

Google Plus - An Important Marketing Tool for your Veterinary Practice

By Naren Arulrajah

www.ekwa.com

Social marketing is an essential aspect of building brand visibility for digital brands. Popular sites such as Facebook, Twitter, and Instagram among others can boost brand discovery and help you connect with target audiences. But what about Google+? Is Google+ a part of your social marketing policy or are you confused about the usefulness of Google's social darling?

If you are using Google+ successfully, great. If you're not, consider the following reasons why you should take Google+ seriously –

- Google+ and YouTube are integrated.
- Its influence in Google search by way of being a Google product.
- The platform's latest and popular feature "Collections," and its Communities.

Without any doubt, the biggest draw for using Google+ has to do with the fact that it is after all a Google product. And now with the kind of focus that Google is displaying towards mobile search, veterinary brands will have to invest more proactively in Google+ marketing.

Google+ and Brand Building for Veterinary Practices

Start by Claiming your Practice Listing

The very first thing you need to do is [claim your practice listing](#). If you have a Google+ account for your practice or even a business listing, then capitalizing on Google+ marketing will not be difficult. Your clients can look for you in different places such as in Google Search, on Google+, or via Google Maps - regardless of where they search - Google My Business will connect you with potential clients. Furthermore, it becomes easier to manage your veterinary

practice name, address, and phone number as well as other aspects of your account from Google My Business.

Google+ is a Google Product

Gmail is one of the most popular free email services and the majority of users with a Gmail account use it on their mobile devices. Keep in mind that Gmail, Google+, Google Hangouts are seamlessly integrated which means if you maintain a robust practice presence it increases the chances of users discovering your profile.

However, Google+ does not come with the same structure as other social channels because as Google has stated, Google+ is "not" another social site. The big question then is - *how do you use Google+ for your veterinary marketing goals?*

Google+ is best used as a channel that creates a connection between your target audience and your other digital real estate. The most effective way to keep your audience interested is by providing them with content that is of high value so they find it in their interest to engage with your brand via different forms of media. There is another advantage to creating useful content for veterinary brands. When your content starts appearing in Google's search engine results, not only will it help establish your position as an expert, but you also benefit from links back to your veterinary website.

Google's Search Dominance

Since Google dominates the search domain, more often than not the Google+ profile of a brand is one of the first things that users will be shown in search results page. A strong Google+ profile with great content not only attracts search bots to crawl your content, but it is still one of the best ways of showing potential clients who you are and what your brand can do for them.

Don't Ignore Google+ Reviews

While you cannot beat the importance of great content in search results, Google+ reviews are just as important since Google+ profiles often feature customer review averages. So in addition to ensuring your brand generates positive reviews on Yelp, you need to build reviews on Google+ as well. And

although Google has not specifically indicated that reviews impact ratings, obviously anytime potential clients search for your products and service and discover your veterinary brand, the reviews they see will leave them with a positive impression.

The takeaway for veterinary practices is simple - focus on creating and maintaining a solid Google+ profile, create great content, and gather Google+ reviews and it will become easier to please Google.