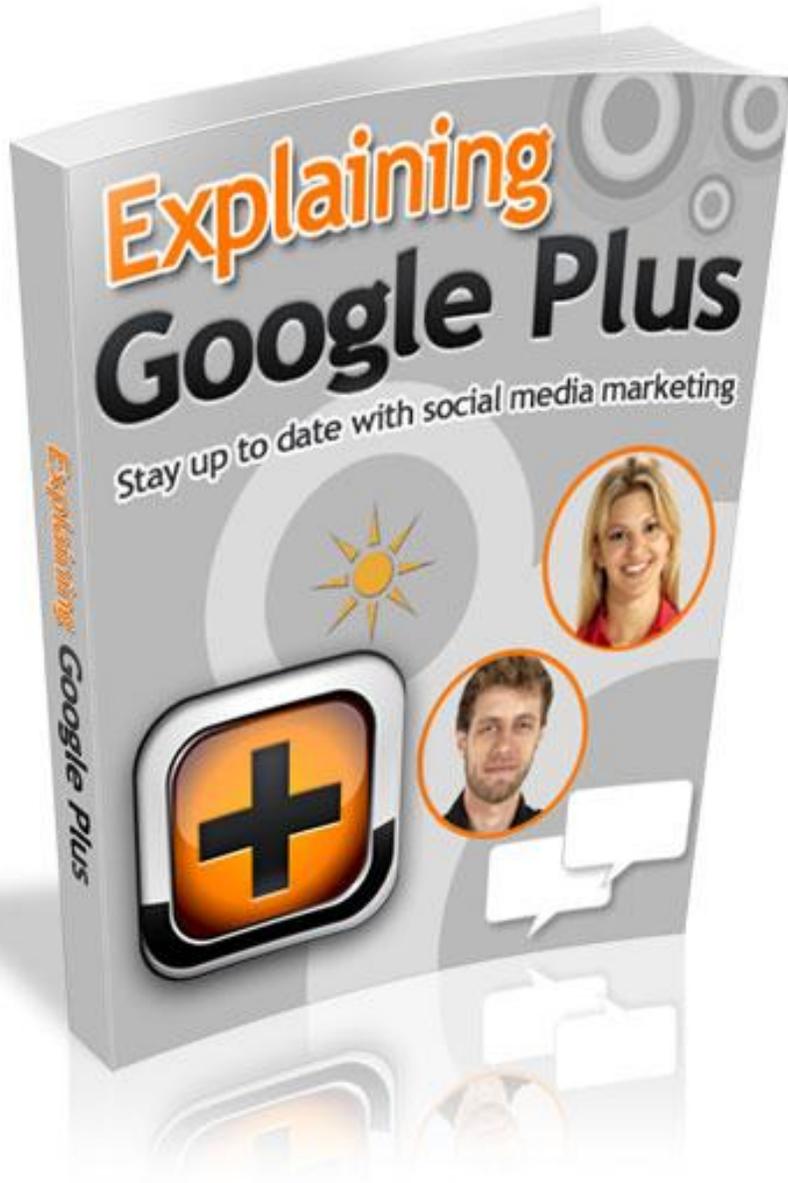


# Explaining Google Plus



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## **Foreword**

Debuting as a social networking element the Google plus site is something that was launched to rival the Facebook popularity. Launched only recently it is a fairly new introduction to the internet world and should be explored for its potential to providing a good platform for internet marketing.

# Google Plus Basics

## Synopsis

Having the integrated social services of Google Profiles and Google Buzz while at the same time introducing new services such as Circle, Hangouts and Sparks it hopes to create the desired impact on the internet user at large. As this facility is also extended to mobile devices the reach of this tool is quite infinite. To date the response has been nothing short of phenomenal.

## The Basics

First done in the invitation style only, it was later abolished and reinvented to include anyone over the age of 18 years mainly because of the enormous response it received. The following are some of the supporting elements that make up the Google plus tool:

- A circle as it is called allows users to organize contacts into groups. This is to facilitate the sharing of various different types of information for the different individual group as designed. Although the content can be viewed by others, the contact list is still kept exclusive and private.
- A hangout is another element that facilitates the group video style chat but it has the limitations of only 10 persons at any given time. However there is the allowance given to those with the unique URL which can potentially allow for those interested to join in. the various types of hangouts would include mobile hangouts, hangouts on air and hangout with extras.

- Messenger is a feature that is available for use by android, iphones, and sms devices and it allows instant messaging within the circles.
- Sparks is a front end to the Google search platform that allows surfers to identify and share topics of interest.

# The Benefits Of Google Plus For Marketing

## Synopsis

The excitement surrounding this new platform for marketing purposes is definitely creating a “buzz” on the internet marketing arena. Benefiting the small and large business interests, the Google plus tool is expected to help reap in a more significant impactful revenue possibility.

## The Advantages

Some of the expected possibilities are as listed below:  
For the larger businesses the better management and keeping track of the employees within the company is much better in terms of what their individual contributions to the company are.

This is done in a more visible fashion as tracked with the assistance of the Google plus tool. When there are instances of out sourcing and freelance elements that contribute significantly to the company’s overall performance this tool can create and maintain the relevant information and progress effectively and efficiently.

Even if this is not the scenario the workings within the company can also be maintained with the use of the “circle” tool which allows for the information to be circulated to the participants within a particular project while at the same time keeping track of the general outcome on a frequent and on call basis. Thus the general better stream lining of things can be carried out.

As for the smaller business entities the use of the “1+” button can effectively provide the platform for influencing the search results performed.

The button allows article, blog posts and other to be included to increase the discussion as well as to bring this back to the host page. This is especially useful for the expansion possibilities when more traffic is drawn in. The commercial accounts can also make use of the Google plus to create added benefits to the business endeavor. This is especially important for its contributing factor of being able to facilitate the finding of anything pertaining to the main interest of the user.

## **Create An Informative Profile**

### Synopsis

As more users are more interested in using search engines like Google instead of referring to directories or the yellow pages it is imperative to be as visible as possible on the internet platform. Therefore taking the trouble to design a suitably attention grabbing and informative profile page is a very important contributing factor not to be ignored.

### The Info

Creating a profile that is informative and interesting will eventually steer the desired percentage of traffic to the business platform to create the revenue intended.

These will then create the exposure in terms of getting brand recognition for the individual posting the profile. It also facilitates the increased clicks that might otherwise not be realized.

The informative profile style should ideally contain all the information that would possibly be sourced by the visitor. This may include main information and range of the services or products or anything that the site intends to offer, expertise, descriptive elements that may be of use and other supporting information that would create the awareness and encourage the continued interest and commitment from the visitor.

Including elements that present concrete situations and positive comments is also encouraged. An insight into the current demand for the site's elements is also another positive angle to include.

Uploading photos, information, questions and answers should also ideally be included in the informative profile as it will show the wide range of information being posted and from addressing different and varied possibilities too.

Ensuring the profile created in both informative while still allowing the user the opportunity learn more about the posted material is the ideal goal intended.

Directing these profiles toward potential investors with the intention of finding new customers or expanding the present customer base to expand the business is also another reason for the informative profile.

## **Create Social Circles**

### Synopsis

Building a social circle that is beneficial to all involved is the ideal style to follow. Therefore some important points should be considered when trying to incorporate this exercise into a worthwhile and result producing endeavour.

### The Circles

Being focused on building a social circle for the intention of catering to people with like minded results should ideally include elements that attract the individual with the same passions, interest, styles and any other factor that is considered a common factor linking the group.

Getting those within the circle to further extend the links to others will also help to broaden the reach of the social circle possibilities.

Giving and getting value is something that should also be incorporated in the makeup of the social circle platform. Ensure there is an adequate amount of offers that is interesting to the participants as this will help to keep the social circle strong and relevant.

Featuring popular and interesting items that would benefit the members within the social circle and also create the willingness to introduce others into the circle by providing material such as “how to” tools, questions and answer programs, latest findings is an essential content to consider.

The effectiveness of the contents will dictate to some level the interest and popularity the site manages to garner.

Ping long out of touch contact just to show that they are still an important and valued part of the social circle.

This will encourage them to reactivate their participation into a more interactive and relevant participative state. The importance of investing time and interest in the building of the social circle should not be underestimated as the benefits are often immeasurable. Extended contacts can and usually yield surprising support for the connective business platform to the social circle.

# Learn How To Use Google Plus Hangouts

## Synopsis

Most people tend to overlook less conspicuous icons or prompts and thus miss out on a lot of innovative and interesting additional services or happenings. The Google plus hangouts is one that is often missed for its contributions. Therefore this write up is meant to change that and encourage the viewer to explore further the merits of Google hangouts.

## Hangouts

Perhaps the most outstanding feature that is offered by the Google hangout tool is the incomparable platform of interactive communication.

This not only allows for clear and personalized communication it also enable one to connect with the faces behind the brand being promoted. Questions and queries can be immediately addressed to one's satisfaction.

Being able to effective launch anything using the Google hangout platform is also another feature that is often sought because of its relatively low costs involved.

Making a big and splashy debut by inviting as many influential or connective individuals to the hangout will effectively get the item being launched some good exposure.

Product demonstrations can also have the beneficial feature of being done with the participation of a live audience interacting in the actual presentation. This elevates the exciting, interesting and positive experience for the audience.

Using Google hangout as an effective interactive tool for internal meetings and training session has proven to be quite interesting as it allows for the fun an seemingly in the “zone” type of atmosphere which it seems to create effortlessly. Even non verbal exchanges can be viewed as the entire surroundings and proceeding are visible throughout the exercise.

As the general outcome feels more natural there is also better working mechanism evident. There is also the advantage of being able to have access to a variety of multiple perspectives as this virtual platform is established as opposed to having to be troubled with the physical setting up and gathering of participants in a physical realm.

# Participate In The Community

## Synopsis

Being in the know is always beneficial whether in the business arena or on a more personal note of keeping abreast with all the latest developments. Using the Google plus hangout tool is one way of being able to do so effectively and in some cases in real time.

## Others

Therefore this sort of participation will then create the platform for being a participative and actively contributing feature to the community.

Using the Google plus hangout allow those involved to be able to relate to one another on a real time platform if they so choose to do so.

The exchange of information in the various forms can be done in a fun way thus making this particular tool very sought after by most internet users today.

Being able to have access to activities such as group video chat and group chats allows for the better community participation and thus more exchange of ideas and comments can be exercised. There is also the availability of watching the YouTube postings together, and this again creates the access to the community feature this tool enhances.

Shared interest or goals can be facilitated quite effectively through the use of the Google plus hangout tool. Because of the virtual style facilitation the effectiveness of the community participation is further enhanced as the hassle of physically organizing anything

can be quite taxing and often not reaping in the benefits first anticipated or desired.

Although predominantly meant or designed to function as a community participation tool, there is no stipulation that those participating have to stay committed to the endeavour.

The option to freely interact or leave the community's ongoing programs is left as a personal optional feature. There is also the advantage of being able to choose the frequency of participation in the community listed events through Google plus hangouts.

## Supply Relevant Input

### Synopsis

A site is only as interesting as the material it features thus there is a very real need to be able to only post material that is relevant and useful. The idea that all information is definitely relevant in some way may not be well received as for most users today time is of the essence and browsing through and filtering information posted is not something they would be interested in doing.

### Important Info

Google is serious about being able to facilitate relevant information that would be time effective and interesting to the user. The business users too have recently discovered the merits of using Google plus hangout to further participate in actively getting their endeavour noticed and thus creating the desired interactive note on which this can be sustained.

In the quest to supply as much information as possible that would only be accepted as relevant there is a need to first understand what the current needs of the participants are and then to design information to ensure its relevance to the said needs.

This is in line with the intention by Google plus hangouts to be the best business and social networking tool for optimum and exciting information exchange.

Taking a broad array of services, information exchange and participation to a whole new and interactive platform will also allow for the latest information to be dispersed.

However keeping the information relevant to the topic featured is very important in ensuring the general direction of the endeavour is not derailed.

Taking the time and effort to explore areas like local business sentiments, current products and brands, companies and institutions that are popular and any others all contribute to the what's new and what's not factor.

Thus by doing so there is a better chance of posting information that the users will find relevant and well worth their time indulging in participating in the Google plus tool.

## **Follow Up With Interested People**

### Synopsis

Adding friends and business contacts or even prospects to the contacts listed in the individual's email lists through the Google tools will then facilitate the first step in reaching out to the possible interested parties for further interaction. Then by "dragging" the contacts listed into the correspondent circle the connection is then begun.

### Stay In Touch

This will ensure all those who are interested in the common platform being posted can be alerted to participate. It can also function as an encouraging avenue for those who might be deemed as interested parties or perhaps interested prospects to be take the opportunity to be involved at some level in the posting.

Upon returning to the home page, the sharing of information can begin within the circle of participants previously acquired. Here updated information can be listed and the interactive exercise can be launched.

Being able to reach out to the interested individual this way will also create the comfort and security that would not only encourage participation but also facilitate it.

Inviting the interested individual to view the latest and relevant information would also be encouraged and this would in turn show the level of commitment the host has to encouraging the eventual participation of the interested party.

Networking this way would enable those on similar wave lengths to stay connected and current in whatever was happening in their field. New ideas and content can also be shared and discussed in an interactive manner which would provide even further excitement to the whole endeavour. Often the follow up exercise is not properly or seriously done and this could result in a loss.

## **Wrapping Up**

As Google plus is now able to attract the attention of those on the internet more easily there should be some follow up format that allows for those involved to stay connected with the interested participants. Use all the info and tools you have been given here to use Google Plus to your advantage.