

GPTZero Marketing Intern Assignment

Task

Create a product marketing messaging/positioning strategy and social media marketing campaign for GPTZero's newest "**Source Finder**"/**Sources** feature (currently in beta).

Recommended time: 3 hours.

Reference: <https://gptzero.me/sources>

Context

As the leading AI content detector, GPTZero's mission is to increase information transparency and preserve the truth, especially when it comes to combating AI-generated misinformation.

GPTZero is developing a tool, currently called "Source Finder," to detect potential misinformation in text, and give recommendations for sources that support or contradict claims. Our tool allows you to find any arguments or "claims" in a document that may require more scrutiny, and then links to potentially helpful sources to dive deeper into your analysis.

How it works: We use AI to detect as many checkable, factual claims in a text and match those to sources from online, academic, and publicly available data coming from major search engines.

Our AI engineers describe it as "Perplexity but on steroids" (Perplexity is the AI-driven search engine tool). Unlike Perplexity, we scan entire documents instead of just a single question after the generation, and we also make sure our sources are not AI-generated.

Assignment Tasks

Part 1. Industry Analysis

Identify a social media or marketing campaign from a startup that you think would be relevant to GPTZero's audiences. This could be tech, education, software tools, writing tools, productivity, etc.

In this campaign, try to identify the following things:

MESSAGING VS. POSITIONING

(To learn more about the difference, [refer to this deck.](#))

- What is the campaign saying on its surface? (What is the main "message" it's trying to communicate in its slogan?)
- What do you think the "real" goal of the campaign is for the business?

- Is there a clear “call to action”? If so, what is it? Do you think it’s effective or not? (Explain why.)
- What do you think are strategies or takeaways relevant to GPTZero?

KPIs (KEY PERFORMANCE INDICATORS) & TACTICS

- Identify and link up to **3 surface areas/places** where you see the business showcasing its messaging (e.g. website, social media accounts, emails, billboards, ads, etc.)
- How do you think this business is measuring the success of their campaign on each of these surface areas?
- Do you think they were successful? Why or why not? (Bonus points: find public evidence or business data to support your position.)

Part 2. GPTZero Example

1. Write up a <1-page campaign idea for GPTZero’s new feature, “Source Finder.”

Be sure to include ([reference](#)):

- the internal positioning statement for “Source Finder” that you recommend for us
 - your suggested external messaging/slogan for the campaign.
 - Any creative strategies for promoting GPTZero or insights from other startup campaigns
2. Include a short <1min30s script for a social media video/reel (optional: film yourself!) to share to influencers to promote our Source finder.

Examples from our real influencers of how [they approach our Brand Guidelines](#):

- <https://www.tiktok.com/t/ZTYrhdVjs/>
- <https://vt.tiktok.com/ZSj9YQLJu/>
- <https://www.tiktok.com/t/ZTYrro3FS/>

Questions? Contact Vivienne Chen vivienne@gptzero.me