



# Google+ Your Business

Getting you closer to your customers.



## Harness the full potential of the web with Google+ Your Business.

People are what make the web as powerful and exciting as it is today. We all contribute. With photos, videos and blogs, we've turned the web into an incredible resource, connecting and sharing with each other across the world.

The stories we tell, the recommendations we make, the brands we love. By empowering people to share their interests, opinions and relationships, we make the web better.

Better for people. And better for brands like yours.

Using the power of the web, Google+ Your Business can bring your company and customers closer.

## The power of +1.

People often turn to friends and family for help making decisions. The +1 button combines the power of these personal recommendations with the reach of Google, making it easy to start conversations and offer timely recommendations to your social circles across the web.

+1 recommendations appear on your website, display ads, search ads, Google search results and now, your Google+ Page.



## Hangouts and Circles are only the beginning.

Google+ Your Business is about starting real conversations with real people, and treating them more like people and less like web traffic. It's a new way to provide your customers the kind of attention and service you know drives word of mouth.

Circles is central to Google+. It brings real-life nuance to online sharing. Additionally, it allows you to share the right message with the right people.

Hangouts are a new way to meet and interact with your customers, either through a planned session or as an impromptu gathering.

Search and Ripples allow you to see what is being said about your business and how it's being shared across the platform. And the mobile app makes it easy to share the praise you receive, so you can spread the word immediately.

Let's look at how Google+ Your Business helps you to get closer to your customers.

Circles



Hangouts

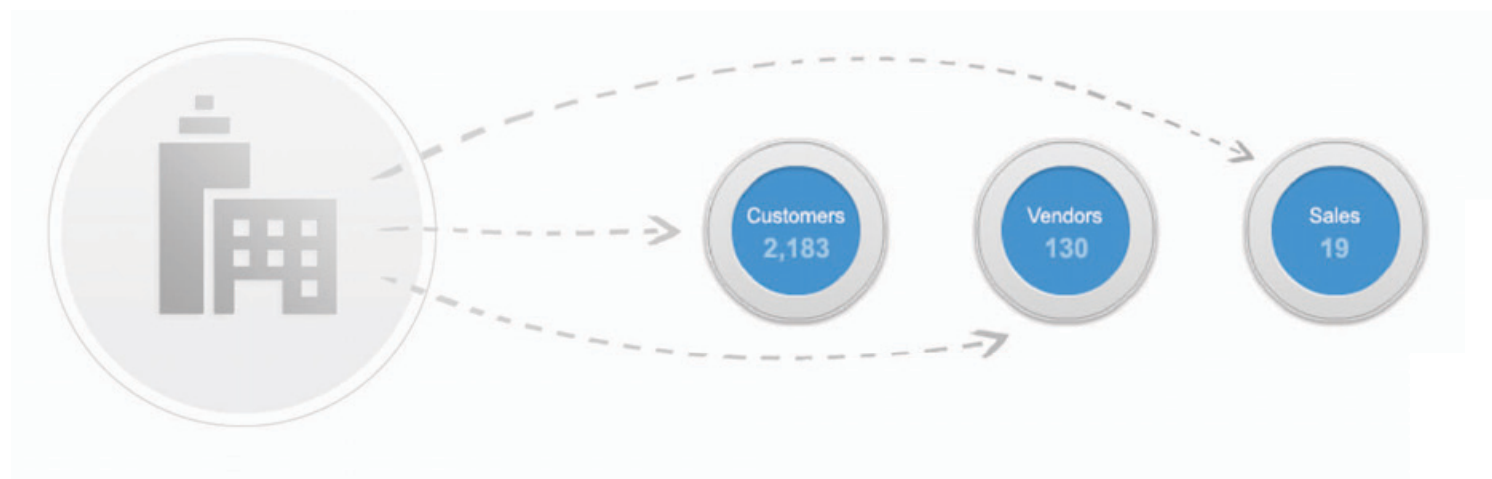
## Closer customers are better customers.

As a business, you created your product with a particular group of people in mind. Wouldn't it be great to see how they use it? With Google+ Your Business, you can.

Use Circles to group together different types of people and have conversations with them. You can share different things with each group based on what you think might be of interest to them.

With Hangouts you can have quick feedback sessions with customer segments or even discuss ideas about planned products. It's a great way to have impromptu conversations with your most passionate customers.

The goal is to help you communicate in more intimate ways with different groups of people.



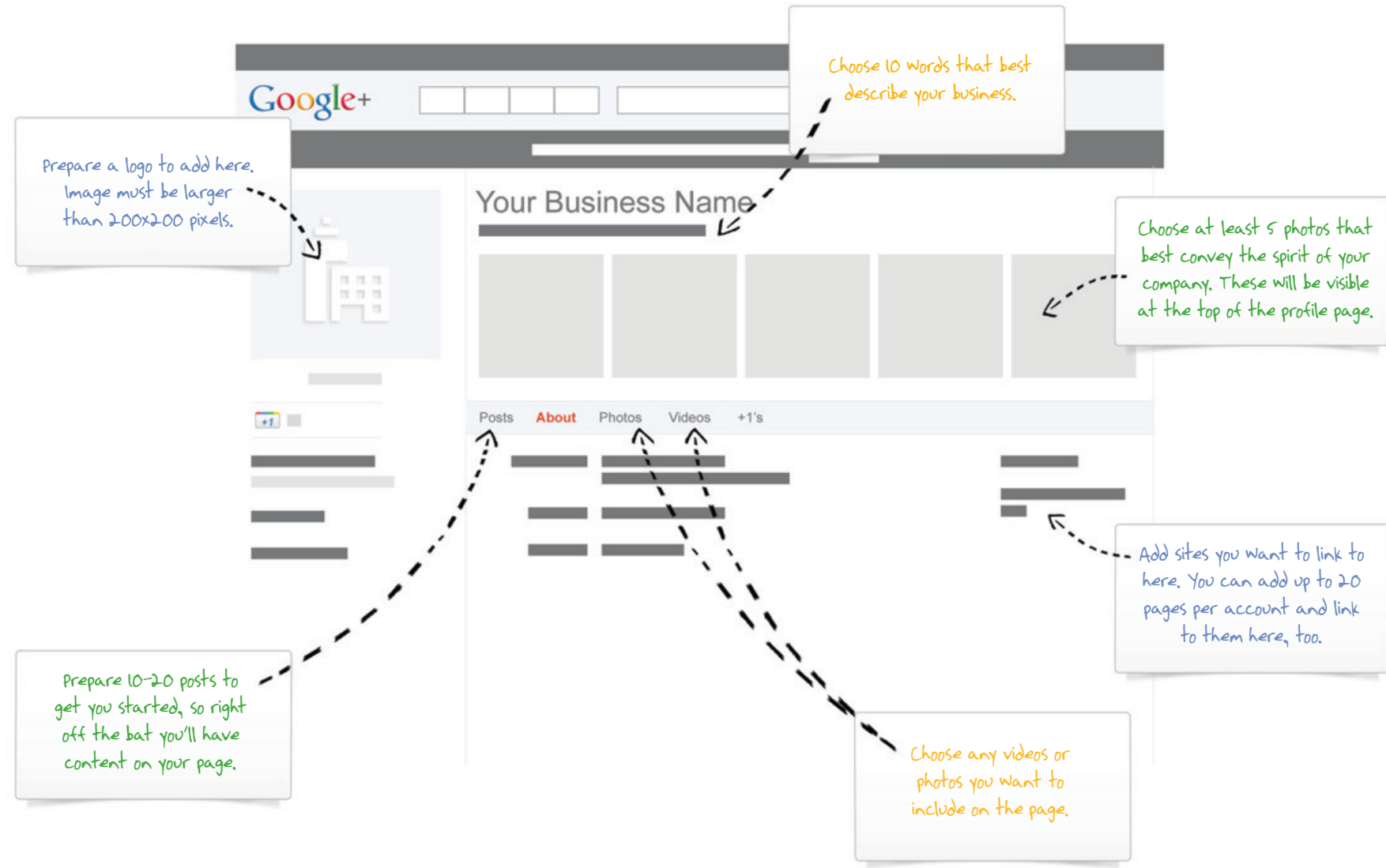
## Before You Begin

To create a Google+ Page, you first need to have a personal profile on Google+. You can log in using any existing Google account. If you don't have a Google account, joining is a snap.



# Jumping In

This is where your administrator gets started. It's quick, and it's easy.



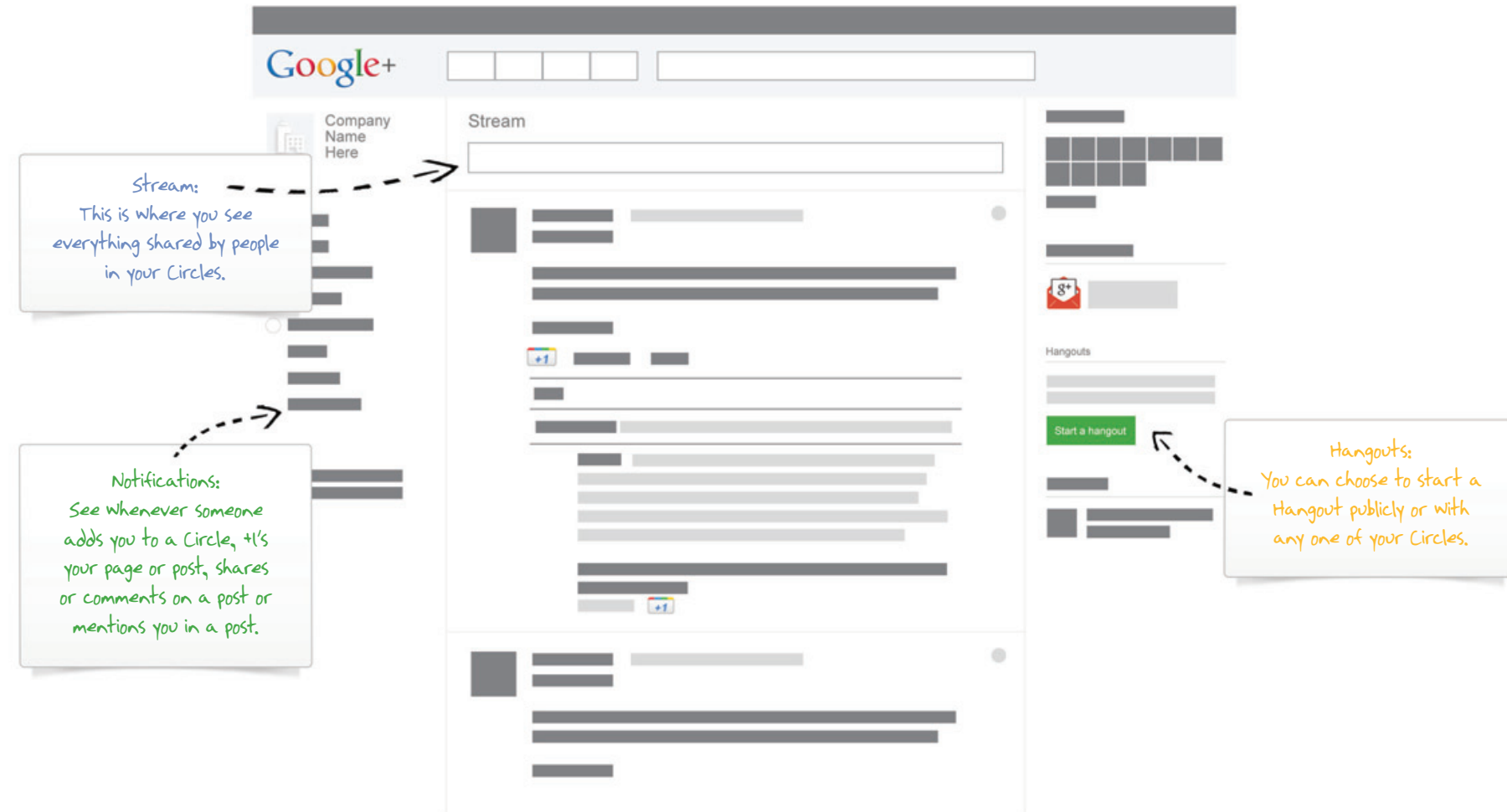
# Your Business Profile

This is the first page your customers will see. Think of it as your brand's home page.



# Start Streaming

This is where you can share with customers and see what they've shared with you.



# Get the most out of Google+ Your Business.

To get started, visit <http://plus.google.com/pages/create> and keep these four helpful tips in mind:

## Choose

your profile assets carefully: the logo and the five pictures that best represent your brand. Appoint an administrator and decide how many pages you will create.



## Decide

on the content and frequency of postings. Adopt a voice and style that are in tune with the essence of the spirit of your brand and keep them consistent.



## Promote

your page to your existing fan base, as well as to potential fans. Let them know you're up and running with great content they won't want to miss.



## Delight

your users and give them reasons to come back. A special discount for your most valued Google+ users? It's up to you. Engage them and they'll respond.



Google+

[www.google.com/+/business](http://www.google.com/+/business)