

BONUS: Google Plus Interview With Mike Cline & Mat Silverstein

Joe:

Hello there, this is Joe Polish, and I'm at my Piranha Marketing headquarters, and we're going to have a very interesting discussion about something pretty much brand new, which is Google Plus. I'm going to talk to 2 guys that are very darned knowledgeable, very smart marketers, know a ton about technology and about the Internet, and this particular recording is for people that are involved in businesses, entrepreneurs, and love marketing, because all of us have a background in direct response marketing.

I'm going to put this, basically this conversation, on ILoveMarketing.com and also GeniusNetwork.com.

So, I'm going to first ask Mike Cline who is Mike Cline, and what do you do? You have a website, TechGuysWhoGetMarketing.com. But what do you do? What makes you an expert on Google Plus?

Mike: Let me start with what do we do. We work to serve the online marketing space. We do a lot of online sales and marketing processes. We build a lot of online sales and marketing processes, we do a lot of optimization, we do a lot of data management of those processes behind the scenes. So, we have our hands in kind of all the aspects of online marketing, lead gen side – I'm stumbling over words here today.

Joe: I'll just throw one of my Tom shoes at you, in case that helps.

Mike: That might help. I was wondering if those were.

Joe: Yes, they are.

Mike: Anyway, we've done a little bit with organic search and this kind of thing. Why would you listen to me? Really, just another tech head in the space that spent a little bit of time with it, trying to figure out what are they really trying to do with it and

what impact does it have on people wanting to market online or just an online presence.

Joe: Okay, cool. And Mat Silverstein, who are you and what do you do?

Mat: I am Mat Silverstein. I'm Chief Research and Development Officer for Pharmacy Development Services, and we work with pharmacies to help them grow their businesses.

But mainly, I'm just an ordinary guy who's very passionate in emerging technology strategy, and watching how businesses make their move into social spaces, new technology spaces, and try to figure out how marketing technology is going to be a fit with these new moves, and how businesses will be able to grow because of that.

Joe: Okay, cool. Now, to give you some context of what's going on here, we just completed a 2-day mastermind group for people who pay \$25,000 a year to participate in really high-level masterminding, and I think it kind of started with just asking Mat, talking about Google Plus, and Mike and Mat just started sharing all kinds of things with the group. And we literally probably spent over 2 hours in the 2-days period talking just about Google Plus and what applications does it have. It's this brand new thing, 10-million followers within what period of time?

Mat: 2 weeks.

Joe: 2 weeks. Okay, basically, what is it? What do you do with it? That sort of thing. So, I kind of wanted to just have an open conversation for people that don't know what Google Plus is. What's the layman's definition of it, from both your perspectives?

Mat: Go ahead.

Mike: You want me to go ahead?

Joe: You guys don't need to be polite to each other. You can fight.

Mat: We will.

Joe: Okay.

Mike: A lot of people are looking at it as another Facebook or another social engine, and it has a lot of the same features in the sense that you have your groups of friends. In Google Plus, they're called "Circles." You have a stream, essentially what you've been doing, what's going on. You have the Plus One's on Google Plus, which are pretty much like Facebook likes. You can upload pictures, comment on other people's stuff.

But there's a lot of differences, at the same time. Google definitely didn't just create another social tool. It created something that's much more than that. And I think that's probably some of the key things that we'll talk about here is what are those elements, why is it different, and how will that have an impact on Facebook, how will it have an impact on Twitter, sort of 2 of the other biggest competitors that it has for what it's doing.

I would say more than anything, it's centered around collaboration, bringing together the entire online user experience into one centralized location.

That's sort of it in a nutshell.

Mat: I like to look at this, at the move by Google, maybe even in part in response to things that Apple and Microsoft and Facebook are doing in the larger picture of a story.

A fellow named Samir Bawani, who is an emerging technology strategist, he talks about how back in the days of the wild west, there was probably Main Street, and the local store owner knew everybody's name. That was the marketing. "Hey Joe, how are you doing? I know exactly what you want today."

Then, the industrial revolution came, where price and efficiency trumped personalization. And that was all great for a while, but people got tired of that. They grew mistrust of advertising and marketing and what they felt to be the used car salesman and people that didn't really know who they were or what they actually wanted.

So, what we've now emerged into because of technology, what that has enabled is some people called this the Information Age, because information is at our fingertips, but really what it looks like is the Recommendation Age. With recommendations, I can not only go out and find information that I want through a simple Google search, but more and more of that information is being recommended to me by smarter and smarter algorithms. And the move of Google Plus into the social space is even taking recommendations to the next level, and that's recommendations by people in my own social Circles in my life, and people that influence me.

So, we can look at this as an age of social discovery, where we can find not only the content and the news and the entertainment that people that are important to us have already found and reviewed and also think are interesting, but we can also find businesses and other kinds of services that people that are like us have found valuable as well.

Joe: Okay. So, how do you recommend people kind of get started just learning Google Plus? Who is this for? I'm asking very layman questions, but I also realize that a lot of people, at the time we're actually recording this right now, don't know what it is, haven't even seen it, and a whole bunch of people have, and a lot of people are getting invites and they go, "What is this?" Those were some of the conversations today. So, I'm going to ask sort of the same questions.

Mike: I want to pick up on what Mat had said there, talking about the recommendations. It's important to note getting recommendations based upon what your social circle has also liked or recommended is saying that Google's primary search algorithms are going to be influenced by social data. So, that's the really profound thing, I think, to take away from what Mat just said. And what was the term? Social...?

Mat: Social discovery.

Mike: Social discovery, I think, is a wonderful way to say it, because you're discovering things through your social Circles, which is a better reflection of the human experience.

I meet Richard Branson through Joe Polish. That's the discovery process and how it happens.

To speak real quickly to organic results, for anybody out there in the IM space that might be watching this, we did some tests with it last week, which was kind of the reason why I'm sitting here talking anything about it, and we saw that literally within minutes, like 2 to 3 minutes, a blog post that was accidentally published early, and the Google stream was already set up to immediately reshare things, it was indexed by Google's primary search algorithm, and it appeared in the #1 spot for I think a 4-keyword term that was the title of the blog article.

It wasn't highly trafficked, but the fact that it was 2 minutes, that was like, "Whoa! Whoa! Whoa! What's going on here, guys?"

So, we ran another test to say, "How much of an impact can it have?" We looked at the external keyword tool, found some words that had some competition to them, or had some volume to them, and a decent amount of competition, and we said, "Okay, let's get a blog article very specific, to try to get some natural, organic rankings."

This was, in fact, inside of our client's companies, and we had them reshare it amongst themselves, and we had them all plus-one it on the organic side. And within 4 hours, for a set of keywords that had I think 3- to 4-million results and good competition, there's plenty of ads being bought for it – it was for designer clothes – they were ranked #12.

The speed of that kind of gives us an idea of what we're going to see in the future here, when everybody's on this tool and we're using it regularly.

Joe: So, explain that. What does that mean? What are we going to see?

Mike: I'm just going right back to what Mat said earlier, that the material we see is going to be far more tailored to us, based upon who we're hanging out with and what the people around us also find and see. It's the social discovery experience. Instead of basically trying to sort through all the world's information and starting from scratch,

“I don’t know who you are,” to “Oh, I also know what Circles you run in and the kind of people and what they like.” And if you like them a lot, you’re talking with them a lot, the things that they’re interested in or they’re recommending are probably going to be what you would like to see too. So, we’re going to cater that.

It becomes very fuzzy, in the sense of the experience. It becomes very human, in a lot of ways.

Mat: It’s really the heart of why Google is called Google Plus. When you look on the top navigation bar, your name is followed by a plus sign. The change here is from this blanket, bland surfing of the Internet experience to you plus, where you using Google is an enhanced experience. You are at the center of your Internet experience. Everything is more tailored to you.

So, you’ll see more of the things that are relevant to you in your lives, and less of the spamvertising and search results that have nothing to do with what you’re really looking for, things that were less likely to be of interest to you.

Joe: So, going back to my question of like how does someone get started with it, why should they get started with it, I’m going to make the assumption that a lot of people listening don’t have any idea what the heck this is. Right?

So, if there’s an entrepreneur or business owner out there, or someone who has a blog or a website or uses Gmail or uses Outlook or uses Backmail or whatever, maybe the question is, “Why should I pay attention to this? I use Twitter, I don’t use Twitter. I’m on Facebook, I hate Facebook. What does this thing, Google Plus, mean to them?”

Mat: Well, make no mistake, this is only week 2. So, we’re dating this interview now.

Joe: Which is fine.

Mat: This is absolutely the wild west of Google Plus. There’s going to be a day when we look back and this and say, “Hey, do you remember when Google Plus just came out?”

Joe: Yeah, and we were doing this ridiculously silly interview. Right now, it isn't.

Mike: Before it kind of flopped. Just kidding.

Mat: Right. So, Google Plus is predominantly filled by people like us right now, extreme early adopters. Those are the first people on. Because right now, to get on Google Plus, you need an invite. So, you need to know someone who can give you an invite. Or you need to be resourceful.

Joe: Just imagine if tomorrow that's not needed, and this whole interview's for naught. I'm just kidding.

Mat: It's interesting, because it is a very skewed demographic on Google Plus right now, and the bulk of conversations happening on Google Plus right now are about Google Plus.

This is absolute fact, but it has actually created an interesting opportunity for some of the early movers and thought leaders who have moved on Google Plus early.

There are some people that I'm following on Google Plus, and one of the things that's cool about Google Plus is, unlike Facebook, you don't need the reciprocity of friends. You can have this Twitter effect, where I can follow somebody that I love learning from and love hearing from, and I can discover more of those people and follow them, and get a personalized RSS feed of what they think is interesting, as opposed to having to go to these people's blogs on my own.

Some of the people that I'm following, I would have never thought to follow because they were never in my sphere of influence. But I've discovered them through other people that I'm following, and they're knocking my socks off.

There's a guy named Robert Schoebel, and he's built up one of the largest followings of Twitter. He built up a large following on Quora, and now he's and now he's on Google Plus. And there's no question as to why he built such a large following, because this guy helped people like me, from day one getting on, understand the value of what Google Plus was all about, and helped understand where

is Google Plus, how do we use it, how is it going to fit into our lives, what can we expect with something like this. And there's actually something called "the Robert Schoebel effect." And I read about this on TechCrunch. But it's this idea that everywhere that there's a new place that Robert Schoebel goes, there's a gigantic following that happens.

But through him, I've been able to discover some other incredible people. I never would have thought to follow one of the VP's, Vic, from Google. But I'm following him now, because Robert posted some interesting content that Vic had shared. And now, I'm following him.

I like to regularly read TechCrunch, and M.G. Seigler is one of the bloggers of TechCrunch that I like to read.

So, he posted a link to TechCrunch once, I went and I read some other articles, and there was a feature blog post by none other than Tom Anderson, who used to run MySpace. I never thought, in a million years, that I'd be looking for something interesting from Tom Anderson, just because none of his content has ever come across me.

But I'm actually really fascinated with some of the things that he has shared. One of them, in his observations of how this works, one of his friends, Kevin Rose, has actually redirected his blog and his domain from KevinRose.com to his own Google Plus profile.

And that actually brings up some interesting questions of the Kevin Rose model of redirecting to Google Plus, where there's a big, hot topic moving on, where lots of people are moving to, or a Fred Wilson model. Fred Wilson is a successful venture capitalist who writes a really great blog as well, and he's keeping his blog at his website.

So, the question is what would you do if you were a marketer? What would you do if you were a business? Would you set up shop where the party is, where the discussion is, which is currently moving onto Google Plus? Or would you continue

to entertain people in your home, as they come through, which would stand the test of time but you might not reach as many people?

Joe: Interesting question. What are your thoughts on that, and are either one of you going to redirect websites to your Google Plus? What do you think?

Mike: I think it's a coin toss, right now. What is the impact going to be? I think the analogy is great. Do you want to set up shop and party or do you want to direct people back to your house? Do you want to have the party at your house, or just go to the big party?

There's advantages and disadvantages on both sides. I do think both are going to continue to exist. Like I said, as I think through it right now, I would redirect something to it. Maybe redirecting a blog to it, that could make sense for certain activities.

I think some of this is so much speculation, too. What is the impact it's going to have.

I want to go back to one of the components of it, though, and that's the collaboration side.

You mentioned earlier, if you're in Google Plus and you look at the top left, you're going to see Plus Joe. And next to it, you're going to see Gmail, Calendar, Docs, Photos. You're going to see the suite of tools, the applications that make – and Web – your user experience on Google.

So, they're creating like a portal, a place, a starting point that is your entire online experience for all of the data flow in your life to exist, and your business.

Mat: And using tools that you traditionally had on your desktop, on your computer, that you might not need to use anymore.

Mike: Yeah. And then, taking the notion of what a social tool lets us do now, you think of Facebook. I think, "Oh, I can comment on your status, your pictures. The comment of the comment of the comment, I can like that, too, and this.

Then, take those elements and put it into all of the tools that you would use. Maybe the Word document that you share with somebody in your office, and you guys are working on it together. There's a comment string associated with it. Maybe you want to instantly then share that out publicly after we're done with it. Maybe you want to share it with me, outside of your organization.

Or maybe we're working on a spreadsheet of all the people we want to invite to a party. So, all of a sudden, the stuff that we had traditionally done very localized, and it was a step to share it, all of those boundaries are then removed in tools like this, and tools like what Google Plus is about. I think collaboration is key.

Mat: If you increase collaboration and help people become more successful with collaboration within the Google environment, people will be spending more time there. So, if you are a business, it is a great place, it will be a great place to have a presence, because people eventually will be spending their time in Gmail, in Google Plus, in Google Docs, in Google Photos, less likely to venture out to other places outside of the Google ecosystem.

Now, that's kind of an absolutist statement, so it's too blanket. But if people are spending more time in this area, it is probably worth looking at this as another channel from which a business can either syndicate its content or set up a really personalized connection with some of the users.

Joe: The video that we watched earlier today, the Data Liberation, is that what it was?

Mat: Google's Data Liberation Front.

Joe: What is that all about? What are they trying to convey? It's an interesting pitch.

Mat: From what I understand, Google is positioning itself in a different light than Facebook has positioned itself, whether intentionally or not. There's this perception that Facebook wants to keep all of your data, whether it be your friends and your photos, all of this information, inside the Facebook platform, and it's very difficult to take your information out.

And Google has positioned itself – and stated – that they believe that if they make it easy for their users to take their data out so they can leave Google, Google will work that much harder, so they say, to try to keep the users.

So, they have this program called Google Takeout, where you can literally click a button and download a bunch of your data and take it out with you.

Mike: Which I think is awesome. Embracing that, being very public about it is, I think, really key right now, when privacy is just massive. I think we were using the Google trend data, and we were looking at Facebook and we were looking at like MySpace's death and this kind of thing, and the downtick – I don't know if you guys looked closely at it – from Facebook in the trends, from the big security scare. They've had a couple different ones, but it just shows you how important that is to people, because most of us don't even have any idea how the security models work with something like Facebook.

We can talk about Google with that, a little bit. When they released Google Buzz, they had some of the location services, I believe, turned on by default. Correct me if I'm wrong on this. I'm pretty sure it was the posts would automatically grab your location, if it could, in terms of when you posted, and you could publicly see the location of everybody else around you. And they had that on by default, instead of off. And that was a big fiasco, as well. It was a fiasco, to say the least.

As we step into the modern age here, the privacy and the security associated with oneself, I think, is just at the forefront. Google's Data Liberation Front is like, "Hey, let's be open and transparent, because this is a losing battle if we're going to try to control everything.

Joe: Very cool. Let's talk about some of the things you can do, from Hangouts and Circles, and all the different features that are currently on, which are probably going to be rapidly adding to it, maybe, or changing. Who knows? But what are some of the things that you can do on Google Plus, for laymen like me, because I would consider myself sort of a layman here, until I talked to you 2 guys the last couple days. And now I feel like a Google Plus expert.

So, if anything else, you can tell your grandma that you're a Google Plus expert after watching this video.

Mat: The difference is Grandma's probably heard of Facebook by now, but maybe not Google Plus. Right?

There's a feature called Circles, and it's a somewhat refreshing departure from the model that we're used to in Facebook. And not to say Facebook doesn't have something like this, but it's very difficult and clunky to use.

Circles, in Google Plus, is about recognizing that not all of the people that follow you and you decide to follow are equally relevant to you or deserve or have to hear or see the same messages from you.

So, for instance, I might take him and put him into my friends circle. And then, Joe, I might take you and put you into this weird other guys acquaintances section. Right?

Joe: Like "jackasses I don't like," or something like that.

Mat: There we go.

Mike: Yeah, I think that's where I added you today.

Mat: So, consequently, when I go and decide to publish funny pictures of cats, because I love taking funny pictures of cats from the Internet and posting them, I'm only going to share them with my friends, and you're not going to see any of them.

So, what it actually allows is really targeted conversation, because I can share things that are important to me, to share with my friends, just with my friends. I can share other messages just with my family. I can share others with business contacts.

And it's so easy to use, I think that's really the big win, in terms of Circles, is understanding that different people play different roles in your lives, and the information that you want to share with those different people in different roles will vary across those roles.

Joe: Right. So, it allows you to really do a tremendous amount of selecting and segmenting and things that you simply can't do on Facebook.

Do you want to add anything to what he said?

Mike: I'll just add other features. Talk about Hangouts. It's very interesting, the fact that Hangouts are out. You have 10-people video conferencing, all of a sudden, like immediately. Here's Skype, with a paid model, but it doesn't even support 10. It supports 5, I think. Right? I've only used it a little bit, and I wasn't very happy with it. I remember that. We tried to use it internally, with the team – Skype, anyways.

But with Hangouts, 10 people video conferencing, hanging out from your Circles, that's a pretty awesome collaboration tool out of the box, that's going to force the rest of the market to kind of try to catch up.

Joe: So, what are the business applications of this right now? What do you see as anything, right now?

Mat: We definitely see some incredible opportunity in the pipeline, down the next few months. Currently, if you're a business, there's not a specific fit for you. With Google Apps, Google is, no doubt, building those tools that are going to allow business to really live in this ecosystem as well.

One of those, I think, absolutely Hangouts, is going to be a great place for people in business to set up live, multi-video conferencing.

Some of the other things that we'll be able to probably look at in the future as a business is being able to target different demographics and different interests of people, similar to Facebook, but with the power of all the rest of Google's data, as well.

Mike: Something to just sort of think about, too, is LinkedIn, while having far fewer members than Facebook, is centered around business. The whole purpose of that is getting linked in, getting connected, making those network connections. I think we're going to see a lot more of that kind of thing inside of Google Plus as well, in terms of

not just your Circles, but the Circles of Circles, of Circles, in a very natural, organic way. So, it's bringing in a lot of different elements together.

Mat: Agreed.

Mike: In business, just for clarification for anybody listening to this, too, is Google Apps is the business product that Google releases. So, the thing about business with a certain number of users, you can manage all of their email, you can have document sharing built on a domain.

So, the Google Apps product has been great. Now, Google Plus isn't part of it, yet. Correct?

Mat: Correct.

Joe: You say yet, but you believe it will be?

Mat: It will be. They say it's in the pipe for the next one to 3 months from now or so.

Mike: They rolled out some products, like they rolled out Google Voice to the personal accounts, and then they rolled it out to business ones, to Google apps.

Once that is in there, and you have the kind of collaboration across all of your Google tools inside of Google Apps, that's a very formidable suite of tools to be using as a business.

What's interesting is Hangouts, 10 users, the free version of Google Apps is 10 users minimum, they're really sort of extending their hand to a lot of small businesses with apps. They've kind of always done that, but it's neat to see some of these distinctions start to emerge, too.

I think it'll have a big impact for small businesses once that gets integrated, because the collaboration elements are just going to get stronger.

Joe: So, the turns that I've seen this week, people calling Google Plus a Facebook killer, what does that mean? Why are things like that being said? Why are those discussions happening, and what are your thoughts on that?

Mat: I think there are probably a few reasons why that's being discussed. Whether that's going to happen is an entirely different story.

When you first go into Google Plus, most people's first impressions are, "Wow, this is a beautiful interface. It reminds me a lot about Facebook." You see your friends, you have your feed, your stream, you can share pictures, videos, and there's a Plus One button similar to the "Like" button. So, there are a lot of comparisons between Google Plus and Facebook.

But, there are other places where they're probably not going to try to be identical with each other, where Google is really going to benefit because it has the whole other suite of Google Apps tools, like you were mentioning. Facebook isn't really positioned to have things like those.

But, with 750-million users in Facebook, Mark Zuckerberg just stated that he believes that Facebook has hit critical mass. So, they're at a pretty good place. They have quite a large number of users. So, they're not in any direct threat of being taken down anytime soon. They have quite the ecosystem going for them.

If we look at Twitter, Twitter also has significantly more people than Google Plus currently has, but they have raving addicts. Really, what we look at with the cross-section of demographic on Twitter, you've got a lot of techies. But if you actually look at who has the biggest Twitter followings, these would be President Barack Obama, this would be Lady Gaga, and Ashton Kutcher are some of the largest.

You've also got this cult following, this celebrity following thing that's going on there, that may not translate as beautifully into Google Plus as your friends, your acquaintances, and ultimately, businesses or people that you like to follow. They also have quite a number of Tweets. I think we had discussed today that we read in a presentation that Twitter had how many copies of *War And Peace* being produced content-wise per day.

There's a lot of activity going on, and the idea of trying to take down the social networks right now is probably not the number one priority of Google, but it will be interesting to see how that user base grows, and what kind of demographics they get.

Mike: I'll add to this, too, because I think this piggybacks on when you talk Twitter, you talk Facebook, and we talk MySpace, because it came into the discussion, especially when we were looking at Google trend data for all of these, is you get to see the nice crest that MySpace had, this rapid growth out in front, and then it started to decay.

The book that you gave us last time, Joe, *Evil Plans*.

Joe: Hugh McCloud.

Mike: Hugh McCloud. There's a section in that book, page 131 – I'm remembering this because we talked about it.

Joe: *Evil Plans*, which you should read. I think Hugh McCloud is very smart, very funny.

Mike: In that section, it talks about how we've gone from different stages that we've evolved, in the way that we desire certain things. I think I have it sitting over there somewhere.

Joe: Should we have someone in the background run it to us? We can make that happen. We can even read it here.

Mike: Can we read it right here?

Joe: Absolutely.

Mike: That way, I don't butcher this too horribly.

Joe: I'll walk out of the place of the camera. Here we go, *Evil Plans*.

Mike: *Evil Plans*, good book. Some good nuggets in it. This is one of the key nuggets, and Mat and I talked about this today, too. It was talking about creating expressive capital.

The tag here is, “Remember, we’re all here to find meaning, including customers, so the book is kind of centered around business.

The item I think is relevant here is that he talks about what comes next? If, right now, we’re in emotional capital, the fact that people love our product more than they love our competitors products.

Joe: Just read it. It’s short. I think it’d be good to read.

Mike: I’ll run right through here.

“First, we have human capital. ‘You, there. Go to the next village and kill everybody, because I’m the chief, and I say so.’ Then came physical capital; land, property, factories. ‘I give you many camels for your daughter.’ Then came financial capital: currency, credit, stocks, and bonds, the root of all evil. Then we had intellectual capital. ‘Our widgets are better than your widgets because our engineers are smarter than your engineers.’ Then came emotional capital. ‘People love our products more than they love our competitors product.’”

So, there’s a bonding with the product that comes out. I think Apple is a great representation of the emotional capital side.

He goes on to say, “Well, what comes next? What comes after emotional capital? He says it’s expressive capital. ‘Our products make it easier for the end user to find and/or express meaning, narrative, metaphor, purpose, explanation, and relevance in his or her own life than our competitors products do.’”

That’s the key thing. You look at the contrast between the MySpace and the Facebook, and you look at some of the trend numbers on Google, and you can see where they passed each other.

What was that big difference? It had to do with how we were able to express ourselves, and I think we’re at that same kind of impasse, when we start talking Google Plus. Does it allow people to better express themselves than the competition

does? Certainly different. Better? Time's going to tell us that, but it's got a lot of great stuff. It's a much more complete idea than Google Buzz was.

Joe: So, how are you both using this, and how are your online behaviors, habits, involvement, communications going to change as a result of this?

Mat: For me, it encourages me, because it's the first couple of weeks and it's very exciting, but I've spent more time on Google Buzz...

Joe: Google Plus?

Mat: On Google Plus, yes, than on Facebook.

Right now, to me, it's probably because of the quality of the individuals that I'm following on Google Plus right now, because Google Plus allows me to find and follow these thought leaders who are talking about things that are really interesting to me, and even engage in comment with them.

I've been spending more time because they have a beautiful, wonderful mobile app for the Android, and it works very fast, and it's a better user experience, so far for me, than Facebook. But I have been using it for that purpose.

I've actually cut down a little bit on my Web surfing and spent more time in the ecosystem of Google Plus, because kind of the content of the people that I want to hear from are right there inside of it.

Joe: Gotcha.

Mike: I just love exploring it, really. I haven't started to use it regularly, other than, like I mentioned earlier, some of the test cases we did.

My biggest interest that I actually said, "Oh, I better examine this real closely," after my invite didn't work, that I tried for a while, that someone sent me because they maxed out the number they were giving away for that day. That was the impact on the organic results; because we've heard the term SEO (search engine optimization) and all-organic traffic for a long time. Traffic numbers continue to grow. There are more and more people online, surfing, looking for stuff every single

day. And I have no idea where that critical mass is, but I think it's a long way off yet, as a lot of these other countries get up to speed, etc.

So, understanding the organic search process and what really factors into it, which ultimately I'm going to speculate and say, "At the end of the day, 5, 6, 10 years from now, what's going to matter and what's going to work to rank is going to need to be real. Real and honest."

Google's moves to correct its algorithms against people that have tried to manipulate it have all been in that vein, "Let's get more real results, better results." And I think adding in the social stream as an influencer and having Circles influence it as well – I'm speculating on the Circle side, the only thing that I've seen is some of the plus one stuff, the stream stuff – factoring that in is going to eliminate a lot of the spam, a lot of trying to undermine the system. By its very nature, with the amount of people that would technically be on there, it would be virtually impossible to game the system, if that makes sense.

Joe: So, for people that are listening to us right now, what do you recommend they do to best get up to speed with Google Plus, and how do you both go about learning to use it? You could always talk to some tech who's like, "You just play with it. That's how you learn it."

But really, take someone like me that always has some sort of technology mental block with grasping and understanding something, hence the reason I would much rather be in the asking the questions role than answering the questions in this particular area. What are some recommendations that you can give to the people listening, about how to get up to speed with it and how to learn it, how to use it?

Mike: Play with it.

Joe: And I also mean your followings some people that you recommended, so maybe you can say those names again. Where are you learning stuff?

Mat: I am. Some of the people that have been very helpful for me learning and getting to understand concepts around this would be M.G. Seigler, who is a blogger for

TechCrunch. TechCrunch has some good stuff. Mashable is a great blog, which has put out a cheat sheet on using Google Plus, and some tips for it.

Robert Schoebel has given some great tips on how to use Google Plus, how to not spam your followers, how to not get spammed in terms of making it a very pleasant experience.

And, Tom Anderson has also shared some really great thoughts, in terms of how you can look at Google Plus compared to Facebook, as compared to MySpace, because he's followed the whole social circle since MySpace began.

I will be the first to say that I owe everything that I currently understand about it, whether what I understand is correct or not, based on my understanding, I owe everything to these people that I'm following, and they've been considerably helpful.

So, if you are looking to get started – and this is something that I recommended to my own brother – go ahead and start dropping your friends into your social Circles, but really think about the coolest, most awesome people are that you want to learn from, and go find them here, because you're talking right now. This is a space in which things are new, so they're exploring, they're learning, meaning they're sharing stuff that they don't normally share every day of their lives.

Joe: Awesome.

Mike: And Google's blog, as well. They've posted some stuff on it, too.

Joe: I guess someone could always go to Google and type in “How to use Google Plus,” “What is Google?”

Mike: You can hit the help button.

Joe: Go to the Wikipedia page.

Mat: Or you can Google it.

Mike: I want to add one more thing, too. One of the neat things that I've seen with Google Plus is there are a lot of elements that they had tried to incorporate into Google Wave.

And one of the key things that we're trending towards is real-time collaboration environments, and that means virtualized real-time collaboration environments, where we can be doing exactly what we're doing here anywhere on the planet, at the snap of our fingers, and have it be high-quality, and have this same sort of real feeling to it; as opposed to if we used technology to do it right now, it would take a good bit of tack and it's not going to feel like this. I think that's the real direction that I see these kind of tools going.

Joe: Right now, what does this make obsolete, if there's anything that you can think of right now? And there may be some companies you don't want to mention, and that's fine. But what do you see as this making obsolete or archaic?

Mike: Or archaic? Buzz is integrated into Google Plus. I'm not sure if they're going to combine that, or what they're exactly going to do with Buzz, but it may very well phase out or it may get rolled into it. I haven't read anything about it.

I wanted to make a preface here, too. Mat said it earlier. His knowledge on this is attributed to people that he's followed and read about it. I would say the same kind of thing here, and just from playing with the tool and the knowledge that I've developed over the course of time. By no means do I have any sort of inside knowledge of what's going on with Google or what they're actually doing.

Mat: We're waiting for a phone call from the founders.

Mike: Are we? You sent one, too?

Joe: I'm going to call my buddy, Richard Branson. I think Larry got married on the island, and see if he can call us back and tell us what's up.

Mike: That'd be great. Get the phone. Let's do it right now.

Joe: No. That would be funny. Richard would be stuttering and he wouldn't know really quite how to answer that. But hey, you never know.

Here's the thing, though. What we wanted to do is just start a discussion about this. And for everyone that's listening to us right now, there's something being written back there. Just yell it out, because I cannot read that.

Gina: What are the marketing opportunities for a business getting into it? What are some things that you see that would be an advantage for the marketer?

Joe: That was a female voice that you heard back there saying, "What are the marketing opportunities that you see with this?" Before we get to that, what I wanted to say to everyone listening is that at I Love Marketing, where we're going to put this, I'd like to hear comments from everyone, how they are using Google Plus, because I think part of the process here is to get a bunch of smart people talking about it. And they already are, as you've mentioned.

I think that's how anyone is going to really learn applications is seeing it. So, since we're all in the marketing business, what are some marketing opportunities? And there's different types of marketers. There's a lot of scumbag marketers that are spammers, and that's not the world we come from. We are very much permission-based marketing. We're very much providing value. We're very much about not using promises and using hype that we don't deliver on, and stuff like that.

So, what are your thoughts on Google Plus for marketing?

Mike: I think the opportunities are probably more on the organic side. The social and organic side is essentially combined now.

Sharing relevant content with your customers and your prospects is now more important than ever. So, the notion of ethical bribe, intelligent ethical bribe, and blogging, those are probably going to have more of an impact now, used within the Google Plus framework., than they previously had – the relevant content kind of thing. That's probably the biggest marketing opportunities I see right now is going to be on that traffic side.

That's all I've got.

Joe: Pictures of me, perhaps, maybe?

Mike: Marketing updates?

Mat: Yeah, Google photos. Google photos. Videos of Joe.

Joe: You can just take that data right out of there. Just get it printed, put it up on the wall at home, share it with the kids.

Mike: Those inappropriate photos that you referenced?

Joe: Yes, yes. Maybe a couple of them.

Mat: I'd imagine that there's going to be very targeted advertisement opportunities beyond the data. Google has built its empire on Ad Words and the advertisement model. So, they have a very powerful model.

But from an advertising point of view, from a marketing point of view, if you're going to have any data points from which you can target specific kinds of users who are interested in your content, the kinds of business that you have, that's going to be a better experience for the end user, who's using a free tool, who's going to see things that are more relevant to their lives, and it's going to be better for you, because it means less wasted opportunity trying to get in front of eyeballs that don't have to hear from you.

It may stay in the form of text ads. It may also eventually involve pictures, so we can take that scandalous picture of you and put it up there on the ad.

Mike: I think it's great here to speculate on.

Joe: What scandalous picture is this?

Mike: We know there's scandalous pictures. We know that's there. The advertising opportunities. There's no ads inside of it, as of right now, that I've seen, but we can only bet that there's going to be, and the opportunity is going to be even greater, just like Facebook advertising.

Joe: The whole funny thing about that, when I think about things like people that are anti-marketing – and I’m a very much anti certain types of marketing in certain contexts and environments – but here you have all of these free services and these very cool things that are being developed technology-wise, that are being funded by advertising.

So, at the end of the day, a lot of people say, “Oh, marketers, marketers.” But a lot of the tools and everything developed are simply because there are people out there that have products and services to sell, and they need money because you’ve got to pay employees and you’ve got to pay developers and you’ve got to pay people to actually have organizations and run things. So, I’m very much pro-business and I’m very much seeing the application of this and doing it in a way to where people are not being bombarded with crap that has no relevance to them whatsoever. And that’s what I see as the application, very targeted, specific areas of interest for commercial and personal use, too.

I think there’s a whole word that is going to open up in front of us as a result of this, and I really appreciate you guys just talking about it and starting this conversation.

What I will say is that through these 2, when we come across experts and knowledge and usages and applications to see if this is really just a frenzy thing or if this becomes the next big thing, we’ll let our clients, we’ll let our listeners at I Love Marketing, it’s all free, valuable content and interviews and stuff like that, so I want to hear the comments there.

In your own businesses, you both are very smart. You create tremendous value for your clients. For anyone that wants to follow you guys, where do they go? How do they find out about you? You can give them that old obsolete thing called a website.

Mike: I can give a website?

Joe: Yeah, give a website.

Mike: I'll give a website. You can learn more about what I do, I'm Mike Cline, the CEO of Tech Guys Who Get Marketing, and that would be TechGuysWhoGetMarketing.com.

Joe: Mike Cline is spelled C-L-I-N-E. And Mat, if anyone wants to follow you?

Mat: If you happen to be a pharmacy, feel free to check out our website, PharmacyOwners.com. If you'd like to just connect with me and start a conversation, I think Google Plus would be a great place to do that for right now. You can go to Google and Google my name would probably be the best way for that to show up. That's Mat Silverstein. It's Mat with one T.

Joe: Awesome. Awesome. And for the listeners, please comment on ILoveMarketing.com, and Genius Network is where we were doing the brainstorming today. And that's it. I appreciate it. Tell a loved one you really love them right now, and go check out Google Plus. Thanks, guys.

Mat: Joe, I love you.

Joe: I love you, too. I love you, too. Even more than Mike. Yeah.

Mike: Joe!

Joe: Alright, thanks guys. See ya!