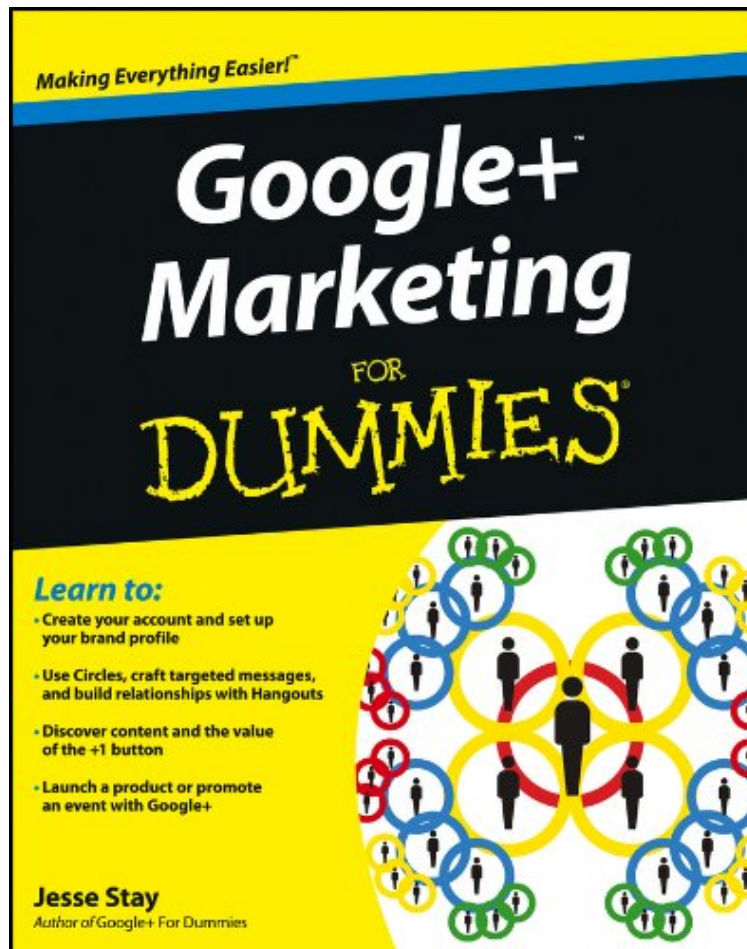


Google+ Marketing For Dummies

Jesse Stay

audiobook | *ebooks | Download PDF | ePub | DOC



[Download](#)

[Read Online](#)

#1432640 in eBooks 2012-10-26 2012-10-26 File Name: B009Z795XW | File size: 68.Mb

Jesse Stay : Google+ Marketing For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Google+ Marketing For Dummies:

1 of 2 people found the following review helpful. Another great book in a great seriesBy cdrspockAnother great book in a great series. Even if you are not a novice, this series is outstanding because it is filled with references and pointers to great resources!0 of 1 people found the following review helpful. Five StarsBy AMERIBAMBOOgood book0 of 1 people found the following review helpful. This Book Will Take You From A Google+ Marketing "Dummy" To Being An Expert In No Time!By Harold Cameron"Organize customers, craft targeted messages, or host Hangouts with Google`s social networkGoogle+ is Google's social network that has the social media world abuzz with excitement. With Google tools like YouTube, Picasa, Blogger, and Picnik being integrated with Google+, marketers will find Google+ is the best way to reach the long-time users of Google s other tools. Google+ expert Jesse Stay shows you how to create and maximize your Google+ presence to connect with your customers.* Explains how to sign up for your account and set up your brand profile* Shows you how to use Circles, craft targeted messages for the

Stream, and add multimedia features to your posts* Helps you discover content and the value of the +1 button* Shows you how to be mindful of SEO, so that your Google+ brand page can be found* Addresses using Google+ to launch a product or promote an event

Confidently enter the exciting new Google+ social neighborhood with Google+ Marketing For Dummies." (From the John Wiley Sons Publishers Website)

About the Author: Jesse Stay is a social media technologist, consultant, and developer. Entrepreneur Magazine and Mashable have listed him among the 10 entrepreneurs and 20 developers to follow on Twitter. Jesse is the author of Facebook Application Development For Dummies and Google+ For Dummies, Portable Edition.

My Thoughts About the Book: I am not a "tekkie" and I am certainly not a skilled Internet Marketer. I think simply and like things simple...in other words my name is Harold and I am a Google+ Marketing and Internet Marketing "dummy." There I admitted it and boy do I feel better as a result. (As I breathe a sigh of relief for being able to get that off my chest finally) LOL! Because I am a Google+ Marketing "dummy, I wanted to check the book out to see what tips I could learn that would help me improve my Google+ Marketing. The book certainly lives up to its title...author Stay has written the book in an easy to understand language with an abundance of diagrams and photos to support what he has written to help a "dummie" just like me get it. And I love pictures or visual aids in a book as they help me grasp the material that is being presented so I can then use it to accomplish whatever it is that I am trying to achieve in my life. In the 302 pages of the book you will learn everything you need and want to know about Google+ Marketing from A - AdSense, AdWords, Analytics Tools - to Y (sorry, there is no Z words or concepts in the book) - Blogging, Building YOUR brand, Circles, CRM, Google itself, Hangouts, Links, Marketing on Google and then Measuring the Results, Pages, Pictures, Posts, Search, Tags, Website Information, YouTube and so much more. Imagine getting all that in 302 pages. And the good news is once you have read the book and put into practice all of the effective tips and techniques that author Stay suggests you will no longer be a "dummie" like I still am plodding along, but rather a Google+ Marketing expert with a larger than life Google and Internet presence and huge following on Google as well as other Social Media thus contributing to your success in whatever field you are in.

Material Disclosure: I received the book at no cost from the John Wiley Sons Publishing Company for review purposes. I was not required to write a positive review. The opinions I have expressed are my own. I am disclosing this in accordance with the Federal Trade Commission's 16 CFR, Part 255: "Guides Concerning the Use of Endorsements and Testimonials in Advertising."

Organize customers, craft targeted messages, or host Hangouts with Google?'

s social network Google+ is Google's social network that has the social media world abuzz with excitement. With Google tools like YouTube, Picasa, Blogger, and Picnik being integrated with Google+, marketers will find Google+ is the best way to reach the long-time users of Google?'s other tools. Google+ expert Jesse Stay shows you how to create and maximize your Google+ presence to connect with your customers. Explains how to sign up for your account and set up your brand profile Shows you how to use Circles, craft targeted messages for the Stream, and add multimedia features to your posts Helps you discover content and the value of the +1 button Shows you how to be mindful of SEO, so that your Google+ brand page can be found Addresses using Google+ to launch a product or promote an event Confidently enter the exciting new Google+ social neighborhood with Google+ Marketing For Dummies.

From the Back Cover Learn how to increase brand awareness and reach customers through all Google properties! Google+ is a unique social network; in fact, it may not be a social network at all. But however you label it, Google+ can give your brand a tremendous advantage, and this friendly guide shows you how to get in on the action. Learn just what Google+ is (and isn't) and how to connect with new and existing customers throughout the Google community! Meet Google+ mdash; see what it offers marketers and test-drive its tools Jump in mdash; set up your profile, learn Google+ etiquette, and find people to circle Develop your strategy mdash; target your audience with SEO, create your page and target it with Circles, and build a search strategy Start hanging out mdash; start a Hangout to video-chat with customers, have a focus group, or share ideas Add ads mdash; create effective Google social ads that engage visitors and drive traffic to your page It's all about relationships mdash; learn how to use Google+ for CRM and integrate your existing CRM strategy into Google Apps Know the score mdash; measure Google+ activity with Google Analytics and test your Google+ ad campaign The app side mdash; evaluate whether your brand would benefit from a custom Google+ app Open the book and find: What your profile should (and shouldn't) include Innovative ways to use Hangouts Secrets of building relationships How Google+ works with your existing social media strategy Suggestions for a strong Google+ ad campaign Ways to maximize the +1 button Tips on growing your audience Good Google+ business practices Learn to: Create your account and set up your brand profile Use Circles, craft targeted messages, and build relationships with Hangouts Discover content and the value of the +1 button Launch a product or promote an event with Google+ About the Author Jesse Stay is a social media technologist, consultant, and developer. Entrepreneur Magazine and Mashable have listed him among the 10 entrepreneurs and 20 developers to follow on Twitter. Jesse is the author of Facebook Application Development For Dummies and Google+ For Dummies, Portable Edition.