

GCS Acquisitions & Onboarding

Google Customer Solutions

Google Customer Solutions (GCS) is Google's SMB-facing advertising organization. Using a consultative approach, GCS teams help grow clients' businesses online through product development and comprehensive advertising strategies. GCS is organized into product, strategy, and sales-oriented functions, which work cross functionally to address clients' business needs no matter their size, business model, sophistication, or industry.

GCS Acquisitions & Onboarding

The GCS Acquisitions & Onboarding teams are made up of entrepreneurial, enthusiastic and client-focused team members who are the "human face" of Google, helping entrepreneurs both individually and broadly build their online presence and grow their businesses. The GCS Acquisitions & Onboarding teams are dedicated to finding potential advertising customers for Google, then helping them to realize the full potential of digital advertising to achieve their business goals. Our teams of marketers, digital strategists, analysts, and onboarding specialists collaborate closely to help new advertisers achieve success through their relationship with Google and through our Google Ads products.

New Business Sales - Charged with growing Google Customer Solutions customer base, the New Business Sales team focuses on engaging and acquiring high potential advertisers, and subsequently persuading them to incorporate Google's world-class range of marketing products (YouTube, AdWords and the Google Display Network) into their current Marketing strategies. This global, dynamic and dedicated team is the engine behind Google's continued growth.

Onboarding - Googlers on the GCS Onboarding program work with SMBs in their earliest days as Google advertisers with the goal of setting them up for success and sustaining them as long term customers. The Onboarding team focuses on foundational skills and support around campaign launch and management, optimization, and analytics, and will work with customers for one to two quarters before they graduate to more specialized support from another GCS team.

Roles with GCS Acquisitions & Onboarding

Account Executive - Focusing on high value new customers who would benefit from Google Ads, Account Executives focus on customer acquisitions to grow GCS. Account Executives in our New Business Sales program activate new clients by understanding clients' goals, gaining the trust and commitment of key decision makers, and designing digital strategies that meet their business objectives.

Account Strategist - Account strategists are front-line consultative sellers who serve as the face of Google on a day-to-day basis. Using a deep understanding of customers' business goals, as well as their deep knowledge of Google's advertising solutions, Account Strategists improve campaign performance, drive thoughtful Google product adoption, and build short- and medium-term strategies to meet business objectives.

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