



# GOOGLE+ USER RESPONSES

**BUSINESS USERS THAT ARE PASSIONATE  
ABOUT GOOGLE+ AND WHY**

**OCTOBER 2012**

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## INTRODUCTION TO GOOGLE+

Google+ (G+) is a social networking and identity service launched by Google on June 28, 2011. G+ is the focal point of Google's strategy to provide a customized user experience across all Google services. Users can share and comment upon status updates, content, photos, videos, favorite web links and more with other users in their Google Plus network of "Circles."

Google+ allows you to define your online profile including name, interests, friends and associations. You may associate your profile with other websites, blogs and social networks such as Twitter, Facebook, LinkedIn and more.

## ABOUT THIS COMPILATION

Web Ad.vantage president, Hollis Thomases, is the weekly "Digital Entrepreneur" columnist for Inc.com. In preparation to write an article for her column about passionate Google+ business users, she put the word out to her social media networks and other resources. She posed the question, "Are you passionate about using Google+ for business? If so, why?"

In all, more than 30 users responded. Hollis asked respondents to further answer pointed questions, which some respondents took the time to do. The questions Hollis posed were:

1. In 1-2 sentences, describe what you do/your biz does.
2. Why are you passionate about Google+?
3. Do you value it above other social media platforms like Facebook, Twitter or LinkedIn and if so, why?
  - a. If it's not your #1 on the list, where does it fall and why?
4. Do you have a G+ strategy, and if so, what is it?
5. What features about Google+ do you like/value the most & why? Which do you use the least?
6. What does Google+ do well/better than other social media platforms? Poorer/worse than?
7. Anything else you want to say to business owners/entrepreneurs about G+ that I haven't asked?

The document compiles all responses Hollis received, even those that did not go on to answer her questions.

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## COMPILATION OF RESPONDENT ANSWERS TO HOLLIS'S QUESTIONS

[Michele J. Martin](#), Social Media Strategist & Inbound Marketing for Food Based Businesses

1. As a Social Media Strategist for the food industry, I help restaurants, artisan food producers, caterers, etc to understand and navigate the oft confusing world of social media as it relates to their particular niche. I help them to visualize social media engagement as merely an opening of their doors and extension of their kitchen table to new friends and patrons.
2. I joined Google+ in early summer 2011. As one of the earliest adopters, I was able to find and build a vibrant community of passionate people from diverse backgrounds who were eager to contribute to it's success. Conversations felt more authentic, people seemed more responsive.
3. In a comparison to Facebook, I tend to use this analogy: Facebook is my past and Google+ is my present and future. Due to Facebook's heavy reliance on the "friend" aspect, much of my life from 10 and 20 years ago resides there. Many of those people are not active participants in my life and they don't know me as the person I am at 37, they know me as a 17 year old or a 25 year old, because of this, I prefer to be in the now and looking forward, rather than hanging out in the past.

I quite like Twitter, but it's different. It's like waving hi as someone drives by, whereas Google+ is dropping by with a pie to discuss the origins of apple pollination.

I don't interact as much on LinkedIn, rarely. I must really have a reason, such as when I reached out to you.

- a. Twitter is my go to, it is easy. Multiple types of integrations allow me tons of flexibility with how I can use it. After that comes Google+, Facebook is always last on my list.

4. I wish I could say that I do have a Google+ strategy, however the lack of integration into a service such as hootsuite , etc. means I spend far less time on it than I would like therefore I have never truly developed an actual strategy to how I use it, other than +ing people in comments when I want to pull them in and introduce, etc. I feel I have to choose between G+ or Twitter for attention and Twitter often wins out.

5. My favorite G+ features are:

- Hashtags because of familiarity and almost auto use of them (I even, sadly, hashtagged a text message recently.)
- Google Hangouts have great value as a collaboration and sharing tool

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- Circles and being able to choose how I share in a way that makes sense for how I do or don't compartmentalize different sectors of people and the ability to send private messages to myself and use google+ as a writing tool

I use circles and hashtags the most. I don't do hangouts for the same reason I don't do Skype, because I am my own brand, I feel I always need to present professionally on camera and quite frankly, sometimes I don't feel like putting on make up or doing my hair in order to do a hangout if I am working from home that day. Honestly, I would rather a phone call unless it is a group meeting or something requiring an actual visual element we need to discuss that otherwise we can't share, such as in a demo of a tangible, non digital product.

6. One of the things I really liked about G+ was it's zero-tolerance for BS, Trolls, Rudeness, and Spam. Users were very quick to defend and flag/report and get rid of the source of the issue. As it opened to the public more and more, it became more difficult, but because the G+ early users are generally of a different breed of user, I believe we had a more mature and intelligent base to grow from early on.

My biggest complaint is a lack of G+ integration with other social management tools. I don't have time or the attention to follow several tabs worth of feeds and streams. Give me one app that has LinkedIn, Twitter, Facebook PAGE (not profile), AND Google+ and I'd be so delighted.

7. The complaint I hear often and the reason for not using G+ is this: "No one I know is on it." The beauty of G+ is that it's like NYC on beautiful summer Saturday. Reach out and say Hi to a stranger, ask directions, explore. You don't take all of your friends on every new thing you do in life, meeting new people can expand your world and your ideas. People are really friendly, mostly. In order to find people who might be interesting to you, use a directory search. A few I like:

- **Find People On Plus (filter down by gender, occupation, location, etc) -** <http://www.findpeopleonplus.com>
- **Women of Google+ -** <http://www.womenofgplus.com/>
- **Recommended Users Based on Topicality -** <http://www.recommendedusers.com/>

#### [Gil Zimmermann](#), CEO - CloudLock

1. CloudLock is a software company that provides a SaaS solution that help enterprises extend their security practices and governance policies to the cloud.
2. SM is the most effective mode of collaboration, and far more inclusive and productive than email. Being able to use it at work for work, means employees can collaborate the way they prefer rather than the way the business is used to doing things.
3. Google+ is very tightly integrated with Google Apps (which we use) and puts our data and apps to work in a social way we weren't able to do before.

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4. Our strategy is to connect with our customers, employees, and partners in the most convenient and collaborative way we can. We use Google+ to follow and connect with our eco-system that the non-SM world simply doesn't allow.
5. We like the ability to follow our contacts, customers, partners, vendors, investors, advisors, prospects, and thought leaders, to be a part of and connected to what our market cares about. We love the Google+ Hangouts and Hangouts on Air and use them constantly to add color, video, and a personal touch to our interactions globally within and outside our company.
6. Google+ is integrated to our work environment and we're all on it, it has a professional feel and allows us to be selective about how/what/when we share information without sacrificing the ability to do that on a social platform where it makes sense. Google+ is better on mobile devices, and is easier to use than any other enterprise SM available.
7. We're not alone, our customers and partners are very excited about Google+, we even support Google+ as part of our offering, and are fielding many calls from large organizations that are looking at enabling Google+ as their enterprise SM.

**Chad Wiebesick, Director of Social Media, Pure Michigan**

1. I oversee social media for Pure Michigan, the popular campaign that promotes travel and tourism for the State of Michigan. Pure Michigan is administered by the Michigan Economic Development Corporation, the official State of Michigan agency that promotes Michigan as a great place to live, work, build a business and raise a family.
2. Our organization is always looking for new ways to reach the Pure Michigan audience. Google+ has features other social networks don't, like the ability to have a live video chat with nine other people around the world for free. Plus, since Google is both a search engine and a social network, being active on their social network has improved our search visibility.
3. Each social network is different. Different audiences, different uses, different rules of engagement, different types of content delivery. The key to identifying the right social network (Google+ or otherwise) is to understand your customers, what their needs are, and where they spend their time. But don't stop there. No one cares about your social media presence unless you deliver content of interest. So remember to develop a content strategy and then identify how you will implement your strategy through various social networks.
4. Our largest number of fans is on Facebook, then Google+, and then Twitter. But bear in mind: It's not the number of fans we're focused on, it's creating relevant content and engaging our audience. Pure Michigan won a 2012 Mercury Award from the U.S. Travel Association for having the best social media presence of any state tourism department. We accomplished that by developing content that gets our travel audience to interact

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with Pure Michigan. Our Google+ fans are excited about our posts and look forward to what we have to say. They leave comments, share our posts, and interact with us.

5. We use Google+ to connect with our audience on an emotional level, sharing beautiful photos of Michigan, talking with them about their favorite things to do on vacation in Michigan, and inviting them to share their Michigan travel stories.
6. We love the ability to host Hangouts and have a real-time face-to-face video chat with 9 other people across the State of Michigan. The video is broadcast live on YouTube, our Google+ page, and our blog. Pure Michigan was the first state destination marketing organization in the nation to host a Hangout. Our fan numbers doubled to over 90,000 after our first Hangout. Pure Michigan now has the second-most number of fans of any state tourism agency.

Which do you use the least? We have not yet fully taken advantage of Circles, the ability to place fans in various groups to send them targeted posts based upon their interests.

7. What does Google+ do well/better than other SM platforms? Poorer/worse than? Google+ excels at integrating social media and search marketing. Google uses social signals as one factor in determining search rankings. Since we've been active on Google+, we've seen our search visibility improve. A search for "Pure Michigan" shows our Google+ page prominently on the first page of search results. Plus, we're taking advantage of Google's social extensions with our paid search ads. People can +1 our ad or become a fan of our page directly from the ad. That's pretty cool.

Google+ could do a better job with helping business pages run social media contests and promotions. Facebook excels at that. With Google's recent acquisition of social media promotion company Wildfire, this will likely change.

8. Being successful on Google+ is more than just having a Google+ page. There is a gap between where business owners want to be and where they actually are with their social media. The gap usually falls in one of three places: in the creation of new and engaging content, in the effective integration of social media with their traditional marketing, and in the measurement of the impact of social media. Before jumping into Google+ (or any social network), make sure your business has a solid social media strategy that addresses these issues and is aligned with your business goals.

#### **Martin Shervington** – Consultant & Writer

1. I am an business and marketing consultant, coach and writer. Here is one of my blogs, just for a taste of what I get up to! (<http://thepsychologyofmarketing.co.uk>)
2. Google+ is the future of Google. It will add a social layer to all of Google's products and services which means that all of our content within the Google+ platform will increasingly become part of search results, meaning that it is content for others to read hence increasing our reach more than ever.

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But this is not the main thing I love about Google+ as it is really the vibrant community that makes Google+ what it is. I spend up to 10 hours a day [Commoogling](#) with incredibly talented musicians, scientists, marketers and more. This is why I value it beyond Twitter, Facebook, LinkedIn. I love my friends but there is far more I can learn from people who I used to consider 'strangers' but now have become truly great friends.

3. My strategy is to put Google+ at the centre of my businesses, this way I am committed to learning everything I can from my incredible mentors. In turn share everything I know about it all through my writing and video blogs. I wrote the book "The Art and Science of Google+" in this way, all based feedback whilst Commoogling.
4. Hangouts are incredible for connecting with people from all ends of the Earth. Pages allow for differentiation of content and give a focus for business. I have only just started using events though but am also getting in the swing having organized a Global James Bond 007 Day to celebrate its 50th anniversary.
5. G+ connects people better through multiple channels, including hangouts. Also, I believe there methods of engagement on posts (+1s, comments and shares) enable a deeper relationship to be formed and true connections to be built. To me the process of: Engage, Relate and Connect - Commoogling all the way!
6. Business needs to get started NOW! This is not going to go away and in 5 years time everyone who starts soon will be considered to be the wisest ones in their industry. Trust me on this, Google+ will change the world. Just wait and see what they have coming next...

#### Sean Grace, Marketing Director - CoupSmart

1. I am a marketing professional currently leading the marketing team at CoupSmart, a tech startup providing brands with a social marketing system to drive measurable revenue from their fan pages.
2. I am passionate about G+ because it fits with what I want a social network to be. It's not about talking to all of the same people you already know, complaining about life, and sharing pictures of what you had for dinner (although I'm sure there are people that use it that way). It functions as a discovery engine to find people who share my interests, and wish to have in-depth conversations. Brand pages function in largely the same way, and give businesses a lot of tools to engage in and out of their organization.
3. I definitely value it over the others. It is easier to have conversations and share content (including with specific people/circles). The content is more interesting and it is easier to find what you're looking for than anywhere else. Having the best search function definitely helps with this as well. Twitter is just a never-ending news feed, and every time something is shared (a picture, an article, etc.) it always involves clicking a hyperlink and leaving the site. Facebook has a huge user base to tap into, but because they only have their social network as a revenue source they are constantly looking for ways to charge businesses to reach them. Specific sharing is tougher, ads are all over the place, and they constantly change things with little explanation. LinkedIn is good for sharing content, but discussions are tougher. The group discussions are filled with spam. I have liked their recent changes though.

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4. It is number 1 for me. I can use it for business and personal reasons with ease.
5. My G+ strategy is not very rigid. It's pretty casual and simple. I share content on my page that reflects who I am, and builds my personal brand. If it doesn't fit with my main public profile, I limit the post to specific circles. However, I almost exclusively post publicly because I want people to find me. The content on my [brand Page](#) is aimed at helping other businesses with social media and marketing strategies. I will share branded content only a few times a week. The idea is not to sell hard, but rather to share interesting stuff, engage in conversation, and be helpful when possible. Do that well, and sales will naturally follow.
6. Some of the features I like include hash tag support (in comments as well), bold and italic type, hyperlinks in the About section, ability to edit posts whenever I want to, integration with other Google Apps and products, Hangout/YouTube integration, easy sharing options, a great search tool, and setting my main news feed myself using a sliding scale for each circle. All of these make the experience much more user friendly and fully utilize all of Google's advantages.

Which do you use the least? I am (im)patiently waiting on an API my team can build on. It will come though.

7. Google does better first, and most important, in that they listen to their users. The G+ team has active accounts. You can mention them in a post, and they will often respond. When they launch a new feature, or change something they care about whether or not their users like it.
8. All business owners/entrepreneurs should be on G+ and should be using it. The fact that Google indexes G+ posts in Google Search should be enough of a reason to use it. Use it and be found. Also, fully embracing everything Google has to offer - G+, Google Drive/Docs, Calendar, Gmail, Hangouts, YouTube, etc - make it incredibly useful as a business collaboration network.

**Bob Shirilla, Owner – Simply Bags & Keepsakes Etc.**

1. I own and operate two eCommerce properties (Simply Bags & Keepsakes Etc). Our office and warehouse is located in Canfield, Oh. I have been in the retail business for over 25 years and have converted all of our brick and mortar retail stores to eCommerce.
2. I believe Google+ is the best collaborative environment on the internet. It has all the features that I want. Originally I started using Google+ for the possible search engine ranking. I found the majority of business consultants that I follow use Google+. Every morning I start the day by reading Google+ for insights into SEO and eCommerce.
3. Google+ is technically and functionally the best platform. I wish everyone would convert their social media efforts to Google+.
4. Clearly Google+ is the best social media environment. My life would be very simple if all my vendors, customers, friends, and consultants would only use Google+.

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5. I don't have a Google+ strategy. I think many SEO and eCommerce companies try to develop a strategy to "trick" Google. I let Google+ develop functionality and my company uses that functionality to add value to our operation.
6. When Google+ was originally introduced, it had the capability to categorize your followers into Circles. No one's life is so simple that they can broadcast a message to everyone that follows them. My personal friends can be broken down into golf friends, beer drinking friends, church friends, family friends, ... The list is endless.

My business life is way more complicated than my personal life.

I love Google+ Circles.

7. Google does these things better:
  - My social friends have adopted Google+ - I want to be where my friends are.
  - Google+ Circles is the best.
  - Google Hangouts - I have learned so much from the many Google Hangouts that I have participated in.

#### Gregory Smith, Owner - RxSEO

1. I manage RxSEO.net we are a search engine optimization company and help other businesses with their internet marketing problems. We offer the solution!
2. Google+ is the perfect social media platform and offers the best opportunities per what a social media platform should offer, and I look forward for google+ taking over social media.
3. Heckk yeah I do, there's NOTHING on the web comparable to Google+. Google+ offers features like no one else even comes close to. Hangouts are awesome, so is everything else about the "plus"!
4. N/A
5. Well ofcourse I do. Basically everything you do via Google+ shows brightly via google search engine, and thus drive website traffic that converts, making google+ that much better of a social media platform with added benefits.
6. HANGOUTS is definitely my favorite. Hangouts take over GoToMeeting and all other webinar and conference platforms, and that's a huge value for not only business owners, but to everyone, even school kids... My son absolutely loves Google+.

#### Corey Vandenberg, Principal Partner / Digital Strategist - Open The Next Door

1. We help businesses who are growing, or want to grow faster get more customers.
2. I love Google+ because of what it wants to be more than what it is today. I see where they are headed (my assumption) and I think they have laid a foundation for innovation that the other social media platforms don't currently have. In fact, I'd say that they aren't

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even trying to compete with Facebook, Twitter or LinkedIn. Their biggest competitor over the next 5 years will be Apple & Amazon. To see this requires a different paradigm. You have to see Google+ as a Social Layer that weaves throughout a web user's experience from using Google+ Local to find a place to eat to downloading an app from the Market...eventually interactions out in the real world via cars and products like Project Glass. Thinking of it like a social layer changes everything. It's not really trying to be a Facebook, it's trying to be the platform that connects us all whether we're in front of the computer or not.

3. Each has its own purpose that it is best positioned to help you accomplish. I do value it above them in a 1 year view. The reason in two words: Positioning & Utility. Google still is king of search and with the introduction of Google Authorship (Positioning), most businesses care more (or should) about targeted leads (Utility) that have a high probability of converting into new business. A new report published recently (need to source it) found less than 1% of viable leads could be traced back to Social Media vis-a-vis Search.
4. Our strategy is to use Google Authorship tag, publish good quality content and "Own the Racetrack", which is to say drive traffic back to our site and our platform rather than relying on other platforms like Social Media sites that can be changed with a whim of the site owners.
5. I LOVE Hangouts. I think the recent Mars mission via Hangout was one of the coolest experiences I've seen made available through the web. I think we've only scratched the surface of ways we can leverage this platform. Also Google+ Local. We've worked with businesses that have tripled their volume by leveraging this one platform. Today's consumer decisions are increasingly driven by social validation (reviews) and Google+ Local is better positioned than any of it's competitors with Yelp in a distant 2nd only because of its alliance with Apple and its growing base of iPhone users.

Which do you use the least? Honestly the "social media" part. I don't try to pretend it's Facebook or try to get people to come over to it from Facebook. I'm simply trying to use it as I see its highest utility – A Social Layer throughout other functions.

6. Google+ is much worse at the interaction that Facebook has amongst people you're very familiar with. Having said that, I think that its much better than Twitter at interaction between people who you have not met yet.
7. To other business owners I say, put on your visionary hat and look 2-3 years into the future. Consider the projects Google is working on currently - don't look at what they do today, but rather where they are going. Don't miss the opportunity that exists today to solidly cement your foundation before it starts to come together. Everything Google does is Ready, Fire, Aim – so its very short sighted to look at what Google+ is today and think "Oh another Facebook wannabe" and declare it a failure. No other platform puts you in front of motivated prospects as readily, often and reliably as Google+ (due to Google Places being re-positioned as Google+ Local) and after all...according to Peter Drucker the whole purpose of a business is to create and keep a customer...the rest is just fluff.

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**Dotty Scott, Owner - Premium Websites**

1. I build better websites for small businesses.
2. Google+ offers way more to a business owner than just a social media platform.
3. I like the social part of Google+ over Facebook because it is easy to target posts to people that want to read the information using Circles. I also feel that the content on G+ is indexed while the content on Facebook is not as much. It's my #1.
4. Yes, I have a strategy. When I post content on my blog I immediately link to it in G+ with a +1 as well as a link on my Business Page G+ account. This gets the content indexed in Google right away. I also use the platform to Plus1 content from others and to essentially bookmark content I want to go back to.
5. I like and value Authorship and Hangouts as well as Hangout On Air features. They all are great marketing tools that are free to business owners. I can even say that I have new clients just because of Authorship.

Which I you use the least? Events seem fairly useless at this point.

6. Google+ does Lists (Circles) way better. The user base also seems to be older - I do not miss the kids that Facebook has on it. It is more professional than Facebook will ever be.
7. Entrepreneurs & business owners: If you are not using G+ you are losing business to someone that is.

**Adria Saracino, Head of Outreach - Distilled**

1. Distilled is an online marketing agency with offices in London, New York and Seattle. We offer client services, run conferences and provide online training.
2. We use G+ internally for our company-wide social network. This is critical for maintaining communication and culture between three offices across 8 time zones. We see the future of Authorship and rich search results relying heavily on Google's understanding of the social graph and like the marketing opportunity this provides both for ourselves and clients. It also is heavily influencing the local search space. It doesn't hurt that our entire target market uses G+.
3. It's more valuable to us than any of those for internal communications because of its simplistic interface and integration with Google Apps (which we use as a company).

In terms of direct revenue goals, Twitter is our biggest direct revenue driver out of the social networks, followed by Facebook. G+ and LinkedIn don't get a look-in as direct revenue drivers, a combination of them being relatively new and the way that our target market uses these platforms. We use LinkedIn mainly for business development rather than marketing - it's a really effective way of reaching targeted people.

However, G+ offers a far better way of interacting and including users within postings. It often gains a far bigger number of shares and/or +1s to that of FB for us, surprisingly.

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The use of images and videos look and appear far more effectively than on any other platform - resizing in FB is often a pain and you can lose some of the detailing of an image. Also, the introduction of Google Events seems to elicit far more responsiveness than on any other social media platform - I'm not even sure there is a functionality similar to this on other platforms. So in terms of consumption and sharing metrics, G+ has been a big player for us, but it hasn't caught up with the others in terms of affecting our bottom line.

4. For us, it's #3 for external marketing, but #1 for internal use. However, as the platform develops and adopts more user engagement, you may see us favoring G+ more than Facebook and Twitter.
5. We have a collection of tactics that are starting to work. It's not something we're over thinking at the moment since it's not a direct revenue influencer for us. It's a great place for discussion. It's a great place for industry-insider stuff (given the nature of the audience) and it's great for sharing photos and images. Right now we're using it more for engagement and staying fresh in the industry.
6. The integration with Google Apps making it perfect for a company-wide network - we can control access centrally and lock it down to our current employees utilizing circles. We also like the integration of hashtags into the search bar, which is useful for tracking both externally and internally. And we can't forget about hangouts - they've completely revolutionized the way we communicate internally, and we're excited to start playing around with live streaming using this functionality.
7. Better:
  - internal network
  - photo display (similar to FB, but bigger)
  - mobile app is excellent
  - integration of hashtags from Twitter but no character count
  - linking with other peoples' networks and circles

Worse:

- smaller audience at present
- annoying multiple account issues
- terrible URLs for sharing

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#### Michael Cavendish - Gunster, Yoakley & Stewart, P.A.

1. We provide legal services to US and international corporations, public and private.
2. On the creator's end, Google + is a stable platform for creating and distributing content of substance, whether on business or other topics, and on the receiving end, it is an infinitely customizable receiver, in the way a television or satellite radio unit is a receiver, for just the brand of content you want coming into your workspace. Google+ is like working in a TV studio that sends and receives signals. It is like having your own personal satellite. It sets a high bar in the history of communication.
  - a. Sure, it's #1 for business uses. For business, it ranks above Facebook, because no one actually posts on Facebook anymore about anything business related. Facebook has become a social register, or just a place where we share funny little

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slices of life with neighbors and social friends. Google + also ranks above Twitter for business, because the 140 character limitation on Twitter keeps the utility of that service focused on bare announcement, humor, insults, or on the non-business pastime of taking first credit for breaking news stories. Google + is just as distributable as Twitter, with a much better platform for enhanced substantive content than either Twitter or Facebook. Google + also integrates seamlessly into the Google browser, making it, hands down, the fastest social media service to actually use during a workday.

3. I value G+ most for creative experimentation. The core of the Google+ community is a thoughtful community, but one that has deep experience with the web. As content consumers, they want offerings of substance, but they also appreciate being surprised, or following a new way of presenting something. So, good Google + projects are creative, they don't unfold like ordinary press releases, or come off as fatuous inquiries like "what does everybody think about Dodd-Frank?"
4. Circles is my favorite feature. Circles are "channels," like cable tv channels. But they are better than that, because in Google+, you can have a channel of one, or a channel bundling hundreds of offerings of content into a single stream. Talk about a movable feast of information!

Which do I use the least? I use the live videoconferencing the least simply because I haven't personally mastered it yet. When I start a new Google + project, I like it to work well, as opposed to working in "Beta."

5. What Google does better than Facebook:
  - Deliver new, relevant content to your screen free of distractions. Facebook's current page set up with timeline is designed to hide the content of others, and show you instead static areas like photos and unchanging "about" information.
  - Work with stability. Facebook is groaning under the weight of a vast set of passive users, frequently, there is too much jump and flicker on the platform, which makes you want to turn it off.
  - Provide a distraction-free environment for doing quality social media. Facebook overdoes the alerts, notifications, and so on. Google's alert system is subtler and less intrusive.

What Google + does better than Twitter:

- Almost everything (except smartphone apps). Google + took the long form content production you can achieve on a blog or on Facebook and married it to an improved concept of distribution, which Twitter pioneered, that asymmetrical system where you can follow content producers unilaterally, and where people can do the same for your content. At this point, Twitter's only advantage over Google+ is established networks of @ accounts using smartphones. That advantage should diminish over time, although Google and its developers have some growing pains and work to do in the smartphone app offerings for the service.

6. To business owners: Google+ is a platform for social media that will reward good faith, old fashioned work. The potential of it has not yet been fully realized. The service is all about marrying the various potential of text, images, and links. Business owners can use

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it to tell a story about themselves that is as compelling to the consumer as their favorite book and their favorite movie, simultaneously.

### Fraser Cain – Universe Today

1. Universe Today is a space and astronomy news website, read by about 3 million people a month.
2. Google+ has so many great features, it's hard to know where to start: advanced photo sharing tools, nested comments with editing ability, a powerful search engine, shared circles. But I really like Google+ because of the quality of the conversations. The comments on my posts are often thoughtful and engaging, and I've made many new friends here.

Facebook is for following the people you went to highschool. Google+ is about making new friends who talk about the things that interest you.

3. I absolutely value Google+ over other social networks. I republish links to stories on Facebook, Twitter, etc, but they're essentially on autopilot. Google+ is where I go to actually engage with people and participate in the network.
4. I have two strategies: create value on Google+ that make the network better, act as a glue to introduce interesting people to each other. In creating value, I've been running events like our [Virtual Star Party](#). And for introducing people, I manage my [Super Science Circle](#).
5. The biggest feature for me is Hangouts on Air, which allows anyone to become their own television station. That's a total gamechanger, and has allowed me to experiment in this new medium without a lot of equipment or expense.
6. There are so many things Google+ does better: photo sharing, longer thoughtful posts with active comments, searching to find topics you're interested in, circle sharing to quickly find interesting people to follow.

It doesn't have a rich API yet, though, so it's difficult to interact in any way except for the official Google+ client.

7. If people are skeptical about Google+, I recommend they take the Google+ 30-day challenge:
  - a. Create an account on Google+ and fill it out completely.
  - b. Circle 500-1000 people who talk about topics that interest you. Search for shared circles to gather them up quickly.
  - c. Post 1 interesting thing a day that's relevant to your audience.
  - d. Actively engage with the people you're following. Share, +1, and comment on their posts.

Try that for 30 days and then see if you haven't changed your mind about Google+

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### Daniel Gray - MPGomatic

1. MPGomatic produces video car reviews with a focus on fuel efficiency, along with reports on alternative fuels and vehicles.
2. Google+ provides me with a filtered stream of information. The friends and folks I follow are my intelligent agents, gathering links to articles of genuine interest.
3. My [social media] leaderboard: 1) Twitter; 2) Google+; 3) LinkedIn; and 4) Facebook (a distant fourth), with Twitter being more ethereal/conversational and LinkedIn more the directory/resource. For me, Google+ is a place to discover and discuss pertinent (newsy) information. Google+ is far less distracting than Twitter (where I follow too many noisy streams).
4. My strategy: I have roughly 10x the followers than the number of folks I follow. I try to keep my Circles tight. There's only so much information that can be consumed in a day.
5. Separating folks into Circles is key. I've only participated in a handful of Hangouts so far, but know that I will be partaking far more frequently in the future.
6. I use G+ strictly for business interests. There's no culture clash. It's not a rolling high school reunion.
7. G+ will be increasingly important going forward. Google has invested far too much to turn back from it at this point.

### Mandy Saffer, Content Specialist - PCG Digital Marketing

1. PCG Digital Marketing is a boutique digital marketing agency in NJ that helps businesses increase their online visibility. We specialize in Search Engine Optimization, paid search, custom content, social media and video.
2. Google+ is extremely important to us as a business, not only to show that we are always on the cutting edge with the latest Google products, but also because we firmly believe that engagement on Google+, whether direct or not, has a strong link to Google search results. We are passionate about Google+ because it helps us to produce better search results. We feel it is a valuable social networking investment that ensures a better experience when using Google as a whole.
3. It is difficult for any marketer to say that the engagement on Google+ is up to the same level as Facebook, so Google+'s value is really measured in other ways. For instance, on Google+ it is extremely easy in comparison to Facebook to tag other businesses, other profiles, and to find trending keywords. That in itself makes it valuable because it puts businesses in the drivers' seat when it comes to social engagement.

- a. For us, it depends on the content and the goal of the content whether or not Google+ is #1. We have different audiences on all different platforms. In general, Facebook seems to win out in terms of clicks but all day long we have clients and vendors who tell us that they see our content all over Google+. I believe that visibility alone on a platform that many businesses are still trying to

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figure out then makes Google+ our number one. Some of our team believes that while LinkedIn is ideal for professional networking, Twitter is ideal for news and Facebook is a mixture of everything, Google+ is ideal to help Google find better results for the individual user based on what they post/interact with.

4. We have an internal social team that discusses which hashtags to use, how to link to our business pages as well as author pages, and so forth. We aim to cover all of our social assets every three days so if you do follow us on all platforms you won't see repeat content. The one difference in sharing content on Google+ is it allows us to pull out the key takeaway of the content and make it a part of the status, where a platform like Twitter limits you on that. We utilize the social and seo-friendly functions of Google+ to see how our efforts reveal themselves in search and how we can apply this to our client's strategies.
5. The features we value the most about Google+ are the recent merge of business pages and Google+ local listings, the ability to use and track trending hashtags, the ability to edit published posts, and to easily tag other businesses and profiles in a post. Overall, the platform is very easy to use and is very intuitive and appealing. Although, because there still seems to be a lack of audience, it's hard to truly gauge engagement since it seems too segmented rather than representative.
6. Google+ was created by the #1 search engine, so of course its internal search knocks Twitter and Facebook out of the park by far. Have you ever tried to find a business on Twitter or Facebook using their internal search? It often doesn't give you what you need, where I can find a business in Google+ in a flash. Google+ also makes posting easier and it looks a lot nicer. Hangouts are a more budget friendly than other programs and are easier to use than Skype. Google+ has also blended a lot of key features of Facebook and Twitter into one and the Gmail integration of contacts is great.
7. Google+ business pages are now merging with Google+ Local reviews. That piece alone makes Google+ extremely important for business owners to get acquainted with the platform and stay on top of Google changes.

#### Will Jennings - [Photoswarm](#)

1. We provide beautiful online photo portfolio websites for professional photographers, allowing them to have their own domain name, professional email address and sell their photos commission free.
2. Google+ for us allows us to easily access yet another segment of customers. We love it's design and usability and feel it's a fantastic cross between Twitter's totally open but bit sized approach and Facebook's more personal and restricted friend approach. Google's circles feature and the control that it provides for sorting your friends is an innovative approach that allows them to pitch themselves well between Twitter & Facebook.
3. We value it above other platforms but only in certain areas. Generally we feel that all social media platforms have value and as a business none of them should be ignored.

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- a. It's young. It doesn't have the huge traction and user base that Twitter and Facebook do. There's a huge mainstream scepticism of Google+ which is quite undeserved as they've built an amazing product but so far, users seem to be your typical early adopter types who are already quite immersed in tech (which can actually be a good thing as a lot of our potential customers can fall into this category).
4. Our strategy is similar to our other social media sites. We use it to post about everything we're doing, get news out there, interact with our customers and provide help where we can to photographers. We're also acutely aware that not participating and being active on Google+ can only negatively impact on our SEO strategy. In certain circumstances, Google will value a search result with a Google+ social "+1" against it and we feel that we can't afford to not be part of that.
5. The product itself (which is essentially more comparable to Facebook than Twitter) we believe is fundamentally better than Facebook. Their product has better architecture, is easier to use, is faster, hangs less and doesn't suffer from the spam issues (both from friends & Facebook themselves) that Facebook has. The Google+ app is miles better than the Facebook app also.

On the downside, Google+ doesn't really have a proper API that developers can build on top of so it's more difficult to interact with on that level. There's also a lack of advertising on Google+. We advertise both with Google's Adwords (not related to SM) and directly on Facebook and would do so if we could on Google+

6. As I touched on above, the lack of traction is an issue (one we believe will fix itself over time) but there are actually some really active segments of users on Google+ which, for us, we value hugely. For example, there is a huge community of active photographers on Google+, talking about their work, sharing photos etc, and that's something that we definitely value being able to tap into.

#### Chris Yates - Huddle Productions

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1. I create video content for brands and business owners Social Media channels. I was in TV for three decades and decided to start my own company five years ago. I won 3 Emmys in TV and already won 1 Emmy with online work. So I do see it as the future.
2. I love Google+ for the Hangouts. We basically have created our own show and each week invite guests to participate. We've grown the audience to 114,000 fans and even had an Olympic Athlete live from the Olympic Village! Google+ has allowed me to interact with viewers in ways that I never got to do in TV.

Here is a [quick video clip](#) of our shows on YouTube.

3. I think they are all different and depending on what you are trying to do it depends which is best. Overall I do think Google+ will eventually be the best because of the Hangouts and also the fact that business owners get indexed into Google. Which is crucial. "Feed The Monster" is what I say about Google. I feed him daily.
4. My G+ strategy is to create my own [broadcast] "Network."

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5. It should be obvious that I like Hangouts the best :)
6. I think seeing, talking and interacting with an audience is something that the other [social media] networks haven't figured out yet. There is nothing like live video interaction where you can see the expressions from people live. It makes the quality of interaction so much better and more dynamic.

**Yvonne Miaoulis, Marketing Manager – [Baroan Technologies](#)**

1. I am the marketing and social media manager at Baroan Technologies. We are a managed service provider - we manage technology for small businesses in northern NJ and NYC.
2. I'm very picky, and I can't think of anything I'd change about Google+. As my company's social media manager, I'm on SM platforms all day and I'm constantly getting frustrated - "Why couldn't they make this feature easier? Why is this like this? I really can't do that?" Google+ is the only platform that never makes me throw up my hands.
3. I definitely value Google+ above Facebook and Twitter.
4. As a strategy, I always look for new people to interact with. If you just keep responding and sharing within your feed, your growth is going to stagnate. Find some new people, some new circles to get involved in. Google+ makes it so easy to search, take advantage and get out there!
5. Google+ does search better than any other social media platform (I guess it would be kind of embarrassing if it didn't, huh?). Searching for tweets gives me a headache and I feel like I never get the results I want. Searching for posts and people to follow on Facebook is pretty much impossible. On Tumblr, you can only search one tag at a time. Google+ makes it so easy to search for new people to follow, new pages to add to your circles, relevant posts, etc.. And it's such a bonus that you can use and search hashtags.

No other platform makes it as easy to organize who you follow. You can put one page in multiple circles with a few easy clicks, and when you're viewing your circles it's quick to move people around and unfollow them right from there. Anyone who has ever worked with Twitter lists knows that doing anything in there is far from quick. Google+ allows for easy viewing of your circle feeds. On Twitter it requires a whole lot of clicks before you can view a list, and dragging and dropping people from list to list is unthinkable. You also can't tweet just to certain lists, while Google+ allows you to post to certain circles.

Perhaps most importantly, Google+ does forgiveness better than any other social media platform. Facebook and Twitter do not allow editing; once you hit send, forget about it. Google+ allows you to edit to your heart's content, which I might appreciate more than any other feature.

6. My advice to business owners: GET AUTHORSHIP. If nothing else, set yourself up with a profile that connects to your company blog so you can get authorship.

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**Nicole Buergers, Marketing Manager – TopSpot**

1. TopSpot is an internet marketing agency specializing in B2B and industrial marketing.
2. I'm passionate about Google+ because of the level of discourse here. It can be niche and intellectual. I find it's a real community.
  - a. I wouldn't say value it above, I think each platform can be valuable in their own way. But I do find Google+ more business oriented than Facebook or Twitter. It has features (for example, Hangouts, Events, Ripples) that businesses can find useful. Not to mention the added benefit of Search Plus Your World integration into the search engine results pages.
3. I do not want to prioritize and or compare the different platforms. It's a social layer, not a social network.
4. Nothing extremely structured strategy-wise: A) Grow Circles B) Connect and communicate
5. I value the search function and the circles function. The internal search is thorough and helpful. You can find people, topics and discussions easily. I love circles for targeting my message – I find it's helpful for internal company culture.
 

Least... perhaps the Games? I don't see that useful for a business. I also think that the Local+ integration needs a ton of work.
6. Again, I don't think it's wise to compare, but I think Google+ does internal search way better than Facebook and Twitter. It also is great for connecting to strangers and fostering relationships with the local community/other businesses. It has a great mobile platform to boot. I do think that their review system isn't worked out yet. I find people are more apt to leaving reviews on OpenTable or Yelp.
7. To entrepreneurs/business owners: You may not know anyone on Google+. But you know who is on Google+? Google. If you plan on doing any online marketing, you should be too.

**Michael Sitver – The App Store Chronicle**

1. I write a daily blog on technology called The App Store Chronicle.
2. G+ is an incredible resource for journalism. I frequently crowdsource to get quotes and ideas, and many of my readers find me via my page. The social content graph method works extremely well in that the right people find the right posts I publish and I can better serve my audience. G+ also keeps me current on any breaking news because the people on it are constantly posting.
  - a. Absolutely, for the reasons above.
3. I didn't start out with a strategy, but recently I've moved to using a lot of hashtags, and I'm working on it.

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4. I rarely use Hangouts, but when I do I thoroughly enjoy them. The size and design make them much more enjoyable than other virtual chat platforms.
5. Google Plus's Knowledge graph allows you to be social with friends

#### **Christina Lauren - Inspirations & Celebrations**

1. I'm the creator of the lifestyle blog "[Inspirations & Celebrations](#)" that features fashion and style trends, health and beauty tips, home and garden how-to's, special event coverage, and more.
2. Google+ not only drives traffic to my blog (as it helps my SEO ranking for my content), it's also provides me an easy way to gain more followers, connect with fellow bloggers, and reach a broader audience. In addition, it's a great tool for sharing information (such as news, announcements, retail offers, etc.).
3. I believe each social media platform has their advantages and disadvantages. Facebook feels like a personal community; Twitter is good for promoting messages; Google+ is great for SEO building. That's why I think Google+ is especially beneficial for businesses or individuals who are looking to promote their companies or services.
  - a. I wouldn't say that one platform is better than the rest - they all offer different value to the users.
4. My Google+ strategy is to continually connect with bloggers and brands, creating a sense of rapport with each of them, and encouraging mutual support and potential collaboration.

#### **Trent Dyrsmid - BrightIdeas.co**

1. I have a podcast where I interview successful entrepreneurs. I then conduct online meetings with these entrepreneurs and my customers so that my customers can interact directly with the guests on my podcasts.
2. Passion? I love the Google hangouts feature.
3. Yes, for online "hangouts" its the only way to go.
  - a. I still see Facebook as #1 for creating awareness; however, as I become more experienced with Google Hangouts, I suspect that could change.
4. Strategy: I follow people who are influential in my niche and I use G+ to reach out to them to see if they would be interested in being a guest on my show.
5. Love the circle feature because it's easy to organize my "friends". Mostly though, I'm a big fan on the Hangouts feature.
6. Google Hangouts for online meetings, live broadcast, and transcriptions of those broadcasts.

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7. Yes, business owners: Hangouts can be broadcast live on Youtube.com/live

**Anthony Garcia, CEO - Adjacent Applications, Inc.**

1. Adjacent Applications, Inc. is a mobile app company that capitalizes on gps data. Our first app, Call Dibs, launched June 2012 and is designed to help military service and family members buy and sell personal goods. We are viral in Monterey, CA and seeing organic growth in San Antonio, El Paso, DC, and Germany.
2. I have been using the Google+ mobile app for about 6 months. I love it because it's simple to use and has a clean interface. Our company has not implemented Google + yet.
3. Currently, I don't value Google+ more than Facebook. Our target demographic is a power user of Facebook (women between 25-40). From my research, I understand Google + to be favored by men. As of lately, we have seen growth from our Male users. We have started looking hard at getting our Google + site running. I'm not a big Twitter user and I use Linkedin for professional networking.
4. Google+ is number 4 on our SM platforms. Facebook 1, Tumblr 2, Instagram 3. Our current focused market, for Call Dibs, are late adopters to Google+. Just the other day, I had to ask two of our employees to create Google + accounts. They are professional leaders in Adjacent who also happen to be Military Spouses. There's a pretty good data point for Google.
5. Yes, our strategy is Use it! It's funny to get this question, because just the other day, our director of PR and myself were discussing implementation. More to follow....
6. For me, and not my company, I love the photo feature and "Hot on Google+". The photos are super clean and because I'm super busy, it's nice to stay informed and even entertained with "Hot". I could see the "Hot" feature coming in handy once our Call Dibs users have migrated to Google+... or even now. We better get on that Google+ strategy! ;-)
7. Better: Circles, Photos, Simplicity, "Hot", and I like the messaging.  
  
Worse: Still trying to figure out Hangouts. Not crazy about the interface so far. But like all things new, you have to use it to get comfortable. We use something else at Adjacent. We are in the process of giving the Hang Out a try... just incase the other platform craps out... in fact, we are planning to give it a go next week during our weekly status meeting.
8. Start using it. We are, and it's only going to get better.

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**Marie O'Riordan – iDeal Business Intelligence**

1. I specifically invent & reinvent businesses & entrepreneurs across the planet & my mission is to end the cycle of poverty in families & more especially amongst women. I have a personal interest in seeing women become financially successful & independent.
2. I'm passionate about Google+ because it ranks higher than any other Social Media when it comes to instant positioning on the internet.
3. I absolutely value Google+ as it's a completely open & transparent social media platform & should you choose to compartmentalize your life or business it's effortless to post across circles. I certainly believe that Google+ is the most inclusive social media with the option of targeting certain people which is much more difficult on any of the other networks.
  - a. Google+ is categorically No.1 on My priority list & I believe it shall remain so as I'm not constantly bombarded by advertising & Google+ does not dictate what I can & cannot see from my connections or the order than I see them in regardless of whether I am a Google customer or not.
4. Strategically, it is my company policy that every valuable piece of information & all news blasts are firstly posted on Google+... everytime... always.
5. In Google+ I value that there's no advertising and you can +1 your own posts for ranking!

Which do I use the least? Circles as at the moment I feel that they are slightly complex.

6. Google does it better than other social media networks. It's very simplistic & image-based even if I only open it on my mobile devices.
 

Poorer/worse than? I feel the only thing it's lacking is traction & more people.
7. It would be nice if it didn't suffer the same demise as other well known social media platforms where you have to pay in order for your posts to be ranked & you're not getting an unbiased slant on what you view / see.

**John McAdam – Pioneer Business Ventures**

1. I am an Author, Instructor & Management Consultant. My business (pioneer Business Ventures) conducts a Virtual CEO Strategy Group, Mergers & acquisitions engagements (mostly on the buy side) and various advisory engagements mostly through a strategic business planning process with a variety of transaction partners and clients.
2. I'm passionate about Google+ because Google hires the smartest people on earth and it shows. Google prefers Ivy leaguers and cares about your GPA even after your turn 30. Some of the interview questions I hear about are fascinating and are designed to challenge you intellectually such as:
  - a) How many golf balls can fit into a school bus?
  - b) How much would you charge to clean all the windows in Seattle?

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c) Why are manhole covers round?

How would you answer these questions?

Also, Google protects my privacy more than others without me asking them to do so. Google regards its user as almost sacrosanct in terms of privacy and objectivity. There a lot of very smart people who claim to get your business's keyword on the front page of a Google search; it's called SEO (Search Engine Optimization). The problem with that claim is that Google changes its search algorithms almost hourly, so how can they know?

When I need objective business intelligence information fast, I start with Google because I understand that they are protecting my keyword search terms form millions of organizations and individuals who are trying to manipulate my search terms to serve their self-interests.

3. I value Google+ above other platforms because it certifies their expert representatives rigorously.

With Google, I get all the libraries in the world at my fingertips with one command. Google finds ways to filter through all the electronic information in the world and bring it to you with a proper keyword search command.

4. Each and every day, Google has a product that is new and improved for free for me. Google understands the mentality in ecommerce which is that "freemiums" lead to premiums. They know that when people start using products such as Google+ for free, they will eventually purchase products for fee after a level of trust has evolved. What they come up with today will inevitably interest me.

I trust the source immensely for business. Google finds ways to stay one step ahead of the bad guys eventually. My clients, students, and friends expect me to just know things. When I need qualified information fast, I start with Google.

## RESPONSES FROM THOSE WHO MERELY EXPRESSED THEIR PASSION

### Larry Fournillier – Island Cuisine

I've been on Google+ for about 13 months and this great 'social layer' has afforded me the tremendous opportunity to present and produce over five (5) \*Hangouts On Air\* [cooking shows](#). I'm also engaging heavily with a majority of my over \*800+K\* G+ followers, by initiating a Healthy Eating Program which will not only benefit my followers but the G+ community at large. In summary, Google Plus is by far, the best thing to have come along the social networking landscape and this is the \*only\* social platform I'm currently active on.

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### [Alex Membrillo](#), Founder & CEO – Cardinal Web Solutions

For personal use, I am not a passionate Google+ user, BUT MY AGENCY IS! As one of the predominant search engine marketing agencies in the southeast we have found that Google+ influences search results more than many factors that have been around for a lot longer. One such example is most types of link building.

Google is revolutionizing its algorithm by discounting major forms of link building (i.e. article syndication) while promoting social signals as a major driver of website authority.

Google will shove their social media platform down our throats until one day people use it because they actually like it, not just for website marketing!

### [Vinny Troia](#) – Night Lion Security

I use Google+ more from the local business aspect. I run a security company, Night Lion Security, but also have done a significant amount of work in the SEO realm. I have several google+ account, including Google+Local accounts that I am trying to migrate through their transition from Google local to google+ local (it hasn't been easy, or smooth).

### **Paul Martin**, Chief Creative Officer, [ProTrainings.com](#)

My name is Paul Martin and I am one of the co-owners of ProTrainings, LLC.

We use Google+ and love it. We're currently working on strategies to use Google+ more often and in more ways. I love what Google+ Hangouts can do, and we have been trying to get our whole company on board with using it for more than just blasting content out to our customers. One thing that we love is that, in our advertising, if someone has a friend that has +1'd our content, their friends will see their picture as a recommendation for our company. The more people we have that +1 our company projects, the more advocates we'll have for our company.

One thing we're trying to get out more is our new program in which we're giving away millions of dollars worth of CPR training to high schools around the country, by offering free training for every high school student. We're promoting that with Google+ as well.

For us, we're taking a marathon approach at the moment as we're planning how to best utilize social media, but the platform that I'm definitely the most excited about is Google+. Great for Search Engine Optimization, better for content delivery and collaboration.

We've also used Google+ Hangouts, recently, to hold a meeting and test out what it might be like to test someone's CPR skills over the internet.

### [David Greenberg](#), Parliament Tutors

I use Google+ to network, and more specifically, to gather contact data. How do I do this? I've created a manual assembly line.

Let's say for instance, I am trying to promote my new social networking website. The first task will be listing all the relevant publishers (ie Mashable, Venturebeat, etc...)

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The next item is listing the relevant reporter or writer. Finally, we need to identify the best contact information and this is where Google+ comes into play.

Let's continue with the social networking site example. I've listed Mashable under publications and Erica Swallow seems like the most relevant contact. The final step is to go to Google and type [Erica Swallow Google Profile] and the following links appears: <https://plus.google.com/114199219545463600767>. I continue to the 'About' tab and learn about her personal site [ericaswallow.com](http://ericaswallow.com) where I find her contact info and learn more about her personal side which makes it easier to establish a connection.

This method can be applied for PR, Corporate Sales, guest writing, etc...

### [James Schaefer](#), Chief Operating Officer - DELIVERYMAXX

We have found that Google+'s method of making Google users become a Google Plus account has adversely affected the consumers engagement with the site. However, we help our clients establish Google+ accounts to help with their SEO value and indexing blogs. I would recommend every business to have a Google+ account in order to maximize their exposure, but nothing much beyond that.

## About Web Ad.vantage

[Web Ad.vantage, Inc.](#), a privately-held, woman-owned, MBE-certified, award-winning business founded in 1998, provides outcomes-based digital marketing and advertising services with a focus on strategy and creative thinking. Taking a reverse engineering approach to solving persistent problems like poor online brand visibility and converting traffic into leads and sales, Web Ad.vantage deploys strategic solutions like SWOT analysis, website audits, competitive intelligence, web analytics and keyword data interpretation and strategic consulting to develop and implement search, social, email, mobile, video and online advertising plans and processes. The agency's diverse portfolio includes brands such as Nokia USA, Endo Pharmaceuticals, SANYO Biomedical, UNICEF, EPiServer, and Visit Baltimore.

More detail about Web Ad.vantage's digital marketing services is available [online](#), or call 410-942-0488 or email [sales@webadvantage.net](mailto:sales@webadvantage.net).

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## About Hollis Thomases



### ***CEO, Author, Columnist, Digital Strategist & Client Advocate***

“Client Advocate” and thought leader Hollis Thomases founded Maryland-based [Web Ad.vantage](http://www.webadvantage.net) in 1998. Through fact-based assessments and analysis, Web Ad.vantage helps companies navigate the complexity of the ever-changing digital marketing landscape and develop digital strategies. Hollis protects clients from wasteful marketing expenses and deceptive practices by advocating for airtight processes, prudent ad/marketing spending and metrics-based tactics. Web Ad.vantage has cultivated an impressive [client roster](#) of both national and regional clients including Endo Pharmaceuticals, SANYO Biomedical, DAP Products, Inc.,

UNICEF Canada, and Visit Baltimore.

Hollis authored the book, [Twitter Marketing: An Hour a Day](#), published in January 2010 by John Wiley & Sons, is the “[Digital Entrepreneur](#)” weekly columnist with Inc.com, a contributing expert to [Social Media Marketing Magazine](#), and the [Digital Media Planning](#) columnist for ClickZ since 2005. Hollis has also appeared on local, regional and national television and radio and in print publications such as *Business Week* and *Advertising Age*. She frequently speaks at industry conferences including Search Engine Strategies, Social Media Success Summit and Pharmaceutical Marketing Research Group and for such association events as the Annie E. Casey Foundation Fellows.

Hollis has received multiple awards and recognition. In 2012, she was named to “[Maryland’s Top 100 Women](#)” list. In 2009, the University of Baltimore’s Merrick School of Business awarded Hollis its [Distinguished Entrepreneur for Business Innovation](#); in 2008, she was named an “Enterprising Woman of the Year;” in 2007, Hollis was the U.S. SBA’s “[Maryland Small Business Person of the Year](#).” Hollis sits on the Board of the Greater Baltimore Technology Council.

Hollis is a graduate of Cornell University. Prior to founding Web Ad.vantage, Hollis had a 10-year career in the food industry. Throughout she has maintained her passion for fitness, gastronomy and enology (hence the fitness), the Travel Channel, and an undeterred aversion to squirrels (more about that only if you ask).

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