

# Gemini for Google Workspace: Make marketing magic with generative AI

A guide on amplifying the impact of  
Marketing teams with generative AI



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# Executive summary

Generative AI is shaping a new era of work that the world is rapidly shifting to embrace. This type of artificial intelligence helps teams take their productivity, collaboration, and creativity to new heights by instantly generating text and images from just a few clicks and prompts.

Google Workspace is committed to developing truly innovative AI-first products that improve how work gets done. The launch of Gemini for Google Workspace is a major milestone in that journey, introducing the power of generative AI right where most professionals spend their days — in Gmail, Google Docs, Google Slides, and other Workspace apps.

Gemini was built strictly following Google's [privacy commitments](#) and [AI Principles](#). It's designed to be helpful and responsible while keeping your organization's data private and secure. When you use Gemini for Workspace, your data remains your data. Prompts and generated responses stay within your organization and are not used to train Gemini or other generative AI models. It also adheres to our structurally safer approach to security and automatically applies your existing security controls and data handling processes. Google keeps more people safe online than anyone else, and our top priority is to protect the confidentiality and privacy of your data.

Read this guide to learn how Marketing teams can get even more value from Workspace and do their best work with Gemini for Workspace.



## Google's AI Principles

1. Be socially beneficial
2. Avoid creating or reinforcing unfair bias
3. Be built and tested for safety
4. Be accountable to people
5. Incorporate privacy design principles
6. Uphold high standards of scientific excellence
7. Be made available for uses that accord with these principles

Read more about [Google's AI Principles](#).

# Get more done with AI-powered assistance in Google Workspace

Marketers constantly juggle a range of responsibilities, from creating project plans to analyzing data and launching campaigns. To keep up with it all, Marketing teams must continually strive to get the most value from their tools and resources while removing friction from processes across their entire team.

Generative AI is transformative technology that can help Marketing teams stay on top of their tasks and accomplish more every day. Research suggests that AI has the potential to automate tasks that absorb 60-70% of an employee's time today.<sup>1</sup> These massive productivity gains free up resources for the high-impact work that furthers innovation, fosters agility, and deepens customer relationships. In light of these benefits, teams that embrace generative AI are likely to leapfrog those who are slow to adopt the technology.

Gemini for Workspace puts the power of generative AI right at marketers' fingertips, directly in the apps they use every day. These features serve as force multipliers that can automate workflows, streamline time-consuming tasks, and accelerate content creation. Beyond boosting the performance and productivity of teams, Gemini offers all marketers a practical way to contribute creative ideas and content, regardless of their technical skills. When you consider that Workspace improved collaboration by 30%,<sup>2</sup> it's easy to imagine how adding generative AI to the equation can redefine how Marketing teams accomplish their goals together.

## Transform work for the better with Gemini



Draft and refine effective marketing messages



Quickly generate custom images for presentations with simple prompts



Make meetings more productive with enhanced video, audio, and backgrounds



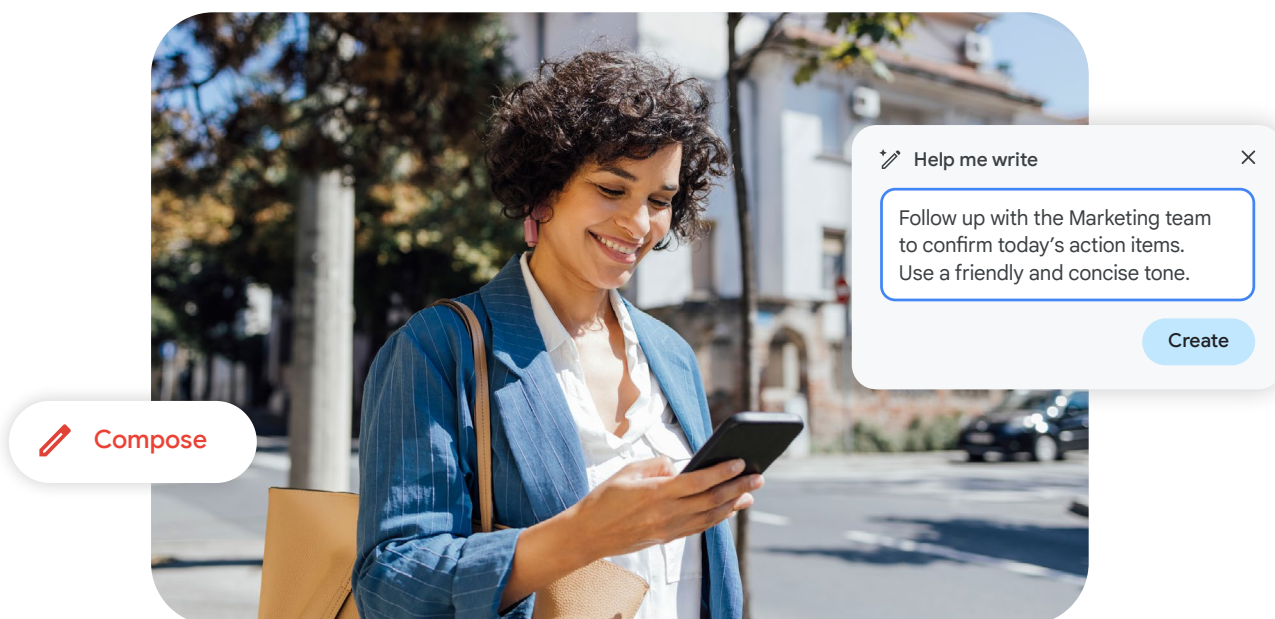
Create unique no-code apps that automate daily marketing workflows



Build campaign plans and organize performance metrics faster than ever

# How marketers can work smarter with Gemini for Google Workspace

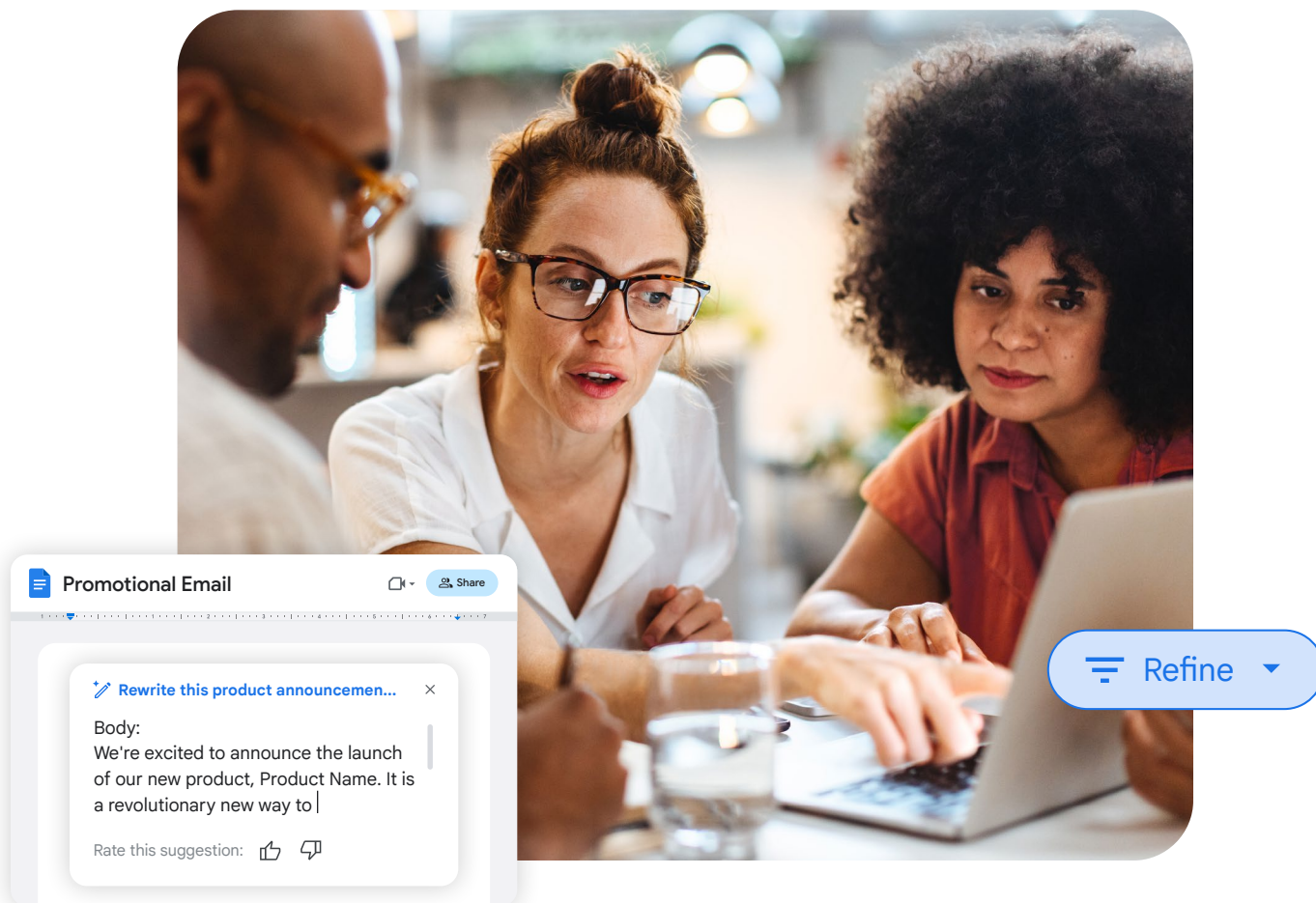
Gemini helps marketers accomplish tasks with more efficiency and impact. Below, you'll find some of the most significant ways Gemini can support daily marketing workflows across Workspace.



## Streamline collaboration and communication in Gmail

With Gemini in Gmail, it's simple to save time while staying on top of your inbox. Rather than dedicating your mornings to catching up on emails, use the Gemini side panel to automatically summarize conversations, generate suggested responses, find relevant information from your files and inbox, and ask follow-up questions about email content. You can also make your responses shorter, longer, more formal, or more friendly in tone with just a few clicks.

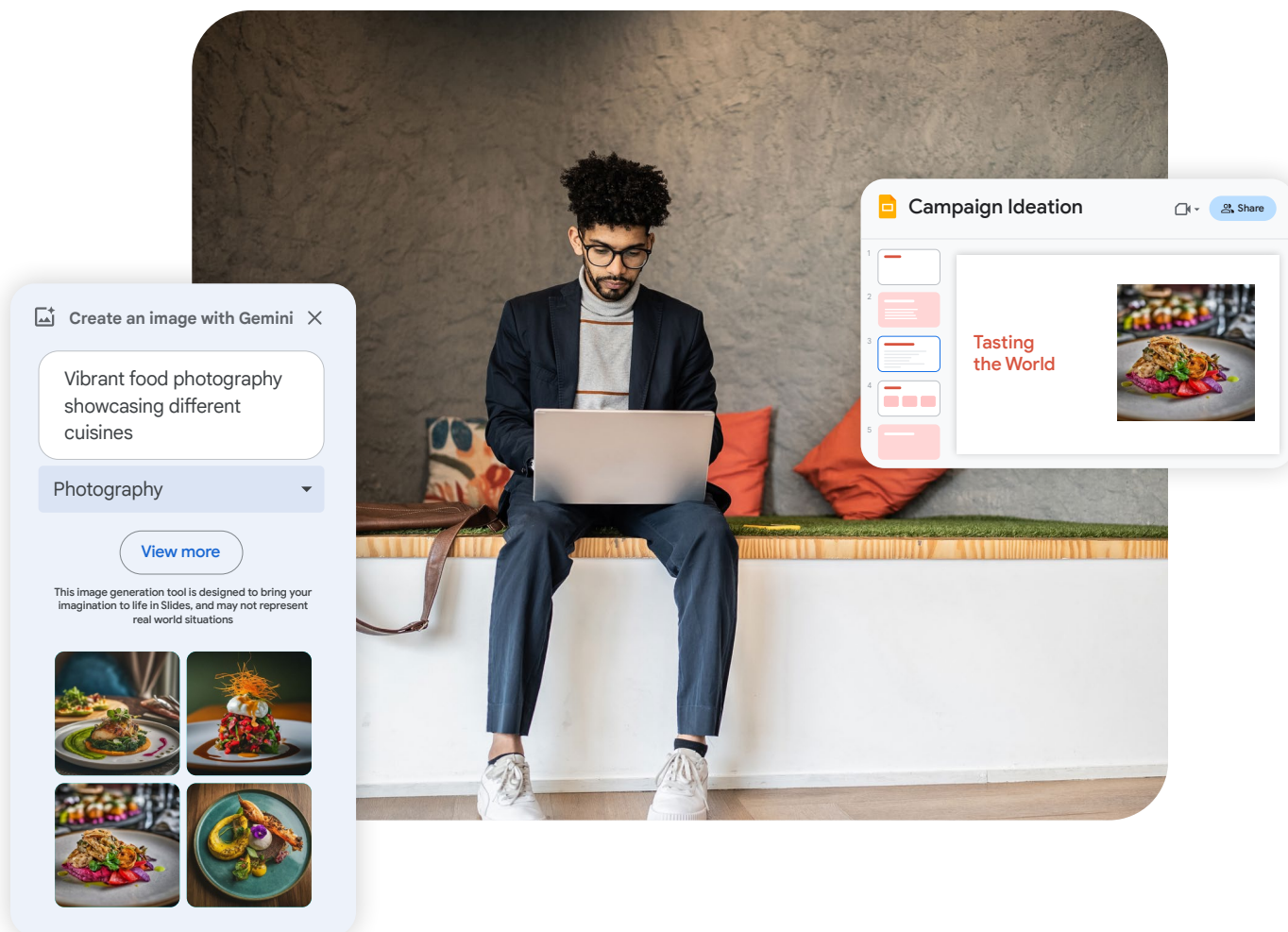
If you're collaborating across time zones and receive a surge of emails overnight, the Gemini side panel can recap relevant action items from long threads. You can then use [help me write](#) to quickly craft and refine an email to confirm each team member's responsibilities.



## Move beyond the blank page in Google Docs

Push past the blinking cursor and instantly generate high-quality content with [Gemini in Docs](#). Whether you're crafting captions for social posts, an outline for a blog, or product information for your website, Gemini can turn a description or a handful of bullets into a full draft. Tweak the length and tone or apply custom commands like "Add more enthusiasm" until it's just right for your audience.

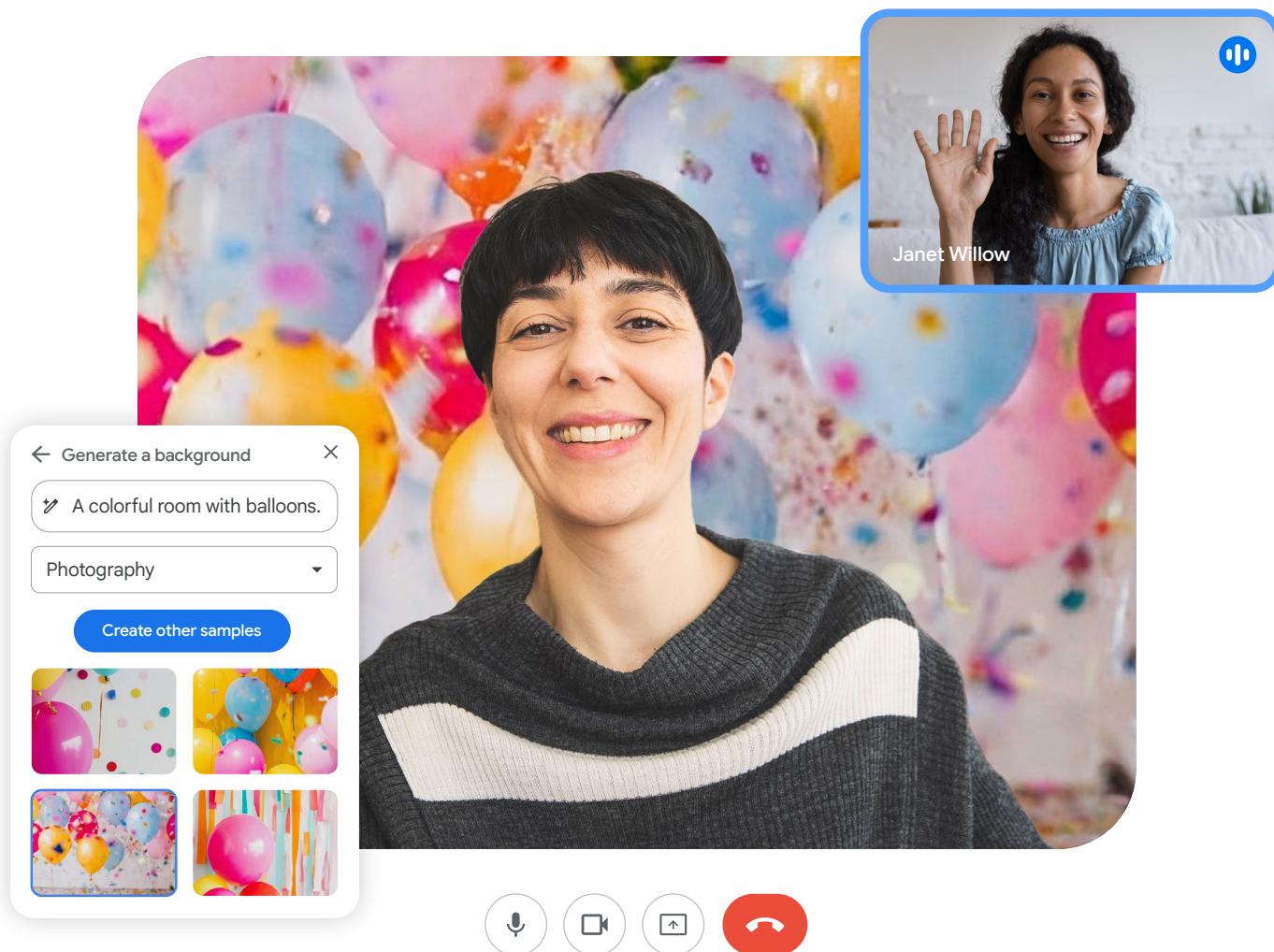
If you're short on time and want to repurpose a piece of content for a different channel, Gemini can give you a running start. It's as simple as highlighting the content you want to use in your Doc, then using help me write to adapt it for your new format.



## Bring compelling visual ideas to life in Google Slides

Creating original images from scratch typically takes a lot of time and technical expertise. But with Gemini in Slides, ideas become unique visuals with words alone. Transform a prompt containing your creative vision into a collection of original image options to make presentations and pitches more compelling. You can even choose a specific visual style, ranging from photography to sketch and watercolor to vector art.

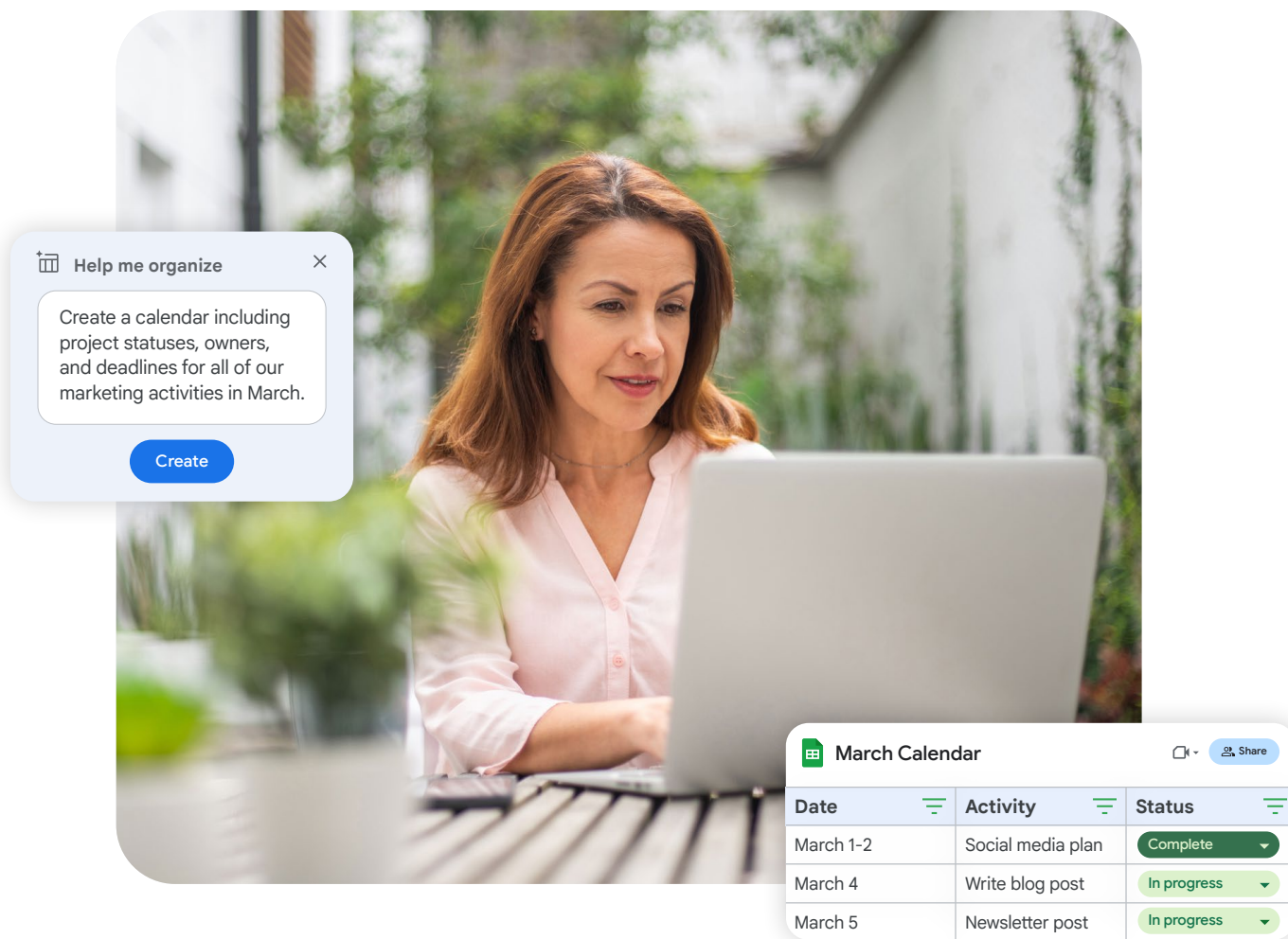
When you're in the early stages of developing imagery for a campaign, [creating an image](#) with Gemini can help push your creative thinking. Use this feature to create a moodboard with fresh image ideas to kick-start your team's visual exploration.



## Engage more meaningfully in Google Meet

Gemini in Meet helps teams collaborate with clarity, no matter where they're working from. Make meetings more inclusive with real-time translations and transcription summaries, and keep everyone on the same page by automatically capturing key notes and action items. When slow internet or noisy environments get in the way of productive conversations, Gemini enhances audio and video so everyone can stay focused.

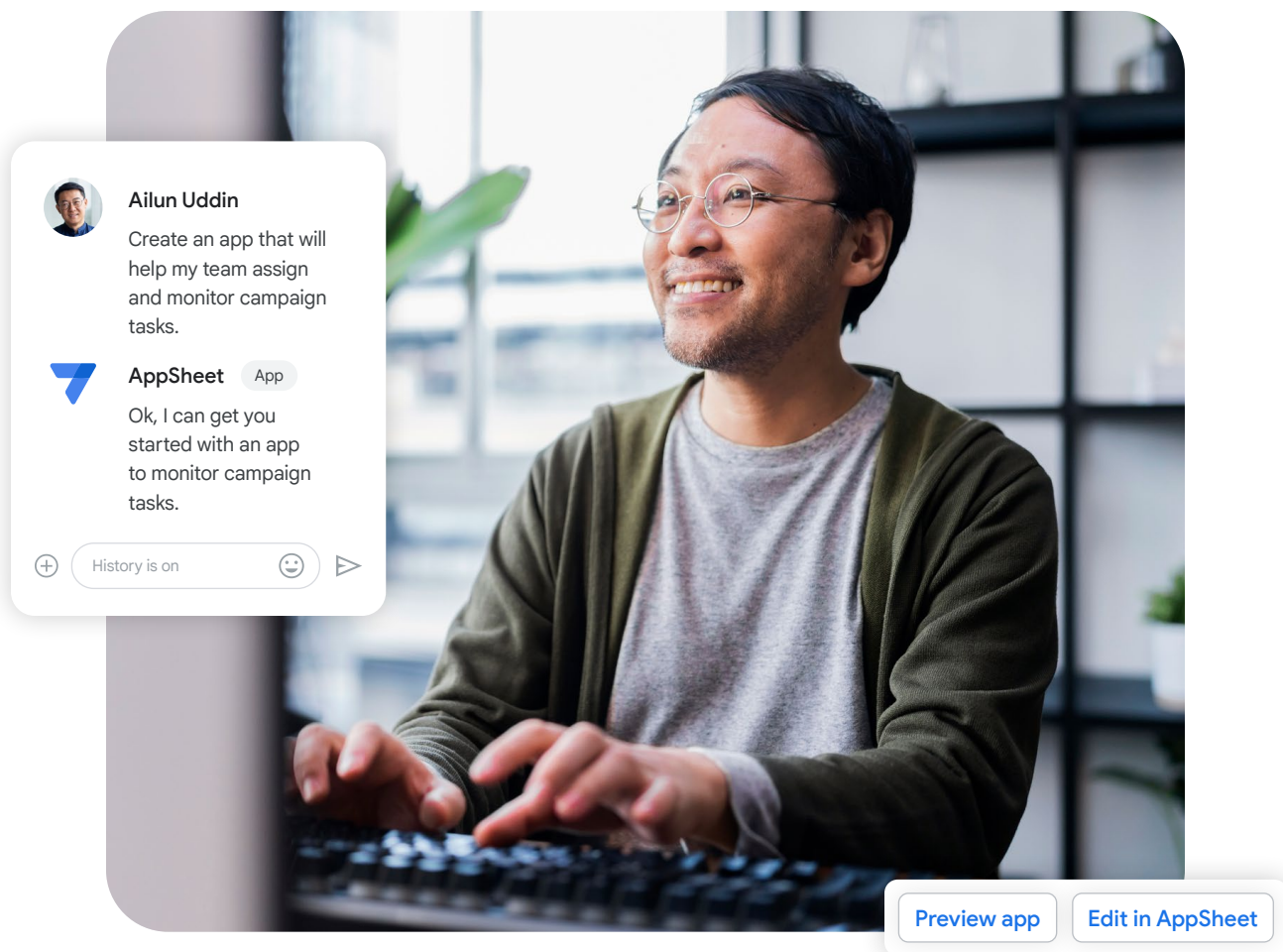
You can also make your meetings more engaging by creating custom backgrounds that reflect your brand or the meeting topic. For example, use [generate a background](#) to create an image that adds some festive flare to a meeting celebrating a successful product launch.



## Quickly organize and act on data in Google Sheets

Setting up data tables and trackers can be tedious — but with [help me organize](#) in Sheets, it doesn't have to be. Describe what you want to create, and you'll instantly generate rich data tables with cell labels, content suggestions, and other variables that keep information in order. That means less time tinkering with data cells and more time connecting with customers.

If you're setting up your team's monthly marketing calendar, Gemini can help make it happen in minutes. A simple description lays the foundation for a table with all of your relevant dates, milestones, and team members.



## Build custom apps using simple language in AppSheet

Marketing teams can use [Gemini in AppSheet](#) to develop unique apps that streamline and automate routine tasks without a single line of code. Anyone can build powerful solutions that connect people, processes, and data by simply describing what they want their app to accomplish.

For example, Gemini can help build an app that manages and monitors different stages of a campaign, with the ability to assign tasks, track progress, and present project data in a user-friendly dashboard.

## Day-to-day with Gemini: Key marketing use cases

Let's explore how Marketing teams can make strides toward their strategic objectives with generative AI in Workspace. The following examples show how daily AI-powered improvements can lead to better outcomes on a larger scale.

- **Elevate campaign performance**
- **Lower content creation costs**
- **Deliver personalization at scale**
- **Improve collaboration and execution**



## Elevate campaign performance

Marketers can collaborate with Gemini to accelerate each stage of the campaign lifecycle, from planning to performance analysis. Automating routine campaign tasks frees up resources for testing and experimentation, bringing teams closer to their best-performing content mix.

### Sample scenario

A sportswear company's social media team is creating a cross-platform campaign for their annual summer sale. With Gemini, they can:



Use *help me write* in Docs to generate dozens of captions that align with their brand's messaging strategy and the optimal character count for each platform.



Organize their performance metrics into a comprehensive campaign tracker with *help me organize* in Sheets to more easily identify opportunities for improvement.

## Lower content creation costs

With help from Gemini, influential marketing messages and striking images can come to life in minutes, rather than hours or days. These efficiency gains speed up campaign timelines and drive down costs, so creative teams can generate more output while keeping expenses in check.

### Sample scenario

A solar energy company wants to establish its founder as a thought leader in the sustainability space. With Gemini, they can:



Adapt the founder's regular internal market updates and industry insights into a targeted industry newsletter using *help me write* in Docs.



Streamline production for a thought leadership video series by using *help me write* in Docs to turn video outlines into full scripts, *help me organize* in Sheets to build a robust production schedule, and *create an image* in Slides to generate unique video thumbnails.

## Deliver personalization at scale

By uniting Gemini features with integrated Workspace apps, Marketing teams can personalize customer engagements with ease. Customer information flows seamlessly across Workspace to inform individualized messages generated at scale.

### Sample scenario

An automotive brand's Marketing team is planning an influencer event to build excitement around their newest car model. With Gemini, they can:



Summarize a list of influencers from an email thread in Gmail and automatically create a list of invitees in Sheets.



Use details from the invitee list to craft 1-to-1 personalized invitations with *help me write* in Gmail to improve the likelihood of positive RSVPs.

## Improve collaboration and execution

As more and more work gets done in different locations and time zones, Gemini can help Marketing teams stay aligned while propelling their projects forward. Streamlining collaboration and communication frees teams to focus on the quality of work instead of the process details.

### Sample scenario

A beverage company's in-house design team is creating the packaging for a new sports drink. With Gemini, they can:



Transform a robust packaging requirements document into a simple brief with the Gemini side panel in Docs to guide the design team's visual exploration.



Summarize notes, action items, and feedback from a brainstorming session in Meet and automatically share the summary with the entire team.

# Best practices for collaborating with Gemini

## Before getting started, keep the following in mind:

- ✓ Gemini feature suggestions don't represent Google's views and should not be attributed to Google.
- ✓ Don't rely on Gemini features as medical, legal, financial, or other professional advice.
- ✓ Gemini features may suggest inaccurate or inappropriate information. Your feedback makes Gemini more helpful and safe.
- ✓ Enterprise end users can submit feedback about their experience using generative AI features. End users are informed before submitting the feedback that feedback data should not contain personal, sensitive, or confidential information and may be read by humans.

## Pro tips for writing effective prompts

- 1 Use natural language**  
Talk to Gemini just like you would a friend or colleague.
- 2 Be clear and concise**  
Provide precise instructions and avoid ambiguous language.
- 3 Provide context**  
The more context you give Gemini, the better it can understand your request and generate a useful response.
- 4 Use specific and relevant keywords**  
Gemini can understand the meaning of individual words and phrases, so more specificity can help it generate more accurate and informative responses.
- 5 Break down complex tasks into separate prompts**  
If you're using Gemini to perform several related tasks, break them into separate prompts to get more useful responses.

# Google Workspace's approach to protecting your data

It is our top priority to protect the confidentiality and privacy of your data.

With Workspace you can trust that:

- ✓ **Your data is your data.** The content that you put into Workspace services (emails, documents, etc.) is yours. We never sell your data, and you can delete your content or export it.
- ✓ **Your data stays in Workspace.** We do not use your Workspace data to train or improve the underlying generative AI and large language models that power Search and other systems outside of Workspace without permission.
- ✓ **Your privacy is protected.** Interactions with intelligent Workspace features, such as accepting or rejecting spelling suggestions, or reporting spam, are anonymized and/or aggregated and may be used to improve or develop helpful Workspace features like spam protection, spell check, and autocomplete. This extends to new features we are currently developing like improved prompt suggestions that help Workspace users get the best results from Gemini features. These features are developed with strict [privacy protections](#) that keep users in control. (See below for more detail on additional privacy, security, and compliance commitments we make for business customers).
- ✓ **Your content is not used for ads targeting.** As a reminder, Google does not collect, scan, or use your content in Workspace services for advertising purposes.



**Workspace was born in the cloud. Our cloud-based, zero trust architecture helps reduce security risk.**

## No persistent local data

- Data is in the cloud and ephemerally accessed with zero trust controls
- You own and control your customer data, and you can delete it any time

## No thick desktop apps

- Full Workspace functionality is accessed via web browser
- No thick Workspace desktop apps to patch

## No on-premises infrastructure

- Secure-by-design, born in the cloud infrastructure
- Battle-tested development and production practices

## Committed to security and compliance for business, education, and government customers

When Workspace commercial customers adopt [Gemini for Google Workspace](#), they get the same robust data protection and security standards that come with all Workspace services, with specific protections for business, education, and government customers:

- ✓ **Your interactions with Gemini stay within your organization.** Gemini stores any prompts or generated content alongside your Workspace content and does not share them outside your organization.
- ✓ **Your existing Workspace protections are automatically applied.** Gemini brings the same enterprise-grade security as the rest of Workspace, automatically applying your organization's existing controls and data handling practices, such as data-regions policies and Data Loss Prevention.
- ✓ **Your content is not used for any other customers.** None of your content is used for model training outside of your domain without permission.



# Elevate the impact of your Marketing team

Marketing teams that collaborate with Gemini for Google Workspace get time back for the best parts of their job — the tasks that require human ingenuity, creativity, and expertise. Generative AI features work seamlessly alongside the tools marketers already use every day, so they can connect, create, and collaborate in new and powerful ways.

Thousands of companies are partnering with Gemini to transform how they approach their work. To learn more about how Gemini for Google Workspace can help your Marketing team turn ideas into action and make more impactful work, [contact sales](#) today to request your no-cost trial.



<sup>1</sup> McKinsey & Company, The economic potential of generative AI: The next productivity frontier, July 2023.

<sup>2</sup> Forrester, The Total Economic Impact™ Of Google Workspace, a commissioned study conducted by Forrester Consulting on behalf of Google, December 2023.