

Making Everything Easier!™

Google+™ Marketing

FOR
DUMMIES®

Learn to:

- Create your account and set up your brand profile
- Use Circles, craft targeted messages, and build relationships with Hangouts
- Discover content and the value of the +1 button
- Launch a product or promote an event with Google+

Jesse Stay

Author of Google+ For Dummies



Google+™ Marketing For Dummies®

Visit

www.dummies.com/cheatsheet/googleplusmarketing to view this book's cheat sheet.

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Give Your Website Authority
People Are the New SEO
Developers! Developers! Developers!
Bring Home the Bacon
“Hang out” with Customers
Know Your Audience
Build Your Audience
Sell! Sell! Sell!

Cheat Sheet

Google+™ Marketing For Dummies®

by Jesse Stay



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About the Author

Jesse Stay began his career as a software developer, where in an era of social media he quickly became immersed in the world of marketing technologies. An entrepreneur at heart, he has consulted with industry players both large and small to create some of the most social technologies on the web. Jesse's approach is not a one-size-fits-all approach of just Google+ and Facebook Pages or Twitter accounts, but rather looking at the overall business objectives of each business he consults with to build the most effective strategy available. Author of three other books on social media, Jesse has also helped write documentation for blogs such as AllFacebook.com, has contributed to InsideFacebook.com and TechCrunch.com, and has even helped document, as clients, some of the major social networks themselves. Jesse was named by both *Mashable* and *Entrepreneur* magazine as one of 20 developers to follow on Twitter and by *Mashable* as one of 10 entrepreneurs to follow on Twitter. This inside knowledge of the industry has enabled Jesse to understand the ins and outs of how social networks work and set the stage for documenting an emerging network like Google+. It has enabled him to provide a unique view into marketing that all can understand.

Jesse is currently employed as a social strategist for The Church of Jesus Christ of Latter-day Saints. In his spare time he runs his current entrepreneurial endeavor, socialtoo.com, and continues to document the social networks he uses in his marketing approaches on the

educational site, Pluralsight.com. Jesse also consults for businesses large and small as he gets time. He is a professional speaker and loves to share his techniques with all that want to learn.

You can follow Jesse on his blog at <http://staynalive.com/> and you can always circle him at <http://google.com/+jessestay>.

Dedication

To Rebecca, Elizabeth, Thomas, Joseph, JJ, Alex and baby-on-the-way.

Author's Acknowledgments

Thanks to my beautiful wife for putting up with me while spending late nights working on this. I'm grateful for all of her hard work — without her, I couldn't do this. She deserves all the credit for this book.

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Publisher's Acknowledgments

We're proud of this book; please send us your comments at <http://dummies.custhelp.com>. For other comments, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

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Introduction

As a prolific user of Google's early attempts at socializing their services — such as Google Buzz or even Wave — I've been through the wringer when it comes to Google and social media. I've been burned, time and time again, so I entered Google+ with skepticism. Google was going to have to prove to me that this was *the* social network.

I was pleasantly surprised at first use of the service — Google had finally created a social application that had a future! The more I used it, the more I realized that this venture into social networking wasn't going away. It had, and has, a real audience and real users, and I was seeing its growth — practically in real time — on my individual Google+ profile. It was an online social experience like no other.

The success of this new Google product spelled opportunity for me. Here I was, on a social network owned by a huge company like Google, one of the first users trying out the service. I'd used social networking before, but here was a fresh range of new opportunities:

- ✔ I could grow my audience and meet new people in the process.
- ✔ I could introduce the brands I work with to new people.
- ✔ I could participate in an active online community — very friendly to brands — whose members were all anxious to see the community grow.

As I got to know the Google+ team, I realized that this project was top priority for Google. The Google+ team was working late hours, full speed ahead, hoping to

catch up with other equivalent social networks on the market. The effort was impressive.

Even as new as it was, Google+ had one secret weapon that its competitors didn't — Google itself. That's because Google+ is essentially a social layer on top of all Google products and services. It's not really a standalone social network at all, but a second — socially networked — version of Google. This "Google 2.0," if you will, was a network with vast capabilities already in place, beyond those of Facebook or Twitter or similar social networks.

Here's how it works: Google+ serves as the lifeblood of Google by connecting all the other Google properties together. If you're currently using Google+ — especially if your brand has established a presence on the service — you're poised to have a more prominent place in the rankings that show up in all of Google's properties. That's right — search, YouTube, hosted images, Gmail, Google Contacts, and Google Voice are all now integrated with Google+.

A word to the wise: The more your brand is integrated with Google+, the more your brand will appear in the results that Google shows to your fans on each of the Google properties.

Google+ is legit, thriving, and a serious contender for your brand's attention in this era of social networking.

I wrote this book to help you get a handle on where to start with Google+, why it is a valuable tool for your brand, and how you can get the most out of the service. My hope is that you can grab that handle and make the most of the fast-growing value of Google as a marketing

tool that can also create a whole new bond between your brand and your followers, fans, and customers.

About This Book

Whether you're an experienced online marketer, a marketer just now getting your feet wet with social media, or a newcomer to marketing in general, this book will be comfortable for you. I wrote this book to help marketers, small businesses, and even enterprise-level business owners and executives understand the value of Google+ and how it can help your brand's presence on the web through the power of Google itself.

This book covers a range of approaches to revving up your market presence — from search engine optimization to building an audience, to using Google+ as a CRM (Customer Relationship Management) tool for tracking the people you interact with across Google properties. And that's just for openers. I also cover strategies for making the most of your ads and analytics to increase your brand's online voice using Google+.

Feel free to pick and choose your favorite topics and chapters as you read this book; you can get something from any part you read, in whatever order you read. You don't have to read it right through from front to back — although if you do read it that way, you'll see it from the perspective of how I wrote it. Whichever way you read it, you'll grow your understanding of Google+.

That said, keep in mind that Google+ changes — frequently — as does any social network. Some of the features I describe may have changed by the time you read this book. That's okay; I've set up a Google+ Group

where you can ask questions at <http://stay.am/gplusmarketinggroup>. Feel free to join and ask questions as you read, or share a success story or two with the rest of the readers of this book!

Conventions Used in This Book

If you've read a *For Dummies* book before, you're probably familiar with the convention I use in this book. It's pretty simple. For code snippets, HTML, and URLs, I use a monospace font like this:

www.staynalive.com/dummiesbook

Foolish Assumptions

Just so you know, I don't claim to be an SEO (Search Engine Optimization) expert, and this book's focus isn't on SEO per se. Because Google+ is so engrained in Google.com search, I offer a close-up view of how a social product like Google+ can affect the process of online search. Always consult an SEO consultant as you take my advice on using Google+ as a marketing tool — and before you do, consider doing some supplemental reading on SEO. There are entire books on that subject, including Peter Kent's *Search Engine Optimization For Dummies* (John Wiley & Sons, Inc.)

This book gives you a thorough understanding of “thinking social” as you work out your online marketing strategy. You take into account why people share, how to get people sharing, and how to bring more eyes to your content on Google+. I give you a crash course in

customizing and tailoring your content, and in shaping your web presence or mobile app into a more social and engaging experience. You'll get the goods on building community and getting more people interacting with every piece of content you post.

This book assumes that you've used a Google product or two before, although even that isn't 100 percent necessary. To get the most out of this book, just give it a good read, watch online for examples of what it presents, and follow the directions I include.

Oh, and keep in mind that the *most* up-to-date information probably hasn't made it into print yet! This book will give you a firm foundation for using Google+, but treat it as a starting point. The service is also a living, evolving platform; it changes frequently. Always verify that the data you read here is still applicable, and when you have questions, ask in this book's Google Group at <http://stay.am/gplusmarketinggroup>. If there are updates, you'll also find them at dummies.com/go/googleplusmarketingfordummiesupdates.

How This Book Is Organized

This book is organized to help you understand why Google+ is a valuable social network. I start there and then take you on a journey through the elements of Google+ that will help your brand or company grow. If you read through the entire book, you'll have a thorough understanding of what you can get from Google+ and how you can integrate your brand into a Google+ presence.

Part I: Seeing How Google+ Benefits Marketers

In this part, I show you why Google+ is important. I talk about how Google+ is about people and how it's more than just a social network. I also talk about ways you can use it to get benefits and cover the basics of what Google+ is.

Part II: Fishing Where the Fish Are

In this part, I talk about finding your market — a concept that marketers call “fishing where the fish are.” I show you how to bring your brand presence and messaging to the places where your customers hang out online — focusing on the elements of Google+ you can embrace right away and use as places to insert your messaging. You'll learn about Facebook Pages and messaging, how to build your audience on the network there as well, and how to link the two venues.

Part III: Going from Fisher to Fish-Farmer

Here's where I show you how to expand your Google+ presence beyond the plus.google.com website and onto your own website. I show you how to use Google+ to grow your audience on your website, bring more referrals, keep customers on the site longer, and improve your website's search presence — all by using Google+.

Part IV: Taking Google+ Further

Here's where I get to have some fun and show you a few advanced tips and tricks for improving your Google+ presence. I zoom in on how to use Google+ APIs to improve your website, as well as other advanced topics to hone your edge as a marketer.

Part V: The Part of Tens

For some folks, this is the best part! Here, I give you three chapters with ten tips each, showing you how to improve your presence on Google+. I cite some prime examples of successful Google+ use and offer some practical Google+ tips for the small-business owner.

Icons Used in This Book

Where necessary, you'll see little icons that call attention to information you can respond to in various ways — some you ignore, some you pay attention to so as to nail down the subject matter, and some you (ahem) just heed, okay? Hey, at least you get some cute little pictures to look at instead of just writing.



Wherever you see this cute little Dummies head, I'll leave a tip that will sharpen your savvy about the subject matter. These are the places you'll probably find yourself saying, "Hmm, I didn't realize that!"



I promise not to bore you by becoming too repetitive, but if I get a sudden urge to remind you to duct-tape something to your memory, this is where I put it. If it's here, there's a good chance you should pay attention. These are the things I want so stuck in your head that you'll be able to recite them by memory when you're done with the book. (Just kidding. There won't be an exam. Honest.)



Anywhere you see this, you should probably pay attention. It means there's something you should watch out for — and I don't want you to run afoul of it.



If you're a dyed-in-the-wool marketer, you can probably ignore these tidbits, but if you really want to understand the tech that makes this process tick, you'll want to read 'em. They're where I get back to my techie roots for a minute.

Where to Go From Here

Well, the first step is to start reading! Go ahead — pick any chapter. Some like to read from the beginning and go to the end (that's how I wrote it). But you can drop into the book anywhere and go from there if you like. Pick a chapter that looks useful to you and get going!

You might want to start by following this book's Google+ Page, as well as my personal account and this book's

Google Group. You can find those here:

- ✓ *Google+ Marketing For Dummies* Google+ Page: <http://stay.am/gplusmarketing>
- ✓ Jesse's personal Google+ profile (This is my personal profile, so you'll get some personal things here! Follow at your own risk, but all are welcome!): <http://profiles.google.com/jessestay>
- ✓ *Google+ Marketing For Dummies* Google Group (Ask questions here, and share your success stories!): <http://stay.am/gplusmarketinggroup>

I hope you'll come by and say, "Hi — I'm your biggest fan!" (or just "Hi!") at any of the channels listed here. Above all, get out there and create a Google+ account. Then create a Google+ Page for your brand, and start following people online who are interested in your brand. Soon, you'll see the value of Google+ that I saw when I first joined.

Part I
**Seeing How Google+
Benefits Marketers**

The 5th Wave

By Rich Tennant



“Has the old media been delivered yet?”