

5 HOT Ways Google+ Can Benefit Your Business

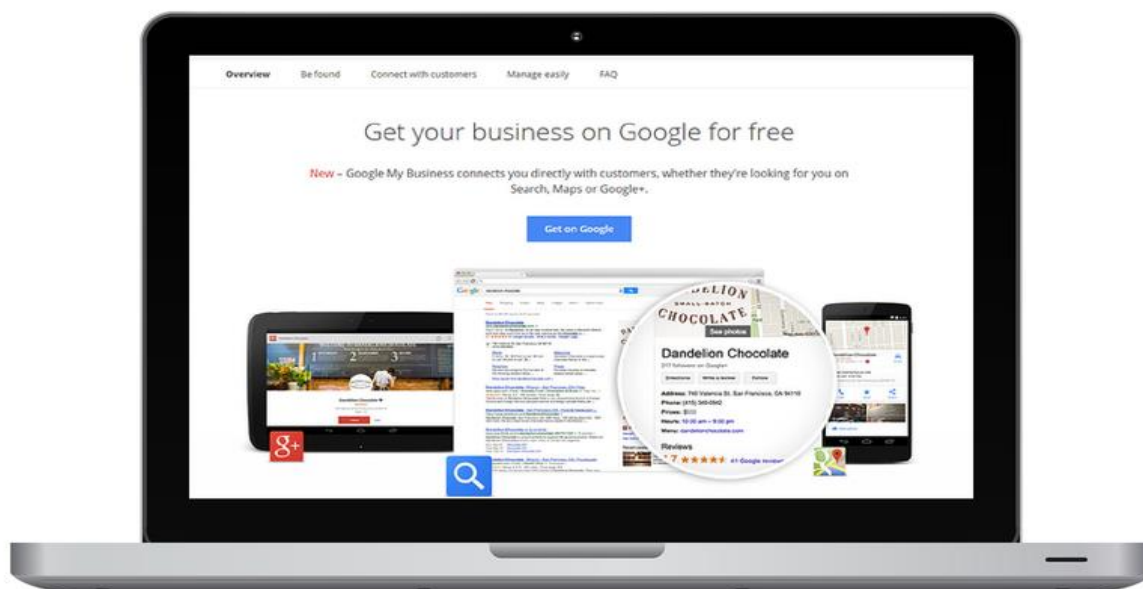
 Pages

 People

 Communities

 Hangouts

 Events




5 HOT Ways Google+ Can Benefit Your Business

First things first. What is Google Plus?

Google+ is a social set of tools Google released in 2011. This social layer is available across all of Google's products. If you are a Gmail user or have setup a Google account, you have access to all the social tools within Google+.

Don't dismiss Google+ as being just another Facebook – it's not. It's a powerful set of business tools that when used strategically has the potential to help your business get found across Google and deepen customer relationships in the process.

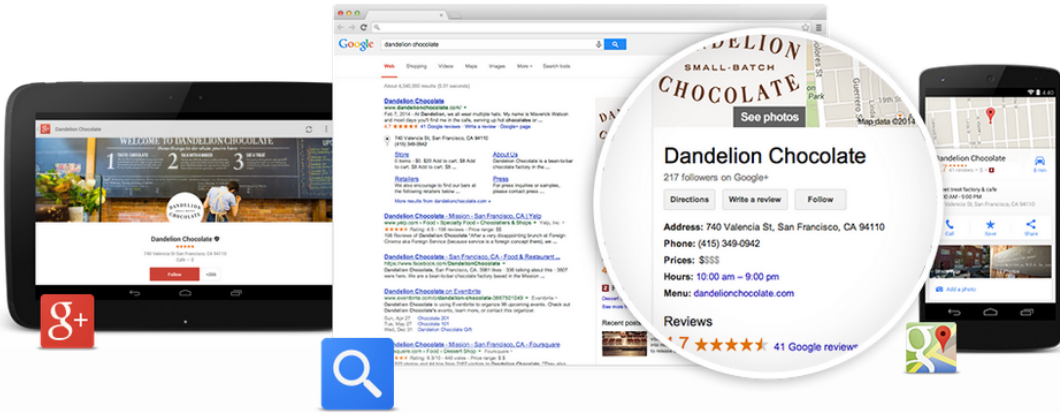
Sign in or [Get on Google](#)

OverviewBe foundConnect with customersManage easilyFAQ

Get your business on Google for free

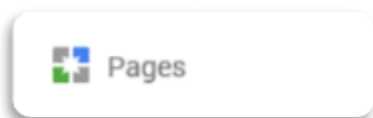
New – Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.

[Get on Google](#)



Show up across GoogleGive customers the right infoBuild lasting relationships

PAGES



Pages provide your business with a public identity and a way to actively engage with your followers and fans and potentially be found across Google searches.

Local Google+ Page or a Brand Page? Which do you choose? If you don't have a physical address and you are a brand, product or organization, a **brand page** is the answer. If your business **has a physical address** and **serves in a particular locale** such as restaurants, hotels, a tire store, ice cream shop, hardware store, for example, create a Google+ local page.

You can **start the process of adding your local business** by going to [Google My Business](#). You will be required to go through a verification process. Once you have completed the verification and the setup process, your location will be included on Google Maps. In the future, when mobile users search for your business they will be able to easily get directions to your location, call you, view hours of operation and read reviews about your business.

An added bonus is having a Google+ page for your business. It's there you can engage with your customers, keep them up-to-date on happenings within your company and provide helpful information.

Note: Google+ business pages have an Insights feature.

Best practices for using your Google+ business page

Use your Google+ business page to engage with your customers, followers or fans. Increase your chances of being found in Google searches by posting helpful content regularly to your page.

As you create content for your business page think about an SEO strategy. Write your posts to include **SEO relative phrases** to help boost your chances of being found among the billions of Google searches performed each day.

Think about your business page as a mini blog. Each day you are crafting and **posting content** on your page that will go out to those that follow your page and possibly be found in Google searches that will lead people back to your page. Like any content, it should be **helpful, visual** and **regular**. You want your posts to be shared.



Tip: your content is searchable from within Google+ too, which has over 500 million users as of this writing. Take time to use relative hashtags in your post. Google+ chooses a hashtag for your post based upon your content. You can change the hashtag.

Mix and match your daily content and make it helpful to your followers. Always include photos with posts.

Post examples:

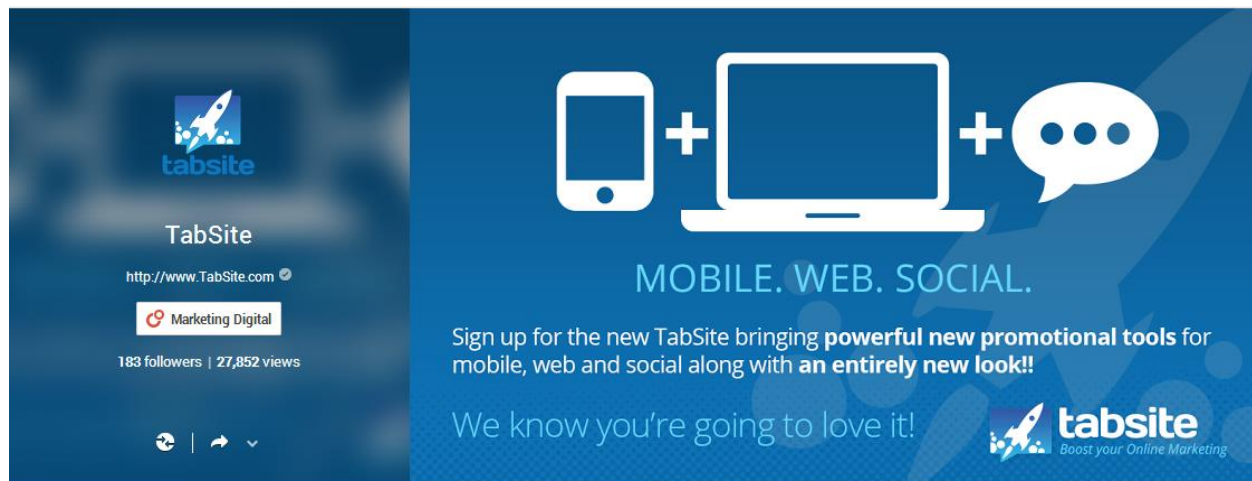
- Video
- Articles
- Quotes
- Tips & Tricks
- Snippets from your blog and include a link back to the full article.

Use your Business page cover page as a marketing billboard. Consider creating more than one and switch out the cover on a strategic basis.

There are **three cover photo size options** but **Google recommends** a size of **1080 x 608**.

- Recommended size: 1080 x 608
- Minimum size: 480 x 270
- Maximum size: 2120 x 1192

Figure 1: TabSite Google+ Cover Page



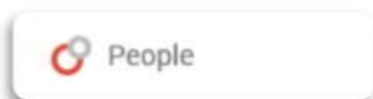
Tip: *Grow your followers by linking your Google+ business page to your web site. Add a **Google Badge** to your page. Installation instructions can be found at: <https://developers.google.com/+web/badge/>*

Use a scheduling tool like HootSuite or Sendible to preschedule content to be placed on your Google+ page. Visit <http://hootsuite.com> or <http://www.sendible.com> for the details.

Pages also allow for multiple page managers.

2

PEOPLE (also known as Circles)



The People feature is used to **segment people into groups**, known as circles. Think strategically as you create your people circles. Later, **you can target market** your posts to specific circles.

When you first get started on Google+, a few default circles are provided that you can begin adding followers to. Get creative and think about other circle types that would be beneficial in your marketing and customer engagement.

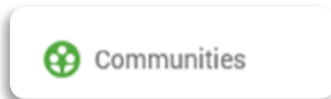
Figure 2: Default Google+ Circles



Tip: Create a Circle for Google+ Learning Resources and add the [official Google+ page](#) to your Circle.

3

COMMUNITIES



Create a Google+ Community around your business and/or special interests. It is an opportunity for you to grow your business network, increase awareness on a specific topic while increasing your visibility.


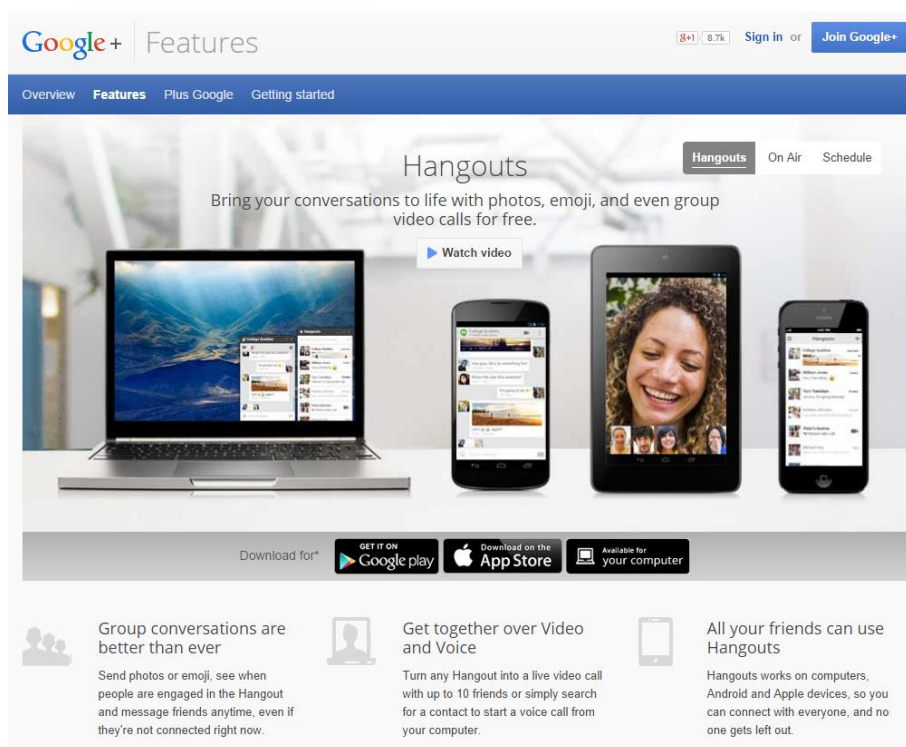
Get your community feet wet by joining public communities on Google+ geared toward your interests. Doing so will provide you with an opportunity to learn from others on topics that interest you, while learning more about ways you could possibly use the communities feature in your marketing efforts.

Tip: Widen your knowledge of Google+ and check out joining and participating in the following Communities:

- [Plus Your Business Community](#). It is a wealth of information.
- [Google Plus Pro Tips](#)

Hangouts

 Hangouts

 Hangouts On Air


Hangouts are free! The value of face-to-face time with your customers and employees is tremendous. Stop being camera shy and get onboard.

Conference privately with up to 10 people, inclusive of the host or take your message to the world and create a Hangout On Air.

A **Hangout On Air is a free video tool** you can use to **live-stream to the public** via your Personal Profile or your Google+ business page. Once the broadcast goes live, your event will begin recording to your Google+ page as well as the YouTube channel associated with your profile. People can attend live from your page or from your YouTube channel. At the end of the broadcast a recording of your event will be available for visitors to view later from your page or from your YouTube channel.

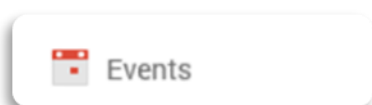
Note: You can have a panel of 10 people on camera at one time but there is no limit to the number of people who can view the live broadcast.

NOTE: YouTube is owned by Google and it is in the top 3 most searched sites on the Web. The #1 most searched site is Google.

Think about how helpful this feature would be to your marketing. You could use it to have regular chats with your customers, showcase a new product launch, and conduct training and/or consulting.

5

EVENTS



The Events feature provides another opportunity for engagement and visibility. An event can be created to invite others to your Hangout scheduled for a specific date and time.

You can make your Event private or public. When creating an event, you can choose from default themes for your banner image or upload a custom graphic.

Scheduled events connect with your Google calendar.

Invitees can chat on your Events page prior to, during and after the live event.

Events are not just for Hangouts. You can create an Events page for all types of events, such as Webinars, upcoming Trade shows and more.

Figure 3: Doable Social Summit Hangout Event Cover



Install the Google+ application on your iPhone, iPad, iPod or Android device. You can create and **attend Google Hangouts from your mobile device.**

Get familiar with Google+ before you dive in.

Learn by doing and experimenting. You don't have to have a business page to do these exercises.

1. **Business Page** – learn about pages from existing pages. Visit and follow business pages on Google+ that interest you.
2. **People** - Make a list of circle types you might create for targeted marketing.
3. **Hangouts On Air** - find HOAs that are open to the public and attend to see how it works.
4. **Events** - get your feet wet with events and create one for family and friends.
5. **Communities** - search for communities on Google+ geared toward your interests, join and participate.

Circle me on Google+ at <https://plus.google.com/+DonnaGilliland>. There is so much more for you to learn about the power of Google+. We will have to *Hangout* and help you learn more.