



# Google+ Marketing For Dummies

*Jesse Stay*

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# Google+ Marketing For Dummies

Jesse Stay

**Google+ Marketing For Dummies** Jesse Stay

**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

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