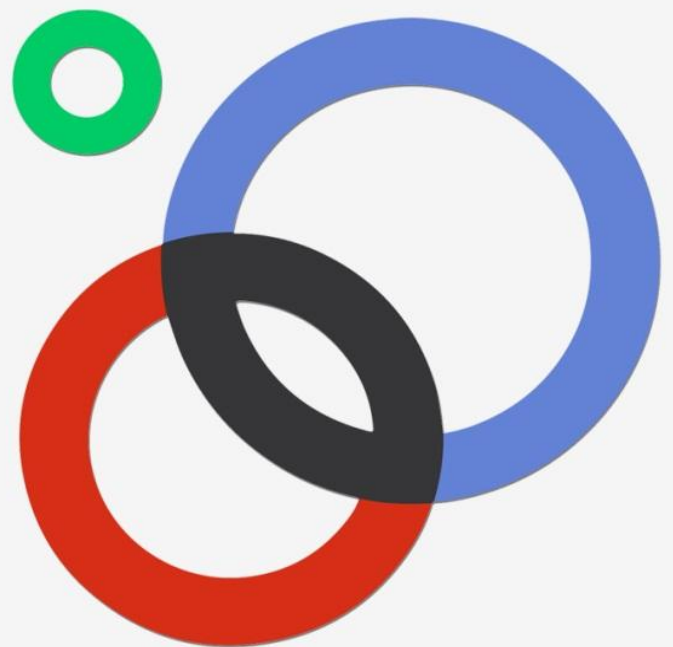


TM + Marketing Made Easy

Special Report

Quickstart Guide to Skyrocket Your Offline and Online Business with Google Plus



Powerd by : <http://immozie.com>

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It is important for you to clearly understand that all marketing activities carry the possibility of loss of investment for testing purposes. Use this information wisely and at your own risk.

Limited Special Offer for You:

Google+ Marketing Made Easy

Guide & Video Training



Our latest and most effective **Google Plus Guide & Video Training** is designed to guide you through the process of easily and effectively positioning your offline or online business over Google Plus in no time. We are excited to have you here and we know this will be very helpful for you.

This complete and high-quality training guide will surely help you to learn everything there is to know in order to easily and effectively **position your online or offline business on Google+ in the shortest time possible**, as well as how to leverage this amazing and extremely powerful source of high quality traffic to generate leads and great profits online.

You will be able to **quickly and safely grow a huge army of potential clients or customers 100% targeted to your business**. Something amazing about Google+ is that you are able to organize all of your contacts by topic or by whatever you want on what is called circles.

You will be able to **productively interact with your new and existing clients or customers** in order to scale your business to a whole new level of success. Google+ is a fantastic platform with which you can reach all of your business plans.

This high-quality training guide contains everything you need to know about Google+ to help you achieve your goals.

7 Simple Steps are more than enough

7 very easy to follow steps are more than enough for you to get the most out of Google+.

- You don't have to worry about wasting your time.
- You don't have to worry about ineffective strategies.
- You don't have to worry about wasting your money on other training.



The only thing you have to be worry about is reading every single word of this guide and applying it.

Millions of dollars have been invested in Google Plus since it started in order to give outstanding benefits to you and your business. This excellent course will take you by the hand and show you step-by-step, topic by topic and tool by tool what you really need to know in order to position your business on Google+ in the easiest way possible, using the most effective tools and in the shortest time ever.

[Click Here to Get Privileged Access!](#)

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Introduction:



The last thing I want to do is to waste your time, so in this special report I will be short and sweet on thereally important facts about Google+. My goal is for you to know exactly what Google+ is and what to expect from it.

I will outline up to 16 shocking facts about Google+ and how those facts apply in behalf of your business more than any other social network. You will be able to learn what a Google+ Page exactly is and why it is the greatest way to get the most out of Google+.

You will be able to learn only 7, but highly effective Google+ Marketing tricks that will expand your business online like never before using the high technology Google+ has created especially for it.

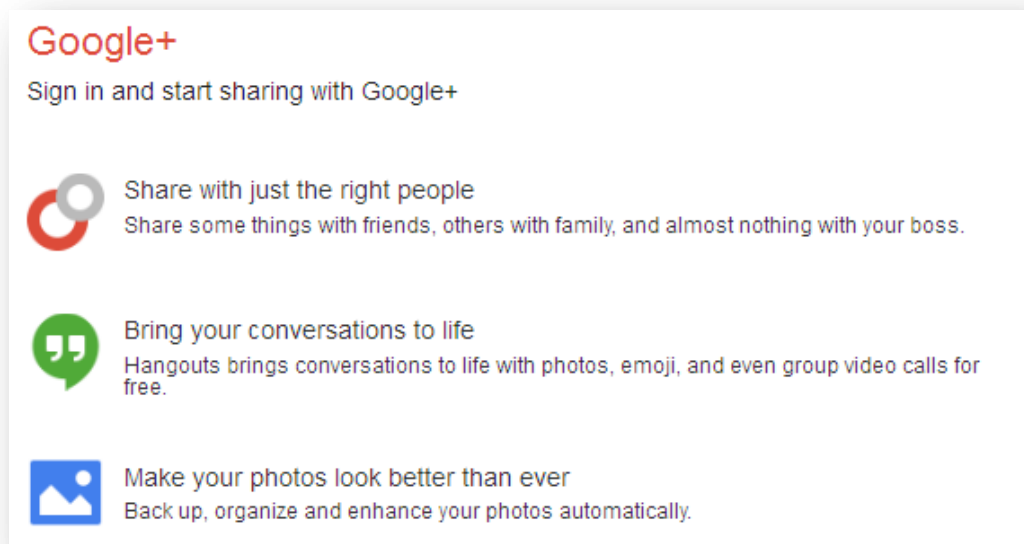
Google+ is considered as a social layer that will benefit your business. Social media sites are lately focusing their technology on Businesses and Google+ takes it that seriously. So take the most advantage of it by reading and learning about it in this guide.

To Your Success,

Mozie

What is GOOGLE+?

Google+ is a social networking and identity service owned and operated by Google Inc. It is the second-largest social networking site in the world, having surpassed Twitter in January 2013.



It has approximately 359 million active users. As of May 2013, it had a total of 500 million registered users.

Google has described Google+ as a "social layer" that enhances many of its online properties, unlike conventional social networks generally accessed through a single website.

There is an endless amount of marketing power within that technology. Imagine having the chance to reach your potential clients and customers wherever they are hanging out online.

Google+ it's like a crazy marketing machine putting all of the Google powerful weapons in your behalf, especially the Google search engine, Google AdWords Ads and Gmail.

Why GOOGLE+?

As stated before, Google+ is an amazing social layer that can significantly increase traffic, attract highly relevant customers and several ambient to communicate all at the same time. Let me show you some crazy Eye Opening Facts about GOOGLE+ that will help you to understand why this amazing social platform is something that can add unlimited value to your business online:

Eye Opening GOOGLE+ facts:

Google+ is right there in the second spot on social sites after Facebook and surpassing Twitter, having 500,000 registered internet users of whom 350 million are active	
	Google has described Google+ as a "social layer" that enhances many of its online properties, unlike conventional social networks generally accessed through a single website
The top Google+ activities is uploading and sharing photos	
	The second top Google+ activity is on clicking the Google+ "1+" button"
One-way connecting, no need to follow back a follower.	
	Posts are indexed on search engines.

Google+ offers what is called Hangout-multi-person video chat.	
	Google+ is the fastest growing profile after YouTube.
40% of marketers use Google+	
	70% of marketers want to learn more about Google+
67% of marketers plan on increasing Google+ activities	
	The Google +1 button is used 5 billion times per day
625,000 join Google+ everyday	
	Active users spend 60 minutes a day across Google Products
Websites using the “+1” button increase page traffic by 350%	
	Google+ has its core audience in the United States and with the tech-savvy Indian population
Most Google+ users fall into the middle-class income bracket, between \$30,000 and \$149,000	
	Google+ Pages allows brands, products, companies, and organizations to build their own tailored Google+ presence.

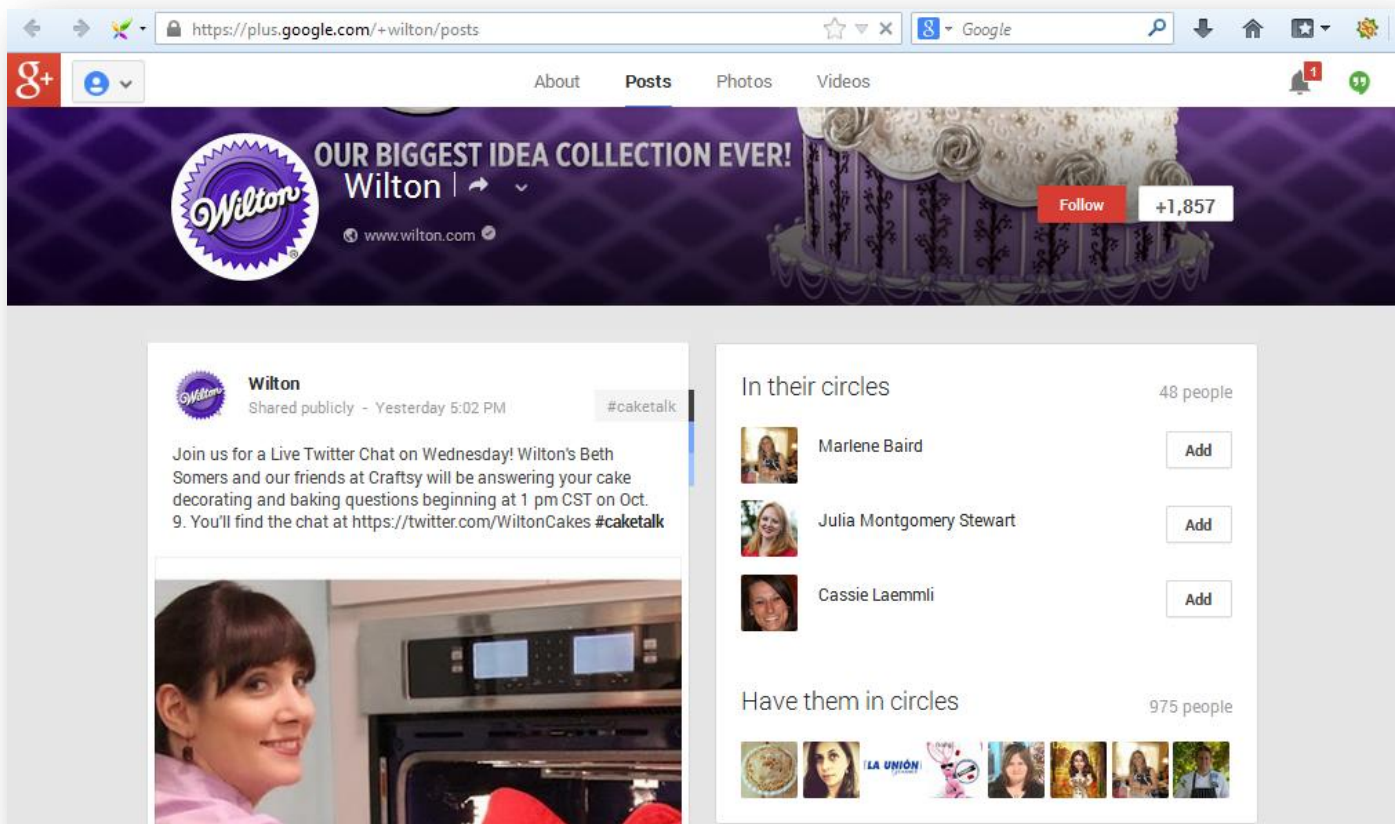
When you see data like this you really have to believe that there is a lot of money to be made in here. Many people might be talking about it, but very few can really teach how to productively position your business there and make money with it at the same time.

By the end of the 7 steps outlined in our training guide, you will know everything you need to know to be able to scale your business online a lot more with Google+.

What exactly is a Google+ Page?

A Google+ page is a new online home for your business on Google. It provides your business with a public identity on Google+, and it's where you connect with customers, develop your brand, and engage your following.

On a few things Google Plus is very similar to Facebook. A personal Google Plus “account” is something completely different from a Google Plus “page.”



A Google Pluspage is a webpage you create and connect to the GooglePlus platform. A personal Google Plusaccount is simply an account for personal use, known as the Google Plus profile. A Google Pluspage is a special page that you can create for business purposes from your Google Plus profile.

In order to create a Google Pluspage it is necessary to have a GooglePlus Profile account as well as a Google Account. You can create your Google Plus pages inside of your personal Googleplus account, which will be administrated under your Google Account.

There is no connection whatsoever between your Google Plus profile and your Google Plus pages except for administrative purposes. This means the owner of the Google Plus pages will remain anonymous to those interacting with his/her Google+ pages. You can also add additional managers to your pages later. And yes, it is possible to create multiple Google Plus pages.

You can name the URL of your Google Plus page however you want. This gives your page an incredible buzz and makes it more detectable for search engines across the Internet. Looking like this:



<https://plus.google.com/+yourbusinessname>

Google+ helps you attract new customers and build deeper relationships with current ones, by making it easier to connect to the more than a billion people who search on Google every day and by making all the marketing you do with Google even better.

You can create any kind of Google Plus page about any topic of your choice-- Local Business or Place; Product or Brand; Company, Institution or Organization; Arts, Entertainment or Sports, etc.

A Google+Plus page is the greatest way you can get the most out of Google+ and help your business become part of the conversation. Text, Photos, links, videos, events, and hangouts are just a few brilliant ways to show people what your business is all about and what such a great service it may provide to them.

Now let me break down a particularly succesful example of a Google Pluspage. The official Google Pluspage of Wilton.com

<https://plus.google.com/+wilton>



1. CoverPhoto



2. ProfilePhoto

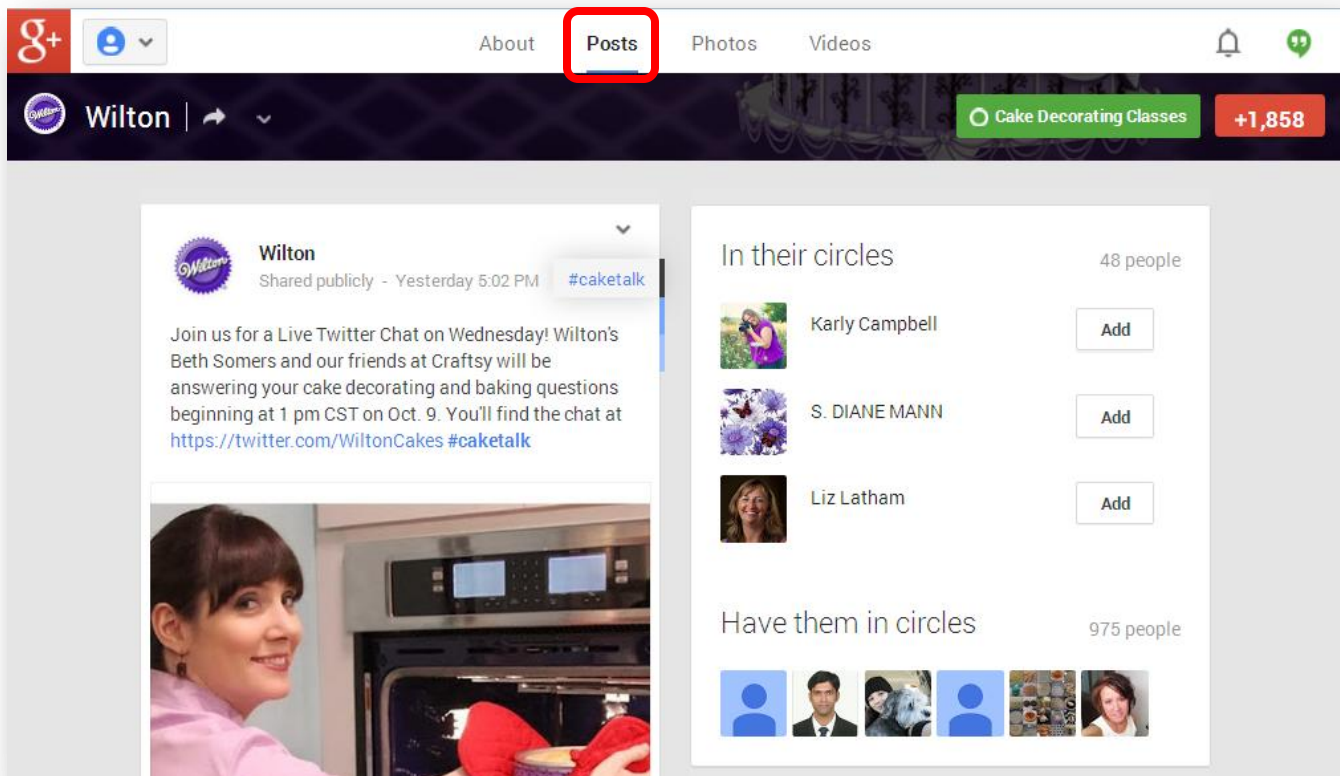




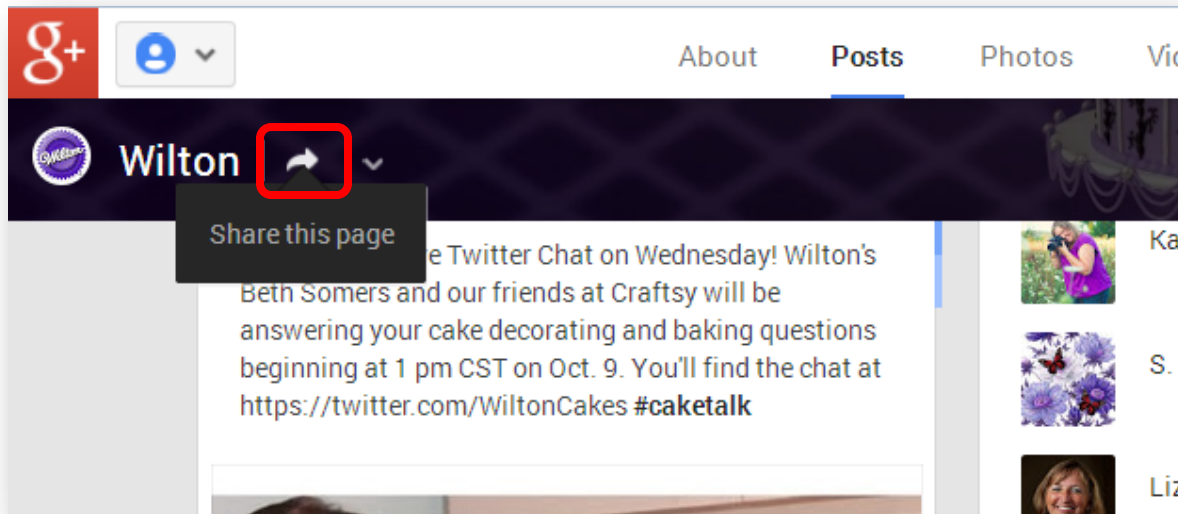
3. Button where you may follow the page and connect it to one of your circles

4. This is where you may decide to +1 the Page.

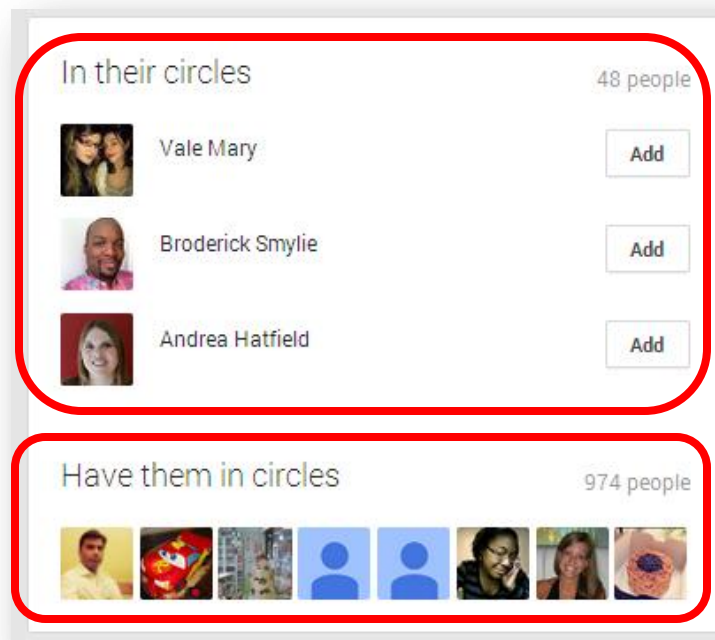
5. PostsSection



6. Button to Share the Page




7. Number of People that “Wilton” has added into its own Google Plus Circles



8. Number of People that have added Winton’s Google Plus into their own Google Plus Circles

9. Sample Post



Wilton
 Shared publicly · Aug 5, 2013


#PeanutButter



Having a mini craving? Pop one of these Mini #PeanutButter Pie Bites and you'll be pleasantly satisfied in one bite! <http://s.wilton.com/16p16H4>



+13

2



5 comments ▾



Marian Sweetopia
 Aug 8, 2013
 Oh yum!

Add a comment...

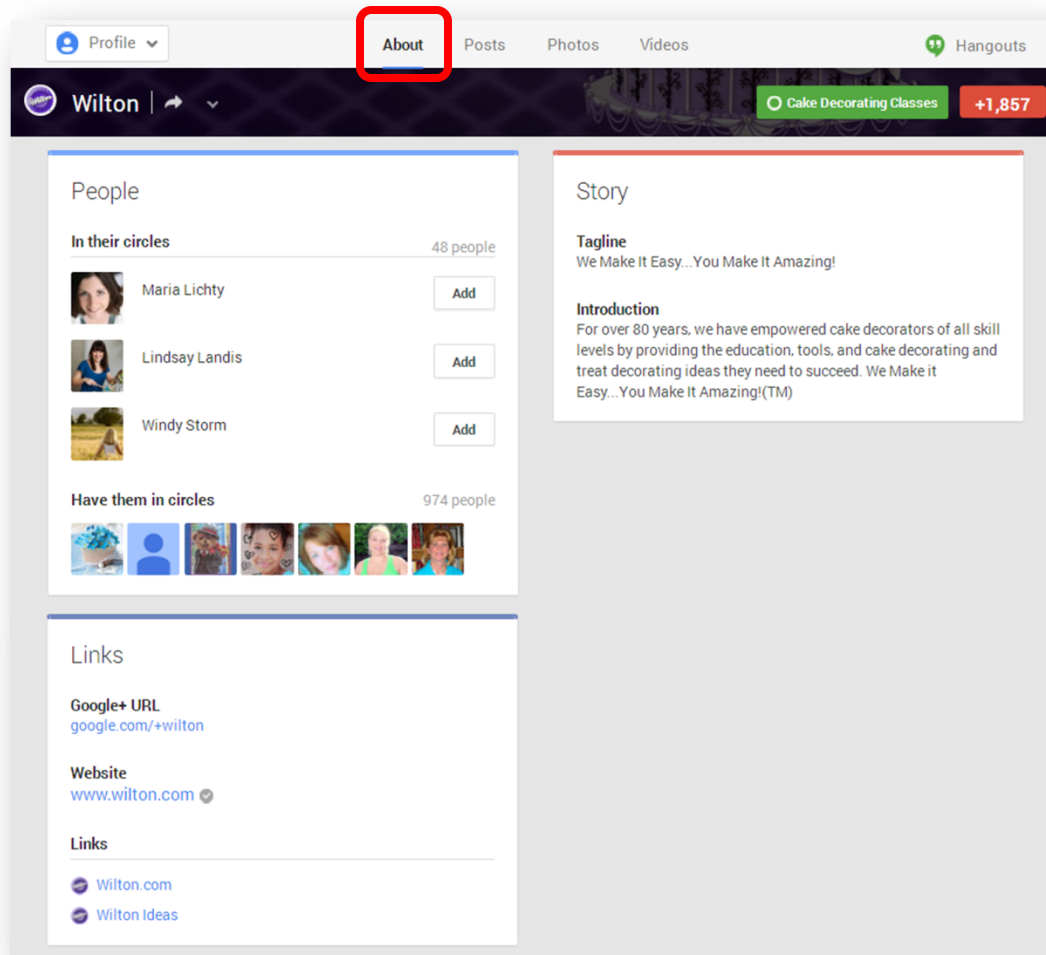
Button to +1 the Post

Button to Share the Post

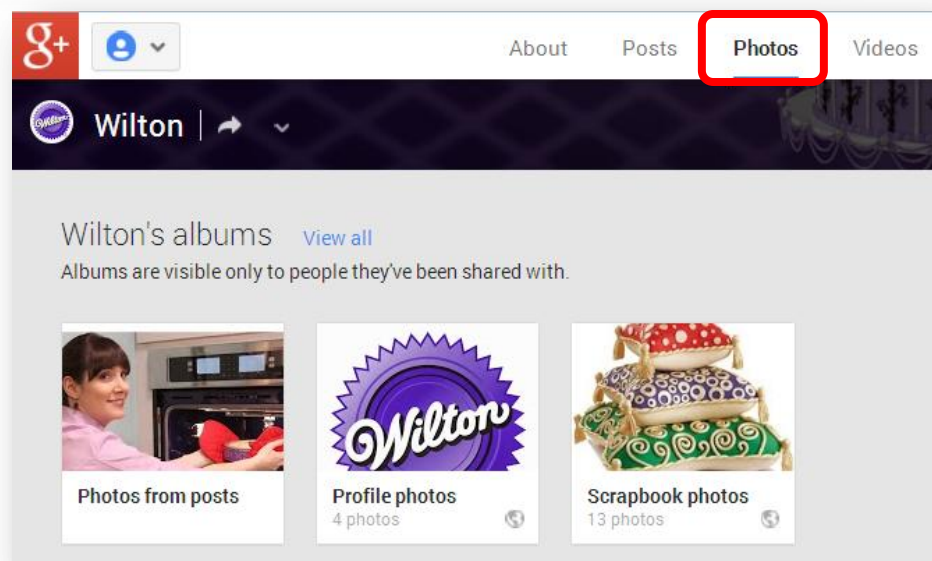
People who has done something with the post

Box for you to Comment the Post

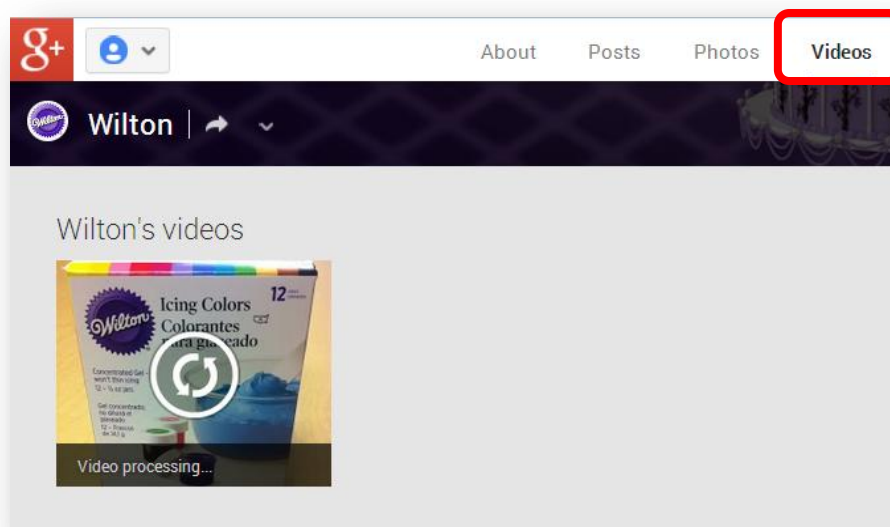
10. AboutSection



11. PhotosSection



12. VideosSection



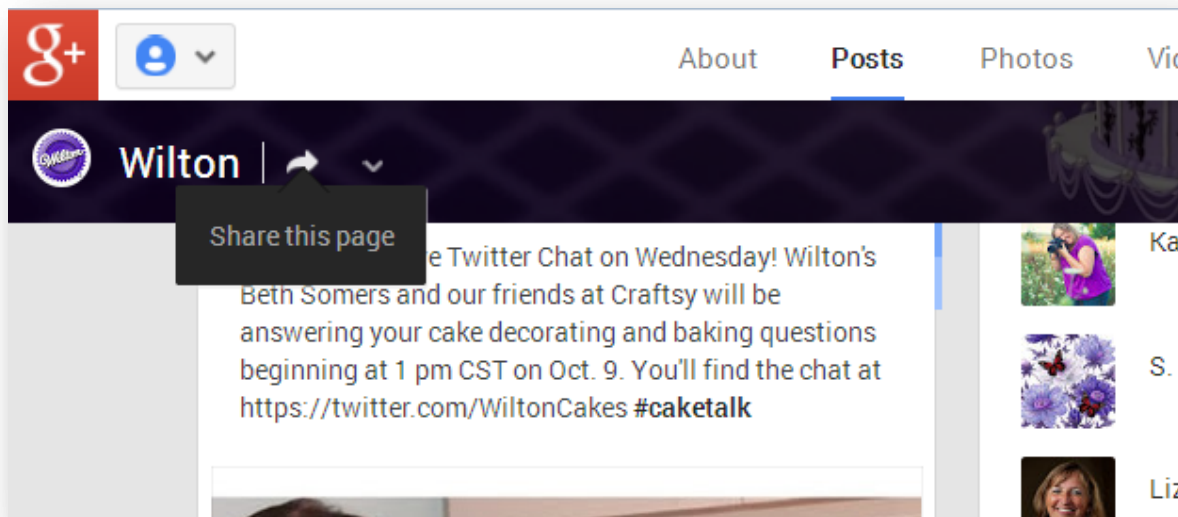
Well I guess that's enough for a really clear example of a Google Plus Page. Now is the time to create yours.

Remember that in order to create a Google Plus Page you will need to have access to a free Personal Google account. If you don't have one (which would be weird) you can just start by creating the Google Plus Page and they will give you the chance to create one as part of the process.

The following chapters will be what you really need in order to do a step-by-step process to establish your Business over Google Plus the easiest way possible, and in the shortest time. Here you will find the most necessary components of a highly successful Google Plus Marketing Campaign.

The Top 7 Highly Effective Google+ Marketing Tricks:

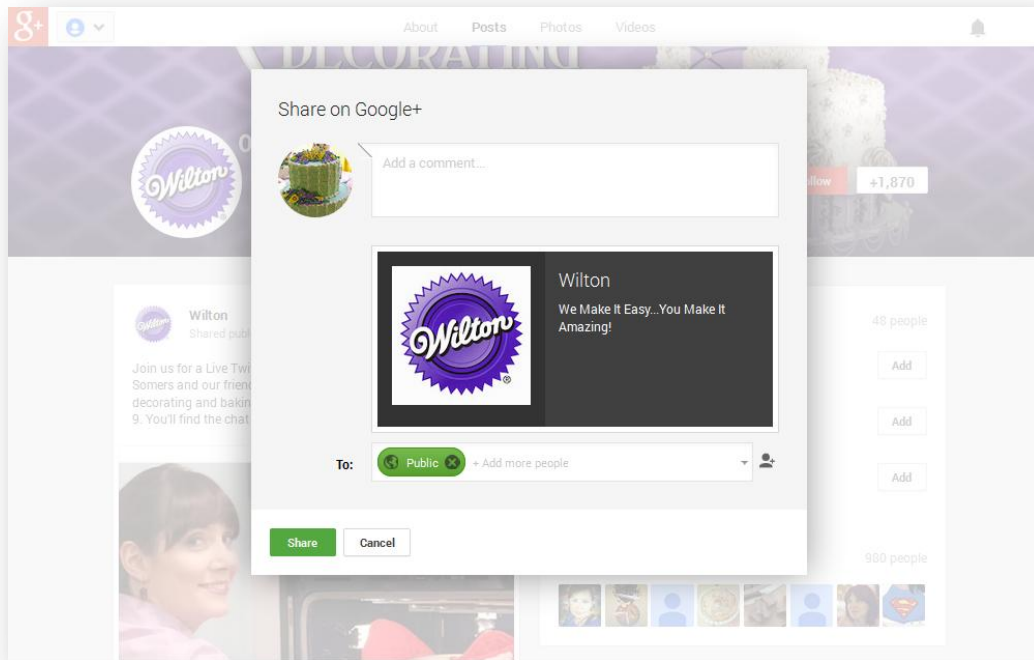
Trick #1: Extending your Reach with Google+ Shares



Google Plus permits five kinds of updates: text by itself, text along with a photo, videos, events or links. Unlike Facebook, Google Plus is a more serious, business related platform. It's somewhere to share knowledge, not silly jokes or inane comments.

This helps to establish your business as the go to expert in your field. This can also help to earn your business the trust and loyalty of customers, potential clients and fellow business owners.

It's simple to use the Google Plus Share feature. Just click onto the Google Plus share button, which then opens a new window, and gives you the option of sharing the page that is opened.



When sharing, you can chose to share to the general public, or to selected circles in your Google Plus account. It all depends on the type of information and why you are sharing it. Sharing is seen by the Google algorithm and can also help win you points in the fight to becoming high ranked in your niche on the search engine queries.

Items best shared include relevant articles, videos, and pictures. Some of the questions to ask when determining if something is worth sharing:

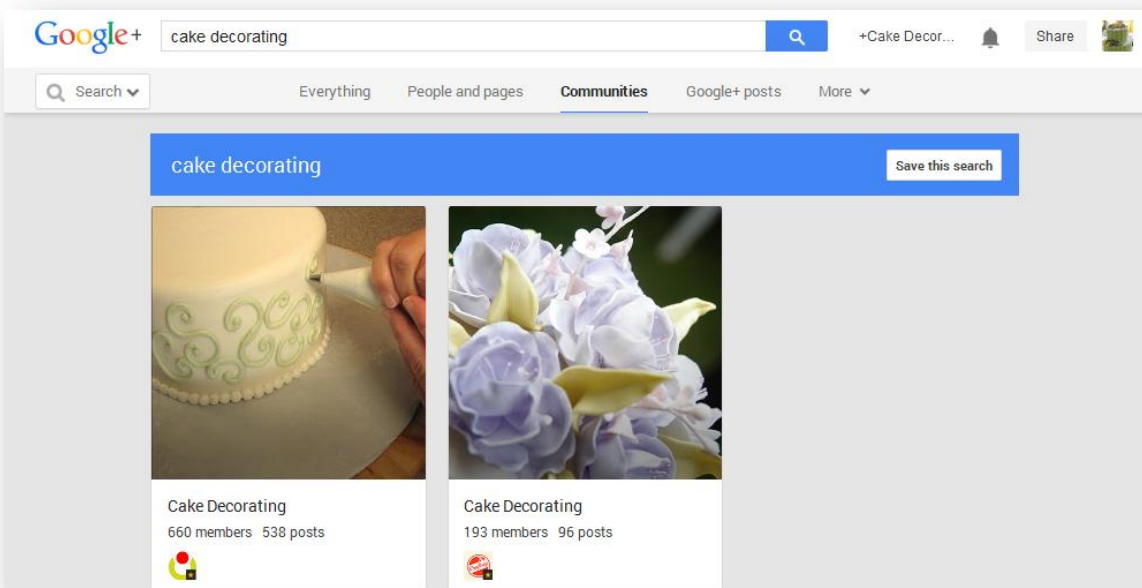
- ✓ Does it meet the needs of your customers?
- ✓ Does it answer questions commonly asked about specifics of your products or niche?
- ✓ Can it solve existing issues popping up in your niche?
- ✓ Is it interesting, new or exciting and applies to your niche?

This type of Internet Marketing strategy causes your business brand to be connected with being a helpful source in your niche. It's a less costly and much more effective method for many reasons. Google Plus Share can involve sharing:

Trick #2: Growing your Brand with Communities

Google Plus communities are groups of people or other businesses that join together for a common reason. They have three user levels, owner, moderator and member. The proper use of Google Plus communities is a great way for businesses to gain exposure.

To join-interact in a Google Plus community, you chose the profile or page desired, and then hunt for a community in your niche.

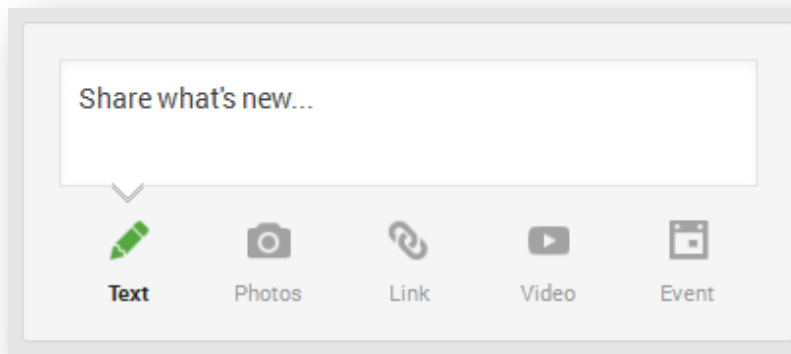


Once approved to join a chosen community, you are allowed to post in it. This can be used to promote your brand by allowing you to post your own links in the communities you are a part of. Be sure to post regularly in your communities.

You can also create your own Google Plus community by clicking onto the blue Create Community button located on the communities' page. A community can be public or private. You can also set up sub-topics within a community, which is a great method to pare down and organize the posts into specific needs.

Trick #3: Get your business notice with effective posting

Just like in a business website, content is a vital part of getting your business noticed through the use of Google Plus. All postings need to be no less than 400 words so that they can be indexed by Google or other search engines. Your business will become known for having the best and most up-to-date content as long as you pay attention to what you post and share on your pages.



Gain more followers by encouraging interaction instead of just posting non-interactive data. These new followers help your brand power to improve, which in turn generates more traffic to your websites or blogs and gets your business more sales and profits.

Always use relevant hash tags along with your posted content. This makes it more user-friendly and searchable. Be sure your posts are always consistent, as this sets expectations and will encourage people to return to your pages. It's also a good idea to use proper formatting to show your posts in the best light such as bolding and italics, and create compelling headlines to attract readers.

The vital thing is to make your content current, engaging and worthwhile to your readers. Target some of it to your Circles and communities, as well as to the general public for best results.

Trick #4: Promote your Google+ Page through website and email

Email and websites are also great ways to [promote your Google Plus pages](#).

Listing your Google posts in an email campaign can help you to gain followers and customers.

Be sure to cross post any important Google Plus shares through links onto your business website and vice versa. This gets your information shared in several ways and gets you a lot more exposure for the search engines as well as for potential clients.

Email marketing has always been a prime way of getting out the word on what's going on in your business, offering deals or coupons, and making announcements.

Trick #5: Build Authority with Google Authorship

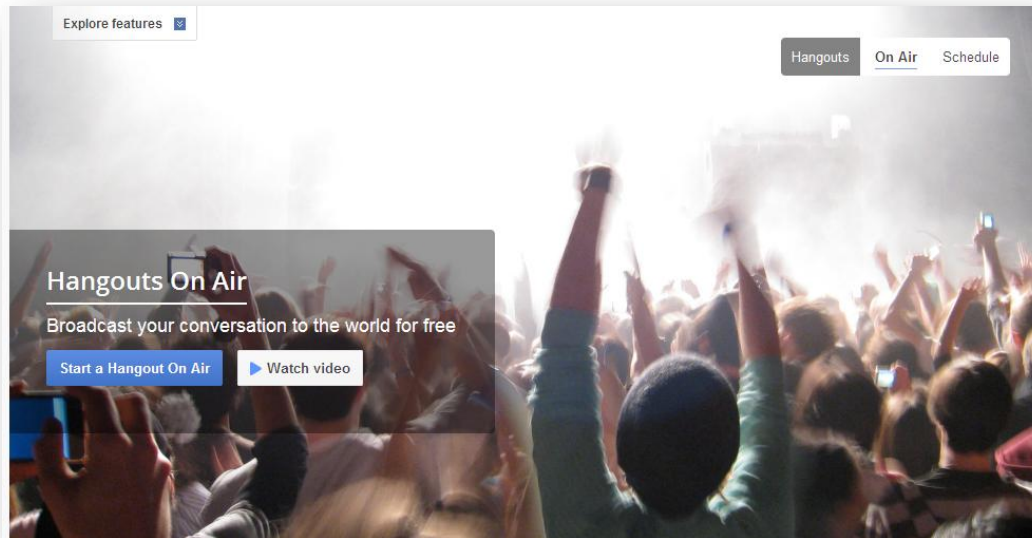
[Google Authorship](#) is yet another tip to remember for using Google Plus to your best advantage. Making Google aware of you as the author of a piece of content gives you much more credibility in your niche.

It all starts with a selection of HTML markup code called rel=author. This dramatically changes how your content shows up in a Google search engine query. This bit of coding is added to an anchor tag to show that you are the author of the content on that page. You can even add a photo of yourself to get the content noticed faster by connecting your photo on your Google profile.

The catch to having these author tags show up is to be actually logged into your Google account when doing a search. This gets your page more interaction and notice by potential and existing clients.

Trick #6: Expand your business “Hanging out” in Google+

Another unique feature in Google Plus is the hangout. Hangouts are live video chats that you can use for meetings, interviews, webinars, Q&A sessions, etc. These can all be recorded for future use. Hangouts are free for anyone with a Google Plus account and you can upload your recordings to YouTube.

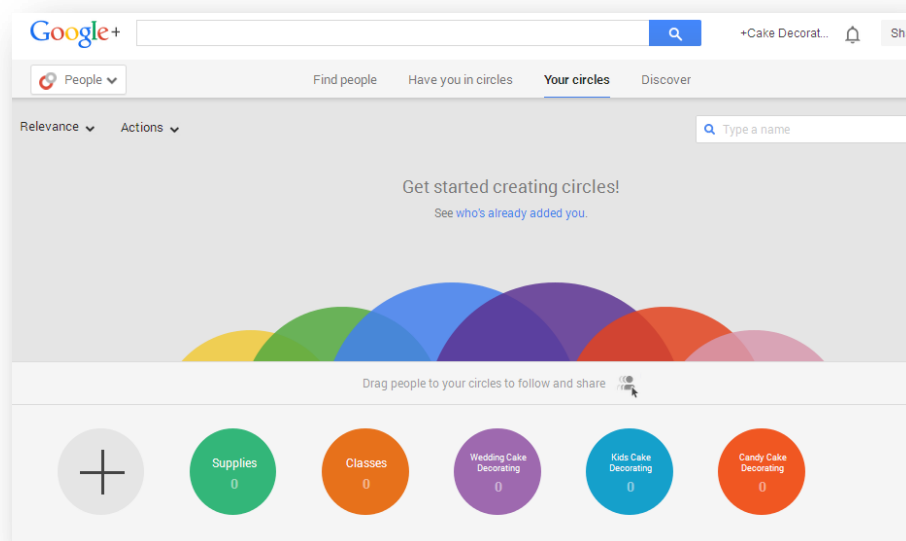


Hangouts can be found by looking on the right-hand side of your Google Plus page. There you will be able to see all of the Hangouts you accessed recently, as well as anyone you emailed in connection with these hangouts.

Besides making Hangouts, you can also participate in other people’s hangouts. This helps you to get to know others in your niche. To create a hangout you will click onto the “+ New Hangout” field at the top of the Hangouts list. Then you will see a list of contacts and Circles and can add who you wish to the hangout. You can then pick either chat or video format. You can even use emoticons if desired, as well as share documents, photos, videos, etc.

Hangouts are starting to become very popular and are seen as competition for other similar venues such as Skype.

Trick #7: Join the Right Business Circles



Google Circles lets Google Plus users form their contacts into different “circles.” You could, for instance, put your coworkers into a circle, or family members, or everyone that likes a particular topic, etc. These makes it an improvement over Facebook, as you can narrow down what is seen and who sees it and keep out the people you don’t want to see the info.

Finding the right circles to join or engage in will make a difference in the value of your Google Plus pages. You need to find the right audiences by discovering your customer’s interests, issues and problems.

You can do this by asking questions and doing surveys and then putting the appropriate people into specific circles. You can put people into more than one circle if desired, but only people in a specific circle can see whatever is posted in that circle.

This gives you the advantage of sharing specific information with specific audiences.

Conclusion:

GOOGLE+ is extremely easy to manage. It happens the same way as with every single thing in life: things are not difficult. You just need to know where everything is and how you can properly use it –and that does it.

It is the same with GOOGLE+. Now that you know everything that you really need to position your business over Google+ in the shortest time possible, you just need to apply it and do it for yourself.

Thanks so much for the time you have dedicated to learning how to get the most advantage out of Google+ for you and your business. Google+ has come to stay in the market forever.

A lot of money is invested in Google+, and all of it is for both of us. Let's use it and reach our most precious business goals.

To Your Success,

Mozie

Resources

- **GOOGLE+Special Training for Businesses**

- ✓ <http://www.google.com/+/business>

- **GOOGLE+Special Tools**

- ✓ <https://plus.google.com/authorship>

- ✓ <http://gplus.to/>(Personalize your Google+ URL)

- ✓ <https://support.google.com/plus/answer/1713819?hl=en>(Google+ Page Promoting)

- ✓ <https://www.google.com/+/learnmore/hangouts/onair.html>



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