



At a Glance

- Google+ is the next version of Google, adding social features to our products
- Reach the right audience at the right time with +1 and Google+ in search
- Connect with your customers like never before with Hangouts and Events
- Increase accountability and transparency with Ripples and Social Reports

Fast Facts about Google+

- 1M+ business and brand pages created
- Over 250M Google+ users and growing fast
- Daily users spend 60 minutes on the Google sites with Google+ integrations and 12 minutes in the Google+ stream
- 5 to 10 percent average CTR uplift for socially enhanced Search ads

Making the most of Google with Google+

Google+ is the next version of Google. By adding identity, relationships, and sharing to all of our products, we're transforming the Google experience and making it more personal and relevant for consumers and advertisers alike. We're committed to bringing this social layer into every aspect of Google. We've already made 120 integrations with Google products, and we're adding new features every day.

The Google+ momentum

Google+ is the fastest-growing social platform ever. Over 250 million users joined in the first year. Some 150 million come back every month, and half of them sign in every day – spending 60 minutes on Google sites with Google+ integrations and 12 minutes in the Google+ stream.

Reach the right audience at the right time

Google searches deliver relevant results from your Google+ page, including recent posts, photos, and videos, right when they matter the most to your customers.

- **Google+ Page** Establish your branded home on Google, and keep expanding your relationships with your most loyal customers. Creating a Google+ page also lets you link your site, ads, and page, so that all of your +1s add up into one big number across the web.
- **+1 button** Personal recommendations are marketing gold. Too often, recommendations are fleeting, and people don't see them when they need them. With +1s, your customers can see your brand recommendations when they search for you or see your ads – no matter where they are on the web. And search ads with +1s average 5 to 10 percent more clicks.
- **Google+ Pages in Search** It's easier than ever for people to connect with you on Google. They'll find popular and engaging Google+ profiles and pages on the right side of the results page when results are relevant to their searches. If they're searching for Cadbury, for example, we might show them their Google+ page

The screenshot shows a Google search for 'cadbury'. The search bar contains 'cadbury' and the search button is highlighted. Below the search bar, it says '80 personal results. 26,800,000 other results.' The search results are displayed in a list format. The first result is 'Cadbury Chocolate | Cadbury Unwrap Gold' with a link to 'www.cadbury.co.uk/'. The second result is 'Cadbury - Wikipedia, the free encyclopedia' with a link to 'en.wikipedia.org/wiki/Cadbury'. The third result is 'Cadbury Australia' with a link to 'www.cadbury.com.au/'. On the right side of the search results, there is a Google+ profile for 'Cadbury UK'. The profile picture shows a Cadbury chocolate bar. The profile name is 'Cadbury UK' and it has 1,532,031 +1s. The profile description says 'Official Treat Provider to the London 2012 Olympic & Paralympic Games.' Below the profile, there is a 'Recent Activity' section showing a post from 'Cadbury UK' about the view over London and the Olympic Park from the top of the Orbit.

Go bigger, faster

Google+ helps you engage with customers like never before, in real time, both online and in the real world.

- **Hangouts** Emoticons only say so much. Conversations are better face-to-face – how else can you see reactions and emotions? With Hangouts, you have actual face-to-face conversations online. These can be small interactions related to customer service. Or large Hangouts with thousands of invitees, all broadcast to the world – and it feels like everyone’s in the same room.
- **Hangout Apps** With our Hangouts API, anyone can customize the intimacy and collaborative spontaneity of Hangouts. Create hats, name tags, or glasses for your brand. Or trivia challenges, sing-alongs, you name it. Users can control aspects of an app with their bodies, create custom media effects, play group games, and collaborate in real time.
- **Events** Google+ Events is a new way to create, capture, and share events – before, during, and after they happen. Create an invitation, and Events automatically appear in Google Calendar and in your followers’ streams. By enabling Party Mode on their phones, guests automatically upload their photos to the event page in real time.

Make decisions with better accountability and transparency

In the end, success is all about understanding the numbers. Google+ provides in-depth data about post shares, follower demographics, +1s, conversion reporting, and more, all showing how Google+ contributes to your conversion funnel.

- **Ripples** Many brands post online content, just hoping that customers will like it and share it like crazy. Wouldn’t it be great to understand exactly which sites, and even which people, most help spread your posts? Ripples lets you see how your brand content is shared, so you can learn and evolve with each post.
- **Social Reports in Google Analytics** Social analytics give you the tools to measure the impact of the social channel. You can identify valuable networks and content, track onsite and offsite interaction with your content, and tie it all back to your bottom line through goals and conversions.

To learn more about Google+ Pages or any of the Google+ features available for your business, visit our Google+ Your Business website at google.com/+/business. For regular tips, follow Google+ Your Business: goo.gl/YEZx8

