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Link Your Google+ Business Page with AdWords by [Varun Bihani](#)

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Google+ is on its way to beat the top social networking platforms. Now Google has released a new feature which will incorporate Google+ Business Page and Google AdWords campaign.

Google's co-founder Larry Page had announced in September 2011 that Google is aiming to integrate its various services with Google+. This new feature is called "Social Extension." It will be helpful for advertisers. Google's aim is to, "Integrate your social marketing effort by letting you share +1's between your AdWords campaigns and your Google+ Page."

How is it going to be helpful?

Google is known for its proficiency in delivering the best ever services to users, businesses and internet marketers. It has always benefited the world by releasing and providing latest tools and updates. With "Social Extension" advertisers can build a larger collection of social recommendations. Google's +1 advertisements and Google+ Business Page is going to create enormous impact on people. This will end up as huge social interpretation. This new feature will encourage users to click on your ad and users can explore your Business Page on Google+.

To take advantage of this new feature, all you need to do is, create a Business Page on Google+. "Social Extension" will be available to you once your Business Page gets verification from Google. You can simply integrate your AdWords campaign with Business Page through your Google AdWords account. Integration of these two programs will be helpful for both advertisers and users.

With "Social Extension" users can see all the social recommendations on your PPC ad, search results and Google+ business page. There are opportunities for your business to be seen by Google+ users. Also it will be visible for users who conduct searches on Google everyday.

This social integration will add more value and popularity to your AdWords campaign. These social recommendations will influence users' purchase behavior. This will result into increased traffic and will generate more leads.

Google+ is a new buzzword in social media. Businesses will have opportunity to interact and connect with their potential customers. They can now create an exclusive Business Page on Google+ to promote their brand.

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