

Grow with **Google**

Partner Program Promotional Guide

g.co/grow/promotionalguide

2023

Let's dive in!

We're excited to be working with you to help the small businesses and job seekers in your community grow. To help you get the word out about how we're working together, we've built this guide which brings together all of our promotional materials in one place.

In the following slides you'll find assets to celebrate our partnership; materials to help you let your learners know about an upcoming workshop; and other resources you can share to get digital tools into the hands of the individuals you work with.

Use the links below to help you find what you need. I want to:

- [!\[\]\(cf5be311f7b2821912d8009884508fa2_img.jpg\) announce my partnership with Grow with Google](#)
- [!\[\]\(9804e70d96ff9fe9899b264c06a33cd7_img.jpg\) download and use the official Grow with Google logo](#)
- [!\[\]\(4f49380f3d6bce047bc47b2072cc076f_img.jpg\) promote a workshop that I'm hosting](#)
- [!\[\]\(73944fd4f6fb83e4c64013731d1820cc_img.jpg\) share information on Grow with Google's other tools and resources](#)
- [!\[\]\(d8f7165d5a8d1eba426ea452457190e5_img.jpg\) view suggested guidelines around posting on social media](#)
- [!\[\]\(f608c4821f4fa8f3141b1baf96fa88f9_img.jpg\) learn tips for talking with the media/press](#)
- [!\[\]\(ecaac2a7ce9fc9f5de2e0b330d2ae13c_img.jpg\) see example social posts from other Partners](#)
- [!\[\]\(f9b536c6b3afa5ea31dceef88a94e509_img.jpg\) learn how to earn Partner Rewards by reporting my promotional activity](#)



Announce your partnership with Grow with Google

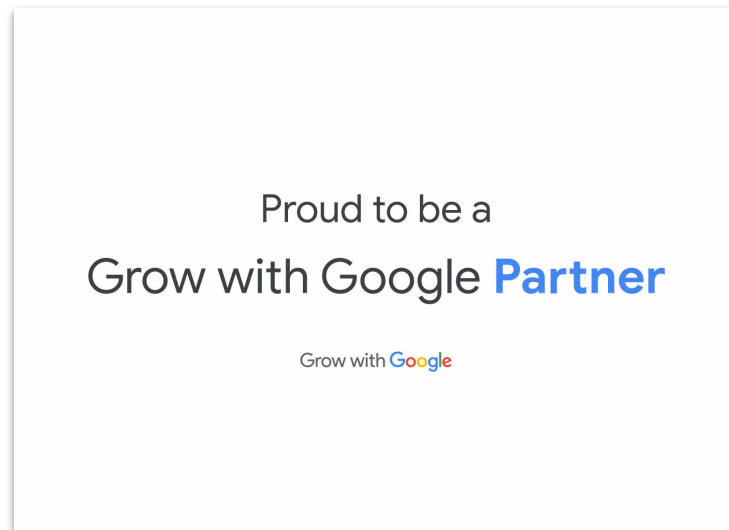
Welcome to the Partner Program!

The digital Partner badge below can be displayed on your website, in your email footers, or on social media to let individuals in your community know that we are working together to help them grow their careers and businesses.

You can use the announcement template to spread the word, locally.

- [Shareable Announcement Graphic](#)
- [Partner Announcement Template](#)

Stay up to date with the latest news in the [Partner Community](#), and our informational emails.



Download and use the official Grow with Google logo

As a Grow with Google Partner, you are welcome to use our official [logo](#) in your marketing materials.

This logo can be used alongside your organization's logo where appropriate, as long as it is clear that your organization is a separate entity from Google.

Check out [this document](#) for the full scope of our brand guidelines.

IMPORTANT:

Full color: To be used against white or light grey backgrounds

White: To be used against dark or patterned backgrounds.

One Color: The one-color logo can be placed on a white or light background using a range of 0% - 40% maximum tint of black.

DO NOT: Recreate the logo by typing out “Grow with” and combining it with the Google logo

The logo consists of the text "Grow with" in a dark grey sans-serif font, followed by the word "Google" in its signature multi-colored font (blue, red, yellow, green).The text "Grow with Google" is rendered in a white, clean sans-serif font, centered within a solid dark grey rectangular background.The text "Grow with Google" is rendered in a dark grey, clean sans-serif font, centered within a light grey rectangular background.

Promote a workshop that you're hosting

We're so pleased that you've decided to host a digital skills workshop using Grow with Google's content. Below you will find a variety of materials you can use to promote your workshop, including announcement templates to share with local outlets; flyers to copy/edit/print; social media post text to copy and tailor to your needs; and shareable images for different types of workshops.

Flyers

- [General digital skills workshop flyer template](#)
- [Workshop for small businesses flyer template](#)
- [Workshop for job seekers and/or students flyer template](#)

[Workshop announcement templates](#)

Social Media assets

- [Editable post copy](#)
- [Customizable images for your organization](#)
- Images to share that include statistics:
 - [If you are hosting "Use YouTube to Grow Your Business"](#)
 - [If you are hosting a small business topic around growing an online presence](#)
 - [If you are hosting "Sell Online with E-commerce Tools"](#)
 - [If you are hosting a workshop for a predominantly Black or Hispanic small business audience](#)
 - [If you are hosting a workshop for job seekers](#)

Share information on Grow with Google's other tools and resources

There are many ways that you can share information about Grow with Google's programs, tools and resources. Below are some recent toolkits to get you started.



Google Career Certificates. Want to let your learners know about the opportunity to earn a certificate that can help them prepare for entry-level jobs in a variety of in-demand career fields? [Use this toolkit as a guide.](#)



Program for justice-impacted communities. In June, 2022, Google announced a fund to help nonprofits bring digital skills lessons to justice-impacted communities. [Share the news using these posts.](#)



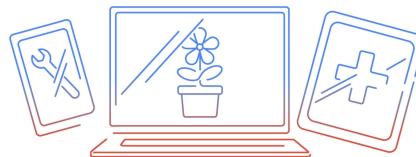
Google's Economic Impact Report. Google's latest [Economic Impact Report](#) shares the stories of 57 small businesses in every state across the country using Google products to adapt and continue serving their communities. Find the report for your state and share it on social media by using the pre-written posts in our [promotional toolkit](#).

Suggested guidelines around posting on social media

#GrowWithGoogle

Include the hashtag #GrowWithGoogle.

This will help our social media team find posts and interact from Google-owned social channels.



Include a visual.

[Select from one that we have provided](#) or use your own.

Talking with the media/press



These [PR Talking Points](#) should be referenced when you connect with local media.



Tip: insights or statistics from the learners that you work with make your story more personal to local community.



If you are asked to interview about your work with Google or would like to issue a press release, please contact gwgpartners@google.com for approval and assistance.

Earn Partner Rewards by reporting your promotional activity

No matter the channel you're using or topic you're promoting, be sure to enter the information as an activity in the [Partner Community](#).

By sharing these non-workshop related activities with us, you help our team better understand how our resources are being used, and where we may need to improve, or develop additional assets. You'll also get points toward Partner Rewards.

With a few simple steps you'll earn rewards points by registering your activity.

- 1 Sign in to the [Partner Community](#)
- 2 Head to the "Activities Page" and select "Create Activity"
- 3 Fill in a couple questions and submit!

Looking for more ideas and guidance around activities? Check out our helpful [guide for planning an activity](#).

Grow with Google