

Google+ gives Vodafone Egypt a new way to engage customers – and a 14% boost in AdWords click-through rate



About Vodafone Egypt

- Telecommunication company
- Headquartered in Cairo, Egypt
- Leading mobile operator in Egypt both by revenue share and size of customer base

Background: let's talk

Vodafone Egypt is a telecommunication company covering various voice and data exchange services, as well as 3G, ADSL and broadband Internet. The company's marketing mix comprises traditional and digital media – TV, radio, press, bill inserts, flyers, brochures, SMS messaging, Google search, digital display, social media including Facebook and Twitter, and outdoor advertising such as billboards.

In recent years, Vodafone Egypt has added another platform to this array. "We are a team that believes in the power of social media," explains Tarek Nabil, Online & Social Media Director. "We engage actively with our online community and boast to be the number-one telecom company in the world on Facebook with the highest daily engagement. We are keen to bring that momentum to a higher level on Google+, and hence continue being the number-one social media leader in Egypt and the Middle East."

As a company that's in the business of communications, it's vital that Vodafone Egypt be available to talk to its customers via a wide variety of means. "Our strategy is to keep in continuous contact with our online community via social networks," Tarek's affirms. When the opportunity to launch a Google+ page arose, the team didn't hesitate to develop a presence.

Vodafone's Google+ objectives

Vodafone Egypt outlined three central goals for its Google+ activity. First, the company aimed to interact with its community and seek customers' feedback. Second, Tarek's team utilized Google+ to communicate interesting messages and offers to their community. And finally, they wanted to propel Vodafone Egypt's social media presence to the forefront of the telecoms industry and establish best practice for other Vodafone markets and regions.



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- Tarek Nabil, Online & Social Media Director, Vodafone Egypt

Features: new ways to communicate and maximise YouTube presence

The unique features of Google+ immediately appealed to Vodafone Egypt in that these offered new ways to engage customers. "Rich media content is very good on Google+," says Tarek by way of example. "One powerful option for **photos** is that we can edit and insert effects. And the versatility of posting videos from and to **YouTube** is simple, easy and quick."

Circles is another feature that has caught his eye. Many users are keen to see posts that address their interests. For example, some customers are only interested in posts about promotions while others are keen to see posts that are concerned with their hobbies. The circles feature makes it possible to group users accordingly and convey messages tailored to them. “Segmenting users based on their preferences is something we are carefully studying and should be available sometime this year,” Tarek reveals. “For now, all commercial activities are posted on Google+. Soon we will start diversifying our posts to include non-commercial related content, such as the Vodafone Foundation’s activities, sports, weather and more. We are keen to engage with our online community on a broader level covering their wider interests, not only their telecom needs.”

In a similar vein, plans are in the making to launch **hangouts**, another feature that is exclusive to Google+. Offering high-quality, one-click video chat functionality, hangouts enable consumers to interact in real time with Vodafone Egypt. “We are planning to hold hangouts for customer support as well as special hangouts with high profile celebrities to bolster interaction. We are thrilled to know that it is possible to stream a hangout on YouTube, and that gives us a terrific leverage to use YouTube in broadcasting our events.”



SEO benefits, best practices and beyond

According to Tarek, Vodafone Egypt’s Google+ experience has already proved a success. “We found that Google+ is a very good opportunity to keep in touch with our users especially as it includes a lot of exclusive features like circles and hangouts,” he says. “It is working great and we are enthusiastic about the exposure it is creating.”

He’s keeping a keen eye on the numbers too. “We measure our social media success through different KPIs such as channel growth, penetration, engagement, sentiment and our market position with our competitors as well as other Vodafone markets,” he says.

One of the biggest benefits has been in the area of SEO. Vodafone Egypt added the badge and **+1 button** to its website, which dynamically counts the company’s +1’s. **Social extensions** link the Vodafone Egypt Google+ page to its AdWords campaigns, so that all +1’s – from its page, its website, ads and search – get tallied together. The result is an **uplift in click-through rate** from AdWords; in Vodafone Egypt’s case the increase has been a pleasing **14%**.

So what’s Tarek’s Google+ advice for others? “Start now and build up your community. The million-mile road definitely starts with the first step. Make social media your podium for what you want to say. Be bold, simple, respectable, and have a heart – it’s your key differentiator.”

About Google+

Google+ brings the benefits of personal recommendations to Google Search and ads, delivering recommendations when people need them most and making it easy to start conversations with those that care about your brand. Linking your site to your page unifies your +1’s across search, ads, your Google+ page and your homepage. Google+ pages let you share your content with new audiences and connect with them in more engaging ways. **To learn more about Google+ pages, visit [www.google.com/+business](http://www.google.com/+/business) <https://plus.google.com/+VodafoneEgypt>**

