

Google+



for
Business

a how-to guide from
shout out studio



GOOGLE+ FOR BUSINESS

Executive Summary

With today's plethora of social media outlets, Google+ offers a unique service specifically helpful for business. According to HubSpot, over 40 percent of marketers report that Google+ is "useful to critical for their business." Google+ allows businesses to share information, promote their attributes and most importantly measure the results. Having a Google+ page can favorably impact search results while functioning as an effective lead generation tool. Using Google+ can give you a competitive edge to get the business you need to grow and succeed in your market.

This How-To Guide will highlight the key features of Google+ that are useful to business, how marketers can use Google+ to create valuable, measurable results followed by an action plan for getting started using this new, comprehensive social media outlet.

Key Features Google+ Provides

Google+ is a place to connect with people who have like-minded interests, and not only with people that you already know. Google+ provides a unique opportunity for generating business and engaging customers in dialogue. There are a few key tools on Google+ that expand your current social media capabilities and transfer valuable information used for marketing.

- ✓ **Circles:** Unlike Facebook, Google+ Circles allows you to categorize individuals into different circles depending on your relationship with them. You can choose what to share with which each circle. Circles make it easy to restrict sharing to certain groups. For example, what you choose to share with your co-workers circle may not be the same as you share with your friends' circle.
- ✓ **Hangouts:** Hangouts provide the capability to set up video conversations with both customers and colleagues. This feature allows you to host virtual meetings with up to 10 participants. Hosting a hangout can increase your team's productivity through screen sharing and document sharing. You can also share and edit documents amongst participants using Google Docs.
- ✓ **+1 Recommendations:** +1 Badge on Google+ is a way to promote pages on your website. Adding a +1 badge to your site will lead directly to your Google+ page. People can click on a +1 badge to recommend your page. The more recommendations and the larger your network, the higher your content is likely to appear in Google search results and the more qualified traffic your website can attract.
- ✓ **Google+ Ripples:** Ripples displays who shared something and with whom. It creates an interactive graphic of public shares, and how it rippled through the network. It is a very useful business tool for visualizing the flow of online information.



How Google+ Is Useful For Marketers

SEO Strategies (Search Engine Optimization)

- ✓ Having the +1 badge on your Google+ page enhances Search Engine Optimization. The larger your network on Google+, the higher your content is likely to appear in search result rankings. Furthermore, the +1 links have shown to generate a higher Click-Through-Rate, because the potential for link sharing on a social network is greater. HubSpot has determined that Websites using the +1 button generate 3.5 times the Google+ visits than sites without the button.

Lead Generation

- ✓ Google+ allows you to track Lead Generation. You can track plus.google.com as a referral site to see statistics on Google+ lead generation. Proper measurements are important for generating leads, as it will allow you to see which keywords are effective for search results and what content generates traffic. Not only does the +1 badge increase your SEO rankings in the popular search engine, it also directs more qualified leads directly to your site.
- ✓ The +1 also promotes the idea that if people found a resource helpful or contains popular results that information is available without clicking through the site. By applying social media buttons on your websites or blogs that directly link to your Google+ page, you provide another means of access to valuable content for potential leads.

Action Plan

- 1. Set up Gmail Account** - Set up an account accessible to your entire team
- 2. Create a Google+ Page and Customize Your Profile** - Creating your Google+ page is very important since it will influence how potential customers perceive your brand and how people will learn about your business. You may include personal and professional information linking to your brand. Keywords that are important to you will make find your business through Google+ searches easier. It's important to always keep this information up to date as your business evolves to enable your circles to evolve with you.
- 3. Promote your Page** Promoting your Google+ page means updating it frequently, ideally on a daily basis. Uploading photos provides a visual perspective and allows others to share your content. Add links to engage your circles before promoting your page live.
- 4. Optimize your Page** Optimizing your Google+ page to make it more valuable and engaging is more effective for lead generation. Continuously add links, photos and other relevant content to promote your page. Have as many people as possible to recommend your page to improve SEO.



**shout
out studio**

data meets creative - **smart marketing**

- 5. Measure your results** Through Google+ you can create social and analytics reports to measure the impact social media has on your business goals. These features help you quantify the value of social media. Track traffic and leads using plus.google.com. Searching on Google+ Search not only helps your customers find information about you; it also helps you to understand what people are saying about your brand. Experiment by conducting a Google search after installing a +1 badge to your site. The more recommendations you have, the higher your ranking will become in a traditional Google search.

Bottom Line

Google+ offers a new social media channel for business to exploit that provides measurable results. Catered towards business, the advantages of Google+ make it a unique social media channel providing positive results. Most importantly, Google+ provides an opportunity to track measurable results, help improve SEO and provide quality lead generation. Continuously evolving, Google+ is a free social media channel that businesses must seriously consider as a way to increase their online visibility and reach.