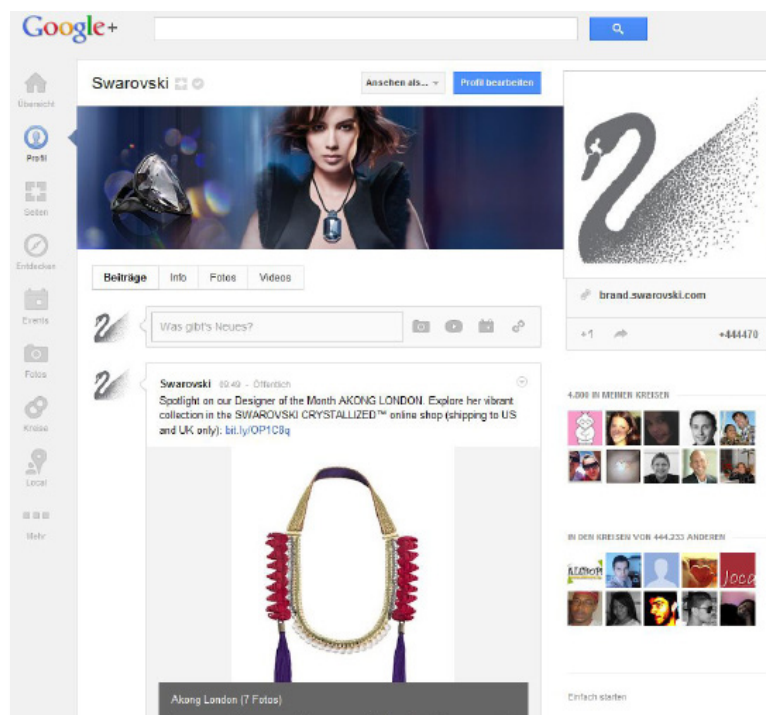


# Stellar success on Google+:

## Swarovski gains over 430,000 followers



- Exclusive and up-to-date content for Google+ business page
- Over 430,000 followers within six months of launch
- Strong dialog with users: posts with +1 recommendations, comments and sharing
- Social media-savvy people as opinion-makers

Swarovski reaches more than 430,000 followers on its Google+ page within six months. Up-to-date and exclusive content are the main keys to success.



Google+ is an important channel for us and it will remain one in the future. Specifically, we are working on making our website fit for Google+ — by directly integrating the +1 button and including the latest posts in a “social stream.”

Hannes Bliem, Manager Corporate Social & Digital Media, D. Swarovski KG

More information about Google+  
<http://www.google.com/+business>  
 and social extensions  
<http://www.google.com/ads/innovations/socialextensions.html>

Swarovski – the name and brand have stood for “meeting people’s desire for adornment and delight” since the company was founded in 1895 as a manufacturer, marketer and retailer of premium crystal jewelry and decorative objects. Swarovski has annual turnover of around 2.22 billion Euro, employs 26,000 people, and runs more than 1,200 of its own boutiques. For more than ten years, the company has relied on the Internet as a showroom and distribution channel. Swarovski reaches a number of target groups through different websites and a variety of social media channels. Its official company launch on Google+ was on December 1, 2011. “We allow visitors to our company homepage (brand.swarovski.com) to go directly to our Google+ business page, which is proving popular,” reports Hannes Bliem, Manager Corporate Social & Digital Media at D. Swarovski KG.

### Over 430,000 followers after six months

“We want to offer our followers added value and bring sparkle into their everyday lives with our content,” explains Hannes Bliem. That includes things like “behind the scenes” content or the introduction of new jewelry collections. “The variety of the different areas combined with highly relevant content for the target group is the biggest factor in our success. Here, we particularly rely on exclusive content that we mostly prepare with images.” The concept and the brand have had a good reception, as shown by the sharp increase in followers: 600 in the first week, 6,000 in week two, 60,000 after four weeks. By mid-July 2012, the business page had around 437,000 followers. The success led Swarovski to name Google+ as its “best practice in the company for international collaboration,” according to its communications manager.

### Sharing exclusive content, commenting and making +1 recommendations

The click-through rate (CTR) of the AdWords ads also improved in the brand campaign. CTR rose from 1.1 to 1.6 percent after social extensions were implemented, an increase of 50%. Recommendations are also an indicator of the popularity of the page. Individual posts are shared four times on average and receive around five comments. Greater numbers of comments are also seen, such as when 29 followers commented on the photos for the exclusive garden installation “A Place for Dreaming....” New daily content like this brings another twenty-six +1 recommendations to the Google+ business page on average, which then appear in the social extensions for the AdWords ads. Hannes Bliem comments: “Google helps us to increase brand awareness and interact directly with our followers.” Are followers converted into buyers? “We are already doing very well in this respect, and we are continually working to increase this rate,” he answers. His conclusion: “Google+ is a valuable channel for us, which we have been successfully using for more than a half a year. The possibility to have targeted channeling using Circles is a particularly effective feature. Furthermore, the identification of social media-savvy people as opinion-makers is essential for us.”

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