

Incorporating Generative AI in Your Small Business

Learn how generative AI can help you create original content, improve customer service, and analyze data for your small business.



What is generative artificial intelligence (AI)?¹

AI technology is a tool you can use to generate original content like images, text and music. See how we're leveraging AI to help small businesses succeed at [GoDaddy.ai](https://godaddy.ai)

The more you use AI, the better it gets at generating content specific to your business.

Example AI Prompt:

I need help with content ideas. Act as a **<task>** content manager specializing in restaurants. **<role>** **<industry>** Provide me with a comprehensive 6-month content calendar for the blog, Instagram, and Facebook. **<detailed solution>** The target audience is families with kids. Output as a table. Do not **<audience>** **<format>** repeat this information back to me. Ask me any clarifying questions before proceeding.

Get started with GoDaddy's AI prompt library at: smallbusinessprompts.com

How to use AI in your small business

Content Creation

Automate social media posts, blogs, visuals and videos.

Product Design

Explore new designs, refine prototypes, and accelerate innovation.

Customer Support

Improve response time and accuracy with chatbots or virtual assistants.

Data Analysis

Identify patterns, predict trends, and make data-driven decisions.

Why use AI for your small business?

Personalization

Tailors products/services to individual customer preferences.

Enhanced Creativity

Inspires innovative ideas and captivating content.

Competitive Advantage

Offers unique experiences, difficult for competitors to replicate.

Cost and Time Efficiency

Saves resources, allowing more focus on core operations.

AI Tools²



Chatbots

ChatGPT	Answers output in various formats
Google Bard	Collaboration and up-to-date answers
Perplexity	Research assistant with sources
Claude	Assistant for tasks and reasoning

Text

Jasper	Writing blog posts and emails
Anyword	Conversion copy, landing pages and ads
Grammarly	Writing assistant for clarity

Design

GoDaddy Studio	Create a unique logo in minutes
DALL-E	Realistic images and inpainting
Midjourney	Artistic imagery and transformations
Autodraw	Icons and clip art
Gamma	Presentations and interactive content

Tips for AI Text Prompts

Detail

The more specific your prompt, the better.

Role

Giving the AI a role to play can be helpful.

Goal

Offer clear instructions and a goal.

Format

Output as a table, list, diagram, etc.

Freewrite

Don't worry about grammar or spelling.

Audience

Specify the intended reader or target market.

Adjust

Reply or re-prompt to fine-tune the output.

Variables

Use adjectives and descriptors for unique results.

Iterate

Ask AI to build upon your previous chats.



Tips for AI Visual Prompts



Subject

Clearly state the focus of the image.

Composition

Describe position and perspective.

Color

Specify color scheme or describe filters.

Emotion

Express mood to influence the tone.

Lighting

Set the ambiance and light effects.

Time Period

For historical or futuristic images.

Environment

Give context to the setting.

Style

Set the aesthetic, medium, genre, etc.

Texture

Influence the surface appearance.

Risks & Limitations

Review AI-generated content for accuracy

Generated content may be out of date. AI can "hallucinate" and lie, very convincingly!

Avoid entering sensitive or confidential information

Anything you enter may be used to train the AI models. There is no such thing as a 100% secure system.

Humanize where AI lacks emotional intelligence

Content may be discriminatory. Generative AI may generate toxic content.

Beware of intellectual property

Generated content may contain copyrighted work. Use your judgement and consult your legal advisor.

Want more tips?

Subscribe to our newsletter at godaddy.substack.com

¹We're excited to recommend the use of generative AI technology to small businesses, but please be aware that this technology is still in its early stages of development and its effectiveness may vary depending on the circumstances. Additionally, avoid entering sensitive information as AI chatbot systems will save your input, and make sure to review the output for accuracy, as it may be incorrect, inaccurate, or out of date.

²This list is provided for informational purposes only and does not imply any endorsement, sponsorship, or association with the third parties included. Terms may apply.