



Business Messages

Social Toolkit

A bank of social media content to post across your own channels

[All assets found here](#) 



Key info

Amplifying Google's Business Messages on your social media channels



Objective

The purpose of this toolkit is to equip partners with plug-and-play social content to help drive awareness of Google's Business Messages among your audience.



Toolkit contents

We have supplied graphic or video assets as well as accompanying captions across a range of categories: product overview, success stories, and research reports.



URL

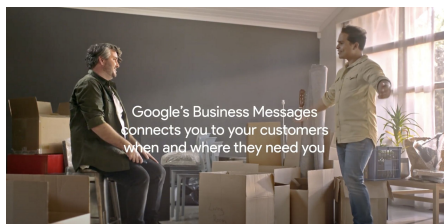
We have added URLs to each social post for you to use.



Hashtag

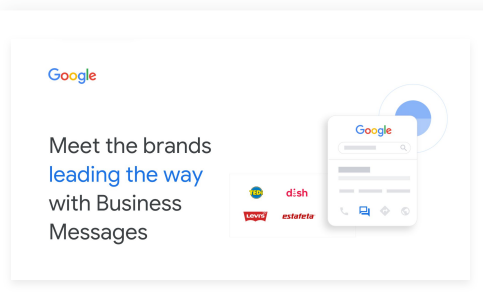
Where it makes sense, please use [#GoogleBusinessMessages](#) in your posts

What kind of content is included?



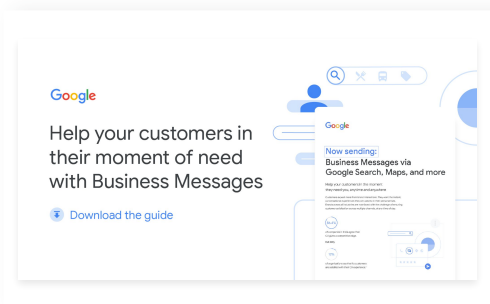
Intro to Business Messages

Social content to help describe what Google's Business Messages is and what value it can deliver



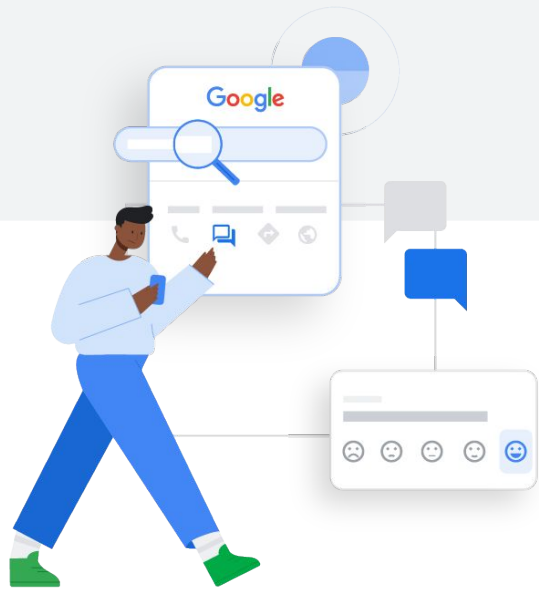
Customer Stories

Content that highlights a selection of brands who have achieved success with Business Messages



Research Reports

Content that drives audiences to view commissioned research reports from the likes of Ipsos and Forrester.



Intro to Business Messages

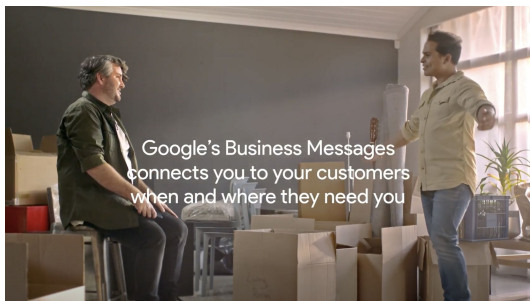
Hero Video

Suggested copy (feel free to edit):

When your customers need answers, fast, they go to Google. Now, you can be there to meet them. Explore Business Messages today → businessmessages.google/#video
#GoogleBusinessMessages

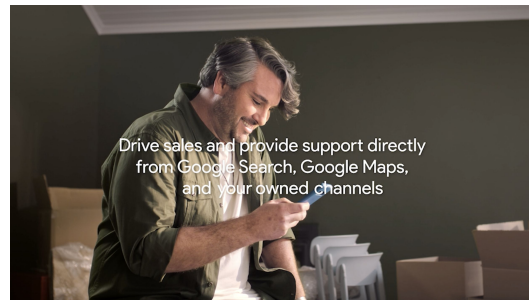
Alt. URL for the video on YouTube:
youtube.com/watch?v=1ph-XMW4osQ

Video: Full Length Option



[Download Asset](#) ↗

Video: 30sec Cutdown



[Download Asset](#) ↗

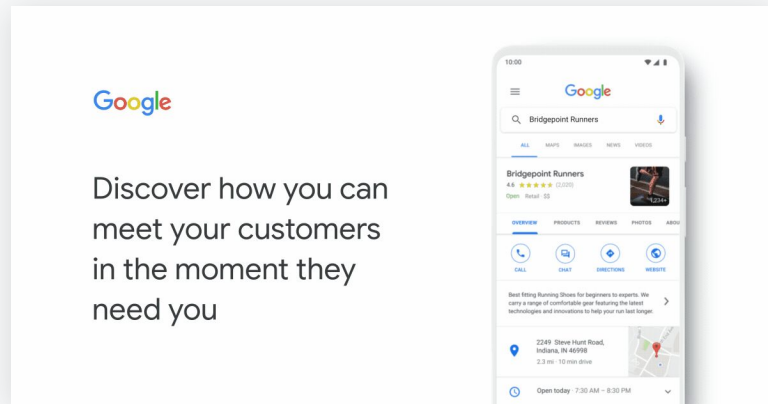
Business Messages Website

Suggested copy:

With Google's Business Messages, brands can communicate better with consumers right in their moment of need, in the places they're looking for answers. Discover how: businessmessages.google

Over 5.5 billion searches happen on Google Search every day. With Google's Business Messages, your brand can be there to help answer your customer's questions, the moment they have them. Find out more: businessmessages.google

Graphic:



[Download Asset](#)



Overview guide

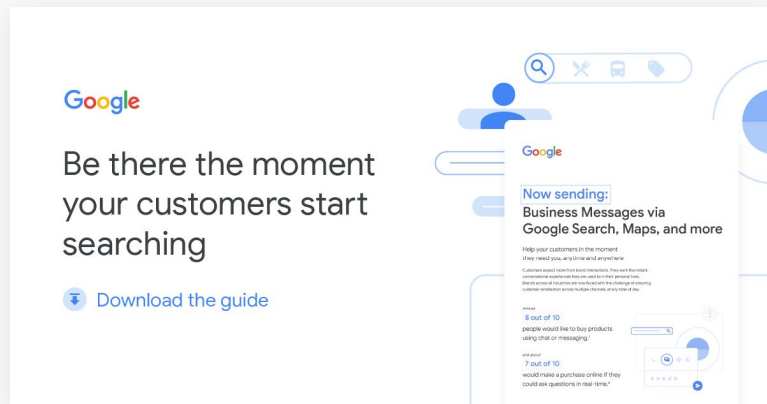
Suggested copy:

Connect with customers at the moment they need help and spark a conversation directly from Google Search, Maps, or your owned channels. Be there with Google's Business Messages →

<https://goo.gle/3tpKRKY>

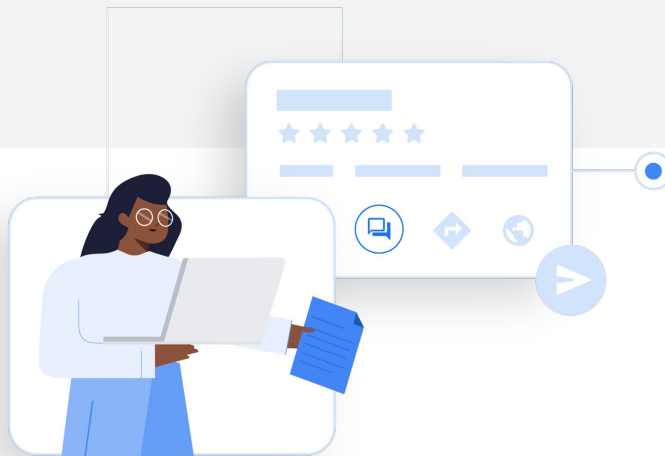
#GoogleBusinessMessages

Graphic:



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Customer Success Stories

All case studies

Suggested copy:

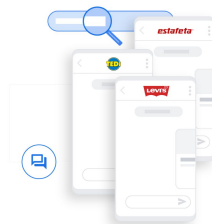
Discover how brands are using Business Messages to support, engage, and convert customers in their moment of need. Learn how businessmessages.google/success-stories/

#GoogleBusinessMessages

Graphic:

Google

Meet the brands
leading the way
with Business
Messages

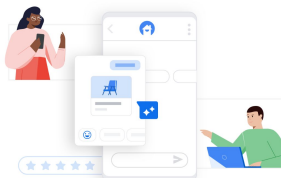


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Graphic:

Google

Meet the brands
leading the way
with Business
Messages



RETAIL

TEDi

Suggested copy:

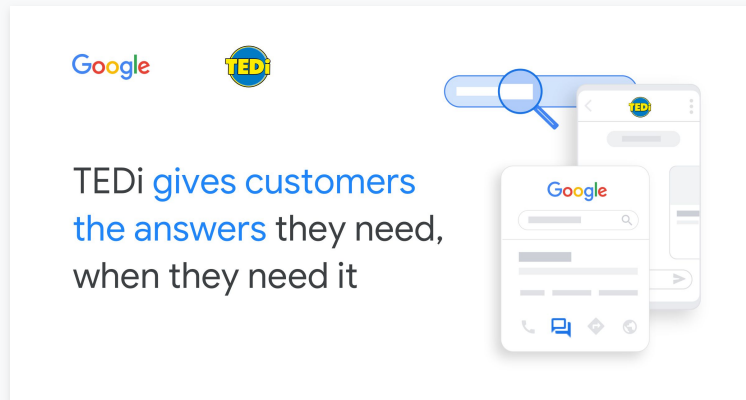
“Business Messages should be on everyone’s digital roadmap for 2021.”

With Google’s Business Messages, TEDi provides real-time responses to customer queries in their moment of need.

Learn more → <http://goo.gle/3rxfNlh>

#GoogleBusinessMessages

Graphic:



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RETAIL

Levi's

Suggested copy:

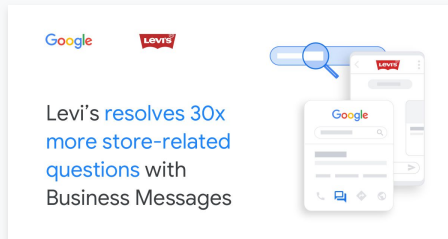
Create a stronger customer experience.

Levi's chose Business Messages because they wanted to help customers on their own terms and timelines — and on their preferred communications channel.

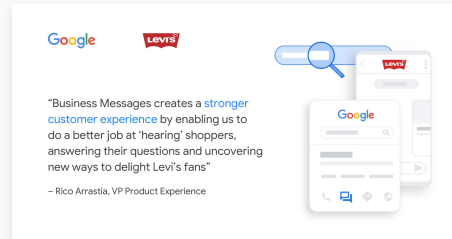
Learn more → <http://goo.gle/2NvgrqY>

#GoogleBusinessMessages

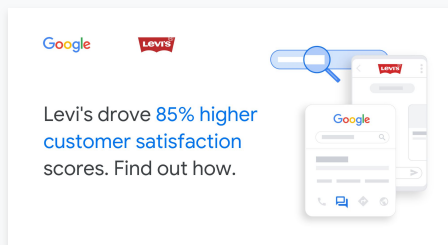
Graphic:



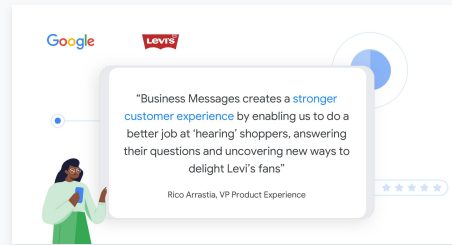
Graphic:



Graphic:



Graphic:



[Download Assets](#) ↗

LOGISTICS

Estafeta

Suggested copy:

With Google's Business Messages, the shipping service @estafeta has reached more customers who prefer messaging over phone calls or email.

Read the full case study to learn more about their growth →
<https://goo.gle/3olA4bw>

#GoogleBusinessMessages

Graphic:



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TELCO

DISH

Suggested copy:

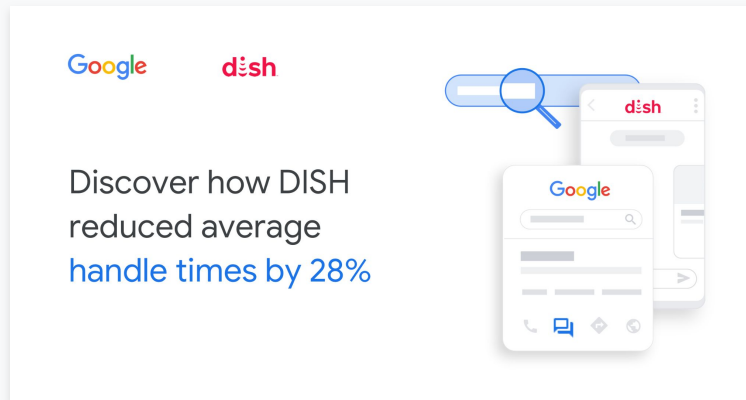
Improve customer care with Google Business Messages.

DISH implemented Google's Business Messages in early 2020 to help their support team respond to customer queries. They were able to reduce average customer care handle times by 28%.

Learn how → <http://goo.gle/3oXPPvV>

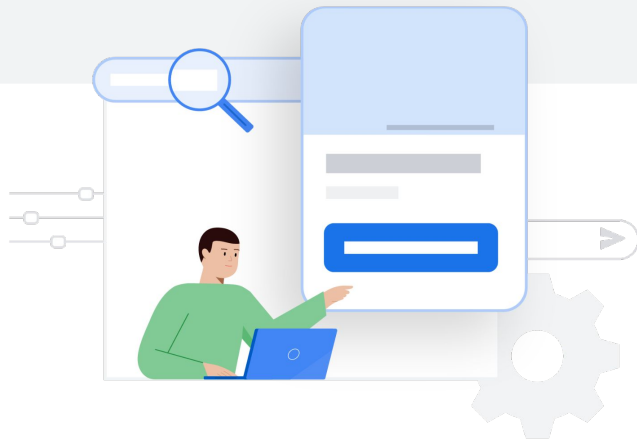
#GoogleBusinessMessages

Graphic:



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Research Reports

Ipsos

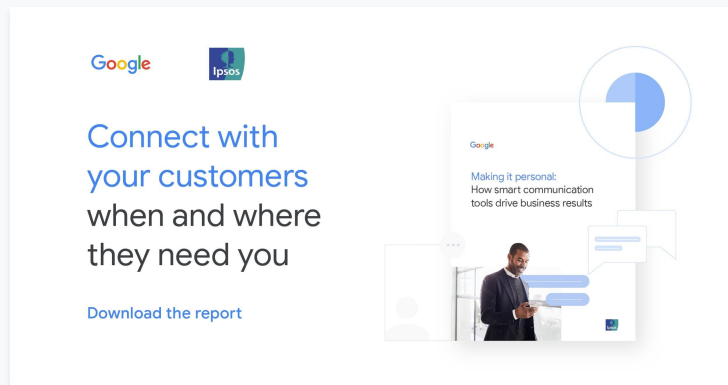
Suggested copy:

Almost 8 in 10 customers want to buy products using chat or messaging. See what else customers want and learn how Google's Business Messages delivers in this report from Ipsos and Google.

Read now <http://goo.gle/39BbwNp>

#GoogleBusinessMessages

Graphic:



[Download Asset](#) 

Forrester

Suggested copy:

Customers want to choose how they engage with you. That's why brands giving customers the flexibility to communicate wherever they feel most comfortable performed better in 2020. Discover the power of letting your customers choose how they communicate with you in this report from Google and Forrester.

Download here:

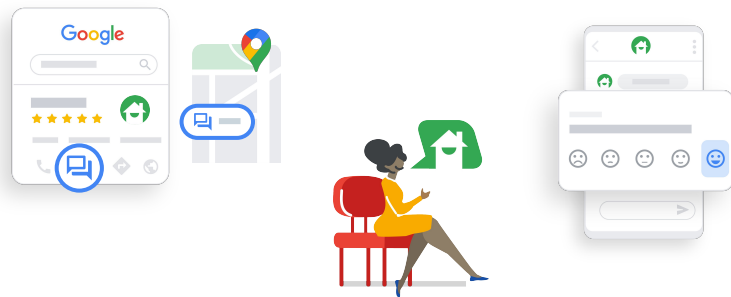
developers.google.com/business-communications/forrester-report

#GoogleBusinessMessages

Graphic:



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Thank you!