

Google Workspace Tips for Sales, Productivity, and Marketing

Use these Sales and marketing tips to get the most out of Google Workspace for Business.

1. Collaborate with your team. Use Google Docs to create content simultaneously for real time feedback on projects.
2. Keep your files with you on any device. Store your files in Drive or a shared drive to be accessed anywhere and on any device.
3. Produce and share creative assets with your team. Save them in Drive. Work on them in Docs, Sheets, Slides or one of your other add-on apps.
4. Train your team using Google Meet to conduct virtual classes. Record the trainings to be used later as well.
5. Use Sheets to store, share and update project deadlines.
6. Create online surveys using Forms. You'll be able to see responses in real time. Turn those into graphs and chart to analyze in Sheets.
7. Create a site specifically for your team or subcontractors. Use Google Sites to create it easily.
8. Create powerful and creative presentations for meetings or webinars using Google Slides.

9. Create a marketing calendar for your teams using Calendar. Keep everyone up to date on promotions, upcoming campaigns, and current deadlines.
10. Find items faster in email using Gmail's folders and labels.
11. Make yourself known by including your name and email address in the From field in Gmail. Keep subject lines under 10 words. Use your image or logo as your Gmail picture.
12. Use templates in Gmail to save time when running promotional campaigns.
13. Showcase new products by quickly creating a presentation describing your products benefits and features. Add images of your product to your Slides presentation. Embed the presentation on your company's website using Sites.
14. Store your online portfolio on your Sites website. Share brand guidelines, photos, designs, or templates.
15. Create a pitch deck. Add graphs, videos, images, and other creative assets to your Slides presentation.
16. Track and update design tasks. Collaborate on changes and ideas. In Docs, Sheets, and Slides you can view the version history of who made the changes. Share and discuss ideas in a video meeting using Google Meet or Chat.