

## The Rise of G+: More Ways than ever to Grow Leads and Sales with Google+

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## Content:

Part 1: G+ on the rise!

Part 2: Getting engagement

Part 3: Sustaining relationships

Part 4: Hangouts-on-Air

Part 5: Remarketing

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## Part 1: G+ on the rise

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300,000,000+

Google+ has 300 million+ in-stream active users. A study by Janrain indicates Google+ has continued to grow strong, quickly becoming the second largest social network despite it's late start (2011) and others have forecast Google+ surpass Facebook by May 2016.

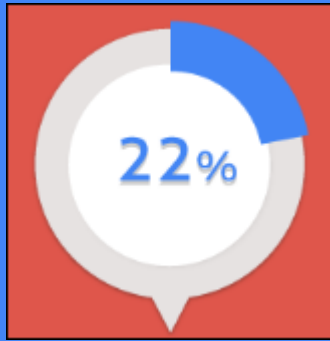
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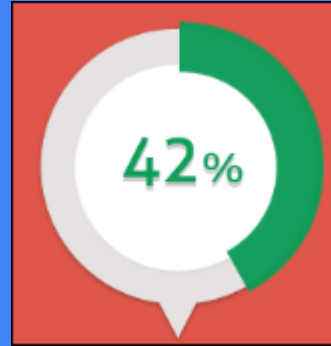
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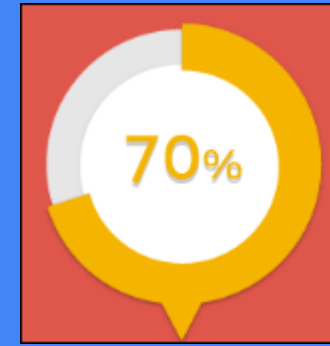
# Why G+ is the place to be



Online adults use Google+ on monthly basis ^



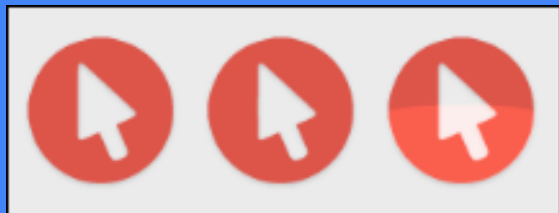
Use Google+ to interact with brands' content



Of top 100 brands are using Google+

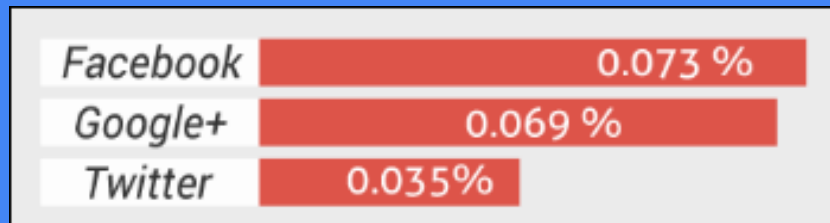
^ That's the same number who use Twitter, and more than who use LinkedIn, Pinterest, or Instagram

## Post-Click Engagement



Google+ refers the most quality traffic: 2.45 pages per visit

## User Interactions With Brands' Posts



Google+ generates nearly as much engagement per follower as Facebook & nearly twice as much as Twitter

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## Part 2: Getting engagement

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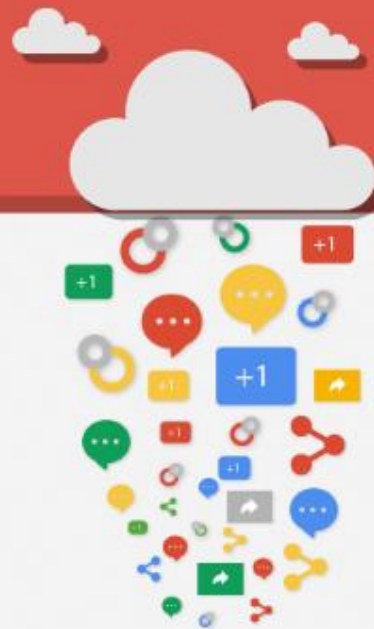
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**HOW TO IMPROVE**

• **ENGAGEMENT ON** •  
**Google+**





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# Google+ Engagement Tips

## Perfect Your Profile

Your profile and hovercard is the first impression and entry point for your audience. Every element *of your profile should reflect your brand identity and personality.*

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## Profile and Cover Photo:

Use a close-up photo of your face, or in case of business page use a company logo. Add a cover photo to showcase your personality and brand

## About:

It is searchable within Google+. You have to show people why they should listen to you.

Take notes from other Google+ bios that you like and write something similar.



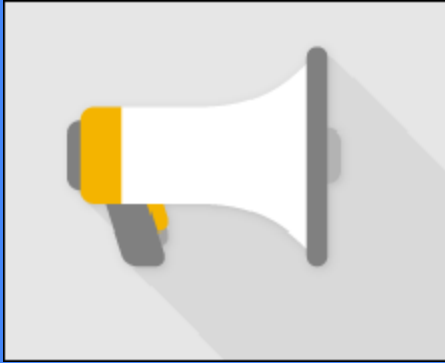
## Create and Manage Circles



Find and add people to your circles who share your interests.



Look to create circles of people who are regularly engaging with you - then build the relationships. These people will turn into your 100 brand evangelists!



Sharing with 'Public' means everyone can see your posts.



-Always make sure you select 'Public' option to maximize your post engagement across Google+.



-Adding a specific circle and clicking the 'notify by email' checkbox may lead to an undesired effect. People can feel spammed if they don't know you.

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In your 'Home' stream you can see what your Circles are sharing with you. However, you decide what is shown in the All tab and you can choose a different setting for each of your Circles.

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You can add anyone to a circle even if they are or are not your friend. There's a limit of 5,000 for the total number of profiles that can be included across all your circles. This includes +pages.

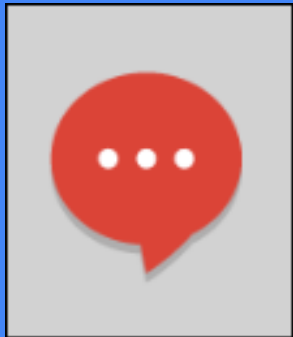
## Get involved and be active



Go to the 'Explore' tab, see what others are sharing, comment on numerous posts a day.



Don't just comment on random posts, make sure it is something you know about.

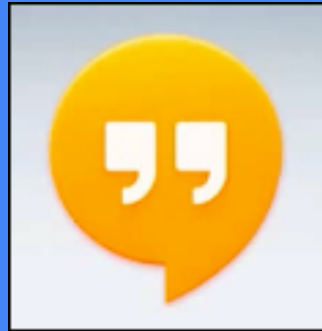


Your comments should show people you understand & care about the subject.



Avoid brief comments like 'Great post' or 'Thanks for sharing'.

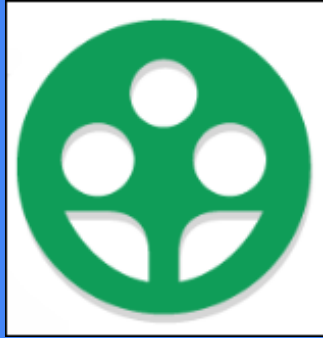
Comments that add value to the conversation will help you build relationships.



If applicable, use Hangouts for product demonstrations or industry debates, the face-to-face time puts a personality behind your Google+ profile.



# Join Communities



Find and engage in industry-related communities, it is a great way to meet new people, learn and expand your brand's reach.



Once you've identified and joined relevant communities, make it priority to participate regularly.



Be sure to actively ask & answers questions, as well as share valuable content (according to community guidelines) to fuel engagement



Don't only share your own stuff.



Don't just post links and images. Describe why you are sharing them.



Don't share same post in multiple communities. Sharing exactly the same post with multiple communities could be seen as spam.

# Share Share Share


**B**


Give your post a title and make it **bold**, by enclosing it with (\*) asterisk .

**I**

Use underscore ( \_ ) at the beginning & end of the sentence to make it italicized.



Take a few sentences to explain what you're sharing. Tell people what it's all about.



**martin shervington**  
Shared publicly May 15, 2014

#Gplustips

- **The Anatomy of an Engaging Google+ Post**
- *Google+ is a both a visual and a text medium, so make them both count!*

A study by **+DejanSEO** shows that posts that contain enthusiasm and excitement tends to do better.  
Examples: **YES! WOW! OMG!**

Simple, shorter post messages tend to trigger wider reach in terms of +1s and reshares, while longer posts often see more activity in the comments section.

- Remember that, the more interesting, entertaining, and engaging content you provide, the more likely your audience will be to get involved.

**#**

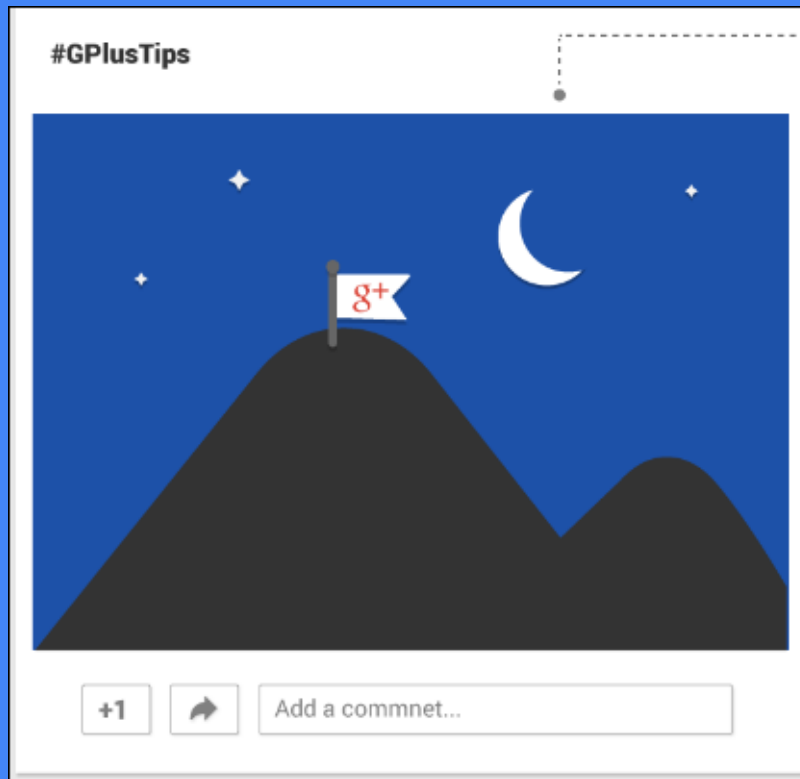
G+ automatically adds related hashtags for you based on your content. However you can add your own hashtags.

**@**

If you want to grab someone's attention when you share in G+, try mentioning them using the '+' or '@' signs.



Asking a question opens dialogue, and encourages a response. It is one of the simplest, most straightforward methods to encourage conversations.



Google+ is a highly visual platform, so include photos, GIFs and videos to make your post appealing and encourage interaction



Monitor your comments to quickly answer questions or concerns.

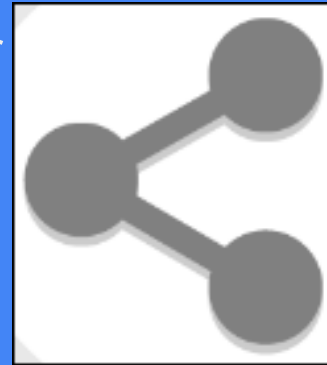
The more you share to your Google+ profile or business pages, the more you will get your name out there.



To be active, look to create posts at least a few times a day



Share content from your industry regularly



Only 20% of content should be promotional



80% of posts should be entertaining & educating

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## Part 3: Building and Sustaining relationships

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Tip 1: Use Circlcount, Circloscope and Nod3x.com to find the right people for your business

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Tip 2: Create a notify circle!  
Aim to ‘spend time’ online with  
people you’d like to spend time  
with offline

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NOTIFY   FLOW 1   FLOW 2   More ▾   Explore

In this circle 🔔 On ⚙️


Add by name or email

10:27 AM #ScottishReferendum

ndum with Google →

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Tip 3: +1/comment and reshare the peoples content (a lot), especially in the early days.

once people are starting to 'know your name' then they may well circle you back

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## Tip 4: Use Hangouts to connect



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Tip 5: Create rockin' content, for free, that gives people a reason to visit your website.

(this becomes the social to site link, enabling you to generate leads and remarket to them too.)

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## Part 4: Hangouts-on-Air



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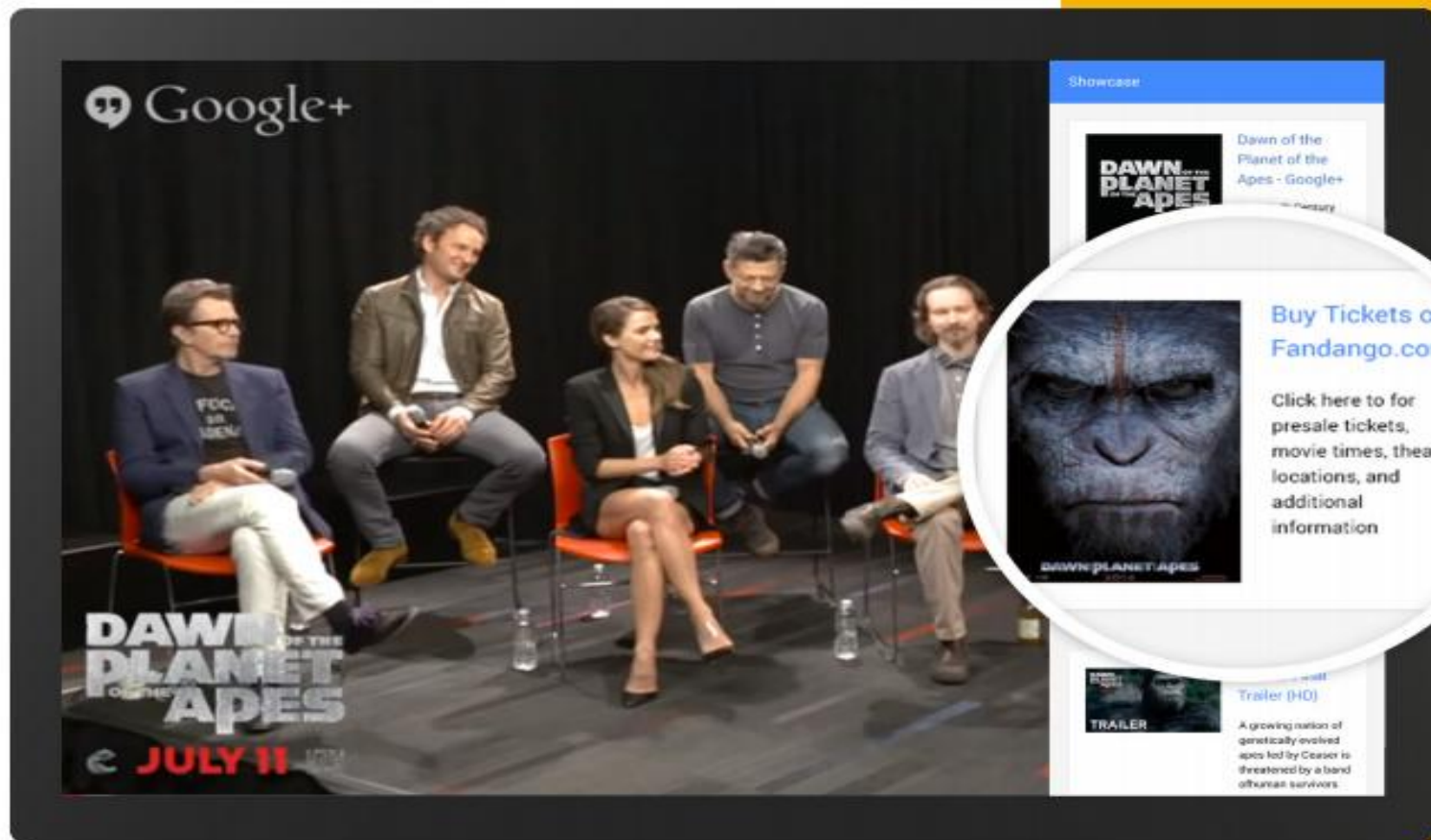


**Use Hangouts-on-air to connect, build trust  
AND create fresh, regular content too.**

# Showcase App

for  Hangouts On Air

Create a richer,  
more engaging live  
video broadcast



Google+

DAWN OF THE PLANET OF THE APES

DAWN OF THE PLANET OF THE APES - Google+

Buy Tickets on [Fandango.com](#)

Click here to for presale tickets, movie times, theater locations, and additional information

DAWN OF THE PLANET OF THE APES

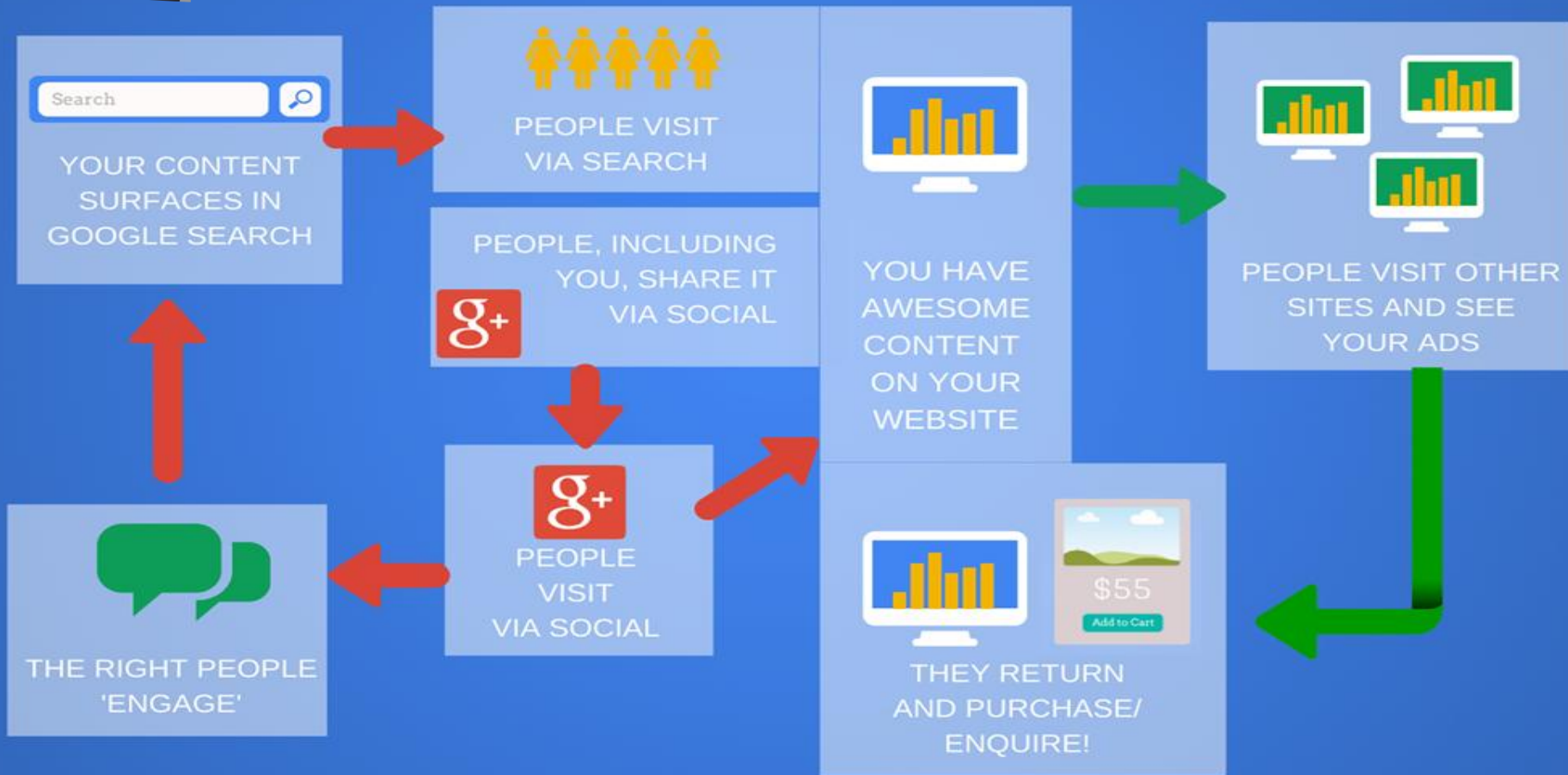
TRAILER

Trailer (HD)

A growing nation of genetically evolved apes led by Caesar is threatened by a band of human survivors.

## Part 5: Remarketing

# HOW DOES REMARKETING WORK



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# GROW LEADS & SALES

*Doable Tactics · Practical Insights*

USE HASHTAG  
#DSSI4 TO  
SHARE LEARNINGS!

# Thank you!





# ACADEMY



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