



# Using Google Plus and Google Local for Your Business



**Thursday, November 6, 2014  
1:00—4:00 PM**

**The Pilot Center  
612 East Main Street, Pilot Mountain**

Google Plus not only adds a dynamic social layer to the Google search experience, it also builds authority on the Web that can give a small business an important marketing advantage.

This class will outline the best use of Google Plus and help you apply the concept of social validation—since Google understands that we now value what others have to say about a product or service more than we value the marketing material in making buying decisions.

You will learn about the important features of Google Plus which includes Google Places, Google Authorship, and Google Hangouts.

**Presenter: Martin Brossman**

Pre-registration for this **FREE** seminar  
is required by  
contacting the Small Business Center at  
336.386.3685 or registering at  
[www.surry.edu/sbc](http://www.surry.edu/sbc).

