

THE AI FOR MARKETING BLUEPRINT

Presented by  Google Cloud



TABLE OF CONTENTS

Foreword	03
About This Report	04
The State of AI for Marketing	06
AI Use Cases for Marketing	10
AI Tools for Marketing	15
Your AI Action Plan	19
What Comes Next	25
Additional Resources	26
About Google Cloud	28
About Marketing AI Institute by SmarterX	29

FOREWORD

Conversations about AI often focus on the features being launched. Sophisticated new models that are blowing past the benchmarks, generative tools that are producing incredible outputs, and developments like agents that are taking action on our behalf to save us time and energy.

This remarkable flow of innovation is what makes the field of AI so fascinating, but it can distract us from another important story — AI is also becoming much easier to use.

If you look back over the last few years, you'll see evidence of this everywhere. Models that used to be black boxes can now walk you step-by-step through their reasoning. Image generators that previously started from scratch every time can now zoom in, iterate, and make detailed adjustments. Agents and applications can be created in minutes in no-code environments using nothing but simple, everyday natural language.

It's not just that the technology is improving, it's also becoming more accessible.

The combination of these two factors has brought us to a watershed moment for our industry. Suddenly it's possible to do more, and to do it faster. The barriers to execution have fallen away. Marketers around the world now have the capability and the control to break their workflows down and rebuild them in ways that truly harness the power of AI. We're passing through the age of adoption and into a time of transformation.

That's why we're excited to be partnering with the Marketing AI Institute by SmarterX in the creation of this blueprint.

Inside you'll find everything you need, from empirical data to expert advice, to map out your own workflows and build a plan to expand your knowledge and skill set. It's a journey we've been on for some time at Google, so you'll also hear first-hand from some of our leading practitioners.

Good luck, we can't wait to see what you create!



SARAH KENNEDY,
Vice President, Marketing
Google Cloud

ABOUT THIS REPORT

The AI for Marketing Blueprint is an actionable guide designed to take any marketer further with AI. You'll find expert advice and concrete next steps on how to make real, lasting progress with AI in your career and company.

MEET THE EXPERTS

The blueprint is a collaboration between [Google Cloud](#) and [Marketing AI Institute by SmarterX](#). It combines Google's deep expertise creating world-class AI with Marketing AI Institute's decade of experience making AI approachable and actionable for marketers.

The blueprint also draws from extensive interviews with Google Cloud leaders who are actively building AI capabilities both within Google and for its customers.



Emma Delrose

Senior Manager of AI Strategy and Transformation at Google, who focuses on the strategic and organizational dimensions of AI adoption, including how to structure transformation initiatives, measure results, and navigate the talent implications of widespread AI integration.



Cam MacIntosh

Head of AI Adoption, Enablement and Event Technology Marketing Lead at Google Cloud, who leads initiatives to drive AI adoption across Google Cloud's marketing teams, developing the training, systems, and cultural practices that turn AI awareness into AI fluency.



Richard Lee

Global AI Campaign Manager, Google Cloud, who brings direct experience leading commercial teams through AI transformation, with particular insight into how AI reshapes creativity, storytelling, and digital experiences, and what separates organizations that achieve results from those that don't.



Eesen Sivapalan

Product Marketing Manager at Google Cloud, who leads AI enablement programs for Google Cloud Marketing, working directly with teams to identify high-value AI applications, build practical skills, and scale successful implementations.

ABOUT THIS REPORT

HOW TO USE THIS BLUEPRINT

This blueprint is designed to take you from understanding to action. The sections build on each other. Start at the beginning and move through sequentially, since each section sets up the next.

By the end, you'll have the context, the applications, the tools and the path forward to transform how you work. Here's what each section delivers:

01

The State of AI for Marketing

Essential context before you dive in. The pace of change, the shift from automation to transformation, and why leadership behavior matters more than the tools you choose.

02

AI Use Cases for Marketing

Where AI actually delivers value today, organized by function. Scan for what matches your pain points. Don't try everything. Find your starting points.

03

AI Tools for Marketing

A focused view of tools in the Google Cloud ecosystem, organized as a learning progression. Start simply, build capability, expand deliberately.

04

Your AI Action Plan

Six steps, in order. Map your work, experiment, build habits, share what works, expand, and make it stick.

THE STATE OF AI FOR MARKETING

AI adoption is accelerating: Here's where AI for marketing stands today, and what to do about it.

The **2025 State of Marketing AI Report**, Marketing AI Institute's fifth-annual survey of nearly 1,900 marketing and business leaders, confirms what you're likely experiencing firsthand: AI adoption is not only happening, but accelerating.

Sixty percent of marketing teams are now piloting or scaling AI, an 18-point jump since 2023. Seventy-four percent say AI is critical to their success in the next twelve months. And they know what they want from it. According to the data, 82% cite reducing time spent on repetitive tasks as their primary goal, the highest response ever recorded in five years of collecting data.

Make no mistake: the enthusiasm is real.

But so is the gap between adoption and results.

THE STATE OF AI FOR MARKETING

WHERE WE STAND TODAY

Most marketers have experimented with generative AI by now. The novelty phase is over. But experimentation hasn't translated into transformation for the majority. Teams are using AI for isolated tasks without rethinking how the work itself gets done.

That's starting to change.

AI tools have matured fast in the last year. They're better at understanding context, more reliable in their outputs, and increasingly capable of handling multi-step tasks rather than just responding to single prompts. What started as chatbots that can write copy have evolved into systems that can research audiences, generate campaigns, check brand compliance, and adapt content across channels, sometimes in a single workflow.

But the big shift isn't just about the technology, though that's progressed by leaps and bounds. It's about how leading organizations are now starting to use it.

In fact, Google Cloud's 2025 ROI of AI research, which surveyed thousands of executives across **retail, media, healthcare, finance, telecoms,** and **manufacturing**, shows marketing emerging as one of the highest-impact areas for AI deployment.

In retail and CPG, companies are using generative AI to rapidly generate product images, ad creative variations, and targeted promotional narratives at scale. In media and entertainment, marketing ranks second among all AI agent use cases for demonstrated ROI (behind only security operations) with companies reporting that AI accelerates the creation of ad creatives and promotional content in ways that directly translate to campaign reach and conversion.

"We're moving from one-off point solutions to help people with productivity to reimagining workflows," says Emma Delrose, Senior Manager of AI Strategy and Transformation at Google. "Instead of thinking, 'How could I do my job better?' it's asking, 'How does this function operate?' and 'How do we reimagine and rebuild that?'"

THE STATE OF AI FOR MARKETING

THE NEW ROLE OF AI IN MARKETING

What does this shift look like in practice? Increasingly, it means treating AI not just like a content machine, but also more like a strategic collaborator and autonomous colleague.

The earliest wave of AI adoption in marketing focused on generation: write this email, draft this blog post, create this ad copy. That's still valuable, but the teams pulling ahead have moved beyond it. They're using AI to pressure-test ideas before presenting them to leadership. They're running jam sessions where they bounce concepts back and forth with AI to refine positioning and messaging. They're uploading customer research, competitive analyses, and campaign retrospectives to surface patterns that would take days to find manually.

In short, they're treating AI as a thought partner, a strategic analyst that can synthesize information, challenge assumptions, and help prepare for high-stakes conversations.

And now, a new capability is emerging: AI agents that can complete multi-step tasks autonomously rather than just respond to single prompts.

52% of executives at organizations using generative AI have already deployed AI agents in production

46% of those are using them specifically for marketing

88% are already seeing positive ROI

Source: Google Cloud Research (2025)

The ambition is shifting from “help me write this” to “handle this process end-to-end and tell me when it's done.” AI handles volume, synthesis, and execution. Humans focus on judgment, differentiation, and the decisions that actually move the needle.

“People are starting to graduate from the chatbot to this idea of agents where now you can use AI to do something just more than a conversation, but actually fulfill a fairly complicated task,” says Richard Lee, Global AI Campaign Manager, Google Cloud.

THE BARRIERS ARE HUMAN, NOT TECHNICAL

So if the technology works and the opportunity is clear, why do so many organizations stall? Because the real obstacles to thriving with AI often aren't technical. They're human.

For the fifth consecutive year in the State of Marketing AI Report, marketers cite lack of education and training as their top barrier to AI adoption. And the data explains why: the majority of respondents say their companies do not offer AI training, prompt engineering instruction, or a roadmap for the near future of AI at their companies.

“The biggest barrier by far is dedicated time to learn,” says Cam MacIntosh, Head of AI Adoption, Enablement and Event Technology Marketing Lead at Google Cloud. When AI adoption is something people should do on their own time, you're signaling it's not a high priority. But the larger obstacle is how leaders frame the challenge itself.

THE STATE OF AI FOR MARKETING

“The single biggest barrier is that leaders don’t see this as a transformation,” Delrose observes. “And so if you don’t see this as a transformation, you’re not thinking ‘I need to do stuff across all these buckets and this is going to be a multi-year journey.’”

What does work? Leaders who model AI usage themselves. Delrose’s work revealed a direct correlation: “Teams where the manager models AI behavior, meaning the manager talks about AI in meetings about how they use AI, all of that manager modeling translates to more usage and more power users on the team.”

This creates permission and allows AI adoption to flourish across teams.

YOUR AI OPPORTUNITY

The landscape is clear. AI adoption is accelerating, the technology has crossed a threshold, and the shift from point solutions to workflow transformation is underway. The barriers are human, not technical. And leadership, yours, your manager’s, is the variable that matters most.

“How can I truly see this AI tool more as a thought partner, more as a teammate, more so than just a tool I use to do a certain job?” asks Eesen Sivapalan, Product Marketing Manager at Google Cloud. That’s the question that will define the next year. And how well you answer it will determine your success with AI.

Some marketing organizations will conclude AI wasn’t worth the investment. Others will have built real capability. Their teams will spend less time on repetitive work, more time on strategy and creativity. Their campaigns will move faster. Their insights will be sharper. And they’ll have done things that simply weren’t possible before.

The difference won’t be which tools they picked. It will be whether they treated this as a transformation with all the cultural change, leadership modeling, and sustained investment that requires.

This blueprint is designed to help. What follows is a practical guide to using AI to deliver real value in marketing today, which tools can help, and which habits will elevate your role and business.

Let’s dive in.

AI USE CASES FOR MARKETING

The highest-value applications for AI are the ones that match your current pain points, build real capability, and position you for larger workflow transformation.

The gap between knowing AI matters and knowing what to do with it is where most marketing teams get stuck. They've heard the case for transformation. They may have experimented with a tool or two. But translating that into systematic value creation requires something more specific: a clear view of where AI actually delivers results.

What follows is not a comprehensive catalog of AI use cases in marketing. The landscape is too vast and evolving too quickly for that. Instead, this is a curated list of where marketing organizations are finding real value today that you can scan to address your current pain points and priorities.

Look for the applications where you have both a problem worth solving and the organizational permission to act. Start with one or two, build capability, then expand.

AI USE CASES FOR MARKETING

CONTENT CREATION AND OPTIMIZATION

Content remains the lifeblood of modern marketing, and AI has transformed what's possible across the entire content lifecycle. The key insight? AI works best not as a replacement for creative judgment, but as an accelerant that handles volume while humans focus on voice, strategy, and differentiation. Today, savvy marketers are using AI for:



First-draft generation.

Today, AI can generate high-quality initial drafts of emails, landing pages, social posts, ad copy, and long-form content. As a result, the blank page problem is disappearing, and marketing jobs are shifting to shaping and refining rather than starting from zero.



Content repurposing.

AI gives marketers the power to turn one asset into many at speed and scale. What once required days of production now happens in hours. Marketing teams now report covering topics they previously neglected simply because they now have the bandwidth.



Visual and video content.

It's been a great year for visual and video content. Marketers now have more powerful AI than ever which they're using to generate images, enhance product photography, and create short-form video without production experts or expensive software. As a result, the quality bar has now risen dramatically: what required a production team last year is now accessible to any marketer willing to learn the tools.



Brand voice consistency.

AI is also being used with great success in maintaining consistency across brands and assets. Marketers are training AI on style guidelines and then using it to review content before publication. As a result, they're catching inconsistencies across high-volume production without creating a bottleneck waiting for human review.



Ideation and creative jam sessions.

Many marketers are now using AI as a thought partner to brainstorm ideas, pressure-test concepts, and explore directions they wouldn't have considered alone. This isn't AI generating your campaigns. It's AI expanding the creative surface area you bring to them.

AI IN ACTION: AGODA

Travel platform Agoda faced a common marketing challenge: producing high-quality visual content at scale without ballooning costs or timelines. The company turned to Google Cloud's Imagen to generate hyper-realistic product images for their platform.

The results were dramatic:

Agoda created over 20,000 images in just 80 hours, compared to 500 hours when sourcing from online marketplaces. That's a 90% cost savings on image creation, while actually accelerating time to market. For marketing teams under pressure to produce more content across more channels, it's a concrete example of AI transforming creative production economics.

AI USE CASES FOR MARKETING

DATA ANALYSIS AND INSIGHTS

The ability to extract meaning from data has always distinguished effective marketers. Now, AI has fundamentally changed what's possible, and democratized who can do it. Analysis that once required specialized skills or dedicated analyst support is now accessible to anyone who can articulate what they want to know. Marketers are now relying on AI for:



Natural language analytics.

Marketers can now ask questions of their data conversationally and receive insights immediately. No formulas, no pivot tables, no waiting for the data team. Marketers can now interrogate their own performance data, identify patterns, and surface anomalies directly.



Customer understanding at scale.

Marketers are now using AI to aggregate feedback across touchpoints, including support tickets, reviews, sales calls, NPS comments, and social mentions, then surface the themes that humans would miss or never have time to find.



Research synthesis.

With AI, you can now upload customer feedback, call transcripts, survey responses, and competitive intelligence into AI tools, then query the collection. What patterns emerge? What are customers actually saying? What did you miss? Marketers are now compressing hours of manual analysis into minutes thanks to new AI capabilities.



Strategic thought partnership.

Increasingly, marketers are using AI as a sounding board for formulating strategic ideas, stress-testing positioning, preparing executive presentations, and identifying blind spots in their thinking. As a result, they're now basically accessing for free the kind of strategic dialogue that used to require the right colleague or an expensive consultant.

AI USE CASES FOR MARKETING

WORKFLOW AND OPERATIONS

The hidden tax on marketing productivity often isn't creative work. It's the administrative overhead that surrounds it: meetings, follow-ups, status updates, formatting, coordination. This is where some of the most immediate time savings come from, and where small wins compound into major gains. Marketers are now using AI for:



Meeting support.

AI now handles automatic transcription, summary generation, and action item extraction. Teams holding dozens of meetings weekly are recovering substantial hours by eliminating the administrative work on every conversation.



Administrative task automation.

Agenda preparation, follow-up drafts, status updates, routine internal communications. None of this is glamorous, but the cumulative time it consumes is enormous. AI is now handling most of it.



Voice-to-structure.

Marketers are recording thoughts during commutes or between meetings, then having AI organize verbal brain dumps into outlines, briefs, or drafts. Time that was previously unproductive is now productive. Ideas that would have been lost get captured and refined.



Workflow redesign.

Leading teams are mapping entire processes—brief to campaign, lead to close, ticket to resolution—and identifying where AI can handle multiple steps, not just individual tasks. This is where transformation happens: more complex to implement, but also where the biggest leverage lies.

AI IN ACTION: GLOBE TELECOM

Globe Telecom took a different approach to AI adoption: Instead of centralized AI projects, they equipped marketing and other teams with low-code tools to build their own AI assistants. The focus was on automating what Francis Puggedá, Director of AI Product Development, calls “the work before the work,” grunt work like pulling data for weekly reports, summarizing long meeting transcripts, and answering repetitive internal questions.

The payoff: Employees now spend their time on what actually requires human judgment, interpreting data, solving complex problems, and innovating, rather than on manual tasks that AI handles faster.

AI USE CASES FOR MARKETING

GO-TO-MARKET AND CUSTOMER EXPERIENCE

Marketing increasingly owns responsibility for customer experience across the entire journey, not just awareness and acquisition. AI is creating new capabilities at every stage, from how sales teams prepare for conversations to how customers get their questions answered. Marketers are now using AI for:



Sales enablement.

AI analyzes call transcripts, surfaces what's working, and identifies patterns in wins and losses. Marketing teams are equipping sales with insights they're uniquely positioned to provide, and AI helps surface the right insight at the right moment.



Real-time conversation support.

AI now surfaces relevant information during live customer interactions: order history, policy details, product information, suggested responses, even real-time translation. The result is faster resolution, better experience, and less cognitive load on customer service agents.



Personalization at scale.

Marketers are finally moving beyond segment-based approximations to genuinely individualized content and recommendations. What was theoretically possible but practically impossible is now achievable.

WHERE TO START

This list of use cases is intentionally broad. Not every one will be relevant to your role or organization. The goal isn't to do everything. It's to find the applications where you have both a problem worth solving and the organizational permission to act.

Start with one or two. Build capability. Prove value. Then expand.

The marketers getting the most from AI aren't the ones using the most tools. They're the ones who've built real fluency in a few high-value applications and made those applications part of how their team actually works.

That's the path from experimentation to transformation.

AI TOOLS FOR MARKETING

A practical toolkit organized around how marketers actually build AI capability.

You've seen where AI delivers value across areas like content creation, data analysis, workflow automation, and customer experience. Now the question becomes practical: Which tools can help you actually do this work, and where should you start?

What follows is a focused view of tools within the Google Cloud ecosystem that marketing organizations are using effectively today. These aren't the only options (other platforms have genuine strengths) but they represent a coherent, integrated stack that addresses the full range of use cases we just outlined.

More importantly, they're organized around a practical learning progression. The marketers getting results aren't necessarily using more tools. They're building real fluency in a few high-value applications, then expanding deliberately. Start where the barrier is lowest, build capability, then add complexity.

AI TOOLS FOR MARKETING

START HERE

These tools have the lowest barrier to entry and cover the most ground. Most marketers should begin here.

Gemini

Google's core AI assistant is the natural starting point. Gemini functions as a general-purpose collaborator that can help across nearly every aspect of marketing work: generating first drafts, brainstorming campaign angles, researching unfamiliar topics, analyzing customer feedback, preparing for presentations, repurposing content for different channels.

The versatility is a strength, but it means you need to identify your specific use cases rather than treating every interaction as a blank slate. Marketers getting the most value have built habits around recurring moments: content drafting, research synthesis, repurposing assets, preparing for meetings, analyzing results. Start with one or two and expand from there.

Gemini in Google Workspace

Gemini is also embedded across Google Workspace apps like Docs, Sheets, Slides, Gmail, and Meet. This is where AI stops being a separate tool and starts flowing through your actual workflow. Generate and refine drafts inline in Docs. Query your campaign data in plain language in Sheets. Walk out of every meeting with AI-generated summaries and action items instead of spending 15 minutes reconstructing your notes.

Across a week of marketing work, the cumulative time savings add up fast.

FROM THE EXPERTS

"Lots of marketers are having what we call Gemini jam sessions. They're literally jumping in and just talking to it and going back and forth, and those jam sessions can be really, really useful."



CAM MACINTOSH

Head of AI Adoption, Enablement and Event Technology Marketing Lead at Google Cloud

AI TOOLS FOR MARKETING

BUILD ON WINS

Once you have basic AI fluency, these tools add depth by empowering research at scale, expert knowledge synthesis, and customization for recurring use cases.

Deep Research

An agentic feature within Gemini that transforms how you tackle complex research. Describe what you need to understand (say, a competitive landscape, an emerging market trend, a new audience segment, due diligence on a potential partner) and Deep Research autonomously browses hundreds of sources, reasons through findings, and delivers a comprehensive report in minutes.

It can also draw from your Gmail, Drive, and other files to ground research in your own context. Hours of manual work compressed into a single prompt, often surfacing insights you wouldn't have found on your own.

NotebookLM

NotebookLM allows you to upload source materials (i.e. customer research transcripts, brand guidelines, competitive battle cards, campaign performance reports, strategy documents) and create a queryable knowledge base with citations back to the original sources.

Need to match brand voice? Query your style guide. Need to reference what customers actually said last quarter? Ask NotebookLM instead of digging through dozens of transcripts. The Audio Overview feature generates podcast-style summaries you can consume during a commute—a practical solution when the reading pile never shrinks.

Gems

Gems are personalized AI assistants within Gemini, trained on specific instructions and context you define. Build a Gem that knows your brand voice and reviews content before publication. Create one for repurposing long-form content into email sequences or ad variations. Set up another that turns campaign briefs into first-draft creative concepts.

Gems solve the consistency problem at scale: input your standards once, apply them across everything. No code required. For teams producing high volumes of content, this is the difference between AI that helps occasionally and AI that's embedded in how you work.

FROM THE EXPERTS

“Someone at Google Cloud built this awesome writer's toolbox which is essentially like six sub-agents that help you go from ‘I need to write a blog’ to ‘the blog is ready to go.’ Ideation, title creation, making sure it's in the right format with the brand guidelines, etc.”



EMMA DELROSE

Senior Manager of AI Strategy and Transformation at Google

AI TOOLS FOR MARKETING

GO EVEN DEEPER

When standard tools hit their limits, these capabilities enable more complex applications and systematic automation.

Google Workspace Studio

A no-code platform for building AI agents that automate workflows across your Workspace apps. Google Workspace Studio allows you to describe what you want to automate in plain language, and then it will create agents to do that work for you.

This is where the workflow transformation we discussed earlier becomes concrete: not just using AI for individual tasks, but orchestrating multi-step processes that run automatically.

Google AI Studio

Google AI Studio provides direct access to Google's AI models for advanced applications such as complex data analysis, processing large datasets, and multi-variable campaign modeling.

Most marketers won't need AI Studio daily, but for analytical challenges that exceed what conversational interfaces can handle, such as attribution modeling across thousands of touchpoints, audience segmentation using behavioral patterns, and performance prediction based on historical data, it provides capabilities that previously required dedicated data science resources.

WHAT MATTERS MORE THAN THE TOOLS

The marketers achieving real productivity gains aren't using more tools. They're using fewer tools more consistently, making AI a reflex rather than an occasional experiment.

Start with Gemini and Workspace. Build habits around the moments that matter: starting a draft, synthesizing research, preparing for a meeting, analyzing results. Once those habits are solid, add Deep Research, NotebookLM, and Gems for deeper research and systematic customization. Explore Workspace Studio and AI Studio when you're ready for automation and advanced analysis.

The progression matters more than any individual tool. Master one level before adding the next.

YOUR AI ACTION PLAN

*You've seen where AI delivers value and which tools can help.
Here's how to put them into practice.*

The gap between understanding and action is where most AI initiatives stall. Not because people lack motivation, but because they lack a clear path forward. They sign up for tools, watch tutorials, experiment with features, and then struggle to connect any of it to their actual work. The novelty fades. The habit doesn't form. Soon, they're back to doing things the old way.

What follows is designed to prevent that. It's a step-by-step learning journey that starts with understanding your own work, moves through experimentation and habit formation, and ends with sustainable, expanding capability.

Complete these in order; each step builds on the last.

YOUR AI ACTION PLAN

STEP 1: MAP YOUR WORK

Before you open any AI tool, get clear on what you actually do. Not your job title or your responsibilities, but your actual tasks. The specific activities that fill your days and consume your time.

This matters because AI doesn't transform jobs in the abstract. It transforms tasks. And until you can name those tasks specifically, you can't systematically apply AI to them. You'll default to whatever seems interesting in the moment rather than targeting what actually matters.



Open a doc or spreadsheet and list out the tasks you do in your job.

Avoid broad categories like "content creation." Break those into specific activities: researching topics, writing first drafts, editing for clarity, preparing meeting agendas, summarizing call notes, building reports.



Go granular.

An item on your list like "Preparing for meetings" is actually several tasks: reviewing attendee backgrounds, reading prep documents, drafting talking points, creating agendas, writing follow-ups. Each one is a potential AI application.



Aim for 30-50 tasks.

This should only take 30-60 minutes if you do it properly. Don't rush: this practice is the foundation for everything that follows.

Once you have this map, you stop guessing where AI might help and start making deliberate choices about where to apply it.

YOUR AI ACTION PLAN

STEP 2: PICK THREE AND EXPERIMENT

Now that you can see your work clearly, it's time to find where AI actually helps. Not in theory, but in practice, on your real tasks.

The goal here isn't to find the perfect use case. It's to learn through doing. Most people overthink this step, trying to identify the single best application before they've tried anything. That's backwards. You'll learn more from three quick experiments than from weeks of deliberation.

Scan your task list and pick three that feel both valuable (they take real time or really matter) and doable (you have a hunch AI could help, and nothing's blocking you from trying). Then:



Run simple experiments.

For each task, try using AI (start with Gemini) the next time that task comes up. Note what works, what doesn't, and whether it saves time or improves quality.



Expect iteration.

Your first attempt rarely nails it. Refine your prompts, try different approaches, give it a few runs before judging.



Look for a win.

At least one of your three experiments should produce a clear improvement, something you'd want to repeat. If none do, pick three different tasks and try again.

The point isn't to succeed on every experiment. It's to find at least one application that's worth building into a habit. That's what Step 3 is for.

FROM THE EXPERTS

"I think it takes a bit of a mentality shift to be willing to tinker and play and experiment and have that almost entrepreneurial, creative mindset to really become an AI power user."



EESEN SIVAPALAN

Product Marketing Manager
at Google Cloud

YOUR AI ACTION PLAN

STEP 3: BUILD THE HABIT

A successful experiment means nothing if you don't repeat it. This is where most AI adoption fails: in the follow-through.

The problem is simple: AI isn't yet part of your routine. When a task comes up, you default to the old way because that's what's automatic. Building a new habit requires intention until it becomes instinct.

The key is connecting AI to triggers you already have:



Tie AI usage to existing routines.

Calendar invite appears → open Gemini to prep. New writing project → start in AI, not a blank doc. Meeting ends → generate summary before moving on. The trigger is the moment; the habit is reaching for AI.



Remove friction.

Move the tool to your dock or bookmark bar. Keep a tab open. The fewer steps between “I need to do this” and “I’m using AI to help,” the more likely you’ll actually do it.



Commit to 30 days.

Use AI for your winning task every single time, no exceptions. You're not evaluating anymore; you're building muscle memory. Consistency matters more than perfection.

By the end of this step, reaching for AI should feel as natural as opening your email. That's when the real productivity gains begin to compound.

YOUR AI ACTION PLAN

STEP 4: SHARE WHAT WORKS

Individual habits are valuable. Shared habits are transformative. The difference between one person getting faster and an entire team getting faster is whether insights spread.

This step is often skipped because it feels optional as nice to have, not essential. That's a mistake. When you share what's working, you accelerate everyone's learning curve. When you keep it to yourself, each person has to rediscover the same lessons independently. That's slow, and it's wasteful.

Make sharing concrete and specific:



Tell three colleagues about your wins this week.

Not "AI is really helpful." That's too vague to act on. Instead: "I used Gemini to prep for the quarterly review and cut my prep time from two hours to thirty minutes. Here's the prompt I used."



Show, don't just tell.

Offer a 10-minute screen share. Watching someone use AI effectively teaches more than any explanation. Most people don't need convincing that AI works. They need to see how it fits into real work.

The goal isn't to evangelize. It's to build collective intelligence. Every insight shared is an insight multiplied.

FROM THE EXPERTS

"Once it's actually integrated into a flow and process, the AI is more useful because somebody sat down to think about, 'What's the prompt engineering behind this thing?' or 'This actually needs to connect to our database.' It's more than a chatbot thrown into somebody's lap."



RICHARD LEE

Global AI Campaign Manager,
Google Cloud

YOUR AI ACTION PLAN

STEP 5: EXPAND DELIBERATELY

Once your initial habits are solid, it's time to grow. But growth without intention leads to tool overload and shallow fluency. The goal is expanding capability, not just adding complexity.

This is where your task map pays off again. You've already identified 30-50 tasks. You've built habits around a few. Now go back to the list and ask: what's the next tier? Which tasks are valuable enough to justify learning something new, and doable enough that you can make progress quickly?

Expand in two directions:



Add more tasks with tools you already use.

Before reaching for new software, exhaust what you have. Gemini and Workspace can handle far more than most people realize. Each new task you apply them to deepens your fluency and reinforces your habits.



Add new tools when you hit real limits.

If you started with Gemini, consider Deep Research for complex research projects, NotebookLM for synthesizing large document sets, or Gems for tasks where you give the same instructions repeatedly. But here's the rule: each new tool must map to a specific task. If you can't name the task, you're not ready for the tool.

The marketers who build lasting capability don't chase every new release. They master one level before adding the next.

STEP 6: MAKE IT STICK

The difference between an experiment and a transformation is sustainability. You've built habits, expanded your capability, shared what works. Now the question is whether it lasts.

This is harder than it sounds. AI competes with every other priority. When deadlines hit and pressure mounts, new habits are the first thing to go. Without deliberate reinforcement, the old ways creep back in. Six months from now, you could be right back where you started.

Two practices prevent that:



Document your results.

Track time saved. Note quality improvements. Identify what's possible now that wasn't before. This is evidence that reminds you why you changed in the first place, and it builds the case for continued investment when priorities compete.



Stay current without chasing everything.

The AI landscape will keep evolving. New tools will launch. New capabilities will emerge. Set a monthly reminder to explore one new feature or application, but resist the urge to chase every shiny object. Continuous learning matters; constant scrambling doesn't.

The goal isn't to finish this journey. It's to build the habits that let you keep learning as the technology evolves. Master that, and you'll adapt to whatever comes next.

WHAT COMES NEXT

The tools will change. The platforms will evolve. The capabilities that feel cutting-edge today will be surpassed tomorrow. That's the nature of this moment, and it's not slowing down.

But here's what won't change: the marketers who thrive will be the ones who learned how to learn. Who built the muscle memory of reaching for AI before defaulting to the old way. Who understood that transformation isn't something that happens to you, it's something you choose to lead.

This blueprint has given you the landscape, the use cases, the tools, and the path. But none of it matters if it stays in a document.

The difference between marketers who pull ahead and those who get left behind won't be access to information. Everyone has that now. It won't be the tools: Those are increasingly available to all. The difference will be action. Consistent, deliberate, compounding action.

So start. Map your work. Run the experiments. Build the habits. Share what you learn. Expand deliberately. And when the tools change (and they will) you'll have the foundation to adapt.

The question was never whether AI would transform marketing. It already is. The only question is whether you'll be shaping that transformation or reacting to it.

You have everything you need to start. The rest is up to you.

ADDITIONAL RESOURCES

AI ACADEMY BY SMARTERX

AI Academy helps individuals and businesses accelerate their AI literacy and transformation through personalized learning journeys and an AI-powered learning platform. Over a dozen professional certificate courses are available on-demand now, with more being added each month:

01

AI Foundations Collection

AI Fundamentals, Piloting AI, Scaling AI

02

AI for Industries Collection

AI for Professional Services, AI for Healthcare, AI for Software and Technology, AI for HR, AI for Insurance

03

AI for Departments Collection

AI for Marketing, AI for Sales, AI for Customer Success, AI for HR

The AI for Marketing course series teaches you the complete methodology this blueprint introduces, including detailed task prioritization framework, hands-on tool training, and structured learning paths from fundamentals through transformation.

[Learn more about AI Academy here.](#)

GOOGLE AI BOOST BITES

Short, practical video lessons, each under 10 minutes, designed to help you build AI skills quickly. Created by Google Cloud's marketing team and originally used internally, these cover real-world applications like writing better prompts, using Gemini for content and research, automating repetitive tasks, and more. Each episode ends with a hands-on challenge.

[Explore the full library of AI Boost Bites here.](#)

ADDITIONAL RESOURCES

GOOGLE CLOUD “ROI OF AI” REPORTS

Google Cloud’s 2025 ROI of AI research surveyed thousands of executives from companies running generative AI in production globally. The findings reveal how organizations are using generative and agentic AI, and where they’re seeing real returns. Reports are available for six key industries:

01

The ROI of AI in
Financial Services

[VIEW](#)

02

The ROI of AI in
Retail & CPG

[VIEW](#)

03

The ROI of AI
in Healthcare
& Life Sciences

[VIEW](#)

04

The ROI of AI in
Telecommunications

[VIEW](#)

05

The ROI of AI in
Manufacturing

[VIEW](#)

06

The ROI of AI
in Media &
Entertainment

[VIEW](#)

GOOGLE CLOUD AI AGENT TRENDS 2026

Google Cloud’s look at the five shifts that will redefine roles, workflows, and business value in 2026. Based on research from Google Cloud and Google DeepMind, customer case studies, and insights from thousands of enterprise decision makers, the report explores how agentic AI is moving from pilots to production and what leaders need to do now to prepare. Trends covered include agents for every employee, agents for every workflow, agents for customers, agents for security, and agents for scale.

[Explore the AI Agent Trends 2026 report here.](#)

ABOUT GOOGLE CLOUD



Want more than the status quo? Only Google Cloud brings together innovations from across Google to help customers digitally transform. This is made possible through AI that's ready for what's next, data insights that speed innovation, infrastructure that's designed to meet industry needs, collaboration tools that help teams do their best work, and security that can proactively stop threats. Learn more about [Google Cloud](#), and visit [Think with Google](#) to uncover the latest marketing research and digital trends with data reports, guides, infographics, and articles.

ABOUT MARKETING AI INSTITUTE BY SMARTERX



Marketing AI Institute by SmarterX is a media, event, and education company founded in 2016 that makes AI approachable and actionable for marketers and business leaders. The Institute owns and operates the Marketing Artificial Intelligence Conference ([MAICON](#)), [AI for Writers Summit](#), [AI for Agencies Summit](#), and [AI for B2B Marketers Summit](#).

Marketing AI Institute is part of the [SmarterX](#) portfolio of brands, which also includes [The Artificial Intelligence Show podcast](#) and AI Academy. Marketing AI Institute published [Marketing Artificial Intelligence: AI, Marketing and the Future of Business](#) (Matt Holt Books, 2022).

SmarterX is an AI events and education firm dedicated to AI Literacy for All™. SmarterX delivers practical education, original research, and strategic frameworks that help leaders and teams build AI literacy, advance the responsible adoption of AI in business, accelerate transformation, and achieve measurable results.

Learn more at www.smarterx.ai and www.marketingaiinstitute.com.