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IS CHATGPT PLUS WORTH IT?



MARKETING TIPS

By Julie Huff, Copywriter, beMarketing

AI is a constantly changing field, and it can be difficult to parse out the differences between seemingly similar options. With OpenAI's release of GPT-4o to the free version of ChatGPT, many are asking: is ChatGPT Plus worth it?

Free Version: New Updates and Upgrades

The introduction of ChatGPT-4o brought significant improvements for free users. Previously, GPT 3.5 was the only option, but it had limitations like hallucinations and slow processing. The new 4o model, however, offers faster speeds and better reasoning. Free users now also have access to multimodal features, including speech interactions, vision capabilities, and web browsing, though Dall-E image generation remains exclusive to paid subscriptions.

Benefits of ChatGPT Plus

For AI power users, entrepreneurs, or just people who are using the platform all day, every day, the paid version has some significant advantages. With five times the

messaging capabilities, Plus subscribers can avoid hitting the daily limit on 4o and being forced to revert to the older 3.5 model. The paid version also includes Dall-E image generation and custom GPT creation, making it invaluable for entrepreneurs and data analysis. ChatGPT Plus also provides early access to new features and potential future releases like GPT-5.

Looking Ahead

Plus users will likely be the first to access GPT-5, expected before 2025, offering even greater capabilities and benefits over the free version.

So, is ChatGPT Plus worth it with these advanced features available for free? It depends on your needs. For early access to new features and enhanced capabilities, the paid version is a solid investment. Regardless, both versions allow users to harness AI for content creation and data insights effectively.

At beMarketing, we're passionate about AI and its potential to change the future of marketing. We're exploring new tech to enhance our strategies, whether you're a power user or just starting with new technology. Give us a call at 484.246.8504 or visit us at www.bemarketing.com to find out how we can help you take advantage of AI!



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