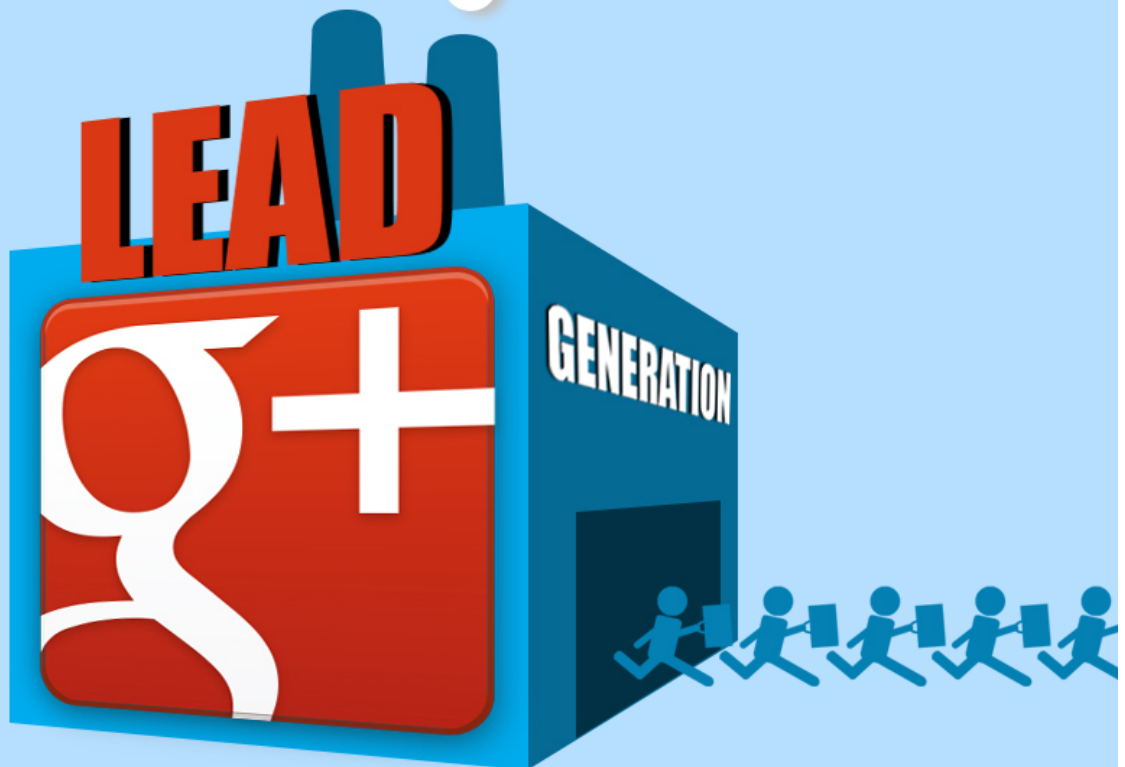


# GENERATE LEADS WITH GOOGLE PLUS



## Paving a Path for the Future

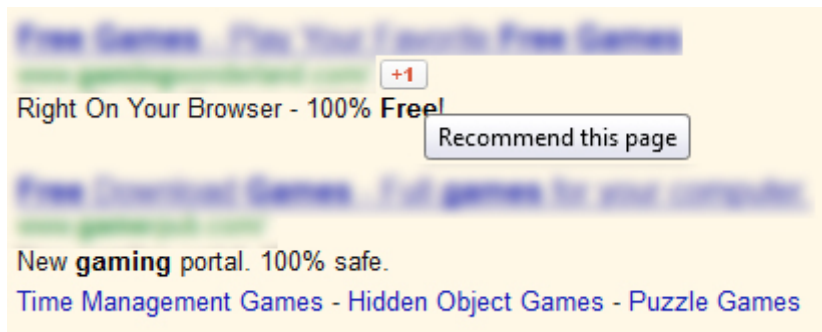
All successful business people have the same interest, to find a way to locate and drive targeted traffic that turns into a quality lead. With all of the different ways to use social media marketing, how does one find a different way to stand out from the sea of hungry business people?

Google+ is breaking ahead of traditional marketing techniques by offering several different ways to find your target market and create the leads you need to make your business thrive.

By following proven and effective marketing methods, your marketing campaigns are going to be at a whole different level.

## Making your Ad-words work for you

In the online marketing world, you are probably familiar with PPC (Pay Per Click) advertising. Most people use Ad-words when they use pay per click advertising. When you use this type of advertising, you might be surprised that it is possible to gain even more leads by +1'ing your campaign. By adding the Google +1 feature, it takes PPC from general advertising to social advertising. When we add a social aspect to our ad campaigns, past track records indicate that more viewers are likely to share an ad that has been suggested by other users. Wouldn't you be more likely to share an ad that has been recommended by those that you know and trust?



*+1 feature transform your general advertising to social advertising.*

Before the use of +1, there wasn't really a way to tell how many, or who was sharing the ad that you created. When you +1 your ad-words campaign, people can get a feel of how many others have liked and shared, or found the ad beneficial. While logged in to your personal Google + account, you will be able to see exactly who +1'ed your ad; on the other hand, if you search your ad outside of Google+, you will be able to see how many people have +1'ed your ad globally.

To add the +1 button to your ad-words campaign, you should create an outstanding unique ad. We recommend using a phrase that will catch someone's attention right out of the box. Market research indicates that the best performing ads begin with a well thought out phrase that targets a specific market and communicates in clear language. The use of keyword research is also helpful in choosing the correct words that will place your ad in front of your intended market.



*Mechanics of the +1 button*

## How to +1 Your Ad-words

After you have created your ad, make sure you permit Google to share your ad at locations specific to your intended audience. After your ad is successfully up and running, log into your ad-words account and select the campaign that you would like to feature +1, then permit the social extension feature for that campaign. To make the best use of your ad-words campaign, remember to track the results with an [analytic tool](#).

Quite often, as with normal PPC campaigns, it will be necessary to modify the wording and style of your ad to draw a significant amount of traffic. As with any marketing campaign, allow time to track results, and keep your campaign targeted at the right traffic. Share your +1 ad-words campaign on your Google+ homepage. Each +1 that your ad receives introduces your product to hundreds, if not thousands, of potential prospects.

## Make your Content Captivating

Content is essential when it comes to marketing a business or service. You can use your Google+ page to generate a substantial amount of leads to your website or blog, simply by using a marketing strategy that has proven itself successful time after time. Always use the

same type of collateral that performs well on your blog or website. Most blogs and websites have a tool that will allow you to see what is drawing in the most traffic. This could be a simple blog post, e-book, whitepaper, or a webinar. The content that is gaining the most traffic should be used on your Google+ page.

If your website or blog is struggling with traffic, we suggest studying your competitors' sites and following the marketing techniques that have brought them the most traffic, evident through comments, shares and likes. Use their style, with your own personal touch. When you post content, remember to include a back-link along with the content so readers can easily navigate to your website. It is important to always post quality, informative content that your followers actually read. Capture their attention with unique phrases or quotes, and gain their interest from that.

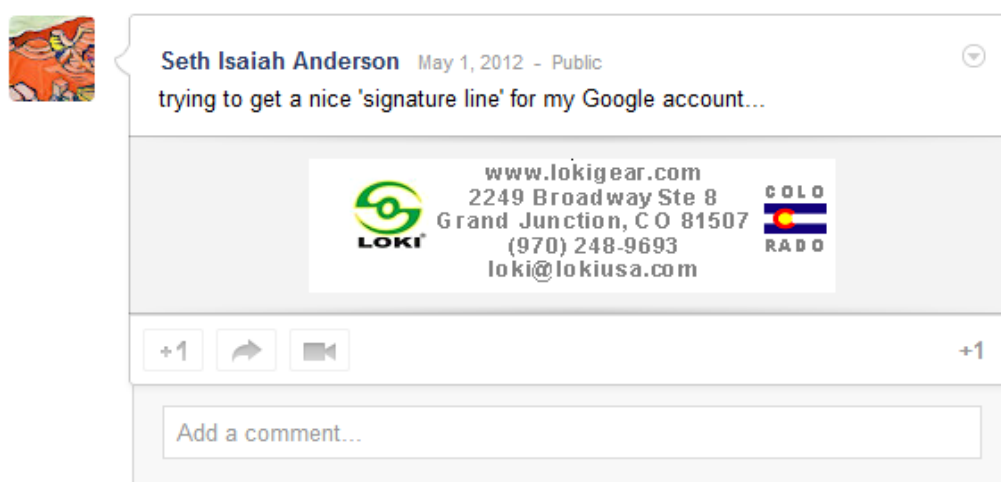


*Quality content with backlinks are able to attract visitors to your website.*

To keep an even flow, we suggest that you maintain the same style and tone that you use on your blog or website, on your Google+ page as well. A different tone is likely to throw people off. Statistics show that if a viewer is reading in one tone, they expect the same tone in the rest of the content you create as well. Your style and tone is an important tool to remain unique.

Followers who have found your tone appealing will soon become loyal readers. By building your readership base, leads are sure to generate.

To gain even more leads using your Google+ account, we suggest adding a personal touch by incorporating a signature line after each post. Your signature line can be as simple as your name, or add a creative touch by including your name, and title that you hold with your affiliation. By adding a signature line, you are adding your personal stamp of approval, after you have successfully established yourself as an expert. A professional signature line looks better. To increase your content pageviews, simply add the name of the intended individual to your post.

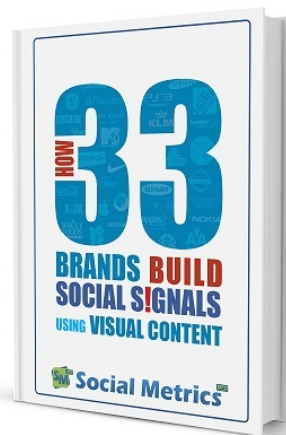


*A general example of a signature line*

If you want to reap the most benefit of tagging others in your post, we recommend that you only tag people that have a genuine interest in your thoughts or products. Many beginning marketers make the brutal mistake of sharing with everyone who follows them on social media sites. You will find that a person may follow you for a variety of reasons, not necessarily for your business or product. By sharing with everyone, your marketing attempt is likely to offend or annoy some people, and may be thought of as spam. If people feel like you are spamming them by including them in a +1 post that they have little interest in, they are likely to set their account so that your posts are no longer visible on their page. The result is fewer leads for your business. To make tagging a successful attempt in gaining more leads, only post quality content that offers a specific benefit to those you tag.

By carefully watching and understanding the interest of others, you will gain an understanding of the different types of content that they are likely to share. It is safe to share your content on your home page for everyone to see, however, be very careful to only tag those that have genuine interest.

Keep your content interesting and look for different ways to promote your website. Some ideas for posting include creating informative articles, webinar, blog posts or e-books. Remember to use a technique that is currently known to drive traffic. We suggest that you alternate the different methods you use on a regular basis. While using a system that is currently drawing traffic is a good idea in the beginning, times change, and so do the interests of people. Use multiple tactics to keep your +1 content fresh and engaging. In order to continuously draw new leads, you must use several techniques that people are attracted to; once you find a few workable ideas, rotate their use.



*E-books are a good way to promote your website*

## Timing is Everything

To successfully use content for potential lead capture, it is just as important to learn the correct time to post as it is to learn what to post. Market research suggests that the best time to post is late morning to mid-afternoon. This is a safe bet due to the many different time zones and internet accessibility. Content that is posted at this time is often seen during the lunch hour and after working hours. Content that has been posted by mid afternoon still remains fresh in the later afternoon hours.

Early Morning : 6:00 AM  
Mid Morning : 8:30 AM  
Late Morning : 11:00 AM

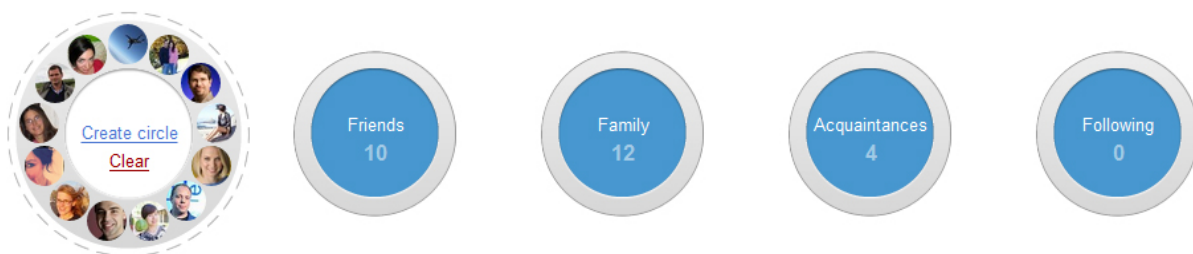
Early Afternoon : 12:30 PM  
Mid afternoon : 3:00 PM  
Late Afternoon : 5:00 PM

Early Evening : 6:30 PM  
Mid Evening : 9:00 PM  
Late Evening : 11:00 PM

*Suggest timings to post your content and keep it “fresh”*

## Encircle Your Connections

The circles feature of the Google+ system is a major benefit for all of us looking to gain leads from our marketing efforts. Google circles allow a user to separate and group each person who is a follower. Groups are then used as a way to format different marketing techniques that will appeal to each person in a select group. Because you take the time to break each group into different criteria, it is easier for you to craft a winning marketing campaign that will catch their interest. What wins the attention of one is not guaranteed to capture the interest of others. When you begin to create your circles, we suggest that you try and break them into a multitude of categories. Each person can be included in more than one group, creating the ability to market to that person in different ways.



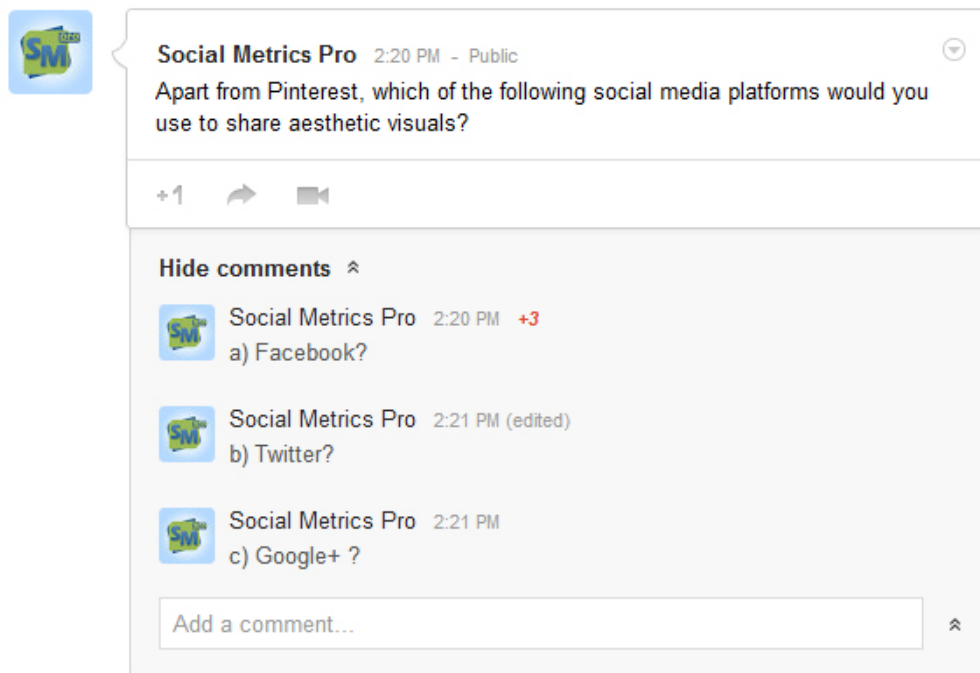
*Default categories for grouping your circles*

Begin to create your circles by looking for the obvious and then group your connections accordingly. One group could be categorized by job type, another by age, and yet another by hobbies, pets and religious or political views. There are several categories already set up on your Google+ account to help you get started, as you grow with use, you can add different characteristic circles to place people in.

Once you have your circles established, you can begin marketing and generating leads. You should target the strongest selling point of each group first. For example, if your business involves selling pet care products, research to find out what the most important factor of pet care is. For many, the main concern is keeping pets affordable. Select the circle that you believe would best benefit from learning how to care for pets on a frugal budget. Another avenue could be pet health basics. Select another circle that would benefit from that as well.

## Let Your Groups Categorize Themselves

If you find that it is difficult to choose what circle would be more respondent, perhaps creating a poll on your home page would be helpful. You could simply ask a variety of questions in your posts, place each person that responds to your questions in certain groups, and remember to reply to each and every response. You can then create a marketing campaign that will generate leads based on their responses.



*A very simple way to create poll using your google plus account*

Another fast and easy way to create groups is to study what the people you follow are posting. When they post something relevant to your niche, place them in a circle dedicated to that idea



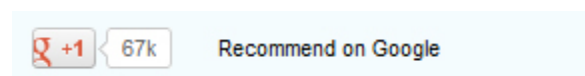
or characteristic. By correctly sorting your contacts into the right criteria, you have the potential for developing warm leads, and, when those in your circles +1 your content, it reaches their network, and the networks beyond them.

You can also increase your leads by creating a social network and inviting the group to participate in group chats. When you invite people to one of your chat sessions, you encourage active participation. If you have successfully enticed a follower's interest, your attendance rate will be higher, with more potential prospects.

Circles are also used to create a private group discussion that you can use to your advantage. By creating a discussion group with a question and answer session, you build credibility with your brand and turn yourself into an expert in your field. People are known to turn to a trusted source to meet their needs.

## **+1 Your Territory**

Your blog or website is your personal space, your online presence or web store. The appearance of your site determines who stays and who will look elsewhere. You should always keep your website attractive and on top of current business happenings. For a website, it is important to keep news and products up to date. For a blog, it is also important to keep content current, and it should cover only content relevant to your niche. When you add a +1 button to your page that has an attractive layout and provides useful information, viewers are likely to share your page with others. A +1 button makes the task of sharing simple.



*+1 button encourages users to share your web page.*

You might find it difficult to attract viewers to your territory, no matter how attractive it is. There are several different ways that you can attract viewers to your site: Blogs are notorious traffic drivers. You should have an operating blog that re-directs traffic to your site. Commenting on blogs that are similar to your topic can attract other bloggers to your site when they try and find information about who commented on their blog post. When someone +1's your site and if they are current Google+ account members, your website or blog is automatically added to their page. There is an option to share with the public, meaning that everyone who views their page

will be introduced to your site, or they can choose to share with select individuals.

## Social Media Marketing – At a Glance

SEPTEMBER 21, 2012 BY CHAK

COMMENTS

Quick! What do Barack Obama, Dove soap and the food chain Wendy's have in common? Tough question, isn't it? But hey, if your answer has the words "social media" or "viral" in it, then you're on the right track. Social Media Marketing's Power Is Unleashed! From beauty soap, food chain companies and aspiring politicians, anyone [...]



Filed Under: Social Media

## 7 Reasons to Go Social and Mobile

SEPTEMBER 20, 2012 BY YI YUN

COMMENTS

Look around you. Chances are, you're bound to see someone with a smartphone, tablet or even a phablet (those curious smartphone-tablet hybrids like the Samsung Galaxy Note) in tow. Heck, there's also a huge possibility that you might own a unit or two of these ultra-mobile gadgets yourself – you might even be reading this [...]



Filed Under: Social Media

*Having a blog assists your website to drive in extra traffic*

By keeping your blog or website current, and utilizing a +1 button, not only will current traffic be potential prospects, but their friends, and friends of their friends are potential prospects.

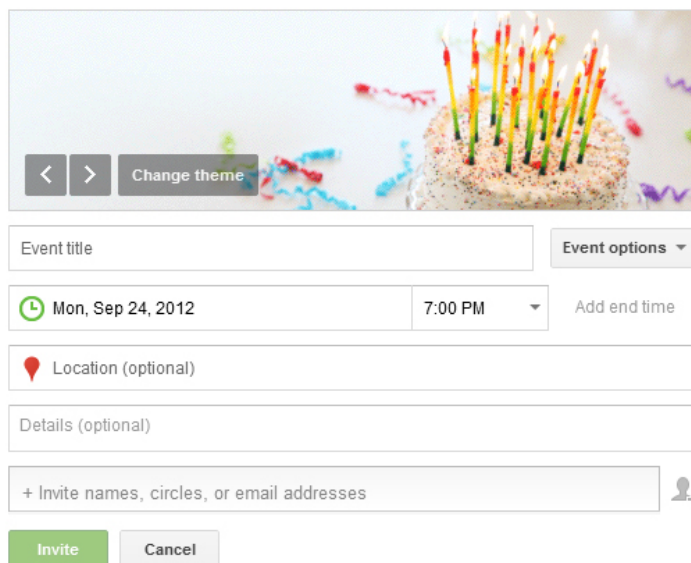
Adding the +1 to your page is rather simple. Just by inserting the code generated for the +1 widget, all you have to do is place it into the page code on your website. Each individual page should feature the +1 widget. For blogs, the setup is similar. Simply select the size you want your button to appear as and insert the code at the end of your header tag. WordPress offers several options for size. After following the setup instructions, your blog and website is ready to receive an unlimited supply of qualified leads. WordPress offers detailed instructions on how to install a +1 widget. Alternatively you can get a [Getsocial](#) plugin to allow people to share your content across various different social media platforms.

## Encourage Leads By Hanging Out and Hosting Events

Today, almost everyone has a hectic lifestyle. This can make drawing traffic and leads to your site difficult. Thankfully by using the Event feature in Google+, you can change that. Many times

people don't have the time to gather together for a physical meeting. You can create your own virtual event and share it with everyone that follows you, or create an event that is set to a specific group of people in certain circles. One of the nice features of an event is the automatic reminder sent to selected individuals prior to the event. Most of the time, if an invitation is sent with a reminder the day before, more people are likely to attend. Another benefit is the "will you attend" tab. This allows those that are invited to R.S.V.P, giving you an indication of how many will definitely attend, an important bit of information if the event is a social gathering.

### Create event



Event title

Event options ▾

Mon, Sep 24, 2012 7:00 PM ▾ Add end time

Location (optional)

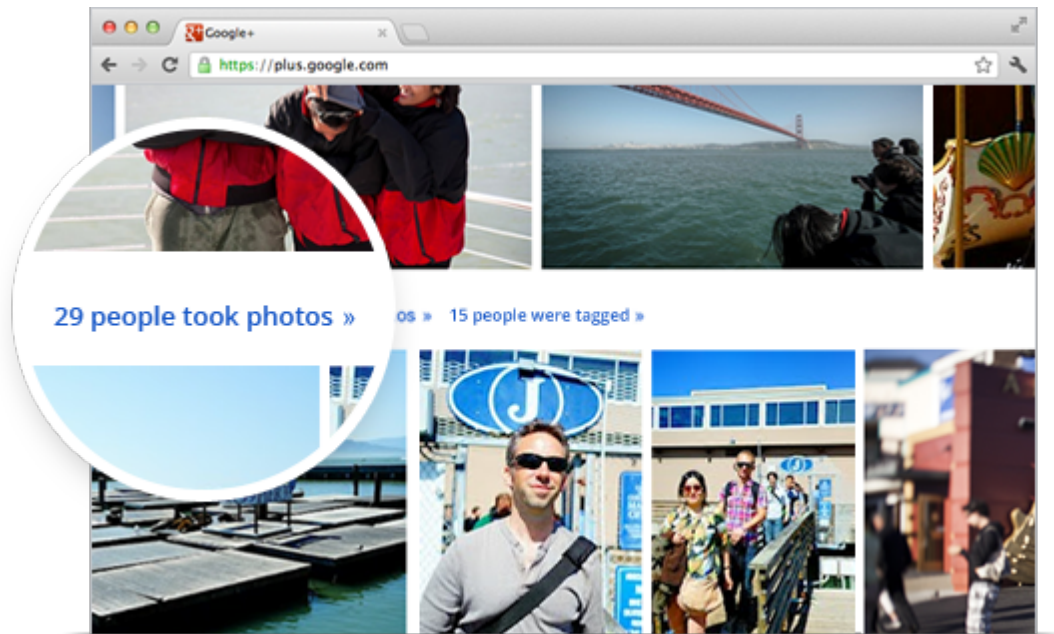
Details (optional)

+ Invite names, circles, or email addresses

Invite Cancel

### *Creating a Google+ event*

Social gatherings usually mean that someone will be taking photographs. After the event is over, the event photos are easily loaded to Google+ and shared among the group, or shared publicly. What does this mean for you? A successful event will surely lead to conversation that encourages feedback. We suggest posting your event publicly so that it draws more attention. Events that are proven to be successful the first time are usually as successful if not, more successful during future events.



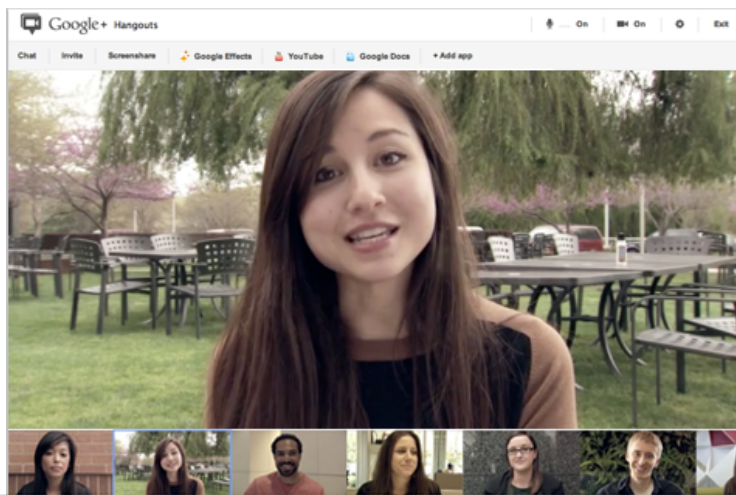
*Photos can generate conversations that invokes participative discussions and feedback.*

Events do not have to be a physical meeting. It is possible to create an online event where attendees meet and gather in the virtual room set up for that event. You can use an online event for much of the same reasons that you would hold a physical event. For example, you can invite people to a virtual event to share promotional items, share a informational webinar on your business of product, or have a visual chat where all attendees can see each other.

To set up an event, you should log into your Google+ account. Select the event tab and a window will appear with several options. First select a theme, then add an event title. Choose to keep the event private, or allow attendees to invite others. You should then add the event details including time and location, then select the members that you would like to attend. To finish, you send the invitations. Those interested will respond to your invitation by selecting the "Yes I will attend" button. Keep in mind that to promote a better turn out to increase the possibility of more leads, you should add a notation that planned attendees should invite other interested people. Including a specific call to action, such as asking your attendees to invite other people, or to handle a specific task, can help the event feel more personal, and will also explain to them what is expected.

## Hangouts Work Well Too

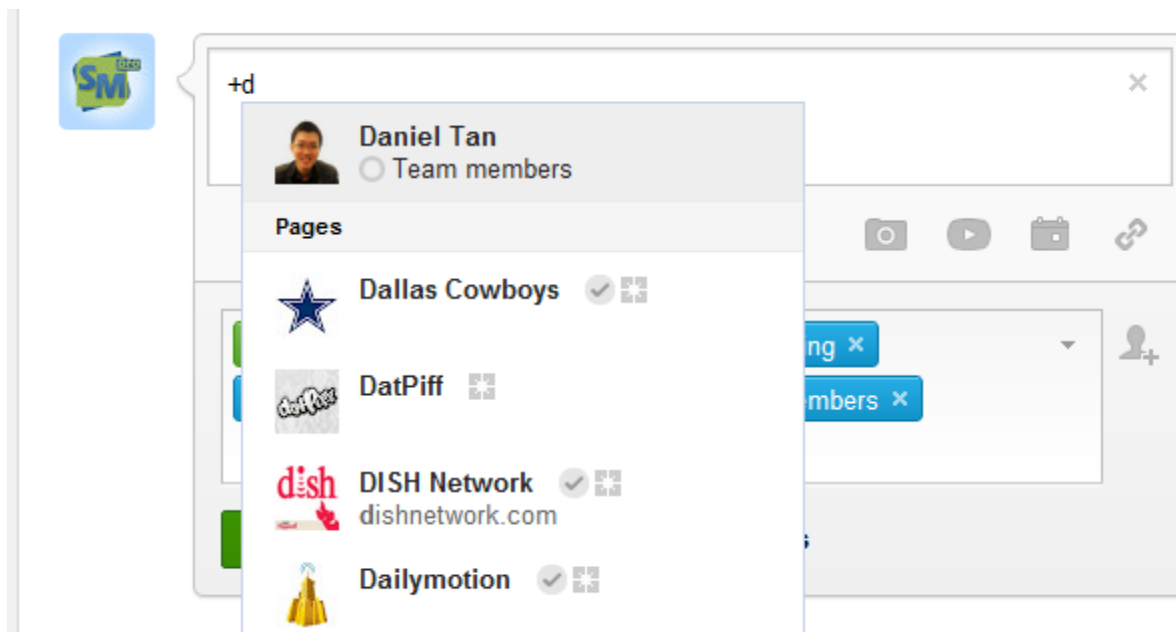
We suggest using the hangout as an added tool to boost attendance to your event. A hangout can be used as a precursor to the event to help create interest, or to take a moment to have a question and answer. Many well known companies have used the video feature in a hangout to create interest. We suggest that you start a hangout to allow people to become comfortable interacting in a virtual group setting. You can build excitement about the upcoming event by hosting a comfortable, yet fun, hangout.



*Google+ Hangouts is comfortable and can be fun at the same time*

## Put the Power of Pictures to Work For You

The ability to generate leads with photographs has become a possibility with social media sites such as Google+. You can generate leads by posting photographs of your event, product or business and attaching a link to your blog or website in the description or tag. Viewers that find your photographs interesting, or see a product that can eliminate a problem for them, are likely to follow the attached link provided. Gain the potential for more leads by adding a +1 and an individual's name. This mention will attach your post to their name, and is made visible to those that are searching for it.



*Once you type “+”, all you have to do is simply add a name to mention someone, or select from a bunch of recommendations*

A more subtle approach to lead generation through your photographs would be to create a short blurb about your blog, or company website, while using the unique URL as a signature line. Videos act as a lead generator for your business as well. If you have an informational video or webinar that is beneficial to people in your circle, we suggest that you add a description in your post, and then tag people that would find your post useful. You can also create unusual visuals to capture the attention of potential leads by posting a variety of media types that speak your message. Large companies are finding success with advertising by using off-the-wall images to stimulate the interest of their target market. An unusual presentation will often linger in one's memory longer than traditional advertising.

Capturing leads is a delicate process, one that could take a few weeks to several months to perfect. With continuous practice and implementing some of the above mentioned techniques, you will find your traffic growing at a steady rate and with the traffic being targeted traffic, *quality leads* will follow.