



Top Ways Agencies Can Use Google+

# The basics



## Circles

You share different things with different people. But sharing the right stuff with the right people shouldn't be a hassle. Circles makes it easy to put your clients in one circle, your friends from Saturday night in another, and your boss in a circle by himself – just like real life.



## Hangouts

Conversations are better face to face. How else can you see the reactions and emotions of the people you are talking to? An emoticon only says so much. With Hangouts, you can have face-to-face conversations online with up to 9 people – and, with Hangouts On Air, broadcast them to the world.



## Ripples

Many people post content online in the hope that it takes off and is shared like crazy across the web. Wouldn't it be great to understand what sites, and even which specific people, help spread the post around? Ripples lets you watch how content is shared so you can learn from each post.

# Get inspired



## Follow interesting people

See what industry experts, colleagues, peers and competitors – as well as celebrities, photographers and your friends – are sharing publicly. Check out these suggestions: [google.com/+/whotofollow](https://google.com/+/whotofollow)



## Host focus groups

Get immediate feedback and insights from consumers via a Hangout. Have conversations online, as if you were in the same room.



## See how your work gets shared

See the earned media effects of a campaign by entering a URL or YouTube video into Ripples, which shows how posts are shared and reshared on Google+. Check out the Ripples from our Hangouts On Air launch: [goo.gl/CgCSL](https://goo.gl/CgCSL)



## Review portfolios

Can't visit every job fair? Host a Hangout to give live feedback on advertising and marketing students' work. Announce on your Page ahead of time.

# Make communication easy



## Meet with clients

Connect with your clients on a Hangout to review new initiatives, get feedback on creative or even hold a planning meeting. Utilize Screenshare or Google Docs to jointly view proposals.



## Manage projects

Trying to keep everyone informed on your most recent project? Keep the team in the loop by creating a Circle just for everyone involved.



## Communicate with clients

Organize your contacts by client or even industry in Circles so you can share insights with the most relevant audience.

# Build your brand



## Lead the way

Host a Hangout On Air featuring influencers in your agency to shine a spotlight on research, share case studies or provide insights on trends.

## Show and tell

Have a piece of stellar creative you've completed or a great insight you just discovered? Share it on your Page and start a discussion with others who might learn from your experience.

## Be seen on search

Give your stamp of approval to articles, videos, research and even creative that you would recommend. Your friends will see your recommendations when they search.



Get  
Connect with  
Build

# inspired clients your brand

We know our agency partners juggle 27 million tasks at once. Between RFPs and last-minute campaign launches, traffic reports and research studies, there's a constant energy and effort toward deadlines and deliverables. Let Google+ be the tool that keeps all the moving pieces organized with these 10 simple tips.

Google+