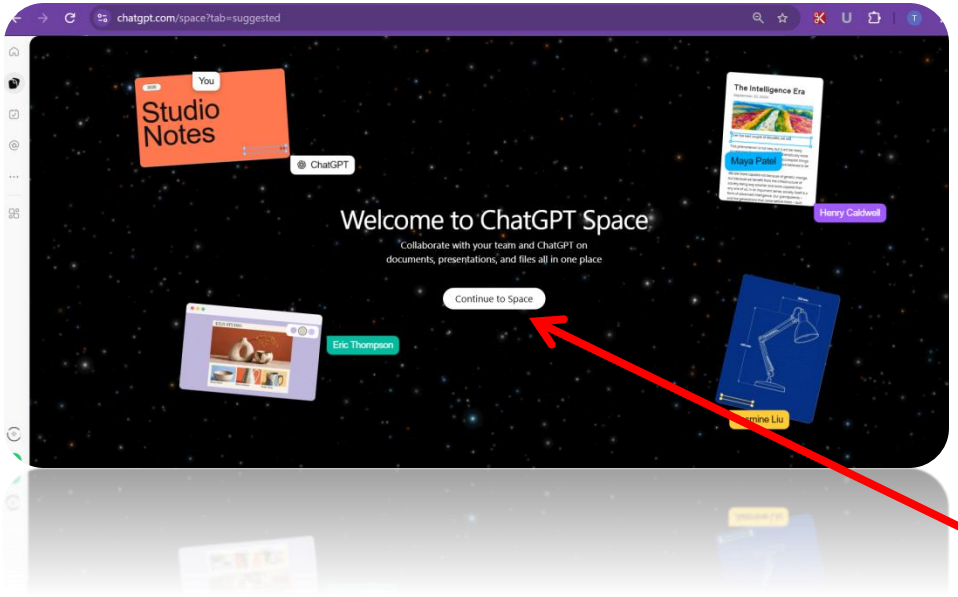
The Marketing Crowd

Latest AI News

End Nov 2026



1. Chat GPT launched Chat GPT Space in Ireland



In the paid version of Chat GPT you now have a new menu navigation on the left and you have a section called ChatGPT Space

Hover your mouse over the left hand menu and select Space

The first time you click on it you will get this welcome message

Click continue

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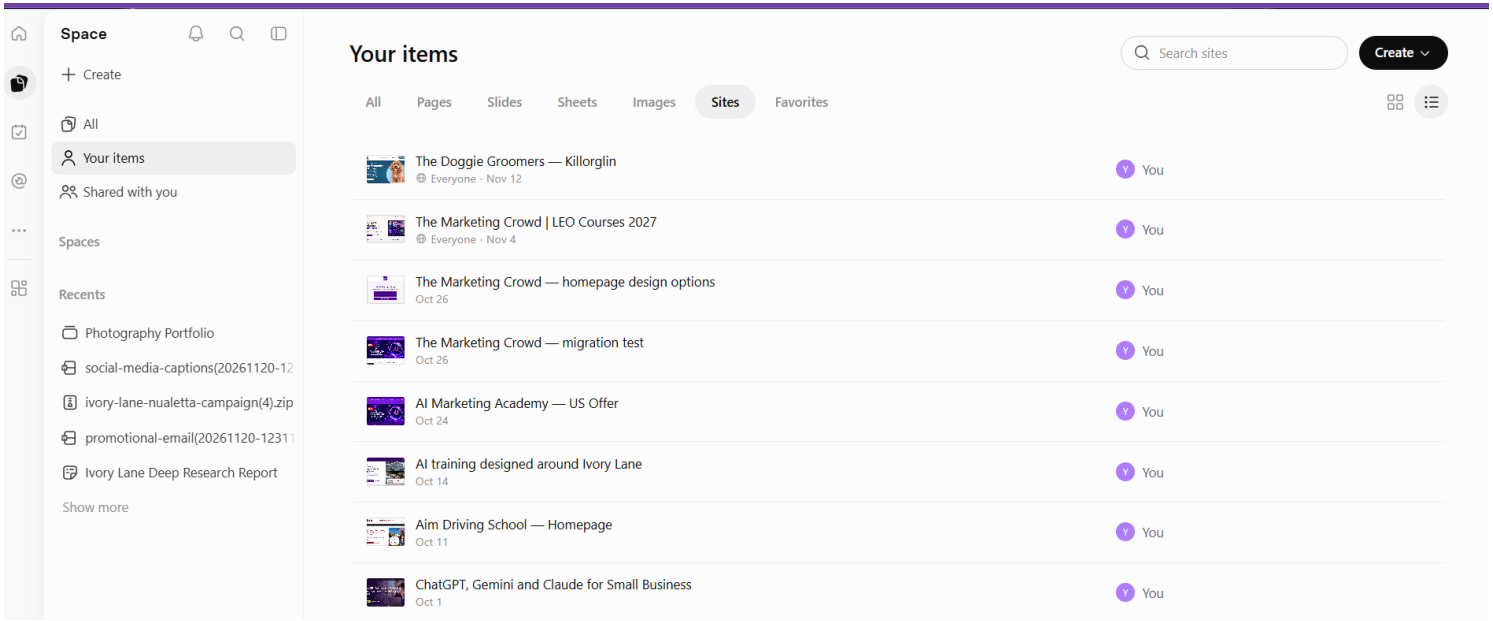

This is what Chat GPT Space will then look like every time you select it

Essentially the have renamed “Library” and also added a few feature called Pages
You can easily find your images, websites, slide decks and document in here

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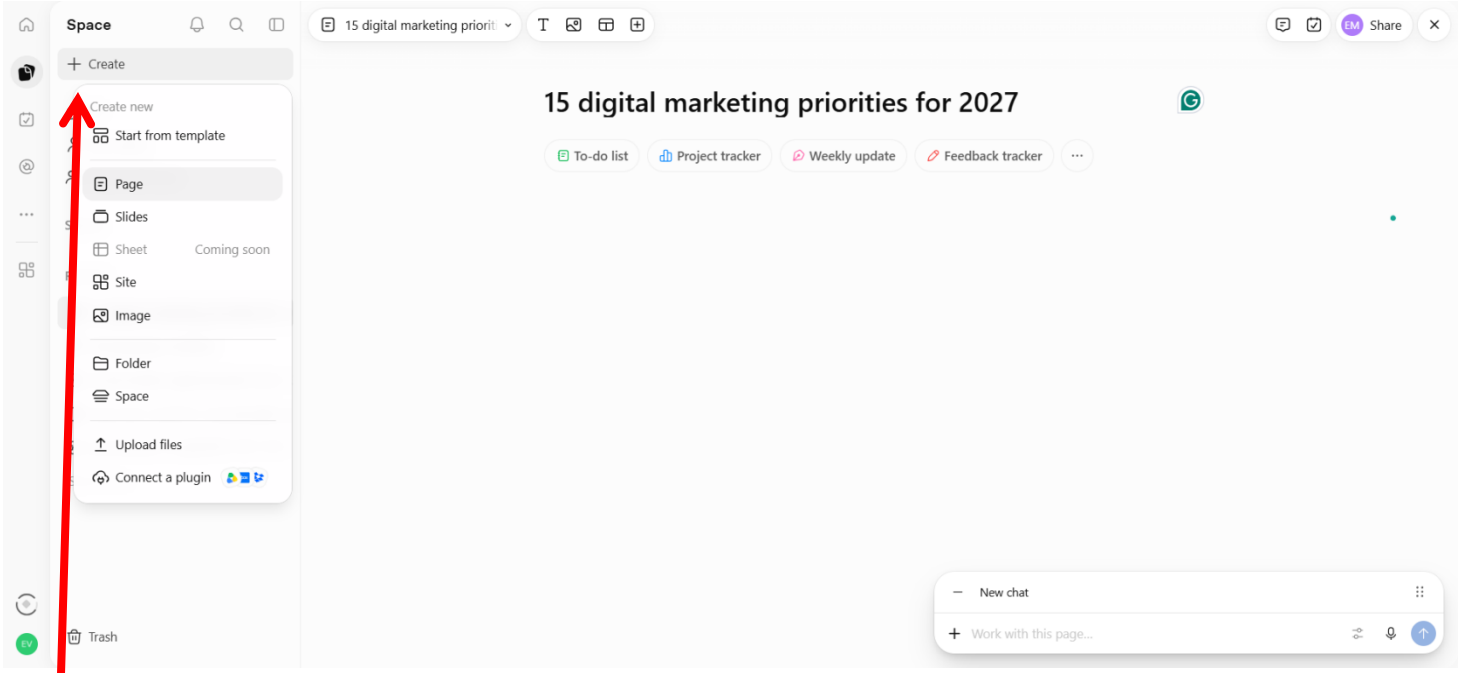

If you are using Chat GPT to write a web page, blog post or email you could create a page to do it
When you create a Page it is much easier to edit your writing and add to it.

Click on + to create and then select page
Then give your page a name (because you will then be able to find it again in the future)

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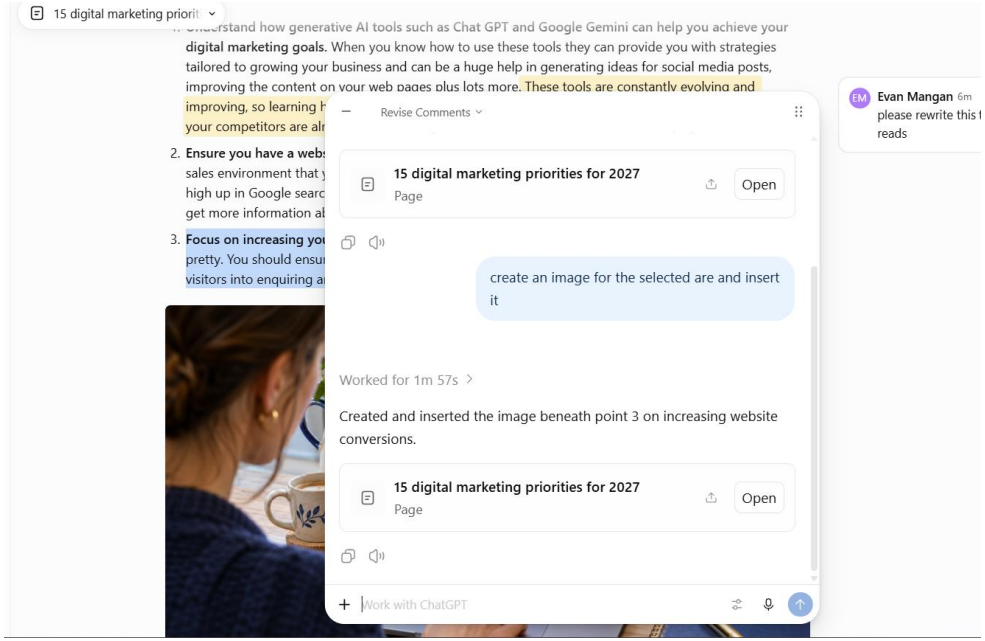
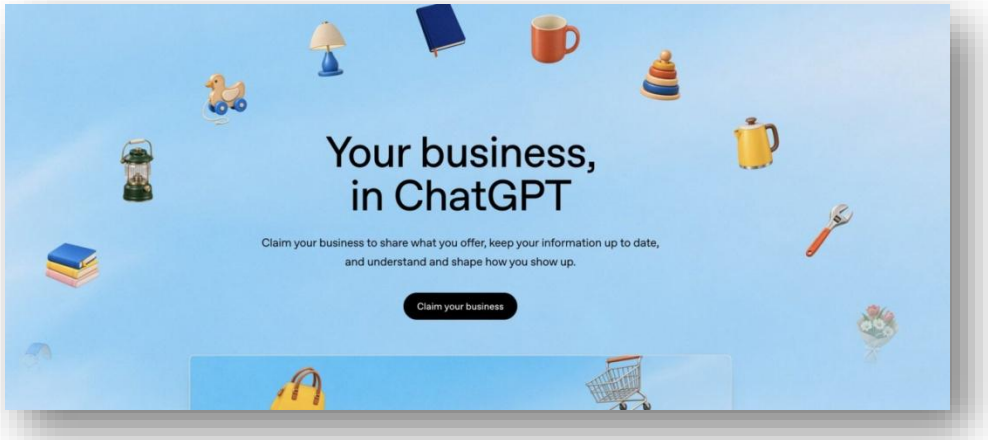


When you highlight some text, you can comment on it as to what specific change you want make. You can add multiple comments

Of you could highlight some text and then in the chat box ask it to do something specific for the highlighted text e.g. Create an image to represent this point and insert it. Turn this information into a bar chart etc.

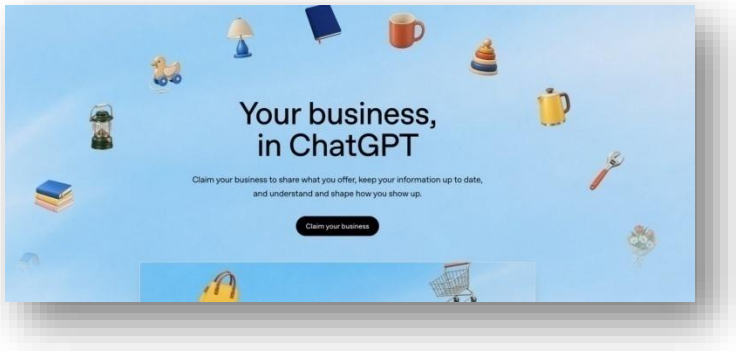
2. Chat GPT launched Business Hub on Nov 10th



ChatGPT Business Hub is an area in ChatGPT where businesses can

1. Claim and verify their ChatGPT profiles
2. Manage business details and product feeds
3. And track how users discover their business in ChatGPT.

Chat GPT launched Business Hub on Nov 10th

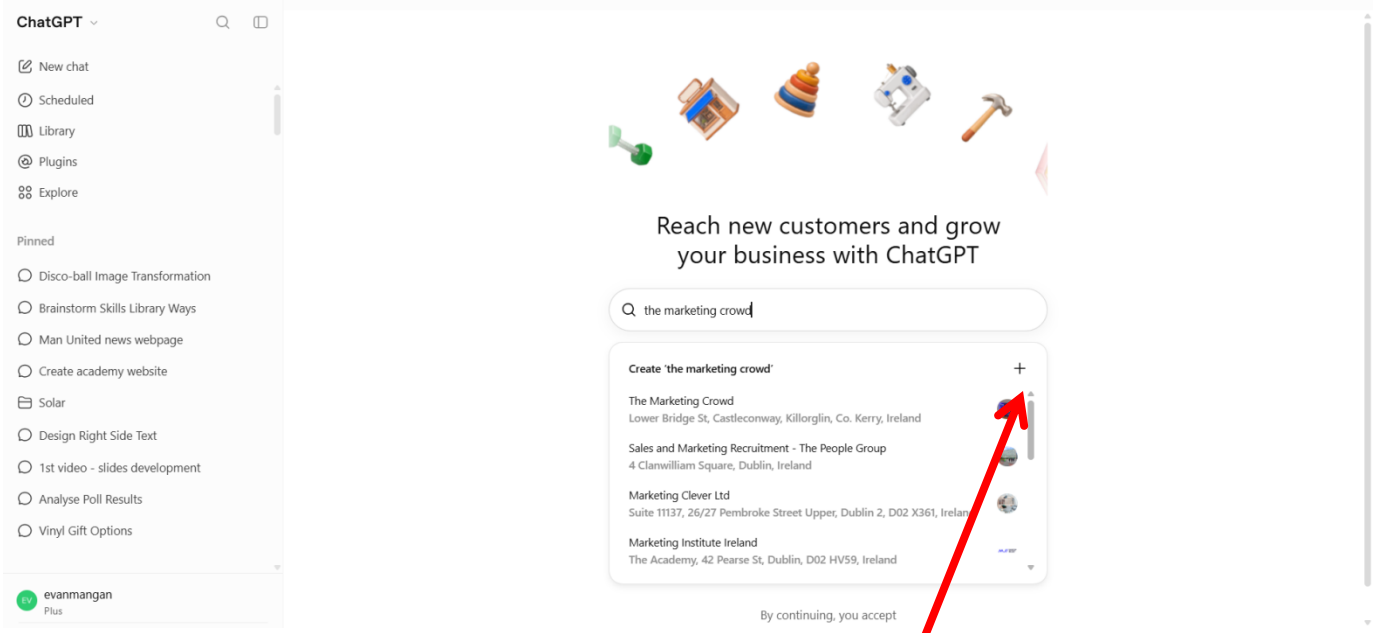


The main benefits, once verification is approved, are:

Keep your business information current. Submit your description, website, products, services and policies, helping reduce the chance of customers receiving outdated details.
See some evidence of how people discover you. View aggregate mentions, website clicks and discovery topics associated with answers citing your website.
Supply current product information. Businesses selling online can connect a product feed containing prices and availability.

Note: Claiming your business lets you provide ChatGPT with current information about what you offer and view insights into how people discover and click through to your website. It can help improve the information available about your business, but it doesn’t guarantee that ChatGPT will recommend you.”

Chat GPT launched Business Hub on Nov 10th

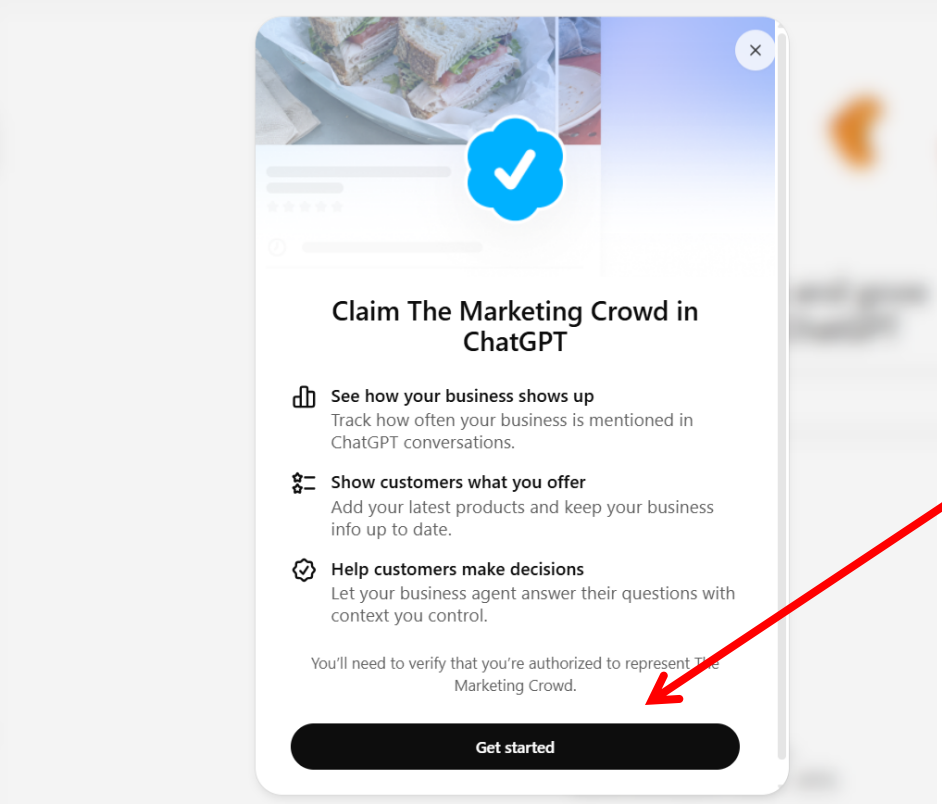


Go to https://chatgpt.com/business-hub

Search for the name of your business. If it comes up in the list click on it

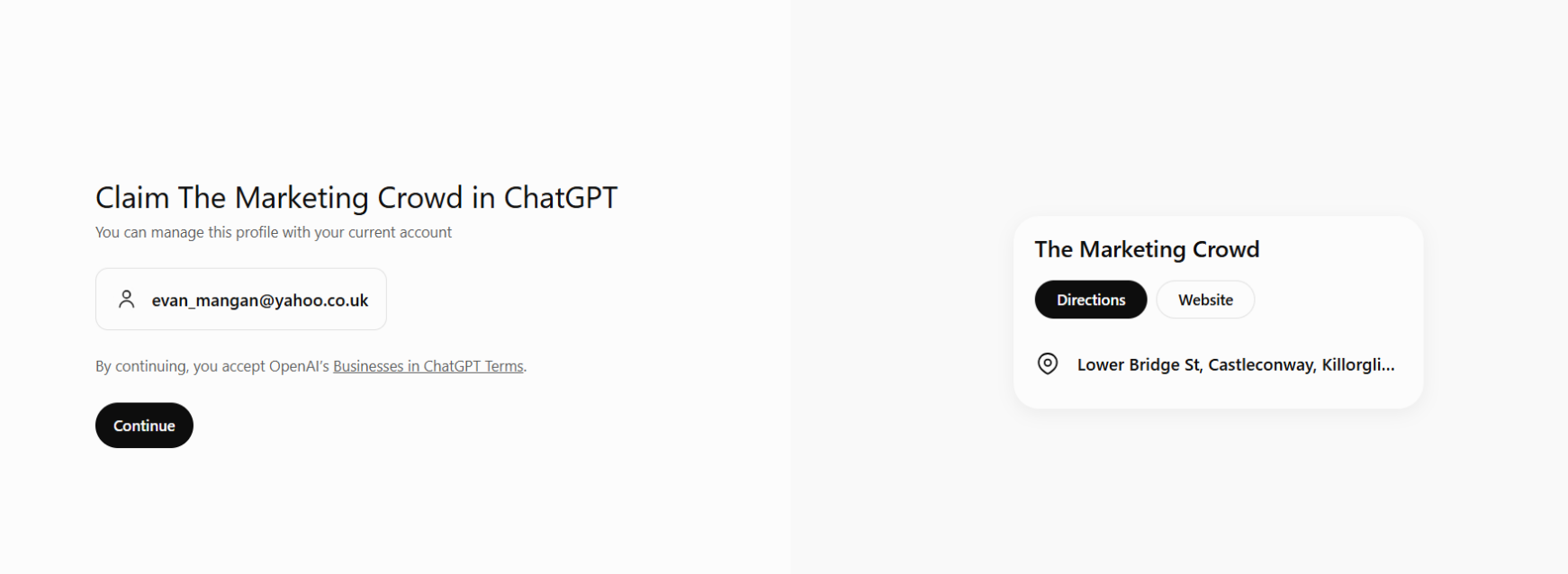
If it does not come up on the list Click the + icon

Chat GPT launched Business Hub on Nov 10th



You can then claim your business listing on ChatGPT

Here are the steps when claiming your profile



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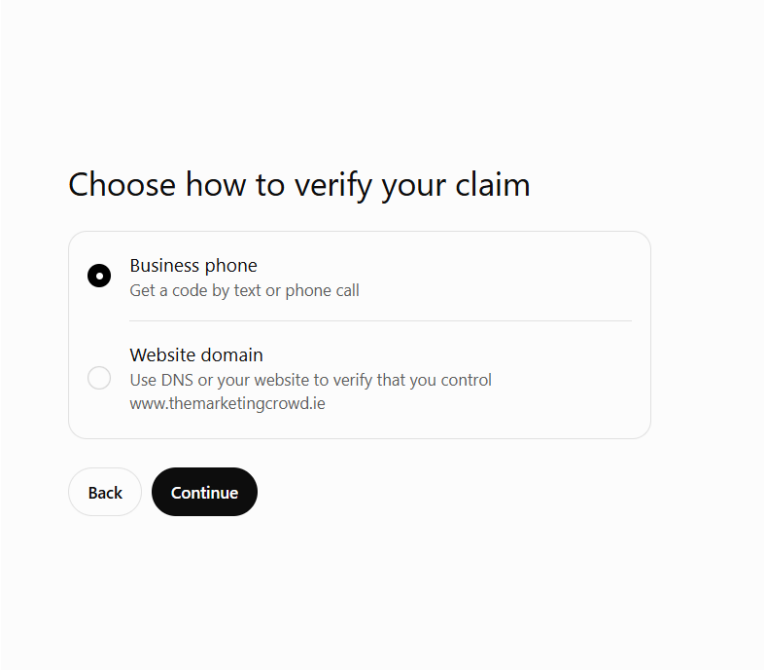

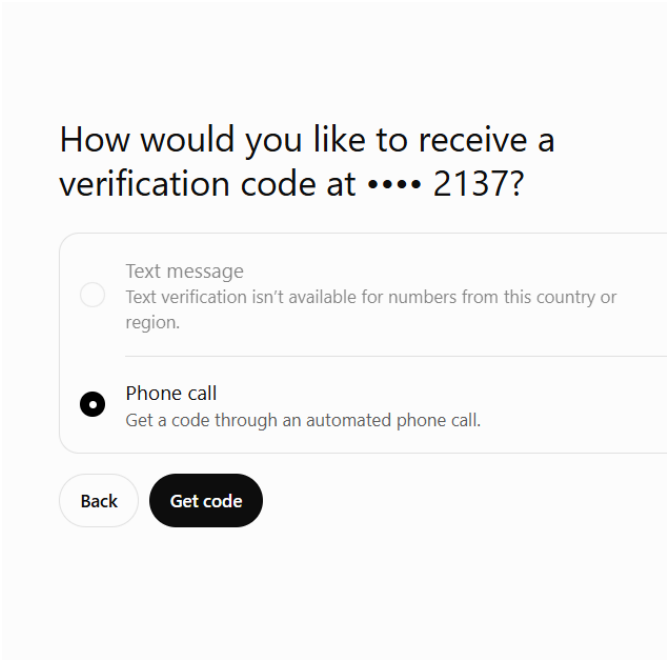

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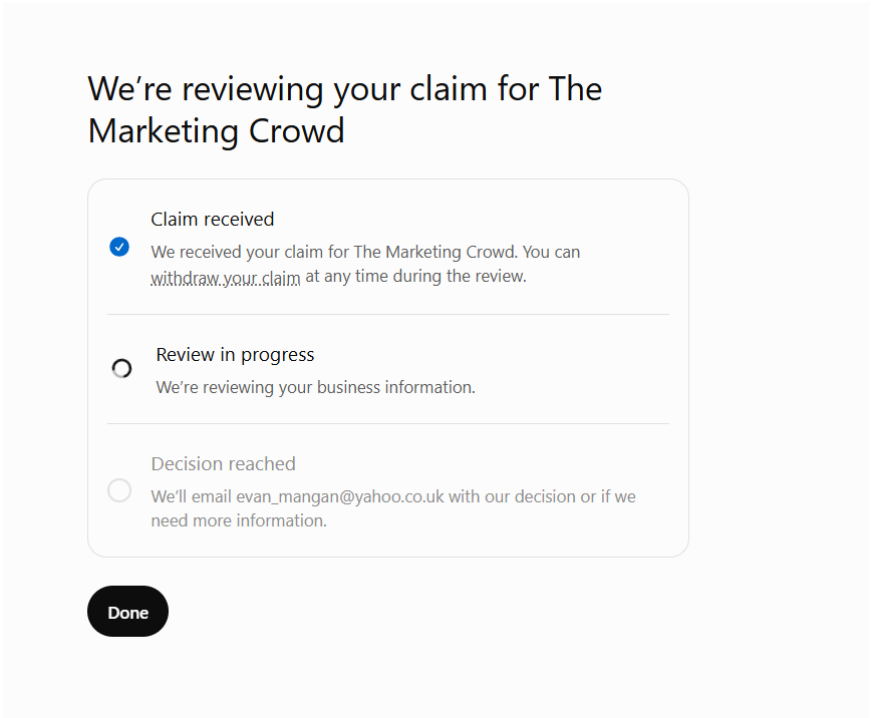


My initial impression of this is

1. It is worth doing
2. However, no stats have fed though to my account yet even though I claimed the profile
3. When The Marketing Crowd is recommended by ChatGPT, a link to our profile is not provided. However, form my research I believe that links to profiles will be provided in answers in the future

I think this is something they will build on.

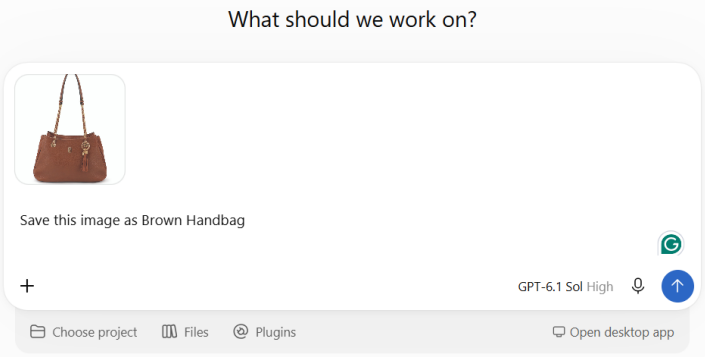
3. Chat GPT Updated the image tool



ChatGPT Images 2.6

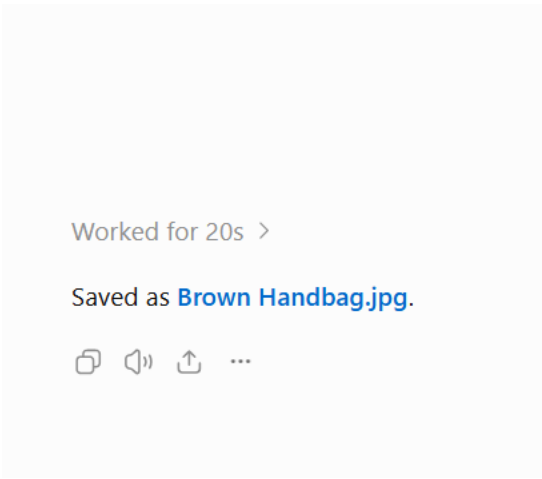
1. Creates images 50% faster
2. Is better at keeping people, products and brand details consistent when you make changes.
3. New features also let you reuse saved reference photos.

4. Chat GPT: You can save reference images

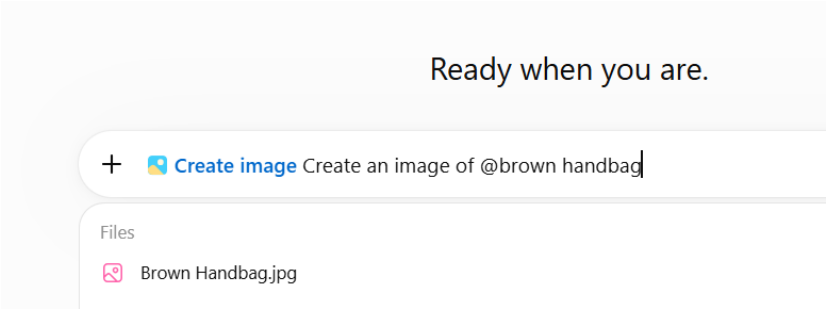


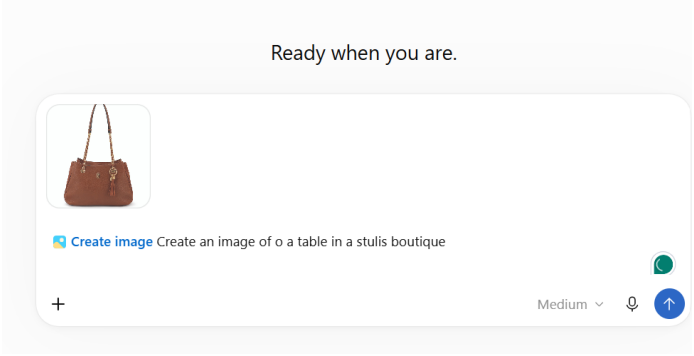
This allows you to upload an image of your product, yourself or anything else that you might want to use regularly and you don't want to have to upload it every time.

1. Attach your image
2. Type a prompt "save this image as (insert name of image)
3. ChatGPT will save it and then confirm that it has



Chat GPT: You can save reference images



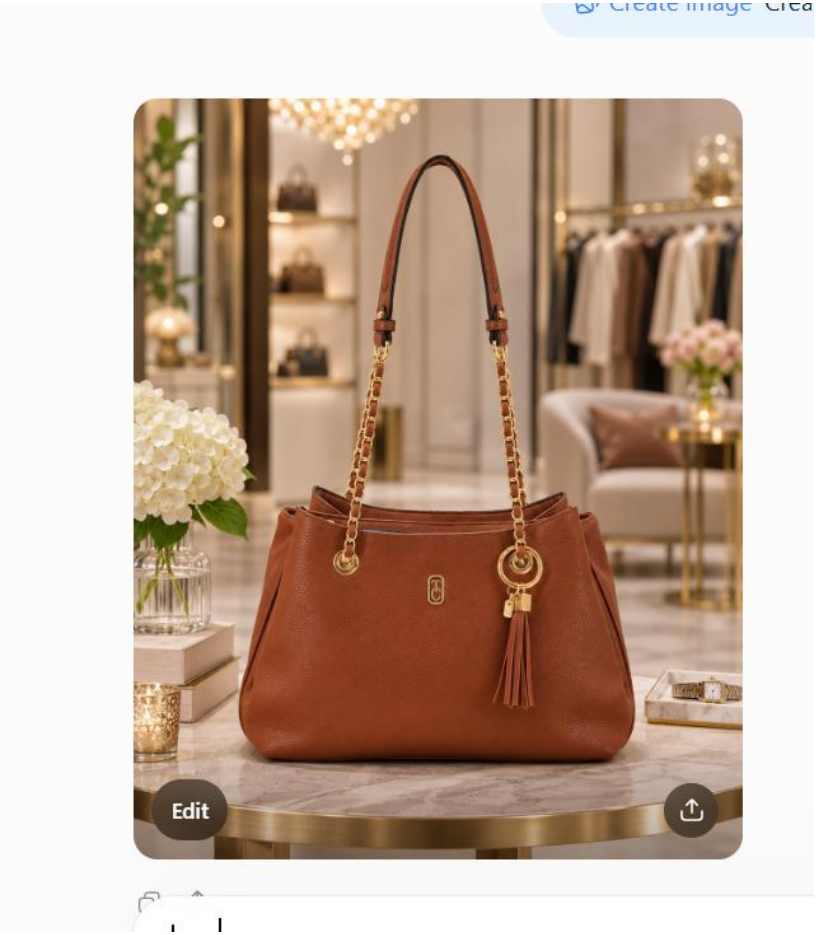


To use the saved reference image you write a prompt and use the @ symbol and type the name of your image

E.g. Create an image of @brown handbag on a table in a stylish boutique

Select your image when the name appears

Chat GPT: You can save reference images



It then created the image based on my saved reference image

5. Chat GPT Launched improved models 6.2 Astra and 6.2 Sol

Open Ai say these models ...

Get more done within your usage allowance – improved efficiency, with lower credit rates for Astra.

Create better slides and documents – closer matching to your templates, layouts and brand style.

Clearer writing – more direct, specific content with less generic filler.

Better at complex tasks – analysing files, working with spreadsheets and completing tasks with several steps.

Improved website creation – better layouts, interactive features and coding.
Use Sol for everyday work; Astra for more demanding projects.

6. Chat GPT is merging Chat & Work



Claude has merged Chat and CoWork into one experience

Previously, when you used Claude there was a CoWork Tab and a Chat tab. When you wanted Claude to do Tasks you would select CoWork, but lots of users did not know which ones they should be using so they decided to let Claude decide based on the prompt. So now when you use Claude, depending on what you put in your prompt, Claude will decide whether to activate “CoWork” in order to implements tasks for you. Because your usage credits in Claude apply to Chat and Work this won’t impact your usage credits.

6. Chat GPT is merging Chat & Work

Chat and Work will also be merging in Chat GPT
On October 31st Open AI announced that they are planning to merge the Chat and Work tabs. Ever since Claude did this in October, it was predicted that Open AI might do the same. They tell us that they will do some tests first and then plan to roll it out worldwide. So over the next month keep an eye out for the Chat and Work tabs disappearing. I think this will have two implications for you:

You won't have to think about which tab you should be using. ChatGPT will decide based on your prompt whether it is a chat reply (advice, ideas, strategies) or a Work reply (doing tasks for you). This will simplify the experience.

However, anything you currently do in the Chat tab does not impact your usage allowance. When they merge the two EVERYTHING you do in ChatGPT will now eat up your usage allowance so you will need to keep an eye on that.

1, Claude launched interactive 3rd party connectors



Interactive Third-Party Connectors: Instead of just running background commands, tools like Canva, HubSpot, Notion, and Adobe can now open as live, interactive editors right next to your Claude chat.

You can design social graphics in Canva or update CRM segments in HubSpot side-by-side with Claude's guidance

These are not yet available in Ireland but will be rolling out

1. Gemini skills rolled out to Ireland in November

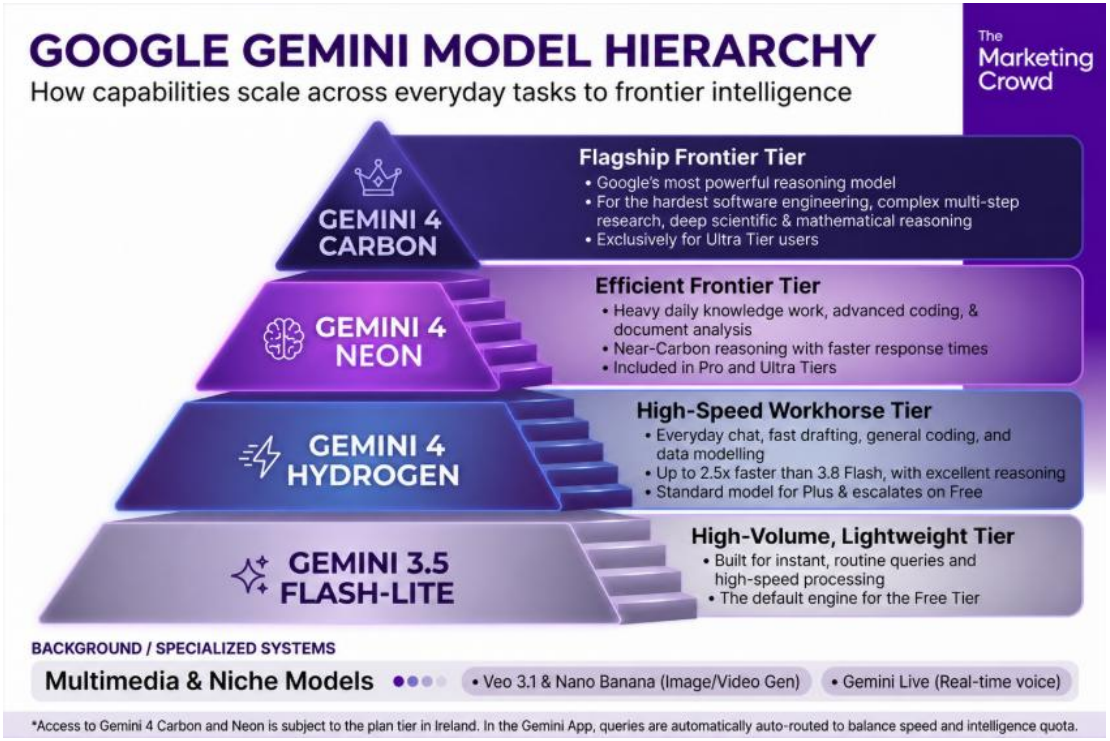


Following on from Claude and Chat GPT, Gemini now has Skills

You can create your own skills and you can upload skills that you previously created in ChatGPT or Claude

See the new Gemini course for details

2. Gemini launched new models



Google released new models in the past month

Carbon is now their frontier model and is available on the top plan (Ultra)

Neon & Hydrogen is available on the €20 plan (Pro)

Hydrogen is available on the €5 plan

Flash lite is available on the free plan

See the new Gemini course for details