related to the dealership. Use relevant keywords and ad extensions to showcase inventory, promotions, and unique selling points.
2. **Display Ads:** Utilize visually appealing image or video ads to reach users browsing websites and apps within the Google Display Network. Target audiences based on demographics, interests, and behaviors to increase brand awareness and drive traffic to the dealership's website.
3. **Video Ads:** Create engaging video content showcasing the dealership's inventory, services, and customer testimonials. Run TrueView in-stream ads on YouTube to reach users watching related videos and increase brand awareness.
4. **Shopping Ads:** Utilize Google Merchant Center to showcase specific car models with images, prices, and descriptions directly in Google Search results. Optimize product feeds and bidding strategies to drive qualified leads and increase online sales.
5. **Remarketing Ads:** Target users who have previously visited the dealership's website or interacted with specific inventory. Create personalized ads with dynamic content and promotions to re-engage potential customers and drive conversions.
6. **Local Ads:** Utilize location-based targeting to reach users searching for car dealerships or related services in the dealership's area. Use location extensions and call extensions to drive foot traffic and phone calls to the dealership.
7. **Lead Form Ads:** Utilize lead form extensions or lead form ads to capture contact information directly from interested users. Customize the form fields to collect specific details and follow up with potential leads via email or phone.
8. **App Promotion Ads:** If the dealership has a mobile app, utilize app promotion ads to drive app installs and increase engagement. Target users who are likely to be interested in the dealership's services and encourage them to download the app for special offers and updates.
9. **Smart Campaigns:** Use Google's Smart Campaigns to automate ad creation and targeting based on the dealership's goals, budget, and target audience. Smart Campaigns utilize machine learning to optimize performance and drive results.
10. **Local Inventory Ads:** For dealerships with physical locations, utilize Local Inventory Ads to showcase specific car models available in nearby stores. Provide real-time inventory information and drive users to visit the dealership for a test drive or purchase.
11. **Dealer Inventory Ads:** For dealerships with a large inventory, utilize Dealer Inventory Ads to showcase a wide range of car models and specifications. Provide detailed inventory information and drive users to explore the dealership's website for more options.
12. **Dynamic Search Ads:** Utilize Dynamic Search Ads to automatically generate ads based on the content of the dealership's website. Target users searching for specific car models, services, or information related to the dealership's offerings.
13. **Call-Only Ads:** If the dealership receives a significant number of phone inquiries, utilize Call-Only Ads to drive phone calls directly from search results. Optimize ad copy and bidding strategies to increase call volume and drive conversions.
14. **Promotion Extensions:** Highlight special offers, promotions, or discounts directly in search results with Promotion Extensions. Encourage users to visit the dealership's website or contact the dealership for more information.
15. **Ad Customizers:** Utilize Ad Customizers to dynamically update ad copy based on user location, device, or other criteria. Create urgency and increase relevance by showcasing specific car models, prices, or promotions in real-time.

Use Cases for AI: PPC Adcopy Ideas



You

create 5 performance marketing adcopy ideas from competitionbmw.com



ChatGPT

1. "Unleash the Power of Performance with Competition BMW! 🚀 Discover our latest lineup of high-performance BMW vehicles and experience the thrill of driving like never before. Visit us today to test drive your dream car! #PerformanceUnleashed #CompetitionBMW"
2. "Redefine Performance with Competition BMW! ⚙️ From powerful engines to cutting-edge technology, our BMW vehicles are engineered to deliver an exhilarating driving experience. Explore our inventory and find your perfect match today! #RedefinePerformance #CompetitionBMW"
3. "Elevate Your Drive with Competition BMW! 🌟 Our BMW vehicles combine luxury, performance, and innovation to create an unmatched driving experience. Visit us to see why we're the ultimate destination for BMW enthusiasts! #ElevateYourDrive #CompetitionBMW"
4. "Experience the Art of Performance at Competition BMW! 🎨 Our BMW vehicles are a masterpiece of engineering, delivering precision, power, and style in every drive. Discover the artistry of BMW today! #ArtOfPerformance #CompetitionBMW"
5. "Uncompromising Performance, Unrivaled Luxury at Competition BMW! 💎 Elevate your driving experience with our selection of high-performance BMW vehicles. Visit us and experience the pinnacle of automotive excellence! #UncompromisingPerformance #CompetitionBMW"

Use Cases for AI: Keyword Ideas



You

Give me a list of buyer-intent keywords for a BMW car dealership



ChatGPT

Buyer-intent keywords are search terms that indicate a potential customer's intent to purchase a product or service. For a BMW car dealership, buyer-intent keywords might include:

1. "BMW dealership near me"
2. "BMW for sale"
3. "BMW lease deals"
4. "BMW financing options"
5. "BMW test drive"
6. "BMW certified pre-owned"
7. "BMW service center"
8. "BMW parts and accessories"
9. "BMW trade-in value"
10. "BMW warranty information"
11. "BMW car specials"
12. "BMW incentives"
13. "BMW financing rates"
14. "BMW lease specials"
15. "BMW service coupons"

Use Cases for AI: Keyword Ideas



You

organize those keywords into adgroups



ChatGPT

To organize the keywords into ad groups, I'll group them based on their relevance and similarity.

Here's how you might structure the ad groups for a BMW car dealership:

1. Ad Group 1: BMW Dealership

- BMW dealership near me
- BMW for sale
- BMW lease deals
- BMW financing options
- BMW test drive
- BMW certified pre-owned

2. Ad Group 2: BMW Service Center

- BMW service center
- BMW parts and accessories
- BMW oil change
- BMW tire rotation
- BMW brake service
- BMW battery replacement
- BMW collision repair
- BMW maintenance schedule
- BMW extended warranty
- BMW recall information

3. Ad Group 3: BMW Financing

- BMW financing options
- BMW trade-in value
- BMW warranty information
- BMW financing rates
- BMW lease specials
- BMW incentives

Use Cases for AI: Google Scripts

AL

can you write me code for a google apps script that grabs the call report from google ads for the last 90 days, given a set of google ads ids



Sure, here's some example code in Google Apps Script that should grab the call report from Google Ads for the last 90 days, given a set of Google Ads IDs:

```
sql Copy code

function getCallReport() {
  var adsIds = ['ID1', 'ID2', 'ID3']; // Replace with your own Google Ads IDs
  var report = AdsApp.report(
    "SELECT Date, CallLengthInSeconds, CallerId, CallStatus, CampaignName, AdGroup
    FROM CALL_METRICS_CALL_DETAILS_REPORT " +
    "WHERE CampaignId IN [" + adsIds.join() + "] AND Date DURING LAST_90_DAYS"
  );
  var rows = report.rows();
  while (rows.hasNext()) {
    var row = rows.next();
    Logger.log("Date: %s, Call Length: %s, Caller ID: %s, Call Status: %s, Campaign: %s",
      row["Date"], row["CallLengthInSeconds"], row["CallerId"], row["CallStatus"], row["CampaignName"]);
  }
}
```

This script uses the `AdsApp` service in Google Apps Script to fetch the
`CALL\_METRICS\_CALL\_DETAILS\_REPORT` table. It filters the data by the specified Google Ads IDs, with a filter for

☐ Stop generating

Use Cases for AI: Google Scripts

AI

write me a google ads script that lists all landing pages on a google sheet and checks the status code of them in column b. tell me how to run this script on a routine daily. and i want an email for all pages that are 404 or other status code error.



Sure! Here's an example Google Ads script that lists all landing pages on a Google Sheet, checks the status code of each page in column B, and sends an email for all pages that return a 404 or other status code error:



```
function main() {  
  var sheet = SpreadsheetApp.getActiveSpreadsheet().getActiveSheet();  
  var data = sheet.getDataRange().getValues();  
  
  for (var i = 0; i < data.length; i++) {  
    var url = data[i][0];  
    var response = UrlFetchApp.fetch(url, {muteHttpExceptions: true});  
    var statusCode = response.getStatusCode();  
    sheet.getRange(i + 1, 2).setValue(statusCode);  
  
    if (statusCode === 404 || statusCode >= 500) {  
      var message = "Page " + url + " returned a " + statusCode + " error.";  
      MailApp.sendEmail({  
        to: "your_email_address",  
        subject: "404 Error on Landing Page",  
        body: message  
      });  
    }  
  }  
}
```

To run this script on a routine daily, you can set up a trigger in Google Apps Script. Here are the steps:

1. In the script editor, click on the  Regenerate response button.

Artificial Intelligence today is like the Internet Boom... in 1995

1. **12ft**: An AI tool that unlocks paid online articles for free.
2. **Photoroom AI**: AI-powered photo studio for e-commerce.
3. **Mayday AI**: The AI assisted calendar that helps you save time.
4. **Recall AI**: Your personal AI powered encyclopedia.
5. **Stylized AI**: Draw any object and turn it into a studio quality image.
6. **Tugan AI**: Generate promotional emails instantly by entering URL or a topic.
7. **Pico AI**: Build simple and shareable web apps with AI.
8. **Xembly AI**: Manage your work across various platforms.
9. **Claid AI**: An AI tool to add compelling backgrounds to your products.
10. **Bardeen AI plugin**: AI-powered Chrome extension that automates manual work.
11. **Onesta AI**: A finance chatbot powered by AI that answers all financial questions.
12. **ChatGPT Writer**: Chrome extension to generate entire emails and messages.
13. **Butternut AI**: Build websites instantly using generative AI.
14. **AI Photo sorter**: Sort all of your photos using AI.
15. **ColorAir**: ChatGPT for teachers and instructors.
16. **Baked**: Turn your idea into art with AI.
17. **Opus Clip**: Turn a long video into 10 viral clips.
18. **Ellie**: An email writing assistant that learns from your writing style.
19. **Rask AI**: Localise your videos into 60+ different languages using AI.
20. **Fibery AI**: An AI-powered work and knowledge hub for starters.

Next steps? Partner with the right agencies

Prompt Engineer and Librarian

A Anthropic
San Francisco, CA

SAVE

Apply on Lever

Apply on Indeed

Full-time Health insurance Dental insurance Paid time off

Job highlights

Identified by Google from the original job post

Qualifications

- Have at least a high level familiarity with the architecture and operation of large language models
 - Are an excellent communicator, and love teaching technical concepts and creating high quality documentation that helps out others
 - Have a creative hacker spirit and love solving puzzles
 - Have at least basic programming skills and would be comfortable writing small Python programs
 - Have an organizational mindset and enjoy building teams from the ground up
 - You think holistically and can proactively identify the needs of an organization
- 1 more item

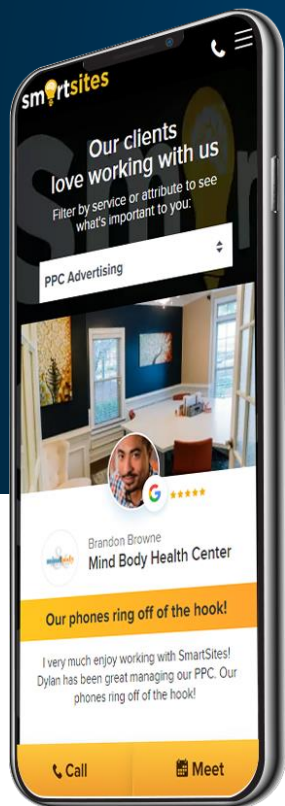
Responsibilities

- Discover, test, and document best practices for a wide range of tasks relevant to our customers
 - Build up a library of high quality prompts or prompt chains to accomplish a variety of tasks, with an easy guide to help users search for the one that meets their needs
- 5 more items

Benefits

- Annual Salary (USD)
 - The expected salary range for this position is \$175k - \$335k
- 15 more items





Thank You!



Connect with Alex