Google Workspace

Gemini for Google Workspace: Level up your marketing with generative AI

Spend more time on creative and impactful work

Table of contents

Executive summary

Gemini for Google Workspace gives marketers the powerful new tool they need to overcome the obstacles they face on a daily basis. Whether you're juggling dozens of communication channels, making sense of disconnected systems, or keeping up with the demand for personalized content, Gemini makes your work simpler, easier, and faster so you can spend less time on tedious tasks and more time on purposeful priorities.

Google Workspace is designed to close the gap between marketers' big picture goals and the time they have to accomplish them. It makes collaboration more intuitive and accessible with real-time feedback and automatic version control. It integrates with other helpful tools like a CRM so you can make data-driven decisions quickly. And it accelerates the time to market for a wide variety of content.

In this guide, you'll learn how marketing teams can leverage Gemini for Workspace to maximize their productivity and performance while lowering costs and keeping all of their data private and secure.

Exceed rising expectations with Gemini for Google Workspace

Marketers play a critical role in organizations – developing and strengthening their brand, promoting their products and services, and generating leads for sales teams. And in recent years, complexity has made marketing more challenging.

For example, 73% of customers today expect companies to understand their unique needs.[1] But personalizing content at scale often requires time that marketers don't have, especially when they're juggling dozens of projects at once and communicating with a wide variety of teams to get each of those projects done.

When you're collaborating with so many stakeholders – sales teams, product teams, external agencies, and more – it can be difficult to keep up, especially with disconnected technology. In fact, more than a third of workers deal with missing or lost files at work due to communication problems.[2] And the more time marketers spend trying to stay on top of all the details, the less time they have to focus on big picture priorities like brand credibility, thought leadership, and competitive positioning.

73%
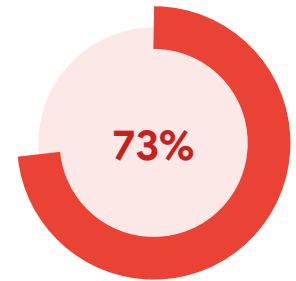
of customers today expect companies to understand their unique needs.[1]

Workspace reduces the increasing complexity in marketing. With simpler collaboration, centralized customer insights, and tools to help improve campaign performance, it's designed to clear the path to marketing success. And now with Gemini, marketers can leverage generative AI to get more work done in less time and create personalized content that improves customer engagement and increases ROI.

Read on to find out how Gemini for Workspace helps marketing teams save time and upgrade results with integrated tools that make everyday tasks easier and more effective.

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.

Google Workspace includes the following apps:

Gemini
A helpful personal AI assistant

Gmail
Cloud-based and secure enterprise email

Google Chat
A platform for 1:1 and group messaging

Google Meet
Enterprise-grade, secure video conferencing

Google Drive
Secure storage and access for shared files

Google Calendar
Centralized scheduling for every kind of appointment

Google Docs, Sheets, and Slides
Collaborative documents, spreadsheets, and presentations

Google Vids
An AI-powered video creation app

Google Forms
Custom forms, surveys, and questionnaires

Google Sites
High-quality websites for teams, projects, and events

AppSheet
A no-code platform for building custom mobile and web apps

Google Classroom
An all-in-one place for educating and learning

Collaborate more easily from anywhere

Marketing teams spend a significant portion of their time and energy working with other teams to bring content to life. And when you depend on partnership and communication to get work done, obstacles to collaboration become barriers to productivity.

Workspace was designed from the ground up with collaboration in mind so that marketers can spend less time untangling complex projects and more time developing hard-working content.

> "Not having to fight to figure out the latest version of a file and not having to pay per minute anymore to just talk about work as much as we wanted – that was truly a game changer in our company and our culture."
>
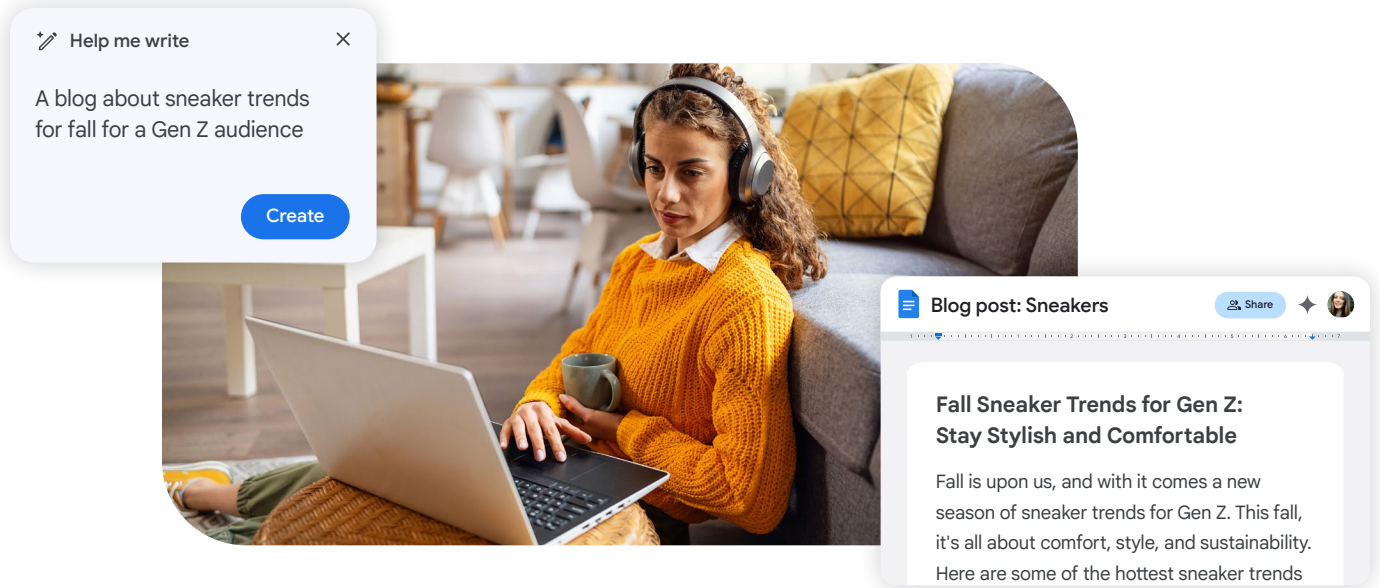> — **Michelle Araujo,** Sr. Director Digital Employee Experience, Business Technology, Workday

30%
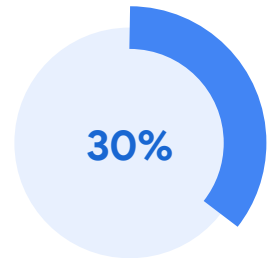
improvement in collaboration while using Workspace, according to a recent study.[3]
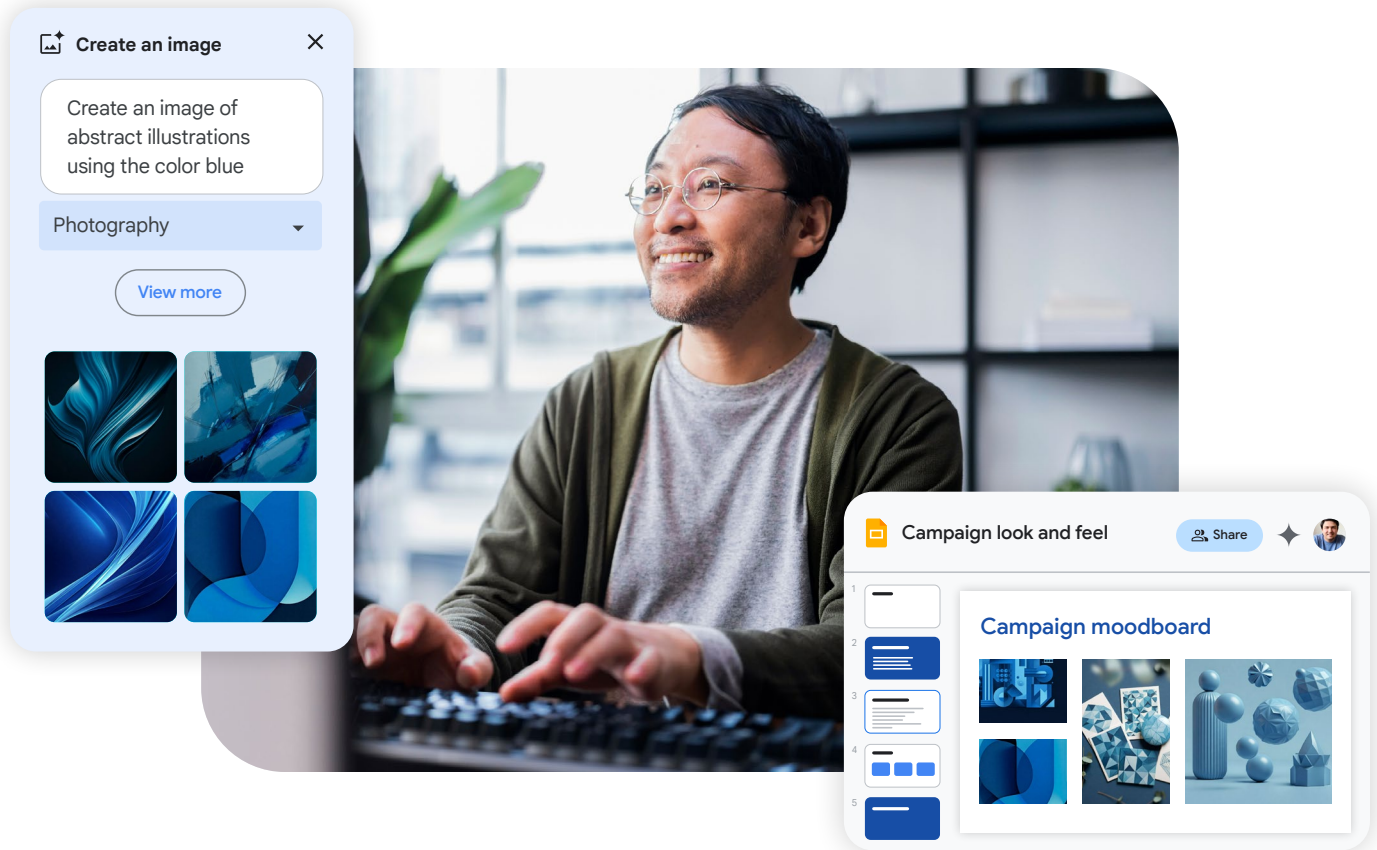
Collaborate in real-time and on one file

Because Workspace is cloud-native, marketers don't have to attach or share versions of files. They can use links to Docs, Slides, Sheets, or Drive files to collaborate in real-time with automatic version control that keeps conversations and content up-to-date and reduces blockers to productivity. Workspace apps work on virtually any device and from any location, so collaborators can add or reply to comments from desktop or mobile devices.

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. Then share a link to your moodboard with the sales team to get some early feedback. Once you've incorporated their feedback, they'll be able to see the latest version without downloading or keeping track of a new file.

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

Help me write

A blog about sneaker trends for fall for a Gen Z audience

Create

Blog post: Sneakers

Share

Fall Sneaker Trends for Gen Z: Stay Stylish and Comfortable

Fall is upon us, and with it comes a new season of sneaker trends for Gen Z. This fall, it's all about comfort, style, and sustainability. Here are some of the hottest sneaker trends

AI-powered productivity

With Workspace, marketers don't just get better tools to collaborate with coworkers. They also get to collaborate with Gemini to speed up their work on routine tasks. For example, creating new content can be one of the most time-consuming tasks for marketing teams. But Gemini can generate a first draft of blog posts, email campaigns, and social media posts in just a few seconds. And with Gemini in the side panel of Docs, you can even create prompts that reference existing materials in Drive, like messaging frameworks or pitch decks, so all of your content feels consistent and cohesive.

Beyond creating new content, Gemini can also save time replying to emails, creating slides, or building project trackers so that marketers can put more focus and effort into high-value work that generates revenue.

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

✓ Use the side panel in Docs to transform a robust document about packaging requirements into a simple brief 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
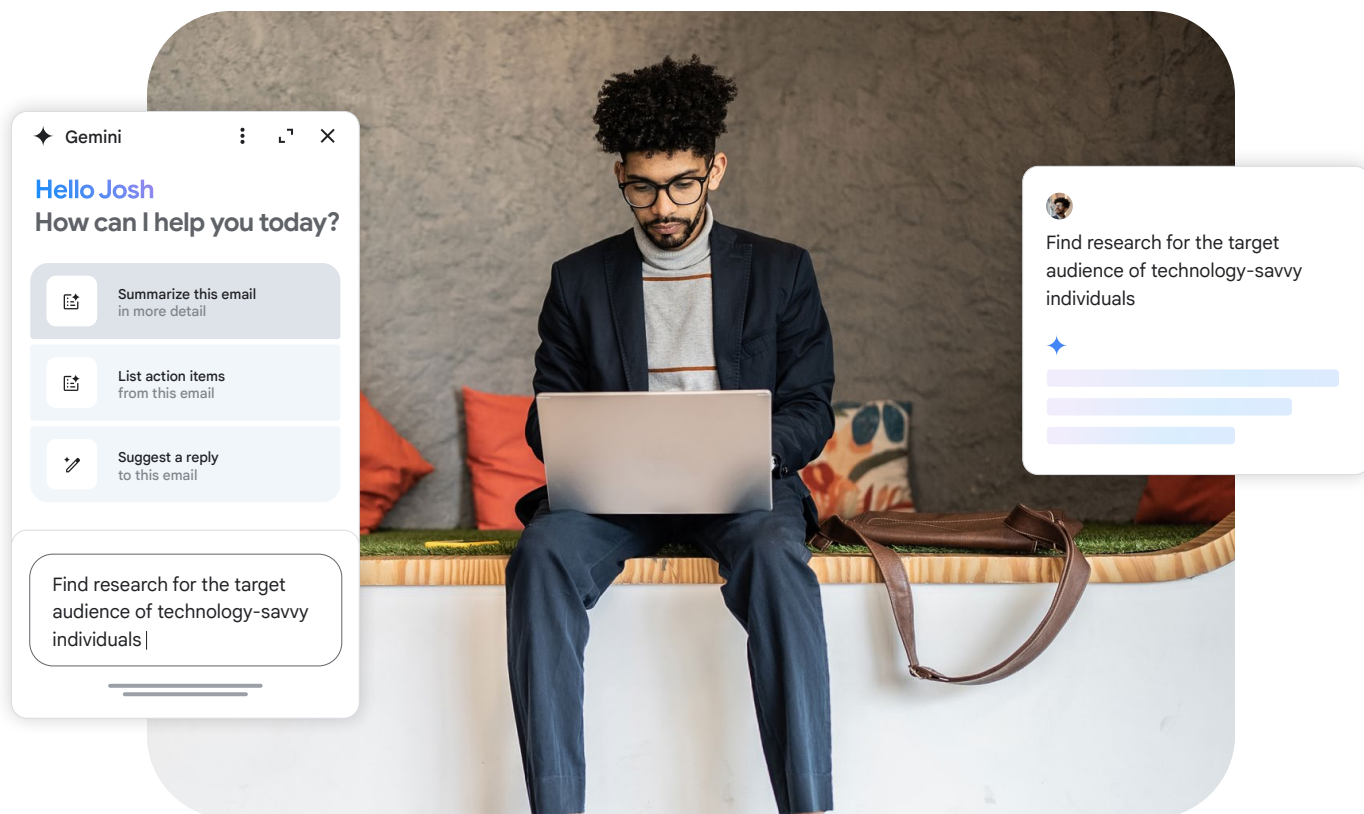
Simplify market research

If a company is launching a new product or trying to move into a new market, marketers can collaborate with the Gemini app (gemini.google.com) to improve their understanding of target audiences and export those results into Docs. It can help them conduct market research across demographics, interests, pain points, online behavior, and more in minutes instead of hours or days. Plus, because Gemini prompts are iterative, you can ask follow-up questions to define key terms or dive deeper into specific topics.

Once you've got yourself up to speed, you can prompt Gemini to turn your findings into a brief and then use Help me write in Gmail to draft an email that shares a link to the brief with anyone who would benefit from the insights.

Centralize customer insights

More than ever, good marketing depends on good data. In fact, according to recent research, marketers whose data is integrated with the tools they use are 52% more likely to say that their marketing strategy was very effective compared to marketers whose data isn't integrated with their tools.[4] But for many marketing teams, disconnected systems make it difficult to create and maintain a holistic view of their customer data.

Workspace is designed to be compatible with your existing marketing tools, including your CRM, so that marketers can centralize the customer insights they need to deliver consistent results. Easier, more seamless access to data leads to more informed decisions that often drive better results.
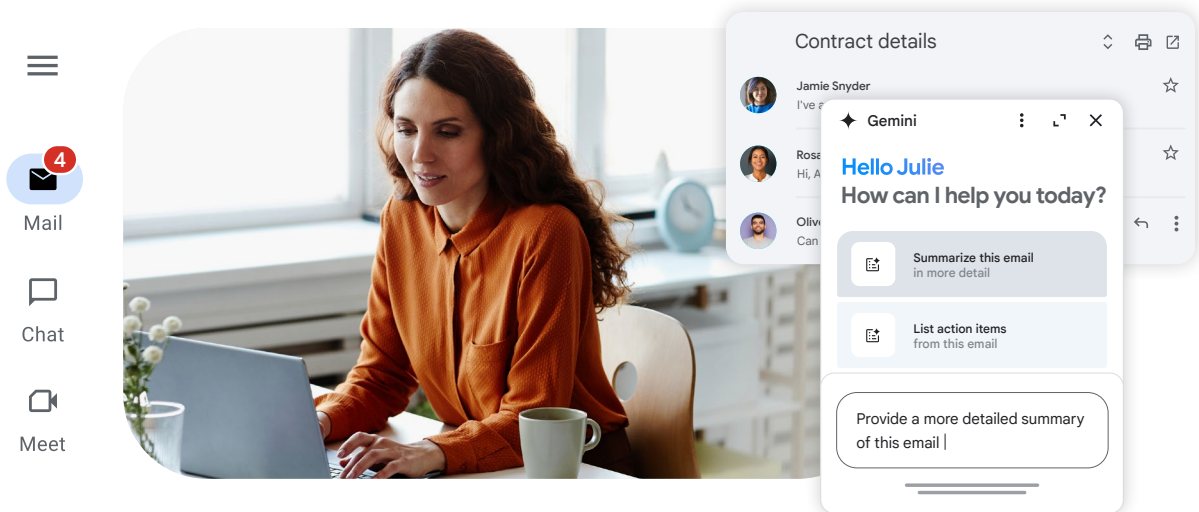
31%
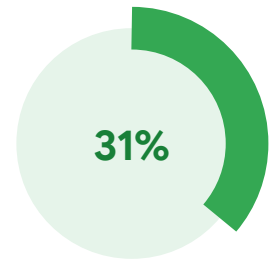
of marketers are fully satisfied with their ability to unify customer data sources.[5]

> **"Gemini undoubtedly helps Adore Me's bottom line. It saves us time; it saves us money. It makes people work faster, more efficiently, more collaboratively, and just do things that, in the past, we never would have been able to do."**
>
> — **Ranjan Roy,** SVP of Strategy, Adore Me

ADORE ME

Collect customer insights quickly

Marketers who need quick and simple access to useful data can use Gemini to gather information from third-party applications like HubSpot, develop a holistic view of a customer, and help determine what they need to do to progress them through the funnel.

Keeping customer info up-to-date is also critical for personalization and smooth experiences. With Gemini, instead of switching windows and manually transcribing each customer interaction, Workspace can integrate with your CRM to add customer information from emails. The side panel in Docs, Slides, Gmail, and Sheets lets you easily access and summarize information from various files in Drive without digging through nested folders. And in Gmail, you can also use Gemini to summarize threads, answer specific questions about previous messages, or draft responses that incorporate the relevant context of a thread.

Imagine this: An apparel company's new customer with a large following on social media posts a question about where the company sources their clothing material. With Gemini, the social media team can:

✓ Use the side panel in Drive to find and summarize information about material sourcing

✓ Use Help me write in Docs to draft a response based on the summary, including voice and tone direction based on brand guidelines
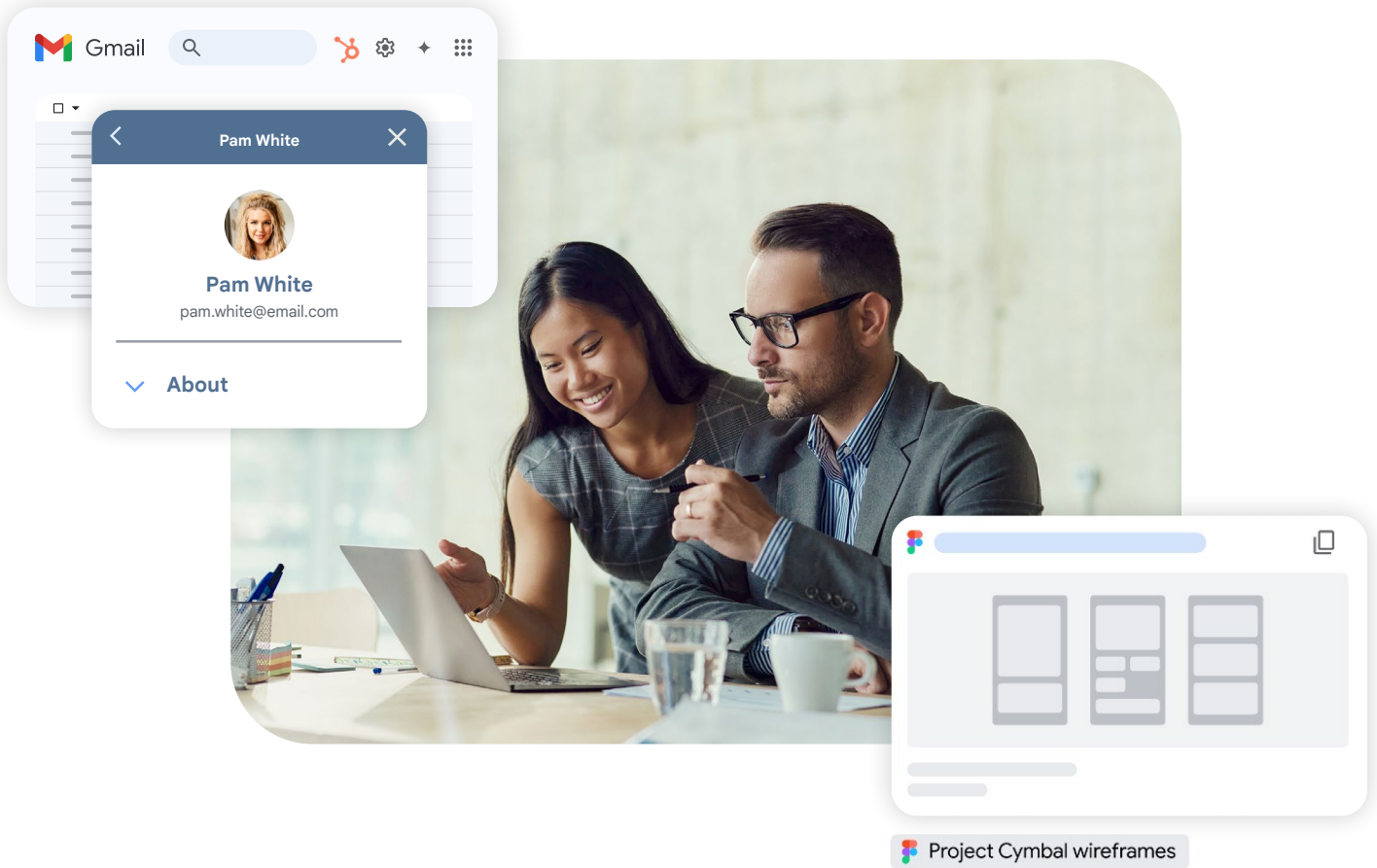
Improve the quality leads

The ability to integrate Workspace with CRMs, such as HubSpot, gives marketers critical contextual knowledge that can make their work more efficient. By prioritizing these higher-quality leads, marketers can spend their time more effectively and achieve higher ROI. In other words, organizations with tight budgets where every expense is scrutinized can use Gemini and Workspace to improve the efficiency of their marketing.

Accelerate conversion

Gemini in Workspace integrations with apps like Jam, Figma, and Miro improve content creation workflows and provide valuable, targeted, and engaging content. This helps marketers build a smoother, more efficient path toward conversion, helping prospects move through the sales funnel with confidence and clarity.

Help improve campaign performance

Campaigns are where the rubber meets the road for most marketing teams. They take an enormous amount of time and effort to plan, develop, launch, and track across channels. Every marketer wants to improve the performance of their campaigns, but it's easier said than done – especially with limited time and resources.

Gemini for Workspace is designed to reduce the amount of time it takes to create personalized marketing campaigns. Workspace can help save time and money while also improving the ROI and performance metrics for many campaigns.
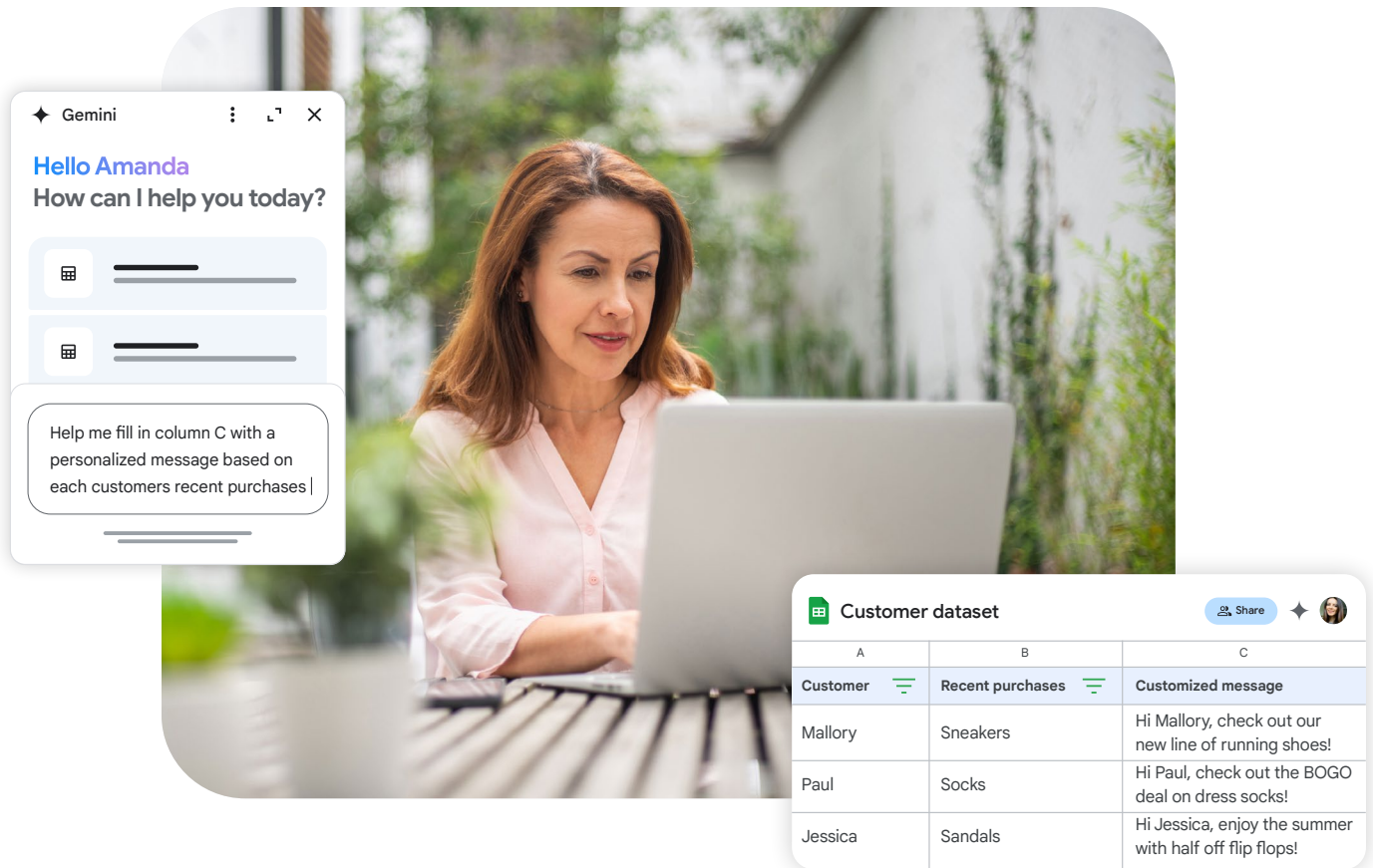
59%
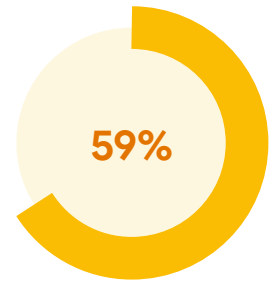
of marketers generally need technical assistance to execute a campaign.[6]

> "Having a tool that can transform our loosely written ideas into content that is presentable both internally and to customers is a superpower added to our organization."
>
> — **Catelin Carey,** Senior Vice President, WebFX

WebFX

Create personalized content at scale

In many cases, personalized marketing performs better than generalized marketing. But personalizing content for large numbers of customers can be a daunting task. Now, with Gemini in the side panel of Sheets, you can do it through just a few simple prompts and clicks. That's because Gemini has the ability to analyze customer data, such as preferences and recent purchases, and use it to segment audiences. This enables you to tailor content for each contact in a dataset, even with thousands of entries.

Gemini also makes it easier to create different versions of core assets – like data sheets or pitch decks – based on personas or industries. This gives marketers more time to deploy tests and experiments and push out the highest performing mix of content on their channels.

Save time and money to increase ROI

📝 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.

💲 Creating new content with Gemini can also reduce marketing teams' dependence on external agencies, saving money to spend on other priorities and reducing the time spent communicating back and forth with a variety of stakeholders.

Imagine this: 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

✓ Use simple prompts in Docs to help you plan and draft a thought leadership blog series that examines recent trends in solar energy

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 for medical, legal, financial, or other professional advice.

- Gemini 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:

✓ **Use natural language.** Write as if you're speaking to another person. Express complete thoughts in full sentences.

✓ **Be specific.** Tell Gemini what you need it to do (summarize, write, change the tone, create). Provide as much context as possible.

✓ **Be concise and avoid complexity.** State your request in brief – but specific – language. Avoid jargon.

✓ **Make it a conversation.** Fine-tune your prompts if the results don't meet your expectations or if you believe there's room for improvement. Use follow-up prompts and an iterative process of review and refinement to yield better results.

✓ **Use your documents.** Personalize Gemini's output with information from your own files in Drive.

✓ **Make Gemini your prompt editor.** When using Gemini Advanced, start your prompts with: "Make this a power prompt: [original prompt text here]." Gemini will make suggestions on how to improve your prompt. Ensure it says what you need, and then paste it back into Gemini to get an output.

⊕ To learn more about writing effective prompts, read the Gemini for Google Workspace prompt guide.

Google Workspace's approach to helping protect your data

It is our priority to help 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.

Committed to security and compliance for business customers

When Workspace commercial customers adopt Gemini for Workspace, you get the same robust data protection and security standards that come with all Workspace services, with specific protections for business, education, and public-sector 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 automatically applies 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.

Clear the path to marketing success

Marketing teams that leverage Gemini and Google Workspace can make their work more efficient and effective by saving time on routine tasks, simplifying collaboration, centralizing customer insights, and developing personalized content. Reducing busywork and clearing the path to productivity also creates more time, budget, and headspace to focus on big-picture goals.

Today, companies around the world are using Gemini for Workspace to upgrade the ways they accomplish daily tasks. To learn more about how it can help make your marketing more effective, contact us today to request a zero-cost trial.

[1] Salesforce Report: Nearly 90% Of Buyers Say Experience a Company Provides Matters as Much as Products or Service, 2022
[2] Communication Statistics, 2024
[3] The Total Economic Impact™ Of Google Workspace, 2024
[4] State of Marketing & Trends Report: Data from 1400+ Global Marketers, 2024
[5] Salesforce State of Marketing Report, 2024
[6] Marketers Are Using an Average of 10 Channels to Engage Customers, 2024