Add a + to make your marketing on Google social.

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What is Google+?It's a way of making your Google experience social.

- Launched by Google in June 2011.
- It has 400 million* registered users.
- Users add friends to their 'circles' to share content and to video chat.
- The top branded pages on Google+ have several million followers.

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What?   Why?   Getting started   Link   Measure   Conclusion

*Source: Google Internal Data. Last updated: September 2012.

What can Google+ do for you?See an average increase of 5-10%* in search and click-through rates with Google+.

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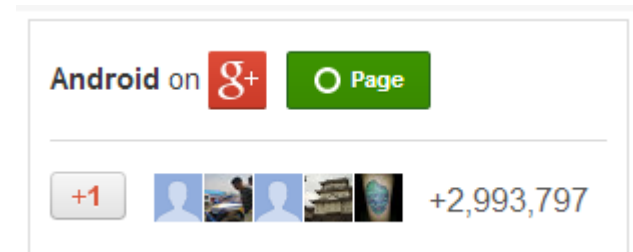*Source: Google Internal Data. Last updated: July 2012.

Why use Google+?Boost online marketing performance.

- Get closer to potential customers when they're online and engaged.
- Increase awareness with Google+ recommendations. Customers' can see and interact with the brands and companies that they're following on Google+.
- Build trust – potential customers look favorably on brands if they see that people in their circles are following them or have +1'd their profiles.
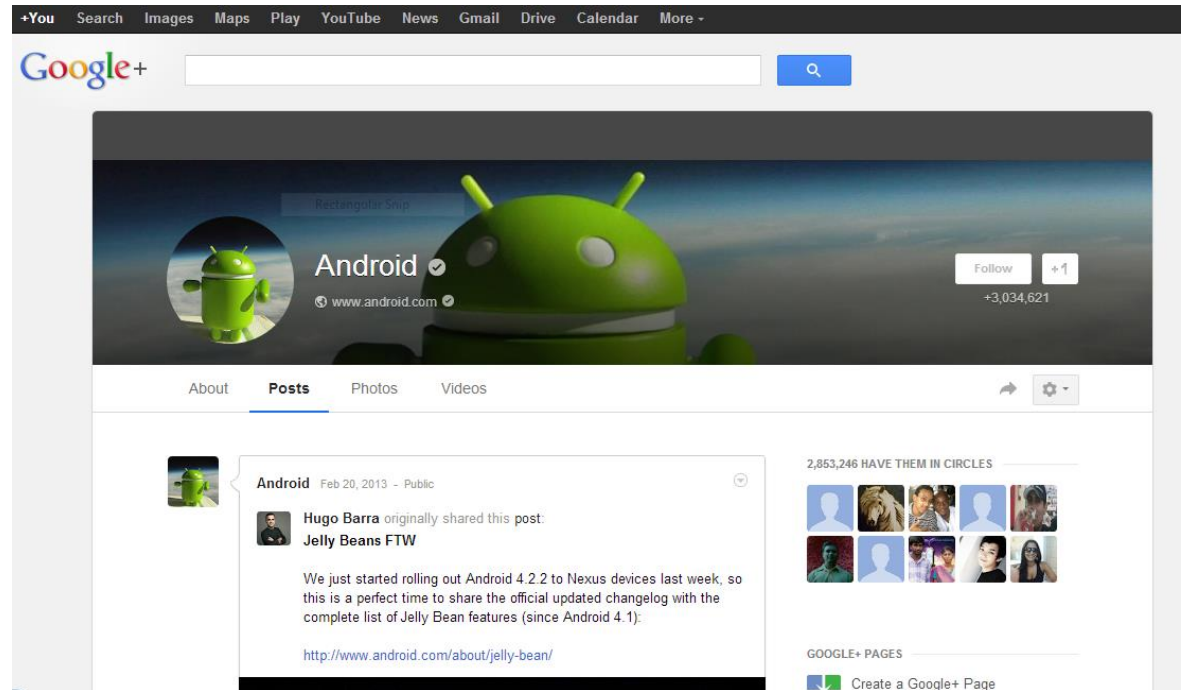
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What?   Why?   Getting   Link   Measure   Conclusion
                  started

Getting started with Google+ is easy.Get started in only 3 steps.

1. Create a Google+ page and get it verified. It will be the center of your brand's identity on Google.
2. Add the Google+ badge to your company website to help grow your Google+ followers.
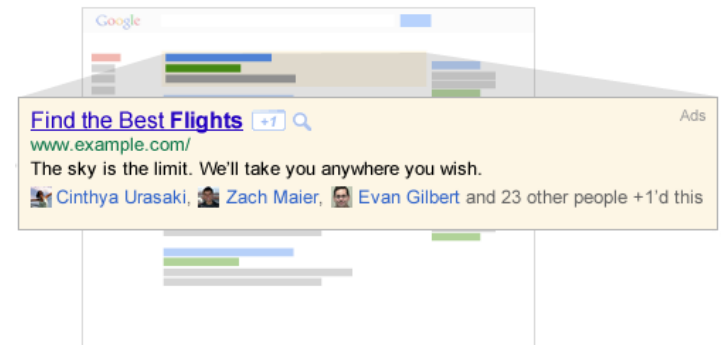1. Link your Google+ page to your ads.

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This is how your page could look.

What?   Why?   Getting started   Link   Measure   Conclusion

Link your Google+ page to your ads.Expand your brand presence online.

- Get more recommendations, follows, clicks and potential customers by linking your page and your ads.
- Linking your Google+ page to your ads combines the +1's on Google+ pages with your campaigns.
- This can help increase an ad's click-through rate by 5-10%*.

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Measuring the impact of Google+.Using AdWords.

By using the +1 Annotations section in Google AdWords Reporting, it is easy to see full statistics including clicks, impressions and click-through rates for campaigns linked to your brand's Google+ page.

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And finally... Google+ is a brilliant way to boost the performance of online marketing:

- It helps increase the number of people seeing your ads.
- Potential customers online will trust you more.
- Your brand is more personal, social and engaging.
- It's easy to get started and expand your brand presence online.

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What?   Why?   Getting   Link   Measure   Conclusion
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Thank you.

If you have any queries or would like help setting up Google+ please contact:

www.mrkt360.com

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