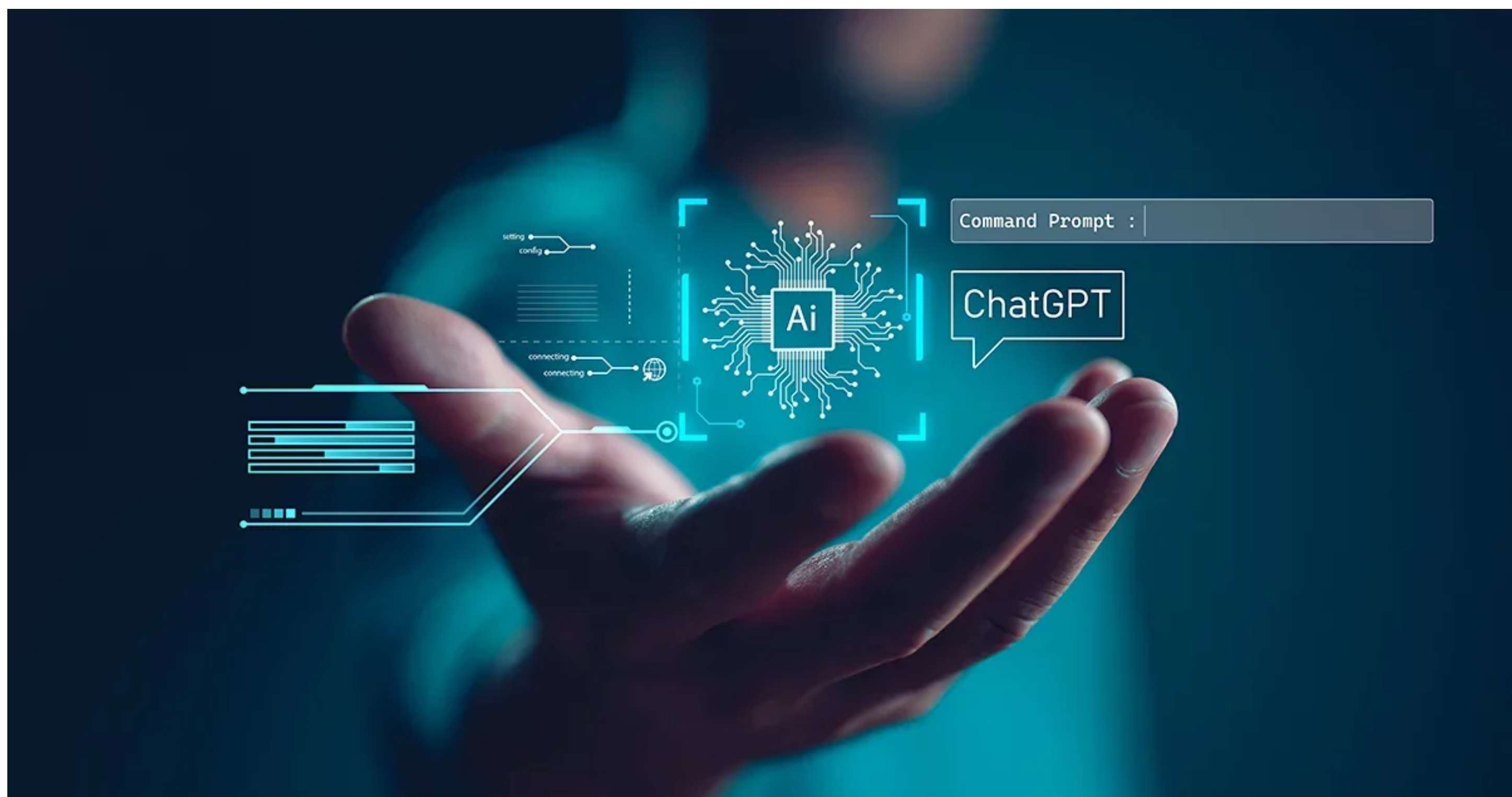


Best Ways to Use ChatGPT: A Guide for Agencies Looking to Go All in on AI

Published on January 9, 2024
Author: Samantha Sekora



It seems like the entire world is 'all in' on AI, including the newest [Master of Prompt Engineering](#), ChatGPT. But agencies and creatives have been wary—and for good reason. So, we're here to set the record straight. The rise of artificial intelligence is nothing to fret about.

*“ChatGPT works by predicting the next word in a sentence based on the preceding words through a technique called **attention**—by focusing on specific parts of input text to generate responses—to generate highly accurate and coherent responses to text-based prompts.”*
– Nick Bogaert, [Board of Innovation](#)

Trust us, we did the research and discovered the wealth of ways that the ChatGPT language model helps streamline the creative process, kickstart brainstorming, and much more.

You heard it here first! AGAIN Interactive is 'all in' on OpenAI's generative pre-trained transformer (or GPT).

Our initials are 'AI,' after all.

CHATGPT, IF YOU PLEASE

Like all new platforms and tools, there are benefits and pitfalls to keep in mind as you navigate and prompt ChatGPT's powerful, unique [neural network](#).

CHATGPT CONVENIENCES

Offering *'highly accurate and coherent responses'* is just one ChatGPT convenience, but there are more benefits to this AI tool where that came from.

Using ChatGPT...

- *Streamlines processes:* Meet your go-to gadget for trendspotting, brainstorming, and efficient execution.
- *Speeds things up:* Skip to the good part. Like your own 'Click' (2006) remote, 'fast forward' through ideation and troubleshooting, and put your all into creative conceiving.
- *Solves creative concerns:* Tackle problems and use ChatGPT to analyze and outline smart solutions.
- *Sparks collaboration:* Get conversations started. Seek beneficial recommendations that boost engagement, foster flair, and prioritize teamwork.
- *Starts an archive:* Easily track thoughts and revisit promising prompts—ChatGPT stores conversations for your convenience.

CHATGPT CHALLENGES

Despite its conveniences, ChatGPT possesses the natural capacity to fall short of expectations.

Consider the following drawbacks when prompting this AI tool:

- *ChatGPT is capable of 'crying wolf':* Make fact-checking part of your process! With [no sense of truth](#), plagiarism and false facts can be common.
- *ChatGPT requires extensive training:* Patience is a virtue. Prompt accordingly and clearly to improve response accuracy.
- *ChatGPT is notoriously 'creatively oblivious':* Pitfalls, like a [lack of creativity](#) and inability to mimic the work of seasoned creatives, keep us in control. For a smarter start, use [categories or well-known characters](#) to prompt ChatGPT in the right direction. Then, edit accordingly.

IS CHATGPT FOR ME?

Come one, come all! From account managers and strategists to copywriters and designers, ChatGPT proves its power—improving and streamlining content creation across the board.

USE CASE: ACCOUNT TEAM ACCOUNTABILITY

ChatGPT serves as a useful marketing assistant for account managers looking to:

- [Build content briefs](#)
- [Improve client relations](#)
- [Streamline processes](#)

AI helps you work smarter—not harder. Leverage ChatGPT to kickstart brainstorming, define objectives, [create outlines](#), generate keywords, effectively communicate, stay up on trends, and improve speed.

USE CASE: SMART, STRATEGIC SCHEMES

ChatGPT serves as a strategic partner for strategists looking to:

- Conduct research
- [Build custom content strategy decks](#)
- Unlock SEO keywords
- Organize data

Prompt AI to help kickstart strategic thinking. With ChatGPT, you can track industry trends, curate competitor lists, uncover insights, optimize messaging, and end creative blocks.

USE CASE: COPY CONSIDERATIONS

'All in' on AI or not, always write with your wits about you!

Copywriters can leverage ChatGPT to:

- Nail [character counts](#)
- Inspire ideas
- Proof to perfection
- Digest research

USE CASE: GRAPHIC GOAL-GETTING

Though ChatGPT is a text-focused tool, it still offers a wealth of benefits for designers.

AI helps visual creatives:

- Match platform best practices
- [Improve UX](#)
- Build brand guidelines
- [Generate wireframes, HTML code, or SVG icons](#)

EMBRACING AI

AI is altering the industry...and it's time to embrace it—no matter your role or creative goal!

BEST WAYS TO USE CHATGPT

Dive into your new 'director' role with these ChatGPT best practices in mind.

- *Speak with simplicity:* AI is always learning and a known rule follower. Using simple, basic language when prompting to improve outcomes.
- *Invite irrationality:* Trust AI to make sense of your most irrational ideas. Don't be afraid to embrace subjectivity in hopes of creating a logical path forward.
- *Patience yields perfection:* Embrace imperfection, dote on details, and play with prompting to guide ChatGPT on the right track.

AI AT AGAIN INTERACTIVE

Coincidence? We think not!

Forego your fears and embrace the power of artificial intelligence. Learn, earn, and grow with the right creative partner, and let AGAIN Interactive help you connect, engage, and excite your best audiences in new ways.

Ready to create with us? Drop us a line at info@againinteractive.com for more.

SAMANTHA SEKORA

Samantha Sekora—a member of the creative team here at AGAIN—is a cutting-edge writer and lover of all things social. When she's not typing away, you might find Samantha off doing some of her favorite things, like roller skating and antiques. All while sporting her signature sunflower pin.

< Back to Blog Articles

DON'T BE SHY!
WE'RE NOT.

Contact us today to launch a project, ask about career openings, or chat about new opportunities in digital marketing.

LET'S CONNECT

- [Follow](#)
- [Follow](#)
- [Follow](#)
- [Follow](#)