



# Everyday English teaches Japanese how to speak English with Hangouts, and increases click-through rate on search campaigns 46%

(es)

ES CORPORATION

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—Stefan Magasitz, native Free Talk chief planner, Everyday English*

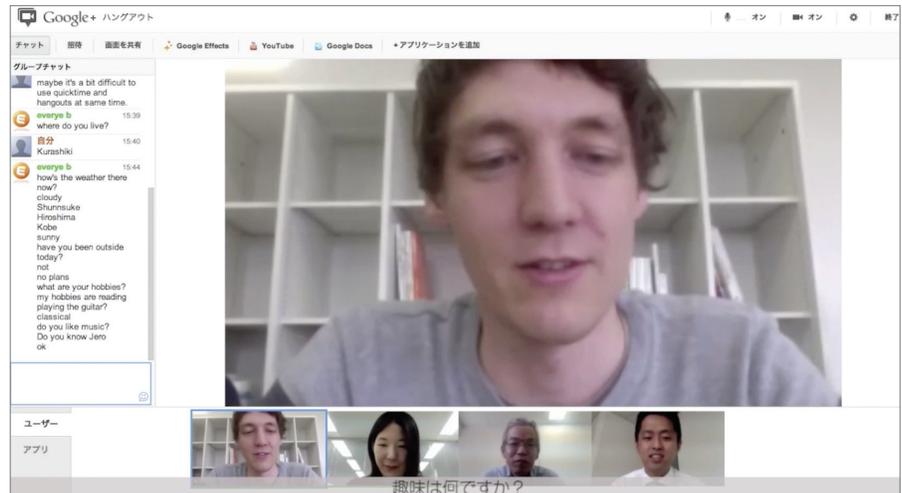
Es Corporation, based in Hiroshima, Japan, developed the popular Everyday English (EE) program to teach English to Japanese people of all ages. The company's mission, says Shoji Kodama, founder and president, "is to provide an easy-to-use, affordable, and most of all, effective learning resource." When Google launched Google+ Pages, Es created a program called Free Talk, which lets customers join group lessons with Everyday English instructors via Google+ Hangouts. Today, Es devotes many hours to this free service, which has hundreds of participants. Simultaneously, Everyday English implemented social extensions in their AdWords campaigns by linking their Google+ Page, leading to a 46% increase so far on the campaigns they have tested with social extensions.

## Create: Hangouts for Japanese students

"When using Hangouts to study English, students are in their own environment, they're in their house. They're comfortable immediately," explains Tony Judd, chief instructor for Everyday English Jr. Free Talk.

"The benefit of having multiple students in a Hangout," adds Aidan Smit, Everyday English Free Talk chief instructor, is that "a student can sit back and relax and listen to the other students."

Hangouts are "much easier to use than any other software, because they are browser-based," says Masakazu Ohata, native Free Talk section vice president. Instructor Judd agrees. "There is no installing software or anything," he says. "And we can use it for free. We can talk to many people at the same time."



An Everyday English teacher holds a Google+ Hangout class, where all the students communicate online while feeling relaxed and natural.

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## About Google+

Google+ brings the benefits of personal recommendations to Google Search and ads, delivering recommendations when people need them most and making it easy to start conversations with those that care about your brand. Linking your site to your page unifies your +1s across search, ads, your Google+ page, and your homepage. Google+ pages let you share your content with new audiences and connect with them in more engaging ways.

To learn more about Google+ Pages, visit [www.google.com/+business](http://www.google.com/+business)

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## Share: Interact with native speakers of English

A Free Talk session might include an instructor using flash cards that Es developed to play games with children – “like can you guess the color, or the number of things you see, or what animal it is,” says Stefan Magasitz, native Free Talk chief planner. While EE and Free Talk are directed at both young and mature students alike, the very youngest often progress most rapidly. “Some of my students who have progressed really far are two-year-olds,” Judd says. “They barely speak Japanese, but they can now speak English.”

“Using Google+ Hangouts helps us a lot, because we get feedback we usually don’t get,” Magasitz says. “We have people’s opinions, people’s expressions, and their way to talk to us. We can feel what they really mean.”

## Everyday English’s Google+ best practices

- Post fresh, frequent imagery to keep students and followers engaged
- Host Google+ Hangouts for real-time interaction between instructors and students
- Use Google+ to report on events that matter to students of all ages

## About Everyday English

- 1.4 millions students of all ages
- Top-selling English learning resource in Japan for three consecutive years
- Uses the same learning process that lets babies spontaneously start speaking

## Results for Everyday English on Google+

- 46% increase in click-through rate on Google AdWords search campaigns
- Hundreds of customers with increased loyalty and satisfaction from live conversation in Hangouts

