

Build Marketing Assets Faster with Nano Banana

Grow with Google

- **LiftFund**
- **SCORE Austin**
- **BakerRipley**
- **Texas A & M Victoria SBDC**
- **SCORE Houston**
- **Illinois SBDC Bradley University – Peoria, IL**
- **SCORE San Antonio**
- **El Paso Community College SBDC**
- **Artesia Chamber of Commerce – Artesia NM**
- **SCORE Rio Grande Valley- Harlingen TX**
- **Sul Ross State University SBDC – Alpine TX**
- **Texas State SBDC – Austin TX**
- **Community Action Agency of Oklahoma**
- **MSU SBDC - Wichita Falls TX**
- **Sul Ross State International SBDC – Eagle Pass TX**
- **Texas Tech University SBDC – Lubbock TX**
- **UT Permian Basin SBDC – Midland/Odessa TX**
- **Choctaw Small Business Development**
- **SCORE Corpus Christi**
- **Tarleton SBDC – Stephenville TX**
- **UT Rio Grande Valley - SBDC**

Your Coach

Maria Elena Duron

U.S. Southwest Coach, Grow with
Google

Chief AI Officer

Founder & CEO, Smart Brand System





Which visual asset would help your business the most right now?

- (A)** Professional product photo
- (B)** Event flyer
- (C)** Reels

Agenda

1. Why Visuals Win in 2026
2. Nano Banana Overview
3. Image Creation Demo
4. Audience Q&A

Why Visuals Win In 2026

The 3 Second Rule

In 2026, your customer decides to trust you (or skip you) in less than 3 seconds.

- Content with relevant, high-quality images receives **94% more views** than text-heavy content. On platforms like Instagram and TikTok, that number jumps to nearly **100%**.
- Our brains process images **60,000 times faster** than text. If your visual looks "cheap," "stock," or "blurry," the brain flags the brand as "unprofessional" before the user even reads your first word.
- Consumers in 2026 are allergic to generic stock photography. They can spot a "staged office meeting" photo from a mile away. They crave **authenticity** - real products in real (or hyper-realistic) settings.

Source: Gemini

The Studio In Your Pocket

Democratizing High Production: For a small business, a professional photoshoot can cost \$2,000+. The goal of using Nano Banana is to give every founder a **\$0 production budget** that looks like a million dollars.

The goal isn't just to make one image; it's to create **Infinite Variations**.

- *Example:* Take one photo of your product. Use Nano to place it in a "Summer Beach" setting for July, a "Cozy Cabin" for December, and a "Modern Loft" for a flash sale.

Brand Consistency: The ultimate goal is that every image generated—regardless of the subject—uses your specific brand "DNA" (lighting, color palette, and mood) so your feed looks cohesive, not cluttered.

Source: Gemini

Why Visuals Matter More In 2026

- **Visual Trust:** Quality visuals = Credibility. In a world of AI-generated spam, "High-Fidelity" visuals signal that you are a real, premium business.
- **The Multi-Platform Tax:** You need a square for Instagram, a vertical for Stories, a banner for your website, and a thumbnail for YouTube.
- **The Solution:** Nano Banana doesn't just "draw"; it **scales**. It takes one visual concept and "remixes" it for every platform you inhabit.

Source: Gemini



Nano Banana 2



The Fast & Private Creative Engine

Nano Banana is Google's lightweight, generative AI model designed for fast, efficient, real-time creative tasks across text and images.

Core Capabilities

- **Text-to-Image Generation:** Create high-quality images from prompts.
- **Image Understanding:** Analyze, describe, and reason about visual inputs.
- **Image Editing & Transformation:** Modify existing images via prompt-based instructions.

Ideal Use Cases

- Creative design assistance
- Marketing asset generation
- Visual prototyping

Source: Gemini

The Entrepreneur's Best Friend

In marketing, the best idea is the one you actually post. Nano is designed to remove the "thinking time" between an idea and an asset.

- **Instant Iteration:** If you don't like an image background, Nano can swap it in 2 seconds, not 2 minutes.
- **Smart Summarization:** It can "listen" to a 30-minute recorded meeting on your device and pull out the 3 best marketing hooks instantly.
- **Contextual Magic:** It understands the "pixels" on your screen. You can point it at a photo you just took and say, "Make this look like a professional studio shot," and it executes immediately.

Source: Gemini

Demo

Q&A

Next Steps

ACT responsibly

Assess

what the AI experience produces – its output – for accuracy, bias, and potential harms.

Consider

the effects of using AI, including privacy and security implications.

Tell

clients and coworkers about your use of AI tools.

The 24-Hour Asset Challenge

Take one photo of a product in the next 24 hours and use Nano Banana to “re-skin” the background into a professional ad.

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Fundamentals

Brainstorming and Planning

Research and Insights

Writing and Communication

Content Creation

Data Analysis

App Building



Maria Elena Duron



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- ✓ International Marketing keynote speaker
- ✓ International Speaker Google, Search, and AI
- ✓ 370+ ★★★★★ Google reviews



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