



Google+ Social Media Marketing Post-Campaign Report

Campaign overview. Google+ campaign for “Miegantys drambliai” was launched on 7th of April. It’s duration - 5 weeks. The main goals for this campaign were to reach 177 followers on “Miegantys Drambliai” G+ page and to get at least one comment and more than five +1’s per post. To reach this goals our team made maintenance plan which we tried to follow during all campaign. Our team together made daily decisions what kind of posts to make. Also at least once a week we made team meetings discussing the following actions. During all G+ campaign 6 meetings with “Miegantys Drambliai” representative were held. Also constant communication through email was maintained.

First steps of campaign were to make basic content on the “Miegantys Drambliai” G+ page. The first day of campaign many post about main and secondary services were made, other relatable information to followers also was published. The following days according to plan about 2 post per day were made.

Week 1. The first week of campaign was dedicated for creating content related with ongoing offers (post promoting discounts) and posts introducing company’s atmosphere and philosophy (posts introducing employees). 18 posts were made during the first week, 8 were original content (events, schedules, information about “Miegantys Drambliai” staff), there were 10 climbing videos posts in order to create basic content of the G+ page. Also this week we tried to attract as much followers as we can: with the page of “Miegantys drambliai” we followed potential people with expectation that they will follow as back; also team members promoted “Miegantys Drambliai” page on their personal accounts (Google+, Facebook). According to plan we wanted that link to this page would be posted in company’s newsletter, but according to the date of campaign start and the date that newsletter is published (till the 6th of each month) this couldn’t be done.

Week 2. Second week was focused on increasing interaction with followers and getting to know them. To know our followers better we created a poll in which we tried to find out what “Miegantys Drambliai” services are the most interesting to followers. According to the results of this survey the most interest is showed in climbing classes, birthdays’ organization and climbing





trips. Following campaign post were ought to be more focused to these services. In all, 10 posts were made during the second week, 8 of them were original content shared in text and pictures format. At the end of second week the post inviting to join G+ page was posted in “Miegantys Drambliai” Facebook account. Also this post included 25% discount for special smoothies for every new follower on G+ during the period of 19th of April - 6th of May.

After first two weeks page had 29 followers - that was approximately 16% of our set goal. Also at this point “Miegantys Drambliai” had 2,352 pageviews. The followers weren’t very active - there wasn’t any comments and only a few posts got about three +1’s.

Week 3. After the third week of the campaign Google+ account reached 32 followers (3 additional followers), which is 18% of the campaign final goal. New followers joined after posts containing information about the services that company provides and the offering 25% discount on cocktails to everyone who would press +1 on the post with this information. Intentionally this provided us the ability to track people who used this opportunity and get the feedback. During the third week 8 posts were made, 6 of them were original, mostly text with pictures or video.

During week 3 number of views has increased by 50% (4701 views). Number of +1 varied from 1 to 3. In our maintenance plan we planned to arrange a Google Hangout to get a direct contact with our followers. For this action we’ve chosen April 26th, when a Junior Bouldering championship took place at the “Miegantys Drambliai”. Hangout was broadcasted for 2,5 hours and the number of views varied between 3 to 6. Information about the event was shared both on client’s Google+ and Facebook accounts. We used 3 cameras for the broadcast (2 to film in different angles and 1 for comments of the participants and organizers). During the Hangout several minor issues occurred: the broadcast was lost due to internet connection problems, we had to adjust camera settings several times, because Google Hangouts does not provide an ability to broadcast through several cameras at one time. After the broadcast the link of it was shared on client’s Google+ account. Also, as planned in Pre-Campaign strategy, we used this week to promote secondary seasonal services by posting about it and offering and promoting existing discounts.

Weeks 4 and 5. During the last two weeks of campaign basic content posts were made (11 text with pictures posts, of which 7 original, 4 shared). We continued promoting ongoing offers. Also the week 4 was the week that second Hangout was meant to be held. Due to the fact that





“Miegantys Drambliai” representative that we kept in touch had to leave for company’s organised trip (she was one of organisers) we couldn’t properly communicate to other employees and organize good and informative Hangout. At the end of campaign the follower number increased to 43 followers.

Key results. During the period of pre-campaign we analysed our client’s social marketing strategies, the activity and reached results in other channels than Google+. The channels used by “Miegantys Drambliai” includes Facebook and Twitter. The client had reached 3551 followers on Facebook and 33 on Twitter. Considering the fact that Google+ platform has low popularity among the targeted audience like Twitter but the platform itself is more similar to Facebook, after a brief discussion with the administrator of “Miegantys Drambliai”, the goal to reach 5% of Facebook followers was set, which equals to **177 followers**. The goal for successful interactions was set to be at least **one comment** and **five +5 clicks**.

From April 7 to May 12, the Google+ page of “Miegantys Drambliai” acquired **43 followers** and **33 +1’s**, which means the campaigns results were accomplished by **24%**. The goal of posting up to **7 - 10 posts per week** was reached, however the average number of +’s acquired by post **varied from 1 to 3**, led by one or no comments at all. This was due to very low activity of users in Google+ and the general popularity of the social channel.

One of the promotional actions taken to increase the number of followers was a 25% discount on a smoothie for the visitors who had followed “Miegantys Drambliai” Google+ page. This was promoted on the other social media channels used by the client and an increase of 3 followers was seen after the post. The Hangout held by “Miegantys Drambliai” during the third week of the campaign lasted for 2.5 hours and acquired a peak of 6 viewers, which is considered to be generally successful due to the before mentioned low popularity of the social platform.

Conclusions. Although the reached results were not as high as expected, the client was pleased with the progress of the campaign. “Miegantys Drambliai” were aware of the situation of Google+ among its target audience, however they informed us there was an increase in the number of visitors and the phone calls for registrations. Our actions on client’s Google+ account have encouraged “Miegantys Drambliai” to use their YouTube channel more effectively as well as to consider using Google+ account to reach broader client audience in the future.





Future Recommendations for Client's G+ Presence. Our team believes that it is essential for our client "Miegantys Drambliai" to use Google+ platform after the end of GOMC. When "Miegantys Drambliai" Google+ page was seen for 6063 times and gain 43 new followers, it becomes clear that Google+ is one of the biggest and perfectly developed social networks. We recommend "Miegantys Drambliai" to use Google+ on everyday basis, but mostly focus on promoting special events and organized climbing trips. It is important for "Miegantys Drambliai" to make different type of content on Google+ platform comparing with other social networks such as mentioned events, trips promotional posts, Hangouts, leaving special offers, discounts and posts related, to other social networks used by "Miegantys Drambliai". To build bigger audience for our client we recommend to make synergy between AdWords and Google+ by making G+ page as landing page for AdWord campaign also promoting Google+ events and trip events on other social platforms.

Future Recommendations for G+. As mentioned before, Google+ is amazingly developed and one of the biggest social platforms there is right now. Google+ user has lots of action possibilities and tools that aren't provided by other social networks, such as Hangout. It is a great tool to just chat with your friends, but when it comes to hosting Hangout on air it has some weak points. It is difficult to make a Hangout that is instantly recorded and that everyone can join webcast, but not be a moderator. Live webcasting with Hangouts should be much more simple to do and host. Despite of beautifully arranged news feed on the homepage of Google+ account, it was really difficult to understand how the +1 function works on the post, because it shows "+1" on the post when nobody had clicked it, and it shows the same thing when one person has clicked it. It would be much easier to observe the post result when there would be a difference. Despite of that Google+ seemed beautifully crafted social platform with comfortable user interface and tools that no other social network provides. We really enjoyed working with it and joined quite small Google+ community in Lithuania.

