

# **The Beginner's Guide to Google+ Marketing**

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## Table of Contents

Introduction .....	3
What is Google+? .....	5
Why Google+? .....	7
What Exactly is a Google+ Page? .....	9
The 7 Steps to Google+ Marketing Success .....	17
Step 1: Identify your target market .....	17
Step 2: Create your Google+ Page .....	20
Step 3: Upload the Cover & Profile images .....	24
Step 4: Create the “About” section .....	29
Step 5: Leverage Google+ Marketing Tools .....	31
Step 6: Posting .....	37
Step 7: Attract Followers .....	41
Conclusion .....	51

## Introduction

Welcome to the latest and most effective **Google Plus Training Guide** 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 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.

**In this guide, we'll be outlining 7 very easy to follow steps 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.

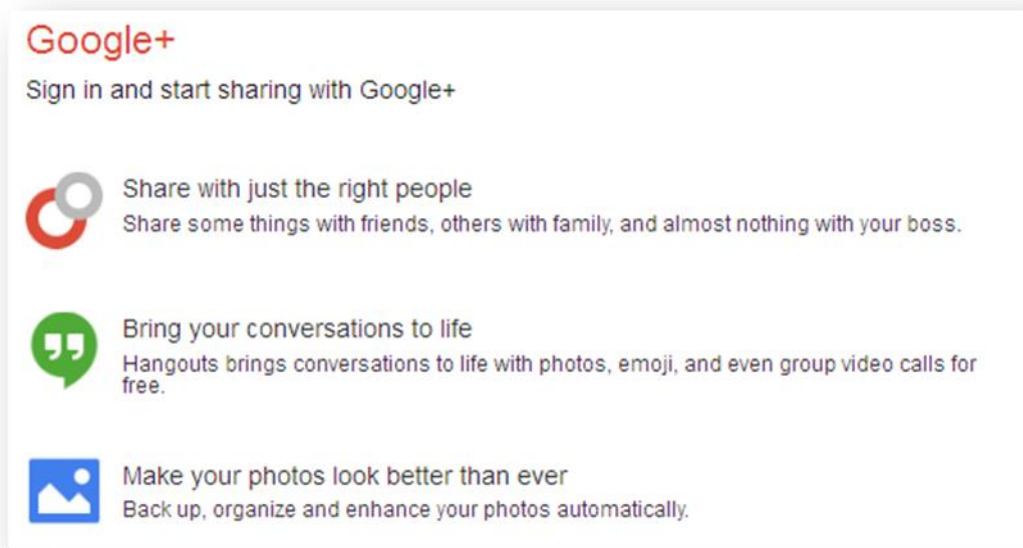
Millions of dollars have been invested in Google Plus, since it started in order to give outstanding benefits to you and your business. This excellent course will take you by the hand and show you step-by-step, topic by topic and tool by tool what you really need to know in order to position your business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

To Your Success,

**Jay & John**

# 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 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.

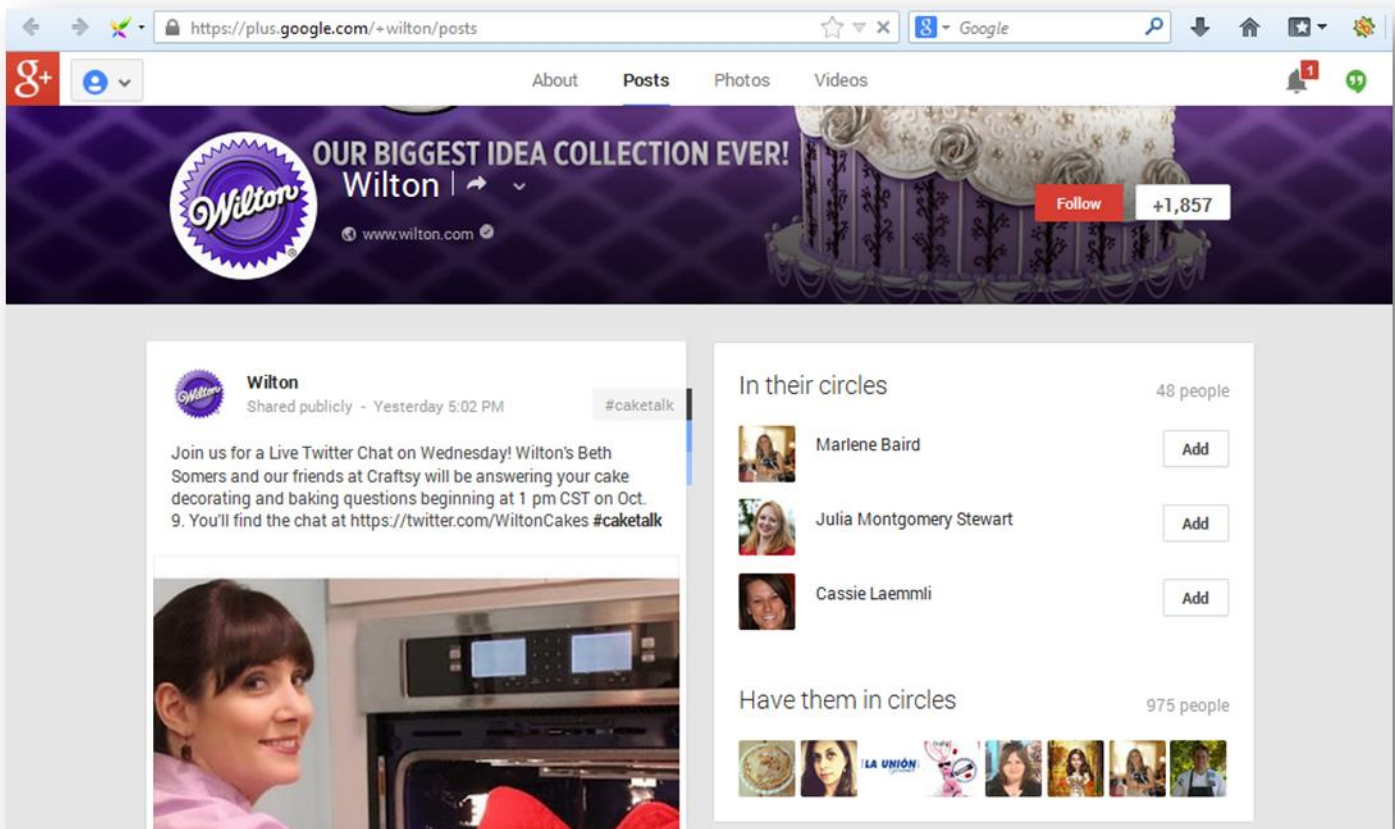
When you see data like this you really have to believe that there is a lot of money to be made in here. Many people might be talking about it, but very few can really teach how to productively position your business there and make money with it at the same time.

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."



The screenshot shows a web browser displaying a Google+ page for Wilton. The address bar shows the URL <https://plus.google.com/+wilton/posts>. The page header includes navigation tabs for "About", "Posts", "Photos", and "Videos". The main banner features the Wilton logo, the text "OUR BIGGEST IDEA COLLECTION EVER! Wilton |", the website URL "www.wilton.com", and a "Follow" button with "+1,857" followers. Below the banner, a post from Wilton is visible, dated "Yesterday 5:02 PM" with the hashtag "#caketalk". The post text reads: "Join us for a Live Twitter Chat on Wednesday! Wilton's Beth Somers and our friends at Craftsy will be answering your cake decorating and baking questions beginning at 1 pm CST on Oct. 9. You'll find the chat at <https://twitter.com/WiltonCakes> #caketalk". Below the text is a photo of a woman in a kitchen. To the right of the post, there are sections for "In their circles" (48 people) and "Have them in circles" (975 people). The "In their circles" section lists three people: Marlene Baird, Julia Montgomery Stewart, and Cassie Laemmler, each with an "Add" button. The "Have them in circles" section shows a row of profile pictures.

A Google Plus page is a webpage you create and connect to the Google Plus platform. A personal Google Plus account is simply an account for personal use,

known as the Google Plus profile. A Google Plus page is a special page that you can create for business purposes from your Google plus profile.

In order to create a Google Plus page it is necessary to have a Google Plus Profile account, as well as a Google Account. You can create your Google Plus pages inside of your personal Google plus 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. It looks 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.

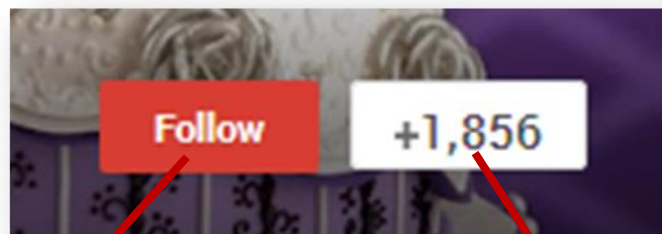
Now let me break down a particularly successful example of a Google Plus page. The official Google Plus page of Wilton.com

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

## 1. Cover Photo



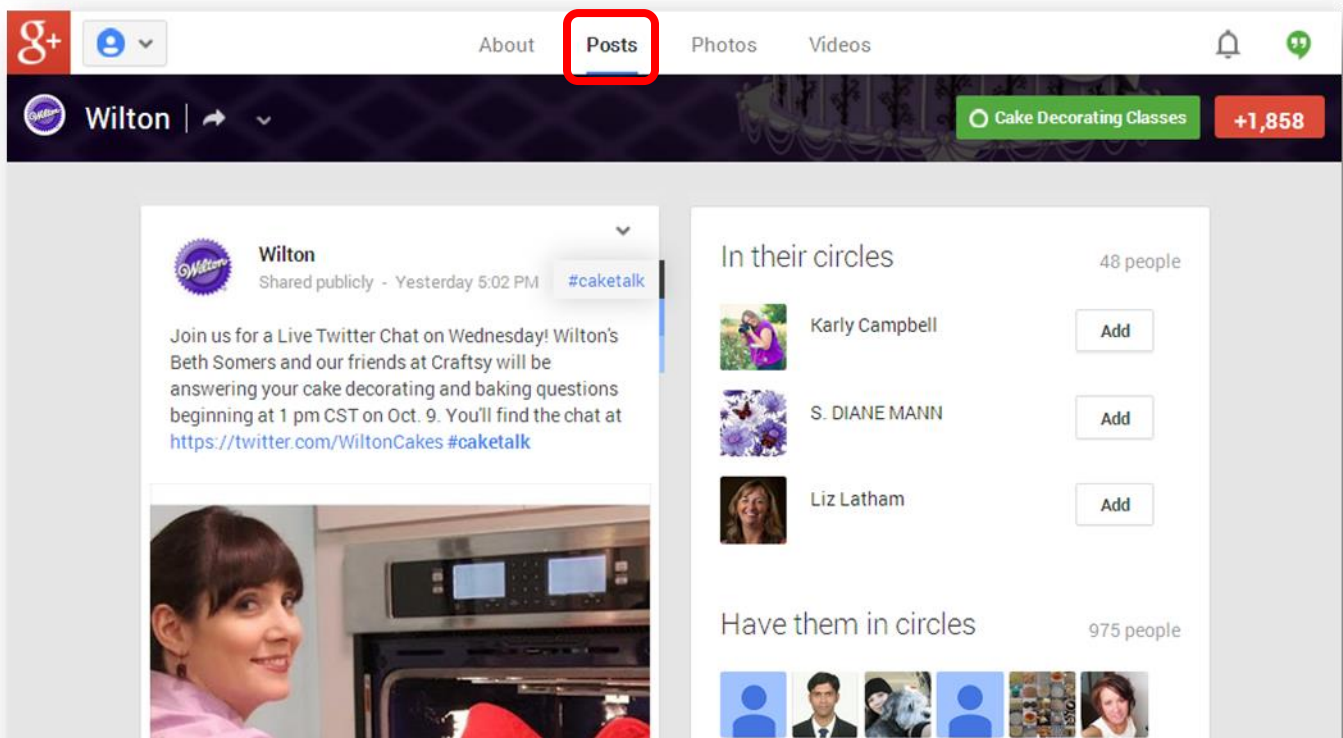
## 2. Profile Photo



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

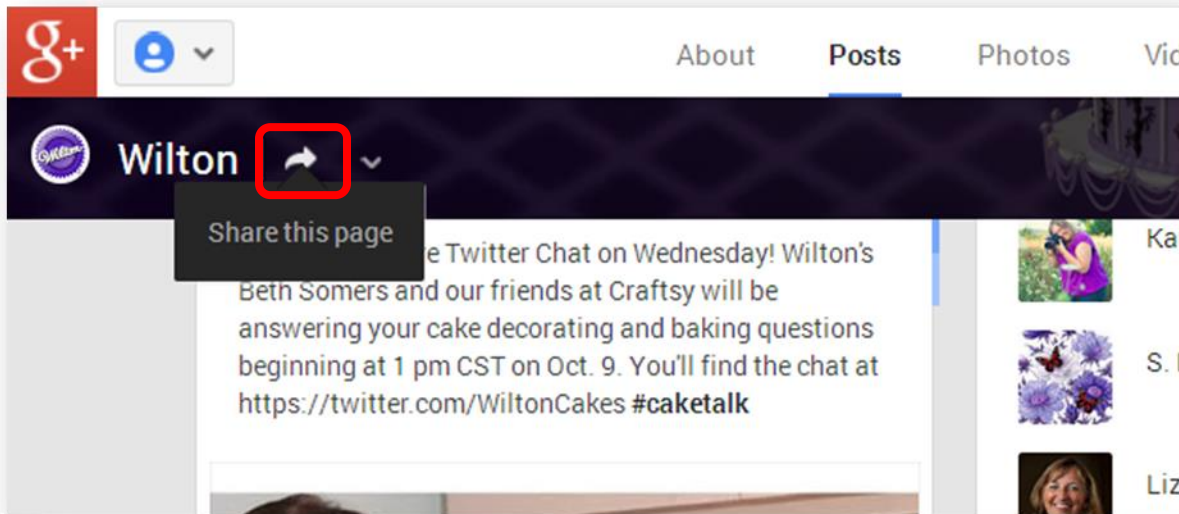
4. This is where you may decide to +1 the Page.

### 5. Posts Section

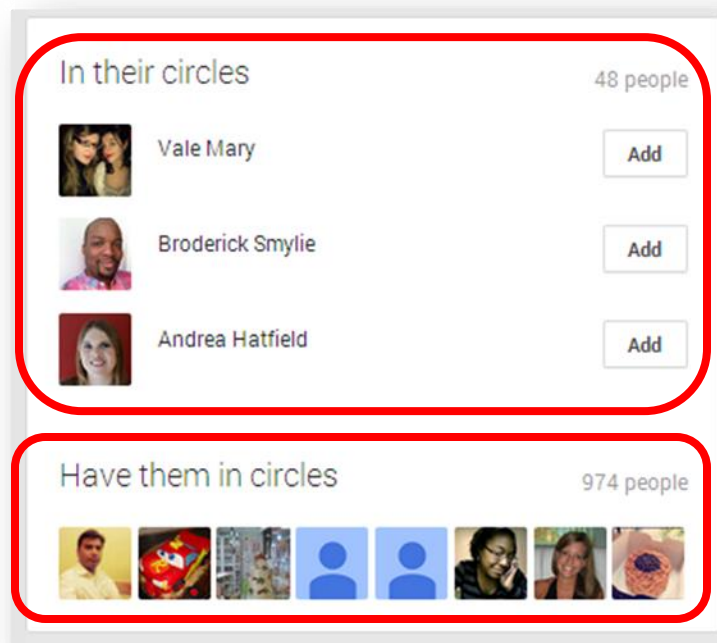




## 6. Button to Share the Page



## 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

The image shows a screenshot of a Google+ post from the user 'Wilton'. The post is titled 'Mini Peanut Butter Pie Bites' and features a photograph of three small, round, cream-colored pastries with a brown drizzle on top. The post text reads: '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>'. Below the post, there are interaction buttons: '+13' (highlighted with a red callout), a share icon with '2', and a list of four profile pictures (highlighted with a red callout). Below these are '5 comments' and a comment from 'Marian Sweetopia' dated 'Aug 8, 2013' with the text 'Oh yum!'. At the bottom, there is a text input field labeled 'Add a comment...' (highlighted with a red callout).

Button to +1 the Post

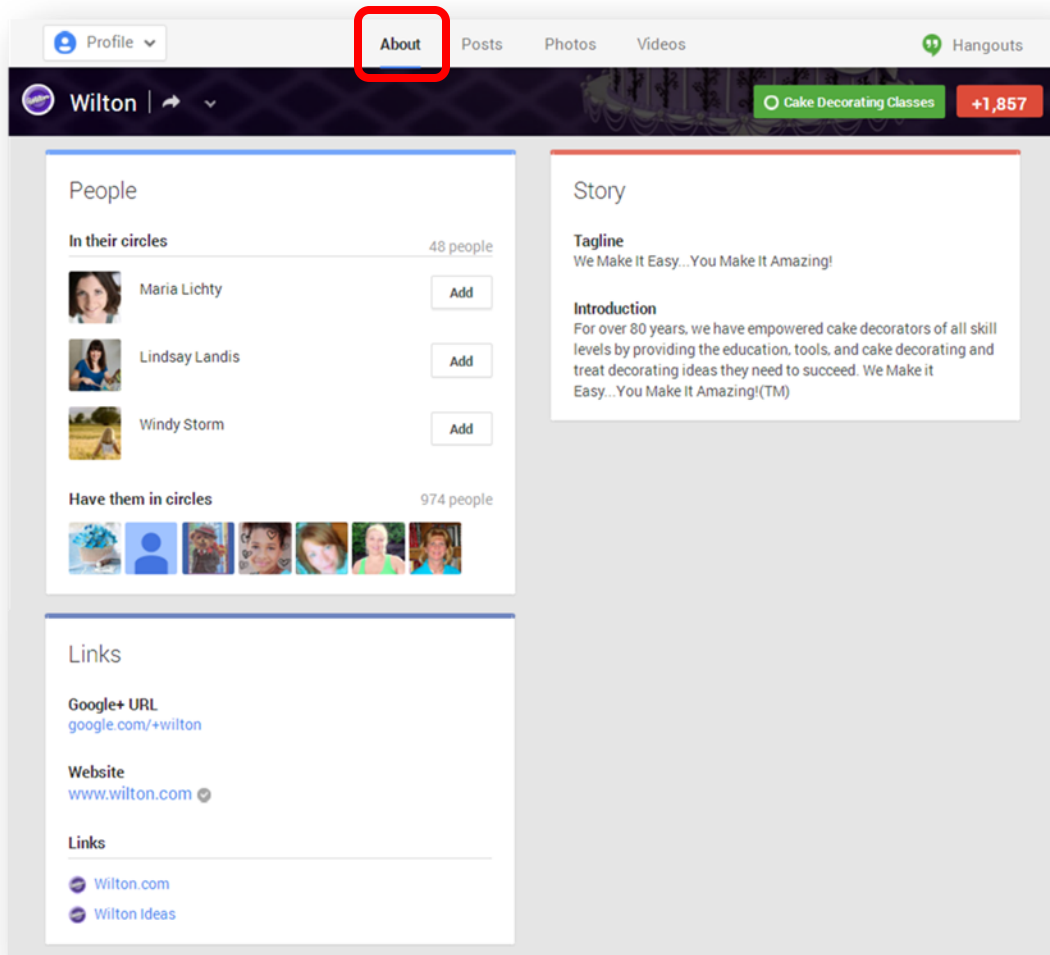
Button to Share the Post

People who has done something with the post

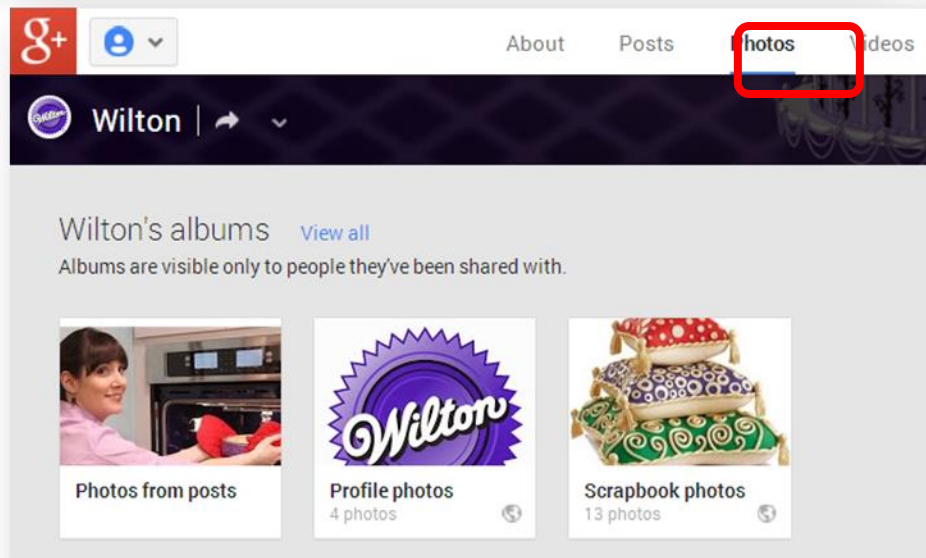
People who has done something with the post

Box for you to Comment on the Post

## 10. About Section

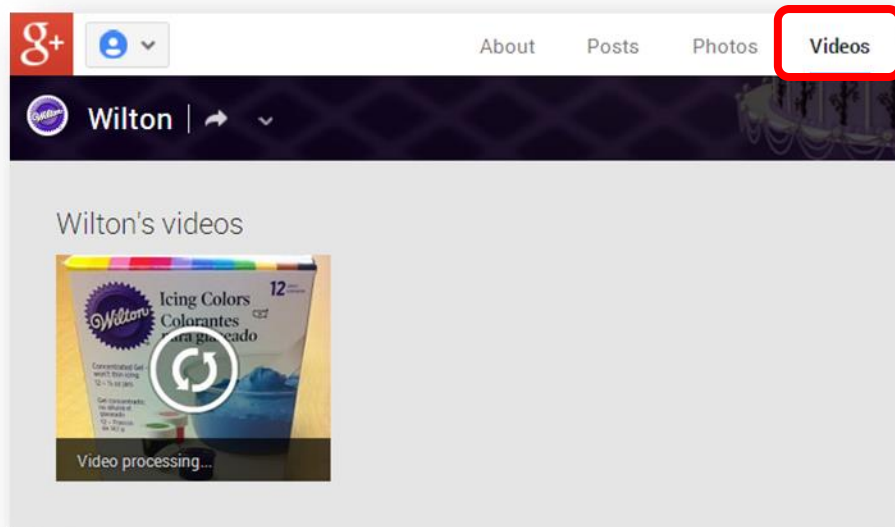


## 11. Photos Section





## 12. Videos Section



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 7 Steps to Google+ Marketing Success

Here are the 7 vital steps you will need to follow in order to get the most out of Google Plus for your business over the web:

## Step 1: Identify your target market

The first thing you need to do is clarify what your business is all about, what your brand is, and what your purpose is in the marketing world. The following questions will help you to clarify and understand what the marketing vision of your business in reality is.



**What kind of people are you trying to reach?** I'm really sure you already know the type of people that your services are directed to. You see them constantly, they contact you as well if necessary, and that will tell you what kind of person are they and how you can treat them.

**What do they look like?** Are they fat or skinny? Male or female? Old, young or middle-aged?

**What are they looking for?** What is the final goal they are after based on the service you provide? What feeling are they trying to reach with it? Do they need it to feel happy? Do they need it to survive? A lot of needs must be taken care of for a person to survive.

**What do you actually do for them?** Maybe you are already offering a service for that audience. That will give you a great vision of what exactly you need to inform any new people that fit into that same audience.

**What kind of information would they be interested to know about and pay for?** You already know the needs of your customers; you know exactly what kind of information will be highly helpful to them in order to help them to satisfy those needs. Why don't you just create a great info-product about it?

**How much money are they actually paying you for it?** Knowing how much you usually charge them for your service is a very important indicator, because if you decide to create a product like a report, a video training, software or something directly related to your audience, you may simply be able to figure out the price tag you can easily stamp to it.

**How would they like to reach that content?** Is it Video, Audio, Written, or Blogging? This is important to know. You may just think about it. Think on their limitations to read, hear, watch or use the computer. If they can do everything you can just ask them what they would like to know about stuff. Do they like to read? Do they like to watch videos? Do they like to hear audios? Do they like social networks?



**Where are they from?** Maybe you have an audience that comes from other cities or even countries. That will happen a lot on Google Plus. You need to target every one and adapt your information to all of them at the same time.

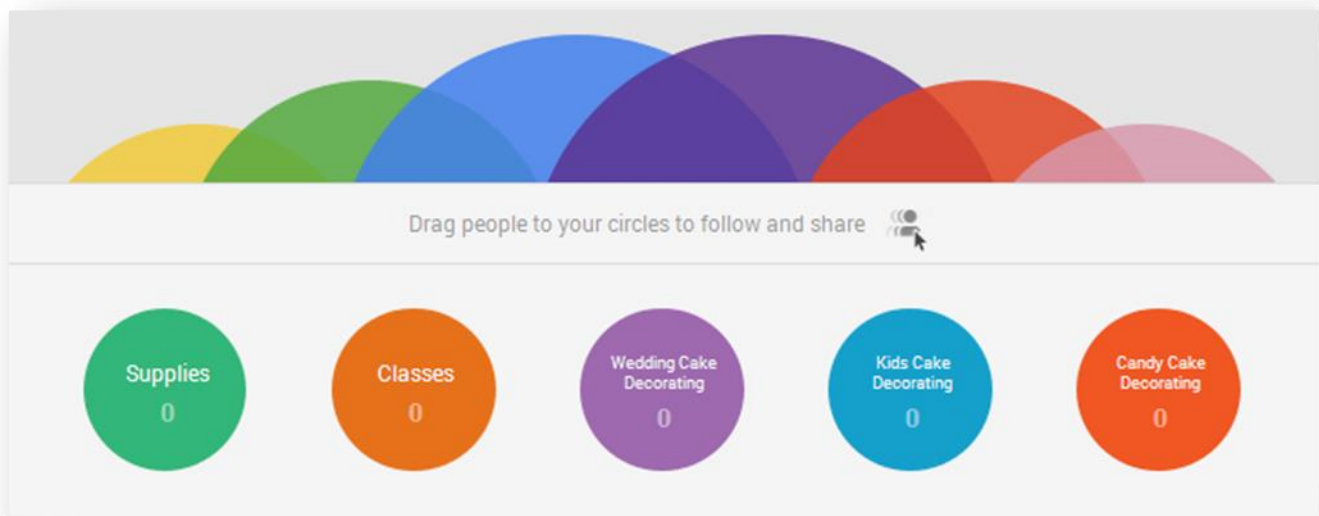
**What are your competitors offering to your audience?** In the marketing world it is very important to study the competition that targets your exact audience. What do

they generally offer? What things do they offer that you don't? Do they have more clients? Do they work additional hours? Do they cover a lot more needs than you?

**Can you offer a better service/product than your Competitors?** Once you know everything about your successful competitors you can just offer the same thing, but with your personal touch plus a lot more great things that they are not offering. You can have special offers, free samples, free call consultation, special discounts, etc.

These questions are very important in deciding how to establish your business over Google Plus. You can position almost any kind of business over Google Plus because Google Plus is more than just a website or a service, is more than a simple social network; Google Plus is a complete social layers platform composed with a large audience of people with real human needs who are waiting for you and your service to satisfy them.

Something amazing about Google Plus is that you are able to organize all of your audiences by topic. Those audiences are called Circles. In that way you may reach them individually and send them exactly the information they are interested on.



Every one of the circles will have a separate social posting platform so you may have the chance to interact with the contacts you have grouped on a particular circle. Is not like other social networks where you have all of your contact mixed together (friends) and you are not able to interact with them separately according to their particular interests. You will be able to interact with all of them at the same time if you want.

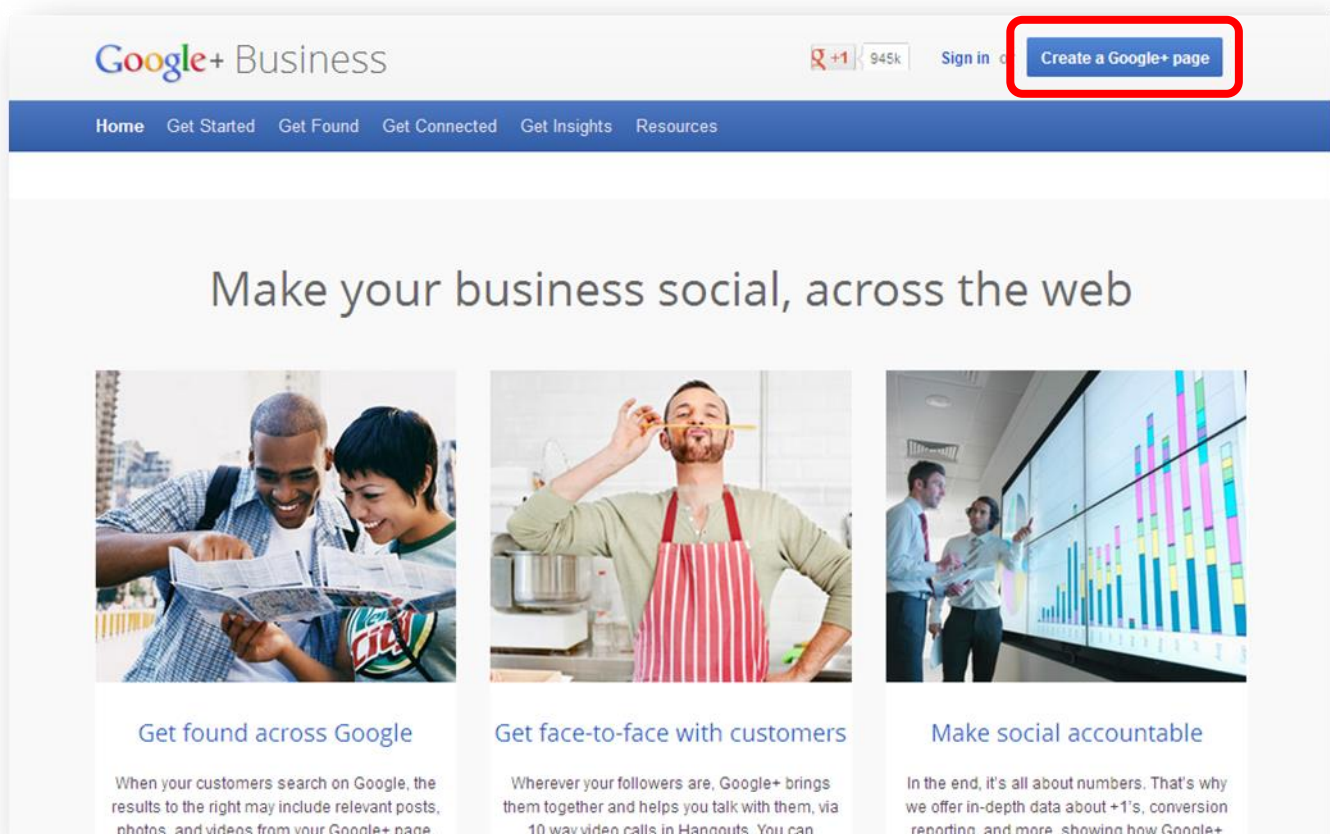
Circles will dramatically increase the quality of the traffic you send to your website and that will boost conversions definitely. More on that on Step 6.

## Step 2: Create your Google+ Page

I got kind of lost while creating some of the accounts that Google provides, including YouTube and Google+, but now I'm able to tell you exactly what you need to do so you don't get lost in the Google+ Page creation process.

The first thing you should do is to go to:

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




Google+ Business

945k Sign in Create a Google+ page


Home Get Started Get Found Get Connected Get Insights Resources

## Make your business social, across the web




### Get found across Google

When your customers search on Google, the results to the right may include relevant posts, photos, and videos from your Google+ page.



### Get face-to-face with customers

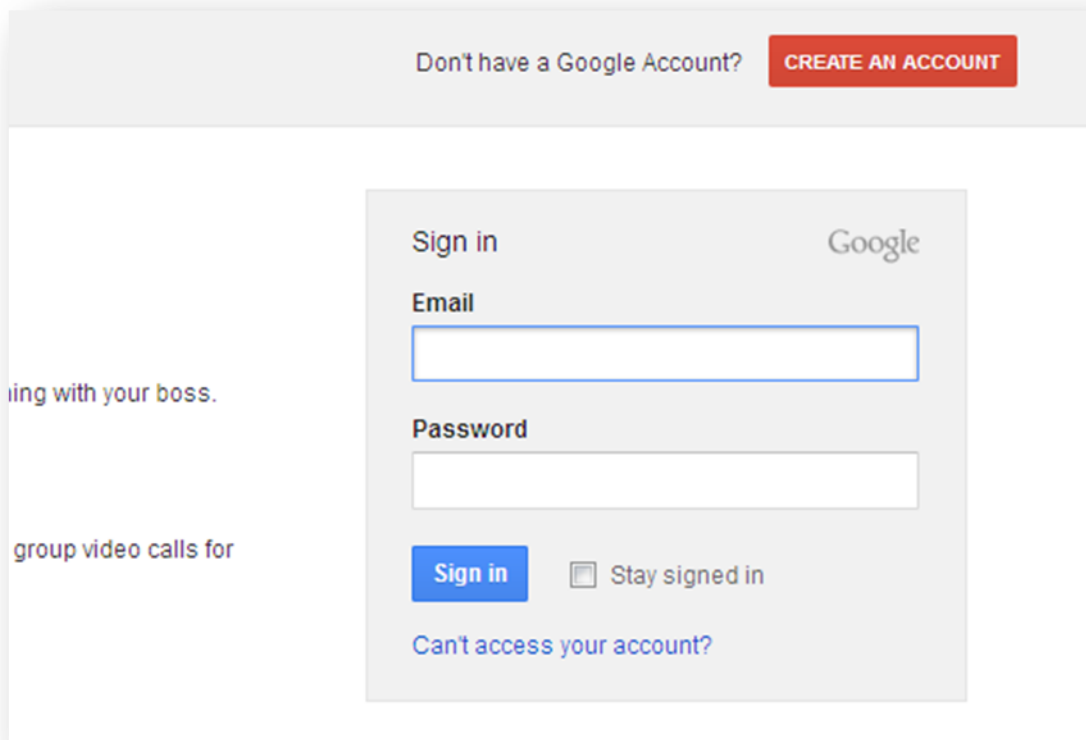
Wherever your followers are, Google+ brings them together and helps you talk with them, via 10 way video calls in Hangouts. You can



### Make social accountable

In the end, it's all about numbers. That's why we offer in-depth data about +1's, conversion reporting, and more, showing how Google+

You will need to have a Google account in order to create your Google+ Page. It's something extremely simple. You can just go where says "Create an Account" if you don't have one:



Don't have a Google Account? **CREATE AN ACCOUNT**

Sign in Google

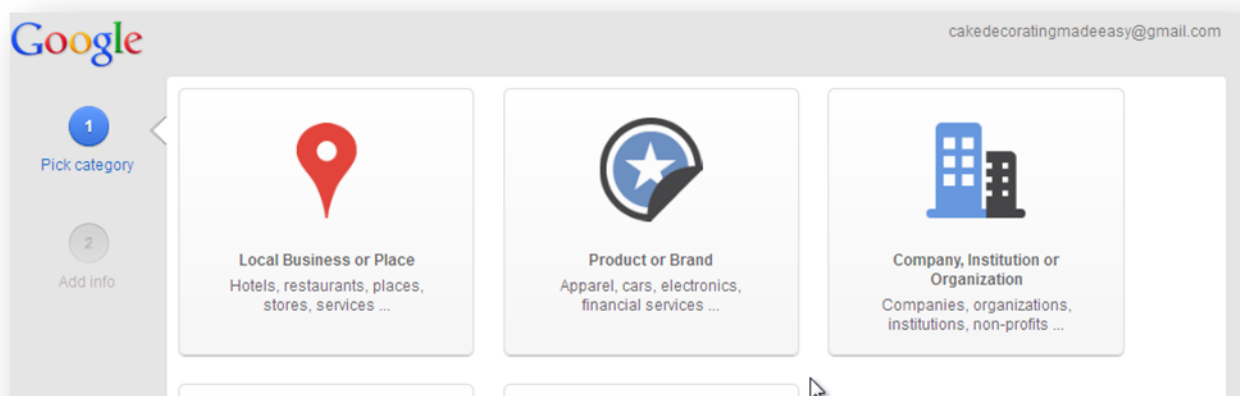
Email

Password

**Sign in**  Stay signed in

[Can't access your account?](#)

I will go ahead and login because I already have one:



Google cakedecoratingmadeeasy@gmail.com

1 Pick category

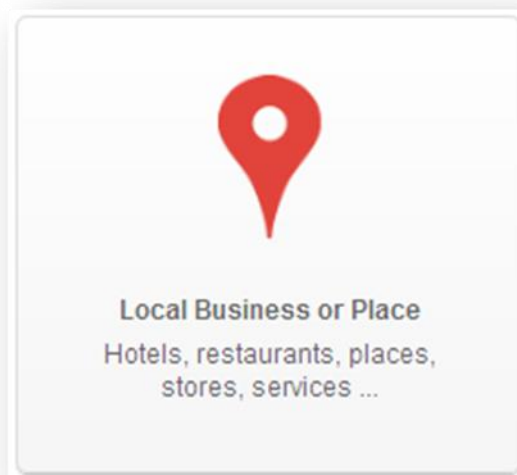
2 Add info

**Local Business or Place**  
Hotels, restaurants, places, stores, services ...

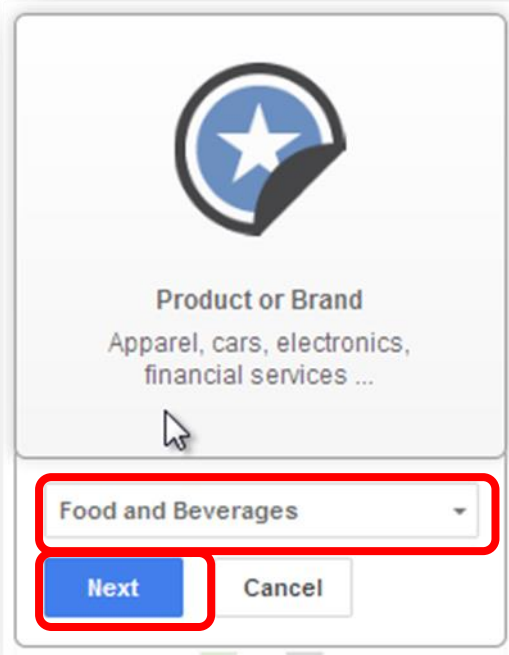
**Product or Brand**  
Apparel, cars, electronics, financial services ...


**Company, Institution or Organization**  
Companies, organizations, institutions, non-profits ...

You now may see all the types of pages you can create on Google Plus. Just pick one according to your needs. It is highly advised for you to use the “Local Business or Place” option if you have a local business like a Hotel, Restaurant, Store, Service, etc.



I will use the “Product or brand” option because I’m going to create a “Cake Decorating” type Google Plus page for testing purposes.





**Product or Brand**  
Apparel, cars, electronics,  
financial services ...

Food and Beverages

**Next** Cancel

Choose a name  
Cake Decorating Made Easy

List your external website, if you have one  
http://cakedecoratingmadeeasy.net/

Your content is appropriate for  
Any Google+ user


I agree to the [Pages Terms](#) and I am authorized to create this page.

**CONTINUE**

### Verify your account

You're almost done! We just need to [verify your account](#) before you can start using it.

**Phone number** ex: (201) 555-5555



- Google will only use this number for account security.
- Standard text messaging rates may apply.

**How should we send you codes?**

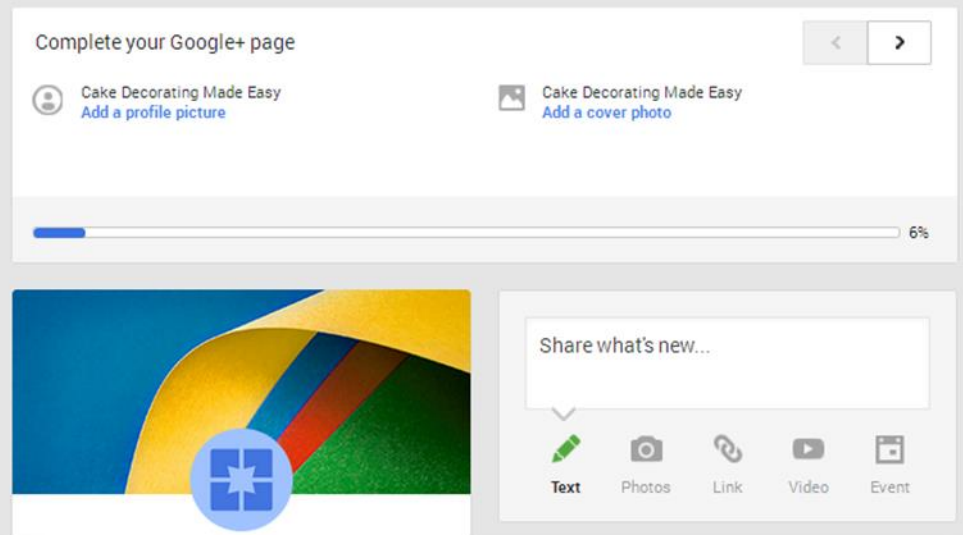
Text message (SMS)  
 Voice Call

**Continue**

Important: Google will never share your number with other companies or use it for marketing purposes.



## Cake Decorating Made Easy



Great! You are done with the Google Plus page creation process (Step 2). Now let's check the next step.

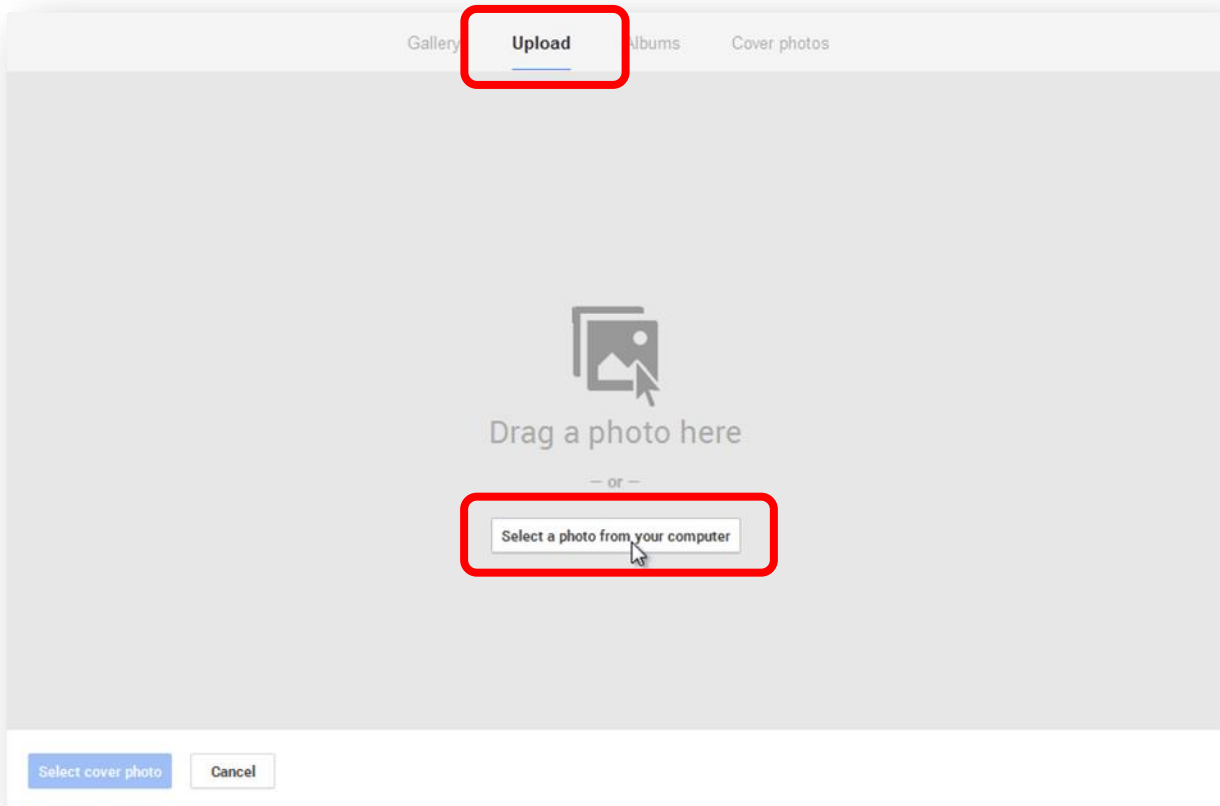
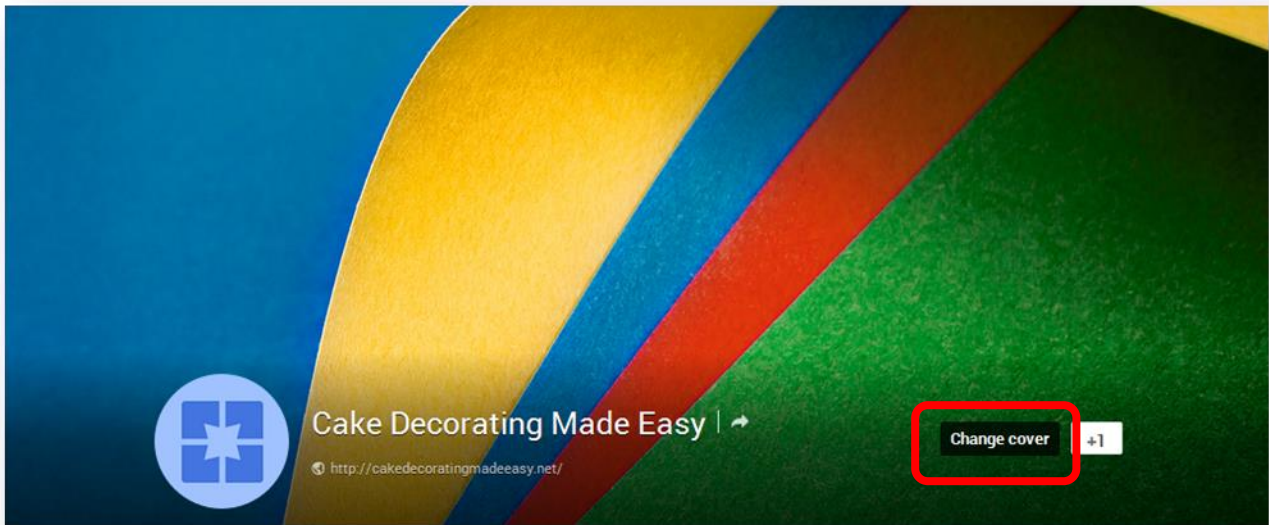
### Step 3: Upload the Cover & Profile images

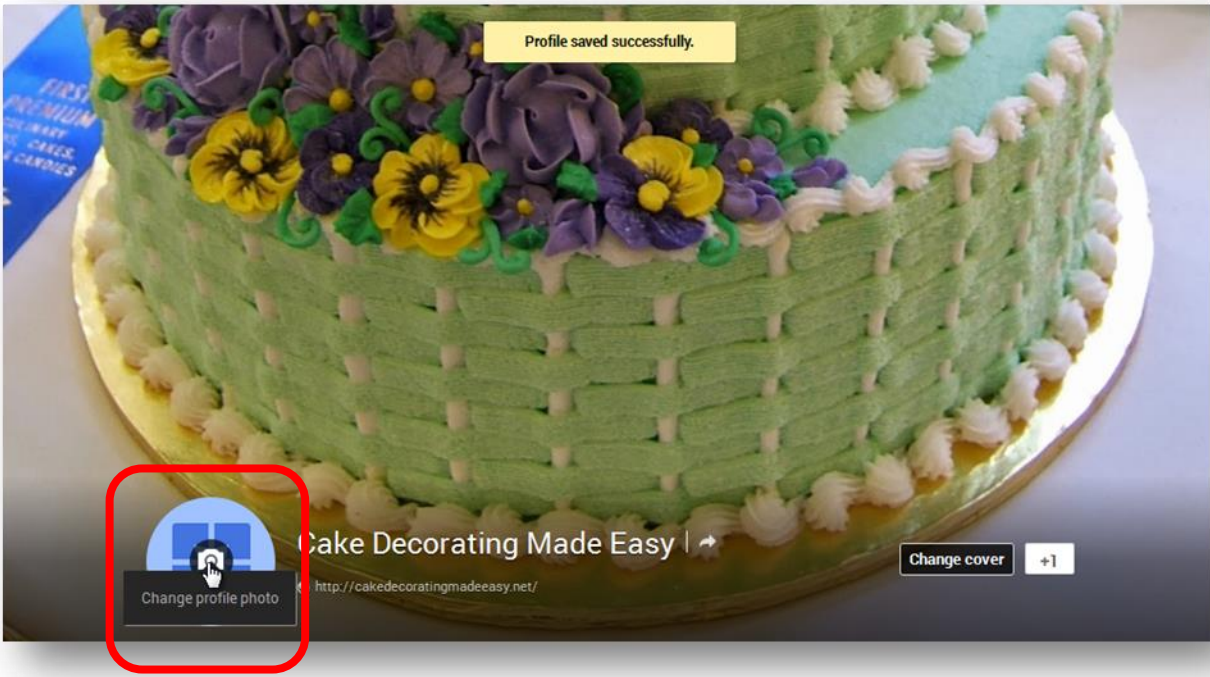
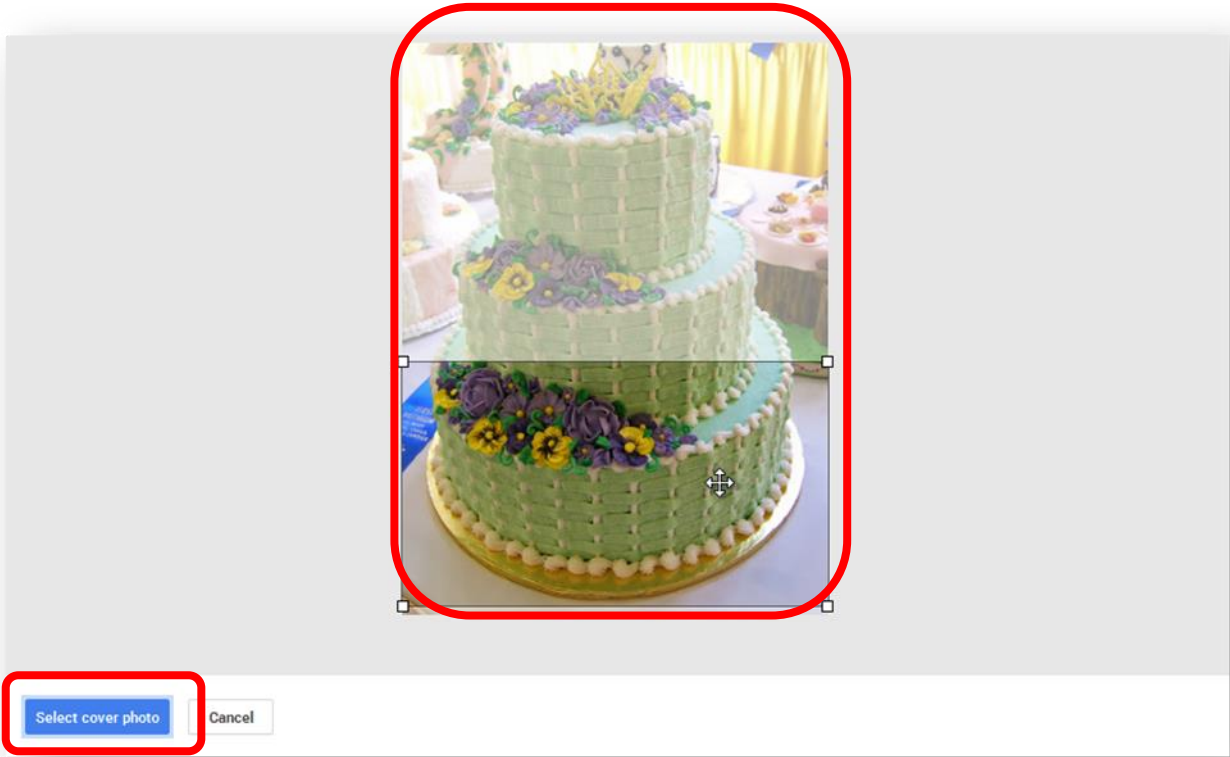


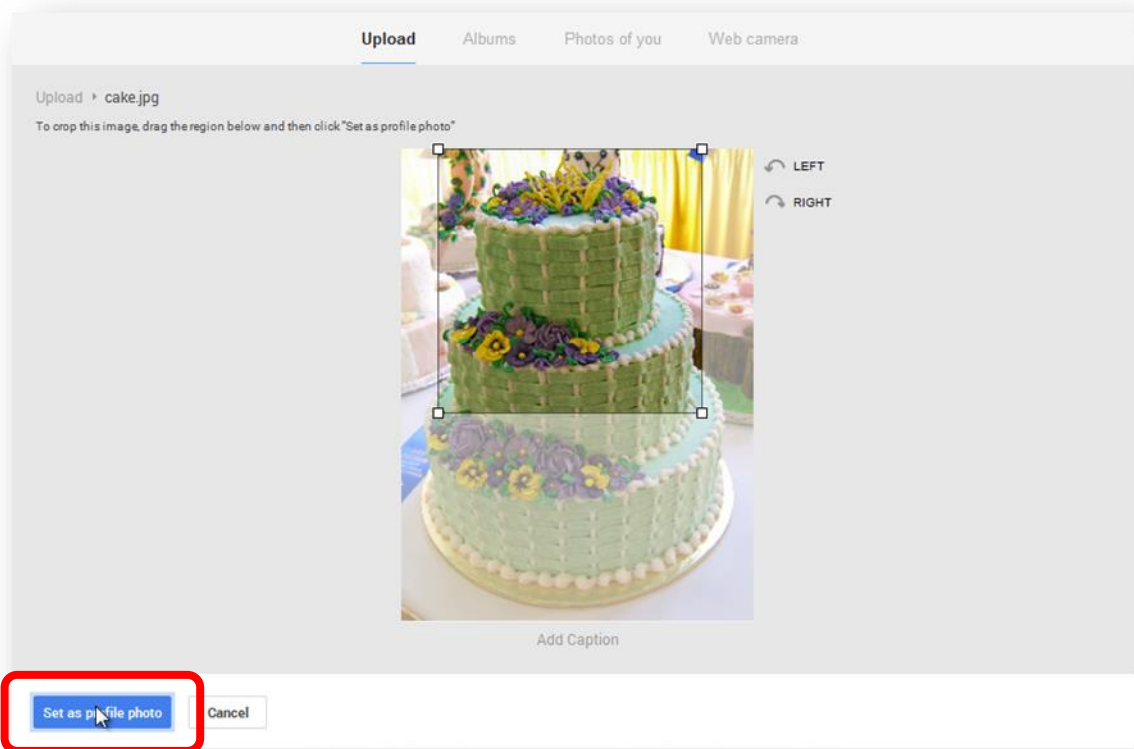
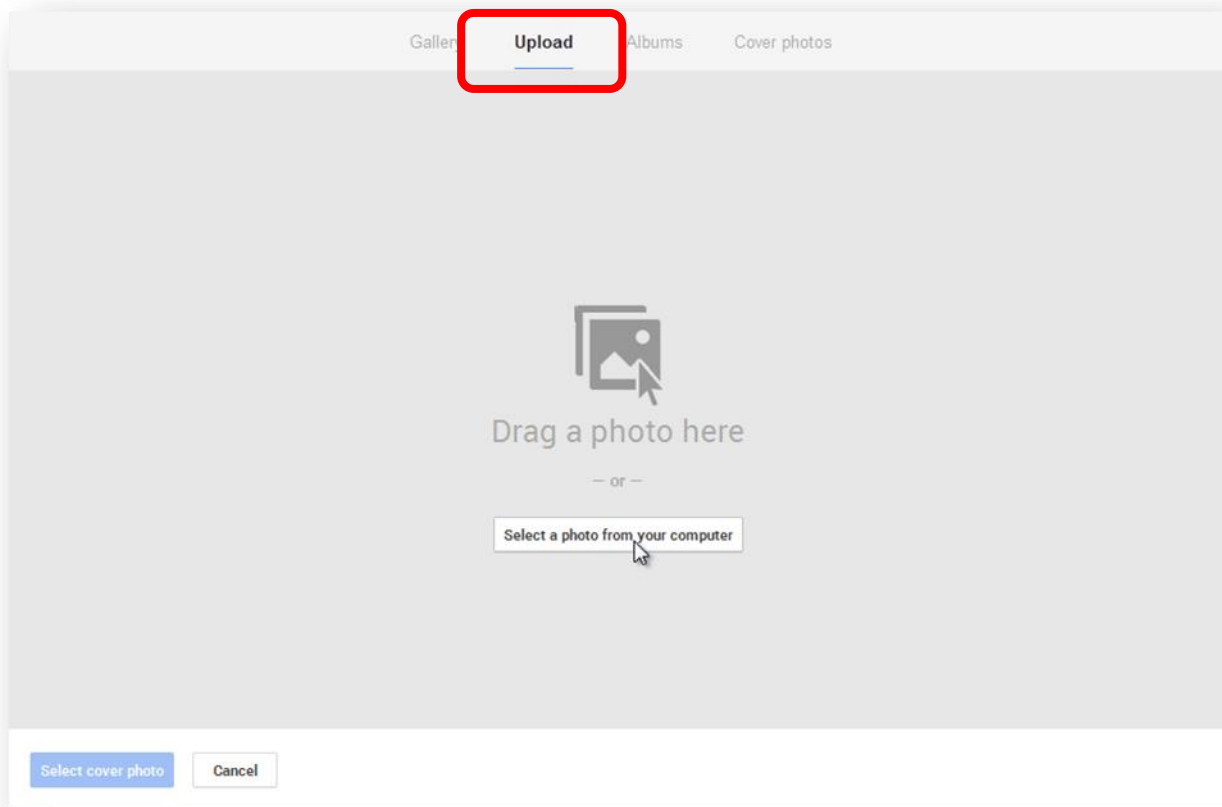
These 2 images will be the first thing your visitors will see once they get to your Google+ Page, so for that reason you really need to be really good at it so people may get an appropriate first impression.

There are some extremely important tips you really need to be aware of on creating your cover and profile images:

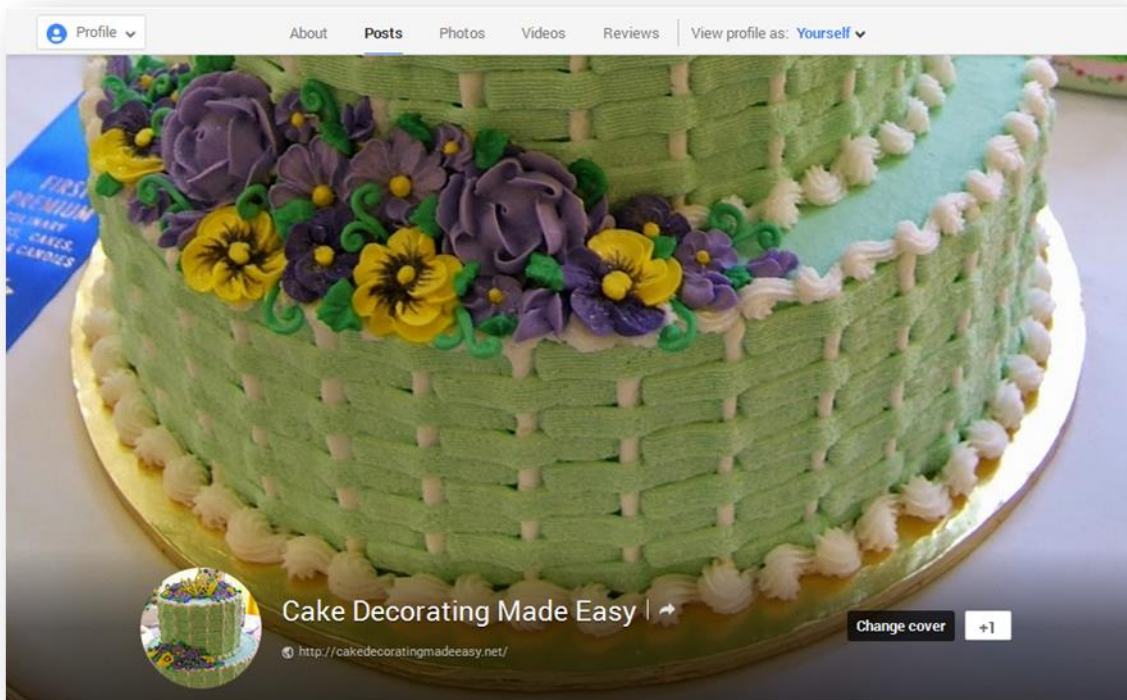
- People will need to see what your Google+ Page is all about in just a few seconds.
- Avoid the use of call to action or any kind of advertising material, use only images to get people to know what your Google+ Page is all about.
- Use images that show what your clients or customers really want, show the end result of your services right there in front of them. Just sell the benefits using images and not words.
- If you have a special announcement related to your business or services, the cover image will be a great place to let people know about.
- Use colors related to your company logo, product or any other kind of object you would be working with in order to satisfy those needs. Everything will need to be related to what you are offering or selling.
- The profile image will be a great place to locate your logo, product or a photo of yourself.
- If your profile image doesn't show your logo, the cover image should be the place to put it.
- The images should be clear and not confusing.
- Avoid the use of long phrases or text that is hard to read.
- For best results choose an image that is 500 x 500 pixels in size for the Profile Image and 2120 x 1192 pixels in size for the Cover Image.









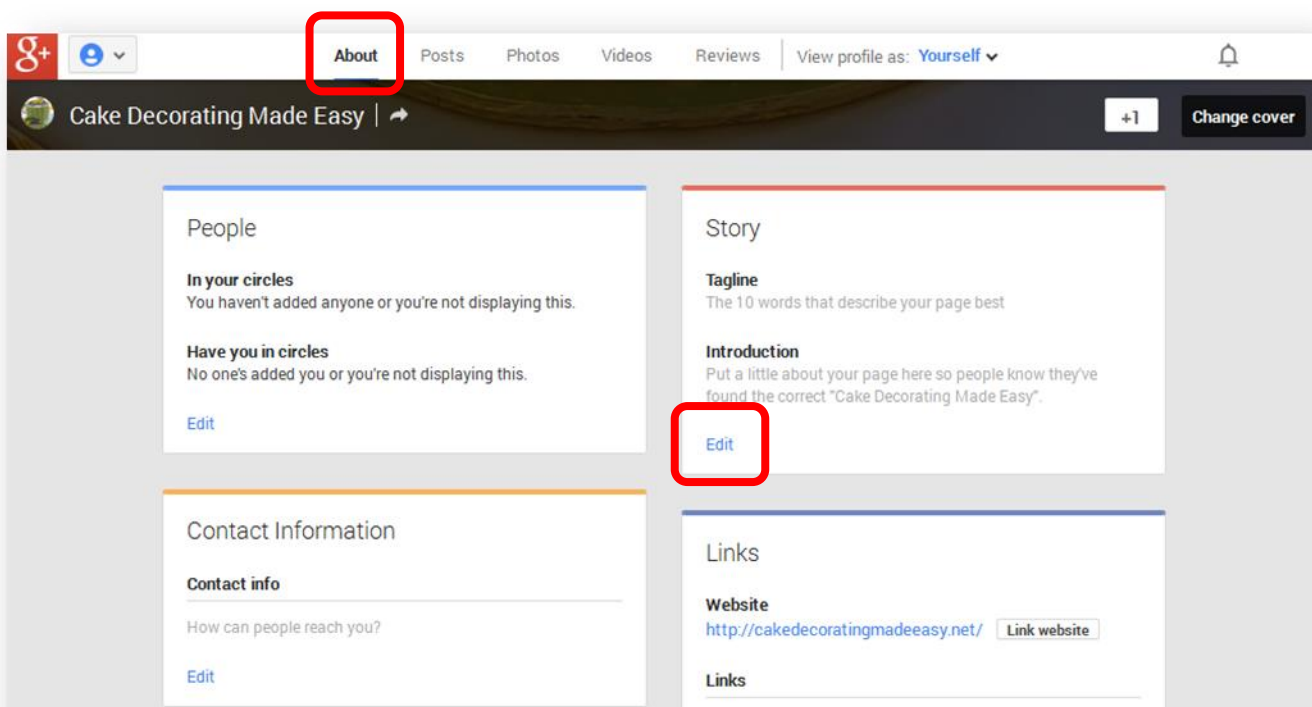


Great you are done with Step 3. Now let's create the about section.

## Step 4: Create the "About" section

There are a lot of things you can optimize your Google+ Page with like photos, videos, reviews, etc. But what you need to focus on just to start out is the About Section.

This is where you will be able to explain in a few and simple words what your business or service is all about.



The “People” section will be populated once you start getting people into your circles, as well when people get to put you in their circles. You may add your “contact information” as well as additional “links” but there is 1 principal place you should edit right away in this area; the “Story” Section. Just click the edit button and place the information needed.

It is very important that you may approach the visitors and the benefits they will get from your Google+ page. Avoid approaching yourself.

About Posts Photos Videos Reviews View profile as: Yourself

## Story

Public

Tagline

Cake Decorating Made Easy

Public

Introduction

**B** *I* U [Link](#)

Our Cake Decorating Google+ Page will nicely organize a very special place for you to enjoy what you need and what you love of Cake Decorating...]

Cancel Save

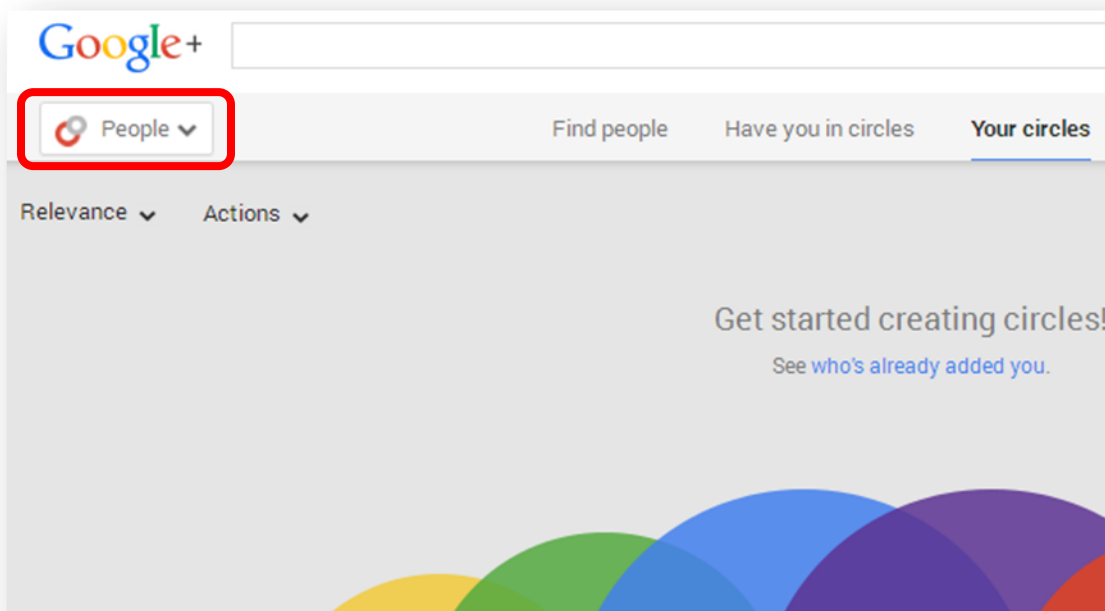
Great you are done with Step 4. Now it's time for you to get to know the powerful marketing weapons Google+ pages have to offer to your business.

## Step 5: Leverage Google+ Marketing Tools

Now it's time for you to get to know the powerful marketing weapons Google+ pages have to offer to your business. 5 are the weapons I want you to pay attention the most, those are Circles, What's Hot, Community, Hangout, and the +1 button.

### ✓ Circles:

Something absolutely amazing about Google+ is that you are able to organize all of your contacts by group. Those groups are called Circles. You can name those circles however you want, this means you can organize your business on Google+ by niches.

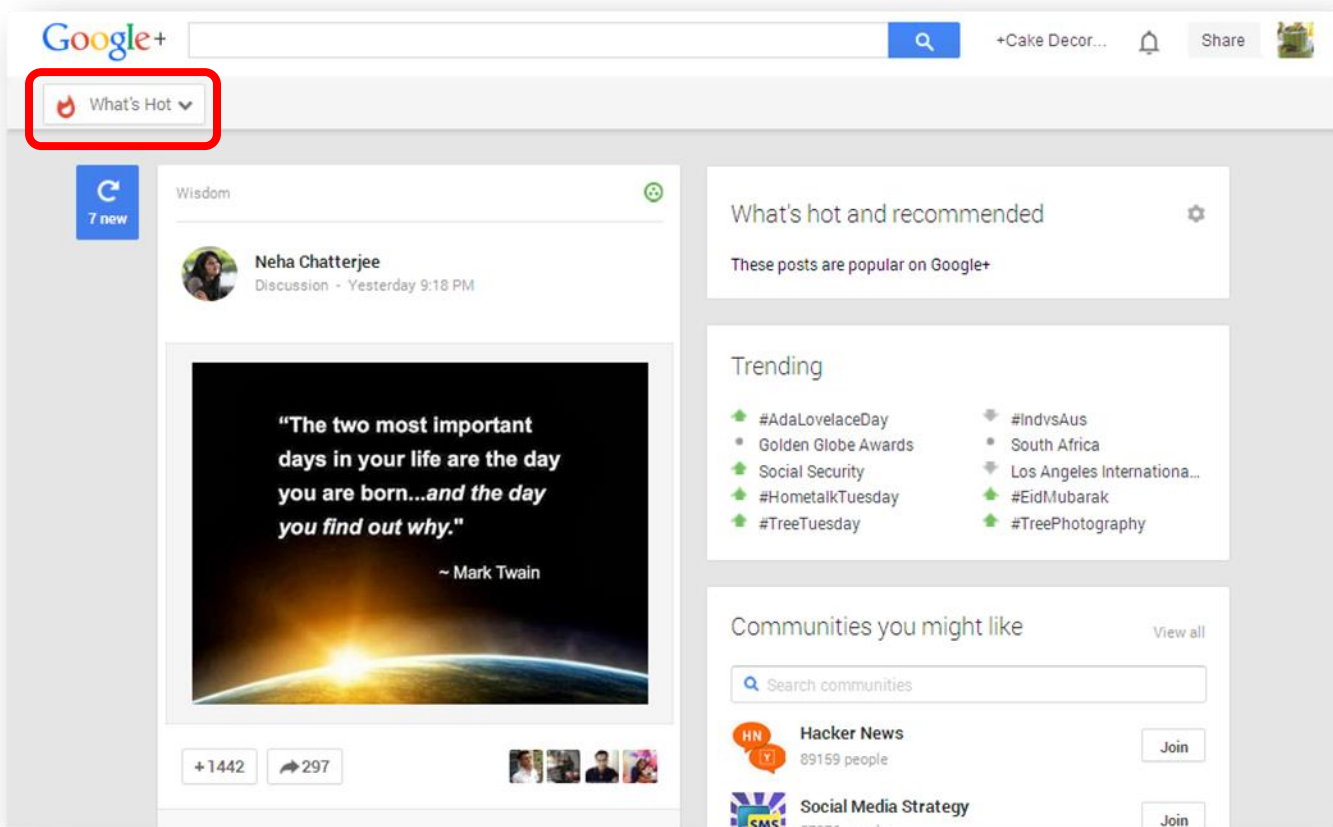




This is something extremely powerful. You will have a separate posting interface to communicate with each circle, this is something can dramatically increase conversions and satisfaction from your customers, you can even post to all circles at once if you need to.

✓ **What's Hot:**

“What's Hot” is a powerful weapon you can use to find out what's hot on Google+. This information is something you can take a great advantage of because in that way you can focus your marketing relating your services to those hot topics.

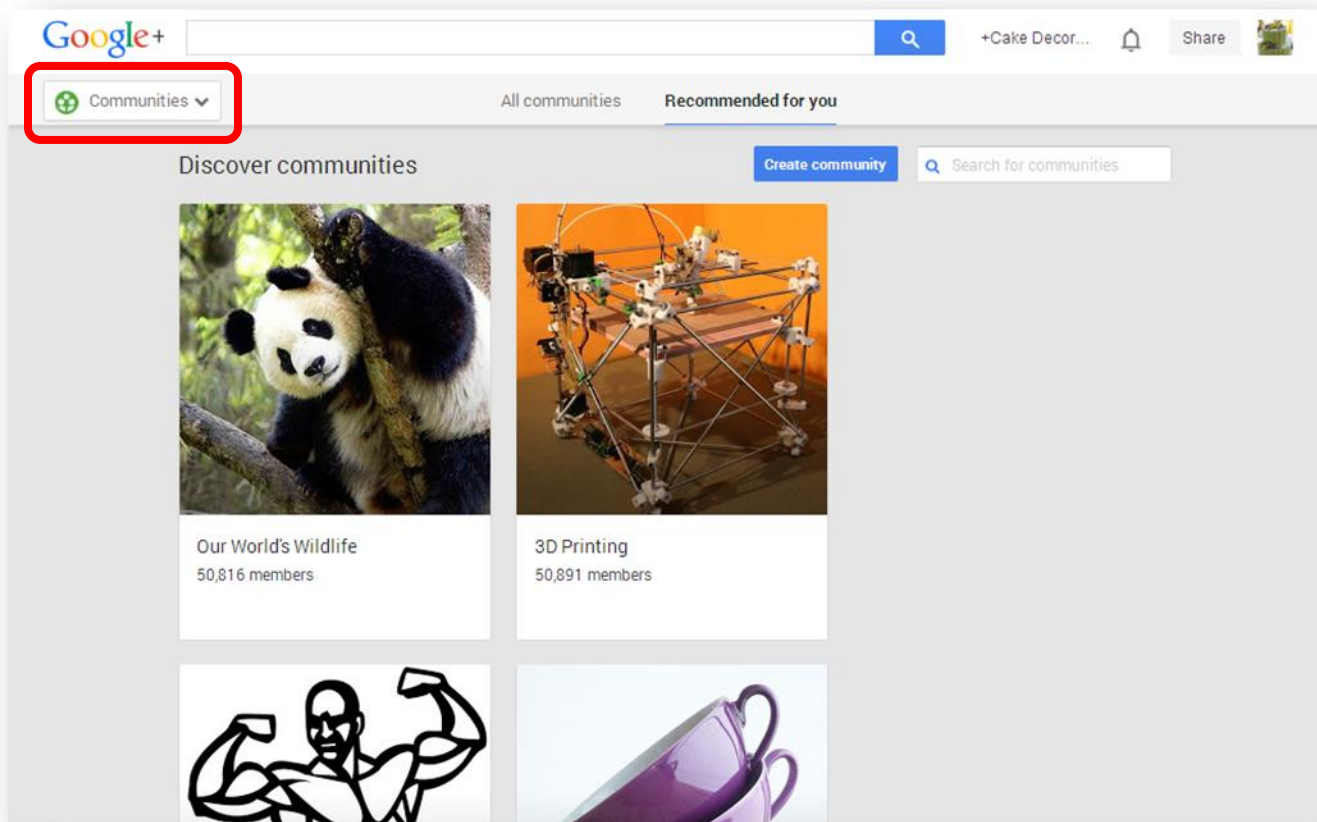


Let me give you an example: let's say today the Weddings topic is hot on Google+, you could post something related to your cake decorating business like: easy to apply techniques for modern wedding cakes.

This is something highly useful to your business because you will be able to talk the language your clients and customers are talking about on Google+.

✓ **Communities:**

A community will be an extremely powerful feature for you to create because it counts with a great communication platform to interact with your customers and clients.

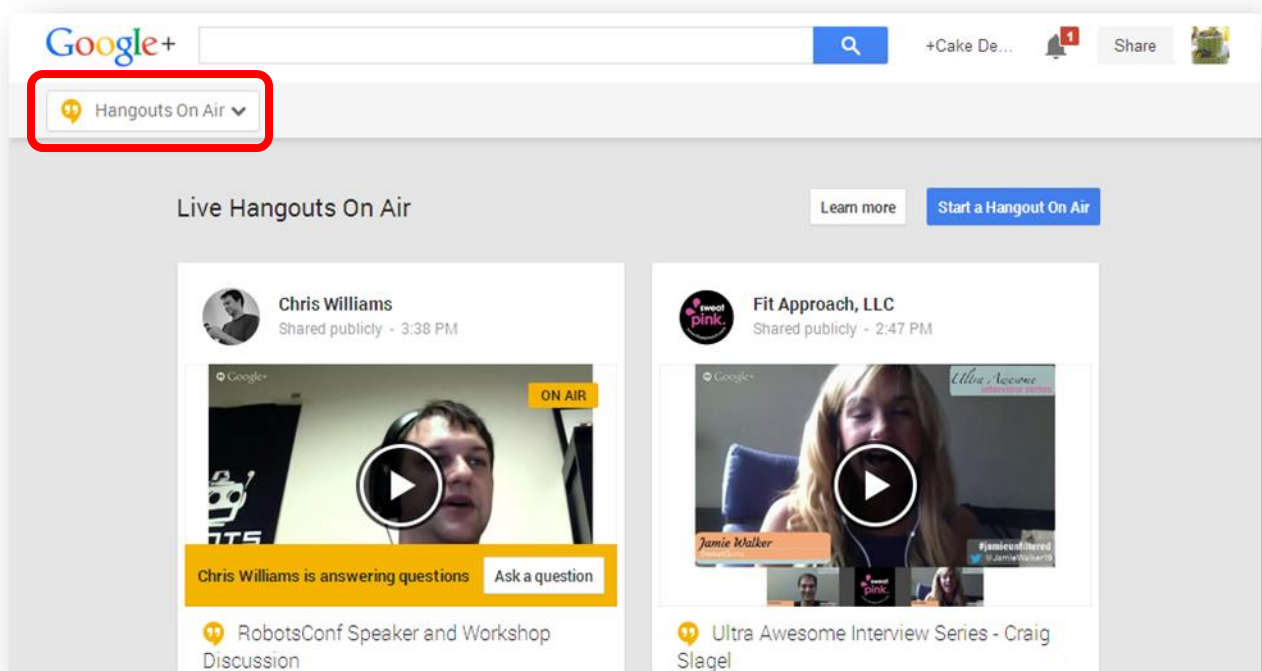


You are able to decide on creating a public or private community. Maybe you are interested to create a private area for your loyal customers where you can communicate with them and send them elite information that only they can see.

Or you just can create a community for everyone to be part of it and interact with the audience.

### ✓ Hangouts:

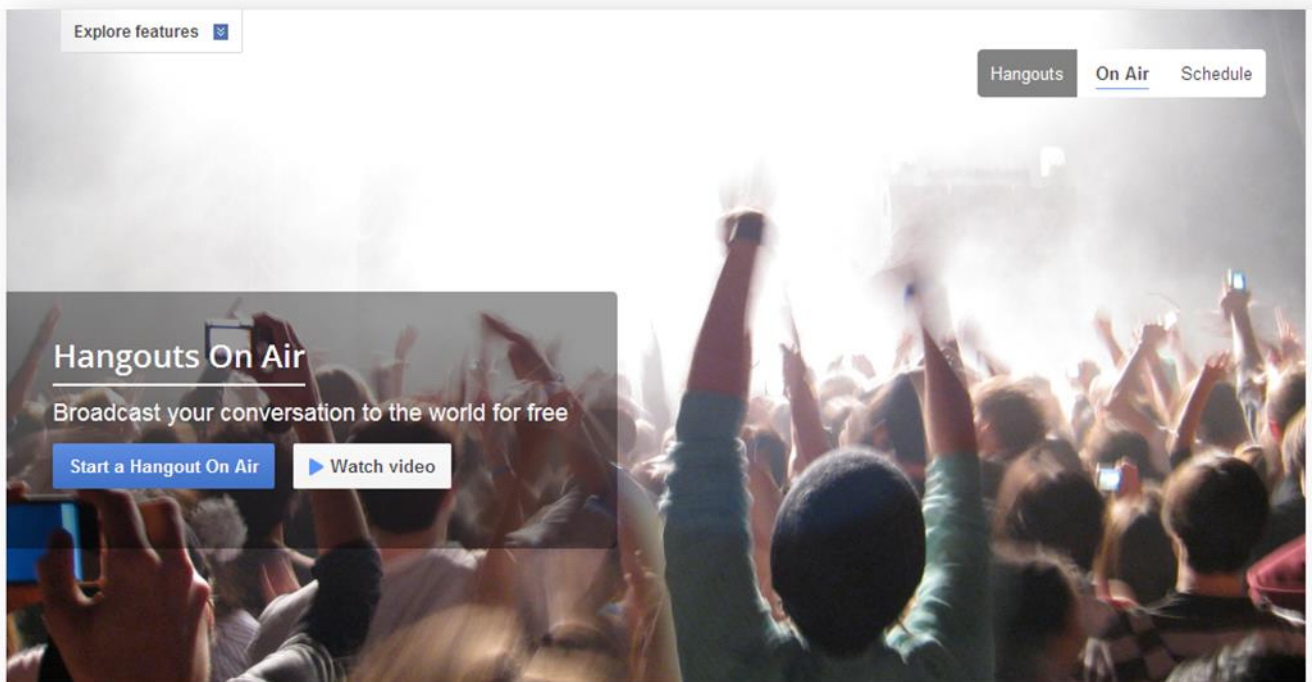
I don't have words to explain how amazing this extremely power weapon is for your business. A hangout it how it sounds, a hangout with your friends or in this case with your clients and customers, but what will show you the most is that it is a Live hangout with real people in real time.



The days are gone where you had to learn how to manage complicated technology to get live presentations online. The days are gone that you had to pay for expensive software and even hosting to store your live video presentations.

You don't have to wait long hours either to get your live presentation ready for people to access them once it is done, because they didn't have time to attend.

- ✓ Live broadcasts are only a few clicks away. Stream your Hangout On Air publicly on Google+, your YouTube channel, and your website.
- ✓ You don't need special software to record your conversation. Every Hangout On Air is automatically saved to your YouTube account.
- ✓ Once your Hangout On Air is over, it's easy to keep the conversation going. The recording will be available on Google+ and on your YouTube channel.



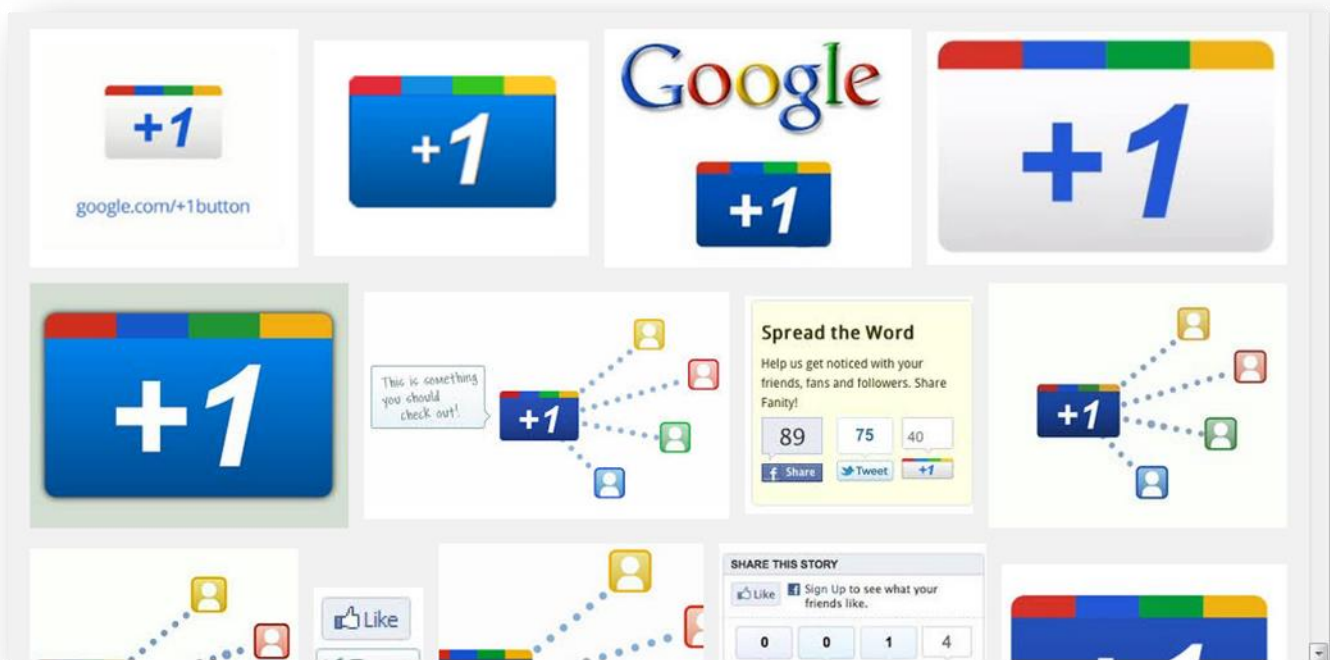
Can you imagine all you can do with this? You can give live presentations about your services, you can even show them samples of what you do, you can build your

clients and customers trust extremely high by teaching them something related to what you are offering to them.

✓ **1+ Button:**

In the marketing world, it is widely known that “Recommendation” and “Testimonials” are 2 of the strongest “call to action” for people to make the decision to buy.

Social media is considered **“Word of mouth on digital steroids.”** People use social networks to share what they think about anything, this includes products and services.



The +1 button by Google+ is the “Word of Mouth” weapon provided by Google where you may connect your website with the rest of the world through social media (in this case Google+ users)

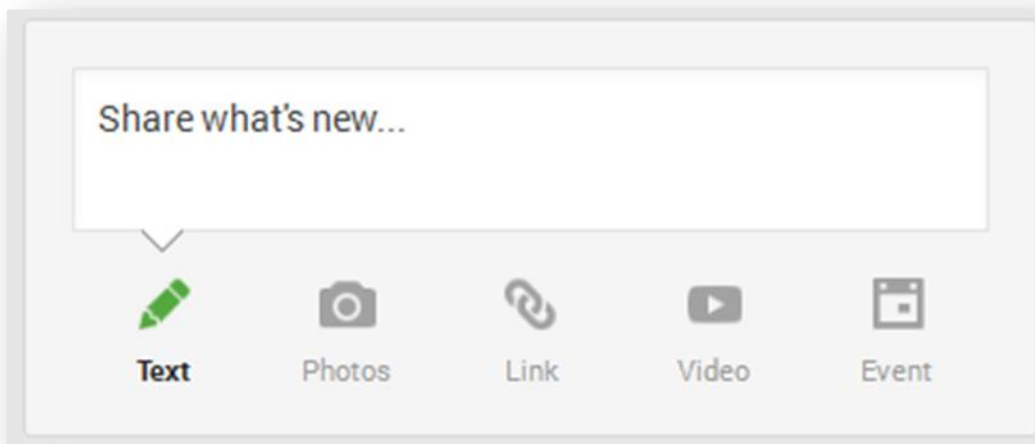
Let Google itself show you how to connect your +1 button to your website:

<https://developers.google.com/+/web/+1button/>

Great you are done with Step 5. Now it's time for you to get the most out of Google+ Page posting.

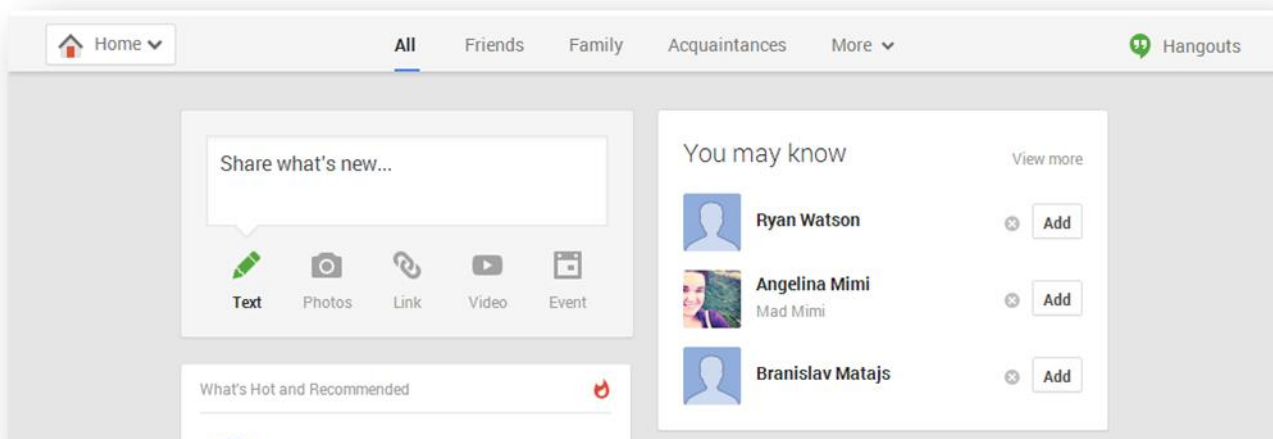
## Step 6: Posting

I'm so excited to explain to you what posting is all about, and I will give you some really cool advice on this as well.



The posting interface is where we will do part of the magic here on your Google+ Page. And let me show you all of the amazing things this really cool box is capable of doing.

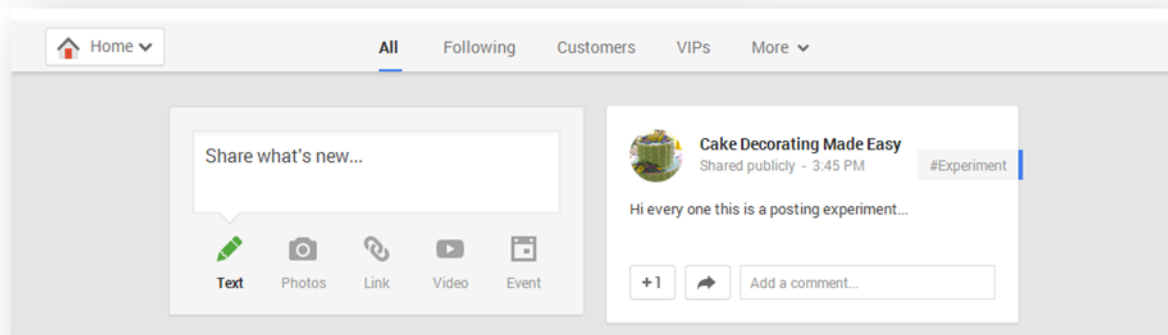
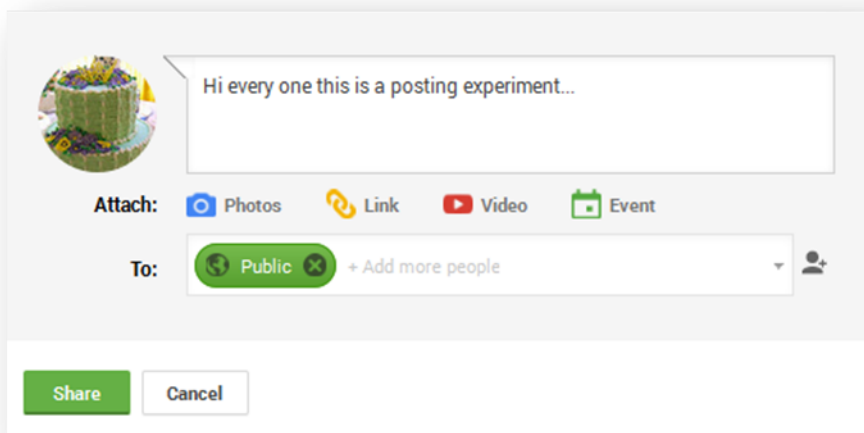
### Home:



Once you post something onto your Google+ Page every single person that has followed your Google+ Page will receive that same post onto their own Google+ Personal Account “Home.”

The Google+ Home is:

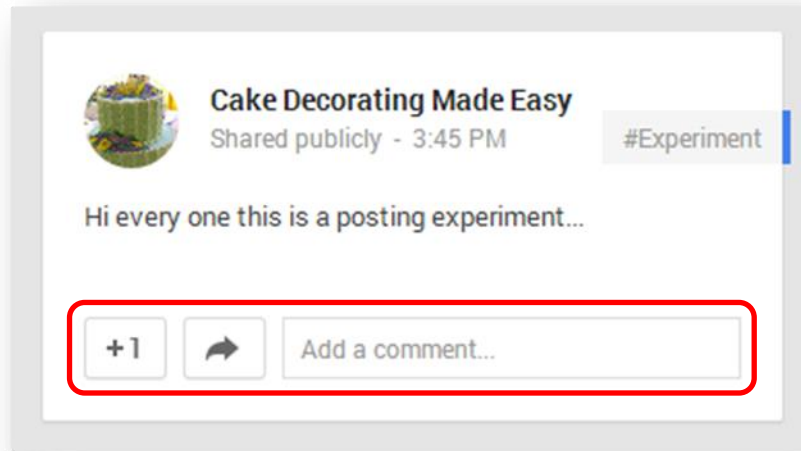
1. The first thing that a Google+ user looks at every time they enter into their personal Google+ account.
2. It is the place where a Google+ user receives every single post, video, image, etc. that their Google+ friends have posted onto their own Google+ accounts, as well as all the posts, videos and images from all the Google+ Pages they have followed.
3. It is one of the most seen places of the entire Google+ Personal Account by every Google+ User.





## Viral Effect:

The great thing about a post is that once your friends see the post they can do 3 actions: +1, Share and Comment, making the post amazingly viral:



If your friends click on any of those buttons, their friends will receive a notification about it, and if the friends of your friends do the same, the viral effect is then taking place, with just a simple and single click.

## Tips and Guidelines:

- It is obvious to tell you this, but it is important to remind you that you really need to post something of value. If you go to your own Google+ Home, you can see everything your friends are sharing with you, so pay close attention on those posts that entice you to +1, comment or even share it with your own friends. Take those attractive posts as an example for your postings. The purpose of your post is not to get just views, you want people to click on it, +1, comment on it, and even share it with others.

- Questions are good to make people respond (comment) on your post.

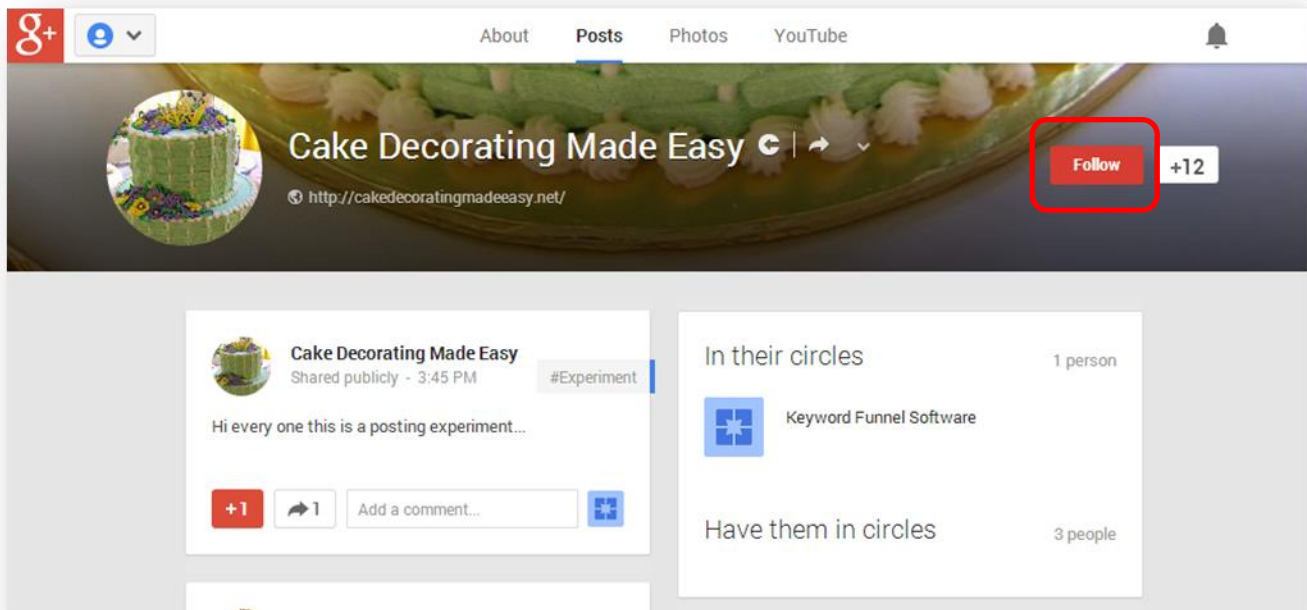


- Do not post like crazy, it is really annoying, and people will start un-liking you and even un-following you.
- I strongly advise you to create a post experiment for +1. You can post every day, but at a different hour; and in that way you can see when people usually get into their Google+ accounts because the post will be in front of them right away.
- Now that you know at what time to post, you may pay attention on a post experiment for comments and shares at the same time. In that way you will know your audience really well and avoid un-follows gaining more interactions.
- Do some research online and if you find any report, video, training or software freely available to get and completely related to your Google+ Page topic; that will be great to share. Your audience will start finding your Google+ Page useful enough to care about it once you send them a new post.

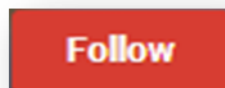
And finally, we will guide you to get as many followers and contacts as possible for your brand new Google+ Page so you may get the most out of this amazing technology and its super viral social advertising power.

## Step 7: Attract Followers

You may have the greatest Google+ Page in the world but without followers you are lost. First of all, let me explain the power that is within a Google+ Follower.



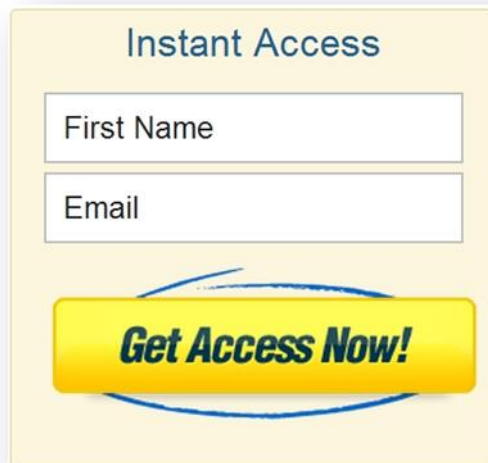
Once a user is located in front of your Google+ Page, and that user has not followed it yet, the follow button will look like this:



After they click on the button it will be a green button with the name of the circle you included that person in:



The button “Follow” has exactly the same purpose that an opt-in form does:



The image shows a yellow-bordered box with a light yellow background. At the top, the text "Instant Access" is written in a blue, sans-serif font. Below this, there are two white input fields with thin grey borders. The first field is labeled "First Name" and the second is labeled "Email". At the bottom of the box is a prominent yellow button with a slight 3D effect and a blue shadow. The button contains the text "Get Access Now!" in a bold, black, italicized sans-serif font. The entire form is centered on a white background.

An opt-in form has the purpose of collecting the contact information of as many people as possible, thus creating what is called a “List,” so the administrator of the opt-in form may contact everyone in the “List” by email using an email auto-responder service. This is what is called Email Marketing.

On the other hand, the “Follow” button will give the ability to your friends and visitors to be part of a list as well - a list of people who follow your Google+ Page. So the administrator of the Google+ Page may contact them directly in the “Home” that the user checks very often, and (in my opinion people check their social sites more often than their email account).

The purpose is the same. Contact or send a message to a list of people that have decided to accept information from the administrator of the opt-in form or Google+ Page. But there are a lot of very important differences that I really want to point out here.

## Opt-in Form vs. Google+ Following

### Reason #1: Easy to Click

- On an opt-in form, you have to type your name and e-mail into it. Most people don't like to do that. Do you know how hard is to build a list of 1000 people into your e-mail list?
- With a Follow button, all you need is to click it and you're done. You can build a great audience of hundreds of people been part of your circles in a single day 100% free.

### Reason #2: Real Intention

- Opt-in on a form does not say whether people are really interested in your content. They could just be curious and may not care about your emails.
- The word "Follow" and the action of clicking on it is a real indicator of the intention that a person has; manifesting that he/she truly likes your Page as well as your topics.

### Reason #3: Real People

- People entering their names and emails do not guarantee that the emails they are using are real so they can always use a fake email to get the information. They might not use their real email because they do not want to receive your emails.
- People following your page are already signed into their "personal" Google+ account. Therefore, they are attached to a real and confirmed email. That will be a 100% double opt-in confirmation rate right there.

#### **Reason #4: Easy to Read**

- Another thing that has a huge impact on whether people will read email messages you send using your autoresponder service is that they have to sign into their email accounts just for the purpose of checking emails
- People go to Google+ for so many reasons - not just for checking messages. And guess what the first thing is that they see once they get into their Google+ account? “The Home Page” which is where your message is already displayed for them right on top.

#### **Reason #5: Open Rate Doesn't Exist**

- Great, you have some real people on your email auto-responder list. Let me tell you that in order for them to see your message, they have to click on your email title (which happens to be a small line of text). You have to fight against many other email titles that are also in their inbox (perhaps including spam or advertisements) which is why those emails get so low open rate.
- With a “follow” the open rate does not exist. The message you post is 100% displayed directly into the Home section that all of the people who followed your page will see once they open their Google+ accounts. They don't have to click on any title in order to see the content of the message. You will compete with other people who are posting but every post is opened and separated one after the other. There are more ways to attract views than just using words like in the email title. You can use big images as well. You can even share GIF (animated) images. Have you seen an email title with a huge image to attract the eyes of the viewers?

### **Reason #6: Real Viral Power**

- Finally, after a long process and passing really tough obstacles, a very small amount of people get to check your message. But a smaller amount of them will click on any link or do anything you ask them to do within that message, and almost no one will share it with someone else by email. They don't really have contacts on their email contact list. Guess where all of their friends are hanging out? Yes, you are right: on Google+
- Once many people see your post (which will depend on what time you send your post rather than what time they decide to open your emails, not to mention how many times they check their Google+ account during the day compared to their email account), they will be able to share your really cool post with all of their friends instantly. Not selecting anything, just clicking on a button and does it.

### **Reason #7: 100% Free**

- How much do you pay for a 50,000 subscribers list? \$100, \$200 every single month? If you check on their services, you even have to call them up if you have a list of more than 25,000 subscribers. If you have to call to a service in order to know the price, just guess how much they will charge you?
- On Google+, you can manage even millions of Followers, and do you know how much you have to pay for it? Absolutely nothing.

Well, there are a lot more reasons to yell out that Google+ Pages are actually making a great impact on the marketing world, but it all depends on how well you use this outstanding technology.

Now I will show you the 3 most effective techniques to get a great amount of real followers quickly and safely.

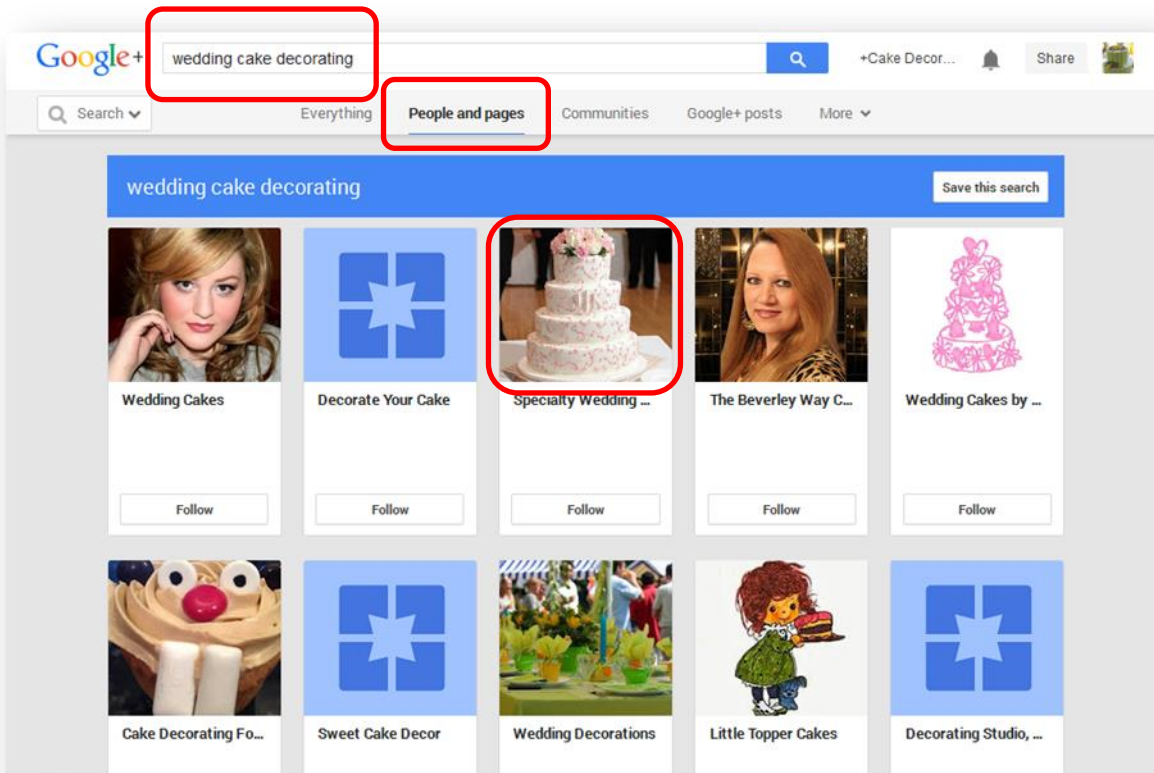
## 1. Add/Follow People and Pages

I have to tell you that you are not going to believe this. What I'm about to tell you is the reason why I think getting Google+ followers is the easiest and fastest thing compared to any other social site.

Do you realize what **"One-way connecting"** means? It means you don't have to wait for someone to decide to follow you in order to get them into your Google+ Page Circles. Let me tell you this is just amazing.


You can just add or follow a lot of people or pages and you will be sending them information without them accepting you as a friend.




What you need to do here is to start finding pages or communities relevant to your page and start adding the people that have put those pages and communities into their circles.





Profile ▾ About Posts Photos Videos




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<http://specialtyweddingcakes.net/>

# Specialty

## Wedding Cakes

by Heather LaPlante



Follow +191


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DIY Wedding Ideas - Wedding Program Bags

<http://www.diyweddingsmag.com/diy-wedding-ideas-wedding-program-bags/>


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diy Wedding Ideas: Wedding Program Bags


[diyweddingsmag.com](http://diyweddingsmag.com)

In their circles 218 people




**The Wedding Inbox**

Follow



**Pure Wedding Index**


Follow



**Serendipity Diamonds**

Follow


Have them in circles 155 people



### People in Specialty Wedding Cakes's circles


You can add these people to your circles or see which of your circles you've already added them to.

Relevance ▾




**Shopbop**  
Your daily destination for the fa...

Wedding Ca...




**The Wedding Inbox**  
wedding, wedding information, w...

Follow




**Traveler**

Follow



**weddings in italy**  
weddings in italy, lake como wed...


Follow



**event management company**


Supplies 0  
 Classes 0  
 Wedding Cake Decorating 2  
 Kids Cake Decorating 0  
 Candy Cake Decorating 0  

[Create new circle](#)



**CompareWeddingInsurance.o...**  
don't leave things to chance, pro...

Follow



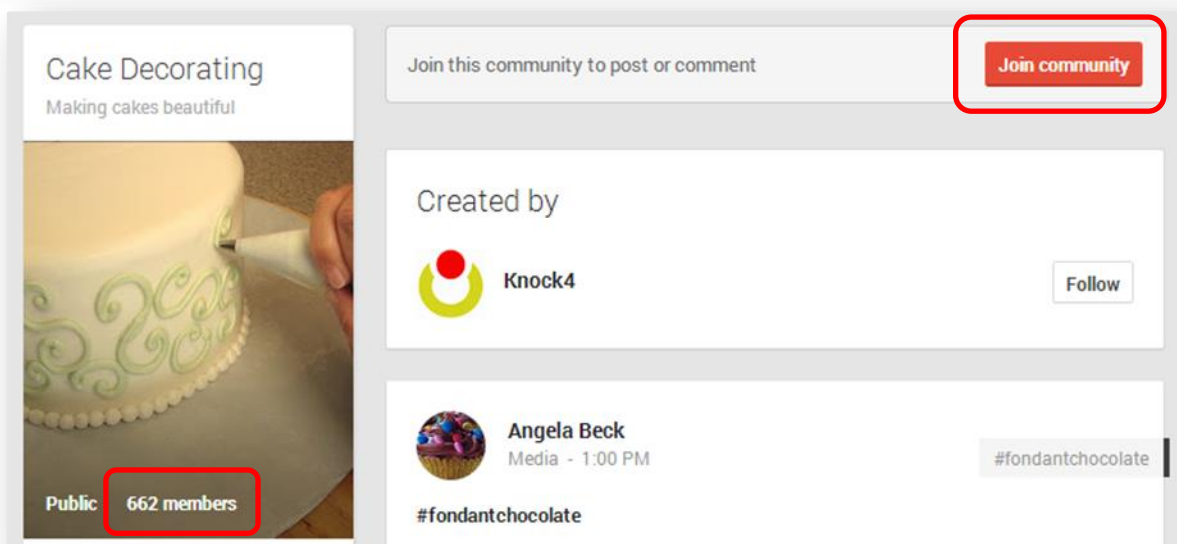
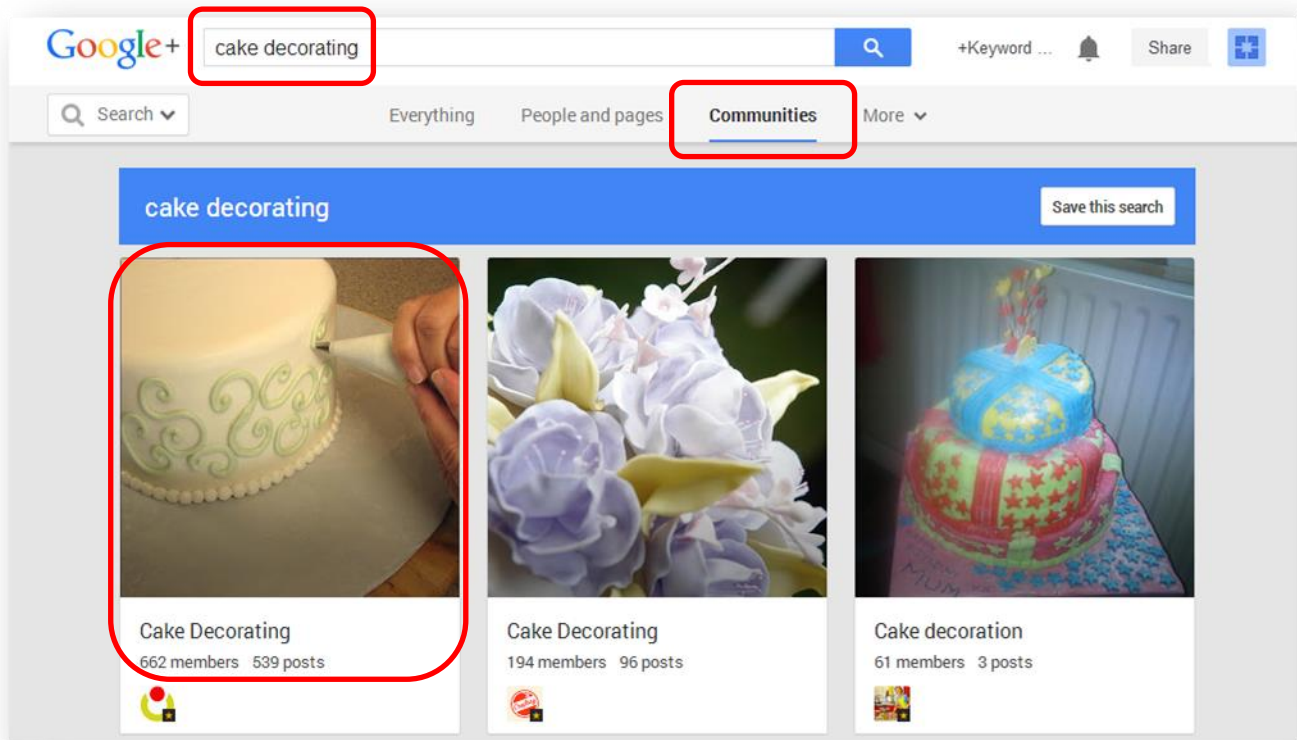
**Wedding Directory - DoYourW...**  
Wedding Directory

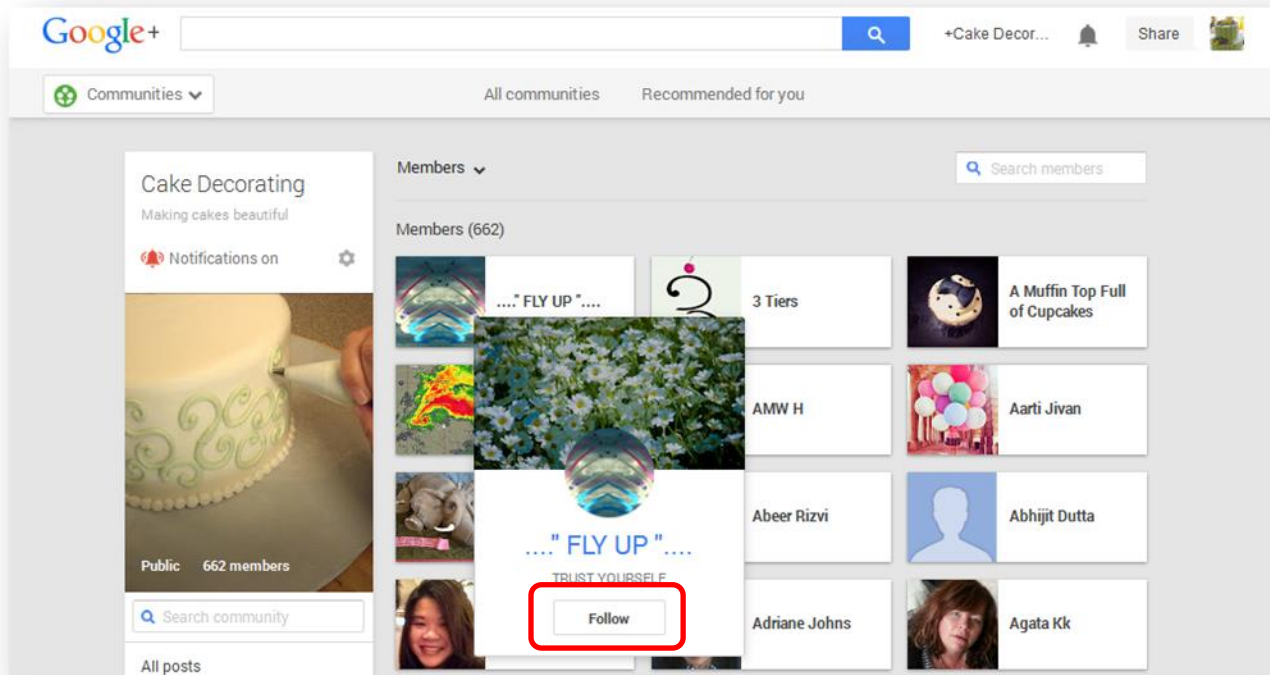
Follow

Done

## 2. Join Communities

You can search for relevant communities and join them, so you may have the ability to post and interact with the people in the community as well as add them to your circles. (You can add people without joining the community)





### 3. Commenting.

Another great thing to do is to comment on other popular posts. A lot of people are looking at those posts and, if you comment on them, they will see you and they will be interested to stop by your Google+ Page and see what you got.

Comment something really helpful; something that people may be moved to comment back to you or thank you for your great participation.

You can use the What's Hot feature of Google+ to find some popular posts that you can comment on in order to get some attention. Find highly shared posts and start commenting helpful information. Try to approach your topic if you can do it.

Google+  +Cake Decor...

What's Hot ▾

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Top Quotes

**Neha Chatterjee**  
Quotes - 6:18 AM

**Nobody**  
can change a person  
but someone can be  
the reason for a person to  
change

+937 224

What's hot and recommended

These posts are popular on Google+

Trending

- #ThrowbackThursday
- #Thorsday
- #CoffeeThursday
- Tea Party
- Michael Bay
- Julian Assange
- Ubuntu Touch
- #DoShare
- #ThirstyThursday
- #SpiritDay2013

Communities you might like [View all](#)

- FASHION!**  
1 person you know
- Libertarian**  
10,852 members
- Scuba Diving**

## 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,

**Jay & John**