

Getting the most out of Google+ pages



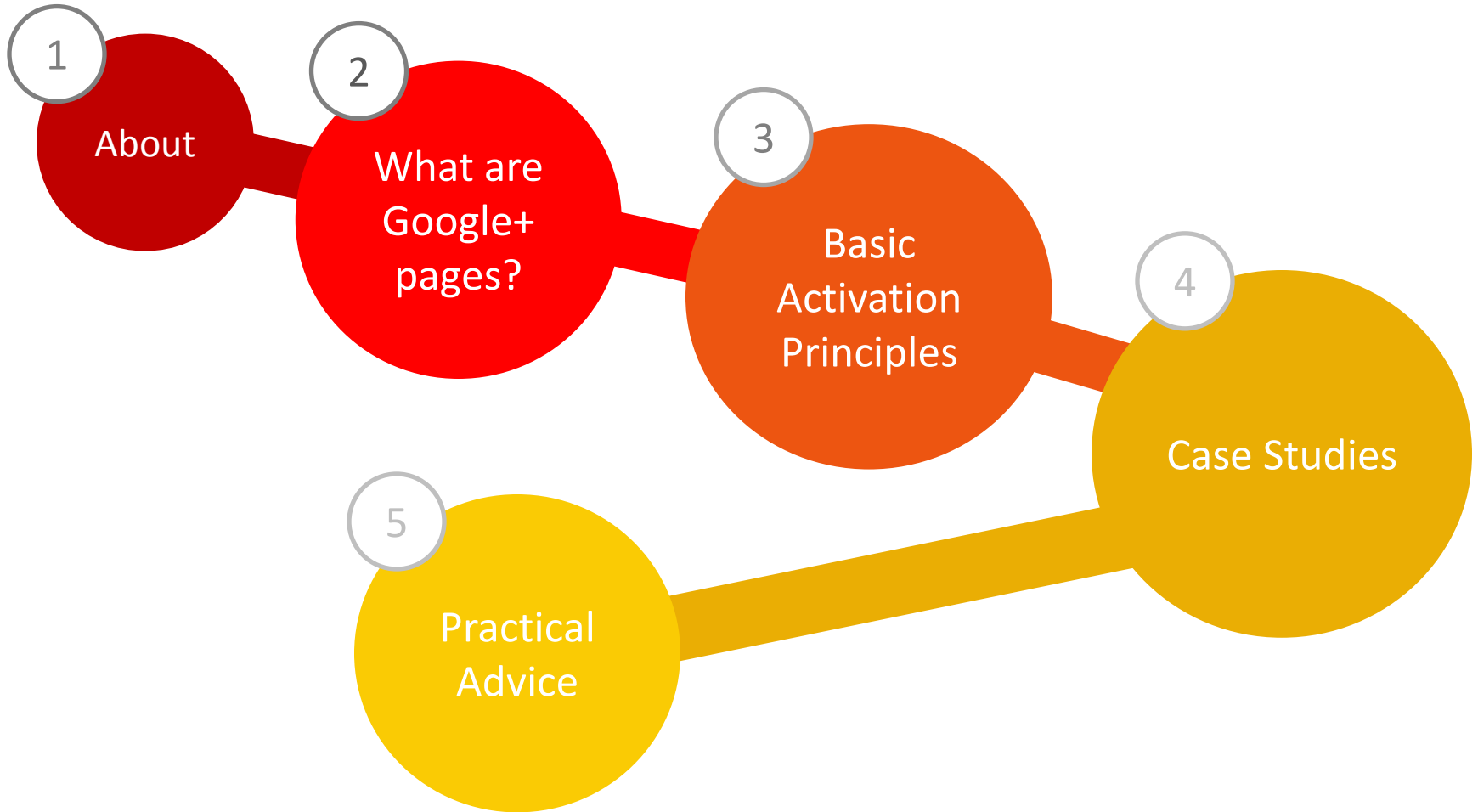
Activation framework

Today's Focus

Creating and maintaining relationships with the people who matter to you.



Outline





About

About Paratus

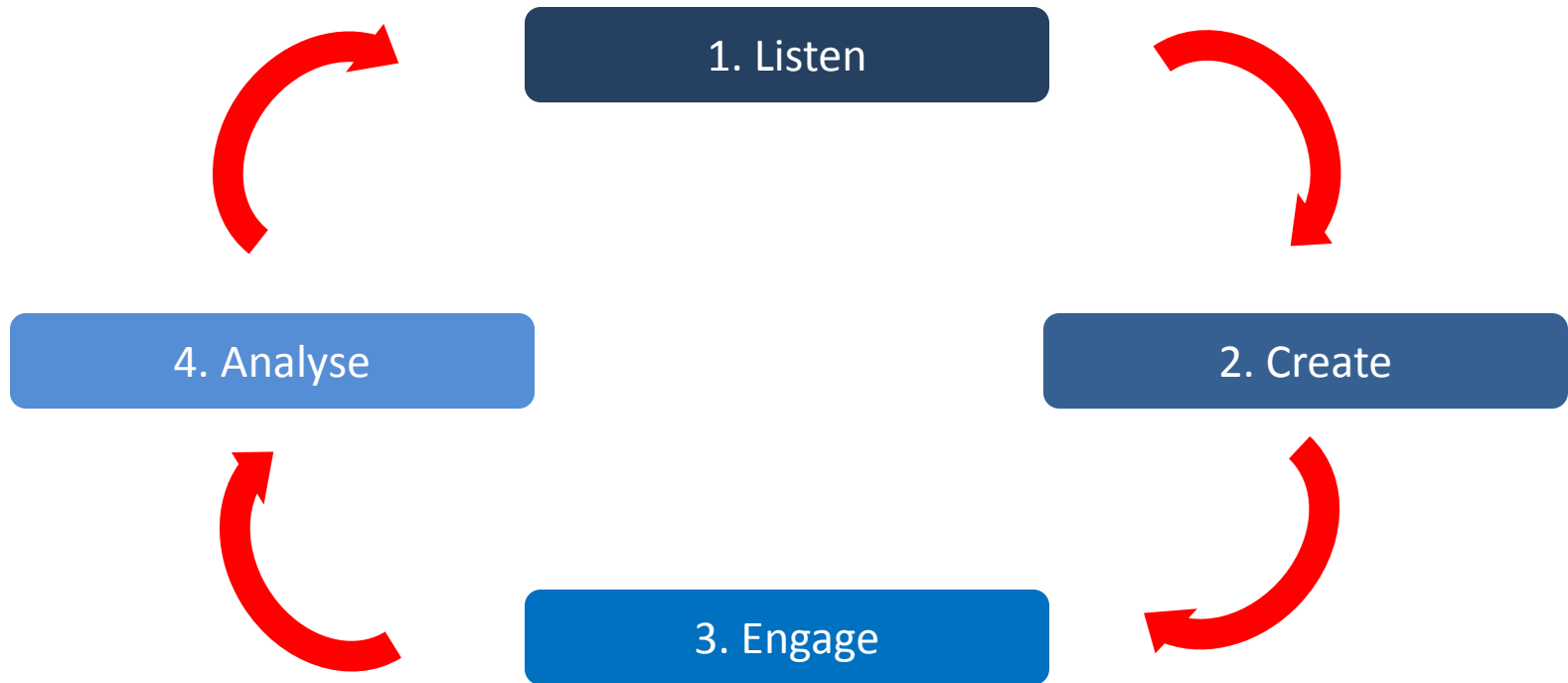
- We Create and maintain relationships with people who matter
- 8 years old and counting
- London based, global reach
- Integrated team of 25
- ParatusCommunications.com
- And we're on Google+:
<http://plus.ly/paratuscomms>



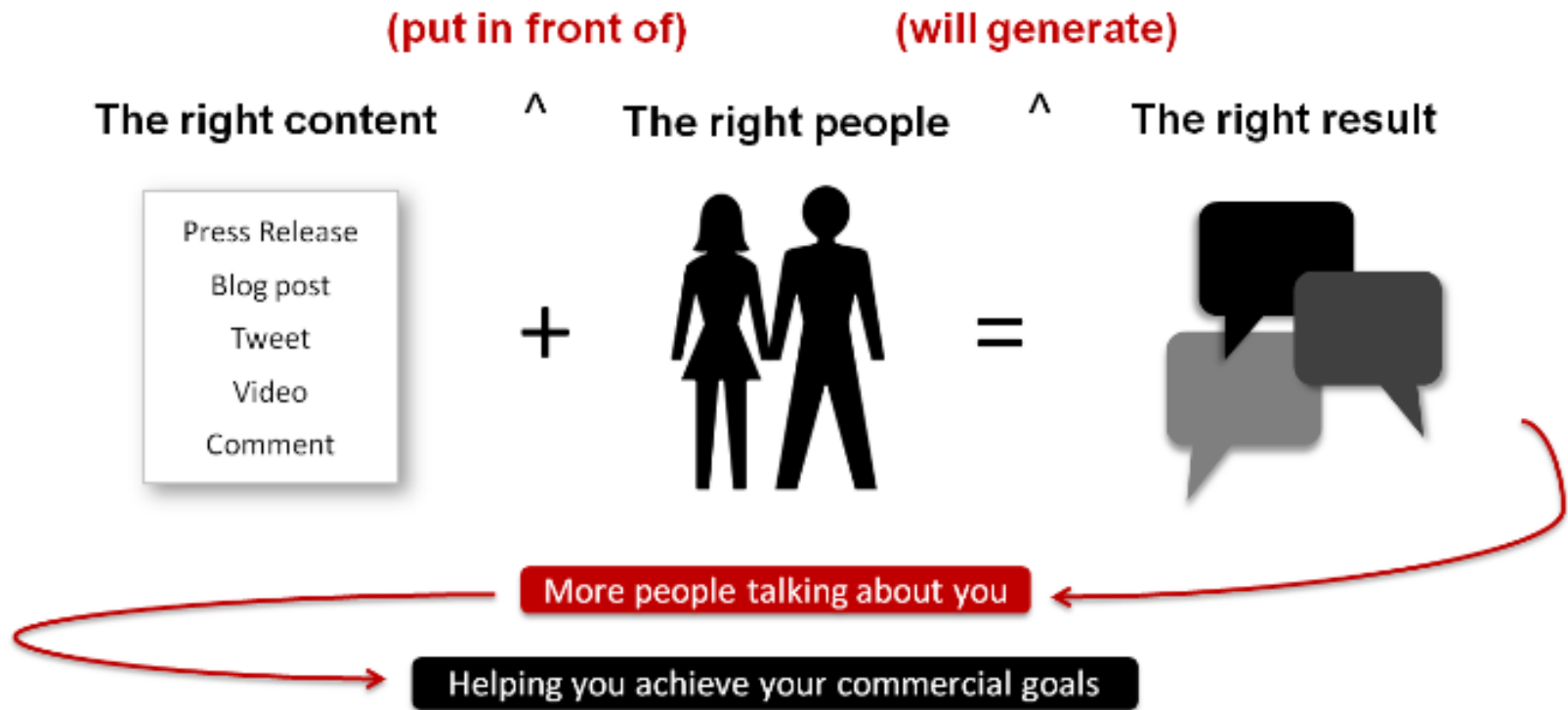
Sainsbury's



Our process



Our ethos





What are
Google+
pages?

User experience and audience profile

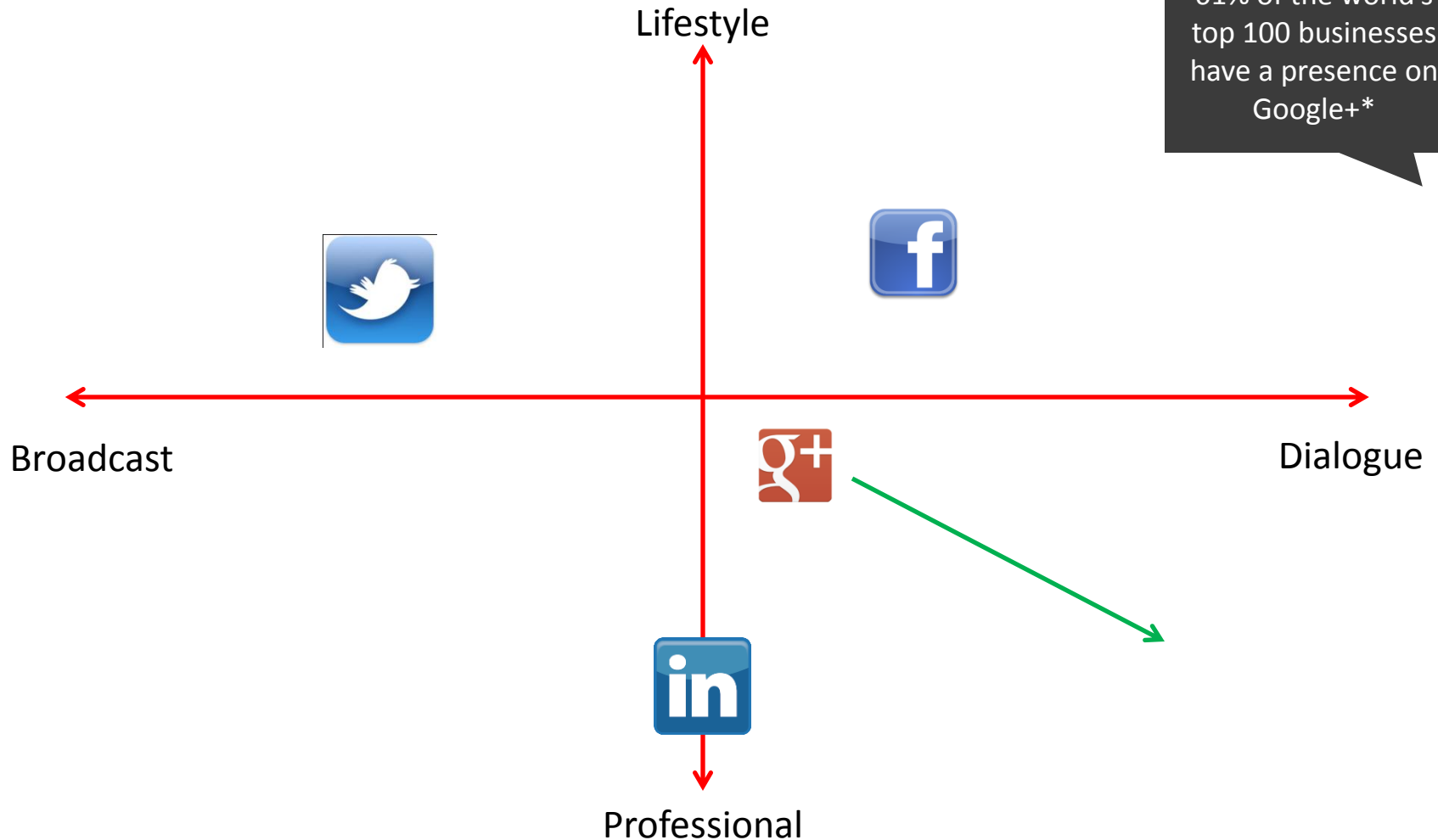
Google+ pages – Why?

Google, after having watched other social networks evolve over recent years, is hoping to solve some of the problems businesses face on existing platforms.

The key challenges Google hopes to address with Google+ pages include:

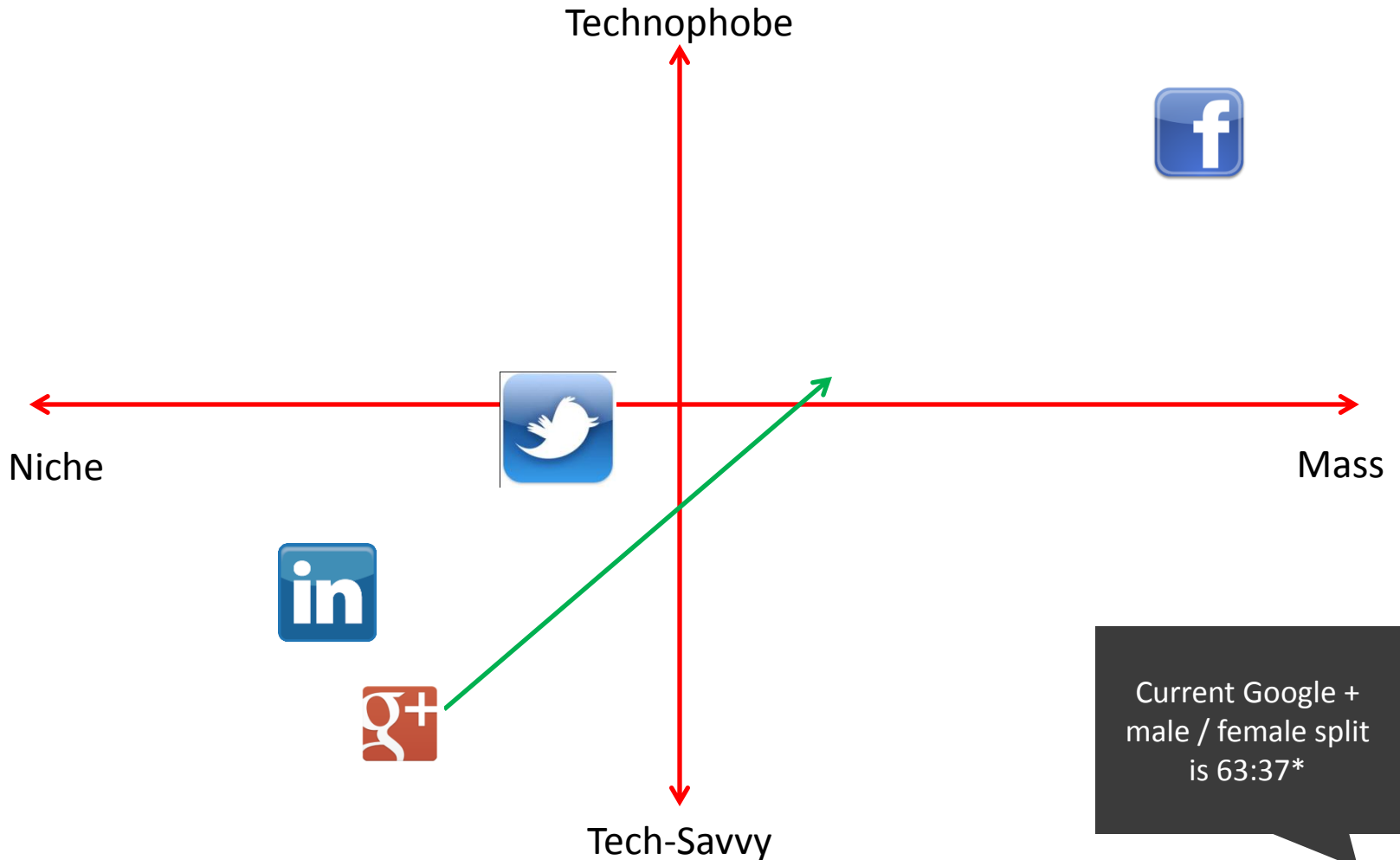
1. Fragmented marketing
2. Recommendations that lack staying power
3. Comments, not conversations
4. Impersonal messages
5. Limited insights

DNA Comparison - Style



61% of the world's top 100 businesses have a presence on Google+*

DNA Comparison - User

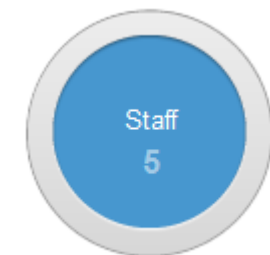
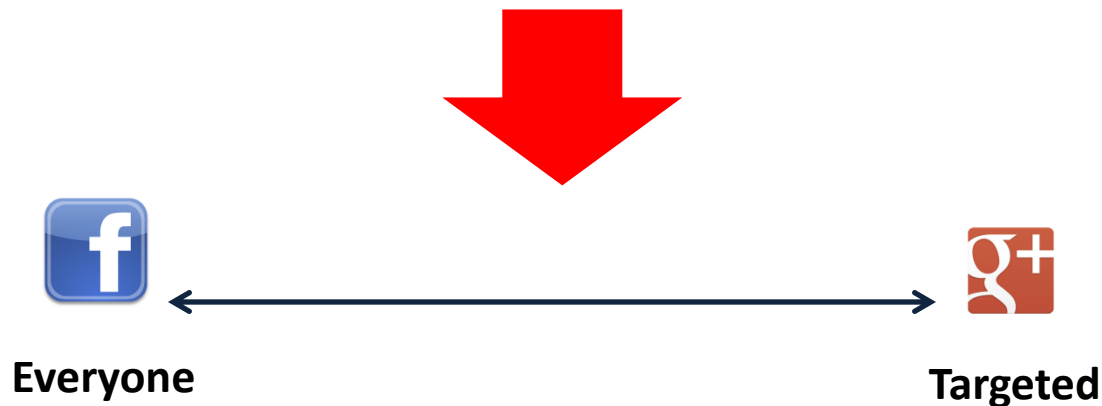


Current Google +
male / female split
is 63:37*

*Source: Flowtown.com

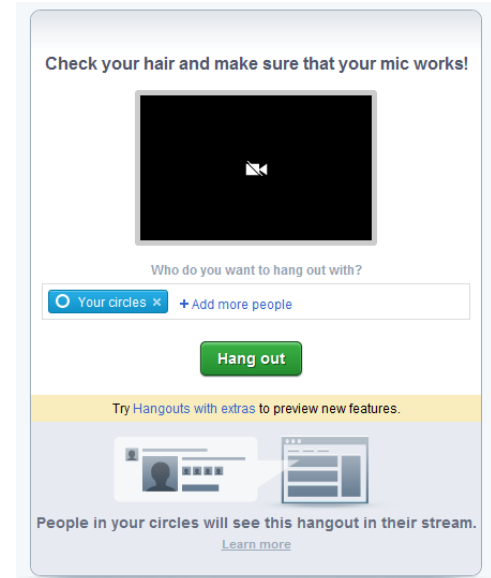
Key features - Circles

- A selective sharing function
- Enables 'grouping' of audiences / stakeholders
- You can label your circles in any way that you wish and have as many people in each circle as you like



Key features - Hangouts

- A video broadcast function
- Connects people with the page / brand
- Potential to be used as a virtual press conference solution
- Post-product launch Q&A sessions also a possibility



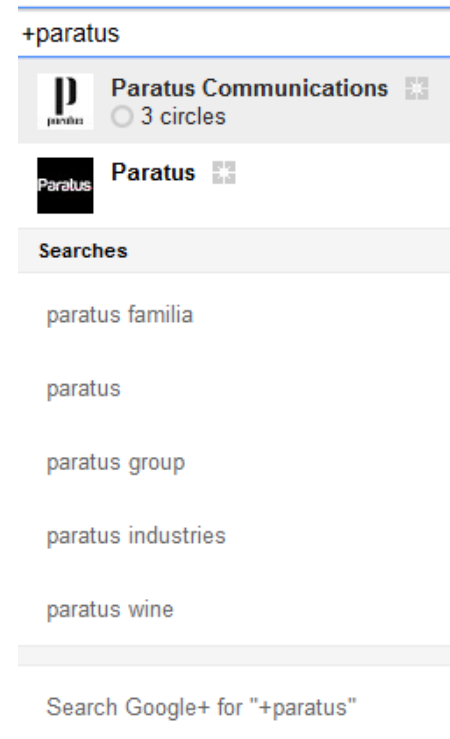
Adam Vincenzini - 10:26 (edited) -

Adam Vincenzini is hanging out.

Join this hangout

Key features - Search

- One of the best features of Google+ is Google+ search (Facebook dismal in comparison)
- Search can be split by content type...
 - Pictures and pages – shows links to the most popular profiles and pages
 - Google+ Posts – shows posts that are accessible to you
 - Sparks – shows content from around the web
- You can toggle between the tabs to get at the information you want



Key takeout

Google is transforming from a search engine to a recommendations engine.

A large, solid orange circle is centered on the page. Inside the circle, the text "Basic activation principles" is written in white, sans-serif font, centered vertically and horizontally.

Basic
activation
principles

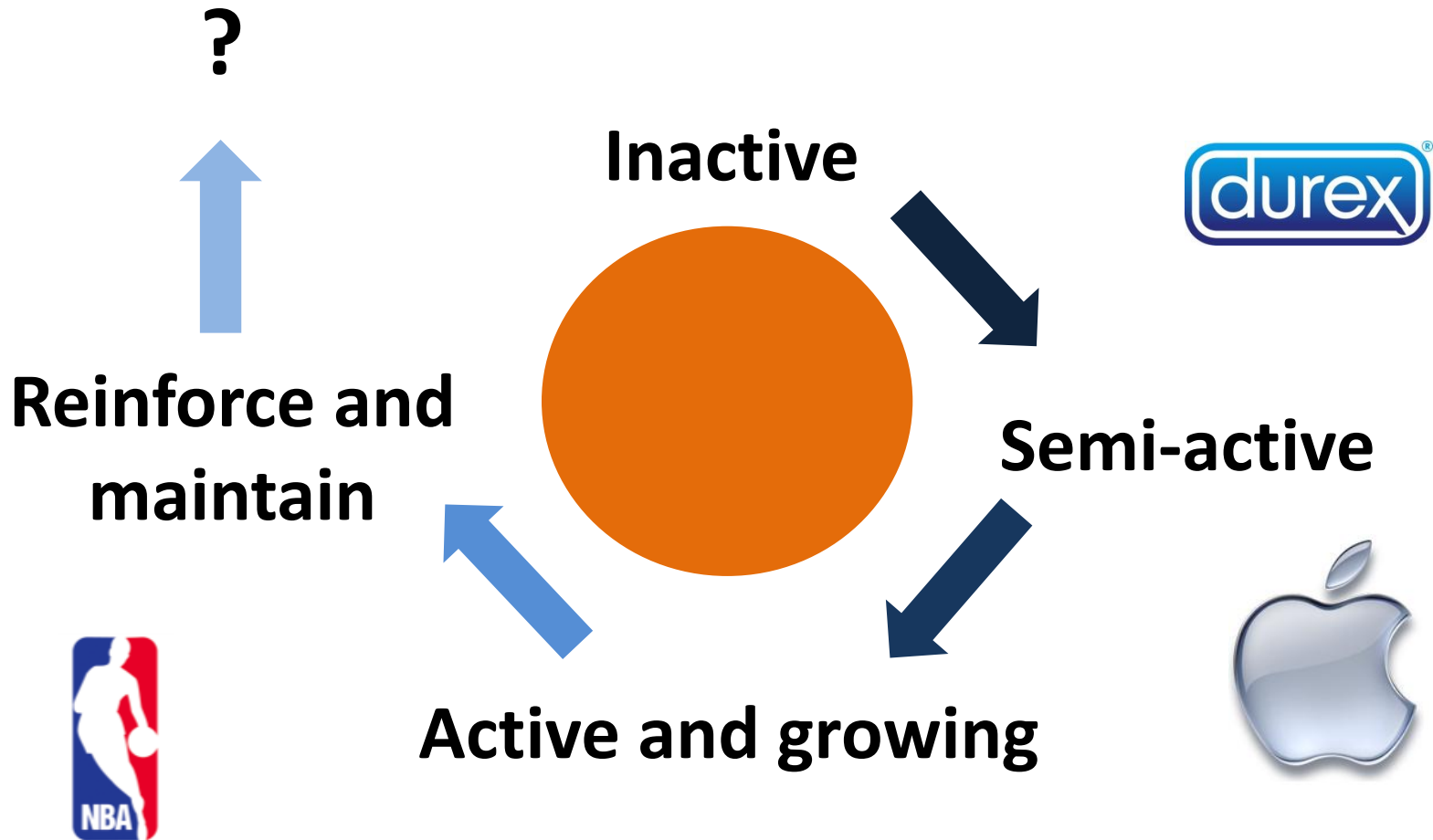
Social media in general and specifically for Google+

Dilemmas+

- Do you actually need a Google+ yet (pros and cons)?
- Will you need one at some point?
- What organisational factors are worth considering?
- Which sector are you in and how does your core audience interact with you currently?
- Which existing platforms take a back seat?
- How powerful is Google +1 going to be in the future?



Social media lifecycle



Pluses (and minuses)

Active brands

Advantages

- Earlier internal buy-in
- Loyal communities have been established
- Feedback has significantly shaped direction

Disadvantages

- Challenges in realigning global and local strategies
- Inconsistent channel use from too much trial and error

Inactive brands



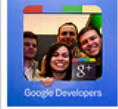












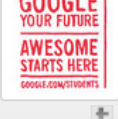

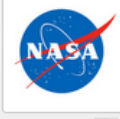

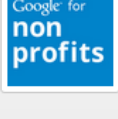
Advantages

- You've had longer to listen and plan accordingly
- Aligning global and domestic strategies should be easier (theoretically)

Disadvantages

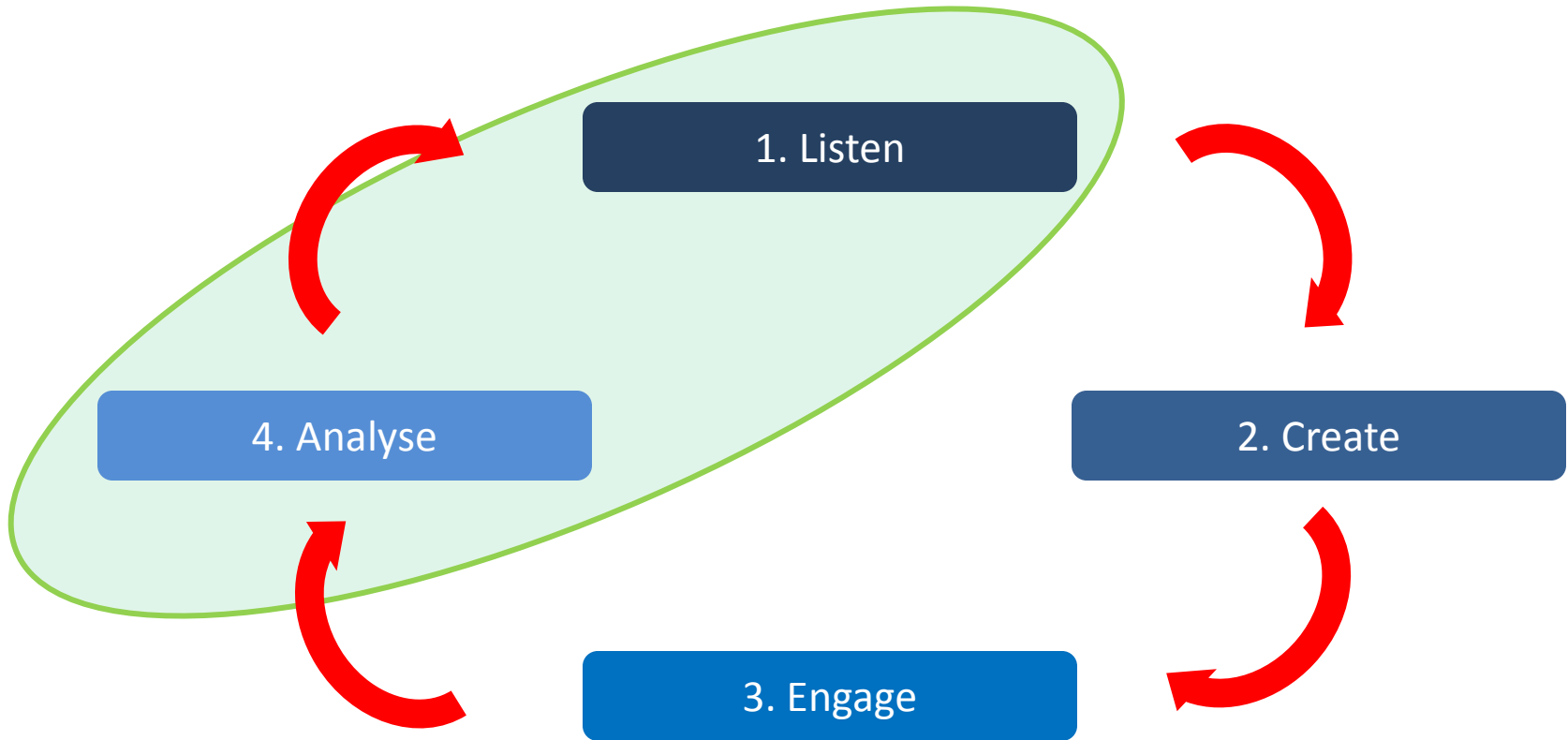
- Competitors have established key stakeholder relationships
- Nervousness about engagement grows by the day

Most 'followed' Google+ pages

<p>1. Android ✓ ✕</p> <p>145,505 followers - following</p> <p>A place for Android fans everywhere to meet, share and get the latest on all things Android.</p> 	<p>6. Google Maps ✓ ✕</p> <p>71,504 followers - following</p> <p>Know, share, and map your world.</p> 	<p>11. Google Developers ✓ ✕</p> <p>55,459 followers 156 following</p> <p>Inspiring developers everywhere</p> 	<p>16. Linux ✓ ✕</p> <p>41,959 followers - following</p> <p>Linux - doing it right</p> 
<p>2. Google+ ✓ ✕</p> <p>110,101 followers 19 following</p> <p>Real-life sharing, rethought for the web</p> 	<p>7. Mashable ✓ ✕</p> <p>70,783 followers 28 following</p> <p>The latest in social media, business, tech, entertainment and world news.</p> 	<p>12. Google+ Your Business ✓</p> <p>55,197 followers - following</p> <p>The official page for businesses using Google+ to connect with their customers</p> 	<p>17. Google Ventures ✓ ✕</p> <p>38,845 followers - following</p> 
<p>3. Gmail ✓ ✕</p> <p>87,436 followers 2 following</p> <p>Sharing news and tips from the Gmail team and friends</p> 	<p>8. YouTube ✓ ✕</p> <p>70,233 followers - following</p> <p>Playing and sharing the world's stories and ideas.</p> 	<p>13. Think with Google ✓ ✕</p> <p>49,559 followers 27 following</p> <p>Google's take on fresh marketing insights and a look at what's next</p> 	<p>18. The New York Times ✓ ✕</p> <p>36,387 followers 61 following</p> <p>All the news that's fit to +.</p> 
<p>4. Google ✓ ✕</p> <p>80,931 followers 21 following</p> <p>News and updates on Google's products, technology and more</p> 	<p>9. Funny Pictures & Videos ✕</p> <p>61,107 followers - following</p> <p>Entertainer</p> 	<p>14. Google Creative Sandbox ✓ ✕</p> <p>43,719 followers 28 following</p> <p>when creativity and technology collide in the digital space</p> 	<p>19. Google Students ✓ ✕</p> <p>36,327 followers 13 following</p> <p>Google news and updates especially for students.</p> 
<p>5. Google Chrome ✓ ✕</p> <p>75,676 followers - following</p> <p>Moving the web forward</p> 	<p>10. NASA ✓ ✕</p> <p>58,405 followers 8 following</p> <p>To reach for new heights and reveal the unknown so that what we do and learn will benefit all humankind.</p> 	<p>15. Justice ✓ ✕</p> <p>43,158 followers 2 following</p> <p>AUDIO, VIDEO, DISCO.</p> 	<p>20. Google for Nonprofits ✓ ✕</p> <p>34,982 followers 229 following</p> <p>A place to discover, learn, and discuss the various ways nonprofits are using Google products</p> 

As at: 14/12/2011

Applying our process



Strategic Approach – Guiding Principles

Success in the social media space is shaped by four principles:

- Be useful
- Be available
- Be human
- Be transparent

By making these elements part of a brand's approach, the communities the brand operates in will be far more likely to **follow**, **trust** and **recommend** them.

Be useful

Be available

Be human

Be transparent

Strategic Approach – Attribute Metrics

Popularity: page rankings; following/fan base; references; engagement; traffic

Receptiveness: linking; generosity; responses to questions; subscribing

Interaction: content sharing; activity; conversation

Network reach: linking; reach; audience size; subscriber growth

Trust: influence; authority; favourability;

Popularity

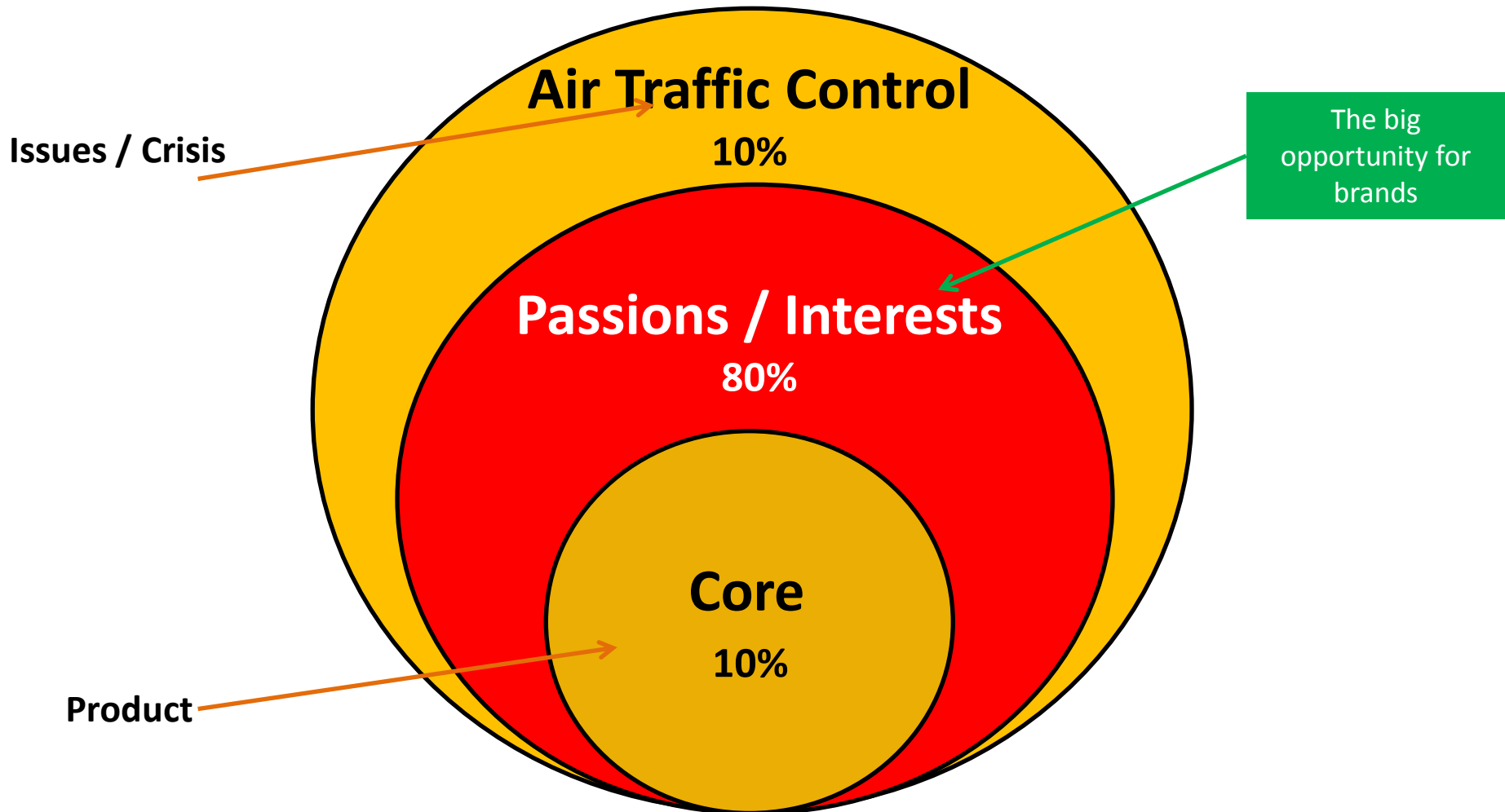
Receptiveness

Interaction

Network reach

Trust

Content focus



Examples of 'passions'



Pepsi - 10 Nov 2011 - Public (locked)

We're in a music mood, but don't know what to listen to. What's currently on your playlist today?



+43

4 shares - Carl Burgmann, Michael Bernd Freund, Zulu Creative and riely

103 comments - Gloria Smith, Beau Avril, Allen MacCannell, Motavis Jones, Jihoon Jang a... ▾



Gloria Smith - <http://www.ReverbNation.com/gloriasmith>
30 Nov 2011



Urban Golf
It's time for you to bring your best captions! Who'll be this week's caption queen/king?



455 People Reached · 9 People Talking About This
Unlike · Comment · Reshare · November 23 at 11:25am · 99%

You like this.

Comment Stats: 50% 50% 0% Total: 2

View all 10 comments

Ryan Bulloch Really John? Are u sure u give a shit?
November 25 at 9:34am · Unlike · 1 · 82%

Jack Gilbert "After being kicked off the tour John moved swiftly into hustling Juniors in putt offs"
November 25 at 10:17am · Unlike · 1 · 100%

Write a comment...

Have a look below at all the other Charities who already joined Google+!



James Rothwell originally shared this post:

Here is a circle of some of the fantastic UK charities we have on Google+. Please show your support by following them and staying up to date with the great work they do!



James Rothwell shared a circle with you.

Save the Children UK, UNICEF UK, British Heart Foundation and 6 more

[View shared circle](#)

+1 - Comment - Share



Content framework

Your blog posts
Your photos
Your videos

Original content

Curated content

3rd party blog posts
3rd party photos
3rd party videos

Elements of your page presence

Questions
Conversations

Discussions

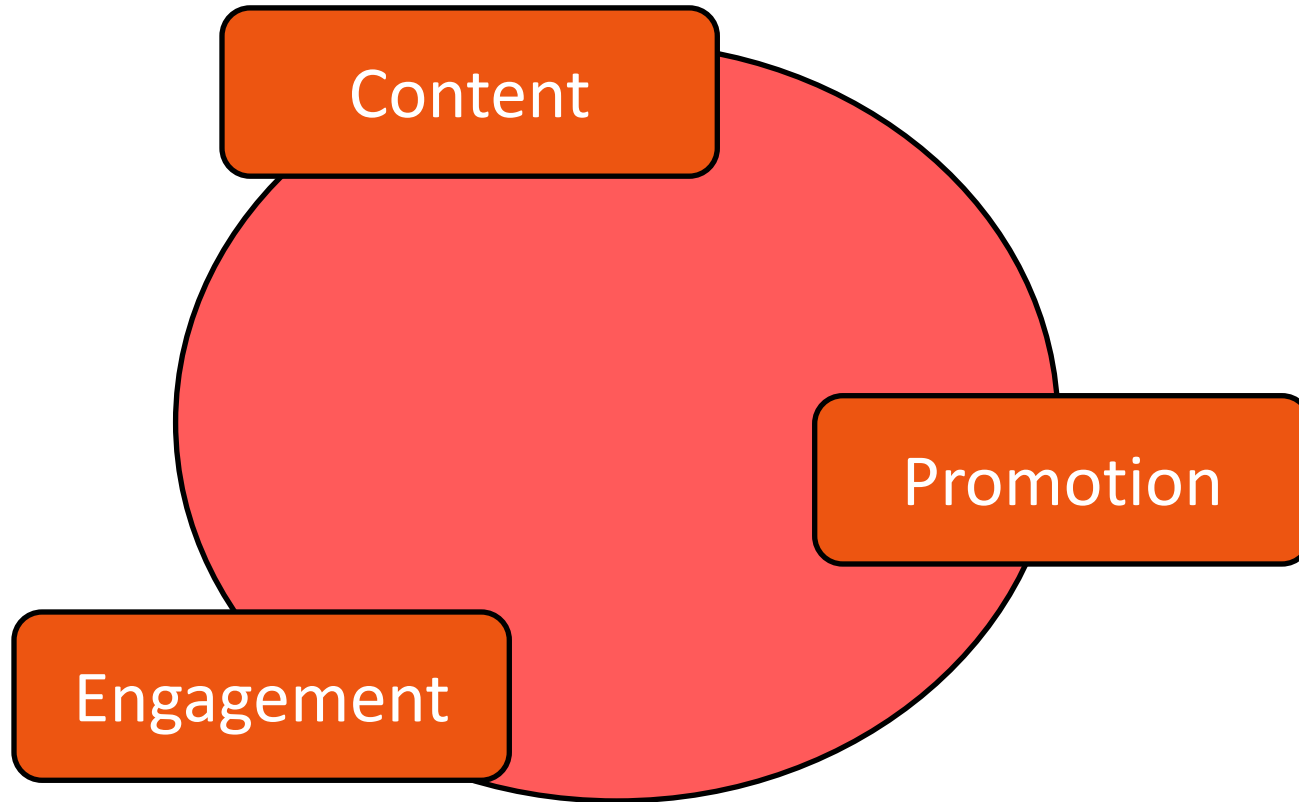
Apps /
Extensions

TBC

Content calendar / plan

	Monday	Tuesday	Wednesday	Thursday	Friday
BLOG			Blog post		
Channel	<p>What are your thoughts on the PGA Tour in California this weekend? It's the time of the year for bad weather, and even the pros can be affected by the seasons: http://bit.ly/vC6VIR Joke: "Caddiemaster, that boy isn't even eight years old." "Better that way, sir. He probably can't count past ten." <i>Continuously answer questions from the audience and engage with them</i></p>	<p>"Golf is an awkward set of bodily contortions designed to produce a graceful result." - Tommy Armour Joke: "Please stop checking you watch all the time, caddy. It's distracting!" "This isn't a watch, Sir, it's a compass!" A year without the Ryder Cup is always disappointing, so let's watch 3 Irish legend's reflect on their favourite moments: http://bit.ly/sOc0b7 <i>Continuously answer questions from the audience and engage with them</i></p>	<p><i>Link to blog post</i> Caption time! http://bit.ly/v3NK6k "Anybody who plays golf will tell you that you play against yourself." - Martin Sheen The best holidays are golf holidays. What is the best golf trip you've been on? <i>Continuously answer questions from the audience and engage with them</i></p>	<p>"Golf is deceptively simple and endlessly complicated." - Arnold Palmer http://bit.ly/vo0Nlr An alternative World Championships Blog post on Golf Fitness: http://bit.ly/vXJzzm <i>Continuously answer questions from the audience and engage with them</i></p>	<p>"That can't be my ball, caddie. It looks far too old.", said the player looking at a ball deep in the trees "It's a long time since we started, sir." The world's greatest golf courses: http://bit.ly/s6KX4W With Christmas season under way, how are the late nights affecting your golf? <i>Continuously answer questions from the audience and engage with them</i></p>

Community building formula



“In equal measure”

Key takeout

What role does Google+ play within your broader strategic framework?

Case studies

Who's doing it well?

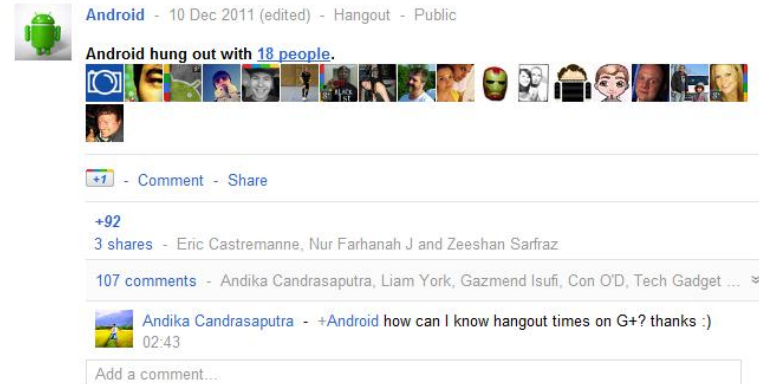
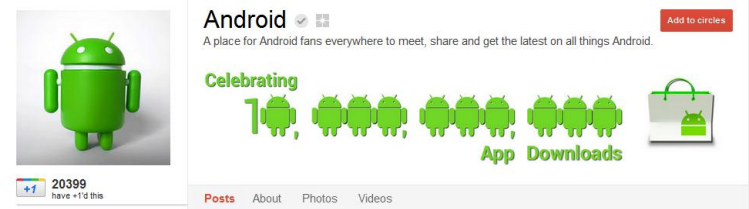
- Clear content plan
- Variety of posts / formats
- Engaging regularly
- Using all features
- Making video a key pillar
- Segmenting audiences
- Exclusive content

The image displays three social media profiles side-by-side, illustrating successful branding and content strategies. Each profile includes a cover image, a profile picture, a bio, and a recent post.

- Fox News:** The profile features a blue and red cover image with the 'FOX NEWS .com' logo. The profile picture shows five news anchors. The bio reads 'We Are America's #1 Cable News Network'. A recent post from Fox Business discusses Red Bull's claim to 'give you wings' and includes a link to an article about energy drinks.
- H&M:** The profile has a red and white cover image with the 'H&M' logo. The profile picture shows five models in various outfits. The bio states 'Fashion and quality at the best price.'. A recent post from H&M celebrates celebrities like Abbey Lee, Bryan Ferry, and Georgia Jagger, promoting their holiday collection with a link to the brand's website.
- TOYOTA:** The profile has a white cover image with the 'TOYOTA' logo. The profile picture shows a silver wheel and an orange sports car. The bio reads 'We will lead the way to the future of mobility'. A recent post from TOYOTA thanks attendees of the Tokyo Motor Show 2011 and provides a link to the show's website.

Android

“Using Google+ as
a tumblr-style
blog”



Dallas Cowboys

“Taking fan engagement to another level”




Dallas Cowboys - 20:35 - Public

Just finished a Google+ Hangout with 'Ol #82! It was a great time! Thanks to all the fans who participated and we thank ALL of you for following us on Google+

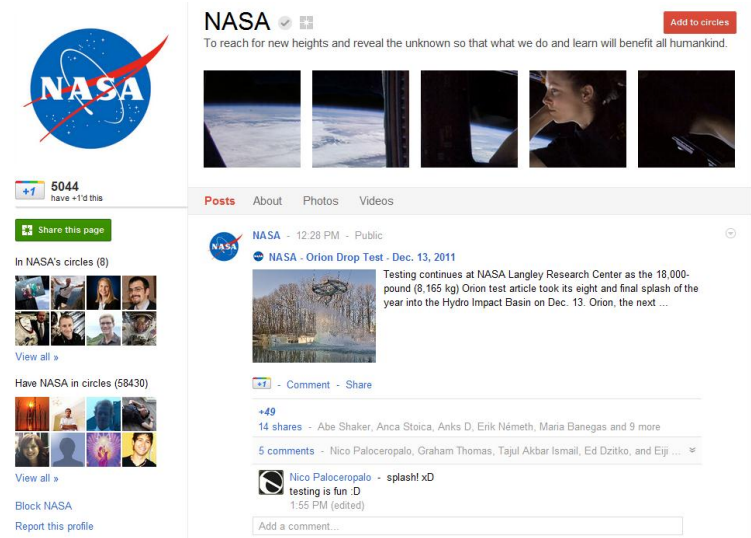


More photos from Dallas Cowboys

 - Comment - Hangout - Share

NASA

“Compelling original content”



The screenshot displays the NASA Facebook profile page. At the top left is the NASA logo. Below it, a green button says "Share this page" and a box indicates "5044 have +1'd this". There are sections for "In NASA's circles (8)" and "Have NASA in circles (58430)", each with a grid of profile pictures and a "View all" link. Below these are links for "Block NASA" and "Report this profile". The main content area shows a post from NASA, dated 12:28 PM, titled "NASA - Orion Drop Test - Dec. 13, 2011". The post includes a video thumbnail and text: "Testing continues at NASA Langley Research Center as the 18,000-pound (8,165 kg) Orion test article took its eight and final splash of the year into the Hydro Impact Basin on Dec. 13. Orion, the next ...". The post has 14 shares and 5 comments. A comment from Nico Paloceropalo is visible, stating "testing is fun :D" with a timestamp of 1:55 PM (edited). There is a text input field for adding a comment.

H&M

“Interactive look book / catalogue”



H&M - 07:13 - Public

Check out the brand new Girl With the Dragon Tattoo collection, inspired by the anti-heroine Lisbeth Salander! What movie has inspired your style?
<http://bit.ly/ub7omm>

[Dragon Tattoo, 2011 \(12 photos\)](#)



[More photos from H&M](#)

[+1](#) - [Comment](#) - [Share](#)



[Sherilynn Macale](#) - These are gorgeous! I just stopped by H&M today -- I hope you have this collection in the San Francisco stores!

07:14 (edited)

Key takeout

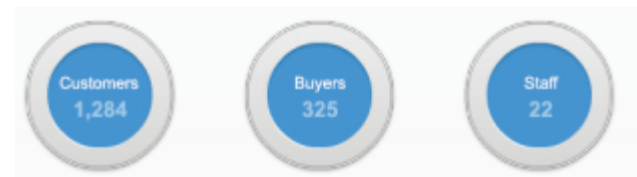
Making the purpose of your Google+ page clear to your audience is vital.



Practical
advice

Creating a compelling page

- Make it look and feel 'live'
- Decide on a tone and be consistent
- Use circles to segment your visitors



Engage your fans and followers

- Create a post-scheduling / content plan
- Share exclusive photos and videos
- Ask questions / encourage feedback
- Host hangouts regularly

Content Matrix Template

ASSET TAG	TITLE	ALT TITLE	TYPE	LENGTH	AUTHOR	OWNER	LOCATION	CREATED	TAGS
1001									
1002									
1003									
1004									
1005									
1006									
1007									
1008									
1009									

Content Matrix Template Sample

ASSET TAG	TITLE	ALT TITLE	TYPE	LENGTH	AUTHOR	OWNER	LOCATION	CREATED	TAGS
1001	Moby Dick	The Whale	text	720pp	Herman Melville		//Peleg/ text	1851	pagan harpooners, stricken sperm whale, ivory leg



Promote your page


- Share your page via various methods
- Include a Google+ badge on your web properties
- Use the author tag function

A green rectangular button with a white share icon (a square with four smaller squares inside) on the left and the text "Share your page" in white on the right.

Share your page

A light gray rectangular badge with the text "Join us on Google +" in a light blue font at the top. Below the text is the text "Paratus on" in a dark gray font, followed by a red Google+ logo icon.

Join us on Google +

Paratus on 

Other tips and tricks

- Create an easy-to-read URL re-direct
- Hide your follower count for the first few months
- Scan your circles regularly
- Hide tabs you aren't using (yet)
- Try out the 'lock this post' option

Features – coming soon

Multi-admin capability? Coming soon, before 2012!

Analytics? Coming soon!

Ability to schedule posts or auto-post? This is something we're talking about but there is currently no way to do this.

Hangouts on Air? These are only available to a limited group of testers identified by our team, but we're determining whether this feature will become more widely available.

Page management on mobile device? Enabling this functionality is a priority for our team and something we're working on!

Events integration? This is something our team is actively thinking about - we'd love to hear your thoughts on how you'd like this to work.

Final thought

While it is still early days, the indication from Google is that Google+ will be the perfect extension of your YouTube presence.

As online and mobile video continues to explode, is your business ready to capitalise?

Video production and promotion capability should potentially be the pillar of your Google+ strategy.



Thank you!

Adam Vincenzini

M / +44 7932 082 124

E / adam@paratuscommunications.com

Twitter / [@AdamVincenzini](https://twitter.com/AdamVincenzini)

Paratus Communications

www.paratuscommunications.com

Twitter / [@ParatusComms](https://twitter.com/ParatusComms)

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