



LinkedIn Content Library

NE Ads Social Ambassadors 2026

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Your LinkedIn Content Library – Let's Create. Share. Inspire ✨

01

We'll keep it simple: new post added → we email you → you share the magic.
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02

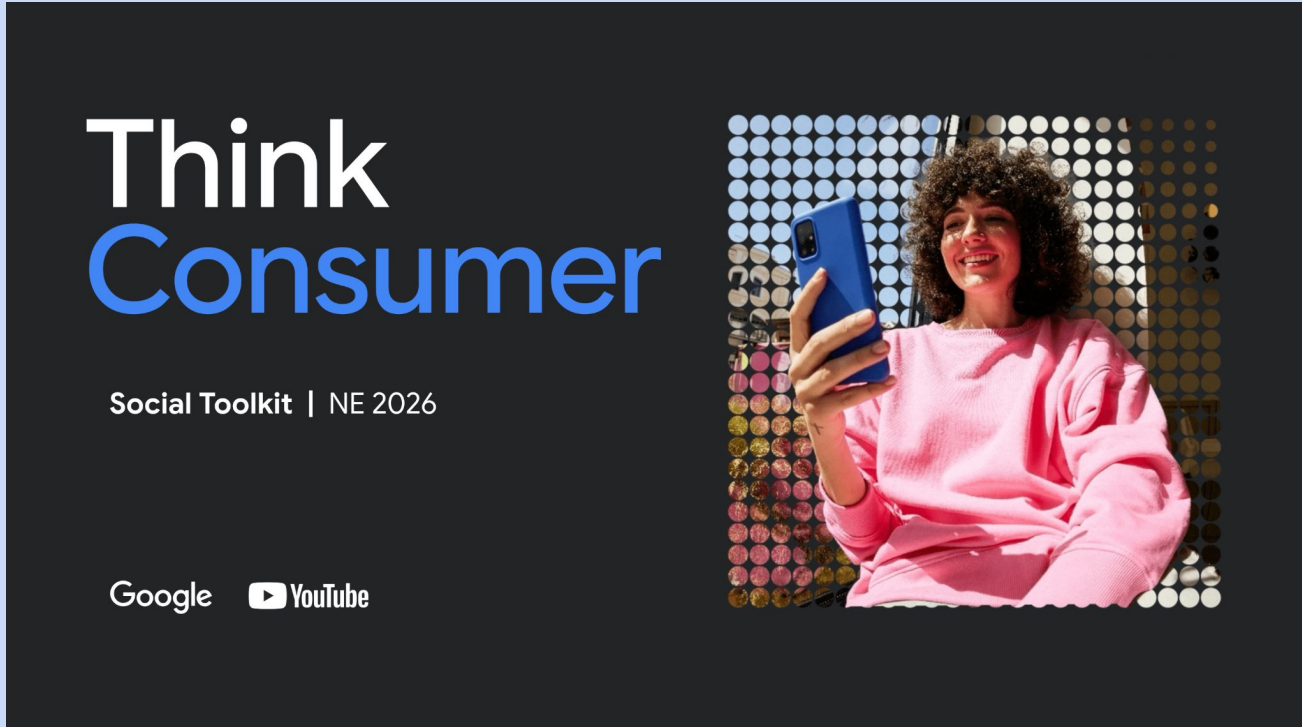
Don't be shy—put your stamp on it! Feel free to rewrite the text and add your own photos.

03

Your brilliant ideas + our marketing budget = social media gold.
Contact @sarapal or @junepollet for help with content creation.

Think Consumer related content

Looking for Think Consumer related content? Find the [social toolkit](#) for the campaign below! 📌



Q1 26

Ongoing Post Library

—

Search Live global expansion

March 31

Ready to post

Proposed Copy:

Search is going "Live" around the world! 🌍🚀

I'm so excited to share that Search Live is officially expanding to over 200 countries today. It's one of those "magic" features that reminds me why I love working at Google. Search Live is designed for those moments when typing just isn't enough. Whether you're troubleshooting a new gadget or asking about a landmark in front of you, you can now have a real-time, back-and-forth conversation using your voice and camera. 🗣️👤

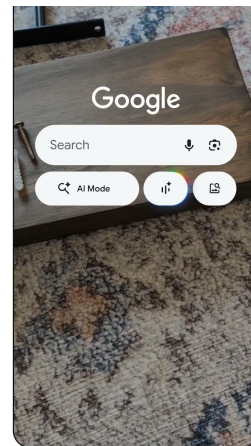
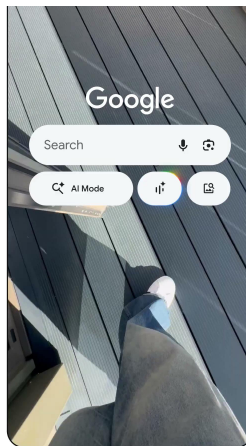
What's new:

- 🌍 Global Reach: Available in every location where AI Mode is live.
- 🧠 Gemini 3.1 Flash Live: This new model under the hood makes conversations feel incredibly natural and supports many more languages.
- 🔍 Multimodal: Tap the "Live" icon in the Google app or even inside Google Lens to chat about exactly what you see in the real world.

It's inspiring to see how we're making Search even more helpful and accessible for everyone, everywhere. Ready to try it? Open the Google app (Android or iOS) and look for the Live icon under the search bar.

Full details in the comments 👉
<https://goo.gle/4m3dqdg>

#GooglerInsights



Download Assets [here](#) and [here](#)

Use [go/SocialSquadStudio](#) to create
your own version

TwG article:

April

Coming

Proposed Copy v1 - please edit with your own details:

It all started with [a single charm...](#)

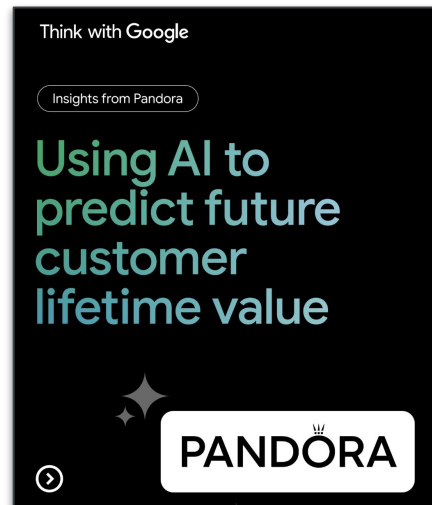
My first Pandora piece was [a silver heart charm for my sister](#). I remember the excitement of picking it out, and the tradition it started — returning every birthday and Christmas to add a new chapter to her story.

That's the magic of Pandora. But how do we predict which shoppers will become lifelong collectors?

In this Think with Google case study, discover how Pandora is using AI to identify "future value" the moment a customer makes that very first purchase.

Read how Pandora is turning data into brilliance: [\[Link\]](#)

#ThinkWithGoogle #GooglerInsights



[Download Assets](#)

Use [go/SocialSquadStudio](#) to create
your own version

TwG article:

April

Coming

Proposed Copy v2 - please edit with your own details:

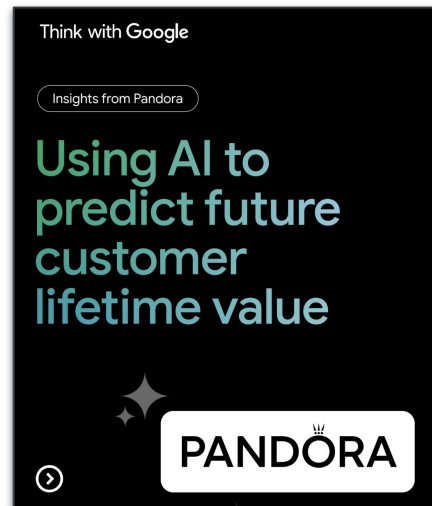
Can a single basket predict the future?

My first Pandora purchase was a [snake chain bracelet](#). At the time, I didn't realise that first purchase was a data point that could predict years of brand loyalty.

Pandora's Global Head of Search, Karen Clemens Sørensen, just shared a brilliant project they have been working on. By analysing 90 million transactions, Pandora discovered that the volume and value of a customer's first basket is the ultimate predictor of their future worth.

Check out the full story: [\[Link\]](#)

#ThinkWithGoogle #GooglerInsights



[Download Assets](#)

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your own version

TwG article:

April

Coming

Proposed Copy v2 - please edit with your own details:

My first Pandora piece was a [ring](#). What was yours?

At Pandora, we know that every first purchase is the start of a story. Now, thanks to AI, we can actually predict how that story unfolds.

We've moved beyond "one-time" sales to focus on Customer Lifetime Value, using real-time predictive modeling to find our most loyal future fans. The results? More meaningful connections and a significant boost in global revenue.

[LINK]

#ThinkWithGoogle #GooglerInsights



[Download Assets](#)

Use [go/SocialSquadStudio](#) to create
your own version

TwG article:

Mar 20

Ready to post

Proposed Copy:

Are you currently web first, app second? Then, in short, you're missing out.

App users convert at 2.8X the rate of mobile web users.

They build bigger baskets.

They also drive significantly higher customer lifetime value.


Far from cannibalising web traffic, an app can be a vital part of your marketing strategy.

If you want to find out how to get the best out of your app, you're in luck. We've just launched the Hybrid Apps Playbook, a comprehensive guide to creating winning app campaigns, measurement and privacy, and much, much more.

Authored by Google's experienced measurement and data team, this is a must read if you want to launch or get the most out of your apps. Take a look - <https://goo.gle/4v4E7T9>

#ThinkWithGoogle #GooglerInsights

To add the .gifs to your post, select 'Add media' and select the four .gifs in chronological order (1-4).



 [Download Assets](#)

Use [go/SocialSquadStudio](#) to create your own version

TwG article: Mark Ritson: Why the best marketers choose 'and' over 'or'

Mar 11

Ready to post

Proposed Copy:

For years, marketers have been told to pick a side.

Brand or performance? Distinctiveness or differentiation? Traditional or digital?

Mark Ritson calls this a "binary tug-of-war," and he's here to end it with a concept called "Bothism".

The reality? Bothism is the capacity to see the value in both sides and co-opt them into the right mix for your specific challenge.

It's not about a mandatory 50/50 split - it's about recognising that long-term brand building actually makes your short-term performance more efficient.

Read the full interview on Think with Google now - <https://goo.gle/3Nw1lef>

#ThinkWithGoogle #GooglerInsights

Think with Google

"When you stop looking at Search and YouTube in silo and start using them as a duo, you aren't just adding reach — you're multiplying impact."



Mark Ritson,
Brand consultant and Founder
of MiniMBA in Marketing.



[Download Asset](#)

Use [go/SocialSquadStudio](#) to create
your own version

Nano Banana 2 launch

Mar 2

Ready to post

Proposed Copy:

Nano Banana 2: Pro-level intelligence at Flash speed 🚀

From the viral success of Nano Banana last August to the creative power of the Pro version in November, we haven't stopped innovating. Now, discover Nano Banana 2!

Why it's a game-changer:

🌐 **Advanced World Knowledge:** Nano Banana 2 uses real-time online search to generate images that are even more true to life.

👉 **Flawless Text Rendering:** Create visuals with legible, precise text in the language of your choice.

👥 **Subject Consistency:** Maintain the appearance of your characters (up to 5) and objects (up to 14) to create true storyboards.

🔧 **Creative Mastery:** The model follows your most complex instructions to the letter and gives you control over format and resolution (up to 4K).

Every generated image includes our **SynthID** invisible digital watermark, ensuring the identification of AI-generated content.

👉 **Ready to test it out?** Head over to the Gemini app. Select "Create an image," then choose from our new gallery of templates or simply let your imagination run wild! Learn more 👉 [link to blog](#)

#GoogleAI #Gemini #NanoBanana2 #GooglerInsights



[Download Assets](#)

Use [go/SocialSquadStudio](#) to create
your own version

Lyria 3 launch

Feb 19

Ready to post

Proposed Copy:

Meet Lyria 3! 🎵 Our newest music model just landed in the Gemini app.

It lets you create high-quality tracks in seconds. Just like Nano Banana handles images and Veo handles video, Lyria is here for the music.

Give Gemini a vibe, upload a photo or PDF to soundtrack it, or just turn a random thought into a 30-second track (complete with cover art to send to your friends).

Available to free and paid subscribers on the Gemini app. Get in there and give it a try!

Option 2

Make your own post with inspiration for the full social toolkit [here](#).



Introducing
Lyria 3



[Download Assets](#)

Use [go/SocialSquadStudio](#) to create
your own version

What to expect in Marketing in 2026

Feb 13

Ready to post

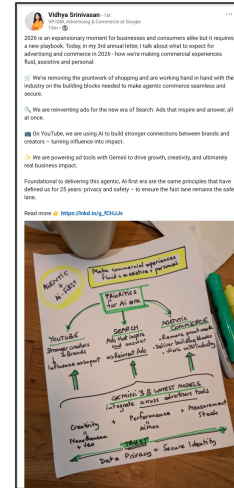
Proposed Copy:

Recommending this good read on where ads and commerce is headed in 2026.

Here is the TL;DR:

- **Shopping gets smart:** The gruntwork of shopping is disappearing with agentic commerce.
- **Search is in a new era:** It's about answers now, not just links.
- **Matching brands and creators on YouTube:** YT is using AI to deeply understand content and audiences, and instantly matching brands with the creator communities that will love their products.
- **Accelerating growth with Gemini 3:** And yes, **Veo3** is coming to Google Ads!

Read the full article here: <https://goo.gle/3MzbprM>



repost

Use [go/SocialSquadStudio](#) to create your own version

What to expect in Marketing in 2026

Feb 13

Ready to post

Choose your focus area and create copy linking to this article by Vidhya Srinivasan:
<https://blog.google/products/ads-commerce/digital-advertising-commerce-2026/>

Copy thought starters:

PRIORITIES

- For decades, you could shop fast or you could shop smart. In 2026, you no longer need to choose. We want to **reimagine commercial experiences** and want them to be fluid, assistive, and personal, and help businesses build confidence from the start.
- 2026 is an expansionary moment for businesses and consumers alike but it requires a new playbook.

YOUTUBE

- **Creators on YouTube** are today's most trusted tastemakers. We're using AI to build stronger brand-creator connections, helping consumers move from "just looking" to "just got it" faster.

SEARCH

- **Search** is becoming an even more powerful tool for discovery – where ads inspire and answer all at once. we're reinventing ads for the new era of Search where an ad is bridging inspiration and action.

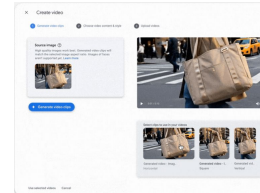
AGENTIC COMMERCE

- **Agentic commerce** will transform how we shop and how businesses engage with consumers. UCP is a common language to help move from buzzword to reality. We are working with the industry on the building blocks needed to make agentic commerce seamless and secure.

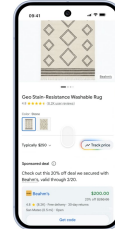
GEMINI 3 & OTHER MODELS

- **Gemini-powered ad tools** will help businesses keep up and drive even more growth through creativity, performance, and ultimately real business impact.

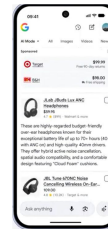
Veo in Ads



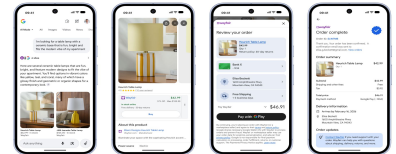
Direct Offers



Shopping Ads in AIM



Buy Button



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AI Max: Myth-busting for marketers

Feb 11

Ready to post

Copy Suggestion:

Myth: Automation means losing control. **Reality:** It's about upgrading your steering 🚗

If you are worried AI Max takes the wheel entirely, this one's for you 💡

We asked **Google AI experts Emily and Alex** to set the record straight. They reveal how your specific inputs and guardrails are actually what dictate the AI's success. 🧠

Ready to bust the biggest myths in the game? Read the expert advice 👉

<https://goo.gle/4aatoOw>



[Download Asset](#)

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TwG: Gemini productivity tips

Feb 10

Ready to post

Copy Suggestion:

Can you believe it's already February? 🤖 If you feel like the month just flew by, don't worry - it's never too late to start saving time on your daily to-do list with some productivity hacks ✨

Google's [@Laura Mae Martin](#) shares **5 game-changing tips** to help you work smarter 🧐 So you can spend less time on admin and more time on your campaign strategy 🧑💻

Read the full guide on [@ThinkwithGoogle](#) 👉 <https://goo.gle/301LSbc>



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TwG: Orlando Wood 1/3

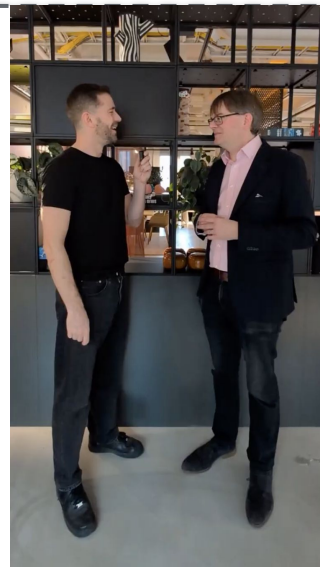
Feb 10

Ready to post

Copy Suggestion:

Salesmanship and showmanship are two essential ingredients in successful ads. But lately many brands have been getting the formula all wrong.

Orlando Wood spoke to Google's Anders Lidström about the importance of favouring a compelling, exciting and human narrative that captures viewers' attention - <https://goo.gle/4anEKh0>



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TwG: Orlando Wood 2/3

Feb 10

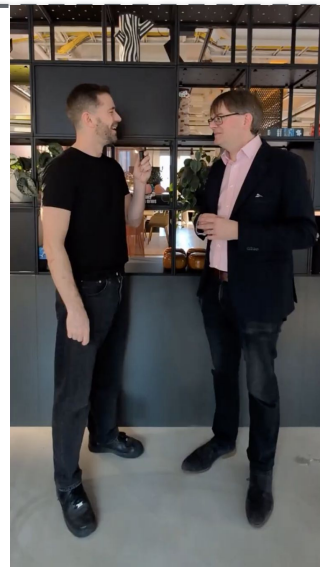
Ready to post

Copy Suggestion:

“Think theatrically...draw people in before they know what the products are really about.”

Orlando Wood shares how your ads can capture people’s attention and yield long-term benefits.

Read his interview with Think with Google to gain the full insights – <https://goo.gle/4anEKh0>



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Use [go/SocialSquadStudio](#) to create your own version

TwG: Orlando Wood 3/3

Feb 10

Ready to post

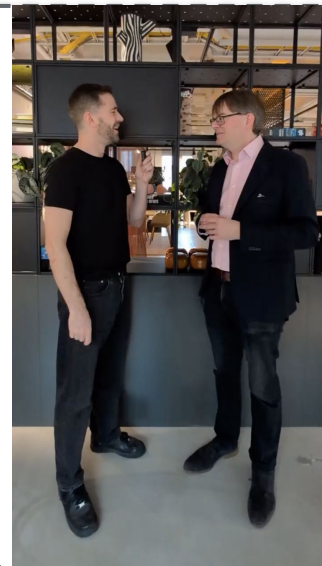
Copy Suggestion:

Think of the “Did Somebody Say...” jingle from Just Eat Takeaway.com. Specsavers’ “Should’ve gone to Specsavers” campaign. And, of course, the YouTube Man.

All of them are ‘fluent devices’, and all have longevity and adaptability.

Read all about it in Orlando Wood’s interview with Think with Google –

<https://goo.gle/4anEKh0>



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your own version

TwG: Ads decoded podcast ep 1

Feb 5

Ready to post

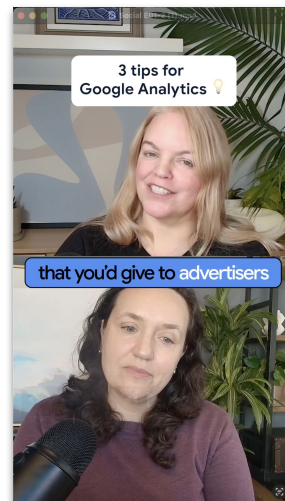
Copy Suggestion:

Don't miss the premier of **Ads Decoded!**

@[Ginny Marvin](#) sits with @[Eleanor Striblin](#) to discuss a concept I find critical for 2026: **Data Strength**.

It's easy to think of measurement as a "set it and forget it" task, but in an AI-driven market, the quality of your data is your primary competitive advantage. They break down how to move beyond basic ROI and use GA4 to see the true impact and performance of your campaigns.

If you're looking to turn your data into a growth engine this year, this conversation is a great place to start. **Watch here** → <https://goo.gle/4rafDF8>



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your own version

TwG: Sign up to TwG email

Feb 5

Ready to post

Copy Suggestion:

Subscribe to the Think with Google email and receive fresh insights from brands like Booking.com, Jysk and Rituals, plus Google's latest playbooks and reports on AI, Search and YouTube. Join over 40,000 other marketers and sign up today (select EMEA) - <https://bit.ly/4q1d8UD>

The Think with Google email



Think with Google



[Download Asset](#)

Use [go/SocialSquadStudio](#) to create your own version

TwG: Marabou case study

21 Jan

Ready to Post

Copy Suggestion:

The roaring twenties. The moon landing. The rise of the internet.

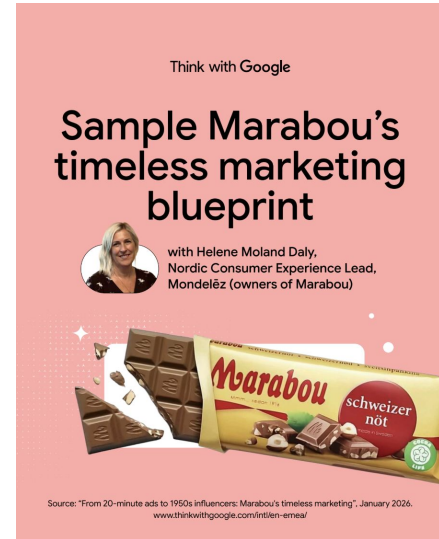
Marabou has been around to see all of them.

The secret to the brand's longevity? Well, it's certainly not chasing trends – in fact, it's the opposite.

It's about building a set of advertising principles that you can not only believe in, but can also stand the test of time and be applied to a range of different formats.

Mondelēz's Nordic Consumer Experience Lead, Helene Moland Daly, breaks down the 3 key pillars of enduring marketing that have kept the brand at the summit for over a century.

[LINK]



[Download Asset](#)

Use [go/SocialSquadStudio](#) to create your own version

YouTube: Neal Mohan's letter to the industry

21 Jan

Ready to Post

Copy Suggestion:

We're entering a new era of innovation for 2026.

In his letter to the industry, YouTube CEO Neal Mohan outlines the channel's key focuses for the year ahead, including:

- 💡 Reinventing entertainment
- 💡 Building the best place for kids and teens
- 💡 Powering the creator economy
- 💡 Supercharging and safeguarding creativity

Read Neal's full insights and check out the video below. 📌



[Repost](#)

Use [go/SocialSquadStudio](#) to create your own version

Ads decoded podcast

21 Jan

Ready to Post

Copy Suggestion:

This dropped in time for your next commute 📌

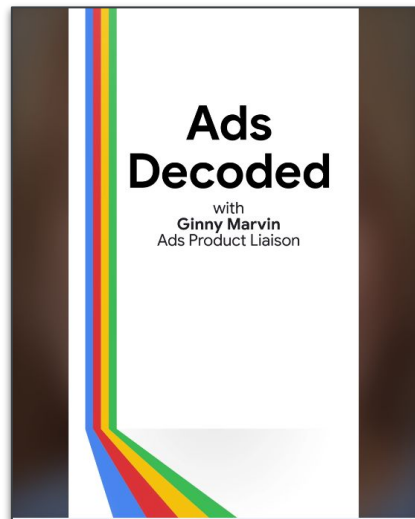
Enjoy Ads Decoded, a new podcast from the teams behind Google Ads. Listen in on candid conversations, get the inside scoop on upcoming products and receive the insights that'll help you cut through the noise.

Subscribe on YouTube → <https://goo.gle/4sL7HM1>

You can also find it on Apple Podcasts: <https://apple.co/4kajRuh>

Spotify: <https://goo.gle/4sS2gLc>

and Amazon Music: <https://amzn.to/4t6ohq2>



[Repost](#)

Use [go/SocialSquadStudio](#) to create your own version

Q4

Ongoing Post Library

—

25 years of Google Ads option 1

Oct 23

Ready to post

Suggested copy:

A massive thank you to our partners and clients as we celebrate 25 years of Google Ads! 🎉

Since we started 25 years ago, our guiding light has always been supporting our customers to meet their business objectives. It's been an incredible journey of innovation, from the early days of keyword Search to introducing video ads and Google Analytics.

The evolution continues! AI is already revolutionizing every part of the marketing chain from creative to performance to measurement, and helping marketers to reach customers on Search and YouTube - where discovery starts and decisions are made.

As we continue to innovate, our foundation remains: **connect people with businesses**. Thank you for pushing us to excel - **here's to the next 25 years of partnership!**



 [Repost or link to YouTube](#)

Please always use the mandatory hashtags: #

25 years of Google Ads option 2

Oct 23

Ready to post

Suggested copy:

We're celebrating 25 years of Google Ads and looking forward to the next chapter of growth! 🎉

For a quarter century, the success of our clients has been the heartbeat of Google Ads. We've embraced advancements in technology and industry shifts and continuously evolved - from keyword Search to mobile, video and now, the power of AI.

AI is transforming digital marketing, giving your business cutting-edge tools to scale creativity, optimize campaigns, and reach new audiences globally.

Our foundation remains: **help customers show up in the moments that matter and reach customers across Search and YouTube** - where discover starts and decisions are made.

To our advertisers, publishers, creators and our team: Thank you for 25 remarkable years - let's make the next 25 even more memorable!



 [Repost or link to YouTube](#)

Please always use the mandatory hashtags: #

Think Global event

Oct 29

Ready to post


Suggested copy:

 Want to unlock growth in the US for your brand? We've got you covered.

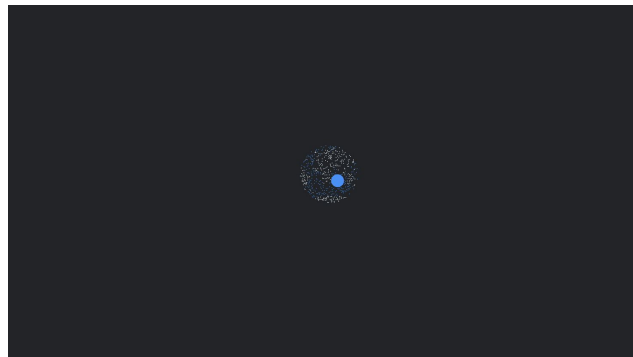
The complexities of US trade and rapidly evolving digital consumer trends demand a strategic approach. That's why you can't afford to miss Think Global New York 2025.

Here's what you'll gain:

- **Deep Insights:** Navigate the intricate US trade environment with confidence.
- **Latest Trends:** Uncover the newest digital consumer trends driving purchase decisions.
- **Actionable Strategies:** Develop a clear roadmap to unlock your full potential for global expansion in the US.

Ready to elevate your global strategy? Register now to the exclusive digital session on November 4  <https://goo.gle/4olp3fG>

#GoGlobalwithGoogle #AI #Export #ThinkGlobalNYC #GoogleAds



[Download asset](#)

Please always use the mandatory hashtags: #

Think Global event case study

Oct 29

Ready to post

Suggested copy:

🌍 Inspired by @On or @Loop driving strong growth in the US? If you're looking for ways to unlock growth in the US for your brand, we've got you covered.

During Think Global New York 2025, we'll discuss how to build your strategic approach for navigating the complexities of US trade and rapidly evolving digital consumer trends.

Ready to elevate your global strategy? Register now to the exclusive digital session on November 4 → <https://goo.gle/4olp3fG>

#GoGlobalwithGoogle #AI #Export #ThinkGlobalNYC #GoogleAds



[Download asset](#)

Please always use the mandatory hashtags: #

Think Global event TwG article

Oct 29

Ready to post

Suggested copy:

💡 I'm excited to share the latest research from Think with Google! Our new article, *The Atlantic leap: Winning export strategies to 'crack' the U.S. in 2026*, is a must-read for anyone interested in global expansion and the U.S. market.

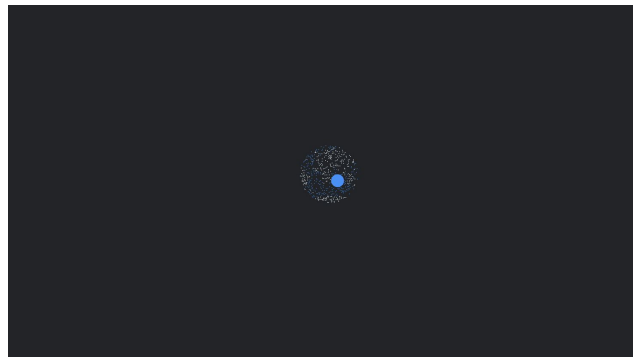
The article provides a strategic framework for international brands looking to expand in the U.S., focusing on:

- Redefining the new American consumer (did you know "Being healthy" is the #1 life goal?).
- The power of a data-driven, city-level approach for growth.
- How Google AI is helping brands like Loop and On localize operations and creatives with incredible speed and impact.

Check out the full article 🙌 <https://goo.gle/twg-export>

🌐 If you're interested in learning more about unlocking growth to the US, register now for our Think Global NYC event on Nov 4 🙌 <https://goo.gle/4olp3fG>

#GoGlobalwithGoogle #AI #Export #ThinkGlobalNYC #ThinkwithGoogle



[Download asset](#)

Please always use the mandatory hashtags: #

Gemini 3

Nov 19

Ready to post

Suggested copy:

We're releasing Gemini 3 Pro, now available for users, developers, or businesses. Gemini 3 Pro tops independent leaderboards and is the most capable AI model Google has ever created. It is purposefully built to deliver on our promise to make AI helpful to everyone.

Here's how you can use it:

Learn Anything

Need to master a new skill? Gemini 3 adapts to how *you* learn best. It can translate handwritten family recipes or simplify dense academic papers into dynamic visual explainers

Build Anything

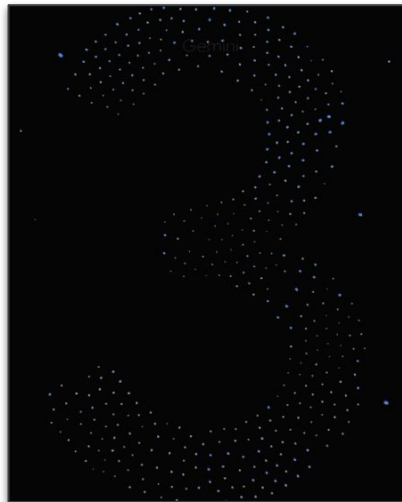
To our developer community: Building is now easier than ever. Gemini 3 is our best 'vibe coding' model, topping all the major coding agent leaderboards, and you can access this power through the new Antigravity platform and our updated tools starting today

Plan Anything

With enhanced agentic capabilities, Gemini 3 can handle complex, multi-step workflows like sorting your Gmail inbox or drafting a detailed travel itinerary by acting on your behalf (with your permission, of course).

Check the blog below for more info - or check it out Gemini for desktop or the Gemini app!

<https://blog.google/products/gemini/gemini-3/>



[Download asset](https://blog.google/products/gemini/gemini-3/)

Please always use the mandatory hashtags: #

Nano Banana Pro in Ads option 1

Nov 20

Ready to post

Suggested copy:

We just launched Nano Banana Pro in Google Ads, and I'm thrilled about what this means for marketers! 🥳

Nano Banana Pro is our most advanced image generation model, and it's a game-changer for testing and scaling visuals.

🚀 My favorite features that deliver instant impact:

- **Rapid Concepting:** Create countless on-brand variations and test new ideas just using simple text prompts.
- **Unmatched Quality:** Generate visuals with incredible photorealistic accuracy, fine detail, and complex textures.
- **Product Combining:** Effortlessly merge up to five of your products into a single, beautiful lifestyle shot.

The future of advertising creativity is here, combining your market expertise with our most sophisticated AI.

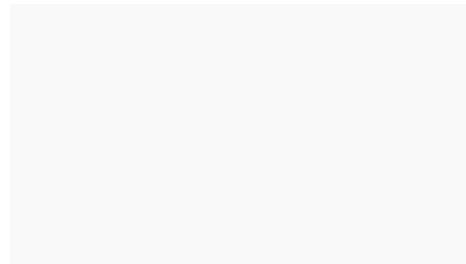
👉 Global rollout starts today in Google Ads **across 8 languages**. Check out the full details and see it in action: 🖱️ <https://blog.google/technology/ai/nano-banana-pro>

Create an image that is relevant to your professional or personal life to accompany the post - linking to Nano Banana as a consumer product and showing it in full action.

💬 Check out the [prompt library](#) for inspiration.

⚠️ Check out [this social guidance](#) for further details.

OR use the below:



[Download asset](#)

Please always use the mandatory hashtags: #

Nano Banana in Ads option 2

Nov 20

Ready to post

Suggested copy:

I am incredibly excited to share that we're bringing a **new level of AI-powered creative design directly into Google Ads** to empower marketers.

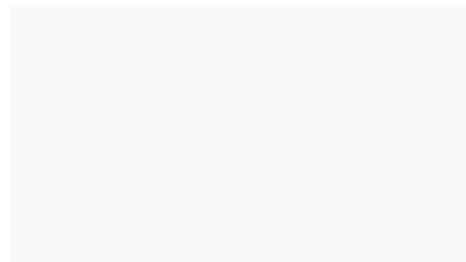
Nano Banana Pro is our most advanced image generation model that puts cutting-edge editing power right where you build your campaigns. It has never been easier for advertisers of all sizes to translate their vision into high-quality, on-brand, and performance-driving visuals.

🌍 Global rollout starts today in Google Ads **across 8 languages**. Check out the full details and see it in action 👉 <https://blog.google/technology/ai/nano-banana-pro>

Create an image that is relevant to your professional or personal life to accompany the post - linking to Nano Banana as a consumer product and showing it in full action.

- 💬 Check out the [prompt library](#) for inspiration.
- ⚠️ Check out [this social guidance](#) for further details.

OR use the below:



[Download asset](#)

Please always use the mandatory hashtags: #

Year in Search alt 1: repost YIS video

December 8

Ready to post

Suggested copy:

The 2025 Year in Search video is a fantastic reflection of human curiosity and a strong validation of where our Google products are headed.

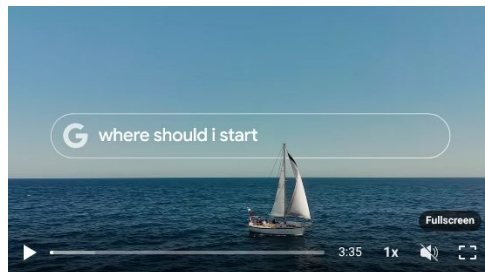
From breakout trends like the viral 'Nano Banana' to an increase in “how to + AI” queries, the data shows Search is becoming more intelligent, visual, and conversational. With over 5 trillion searches annually, here's why the five major takeaways are crucial for our partners:

💡 **AI = Intelligent Consumer:** Users are searching for how AI impacts their careers, demanding equally intelligent tools (and ads!) from us.

📸 **Visual Discovery is Exploding:** 25 billion+ Lens queries per month validate the importance of bridging visual exploration with purchase.

▶ **YouTube is Culture:** Search shows what people are interested in, but YouTube shows how they engage. Creator partnerships are the most authentic bridge to fandoms. It's inspiring to see how our technology is empowering users to explore the world in new ways.

Watch the 2025 Year in Search video to see the story:
https://www.youtube.com/watch?v=Vv_sjpcIsZ8



[Repost](#)

Please always use the mandatory hashtags:

#YearInSearch

Year in Search alt 2: Personal post

December 8

Ready to post

Share top Searches from your country with your own reflections.

How to:

1. See trending searches at <https://trends.withgoogle.com/year-in-search/2025/>
2. Share to socials via the [share button](#)

Årets mest trendande sökningar

- 1 Charlie Kirk
- 2 Ed Gein
- 3 Hockey-VM
- 4 Ozzy Osbourne
- 5 Labubu

Trending zoekopdrachten

- 1 Stemwijzer
- 2 Charlie Kirk
- 3 Verkiezingen 2025
- 4 iPhone 17
- 5 D66



Please always use the mandatory hashtags:

#YearInSearch

AwG mini series: Beyond the Peak: Get your Google Ads ready for 2026!

December 10

Ready to post

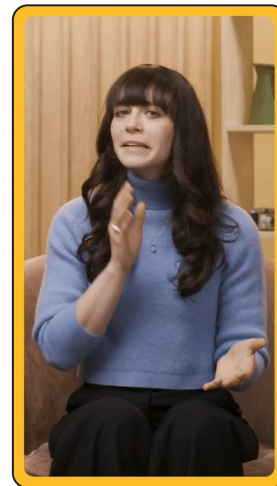
Suggested copy:

The way people search is fundamentally changing.

The brands who will **win in 2026** are those who embrace and adapt to this shift.

We know it's tough to keep up with the pace, so we made it easy. We've boiled down everything you need to know about our latest **AI Ads solutions** into a fast, focused series: **5 videos, 5 minutes each.**

Watch the 5-Video Series Now 👉 <https://goo.gle/3KoM42S>



 [Download asset or repost](#)

Please always use the mandatory hashtags: #

AwG mini series: Beyond the Peak: Get your Google Ads ready for 2026!

December 10

Ready to post

Suggested copy:

Do you lose control with AI Max? 🚩

We put [Emily](#) and [Alex](#) on a mission to separate the red flags from the green flags surrounding AI Max. Get the truth on the statements we keep hearing!

If you want to optimize your Search campaigns in a **single click**, then join Alex for a deep dive
👉 <https://goo.gle/3XrezzZ>

AI Max provides
visibility into
generated

 [Download asset or repost](#)

Please always use the mandatory hashtags: #

AwG mini series: Beyond the Peak: Get your Google Ads ready for 2026!

December 10

Ready to post

Suggested copy:

Do you retain control over automation with Performance Max? ●

We put our expert, [Alex](#), on a mission to separate the **red flags** from the **green flags** surrounding PMax.

For those who want to deep dive and learn exactly how you can harness the power of Performance Max, this video is for you 🖱️ <https://goo.gle/3KhvZfn>

Marketers retain important control features within PMax to steer the automation

 [Download asset or repost \(soon\)](#)

Please always use the mandatory hashtags: #

AwG mini series: Beyond the Peak: Get your Google Ads ready for 2026!

December 10

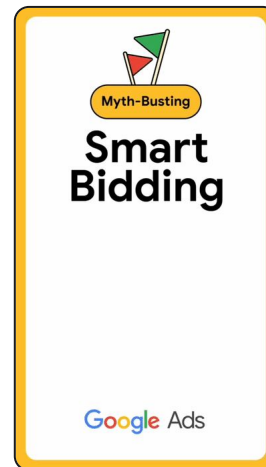
Ready to post

Suggested copy:

Do you need 100% broad match adoption for Smart Bidding Exploration eligibility? 🚩

We set [Oliver Borm](#) on a mission to debunk some myths surrounding Smart Bidding Exploration.

If you want to deep dive and into what Smart Bidding Exploration can do for you, then this video is for you 🙌 <https://goo.gle/48yCqCN>



 [Download asset or repost \(soon\)](#)

Please always use the mandatory hashtags: #

TwG article: 5 major takeaways for 2026

December 10




Ready to post

Suggested copy:

Excited to share the 2025 Year in Search data! It's a fantastic reflection of human curiosity and a strong validation of where our Google products are headed.

With over 5 trillion searches annually, the trends show Search is moving into a more intelligent, visual, and conversational era. This means massive opportunities for our partners!

Here are the top 3 of the 5 major takeaways for marketers (and for all of us!):

-  **Search is moving from keywords to conversations:** It's all about showing up in the exploratory, discovery phase.
-  **Visual Search is redefining how we see the world:** 25 billion Lens queries/month proves high-quality visuals are essential for driving commerce.
-  **Fan culture is culture:** Creator partnerships on YouTube are the most effective way to authentically engage with the biggest cultural moments.

Check out the full article on what these trends mean for 2026 marketing strategy!

Read the 5 takeaways for marketers → [LINK](#)



[Repost](#)

Please always use the mandatory hashtags: #

YTF SE Michelle Kadir interview

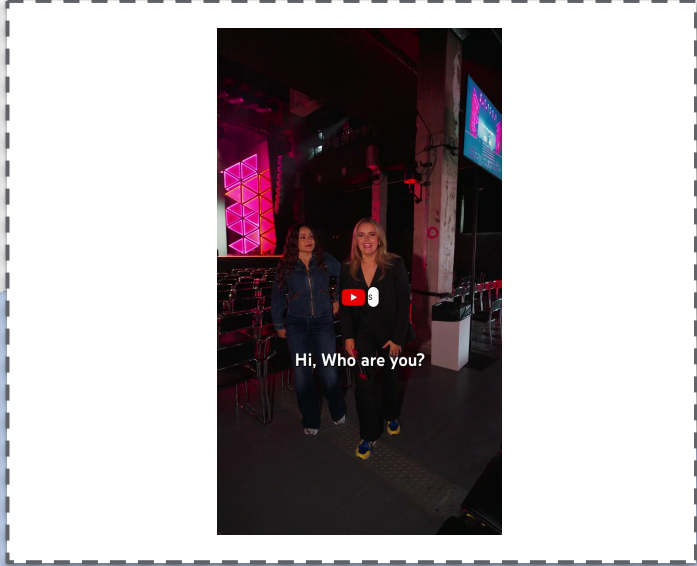
Oct 1

Ready to Post

Copy Suggestion:

Behind the scenes at YouTube Festival in Sweden! 🎉

Catch our Head of YouTube, Michelle Kadir, in a chat with Sofia Dalén about all things YouTube.



 [Repost](#)

Please always use the mandatory hashtags: [#YouTubeFestival](#)

DMEXCO: top 3 takeaways event

Oct 1

Ready to post

Copy Suggestion:

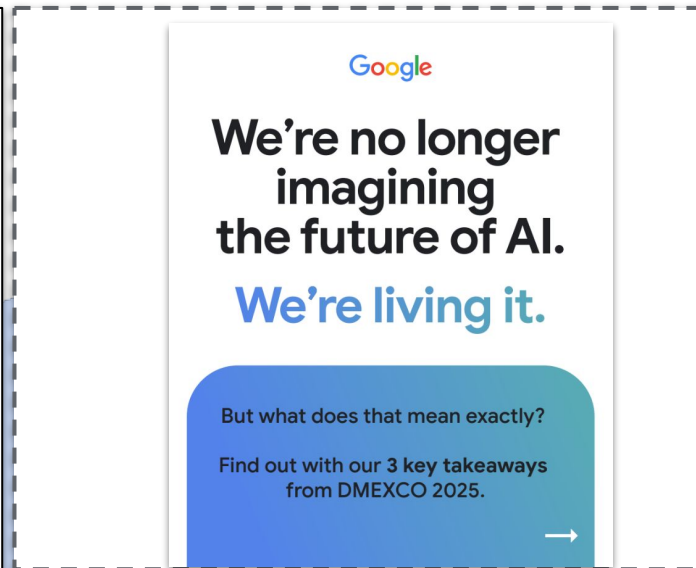
The top-line insights from **#DMEXCO25** confirm: The future of AI in marketing is here, delivering performance gains *now*.

Google AI is giving Search superpowers with features like Lens and AI Mode, completely changing how customers explore. For advertisers, this means one thing: **AI-Powered Campaigns**. AI Max for Search is one of the powerful new features in Google Ads that understands intent and customizes your ads for a perfect match every time. It's how our AI advantage becomes your business advantage.

Swipe through this carousel for the 3 key learnings, then get the action plan on how to achieve a higher ROI with Google AI.

➔ Check out the exclusive content on Accelerate with Google: goo.gle/dmexco-awg

#GoogleAI #DMEXCO #AccelerateWithGoogle #SearchAds #AlinMarketing



[Download asset](#)

Please always use the mandatory hashtags: #

A new era of Search article

Oct 1

Ready to post

Copy Suggestion:

How can marketers maximise performance in this new era of **AI-powered Search**?

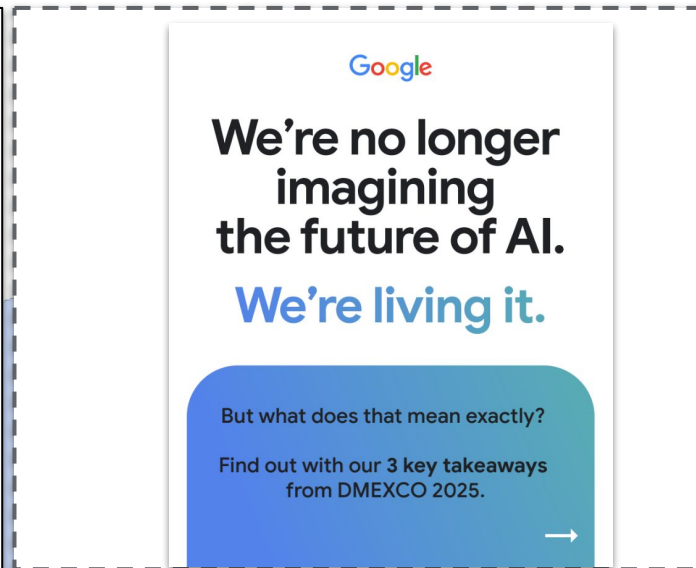
As our VP & GM of Google Ads, **Gaurav Bhaya**, shared at **#DMEXCO25**, this moment is an immense opportunity for marketers. The challenge is clear: people are asking highly complex, visual, and multi-part questions, requiring us to move from **keywords to intent**.

The answer is **AI-Powered Campaigns**. They are designed to help you meet this challenge by reaching people searching in new ways - whether it's a 50+ word question or solely a photo - and delivering creatives that respond to a user's exact needs to drive the most valuable clicks. This puts a new level of performance at your fingertips.

Swipe to see the 3 key learnings from Gaurav, then get the full strategic breakdown and your AI action plan.

➔ Read the full article on @ThinkwithGoogle: goo.gl/dmexco-twq

#DMEXCO #ThinkWithGoogle #FutureofSearch #AlinMarketing #GoogleAds



[Download asset](#)

Please always use the mandatory hashtags: #

AwG event: Maximize ROI with Power Pack & Agile Bidding for Peak

Oct 6 -Video

Ready to post

Copy Suggestion:

Ready to turn this peak season into your most profitable one yet?

Join Google performance specialists @Michel Nienhuis and @Tetsuo Konno for an exclusive, hour-long livestream on Oct 20th. We're giving you the ultimate, proven performance roadmap to conquer this holiday season.

You'll get:

✅ The full checklist: Essential steps for peak season success, from flexing budgets to strengthening your product feed.

💡 Actionable strategies: Insights to drive growth and maximize profit.

!🗣️ Live Q&A: Your toughest questions answered directly by Google experts.

Plus, you could win one of our popular (ugly?) Christmas sweaters. Sign up here 🙌 <http://goo.gle/476MkMk>



[Download Asset](#)


Please always use the mandatory hashtags: #

AwG event: Maximize ROI with Power Pack & Agile Bidding for Peak




Oct 6 - gif

Ready to post

Copy Suggestion:


Let's make this your strongest holiday season. Need a winning strategy refresh? 

On October 20th, my colleagues @[Tetsuo Konno](#) and @[Michel Nienhuis](#) will guide you through the checklist you need to conquer the busiest time of year:

-  Adopting the AI Power Pack of tools - such as AI Max - in order to succeed
-  Using last year's data to plan seasonality adjustments
-  Strengthening your shopping feed

Want the full checklist? Sign up today and get ready for new insights, and a live Q&A - <http://goo.gle/476MkMk>

October 20 • 10:00 CEST

Last-minute tips to win Peak Season:
Exclusive livestream with Google specialists 



Coffee Club with Google



[Download asset here](#)

Please always use the mandatory hashtags: #

Q3

2025 posts

—


AI mode launch

Oct 14

Ready to post

Suggested copy

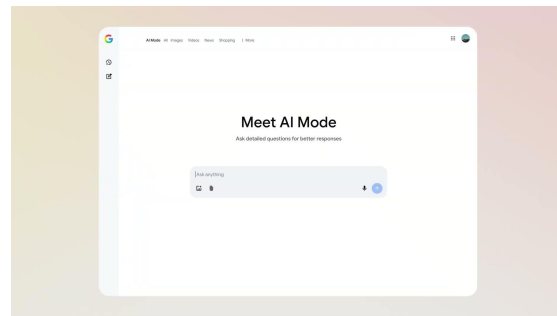
AI is transforming how people search and discover information, and that's opening up new opportunities for brands.

 We're now rolling out AI Mode in Google Search to more than 35 new languages and over 40 new countries and territories, including in **[insert local country/language]**, bringing our most powerful search experience into the hands of more people and businesses.

AI Mode helps answer your most complex, multi-part questions and follow-ups. It makes searching more effortless and intuitive — using text, images, and even voice.

More on that here 

<https://blog.google/products/search/ai-mode-expands-languages-locations/>



[Download assets](#)

Please always use the mandatory hashtags: #

Gemini offer for students

Oct 14

Ready to post

Suggested copy:

Exciting news for all university students in 🇺🇸! 🚀

Google is taking learning to the next level and giving students (18+) the opportunity to use Google AI Pro free of charge for 12 months and discover exclusive learning features.

Imagine having a personal AI tutor - Gemini is here to help you understand complex topics – not just to find answers, but to build lasting knowledge.

With features like:

- 🎓 Guided Learning
- 📖 Study Guide
- ✅ Interactive Quizzes

... you get to learn at your own pace.

The registration period runs until Dec 9. Take advantage of this opportunity and make your studies smarter!

👉 Click here for the offer: gemini.google/students/

Custom links (SE, DK)

SE: [goo.gle/studenter](https://gemini.google/se/students/) (-> <https://gemini.google/se/students/>)

DK: [goo.gle/studerende](https://gemini.google/dk/students/) (-> <https://gemini.google/dk/students/>)

**GEMINI FÖR
STUDENTER**



**FÅ GOOGLE AI PRO
KOSTNADSFRI
I ETT ÅR**

Därför 25 år / månad, 18+. Resultat/erhållningskompatibilitet kan variera. Kontrollera din nät-
anslutning och användningsbegränsningar gäller Google-konto/externa. Gäller till 09/12/25 vilket.

**GEMINI VOOR
STUDENTEN**



**KRIJG GOOGLE
AI PRO ÉÉN
JAAR KOSTELOOS**

Waar 25 jaar/måned, 18+. Resultaten/compatibiliteit met apparaten kan variëren. Controleer de netwerkverbinding,
toegang en gebruiksbeperkingen zijn van toepassing. Google-account vereist. Gebruik van de Dienstvoorwaarden.



[Local assets here](#)

Please always use the mandatory hashtags: #

YouTube NL 2025 Aftermovie

Oct 9

Ready to post

This was YouTube Festival 2025! We celebrated **20 years of YouTube** by turning the Johan Cruijff ArenA red, and the energy was incredible! These are three strategic shifts that will define your success in 2026:

1. **The year of AI and Sports.** YouTube is fundamentally reshaping the sports media landscape by decentralizing the conversation, empowering fans and creators to control the dialogue around their favorite teams and athletes.
2. **The niche is the new scale.** Creators proved that a community of passionate fans, even in highly specific topics, is now the most powerful and effective marketing channel for modern brands.
3. **Start building community.** It's no longer about transactional deals; the focus is on creating deep, authentic fan connections that guarantee sustainable business results.

A massive thank you to everyone for celebrating with us!

Did you miss the Arena energy? Read all [insights here](#)



[Download asset here](#)

Please always use the mandatory hashtags:

#YouTubeFestival

Youtube Festival NL TEASER

20 Aug

Ready to Post

Copy Suggestion:

YouTube Festival 2025 is just around the corner! This year, we're turning the Johan Crujfff ArenA red to celebrate 20 years of YouTube.

YouTube transforms the iconic stadium into an immersive experience for advertisers, agencies, and creators, highlighting the best of sport, music, and culture. Get ready for a night of exciting brand cases, insightful creator talks, and amazing live music.

Stay tuned!



[Download Asset\(s\)](#)

Please always use the mandatory hashtags:

#YouTubeFestival

AwG Peak session promo 1

29 Aug

Ready to Post

Copy Suggestion:

Don't go nuts, but Coffee Club with Google is back with a new session! 🥜

Looking for actionable insights for the crucial peak sales period?

Join us for a session with Economist Impact's Q4 Business Outlook through a macroeconomic lens, followed by separate, Nordics and Benelux-specific insight sessions with our Google Analytical Consultants Ashley Abraham and Christopher Zimmerman.

We'll show you how to navigate challenges and win this season with Google Ads. All sessions will be live with a Q&A.

 Mark your calendar: September 4, 13-14:30 CEST

➔ Sign up: <http://goo.gle/4n5TQfQ>.



[Repost here](#)

Please always use the mandatory hashtags:

[#CoffeeClubWithGoogle](#)

AwG Peak session promo 2

29 Aug

Ready to Post


Copy Suggestion:

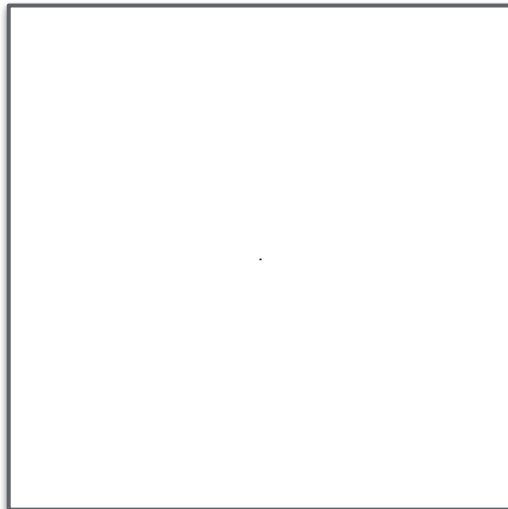
Peak sales season is on its way. Ready to get ahead of the game? 

Get ready to fuel your Q4 strategy! The Coffee Club with Google series is back on September 4th. We've teamed up with Economist Impact and their New Globalisation Head, John Ferguson, to bring you an exclusive business outlook through a macroeconomic lens.

This is followed by separate deep-dives for the Nordics and Benelux with region specific insights and strategies with our Google Analytical Consultants Ashley Abraham and Christopher Zimmerman.

Don't let this one slip by!

 Mark your calendar: September 4, 13-14:30 CEST
➔ Sign up: <http://goo.gle/4n5TQfQ>



[Download Asset](#)

Please always use the mandatory hashtags:

#CoffeeClubWithGoogle

YouTube Festival Online teaser

9 Sep

Ready to Post

Copy Suggestion:

Option 1

All the insights, success stories and answers you need on all things YouTube – delivered right to your screen. 🔥

Join us on Sept 23rd for an hour of YouTube success stories, the latest innovations, first-hand advice directly from top creators and experts, and your chance to get your queries answered during a live Q&A.

Sign up now 🖱️ <https://goo.gl/3JR3FzX>

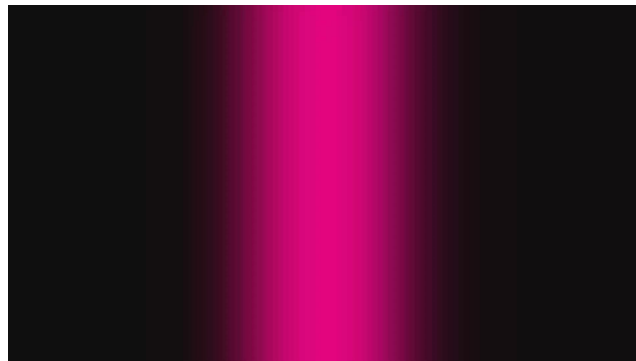
Option 2

Ready to receive the latest YouTube secrets, tools and solutions directly to your screen?

Join us for the first ever online edition of YouTube Festival on Sept 23, and:

- 💡 Enjoy the latest product innovations and updates from creators and experts
- 💡 Find out why YouTube is essential in driving ROI and reaching fans
- 💡 Put your questions to the experts and receive real-time answers.

Sign up now 🖱️ <https://goo.gl/3JR3FzX>



[Repost here](#)

Please always use the mandatory hashtags:


#YouTubeFestival

Google AI Asset Studio Launch

11 Sep

Ready to Post

Copy suggestion:

 **New Product Launch Alert!** Generate and scale creative assets faster than ever with **Google AI in Asset Studio**. Marketers are already embracing AI for creative work, and we're building on that momentum. We're rolling out powerful new generative AI tools globally in **Google Ads' Asset Studio** to help you save time and unlock new creative possibilities just in time for the holidays.

Here's a snapshot of what you can now do:

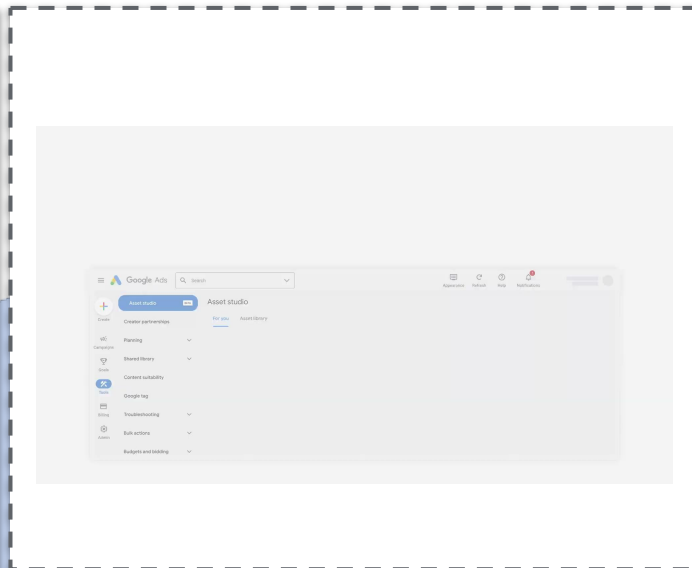
- **Showcase your product in action:** Turn a simple product shot into compelling lifestyle photography with a quick text prompt. (e.g., Put your product on a model walking in a park)
- **Transform images in bulk:** Instantly change the setting or add objects to up to 100 photos at once.
- **Maintain brand consistency:** Upload a "style reference" image, and Google AI will generate new visuals that match your brand's unique look and feel.
- **Coming Soon:** Create videos instantly from text, images, and logos.

Asset Studio is your new one-stop-shop for creative development, testing, and sharing.

Check out the blog post for all the details:

<https://blog.google/products/ads-commerce/generate-creative-assets-google-ai-asset-studio/>

Google AI in Asset studio will only be available globally in the following languages: English, Spanish, Dutch, French, German, Italian, Portuguese, and Japanese



[More assets here](#)

Please always use the mandatory hashtags:

#AssetStudio #GoogleAI

This was Youtube Festival NL

17 Sep

Ready to Post

Copy Suggestion:

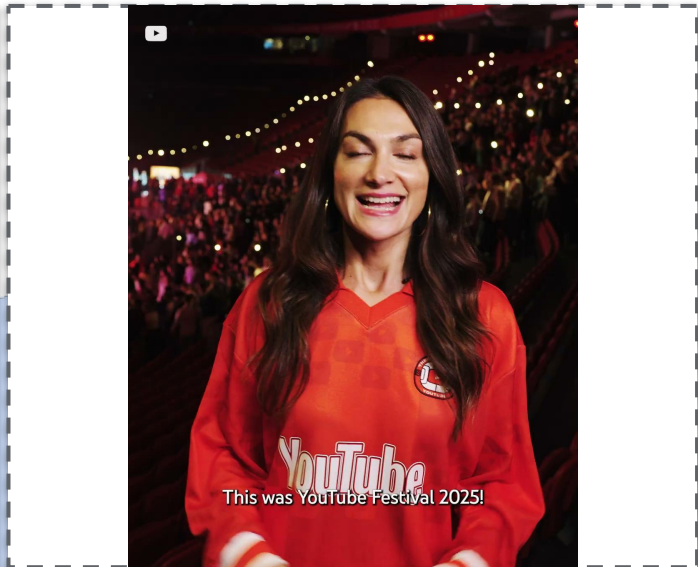
Driving unparalleled ROI. The definitive home of sports. Billions of fans, on every screen.


These are the 3 key takeaways from YouTube Festival!

We celebrated 20 years of culture and innovation at the Johan Cruijff Arena, exploring the future of digital marketing, from AI-powered content to the new wave of creators.

Couldn't make it? Join YouTube Festival Online next week for the latest product updates, creator perspectives, and a live Q&A.

Register here: <http://goo.gle/3JLuc1A>



 [Download video](#)
[Repost here](#)

Please always use the mandatory hashtags:

#YouTubeFestival

This was Youtube Festival SE

24 Sep

Ready to Post

Copy Suggestion:

- 🌐 Everyone watches YouTube
- 📺 YouTube is the new TV
- 👛 Creators are the new entrepreneurs

These are the 3 key takeaways from YouTube Festival Sweden, as told to us by our hosts - and awesome creators - Sofia Dalén and Filip Dikmen 🇸🇪



[Repost](#)

Please always use the mandatory hashtags:

[#YouTubeFestival](#)

YouTube Festival SE pictures

Sep

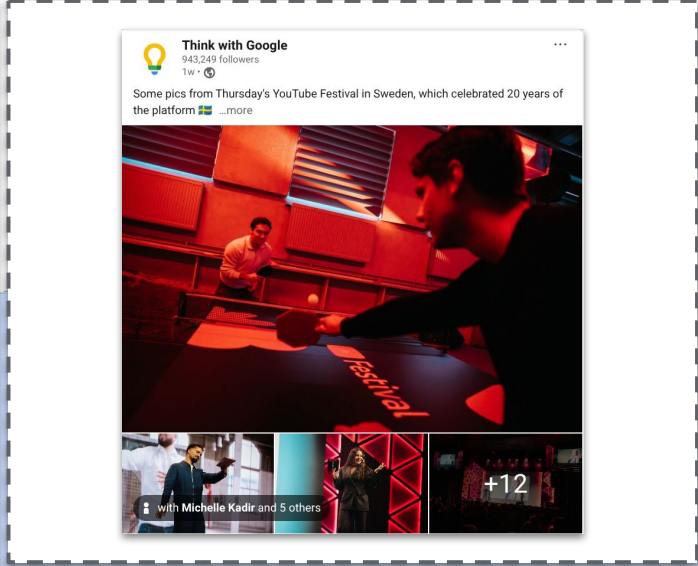
Ready to Post

Copy Suggestion:

Some snaps from last week's YouTube Festival in Sweden! 🇸🇪

It was amazing to celebrate 20 years of the platform in style, learning from the creators, brands, artists and experts that have made it special.

Want some more YouTube insights? Check out our latest article, which compiles case studies from a host of Nordics and Benelux brands - <http://goo.gle/3VG8VZR>



 [Repost](#) or [choose pics](#)

Please always use the mandatory hashtags: #YouTubeFestival

Any Questions?

Reach out!

@sarapal @junepollet

