

Google AI Integration for Marketing

Key information

Course code	Google AI Integration for Marketing
Course version	1.0
Course title	Google AI Integration for Marketing
Description	<p>This course equips Marketing professionals with the skills to leverage Google AI tools, including Gemini, and NotebookLM Enterprise. You'll learn to create engaging campaign content, optimize marketing copy with Gemini Gems for better engagement, synthesize market research for strategy, and automate routine campaign management tasks. Implement AI-driven solutions effectively and ethically to streamline marketing operations.</p>
What you'll learn	<ul style="list-style-type: none">Utilize the core features of Gemini to accelerate content creation, refine messaging, and brainstorm campaign ideas.Apply advanced Gemini capabilities (Gems) to develop highly customized campaigns and content strategies integrated with brand elements and customer insights.Leverage NotebookLM Enterprise to securely query and synthesize information from brand guidelines and market research for grounded content ideas and consistent briefs.
Duration	3 hours
Level	Intermediate
Format (please leave only applicable)	Instructor-led

Content overview

Who this course is for	Marketing Managers, Digital Marketing Specialists, Content Creators, Brand Managers, Social Media Managers
Total modules	4
Total videos	0
Total Labs	0
Total classroom activities	0
Prerequisites	Basic Google Apps familiarity, Google Workspace skills, Gemini familiarity, basic NotebookLM skills, Marketing campaign lifecycle knowledge, Brand voice and guidelines familiarity
Products	Gemini for Google Workspace Google Gemini Google Gemini Gems NotebookLM
Not covered	Theory and in-depth explanations of Google AI tools. The course requires a basic-level understanding of the tools and what each one offers.

Content breakdown

Module 1 title	Gemini for Workspace Integration
Module 1 topics	Use case 1: Drafting blog post outlines and sections Use case 2: Generating email marketing campaign copy Use case 3: Brainstorming social media post ideas and drafts Use case 4: Summarizing marketing campaign performance reports Use case 5: Analyzing open-ended customer feedback
Module 1 objectives	<ul style="list-style-type: none"> Identify Gemini features applicable to specific marketing content

	<p>creation and campaign planning tasks.</p> <ul style="list-style-type: none"> • Demonstrate the use of Gemini to create marketing copy and analyze campaign performance data. • Compare the efficiency of completing marketing tasks with and without the integration of Gemini features. • Explain the potential time savings and improved content quality gained by leveraging Gemini in marketing workflows.
Module 1 activities	5 use case demos
Module 2 title	Gemini Gems Integration
Module 2 topics	<p>Use case 1: Evolving customer personas into dynamic empathy maps</p> <p>Use case 2: Crafting a strategic narrative and messaging architecture for a new product launch</p> <p>Use case 3: Generating a "content pillar and spoke" strategy</p>
Module 2 objectives	<ul style="list-style-type: none"> • Analyze the inefficiencies of manual marketing processes that custom Gems can address. • Design and refine custom Marketing Gems using effective prompting techniques to automate specific tasks. • Apply custom Marketing Gems in relevant use cases to streamline marketing workflows. • Explain the benefits of creating custom Marketing Gems, including efficiency, clarity, and cost-effectiveness.
Module 2 activities	5 use case demos
Module 3 title	NotebookLM Enterprise Integration
Module 3 topics	<p>Use case 1: Ensuring brand voice consistency in content ideas</p> <p>Use case 2: Creating grounded creative briefs</p> <p>Use case 3: Synthesizing competitor messaging analysis</p> <p>Use case 4: Analyzing qualitative customer feedback themes</p> <p>Use case 5: Generating content ideas based on SEO research and personas</p>

Use case 6: Create a podcast for market research and Campaign performance data

Module 3 objectives

- Review the steps to upload marketing campaign data and create a notebook in NotebookLM.
- Apply NotebookLM to answer specific marketing analysis questions using the provided source materials.
- Differentiate between summaries generated by NotebookLM and manually created ones.
- Assess the reliability and accuracy of content drafted by NotebookLM by verifying its source citations.

Module 3 activities

6 use case demos