

# USE GOOGLE HANGOUTS TO EXPAND YOUR MARKETING REACH

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Google Hangouts can prove to be an effective tool for dermatology marketers to have a multimedia engagement with up to 10 people simultaneously. Hangout virtual meetings can include text, audio and video, and allow for sharing of images, files and YouTube videos during the interaction.

You can create public events by inviting people to be part of a meeting where they can disseminate information about a new dermatology product, procedure, technology or service, among other things. It is also possible to be a part of other people's Hangout meetings and widen the exposure for your practice.

## HANGOUTS ON AIR

Hangouts can be used both as an internal communication and meeting tool as well as a marketing and social tool. Private Hangouts will be visible only to the invitees who are part of the meeting. However, when you want to create a Hangout on Air, it will be open to public view.

Hangout on Air will be automatically recorded to the YouTube channel that is connected to your Google+ account. This way the talk or discussion can be disseminated to a much larger audience. While the Hangout will only have up to 10 people, others can still view it via YouTube.

## MULTIPLE BENEFITS

Google Hangouts, with their high audio and video quality, can be simply used as a chat messenger such as Skype. Recordings of the sessions can be done using ScreenFlow or Camtasia tools. Dermatologists may employ private sessions for staff meetings, training sessions, discussion with vendors, or introduce a new product or service to a group of existing or new patients.

Hangouts on Air provide the opportunity to create multimedia presentations or an educational video, which could engage new patients or colleagues from the profession. The leader of the meeting can be viewed on a bigger screen, while other participants are seen in smaller screens.

## GENERATING VIDEO CONTENT EASILY

Creating a video via Google Hangouts will not require a lot of formal preparation. You will not even need a prepared script or spend time separately for creating the video. Your real meetings, presentations, marketing talks, educational seminars or chats can constitute your video content.

Videos are one of the most impactful forms of online marketing tools today. YouTube receives billions of views per day, and it has emerged as the second largest search engine after Google. This gives you an unlimited potential to generate video content for YouTube without making any special effort.

## SHARING OVER SOCIAL MEDIA

When you stream your meeting live on Google Hangouts, it will also run on your Google+ social media account at the same time. When you launch a Google Hangout on Air, you can share the embed codes over your other social networks, blog or website to widen exposure and reach out to people via different channels.

For instance, when you share the embed code of your Hangout over your Facebook or Twitter account, you are letting your network members know that you will be going live on air.

## REPLACING WEBINARS

A typical webinar platform can cost you money each time you plan to conduct a webinar. This can prove to be a deterrent, because of the limited online marketing budget in many cases. Webinars may not be so cost-effective, especially if you only plan to do a few of them in a year.

On the other hand, with Hangouts on Air, you can practically enjoy an unlimited audience without having to pay anything. You will not need to buy expensive plug-ins or any special software to launch Hangouts. It provides a free opportunity to create more personalized engagement and build lasting relationships over time for your practice. ■



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*With a team of 130+ full time marketers, Ekwa.com helps one doctor in an area dominate their market and grow their business significantly year after year. If you have questions about marketing your practice online, call Naren direct at 877-249-9666.*