

# Google Hangouts: More than just Video Chat... a Sales Tool!"

Donna Gilliland



## Practical Insights





Top 3 most searched sites on the web!

**According to Alex.com rankings**

*Under the Google Umbrella Sits G+*



## Google+ is Integrated into Google Searches

**Stop worrying that your customers are not on Google+.**

*Worry that you aren't using Google+ to create engaging and findable content.*

- Your potential customers are searching Google.
- Google+ posts are indexed by Google.





## G+ and YouTube Belong to Google

### It's a family affair!



*Google LOVES what is its own! Family takes care of family!*

## G+ and YouTube Tightly Integrated



## You**Tube** The Power of Video Marketing

Posts with **videos** attract **three times** more inbound links than plain text posts.

Viewers spend **100% more time** on pages with videos.

Viewers are **85% more likely** to purchase a product after watching a product video.



*Statistics source: The Rise of Visual Storytelling by Ekaterina Walter and Jessica Gioglio*





## G+ is rich with FREE tools

*The Hangouts feature is a  
POWER tool for **face-to-face  
engagement, content and  
increased opportunities to be  
found in Google searches.***

 Home

 Profile

 People

 Photos

 Communities

 Events

 Hangouts

 Pages

 Local

 Settings

Feedback · Tour

Help · Region

Privacy & Terms · Maps Terms

## Hangouts come in two flavors!



### Hangouts

- Up to 10 people on camera
- It is **NOT** a public broadcast.



### Hangouts On Air

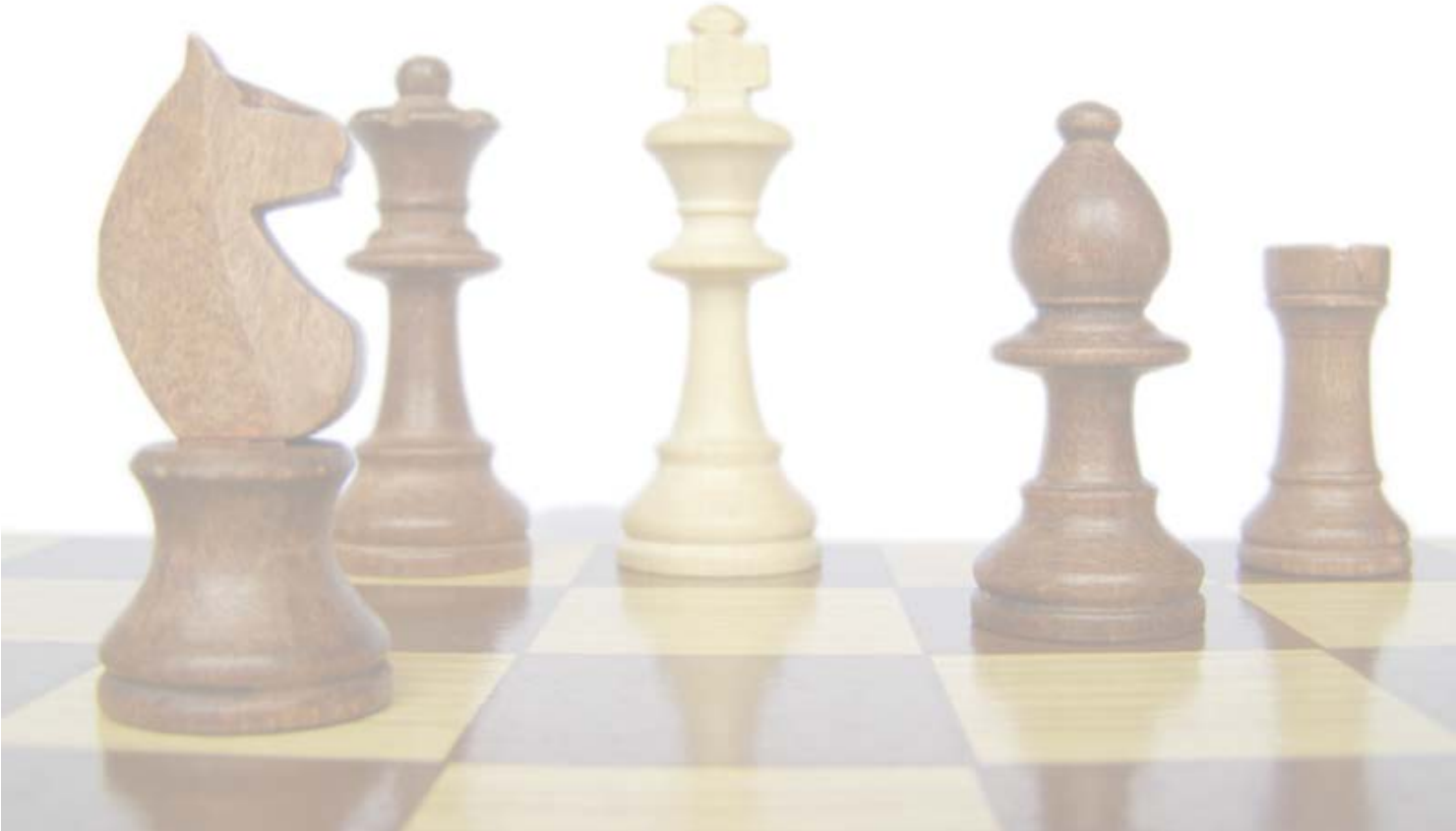
- Up to 10 people on camera.
- Broadcast publicly or privately.
- Records to your YouTube channel.
- No limit on audience size.



*An HOA is Free live streaming video.*



## Hangout Doable Tactics





## \* Relationships \* Authority \* Visibility



### Hangout Doable Tactics

- Customer service.
- Employee collaboration.
- One-to-one consults.
- Training sessions.



*While you are hanging out, you can...*

- Share files. Integrates with Google Drive.
- Share your screen.

Google+ Features

Overview Features Plus Google Getting started

### Hangouts

Bring your conversations to life with photos, emoji, and even group video calls for free.

Watch video

Download for: [GET IT ON Google play](#) [Download on the App Store](#) [Available for your computer](#)

Group conversations are better than ever

Send photos or emoji, see when people are engaged in the Hangout and message friends anytime, even if they're not connected right now.

Get together over Video and Voice

Turn any Hangout into a live video call with up to 10 friends or simply search for a contact to start a voice call from your computer.

All your friends can use Hangouts

Hangouts works on computers, Android and Apple devices, so you can connect with everyone, and no one gets left out.

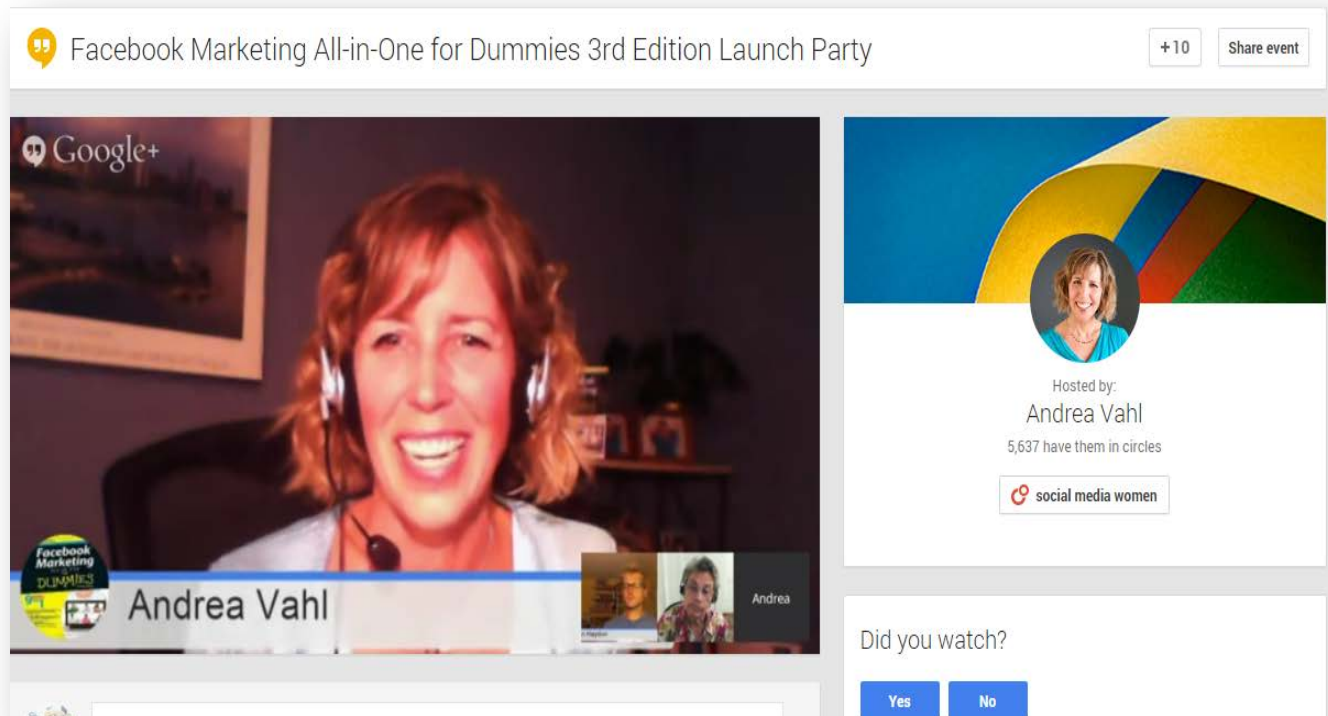
## Hangouts On Air Overview

**10 panelists**  
**Unlimited number of**  
**attendees.**

**Broadcast from your**  
**Profile page or Business**  
**page.**

**Records to your page.**

**Records to your**  
**YouTube channel.**







Hangouts On Air

## Doable Tactics



## Advertise!

### Key Benefits

- **Branding**
- Pre and Post event conversations.
- **Shareable by others.**
- **Connects to Google calendar.**

### Promote with an Events Page

The screenshot shows a Google+ event page for the "Doable Social Summit". The event is scheduled for Friday, Aug. 29, at 12:12:30 EDT. The page features a banner with the text "Hang with the Doable Social Summit Speakers. Learn about the Event. Laugh lots!" and a row of speaker portraits including Andrea Vahl, Cynthia Sanchez, Donna Gilliland, Ian Cleary, Martin Shervington, Melonie Dodaro, Mike Gingerich, Pam Moore, and Sue B. Zimmerman. Below the banner, there is a video player showing a woman speaking, with a "Be part of the conversation" overlay. To the right of the video, there is a "Did you go?" section with a "Yes" button and a "+0 guests" dropdown. Below that is an "Event photos" section with a "View photos (3)" link. At the bottom, there is a "Details" section stating "Created by Mike Gingerich · Public event" and a timestamp "Fri, Aug 28, 11:00 AM EDT - 11:00 AM EDT".

## Event page benefits...

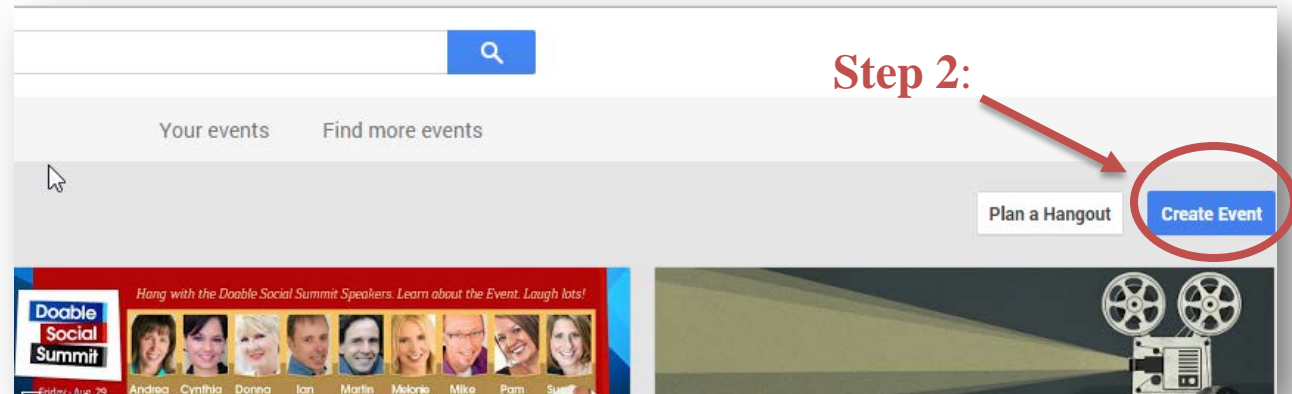
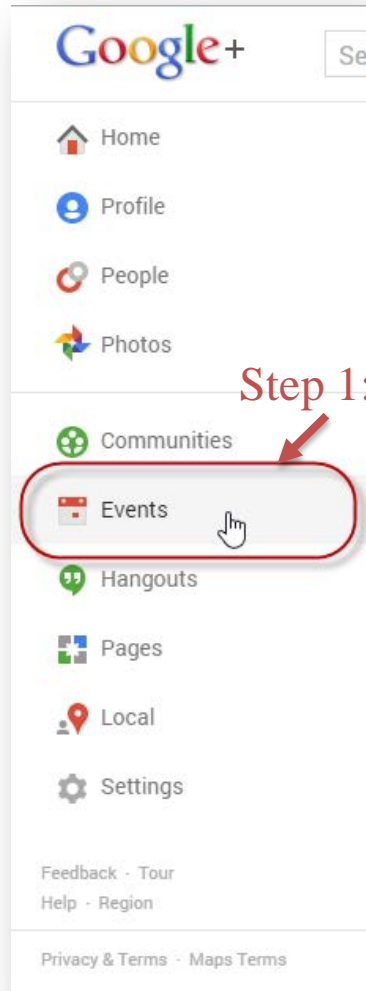
- **Watch**
  - Live
  - Post event
- **Comment**
  - Pre
  - During
  - Post
- **Share**
  - Pre event
  - During
  - Post

The screenshot shows a Facebook event page for 'Doable Social Summit Hangout'. At the top, there's a banner with the event title and a list of speakers: Andrea Vahl, Cynthia Sanchez, Donna Gilliland, Ian Cleary, Martin Shervington, Melonie Dodaro, Mike Gingerich, Pam Moore, and Sue B. Zimmerman. The event is scheduled for Friday, Aug. 29, 12-12:30 EDT. Below the banner, there's a video player showing a live hangout with a man speaking. To the right of the video, there's a 'Did you go?' section with a 'Yes' button and a '+0 guests' link. Below that, there's an 'Event photos' section with a 'View photos (3)' link. At the bottom, there's a 'Details' section with the event description: 'Join the speakers for a fun-filled 30 minute event to learn about the Doable Social Summit and to make your Friday come alive with laughs! Speakers will give a window into why you want to register and what they'll be sharing. Fun is the name of the game! Don't miss this crazy half hour! Learn more about the online conference event at http://doablesocialsummit.com. Event link will be posted here!'. There's also an 'Official site' link.



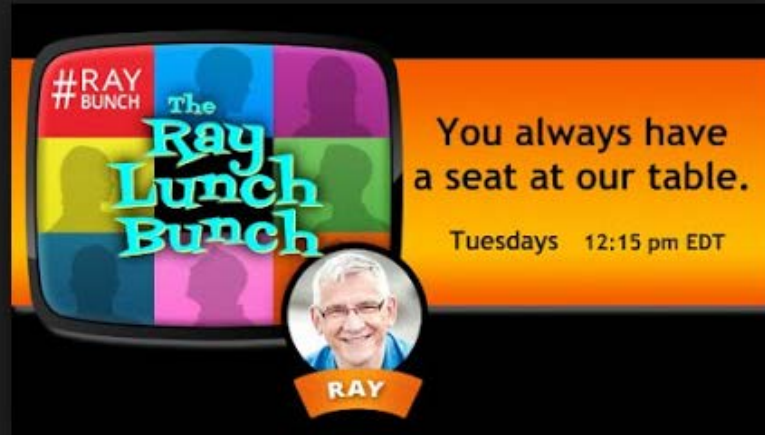
Starting from your page (Profile or Business)

## Event Page Basics



## Sneak Preview: Event Movie Trailer

Event page  
power tip!



**Note:** the default without an inserted movie trailer is a countdown clock.



## Event form basics

The screenshot shows the Facebook Event form interface. A red arrow points to the profile picture placeholder with the text "1200 x 300 px". Another red arrow points to the "Movie trailer" field. A third red arrow points to the "Event options" dropdown menu, which is open and shows the "Advanced" section with "Show more options" selected. The form includes fields for Event title, Date and Time (Wed, Sep 17, 2014, 7:00 PM), Location (optional), Details (optional), Website URL (optional), Ticket seller URL (optional), YouTube URL (optional), and Transit and parking information (optional). The "To:" field has a placeholder "+ Invite names, circles, or email addresses". At the bottom are "Invite" and "Cancel" buttons.

1200 x 300 px

Event title

Event options ▾

Basic

Advanced

Hangouts  
Event is online-only

✓ Show more options

Wed, Sep 17, 2014 7:00 PM

Central Time - Chicago

Location (optional)

Details (optional)

Website URL (optional)

Ticket seller URL (optional)

YouTube URL (optional)

Transit and parking information (optional)

To: + Invite names, circles, or email addresses

Invite Cancel

Movie trailer



**MIKE  
GINGERICH**  
MORE LEADS. MORE LEVERAGE.

## Records to your YouTube channel

Mike Gingerich

Home Videos Playlists Channels Discussion About Q

### What to watch next



Let's Talk Email - Email marketing on the Halftime Mike Podcast with April Heavens...  
by Mike Gingerich · 20 views · 3 months ago



Mike Gingerich on Growing Leads and Sales with Social Media  
by Mike Gingerich · 25 views · 2 months ago

Grumpy cat is NOT for your Facebook Page  
by Mike Gingerich · 54 views · 4 months ago

How to make a Rainbow Loom flower bracelet  
by Mike Gingerich · 84 views · 4 months ago

### Uploads



Doable Social Summit Hangout  
151 views · 2 weeks ago



Mike Gingerich on Growing Leads and Sales with Social...  
25 views · 2 months ago



Let's Talk Email - Email marketing on the Halftime Ml...  
20 views · 3 months ago



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Hangouts On Air

*Live broadcast...*

Product launch

Training

Book Launch

Speaking events

Talk show



## Public



- **Searchable** within **G+ & YouTube**
  - **TIP:** descriptive titles are key to being found.
- Anyone can find and watch.

## Private



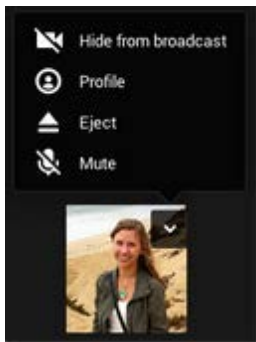
- **Not** publically promoted on G+.
- NOT searchable on YouTube
  - **Marked as unlisted**



## Enhance your HOA with Apps

### Cameraman

- Hide someone in a Hangout on Air
- Change a participant's audio or video feed



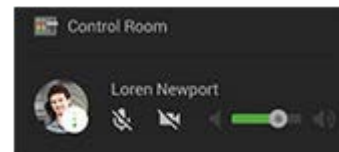
### Q&A

- Collect questions from viewers pre and post Hangout



### Control Room

- Mute/Unmute a person's audio.
- Mute/Unmute a person's video



### Showcase

- Share external links
- Content
  - Web site
- That's the short list.





## Hangouts are **doable** and **budget friendly**



## Getting Started

### Getting setup to broadcast

- YouTube channel
- Google+ profile or page

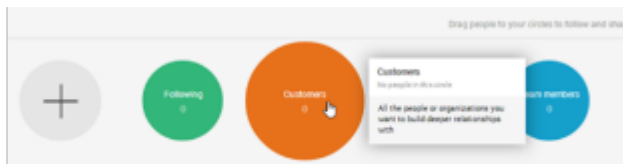


### Equipment and software

- System requirements
  - browser, operating system, processor and bandwidth as outlined by Google.
- Hangouts Plugin
- Webcam
- Headphone with a built-in microphone. (USB is best)

## Doable Power Tips

- 3-point **lighting**.
- USB **Webcam** and **Headset**.
- **Hard wire** rather than wireless.
- Start NOW **segmenting** your customers into G+ **Circles**.

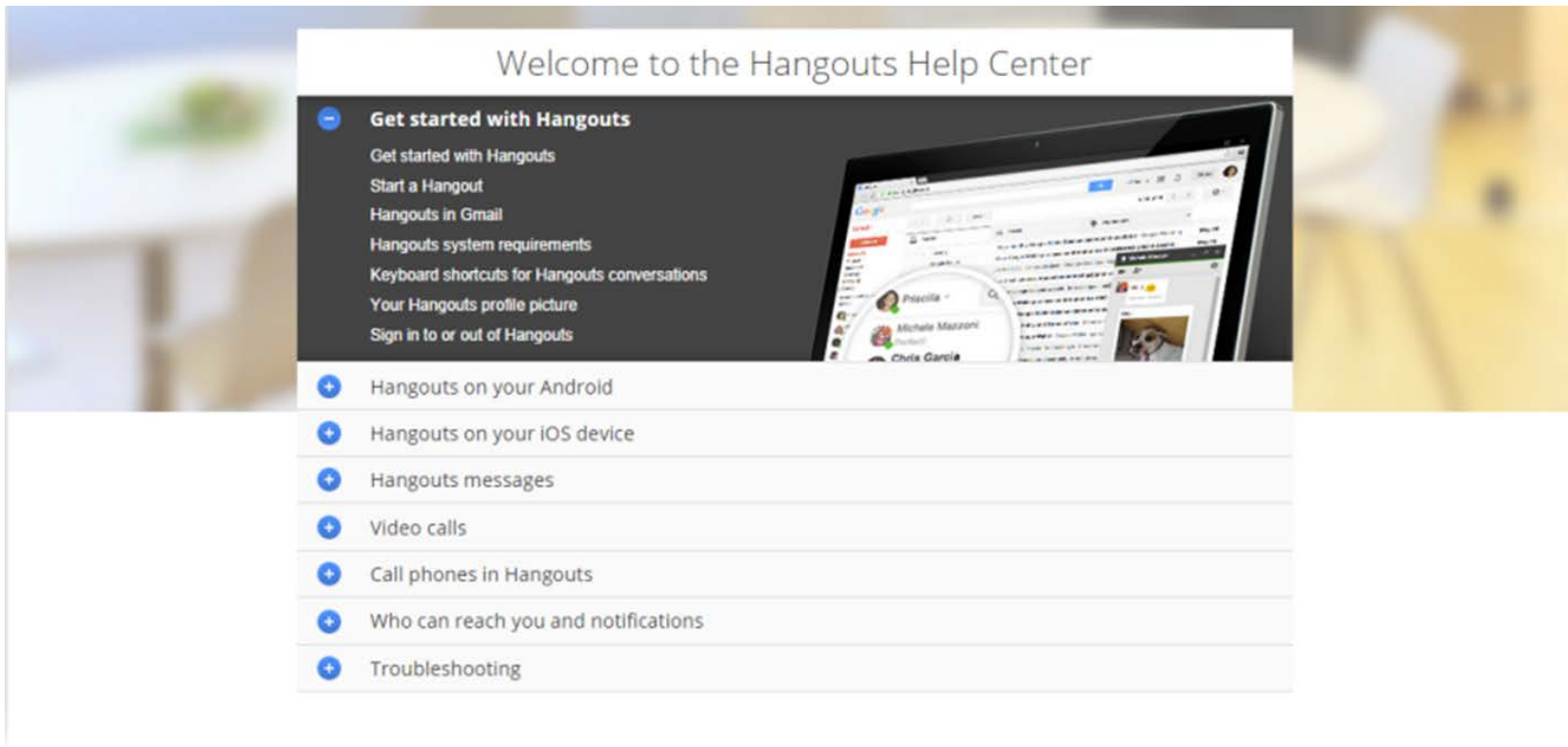


*Segment and target your customers using the Circles feature.*



How To Set Up The Best Video Lighting For Recording Quality Videos - Mari Smith and Films About Me

## Resource: Google Hangouts Help Center



## Tactical Action Plan

- **Start outside G+ first by making a list.**
  - Target markets
  - Customer needs and pain points
  - Segment your customers into groups for G+ Circles
- **Dive in slowly**
  - Watch and participate in Google+ Hangouts
  - Test the waters with friends using a standard Hangout.
- **Get ready for business**
  - G+ Profile (it's your business card)



## Resource: PlusYourBusiness.com



**NOTE:** the PYB Academy has a **Hangout Mastery** class. The instructor is Ronnie Bincer, known as the Hangout Helper.

## Training Resource: Donna Gilliland



**Google+ Jumpstart**

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## Q&A



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