

Since its launch in November, companies have been busy creating Google+ Business Pages, hoping to gain market share in the new social network. Those utilizing smart marketing tactics have seen positive return by maintaining a content rich Google+ Business Page and we've created this "How To" report so you can get in on the action!

Before we begin, you should know that Google+ Pages' administrative capabilities aren't the greatest. You must have a Google+ account in order to create and manage a Google+ Business Page. On top of that, you're limited to one administrator login for your page. We hear they are working on a multi-administrator operational system (like Facebook fan pages), but until they launch that, use the simple method outlined below to get your Google+ Page up and running!

Here's how to do it:

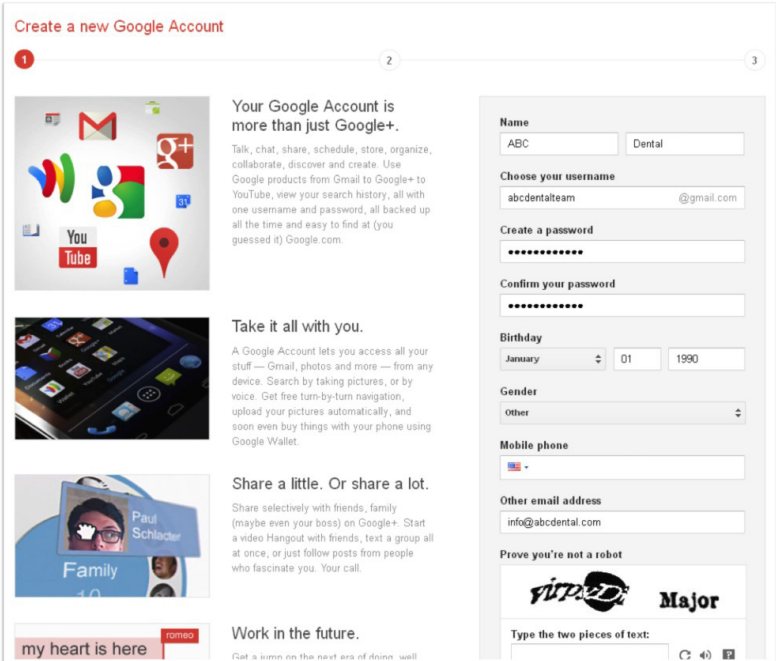
## 1. Create a General Business Gmail Account & Username *(If you have a Gmail account, you can skip this step)*

If you don't have a Gmail account already, create one that is easily accessible to you and whoever you appoint to run your G+ account. Also, make sure it is easily recognizable to your audience (e.g. [abcdentalteam@gmail.com](mailto:abcdentalteam@gmail.com)). When creating your account, it's good to keep the "username" that's associated with your Gmail account general as well – see example below. If you already have a Gmail account you want to use, login to your account and continue to the next step.

Follow this link to set up a new Gmail account:  
<http://goo.gl/j8Pp2>

Note: When setting the account birth date, it's best to use the date the company started.

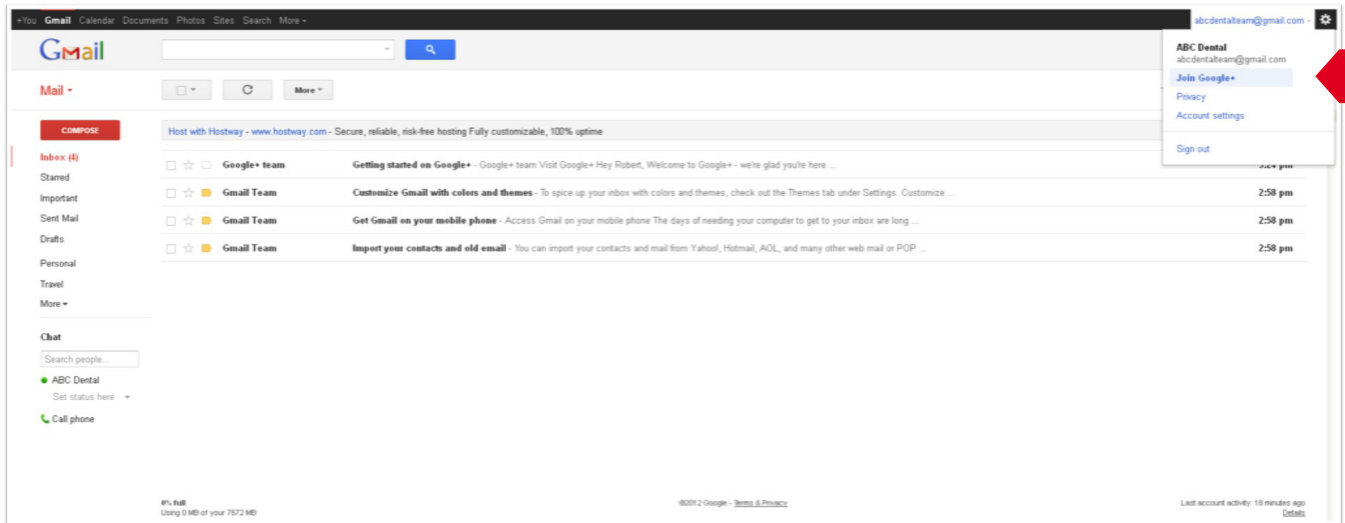
If the company is younger than 18 years, use the CEO or business owner's birth date to avoid account set-up problems. There's also a field to provide a mobile phone number, you may skip this option, but be sure to provide a backup email address in the "other email address" field should any issues occur with your account so that Google can forward your emails accordingly.



The screenshot shows the 'Create a new Google Account' form. It is divided into three numbered steps. Step 1 is the main form, which includes a header 'Your Google Account is more than just Google+' with a list of services (Gmail, Photos, YouTube, etc.), a section 'Take it all with you.' about mobile access, and 'Share a little. Or share a lot.' about sharing options. The form fields include: Name (ABC, Dental), Choose your username (abcdentalteam@gmail.com), Create a password and Confirm your password (both masked with dots), Birthday (January 01, 1990), Gender (Other), Mobile phone (country code dropdown), Other email address (info@abcdental.com), and a CAPTCHA 'Prove you're not a robot' with the text 'Major' and a distorted image. Step 2 is a confirmation screen with a 'my heart is here' button. Step 3 is a final confirmation screen with a 'Work in the future.' button.

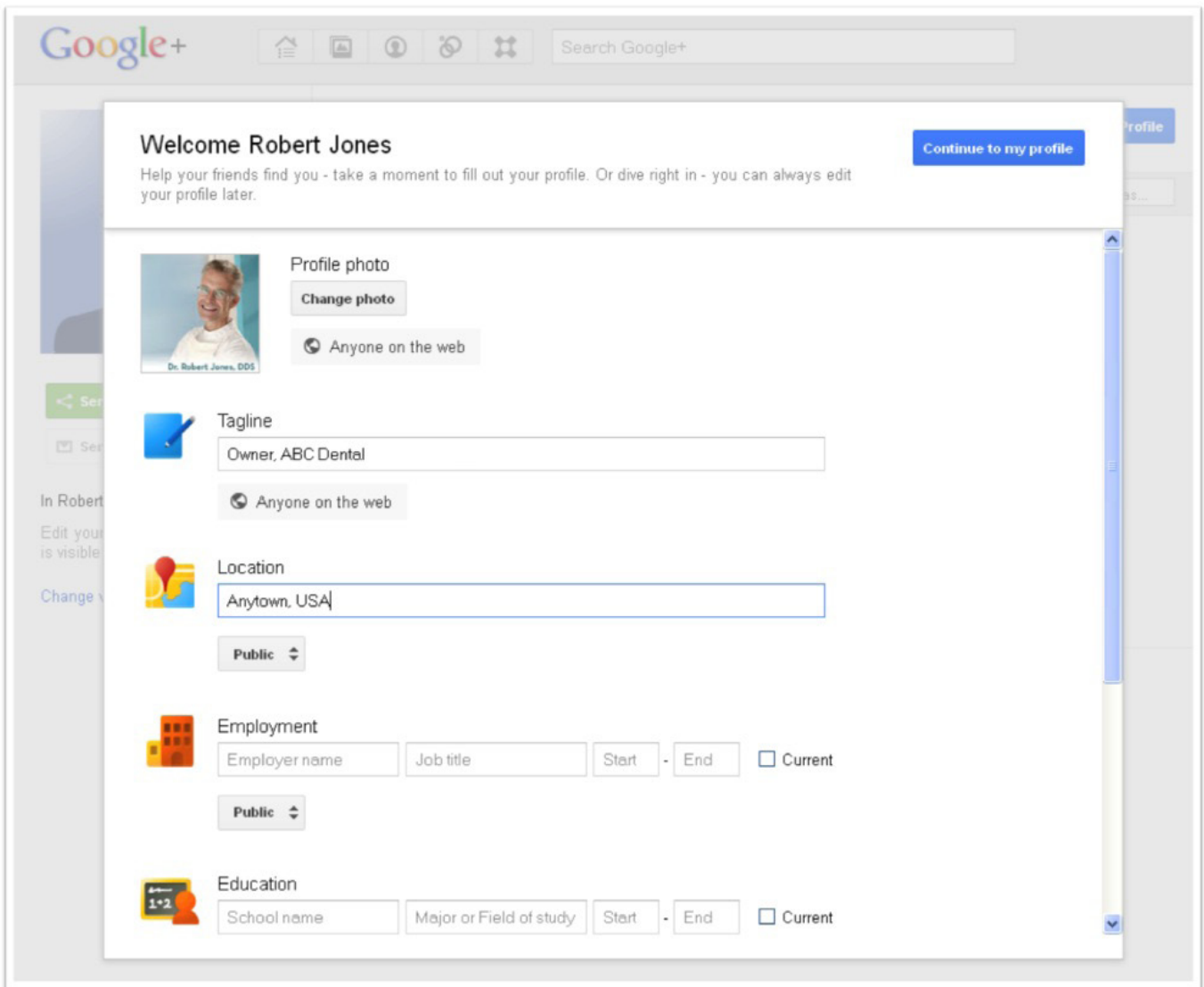
## 2. Create a Google+ Page (If you have a Google+ profile, you can skip this step)

Once you're logged into your Gmail account, click on your Gmail account username in the upper right-hand corner. A dropdown box will appear, click on the "Join Google+" link. This will take you to the Google+ registration page. Follow the steps to set up an account.



Google doesn't allow any pseudonyms for G+ accounts such as First Name: ABC, Last Name: Dental; you will have to use a real name. We recommend you use the name of the business owner, CEO or a publicly recognizable name associated with your company. Be sure to include an image that your visitors can easily recognize that the Google+ profile is affiliated with your company (e.g. business owner's headshot or company logo).

*Google has experienced much debate on the topic of allowing members to use pseudonyms for their accounts and you are welcome to submit an appeal to Google who will review your account.*



*Note: Google's profile and page photo sizing is very square. A good general size to make your profile and page photos are 200 x 200 pixels. Images that you intend to post on your feed and within albums can vary in size. This sizing recommendation only applies to images you intend to use as your profile or page photos.*

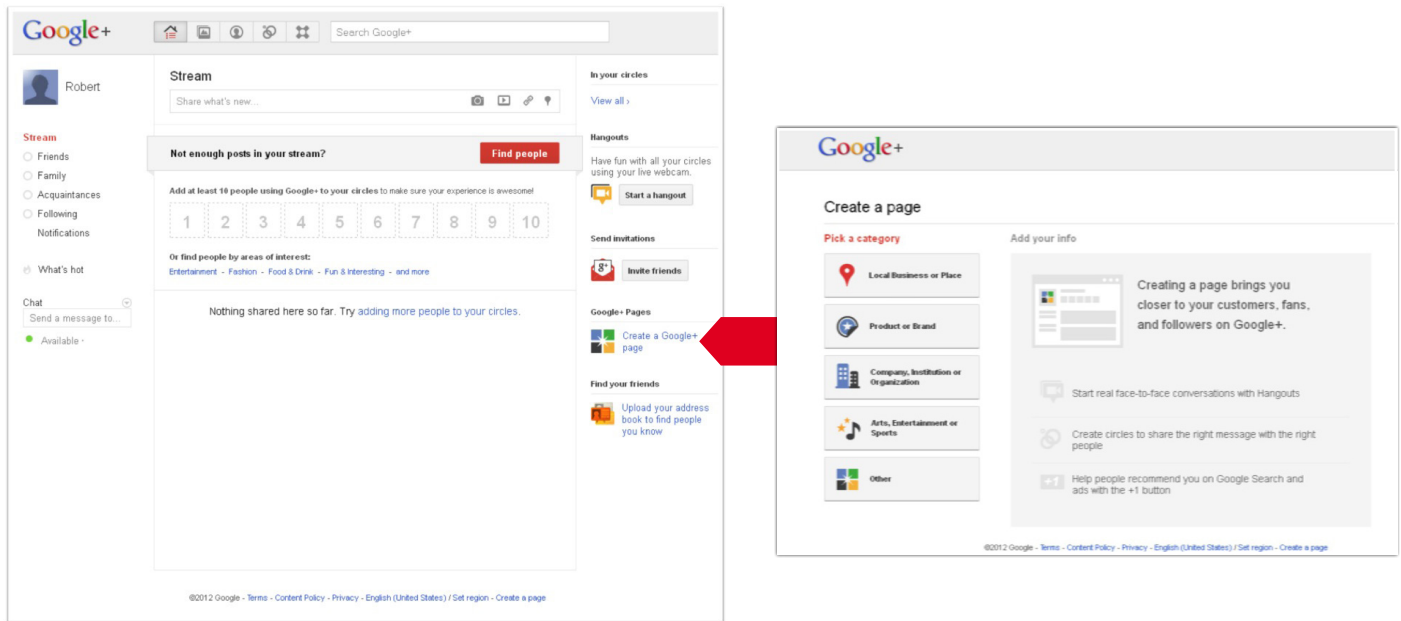
Continue through the process of account set-up. When creating a tagline for your G+ account, it's good to incorporate how this account is associated with your business. In this example above, we created the tagline to say, "Owner, ABC Dental".

You will also have options to connect with your contacts. If you're using a new Gmail account you most likely have no contacts within your network yet. G+ will give you the option to use other email and network accounts. We highly recommend you add any of these relevant contacts to your G+ account so that you have a good foundation of followers to share your content with.

### 3. Create a G+ Business Page

So you've got step 1 and 2 complete. Let's move on to business pages.

Login to your G+ account. Halfway down the right side column is a link that says "Create a Google+ page" – click on it.



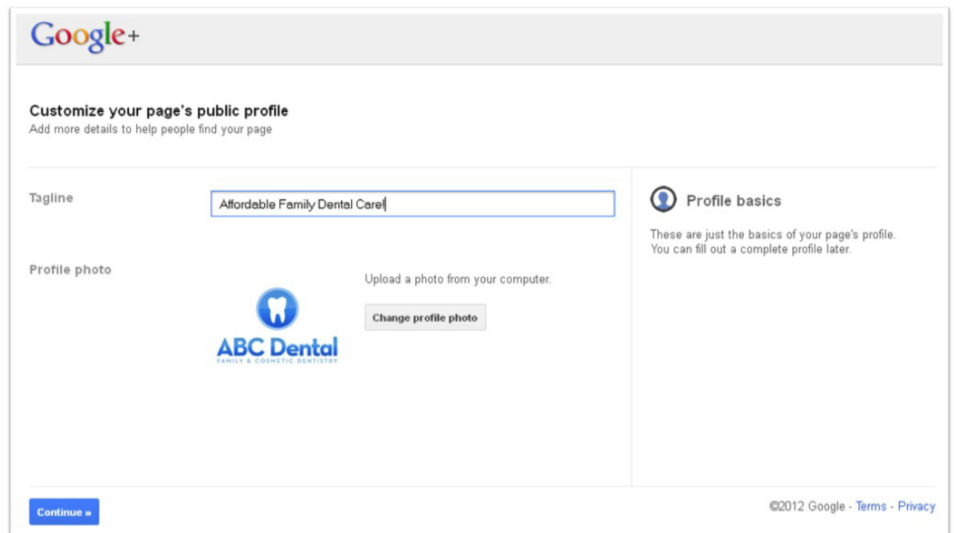
Follow the set-up process, and choose the most appropriate option to classify your business. You'll be able to select from the following options: (if you're not sure which category your business falls under, look over some of our examples below)

- **Local Business or Place** (e.g. *salon, dental office, etc.*)
- **Product or Brand** (e.g. *Coca-Cola, Dell, Nabisco, etc.*)
- **Company, Institution or Organization** (e.g. *Geico, NY Times, H&R Block, etc.*)
- **Arts, Entertainment or Sports** (*NFL teams, Movies, Books, etc.*)
- **Other** (*blogs, ecommerce sites, etc.*)

After selecting your classification, fill in your basic information, including your page name (i.e. your company name), your business' website URL, your category (i.e. your industry), and the classification of your page's content (i.e. any Google+ user, 18 years of age or older, etc.). The more public you make your profile, the better!

#### 4. Customize Your Page

The page basics include your business tagline and an image. Similar to your G+ profile tagline, be sure to include something unique about the company that catches visitors attention and your image should most definitely be your company logo.

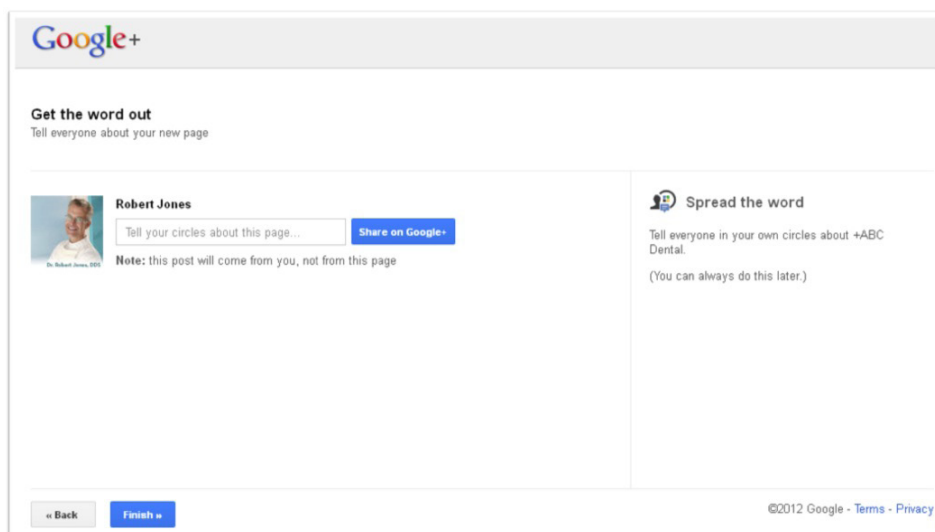


#### 5. Optimize Your Page

You've now created the foundation of your Google+ Business Page and Google+ will prompt you to share/promote your page. Before you start sharing your page with your network, we recommend you customize your page further since promoting a blank page isn't a great way to convince people that your page is valuable enough to add to their Circles. So invest some time into optimizing your page before you start promoting it to the masses.

Here are a few ideas to help build up your page's content:

- **Create a few company photo albums featuring your staff, office, products, etc.**
- **Post a few updates in your news feed to content that direct visitors to your website, such as blog posts and links to downloadable reports**
- **Create 5 images to display on your page that incorporate your company's products/services (see example below)**



## 6. Get Going and Promote!

Now that you've created a solid foundation of content on your page, you're ready to rock n' roll! The above steps are just what you need to get your page set up and launched. However, this isn't going to bring you overnight success. You have to put in the effort and regularly share valuable, fresh content, respond and engage with fans and optimize for lead generation.

To begin your promotion, follow Google's suggestions (as seen below). They are interested in growing their social network, so in this case, their advice is definitely in your best interest. And remember, while Google+ is certainly different from Facebook and Twitter, it is still a social network. Many of the methods that are successful for you on those other social networks will be successful for you on Google+, too!

The image shows a screenshot of a Google+ profile for "PostcardMania". The profile header includes the Google+ logo, a search bar, and the profile name "PostcardMania" with the tagline "Direct Mail Marketing Experts!". There is an "Add to circles" button in the top right. Below the header are five featured images representing different marketing services: "DIRECT MAIL", "WEBSITES", "EMAIL MARKETING", "MARKETING PROGRAMS", and "BROCHURES".

On the left sidebar, it shows "24 +1'd or added to circles", a "Share this page" button, and a section titled "Have PostcardMania in circles (19)" with several profile picture icons and a "View all" link. Below that are "Block PostcardMania" and "Report this profile" options, and a "Create a Google+ page" button.

The main content area has tabs for "Posts", "About", "Photos", and "Videos". There are two posts visible:

- Post 1:** Posted "Yesterday 11:13 AM - Public". The text says "CLICK HERE! How this small website faux pas can largely affect your search engine rankings..." followed by a link "Major Website Fail: 'Click Here'! | Maniac Marketing with Joy Gendusa". The image shows a hand cursor clicking on a blue "click here." link. The text continues: "I want to give you a quick change that you can make on your website which will help you increase your rankings on search engines, and generate more leads and sales from your website. I see it everyday..."
- Post 2:** Posted "Jan 23, 2012 - Public". The text says "Ok, so you got someone to your website - awesome! Now what do they do? You could be the victim of this horrible website fail - no call to action!" followed by a link "Website Fail - You Want Me to do WHAT? | Maniac Marketing with Joy Gendusa". The image shows a woman and a man sitting on a laptop, both holding red megaphones. The text continues: "Picture this: You receive a postcard about a local hair salon that is offering a new conditioning treatment (sorry guys you may not be able to relate to this one). You're interested so you log ont..."

Like all marketing strategies, keep at it and you will see results. Happy posting and good luck!