

How to

Use Google+ for business



What Google+ can do for your business?

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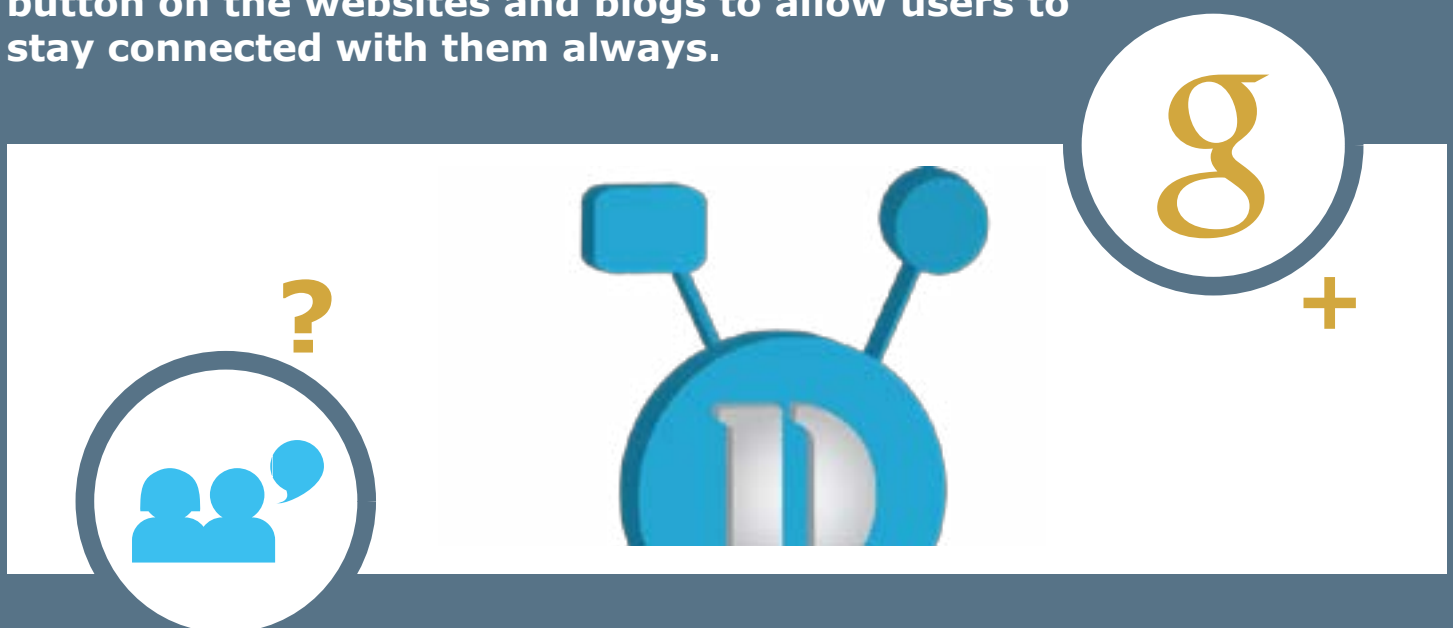
Introducing Google+

The emergence of social networking sites has played a major role in changing the way information is distributed and shared globally.

Launched in 2011, Google+ has come up as one of the fastest growing networking site in the online history with millions of active users in quite a short time period. This excellent social network has opened up exclusive and brilliant communication lines for the businesses.

It allows the businesses to reach out to their customers and target audience and interact with them. Besides, providing you the customizable enclosure for marketing your products, it also allows you to have information about your competitors along with their product strategies and updates.

Google+ has become one of the most popular social networking sites and more and more businesses today have started using this amazing platform to promote their brand and connect with their customers. Many businesses now include Google+ button on the websites and blogs to allow users to stay connected with them always.



Chapter 1:

**Google+ can
help your
business
grow**

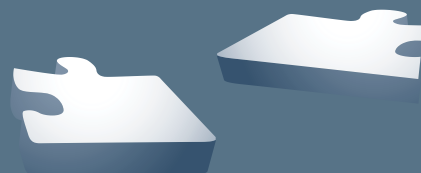
Google+ with its unique and amazing features has emerged as an excellent tool to help businesses grow and promote their brands.

Advantages of using Google+

Signing up with Google+ helps you improve business profitability and productivity. You can access numerous business applications through this one amazing tool which is convenient, user friendly, effective and quite affordable also.

Social media sites are all about creating the buzz among the target audience for your company and business.

Using Google+ for your business is a fabulous way to connect with your customers and get your business noticed. Your circles would help you make this happen.



Google+ circles are basically your group of acquaintances or friends, put together on the basis of some relevant theme which means you can have one group which is for customers and another for the clients.

This amazing flexibility enables you to send specific and relevant content. And as you are persistently updating and offering fresh content to your circles, your business website will eventually get higher rankings on top search engines.



Chapter 2:

**Creating
a Google+
business page
to connect to
customers**



Online Business

Google+ with millions of active users offers a perfect platform to online businesses to interact with the clients and customers. Creating a Google+ page allows businesses to have enhanced online presence for their brand. However, before creating a page, you first need to select a category and give some information about your business and brand name.

A Google+ page not only offers you a brilliant way to communicate with the target audience but creating a profile with the + 1 button will even boost up your business website which is extremely important, when it comes to internet marketing.



Dynamic Marketplace



With the help of Google+ page, businesses are able to target their brand advertisements at a specific group of interested customers and prospective clients instead of making them generalized for entire market.

Thus as an entrepreneur or online marketer, if you are looking for the best domain for marketing your product and reach a extensive target audience, you certainly cannot afford to miss using the Google+ page for your business to have a dynamic marketplace.

Chapter 3:

Run exclusive business Promotions on Google+

To drive business success, it is extremely important to market and publicize your business so that it appeals to the target audience. For this, coming up with a right marketing strategy which targets your customers is of utmost importance.

Social networking sites have revolutionized the concept of marketing for businesses in the last few years. Using Google+ as an important component of your marketing strategy will help you take your business to an absolute new level, offering you enhanced visibility and improved customer base.





Share links

Technically, one can not run an efficient promotion on Google+ directly. However, you can always share links to the promotions and thus connect with the target audience. The most perfect way to have audience and customers on a social networking site is using any of your current marketing assets.

You can make the use of your business blog traffic and make people aware of this new promotion of yours. You can even make the use of static photos to ensure that the users stay connected to your business.

**Marketing
Assest**

**Static
Photos**

Chapter 4:

Mix selling with sharing

Generating revenue and earning profit is one of the most significant goals of social media and doing this correctly is perfectly fine and will help you sell your products or services. But you need to mix this properly with

other constant updates. Share images, blog posts and also start discussions.



Connect with your customers and target audience first and then engage them to buy your products and services. As a marketer or entrepreneur, you need to keep in mind that people do not want to instantly buy something.

So, you need to educate, motivate them and get their trust and interest first.

How to motivate your customers

- 1 Interesting Content
- 2 Professional Profile



You need to include interesting content which can be in the form of videos, blogs, webinars and eBooks.

While creating your Google+ page, make sure to include good profile images and an attractive color, text which is informative and concise, videos and photos of the services or products and links to the business website.



Chapter 5:

**Run
brainstorm or
focus groups
with the
customers**

Reaching the target audience and that too in the most effective way is hugely important for the businesses today.

However, it is quite difficult to get verbal feedback when it comes to important marketing decisions but if you are able to do this in a right way, you are going to get lots of practical suggestions which you can apply.





A brainstorming session or informal focus groups are the best and Google+ helps you conveniently organize this session. You can either opt for video hangouts or a proper written discussion.

However, it is important to have a clear objective which is going to guide the discussions. Include open-ended questions to elicit detailed answers and find out the reason why they feel a specific way.

Besides, to ensure better participation, you can offer some free service or product to the people for sparing their time.

Chapter 6:

Be social

Today, for most of the medium sized and small businesses, the social networking sites, is the best way to publicize and promote their brand.

With Google+ businesses no longer need to wait for permission or access to share their news and can constantly share important and latest updates.





Thus, it is the new and effective way to build and nurture relationships with their clients and target audience. You have launched some new product or service, have started a new campaign, promoting some important business aspect, share this with rest of the world!

Thus, Google+ allows you to stay connected with your target audience and eventually helps you to boost up sales. This is great not just for creating brand awareness but also promotes other marketing strategies such as SEO.

This means Google+ has the ability to affect every marketing strategy which relies on social media and SEO to drive web traffic, earn profits and generate leads.



Chapter 7:

Google+ to facilitate business marketing

Google+ offers certain amazing features which can be used by the businesses to receive and share information which interests them and their clients as well.



The best part about this fabulous online medium is that it allows you to target a specific business message to a specific group of clients and customers and not to the generalized audience. This offers you a brilliant opportunity to connect with your customers in a better way while offering them regular updates about your business.

Apart from this, by making custom circles, one can focus on specific groups on the basis of their business needs. Be it your potential customers or loyal customers, you can send regular updates related to important aspects of your business.



This way, people are more likely to acknowledge your business as an established brand and would like to buy your business offerings. Thus, with Google+ you gain great exposure and stay ahead of your competitors.

Chapter 8:

**Using Google+
Video
conferencing
and Hangouts
to attract
customers**

Google+ with its lots of interesting and useful features serves as one of the best tools for growing businesses. Google+ hangouts allow businesses to connect with their customers and target audience by facilitating video conferencing.

This not only facilitates interaction with the customers but also helps businesses to save money and time by improving productivity and efficiency.



So, Google+ allows the conversion of virtual meetings into actual meetings between companies and their clients - this is a unique and brilliant feature!



People usually say that online service cannot come with that friendly smile but with the help of Google+ hangouts, companies can connect with the customers and can also show the affable side of their business.

With the help of Google+ video conferencing and hangouts, customers will find that it's easy to get in touch with companies if for example they do not know how to use a product and need a video demonstration.



Conclusion :

Google+ with its amazing and interesting features helps you get real-time feedback from customers and clients particularly during a new product launch.

While using Google+, businesses get this opportunity to post regular updates by offering compelling and unique content to the target audience. And once you are able to engage your followers on Google+ you can successfully turn them into leads.



With over billions of searches every day, Google+ has the ability to help your business grow at an exponential rate and drive your business towards further success.

Using Google+ as a part of the marketing strategy can work wonders for a business.

Whether it is creating videos, highlighting your business community or utilizing it to communicate with the customers, a perfect Google+ strategy is a must have.



It would not simply affect your business social media plans but will open up new communication lines for your business to interact with the target audience.

**Thank you for downloading our Google+ ebook,
we hope you find this information useful,
feel free to contact us if you need any help!**

