## StoryTech Consulting

Content Marketing for Business Success

## Tactical AI Tips

An overview of "AI and the GovBuyer's Journey™ Workshop" 12-5-2024



- AI tools cover a range. Understand LLMs vs. chatbots vs. platforms
- All start with a foundational LLM
- Can be built into apps Copilot
- Be mindful of tokens, unit of text for input/output, varies greatly, "first in, first forgotten"
- Counter can be added to Chrome

#### BACKGROUND

### TOKEN COUNTER

ChatGPT 4o V





Please give the early history of email

1120 tokens = 840 words



The early history of email is a fascinating journey through innovation, collaboration, and the evolution of communication technology. Email, as we know it today, is the result of decades of development, starting from simple message transfer methods to complex systems capable of global, instantaneous communication. Here's a look at the key milestones in the early history of email:

#### 1960s: The Foundations

1965: The concept of sending messages between users on the same computer was introduced at
the Massachusetts Institute of Technology (MIT) with a program called "MAILBOX". This early
form of email was used on multi-user computer systems, primarily for communication among
researchers.



#### PROMPT FOR BETTER RESULTS

- **Persona**: Define the persona of the AI. This establishes the tone, style, and knowledge base.
- Request: Outline the action or task you want the AI to perform. This is the core
  of the request.
- Outcome: Clarify the objective or goal of the output. What is the intended result?
- Market or audience: Identify the audience or market segment for which the content is intended.
- **Process**: Provide step-by-step guidelines, key details, or formats that the AI should adhere to.
- Template or examples: Include templates or sample outputs to guide the AI's response and help it produce content in the desired format or style.

More detail from Natalie Lambert - <a href="https://genedge.co/ai-prompt-optimization-a-marketers-guide-to-using-the-prompt-framework">https://genedge.co/ai-prompt-optimization-a-marketers-guide-to-using-the-prompt-framework</a>



### WHAT THAT LOOKS LIKE IN ACTION

You are a social media specialist for StoryTech Consulting, a leading B2G content marketing agency. Create a social post. The post should generate trust and engagement, encouraging businesses to explore engaging with StoryTech. Target government contractor decision makers looking to hire agencies. Focus on StoryTech Consulting's long history of success and Chris Parente as a thought leader in business to government. Keep under 280 characters, including a relevant hashtag and emoji, and end with a call to action.

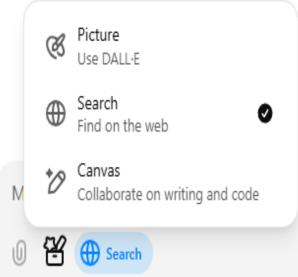


"With decades of success in B2G marketing, StoryTech Consulting helps government contractors shine. Led by thought leader Chris Parente, we deliver tailored strategies that win. Ready to elevate your message? Let's talk!



### SO MANY TOOLS AND FUNCTIONALITY

Alignment with Federal Mandates: Axonius highlights its commitment to assisting federal
agencies in adopting Zero Trust architectures, in line with directives such as President Biden's



the Nation's Cybersecurity. AXONIUS

dels: The company references frameworks like CISA's Zero encie L rough stages from traditional to optimal Zero Trust





# SORA NOW AVAILABLE FOR PAID CUSTOMERS

https://sora.com/g/gen\_01jhgd6wewfnxvmv7wpdp2vk3r

## **USE FOR COMPETITIVE RESEARCH**

Sources 🔀

5403 tokens = 4052 words

Research how Microsoft and AWS promote their Zero Trust solutions through blog posts, press releases and webinars. Focus on content aimed at federal government agencies published within the last 12 months. Look for messaging that highlights compliance with government mandates. Zero Trust, ZTA, zero trust environment. Summarize findings in bullet points, focusing on key messaging, benefits, and differentiators.

Over the past year, Microsoft and Amazon Web Services (AWS) have actively promoted their Zero Trust solutions to federal government agencies, emphasizing compliance with government mandates. Below is a summary of their key messaging, benefits, and differentiators:

#### Microsoft:

- Key Messaging:
  - Alignment with Federal Directives: Microsoft supports the federal Zero Trust strategy
    outlined in Executive Order 14028, as jing agencies in modernizing cybersecurity and
    adopting Zero Trust architectures.

Message ChatGPT







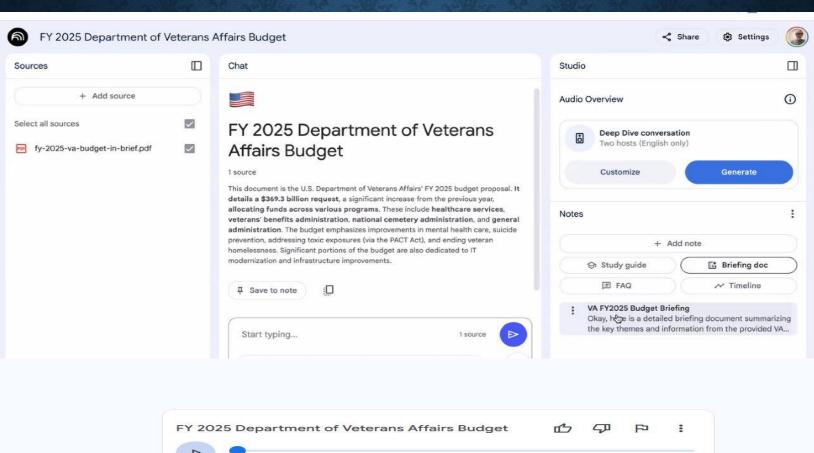


## TYING INTO THE GOVBUYER'S JOURNEY





#### **NOTEBOOKLM**



FY 2025 Department of Veterans Affairs Budget

D

O:00 / 21:05

NotebookLM

GD Copy share link

Generated by AI based on user-provided sources and instructions.



## MORE USEFUL TOOLS

#### **Context Windows and Tokens**

- Gemini Pro / Apollo Video: https://www.youtube.com/watch?v=LHKL\_210CcU
- Gemini Pro / Sherlock Jr: https://www.youtube.com/watch?v=wa0MT8OwHuk

#### **Chrome Extensions**

- ChatGPT Prompt Counter <a href="https://chromewebstore.google.com/detail/chatgpt-prompt-counter/djmjoepmfiooddjlmnagnnanhbjpdjkp?pli=1">https://chromewebstore.google.com/detail/chatgpt-prompt-counter/djmjoepmfiooddjlmnagnnanhbjpdjkp?pli=1</a>
- ChatGPT Token Counter <a href="https://chromewebstore.google.com/detail/chatgpt-token-counter/fjmnelakmikojjladjfdhdlfpanhcban?hl=en-US">https://chromewebstore.google.com/detail/chatgpt-token-counter/fjmnelakmikojjladjfdhdlfpanhcban?hl=en-US</a>

#### AI Tools

- NotebookLM: <a href="https://notebooklm.google.com/">https://notebooklm.google.com/</a>
  - All applied to YOUR sources (and only your sources)
  - Convert a stack of documents into a podcast Automagically
- https://www.perplexity.ai/
   Chatbot
- https://poe.com/login Chatbot that allows you to create free mini bots
- <a href="https://www.anyword.com">https://www.anyword.com</a> AI that leverages marketing metrics to create content that aligns to best practices
- <a href="https://www.goldcast.io/">https://www.goldcast.io/</a> -All-in-one webcast platform that automagically creates the post-webinar promotion kit

# HBR STUDY ON IMPROVED PRODUCTIVITY; HOW HAS AI HELPED YOU?

