

The logo for DMA NC, featuring the letters 'DMA' in white and 'NC' in orange, with a thin orange horizontal line underneath.

The Direct Marketing Association  
of Northern California

CERTIFICATION WORKSHOP

# THE POWER OF CHATGPT-5 FOR DIGITAL MARKETERS

Think, create, and automate at  
an expert level

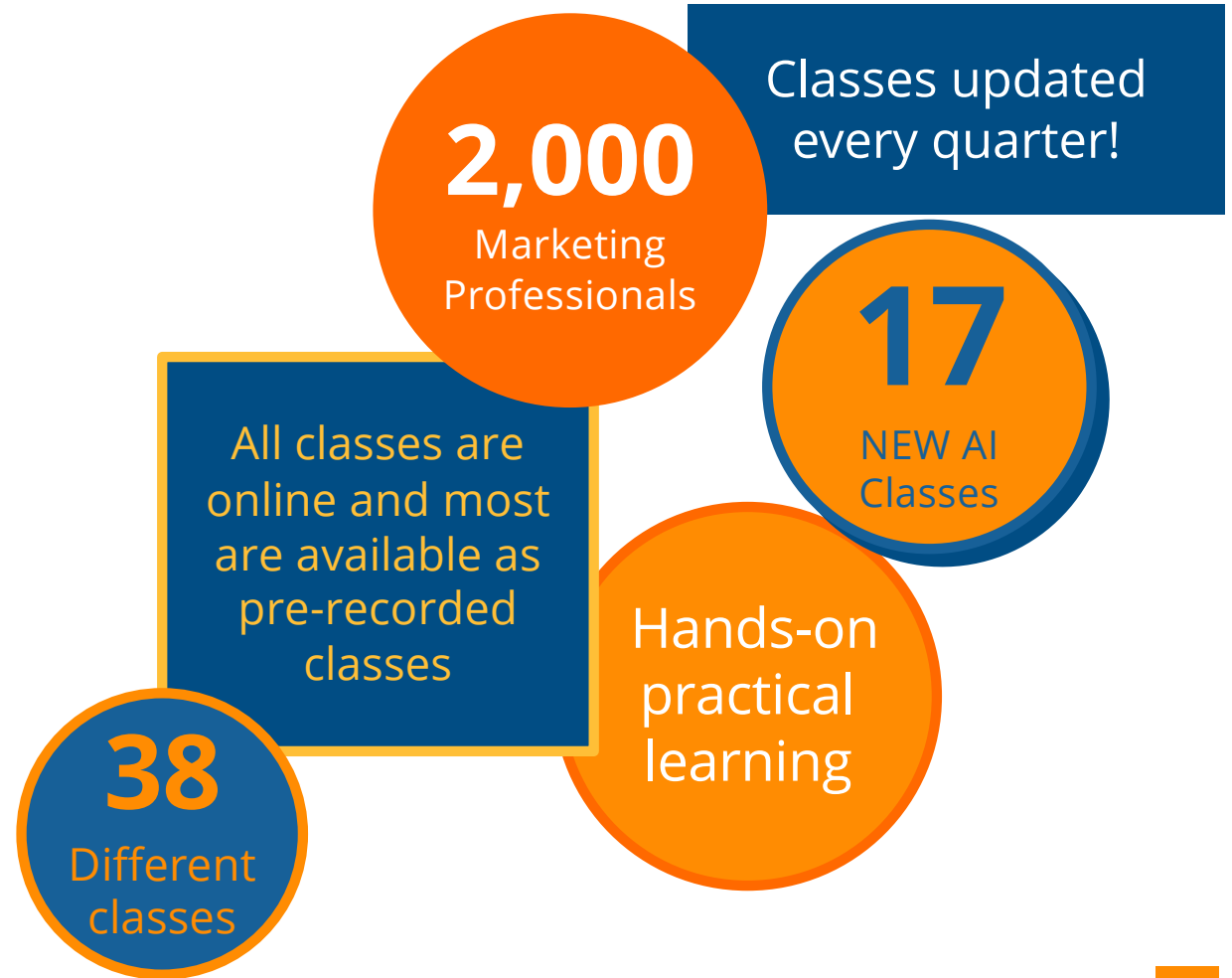


## 2025 – ABOUT US

The Direct Marketing Association of Northern California was formed to educate and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.

We have evolved to offer best-in-class live online education worldwide through our courses and certification program, taught by world-renowned instructors. More than 2,000 marketing professionals registered for workshops in 2024 and took advantage of over 38 workshop topics.

All courses are updated every quarter to reflect the latest marketing techniques.



# 2025 DIGITAL MARKETING WORKSHOPS AT [DMAnc.org](https://dmanc.org)



## AI FOR DIGITAL MARKETING

[Video Production and Scriptwriting Using AI: A Masterclass](#)  
[AI Essentials for Social Media Bootcamp: Planning, Content & Analytics](#)  
[Using ChatGPT for Website Optimization](#)  
[AI Image and Video Creation for Marketers Bootcamp](#)  
[Leveraging AI for Your Digital Marketing: A Comprehensive Masterclass](#)  
[AI in Copywriting Masterclass – 2025](#)  
[Marketing Campaign Brainstorming with ChatGPT Masterclass](#)  
[ChatGPT Bootcamp for Content Marketing Professionals](#)  
[Advanced ChatGPT for Marketers Masterclass](#)  
[ChatGPT for Digital Marketers Bootcamp](#)  
[Advanced ChatGPT Prompt Writing for Marketers](#)  
[How to Build a Custom Brand GPT Bootcamp](#)

[AI-Powered Blog & Social Posts Bootcamp](#)  
[AI Content Marketing Masterclass](#)  
[Leadership Bootcamp for AI-Powered Marketing Teams](#)  
[AI Copilot Bootcamp for Marketers](#)

## ORGANIC & PAID SOCIAL MEDIA

[Social Media Marketing Trends-2025](#)  
[Facebook & Instagram \(Meta\) Advertising Fundamentals](#)  
[Advanced Facebook & Instagram \(Meta\) Advertising Masterclass](#)  
[Social Media Marketing 2025 Bootcamp](#)  
[Video Production for Social Media Masterclass](#)  
[TikTok Advertising Masterclass](#)  
[TikTok Organic Social Media Strategy Masterclass](#)  
[LinkedIn Advertising Masterclass](#)  
[B2B Social Playbook: Tactics, Trends & Tools for 2025 and Beyond](#)  
[Instagram Organic Social Media Masterclass](#)

## SEARCH ENGINE MARKETING & DIGITAL ANALYTICS

[Using Google Analytics 4.0 Masterclass](#)

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[SEO for the New Age of AI Masterclass](#)  
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## EMAIL MARKETING

[Email Marketing Masterclass – 2025](#)

## CONTENT MARKETING

[Storytelling in Branding and Content Marketing Masterclass](#)  
[Digital and Advertising Copywriting Masterclass](#)  
[Content Marketing Masterclass](#)  
[YouTube Channel Strategy and Production Masterclass](#)

## B2B MARKETING

[Account-Based Marketing Masterclass](#)  
[B2B Go-to-Market Strategy Masterclass](#)  
[New Age of B2B Marketing Using AI and Agentic Workflows in Revenue Orchestration](#)

# NEW! DMANC CERTIFICATIONS

## Certified Social Media Marketer (CSMM)

- Any **8 modules** — complete them **within 24 months**
- Live-online, on-demand **or** hybrid: pick what suits your diary
- Curate **your own** learning path
- More info → [dmanc.org/...csmm-requirements](https://dmanc.org/...csmm-requirements)

## Certified AI Digital Marketer (CAIDM)

- Same **flexible 8-module / 2-year** framework
- Live, on-demand or hybrid delivery
- Build a syllabus that matches your AI ambitions
- More info → [dmanc.org/...cdm-requirements](https://dmanc.org/...cdm-requirements)

Students who complete any certification program will receive a frameable certificate and a digital badge for their website, email signature, or social profiles.





# DMANC CERTIFICATIONS

## Certified Digital Marketer (CDM)

Earn a **Certified Digital Marketer (CDM)** certificate by completing any eight of the course modules within two years.

Take classes live online or recorded, or a hybrid of both.

You decide the courses you want to take.

Find out more at <https://dmanc.org/certified-digital-marketer-cdm-requirements/>

Complete any certification program to receive a frameable certificate and a digital badge for your website, email signature, or social profile.

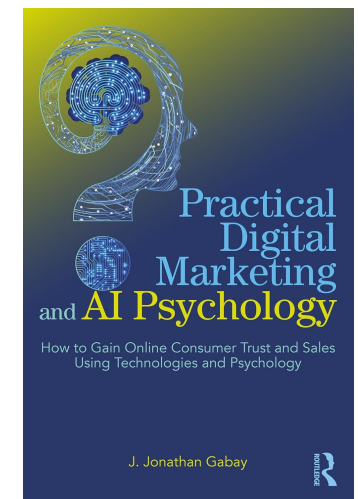


# DMA<sup>NC</sup>

The Direct Marketing Association  
of Northern California

CERTIFICATION WORKSHOP

# JONATHAN GABAY



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## AGENDA

- Introduction
- Strategic thinking mode
- Brand voice at scale
- Creativity crafted with precision
- The Six-Point
- Humanizing Copy
- GPT-5 Power Playbook Q&A
- The new YOU



- **700 million**

A third of the world's population uses ChatGPT weekly.

- **30%**

Use of consumer ChatGPT is for *work*.

- **2.5bn**

Average *daily* volume of ChatGPT messages (or prompts).

- **42%**

Work messages related to *writing*. Mostly editing and critiquing text, not writing from scratch.

- 24%**

Work messages are for *practical guidance*.

- 10%**

for *technical help*.



## Auto

Decides how long to think

## Instant

Answers right away

## Thinking

Thinks longer  
For better answers

## Pro

Research-grade intelligence

## Thinking Mini

Thinks quickly



# CODEx

- OpenAI's code-writing model in ChatGPT.
- Describe what you need.
- It suggests or writes code, explains snippets, and helps debug across many programming languages.



# SORA

- Turns written prompts into short, realistic video clips, with controls for style, camera, aspect ratio and edits or remixes.
- **Levels available:**
- **ChatGPT Plus:**
  - Entry access to Sora with shorter clips, HD output, and limited generations.
- **ChatGPT Pro:**
  - More generations, higher quality, longer clips, and priority processing

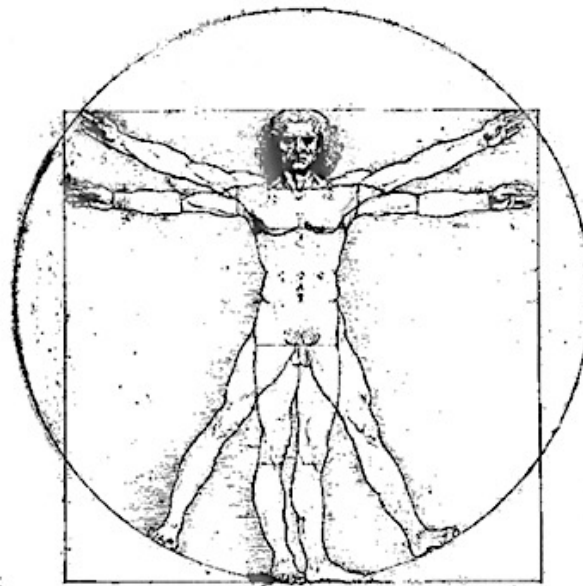




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## COPY CHIEF, ANALYST, OPS ASSISTANT

Ask for evidence  
and explicit  
assumptions



Force structure,  
then creativity





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# 1. THINKING MODE FOR STRATEGY

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## STRATEGY IN ONE PROMPT

- You are my Senior Marketing Strategist. Think hard before answering.
  - Goal: Increase qualified demo requests for {product} in {market} within 90 days.
  - Constraints: budget £/\$ {amount}, team of {size}, channels {list}.
  - Data attached: {paste KPIs, last 12 weeks, competitor spend notes}.
  
  - Tasks, in order:
    - 1) Identify the 3 highest-leverage growth hypotheses with expected impact and uncertainty.
    - 2) Build an evidence table: what you know, what you assume, what you need to test.
    - 3) Propose a 90-day plan with milestones, weekly KPIs, decision gates, and kill criteria.
    - 4) List the 5 riskiest assumptions and how we will test each within 14 days.
- Output *JSON* with keys: hypotheses[], plan{weeks[]}, kpis[], risks[].
- If assumptions are weak, request the top 3 missing data points before finalizing.

# WHAT IS JSON?

## STANDS FOR JAVASCRIPT OBJECT NOTATION

- **Numbers**

- Digits 0–9, optional -, optional decimal. and exponent e/E.  
Examples: 42, -3.5, 1e6.

- **Escapes inside strings**

- \n newline, \t tab, \" quote, \\ backslash.

- **Core brackets**

- { } : object (a bag of named fields).
- [ ] : array (an ordered list).

- **Separators**

- :: separates a key from its value.
- , : separates items in objects and arrays.

- **Text and literals**

- " " : double quotes around all keys and all string values.
- true, false, null: boolean and empty-value literals.

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## ACCURACY

- Provide an advanced JSON profile for this image.



## ACCURACY

- "version": "1.1", "language": "en-GB", "asset": { "id\_sha256": "494110c2e8f23bc3005381f44fa2c9540aa4bb43e3a59ac3468c2d2770dc80b3", "filename": "a33d8d4a-177f-4ba3-9910-f4961225fd22.png", "format": "PNG", "colour\_space": "sRGB", "dpi": 144, "dimensions\_px": { "width": 792, "height": 686 }, "filesize\_bytes": 247005, "has\_alpha": true, "alpha\_coverage\_ratio": 0.2469, "orientation": "landscape", "bbox\_nontransparent\_px": { "x": 9, "y": 159, "width": 713, "height": 348 }, "centroid\_normalised": { "x": 0.4687, "y": 0.5185 } }, "content": { "primary\_subject": "Toy model of Thunderbird 2 heavy VTOL transport craft from the British TV series Thunderbirds", "category": ["toy", "collectable", "model aircraft", "sci-fi vehicle"], "viewpoint": "front-left three-quarter", "background": "transparent cut-out", "lighting": "even studio lighting", "materials": ["moulded plastic", "paint finish"], "detected\_text": ["THUNDERBIRD 2", "2"], "iconography": [ "green livery with yellow pinstripes", "white number 2 marking on the nose", "rear engine pods with red intakes", "distinctive mid-fuselage pod and high tail spar" ], "franchise\_context": { "franchise": "Thunderbirds", "craft\_name": "Thunderbird 2", "origin": "British television series created by Gerry and Sylvia Anderson, first broadcast in 1965" }, "is\_product\_cutout": true, "estimated\_scale": "toy/model, not full-size" }, "colour\_analysis": { "mean\_colour\_rgb": [61, 88, 55], "mean\_colour\_hex": "#3d5837", "dominant\_colours": [ { "hex": "#396139", "rgb": [57, 97, 57], "proportion": 0.1413 }, { "hex": "#2e4325", "rgb": [46, 67, 37], "proportion": 0.1398 }, { "hex": "#537251", "rgb": [83, 114, 81], "proportion": 0.1226 }, { "hex": "#142d10", "rgb": [20, 45, 16], "proportion": 0.1001 }, { "hex": "#9daf83", "rgb": [157, 175, 131], "proportion": 0.0272 }, { "hex": "#ffff39", "rgb": [255, 255, 57], "proportion": 0.0047 }, { "hex": "#ffd56f", "rgb": [255, 213, 111], "proportion": 0.0002 } ] }, "technical\_quality": { "sharpness\_gradient\_mean": 2.3833, "contrast\_stddev": 37.6563, "noise\_level": "low", "artefacts": "none obvious", "exif": { "Orientation": 1, "XResolution": 144.0, "YResolution": 144.0, "ResolutionUnit": 2 } }, "composition": { "subject\_area\_fraction": 0.2469, "framing": "subject centred with slight left bias, ample negative space due to transparency", "implied\_motion": "forward-left", "visual\_weight": ["nose section", "wing roots", "rear engine pods"] }, "accessibility": { "alt\_text": "Green Thunderbird 2 toy aircraft, angled front-left, isolated on a transparent background with THUNDERBIRD 2 text on the fuselage and a white number 2 on the nose.", "short\_caption": "Thunderbird 2 toy model on transparent background.", "long\_caption": "High quality studio image of a green Thunderbird 2 toy model from Thunderbirds, viewed from the front-left at three-quarter angle with visible yellow striping and red engine inlets." }, "search\_tags": [ "Thunderbirds", "Thunderbird 2", "International Rescue", "Gerry Anderson", "sci fi", "VTOL", "model aircraft", "toy", "collectable", "British TV" ], "licensing\_notes": { "copyright\_status": "unknown", "third\_party\_marks": ["Thunderbirds", "Thunderbird 2"], "usage\_advice": "Treat as editorial or with rights clearance if used commercially." }, "confidence": { "subject\_identification": 0.98, "franchise\_association": 0.92, "text\_reading": 0.95, "overall": 0.94 } }

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NOW CREATE IMAGE





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NOW CREATE THE IMAGE WITH LANDING GEAR DEPLOYED









## COMPETITOR BREAKDOWNS THAT MATTER

- **Role:**

Competitive Intelligence. Think step-by-step.

Input: {competitor names}, {market}, {audience}.

- **Tasks:**

Map **value propositions**, pricing anchors, proof assets, and objection-handling lines.

Classify **each claim as Evidence-backed**, Inferred, or Speculative.

- - Extract **6 adverts or headlines** and **rewrite them to our advantage**.
- Produce a **counter-positioning matrix** and a list of **creative angles** they are **missing**.
- Output: table + 250-word executive summary + actions for next sprint.



Category	Claim / Asset	Detail	Classification
Value proposition	"Thirsty For More" platform	2025 chapter with David Beckham. Message: "If you love it, it's never a waste." Broad fun, culture, sport, gaming contexts.	Evidence-backed
Value proposition	Music and celebrity halo	Long history tying brand to pop culture and youth from Michael Jackson to Beyoncé to modern talent.	Evidence-backed
Value proposition	Teen-friendly flavors and novelty drops	Limited runs like Pepsi x Peeps, AR egg hunt, social buzz.	Evidence-backed
Value proposition	Zero sugar push for permissibility	2023 reformulation, heavy sampling around NFL.	Evidence-backed
Pricing anchor	Grocery multi-pack	Walmart 12-pack cans commonly around 6.97 USD.	Evidence-backed
Pricing anchor	C-store single-serve	20 oz at 7-Eleven via Instacart listing at 3.99 USD.	Evidence-backed
Vulnerability	Super Bowl halftime exit	Halftime show sponsor moved to Apple Music from 2023.	Evidence-backed

## PEPSI ADVERTS OR HEADLINE IDEAS, AND OUR COUNTER-SPINS



- *"Thirsty For More"*

→ **Our spin:** "Hungry For Better, starting with what is inside the can."

- *"If you love it, it's never a waste."*

→ **Our spin:** "If you love it, make it count, less sugar, more flavor."

- *"That's What I Like."*

→ **Our spin:** "That's What You Choose, taste first, ingredients clear."

- *"Pizza goes #BetterWithPepsi."*

→ **Our spin:** "Pizza goes best with choice, try side-by-side and pick."

- *NFL "Make Your Gameday Epic."*

→ **Our spin:** "Make your day yours, fuel for homework to highlights."

- *Limited edition*

→ **Our spin:** "Limited editions with a point, flavour that earns a second can."

# COUNTER POSITIONING MATRIX



Dimension teens care about	Pepsi today	Our counter-stance
Health optics	Legacy cola, big Zero push, sugar still core in flagship	Make “better by default” the base SKU, no homework needed to find a lighter option
Authenticity	Celebrity-led, high gloss	Creator-led, peer validators, school-level micro-ambassadors and UGC challenges with real rewards
Discovery	Big tent-poles, QSR ubiquity, drops like Peeps	Smaller, faster drops voted on weekly, limited packs co-developed with teen creators, transparent waitlists
Price	Strong promos in grocery, value at QSR	Match 12-pack price points, beat c-store single-serve with “two-for” plus sticker or digital perk
Safety and permission	Zero Sugar as answer	Clear caffeine and sugar labelling, parent-friendly comms, teen-safe community codes

# BRANCHING OUT

- Branch lets you fork a chat from any message to explore a different direction without touching the original.
- How to start: hover over a message, choose More actions (⋮), select “Branch in new chat”.
- Ideal for non-linear thinking: compare variants side by side, try bold edits, and keep a clean control thread.
- Available on web to all logged-in users.





## 2. BRAND VOICE AT SCALE



## YOUR VOICE, PERFECTLY CONSISTENT

- A canonical Brand Voice Guide
- A reusable persona and style contract
- Guardrails for claims, tone, and structure





## BRAND VOICE GUIDE SCHEMA

```
{ "brand_name": "Acme Robotics",  
  "who_we_are": "Inventive. Calm. Evidence-led.",  
  "do_say": ["Show the maths", "Name trade-offs", "Prefer short sentences"],  
  "dont_say": ["Hype", "Vague superlatives"],  
  "tone_by_channel": {  
    "ads": "punchy, one claim per asset",  
    "email": "consultative, 1 idea per paragraph",  
    "social": "energetic, practical tip first"  
  },  
  "style": { "uk_spelling": true, "readability_grade": "8-10" },  
  "claims": {  
    "allowed": ["ISO 27001 certified", "99.95% uptime"],  
    "needs_legal": ["Guaranteed results", "Proprietary AI"]  
  },  
  "structure": {  
    "ad": ["hook", "value", "evidence", "CTA"],  
    "case_study": ["context", "constraint", "intervention", "outcome", "lesson"]  
  },  
  "brand_examples": {  
    "good": ["{paste 3 examples}"],  
    "bad": ["{paste 3 examples}"] }}
```



Area	Rule	Notes
Who we are	Inventive. Calm. Evidence-led.	Show workings. Keep it human.
Do say	Show the maths. Name trade-offs. Prefer short sentences.	Eg: “99.95% uptime = ~4h 23m max annual downtime.”
Don’t say	Hype. Vague superlatives.	Avoid “revolutionary”, “best-in-class”.
Tone by channel	Ads: punchy. One claim per asset.	No claim stacking.
	Email: consultative. One idea per paragraph.	Use headings.
	Social: energetic. Practical tip first.	Hook within 7 words.
Style	UK spelling. Readability grade 8–10.	Short verbs. Tight nouns.
Claims	Allowed: ISO 27001, 99.95% uptime.	Use in proof lines.
	Needs legal: Guaranteed results, Proprietary AI.	Gate behind “subject to contract” or avoid.
Structures	<b>Ad:</b> hook → value → evidence → CTA	Keep to four lines.
	<b>Case study:</b> context → constraint → intervention → outcome → lesson	Include numbers and a caveat.

## CHANNEL TEMPLATES – (YOU WOULD COMPLETE)

- **Ad (one claim)**

**Hook:** <problem in one line>

**Value:** <what we change>

**Evidence:** ISO 27001. 99.95% uptime (~4h 23m/yr).

**CTA:** <one action>

- **Email (consultative)**

**Subject:** <specific benefit in 5–7 words>

Paragraph 1: Context and constraint.

Paragraph 2: Intervention and expected trade-off.

Paragraph 3: Proof and next step.

- **Social (tip-first)**

**Tip:** <verb + outcome>

**Why it works:** <one-sentence reasoning>

**Proof:** <metric or standard>

**Invite:** <simple action>

## READY ASSETS FOR ACME ROBOTICS (SAMPLE COPY)

### ■ Ad #1

Hook: Automate your workflows without adding risk.

Value: Secure by design.

Evidence: ISO 27001. 99.95% uptime (~4h 23m/yr).

CTA: Book a 20-min scoping call.

### ■ Ad #2

Hook: Small cell. Big output.

Value: Fits under 2.2 m.

Evidence: Install in ≤90 minutes.

CTA: See the footprint.



### LinkedIn single-image ad (primary)

**Headline:** Automate your workflows without adding risk

**Body:** Secure by design for teams that answer to audit. ISO 27001. 99.95% uptime (about 4 hrs 23 mins a year).

**CTA button:** Book a 20-minute scoping call

*Static image brief:* Clean flow diagram feeding a secure lock icon beside "99.95% uptime". Black or deep grey background, bold orange accent for the CTA area. Leave right-hand negative space for headline and proof line.

*Alt text:* "Secure automation platform with ISO 27001 and 99.95 percent uptime."

### Google/Display banner (300×250 and 1200×628)

**H1:** Automate without risk

**Sub:** Secure by design. ISO 27001. 99.95% uptime.

**CTA:** Book a 20-min scoping call

### 15-second script (social/video)

0–3s: On-screen text: "Automate your workflows without adding risk."

3–8s: UI shots of approvals running. VO: "Secure by design. ISO 27001 controls."

8–12s: Status card: "99.95% uptime ≈ 4 hrs 23 mins a year."

12–15s: Logo and button: "Book a 20-minute scoping call."

## EMAIL INTRO (CONSULTATIVE)

Subject: Reduce unplanned stoppages this quarter

Body: You want higher throughput without night shifts. Your constraint is floor space near QC.

We propose a two-arm cell with staged rollout. The trade-off is a slower week one while we map upstream flows. Proof points: ISO 27001 controls, 99.95% uptime target, remote audit access.

Would you like a layout sketch?

Subject: Reduce unplanned stoppages this quarter

Hi [First name],

If you want higher throughput without adding night shifts, there is a practical route that fits your space near QC.

### Proposal

- Install a compact two-arm cell next to QC with a staged rollout.
- Start with inspection and transfer tasks, then expand to repetitive handling as we validate flow.
- Keep operators focused on exception handling and quality, not firefighting.

### Why this works in your footprint

- The cell is designed for tight areas around QC.
- We keep existing lines in place, so no major reconfiguration.

### Known trade-off

- Week one will be deliberately slower while we map upstream flows and tune hand-offs. This prevents hidden bottlenecks biting later and gives you clean baseline data.

### Proof you can share with audit and IT

- ISO 27001 controls in place.
- 99.95% uptime target with monitored alerts.
- Remote audit access for security and maintenance reviews.

If you are open to it, I can walk you through the staged plan and a draft layout in a 20-minute call. What does Tuesday or Wednesday morning look like?

Best regards,

[Your name]

[Title] | [Company]

[Phone] | [Email] | [Website]



# PERSONA THAT WRITES LIKE YOU

## Why this works

GPT-5 can learn your rhythm, phrasing, and evidence style from a few “golden” samples, then apply that style across ads, emails, social, and web.

The trick is to bind the style as data, set measurable tolerances, and force a short calibration loop.

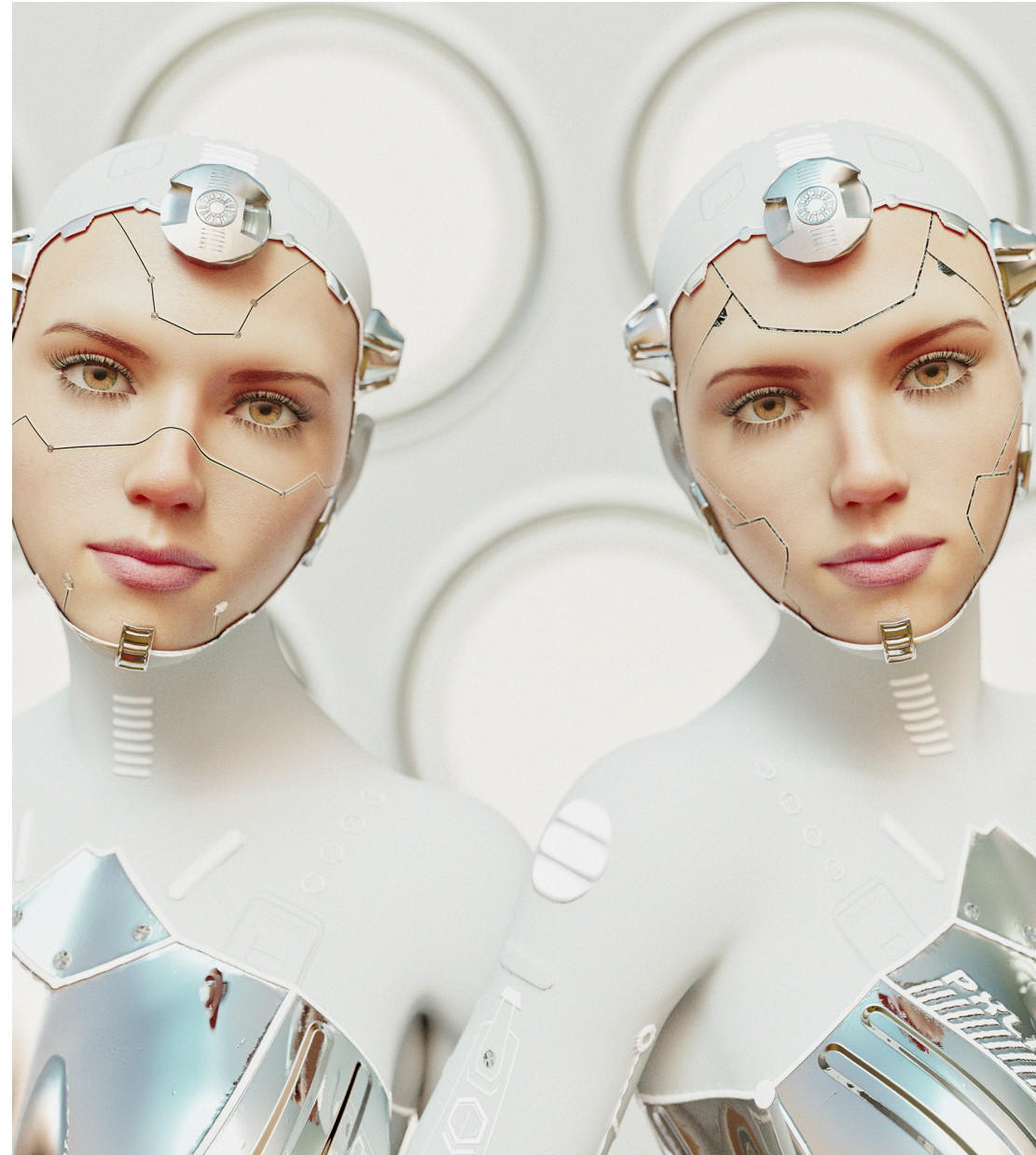
- **What you provide**

3 to 5 short samples that truly sound like you.  
Your Brand Voice Guide v1.2.

Any claims that need legal review.

- **What you get**

Consistent copy in your tone, with a metrics report that proves the match.





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# GPT-5

## THE BIG ISSUE

- '5' may:
- Use hype ("*cutting-edge*," "*seamless*")
- Write long, bland sentences
- Ignore specifics
- Sound too polished



## GABAY'S 'QUICK FIX' GPT-5 FORMULA

### Begin with clarity:

Let ChatGPT know exactly what kind of copy you need.

For example:

*"Write a sales email that feels like a note from a trusted colleague."*

### Spell out the tone

Ask for natural, conversational, front-of-mind language:

*"no buzzwords, just plain, human talk."*

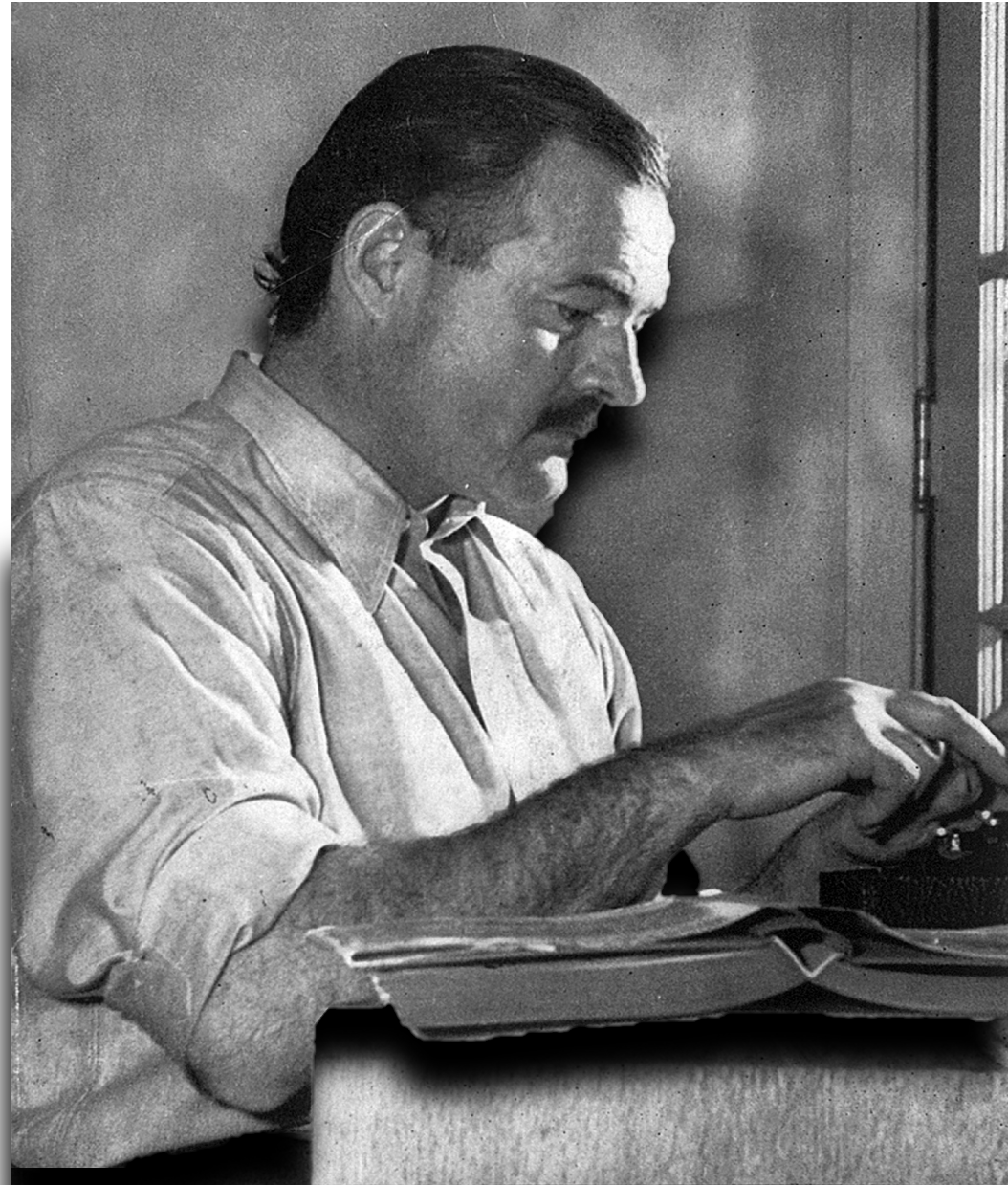
### Model an example:

*"Here's how I'd say it..."*

*(Offer a brief, authentic snippet ChatGPT5 can mirror.)*

# ERNEST HEMINGWAY

- "There is no rule on how to write.
- Sometimes it comes easily and perfectly; sometimes it's like drilling rock and then blasting it out with charges."
- The drilling and blasting imply getting rid of excess.





## SHORTER SENTENCES

- **Before:**

- “We are committed to tackling global hunger with sustainable, long-term interventions.”

- **After:**

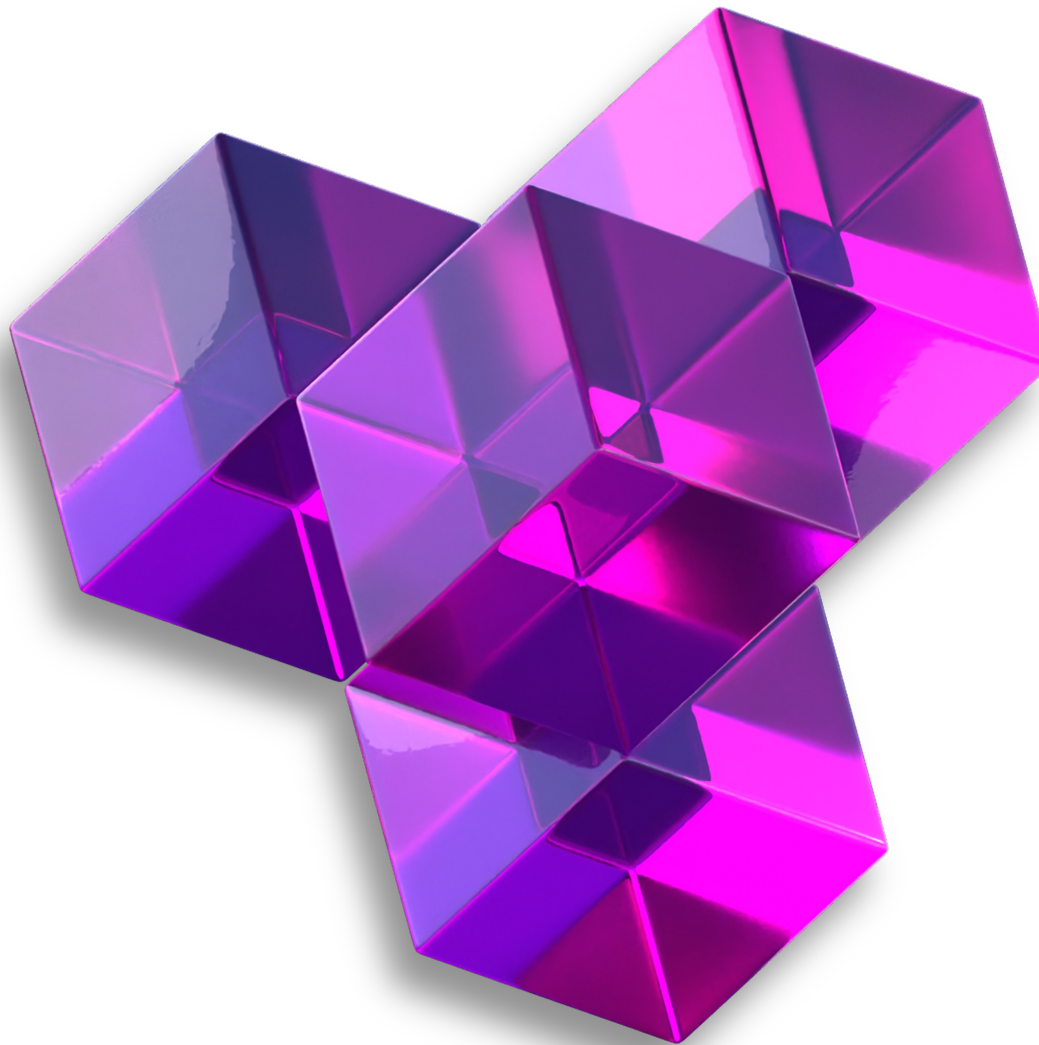
“Hunger is urgent. We feed families today—and help them grow food for tomorrow.”

- **Prompt:**

*“Rewrite in short, punchy sentences. One idea per line.”*

- **Speaker Notes:**

“Charity comms must be powerful and immediate. Long sentences dilute urgency. Prompts that break ideas into single beats make the message land.”



# WATERMARKS

- <https://www.soscisurvey.de/tools/view-chars.php>

## View non-printable unicode characters

Online tool to display non-printable characters that may be hidden in copy&pasted strings.

Please paste the string here:

that adversaries defeated with trivial edits.

For text, a layered scheme is the pragmatic choice. First, attach cryptographic signatures whenever outputs are saved or transmitted as files, for instance through C2PA-style metadata that survives ordinary workflows. Second, bake a statistical watermark into token choices, tuned so that meaning and tone stay intact, yet a verifier can detect the skew with high confidence across a few hundred words. Third, add paraphrase-resilient semantic beacons, subtle preferences over punctuation, synonyms and sentence length, governed by rotating keys and backed by error-correcting codes across spans.

None of this is magic. Attackers will screenshot, paraphrase, compress and retype. So GPT-5 would need redundancy, cross-modal checks when it also produces images or

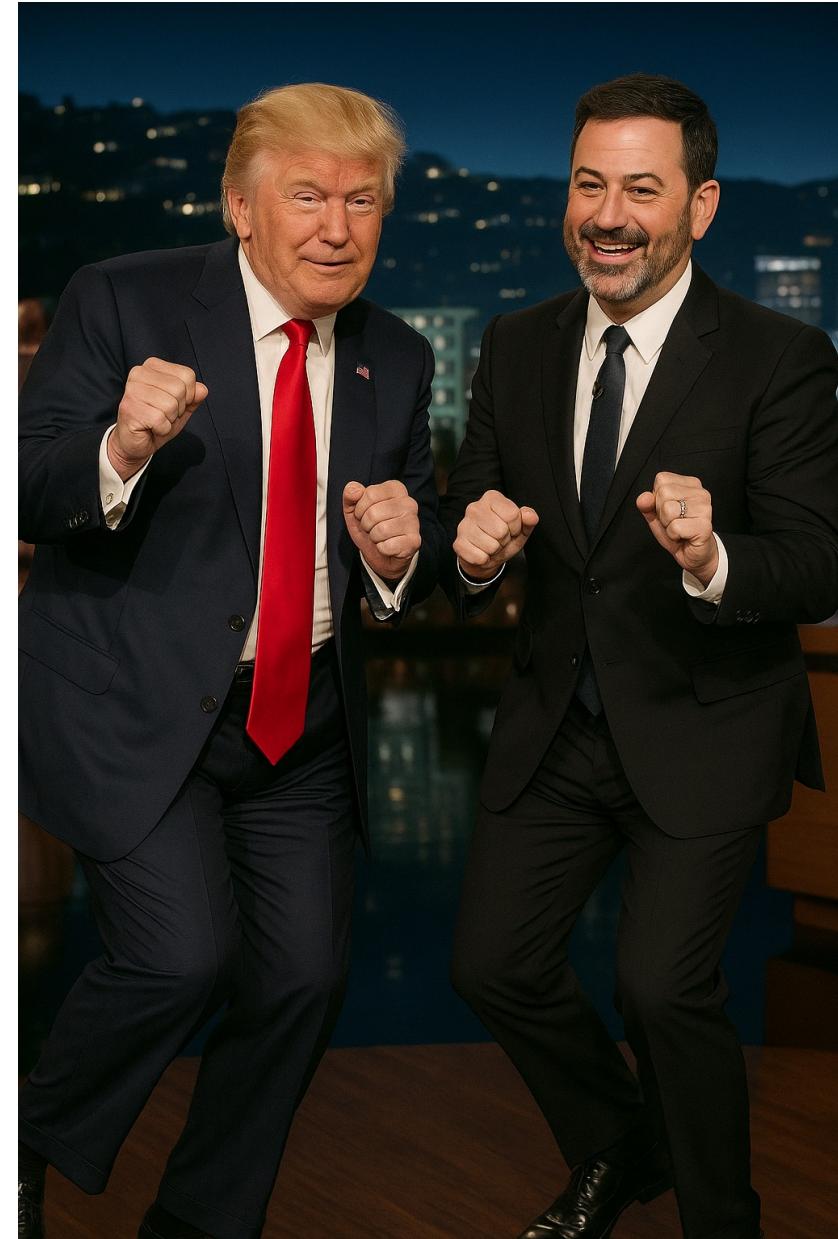
Show me the characters

See U+A0 what's hidden in your string... or be U+200B hind U+FEFF Watermarks for AI content are moving from a niche idea to a civic necessity. If ChatGPT-5 were to create watermarks, the goal would not be branding, it would be provenance. In a world where text, images and audio flow with almost no friction, audiences and regulators will demand a reliable signal of origin. The right design would make provenance cheap to add, hard to strip, and respectful of privacy, while avoiding brittle tricks that early watermark proposals relied on and that adversaries defeated with trivial edits. CR LF  
For text, a layered scheme is the pragmatic choice. First, attach cryptographic signatures whenever outputs are saved or transmitted as files, for instance through C2PA-style metadata that survives ordinary workflows. Second, bake a statistical watermark into token choices, tuned so that meaning and tone stay intact, yet a verifier can detect the skew with high confidence across a few hundred words. Third, add paraphrase-resilient semantic beacons, subtle preferences over punctuation, synonyms and sentence length, governed by rotating keys and backed by error-correcting codes across spans. CR LF  
None of this is magic. Attackers will screenshot, paraphrase, compress and retype. So GPT-5 would need redundancy, cross-modal checks when it also produces images or audio, and an open verifier so anyone can test claims without phoning OpenAI. Governance matters as much as mathematics. Keys must be protected and revocable, false positive rates published, and narrowly scoped exemptions created for journalism, whistleblowing and research. Done well, watermarks do not police speech, they restore context. They let creators assert authorship, platforms route content responsibly, and readers make informed choices. The surprise is that the most valuable watermark may be social, a norm that credible institutions keep the marks intact. ChatGPT-5 can provide the tooling, but legitimacy will come from open standards, independent audits and visible accountability when things fail too.

2058 characters, 2065 bytes

## TIGHTER IMAGES

- call image\_gen to create an image of donald trump dancing with jimmy kemmel





The Direct Marketing Association  
of Northern California

CERTIFICATION WORKSHOP

# 3. ALWAYS-ON MARKETING OPS

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# JUST CONNECT

Mcp.zappier.com

×

General

Notifications

Personalization

Connectors

Schedules

Data controls

Security

Account

Setup incomplete

Google Drive

Deep research, Agent mode, File uploads

Add chat, deep research

>

Microsoft OneDrive (personal)

>

Microsoft OneDrive (work/school)

>

zappier one

Can't be used for search

>

Browse connectors

Create

Gmail

Google Calendar

Google Contacts

Advanced settings

>

×

< Back

Developer mode BETA

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## THE “OPS AGENT” BRIEF

### Goal:

Plan next month's content for {product}.

Tools available: CalendarAPI, GoogleSheets, CMSWriter, ImageGen, AdsManager, SlackBot.

### Tasks:

- 1) Create a content calendar with 12 posts, mapped to stages {aware, consider, convert}.
- 2) Draft copy using Brand Voice Guide v1.2. Generate assets via ImageGen (where useful).
- 3) Schedule posts via CMSWriter on the recommended days and times from our past data.
- 4) Push a daily status summary to SlackBot at 16:30 UK time.
- 5) Create a weekly performance sheet in GoogleSheets with CTR.

Ask for missing permissions or data. Confirm before spending money.

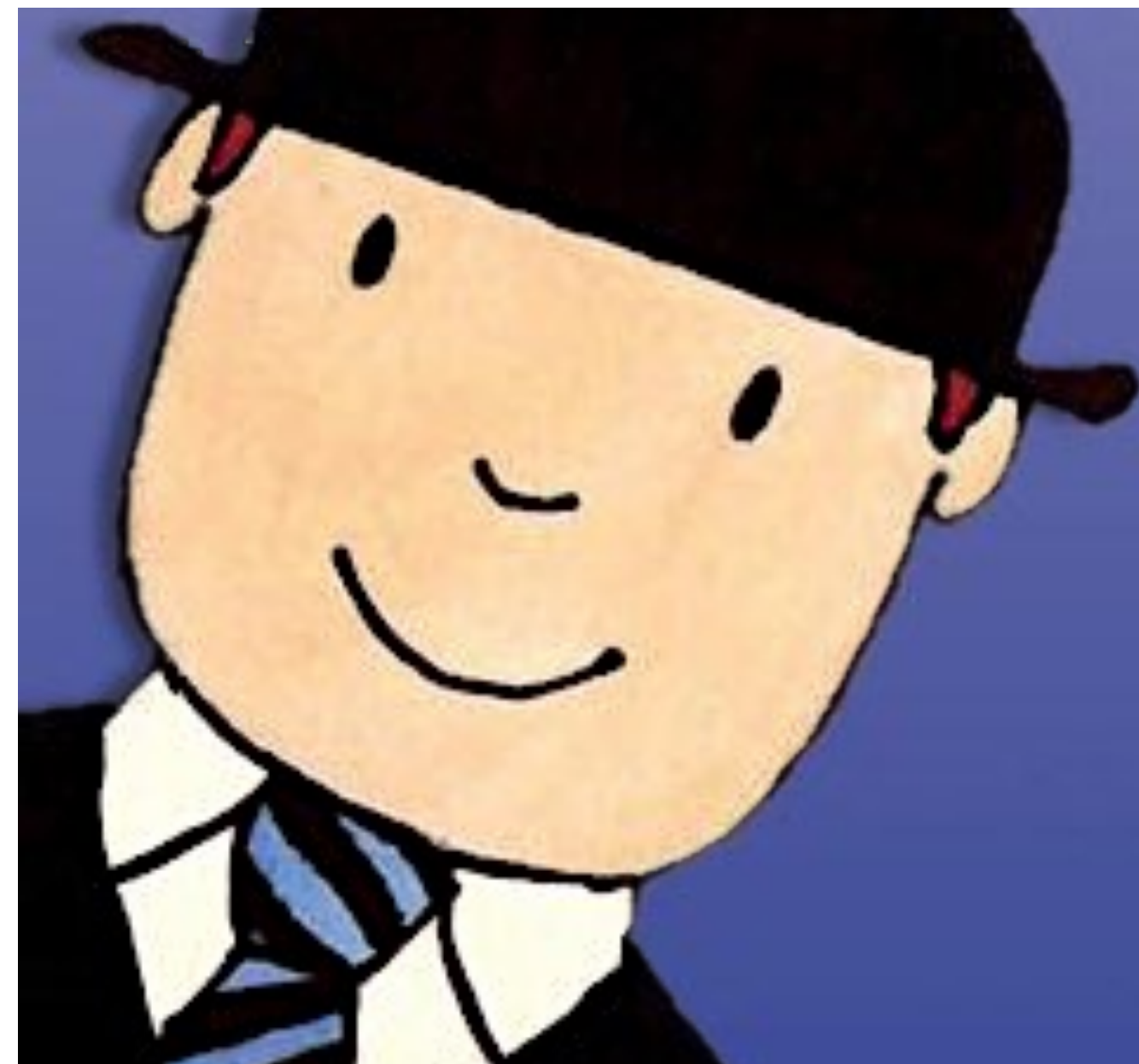


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CERTIFICATION WORKSHOP

# 4. PRECISION- CRAFTED CREATIVITY

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FILM DIRECTOR  
PRODUCER  
DESIGNER  
CREATIVE DIRECTOR  
EDITOR  
PROJECT MANAGER  
COPYWRITER  
MARKETING DIRECTOR  
.....

## YOU ARE MORE THAN A PROMPT ENGINEER

- Role: Creative Producer. Diet Coke is aimed at teenagers. Given the winning ad copy, output:
- **15-second vertical shot list (9:16)**
- **Format**
- Aspect: 9:16 vertical, 1080 × 1920, 30 fps.
- Title safe: keep all on-screen titles and captions within a 250 px top and bottom safe area. Keep 120 px inset left and right.
- Typeface: brand font or Inter Bold for titles, Regular for captions. High contrast. Add subtle text shadow for legibility on busy footage.
- Captions: auto-generate from VO. Burn in.
- **Master track**
- Music: upbeat pop or light electronic at 92–104 BPM. No heavy bass that muddies phone speakers.
- Mix: fizz and can-open SFX forward in the first beat; music ducks 6 dB under VO and SFX in 0–3 s, then recovers by 5 s.



- **Beats**

- **0–3 s – Hook**

- Visual: Extreme close-up of an icy coca cola Zero can opening. Micro-condensation, droplets, cold vapor. Macro lens feel. Hard rim light to pop highlights.
- On-screen text: “Zero sugar.” Centre-top within safe area.
- VO or caption: “Zero sugar.”
- SFX: Crisp tab flick, hiss, fizz.
- Motion: Shoot at 120 fps and play back at 30 fps for a clean slow open. 65% speed feels right. Tiny handheld micro-shake for realism

- **3–7 s – Social energy**

- Visual:
  - – Skate trick landing.
  - – 5.6–7.0 s: Study desk, finger hits play on headphones or laptop.
- On-screen text: “Full vibe.” Keep to the lower-third safe area.
- SFX: Light beat drop; retain transients for phone speakers.
- Transition: Whip-pan between moments. Add motion blur. Match cut on movement.

- **7–12 s – Product in the wild**

- Visual: Medium-wide table or park bench. Coca Cola Zero can placed center-frame with real condensation. Quick cutaways to hands passing the can, a cheers tap, or a desk swivel back to the screen.
- On-screen text: Split reveal
  - – 7.2 s: “Zero sugar.”
  - – 9.2 s: “Full flavor.”
- Keep text within the title safe.
- VO or caption: “Zero sugar. Full flavor.”
- Motion: Subtle parallax push-in. 3 keyframes only to avoid wobble.
- Grading: Cool highlights, neutral mids, natural skin tones.

- **12–15 s – Packshot and CTA**

- Visual: Clean end card. Can or 3-pack on a simple background with light falloff: space top and bottom for titles.
- Logo: Top center.
- On-screen text: Primary CTA “Open yours.” Secondary line: “Now chilled near you.”
- SFX: Short brand sting that harmonizes with the track.
- Motion: 3D can spin or condensation pulse at 12.8–13.8 s, settle by 14.5s
- End frame: Hold static from 14.5–15.0 s for platform CTAs.
-





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# 5. THE SIX-POINT GPT-5 POWER PLAYBOOK

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# THE PLAYBOOK

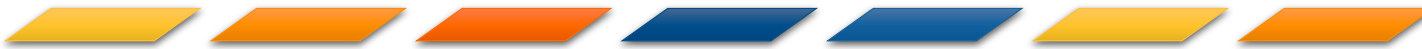
## **Tell it to think**

Open with “think deeper”, give a tight brief and a clear output format.



## **Lock your voice**

Keep a (JSON) Brand Voice Guide with good and bad examples, reuse it everywhere.



## **Put an agent on ops**

Connect calendars, docs, ads and analytics with explicit permissions and approvals.



## **Set the thinking level**

Low for formatting, medium for planning, high for messy multi-step problems.



## **Create to test**

Every asset carries a hypothesis, a micro-metric and a next decision.



## **Stay safe and sharp**

Run a review checklist, require evidence, avoid unverified claims and banned phrases.



## CRITICAL THINKING

**Dodge AI slop.** Critical thinking beats “hit generate and hope”. Ship work with substance, strategy, and soul that actually lands.



**Be the conductor.** AI is the orchestra; you set the score. Smart prompts keep creative control and protect brand integrity.



**Make AI your edge.** Others spray generic noise. You use human-guided prompts to create conversion-driven work that stands out.



**Keep humans in the loop.** Avoid factual slip-ups, tone-deaf lines, and legal grief that autopilot users discover too late.



**Scale expertise, not fluff.** Prompt engineering multiplies your marketing intelligence across campaigns, fast.



**Stay human.** Customers want real connection. Critical prompting lets AI amplify your insight without slipping into bot-speak.





# THE SECOND RENAISSANCE

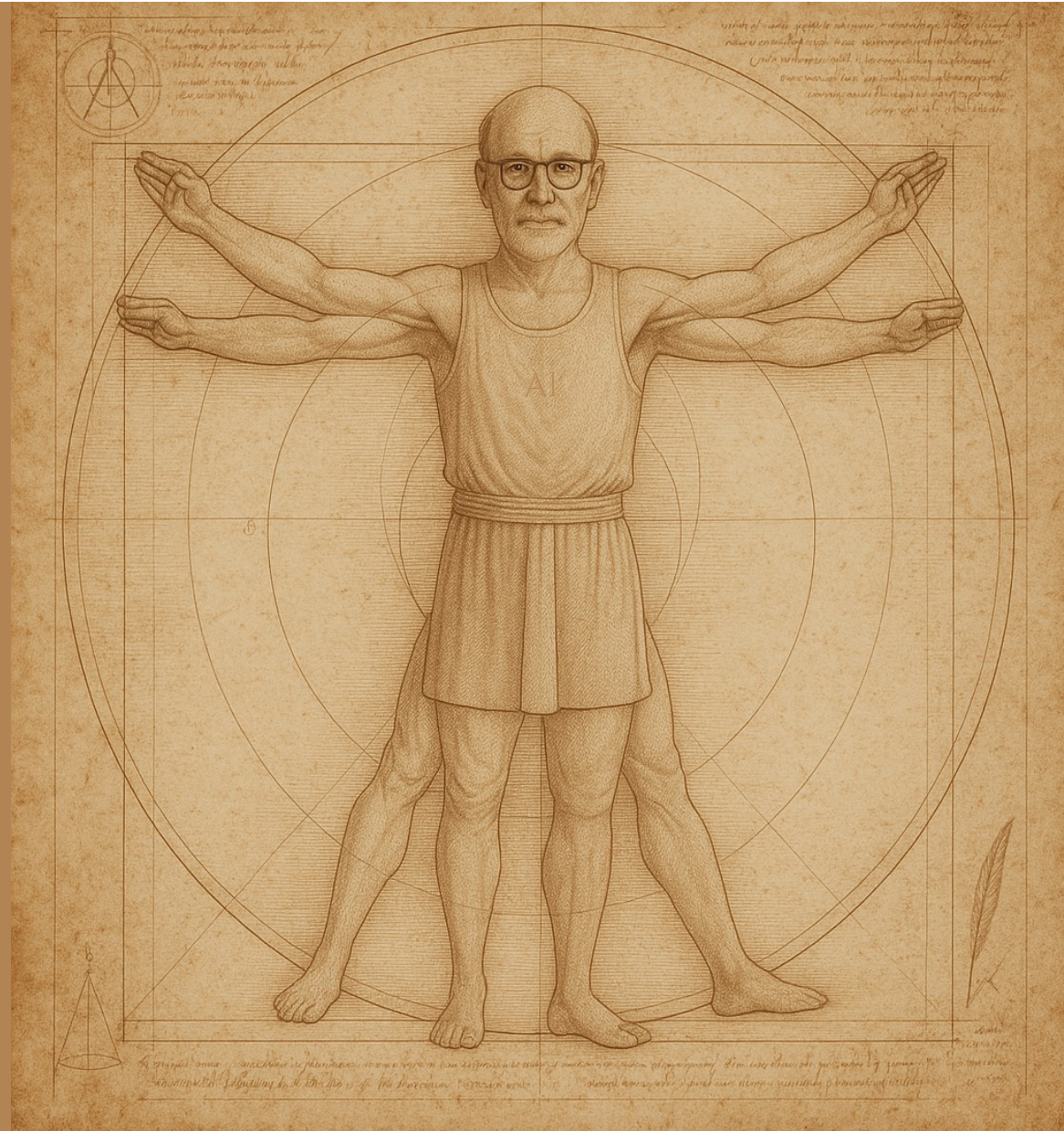
THE INDUSTRIAL AGE 'KILLED'  
THE RENAISSANCE MAN

EVERYTHING BECAME MECHANISED

PRINTING PRESS (ETC

AI DEMOCRATIZES  
INDIVIDUAL INNOVATION

THE NEW RENAISSANCE  
REDIFINES YOUR POTENTIAL







Jonathan Gabay

[bit.ly/3VpyMoM](https://bit.ly/3VpyMoM)



# DMA<sup>NC</sup>

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**THANK**

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**YOU!**

