



10 tips to make the most of your Google+ page

Your Google+ page is your brand's identity online. It's a great way to connect with your clients and for followers to engage with your brand. Here are 10 tips for success:

1. Complete your profile

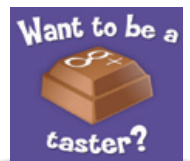
Make sure that your Google+ page is complete and interesting before you start promoting it. Add a picture and fill out your whole profile. Include a link to your website and a clear, detailed description of your business in the *About* section. Add pictures and videos, if you have them.

2. Welcome users

Welcome people to your page with your first post. Include a link to your website, a picture, or a video. Also post the video in the Video section.

3. Create Circles

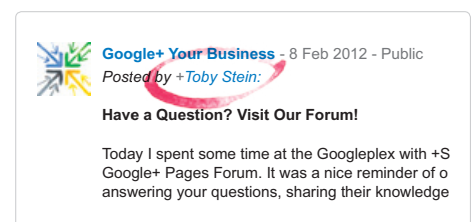
Circles let you share different information with different groups. By segmenting followers into Circles and asking them which Circles they want to belong to, you ensure that they receive what is most relevant to them. Cadbury, for instance, asked followers if they wanted to join its 'Tasters' Circle.



4. Be personal and show your human side

Google+ is a great way to show that you're not just a faceless corporation. You and your colleagues can use your personal profiles when posting. Sign posts with your own names to make your page more personal and help users to identify with your content.

Sign your posts using +mentions, so they link to the poster's profile. Also share pictures of yourself and your team, or create a shared Circle of the people behind your page.



5. Post often and keep content fresh

Post up-to-date content frequently to keep your followers engaged. But don't overwhelm them by posting everything at the same time. If you post more than once daily, spread your posts throughout the day. Distribute them across time zones too, if you have followers in various parts of the world. Make a content plan for each week, with a good mix of planned and spontaneous updates.

6. Share exclusive content

Make sure your followers learn something new and unique from your page. Share content they can't find anywhere else. The special-edition chocolate bars that Cadbury created for its Google+ page are a great example.



7. Promote your page

Make sure to do the following, to maximise exposure for your Google+ page:

- + Encourage users to follow your page.
- + Include a link to your page in your ads.
- + Use the Google+ badge on your website, other social media, and in all your other online and offline communication.
- + Enable social extensions to link all the +1's you collect across the web and those from your AdWords campaigns.



For more useful tips, check out our *How to promote your Google+ page* one-pager.

8. Ask questions and interact

The best way to engage followers and to learn their opinions and preferences is to interact, not just broadcast. This means responding to comments in threads and mentions of your brand, and participating in the streams.

9. Host Hangouts

The perfect way to connect with your followers is to invite them to a Hangout. This gives them a unique opportunity to engage with your products, or meet the people behind the brand. It gives you the chance to get to know your followers even better. Fiat Nederland, for example, hosted a Hangout to introduce one of its car designs.



10. Test, experiment, and learn

Try different kinds of posts, questions, and Hangouts and see what works best for you and your followers. Let the community's reaction to your content guide you and help you adjust. Have a look around the Google+ platform to find out what other brands are doing, and start following them. Get the latest news and advice from the *Google+ Your Business* website at www.google.com/plus/business and follow *Google+ Your Business* on Google+.

Please visit our help centre if you have any questions.

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

