

Gemini in Google Docs Activity: Generate a Blog Post

In this activity, you apply what you've learned about Gemini in Google Docs while you act as a sales representative for Cymbal Retail.

Cymbal Retail is about to begin selling its newest software product, Cymbal CRM. Cymbal CRM is a cloud-based customer relationship management (CRM) system that helps retailers improve their sales, marketing, and customer service.



With Cymbal CRM, you can:

- Track customer interactions and history.
- Manage your sales pipeline.
- Create and track marketing campaigns.
- Provide better customer service.

Task 1 - Generate text

Use generative AI to create content for your upcoming blog post about Cymbal CRM.

Complete the following steps:

1. To create a new document in Google docs, go to [docs.new](https://docs.google.com/new).
2. Enter a prompt into the **Help me write** prompt box.

Directions: You want to create a blog post to help bring traffic to the company website and drive new sales leads. The blog post should discuss the main features of Cymbal CRM.

Tip: You might need to include portions of the product description (defined earlier in this exercise) in the prompt.

3. Click **Create**.

Note: The text generation might take a few seconds.

Check your work: Does the text mention...

- ☐ Tracking customer interactions and history?
- ☐ Managing your sales pipeline?
- ☐ Creating and tracking marketing campaigns?
- ☐ Providing better customer service?

Task 2 – Refine text

In this task, you edit the text from Task 1 to reach the desired word limit.

Complete the following steps:

1. In the **Tools** menu, select **Word Count** and note the number of words in your document.
2. Select all text in your document.
3. While the text is still selected, click **Help me write** in the left margin of your document.

Note: Clicking **Help me write** without any text selected will open a new prompt box. Although this prompt can generate new text, it won't be able to rewrite what you've already written.

Directions: Your blog post should be 500 words. Use Gemini to shorten or elaborate on your text to reach the desired word count.

4. Select the desired refinement, like **Shorten** or **Elaborate**.
You can also write your own prompt to improve the text. To use this option, describe your desired word count in the prompt box labeled **Custom**.
5. Click **Replace**.

Note: *The text generation might take a few seconds.*

Check your work: Does the text...

- ☐ Still mention the key benefits of Cymbal CRM?
- ☐ Meet the word count?