

# Skriv (godt) content med ChatGPT

Per, copywriter

Læs mere om Per: <https://marketingcapacity.com/freelancer-vikar/tekstforfatter/idmc-80tepa/>

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# Program

- Min indgangsvinkel
- Hvilke prompts virker?  
Hvor længe?
- Sådan skriver du en (god) blogpost  
ud fra et brief på 1 sætning og 3 links
- Få styr på din tone og ram målgruppen

# Blogposts for tech-selskaber

## India Hackathon: Streaming Inference For Real-Time Scoring and Anomaly Detection

By [Som Satapathy](#), [Mandeep Gandhi](#), and [Per Andreasen](#).



Jaemi Bremner · Follow  
Published in [Adobe Tech Blog](#) · 7 min read · May 14, 2020



## India Hackathon: Introducing Campaign Classic as an Activation Channel for Adobe Experience Platform

Authors: [Anup Kumar](#), [Pankhri Singhal](#), [Saurabh Gupta](#), [Akshit Jain](#), and [Per Andreasen](#)



Jaemi Bremner · Follow  
Published in [Adobe Tech Blog](#) · 6 min read · May 21, 2020



## India Hackathon: Using MAGIX To Secure Retailers Next-Click Personalization In Milliseconds

Authors: [Pinkesh Badjatiya](#), [Nikaash Puri](#), [Balaji Krishnamurthy](#), and [Per Andreasen](#)



Jaemi Bremner · Follow  
Published in [Adobe Tech Blog](#) · 8 min read · May 8, 2020



This is a part of a series of [Adobe Hackathon in India](#). In this [post](#), professionals describe how to develop a solution to stream customers improve personali

Imagine that \$5,000 was just would need to assess swift order to comply with mon security procedures truly e



At the Adobe Hackathon 2019, a team of Adobe developers started working towards a solution to let retailers use Adobe Experience Platform for real-time personalization.



created a proof of concept for an exciting platform and Adobe Campaign Classic at

A tool for marketers. It lets you handle messaging on the platforms and at the audience prefers. The larger your audience, Campaign Classic has. But the limit of your Campaign Classic is 100 million members, from taking advantage of it. So, a team decided to take part in India Hackathon 2019 it can be used as an activation channel

# Husk at lyve på internettet!

- Generativ AI = sandsynlighedsberegner
- Ingen tanker eller følelser
- Ingen indsigt i din forretning (vel?)





# Hvilke prompts virker?

- Konkrete
- Menneskelige
- Lommelygte-bevidste
- Dem på store mængder data
- 🍆

# Ligegyldig prompt = ligegyldigt output



You

Skriv en mail fra en virksomhed som hæver priserne



ChatGPT

Her er et eksempel på en e-mail fra en virksomhed, der informerer om en prisstigning:

---

Emne: Vigtig opdatering om vores priser

Kære [Kundens navn],

Hos [Virksomhedens navn] værdsætter vi dybt vores forhold til dig som kunde. Gennem årene har vi stræbt efter at tilbyde den højeste kvalitet af [produkter/tjenester] til konkurrencedygtige priser. Det er med dette engagement i tankerne, at vi skriver til dig i dag.

På grund af stigende omkostninger forbundet med [nævn specifikke årsager som råmaterialer, produktion, arbejdskraft, logistik osv.], ser vi os nødsaget til at justere vores priser. Fra og med [dato] vil prisen på [nævn specifikke produkter eller tjenester] blive øget med [procent/et specifikt beløb].

Vi forstår, at denne ændring kan påvirke dit budget, og det er ikke en beslutning, vi har taget let på. Vores mål er at fortsætte med at levere den exceptionelle værdi og service, du har forventet af os, samtidig med at vi opretholder vores forretnings bæredygtighed.

# Konkrete prompts

=

# mere brugbart output

PE

**You**

Du er den legendariske copywriter Eugene Schwartz. Din opgave er at hjælpe mig med at skrive en mail fra teleselskabet Wring! til kunderne. Emnet er, at priserne bliver hævet fra 1. januar 2024. Vi ved allerede, at vores priser er højere end vores konkurrenters priser. Til gengæld har vi de mest tilfredse kunder og den bedste infrastruktur. Hjælp mig i første omgang med at udtænke en strategi for, hvordan vi bedst undgår at skabe højere churn med emailen.



**ChatGPT**

Som Eugene Schwartz ville jeg foreslå følgende strategi til at udforme e-mailen fra teleselskabet Wring! med fokus på at minimere kundetab (churn) på grund af prisstigningen:

## Strategi for E-mail Kommunikation

### 1. Værdibaseret Tilgang:

- **Fokus på Kvalitet:** Fremhæv Wring!'s overlegne infrastruktur og kundetilfredshed. Brug data og testimonials til at understøtte påstanden.
- **Sammenlign Uden at Nedgøre:** Nævn forsigtigt, hvorfor højere priser hos Wring! giver bedre værdi end lavere priser hos konkurrenterne, uden direkte at nedgøre konkurrenterne.

### 2. Transparens og Ærlighed:

- **Klar Kommunikation:** Vær direkte omkring prisstigningen, dens omfang, og den præcise dato for implementering.
- **Forklar Årsagerne:** Detaljer, hvorfor prisstigningen er nødvendig (f.eks.

# Konkrete prompts

=

# mere brugbart output

Hjælp mig med at skrive outline til en email, som har fokus på modtagerens behov og forventede følelser over den hævede pris. Indbyg en kort historie om vores kunde, Allan, som kort skiftede til en konkurrent og fortæller, hvor glad han er for at være kommet tilbage som kunde hos os.

## ChatGPT

Som Eugene Schwartz ville jeg strukturere e-mailen fra teleselskabet Wring! med følgende outline:

### **E-mail Outline: Prisstigning hos Wring!**

#### **1. Venlig Indledning**

- En kort og venlig hilsen.
- Anerkendelse af modtagerens tid og værdi som kunde.

#### **2. Introduktion til Prisændring**

- Direkte og ærlig meddelelse om prisstigningen pr. 1. januar 2024.
- Kort forklaring på årsagerne bag (fokus på kvalitet og service).

#### **3. Allan's Historie**

- Introducer Allan, en loyal Wring! kunde.
- Beskriv hvordan Allan skiftede til en konkurrent for at spare penge.
- Fortæl om Allans oplevelse med dårligere service og infrastruktur.
- Allan vender tilbage til Wring! og deler sin tilfredshed med den overlegne kvalitet og service.

#### **4. Fokus på Kundebehov og Forventninger**

- Forbind Allan's historie med modtagerens potentielle bekymringer om prisstigningen.
- Fremhæv Wring!'s forpligtelse til kvalitet, som berettiger højere priser.
- Understreg vigtigheden af pålidelig service og kundetilfredshed.

#### **5. Tilføj Værdi og Perspektiv**

- Detaljer om forbedringer og fordele, der kommer med prisstigningen.
- Eksempler på, hvordan disse forbedringer vil påvirke kundens oplevelse positivt.

# Konkrete prompts

=

# mere brugbart output

PE **You**

Skriv emnefelt, preview og indledning til emailen. Begynd med introduktionen og brug en selvironisk tilgang til den typiske uærlige besked fra selskaber som Wring! De vil typisk indlede med "vi justerer din pris". Wring! taler til de kvalitetsbevidste og vil ikke spille kundernes tid med at tale udenom. Brug et kort og klart sprog.

 **ChatGPT**  
**Emnefelt**

"Ærlig snak: Prisstigning hos Wring! fra januar 2024"

**Preview**

"Vores priser stiger, men så gør kvaliteten også. Læs her, hvorfor det betaler sig at blive hos Wring!"

**Indledning til E-mailen**

---

Kære [Kundens navn],

Lad os skære det ud i pap: Fra 1. januar 2024 hæver vi priserne. Vi kunne pakke det ind i fine ord som "prisjustering", men det er ikke Wring!-stilen. Vi værdsætter klarhed og ærlighed, ligesom du værdsætter kvalitet og pålidelighed i din telefon- og internetservice.

Hvorfor stiger prisen? Fordi vi ikke går på kompromis med kvaliteten. Her er en kort historie om Allan, en af vores kunder, som giver et ægte indblik i, hvad det betyder at

# Menneskelige prompts 🙌

Tænk på Gen AI som junior-medarbejdere.





# Menneskelige prompts

Tænk på Gen AI som junior-medarbejdere.

De udvikles til at forstå os bedre.

## You

Kan du hjælpe mig med at undersøge, om LLM'er som ChatGPT bliver udviklet mere og mere i retning af at fungere på menneskers præmisser? Jeg tænker på, at der kan være en interessant parallel til hvordan Google med hver opdatering lader til at komme tættere på at vurdere søgeresultater ud fra, hvad der er mest værdifuldt for mennesker.

## ChatGPT

The development of Large Language Models (LLMs) like ChatGPT is indeed trending towards a more human-centric approach, paralleling advancements in technologies like Google's search algorithms which increasingly prioritize human relevance and value. Here are some key aspects of this trend:

### 1. Training and Fine-Tuning Methods:

- **ChatGPT Training:** ChatGPT utilizes reinforcement learning from human feedback (RLHF), where human ratings on the accuracy of the LLM's text output are used to train a reward model. This model then automatically ranks answer quality and helps fine-tune

### Conclusion:

- **2. Relevance:** The evolution of LLMs like ChatGPT is increasingly geared towards functioning on human premises, much like Google's evolving search algorithms. This is evident in their training methods, recognition of current limitations, targeted future developments, and potential applications in fields like education. These advancements reflect a broader trend in technology to become more human-centric, aiming to provide more relevant, personalized, and context-aware solutions.
- **Limitations:**

# Positive prompts virker

Fortæl ~~ikke~~ hvor du ~~ikke~~ vil hen.

PE You

I love this image. Can you please remove the lanyard and name tag without making other changes?

 ChatGPT

Certainly! I'll modify the image to remove the lanyard and name tag while keeping all other elements the same. Let's proceed with this final adjustment.



# Gå efter de store datasæt



**You**

Ved du, hvilket sprog, du er trænet mest i?



**ChatGPT**

Jeg er trænet primært i engelsk. Engelsk er det sprog, der udgør størstedelen af træningsdataene, hvilket betyder, at mine evner og viden er mest omfattende og præcise på dette sprog. Selvom jeg også har evnen til at forstå og generere tekst på mange andre sprog, herunder dansk, er min præcision og dybde af forståelse generelt højere på engelsk.

# Bed den om hjælp

“Kan du hjælpe mig med at optimere min prompt, så vi hurtigere når til det her resultat næste gang?”

“Kan du forklare, hvorfor du indsætter (...) i dine svar?”

“Afslut dine svar med ...”



# Sådan skriver du en (god) blogpost

*ud fra et brief på én sætning og 3 links.*

# Briefet ...

– Vores SEO-bureau siger, vi har brug for trafik på 'vector database vs. graph database'

+ **3 links til inspiration**





# Trin 1

- Få gang i “tråden”
- Læs et link
- Skriv en outline
- Ekskluder LLM (?)
- Inkluder X, Y og Z
- Målgruppen er ...

PE You

Please read the insights in the following blog post and provide an outline for a blog post that compares vector databases and graph databases without covering large language models. You should cover what each one is, the business value of each one, technical pros and cons, and tools for each. The target audience for this post is data engineers in the streaming data space, so we want to go into technical details. Practical knowledge sharing and no vague parts:

ChatGPT

Used WebPilot

## Outline for a Blog Post: Vector Databases vs. Graph Databases

### Title:

*Vector Databases vs. Graph Databases: A Deep Dive for Data Engineers*

### 1. Introduction

- Brief overview of the rise of vector databases and graph databases in the data engineering space.

### 2. Understanding Vector Databases

- Definition and core concepts.
- Business value: Speed in similarity searches, handling high-dimensional data, etc.
- Technical Pros:
  - Efficient in handling large-scale embeddings.
  - Suitable for similarity-based searches.
- Technical Cons:
  - Struggles with complex queries.
  - Potential for incomplete or irrelevant results due to similarity scoring.

# Trin 2

- Mere research
- Nuancing

**You**  
Now, please sum up the differences covered in this post:

**ChatGPT**

Used WebPilot

## Summary of Differences: Graph Databases vs. Vector Databases

**Graph Databases:**

- **Definition:** A database that organizes data in nodes (and edges) to illustrate the relationship between different data points. They often support multiple properties.

**You**

Does this post contribute any more knowledge?

**You**

Does this post provide further clarification?

**ChatGPT**

Used WebPilot

Certainly, the article from [redacted] provides further insights into the integration of vectors into graph databases, specifically focusing on Neo4j's new capabilities. Here's a summary of the additional clarifications:

### 1. Neo4j's New Capabilities

- Neo4j, a graph database, has introduced its graph database capabilities.
- The primary function of a graph database is to help you understand your data better.

### 2. Difference in Data Structure

- Traditional relational databases use tables to store data.
- Neo4j's addition of vector search capabilities allows for more efficient data retrieval.

**You**

Now, please give me an explanation of graph databases in the same way.

**ChatGPT**

Absolutely! Graph databases have a rich history, and as a seasoned data engineer, I've seen their transformative impact on the data landscape. Here's a highlight of the history of graph databases:

onal insights into the differences between graph and vector databases. This is a summary of the additional

the specific requirements, data structure, and how to choose the right database type to determine

# Trin 3

## Opdater outlinen

PE **You**

Now, you are a skilled content writer with deep knowledge of streaming data, databases, and SEO. Provide an updated outline with the ~~original~~ article as the primary inspiration.

 **ChatGPT**

### **Outline for a Blog Post: Integrating Vectors into Graph Databases for Enhanced Streaming Data Analysis**

#### **Title:**

*Harnessing the Power of Vectors in Graph Databases: A Revolution in Streaming Data Analysis*

#### **1. Introduction**

- Brief overview of the evolution of databases in the streaming data landscape.
- The significance of Neo4j's move to integrate vectors into its graph database.

#### **2. Understanding the Basics**

- **Graph Databases:** Nodes, edges, and the power of relationship mapping.
- **Vector Databases:** High-dimensional vectors, similarity searches, and the rise of generative AI.

#### **3. Neo4j's Game-Changing Move**

- Introduction to Neo4j's new vector search capabilities.
- The business and technical implications of integrating vectors into a graph database.

# Trin 4

- Skriv indlægget bid for bid
- Husk målgruppen
- Væv det sammen



**You**

Please write the introduction with the target audience in mind but without mentioning them directly. Answer the most important question they will have when coming to this post and show them the value of the rest of the post.



**ChatGPT**

**Introduction**

In the rapidly evolving world of databases, the lines between different data models are beginning to blur, ushering in a new era of data analysis and interpretation. Neo4j, a frontrunner in graph database technology, has recently integrated vectors into its platform, marking a significant shift in how we perceive and interact with streaming data. But why does this integration matter? At its core, this fusion promises to revolutionize the way we understand relationships across vast data landscapes, offering enhanced search capabilities and a deeper comprehension of implicit data connections. As we delve into this transformative move by Neo4j, we'll uncover the

# Trin 5

Stik mig 5 tiltalende hooks

 **You**

Now you are a skilled writer. Please provide me with 5 compelling hooks for this intro. Which scenarios would the target audience of data engineers recognize as one where they need the answers in this blog post?

 **ChatGPT**

Certainly! Here are five compelling hooks tailored for data engineers:

- 1. The Complexity Challenge:**
  - "Ever found yourself wrestling with a complex web of data relationships, wishing there was a more intuitive way to decipher the interconnected maze? The future of streaming data analysis might just have the answer you've been seeking."
- 2. The Streaming Data Dilemma:**
  - "As streaming data volumes surge, the challenge isn't just about storage—it's about making sense of every intricate connection. If you've ever felt overwhelmed by the sheer complexity, there's a new shift on the horizon that promises clarity."
- 3. Beyond Traditional Boundaries:**
  - "Tired of the limitations of traditional databases when handling streaming data? If you've ever felt constrained by the rigidity of rows and tables, it's time to explore a

# Trin 6

Hit med eksempler fra vores hverdag  
(og inspiration til flere)

 **You**

Do streaming services like Netflix and Spotify use vector databases for recommendations based on user data?

 **ChatGPT**

Yes, streaming services like Netflix and Spotify often employ techniques that are closely associated with vector databases for their recommendation systems, though the exact implementation details and technologies might vary based on the company's specific needs and infrastructure.

## 1. **Embeddings and Vector Representations:**

- Both Netflix and Spotify use embeddings, which are high-dimensional vector representations

can be re

 **You**

Now, please share the 3 most important points about the business value of graph databases and vector databases respectively.

 **ChatGPT**

Certainly! Let's distill the business value of both graph databases and vector databases into three key points for each:

### **Graph Databases: Business Value**

#### 1. **Deep Relationship Insights:**

- **Why It Matters:** In many business scenarios, the value isn't just in individual data points but in the relationships between them. Graph databases excel at uncovering and analyzing these relationships.



# Trin 7

Fra SEO til konvertering ...

 **You**

What is a subheadline that would work well for this section considering SEO?

 **ChatGPT**

Considering

 **You**

**"Graph vs. '  
Optimizat**

In conclusion we want to tie all this information together with the Redpanda streaming data platform. How can it be helpful to the target audience?

 **ChatGPT**

**In Conclusion: Integrating with Redpanda Streaming Data Platform**

As we've journeyed through the intricacies of graph and vector databases,

 **You**

You are now a data engineer. After reading about vector and graph databases, how far are you from choosing a streaming data platform?

when combined,  
data landscape,  
and this is where the

 **ChatGPT**

As a data engineer, having delved into the intricacies of vector and graph databases, I recognize the immense value they bring in handling specific types of data and queries. However, when it comes to choosing a streaming data platform, there are several considerations to keep in mind:

1. **Integration Capabilities:** It's crucial to understand how seamlessly the streaming platform integrates with vector and graph databases. The ease of data ingestion, transformation, and routing between the platform and the databases can significantly

# Trin 8

## Omskrivning med ...

- Menneskelig intelligens
- Hemingway App AI
- Eksperthjælp(!)

### Graph databases for powerful relationship mapping

Graph databases are designed to represent and store data as graphs. This makes it easy to represent people, products, and events along with what ties them together. Search engines, logistics businesses, and social networks typically use graph databases to understand these types of connections in their data.

Graph databases stand out for their unique ability to represent connections between datasets. They are based on mathematical graph theory and consist of two key parts: nodes and edges.

- Nodes are the primary entities in a graph database. Each node holds all data about a person, product, business, event, or another entity.
- Edges are the connecting parts of graph databases. They show similarities, relationships, and commonalities. You can define the properties and weights of edges to fit your purpose.

Graph databases analyze the structures and patterns that connect data points. They uncover influential nodes in a network, detect anomalies in transaction data, and easily adapt as data grows and evolves. This is what makes graph databases suited for dynamic datasets and applications.

The power of a fine-tuned graph database can be impressive. For example, Facebook uses its graph database to suggest new friends based on common friends and interests. The Facebook database also powers effective cross-channel advertising with ever-evolving automation on Meta platforms. And, it lets Facebook discover data as belonging to non-users that it then creates shadow profiles for.

#### Simplifying sentence

Original

Grade 10

Graph databases are designed to represent and store data as graphs. This makes it easy to represent people, products, and events along with what ties them together. Search engines, logistics businesses, and social networks typically use graph databases to understand these types of connections in their data.

AI Suggestion

Grade 6

Graph databases are designed to represent and store data as graphs. It is simple to show people, products, and events and how they are connected. Search engines, logistics businesses, and social networks typically use graph databases to understand these types of connections in their data.

Close

Get another suggestion

Use suggestion

Write Edit

Readability

Grade 11

OK. Aim for 9.

Words: 340

Show more stats ▾

2 adverbs, meeting the goal of 3 or fewer.

2 uses of passive voice, meeting the goal of 5 or fewer.

1 phrase has a simpler alternative.

5 of 24 sentences are hard to read.

5 of 24 sentences are very hard to read.

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# Reaktioner?

## Vector database vs. graph database in streaming data

Learn what they are, when to use them, and popular tools to implement them



Redpanda Data · [Follow](#)

10 min read · Oct 25

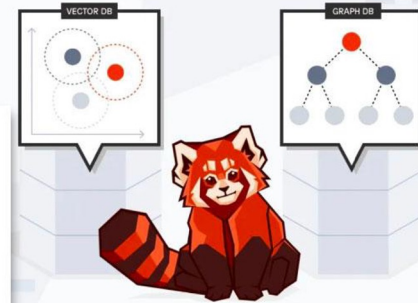


Abdelfattah Sekak  
18 days ago

Appreciated the novel approach here



1



Author: [Dave Voutila](#), [Per Andreassen](#)

With ever-increasing volumes of data and complex relationships involved in streaming data use cases, it can be tricky to make a vector database or graph database work. To help, graph database platforms are now beginning to integrate vector technology. However, that doesn't mean much if you're not quite sure when or how to use either of these databases.

# Styr din tone

*Og ram målgruppen præcist*

# Ram tonen

- Hvem taler du til?
- Hvordan taler de selv?
- Hvor meget gider de læse

# Fremtidens brand voice guide

- Statisk -> dynamisk
- Et lærende brand
- Byg en GPT(?)



# Medbring frameworks og indsigter

- Copywriting-skabeloner
- Betragtninger
- Egne data (men pas på!)

# God arbejdslyst!

Per Andreasen, copywriter

