

# *How To Create Growth With Collections*

## *Start a Collection*

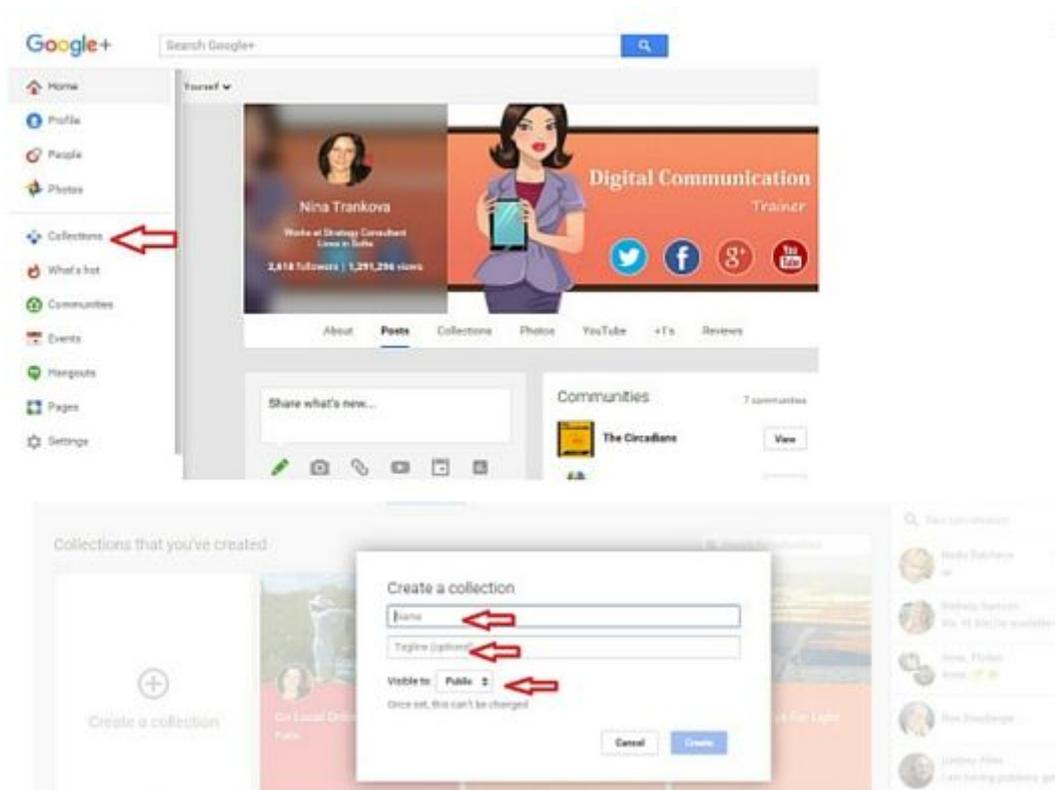
Google's advanced tool Collections is a **direct contact to your potential new followers and clients**. Being a professional gives you the choice to do **three steps** more, before starting a Collection:

- Specify the exact segment of your business for which you have in depth knowledge and passion. This is your topic.
- Think about a name and a tag of the Collection. These should be close to the phrases your potential clients type into the search box.
- Choose an image. Visual content catalyzes engagement. You are sending not just a message to your audience but a piece of your understanding for your work/business and people can get how you feel about it.

When you are ready, go to the drop-down menu of your Google Brand Page, Collections, Start and follow the steps. You already have the name, tag and customized image, fill and upload.

- There is an option about "public" versus "private" collections. Once chosen, you cannot change this. For the purpose of business growth, we always choose public.
- People who follow you will automatically follow your collection, unless you uncheck this box and start your Collection from *\*zero followers\**. Why would you do so? There are some situations like publishing content in a different language, or starting a completely new topic, not related to your current stream and for those you will find the option to be preferable.

*You can start up to 50 Collections.*



## First Post

Once started, the Collection completes your working/business process in the aspect of sharing content directly to the Collection. One can look at it as keeping a record, media publication, community building etc. For all this consistency, there 4 steps to follow, before publishing the first post:

- Make your strategy about the on-going conversation you will have with your new followers and clients. Check the content you already have on your page and social media profiles and plan how to expand the most interesting from it. This will allow you to put the best title of your first post. The following posts will relate to it.
- Use variety of content: images, text, video and events.
- Choose a visual style of the post, corresponding to your brand colors and logo.
- Keep the format, bold title and add one and the same hashtags.

When your new followers and clients first come to your collection, they will notice the authority of your brand and they will trust you. This is the approach to have the confidence of these clients and turn them into customers.

## *Why Collections are a great new feature, 10 Tips:*

1. You can send a strong message on a specific topic by bringing together the most valuable content to your Collection, thus spreading your influence on this area too;
2. New people relate and connect to you and to your brand by starting to follow your Collection, based on specific interest;
3. People can follow the Collection they are interested in and ignore other content they are not interested in;
4. The fact that you are consistent and creative for your Collections is setting a higher level of the content, so the chances to contact relevant new clients increase with your own increased responsibility.
5. You can collect content in a different language/ new topic and share it to the related audience, without mixing too much the languages on your profile.
6. Promote best services of your business in brilliant collection;
7. Move all events and share a bright presentation of all your events;
8. Target a point of interest, add the location hashtag and create your collection of services with this specific local name.
9. The size of the cover photo is recommended to be 1920 x 1080
10. Minimum 10 posts before you share your content.

Examples are practically endless. The activities on Google plus have enormous potential for connections, ideas, projects and visibility on search to reach new audience for your products and services.

## *How to distribute a Collection, 5 Hints:*

1. Add a text message or a tag to your cover photo for direct targeting of your audience;
2. Include link to your Collection in the “About” section of your Google plus profile;
3. Share your Collection on your profile and describe in detail what is it about.
4. Follow instructions on the Help center
5. Join the official Google plus Creators. Share to category “Critique My Collection” , Google plus Collections Community

Here is the Featured Collections page for more ideas. Remember Collections bring clarity to **digital entity** and think about long term impact of this characteristic feature. By implementing this approach for your online presence on regular bases you are bringing significant value in 3 major aspects:

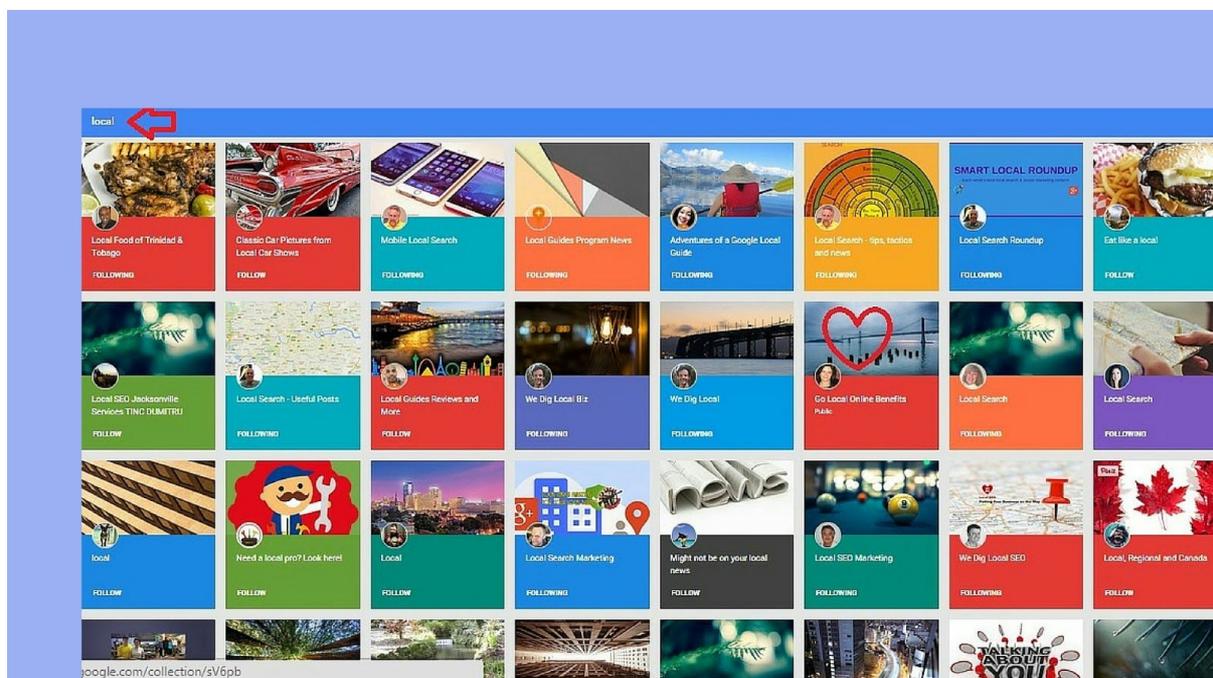
1. increase authority and trust of your digital entity
2. strong presence of your brand
3. increased traffic to your site

Google search is evolving and Web is Visual Again. Sharpening our awareness about the way we use devices, tools, content and engagement is the success approach of a trendy business.

## *A change of perspective from user to creator of Collections. Collections are on Search.*

Collections can be most rewarding for new ideas and strategies for any business online presence.

Did you figure out what **unique images** you might collect? Or might be **articles** instead? I have recently noticed brands, collecting even **online conversations!** If you are a local business, it would be a good idea for you to collect the **reviews** of your customers. I have created eight collections currently. They are a mirror of my activity: I'm building "Digital Communication Business guide"; I'm exploring and implementing Google My Business to local companies; I post images from my garden and photos of an artist, with her consent. When I create a new post, I choose and post directly to the Collection. First, it saves time, and second from the point of view of branding, Google receives very persistent and specific signals about me.



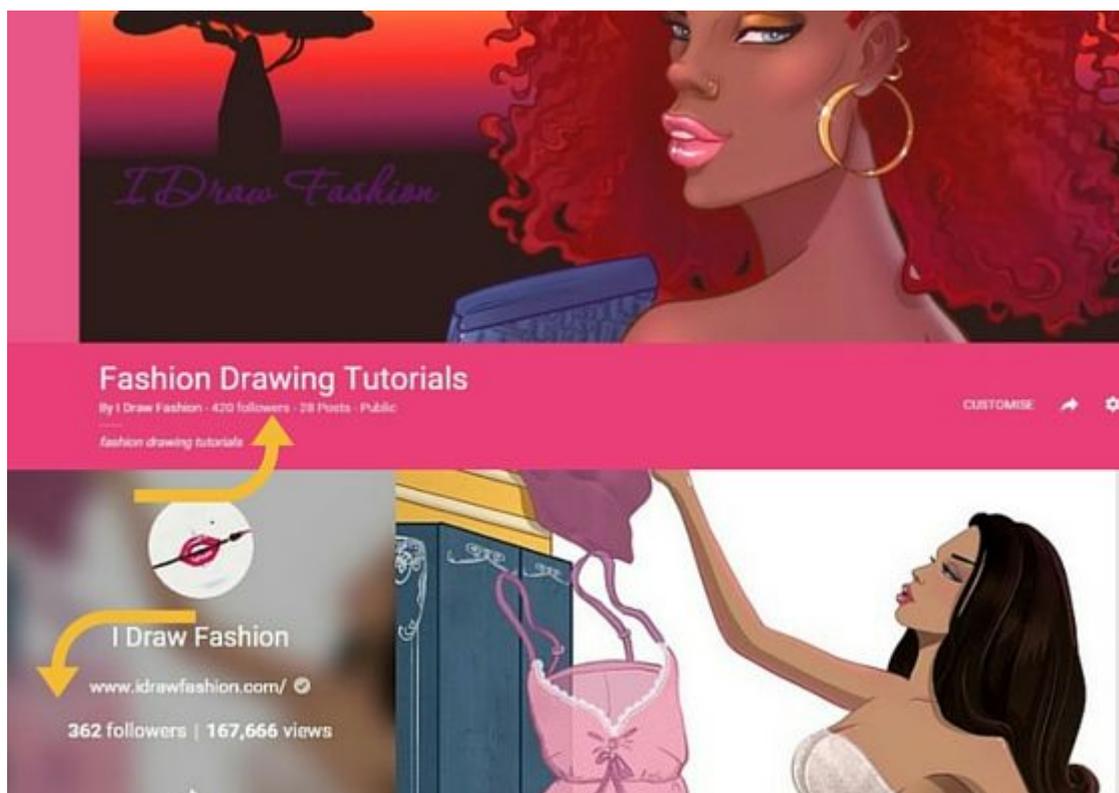
### *Tips for creating a features Collection \**

1. **Topic:** Your Collection must have a clear and consistent topic.
2. **Cover-Photo:** Avoid a blurry or pixelated image (unless it's on purpose!). Choose a cover-photo consistent with the theme.
3. **Post:** Publishing your own content is always THE BEST! Sharing media's content is okay depending on your hook. Sharing other user' content without crediting them is not ok!
4. **Hook:** Don't forget about the introductory sentence. It helps your followers to quickly understand what your post is about. Share your opinion, tell your story, be personal.

5. **Content:** It's fun to mix the type of content you are posting in a Collection. If your topic allows it, play with vertical and horizontal images, videos, GIF...
6. **Regularity:** You don't have to post everyday, but your Collection needs to stay active. There is no point featuring a ghost Collection, right?
  - *these are the recommendations from the Creator's community*

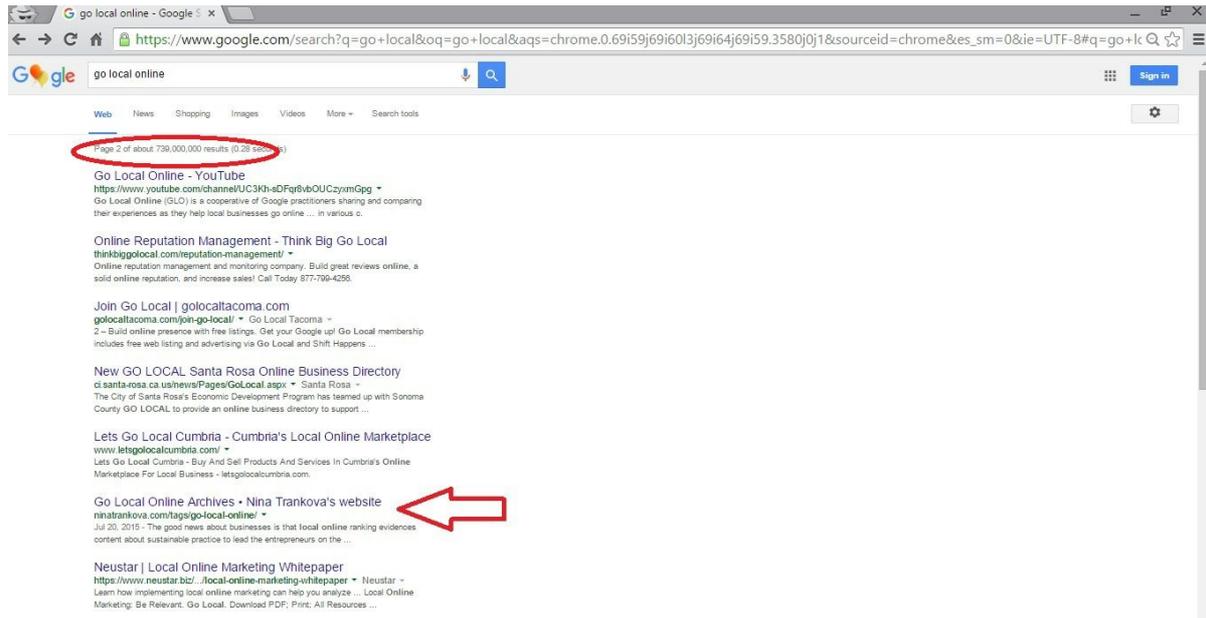
## Case Study, I Draw Fashion

1. **The Collection attracts more followers** than the Google Brand Page. Here is the evidence for the brand I Draw fashion. Even if the brand Page has been launched in 2011, managed well by adding content two or three times a week, sharing to communities and re-sharing from personal profiles, the Collection attracted more followers just for three months. The page has 362 followers and the Collection has 420 followers.
2. An easy Tip to draw attention and followers is to Pin the Collection on top of your profile and rotate your Collections weekly.
3. *Potential: a pinned post with a blog article leading to conversation.*



# Case Study II, Go Local Online Benefits

Evidence The Search Index, Incognito for Go Local Online benefits Collection



Potential: a blog article leading to conversion

Go Local Online Benefits

2,645 followers - 110 posts - Public

*Top Tips and Hints*

Pinned by owner

 **Nina Trankova** 12w

**Points of Interest, Go Local Online**

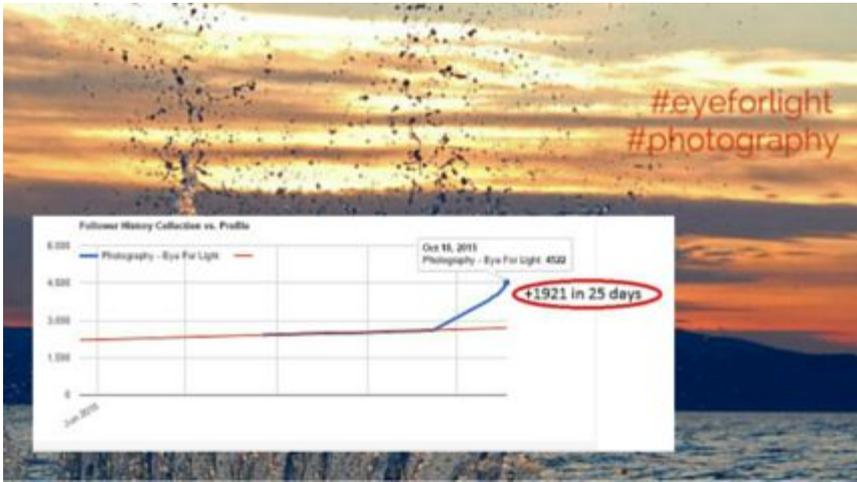
Some evidence just need experience , like w...



## *Case Study III, Eye For Light Collection, winner of #FeatureFriday Contest of The official Google Community Google plus Creators*

The Collection has 24 posts. The First post indicates 6th of March, but the Collection was started later in May, when the Lyu announced she would posts all the time along the cruise and we had the agreement to collaborate on Google. She started her profile and I gave credit by plus mentioning her for every image. Posts follow regularly, once a week at the same hour of the day, midnight. The photos have been streaming live from the board of the yacht in the Mediterranean sea. The author is a true adventurer, second captain, diver, mountain rescue, free-rider, team-building leader, photographer. As soon as the results of the contest was announced, a constant flow of new followers started plus one, commenting and sharing images and the whole Collection. The number of followers grew from 2600 to 4623 in 25 days, or by 73.8%. *Potential: pinned post leading to more engagement and conversion.*





The Graphic has been created on [Circlecount](#)

20.10.2015