

Grow with Google

Make AI Work for Your Small Business

Make AI Work for You

Presenter

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For Webinar Slides and Handouts



smartbrandkit.com/next

Let's warm up

What happens after someone sees your ad?

SEE IT → LOOK IT UP → TAKE ACTION

1

Discover you in a physical place.

2

Check your business on Google.

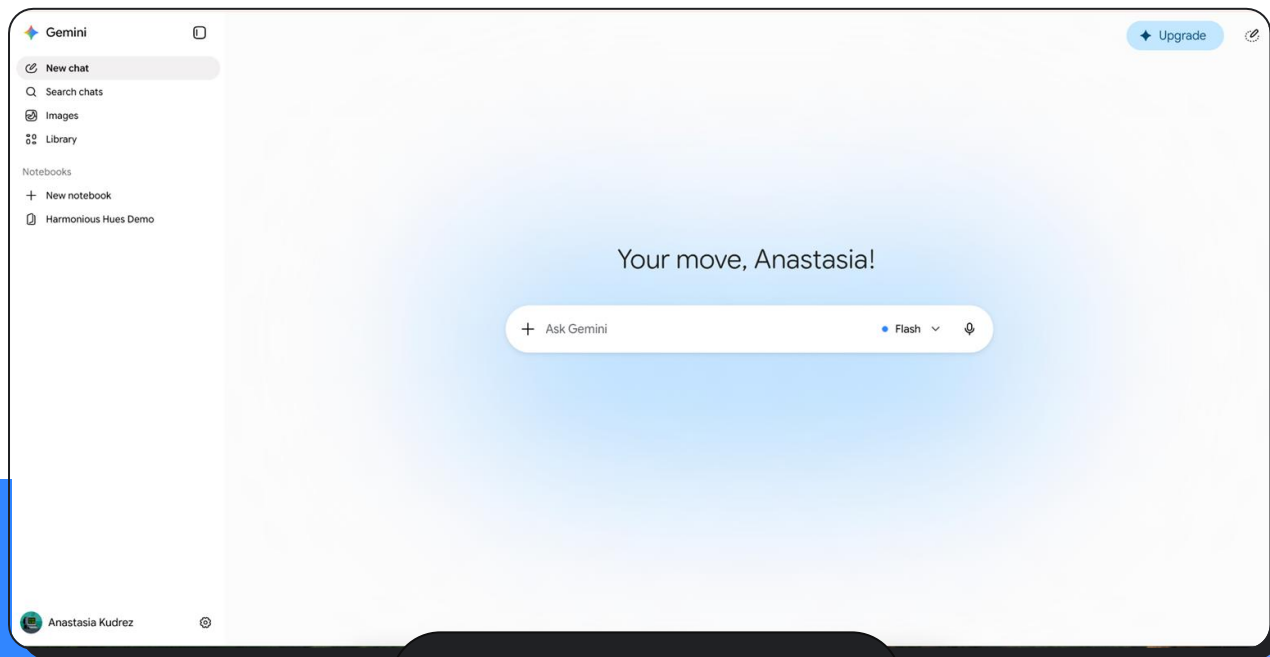
3

Call, visit, book, or get directions.



1

Intro to Google Gemini



gemini.google.com

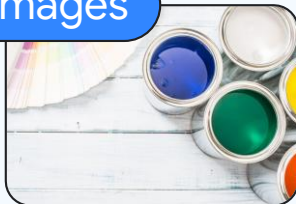


Built for multimodality

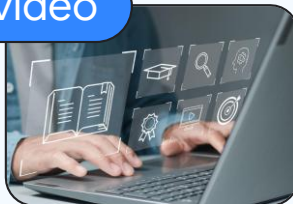
text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

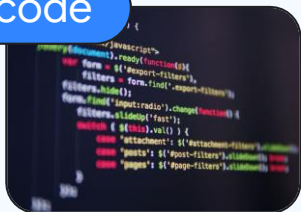
images



video



code



audio



- Upload files
- Add from Drive
- More uploads >

- Create image
- Create music **New**
- Canvas
- Deep research
- More tools >

Prompting Framework:

Giving specific instructions to an AI tool so it can achieve what you want it to do.

You're a [persona].

Help me with [task].

The output should be [format].

You should know that [context].



Don't forget

- Be the human in the loop
- Evaluate your output
- Iterate for better results
- The 3 C's: concise, clear, consistent

Introducing Canyon Sunrise Cafe

Canyon Sunrise Café |
Albuquerque, New Mexico

One small business.
One advertising opportunity.

GOAL: Bring in more breakfast customers.

POTENTIAL PLACEMENT: Digital screen in a downtown hotel lobby.

AUDIENCE: Visitors deciding where to eat.

DESIRED ACTION: Find the café and get directions.

Fictional business and hypothetical placement.



Before you spend, ask better questions.



WHO might see
the screen?



WHAT might
they need at that
moment?



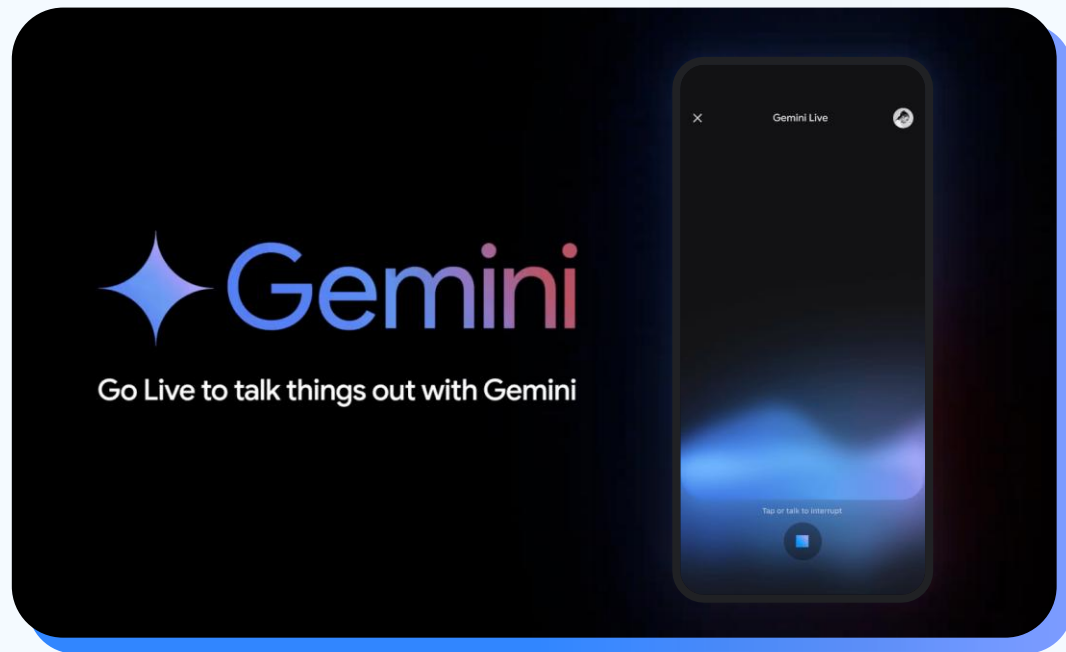
WHAT needs to
be verified
before buying?

LIVE DEMO 1 | GEMINI

Gemini Live

A conversational experience available in the Gemini app on Android and iOS that lets you have a natural, free-flowing, back-and-forth conversation with Gemini using your voice

 Ask Gemini



One screen.

One clear message.

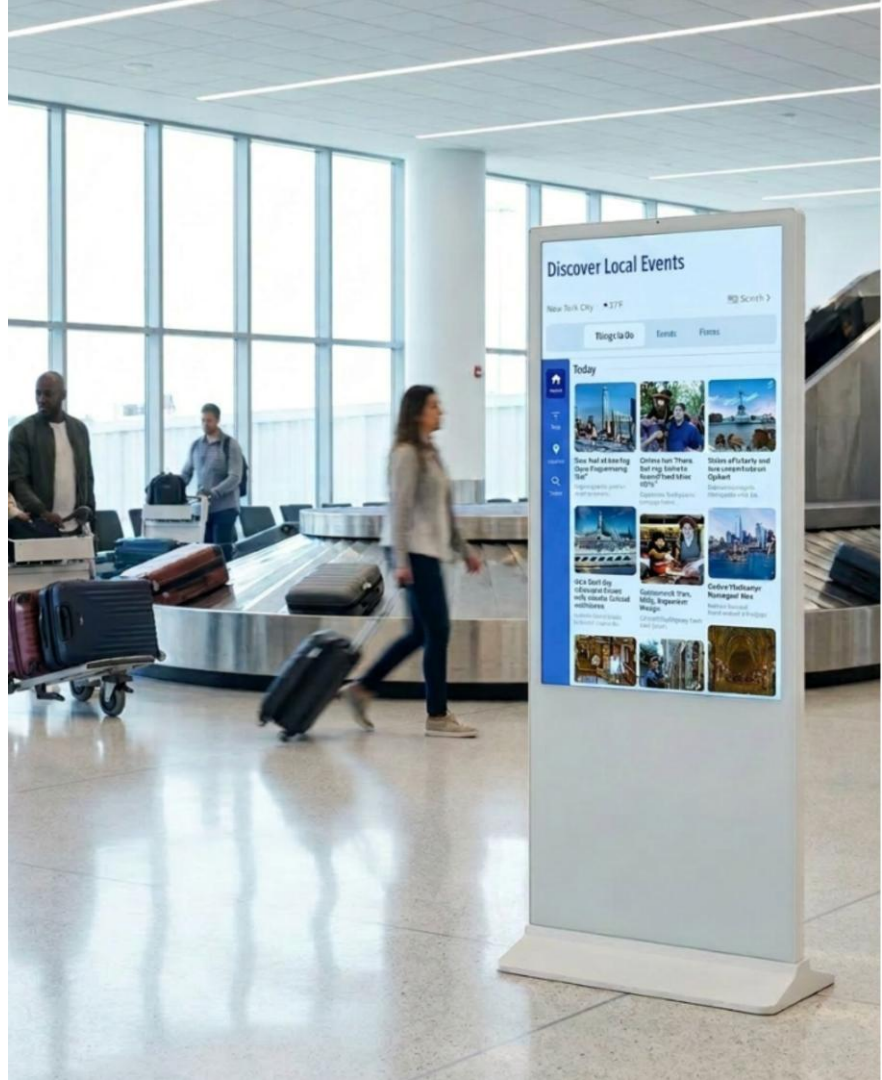
A short headline.

One reason to care.

One next step.

Example: "Start Your Morning Local."

LIVE DEMO 2 | GEMINI



They saw the ad.

Can they find you?

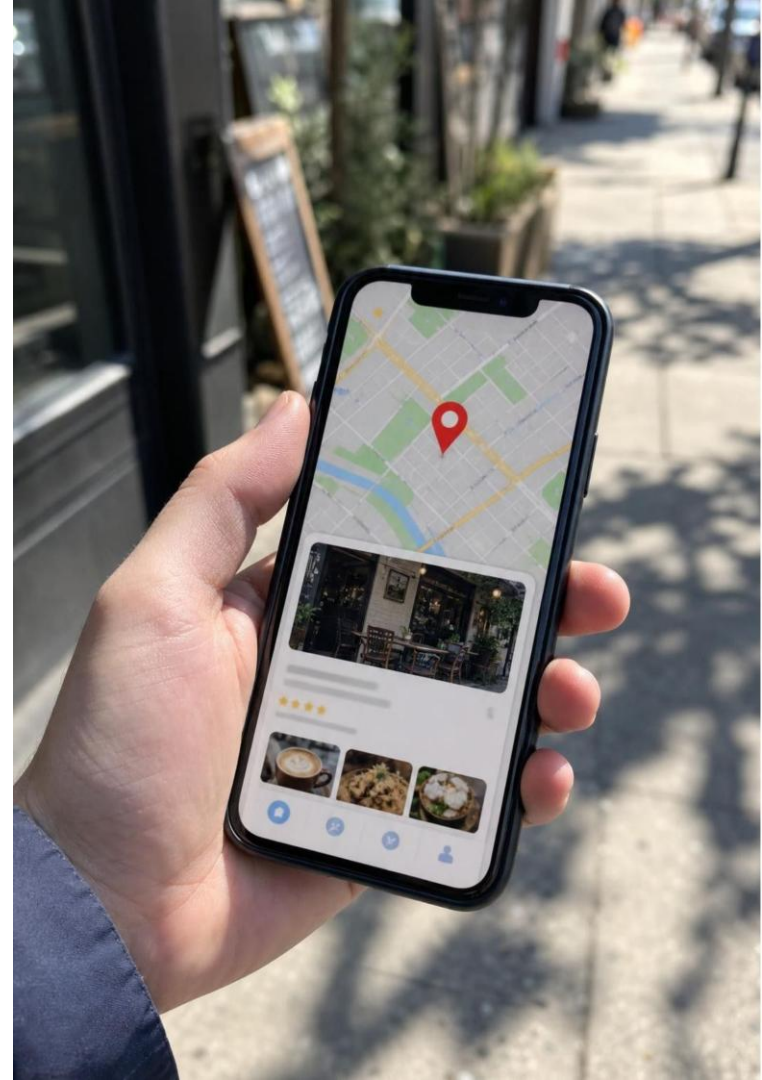
 Accurate business information

 Useful photos

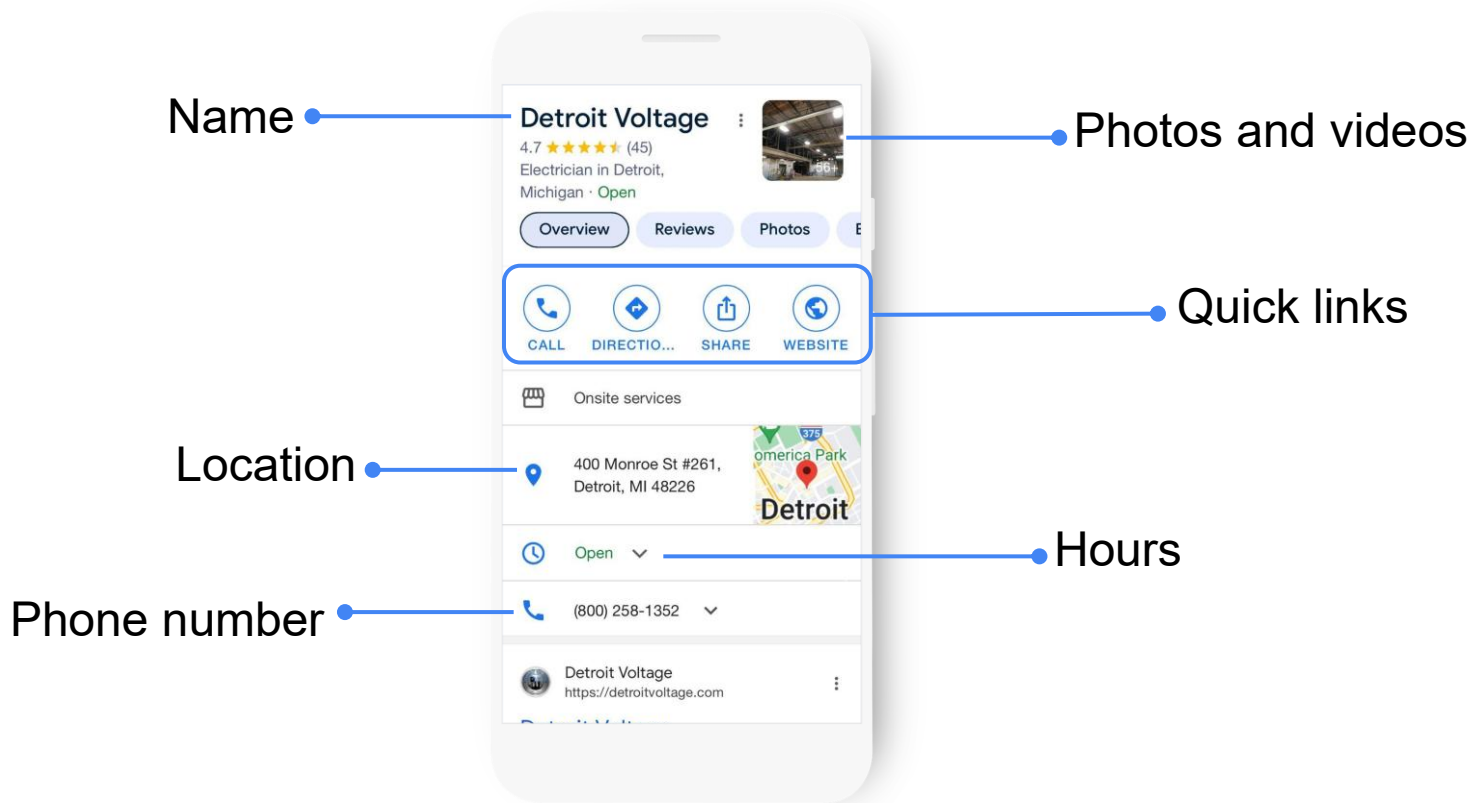
 Helpful reviews

 An easy next step

LIVE DEMO 3 | GOOGLE SEARCH + MAPS + BUSINESS PROFILE



Anatomy of a Google Business Profile



| Google Business Profile is a Trust Signal

No longer “just a listing.”

Google uses your profile to verify your business identity and reliability in real-time.

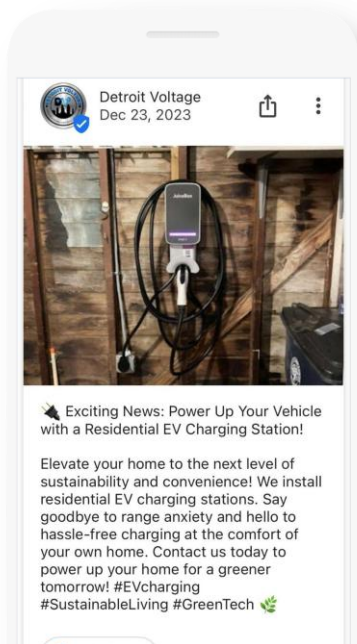
- ✓ Accurate hours and contact details
- ✓ High-quality, recent photos
- ✓ Fresh activity signals (Updates)



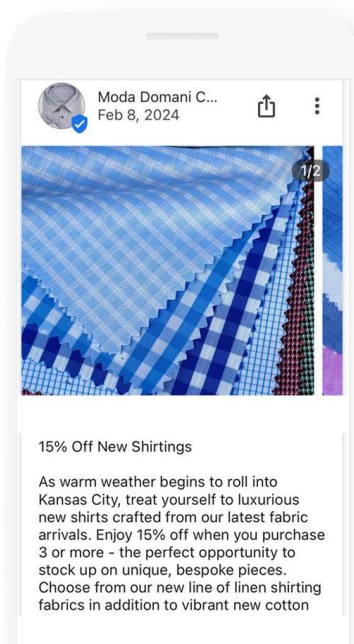
Post examples



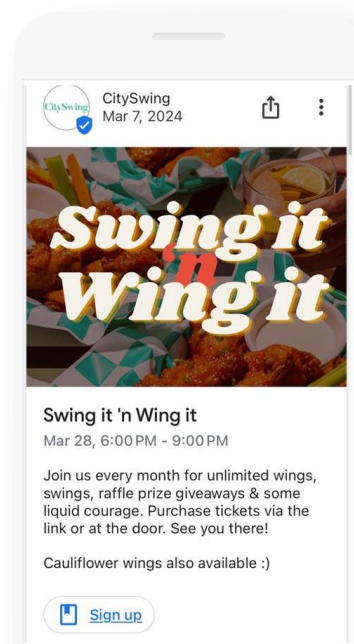
Update



Offer



Event



Posts Matter More Than You Think



Updates & Offers

Keep your customers informed about current sales or seasonal reminders.

Events

Highlight workshops, grand openings, or local community events.



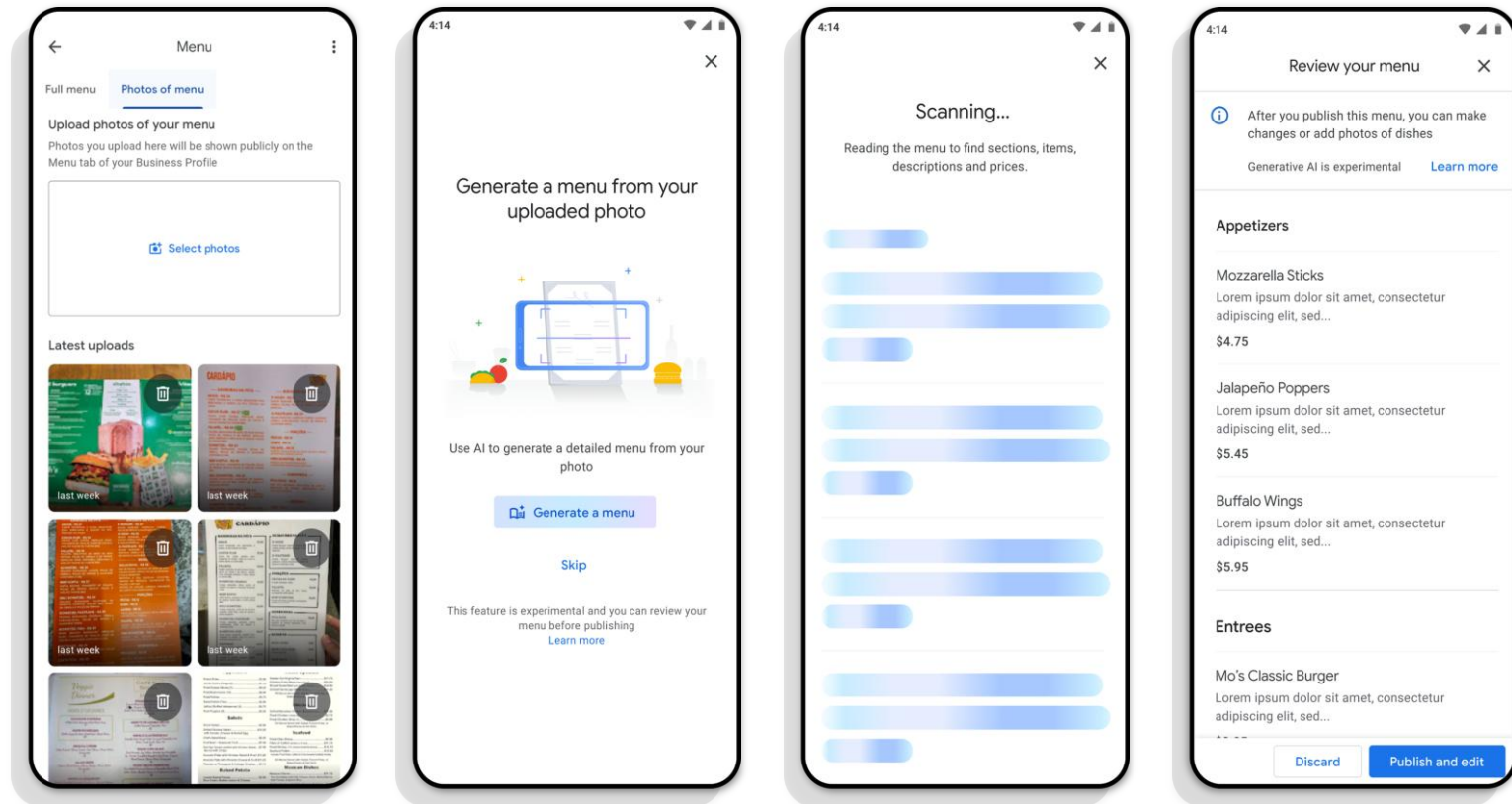
FAQ Answers

Answer common questions directly in your weekly posts to reduce friction.

One simple post each week is better than long stretches



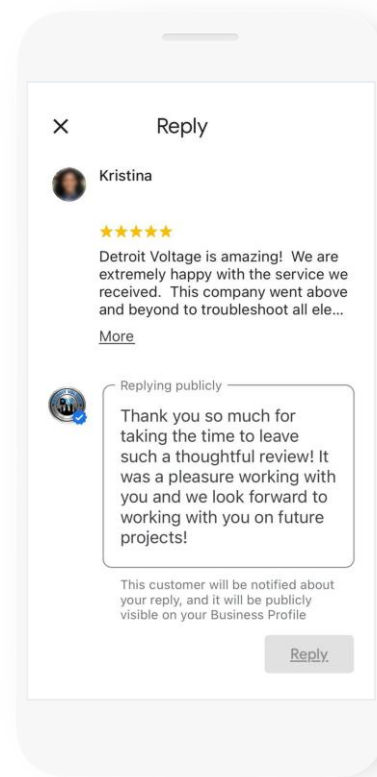
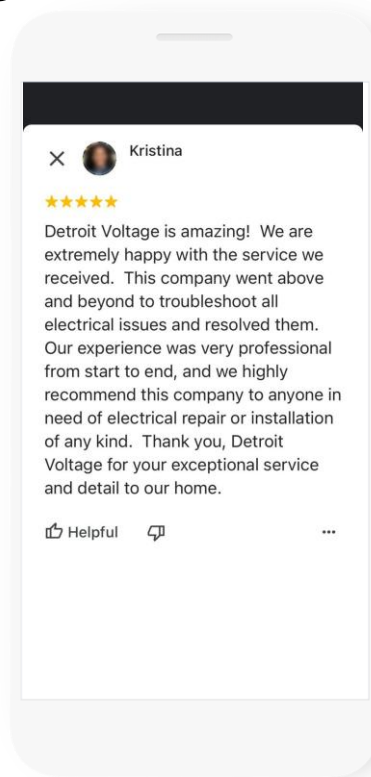
Use AI to create a menu



Tips for managing reviews

Once your Business Profile is verified you can respond to customer [reviews](#).

- Be professional and polite.
- Respond promptly.
- Don't use responses to advertise.
- Thank happy customers.
- Address issues constructively and resolve issues privately, if possible.



Decide what success looks like.

Campaign-specific QR
code or tagged link

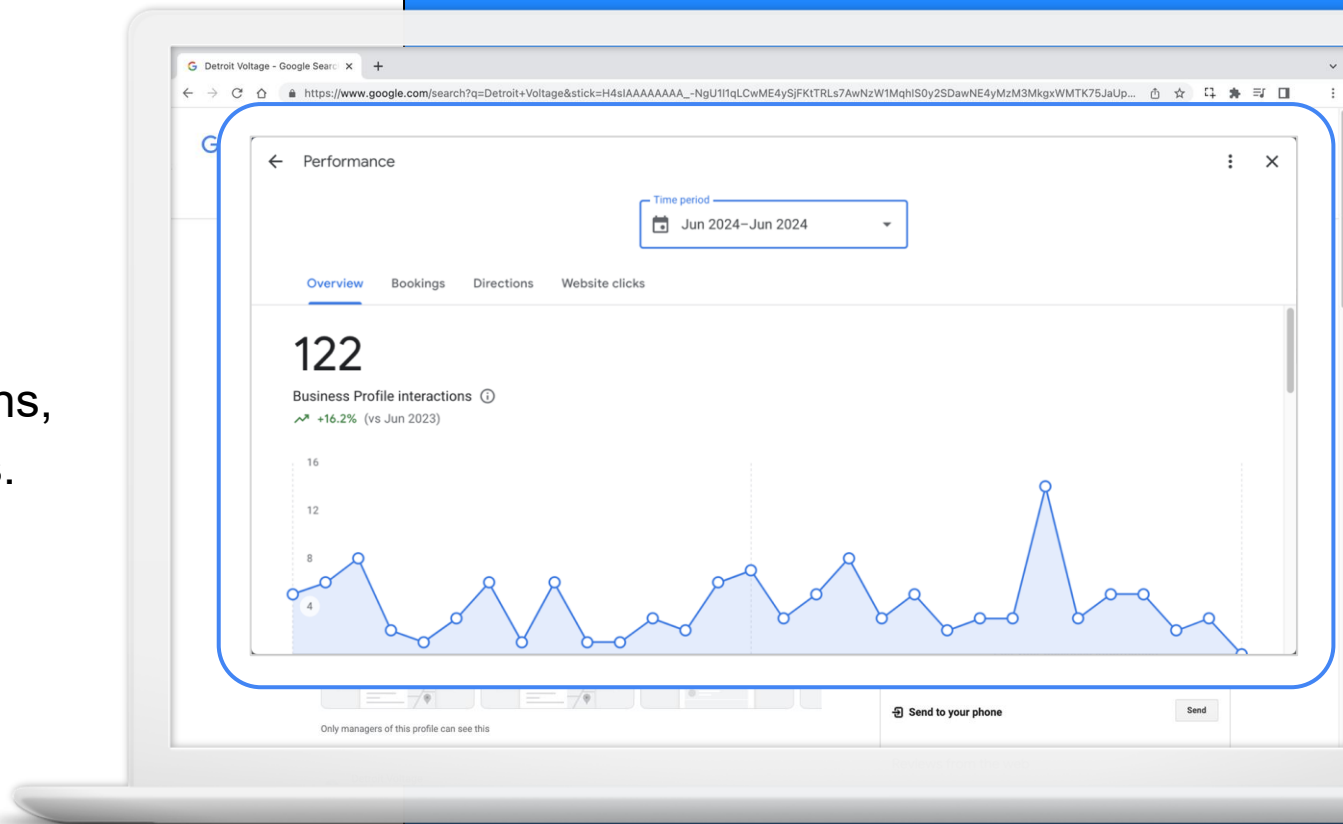
Calls, directions, and
website activity

Actual visits, bookings,
or purchases

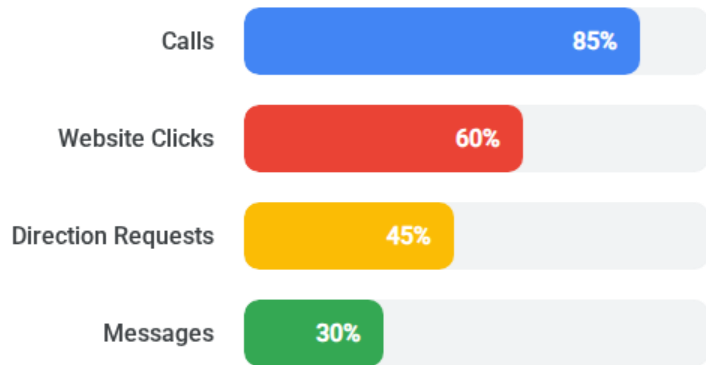
Look for evidence. Don't assume one number proves the campaign worked.

Performance reports show interactions

- See how people interact with your Business Profile.
- See reports for bookings, directions, and website clicks.



Stop Guessing. Watch Actions.



Learn what customers do.

Performance data tells you where people are taking action.

Ask yourself:

-  What are they responding to?
-  What are they ignoring?
-  Where is the real conversion?

Do not just manage the profile. Learn from it.



Your first small test

- ☐ One audience
- ☐ One placement to investigate
- ☐ One clear message
- ☐ One customer action
- ☐ One way to measure

DISCUSSION: Where do your customers spend time offline?

Recap & resources

ACT responsibly:

Ask

if AI is appropriate for this task, if the data is safe to use, and if you're following the rules.

Check

before you use the AI output for accuracy, bias, appropriateness, originality, and potential harm.

Tell

clients and coworkers about your use of AI tools.

grow.google/SMB

Build essential skills with **AI training**

Flexible, online training programs designed to help you supercharge your work or business with AI.



Make AI Work for You

COURSE • 1 HOUR

Tired of your endless to-do list? Unlock fresh ideas and eliminate repetitive work with AI. Our YouTube course, Make AI Work for You, brings you helpful tutorials from Google experts and business owners – with new videos arriving weekly.

[Watch on YouTube](#)



Google AI Professional Certificate

COURSE 7-10 HOURS

Build your AI fluency and get more done. With 20+ hands-on activities, you'll master the skills to use AI as a partner in your daily work. You'll learn to delegate routine tasks and build real, job-ready solutions you can put to use right away.

NEW
vibe coding
course!

U.S. businesses can access the Google AI Professional Certificate at no cost. Terms apply - visit

grow.google/smb

Start a new habit!

Think about what you're already doing and how AI could help.

Commit to trying twice per day.

Maria Elena Duron



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- ✓ 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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