



# Google AI Integration for Marketing

## Course description

Learn how to leverage Google Workspace with Gemini, NotebookLM Enterprise, Gemini Enterprise, and Gemini Gems to accelerate content creation, improve campaign planning, optimize customer engagement, analyze market insights, and automate marketing workflows. Discover practical AI-powered solutions that help marketing teams create high-impact campaigns while maintaining brand consistency and improving operational efficiency.

The course explores how NotebookLM Enterprise can be used to synthesize market research, customer feedback, competitor intelligence, and brand guidelines into actionable insights. Learners will also discover how Gemini Enterprise and Gemini Gems can automate content creation workflows, support strategic planning, and develop highly personalized marketing campaigns.

- Course level: Intermediate
- Duration: 1 day

## Activities

This course includes instructor-led training, marketing use case demonstrations, scenario-based learning, guided ai workflows, campaign planning workshops, customer insight analysis exercises, interactive discussions, and best practice reviews to reinforce learning.

## Course objectives

In this course, you will learn to:

- Create marketing content faster using Gemini.
- Generate campaign ideas and messaging strategies.
- Analyze campaign performance and customer feedback.
- Build source-grounded marketing knowledge repositories.
- Synthesize market research and competitor insights.
- Automate content generation and marketing workflows.
- Create custom marketing assistants using Gemini Gems.
- Maintain brand consistency across channels.
- Improve campaign effectiveness using AI-driven insights.

## Key features

- AI-Powered Content Creation
- Campaign Planning and Ideation
- Brand Consistency Management
- Customer Insight Analysis
- Market and Competitor Research
- NotebookLM-Powered Marketing Intelligence
- Marketing Workflow Automation
- Custom Marketing Assistants

## Intended audience

This course is intended for:

- Marketing Managers
- Digital Marketing Specialists
- Content Creators
- Brand Managers
- Social Media Managers
- Campaign Managers
- Marketing Strategists

- Growth Marketing Professionals

## Prerequisites

We recommend that attendees of this course have:

- Basic familiarity with Google Apps.
- Google Workspace skills.
- Familiarity with Gemini.
- Basic NotebookLM skills.
- Basic Gemini Enterprise knowledge.
- Understanding of marketing campaign lifecycles.
- Familiarity with brand voice and brand guidelines.

## Products covered

- Google Workspace with Gemini
- Gemini
- Gemini Enterprise
- Gemini Gems
- NotebookLM Enterprise

## Course outline

### Module 01 - Prompt Guidelines

- Prompt Structure
- Prompt Engineering Best Practices
- Prompt Optimization Techniques
- Marketing AI Interaction Strategies

### Module 02 - Google Workspace with Gemini Integration

- Drafting Blog Post Outlines and Content
- Email Marketing Campaign Copy Generation
- Social Media Content Ideation
- Campaign Performance Report Summarization
- Customer Feedback Analysis

## **Module 03 - NotebookLM Enterprise Integration**

- Brand Voice Consistency Analysis
- Creative Brief Development
- Competitor Messaging Research
- Customer Feedback Theme Analysis
- SEO and Persona-Based Content Ideation
- Marketing Research Podcast Creation

## **Module 04 - Gemini Enterprise Integration**

- Deep Research Agent
- Idea Generation Agent
- X Posts Creator Agent
- Multi-Agent Event Content Strategist
- Multi-Channel Content Adaptor

## **Certification details**

Participants receive a course completion certificate upon successfully attending the training program.

## **FAQs**

### **Who should attend this course?**

This course is designed for marketing professionals looking to improve content creation, campaign management, customer engagement, and marketing strategy using AI.

### **Is prior AI experience required?**

Basic familiarity with Gemini and NotebookLM is recommended, but advanced AI expertise is not required.

### **What marketing use cases are covered?**

Content creation, email marketing, social media campaigns, customer feedback analysis, competitor research, SEO-driven ideation, and campaign performance analysis.

### **Is this a hands-on course?**

Yes. The course includes demonstrations, practical exercises, and real-world marketing scenarios.

**What AI products are covered?**

Google Workspace with Gemini, Gemini, Gemini Enterprise, Gemini Gems, and NotebookLM Enterprise.

**Will I learn how to create marketing AI assistants?**

Yes. Participants learn how to build custom Gemini Gems and AI agents for campaign planning, content generation, and marketing optimization.

**How long is the course?**

The course is delivered in a 3-hour instructor-led format.

**What business benefits can marketing teams expect?**

Marketing teams can improve content quality, accelerate campaign development, enhance customer engagement, automate repetitive tasks, and create more data-driven marketing strategies using Google AI solutions.