



# Google+ Marketing For Dummies

By Jesse Stay

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## Google+ Marketing For Dummies By Jesse Stay

**Organize customers, craft targeted messages, or host Hangouts with Google's social network**

Google+ is Google's social network that has the social media world abuzz with excitement. With Google tools like YouTube, Picasa, Blogger, and Picnik being integrated with Google+, marketers will find Google+ is the best way to reach the long-time users of Google's other tools. Google+ expert Jesse Stay shows you how to create and maximize your Google+ presence to connect with your customers.

- Explains how to sign up for your account and set up your brand profile
- Shows you how to use Circles, craft targeted messages for the Stream, and add multimedia features to your posts
- Helps you discover content and the value of the +1 button
- Shows you how to be mindful of SEO, so that your Google+ brand page can be found
- Addresses using Google+ to launch a product or promote an event

Confidently enter the exciting new Google+ social neighborhood with *Google+ Marketing For Dummies*.

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### Editorial Review

From the Back Cover

#### **Learn how to increase brand awareness and reach customers through all Google properties!**

Google+ is a unique social network; in fact, it may not be a social network at all. But however you label it, Google+ can give your brand a tremendous advantage, and this friendly guide shows you how to get in on the action. Learn just what Google+ is (and isn't) and how to connect with new and existing customers throughout the Google community!

- Meet Google+ — see what it offers marketers and test-drive its tools
- Jump in — set up your profile, learn Google+ etiquette, and find people to circle
- Develop your strategy — target your audience with SEO, create your page and target it with Circles, and build a search strategy
- Start hanging out — start a Hangout to video-chat with customers, have a focus group, or share ideas
- Add ads — create effective Google social ads that engage visitors and drive traffic to your page
- It's all about relationships — learn how to use Google+ for CRM and integrate your existing CRM strategy into Google Apps
- Know the score — measure Google+ activity with Google Analytics and test your Google+ ad campaign
- The app side — evaluate whether your brand would benefit from a custom Google+ app

Open the book and find:

- What your profile should (and shouldn't) include
- Innovative ways to use Hangouts
- Secrets of building relationships
- How Google+ works with your existing social media strategy
- Suggestions for a strong Google+ ad campaign
- Ways to maximize the +1 button
- Tips on growing your audience
- Good Google+ business practices

Learn to:

- Create your account and set up your brand profile
- Use Circles, craft targeted messages, and build relationships with Hangouts
- Discover content and the value of the +1 button
- Launch a product or promote an event with Google+

About the Author

Jesse Stay is a social media technologist, consultant, and developer. *Entrepreneur Magazine* and Mashable have listed him among the 10 entrepreneurs and 20 developers to follow on Twitter. Jesse is the author of *Facebook Application Development For Dummies* and *Google+ For Dummies, Portable Edition*.

## Users Review

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#### **Tia Rosario:**

As a university student exactly feel bored for you to reading. If their teacher expected them to go to the library or even make summary for some guide, they are complained. Just very little students that has reading's heart or real their leisure activity. They just do what the trainer want, like asked to go to the library. They go to generally there but nothing reading significantly. Any students feel that studying is not important, boring along with can't see colorful images on there. Yeah, it is to get complicated. Book is very important for you personally. As we know that on this period, many ways to get whatever we want. Likewise word says, many ways to reach Chinese's country. Therefore , this Google+ Marketing For Dummies can make you truly feel more interested to read.

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