

Social Media Marketing part 5 – Google+

Google+ is Google's attempt at taking on Facebook in the social media space. Originally, it was designed to be a simpler social network. Google introduced the concept of 'circles' so you could assign contacts to different circles such as 'close friends' or 'work contacts' (or whatever you want the circle to be called) and then when you post content to Google's network, you can select which circles this post should be available to. This is a great concept as it allows you to use the same social media account for several different purposes. You can use it for work to let your work colleagues know that you are going to be meeting with a client this afternoon, and also for friends to invite them all out for a drink at the weekend. Contacts can be allocated to more than one circle, so your brother who works in accounts can be in 'friends', 'relatives', 'work contacts' and 'people who like star wars' circles.

Unfortunately, google+ never did get the momentum and its market share of social network users were mainly constrained to google employees and techies who appreciated the simplicity of the system. It never really caught on with the mass market, so Google decided to integrate google+ with its other products including google business, effectively pitting it against Linked In in the business networking sphere. This again didn't really make much headway, and when Google plus's chief architect, Vic Gundotra left the company in April 2014, it was pretty much described by industry watchers as 'walking dead'. Despite Google's denial that the product was still alive, few updates have been made to it, and more recent product launches such as Google Photo are no longer chained to Google+. Even google hangouts stopped requiring google+.

Therefore, it is unlikely that any social marketing effort put into Google+ will be worth the effort. We've even stopped adding the google plus share button on websites.