

# What is Pomelli?

- Platform generate professional, on-brand marketing content
- Analyzes your website to generate marketing content
- Ads and promotional banners
- Captions and branded messaging
- Campaign concepts aligned with events and promotions
- Social media posts



<https://labs.google.com/pomelli/about/>

# What Problems Does Pomelli Solve?

Difficulty generating campaign ideas

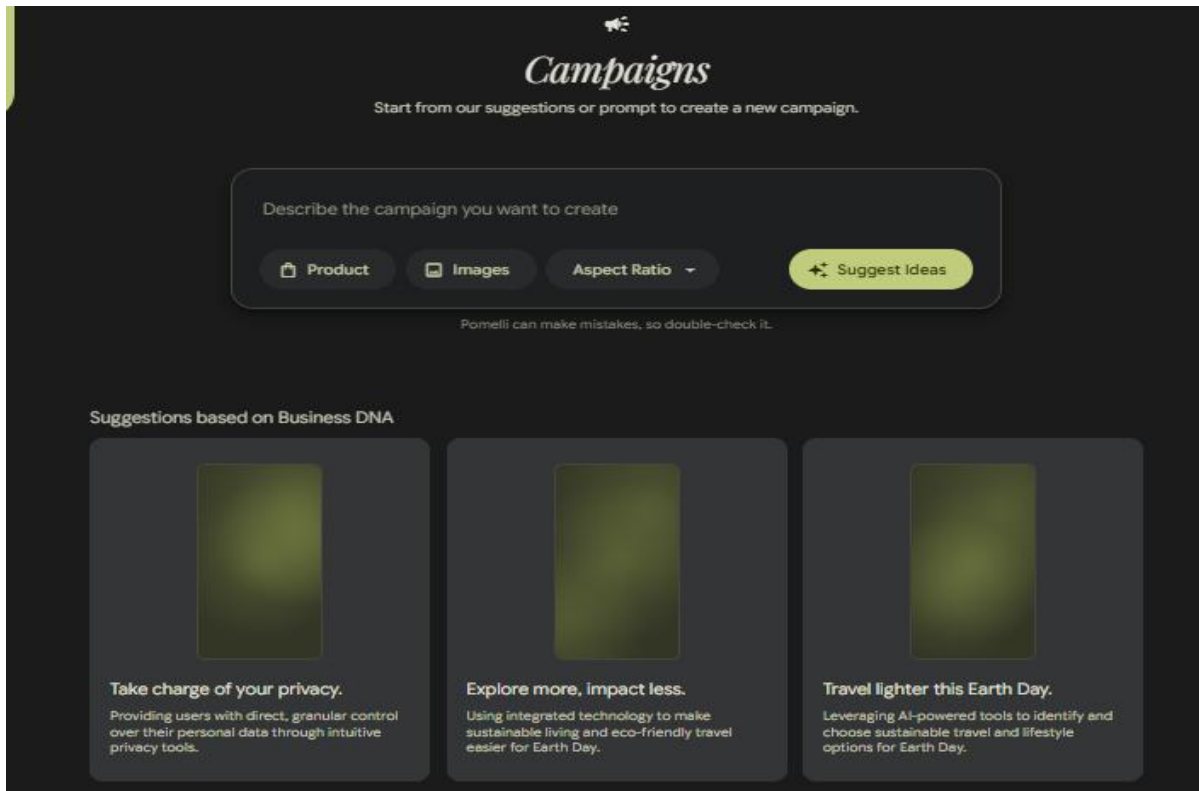
Avoiding high-cost & no marketing team

Inconsistent branding

Time-Consuming Content Creation

Users who lack design or marketing skills

# How Does Pomelli Work?



- Scan your website by pasting your website URL
- Captures your brand's visual and textual identity.
- Suggests campaign concepts tailored to your brand; you can also describe your own ideas for custom content
- Create images, text, and layouts that are fully editable and ready to publish

# How Can a Small Business Use Pomelli?



## Bakery:

- **Specific Use:** Can use to generate marketing campaigns such as seasonal promotions, product photos & social media post



## Boutique Shop:

- **Specific Use:** Can use to create social media post for product, promotion & seasonal launch



## Fitness Studio:

- **Specific Use:** Can use to market class schedules, promotional offers, seasonal campaigns & Motivational quotes

# Pomelli Competitors

<b><u>Feature / Tool</u></b>	<b><u>Pomelli</u></b>	<b><u>Canva AI</u></b>	<b><u>Adobe Express AI</u></b>
<b>Brand DNA Profiling</b>	Automatic	Manual brand kit	Manual brand kit
<b>Campaign Ideas</b>	AI-suggested	Basic prompts	Basic prompts
<b>Visual + Copy Generation</b>	Integrated	Strong visual focus	Strong visual focus
<b>Ease of Use</b>	★ ★ Easy	★ ★ Easy	★ ★ Moderate

# Getting Started With Pomelli - Costs

**FREE!**

# Getting Started With Pomelli - Demo

- Demo: <https://youtu.be/gZTAykj9KEE?si=ewyiE8l2wlDOTvJg>

