



Business Messages Content Marketing Guidelines



How to get started:

You can include your Business Messages integration in the following marketing materials. All assets must follow the content guidelines in this document, but not all assets require Google content review:

Assets that require Google review:

- Blog posts
- Press releases
- Website content
- Videos
- Ads

Assets that don't require Google review:

- Pitch decks
- One-pagers
- Emails shared directly with your customers
- Social media posts (examples: LinkedIn, Twitter, Facebook, Instagram)

How to submit your assets for review:

Please submit your content for review through [this Google Form](#) and expect **3 - 7 business days** for review and approval by Google's PR team.

Submit assets

Logos and branding:



Use the [Business Messages icon](#) in branded color **#1A73E8** to represent Business Messages.



For labeling the Business Messages channel on your channels:

DO	DO NOT
Business Messages	Use abbreviations (like GBM or BM)
Google's Business Messages	Forget the apostrophe



Guidelines for talking about Business Messages:

- You can draft a quote from Google (attributed to your working partner at Google) to include in a [press release](#) and/or [blog](#) if you:
 - Have at least one brand currently live with Business Messages
 - Receive approval to use the quote after submitting your asset for review
- Any brand mentions or product visuals should be visually accurate and show real brands you're working with (with the brand's approval) or mock brands (no brand should exist with the same name or logo, in this case).
- Any metrics shown should only represent brands you're working with and should be approved by brands if they mention them by name.
- You are encouraged to link to our website at businessmessages.google

For referencing your Business Messages integration on your channels:

- Please **do** use similar language to: "We're excited to integrate with Business Messages" or "We now support Business Messages". Integration is more fitting as Business Messages is a service Google is providing.
- Please **do** cite non-confidential statistics in your materials.
- Please **do not** say "partnering with," or "we're a partner," etc.
- Please **do not** include any confidential statistics that were shared with you via Google.

Sample language for you to use:

- We are part of Google’s program for Business Messages which enables us to learn and build with the technology, influence the roadmap, and offer our customers an upgraded messaging experience through Google Search, Google Maps, and brand-owned channels.
- We’ve seen that brands are excited about Business Messages because of x, y, and z [can use your own notes here from your brand conversations].
- Business Messages helps brands delight their customers with a conversational messaging experience.
- Business Messages enhances customer care with rich features like carousels and photos, that let businesses expand the conversation to drive loyalty, purchasing, scheduling, and upsell.

Criteria for your logo to be included on the [DevSite partner page](#):

- Please send your brand logo (as a .svg or .png file) and URL to Fei (feig@google.com).
- Please note you must have at least one brand/location live with Business Messages.

How can I learn more?

You can learn more by reaching out to bm-inquiry@google.com.

