

# CONNECTED SOCIAL



Google

# COMMUNITY



Google



# CONNECTED WORLD



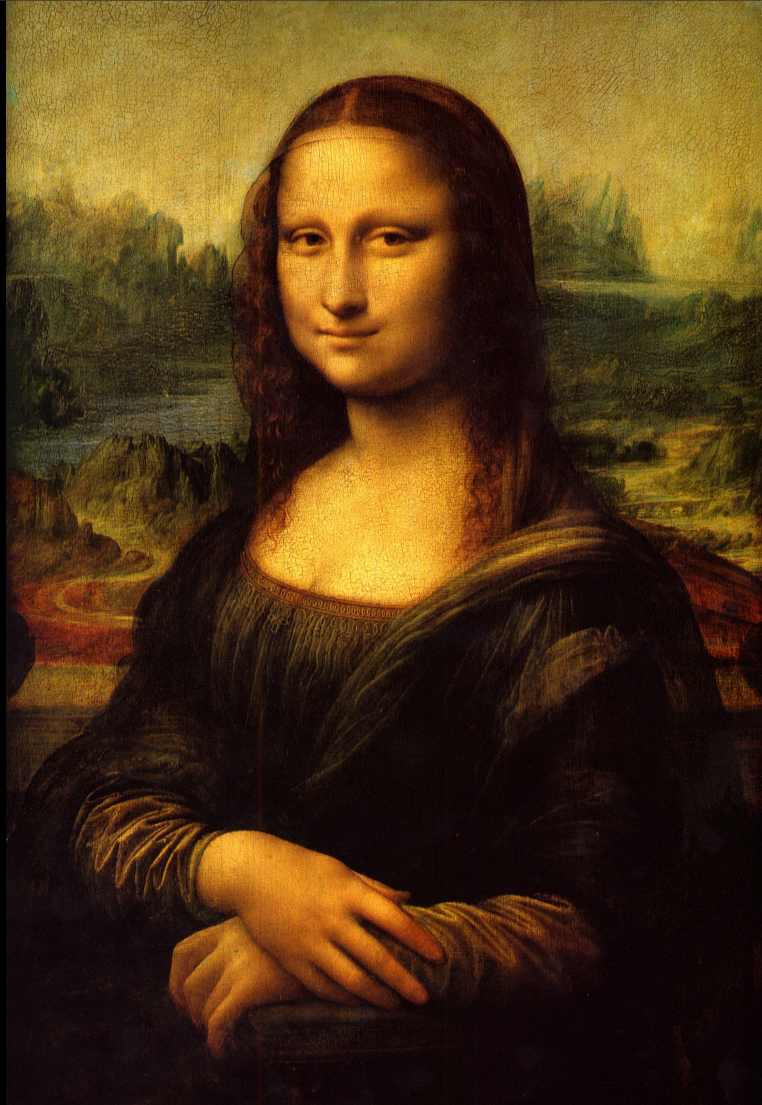
**TECHNOLOGY GETTING OUT OF THE WAY**



Google



**+1000 words**



Google

A full-page background image of two skydivers in a clear blue sky with scattered white clouds. The skydiver on the left is upside down, wearing a white jumpsuit with green and blue floral patterns and a white helmet. The skydiver on the right is in a more upright position, wearing a dark green jumpsuit with white floral patterns on the legs and a white helmet. Both are smiling and have their arms outstretched. The text 'BUILDING A GREAT EXPERIENCE' is overlaid on the right side in large, white, bold, sans-serif capital letters. The Google logo is in the bottom right corner.

# **BUILDING A GREAT EXPERIENCE**

Google





10 new

Share what's new...



Text



Photos



Link



Video



Hangout



## San Francisco Giants

Shared publicly - 8:37 AM

#SFGiants

Posey slams 1st career walk-off home run, lifting Giants to 2-1 victory over Dodgers. RECAP: <http://atmlb.com/Zuojnc>



+163

8



## Lotus Carroll

Shared publicly - 9:51 AM

#PortraitTuesday

You Know You Think I'm Cute

For #PortraitTuesday curated by +Laura Balc &amp; +Tana Teel



Family

148 photos

+355

10



35 comments ▾



Heather Leslie 10:13 AM

Love that sweet face!!

Add a comment...

## Trending

#HeresToTheMoms

#MusicMonday

Creative Cloud

#NursesWeek

Los Angeles Kings

Major League Baseball

#NationalParksMonday

#GunControl

Iron Man

#MeidoMonday



## National Geographic

Shared publicly - Yesterday 10:30 PM

"Years ago, fisherman would dump their scraps overboard at this location, as they came into harbor," says photographer Thomas Pepper. "The southern stingrays pictured soon learnt about this free meal."

[Read more](#)

# CIRCLES



The right people, in just the right place.

Google™



# CADBURYS – CONNECTING THROUGH CIRCLES



Google™

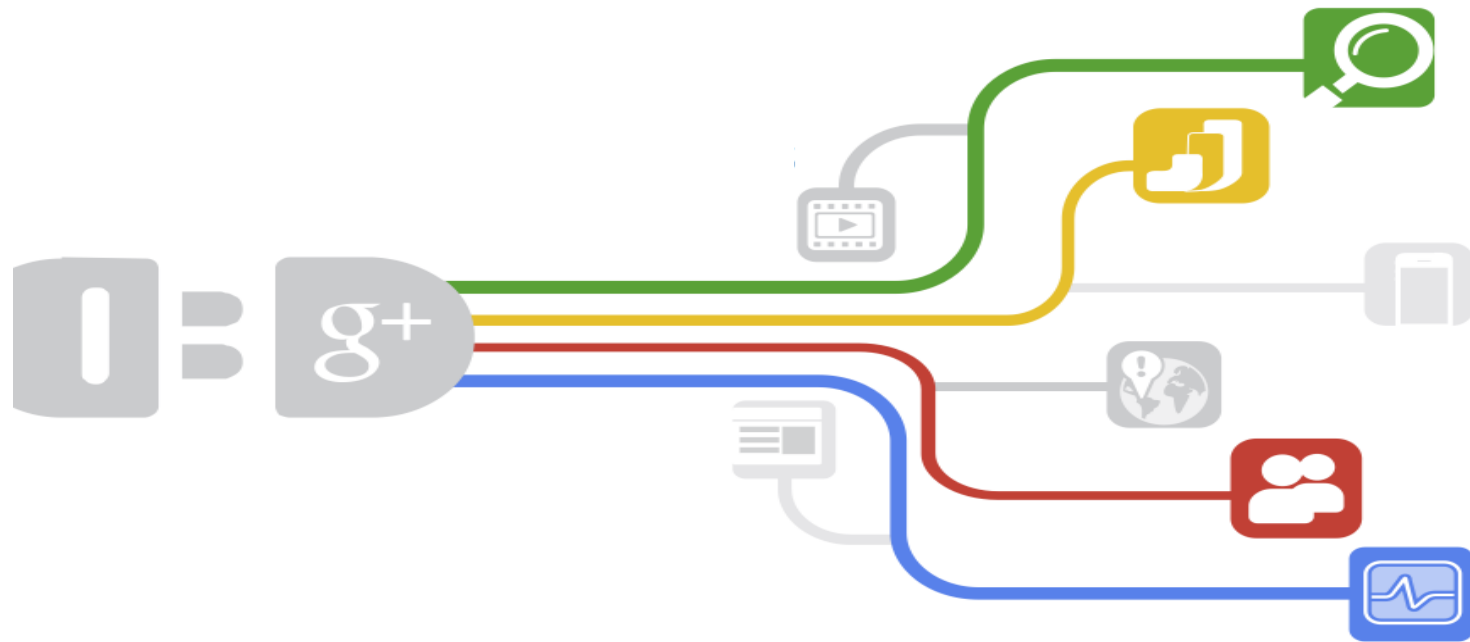
# CONNECTED AND SEAMLESS EXPERIENCE



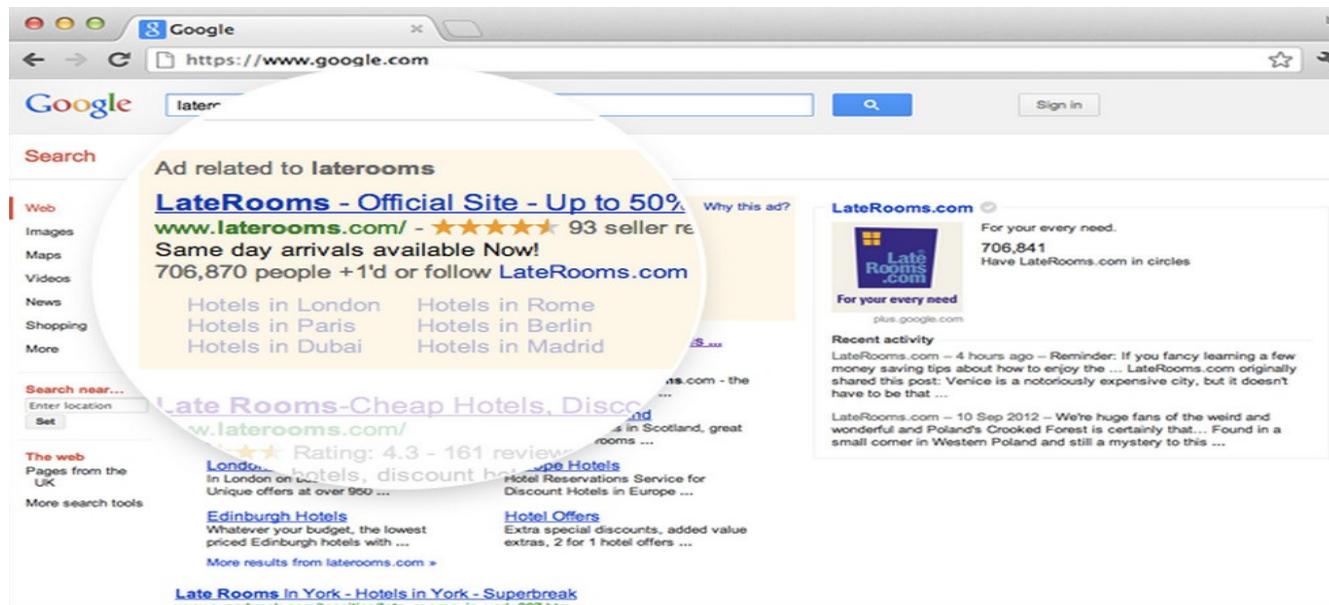
Google



# SOCIAL SPINE OF GOOGLE

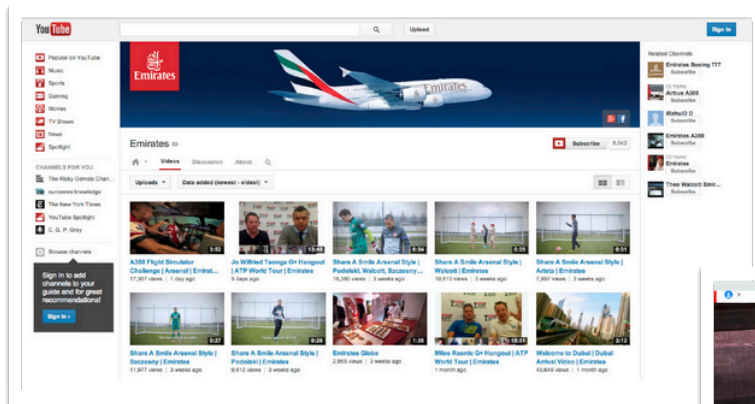


# SEARCH - DRIVE BRAND DISCOVERABILITY

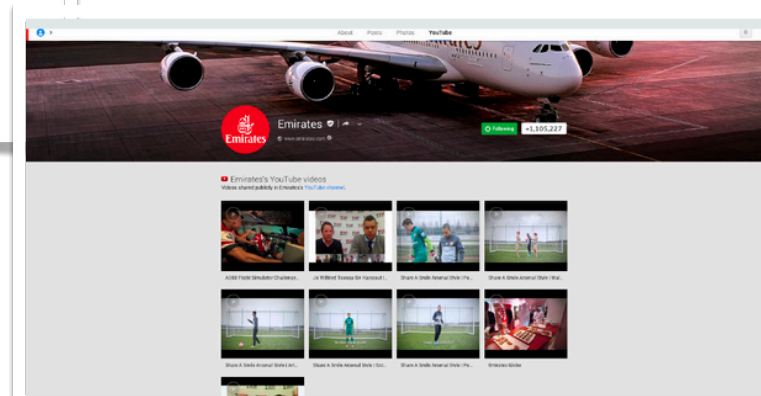




# EMIRATES – SYNDICATED CONTENT



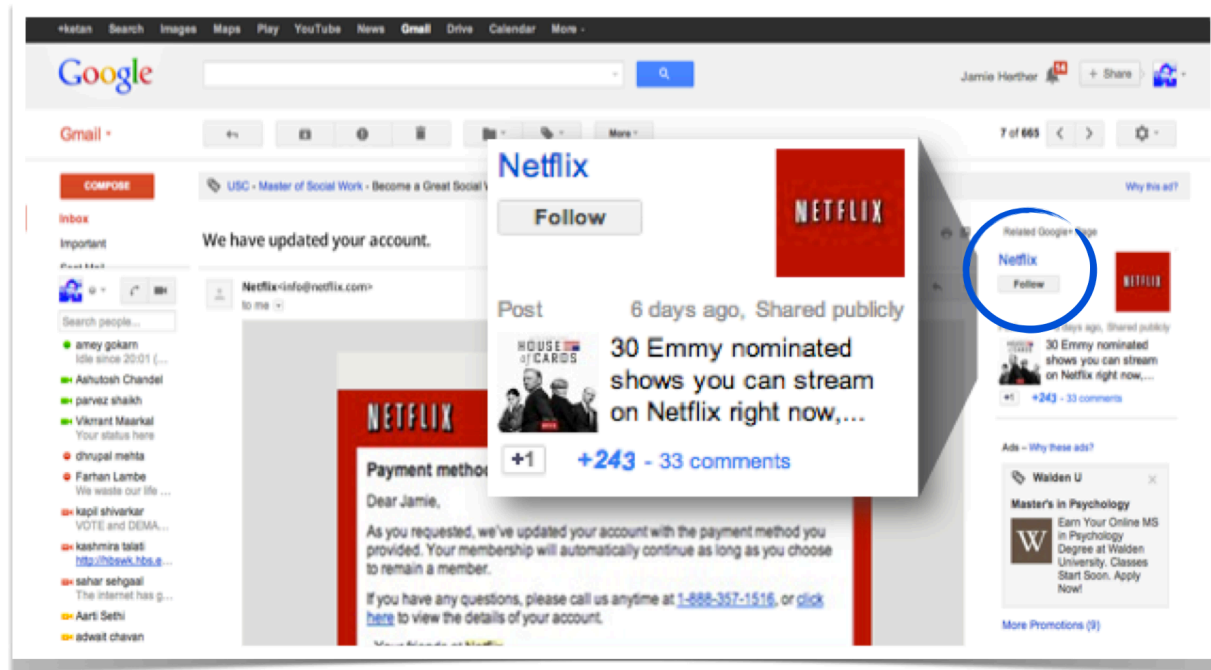
Emirates Airline used YouTube to connect with customers



By integrating Google+, Emirates Airline shared their content seamlessly across their platforms

Google™

# GMAIL – GROW FOLLOWERS



**TELL GREAT STORIES WITH GREAT CONTENT**



Google





# TOPSHOP

"We have always prided ourselves on being first to market with the latest trends and product innovation. The best way to bring the excitement and energy of our brand to customers all over the world is by partnering with the world's largest digital company, Google."

Justin Cooke, CMO, Topshop

Google™



# TOPSHOP TRANSFORMS THE FASHION WITH GOOGLE+

Custom program drove 300k new followers in just 2 weeks

BE THE



TEAM

4M VIDEO VIEWS  
ACROSS PLATFORMS

Join live backstage  
hangouts with the  
TopShop design team

BE THE



FASHION

7,500 LIVE VIEWS

Take a front row  
seat at the exclusive  
red carpet event via  
Hangout On Air

BE THE



MODEL

600+ PHOTOS  
UPLOADED

Model for the camera at  
the TopShop store and  
automatically upload  
your photo to Google+

BE THE



BUYER

AVG. 11 MIN IN APP & 52%  
RESHARE

Develop your own fashion  
collection with friends using  
the TopShop Custom  
Hangout application

Google™

Google+ hangouts and social extensions match Clinique's "high touch, custom-fit service"

## Goals

- Produce and share content
- Feed search engine results pages

## Approach

- Sent new Clinique product to a small group
- Invited select bloggers from this group to participate in an exclusive hangout
- Used hangout in in-stream and in-search ads

## Results

- YouTube ads delivered CTR 10x higher and VTR 16x higher than standard brand ad
- Social extensions produced a 14% conversion rate uplift



Ad related to [clinique uk](#)

[clinique.co.uk](http://clinique.co.uk) - Clinique Official Website  
[www.clinique.co.uk/](http://www.clinique.co.uk/)

★★★★★ 1,696 reviews for [clinique.co.uk](http://clinique.co.uk)

Receive Your Free Makeup Trio With Any 2 Purchases! Shop Online Now  
9,958 people +1'd or follow Clinique UK

Your Free Makeup Trio

New Even Better Compact Makeup

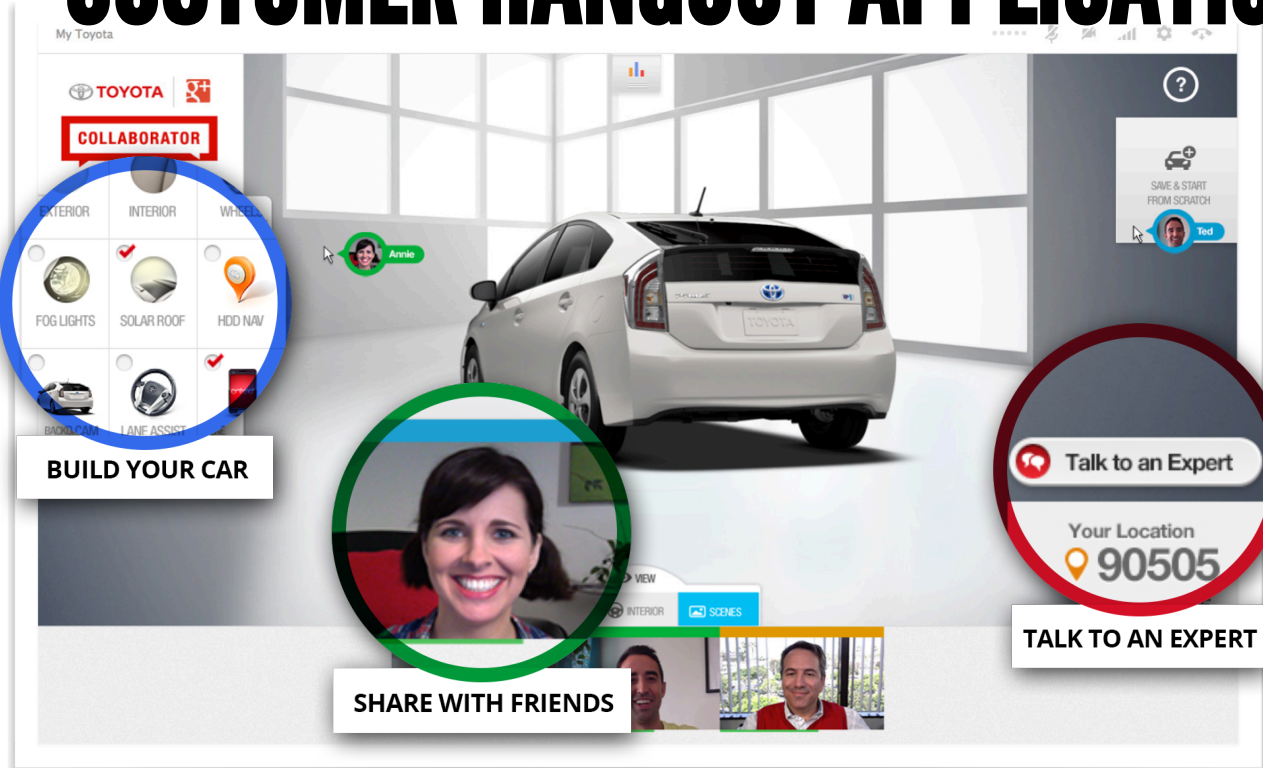
Coming Soon: CC Cream SPF30

Free Delivery With £30+

Chubby Stick Shadow Tint for Eyes

New High Impact Waterproof Mascara

# TOYOTA – CUSTOMER HANGOUT APPLICATION



Google™



# G+ Best Practices

## **Build your presence on Google+**

Create a personal Google+ profile

Create a page

Customize your page

Verify your page

Custom URLs

Circles

## **Engage with your audience**

Posting

Photo sharing

Hangouts

Events

## **Promote social message beyond the stream**

Let your customers do the promoting

Increase your reach

The power of the badge

## **Measure impact**

Social Reports in Google Analytics

# CONNECTED SOCIAL



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