



e-BIZ

TIPS FOR MARKETING YOUR BUSINESS

SOCIAL MEDIA MARKETING:

Google+

INTRO TO GOOGLE+

Google is the number one search engine in the world, but with Google+ the company is integrating many applications to help businesses improve their online visibility, engage with customers, and improve productivity. The focus of this document is Google+, the social media platform offering businesses the opportunity to connect with customers and others in their business community. Primary benefits include:

- Google+ is the 9th largest social media platform with approximately 300 million users (Makeawebsitehub, 2018).
- Google is the number one search engine in the world. When people search on Google, your Google+ business page information appears on the right side of the Google search results.
- Google+ is integrating with other Google applications. For example, if you post a video on YouTube, it will automatically post to Google+ if you have that feature turned on.

For the latest information, visit Google+ for Business:

<https://plus.google.com/+googlebusiness>

QUICK TIP

For the latest on Google+ profile features, circles, communities, hangouts, and more, visit the main support page

<https://support.google.com/plus>

GETTING STARTED

Create your Google+ account and Google+ page

- Establish a Google account at <https://accounts.google.com/signup> to gain access to all of Google's resources, including Gmail, Google+ and more.

NOTE: If you already have a Google account, you can sign into Google+ with your existing login and password.

- Create a Google+ business page at <https://plus.google.com/pages/create> You will be asked to select a business type, confirm the location, complete information such as contact information, business hours, business category, and a description where you can include keywords, products, services and anything that makes your business unique.



- The verification process can be completed through phone for postcard and includes verification of your phone number and address.

NOTE: Every business is unique and may want to work with Google to hide their address or list multiple locations.

- If you have a Google Place page, Google began to automatically roll Google Place pages into Google + in 2013
- Enhance your Google+ page by uploading photos and videos.

GETTING STARTED (CONTINUED)

Get Connected

- Find and follow people you want to interact with, such as leaders in your industry, suppliers, customers, relevant media, and other influences. Create Circles (categories, such as work, family, friends, acquaintances) to segment people to make it easy to follow and interact with them. You can send content to multiple circles at the same time if the content is appealing to more than one circle.
- Join communities, based on your particular interests

<https://plus.google.com/about>

Build a Following

- Begin posting on Google+, sharing comments as broadly or narrowly as you want, sharing with individuals, posting only to your designated circles, or choosing a public post. From the top of your Home page, click 'share what's new' and share comments, photos, videos, links, or events.
- Include keyword tags when posting your comments by incorporating the # (hashtag) or + symbol.
- Mention people on Google+ by typing +[person's name or email] or @[person's name or email]
- Make it easy for visitors to find and follow you on Google+ by adding +1 and other connections on your website.

<https://developers.google.com/+/web>

- Host and event. With Google+ Events you can send out customized invitations and anyone attending the event can use the App and "Party Mode" to share their photos to a single photo collection. Events sync with Google Calendar and show up automatically when a user confirms an event

https://support.google.com/plus/answer/2673334?hl=en&ref_topic=2612996r/2673334?hl=en&ref_topic=2612996

- Take advantage of the integration of Google+ with other Google applications, such as private Google Hangouts, or public Google Hangouts On Air, which stream live and are recorded to your YouTube channel.
- Create a community
https://support.google.com/plus/answer/6320395?hl=en&ref_topic=6320361
- Integrate Google+ into your marketing communications

Analyze and Learn From Your Activity

Google tools that provide useful information include:

- The Google+ Dashboard includes local insights such as how many times your business showed up on a Google search and Google Maps; and how many views, +1's and comments your posts receive on Google+
- Google Analytics, which will increasingly be integrated with Google+
- As with any marketing tactic, identify what it is you want to measure. With Google+, this may begin with measuring the number of people in your various circles.

THINGS TO KNOW

- Your Google+ page will be assigned a number and appear something like this,
<https://plus.google.com/random#>

NOTE: If your account meets the following criteria, you will now be able to claim a custom URL: has a profile photo, has at least 10 followers and is at least 30 days old.

- You can use the +1 button to show that you like a post. If you +1 a public post, your followers may see the post and that you +1'd it.
- Google+ Local: If you select the 'local business or place category' you will have a Google+ Local page. These pages are replacing Google Place.

THINGS TO KNOW (CONTINUED)

- Videos: Google owns YouTube. In 2013, YouTube started a new commenting system powered by Google+ that highlights relevant content, connects conversations and allows video creators to review comments before they are posted. YouTube is also the second largest search engine so linking videos with your Google+ page will increase traffic to your page.
- Individual Google Business listings now include images, maps, business information, such as address and hours, and reviews.
- Google Notifications: When you are logged into your Google account, the Google Toolbar allows you to view your Google+ notifications from anywhere on the web. Whenever you have new notifications of recent Google+ activity, the button will turn red and display a count of all your unread notifications. Click the notification button to see a summary of your notifications.
- Continue learning and benefiting from Google Business Services, including Apps and Analytics.

<https://google.com/services>

Social media continues to incorporate new technologies, features and benefits. Work with others in your company, industry, and network to make the most of your owned, earned, and paid marketing communications. To stay current with Google+, follow them:

<https://plus.google.com/+googleplus>

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RESOURCES

Google+ for Business:

<https://plus.google.com/+GoogleBusiness>

Google+ YouTube channel:

<https://youtube.com/user/googleplusupdates>

Social Media Examiner: Google Hangouts:

<https://www.socialmediaexaminer.com/google-hangouts-what-marketers-need-to-know-to-get-started/>

Social Media Examiner: Google + Marketing Resource:

<https://www.socialmediaexaminer.com/google-plus-marketing-resources/>

Pew Internet & American Life Project:

<http://pewinternet.org>

Ohio State University Extension, Maps & Apps program:

<http://go.osu.edu/mapsandapps>

Hootsuite: Google+ for Business:

<https://blog.hootsuite.com/create-a-google-plus-page/>

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