Google

Practical AI for Marketing

Demo guide

This guide walks you through key AI use cases from the course, with practical examples, structured prompts, and tips for refining AI outputs. Use it to explore, experiment, and apply AI to your marketing efforts.*

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* Check responses for accuracy. Available in select countries and languages.

How to write effective prompts

Prompt frameworks help make AI responses clearer, more relevant, and tailored to your needs. An effective prompt follows a simple framework:

Scan me

Build the prompt

Task

Clearly state the task, including a **persona** and your preferred format.

As a **creative social media manager**, write three Instagram captions for a sustainable sneaker launch. Use a playful and inspiring tone that resonates with Gen Z.

Context

Add necessary details to help the AI understand what you're looking for.

Each caption should be concise, engaging, and end with a call to action encouraging followers to explore the collection.

References

Include references or examples to make responses more relevant and personal.

Highlight the eco-friendly materials and stylish design.

Review the response

Evaluate

Assess whether the response is accurate and meets your needs.

Are the captions concise and engaging?

Is the tone appropriate for the audience?

Iterate

If the response needs adjusting, refine your prompt or provide more details.

Make the captions pithier and clearer.

Researching audience insights

Conducting research into your audience can be time-consuming.

Here's how **NotebookLM**—your personalised AI research assistant—can help analyse market data, so you can get identify the key insights faster*

Analyse reports with NotebookLM

01 Go to notebooklm.google.com and sign in.

02 Select **Upload a source** > **Website.** To add your sources, copy and paste a link then select **Insert**. Here are some examples you can use:

Report 1 | Report 2 | Report 3

03 Type a well-structured prompt using the **TCREI framework** (see page 2), including the **Task, Context,** and **References**. Here's an example:

> As a marketing analyst, summarise key audience insights from the uploaded reports. We're launching sustainable sneakers for Gen Z and need insights on their shopping priorities, sustainability attitudes, and buying behaviours. Provide three key takeaways each including recommendations on aligning brand messaging with their values. Use clear headers and keep each point under 200 characters.

04 Select to run the prompt. While AI shouldn't replace reading a full document, it can help you get to the key insights faster.

05 **Evaluate** whether the response meets your needs. Ask questions like:

- Are the three key takeaways clear and actionable?
- Is the summary concise and within the 200-word limit?

06 Now it's time to **Iterate**. Type adjustments into a new prompt and run it.

07 Select **Generate** in the **Audio overview** section on the right to create an engaging audio discussion about your sources. It may take a few minutes.*

* Internet connection required. Check responses for accuracy Available in select countries and languages. Available to users 18+.

Generating marketing content

Creating content that resonates and connects with audiences is tricky.

Here's how **Gemini**—Google's AI assistant—can help develop engaging copy and visuals, that align perfectly with your audience preferences.*

Generate social media content with Gemini

01 Go to gemini.google.com and sign in.

02 Type a well-structured prompt using the **TCREI framework** (see page 2), including the **Task, Context,** and **References**. Here's an example:

> Acting as a creative social media manager for a trendy, eco-conscious sneaker brand, write three Instagram captions for a sustainable sneaker launch. The captions should highlight eco-friendly materials and stylish design, with a playful and inspiring tone that resonates with Gen Z. Each caption should be concise, engaging, and end with a call to action encouraging followers to explore the collection.

03 Select to run the prompt.

04 **Evaluate** whether the response meets your needs. Ask questions like:

- Are the captions concise and engaging?
- Does the tone seem fitting for the audience?

05 Time to **Iterate**. Type adjustments into a new prompt and run it.

06 To generate a reference image to guide a graphic designer, follow up with a structured prompt that reflects the brands aesthetic. For example:

> Generate a photorealistic image of a teal, sustainably-made sneaker. The angle should be low to the ground with the sneaker close to the camera. Include subtle elements of nature in the background, and format the image for an Instagram post.

07 Keep **Evaluating** and **Iterating** to guide Gemini toward the output you're looking for. Review and refine the output to ensure it aligns with your requirements.

* Check responses for accuracy. Internet and subscription for certain features required. Language and country availability varies. Available to users 18+. Create responsibly.

Managing campaign performance

Keeping up with campaign data can be overwhelming without the right tools.

Here's how **Google Analytics 4 (GA4),** Google's advanced web and app analytics tool, can help you find answers, surface insights, and predict trends.*

Search for instant answers with Google Analytics 4

01 Go to demo account and sign in.

02 In the Search box at the top, you can ask Analytics Intelligence questions using natural language and get fast answers. Try asking:

> Active users by device in Europe last week

03 Select the top result to see the results in the insights tab on the right.

04 Select **Suggested Questions** for helpful prompts sorted by category.

05 Select a category, followed by a question, to get instant answers.

What other AI-powered features can I use in GA4?

Automated insights

Automatically surfaces insights on major data changes.

Custom insights

Set your own rules to generate insights with optional email alerts.

Predictive metrics

Predicts future actions end-users may take.

Predictive audiences

Suggests users you can reach via Google Ads.

* Check responses for accuracy. Available in select countries and languages.

Helpful resources

Explore these resources to sharpen your AI skills and put them into action. Whether you're new to AI or ready to use it at work, these apps, guides, and courses will help you get started.

Gemini app

Chat with Gemini on Android and iOS to supercharge your ideas, write, learn, plan and more.*

Scan me

Google AI Essentials

A course by Google AI experts to help you build a strong foundation in AI.***

Scan me

NotebookLM

Your personalised AI research assistant, grounded in the sources you provide.*

Scan me

Google Prompting Essentials

Learn to craft effective AI prompts and improve AI-generated results.***

Scan me

AI tools for business

Explore the benefits of Gemini in Google Workspace.**

Scan me

The Art of the Prompt

A prompt guide for strategists and creatives.

Scan me

Marketing Expert Journey

Keep up with the latest in marketing.

Scan me

Marketer's Guide to AI

Put Google to work for your business.

Scan me

* Check responses for accuracy. Available in select countries and languages.
** Availability and features may vary depending on device, language, country, subscription, and corporate account settings. Internet connection and set up may be required. Check responses for accuracy.
*** An enrollment fee may apply, depending on applicable terms and conditions.