Brandlective: Google+ set to overtake Facebook in social sharing by 2016

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Online Branding and PR firm Brandlective Communications Ltd reports that Google+ is on track to become more popular than Facebook in the next three years. The news comes as no surprise to Brandlective since the firm has been using Google+ as a cornerstone of its social marketing strategies since May 2012.

Brandlective have been quick to shift their focus to Google+ following the benefits that the social network displays in Google Search. Business Insider reports that already Google+ is poised to overtake Twitter as the world's second largest social network; a study by US search and social analytics firm Searchmetrics estimates that the amount of content shared on Google+ will surpass sharing on Facebook by 2016. Google+ saw +1s grow by nearly 19% between November 2012 and April 2013, almost double the growth of Facebook shares during the same period. Searchmetrics predicts that Google+ will have around 1096 billion shares per month by 2013, compared to just 849 billion for Facebook. The website Small Business Trends reports that Google+, which currently has 359 million users worldwide, has also seen the amount of time users spent on the site has doubled since February.

Brandlective was an early adopter of Google+ due to the social network's obvious benefits for businesses. Google+ displays brand pages on the top right of a Google search page, meaning that a brand's own content is immediately visible. Google+ allows users to claim authorship of original content, and means that links and referrals will be weighted based on where they originate rather than where they are posted. The site also provides users with greater flexibility than other social networks, offering features such as Google Hangouts and the filtering of posts for different Circles. Brandlective first started using Google+ shortly after it launched, and in May 2012 implemented the site as part of the social media package offered to clients. Communications Director Stacey Kehoe explains: "At Brandlective we realised immediately that Google+ was going to become an important player in the social media world. As a social network launched by the world's most recognised and powerful search engine, we understood that Google+ would become influential in determining SEO. Although uptake was initially slow, the figures released by Searchmetrics show higher levels of content sharing than on Facebook."

One of the more powerful SEO tools on Google+, according to Kehoe, is users' ability to include links in their profiles to other websites, enabling business users to direct more traffic to their sites. In November 2012 Brandlective reported that since the implementation of Google+ four months earlier, click-through rates for clients had increased by 22%. Stacey Kehoe, Communications Director at Brandlective, advises: "Google+ is here to stay – and businesses need to get involved to stay ahead of the SEO game."

Brandlective is a London-based PR and Online Branding firm, specialising in social media strategy, press release distribution, online reputation management and website development.

Sources:
http://socialmediainfluence.com/2013/06/24/google-to-overtake-facebook-in-social-sharing-by-2016/
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