



Milestones of Google+:



Unique features of Google+:

Circles – allows users to organize people into groups or lists for sharing and consuming content

Stream – similar to newsfeed on Facebook

What's Hot Stream – shows what Google+ users have commented shared and interacted with the most (similar to trending topics on Twitter)

Communities – discussion and forum about particular topics

Hangouts – free video conferencing calls with up to 10 people

Hangouts on air – gives users ability to create instant webcasts over Google+

Google+ Page – allows businesses to engage with followers

User base of Google+:

- As of Oct 2013, 540 million active users and 300 million active users on the stream
- Top activities are sharing photos and clicking the Google+ +1 button
- Vast majority use Google+ on desktop computer, not mobile
- Currently 33% of users are aged 25-34, but highest growth rate is in the 35-44 age group.
- #1 Competitor is Facebook, 2nd Twitter, 3rd LinkedIn. (YouTube is not considered since it is integrated with Google+)

Reasons to use Google+:

- Improves SEO and search results ranking in Google search engine.
- Deeper engagement through unique features
- Having a Google+ Page increases CTR for Google AdWords campaigns
- Measureable impacts through Google Analytics, Insights, and Ripples to identify how information is spread to audience

Best Practices:

New York Times: cater to audience needs through free content created specifically for Google+ Page, while maintaining pay wall for website

Toyota: Toyota Collaborator creates a unique experience for fans and integrates other Google services (test drive customized Toyota on Google Maps)

Worst Practices:

Domino's: infrequent posts, repeated content, self-promotions means that Domino's success on other social platforms is not replicated on Google+, resulting in a lack of engagement with followers.

SWOT Analysis:

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - Integrated platform - Facebook/Twitter features - Engaging with communities 	<ul style="list-style-type: none"> - A lot of components - Lacks a clear focus - Privacy issues
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Leverage Google search engine - Target older generations 	<ul style="list-style-type: none"> - Overexpansion - New platforms