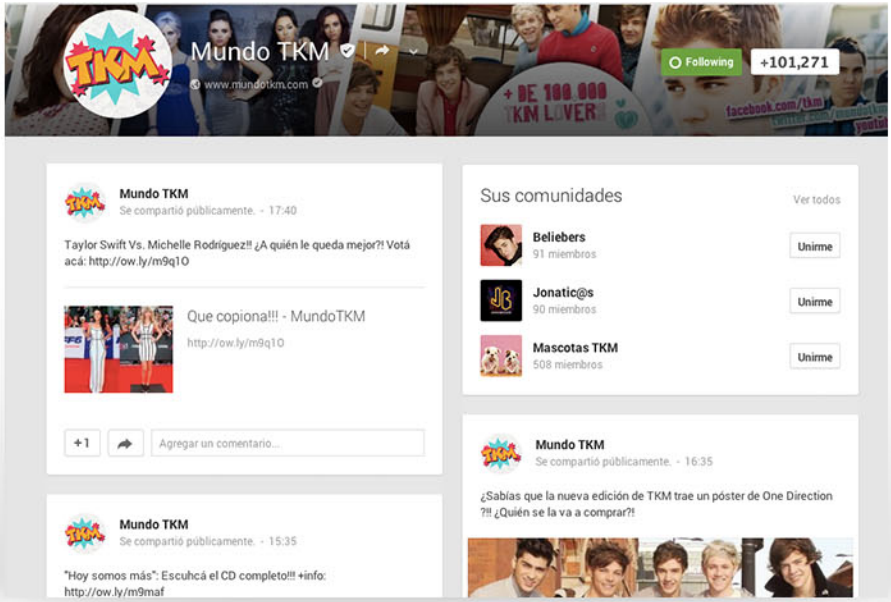


Grupo VI-DA grows followers with a fleet of +pages

With an extensive portfolio of websites and YouTube channels, Grupo VI-DA uses Google+ to promote each property and engage each unique audience



The big idea

As a digital media group specializing in the development, distribution, and online strategies around digital entertainment content, Grupo VI-DA has a diverse range of activities from the sale of eBooks and on-demand video, to mobile and smart TV apps for the youth segment, to instructional YouTube videos. Their brands include TKM, BajaLibros, Revista Psicología Positiva, Espiritualidad, Como Hacer, TendenciaTV, Vesvi, 10Música, PlayboardTV, EntrevistasTV, and 10tango. In order to grow these diverse audiences, Grupo VI-DA addresses each specific fan base individually with its own +page and posts, but also cross-promotes between the different communities when interests overlap.

How they did it

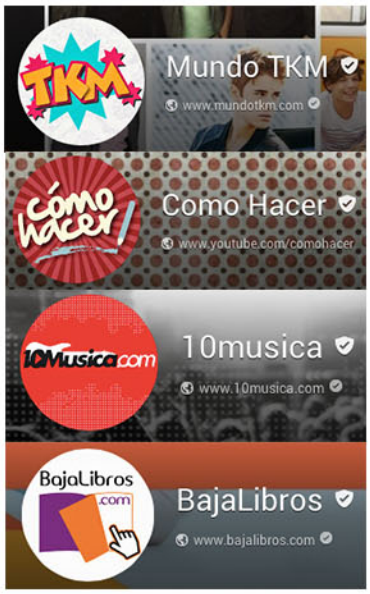
- Launch of 13 separate, optimized +pages for each major Grupo VI-DA property and 19 Google+ Communities to stimulate other specific conversations (example: the Mascotas Community of +TKM)
- A constant stream of content to continuously engage fans around news, photos, videos, previews, and exclusive offers, plus selective resharing of content between the +pages
- Close integration between the websites, YouTube channels, and +pages through consistent cross-linking with the Google+ Badge
- Additional cross-promotion of the +pages via Grupo VI-DA offline properties (radio and magazines)
- Use of unified supervision of all the +pages and multi-admin functionality for easy, internal management of the content contributors to the numerous +pages

"I look forward [to the fact that] we can team up the YouTube Channel and the Google+ account successfully to grow viewers and followers significantly.

Developing YouTube and Google+ in tandem was a key factor to successfully build our iMCN (integral Multi Channel Network), which involves growing brands through many platforms: websites, YouTube, social networks, and offline."

VI-DA PRODUCCIONES

Emiliano Gonzalez Marassa
VI-DA Productions



The impact

In six months, Grupo VI-DA has grown its +pages from 4 to 13 and the Google+ follower base by 643% from 56,500 to over 420,000 followers. Google+ is now the #1 social network for 9 of their properties and a second for 3 others.

Visitors to the TKM, BajaLibros, 10Música, Twigis and Vesvi websites from Google+ on average view +39% more pages of the website per visit and spend almost +15% more time on the sites compared to traffic from other social networks.

To continue their success on Google+, Grupo VI-DA is launching Hangouts on Air to live chat with referents and premiere new YouTube content.