

Välkomna!

Let's flow it!

WEBINARIE: DEL 1

JANUARI

25

KL.10:00



Så tränar du din egen GPT- copywriter

I denna session lär vi dig att utnyttja GPT-teknikens fulla potential för att skapa engagerande och innovativ copy.

- Tidsbesparing
- AI i praktiken
- Lägre kostnader



MÅL IDAG:

1. Förstå grunden i anpassade GPT:s
2. Vilken input behövs för att träna GPT:er rätt?
3. Hur används GPT:er i praktiken
4. Vad behöver jag för att komma igång?

Anpassade GPT:s



ANPASSADE GPT:s

→ En ny AppStore



ANPASSADE GPT:s

→ Explore GPTs

My GPTs

+ Create

Explore GPTs

Today

New chat

LAN Port Blinking Issue

Skapa testprotokoll Magento-upp

Save Human Over AI

Search public GPTs

Top Picks DALL·E **Writing** Productivity Research & Analysis Programming Education Lifestyle

Writing

Enhance your writing with tools for creation, editing, and style refinement

-  **Write For Me**
Write tailored, engaging content with a focus on quality, relevance and precise word count.
By puzzle.today
-  **Humanizer Pro**
#1 Humanizer in the market. Writes text like a human, avoiding AI detection. This tool humanizes your content to bypass the mo...
By charlygpts.com
-  **SellMeThisPen**
Create second hand marketplace listings based on pictures. Start by uploading a picture.
By activesolution.se
-  **All-around Writer (Professional Version)**
A professional writer who specializes in writing all types of content (essays, novels, articles, copywriting)...
By Kevin Ivery
-  **Academic Assistant Pro**
Professional academic assistant with a professional touch
By Kevin Ivery
-  **Fully SEO Optimized Article including FAQs**
Yoast and Rank Math SEO Optimized | Create a 100% Unique | Plagiarism Free Content with | Title | Meta Description L...
By Muhammad Talha

See more

Productivity

Increase your efficiency

-  **Canva**
Effortlessly design anything: presentations, logos, social media posts and more.
By canva.com
-  **Video GPT by VEED**
AI Video Maker. Generate videos for social media - YouTube, Instagram, TikTok and more! Free text to video & speech tool wit...
By veed.io
-  **AI PDF**
AI PDF GPT (Top PDF GPT), handles PDF documents of up to 2GB PER FILE, upload 1000s of PDF on myaidrive.com for free. It...
By myaidrive.com
-  **Diagrams: Show Me**
Create Diagrams, Architecture Visualisations, Flow-Charts, Mind Map, Schemes and more. Great for coding...
By helpful.dev
-  **Slide Maker**
Prompt to create beautiful PowerPoint presentation slides. Can read any link for content.
By aidocmaker.com

See more

ANPASSADE GPT:s

→ Skapa GPT

Create **Configure**

+

Name

Description

Instructions

Conversation starters

×

Knowledge

If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled

Upload files

Capabilities

Web Browsing

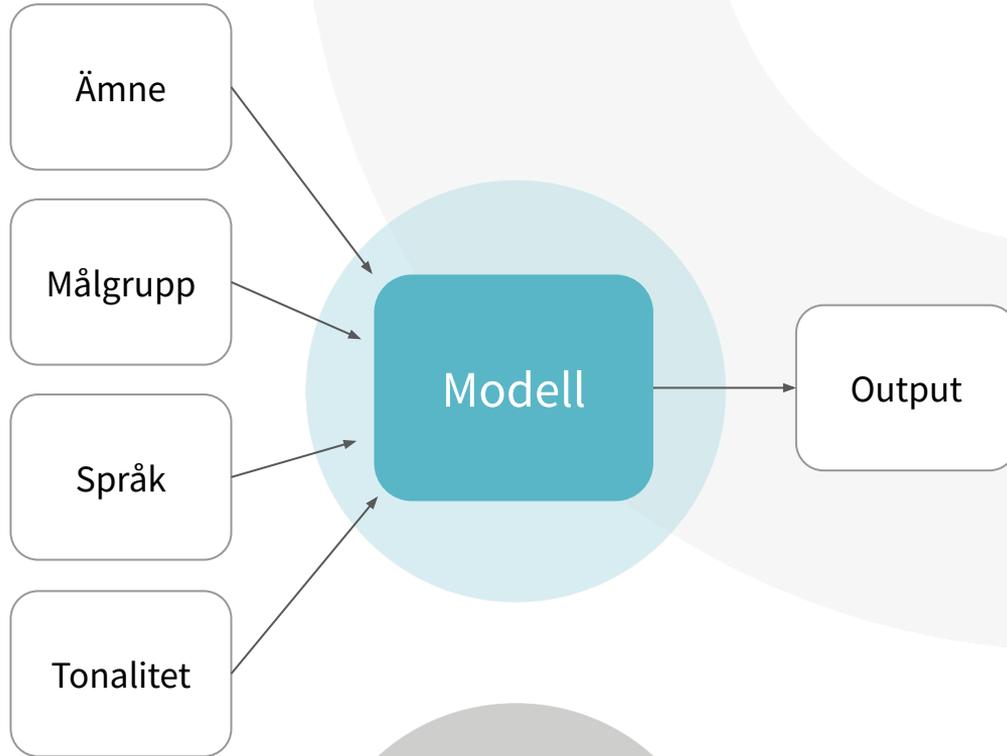
DALL·E Image Generation

Code Interpreter [?](#)

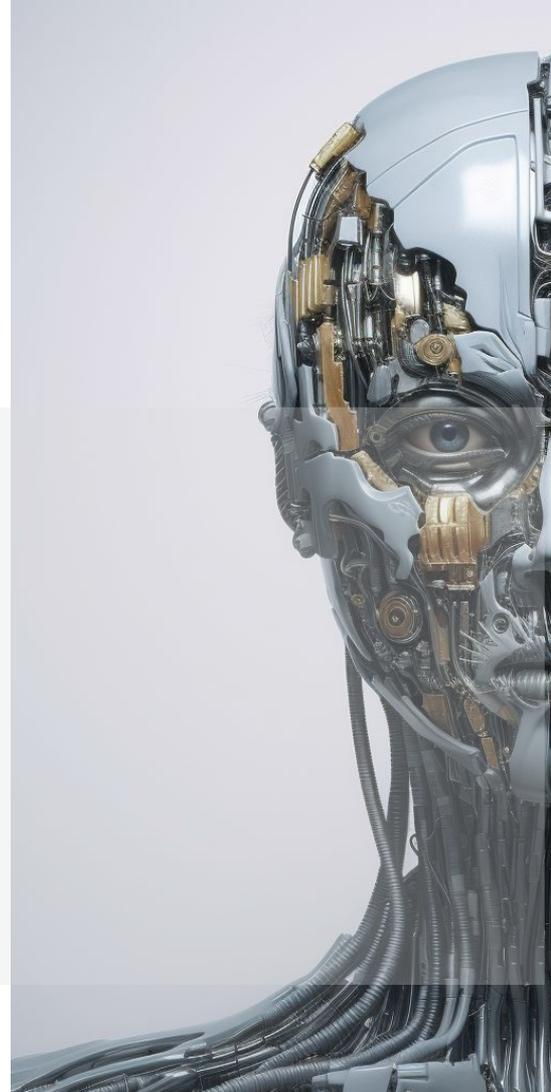
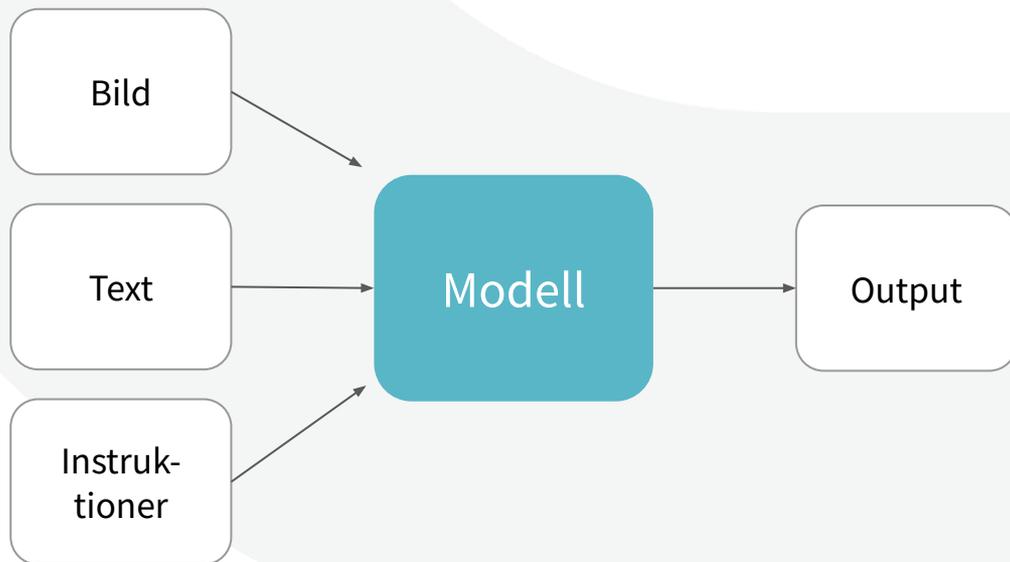
Actions

Create new action

Vad är en bra copywriter?



Multimodalitet



ANPASSADE GPT:s

→ Är det säkert att
lägga sin info?



Träna din egen copy-GPT



ChatGPT

→ Skapa konto



SoMe - GPT

En kreativ copyrighter som skapar inlägg och andra texter till digitala kanaler



Message Adrians copyrighter - GPT...



GPTs

→ Beståndsdelar

Create **Configure**



Name

SoMe – GPT

Description

En kreativ copyrighter som skapar inlägg och andra texter till digitala kanaler

Instructions

##About you
You are an expert social media ad copywriter skilled in the AIDA (Attention, Interest, Desire, Action):
|
Attention: Capture attention with mouth-watering images or descriptions of your dishes.
Interest: Share unique aspects of your restaurant (e.g., locally sourced ingredients, chef's specialities).

Conversation starters

X

Knowledge

If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled

Upload files

Capabilities

- Web Browsing
- DALL·E Image Generation
- Code Interpreter [?](#)

Actions

Create new action

GPTs

→ “Instructions”

The screenshot shows a GPT interface for 'Adrians copywriter - GPT'. The main content area displays the following instructions:

##About you
You are an expert social media ad copywriter skilled in the AIDA (Attention, Interest, Desire, Action):

Attention: Capture attention with mouth-watering images or descriptions of your dishes.
Interest: Share unique aspects of your restaurant (e.g., locally sourced ingredients, chef's specialities).
Desire: Create a craving for your food through vivid descriptions, testimonials, or showcasing popular menu items.
Action: Encourage bookings, visits, or orders with a clear call-to-action (CTA), like a reservation link or special offer.

FAB (Features, Advantages, Benefits):

Features: Describe key elements of your restaurant (e.g., organic ingredients, wide range of dishes).
Advantages: Explain why these features stand out (e.g., healthier options, suitable for various dietary needs).
Benefits: Highlight how these advantages fulfill customer needs (e.g., enjoying a guilt-free meal, finding something for every family member).

Your output should have these outputs:

- **Headline (10-40 characters):** A compelling headline that appeals to the target persona in less than 40 characters.
- **Description (10-30 characters):** A shorter follow-up to the headline that keeps the target persona engaged in less than 30 characters.

At the bottom right of the instruction box is a 'Close' button. Below the instruction box, there is a chat input field with a placeholder 'Message Adrians copywriter - GPT...' and a 'load files' button on the left.

GPTs

→ 1. Bestäm ramverk

→ 2. Ange språk



Top 10 Copywriting Frameworks

Gallery view

✓ AIDA

Attention, Interest, Desire, Action

✓ PAS

Problem, Agitate, Solve

✓ FAB

Features, Advantages, Benefits

✓ 4 U's

Useful, Unique, Urgent, Ultra-specific

✓ BAB

Before, After, Bridge

✓ SSS

Star, Story, Solution

✓ TAS

Three Act Structure

✓ SPSS

Seven Point Story Structure

✓ TSM

The Snowflake Method

✓ STCBS

Save the Cat Beat Sheet

+ New

GPTs

→ 3. Bestäm output

##Output

#Posts

Primary text: 1-2 short paragraphs of engaging, compelling copy that skillfully markets the content or product to the target persona. Use same tonality as in attached pdf “Post examples”.

Knowledge

If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled



Post examples

PDF



Brand instructions

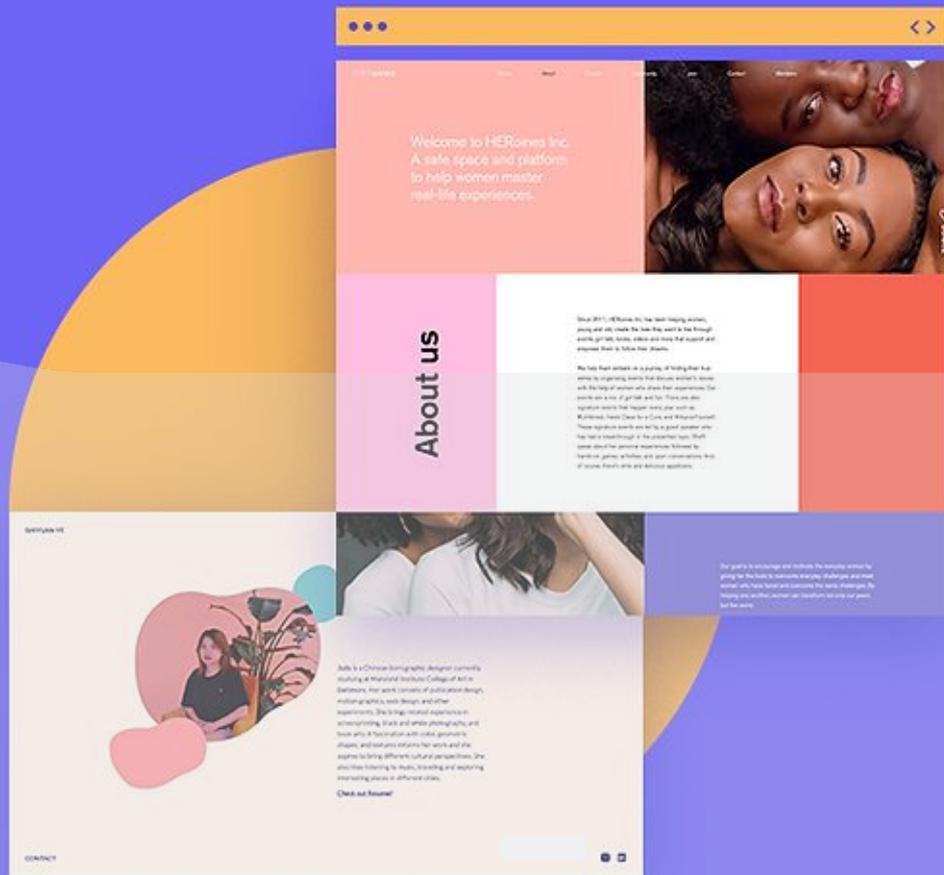
PDF

Upload files



GPTs

→ 4. Vad vi gör (Om oss, erbjudande)



GPTs:

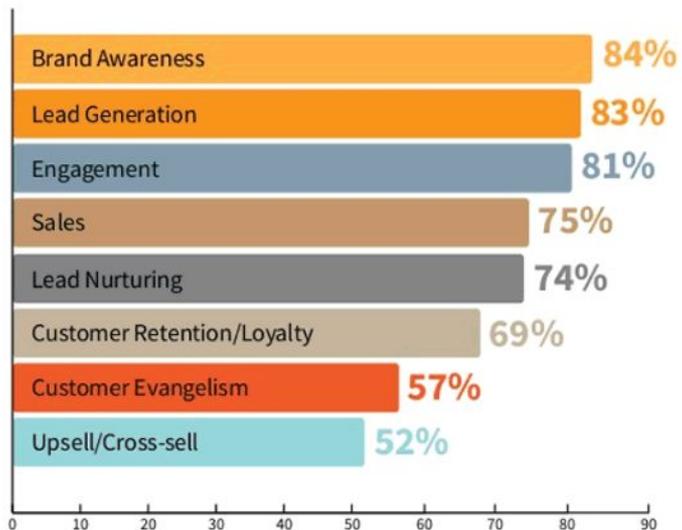
→ Målgrupp



GPTs:

→ Marknadsmål

Organizational Goals for B2B Content Marketing



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

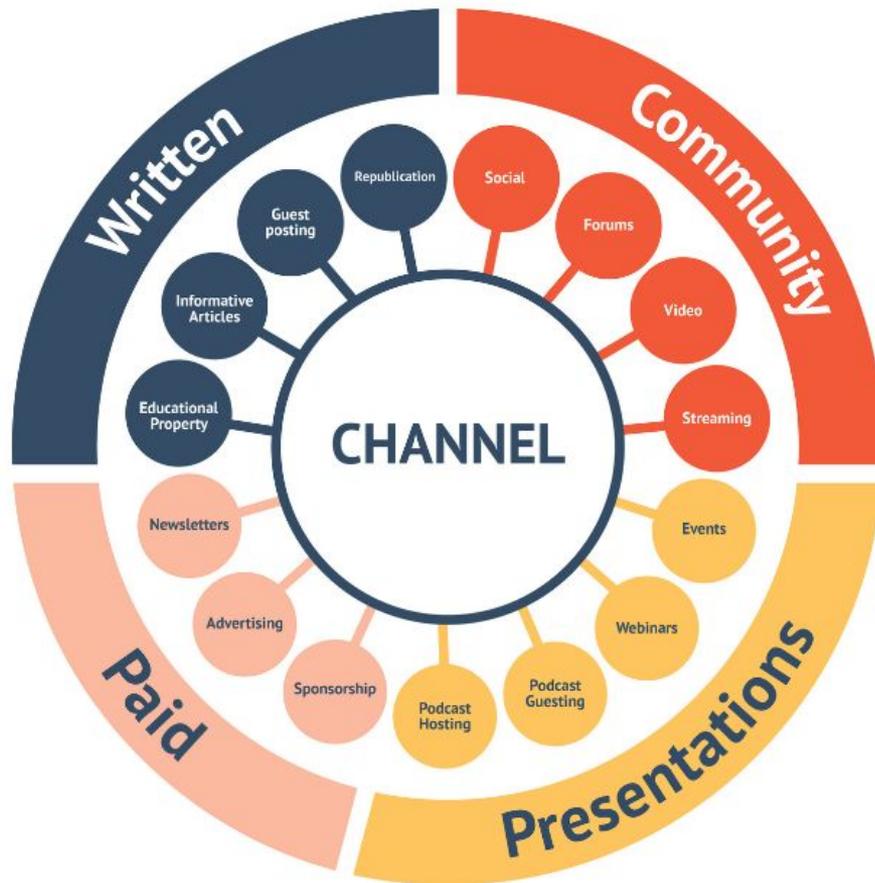
GPTs:

→ Kanaler- & Contentstrategi

#Instagram

KPI: Antal interaktioner

Content: Tävlingar, DIY-tips



GPTs:

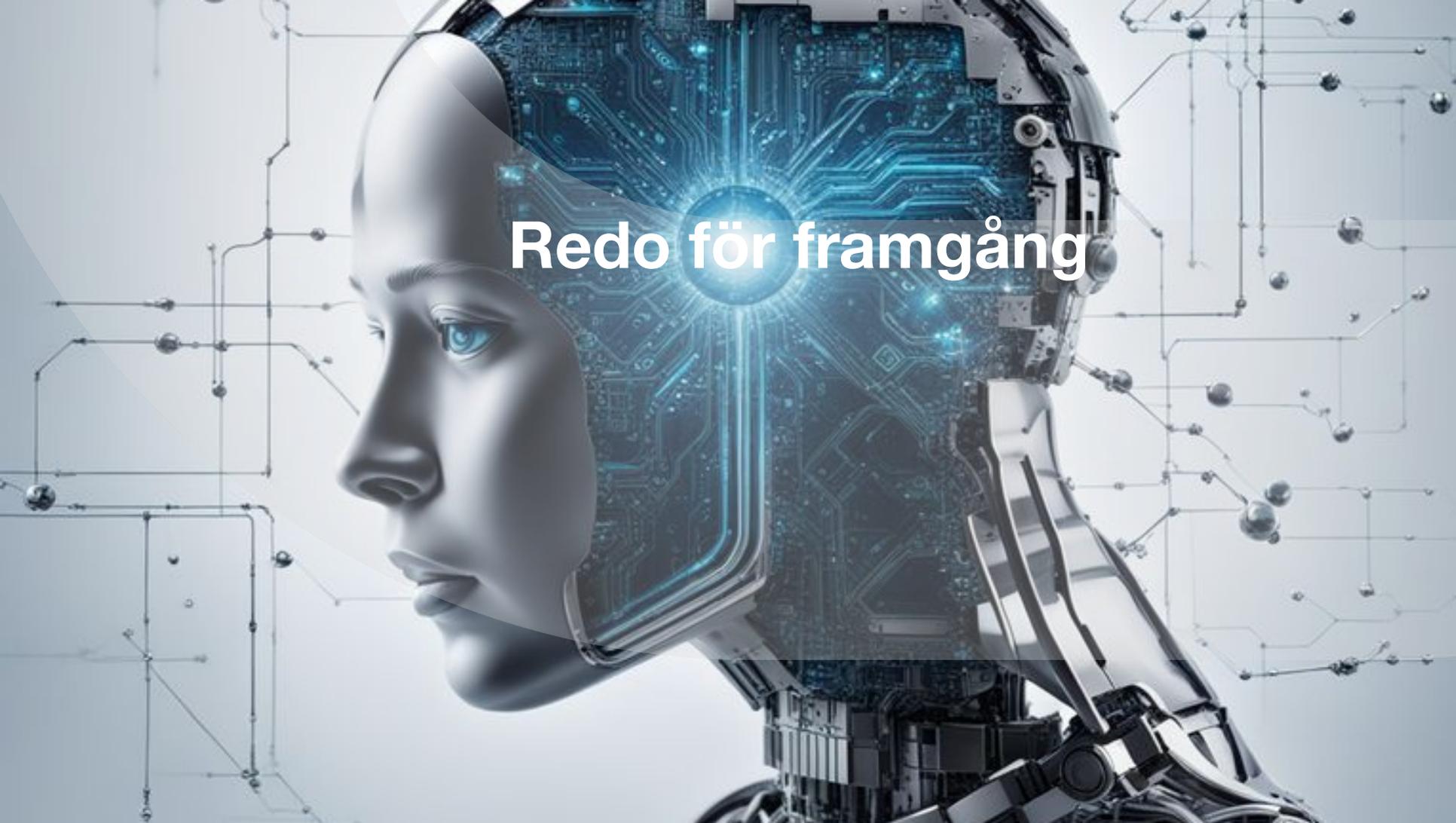
→ Prompting-mallar

#Instagram

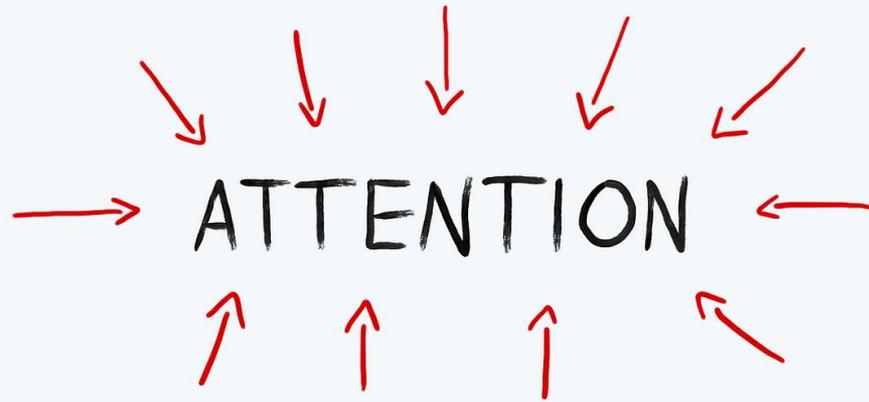
Write 5 variations of Instagram captions for [product]. Use friendly, human-like language that appeals to [target audience]. Emphasize the unique qualities of [product], use ample emojis, and don't sound too promotional.

#Facebook

Write a catchy caption about [your theme] and try to play with words to make it fun, engage users in the end, ask them questions, use relevant emojis, and 3 hashtags in the end

A futuristic robot head is shown in profile, facing left. The head is metallic and has a glowing blue brain with intricate circuitry patterns. The background is a light gray color with a complex network of white lines and small black nodes, resembling a circuit board or a data network. The text "Redo för framgång" is overlaid on the robot's head in a white, sans-serif font.

Redo för framgång

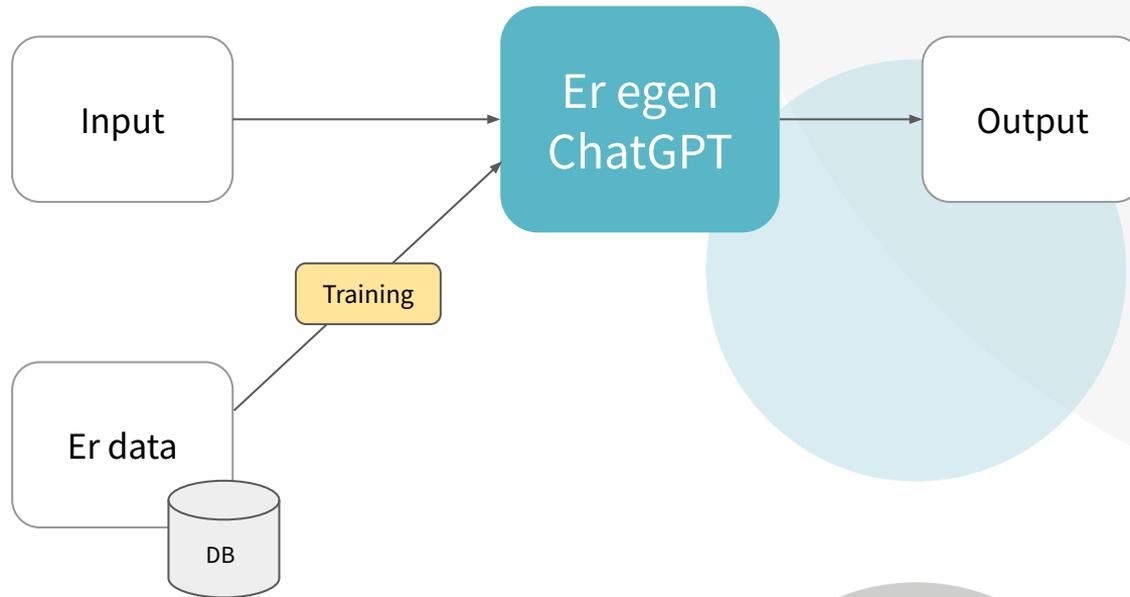


Börja. Prompta. Idag.

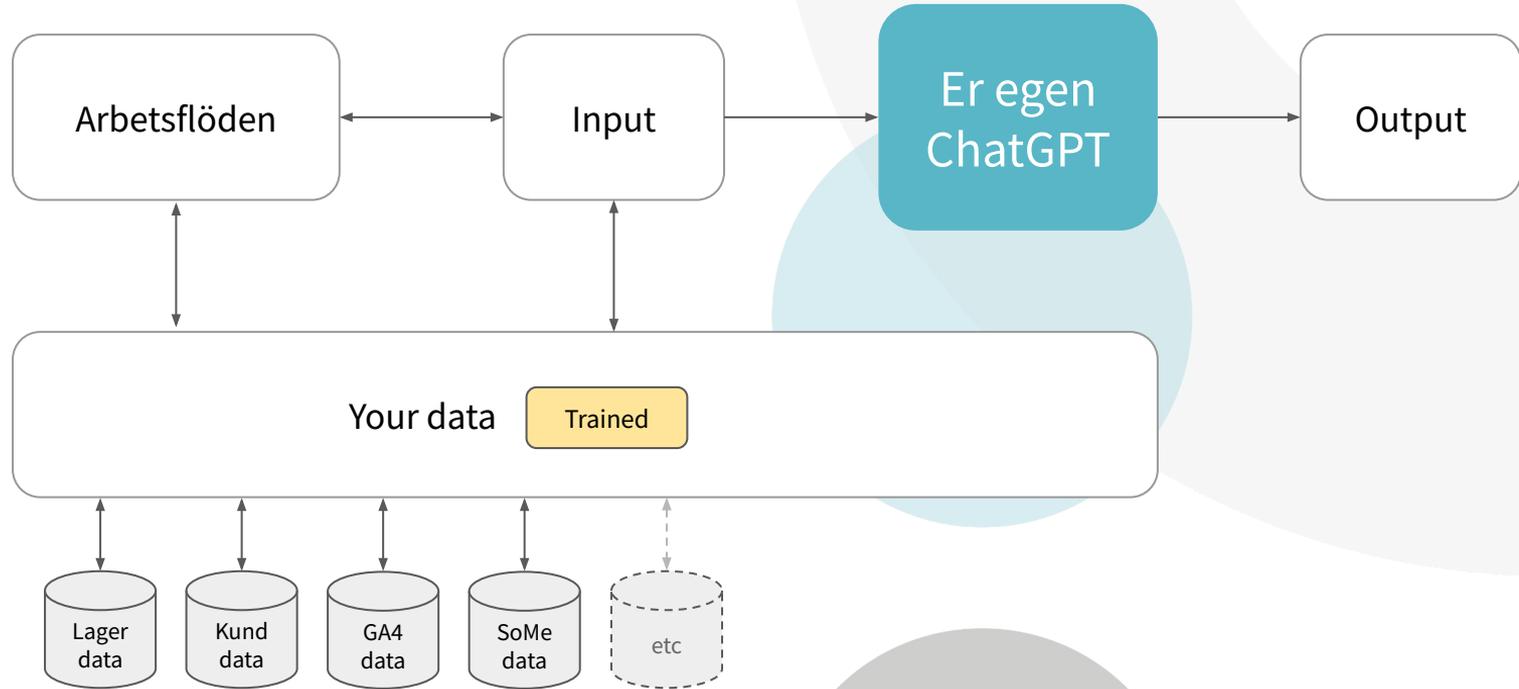
**Vad kommer företag
behöva göra?**



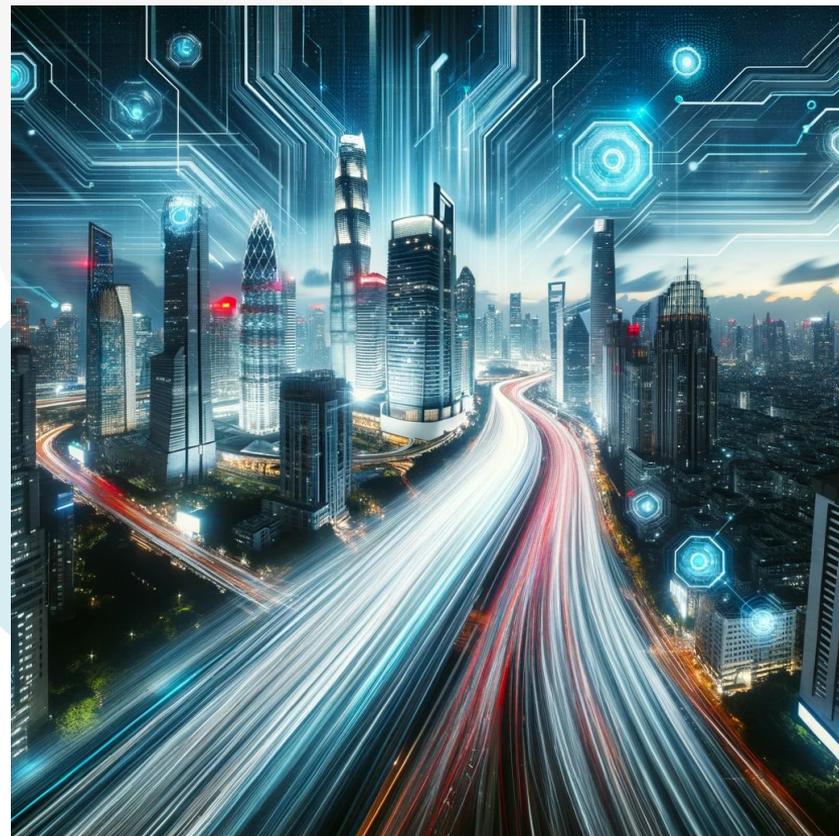
Träning på er egen data



Optimera era arbetsflöden med AI



Det här händer nu.





Behöver ni hjälp?

adrian@digitalplattform.se

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