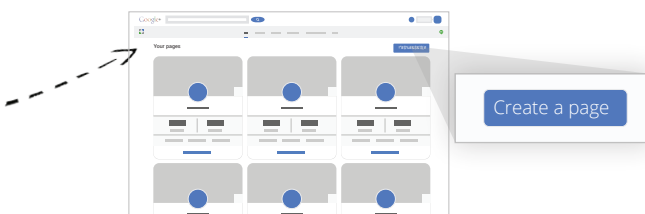


# 10 ways to grow your audience on Google+

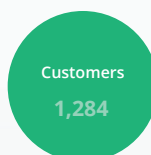
## Create a compelling Google+ page:

1. Before you start sharing with your customers, select a great profile photo-this is the number one way people will recognize you on Google+. In addition, make sure to add several photos, complete the 'About' section and add links to other destinations where you can be found across the web.



2. Decide on a tone for your page, and stay consistent in your messaging so that your posts feel personal and authentic. It's also good to let people know who's contributing to your Google+ page by linking their personal Google+ profiles in the "About" section.

3. Use Circles to segment your visitors, customers, and even internal teams so that you can share the right information with the right people.



## Engage your customers, fans and followers:

4. Create a posting schedule, and post at least once a day to make sure you are sharing new and interesting content that sparks genuine conversation. Remember to +mention others on Google+ who you may add to your post so they feel the love and share your post with more people. The best times to post are from 10 am - 1 pm.
5. Share exclusive photos and videos with your fans and followers. You can edit your photos directly in Google+ and can even share animated GIF photos—a great way to draw attention to your page!
6. Engage your audience by posting questions and asking for feedback. Make sure to respond actively to your followers through comments and +1'ing, and credit your most active followers by +mentioning them in a post.
7. Regularly host Hangouts On Air (easy to use, multi-person video chat) to have real face-to-face conversations with your customers from all over the world. Give your followers a behind-the-scenes tour, collaborate with co-workers on a new project or simply say thank you to your supporters for all those +1's.
8. Start a community where your customers and fans can connect around a shared interest. Actively participate in discussions and build stronger relationships with your audience.



## Promote your Google+ page:

9. Spread the word about your Google+ page by sharing your page with people from your personal Google+ profile, your email contacts and by posting a link to your page on relevant blogs, websites and other social destinations. Include the [Google+ badge](#) on your site to allow people to +1 and add you to their circles directly from your website.
10. Create a campaign to get new followers. Include the Google+ icon in your offline media or create an AdWords campaign promoting your page. Use phrases like 'Circle,' 'Follow,' or 'Find' us on Google+ in your ad text or include a link to your page as one of your sitelinks.

Visit [www.google.com/+business](http://www.google.com/+/business) to learn more about Google+ for your business

