

ChatGPT Opportunities for Auto Dealerships

*Presented Exclusively for NCM
6/23/2023*

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 ChatGPT Tips & Tricks

Getting more out of ChatGPT



Alex Melen

Co-Founder, SmartSites



Featured Speaker



Alex Melen
Co-Founder SmartSites

AUTOMOTIVE MARKETING EXPERT



About SmartSites

400+

FT Employees

12 Years

In Business

1,000+

Clients

500+

5 Star Reviews





History of ChatGPT

Hypergrowth

● chatgpt
Search term

+ Compare

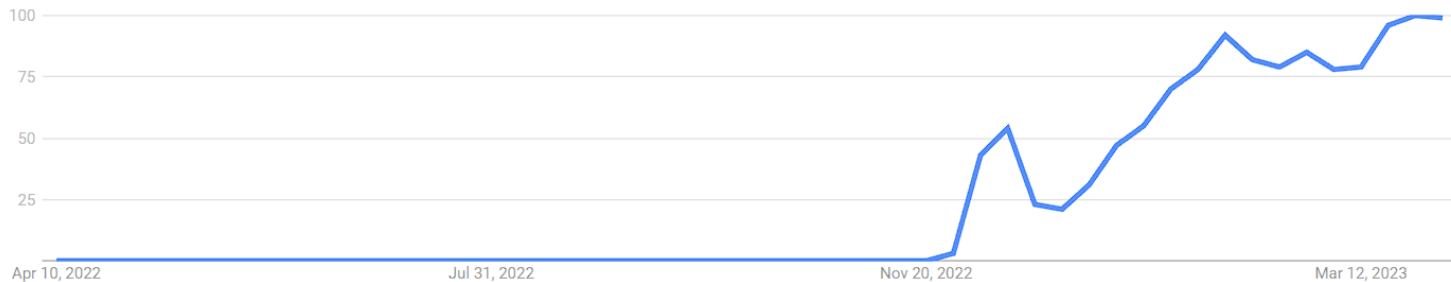
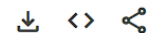
United States ▼

Past 12 months ▼

All categories ▼

Web Search ▼

Interest Over Time ⓘ



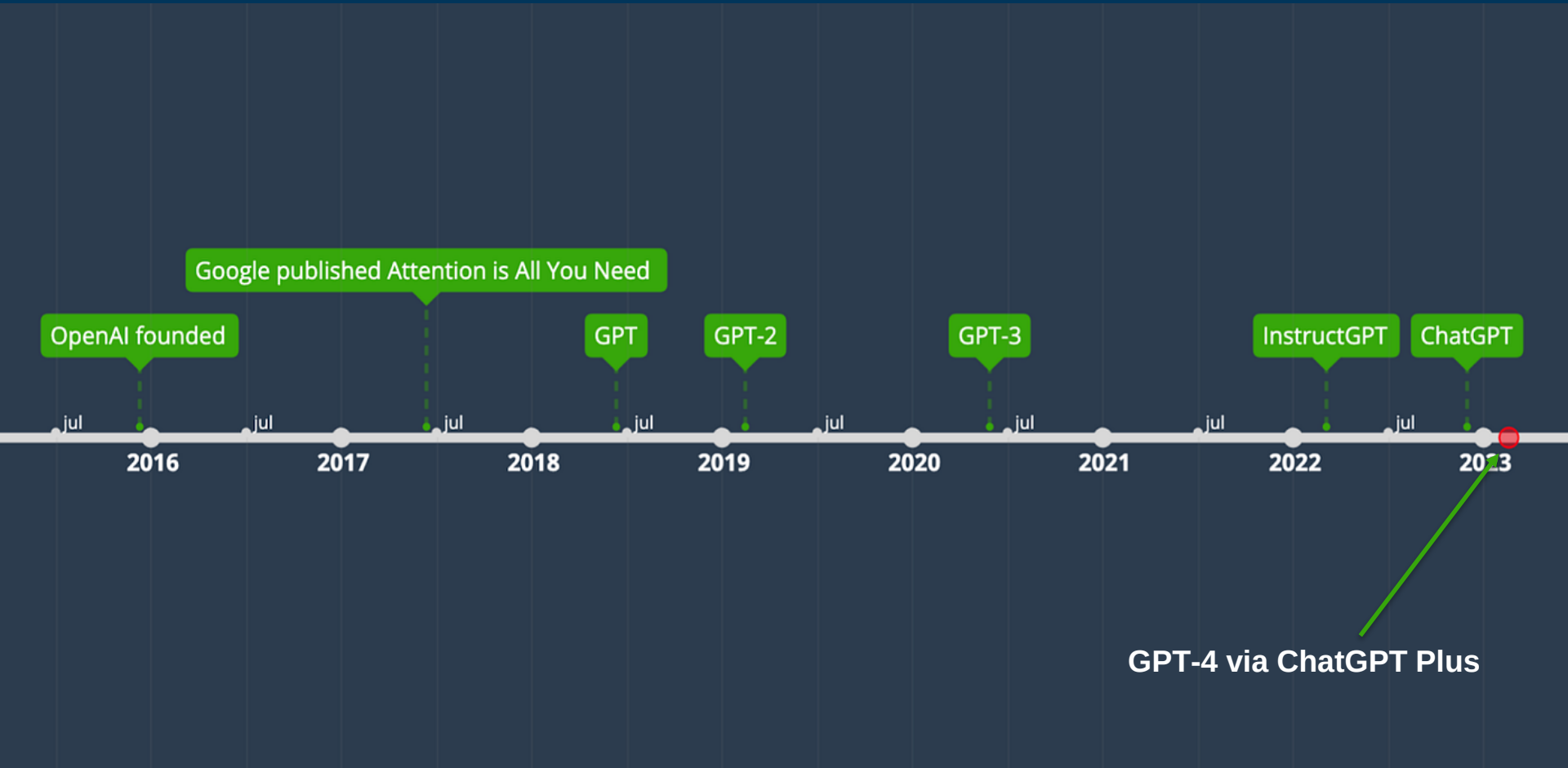
Hypergrowth

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.

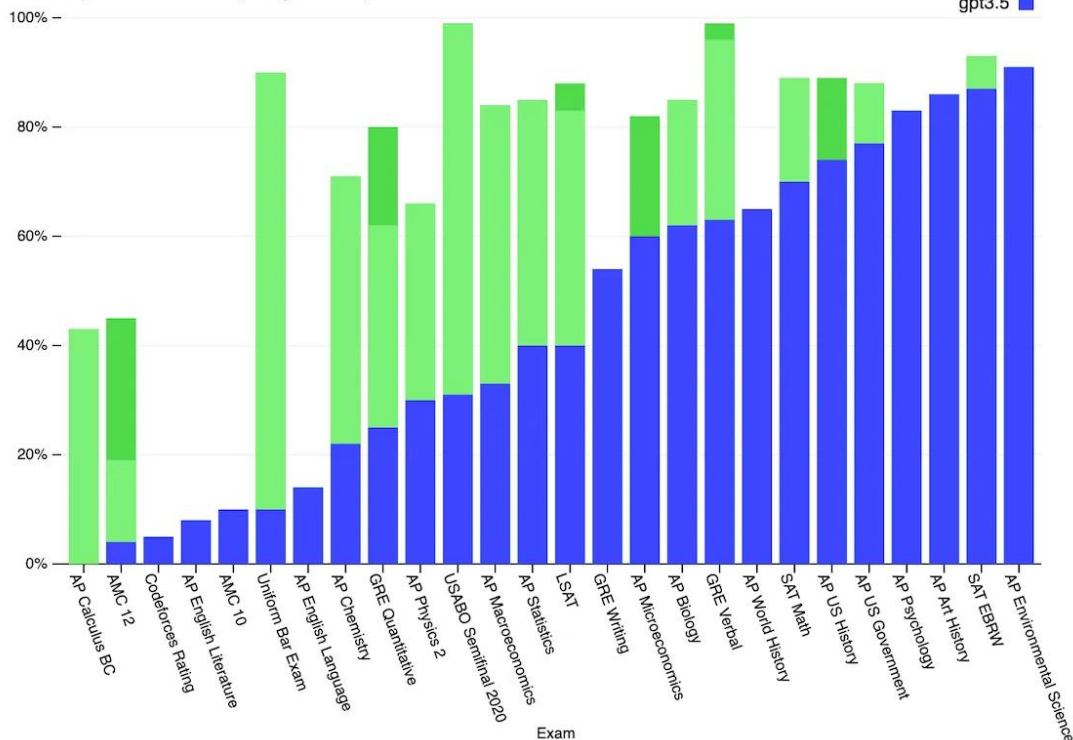
GPT-4 excels at tasks that require advanced reasoning, complex instruction understanding, and more creativity.

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

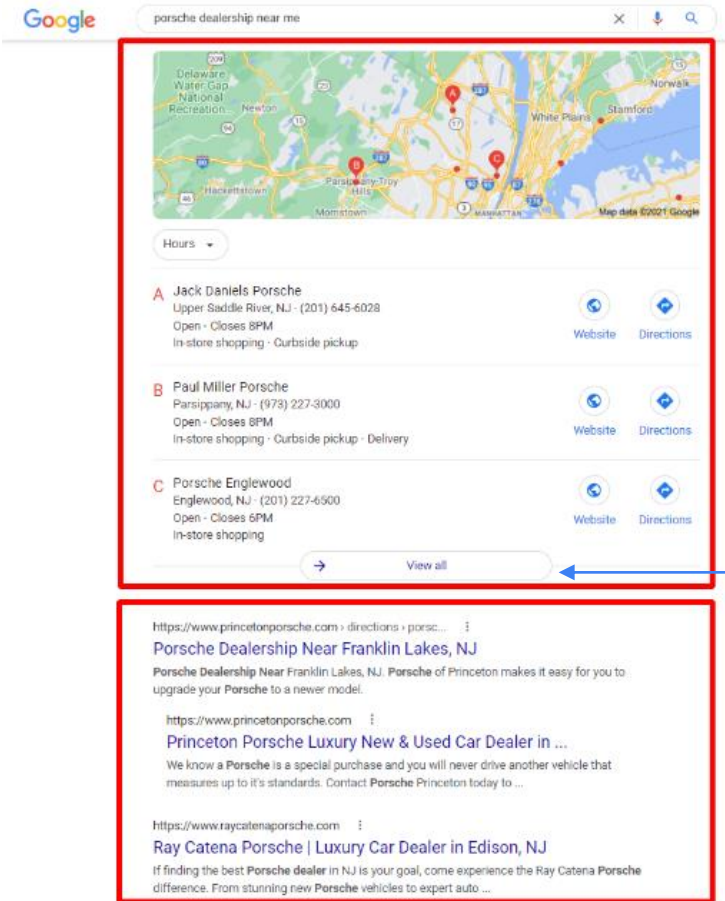


More job highlights



ChatGPT for SEO

Understanding Search Results



Google Local Pack
(Google Maps)

Google Local Finder

Google Localized
Organic Results

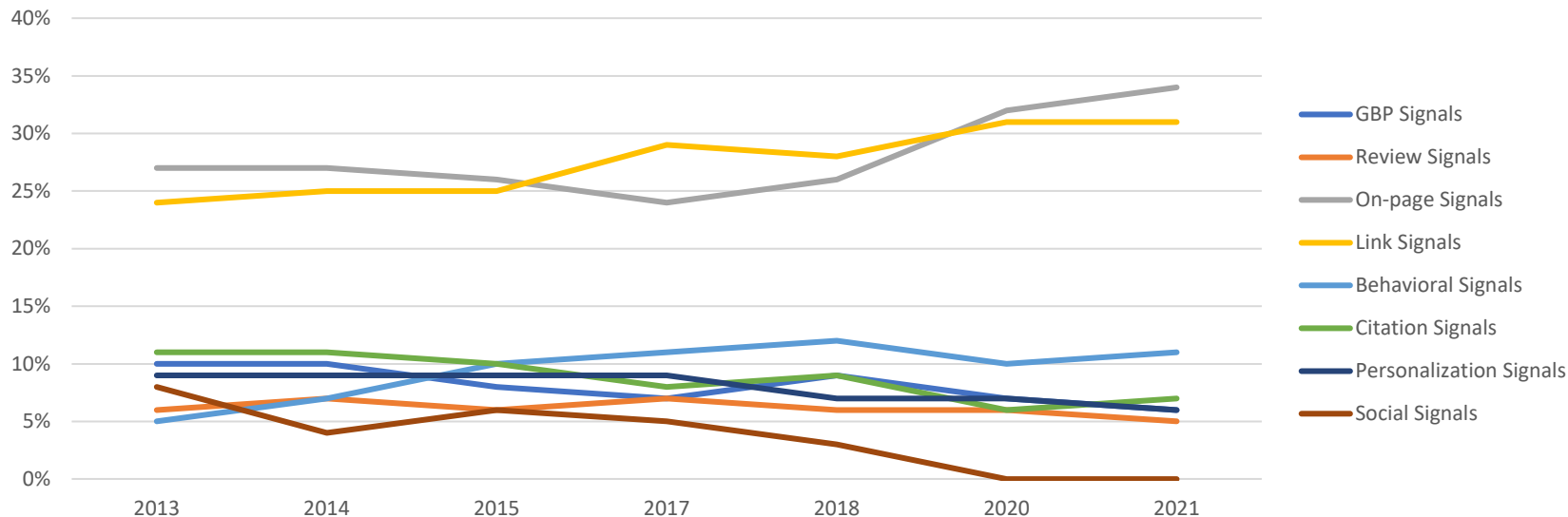
Google Ranking Signals

- 34% On-page
- 31% Links
- 11% Behavioral
- 7% Citations
- 6% Personalization
- 6% GMB
- 5% Reviews



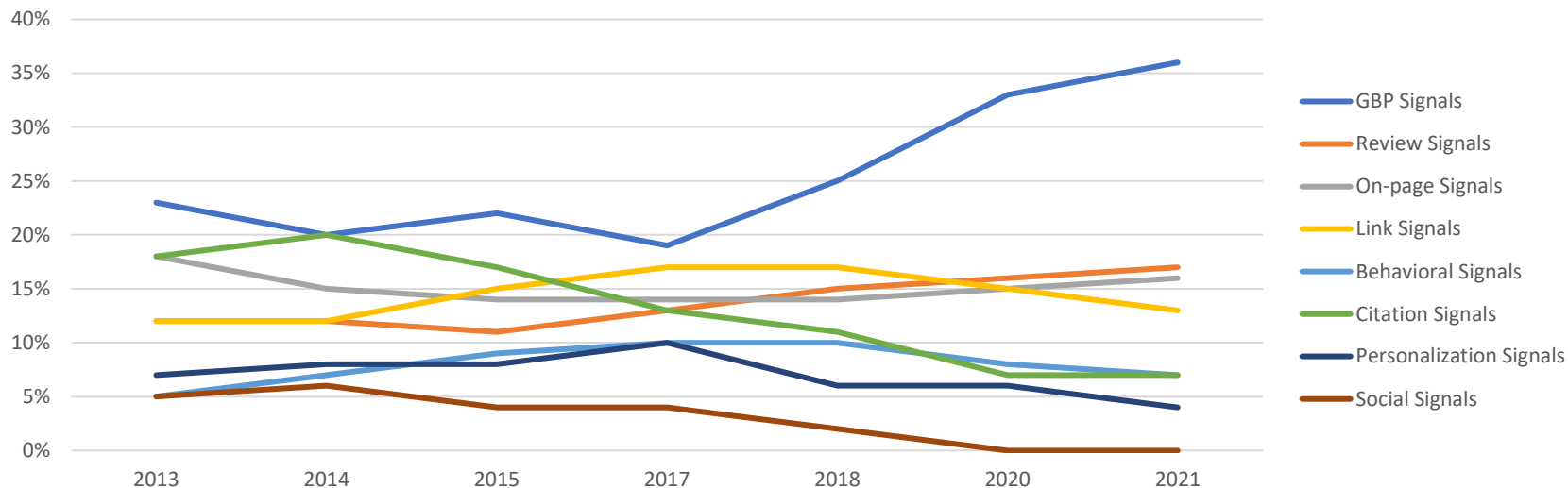
- 36% GMB
- 17% Reviews
- 16% On-page
- 13% Links
- 7% Behavioral
- 7% Citations
- 4% Personalization

Local Organic Ranking Factors 2013-2021



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

Local Pack (Maps) Ranking Factors 2013-2021



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

Check List

Local Pack

1. Google Business Profile (36%)

2. Reviews (17%)

3. On-page (16%)

4. Links (13%)

5. =Behavioral (7%)

5. =Citations (7%)

7. Personalization (4%)

Local Organic

1. On-page (34%)

2. Links (31%)

3. Behavioral (11%)

4. Citations (7%)

5. =Personalization (6%)

5. =GBP (6%)

7. Reviews (5%)

Use Cases for AI: Site Page Ideas

AL

What kind of pages should a car dealership website have?



A car dealership website should have the following pages:

1. Home page - A clear overview of the dealership, its location, and contact information.
2. New Cars - A page displaying the new cars available for purchase, including make, model, and pricing.
3. Used Cars - A page displaying the used cars available for purchase, including make, model, year, and pricing.
4. Specials - A page displaying any current promotions or special deals being offered by the dealership.
5. Finance - A page providing information about financing options for purchasing a car, including loan calculators and pre-approval forms.
6. Service - A page providing information about the dealership's service center, including hours of operation, services offered, and appointment scheduling.
7. Parts - A page displaying the dealership's parts department, including information about warranties and specials.
8. About - A page providing information about the dealership's history, mission, and staff.
9. Contact - A page providing the dealership's contact information, including address, phone number, and an email contact form.
10. Test Drive - A page where customer can schedule a test drive and also can see the available cars for test drive

Use Cases for AI: Content Ideas

AL

Generate a list of blog post ideas for a car dealership



1. "5 easy ways to maintain your vehicle and extend its lifespan"
2. "The top 10 safety features in today's cars"
3. "Why buying a certified pre-owned car is a smart choice"
4. "The benefits of regular oil changes and why they're important"
5. "How to prepare your car for a road trip"
6. "The latest car technology: what you need to know"
7. "The pros and cons of leasing vs buying a car"
8. "The impact of electric and hybrid cars on the environment"
9. "How to negotiate the best deal when buying a new car"
10. "The most fuel-efficient cars on the market today"

Google's stance on AI Content

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.

Use Cases for AI: Yes, content***

AL

write 250 words on the history of the Mercedes GLS



The Mercedes GLS is a luxury SUV that has become a popular choice for those seeking a comfortable and spacious vehicle. The GLS was first introduced in 2006 as the Mercedes-Benz GL-Class, and was later renamed the GLS in 2016. The SUV was designed as a replacement for the G-Class, which had been in production since 1979.



The GL-Class was initially available with a choice of two engines: a 4.7-liter V8 or a 5.5-liter V8. Both engines were mated to a seven-speed automatic transmission and offered a range of features such as a panoramic sunroof, heated front seats, and power-folding third-row seats. The GL-Class also had a range of safety features, including adaptive cruise control, lane departure warning, and blind spot monitoring.

In 2012, the GL-Class was given a mid-cycle refresh, which included updates to the exterior styling and an improved interior. The SUV also received a new engine option, a 3.0-liter V6 diesel engine. This engine was mated to a seven-speed automatic transmission and provided improved fuel efficiency.

In 2016, the GL-Class was renamed the GLS and given another update. The new GLS featured an updated exterior design, improved safety features, and a new nine-speed automatic transmission. The SUV was also available with a new 3.0-liter V6 gasoline engine and a 4.7-liter V8 gasoline engine.

Today, the GLS remains a popular choice for those seeking a luxury SUV. The latest model is available with a range of features, including a panoramic sunroof, heated front and rear seats, a 12.3-inch infotainment system, and a 360-degree camera. The GLS also offers a range of safety features, including adaptive cruise control, lane departure warning, and automatic emergency braking.

Use Cases for AI: Yes, content***

AI

write 250 words on the history of the Mercedes GLS in the style of Shakespeare



Oh, fair ladies and gentlemen, listen to the tale
Of a carriage that hath journeyed through time and prevail.
A creation of metal, a feat of design and art,
The Mercedes GLS, with a story that doth impart.



In the year of our Lord, two thousand and six,
The GL-Class did debut, a true carriage of tricks.
A sport-utility vehicle, a luxurious ride,
A king among carriages, with style to provide.

And in the year of our Lord, two thousand and twelve,
The GL-Class underwent a change, a transformation to delve.
An upgrade was made, with features more refined,
Thus the GLS was born, with greatness enshrined.

A carriage that doth carry a name of great worth,
The S stands for S-Class, the top model on earth.
A new era did begin, with the GLS leading the way,
A mighty carriage, a symbol of luxury every day.

The GLS hath journeyed through time, through twists and turns,
With features that doth impress and luxury that doth burn.
From the GL450 to the GLS580, with engines that doth roar,
A carriage that doth not falter, with power to explore.

And so, dear friends, the story of the Mercedes GLS hath been told,
A carriage that hath withstood the test of time, a tale to unfold.
A symbol of luxury, a carriage that doth lead the way,
The Mercedes GLS, a masterpiece in every way.

Use Cases for AI: Linkbuilding!

AL

what are the most popular local automotive directories in new jersey?



As an AI language model, I do not have access to real-time data or search results for local automotive directories in New Jersey. However, here are some popular local automotive directories in New Jersey that you can consider:



1. NJ Car Buyer - An online directory that provides listings of car dealerships and services in New Jersey, including new and used car dealerships, auto repair shops, and car rental services.
2. Jersey Car Cash - An online directory that provides listings of car dealerships and services in New Jersey, including new and used car dealerships, auto repair shops, and car rental services.
3. New Jersey Auto Mall - A directory that features listings of dealerships for new and used cars, trucks, and SUVs in New Jersey.
4. New Jersey Automotive - An online directory that provides listings of car dealerships and services in New Jersey, including new and used car dealerships, auto repair shops, and car rental services.
5. NJ Auto Dealers Directory - A directory that provides listings of car dealerships in New Jersey, organized by city or region.

It's important to note that these directories may not be the most popular or comprehensive in the region, and there may be others that are more relevant to your specific needs. It's always a good idea to conduct your own research and compare multiple sources before making any decisions.

Use Cases for AI: Reputation Management

AL

Write a response to a user who left this review on our car dealership google listing: "My third time getting a car from Prestige Lexus of Ramsey. All three times he gave the respect and trust that is truly hard to find at a car dealership especially these days. No pressure to buy."



Thank you so much for your kind words and for choosing Prestige Lexus of Ramsey for your car buying needs! We are so glad to hear that our team provided you with the respect and trust that you deserved during all your visits. We strive to provide a no-pressure and enjoyable car buying experience for all of our customers. We are thrilled that we were able to exceed your expectations and earn your repeat business. Thank you for your continued loyalty and we look forward to helping you with all your car buying needs in the future. ■



ChatGPT for Social Media

Use Cases for AI: Facebook Copy

AL

Write a 100+ word worth of Facebook Ad Copy for a car dealership in the new York city area. Include a call-to-action.



Are you in the market for a new car? Look no further than XYZ Car dealership in New York City! We have a wide selection of the latest models from top manufacturers, as well as a great selection of quality pre-owned vehicles. Plus, our finance team will work with you to find the best financing option to fit your budget. And our service center is staffed by certified technicians who will keep your car running like new. Don't wait any longer, visit us today and drive away in your dream car! Don't forget to book your test drive now and experience the drive. Call us or visit our website to schedule your test drive today!

Use Cases for AI: Twitter Copy

AL

Write 5 funny tweets about working at a car dealership



1. "Just sold a car to a customer who thought a manual transmission was a type of stick shift. #CarSalesLife #ManualMisunderstandings"
2. "When a customer asks if we have any cars that run on love and good vibes #CarSalesLife #AlternativeFuel"
3. "When a customer asks if we have any cars that come with a personal chauffeur #CarSalesLife #VIPtreatment"
4. "Just had a customer try to trade in their bicycle for a new car. #CarSalesLife #BikeToCar"
5. "When a customer asks if we have any cars that can fly #CarSalesLife #SkyHighDreams"

Use Cases for AI: TikTok

AL

what are the most popular hashtags for automotive on tiktok



As an AI language model, I do not have access to real-time data or search results for TikTok hashtags. However, here are some popular automotive hashtags on TikTok that have been used frequently:



1. **#cargirls** - This hashtag is often used by female TikTok users who are interested in cars, and it features videos of women showcasing their cars and discussing their passion for the automotive industry.
2. **#carsofTikTok** - This hashtag features videos of various cars, including luxury cars, sports cars, and classic cars. It is a popular hashtag for car enthusiasts who want to showcase their vehicles.
3. **#carreview** - This hashtag features videos of car reviews, where TikTok users provide their thoughts and opinions on various cars. It is a popular hashtag for car enthusiasts who are looking for information about a particular car model.
4. **#carlifestyle** - This hashtag features videos of people showcasing their love for the automotive lifestyle, including driving, car shows, and custom modifications. It is a popular hashtag for car enthusiasts who want to showcase their passion for cars.
5. **#carcommunity** - This hashtag features videos of people who are part of the automotive community, including car clubs, meetups, and events. It is a popular hashtag for car enthusiasts who want to connect with other people who share their passion for cars.



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



Use Cases for AI: PPC Campaign Ideas

AI

what google ads campaigns should a car dealership run



As an AI language model, I can provide some general recommendations for Google Ads campaigns that a car dealership could run to promote their business and increase sales.



Here are some ideas:

1. **Search Ads:** These are the most common type of Google Ads, where your ads are shown to people who are actively searching for keywords related to your business. For a car dealership, you could target keywords such as "new cars for sale," "used cars near me," or "car dealerships in [your city]." Make sure to include ad copy and landing pages that highlight the unique features and benefits of your dealership.
2. **Display Ads:** Display ads are shown on websites that are part of the Google Display Network, which includes millions of websites and mobile apps. You can use display ads to build brand awareness and promote specific car models or promotions. You can target specific audiences based on interests, demographics, or behaviors, and create visually engaging ads that showcase your cars and dealership.
3. **Video Ads:** Video ads can be shown on YouTube and other Google partner sites, and can be a great way to showcase your cars and dealership in action. You can create videos that highlight your inventory, provide virtual tours of your showroom, or feature customer testimonials. You can target specific audiences based on demographics, interests, or behaviors, and track engagement metrics such as views and click-through rates.
4. **Remarketing Ads:** Remarketing ads target people who have already visited your website or engaged with your dealership in some way. You can use remarketing ads to show personalized ads to people who have abandoned a car purchase or visited specific pages on your website. Remarketing ads can help you re-engage potential customers and remind them of your unique offerings and promotions.
5. **Local Inventory Ads:** Local inventory ads are a type of Google Shopping ad that show specific cars and their availability at your dealership. You can create feeds of your inventory and target specific audiences based on location and other factors. Local inventory ads can be a great way to showcase your inventory and drive in-store traffic to your dealership.

Use Cases for AI: PPC Adcopy Ideas

AL

Create 5 performance marketing adcopy ideas based on copy from prestigelexus.com



Here are 5 potential performance marketing ad copy ideas based on copy from prestigelexus.com:



1. "Experience true luxury with our award-winning Lexus vehicles - discover unparalleled quality, innovative technology, and exceptional handling today!"
2. "Upgrade your driving experience with our hybrid Lexus models - enjoy fuel efficiency, precision engineering, and advanced safety features on every ride!"
3. "Get behind the wheel of the best-in-class Lexus vehicles - enjoy superior comfort, reliable durability, and exceptional value with every drive!"
4. "Discover our unmatched selection of Lexus models - choose from innovative hybrids, sporty coupes, and luxurious sedans today!"
5. "Experience the difference with Prestige Lexus - enjoy unparalleled service, exceptional customer satisfaction, and a driving experience like no other!"

These ad copy ideas aim to highlight the unique features and benefits of Prestige Lexus's vehicles, as well as their commitment to customer satisfaction and service. By emphasizing the luxury, innovation, and value of their vehicles, these ad copy ideas can attract potential customers who are looking for a premium driving experience. They can be used in various types of digital marketing campaigns, including search engine ads, display ads, and social media ads, to reach a wider audience and drive more conversions.

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 for 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.



ChatGPT Tips & Tricks

ChatGPT Prompts

- **Define ChatGPT's role:** “Act as an **expert** in your response”. “Act as a tour guide”. “Act as a storyteller”. “Act as a motivational speaker”.
- **Define the audience for your response:** “Use short sentences. Address the audience directly.”
- **Try different styles:** “in the style of William Shakespeare”
- **Create outlines:** Create an article outline for [Insert Topic here]. Make it concise yet ensure no information is left out.
- **Create summaries:** “Summarize the following content [insert content here]”.
- **Get reviews on products & technology:** “I want you to act as a tech reviewer. Include pros, cons, features and comparisons to other technologies in the market. Start with reviewing the new [insert technology to review here].”

Pitfalls of ChatGPT

- **Limited Data:** The current iteration only has data through September 2021 – and while it can provide information beyond that, it won't be as accurate.

AL what are the most visited automotive websites

As of my knowledge cutoff date of September 2021, here are some of the most visited

- **Wrong information:** It doesn't always give the right answer.

AL how many countries start with the letter v?

There are no countries that start with the letter "V".

- **Similar data from similar requests:** If you're using it to create content – keep in mind that many others are as well. Google (and other search engines) will continue to value EAT (Expertise, Authoritativeness and Trustworthiness) – and of course, unique content.
- **Human Touch is still Golden:** You still need to curate, edit and quality control most of what you get from ChatGPT

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Next steps? Go experiment!



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
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- 1 more item

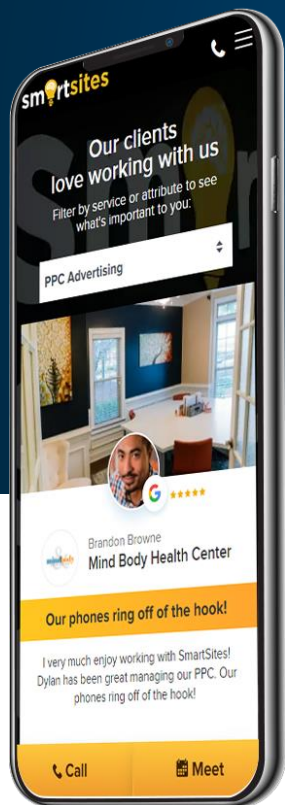
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Benefits

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





Thank You!



Connect with Alex