

Google+ For QRCS: Do I Really Have To?

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I'm The World's Biggest Social Networker



NOT!!!



Not Enough Time!



So Much To Balance Already!



Plus More!??





Guy Sez

“I need another social-media service like I need more e-mail or my dog to throw up on my carpet.”

- Guy Kawasaki

The Holy Grail

- First page Google Search ranking!
- Organic ranking
- e-FocusGroups current Google first-page rankings
 - keyword a. = #1
 - keyword b. = #2
 - keyword c. = #2
 - keyword d. = #4
 - keyword e. = #2



What Me Worry?



You Better Believe It!

- You want to be found!
- The Google search algorithm
- Google+ Direct

“Google+ is tied to Google search, so by using it well you can improve your primary website’s findability for folks searching for it.”



- Chris Brogan, *Google+ for Business*

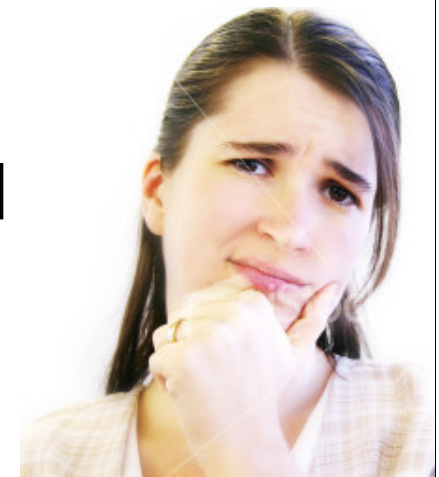
What The Doubters Say...

“It’ll never overtake Facebook.”

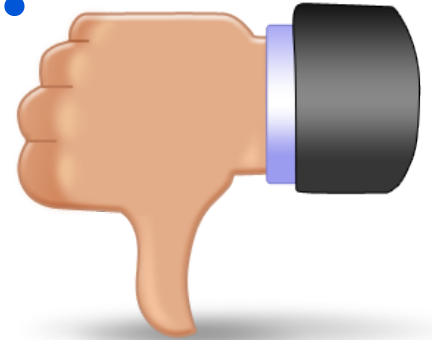
“There aren’t enough people there to make it worth your time”

“My friends aren’t there.”

“It’s just another social networking fad that will disappear like MySpace did.”



They Are Wrong!



- ☑ It's only a bit over a year old
- ☑ Already, 400 million registered users have shared more than 1 billion items
- ☑ Google is integrating it with all their other products - Will be the hub
- ☑ Google is “dead serious” about Plus
- ☑ Head of Google+ reports directly to the head of Google

Google+ = Google

- ☑ “Google+ is Google itself. We’re extending it across all that we do—search, ads, Chrome, Android, Maps, YouTube—so that each of those services contributes to our understanding of who you are.” (Bradley Horowitz, vice president,

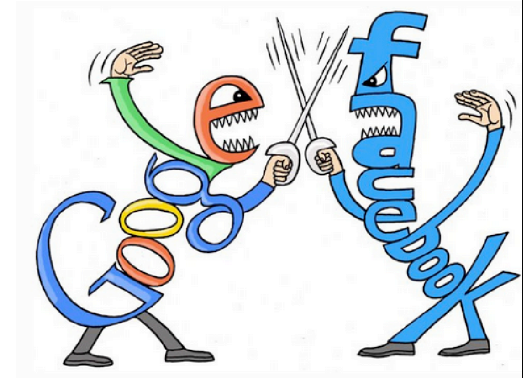


Google+ and SEO

- Make sure you add a +1 button to your biz website
- The more clicks you get, the higher your ranking
- One experiment found they could move a site from 16th to 6th (<http://seo-hacker.com/google-affect-seo/>)



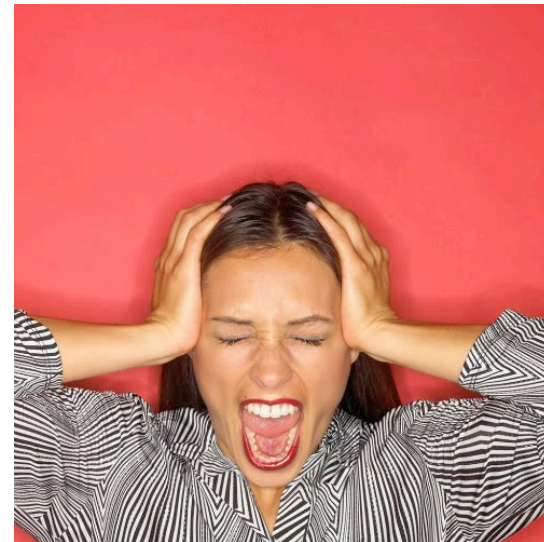
Google vs. Facebook



- Google Chrome now #1 browser
- Google.com largest global site
- Google dominates search with over 2/3 of U.S. market
- Only 12% of your Facebook followers will see any given post

Aren't Twitter & Facebook Sufficient?

- ☑ According to Guy Kawasaki,
 - ☑ Google+ is to social networking like the Mac was to computers
 - ☑ Twitter = Perspectives
 - ☑ Facebook = People
 - ☑ Google+ = Passion
 - ☑ Pinterest = Pictures

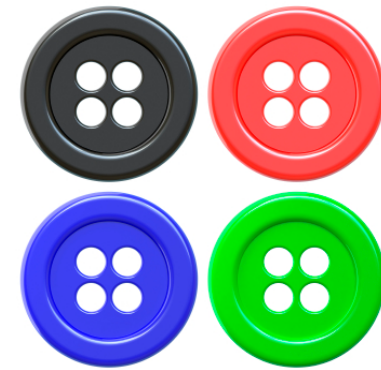


Guy Sez

- ☑ “The quality, breadth, and depth of Google+ comments compared to Facebook, Twitter, and Pinterest blow me away. This level of interaction separates Google+ from those other services, and it’s the reason Robert Scoble and thousands of other early adopters love Google+.” (Guy Kawasaki)



G+ Buttons



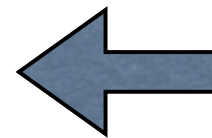
- Home - displays the stream (posts) of people you follow
- Profile - a good place to see your own posts, can think of it as your personal blog or journal
- Photos - a big photo album of your photos, your friends' photos and any you've been tagged in
- Circles - a way of filtering/organizing collections of people you interact with
- Explore - a way to find cool stuff, what's new, interesting
- Hangouts - the killer feature of G+, "Skype on steroids"

Personal vs. Brand Page

- Start by creating your personal page
 - Profile - describe your background, interests, hobbies, etc. in the About tab
 - Photos
 - Circles (family, friends, hobbies, sports, etc.)
- Next create Brand page
 - Profile: focus on your business
 - Your logo for your cover photo
 - Circles (e.g. QRCA friends, clients, marketing, etc.)

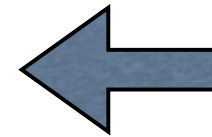
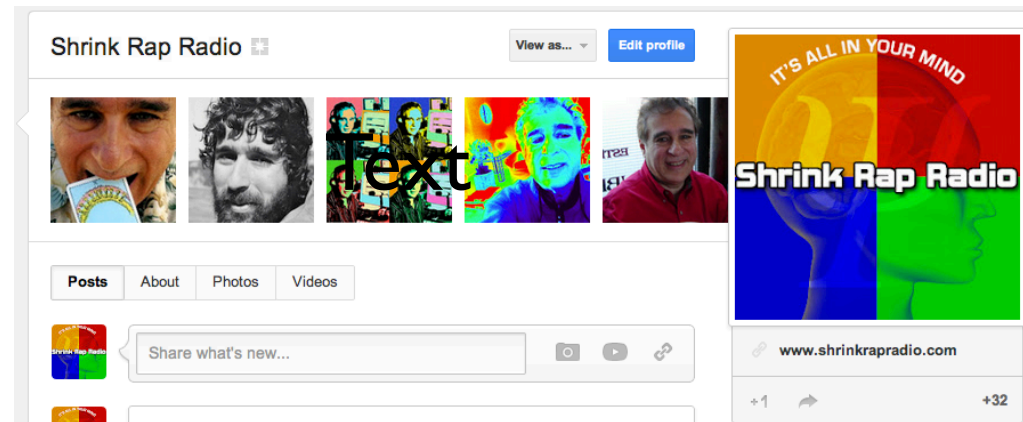
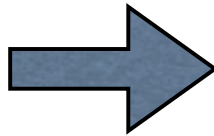


Sample Profile Photos

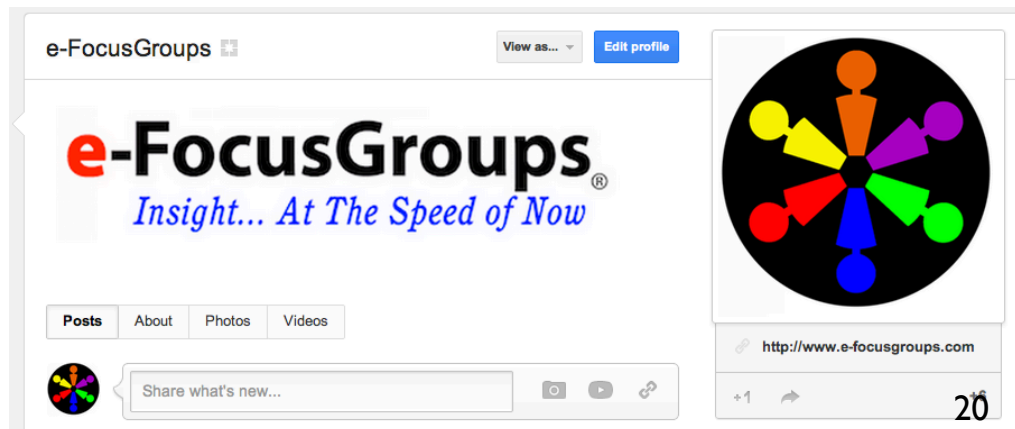


My
Personal
Account

My Shrink
Rap Radio
Biz Page



My e-FocusGroups
Biz Page



More on Circles

- ☑ “Circles are a powerful Google+ feature that Facebook and Twitter do not match.” (Guy Kawasaki)
- ☑ Circles = a way to organize collections of people
- ☑ You create circles to:
 - ☑ organize who you interact with
 - ☑ filter who you interact with
- ☑ Unlike Facebook does not involve sending a friend request.
- ☑ Don't need permission to circle someone



5 Reasons to Use Google+ Hangouts on Air

- ☑ Can live stream to your Google+ page, your YouTube & your website
- ☑ Can create an instant interactive social event with customers
- ☑ No special equipment needed
- ☑ Offers analytics
- ☑ It's cutting edge... and free!



G+ Hangouts As Qual Research Tool?

- Video groups with up to 10 people
- Video IDIs, Shop-alongs, Ethnographies
- Global reach
- Free
- Recording/Privacy issues?
 - Idea: Pre-Proposal Research



The Golden Rule of Social Network Marketing

- Generosity
- Paradoxically, no self-promotion
- Using your mirror neurons
- Tie-in with Positive Psychology



What's The Catch?

- Time!
- Post liberally!
- Experts recommend
2 hours/day!



G+ Hub of Google Universe



Just Do it!

“Businesses who are active on Google+ will get found more easily and more often. Period.”

- Erica Kerekes, G+ Trainer



Resources

- What the plus! Google + for the rest of us.* Guy Kawasaki, eBook on Amazon (2012).
- Google+ for business.* Chris Brogan, eBook on Amazon (2012)
- 10 Tips and Tricks for Better Google+ Brand Pages (do Google search on www.mashable.com)
- Google+ for Dummies. Jesse Stay (2012)

That's All, Folks!

תודה
Dankie Gracias
Спасибо شكراً
Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Täname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
Σας Ευχαριστούμ 감사합니다
ขอบคุณ
Bedankt Děkujeme vám
ありがとうございます
Tack