



How to promote your Google+ page

Your Google+ page is your brand's identity online. Here are several things you can do to help people discover your Google+ page:

1. Encourage users to follow your page

As a business, you can't add users to your Circles until they have added you to theirs. So, invite them to add your page to their Circles, for example, by including 'add us to your Circles' in your profile picture or scrapbook pictures.

2. Share exclusive content

Give users a reason to come to your page regularly by posting interesting, engaging content they can't find anywhere else. This will create buzz for your page.

The special-edition chocolate bars that Cadbury created for its Google+ page are a great example.



3. Use +mentions to cross-link to other pages

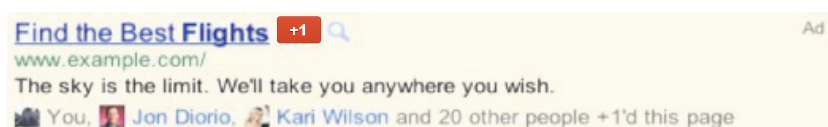
Mention other people or Google+ pages in your post, and you will appear in the search results when people look for them on Google+. This gives your post greater reach, and leads users to your page when they click on your name above the post. Simply add '+name' to your post.

4. Encourage followers to re-share your post

Getting followers to re-share your posts with their own Circles increases your reach and creates awareness for your Google+ page. Hold a contest, for example, in which you ask followers to re-share your post and encourage their Circles to do the same. Announce the follower who created the largest Ripples as the winner.

5. Enable social extensions

Social extensions help you get more exposure by linking all the +1's you collect across the web with those from your AdWords campaigns. This applies for both display and search ads. Everyone who +1'd your page shows up on your ads, too, which can mean a 5-10 percent increase for your click-through rates. It's easy to set up. Simply log in to your AdWords account, go to your *campaign* and *ad extension* tab, and enable *social extensions* to create ads that look like this:



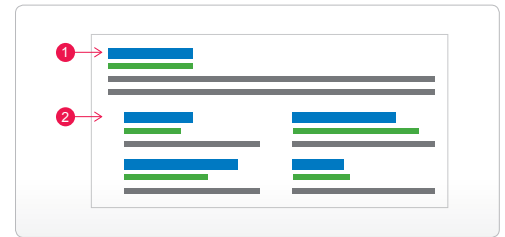
6. Add the Google+ badge to your website

The Google+ badge helps you increase your audience on Google+. By clicking on the badge, users can add you directly to their Circles on Google+ and +1 your page—all without leaving your site. It's as simple as adding a snippet of code, which you can find at <https://developers.google.com/+/plugins/badge/config>.

Don't forget to get your website visitors excited about your Google+ page. Show pictures or even videos of your page, and make it easy for them to start following you by referring to the Google+ badge.

7. Use sitelinks with your Google+ page in Google Search

Make your Google+ page more prominent and easy to find by adding it as a sitelink, so it will appear in Google Search results. This provides an easy shortcut that saves users time and lets them quickly access your Google+ page.

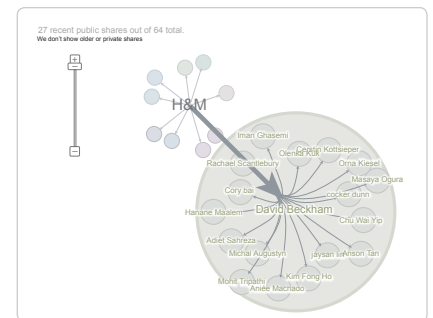


Also add sitelinks in your AdWords campaign, linking them to your Google+ page, so users can immediately go to your Google+ page when they see your ad on Google Search. Include the Google+ badge in your display ads, to promote your Google+ page even more prominently.



8. Find your brand advocates with Ripples

Ripples lets you see how your posts spread across Google+ by showing who re-shared your content. Use Ripples to identify influencers and collect them in a Circle, or to see how communities form around your content. Simply click on the arrow on the top right of any post and select View Ripples. Remember, a post must have been shared to have Ripples.



If you want to find brand advocates without having your own Ripples, search for your product or brand name and find out if others are talking about it

9. Promote your Google+ page in all your channels

Promote your new Google+ page in your other online communication, such as digital newsletters, your display ads, and other social media channels. Another great way to drive awareness is to promote your page in your offline marketing. Integrate it in your TV commercials and include it in your product catalogues or in your print or outdoor advertising.

Please visit our help centre if you have any questions.

<http://support.google.com/plus?hl=en>

