



ChatGPT

vs



deepseek

A Marketer's Perspective

An **ADL↑FT** Research



AI-driven content creation and marketing automation are transforming the way businesses engage with their audience. Two major AI models—**ChatGPT** (by OpenAI) and **DeepSeek** (China's rising AI startup)—are competing for dominance.

As a marketer,

The real question is:

- Which AI model helps you generate **better marketing content?**
- Which tool provides **deeper insights, SEO advantages, and audience engagement?**
- Which AI should **your business invest in?**

This document compares ChatGPT and DeepSeek from a marketing perspective, analyzing their capabilities, limitations, and potential applications in content marketing, SEO, customer engagement, and advertising.

Feature	 ChatGPT	 deepseek
Developer	OpenAI	DeepSeek AI (China)
Model Versions	GPT-3, GPT-3.5, GPT-4	DeepSeek-R1, DeepSeek-V3
Development Cost	Over \$100 million, uses advanced NVIDIA GPUs and high-end resources	Around \$6 million, developed with fewer and less powerful AI chips
Open Source LLM	✗ No (proprietary, closed-source)	✓ Yes (DeepSeek-R1 & DeepSeek-V3 are open-source and available on GitHub)
Accessibility	Web browser, mobile apps (iOS, Android), API, Free & Pro plans	Mobile apps, desktop websites, API, free to use
GPU Requirement	High, requiring expensive NVIDIA A100/H100 GPUs	Low, designed to run efficiently on lower-end hardware
Performance	Advanced, excels in NLP, reasoning, and creativity	Competitive, strong in logic, coding, and mathematical reasoning
Reasoning Accuracy	Strong but sometimes generates factually incorrect or verbose responses	Excels in logic-heavy tasks, particularly in mathematical and coding-related queries
Memory Function	✓ Yes, remembers past interactions (in Pro versions)	✗ No memory functionality
Web Search	✓ Yes, it offers web integration for real-time data	✓ Yes, but limited during high-traffic periods
Voice Interaction	✓ Yes, it supports Advanced Voice Mode for conversation	✗ No voice interaction support
API Pricing	\$3–\$15 per million tokens, depending on the model	\$0.48 per million tokens (significantly cheaper than ChatGPT)
Subscription Fee	Free version available, but GPT-4 requires payment	Completely free for public use

Performance Test

The
Same Prompt

Given to

ChatGPT

deepseek

 Write Here

We gave the same prompts to both models on SEO, Paid Media Marketing, and social media. The AdLift team analyzed the responses, and the results are really interesting!



Social Media & Copywriting

Prompt:

Create platform-specific suggestions for creatives for my product launch

Deepseek had the edge when it came to audience segmentation. But Chatgpt was the clear winner when it came to campaign ideation and copy. Chatpgt went into more detail and showed a deeper understanding of the task at hand.



✦ Pinterest – Searchable & Lifestyle-Oriented

Creative Types:

- ✓ "Night Walk Essentials" Pin: Include your collar + other pet safety gear.
- ✓ Aesthetic Flat Lay: Show the collar next to a leash, ID tag, and flashlight for a well-composed image.
- ✓ DIY Pet Safety Board: Pin content on "How to Keep Your Dog Safe at Night" with your product included.
- ✓ Stylish Pet Outfit Idea: Show dogs wearing the collar with fun outfits.

Pin Title: "The Must-Have Reflective Dog Collar for Safe Night Walks!"

Pin Caption: "Upgrade your pup's safety & style! Our reflective collars make night walks worry-free. Click to shop! 🐾 ✨"

Pinterest

1. Idea Pin:

- Create an Idea Pin showcasing different ways to use the reflective collar (e.g., night walks, camping, hiking). Include tips for pet safety and a link to your product page.

2. Infographic:

- Design an infographic about the importance of reflective gear for pets, featuring your collar as the solution.

3. Product Showcase Board:

- Create a board called "Glow Up Your Pup" with pins of your collar in action, customer photos, and related pet safety tips.

Winner:

ChatGPT

SEO & Keyword Research

Prompt:

Can you do keyword research on digital marketing agency and suggest the best keywords

DeepSeek provides a comprehensive analysis by suggesting various keyword categories, types, intent, and competition levels. In contrast, ChatGPT offers a list of 10 keywords along with their search volume and difficulty. Additionally, DeepSeek creates detailed keyword clusters for better strategic implementation.



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Conducting thorough keyword research is essential for a digital marketing agency aiming to enhance its online visibility and attract potential clients. Below is a curated list of effective keywords, along with their approximate monthly search volumes and competitiveness:

Keyword	Monthly Search Volume	Competition Level
digital marketing agency	18,100	High

Key Considerations for Keyword Selection:

- Relevance:** Ensure the keywords align closely with your agency's services and target audience.
- Search Intent:** Understand whether users are seeking information, services, or specific solutions when using these keywords.
- Search Volume:** Target keywords with sufficient search volume to reach a broader audience.
- Competition Level:** Balance between high-competition keywords, which are more challenging to rank for, and low-competition keywords, which may offer quicker wins.
- Long-Tail Keywords:** Incorporate more specific phrases like "digital marketing agency for startups" to attract niche audiences and reduce competition.
- Local Keywords:** Given your location in Cawnpore, Uttar Pradesh, consider using localized keywords such as "digital marketing agency in Cawnpore" or "digital marketing services in Uttar Pradesh" to attract local clients.

Additional Tips:

- User Intent:** Align your content with the intent behind each keyword to improve engagement and conversion rates.
- Competitor Analysis:** Examine the keywords your competitors are ranking for to identify potential opportunities or gaps in your strategy.
- Content Optimization:** Naturally integrate selected keywords into your website content, meta

2. Informational Keywords

3. Local SEO Keywords

4. Long-Tail Keywords

5. Industry-Specific Keywords

6. Competitor-Based Keywords

7. Branded Keywords

8. Emerging Trends and Technologies

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Keyword	Monthly Search Volume	Competition Level
digital marketing agency	18,100	High
digital marketing company	5,400	High
digital marketing services	5,400	Medium
digital marketing consultant	2,400	Medium
top digital marketing agencies	1,300	High
best digital marketing agencies	880	High
digital marketing firms	880	High
digital marketing agency for small businesses	590	Medium
digital marketing agency for startups	260	Low
creative digital marketing agency	170	Medium
boutique digital marketing agency	170	Low

Winner :

deepseek

Paid Media Marketing

Prompt:

I am running an ad campaign about pet-friendly cafes.
My target audience is pet parents.
Brainstorm 5 negative keywords for "Pet cafes near me".

ChatGPT not only provided the PPC keywords but also crafted the ad messaging, even when asked to generate the negative keyword list. It highlighted in-segment keywords while avoiding generic terms, unlike Deepseek. ChatGPT has bucketed the audience based on intent, competition, and industry, which Deep-Seek missed. This bucketing allows marketers to plan, execute, and track results more effectively. Here are the prompts we gave both ChatGPT and Deepseek.



I'm running an ad campaign about pet-friendly cafes. My target audience is pet parents. Brainstorm 5 negative keywords for the topic of Pet cafes near me.

For your **ad campaign on pet-friendly cafes targeting pet parents**, you'll want to **exclude irrelevant searches** to prevent wasted ad spend. Here are **5 negative keywords** for "**Pet cafes near me**" to refine your targeting:

Negative Keywords (To Exclude Irrelevant Traffic)

1. **"Cat cafes near me"** → If your campaign is focused on **dog-friendly cafes**, excluding this prevents targeting **cat-exclusive cafe searches**.
2. **"Pet adoption centers"** → Users searching for pet cafes **might actually be looking for adoption centers** rather than places to dine with pets.
3. **"Pet-free cafes"** → Some users may be searching for **cafes that don't allow pets**, which would be irrelevant to your campaign.
4. **"Pet cafe jobs"** → If you're promoting **cafes for pet parents**, job seekers looking for work at a pet cafe are not your audience.
5. **"DIY pet cafe"** → Some users might be looking for **how to start a pet-friendly cafe** rather than visiting one.

Pro Tip: Add these **negative keywords** to your campaign to **improve ad relevance, reduce wasted spend, and attract only pet parents looking for a dining experience with their pets.** 🚀

Would you like additional **long-tail keyword suggestions** to improve your ad targeting?

🗨️ 🔄 📄 📌 📁



I'm running an ad campaign about pet friendly cafes. My target audience is pet parents. Brainstorm 5 negative keywords for the topic of Pet cafes near me.

🗨️ When running an ad campaign for **pet-friendly cafes**, it's important to **exclude irrelevant searches** to ensure your ads reach the right audience. Here are **5 negative keywords** to add to your campaign:

1. "Pet food"

Excludes users searching for pet food products rather than pet-friendly cafes.

2. "Veterinarian"

Filters out searches related to vet clinics or pet healthcare services.

3. "Pet grooming"

Excludes users looking for pet grooming salons or services.

4. "Pet adoption"

Filters out searches related to adopting pets rather than visiting cafes with pets.

5. "Pet boarding"

Excludes users searching for pet boarding or daycare facilities.

By adding these negative keywords, you can refine your ad targeting and avoid wasting budget on irrelevant clicks, ensuring your campaign reaches pet parents specifically interested in pet-friendly cafes.

Winner:

ChatGPT

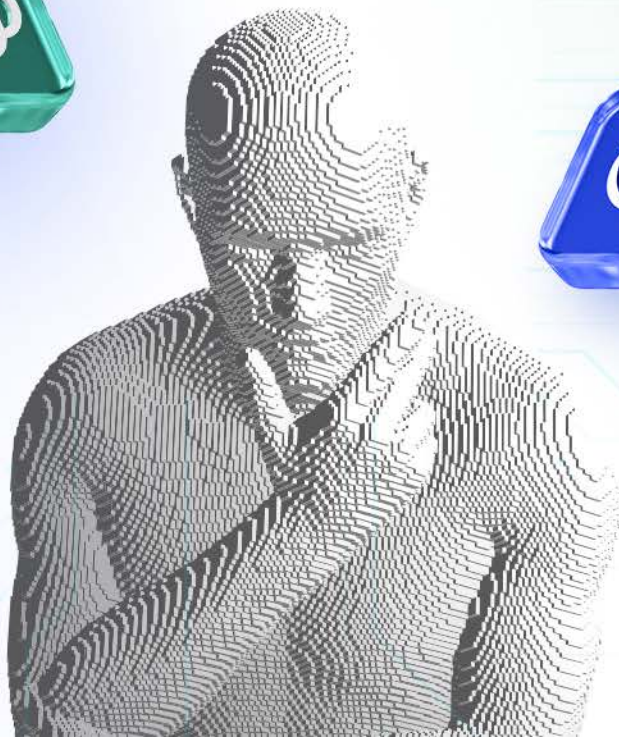
Final Verdict:

Which AI Should Marketers Use?

Marketing Use Case

- SEO & Blog Content
- Social Media Copywriting
- Performance Marketing

Best AI Model



Choosing Between **ChatGPT** & **deepseek**

In the fast-paced world of AI-driven marketing, both **ChatGPT** and **DeepSeek** bring unique strengths to the table.

ChatGPT shines in crafting engaging social media content and persuasive ad copy, making it a go-to for dynamic campaigns. On the flip side, **DeepSeek** excels in SEO and blog content, offering in-depth keyword analysis and structured articles that boost your search rankings.





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