

Social Media Intelligence

punch
communications

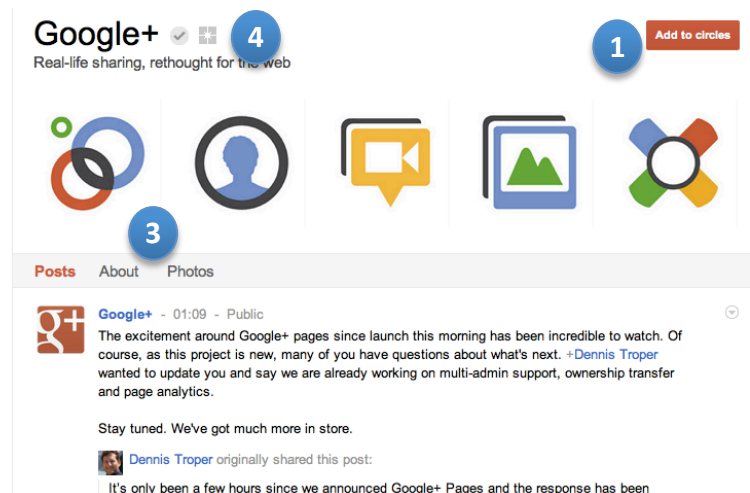
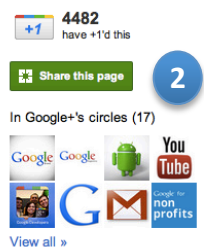
Google+ Brand Pages – An Introduction

Introduction

After months of speculation Google has announced the [introduction of brand pages](#) to its social network, Google+. This document offers an overview of the main features of Google+ brand pages and how brands can ensure they maintain acquisition, engagement and follower satisfaction:

Google+ Brand Pages – Main Features

On the face of it, brand pages are stylistically similar and offer many of the same features seen on other social networks. Brands can acquire new fans and engage with them through posts, choosing between plain text, text accompanied with assets, or posts sharing other online content to the brand's social community. However, there are a number of other features currently unique to Google+:



1. **Add Brand Pages to Circles** – Google+ users can add brands to circles alongside their friends and other users on Google+, rather than having to segregate fans and brands into separate circles.
2. **+1 & Share Brand Page Buttons** – Users can +1 a brand's page with a button sat beneath a brand's logo. Users can also share a brand page to their circles with the 'Share this page' button.
3. **Recommended Links** – A brand can include SEO-friendly links within the 'About' section of its profile, whether linking to its other social media profiles, or to websites of note which it wishes to advertise to its followers.
4. **Verified Tag** – Once a brand has consulted Google regarding the status of their page they can include a "verified tag" to ensure users are aware that the page is officially managed by the brand.
5. **Multiple Profile Pictures** – Multiple profile pictures can be uploaded and allow the user to scroll between different images at the click of the button.
6. **Single Admins** – As it stands, Google Brand Pages are only allowed a single admin, with no way of transferring admin rights once the page has been created. Google are likely to introduce the ability to transfer admin rights in the near future.

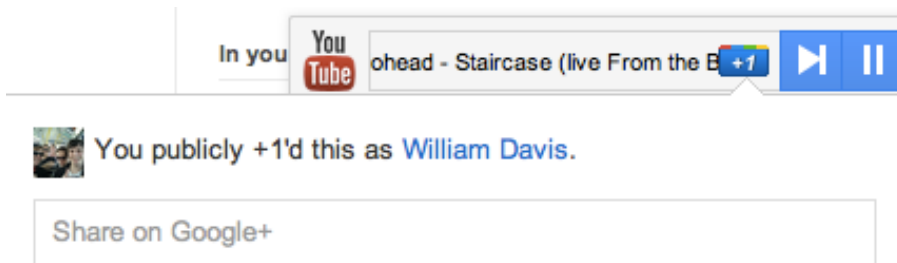
Social Media Intelligence

Google+ Brand Pages – An Introduction

Further Integration

Alongside the launch of brand pages Google announced a number of new features that, although not directly related to brand pages, are likely to play an important role in promoting Google+. These are:

- **Integration with Search Engines** – Google has introduced **Direct Connect**, a new search feature built into Google's search engine. By adding "+" to the beginning of a brand search, the user will be taken straight to the respective Google+ brand page once it's been verified, although this feature is only accessible if the user has activated Google Instant.



Integration with YouTube –

Google has recently introduced a YouTube widget to the Google+ home page. The widget allows a user to instantly search YouTube through Google+, bringing up a pop-up "YouTube Player" to play the user's video search request without directing them away from the network.

- **Integration with Browsers** – Google has also introduced two new extensions for its Chrome browser, Google+ Notifications and Google +1 Button. The notifications extension alerts the user to any notifications they've received on Google+ during browsing, whilst the Google +1 Button extension allows users to +1 any webpage they may be viewing and instantly share it with their circles.
- **Integration with AdWords** – [In a previous document](#) Punch discussed the potential benefits that Google+ may have on a brand's SEO strategy. Although nothing is currently official, Google has hinted that +1s from multiple online locations may eventually be tallied together to appear as a single total.

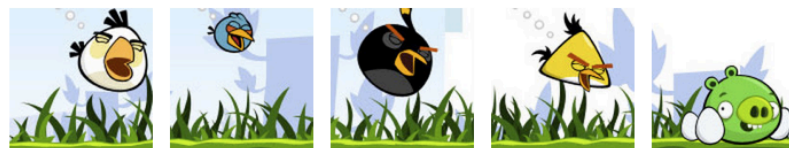


+1 2138
have +1'd this

Angry Birds

Ca-caw!

Add to circles



Posts About Photos Videos

Social Media Intelligence

punch
communications

Google+ Brand Pages – An Introduction

Moving Forward

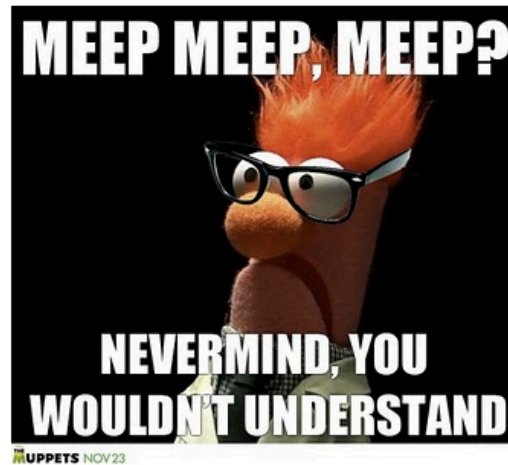
Below are a number of elements for brands to consider moving forward:

- **Social Search** – These additions and changes point towards an increased importance in the relationship between social networking and SEO. Brands must put activity to encourage sharing and +1ing at the forefront of any Google+ outreach campaign to ensure their search rankings are influenced positively and visibility is increased across both search engine and social media channels.
- **Regular Outreach** – Users will look to add their favourite brands to circles, but may be less likely to were the page to appear bare and unappealing. Brands must use regular content from the outset to encourage new users to add them to circles.



The Muppets - Yesterday 22:48 - Public

Do you understand us on a deeper level? Then we want you in our Google+ Hangout today at 4:30pm PST. Less than two hours left!



- **Prepare to Adapt** – Given that brand pages are still in their infancy, it's likely changes and alterations will be introduced, potentially forcing a brand to alter outreach strategies. Preparation to amend any strategies must be covered to ensure follower satisfaction remains paramount.
- **Cross-Pollination** – To ensure a brand achieves maximum outreach it must advertise its Google+ profile through existing social media properties. This will provide increased visibility for the new page and will encourage a number of existing fans to follow the brand through the new platform.

For more information, please visit www.punchcomms.com or our social network profiles:



www.punchcomms.com