e-biz

Social Media Marketing: p*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 second largest social media platform (Global Web Index, 2013).
- 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.

At the time of this publication, Google is transitioning Google Places into Google+, allowing you more control of your online business information. For the latest information, visit Google+ for Business, http://www.google.com/+/business.

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 or 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.

Quick Tip

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

https://support.google.com/plus

e-biz

Things to Know

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

Note: If your profile meets the following criteria, you will now be able to claim a custom URL: has a profile photo, has at least 10 followers and has an account that's at least 30 days old. Once you meet the eligibility criteria, just visit your profile or page to begin the claiming process.

- The +1 symbol that visitors use reflect social credibility,.
  https://support.google.com/plus/ answer/3113301?hl=en&ref_topic=3052526

- Google+ Local: If you select the "local business or place category," you will have a Google+ Local page. These pages are replacing Google Place.

- Photos: In 2007, Google purchased Panorama, http://www.panoramio.com allowing greater image quality and ability to incorporate geo-tagged images into Google Earth and Google Maps.

- Videos: Google owns YouTube. In 2013, YouTube started rolling out a new commenting system powered by Google+ highlights relevant content, connects conversations and allows video creators review comments before they are posted.

- Google Local Carousel has been used on tablet devices since December 2012. When users search for a local results, such as a restaurant or hotel, instead of the traditional vertical listings most users associate with Google search, there is now a horizontal carousel which features thumbnail images, ratings, and the number of Google+ 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.

- Explore Google MapMaker,.
  https://support.google.com/mapmaker/ topic/2370237?hl=en

- Continue learning and benefiting from Google Business Services, including Apps and Analytics.
  http://www.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/ +GoogleBusiness/ posts
> https://plus.google.com/ +GoogleBusiness/posts.

Resources

Google+ for Business, http://www.google.com/+/business
Google+ Channel on YouTube, http://www.youtube.com/user/googleplusupdates/videos
Social Media Examiner, Google Hangouts,
http://www.socialmediaexaminer.com/google-hangouts-what-marketers-need-to-know-to-get-started
Pew Internet & American Life Project, http://pewinternet.org
Ohio State University Extension, Maps & Apps program, http://go.osu.edu/mapsandapps

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.
  http://www.google.com/+/learnmore/circles.
- Join communities, based on your particular interests,
  http://www.google.com/+/learnmore/communities

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, photo, video, links, or events.
  https://support.google.com/plus/answer/1053549
- Include keyword tags when posting your comments by incorporating the # hashtag or + symbol.
  https://support.google.com/plus/answer/3120322?hl=en
- Mention people on Goolge+ by typing +[person's name or email address] or @[person's name or email address].
- 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

About the Author

Dr. Julie Fox, PhD, Ohio State University

As an Ohio State University (OSU) research and Extension state specialist with the College of Food, Agricultural & Environmental Sciences, Dr. Julie Fox focuses on working with food and agricultural entrepreneurs interested in improving their marketing practices and community leaders interested in improving market conditions.

- Increase visibility of your other online content and improve your Google search engine ranking results by linking your Google+ profile to the content created by you and the employees your choose through "Authorship.**"**
  https://plus.google.com/authorship

Note: Google is working with "publishing" sites, such as WordPress and Typepad, so that when you sign into the program with Google, the articles you publish with that sign in will now be associated with your Google+ profile automatically.

- Host an event. With Google+ Events you can send out customized invitations and everybody 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.
  http://www.google.com/+/learnmore/events.

- Take advantage of the integration of Google+ with other Google applications, such as private Google Hangouts.
  http://www.google.com/+/learnmore/hangouts
  or public Google Hangouts On Air, which stream live and are recorded to your YouTube channel.
- Explore how you can generate awareness with Adwords or Google Offers.
- Create a Community.
  https://support.google.com/plus/answer/2872671
- Integrate Google+ into your marketing communications.

Analyze and learn from your activity

- Google tools that provide useful information include:
  - o The Google+ Dashboard includes local insights such as how many times your business showed up on Google Search and Google Maps; and how many views, +1s and comments your posts receive on Google +
  - o Google Analytics, which will increasingly be integrated with Google+.
  - o Local scores, based on visitor reviews,
    https://support.google.com/plus/answer/1723748?hl=en
  - o Google+ Ripples creates an interactive graphic of the public shares of any public post or URL on Google+.
    https://support.google.com/plus/answer/1713320?hl=en&ref_topic=3052526
  - o 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.