

Google AI Integration for Marketing

This course is designed to help Marketing professionals learn how to use Google AI tools to streamline and enhance various marketing processes. Through a combination of presentations and demos, attendees will gain insights into leveraging Gemini, Gemini Notebook, and AgentSpace to automate tasks, improve campaign effectiveness, and derive actionable insights from marketing data. The course aims to equip marketing practitioners with the skills to implement AI-driven solutions effectively and ethically within the Marketing business function.

**DURATION**

2-3 hours

**LEVEL**

100 - Introductory

**FORMAT**

Instructor-led

**SCALABLE**

1-50, scaled to 1000

What you'll learn

- Utilize the core features of Gemini to accelerate content creation, refine messaging, and brainstorm campaign ideas.
- Leverage Gemini Notebook for Enterprise to securely query and synthesize information from brand guidelines and market research for grounded content ideas and consistent briefs.
- Automate routine marketing tasks and workflows using AgentSpace, improving efficiency and consistency in areas like campaign performance and data management.

Overview	3 modules
Who this course is for	• Marketing Managers, Digital Marketing Specialists, Content Creators, Brand Managers, Social Media Managers
Products	• Gemini Enterprise • Gemini Notebook Enterprise • Agent Studio on Gemini Enterprise Agent Platform • Google Agentspace
Prerequisites	• Basic Google Apps familiarity, Google Workspace skills, Gemini familiarity, basic Gemini Notebook skills, basic Agentspace knowledge and skills, Marketing campaign lifecycle knowledge, Brand voice and guidelines familiarity
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.

Module 01

Gemini for Workspace Integration

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
Objectives	• Identify Gemini features applicable to specific marketing content creation and campaign planning tasks. • 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.
Activities	• 5 use case demos

Module 02

Gemini Notebook Enterprise Integration

Topics	• Use case 1: Ensuring brand voice consistency in content ideas • Use case 2: Creating grounded creative briefs • Use case 3: Synthesizing competitor messaging analysis • Use case 4: Analyzing qualitative customer feedback themes • Use case 5: Generating content ideas based on SEO research and personas • Use case 6: Creating podcast content outlines based on policy documents
Objectives	• Explain Gemini Notebook's information synthesis from various sources. • Describe how Gemini Notebook generates grounded content ideas. • Identify how Gemini Notebook refines messaging and creates briefs. • Explain Gemini Notebook's analysis of qualitative feedback.
Activities	• 6 use case demos

Module 03

Agentspace Integration

Topics	• Use Case 1: Automated social media content scheduling and basic engagement monitoring • Use case 2: Automated lead qualification and follow-up notifications • Use case 3: Automated content calendar management and task creation • Use case 4: Automated monitoring of website analytics for KPIs • Use case 5: Automated follow-up for email marketing engagement
Objectives	• Identify AgentSpace's automation capabilities for routine tasks. • Describe how AgentSpace proactively monitors campaign performance. • Explain AgentSpace's management of marketing data flows. • Outline how AgentSpace executes predefined marketing workflows.
Activities	• 5 use case demos