

Growing Followers on Google+



Why should you grow your audience on Google+?

Google+ has tools to reach and influence your customers throughout their journey



Build Awareness

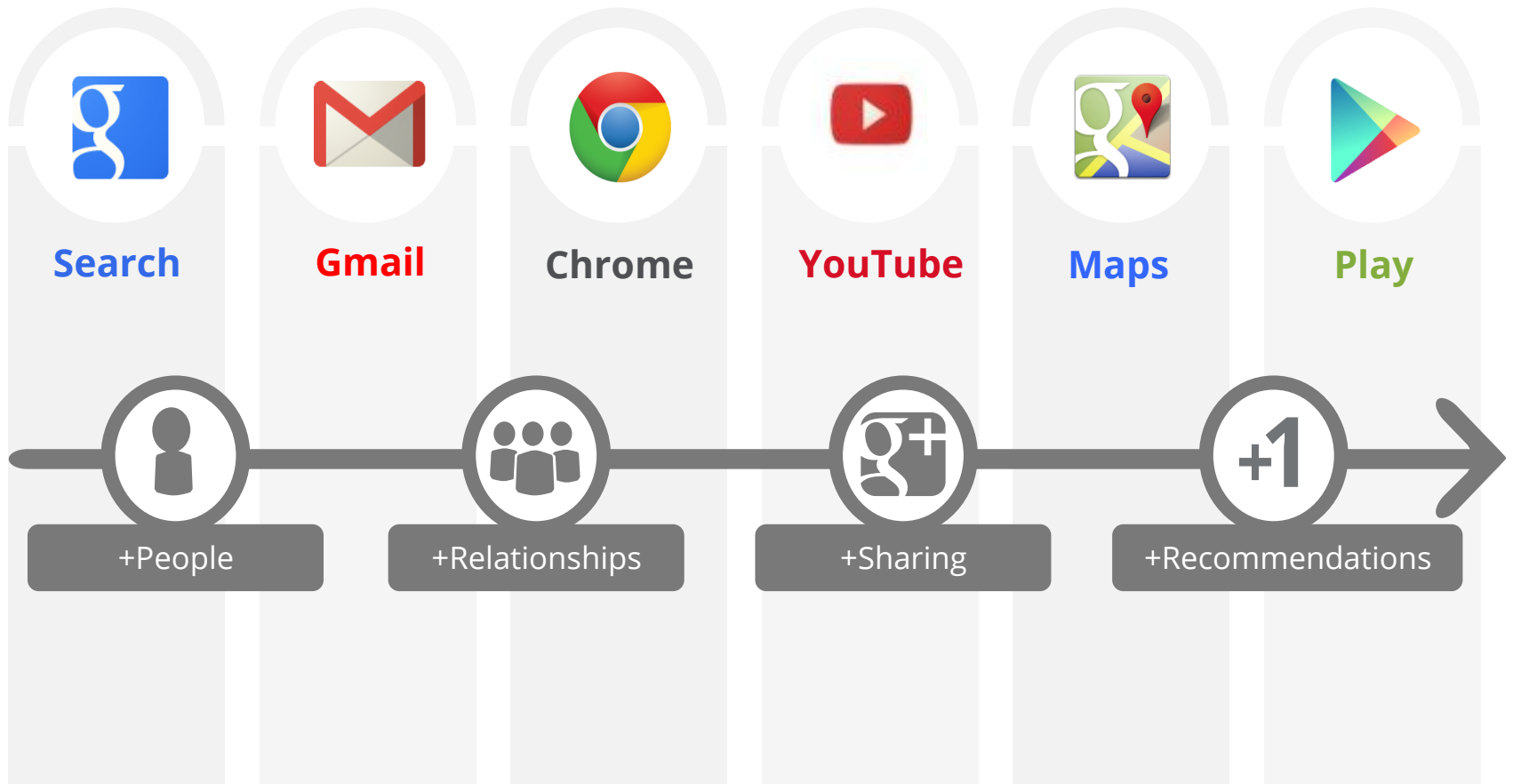
Influence
Consideration

Drive Sales

Grow Loyalty and
Retention

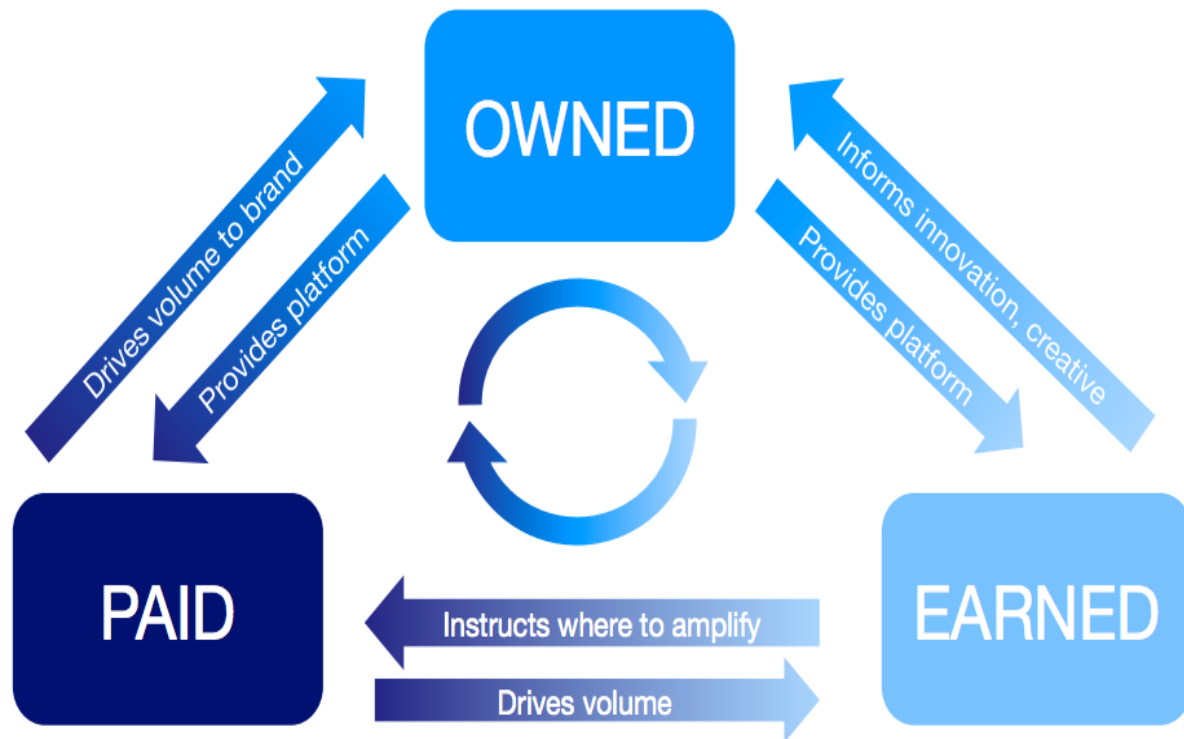


Google+ makes your entire Google experience, better



So, how should you approach growing followers?

You can achieve follower growth through Paid, Earned, and Owned media strategies.



Growing with Paid media



Add buttons & badges to your content

Adding the Google+ Badge to your website makes it easy for visitors to follow your brand directly from your website.

Add the Follow, Share, and +1 buttons to content you want the world to see.

ALLSAINTS SPITALFIELDS

f YouTube g+ Change / Language Site

Search SEARCH >>

MEN WOMEN LOOKBOOK BASEMENT SESSIONS VIDEOS

My Account Your bag 0 items \$0.00

FREE SHIPPING*
CLICK HERE FOR FULL DETAILS

JOIN OUR CIRCLES ON GOOGLE+

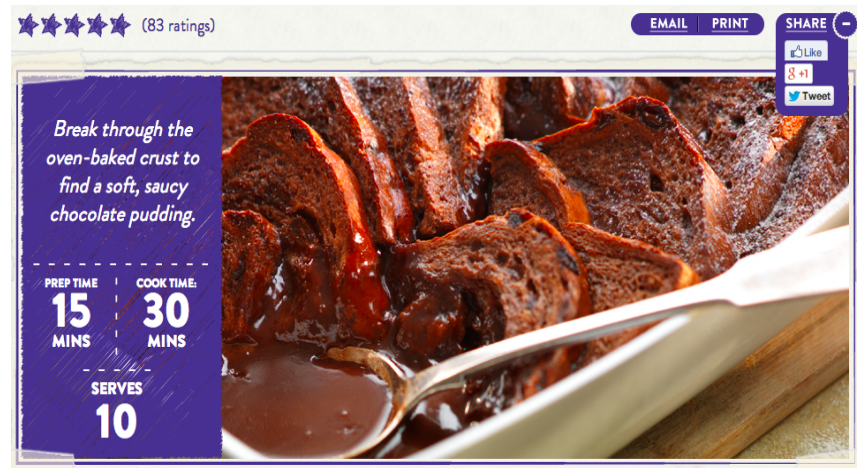
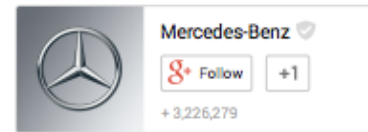
Click here to join us on Google+ and be kept updated on new products, music recommendations, events and promotions.



SHOP MEN >

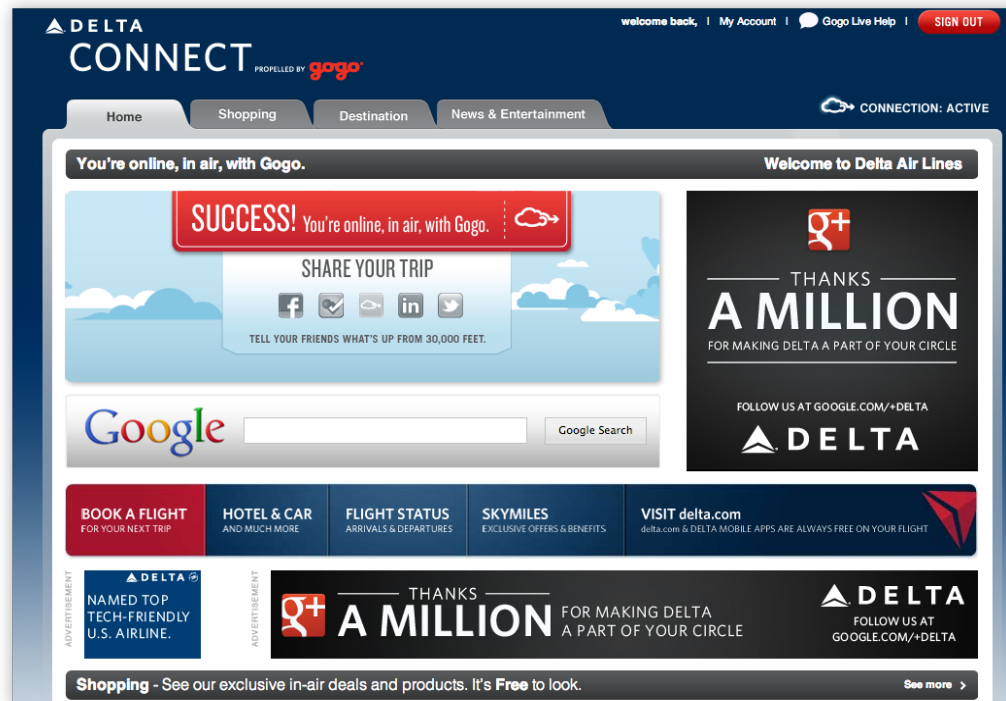


SHOP WOMEN >



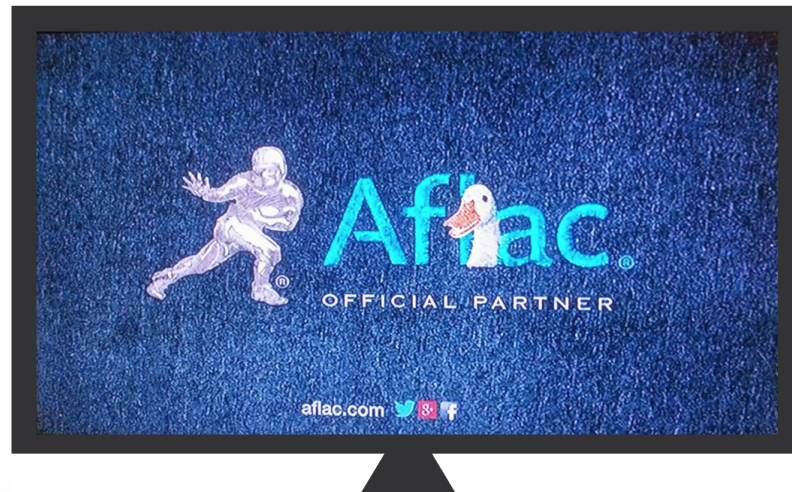
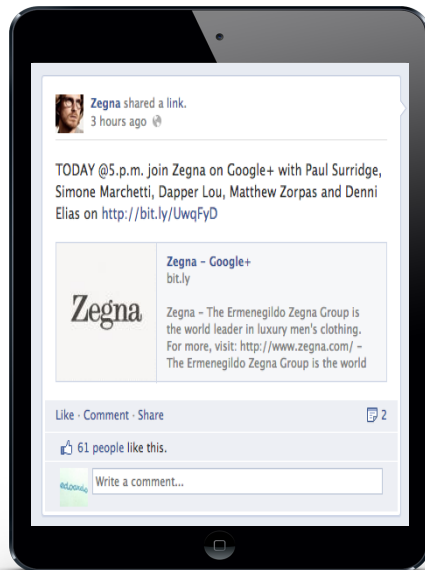
Custom URLs are easy to remember & easy to promote

Customers can find your Google+ page much more easily if you have a custom URL that incorporates your brand name. A custom URL also gives your brand more credibility.

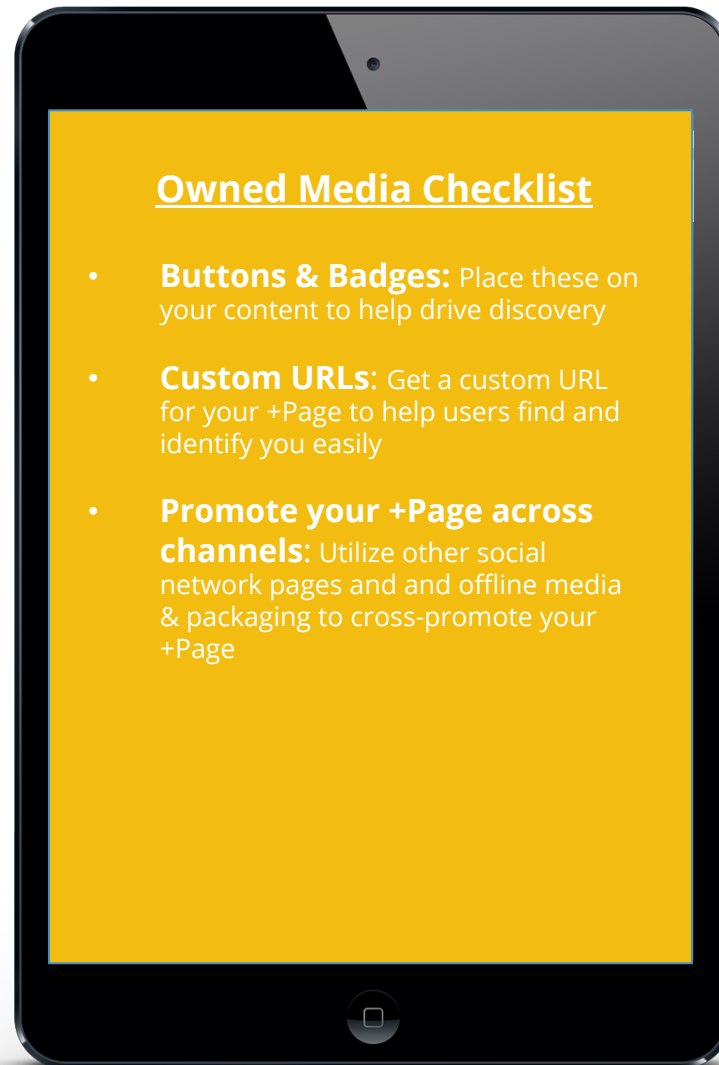


Cross promote your Google+ page

Cross promote your +Page in both online and offline communications to encourage people to visit and follow your page.



Grow your followers through Owned media



Owned Media Checklist

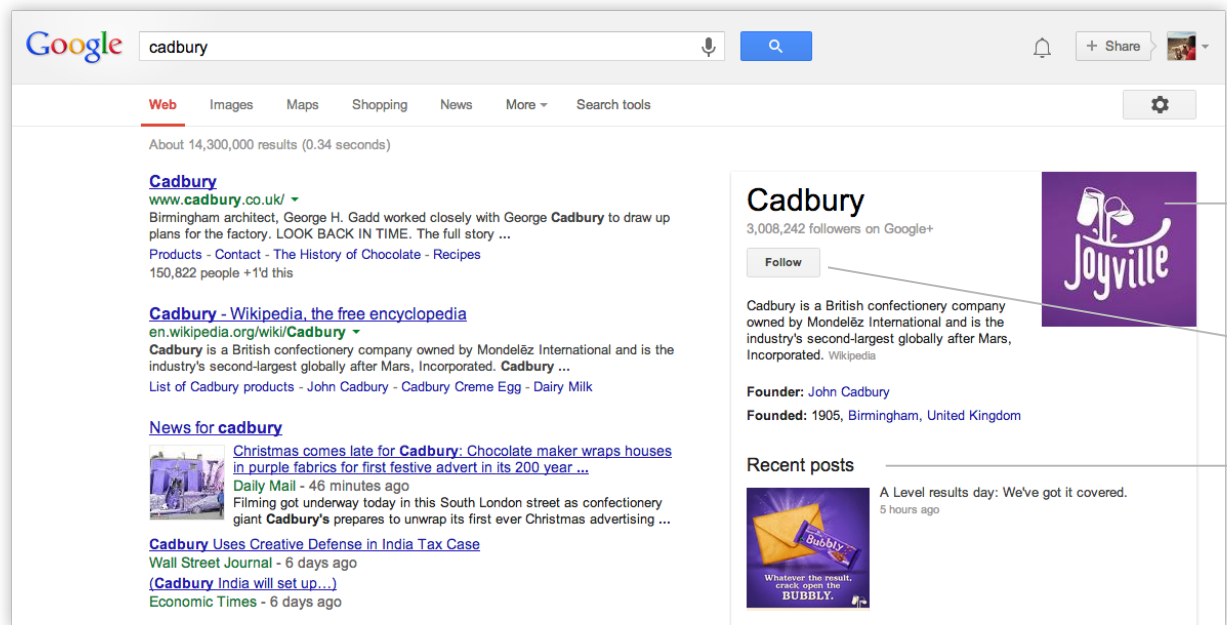
- **Buttons & Badges:** Place these on your content to help drive discovery
- **Custom URLs:** Get a custom URL for your +Page to help users find and identify you easily
- **Promote your +Page across channels:** Utilize other social network pages and and offline media & packaging to cross-promote your +Page

Growing with Earned media



Make your brand more discoverable

Maintaining an active +Page will help your brand appear on the right hand side for a branded search.




The screenshot shows a Google search for 'Cadbury'. The search bar at the top contains 'Cadbury' and a search button. Below the search bar, there are tabs for 'Web', 'Images', 'Maps', 'Shopping', 'News', 'More', and 'Search tools'. The 'Web' tab is selected, showing search results for 'Cadbury'. The results include a link to 'Cadbury' with a description, a link to 'Cadbury - Wikipedia, the free encyclopedia', and a link to 'News for cadbury'. On the right side of the search results, there is a Google+ profile for 'Cadbury' with 3,008,242 followers. The profile includes a 'Follow' button, a description of the company, and a 'Recent posts' section. Three callout boxes with lines pointing to specific elements provide instructions: 'Click through to your Google+ page' points to the profile picture, 'Follow directly from search' points to the 'Follow' button, and 'See recent posts' points to the 'Recent posts' section.

Google cadbury

About 14,300,000 results (0.34 seconds)

Cadbury
www.cadbury.co.uk/ ▼
Birmingham architect, George H. Gadd worked closely with George Cadbury to draw up plans for the factory. LOOK BACK IN TIME. The full story ...
[Products](#) - [Contact](#) - [The History of Chocolate](#) - [Recipes](#)
150,822 people +1'd this

Cadbury - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Cadbury ▼
Cadbury is a British confectionery company owned by Mondelez International and is the industry's second-largest globally after Mars, Incorporated. Cadbury ...
[List of Cadbury products](#) - [John Cadbury](#) - [Cadbury Creme Egg](#) - [Dairy Milk](#)

News for cadbury
 **Christmas comes late for Cadbury: Chocolate maker wraps houses in purple fabrics for first festive advert in its 200 year ...**
Daily Mail - 46 minutes ago
Filming got underway today in this South London street as confectionery giant Cadbury's prepares to unwrap its first ever Christmas advertising ...

Cadbury Uses Creative Defense in India Tax Case
Wall Street Journal - 6 days ago
[\(Cadbury India will set up...\)](#)
Economic Times - 6 days ago


Cadbury
3,008,242 followers on Google+

Follow

Cadbury is a British confectionery company owned by Mondelez International and is the industry's second-largest globally after Mars, Incorporated. Wikipedia

Founder: John Cadbury
Founded: 1905, Birmingham, United Kingdom

Recent posts

 A Level results day: We've got it covered.
5 hours ago

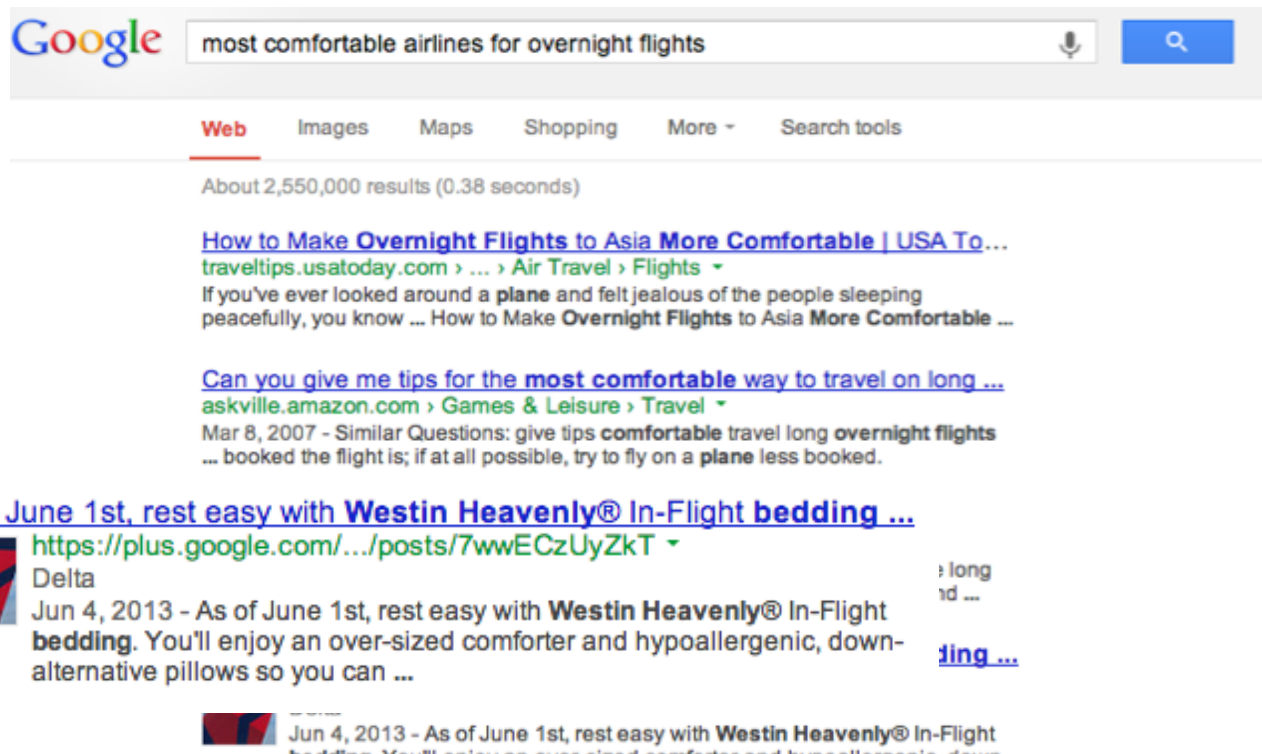
Click through to your Google+ page

Follow directly from search

See recent posts

Use SEO strategies when creating posts

Google Trends can help you identify keywords to include in posts



The screenshot shows a Google search interface. The search bar contains the text "most comfortable airlines for overnight flights". Below the search bar, the "Web" tab is selected. The search results show "About 2,550,000 results (0.38 seconds)". The first result is from traveltips.usatoday.com, titled "How to Make Overnight Flights to Asia More Comfortable | USA To...". The second result is from askville.amazon.com, titled "Can you give me tips for the most comfortable way to travel on long ...". Below the search results, there is a Plus One post from Delta, dated Jun 4, 2013, titled "As of June 1st, rest easy with Westin Heavenly® In-Flight bedding ...". The post content mentions "You'll enjoy an over-sized comforter and hypoallergenic, down-alternative pillows so you can ...".

Google

most comfortable airlines for overnight flights

Web Images Maps Shopping More Search tools

About 2,550,000 results (0.38 seconds)

[How to Make Overnight Flights to Asia More Comfortable | USA To...](#)
traveltips.usatoday.com > ... > Air Travel > Flights
If you've ever looked around a **plane** and felt jealous of the people sleeping peacefully, you know ... How to Make **Overnight Flights** to Asia **More Comfortable** ...

[Can you give me tips for the most comfortable way to travel on long ...](#)
askville.amazon.com > Games & Leisure > Travel
Mar 8, 2007 - Similar Questions: give tips **comfortable** travel long **overnight flights** ... booked the flight is; if at all possible, try to fly on a **plane** less booked.

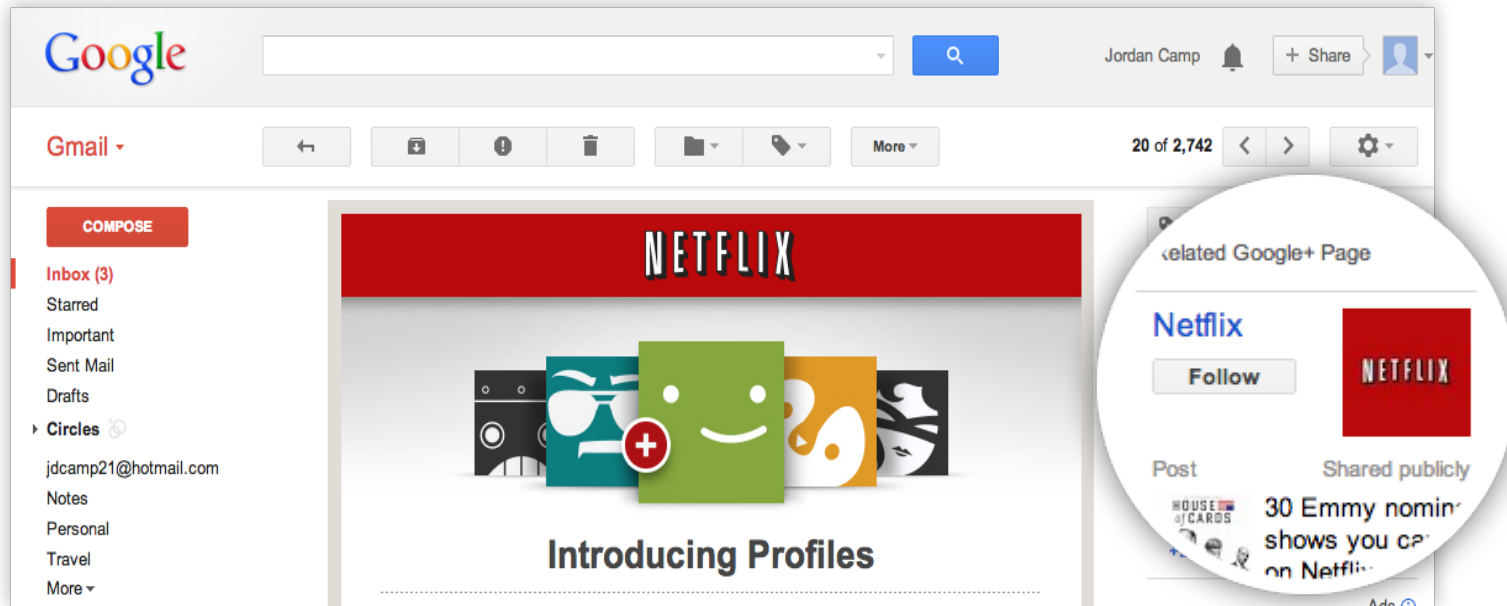
[As of June 1st, rest easy with Westin Heavenly® In-Flight bedding ...](#)
<https://plus.google.com/.../posts/7wwECzUyZkT>
Delta
Jun 4, 2013 - As of June 1st, rest easy with **Westin Heavenly®** In-Flight **bedding**. You'll enjoy an over-sized comforter and hypoallergenic, down-alternative pillows so you can ...

[ling ...](#)

Jun 4, 2013 - As of June 1st, rest easy with **Westin Heavenly®** In-Flight **bedding**. You'll enjoy an over-sized comforter and hypoallergenic, down-alternative pillows so you can ...

Grow followers directly from Gmail

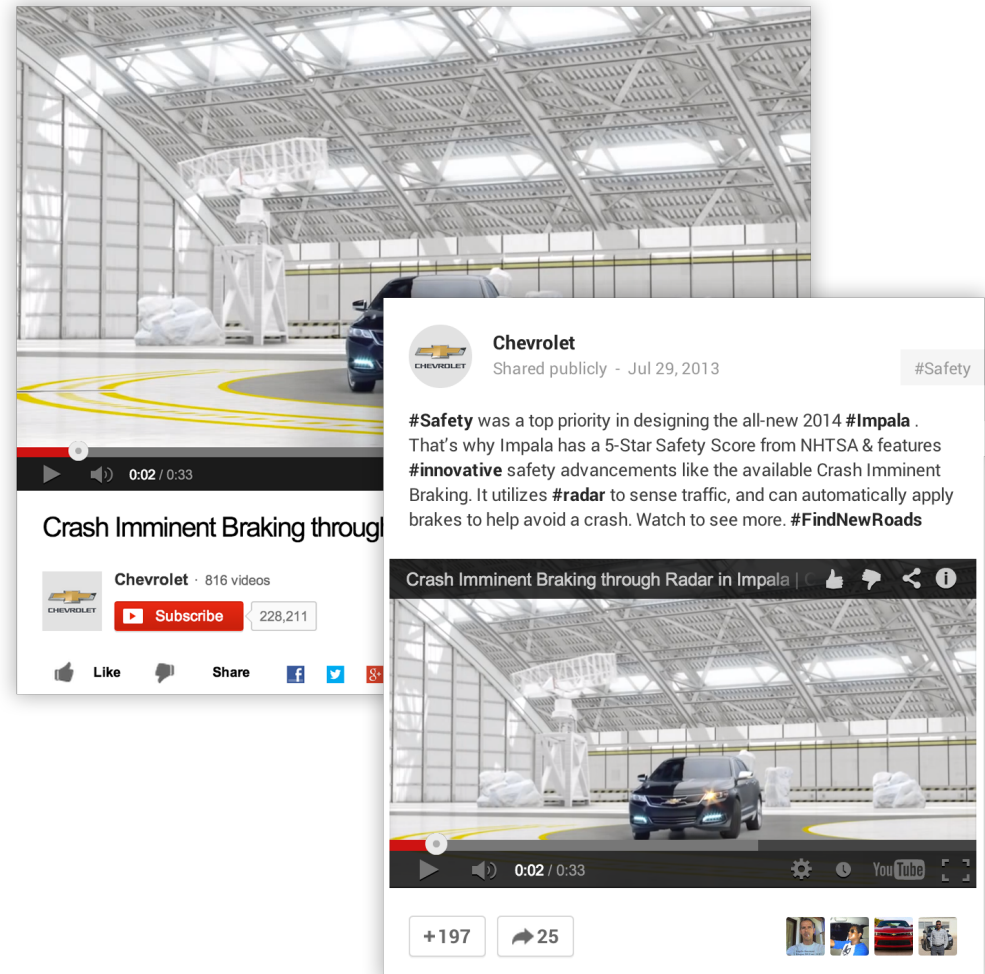
Follow buttons, automatically embedded in your Emails



Merge your Google+ and YouTube identities

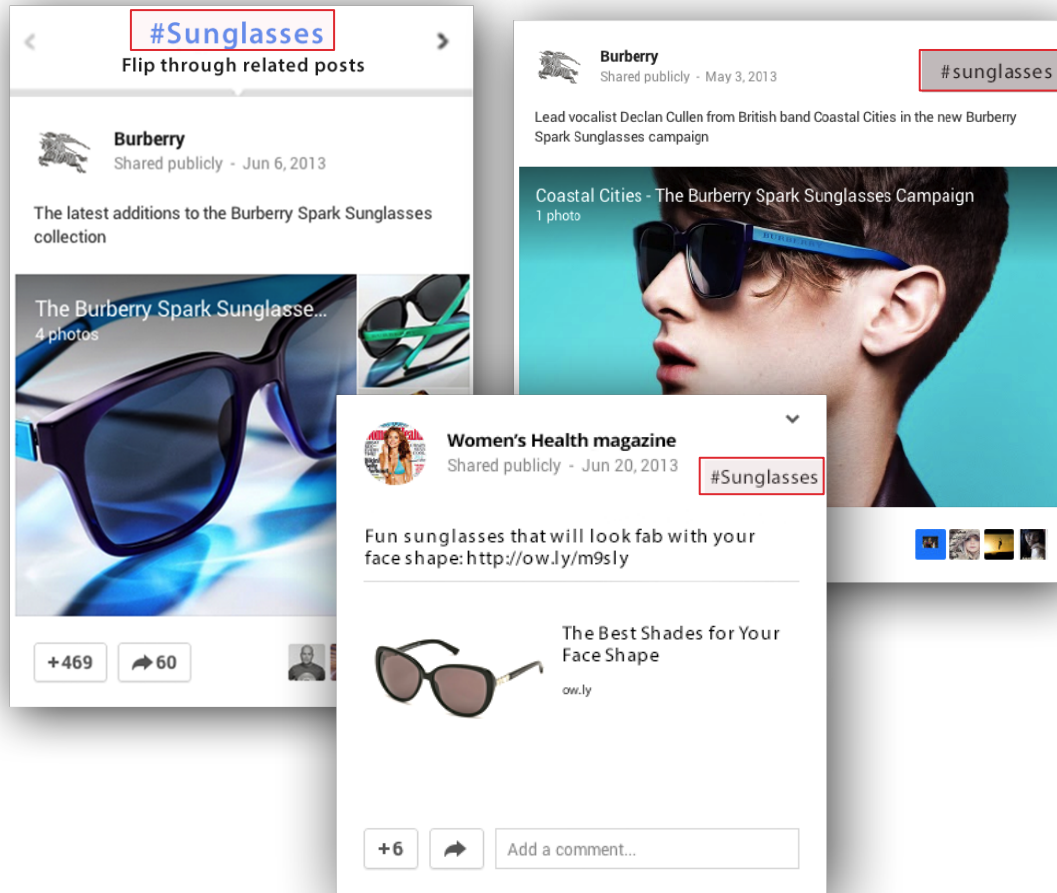
Link your Google+ and YouTube accounts to promote cross-discovery of content.

- Your Hangouts On Air are automatically posted to your Google+ page **and** YouTube channel
- Videos posted to your YouTube channel are automatically posted to your Google+ followers



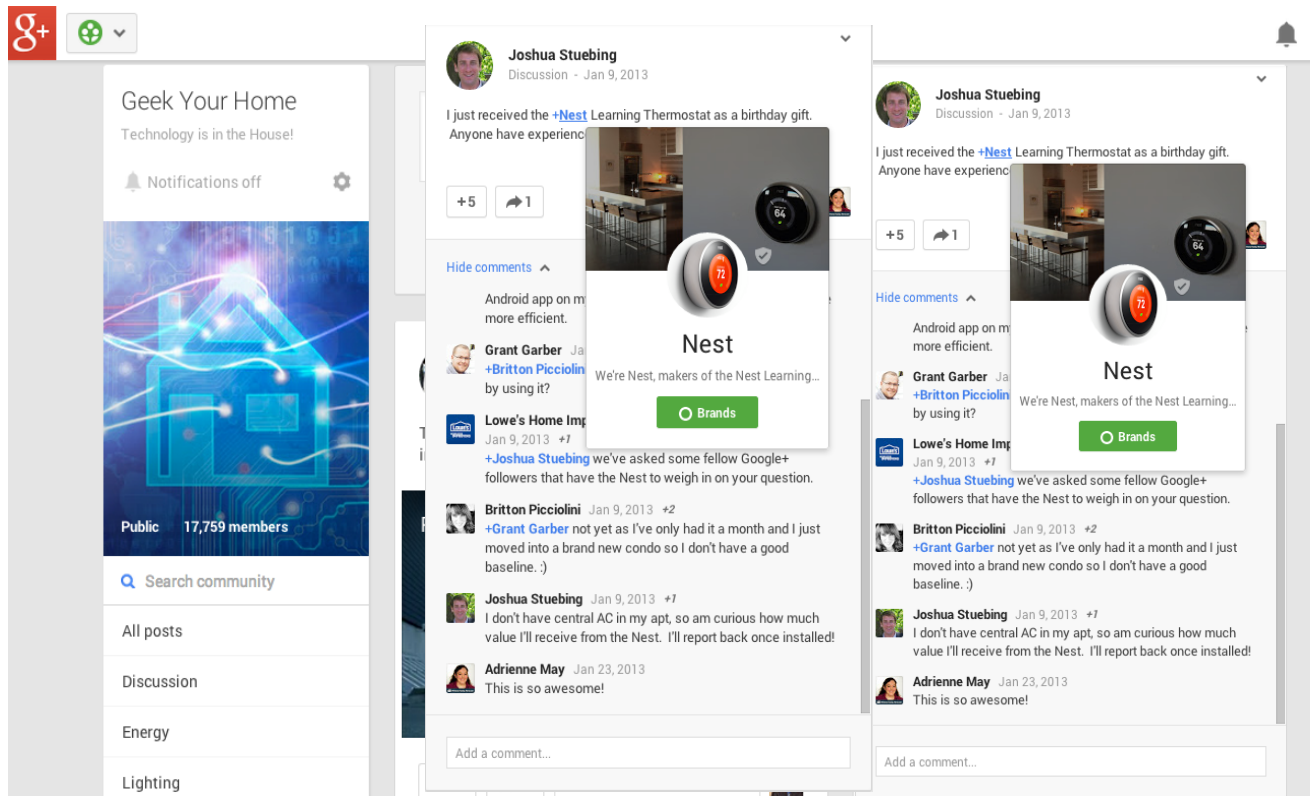
Use #hashtags to drive discoverability

#Hashtags help surface your content



Provide expert advice to consumers

A post in a community generates more engagement (+1s, comments, reshares) than on the stream.



Gain press mentions with Hangouts on Air

NatGeo received 250+ press mentions from 1 Hangout on Air

To celebrate their 125th anniversary, [National Geographic](#) hosted a 7 continent Hangout On Air. 13 famous explorers -- from primatologist Jane Goodall to ocean explorer Bob Ballard -- participated.

Results were impressive:

- **22,000** Hangout views
- **10,000** +1s
- **2,450** Google+ Event RSVPs
- **1,500** reshares
- **1,300** comments
- **250+** press mentions
- **150,000** new followers



Grow your followers through Earned media

Earned Media Checklist

- **Right Hand Side Panel:** An active +Page will help your brand appear on the right hand side for a branded search
- **SEO Optimization:** Write posts with SEO in mind, your posts may show up in organic search results
- **Gmail:** Email customers may see recent posts and follow you directly from Gmail.
- **Merge Identities:** Link your YouTube and Google+ accounts to cross promote content
- **#Hashtags:** Help surface your content with #hashtags
- **Press Mentions:** Create magic moments via Hangouts on Air and invite the press
- **Communities:** Provide expert advice in communities

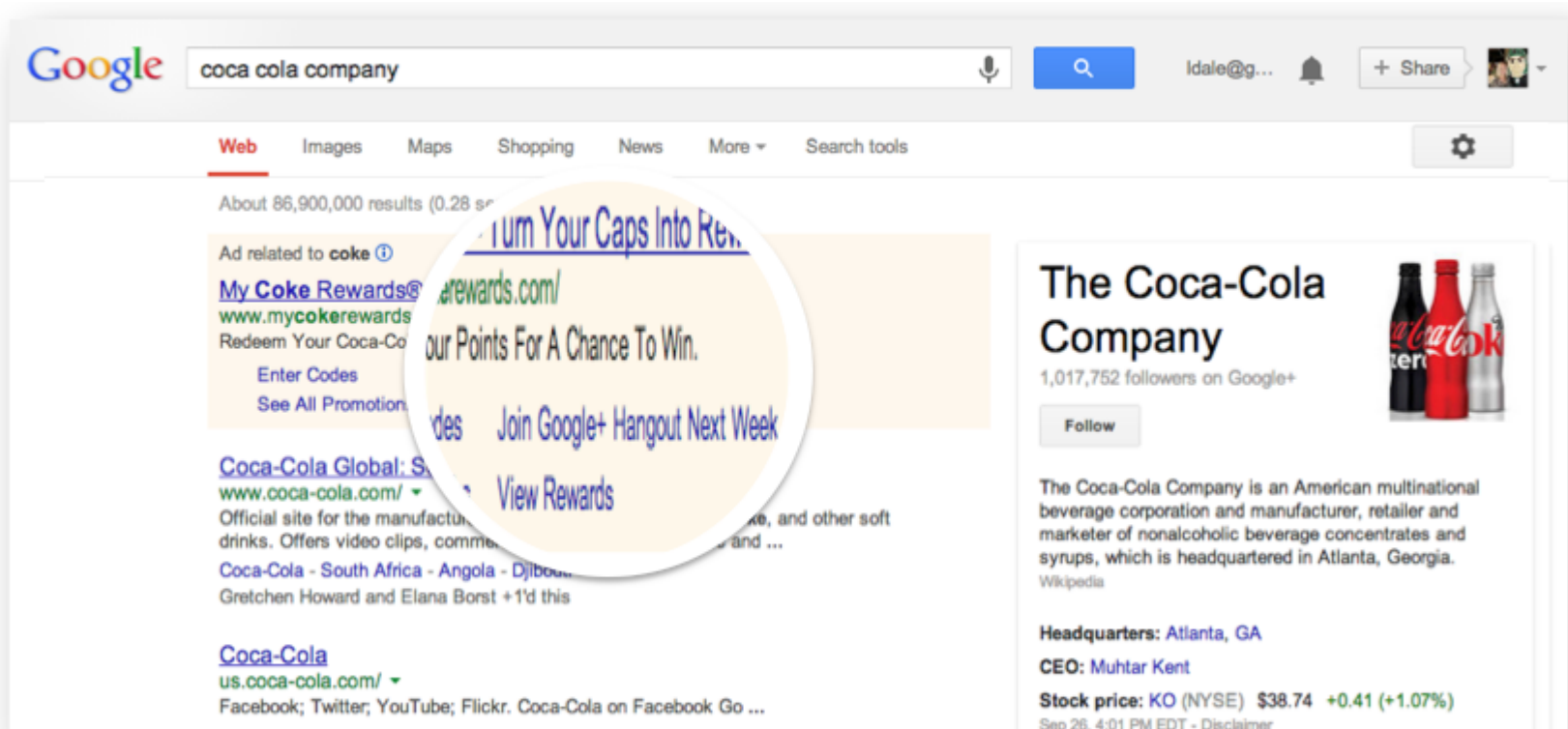


Grow with Paid media



Site links can drive traffic to your +Page

Use Site Links in your AdWords campaigns to promote your page or Hangouts on Air



The screenshot shows a Google search interface for 'coca cola company'. The search bar at the top contains the text 'coca cola company'. Below the search bar, the 'Web' tab is selected, showing search results. An advertisement is prominently displayed in the center, featuring a yellow background and the text 'Turn Your Caps Into Rewards', 'Join Google+ Hangout Next Week', and 'View Rewards'. The ad includes a link to 'mycokerewards.com/'. To the right of the ad, there is a knowledge panel for 'The Coca-Cola Company', which includes a photo of three Coca-Cola bottles, the number of followers (1,017,752), a 'Follow' button, and a brief description of the company. Below the knowledge panel, the company's headquarters, CEO, and stock price are listed. The bottom of the image features a horizontal bar with segments of blue, green, yellow, and red.

Google coca cola company

Web Images Maps Shopping News More Search tools

About 86,900,000 results (0.28 s)

Ad related to coke

My Coke Rewards mycokerewards.com/
www.mycokerewards.com
Redeem Your Coca-Cola Caps For A Chance To Win.
Enter Codes
See All Promotions

Turn Your Caps Into Rewards
Join Google+ Hangout Next Week
View Rewards

The Coca-Cola Company
1,017,752 followers on Google+
Follow

The Coca-Cola Company is an American multinational beverage corporation and manufacturer, retailer and marketer of nonalcoholic beverage concentrates and syrups, which is headquartered in Atlanta, Georgia.
Wikipedia

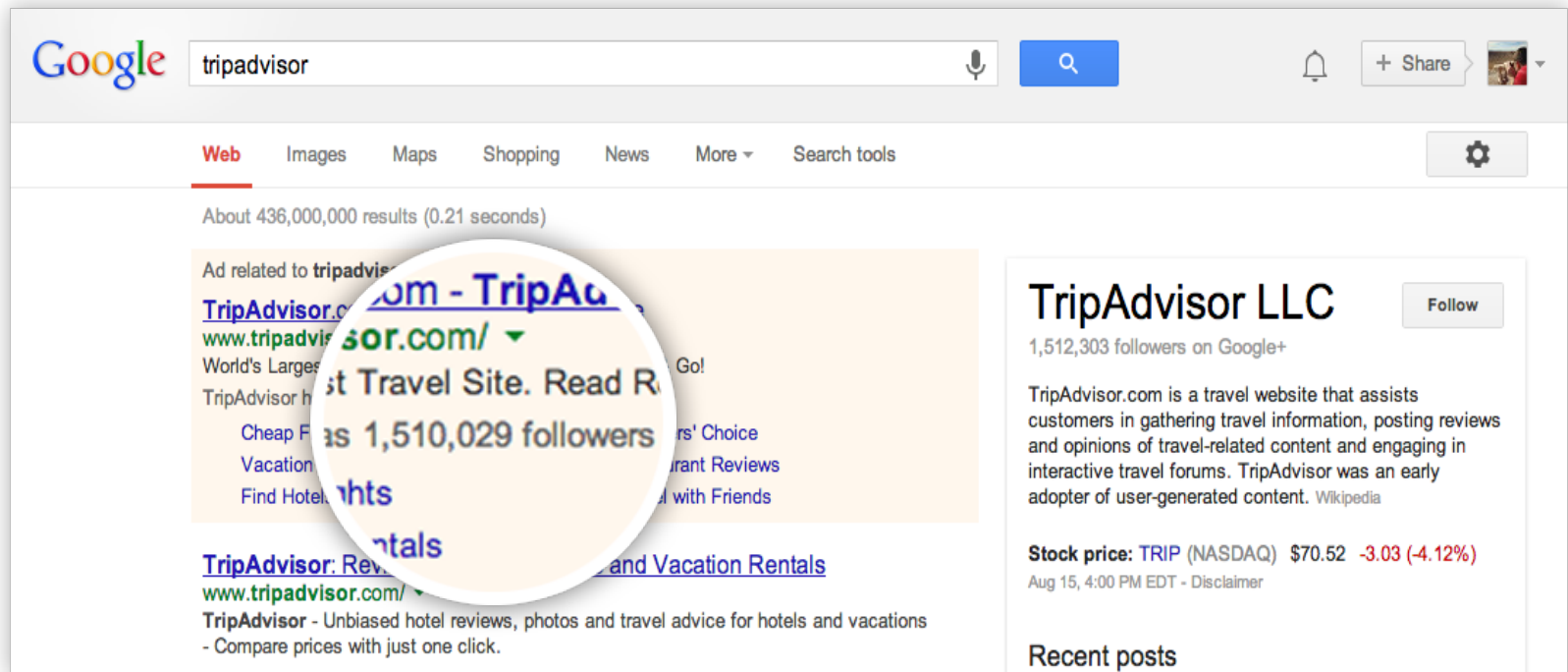
Headquarters: Atlanta, GA
CEO: Muhtar Kent
Stock price: KO (NYSE) \$38.74 +0.41 (+1.07%)
Sep 26, 4:01 PM EDT - Disclaimer

Coca-Cola Global: www.coca-cola.com/
Official site for the manufacture of Coca-Cola, and other soft drinks. Offers video clips, commercials, and ...
Coca-Cola - South Africa - Angola - Djibouti
Gretchen Howard and Elana Borst +1'd this

Coca-Cola
us.coca-cola.com/
Facebook; Twitter; YouTube; Flickr. Coca-Cola on Facebook Go ...

Increase CTR while gaining followers

Brands using social annotations see a **5-10%** uptick in click through rates



The image is a screenshot of a Google search results page for the query "tripadvisor". The search bar at the top shows the Google logo and the search term "tripadvisor". Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "News", and "More". The search results show "About 436,000,000 results (0.21 seconds)". A social annotation overlay is present on the left side of the search results, featuring a circular profile picture and the text "TripAdvisor.com - TripAdvisor.com - TripAdvisor.com" and "World's Largest Travel Site. Read Reviews". The annotation also displays "1,510,029 followers" and a "Follow" button. The main search results include a link to "TripAdvisor.com" with the URL "www.tripadvisor.com/" and a description: "TripAdvisor - Unbiased hotel reviews, photos and travel advice for hotels and vacations - Compare prices with just one click." On the right side of the search results, there is a section for "TripAdvisor LLC" with a "Follow" button, "1,512,303 followers on Google+", a description of the company, and stock price information: "Stock price: TRIP (NASDAQ) \$70.52 -3.03 (-4.12%) Aug 15, 4:00 PM EDT - Disclaimer". Below the stock price, there is a section for "Recent posts".

Google tripadvisor

Web Images Maps Shopping News More Search tools

About 436,000,000 results (0.21 seconds)

Ad related to tripadvisor

TripAdvisor.com - TripAdvisor.com
www.tripadvisor.com/ World's Largest Travel Site. Read Reviews
Cheap Flights 1,510,029 followers
Vacation Rentals Restaurant Reviews
Find Hotels Travel with Friends

TripAdvisor: Reviews and Vacation Rentals
www.tripadvisor.com/
TripAdvisor - Unbiased hotel reviews, photos and travel advice for hotels and vacations
- Compare prices with just one click.

TripAdvisor LLC Follow
1,512,303 followers on Google+
TripAdvisor.com is a travel website that assists customers in gathering travel information, posting reviews and opinions of travel-related content and engaging in interactive travel forums. TripAdvisor was an early adopter of user-generated content. Wikipedia
Stock price: TRIP (NASDAQ) \$70.52 -3.03 (-4.12%)
Aug 15, 4:00 PM EDT - Disclaimer
Recent posts

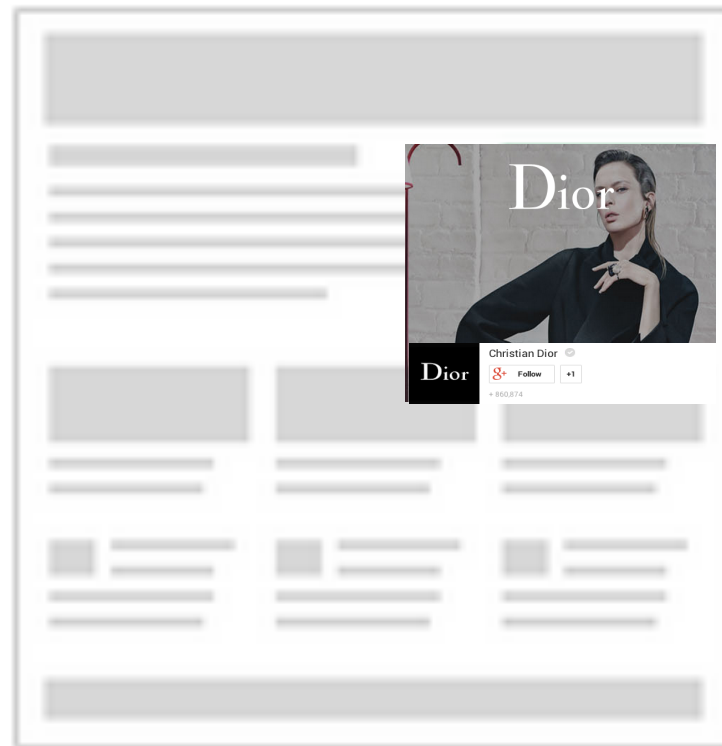
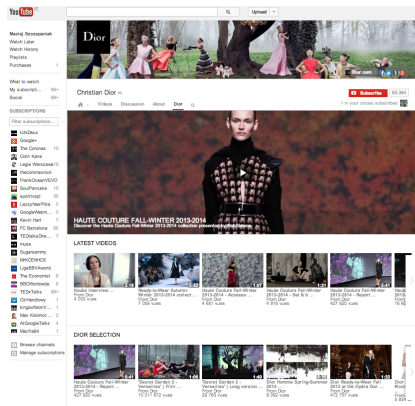
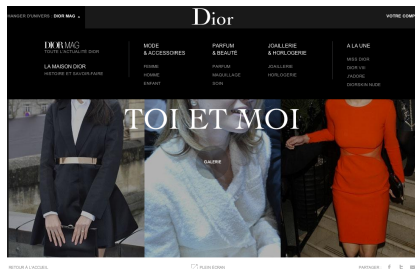
Promote Hangouts on Air with TrueView

Run a video campaign to promote a Hangout on Air before the event. Or, promote a sizzle reel of your HOA after the event.

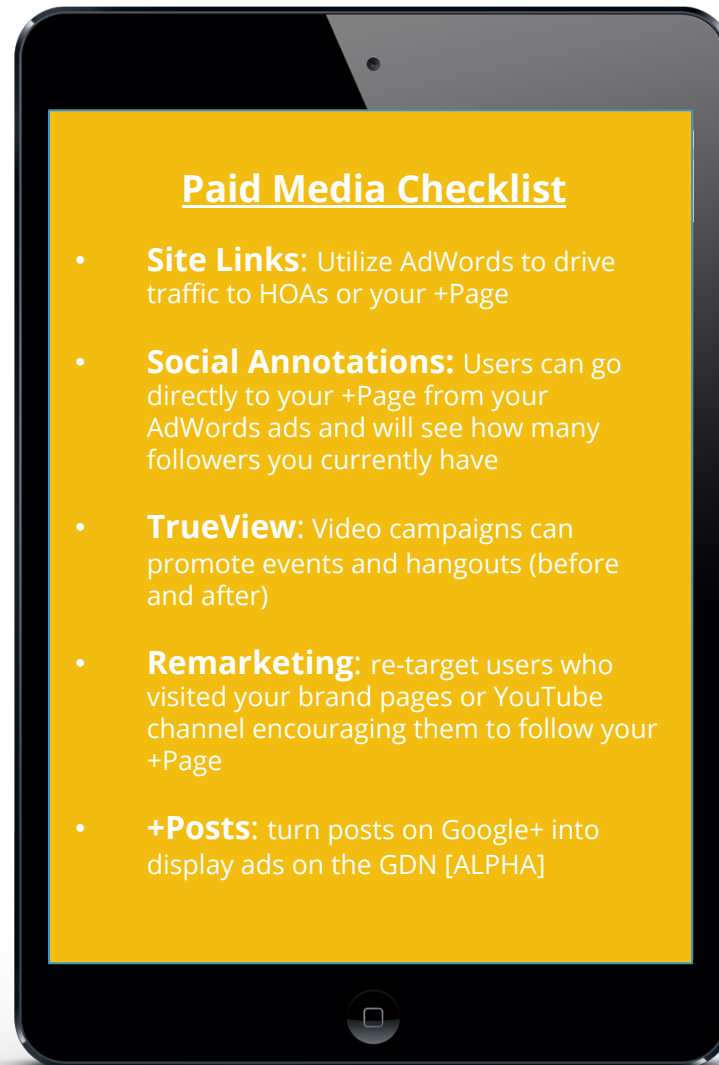


Utilize a remarketing campaign

Run a remarketing campaign to visitors of your Brand's site or YouTube channel, encouraging them to follow you on Google+



Grow your followers through Owned media



Paid Media Checklist

- **Site Links:** Utilize AdWords to drive traffic to HOAs or your +Page
- **Social Annotations:** Users can go directly to your +Page from your AdWords ads and will see how many followers you currently have
- **TrueView:** Video campaigns can promote events and hangouts (before and after)
- **Remarketing:** re-target users who visited your brand pages or YouTube channel encouraging them to follow your +Page
- **+Posts:** turn posts on Google+ into display ads on the GDN [ALPHA]

Thank you!

