

Growing My Business with Gmail

Small Business Success Stories



Switching email tools can feel daunting, but small businesses love Gmail's ease and familiarity. This comfort makes the transition to Gmail smooth and hassle-free, as it takes the tech burdens off business leaders' plates. With the technical side handled, small businesses can focus on what really matters: **delivering great customer experiences and growing their business.**

In the following pages, you'll hear directly from your small business peers in diverse industries about the remarkable impact that Gmail and Google Workspace have had on their operations.





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Leveling Up Professionalism



“Having the branded domain was definitely a selling point because it gives me more credibility. It’s easier when your friends do word of mouth for you with a more professional look.”

TRACE
BUSINESS OWNER

With custom domains and streamlined UI, Gmail elevates customer trust

Looking to boost professionalism, many small businesses are drawn to Gmail for:

Custom email addresses

Powerful search capabilities

Simple UI

Projecting a professional image is key to gaining customer trust and building long-term partnerships. The familiar, simple UI streamlines internal operations, improving the customer experience with shorter response times and a buttoned-up approach.

“Once we switched over, it allowed us to be this actual organization. Google Workspace allows us to be a team and to appear as a team.”

ADRIAN
DIRECTOR OF OPERATIONS

“The domain name in our email address makes us look less Mickey Mouse and builds more credibility and trust.”

TINA
CEO



CUSTOMER SPOTLIGHT

Trace

INDUSTRY

Healthcare/Transportation

BUSINESS SIZE

2 employees

BUSINESS TENURE

2 years

Trace got the idea for her healthcare transportation business two years ago while giving her friends rides to their doctor's appointments. What began as a simple, helpful service quickly turned into a business opportunity. As her business grew, Trace realized she needed a custom domain to boost her professionalism. Since switching from free to paid Gmail, she's seen a noticeable improvement in her business's image.



“We just come off as much more buttoned up and much more professional. I wanted to feel like kind of homey and your friend, but I wanted to feel like your most organized, type-A friend. Even the people who work for me, I think it makes them look more professional.”

TRACE
BUSINESS OWNER



Supporting Business Growth



“Post implementation, we had the best Q1 in the company’s history. The ability for that integration to go smoothly was vital as we’ve basically doubled our workforce in the past 6 to 9 months, and all people who came on board with Google Workspace can get up to speed and start producing quickly, which gave us an advantage.”

JAMES
VICE PRESIDENT, MARKETING AND OPERATIONS

Gmail gives businesses the freedom to zero in on strategic tasks that fuel success and drive meaningful growth

Switching to Gmail eases the traditional growing pains through:

Familiar, intuitive tools

Custom third-party integrations

Scalable advanced features

Seamless onboarding boosts productivity from day one, as familiarity and intuitive design make it easy for new employees to get up to speed and start contributing immediately.

“Without Gmail, we wouldn’t be able to have 5-star customer service.”

MATT
DIRECTOR OF BUSINESS OPERATIONS
AND MARKETING

“Gmail enables my business to thrive because I can spend more time thinking and networking; I’ve been able to take on about 20% more clients in the past 6 to 8 months.”

TRACE
BUSINESS OWNER

“It makes onboarding new people easier as almost everybody has a Gmail account, or they’ve been in Gmail before. The familiarity translates well to the business version.”

MATT
DIRECTOR OF BUSINESS OPERATIONS
AND MARKETING



CUSTOMER SPOTLIGHT

James

INDUSTRY

Sports/Retail

BUSINESS SIZE

25 employees

BUSINESS TENURE

25 years

James is the Vice President of Marketing and Operations for a sports memorabilia distribution company. With their business growing rapidly, James knew they needed a strong technology stack to support their internal workflows while balancing a rapid increase in workforce. Because the workforce was already familiar with Gmail, everyone picked up the tool quickly during onboarding, which James appreciated. The ability for new employees to jump right in and support the growing business was invaluable.



“Gmail gets people up to speed quicker—when people come onboard, they don’t have to learn a new suite of applications. We have a very much younger demographic coming in who are exposed to Gmail during college or early years so we felt that was the right thing to do.”

JAMES
VICE PRESIDENT
MARKETING AND OPERATIONS



Ensuring Smooth Operations



“Google Workspace integrates us rather than separates us, despite our distances. It’s like we instantly teleport to some location where we can collaborate, communicate, organize, store, and refer to things that we’ve done.”

ADRIAN
DIRECTOR OF OPERATIONS

Google Workspace speeds up decision-making and problem-solving for smoother daily operations

Game-changing features driving greater efficiency:

Cloud collaboration

Simple and powerful admin panel

Integrated productivity tools within Google Workspace

Small businesses love how Google Workspace's comprehensive tools serve as an all-in-one platform, simplifying many aspects of their business, especially during periods of rapid growth or employee turnover.

Collaborative tools enhance team alignment and productivity, creating a more connected workforce.

"I appreciate having a system in place that all of my team can access easily and smoothly, with little to no hiccups."

KARITH
CEO

"Collaborating in Google Workspace was a good team-building exercise. I could hear their brains functioning. We're all seeing the same idea come to light whereas before it was more the silo effect."

JON
BUSINESS OWNER



CUSTOMER SPOTLIGHT

Matt

INDUSTRY

Construction

BUSINESS SIZE

95 employees

BUSINESS TENURE

6 years

Matt is the Director of Business Operations and Marketing at a locally-owned solar company. He joined as the company was growing rapidly and was tasked with organizing its operations and infrastructure. Google Workspace has been instrumental for his teams, helping streamline their operations so they can communicate more effectively and get jobs done faster.



“With Google Workspace, our install times are short and our communication is more effective. I think with the amount of files and things that come along with the project, being able to share and collaborate helps us shorten up the timeline across the board.”

MATT
DIRECTOR OF BUSINESS OPERATIONS
AND MARKETING



Creating a Digital Workforce with Gemini



“Gemini speeds things up because it gives you things that you may not have thought about. If I describe some rooms and lighting features, the images that come out of Gemini often blow my mind. What Gemini creates is really second to none.”

DAVID
BUSINESS OWNER

Small businesses are already seeing how Gemini has the potential to enhance operations

Gemini fills skill gaps and takes care of tedious tasks, freeing up valuable time and resources so businesses can put more energy into work that makes an impact. From drafting emails and creating design mockups to managing spreadsheets and translating languages, Gemini is transforming their business processes.

“I love that Gemini gives you pop-up tips and tools, and if I need help, it’s right there at the tip of my fingers... so I can be more efficient with my time and my energy.”

KARITH
CEO



HOW SMALL BUSINESSES ARE USING GEMINI

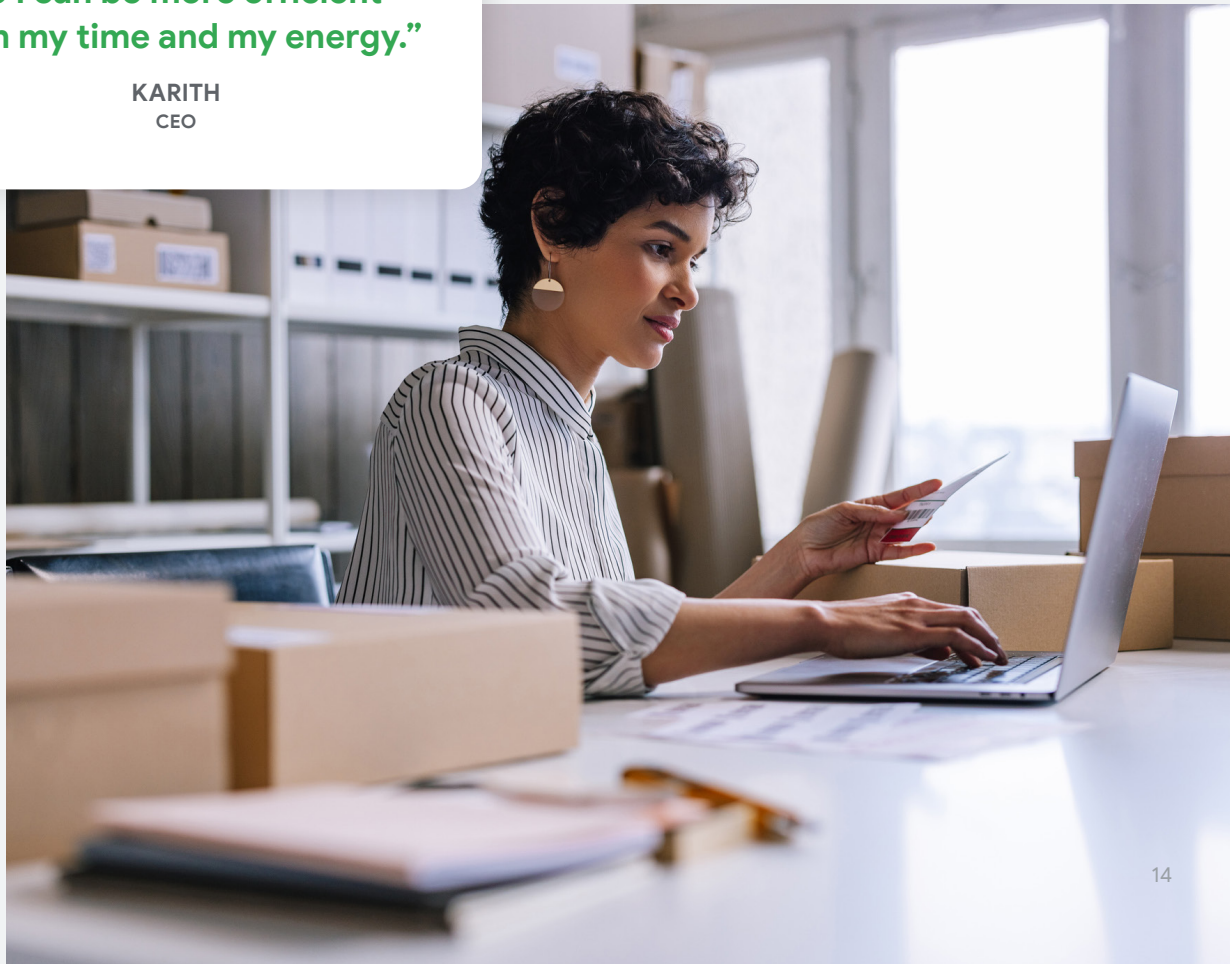
Drafting proposals

Writing scripts

Creating design mockups

Managing spreadsheets

Brainstorming ideas



CUSTOMER SPOTLIGHT

Karith

INDUSTRY

Diversity, Equity, Inclusion,
and Belonging (DEIB) Training

BUSINESS SIZE

5 employees

BUSINESS TENURE

13 years

Karith is the CEO of a DEIB training company, where she works with executives on diversity and inclusivity as well as wellness and leadership. She wears many hats, juggling roles as a content creator, keynote speaker, program developer, and executive leadership coach. With a small team of just five people, she enlists Gemini to help tackle the numerous tasks needed to keep her business thriving.



“I am integrating our online course for clients so that I don’t have to necessarily be there. Gemini can write scripts and come up with modules in a succinct fashion. That’s something that a team would normally do. So, it’s almost like you get to create your own team of you.”

KARITH
CEO



Providing Peace of Mind



**“We’ve never had a breach yet with Gmail—
we had someone try to break in, but
Google stopped them. I want to prevent it
from ever becoming an issue so that
I can sleep at night and concentrate on
things that grow my business.”**

JON
BUSINESS OWNER

Google's trusted reputation provides businesses peace of mind

Small businesses place complete trust in Google, backed by its:

Reputation for security

Knowledgeable live support

Google's ongoing improvements to usability and features reassure small businesses that Google will support their business for the long haul.

The familiarity and comfort of using Google seamlessly translate into professional settings, reducing the mental load and helping businesses run smoothly.

"Google is responsive in terms of help and support. If something doesn't make sense, you contact support, and you get the problem figured out."

ADRIAN
DIRECTOR OF OPERATIONS

"Without Gmail, my business wouldn't function because we are so dependent on it. It's comforting. Also it's not stagnant; it's always updating."

KARITH
CEO

"I'm just familiar with Gmail; it's a comfort level. It feels intuitive to me; it makes my business run smoother like when you oil the chain on a bike."

DAVID
BUSINESS OWNER



CUSTOMER SPOTLIGHT

Adrian

INDUSTRY

Medical Device Consulting

BUSINESS SIZE

10 employees

BUSINESS TENURE

18 years

Adrian is the Director of Operations for a medical device consulting business. He chose Google Workspace for its ability to consolidate internal documents and manage access effectively. Handling highly sensitive client information, Adrian's team needed a platform that kept their data safe. Because of Google's trusted name, Adrian pitched Google Workspace to his team with confidence.



“Google seems to have the least amount of breaches or concerns. So, when I’m trying to convince the team, it’s easy for me to sell that because the brand name is trustable.”

ADRIAN
DIRECTOR OF OPERATIONS

See how Gmail can support your business growth

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