

Grow with **Google**

**Grow your business with AI-
powered tools by **Google****

- **Texas A & M Victoria SBDC**
- **Dallas Independent School District Small Business Office**
- **Artesia Chamber of Commerce**
- **Illinois SBDC Bradley University – Peoria IL**
- **Community Action Agency of Oklahoma**
- **UT Rio Grande Valley SBDC**



Agenda

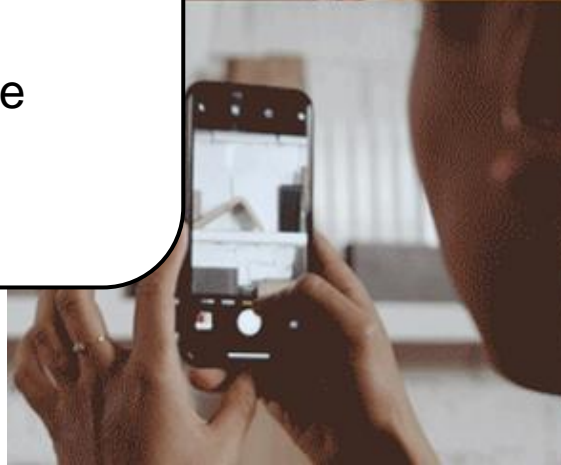
- Introduction to AI
- How Google AI can help make your business more productive
- Resources

Introduction to AI

The internet changed the world.

E-commerce changed how the world did business.

Smartphones changed how the world accessed the internet.



AI is the
next big shift

AI can help solve big and small challenges...

According to a survey of 2,000 small and medium-sized business leaders

82%

of small business leaders already using AI have seen positive outcomes.

Overview of AI terms

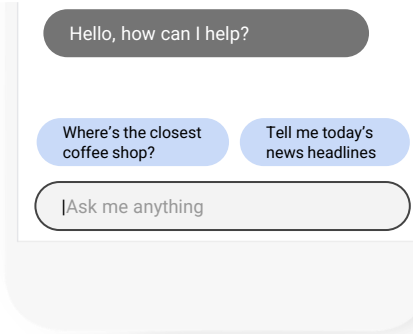
Machine learning

Language model

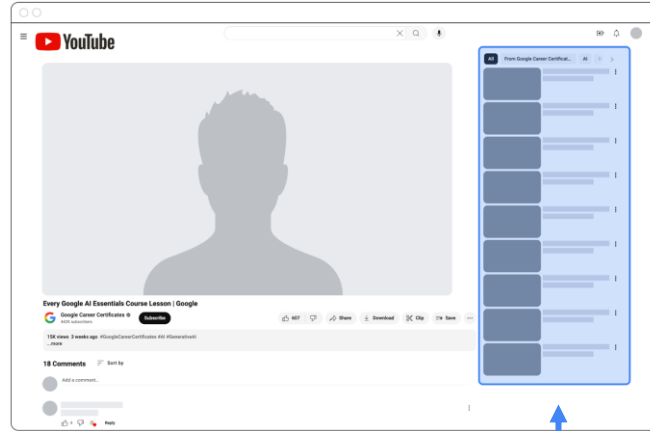
Large language model

Generative AI

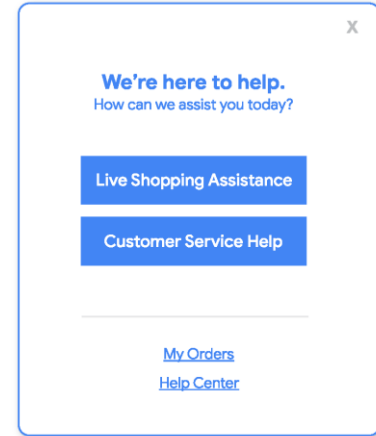
You may already use AI



Voice assistants



Recommendations



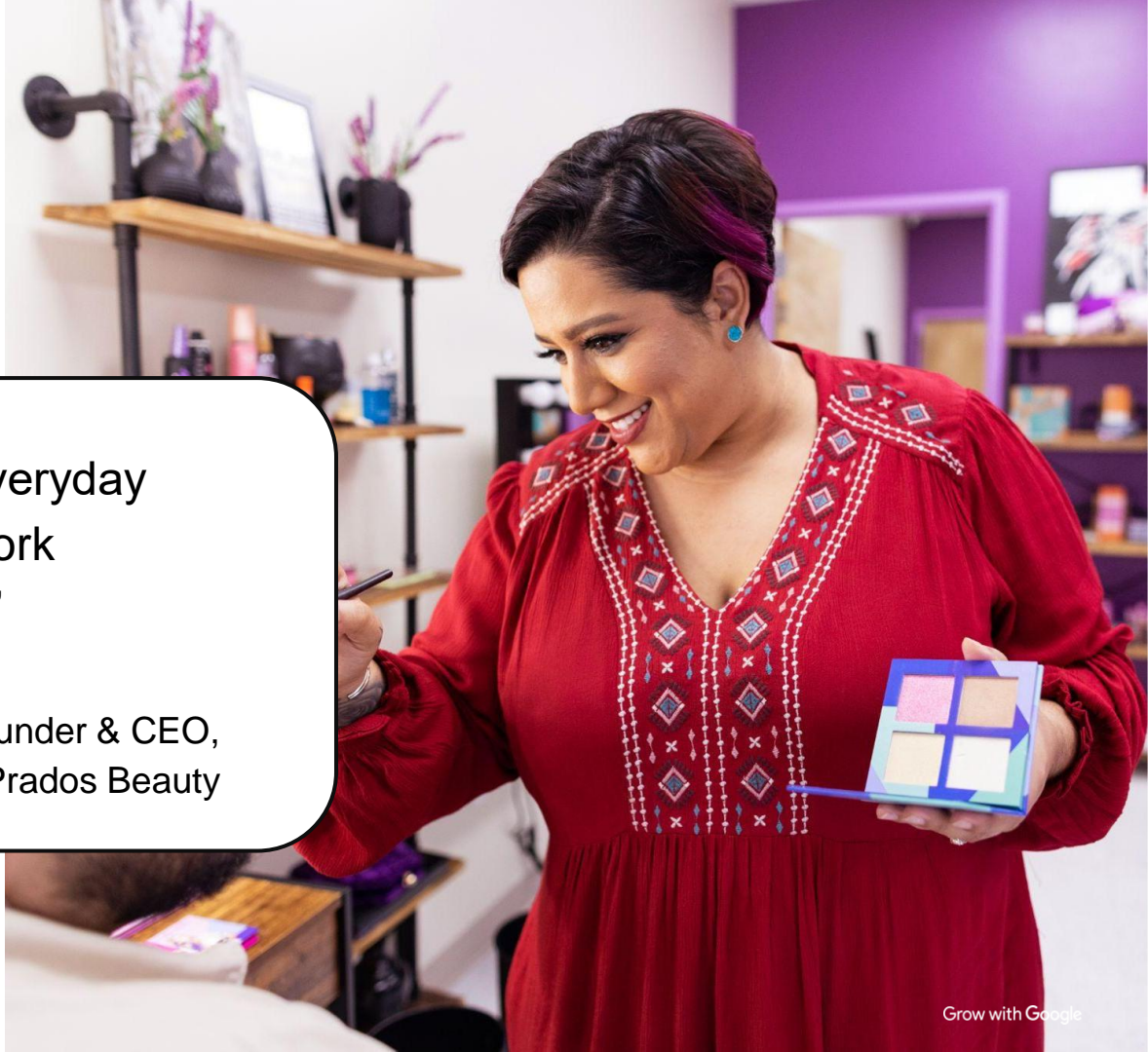
Chatbots

How Google AI can help your business grow

Meet Cece Meadows, CEO of Prados Beauty

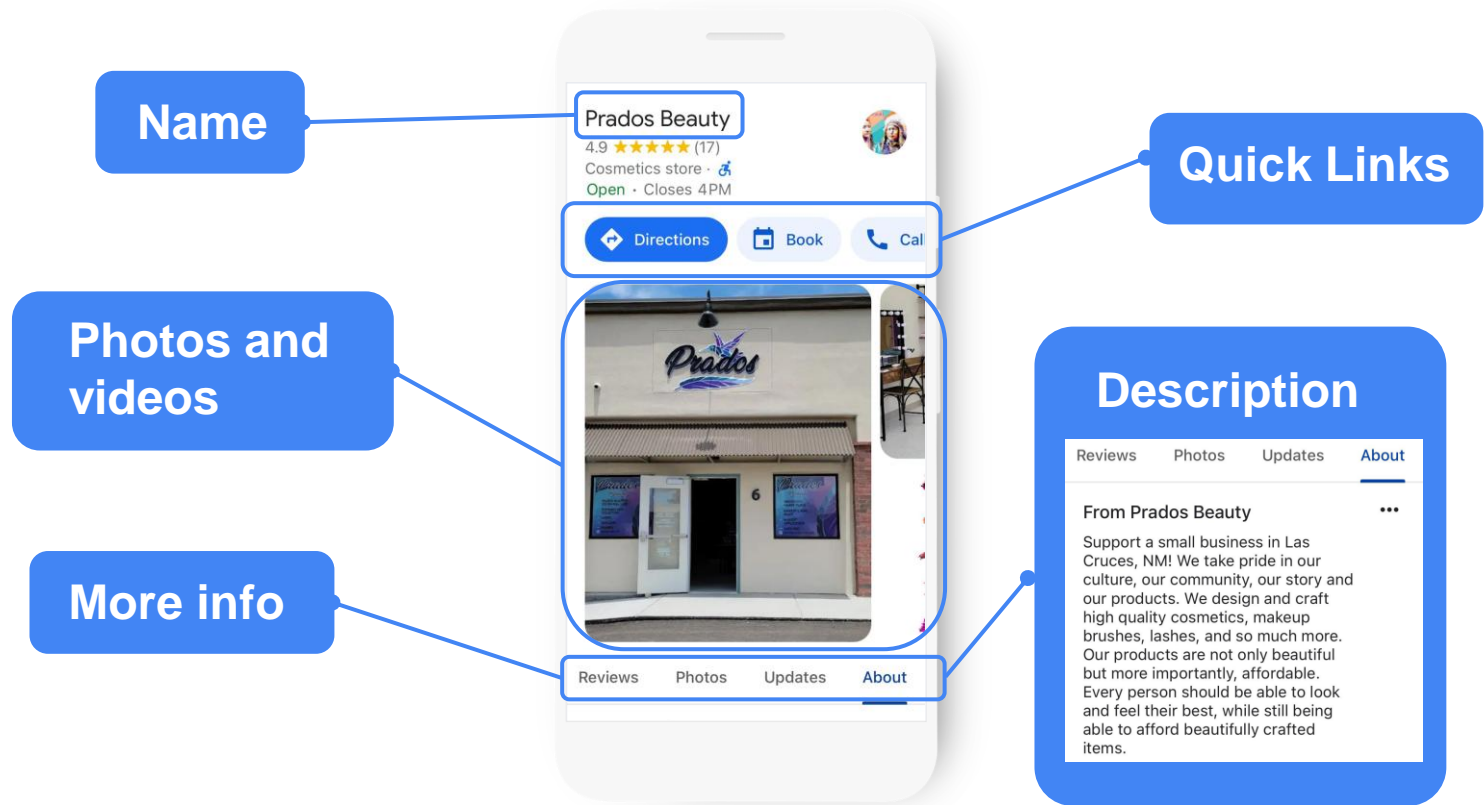
"It's easy to use AI tools in everyday tasks. Google AI helps me work smarter and more efficiently."

- Cece Meadows, Founder & CEO,
Prados Beauty



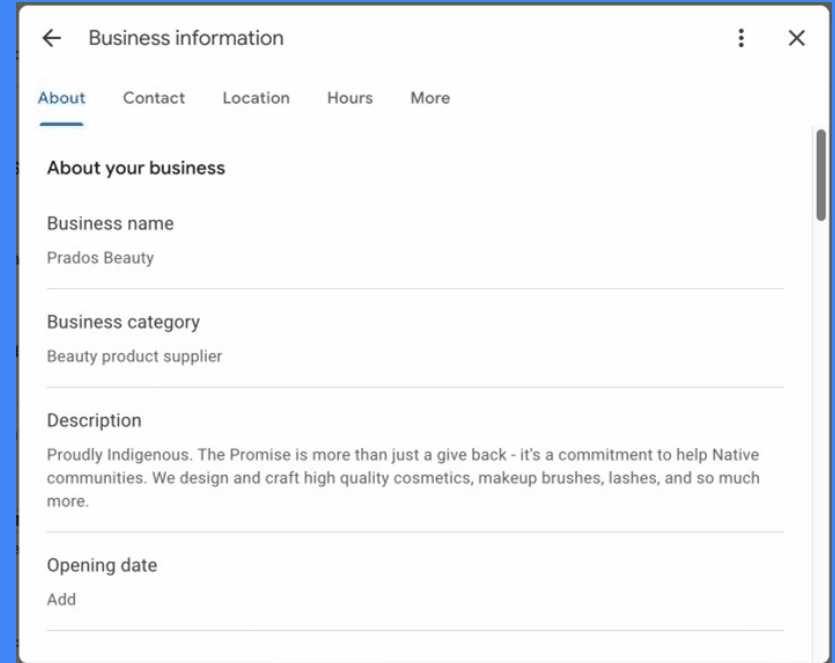
Manage your Google Business Profile

Anatomy of a Google Business Profile



Use AI to write a business description

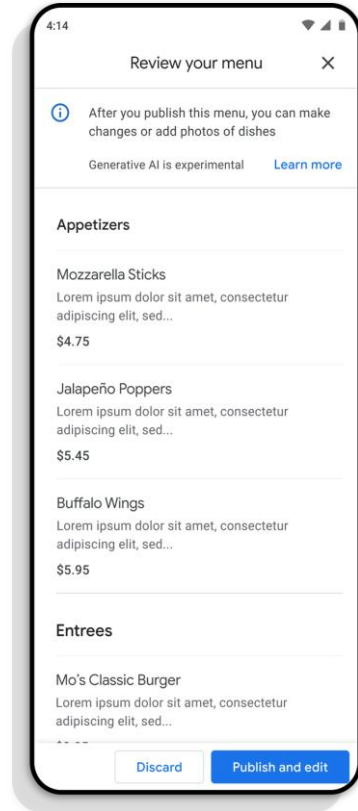
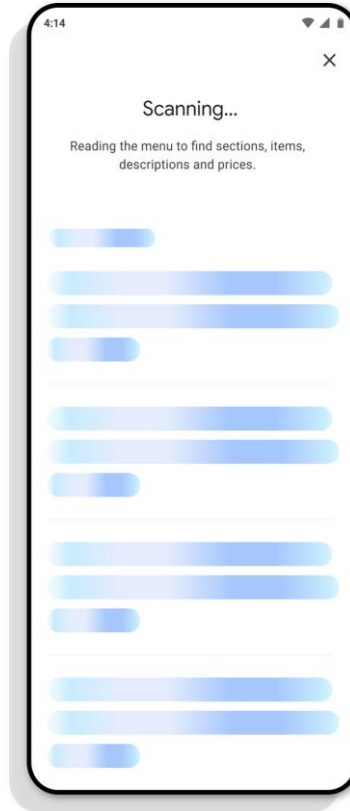
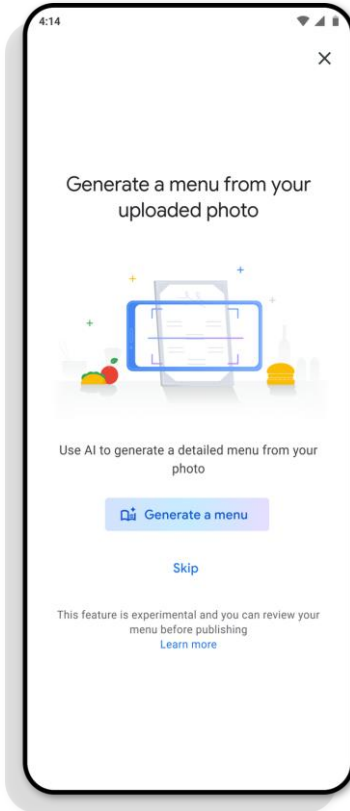
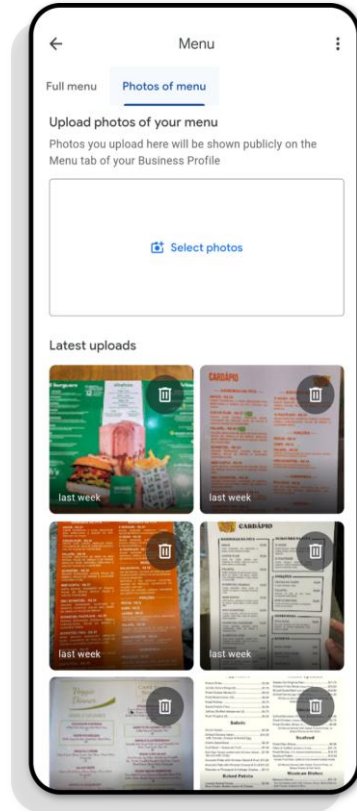
- This AI tool uses business info to write a description.
- Help the tool by writing a draft or entering details about your business.
- Review for accuracy.
- Create a digital menu in less than 30 seconds with Google AI.



The screenshot shows a mobile application interface for editing business information. At the top, there is a back arrow, the title "Business information", and a close button (X). Below the title are navigation tabs: "About" (which is selected and underlined), "Contact", "Location", "Hours", and "More". The main content area is titled "About your business" and contains several input fields:

- Business name:** Prados Beauty
- Business category:** Beauty product supplier
- Description:** Proudly Indigenous. The Promise is more than just a give back - it's a commitment to help Native communities. We design and craft high quality cosmetics, makeup brushes, lashes, and so much more.
- Opening date:** Add

Use AI to create a menu



Jump-start research projects

Generating...



Search, supercharged



Searching

↳ Ask a follow up

AI Overviews

Ask anything, get inspired, and find what you're looking for in faster, easier ways with insights from the web.





AI Overviews

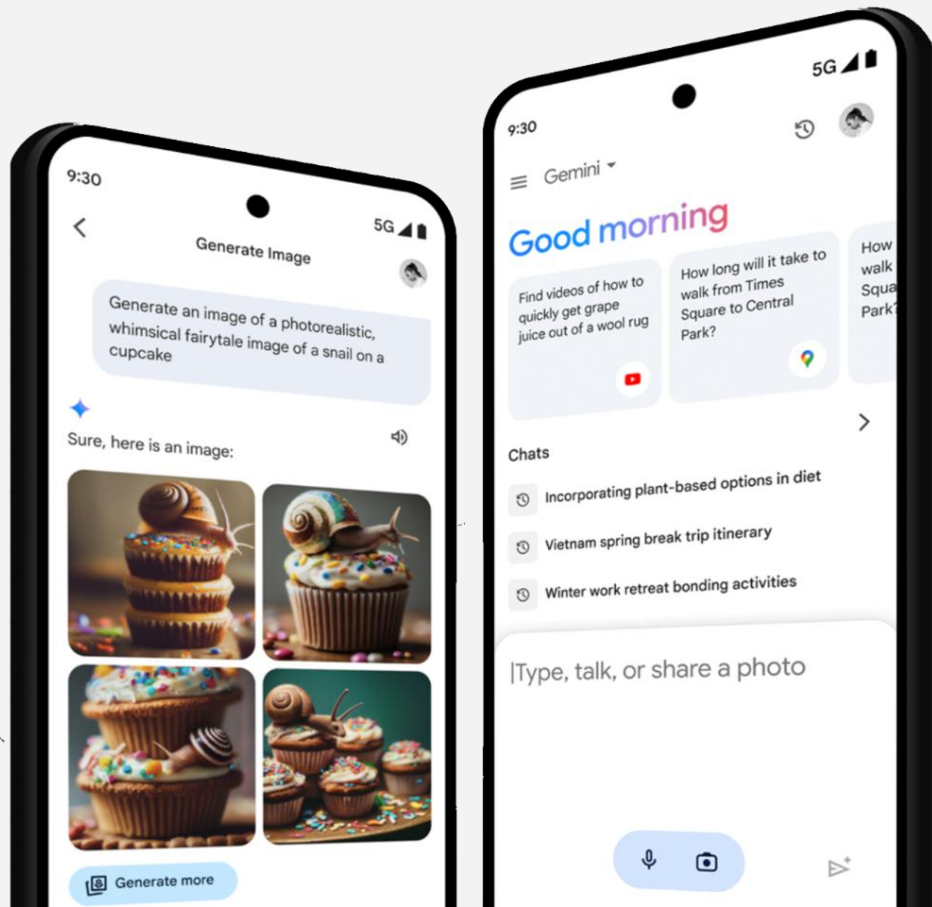
Try it out

1. Visit [google.com](https://www.google.com)
2. Type in a search query about your products, services, or industry
3. Look for AI Overviews

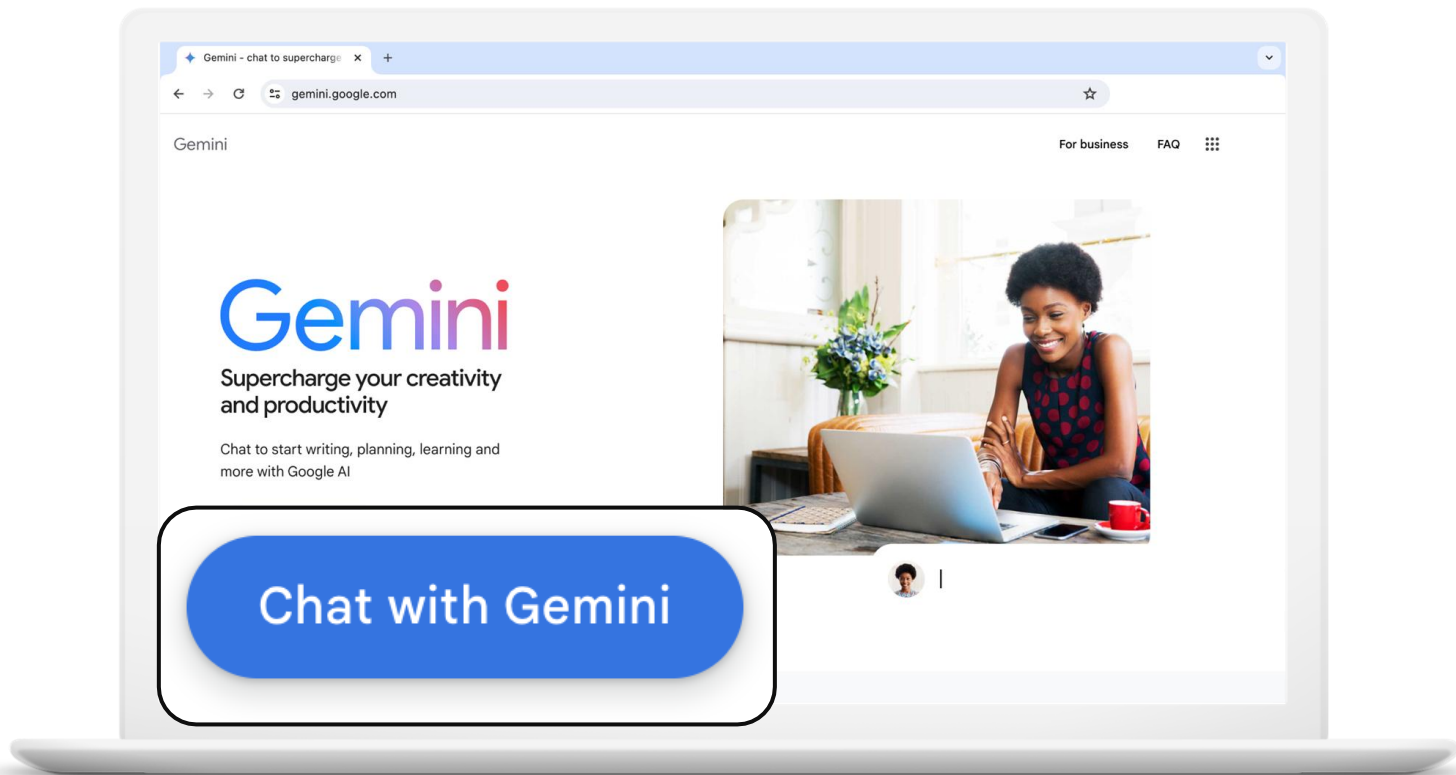
**Brainstorm ideas and
spark creativity**



Chat with Gemini to
supercharge your ideas.



gemini.google.com



Chat with Gemini

Many AI features require prompts

Ingredients of a high-quality prompt

1

Task

2

Context

3

References

4

Evaluate

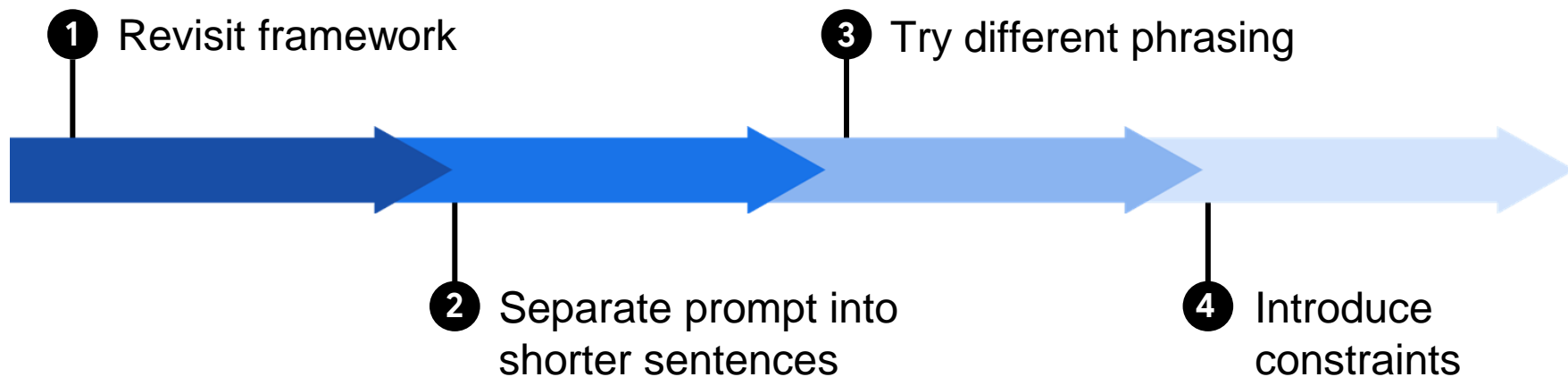
5

Iterate



Don't overthink the initial prompt.
Try something and make improvements!

Iteration tips





Gemini

**Prompt writing exercise:
fill in the blanks**

Scenario #1: The Salesperson

As an experienced salesperson, create a persuasive sales pitch for [product/service]. The pitch should highlight [benefits and features]. Address potential objections, such as [list objections].

Scenario #2: The Product Manager

As an experienced product manager, create a detailed marketing plan for a new [product].

- Write a product description: [benefits and features]
- Identify target audiences: [demographics]
- Outline a marketing strategy that includes: [topics, formats, campaign types, platform-specific strategies]



Gemini

Try it out

1. Visit gemini.google.com
2. Type in your prompt and see what happens
3. Evaluate and iterate

Gemini is built for multimodality

Multimodal prompting is a technique that includes multiple modalities, such as text, audio, and images, in the same prompt, used to transform one modality into another. Examples:

- Generating images from text
- Generating text from video

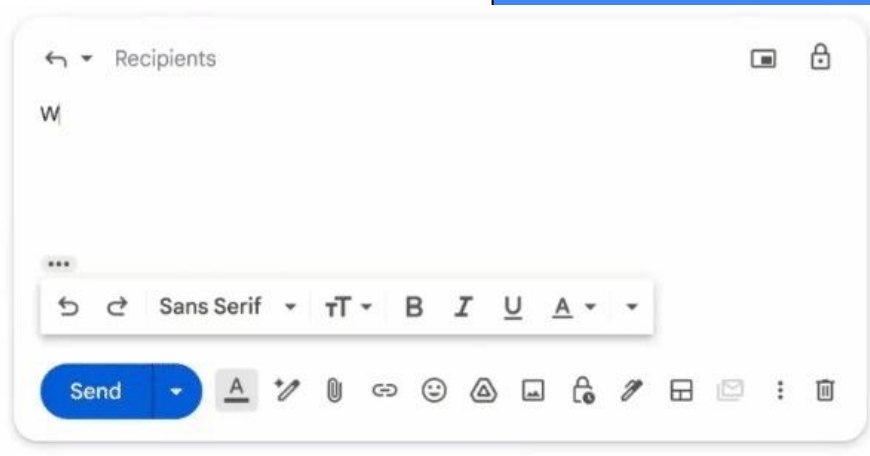
Streamline communication

The Gemini logo features a four-pointed star icon on the left, with a color gradient from light blue at the top to light red at the bottom. To the right of the star, the word "Gemini" is written in a clean, sans-serif font, also following the same color gradient.

Gemini

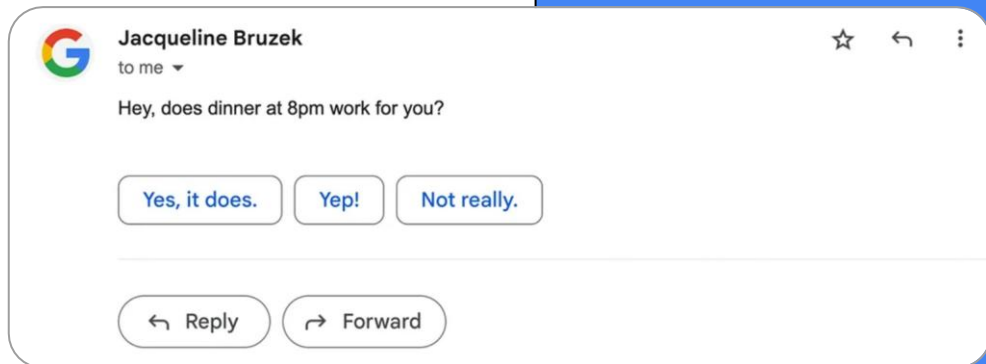
Gmail's Smart Compose

Write emails faster with **Smart Compose** which helps you complete a sentence by suggesting words as you type.



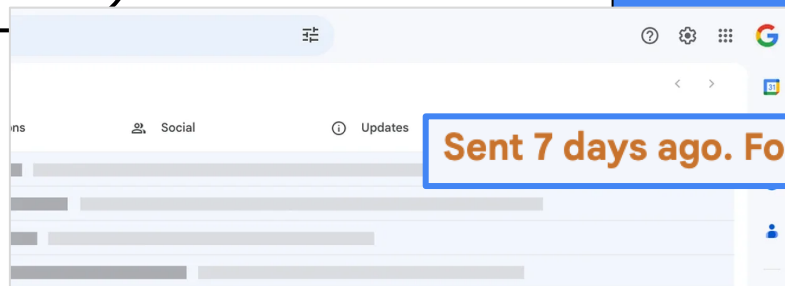
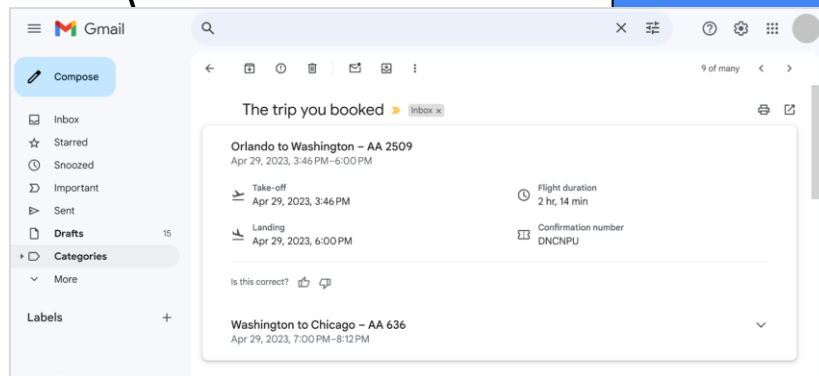
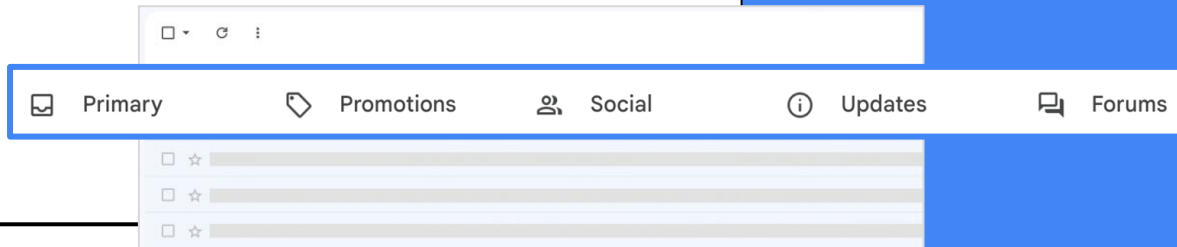
Gmail's Smart Reply

Smart Reply helps you respond faster by suggesting quick and helpful replies that you can send with just one click.



More AI features

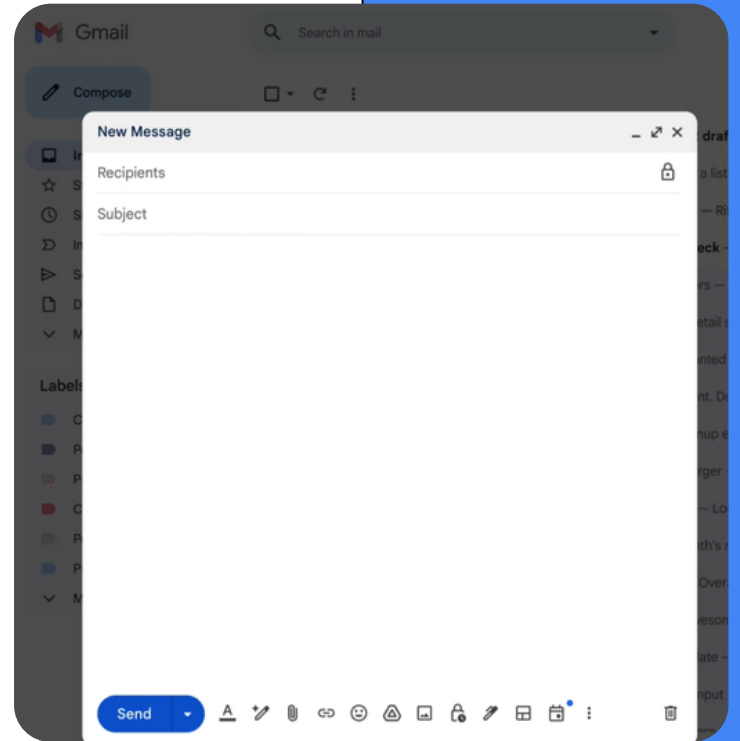
- Tabbed inbox
- Summary cards
- Nudges



Gemini in Docs, Gmail, Sheets, Slides, and more

Boost your productivity with Gemini to help you write, visualize and organize

workspace.google.com/solutions/ai

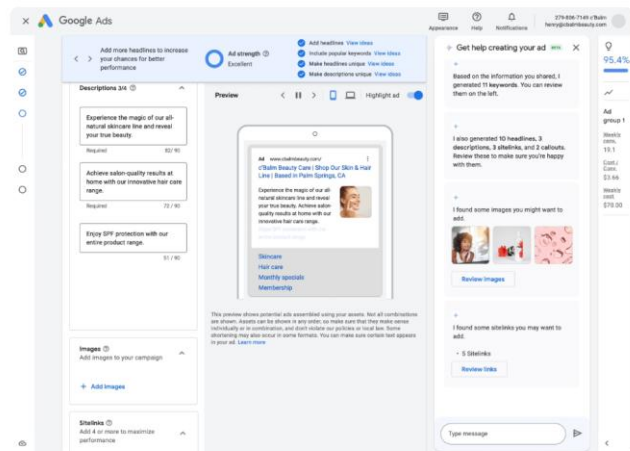


Tools for marketing and measurement

Google Ads conversational experience

Combine your expertise with Google AI to create better Search ads

g.co/grow/SearchAds



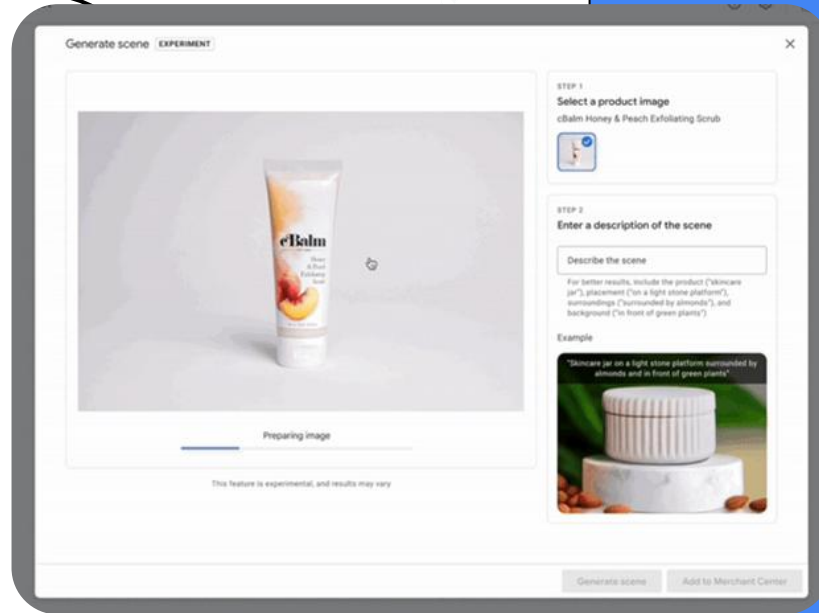
Google Ads

Performance Max
helps drive better
results across
Google channels

g.co/grow/PerformanceMax

Merchant Center Next

Product Studio
uses GenAI to
make custom
product images



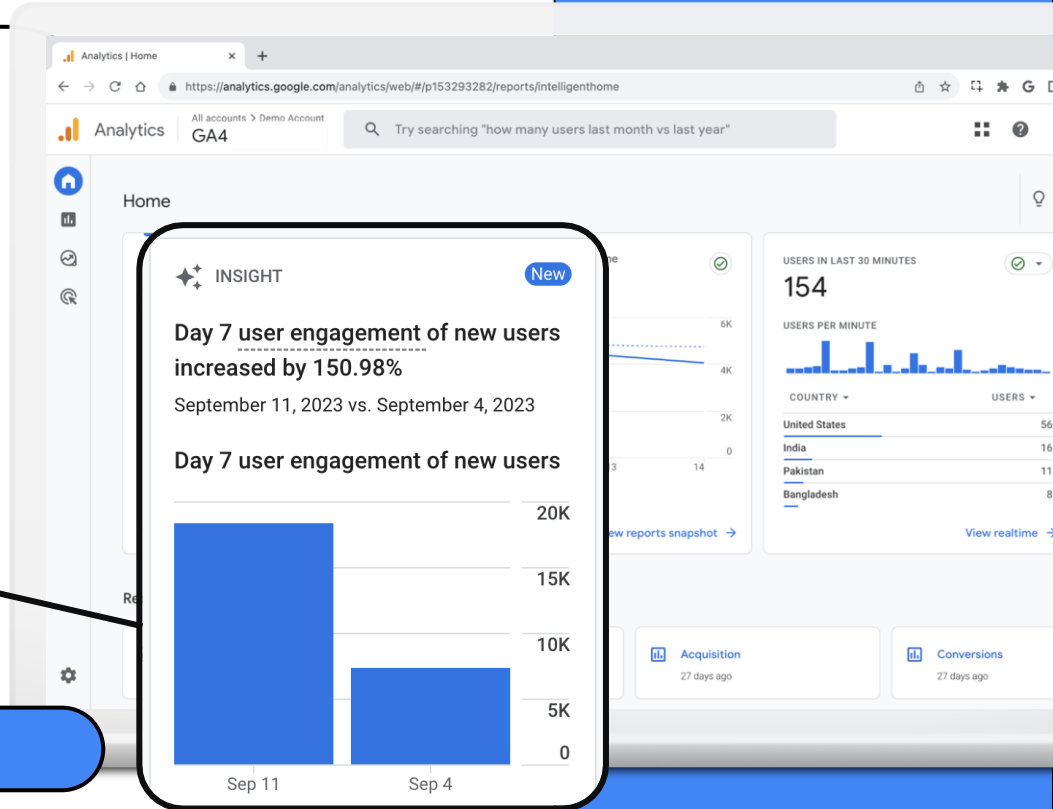
g.co/grow/ProductStudio

Google Analytics 4

Machine learning helps you understand and act on data

See trends, changes, and opportunities

g.co/analytics



Recap



Takeaways

1

Artificial intelligence (AI) describes computer programs that can complete cognitive tasks typically associated with human intelligence.

2

Google aims to make AI helpful for everyone. They're committed to **responsibly building products and platforms** for billions of people.

3

82% of SMB AI users say that they have seen positive outcomes such as cost savings, improved productivity, and more sales.¹

The only way to be truly
bold in the future is to be **responsible**
from the start

Resources

Google AI	ai.google
Google AI Principles	ai.google/responsibility/principles/
The Gemini Ecosystem	ai.google/gemini-ecosystem
Gemini	gemini.google.com
Google Labs	g.co/labs
Gemini for Google for Workspace	workspace.google.com/solutions/ai/
Google Ads	google.com/ads
Google Merchant Center	g.co/merchantcenter
Google AI Essentials Course	grow.google/ai-essentials
Google Analytics	g.co/analytics

For small businesses

No-cost access to the
AI Professional Certificate
plus three months of Google
Workspace Business Standard

grow.google/business



Fundamentals

Brainstorming and Planning

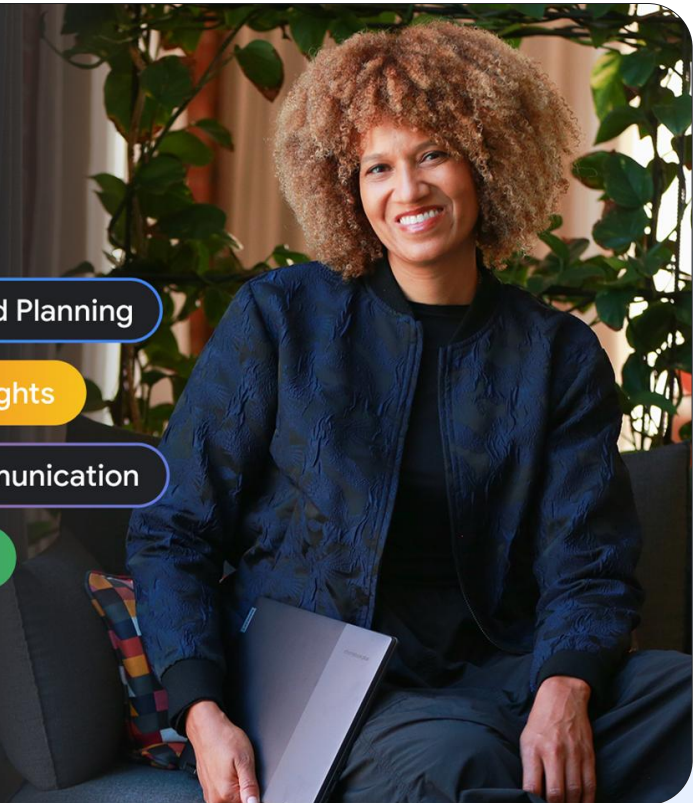
Research and Insights

Writing and Communication

Content Creation

Data Analysis

App Building



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Coaching with Google Coach
Maria Elena Duron sponsored by Google
4 Available Spots



smartbrandkit.com/coach



Maria Elena Duron

✉ maria@smartbrandsystem.com

- ✓ CEO, Smart Brand System™
- ✓ Grow with Google Coach, U.S. Southwest, Google
- ✓ International Marketing keynote speaker
- ✓ International Speaker Google, Search, and AI
- ✓ 370+ ★★★★★ Google reviews



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Questions?





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