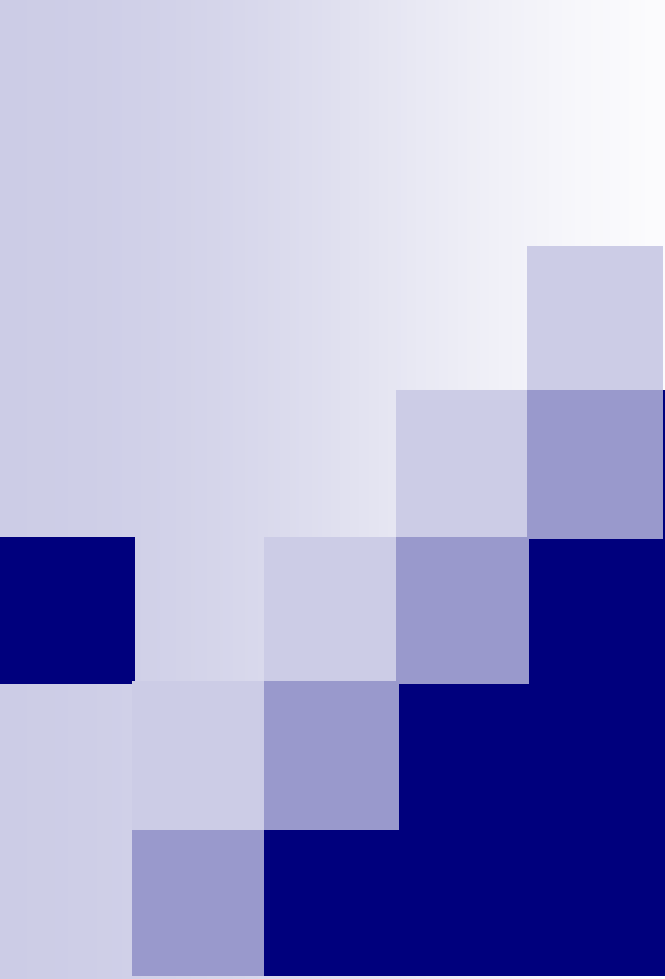




Google+ Marketing

How to Use Google+ to
Market your Business Online
Trainer: Rick Cooper

“Social media is social!”





What You'll Learn in this Class

- Google Terminology
- Navigation
- How to get Vanity URL
- How to build your Google+ Network
- Google+ Promotion Strategies
- How to optimize your Google+ Profile

Facebook.com/SocialMediaOutcomes.com

facebook    Rick





Social Media Outcomes
Community Page about Training



Social Media Outcomes is a community for small business owners interested in leveraging social media to grow their business.

About



 **219** 

Photos Likes



Quote

“Think like a publisher, not a marketer.”

~**David Meerman Scott**

Google+



Rick Cooper

Online Marketing & Social Media Trainer

Edit Profile



Send a message

Send an email

In Rick's circles (141)



View all »

Posts

About

Photos

Videos

+1's

View profile as



Rick Cooper - 9:21 AM - Public

Blog post on AttractingIdealClients.com: How to Use Email to Generate Leads and Earn Sales. Check it out... <http://ow.ly/a7AhL>

Attracting Ideal Clients: Attraction Marketing Secrets: How to Use Email to Generate Leads and Earn Sales



Email marketing is one of the most cost effective strategies to communicate your message to prospective clients. Building a permission based email list is a great strategy to leverage the internet. Yo...

Google Terminology

- +1 = Like
- Circles = Friends/Followers
- Stream = Newsfeed
- Hangout = Video Chat



Quote

“Those who ignore the party/conversation/network when they are content and decide to drop in when they need the network may not succeed. It’s pretty easy to spot those that are just joining the network purely to take – not to give. Therefore, be part of the party/conversation/network before you need anything from anyone.”

~Jeremiah Owyang



Navigation (Upper right corner)

- Home/Stream
- Photos
- Profile
- Circles
- Games

Google+ Navigation







Rick Cooper

Online Marketing & Social Media Trainer





Demonstration:

Google+ Navigation

How to get Vanity URL

- gplus.to
- Copy the number at the end of the URL
- Create your Vanity URL

gplus.to

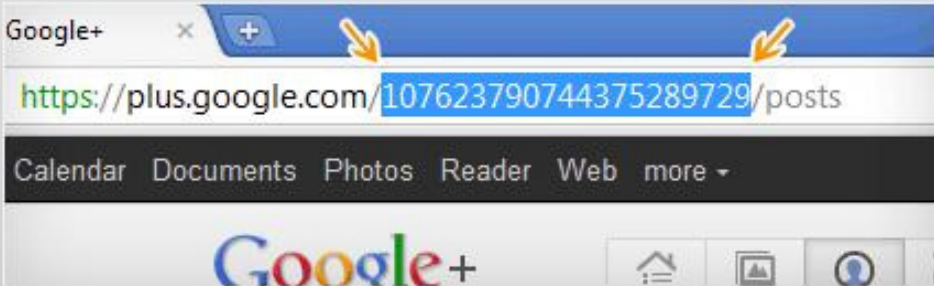
Make short URL for 

Nick Name

 **Info!**

Your username;
Could be 3 to 25 characters;
Should not contain special characters,
You can create a nick for individual Google+ account.
Only Latin characters and numbers.

Your Google+ ID



Steps to get Vanity URL

- Copy the number from your Google+ URL
- Paste into the gplus.to web page
- Select and enter a nickname
- Your nickname will appear in the new URL

Current: <https://plus.google.com/u/0/100526443647006445192/posts>

New: <http://gplus.to/rickscooper>

NOTE: gplus.to is not affiliated with Google+



Demonstration:

Google+ Vanity URL



Quote

“You need to clean out those old sources of your social-media diet that are no longer nourishing, dust the cobwebs off those old connections to keep them polished and valuable, and clean out the dirt from the corners of your social life where you haven’t ventured in months.”

~Eric Fulwiler



Google+ Promotion Strategies

- Post content
- +1 Other people's posts
- Share blog posts
- Post links to your lead capture page
- Post promotions
- Viral marketing

Share a Blog Post



Rick Cooper - 9:21 AM - Public

Blog post on AttractingIdealClients.com: How to Use Email to Generate Leads and Earn Sales.
Check it out... <http://ow.ly/a7AhL>



Attracting Ideal Clients: Attraction Marketing Secrets: How to Use Email to Generate Leads and Earn Sales



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- Comment - Hang out - Share



Rick Cooper - 9:18 AM - Public

"Every year the Web offers up hundreds of new experimental services and ideas, and while you don't have time to try them all, if you're able to pinpoint the applications with the most traction, your early adopter status will come with long-term rewards." ~Jennifer Van Grove



- Comment - Hang out - Share

Send people to a Lead Capture Page



Rick Cooper - 9:36 AM - Public

Looking for ways to increase revenues using social media? Get my Free Report on 10 Ways to Monetize Social Media...

 **10 Ways to Monetize Social Media**



10 Ways to Monetize Social Media



- [Comment](#) - [Hang out](#) - [Share](#)

Send people to a Lead Capture Page



Rick Cooper - 9:36 AM - Public

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 **10 Ways to Monetize Social Media**



10 Ways to Monetize Social Media



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Send people to a Lead Capture Page

ATTN: Business Owners, Sales Professionals, Network Marketers and Public Speakers

Get Instant Access Now to a FREE Report with 10 Incredible Techniques to Monetize Social Media!

Complete the form now to receive your copy of this amazing report

Get Instant Access Now to this FREE Report

Social media is a great tool for marketing your business online.

Get powerful tips and strategies to connect with people through social media sites and build your business.

Here's what you'll learn in the report:

- ➔ How to find new customers through social media
- ➔ Tips to generate leads on social media sites
- ➔ Techniques to promote events
- ➔ How to use online video to promote your business



Get your FREE Report Now!

Enter your contact information below:

First and Last Name

Email Address

Phone



Demonstration:

Google+ Promotion



Quote

“Social Networking that matters is helping people achieve their goals. Doing it reliably and repeatability so that over time people have an interest in helping you achieve your goals.”

~Seth Godin



How to build your Google+ Network

- Create circles
- Add people to circles
- Reciprocate for people that add you
- Works similar to Twitter

Who's in YOUR Circles?

In Rick's circles (141)



[View all »](#)

Have Rick in circles (68)



[View all »](#)

[Change who is visible here](#)

View All the People in Your Circles

People in Rick's circles

Relevance ▼

Filter

 Marybeth Hrim MB Hrim Company ○ 2 circles	 Joanne Lang ○ 4 circles	 Susan Joy Schleef Presentations With ... ○ 4 circles
 Jim Dickinson Windermere Real E... ○ Clients	 Michele Jennae influenSPHERE ○ 4 circles	 Ron Hori ○ Entrepreneur
 Thomas Holthus ○ Clients	 Michelle Ulrich Virtual Business Ma... ○ 3 circles	 Janice Jordan Networking Queen ○ 3 circles
 Sonika Tinker Meadow Vista, CA 9... ○ 3 circles	 Jessica Clark RoomToBreathe.biz ○ 3 circles	 Rebecca Johnson Get Networking Now ○ 3 circles



How to optimize your Google+ Profile

- Add your photo
- Add bio
- Add links

Update your Profile → About page

Posts	About	Photos	Videos	+1's
Introduction	Speaker, Trainer, Coach Joint Venture Manager Affiliate Marketing Social Media Strategist Online Marketing Expert Author			
Occupation	Online Marketing and Social Media Trainer			
Employment	Rick Cooper International Founder and President, 2003 - present			
	Social Media Outcomes Founder, 2012 - present			
	Eric Lofholm International, Inc. JV & Affiliate Manager, 2012 - present			
	Live Out Loud Affiliate Manager, 2010 - 2011			
	Eric Lofholm International, Inc. General Manager, 2008 - 2010			
Education	California State University, Sacramento B.S./B.A., 1989			
	California State University, Sacramento M.B.A., 1996			
Work	Phone	916-905-2464		



Demonstration:

Google+ Profile

Next Steps

- Set up Google+ Account
- Set up Google+ Profile
- Post daily
- Add people to your circles
- Apply the 80/20 Rule to Social Media



Contact Information

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Social Media Outcomes

rick@socialmediaoutcomes.com

916-905-2464

[Facebook.com/SocialMediaOutcomes](https://www.facebook.com/SocialMediaOutcomes)