

# BrightEdge SocialShare

## Tracking Social Adoption and Trends

 February 2012 Update

1400% growth of Google+ fans in the past month, certain brands have not embraced Google+

**BRIGHT EDGE**

BrightEdge Technologies - 1820 Gateway Drive - San Mateo, CA 94404 - Tel: 1-800-578-8023 - [www.brightedge.com](http://www.brightedge.com)

## Google+ Followers Leap Ahead

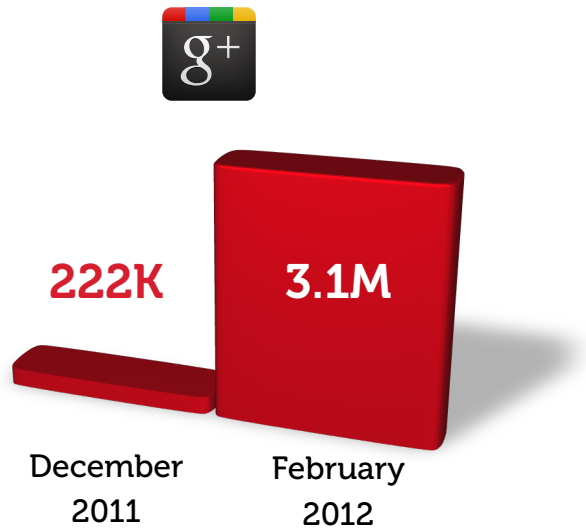
This past month saw massive +1 growth of Google+ pages for the top 100 brands by consumers. BrightEdge also uncovered a list of top brands that have broken away from the pack of Google+ pages adopters.

## Social Followers Explosion

This month the number of people following/in circles with the top 100 brands exploded over 1400%, from 222K to 3.1M. Most of this growth has occurred in the top 10 brands, who together have over 3M of the followers, nearly 100%.

### Circles facts:

- Coca Cola leaped from 1,800 to 336K in circles, a 187X increase
- Google themselves have nearly 7M likes on Facebook, but just 194K on their G+ page
- The G+ ten (see below) account for the vast majority of G+ growth



## The G+ Ten break away from the pack

The top ten brands as measured from most to fewest followers and in Circles on their Google+ pages have the vast majority of followers. These leaders all individually have more than ten times as many followers as brands 11-100.

For the first time data shows that Google is not the most followed brand with a G+ pages, they have been passed by 8 other brands.

G+ rank	Brand	G+ followers
1	H&M	462K
2	Samsung	372K
3	Pepsi	350K
4	Coca-Cola	336K
5	Starbucks	335K
6	Sony	258K
7	Intel	258K
8	eBay	253K
9	Google	194K
10	Amazon.com	184K
	Total	3M

## Google+ Adoption... It depends

While the majority of top 100 brands that have adopted Facebook pages also have Google+ pages, notable brands have sat in the sidelines for Google+.

### Notable G+ Laggards

- Goldman Sachs
- Microsoft
- China Mobile, China Telecom, China Life
- Apple

## Analysis

With search + your world driving continued visibility of Google+ we expect to see continued consumer adoption of Google+, but expect brand adoption to stay relatively constant. Most of the brands that will adopt and focus on Google+ pages appear to have done so, the next challenge for Google is adding followers. Google+ still has less than 1/100th the number of total consumers interacting with the top 100 brands that Facebook has.