



THE MATTE PAD

MARKETING KNOW-HOW FOR
THE LEGAL PROFESSION

Google+ Now Allows Brand Pages



Google+ brand pages are here at last. Eagerly anticipated by companies of all sizes, they could prove to be a real game-changer for law firms.

What's the big deal about the ability to make one of these pages for your law firm? After all, it's still in beta testing, so why the excitement? The concept could turn out to be a dud, but there are good reasons to think Google+ brand pages are going to grow into something big. Check out this [handy article](#) where Mashable shows us how to make firm pages.

Google is in a position to learn from what did and didn't work with Facebook company pages. They don't have to make the same mistakes, but can build on the most successful aspects from the groundbreaking linkage of brand messaging and conversation. Problems like the insufficient tracking and customizing options can be avoided this time around, and Google+ benefits along with the businesses that choose to use it. Since much of the criticism about Facebook's company pages lies in areas for which Google offers the best solutions out there, Google+ could be a smash hit for legal marketers. Great customization and incredibly detailed analytic ability are sure to be huge draws. Following the leader in this case means that Google+ brand pages can hit the world with all the refinements that come from watching and learning.

Speaking of leaders, Google is without a doubt the most powerful and popular search engine. Not surprisingly, Google+ soars when it comes to search integration. [Google+ Direct Connect](#) lets you link your Google+ brand page directly to the biggest search engine in the world. This feature is still in the experimental stage. When searchers enter a brand or company name, they can go directly to the brand page or add it to their circles from the search page. Going straight to the brand page is a dream come true for most law firms, who can make their pages the central hub for organizing online information and engaging clients as well as potential clients in real time. This ability brings with it new ease in sharing the information you choose with those who are looking for it. Your firm's brand page should link to your company Web page too, of course.

Google+ brand pages are an experiment with an awful lot of potential to change the shape of legal marketing. Make your firm a page and be part of it. You've got nothing to lose and a world of clients to gain.

What do you think? Will this make people start using Google+ more?



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