

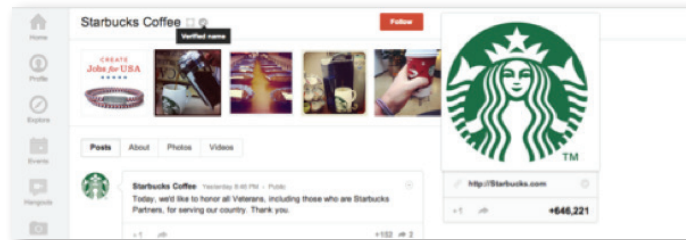


## Google+: the Time to Engage is Now

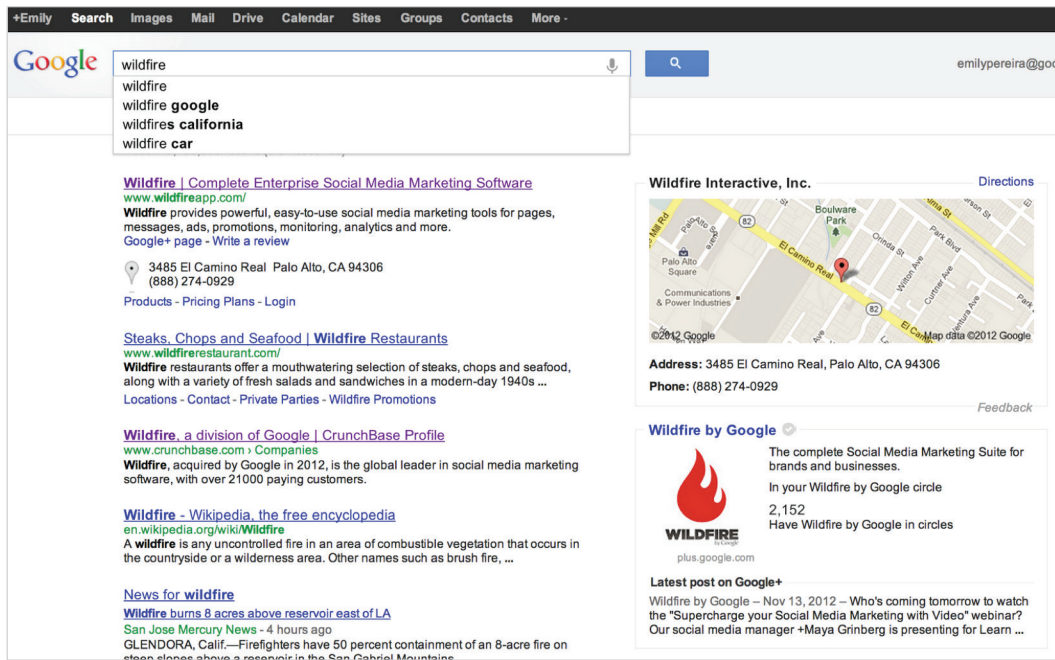
How to Increase Ad Click-thru Rates by 5 to 10%,  
Be Visible to Users in Right Hand Google Search Listings, and  
Connect with a Fast-Growing Global Audience on Google+

## WHY GOOGLE+?

With over 100 billion monthly searches on Google worldwide. Google+ is the “social layer” across all of Google’s products, designed to make everything you and users do across Google perform better. Having a verified Google+ Brand Page allows businesses to offer a richer profile for users to discover across Google products – a profile that can include reviews, endorsements, content from posts, driving directions or images.

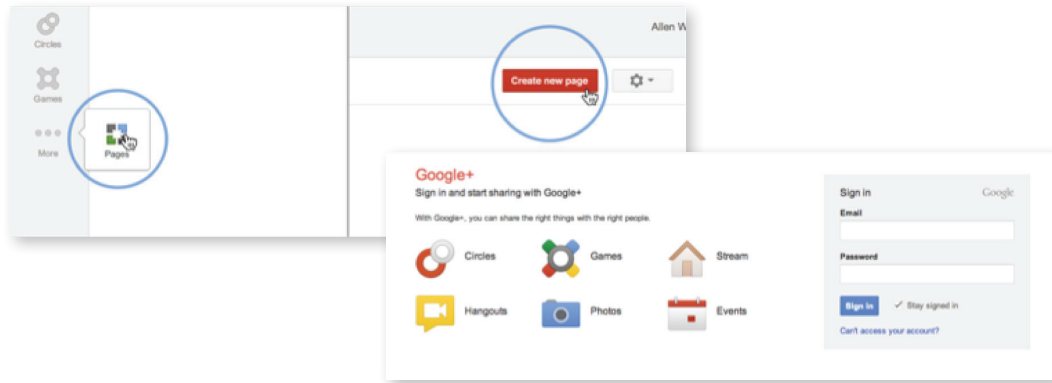


It's been shown that after **verifying** your Google+ page, and enabling Google+ **social extensions**, your CTR on paid search ads can increase by 5 to 10% on average. Moreover, content that you post on your Google+ page may also appear in relevant searches, either in search results or on the right-hand side. In other words, information from your Google+ page will appear in relevant searches, which can improve the discoverability of your brand.



Now that we've reviewed some of the benefits Google+ can provide your brand, let's look at the steps to get started:

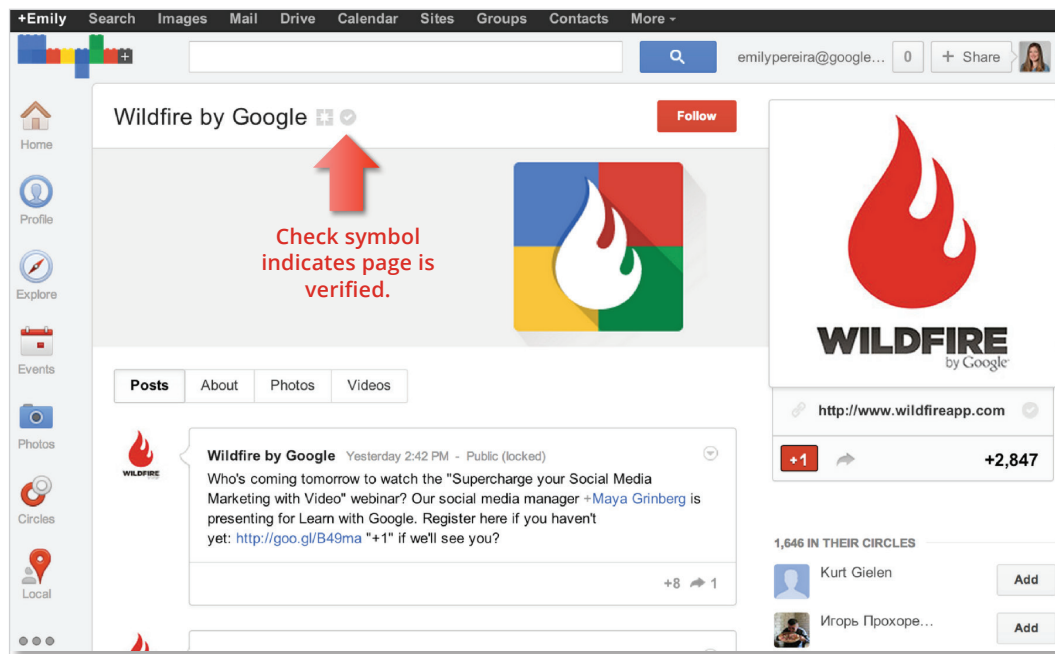
## 1. Create and verify your Google+ page



There are a number of advantages to having your page verified. For example, verified pages that post regularly (at least a couple of times per week) are eligible to appear on the right-hand-side for relevant searches.

Click here for step-by-step instructions on how to create and verify your page:

- [Create](#) your page
- [Verify](#) your website



## 2. Enable social extensions in your AdWords campaigns

Extend endorsements to Search and realize an average 5-10% search and CTR uplift. Setup is easy.

- Simply login to your AdWords account
- Visit the Ad Extensions tab
- Select Social Extensions from the drop down and follow the steps for creating a new extension
- See the steps [here](#)

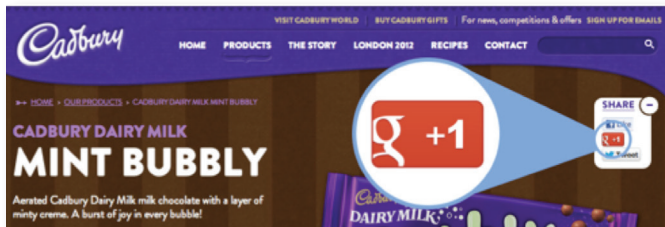
The screenshot shows the 'Ad extensions' tab in the AdWords interface. A blue box on the right contains a 5-step guide:

- Step 1**: Click the ad extensions tab
- Step 2**: Choose "social extension" from the view dropdown
- Step 3**: Click "+ new extension"
- Step 4**: Paste the url from your Google+ page
- Step 5**: Click "save"

## 3. Include a Google+ logo on your site and collateral

Gain more followers and let folks know your business is on Google+ by [adding the official Google+ badge to your website](#).

- For top sites, the Google+ badge increased followers by 38%



- Standard Support
- Basic Permissions
- Varying Levels of Branding
- No Audience Targeting
- Promotion Analytics Only

- Dedicated Account Strategist
- Standard Permissions
- Complete Branding
- No Audience Targeting
- Advanced Analytics

*For top sites, the badge accounts for 38% of followers*

*It links your site to your Google+ page, allowing for:*

- +1's from your page to appear in search
- People to follow your page directly from search

CONTACT ME

CONTACT ME



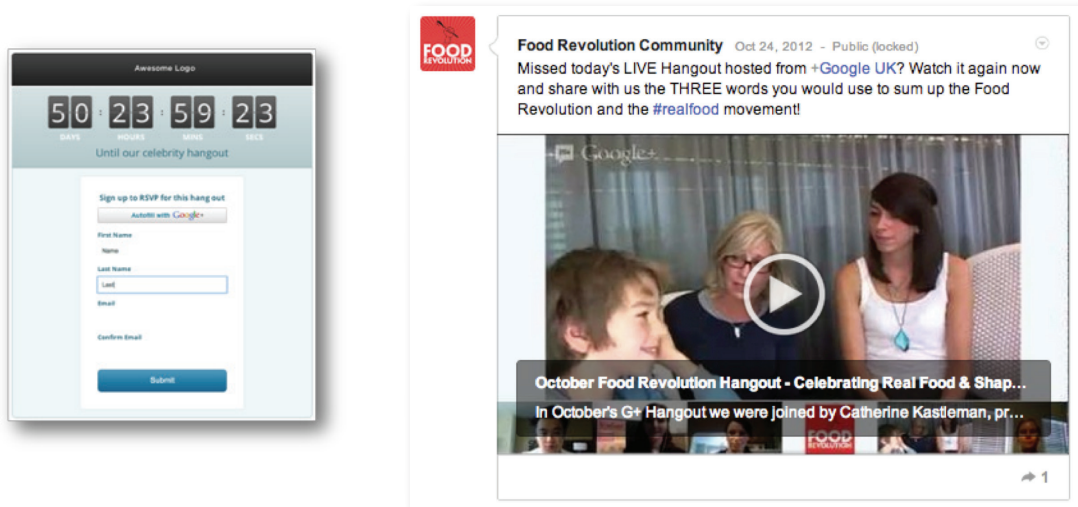
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CONNECT WITH US:

#### 4. Create your first Google+ campaign with Wildfire

One of the most popular ways to connect with users on Google+ is by hosting a “hangout.” A hangout is a free group video chat feature that lets you interact with your brand fans live.

Create a hub for your next Google+ Hangout with a custom microsite, powered by Wildfire. This [“Countdown to Hangout” template](#) allows users to register quickly and easily, by authenticating with Google+. Registrants are prompted to share the Hangout with their circles and add the event to their calendars. Use this template to promote the Hangout from other social networks.



### Top 7 Best Practices for Engaging on Google+

1. Capture lead data and other valuable information to help segment your audience on Google+, using Wildfire. For example, followers can choose to share their interests or favorite products in the Google+ RSVP template. Then a brand can put followers in circles (like Cadbury does) based on those expressed interests.
2. Host virtual video chats through Google+’s “Hangout” feature. Send out an email or social post reminder before your event and point participants to a Hangout on Air, that will also be streamed on your YouTube account. Remember that only 10 people can actively join the Hangout as participants but you can stream it to thousands who can engage with you via commenting. Hangouts on Air are available for replay as well.

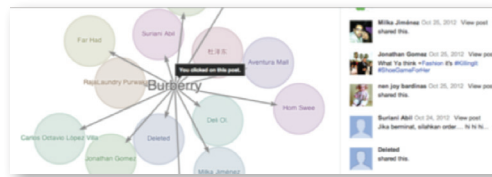


## Top 7 Best Practices for Engaging on Google+

3. Create an Event (with Google+'s "Event" tool) to not only launch a new product or drive foot-traffic to a sale, but to also drive attendance to your Hangouts. When followers RSVP to an Event, they'll get reminders as the Event approaches.



4. Google+ is a growing community, and users engage in a different manner than on other social platforms. Look for complimentary communities, based on a shared interest, and engage already active user groups. Discover communities and identify your most active brand advocates by:
  - a. [Learning about](#) and then [using Ripples](#)
  - b. Searching by hashtags
  - c. Google+ Search
  - d. Shared Circles



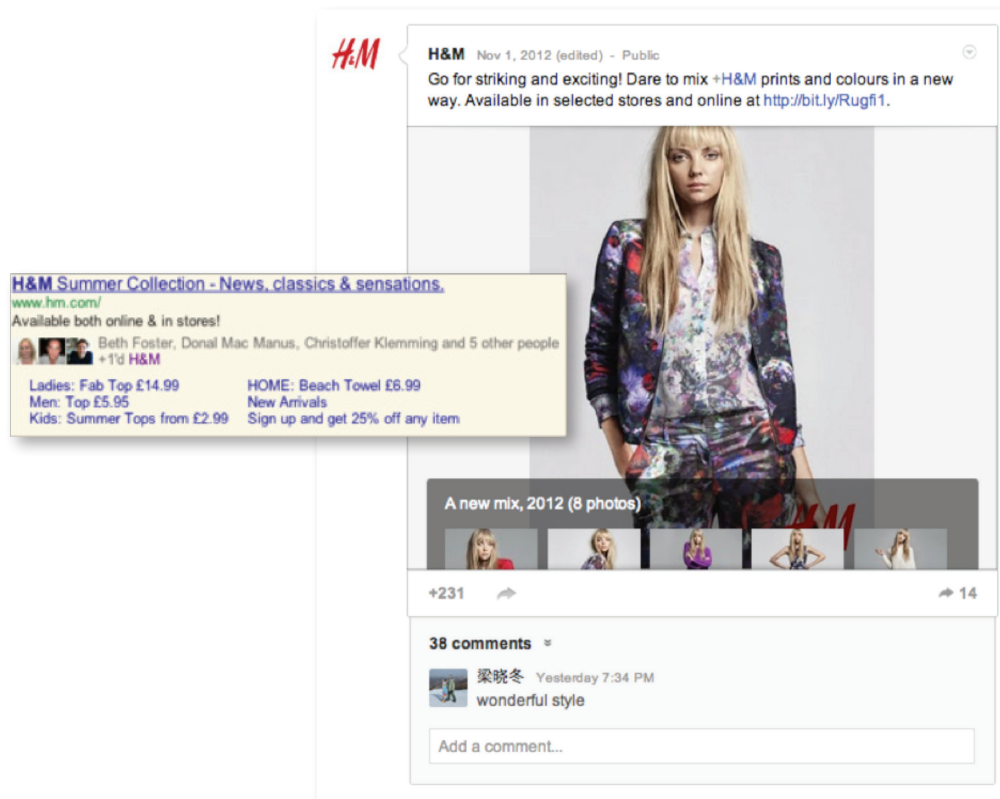
5. Don't measure Google+ success solely on membership numbers. Look at the true ROI of your Google+ presence instead, including increased search ad click-thru-rate, and a better experience for users' who interact with your brand across Google products like Search. Make information easily available on your Google+ page while using other Google+ tools to further engage with your audience; like hangouts, photo sharing, event coordination and community building.
6. Cross promotion from other platforms is essential. You should promote your Google+ Page on your website, in your emails, and on your other social channels. Google+ Hangouts, for example, can engage your users across all platforms; utilize this technology to bring your fans to engage with your brand in a unique and personal format.
7. Create a posting schedule to post at least once a day, in order to most effectively engage your audience, and to ensure your brand is qualified for the search visibility benefits of a Google+ Profile. Ask questions and +Mention your community so they feel the love and share your posts with more people. The best times to post are from 10 a.m. - 1 p.m.

Learn from other's social successes and get inspiration of your own. Check out what other engaging people, celebrities and brands are posting on Google+ [here](#).



## Spotlight: H&M

H&M engages its social communities while simultaneously creating opportunities for driving discovery. In the example below, the fashion brand supplied a steady stream of interactive content tailored specifically to Google+. Each post was crafted to stimulate response posts and re-shares from users. These engagements, while valuable for the brand, also serve to create discovery opportunities for new consumers, when they see friends and networked connections posting about and reposting H&M's content in their own feeds.



Additionally, because H&M turned on social extensions for its search advertising Adwords account, discovery is further facilitated for new consumers when they see social signals incorporated into their search results.

As a result of [adding social extensions](#) to their existing search ads, H&M reported a 22% lift in click-thru rates.

## CONCLUSION

With over 100M active users and the proven impact of having an active Google+ presence across all your brand does on Google, now is the time to ignite your community on Google+. Get started with your next Google+ campaign with Wildfire here: <http://bit.ly/Tt4doL>

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Los Angeles  
Munich  
New York City  
Paris  
Singapore

Wildfire is a powerful, easy-to-use social marketing platform that enables brands to grow, engage, and monetize their audience across social networks.

Learn how we can help you today! 888.274.0929 ext. 2 [www.wildfireapp.com](http://www.wildfireapp.com)