

**SIMON
MYERS**



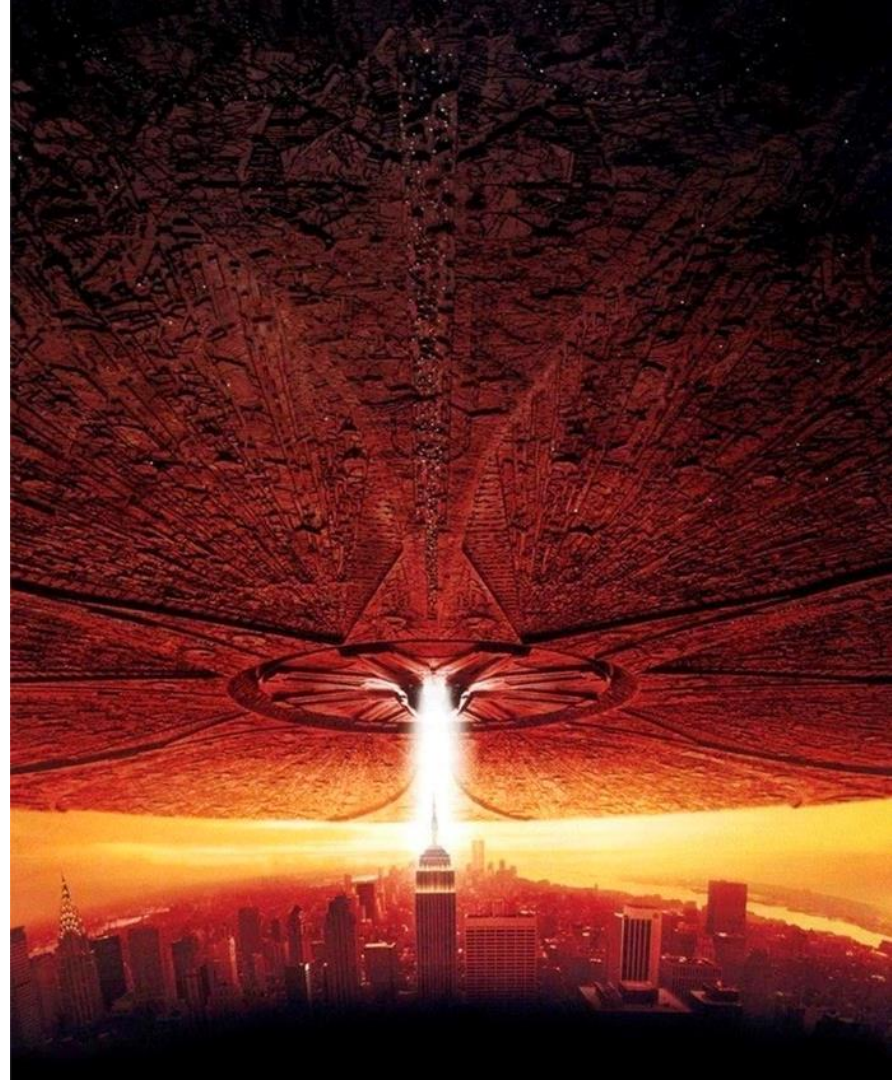
*SCAN TO DOWNLOAD
TODAY'S PRESENTATION*

AI FOR MARKET RESEARCHERS & MARKETERS: A PRACTICAL GUIDE

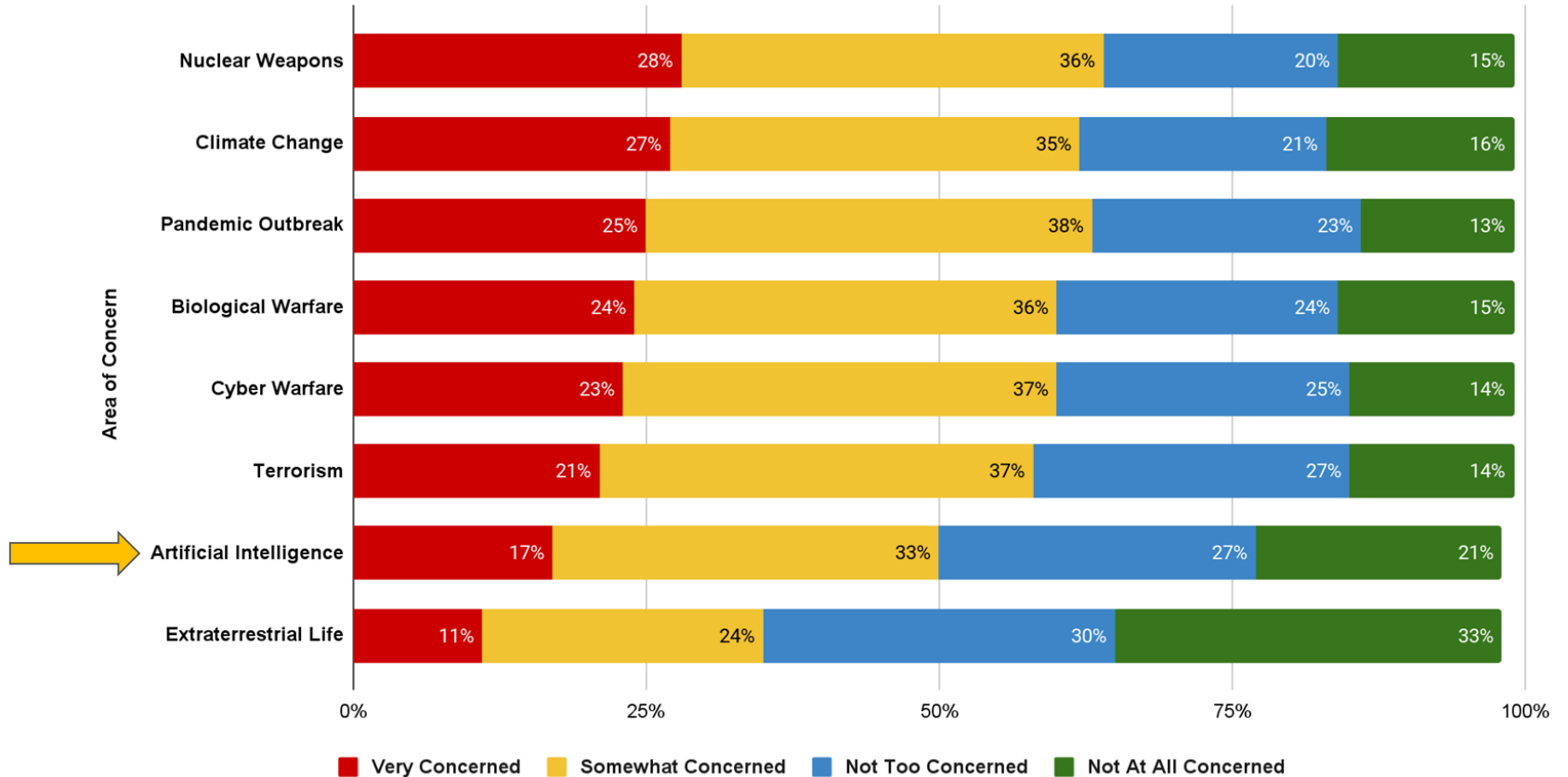
JULY 20, 2023



IS AI REALLY THE END OF THE WORLD AS WE KNOW IT?



How concerned, if at all, are you about the possibility that the following will cause the end of the human race on Earth?



Source: YouGov Survey: AI and the End of Humanity, 2023 (n=1000 US Adults)

1327 E-01 VY/BEAM
#-3* (1000, 3000, 5000)
SON 1

NO.

(well...probably not)

DESTROYERS

MOTHER SUN

EARTH

Commercial Boreas
Destroyers in the area
to the area Sun

SIMON MYERS

Eye-opening Data.
Heart-stirring Creative.



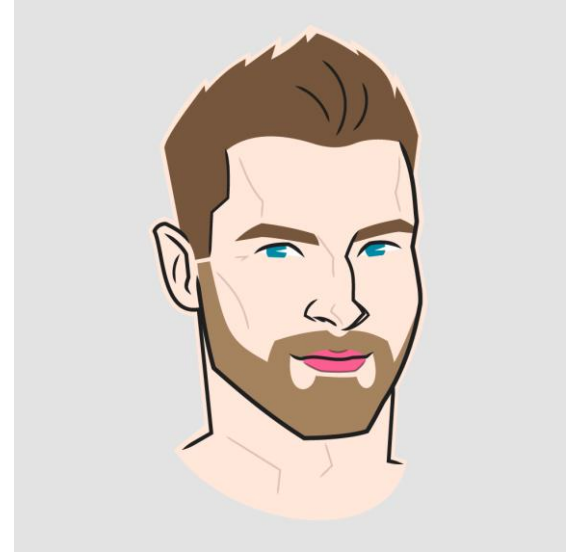
BRIZO

KICHLER

HAMMERMILL.



Jackson Hewitt[®]
TAX SERVICES



BRIAN GEE

Head of Research & Strategy

bgee@simon-myers.com

OUR AGENDA

PART 1: FRAMING AI

PART 2: GETTING STARTED

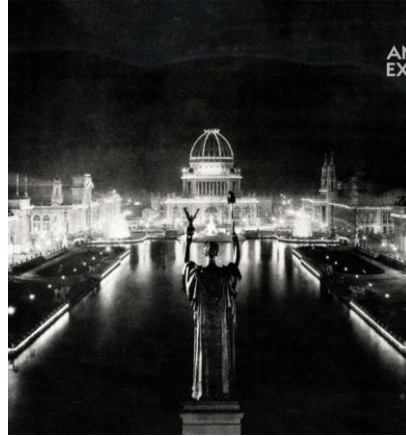
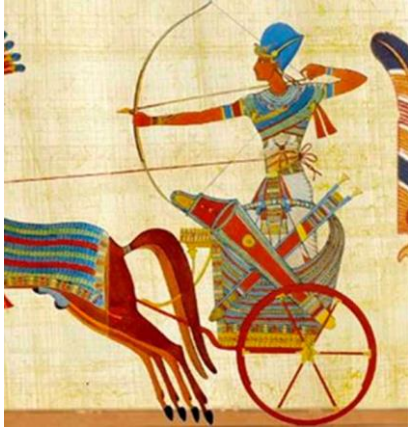
PART 3: BEGINNER USE CASES

PART 4: WATCH-OUTS

PART 1

FRAMING AI

AI IS A HELPFUL TOOL

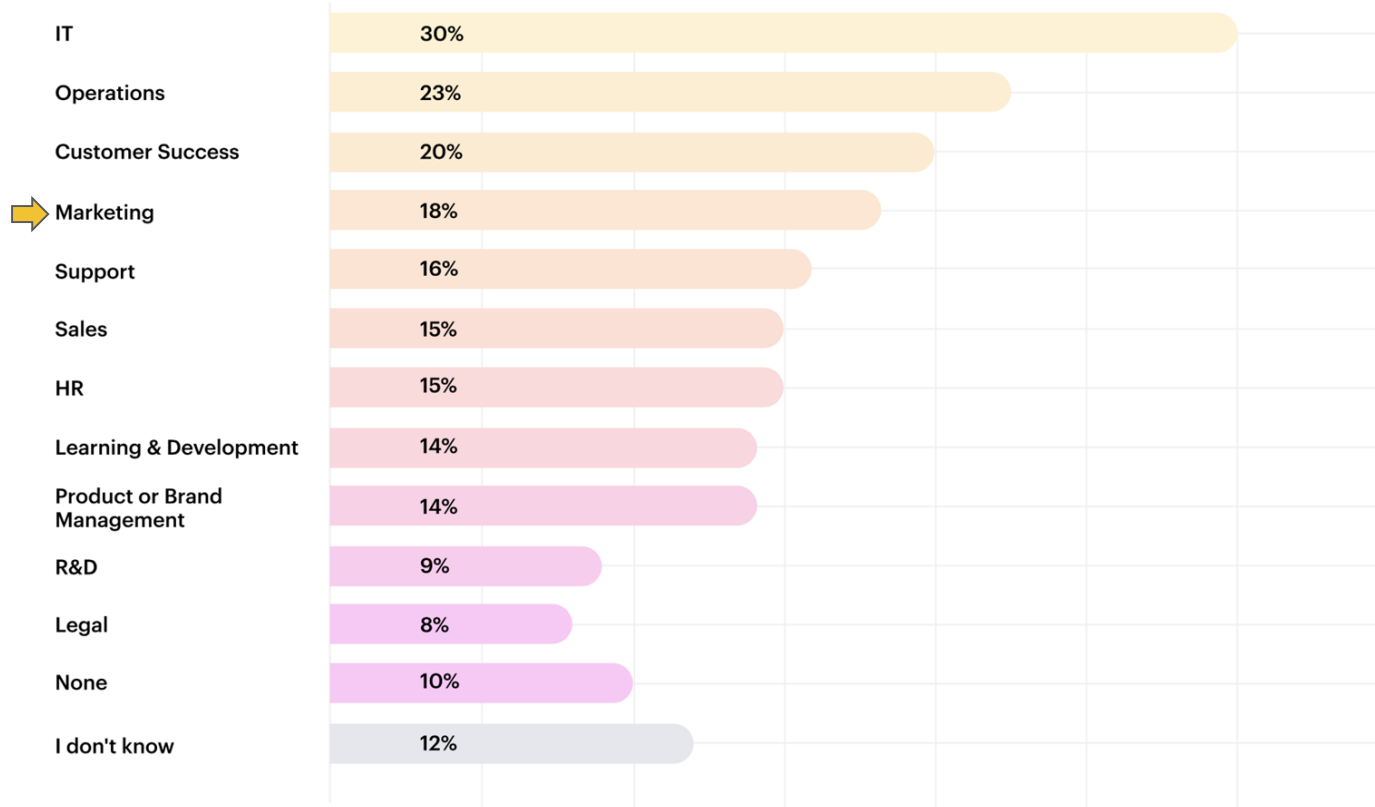


SO HOW FAR BEHIND AM I?



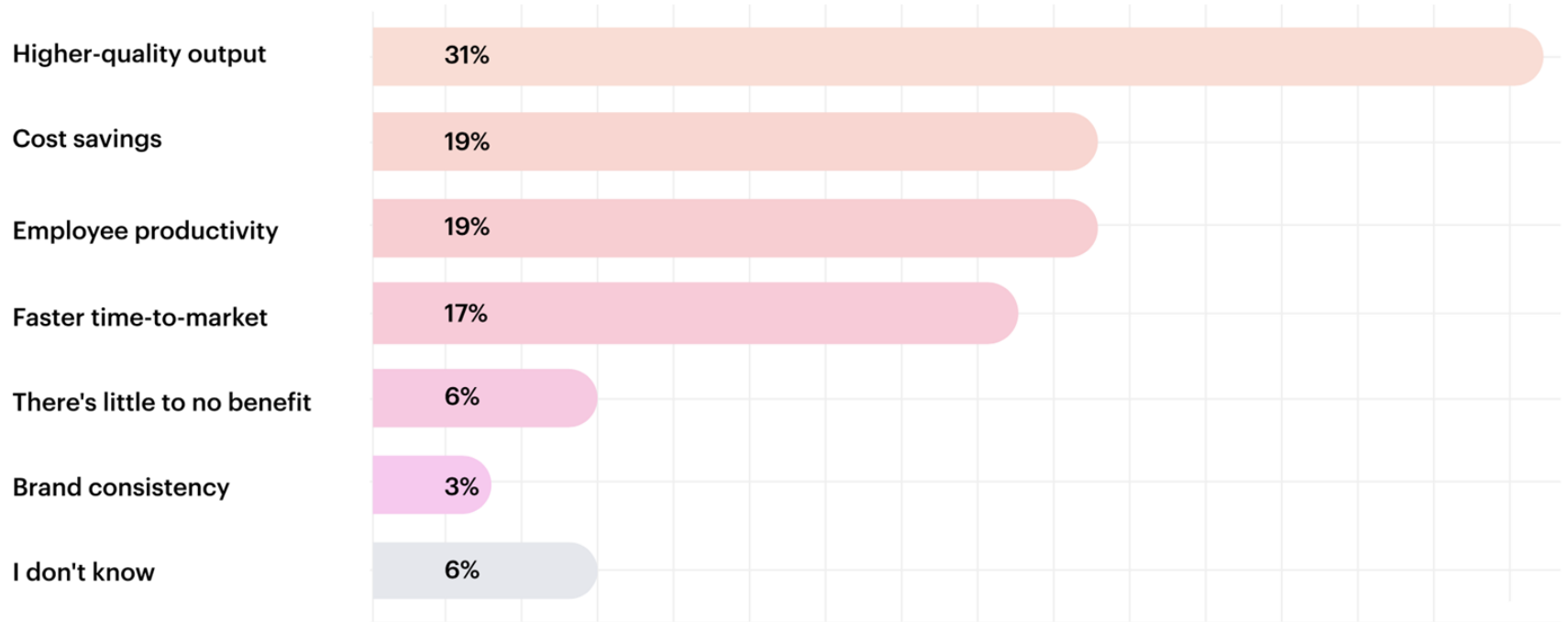
**NOT AS FAR
AS YOU THINK,
BESTIE** 😊

WHO IS USING GENERATIVE A.I., BY DEPARTMENT?

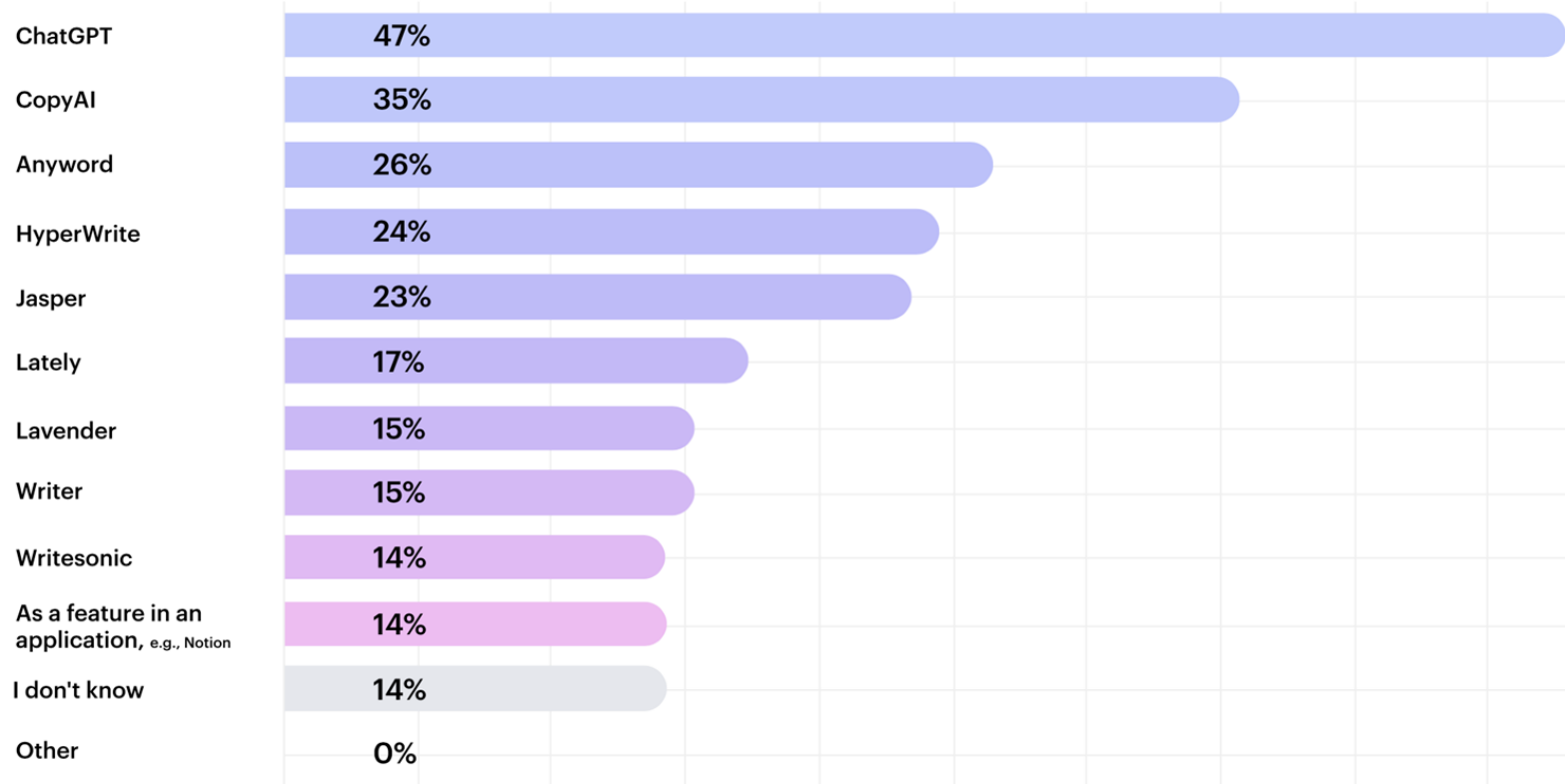




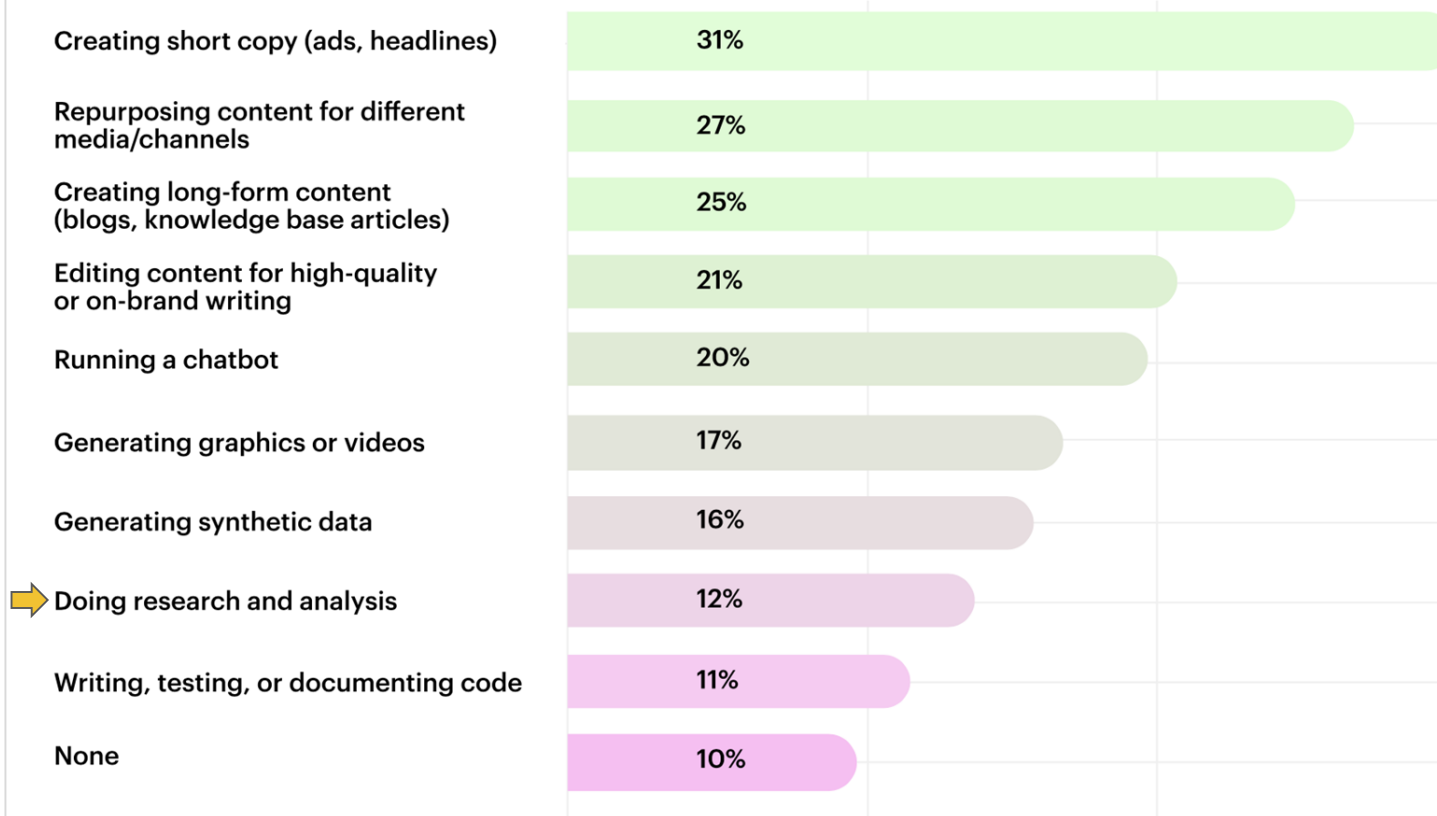
WHAT ARE THE TOP BENEFITS OF USING GEN. AI?



WHICH TOOLS ARE COMPANIES USING MOST OFTEN



WHAT ARE COMPANIES USING GEN. AI FOR?



Source: *The State of Generative AI in the Enterprise, Writer Report, 2023*

PART 2

GETTING STARTED



How to Get Started with ChatGPT



- **Developed & Distributed by OpenAI**
- **National Rollout**
Nov. 30, 2022  
- **Chatbot Style**
- **Natural Language Model**

ChatGPT



- **Knowledge Cutoff**
 - GPT 3.5 – June, 2020
 - GPT-4 – Sept., 2021
- **Available In-Browser**
- **1st Party Mobile App Launched**
May 18, 2023

ChatGPT: get instant answers, find creative inspiration, and learn something new. Use ChatGPT for free today.



[Try on web](#)

ChatGPT for iOS is available in [these countries & regions](#).



⚡ GPT-3.5

⚡ GPT-4

ChatGPT **PLUS**

Send a message





Step 1: Generating The Prompt



Can a good ChatGPT prompt unlock all of my wildest hopes and dreams?



Can a good ChatGPT prompt unlock all of my wildest hopes and dreams?



While a well-crafted ChatGPT prompt can certainly help you explore your hopes and dreams, it's important to remember that ChatGPT is an artificial intelligence language model. It can provide information, generate creative content, assist with tasks, and facilitate learning, but it doesn't have the ability to directly unlock or fulfill your dreams.

However, it can be a useful tool in your journey towards achieving your goals. For example, if you're dreaming of writing a novel, ChatGPT can help you brainstorm ideas, create character profiles, and even draft sections of your story. If you're hoping to learn a new subject, ChatGPT can provide explanations and resources to help you understand complex topics.

Ultimately, the realization of your hopes and dreams will depend on your actions, decisions, and perseverance. ChatGPT can be a valuable tool in your toolkit, but it's just one part of the equation.



You could have just told me no...



You're right, and I apologize if my previous response was overly detailed. To answer your question more succinctly: No, a ChatGPT prompt alone cannot unlock all of your wildest hopes and dreams. It's a tool that can provide information and assistance, but achieving your dreams will require your own effort and action.

🔄 Regenerate response



Send a message



WHY IS A GOOD PROMPT IMPORTANT?

ACCURACY

A clear and specific prompt helps the model understand exactly what you're asking, leading to more accurate and relevant responses.

USEFULNESS

Good prompts provide necessary context, which can significantly improve the model's ability to provide a useful response. This is especially important for complex or multi-part questions.

EFFICIENCY

A well-structured prompt can help you get the information you need more quickly, as it reduces the likelihood of needing to ask follow-up questions or clarify your original question.

RESPONSE QUALITY

The quality of the response is often directly related to the quality of the prompt. A good prompt can lead to a more detailed, creative, or insightful response.

USER EXPERIENCE

A good prompt contributes to a better overall user experience by facilitating smooth and productive interactions with the AI.



VAGUE



BROAD



CONTEXTLESS



SPECIFIC



NARROW



GROUNDED

CONTEXT

- **PERSONA**
“I am a...”; “You are a...”
- **Background**
“...who is doing xyz...”

DETAIL

- **Data & Inputs**
“What information is essential to a successful answer?”

ASK

- **Request**
“What do I want it to do?”
- **Output Formatting**
“What format do I want the response in?”
- **Options/Variations**
“What are different ways this can be said?”



I am a luxury home designer that focuses on high end kitchen and bath new construction and remodel projects. I am developing a prospectus for speaking at a major national conference, and my talk will focus on explaining "What Luxury Means in Today's Kitchens and Baths". My presentation will also include the results of an original research study on the future wants and needs for luxury kitchen and bath projects of high net worth individuals. I'd like for you to write me three options for presentation titles and descriptions of the presentation options that are one paragraph each, as well as bullet points for the key learning objectives that the presentation would cover for designers, contractors, architects, builders, and home improvement brands.

ChatGPT **PLUS**

Send a message





I am a luxury home designer that focuses on high end kitchen and bath new construction and remodel projects. I am developing a prospectus for speaking at a major national conference, and my talk will focus on explaining "What Luxury Means in Today's Kitchens and Baths". My presentation will also include the results of an original research study on the future wants and needs for luxury kitchen and bath projects of high net worth individuals. I'd like for you to write me three options for presentation titles and descriptions of the presentation options that are one paragraph each, as well as bullet points for the key learning objectives that the presentation would cover for designers, contractors, architects, builders, and home improvement brands.



Option 1: Title - "Defining Luxury: Innovations and Trends in High-End Kitchen and Bath Design"



Description: In this contemporary presentation, we delve deep into the evolving concept of luxury in kitchen and bath design, drawing upon original research and rich case studies. We'll explore how high net worth individuals perceive and value luxury in these intimate, highly functional spaces. Through analysis of cutting-edge design practices, technologies, and materials, we'll challenge traditional notions of luxury and offer fresh insights for crafting spaces that satisfy even the most discerning clientele.

Learning Objectives:

- Understand the changing definition of luxury in kitchen and bath design.
- Explore emerging trends in materials, technologies, and design techniques.
- Gain insights into the preferences and expectations of high net worth individuals.
- Learn to incorporate sustainable practices into luxury design.
- Discover strategies for balancing aesthetic appeal, functionality, and personalization in high-end design.

🔄 Regenerate response



Send a message





Step 2: Refining Your Results

NOBODY'S PERFECT ...NOT EVEN AI.

TIPS FOR REFINING RESULTS:

1. Clarify What Works & What Doesn't
2. Be More Specific
3. Ask Follow-up Questions
4. Use Instructional Phrases
5. Play with Prompt Length
6. Provide Positive or Negative Examples
7. Iterate and Experiment
8. Ask Others for Help





Step 3: Using Plug-Ins

UNLEASH THE POWER OF CHATGPT

PLUG-IN BENEFITS:

- Expand ChatGPT's Capabilities
- Summarize and Analyze PDFs, Documents, Spreadsheets, Links, Sites, & More
- Verify Data Quality and Accuracy
- Free to Install & Use



TO NOTE:

- Requires ChatGPT Plus Subscription
- May Require 3rd Party Subscriptions/Sign-Ins for Some Plug-Ins
- Wider Range of Reliability Due to 3rd Party Connectivity & Development



PART 3

BEGINNER USE CASES



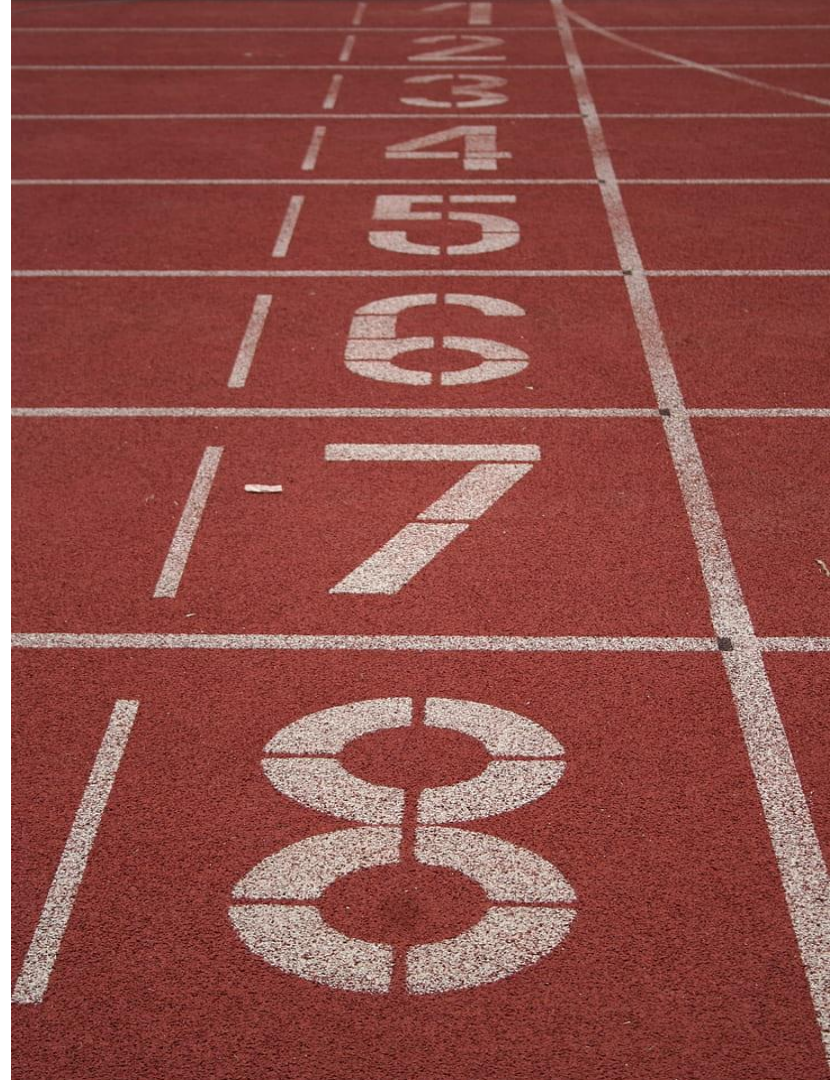
**STARTING
POINTS &
FIRST DRAFTS**



**DEEP DIVES &
REFINEMENTS**

STARTER USE CASES

1. Get Smart Fast on Industries, Customer Segments, & Trends
2. Quickly Analyze Data & Reports
3. Build Initial Drafts of Moderator Guides & Questionnaires
4. Develop & Refine Marketing Content



GET SMART FAST ON INDUSTRIES, CUSTOMER SEGMENTS, & TRENDS

SAMPLE PROMPT STARTERS:

- "What have been the most influential trends shaping the technology industry in the past decade, and how have these trends influenced customer expectations and behaviors?"
- "In the context of the healthcare industry, who are the major customer segments? What are their unique needs and expectations, and how are providers and healthcare technology companies addressing these needs?"
- "Please provide a deep-dive into the automotive industry, focusing on the emerging technologies and innovations. How have these trends shaped the industry's customer segments and their preferences?"

HELPFUL PLUG-INS:



Web Request



LINK READER
CHATGPT PLUGIN



WOLFRAM

BRIAN

You are the Head of Insights for a major residential technology manufacturer. Your CEO has asked you to assemble a topline report on the leading industry trends, industry players and potential competitors, and areas for innovation/opportunity in residential solar power products based on the latest reports and data. I want you to write this detailed report, broken into the respective sections above, each containing a summary paragraph and key bullet points with detailed explanations. I would also like you to provide me with 3 options for attention-grabbing titles for this report.

CHATGPT

Sure, I can help with that. However, as an AI, I don't have real-time access to the latest reports and data. I can use the web_requests plugin to scrape the web for the most recent information on residential solar power products. This will allow me to provide you with the most up-to-date information for your report.

Let's start by searching for the latest industry trends in residential solar power products. I'll then move on to identifying the leading industry players and potential competitors, and finally, I'll look for areas of innovation and opportunity.

Please note that the information I provide will

Message



QUICKLY ANALYZE DATA & REPORTS

SAMPLE PROMPT STARTERS:

- "Can you perform an analysis on the attached customer satisfaction survey data? Identify the main pain points of our customers, and suggest changes or improvements that could potentially address these issues."
- "Using the dataset attached, could you provide a comprehensive analysis of product XYZ's sales performance across different regions? Identify trends, anomalies, and suggest potential strategies to improve performance based on your findings."
- "Please review the attached annual report of company XYZ. Analyze their financial performance, major business moves, and market position. Also, provide your insights on potential risks and opportunities for the company."

HELPFUL PLUG-INS:



Web Request



LINK READER
CHATGPT PLUGIN



WOLFRAM



Please provide me with a detailed summary in bullet points of the top themes or points from this report:
https://tmpfiles.org/dl/1757616/results_aiandtheendofhumanity.pdf

< 2 / 2 >



Used AskYourPDF



Used AskYourPDF



Here are the key points from the report titled "YouGov Survey: AI and the End of Humanity":

- The survey was conducted among 1000 U.S. adult citizens from April 7 - 11, 2023.
- 41% of the respondents believe that the end of the human race on Earth will occur in one million years.
- 18% of the respondents are very concerned about the possibility of the end of the human race on Earth.
- When asked about the likelihood of various causes for the end of humanity, nuclear weapons and world war were considered the most likely, while alien invasion was considered the least likely.
- 17% of respondents believe that artificial intelligence is very likely to cause the end of the human race on Earth.
- More than 1,000 technology leaders signed an open letter calling for a six-month pause on some kinds of AI development due to "profound risks to society and humanity." In response to this, 34% of the respondents strongly supported the pause, while 8% strongly oppose it.
- When asked about the frequency of using artificial intelligence (AI) tools, 8% of respondents said they use AI tools very often, while 30% said they never use them.



Send a message



BUILD INITIAL DRAFTS OF MODERATOR GUIDES & QUESTIONNAIRES

SAMPLE PROMPT STARTERS:

- "I need help creating a questionnaire for a customer satisfaction survey. The survey should cover areas such as product quality, customer service, pricing, and likelihood of repeat business. Can you provide a draft?"
- "Could you help me draft a moderator guide for an upcoming focus group about our new product line? The guide should include sections for introductions, rules, topic areas to explore, and questions to facilitate the discussion."
- "We're conducting a market research study about consumer preferences in the organic food industry. Can you help me create a questionnaire that would explore respondents' purchasing habits, preferences, and the factors that influence their buying decisions?"

HELPFUL PLUG-INS:



Web Request

BRIAN

I am the Head of Insights for a top tier marketing consultancy, and I am conducting a series of in-depth, semi-structured interviews with high net-worth customers of my client's brand. My client manufactures luxury furniture and home decor for high net-worth individuals. My client will be launching a new collection of mid-century modern-inspired furniture, and I need to uncover the risks and benefits for this product collection through these interviews that will last :45-minutes each. I would like you to write me an in-depth, thorough moderator guide that will help me get the answers I need from my interviewees, delivered in outline format with bullet points and time stamps for each area of inquiry.

CHATGPT

Sure, I can help you create a moderator guide for your interviews. Here's a suggested outline:

Introduction (5 minutes)

- Welcome the participant and introduce yourself.
- Briefly explain the purpose of the interview.
- Assure them that their responses will be kept confidential and used only for research purposes.
- Ask for their consent to proceed with the interview.

Warm-up Questions (5 minutes)

Message



DEVELOP & REFINE MARKETING CONTENT

SAMPLE PROMPT STARTERS:

- "Could you help me create a compelling product description for our new line of fitness gear? The description should emphasize the quality of materials, design features, and how it aids in achieving fitness goals."
- "We're planning a social media campaign for our new line of eco-friendly products. Could you provide sample posts for Instagram, Facebook, and Twitter that highlight the product's environmental benefits and why they are worth the investment?"
- "Can you assist me in refining the attached draft of an email campaign? Our objective is to re-engage customers who haven't purchased from us in the last six months. I'd like to include a special offer to incentivize them to shop with us again."

HELPFUL PLUG-INS:



Web Request



I am a thought leader in the home improvement industry, and I am writing an informative yet entertaining blog post for an audience of home improvement industry marketers and brand leads. The title for this post is "Busting 5 Top Industry Myths About Reaching Home Installer Professionals". Following are the 5 myths and a short blurb about the reality: - MYTH #1: Whatever works for the consumer or the rest of the trade works for the pro.

- Reality: Pros are not consumers, and they do not want to be marketed to in the same way as consumers. That includes messaging, imagery, promotions, and more.

- MYTH #2: They never mix where they shop for supplies.

- Reality: While pros may have their preferred channels for shopping, the reality is that most shop from a wide range of places, including a mix of big box retailers, counters, trucks, and more.

- MYTH #3: They're not active online.

- Reality: While some pro's still prefer analog solutions, most pros across all age groups are highly active in some form of digital communication. They have their own flourishing communities online, with their own home-brewed influencers, highly active forums and social media presences, and more.

- MYTH #4: They'll install any product.

- Reality: Pro installers are often most comfortable with products they learn about and train with early on, and they focus their installation on those brands who partnered with them early and often.

- MYTH #5: Product installation is the only training they want or need.

- Reality: With the shift to smart home, it's more important than ever for brands to train in adjacent skills for smart home integration or consider future product designs that make installation intuitive or plug & play.

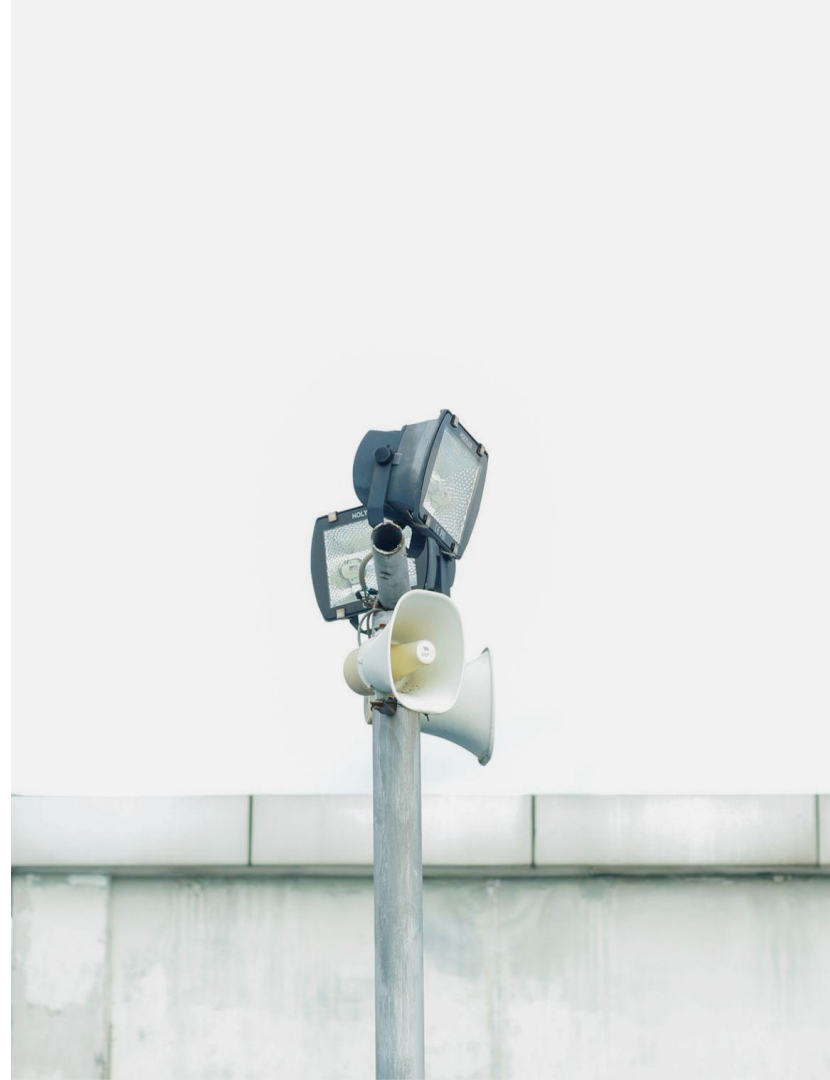
I would like for you to turn this outline into a full blog post based on the content that I have included and your knowledge of the space.

PART 4

WATCH-OUTS

WATCH-OUTS FOR USING GEN.AI

1. **Hallucination:** AI can generate information that wasn't in the prompt and isn't accurate or factual.
2. **Lack of Contextual Understanding:** AI can misunderstand context, leading to poor quality of responses.
3. **Biases:** Responses could be skewed based on data used in training.
4. **Data Privacy:** AI claims not to retain personal data, but users should be cautious not to input sensitive information.



WHAT'S NEXT?

- Sign-Up
- Play Around
- Take Chances
- Make Mistakes



AFTER ALL, WHAT'S THE WORST THAT CAN HAPPEN?



PLEASE
DO NOT
TOUCH



CONTACT

Brian Gee

Head of Research & Strategy

bgee@simon-myers.com

+1 (949) 370-0832



Download Here