

RÉNYI BALÁZS

DENTSU AEGIS NETWORK HUNGARY
HEAD OF CONTENT & SOCIAL MEDIA

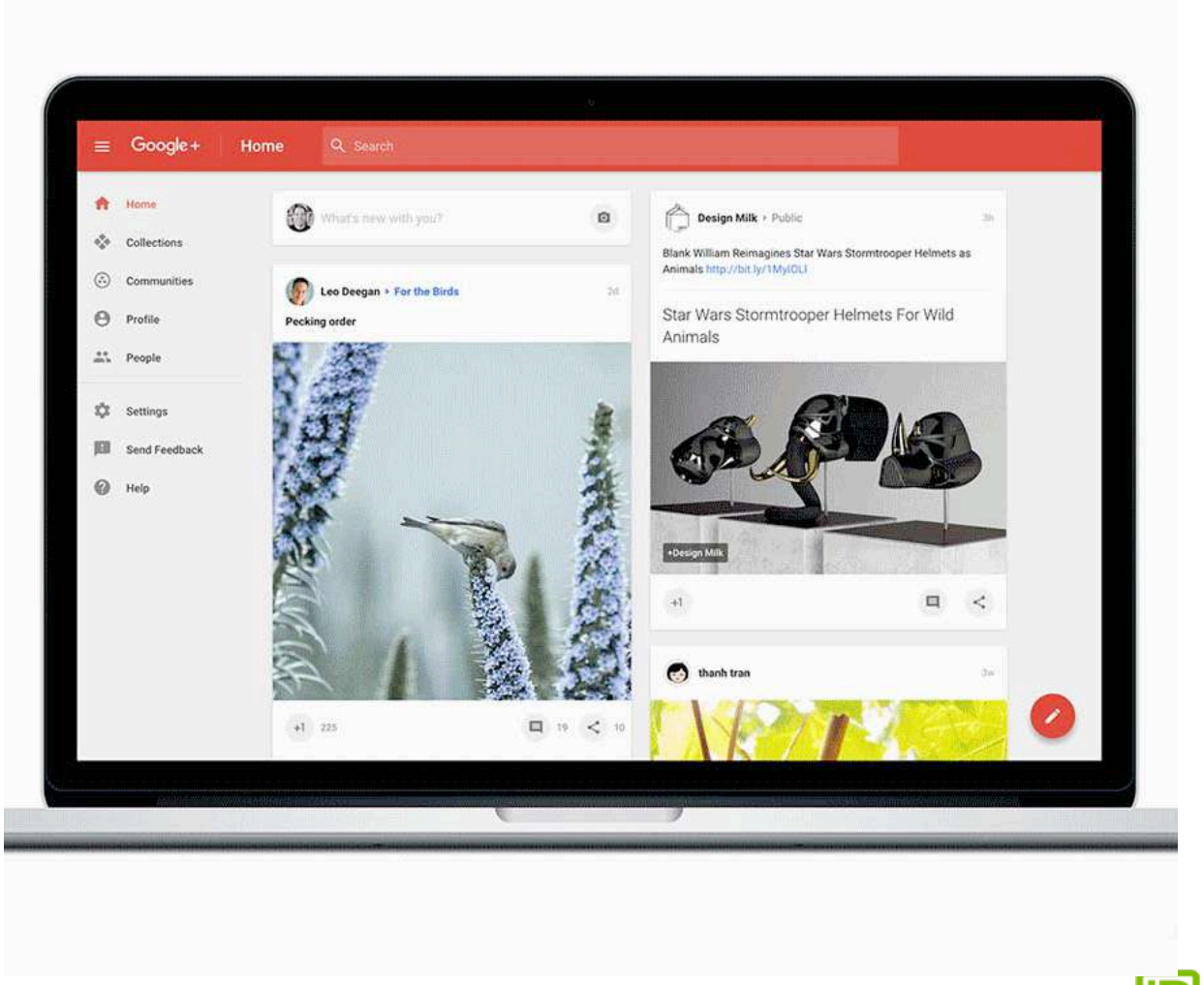
A GOOGLE MÉGIS MEGTALÁLJA A HELYÉT A KÖZÖSSÉGI MÉDIÁBAN?


Why Google+ is Better than Facebook
Top 4 Best Reasons for Google Plus Dominating Facebook network
Why Google's New Second Generation Social Network Google+ Will Threaten Facebook
9 Reasons to Switch from Facebook to Google+
IS GOOGLE PLUS A FACEBOOK KILLER?
WALL ST. LAYS AN EGG
PIANOS
N. - Y. PIANO CO.
Gotlands Tidning



2019:

RIP GOOGLE +

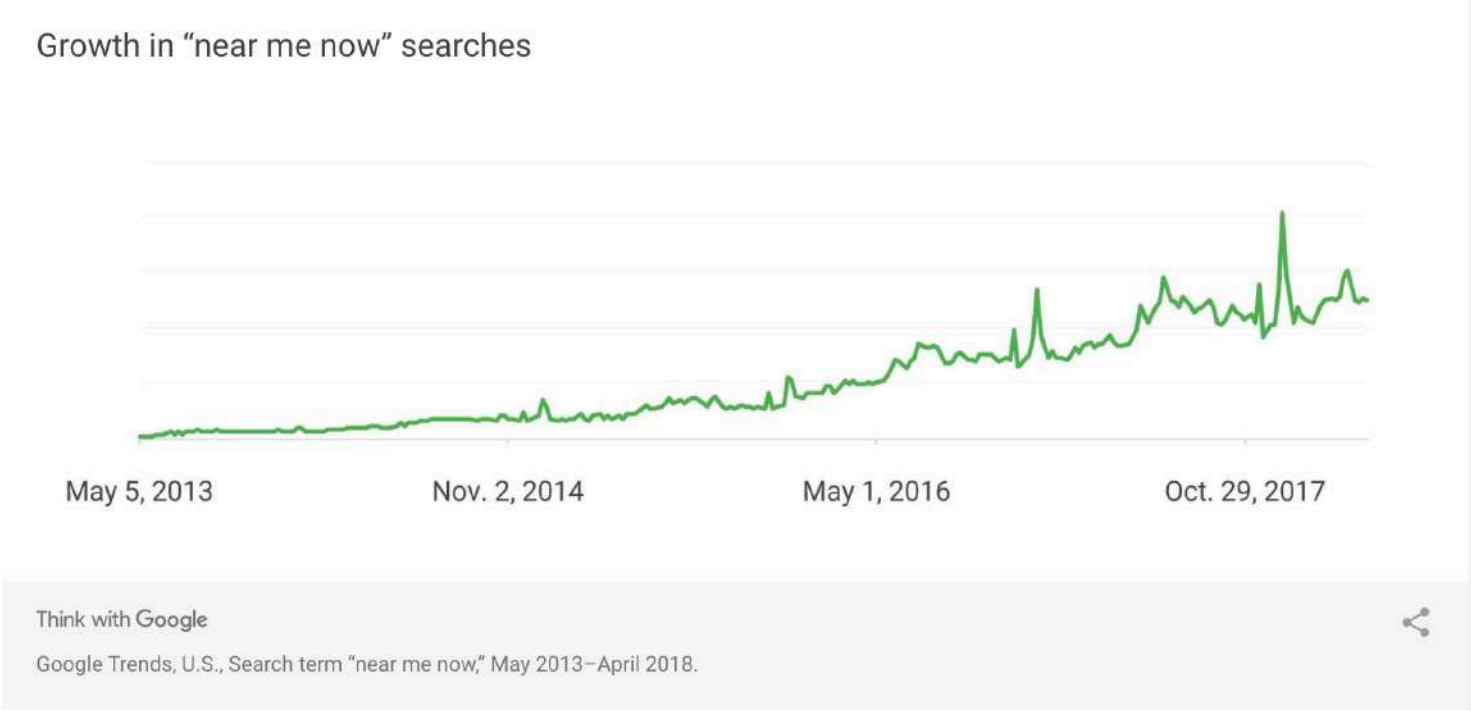


Why shut down Google+ for consumers?

Given the challenges in creating and maintaining a successful Google+ that meets our consumer users' expectations, we decided to sunset the consumer version of Google+ . We're committed to focusing on our enterprise efforts, and will be launching new features purpose-built for businesses. Read the announcement .


Google
Google Search
I'm Feeling Lucky

A helyi keresések száma folyamatosan nő



Forrás: Google Trends US, 2018

És mindent azonnal szeretnénk…

500% +

‚“near me“ mobile searches that contain a variant of “can I buy“ or “to buy“

900% +

‚near me today / tonight‘

200% +

‚open+‚now‘‚+ ‚near me‘

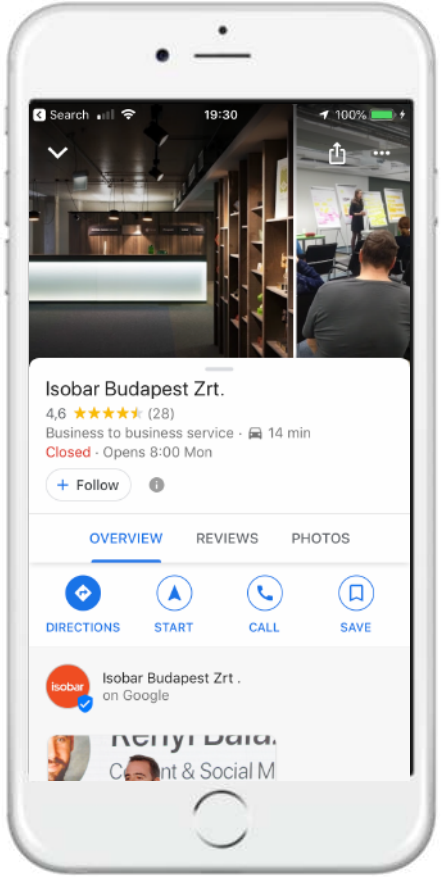
Forrás: Google Data US, 2015-2017

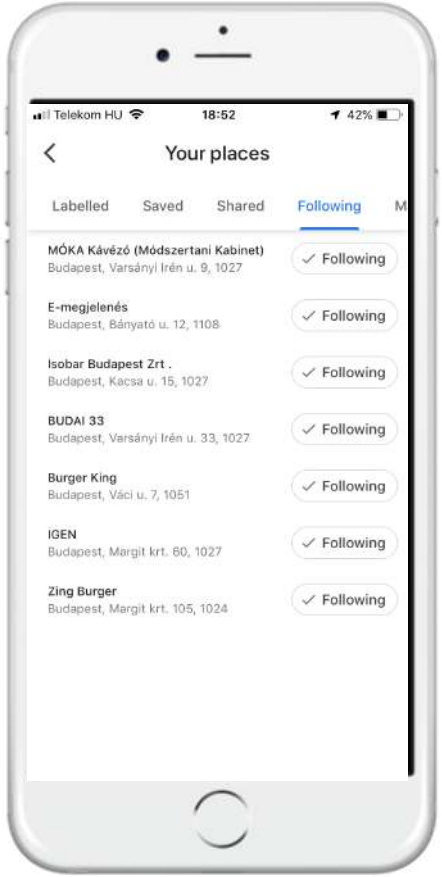




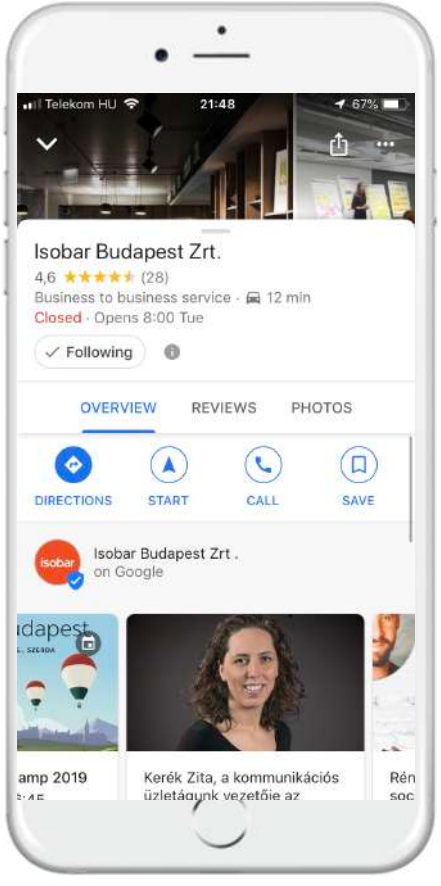


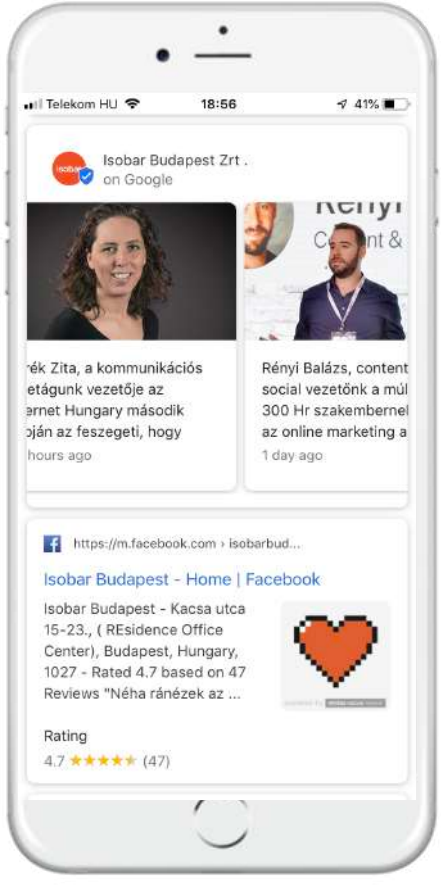
A ‚FOLLOW’ INKÁBB EGY ‚BOOKMARK’





A GOOGLE POSZTOK A TÉRKÉPEN ÉS A KERESŐBEN





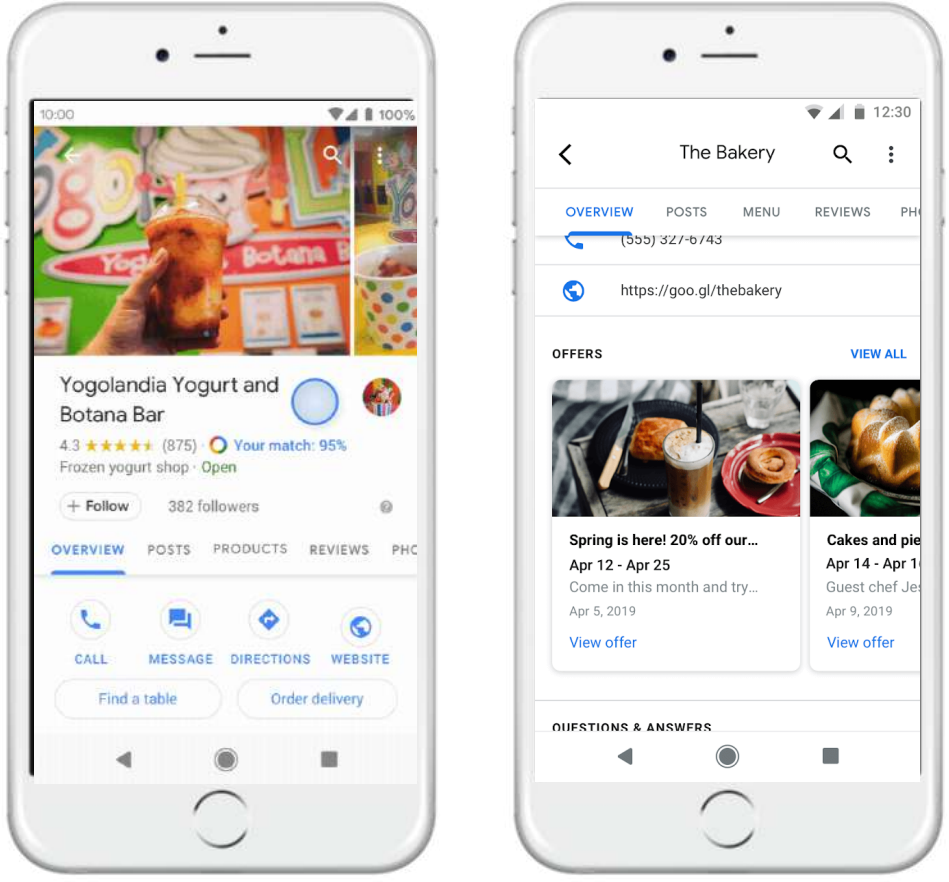
Google posztok – eltérő követelmények



ITT IS VANNAK ESEMÉNYEK



ÉS KUPONOK

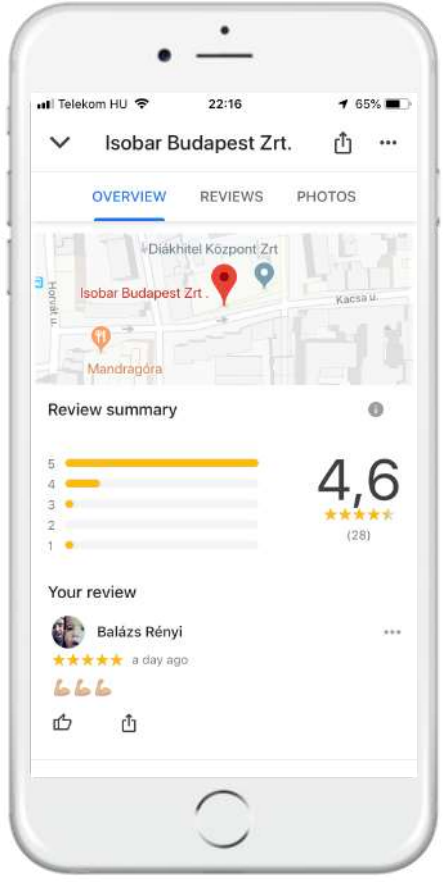

10:00
100%
Yogolandia Yogurt and Botana Bar
4.3 (875) · Your match: 95%
Frozen yogurt shop · Open
Follow
382 followers
OVERVIEW
POSTS
PRODUCTS
REVIEWS
CALL
MESSAGE
DIRECTIONS
WEBSITE
Find a table
Order delivery
12:30
The Bakery
OVERVIEW
POSTS
MENU
REVIEWS
https://goo.gl/thebakery
OFFERS
VIEW ALL
Spring is here! 20% off our...
Apr 12 - Apr 25
Come in this month and try...
Apr 5, 2019
View offer
Cakes and pie
Apr 14 - Apr 1
Guest chef Je
Apr 9, 2019
View offer

ÜZENETEK, ÉRTÉKELÉSEK

Hitelesség

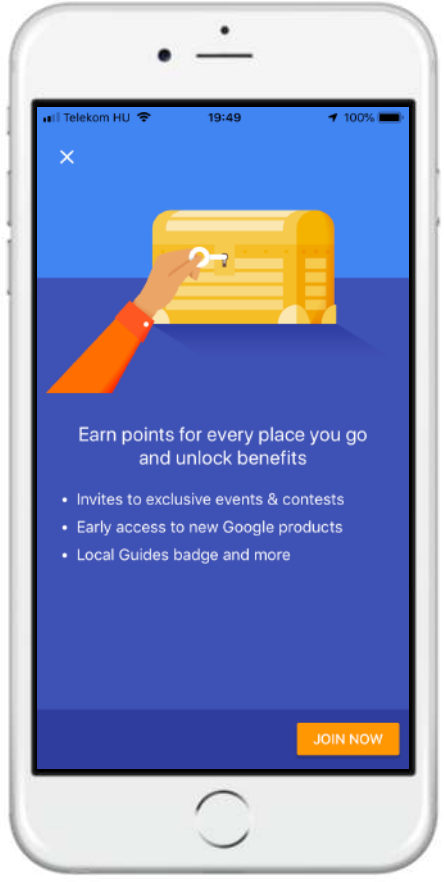
Minőség

Személyesség



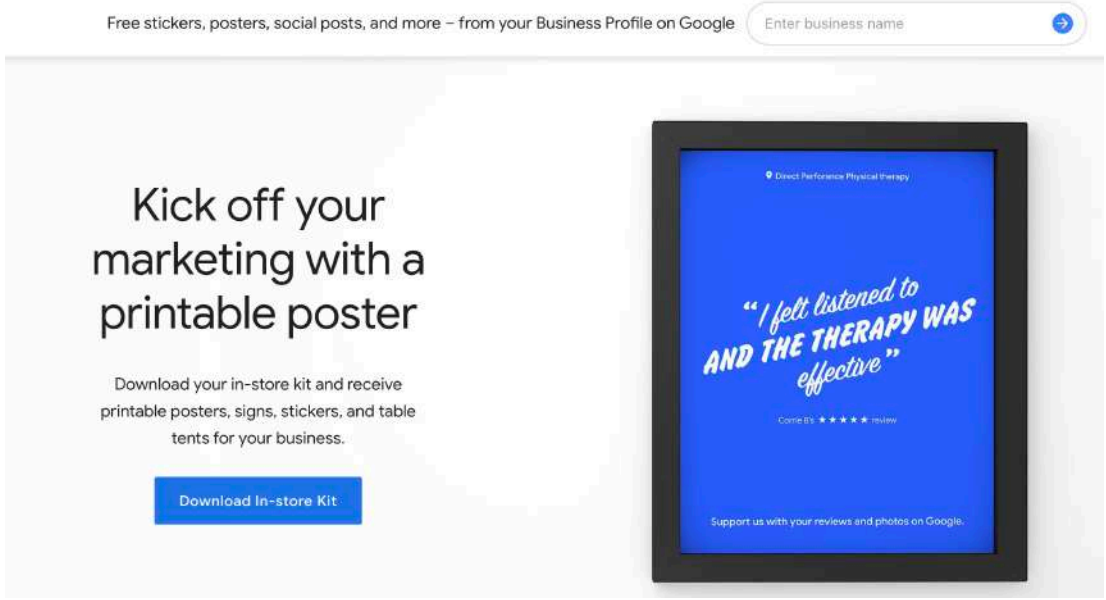
LOCAL GUIDE

GAMIFICATION



OFFLINE & ONLINE SUPPORT

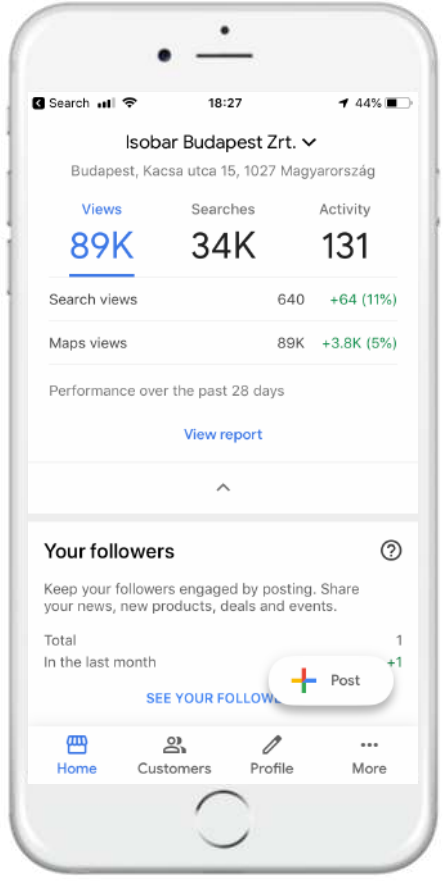
https://marketingkit.withgoogle.com/



MÉRÉS

KPI-OK:
WEBSITE VISIT
DIRECTION REQUESTS
PHONE CALLS

SEARCH QUERIES



GOOGLE MY BUSINESS:

A LOKÁLIS SEO KULCSA




The Benefits of a Long-Form Video Strategy
Why brands will go to extremes — lengthwise — with digital video in 2018
YouTube
In Video Advertising, Is Longer Stronger?
Long-Form Video: A Growing Trend in Marketing


Köszi a
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