UBERVU

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Google buzz For Business

How Businesses Can Capitalize On The New Social Network From Google

A White Paper



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What is Google Buzz?

Google Buzz is a simple way to share status updates, pictures, videos, links, text with your e-mail contacts. It is part of GMail, Google's webmail service.

Google Buzz is Google's answer to Facebook and Twitter and it enables "*content to be aggregated, and then prioritized based upon the people you already email with, which Harry McCracken and I call this a social graph based on history, "Historical social graph" "* as the web strategist Jeremiah Owyang puts it.

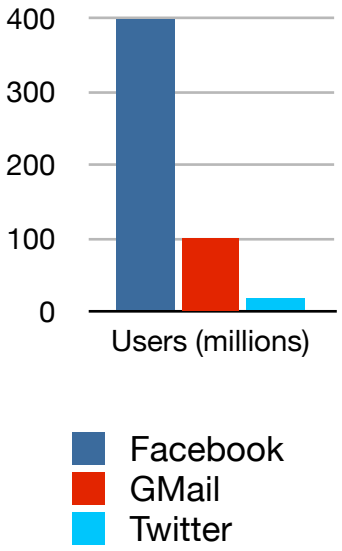
The idea behind Google Buzz is that the people you already e-mail with, your contacts, are actually a social network. In order to share content with them and keep up to date with what they're doing, you can use Buzz rather than regular e-mail. That way, you have the best of both worlds, e-mail and social networking, without having to leave your GMail.

Google Buzz is a simple way to share status updates, pictures, videos, links, text with your e-mail contacts. It is part of GMail, Google's webmail service.

Why businesses should care

Huge potential user base and fast growth

GMail has over 100 million users, compared to Facebook's 400 million and Twitter's estimated 18 million (according to Mashable.com).



In theory, Buzz has an easy to reach, potential user base of over 100 million users, which puts it at over 5 times the size of Twitter. Because of the tight integration with GMail, Google Buzz had already generated over 9 million posts and comments in the first two days after launch, that's a staggering 160,000 posts per hour. Within a few months, Buzz has the potential to be as big as Twitter.

Another interesting statistic is the number of mobile check-in people make daily: 300,000. People have started to use Buzz from their mobile phones in the same way they use Twitter and Facebook, proving that Buzz is a real contender in this space.

A place for answers and conversations

But even so, why pay attention to Buzz? Facebook and Twitter are the places where most conversations and interactions between customers and companies happen. Does Google Buzz really add more value, or is it just more noise?

Pete Cashmore, the CEO of Mashable, believes that Google Buzz is different and may serve another purpose, based on how current users are interacting with it. If Facebook is "about connecting to real-world friends in a feature-packed environment", then Twitter provides "a simple platform for those with a message to spread, and a public forum in which to mull the news of the day". Because of that, Twitter is especially interesting for brands and celebrities, because they can see what people are saying about them and they can spread their message in a public forum, where everyone can see. However, people interacting with Google Buzz seem to be having more conversations around content than just broadcasting a message. "While Twitter is ideal for public messaging and Facebook for managing your personal life, Buzz proves most useful when you're in search of answers. Post a question and your friends will weigh in with suggestions, tips and ideas. It's a place for inquiry, for learning and collaboration." says Pete Cashmore in a CNN column published soon after the Google Buzz launch.

Although Jeremiah Owyang advises companies to "Stay Focused On Where Customers Already Are", he also notes that "The feature set of newly spawned Google Buzz isn't important, what matters is their ability to aggregate social content which will impact search strategy for businesses trying to reach consumers".

It looks like Google Buzz has opened up a new world where people can interact with each other and where companies can also participate to get insights.

> *"While Twitter is ideal for public messaging and Facebook for managing your personal life, Buzz proves most useful when you're in search of answers. Post a question and your friends will weigh in with suggestions, tips and ideas. It's a place for inquiry, for learning and collaboration."*

Google Buzz for the Enterprise

Google have announced that they plan to launch a Buzz version for their enterprise customers that use Google Apps. They see Buzz as an internal collaboration tool, not as something that faces out toward customers.

We believe there actually is a connection between the two. As people inside enterprises will begin using Buzz, they will become proficient at having conversations and collaborating in order to solve business problems. Using these skills on a Buzz profile aimed at customers will not only make sense, but will become second nature to employees, partly due to the easy integration within GMail and other Google Apps.

Google Buzz affects your Web strategy

To put things in perspective, Jeremiah Owyang created a web strategy matrix that highlights how Google Buzz changes the game for companies by contrasting it with Twitter, Facebook and MySpace.

	Google Buzz	Facebook	MySpace	Twitter
One-Liner	A dark horse that has big backing and access to existing platforms.	A mainstay platform that needs to grow out of its shell.	The MTV of this generation is at risk during an ugly transformation.	Has opportunity to become utility-like infrastructure, but not a destination.

	Google Buzz	Facebook	MySpace	Twitter
Vitals (see more stats)	Estimated to sit on a user based of over 100mm active gmail users, they have access to the most popular webpage in the world, google.com. Has access to mainstream users on Google.com and advanced email users on Gmail.	Boasting over 400mm users in just a few short years, they've saturated Gen Y in US, and show global expansion at record rates.	Recently reported at 57mm US unique users most of which are heavily engaged with site. Has saturation of coveted youth, working class and small businesses within US.	Although difficult to track, estimates indicate 75mm active users, but doubts are emerging about reduced rate of growth. Usage by tech savvy, media, and celebs.
Strengths	A large talent pool of engineers to pull from, Buzz stands on top of existing Gmail, mobile devices, and dominant search portal. As Buzz grows, they can integrate with all Google apps –and aggregate the entire internet.	Rapid US and international growth over last few years bodes well as quickly evolved feature set of platform and and FB Connect gain traction. Attracts top talent from Google –which are quickly defecting.	Big backing by a media giant, a super engaged audience, and rich history of reaching media starved young consumers.	Has clinched adoption over media elite, celebrities, and tech influencers. Incredible media buzz, and easy-to-use features.

	Google Buzz	Facebook	MySpace	Twitter
Weaknesses	Late to the party, Google has had a series of social networking misfires from Wave, Dodgeball, Orkut their culture shows signs of becoming corporate –like Microsoft.	Struggles with the conundrum of having promised users a 'closed' experience where to be successful requires them to be 'open'. Historically poor track record in meeting privacy expectations of customers, and overall complex interface.	Complacent: they really let themselves go. In the eyes of the tech world, they are becoming irrelevant or even worse, a niched media play –not even a lifestyle network. This leaderless ship without a captain is undergoing radical internal turmoil and innovation has stalled.	Although features are dead simple, they are now a commodity – status update features are ubiquitous. Mainstream users confused by how to get started. Overhyped, the infrastructure has shown strain. Brands generally confused on how to interact.
Opportunity	The more information users share, tag, or create, the more data is created on Google's platform to organize, giving them opportunity to monetize.	By integrating Facebook Connect everywhere, the service becomes ubiquitous, and therefore the default identity and default address book for consumer behavior.	A few hours ago, the CEO Van Natta was let go. Now a new chief can step up, and lead the recently formed executive team, fostering innovation and solidarity.	Must develop more features to increase the overall value of this utility of the this simple status messaging tool.

	Google Buzz	Facebook	MySpace	Twitter
Threats	Mainstay email companies like Microsoft, Yahoo, and AOL have already shown social features 'bolted' onto their email systems, and could pose threat, although success hasn't been proven by any. Secondly, Facebook has made notions to develop an email web client "Project Titan" that will threaten tech savvy users competing for Gmail's attention.	Facebook is a conundrum as they must make experience open –yet this provides Google the opportunity to monetize as an intermediary. Social networks come and go, before MySpace was Friendster, they run the risk of becoming complacent, losing talent to Twitter and failing to innovate over the next few years.	Self-implosion from internal instability causes stalls, forcing media brands to develop their own social networking on their own sites, rendering MySpace a duplicate. Worse yet? Cool kids jump ship, and establish a colony elsewhere, leaving MySpace a wasteland of clueless advertisers.	Overhype from media leaves Twitter at risk for burn-out-syndrome like a Hollywood child star turned skid row. Secondly, the more successful they are, the more strain it put on the already questionable infrastructure.
Marketing Platform	Although not fully developed, expect advertising options to appear for brands who want to promote relevant ads wherever Buzz is located, especially on SERP pages	Confusing and overly complicated, there are too many marketing options perplexing brands. It's not clear if brands should advertise, interact in pages, create widgets or do a combination of all.	Strong and straight forward. Established team has cut deals with many media companies and has legacy culture of understanding media.	Nascent. Although promises have been made for branded experiences, analytics, and other premium features, for most marketers it's being treated like a chat room –not a marketing platform.

	Google Buzz	Facebook	MySpace	Twitter
Future State	Buzz will aggregate the voices of their users –and those of other social networks, aggregate and serve up monetization options.	A communication s platform for consumers and brands. Expect Facebook experience to be in many public experiences and mobile devices.	There are two paths: Integrate MySpace into TV and mobile devices or fade into pit of irrelevance like Friendster.	Like gas, water, or power, Twitter is likely to fade into the background and become a utility that's integrated into everything – someday, even your fridge will Tweet.
What They Don't Want You To Know	The collective already owns you –you just don't know it yet.	They're trying so hard to shift from closed to open, and like a nasty divorce, it's tearing them apart from users.	Like an internal disease, the insiders are hurting, morale sunk, teams in disarray, yet they don't want the public to know.	Not sure what they want to be when they grow up.
What They Should Do	Demonstrate success with Buzz, then quickly integrate into other tools like Search and Chrome. Kill off the confusing Wave, and consolidate teams and efforts. Aggregate public content from Twitter and Facebook, intermediate th em and monetize their own content.	Get open now. Build a browser to quickly go transcend the web. Reward users to share more information in public like restaurant or media reviews in exchange for other values. Double down efforts on Project Titan email feature.	Quickly establish a chain of command and execute based upon a single vision. Have regular talent turnover to avoid complacency. Develop a white label product that can compete with Cisco EOS, Kyte, Pluck, or Kickapps (Altimeter client).	Develop a vision to become the dominant protocol over SMS, where teens and international cultures are already heavily texting. Continue to build out platform for developers to build on top of, becoming a data play, like a utility.

Web Strategy Matrix copyright of Jeremiah Owyang, http://www.web-strategist.com/blog/2010/02/11/matrix-buzz-vs-facebook-vs-myspace-vs-twitter-feb-2009/

In short, Google Buzz is a new contender in the social stream space. It's experiencing a strong growth and a very useful pattern of interaction between users of the service, which can turn it into something very complementary to existing social services such as Facebook and Twitter.

Even though it's a little early to tell how important this platform actually is for businesses, it presents interesting opportunities to interact with the community.

Although not fully developed, expect advertising options to appear for brands who want to promote relevant ads wherever Buzz is located, especially on SERP pages

Opportunities for business

Google Buzz presents numerous opportunities for businesses looking to interact with their customers. Some of the opportunities lie in the fact that it's another platform where people share content and interact with each other - it's where people spend their Attention.

This is very similar to the opportunities that Facebook and Twitter present: people that are interesting for your company spend time there and talk about you, so you need to listen and engage.

There are other opportunities, however, that are different than what other social sites offer. These are what makes Google Buzz interesting for companies, even at this early stage.

Search Engine Optimization and Marketing

One of the biggest differences between Facebook and Google Buzz is that Google indexes Buzz profiles and content. If we consider the fact that most businesses rely to some extent on getting prospects and leads from search engine results pages (SERPs), this becomes a very good opportunity for the SEO savvy business.

The Google Buzz stream is made up of Content being shared (status updates, links, pictures) and the comments that happen around that content. There are two areas of action for a business here.

Sharing content on Google Buzz is a good way to get your content indexed and get inbound links to it (from your profile to your site). Whenever people comment on your content in Buzz, there is additional context around it being built which could, in theory, help with what Google considers the content to be about.

Another great opportunity is to comment on other people's content - especially if it's about what you do, your industry or your products. If other people find that content in Google, then your comments will also appear there. It's easy to imagine someone posting a problem that they have with your business. Having your comments alongside that opinion is a good way to make sure people get your side of the story too.

Although it's too early to tell, we can easily imagine that Google will take into account how people interact with a piece of content when computing where that piece of content will appear in SERPs. If someone with a lot of followers share a post on your company blog, that could send the blog way higher in the results pages.

Google Buzz won't affect your rank in SERPs today, but it's good to consider what effect it might have on your rank tomorrow when you're planning your SEO and SEM strategy.

Customer Relationship Management

Customer Relationship Management is one of the most important uses of social media inside businesses. They use social media to find prospects, keep up to date with existing customers and solve complaints.

Google Buzz can be used the same way. Companies can search for people talking about their products, competitors or problem they're solving. They can interact with those people to build awareness about their product. And they can solve complaints by posting comments in Buzz or escalating the conversation to a private one, directly inside GMail.

All the above can be done on Twitter and other social services as well.

What differentiates Buzz from all other services is that its built inside GMail and your login is your e-mail address. This can prove pretty powerful if used properly.

GMail has over 100 million users - people who have e-mail addresses ending in @gmail.com. Because it's such a vast e-mail service, there is a big chance that quite a few of your customers are GMail users. If you know their GMail address and they're using Buzz, you can start following them right away. That allows you to keep up with them and gives you a lot of public information about what they might like or need.

If someone writes something about your company, you can also start following them and keep in touch with them. The messages you send them are only a click away, in their GMail inbox, so there's a bigger chance that you get their attention than on other platforms.

These are just a few opportunities that businesses can take advantage of when using Buzz as a complement to their customer relationship management program. It's very early to tell how practices like this work and how they impact your relationship with customers. It's good to know you have these options, however.

Companies can search for people talking about their products, competitors or problem they're solving. They can interact with those people to build awareness about their product. And they can solve complaints by posting comments in Buzz or escalating the conversation to a private one, directly inside GMail.

Conversations

Google Buzz is an environment designed for conversations. Looking through our feed, we could not help notice that the ratio of comments to posts is very high - higher than on most social sites out there.

As Pete Cashmore noted, Google Buzz is a place for conversations, a place to discuss ideas and get your questions answered. This is very different than what happens on Twitter or Facebook.

The biggest advantage to Buzz is that if people comment on your content, it doesn't get lost (like on Twitter), it's easily trackable, and it's public (unlike Facebook). The big ratio of comments to posts also hints at the fact that Google Buzz could be very suitable to running mini focus groups, getting detailed feedback from users or customers and empowering your customers to helping each other.

If someone has a problem with your product, someone might comment with a solution. That conversation is public, all the comments are connected to the questions, so they're easy to follow. Google also indexes Buzz pages, so the problem and solution might be found by someone searching for it on Google.

Instead of broadcasting to people, Google Buzz allows companies to really foster and participate in conversations, creating real value for the community around their market.

Location and Mobile

Google Buzz has a mobile interface available that can be accessed by any mobile phone with a data connection and web browser. This mobile version offers most of the features that the web based application does, with a major difference: it's clearly focused on geolocation.

Whenever you're posting to Google Buzz from your mobile phone, your post is automatically connected to a location that you need to choose. This is called a snap-to-location and it tells your followers where you are posting from at that moment. These locations are usually Place Pages, which are mini sites that Google builds automatically for locations. Place Pages can actually represent businesses or landmarks and can be claimed by businesses as being their own.

Even though it's been launched for a short while, the power of the location features that it already offers put other mobile location services way behind Google Buzz.

Another interesting feature is the Nearby stream. Unlike the web application, the mobile Google Buzz features two streams of updates - one from the people you follow and another from people nearby, even if you don't follow those people.

Geolocating your posts combined with the Place Pages and Nearby stream offers incredible opportunities for businesses everywhere.

A scenario that quickly comes to mind is a business that has claimed their Place Page offers a discount or a coupon to people who either snap to that location or buy within the next couple of hours from the specific location that the page represents. The best part about this is that the special offer can be also seen by people who are not following that company but are nearby, which is exactly what the business is looking for.

It's clear that Google have put location at the center of the experience for mobile users of Google Buzz. Even though it's been launched for a short while, the power of the location features that it already offers put other mobile location services way behind Google Buzz. It's only the beginning for what Buzz will do for businesses by way of location services.

This is one area of Google Buzz that businesses should really keep an eye out for and start experimenting with right away.

What the Experts Say

The rapid growth of Google Buzz took everyone by surprise. It has some advantages over Facebook and Twitter, such as its direct integration with GMail and its great use of geolocation on the mobile phone. But are these enough to draw people from more established social networks? And should businesses take advantage of these opportunities, or should their resources be put to better use?

To find out, we've asked people widely regarded as social media experts.

Charlene Li

"Google Buzz adds another dimension and source where businesses need to track conversations. Several discussions about tech topics and companies have been taking place on Google Buzz and I expect that this will spread to other spheres of business."

Charlene Li is Founding Partner at Altimeter Group http://blog.altimetergroup.com/

Jason Falls

"[Google Buzz] becomes just another outlet for social media noise. Buzz even exacerbates the notion of the noise because unless you minutely cull your list of followees, you get nothing but an impossible stream to monitor. I see it being more internal collaboration/sharing among small groups and that's about it. But I've been wrong before."

Jason Falls writes at Social Media Explorer http://www.socialmediaexplorer.com

Jeremiah Owyang

"Although not fully developed, expect advertising options to appear for brands who want to promote relevant ads wherever Buzz is located, especially on SERP pages."

Jeremiah Owyang is Partner at Altimeter Group http://www.web-strategist.com/

Steve Rubel

"Even though Gmail has hundreds of millions of users, they actually have much to fear. The enemy is Facebook. With its integrated chat, Facebook Connect and its forthcoming full-featured mail product, Titan, the social network giant has a good shot at syphoning users from Gmail just as Google did to Yahoo Mail and Hotmail half a decade ago."

Steve Rubel is SVP, Director of Insights for Edelman Digital http://www.steverubel.com/google-buzz-is-about-protecting-gmail-ad-doll

Pete Cashmore

"While Twitter is ideal for public messaging and Facebook for managing your personal life, Buzz proves most useful when you're in search of answers. Post a question and your friends will weigh in with suggestions, tips and ideas. It's a place for inquiry, for learning and collaboration."

Pete Cashmore is CEO of Mashable and contributes on CNN.com http://www.cnn.com/2010/TECH/ptech/02/11/cashmore.google.buzz/

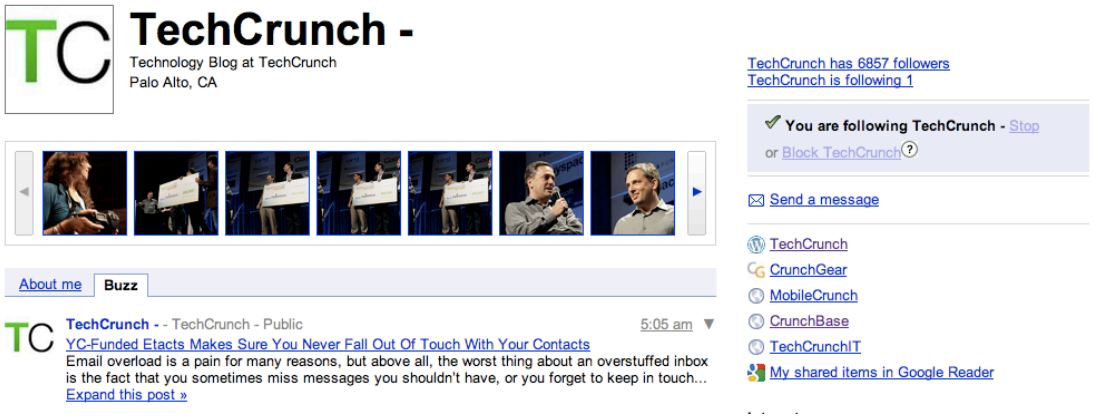
Use cases

It's very early to be able to tell what the best way to use Google Buzz for your business might be. However, some businesses have already started experimenting with Google Buzz and their profiles and posting patterns can teach us a lot about what Buzz can be useful for.

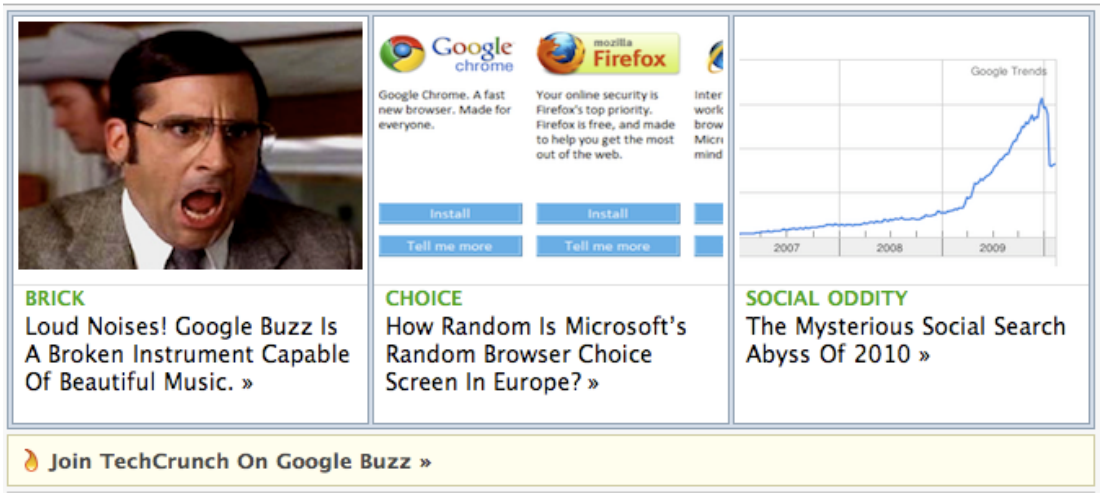
TechCrunch

TechCrunch, the technology blog, is already using Google Buzz to push out their stories. Google Buzz is another distribution channel for the TechCrunch stories, alongside Twitter.

TechCrunch also features a photo gallery, as well as links to all their properties. They're only posting content from their main site techcrunch.com, however. No content from other properties gets posted here. We've also not seen any sign of status updates or comments on other people's posts, which suggests that this account is fully automated to post TechCrunch stories and thus serves as a broadcasting medium rather than a conversational medium.

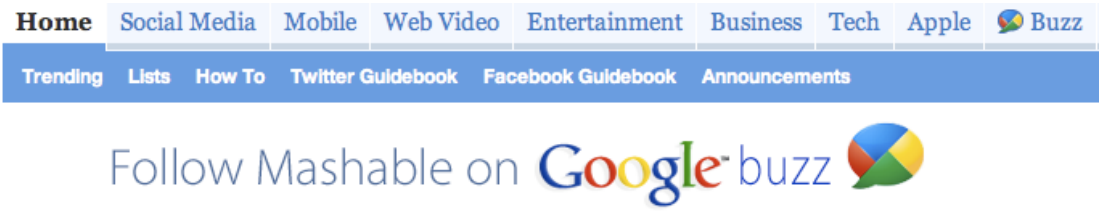


The value of a distribution medium is as high as the number of qualified prospects that it reaches. That's why TechCrunch promote their Google Buzz account right on their homepage and on top of every article they post. They do not promote their Twitter account that way.



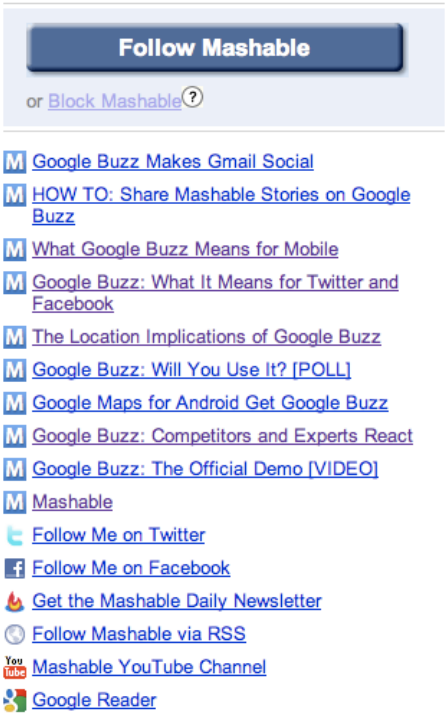
Mashable

Mashable is one of the biggest social media blogs in the world so it makes sense for them to experiment with the social media tool that's on everybody's mind.



Mashable uses Google Buzz to distribute stories from their site. They also promote their Buzz account on their homepage with a big Google Buzz banner which takes a lot of screen real estate.

A big difference to TechCrunch is that Mashable seem to be using their Buzz account to also get followers on other social sites that they use as distribution channels (there are links to their Twitter account and Facebook page with clear calls to action).



They have also posted a lot of links to Google Buzz related articles on their site. There's also a new high level menu category called Buzz on mashable.com. This could mean that they're actually using the Google Buzz account to educate people about what Google Buzz is. This is a very good marketing strategy which builds their reputation as the best place for all things social media.

This is one of the first signs of a company that's using Google Buzz as a marketing channel.

Google Buzz

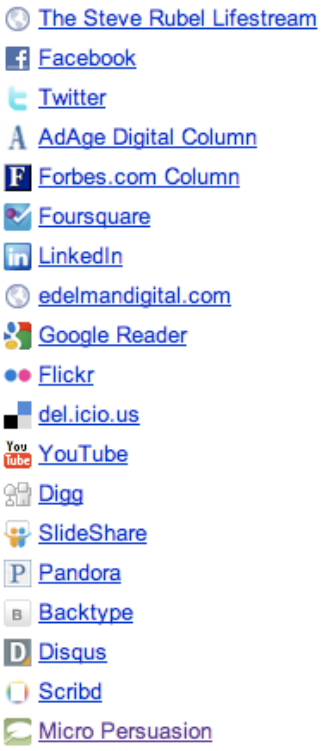
The Google Buzz team is on Buzz to share what they're working on. Their approach is a bit different that those of TechCrunch or Mashable.

Instead of using Buzz as just a distribution channel for their blog posts, they post messages from the team and behind the scenes pictures and opinions. Because of that they managed to spark huge conversations around their content (almost all posts have over 100 comments).

This profile is work following as it can give businesses an insight into how the Google Buzz team thinks their tool can be used.

Social Media Experts

Considering its novelty and the fact that there are no case studies out there for properly using Google Buzz, we look to social media experts, people whose job is to help companies make sense of the social web and figure out how to reach their goals using social media.



Steve Rubel (Edelman PR), **Brian Solis** (Future Works) and **Chris Brogan** (New Marketing Labs) have been experimenting with Google Buzz recently. Their profiles make use of a photo gallery of their recent pictures. They also use the sidebar to point people to the other sites they use to connect and interact with people.

They post content that can be useful to their community, similar to what they do on other sites. Content varies from personal opinions to links to their content elsewhere, to links to interesting articles or resources. The biggest difference between them and the companies mentioned above is that they take part in conversations and engage their communities by asking questions or opinions about what they post.

Jeremiah Owyang and **Charlene Li**, on the other hand, tried Google Buzz but have not yet spent a lot of time on it. That is very consistent with the advice they give companies about focusing on where customers are right now (i.e. Twitter, Facebook, MySpace) instead of spending time on Google Buzz before it gets more user adoption.

How to use Google Buzz

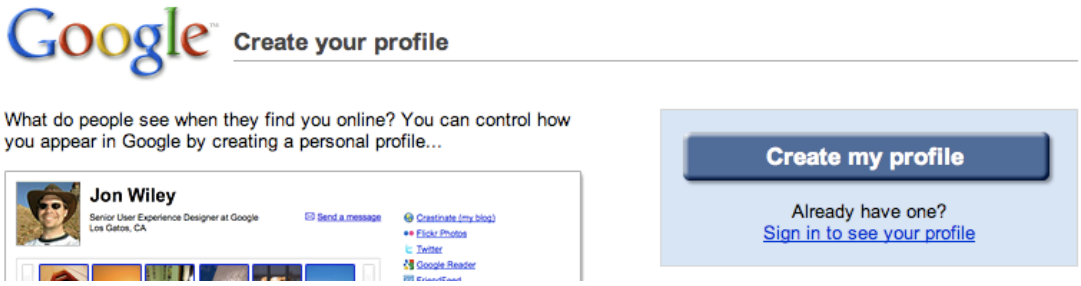
Although using Google Buzz is pretty straightforward, especially if you've used Twitter or Facebook before, there are a few things that need special attention when setting up your page, privacy settings or trying to communicate with other people.

Setting up your Profile

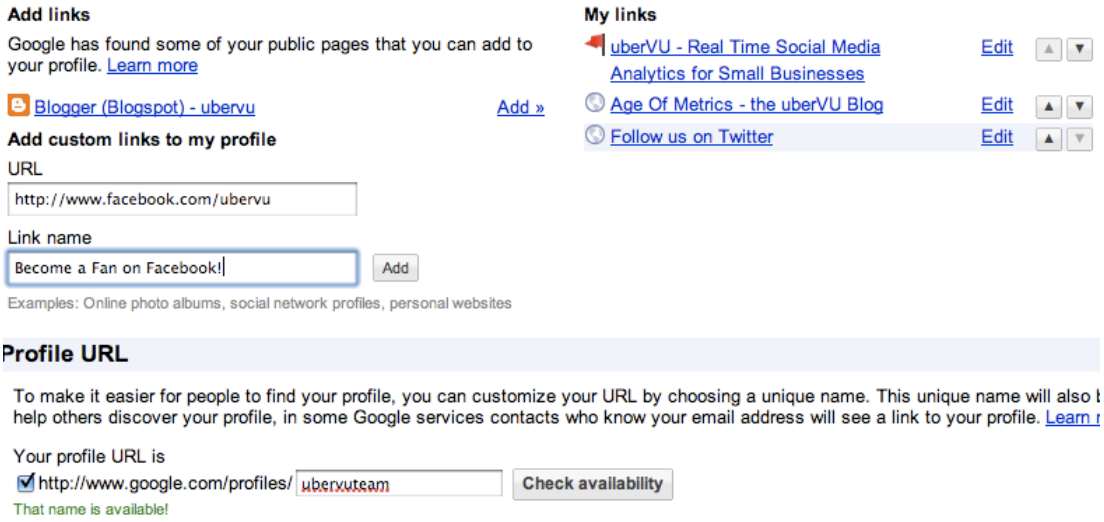
In order to use Google Buzz, you need to have a Google Profile and for that you need an account with Google. If you use any Google service, such as GMail, Google Docs, Blogger, Picasa, you can use that account to create your Google Profile.

If you don't have a Google account, creating one is easy.

Creating a Google Account



1. Go to google.com/profiles and click on Create My Profile
2. Login with your current username and password or create a new account
3. Fill in the information for your Profile
4. Add links to your site, blog, other social sites. Make the link description a call to action, like "Follow us".
5. The last step is to choose your profile URL. This should be the name of your company.



Once you click on Create Profile, your page will go live. However, don't do that yet until you set up your privacy settings and connect your other sites.

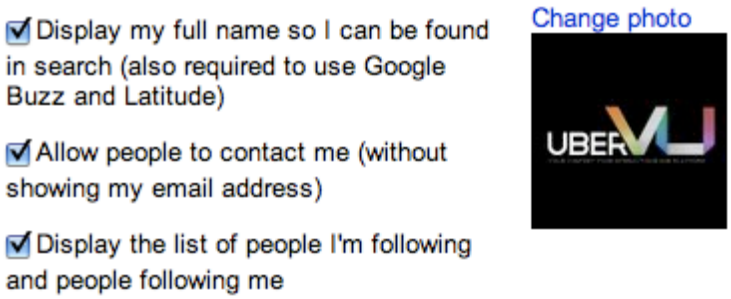
Setting up Privacy Settings

We recommend that you create a new Google Account that you're going to use just for Buzz. That's because the first time you use Buzz, you'll be automatically following the people you contact via e-mail most frequently from that e-mail address. This may be something you're comfortable with or not.

If you really want to use a Google account that you've used in the past but don't want Google to show your most recent contacts, you have a choice. That is not showing the list of people who you follow and who follow you on your Profile page at all.

In order to do that, go to the top of the form where you enter your profile information, near the picture. There are 2 checkboxes there, both are checked.

If you'd like people to be able to contact the e-mail address you logged in with to create the profile, keep the first checkbox checked. This means that there will be a way for people to contact you from your profile page, but they won't be shown your e-mail address to do that.



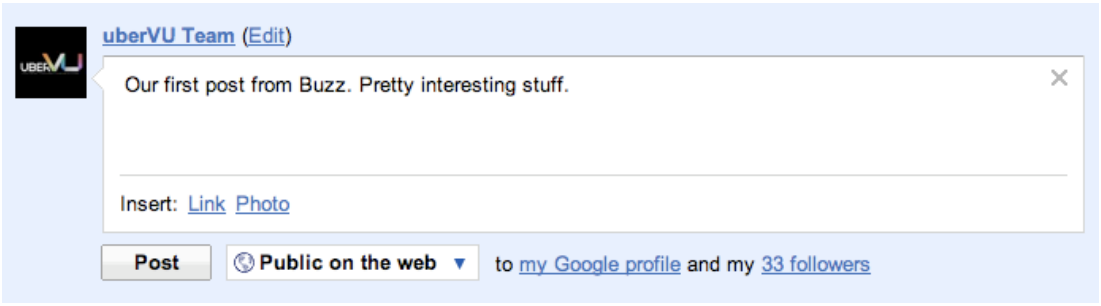
The second checkbox displays the list of people that follow you and who you follow on your profile page. At this stage, those people are the ones that you e-mail the most from this e-mail address. If you'd like to hide those people from the public, uncheck the box and these contacts won't be shown on your profile. Keep in mind however, that if you do decide to show this list on your profile, only the names will be shown and not the e-mail addresses.

Posting

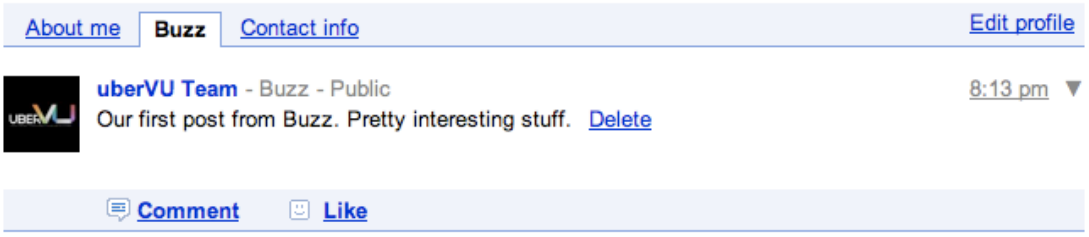
Now that you have your profile up, let's post something.

You can only post messages from inside GMail. Go to GMail and login with the Google Account that you setup a profile for. If this is a new account, make sure you click on Check out Buzz in one of the following screens before you reach your inbox.

You should now be inside Google Buzz. Watch the introductory video if you're so inclined. If not, let's go straight to posting the first Buzz.



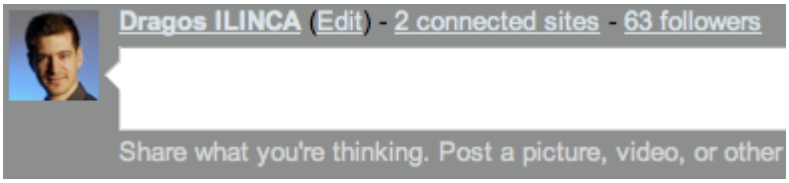
You can post text, links, photos and videos straight to your Buzz Profile for your followers to see. These posts are public by default, but you can set each post to be private if you want to. That means that only your followers will get to see the post. A public post can be seen by anyone who goes to your Buzz Profile, whether or not they use Buzz.



Following people

The best part about Buzz is that you can use it to have conversations with people. To do that, you have to start following people.

The easiest way to do that is straight from Buzz in GMail. Click on the link that says “X followers”, as shown below. A pop up should appear where you can search for people.



Search for influencers in your industry, journalists, partner companies, just like you would on other social sites like Twitter. Click on Add and you’ve started following them.

From this moment on, each time you log into your GMail account and click on Buzz, you’ll see a stream of new posts from the people you’re following.

Commenting

Commenting is really easy. When you see a post that you want to express your opinion about, just click on the Comment link below the post. A comment box should appear. Write your opinions and click on Post comment. The comment should appear inside your stream under the post in real time. Your comment will not appear on your Profile Page.

TechCrunch - - TechCrunch - Public

Feb 22 Comment

The Future Of Energy? Bloom Energy Boxes Already Power Google, eBay, Others
Over the past several years, there's been no shortage of talk about alternative energy, and its potential to change the world. The problem is that most of it is just that — talk. But tonight, a report...
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Jeremy Capel - Any clue on a Stock id? Feb 22

22 more comments

Andreas Kielczynski - Very impressive, especially since it seems to work. Getting the cost down from 300 k per unit to something that can be installed in each home at a cost effective price point will be very difficult. Economies of scale can't bring it down all that much. I wish them well though. 3:22 pm

Comment Like Email

uberVU Team

Post comment Cancel

Tips And Tricks

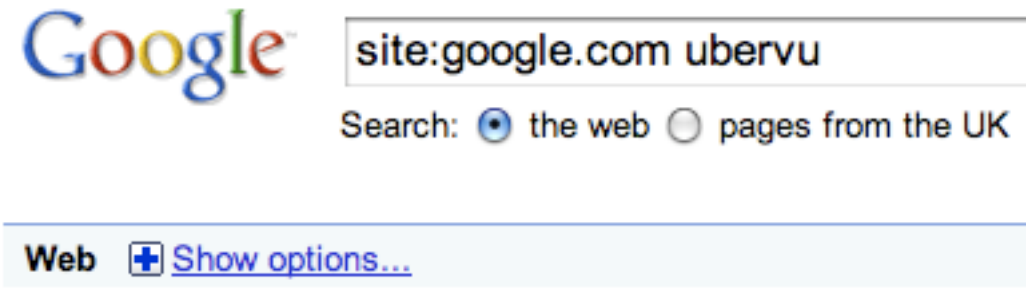
Using Buzz is straightforward: posting, commenting, that's pretty much what you can do. There are a lot of tips and trick that make using Buzz both more productive and effective.

How to Search for Mentions of Your Company

The best part about Google Buzz is that you can comment on what people are saying. But how do you find interesting stories to comment on? How do you find posts about you or your company.

The solution is not very intuitive. There is no Google Buzz search at this point, at least none that works properly. Buzzzy.com offers a Buzz search engine, but the results are old and it misses a lot of mentions.

The best solution we've found was suggested by SearchEngineLand (http://searchengineland.com/how-to-search-google-buzz-36366).
Go to google.com and search for *site:google.com yourCompanyName*.

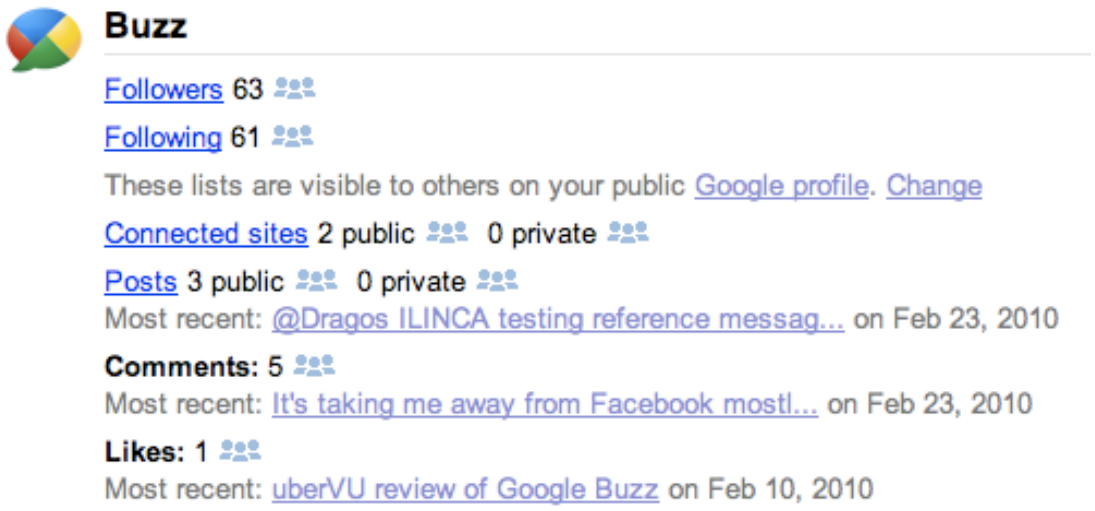


Click on Show Options and click on Updates in the column that appears on the left side.

You should now see some results that mention your company. Be aware that Google only shows you the latest updates here. If you don't see anything, it means nothing has been posted that mentioned your company recently. There may be some old Buzz posts, but they are not shown. This search engine does not seem to work very well yet, but it's a good starting point.

How to view your Buzz activity stats

If you're interested to find out some stats about your Google Buzz account, the best place to go is your Google dashboard (http://www.google.com/dashboard).



Here you can see the following stats:
- Number of Followers
- Number of People you Follow
- Sites you've connected to your account
- Number of posts, both private and public
- Number of comments
- Number of likes

You can also find links to Edit or Delete your profile.

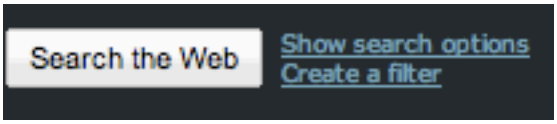
How to send an @reply to someone - like on Twitter

If you want to direct a post at a particular person, you can do that with the @reply and the post will go directly to their inbox. Just type the symbol "@" followed by the first few letters of their name. Buzz should show you a list of names from which you choose the one you want to @reply to. Once you post your message, it gets sent to their inbox.

How to Remove Buzz updates from your Inbox

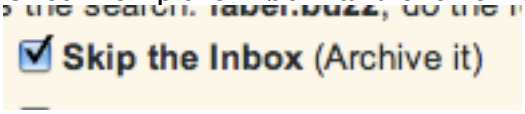
Some updates in Buzz go straight to your inbox and get mixed up with your other e-mails. This is something you might want to avoid. To do that, we need to create a filter.

Click on "Create a filter"



Add "label:buzz" to "Has the words" field and click on Test Search to make sure you catch the Buzz mentions with the filter. Click on Next Step if all goes well.

Check "Skip the Inbox" and click on Create Filter



How to update Buzz via e-mail

If you send an e-mail to buzz@gmail.com from the e-mail address you use for Buzz, the contents of the e-mail will be automatically turned into a post. Even attachments will be posted.

Additional Resources

Blog Posts

- FirstTake: What Google Buzz Means: http://www.web-strategist.com/blog/2010/02/09/quicktake-what-google-buzz-means/
- Web Strategy Matrix: Google Buzz vs Facebook vs MySpace vs Twitter (Feb 2010): http://www.web-strategist.com/blog/2010/02/11/matrix-buzz-vs-facebook-vs-myspace-vs-twitter-feb-2009/
- Google Buzz Explained: http://lifehacker.com/5467841/google-buzz-explained
- Google Buzz: What It Means for Twitter and Facebook: http://mashable.com/2010/02/09/google-buzz-facebook-twitter/
- The Location Implications of Google Buzz: http://mashable.com/2010/02/09/google-buzz-for-mobile-location/
- How Google Buzz is Disruptive: Open Data Standards: http://www.readwriteweb.com/archives/how_google_buzz_is_disruptive_open_data_standards.php
- Google Buzz: The Mainstream's Geo-Social Network?: http://www.readwriteweb.com/archives/google_buzz_geolocation_location_sharing_social_network.php
- Official Gmail Blog: 5 Buzz tips: http://gmailblog.blogspot.com/2010/02/5-buzz-tips.html

Company Profiles

- TechCrunch: http://www.google.com/profiles/TechCrunch#buzz
- Mashable: http://www.google.com/profiles/mashable#buzz
- Google Buzz: http://www.google.com/profiles/googlebuzz
- ReadWriteWeb: http://www.google.com/profiles/teamrww
- NYTimes: http://www.google.com/profiles/nytimesdotcom

Social Media Expert Blogs & Profiles

- Steve Rubel: http://www.steverubel.com/
- Brian Solis: http://www.briansolis.com/
- Chris Brogan: http://www.chrisbrogan.com/
- Jeremiah Owyang: http://www.web-strategist.com/
- Charlene Li: http://www.altimetergroup.com/blog

About uberVU



uberVU helps small businesses connect with existing and potential customers through social media.

Our social media analytics solution is the easiest way for a small business to see who is talking about them, measure their progress and connect with leads and influencers.

uberVU is based in London, UK and is backed by one of UK's leading venture capital firms, Eden Ventures. uberVU won Seedcamp in 2008 and was named one of the Top 100 RealTime Web Companies by ReadWriteWeb in 2009.

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Facebook: facebook.com/ubervu