****

**Using Google+ Checklist**

While Google+ may not be as large as Facebook, with an estimated 212 million alive and active profiles, it’s still a great way to connect with others, share your information, drive traffic to your website and more. This checklist offers ideas on how to use Google+ to market your business.

* **Profile Setup**
  + I have created an account at plus.google.com
  + I have chosen a good profile photo that represents my business.
  + I have filled in my profile with detailed and relevant information to my business.
* **Getting Started**
  + View incoming posts from other people from the dashboard.
  + Text, voice and video chat with others from the right side of the dashboard.
  + Set up your basic circles. You can always add more later
  + Search for people to add to your circles. Don’t wait for them to come to you!
    - **Tip:** If your profile information is written well, you can click “suggestions” to find people who will likely add you as a friend.
  + When you find someone you’d like to add, click the “Add” button.
  + View “your circles” to see a list of people you’ve added. Drag & drop them to your previously created circles or add a new circle to add them to.
  + To post, click “Share what’s new…”. There is no character limit. You can share text, photos, links, videos and events. Then choose who you want to share it with and click “Share”
    - Tip: Share relevant content. Use the formatting options for easier reading

Below are some ideas on how to use each of the Google+ features to market your business.

* **Google My Business**

One of the best features in Google+ is the [Google My Business](https://www.google.com/business/) listings. If your business has a local presence, using Google My Business will help increase your visibility on mobile searches as well as local searches. It also gives potential customers the ability to call you and get directions to your business via Google Maps.

* **Your Listing:** Be as detailed as possible when filling in your business profile. If you aren’t sure what to include, check out some other listings that rank high in the search results for ideas.
* **Reviews:** Encourage shoppers to leave a review. Hold a drawing every few months & choose a winner from those who have posted new reviews. The prize(s) could be a gift certificate so they come back to buy from you again.
* **Segment Using Circles**

When talking about segmenting, you may think it’s only part of email marketing, but that’s not the case. You can, and should, be segmenting in as many places as possible, including Google+. Segmenting allows you to share relevant information with only people who are interested in that information.

Segmented circles you should consider creating

* Customers
* Affiliates
* Partners/Potential Partners
* Industry Leaders / Influencers
* **Join Communities**

Communities give you a way to meet and network with like-minded people. If you have a passion for a particular product, service, hobby, organization or interest, chances are there’s at least one community that shares your passion.

Once you’ve established yourself in a community you can use it to recruit affiliates, advocates and even JV partners.

* **Be Active**: You don’t have to visit each one daily but try to check in at least a few times a week to stay visible and actively networking.
* **Be Unique:** While there’s certainly nothing wrong with repurposing ideas and information, try to make your contributions unique from what you post on other social networking sites.
* **Google+ Collections**

Google+ Collections allows you to organize your posts by topics so your followers can more easily follow the updates they are most interested in. It gives your followers an at-a-glance preview of the topics you discuss.

* **Events:** Attending or participating in an event? Categorize all of your posts for it so your followers can see what you are doing, follow along with the progress and perhaps even join the fun.
* **Ideas:** If you share tips or ideas on different topics, consider creating a category for each topic. Whether it’s a hobby, business topic or even an FAQ, it makes finding your topic specific posts easy peasy.
* **To Do’s / Updates**: Working on a new product? Create a to do category and post updates as the launch day progresses. This will help build buzz about your upcoming launch and will give followers a ‘behind the scenes’ look at how you operate.
* **Freebies:** Similar to the ideas, if you give away freebies on a regular basis, create a category for them. Freebies are a great way to attract new customers.
* **Hangouts**

Google Hangouts & Hangouts On Air are great ways to connect with your audience. Google Hangouts is a closed video session between you and up to 10 people. Attendees are invited by you via email.

Hangouts On Air is a broader scale service where you can broadcast your conversation to anyone who clicks your streaming link. In addition, during On Air broadcasts, people can connect with you live through a text messaging. You can share your screen so others can see what you’re teaching.

A few ways to use Hangouts:

* Promote events such as product launches
* Hold a Q&A Session
* Video conferences with industry leaders.
* Share ‘behind the scene’ peeks at what you’re doing or teaching.
* Collaborate with customers, affiliates, partners, industry leaders and more
* Host interviews & have others interview you
* Share presentations
* Hold a seminar or webinar
* Teach something through video tutorials
* Host guest speaker events

These five ideas will get you started using Google+ on the right foot. Once you get the ball rolling, you’ll find countless other ways to make use of the services offered.