

Why Google Plus?

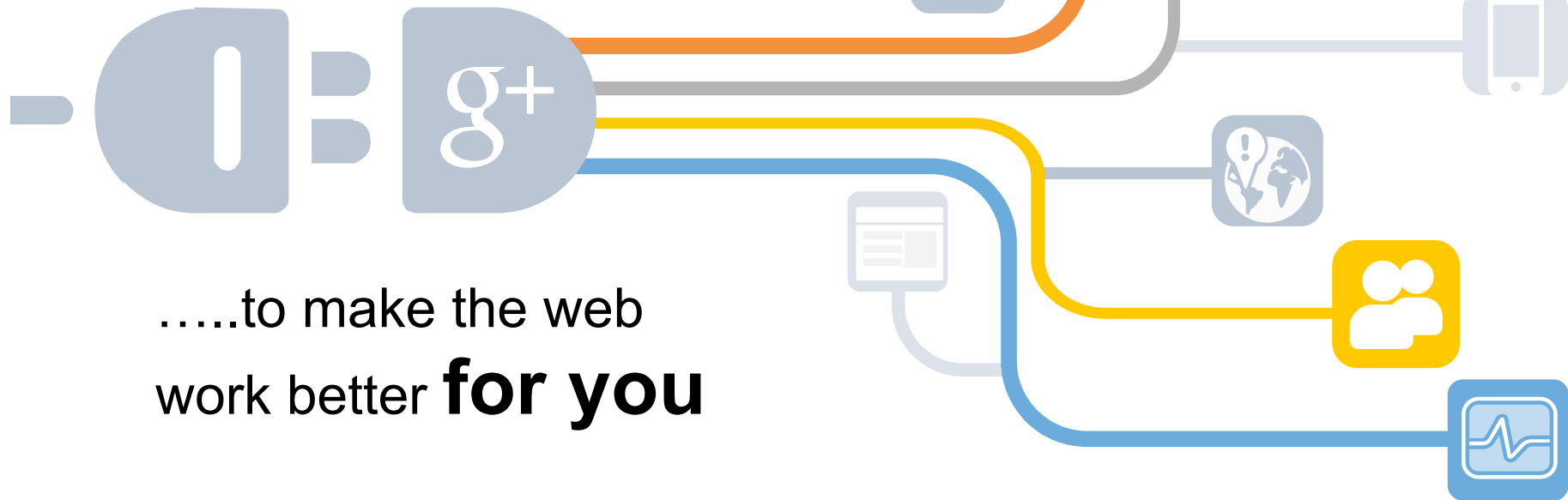


Why Bother?

- Part of Google
- Search
- Too large to ignore

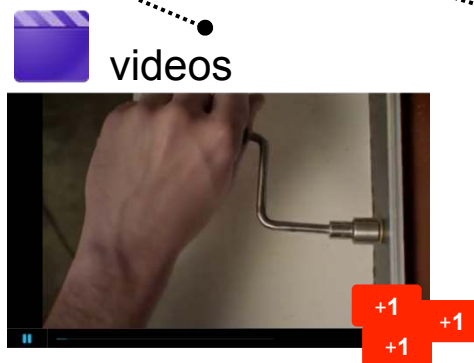
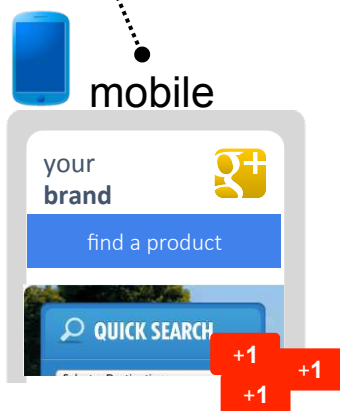
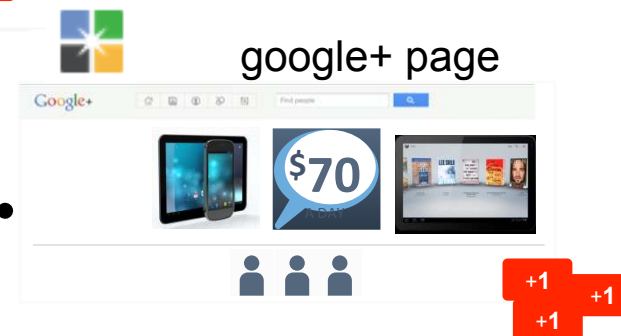
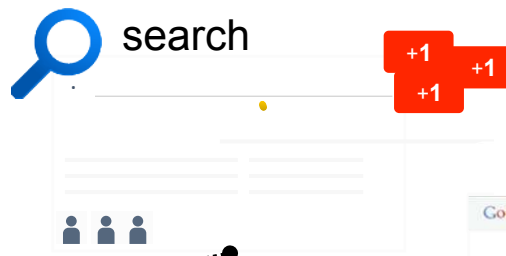
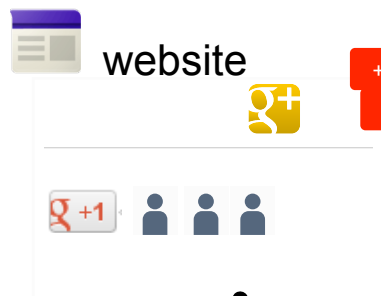
The **Social Spine**

that underpins & strengthens
all of Google



.....to make the web
work better **for you**

your
business



“Google is not just focusing on building the largest social network. Google+ is also an important tool that helps the company identify and authenticate users across all its services, including search, Gmail and YouTube”

Bradley Horowitz, vice president of product management at Google+

Authorship

Have you followed 2000 people on Twitter and can't follo...






www.nickykriel.com/.../twitter/have...followed-2000-people-on-... ▼




by Nicky Kriel - in 1,163 Google+ circles




14 Jan 2012 - **Have** you been proactive on **Twitter** about following the right **people** and following back **people** who **follow** you? And suddenly you find that you ...

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Knowledge Panel

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020 8208 8288

Contact Us

Address: address-icon, UK Head
Office Pennant House, Unit 2 ...

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Livos Energy is a specialist renewable
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Wind Energy

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Turbines In a Field Wind turbine ...

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needs support, the better ...

Livos Energy - Scottish Renewables Online Directory

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Reviews

Terms made simple

- Circles
- +1
- G+1
- Communities
- Groups of people by your own definition eg Interests or Friends on Facebook, Lists on Twitter
- Like
- Share
- Groups on LinkedIn or Facebook

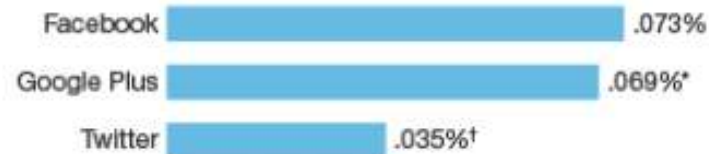
Too large to ignore!

- 300 million unique visitors each month (23 Oct 2013)
- 20 million unique mobile users
- 22% of online adults visit Google+ monthly
- 7 minutes per month

Forrester

- Google+ visits by online adults are equivalent of Twitter
- Beats Instagram, Pinterest and LinkedIn
- Interaction as high as Facebook and higher than Twitter

User interactions with brands' posts as a percentage of brands' fans or followers



Base: 1,405,249 user interactions on 329 Facebook brand posts

*Base: 38,020 user interactions on 182 Google Plus brand posts

†Base: 98,298 user interactions on 910 Twitter brand posts

Source: Q1 2014 US Top 50 Brands Social WebTrack

113003

Source: Forrester Research, Inc.

Communities

- Similar to Groups or Forums
- Bring people around a particular topic
- Post specific questions, comments or content relating to the topic



Hangouts

- What is a Hangout
- Private or Live streamed



Contact

- Welcome to add me to your Circles
- @NickyKriel on Twitter
- Social Media for Newbies on Facebook
- Nicky Kriel on LinkedIn
- Blog www.nickykriel.com/blog
- “How to Twitter for Business Success”
- nicky@nickykriel.com