

## H&M uses Google+ to connect with over **940,000 users** and deliver engaging exclusive content



### About H&M

- Global fashion retailer
- 2,500 stores spread across 44 markets
- Headquartered in Stockholm, Sweden

### Background

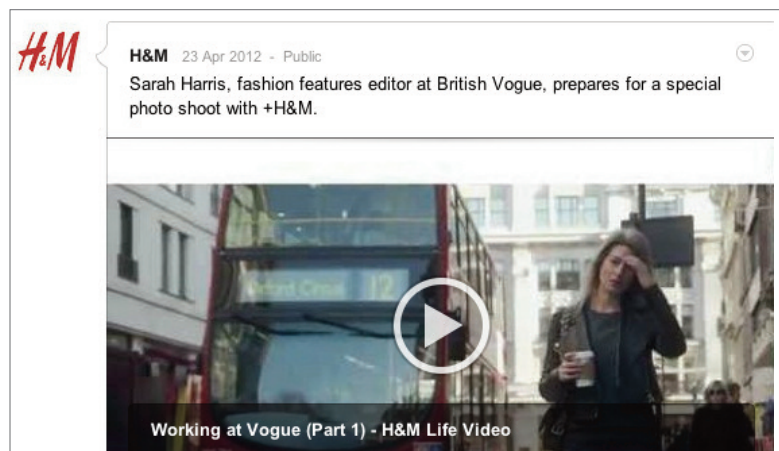
Swedish-based H&M is a global fashion retailer offering trendy clothes for the whole family. With around 2,500 stores spread across 44 markets, the company engages in traditional forms of marketing and integrates its social media with other communication activities. An early adopter of Google+, today the company has more followers on the platform than any other retail brand - a total of over **940,000 followers**. Miriam Tappert, Global Social Media Manager at H&M, explains that the objectives for setting up the brand’s Google+ page were simple: “To be where our customers are, have a dialogue and share the latest fashion.”

### Using Google+ as a source for inspiration and exclusivity

“At Google+ we have chosen to focus on inspiration,” says Miriam. “Nice images, films, and, of course, a lot of fashion.” H&M uses video and photos frequently in posts, as visuals are an effective way to promote fashion and lifestyle. Depictions of people wearing H&M clothes appear along with captions plus links enabling visitors to quickly click to purchase the clothing being displayed.

“We think it is important to be active and post news every day, just as in our other social media channels,” Miriam continues, “and we are also careful to make sure that what we publish is relevant to our followers.” With its emphasis on trend-led and up-to-the-minute fashion, H&M’s Google+ page presents artistic, aesthetically pleasing content and often includes celebrities.

Instead of replicating the experience of shopping in the store or on the website, the page supplies a steady stream of interactive content tailored specifically to the Google+ audience. “We want our followers on Google+ to feel that what they get is unique,” Miriam says. H&M publishes a captivating range of exclusive collection previews and contests through Google+, as well as offering access to behind the scenes footage - like a Vogue editor preparing for an H&M photo shoot.



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## Results

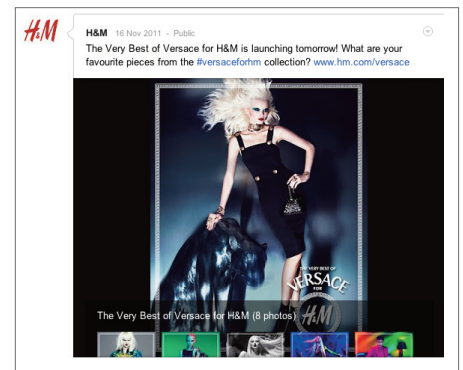
Through Google+, H&M stats are on the rise:

- Total followers: over 940,000
  - Average number of +1's per post: 72
  - Average number of reshares per post: 11
  - Average number of comments per post: 22
  - 22% CTR uplift in search due to social extensions
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All of this has resulted in great levels of engagement from fans with the following results so far:

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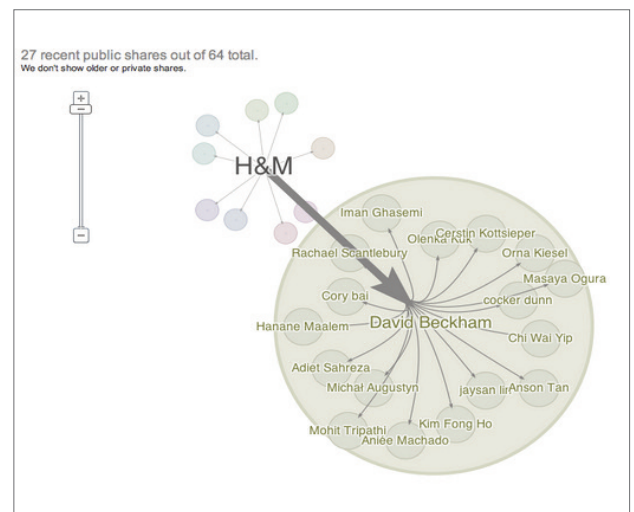
Their most popular posts are the ones with for their top collections with Beckham, Versace and Marni.



## Using ripples to analyse trendsetting

H&M has a very high rate of shared posts. Their team can “View Ripples” to see who has shared content and what was said. In this way, the ripples feature lets H&M see how posts spread across Google+, who's sharing and resharing the content and whose opinions matter. The feature

can be used to identify influencers and see how communities form around content. The larger the circles in ripples, the larger the reach they might have. Here is an example of how H&M kept close track of the top influencers for H&M's David Beckham underwear collection.



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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 +1's 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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## Using social extensions to integrate social strategy into search

Another feature H&M uses are social extensions in its AdWords advertising. “That our page is highly integrated with search is very interesting,” Miriam says. Social extensions help the company obtain a higher number of brand recommendations, +1's and direct traffic to their Google+ page, effectively increasing their number of followers by doing so. On average H&M has achieved a **22% CTR uplift** on all their AdWords campaigns thanks to implementing social extensions.

### [H&M Summer Collection - News, classics & sensations.](#)

[www.hm.com/](http://www.hm.com/)

Available both online & in stores!



Beth Foster, Donal Mac Manus, Christoffer Klemming and 5 other people +1'd H&M

Ladies: Fab Top £14.99

Men: Top £5.95

Kids: Summer Tops from £2.99

HOME: Beach Towel £6.99

New Arrivals

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