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# GOOGLE+ FOR BUSINESS

## How Google's Social Network Changes Everything

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**MAIN IDEA**

From a standing start in July 2011, Google+ – the social network created by Google – now has in excess of 175 million users. Everyone notes that is a distant second to Facebook with more than 400 million users but that overlooks one important dynamic. Google+ is tied to the world’s largest search engine (Google) and the world’s second largest search engine (YouTube). That means if you use Google+ well, you can improve your primary Web sites findability rankings. Facebook and Twitter don’t even allow Google to search or index their listings. For that reason alone, Google+ could just end up being the best online business building tool ever developed.



There are also other reasons why Google+ has the potential to become the next big thing in the business world. Google+ looks like becoming the perfect way to build a “communications backbone” which brings together Google’s numerous products into one place. If that scenario plays out as anticipated, then mastering Google+ and being early to the party will pay big dividends further down the track. If you can master using Google+ today, you will be well positioned for what happens in the future as Google, YouTube and others continue to bring new developments to the online marketplace.

*“Google+ isn’t a hardcore sales and marketing engine. The game, such as it is, isn’t to get the most followers and then start blasting them with offers until they purchase. It is, instead, a way to educate prospective buyers, a way to connect with your community of customers, a method by which to promote offers and events (sparingly) to your audience, and a way to build relationships before you need them. In Google+, you can do this in several ways. One is by sharing posts from people with smaller audiences. Another is to make introductions between two people you follow who might not yet follow others. Another is to promote products and services that aren’t yours but that would help your constituency. These are all big opportunities to build value for others and build relationships in general.”*

– Chris Brogan

**1. What is Google+ and what can you accomplish with it. . . . . Page 2**

Google+ is a social network offered by Google. Unlike Facebook, Twitter and other social networks, Google+ is indexed by and linked to Google search. In simple terms, that means if you learn to use Google+ intelligently, you can and will enhance your findability when folks use a search engine to find someone who offers what you do.

**2. How Google+ is organized . . . . . Pages 3 - 4**

The central organizational element in using Google+ is your Public Profile. Once you get that in place, using Google+ then becomes a matter of setting up and maintaining circles and posting in the stream. Learn how to do these activities first.

**3. A business strategy for using Google+ . . . . . Pages 5 - 6**

Pure and simple Google+ is an excellent tool for warming up an audience of people that you can then go back to and sell in the future. It is quite possibly the best lead generator, publishing platform and pooling mechanism for prospective customers the world has ever known. Google+ can add value by helping you build connections and learn how to sell to them.

**4. Google+ Power Plays . . . . . Pages 7 - 8**

While it is still early days for learning how best to use Google+ to generate added value for a business, there are a number of power plays which people are already experimenting with. Start trying new things. Find what works for you and for your business. The simple underlying dynamic is people do business with the people they like. Google+ is a great way to help others get to know you and to like you. That’s worth pursuing.

To take full advantage of the power of Google+ to grow your business, the power plays you should try are:

- |   |                       |    |                       |
|---|-----------------------|----|-----------------------|
| 1 | Get started           | 6  | Use video astutely    |
| 2 | Set up a routine      | 7  | Run some hangouts     |
| 3 | Learn how to listen   | 8  | Share loads of photos |
| 4 | Post daily            | 9  | Comment everywhere    |
| 5 | Share and cross-share | 10 | Build business pages  |

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