

Have a nice digital day.

- ADVERTISING
- LEARNING
- GOING PLACES
- BEING PRODUCTIVE
- GOOFING OFF
- SCHMOOZING
- ENJOYING LIFE

We communicate digitally. We shop digitally. We order lunch, play games, get our work done, watch movies, listen to music, plan trips, do our taxes, chat with our friends, look for homes, apply for jobs, learn about stuff, get advice, share ideas, find inspiration, and, yes, even build our brands – digitally.

In other words, this whole digital thing has just become a natural part of the way we live now. It's where we engage and learn and discover, whether we are marketers or customers (and often both).

The good news is you don't have to try it all at once. Whether you're living your life or building your brand, the best way to experience this great big world is easy: Just take it one digital day at a time.

SET UNLOST

Use the My Location option in Google Maps for mobile to find out where you are, with or without GPS.

google.com/gmm

LEARN A NEW SKILL

Click on YouTube's "Howto & Style" category for video tutorials on everything from poker to breakdancing.

youtube.com

BUILD A SMARTER FINANCIAL PORTFOLIO

Click the letters inside any stock's performance chart on Google Finance to see news timed to that rise or dip.

finance.google.com

EXPLORE A NEW NEIGHBORHOOD

Click "Street View" in Google Maps to see street level, panoramic photography of a location.

maps.google.com

CREATE YOUR OWN LOCAL NEWS CHANNEL

Enter your location on Google News to get relevant headlines for your area from a variety of sources.

news.google.com

FIND YOUR NEXT HAIRDO

Get visual inspiration of all kinds by clicking "Images" the next time you search on Google.

images.google.com

GET THE 411 FOR FREE

Connect with businesses and have listings sent straight to your phone – for free – by calling 1-800-GOOG-411 (1-800-4664-411).

google.com/goog411

SURF THE WEB FASTER

Download Web Accelerator to make websites load faster without having to upgrade your connection.

webaccelerator.google.com

SPONSOR A MUST-READ FEED

Develop an ongoing dialogue with an attentive subscription audience by packaging your ad inside a feed.

feedburner.com

GET FOR LESS

Search for airfares on several travel sites at once by typing "flights" and your arrival and departure locations into Google.

google.com/help/features.html

CHECK THE SCORE WHILE YOU'RE IN LINE AT THE STORE

Who's winning? Send a text to 466453 (GOOGLE) with "score" and the name of the team you're interested in.

google.com/sms

FIND OUT HOW MANY VIEWERS TUNED IN TO (AND OUT OF) YOUR TV SPOT

Access second-by-second tuning data through Google TV Ads to see exactly how many people watched your ad, and for how long.

google.com/adwords/tvads

TRACK DOWN A PACKAGE

Enter tracking numbers directly into Google to quickly locate your special delivery.

google.com/help/features.html

AIR YOUR RADIO SPOT AT THE PERFECT TIME

Set Google Audio Ads to trigger your radio spot during the most relevant weather conditions for your business – rain or shine, not rain and shine

google.com/adwords/audioads

STRIKE UP A CONVERSATION WITH YOUR CUSTOMERS

Create a branded Google Gadget Ad for people to engage with, add to their homepage, and share with friends.

google.com/adwords/gadgetads

SKIP TRAFFIC

Click the traffic view in Google Maps to view current conditions and pick alternate routes.

maps.google.com

CATCH UP WITH A FAR-FLUNG FRIEND

Click the "Call" button next to any of your contacts in Google Talk to place a free voice call anywhere in the world.

google.com/talk

MAKE YOUR NEWSPAPER ADS "CLICKABLE"

In your next Google Print Ads campaign, include multiple calls to action: a customer-response SMS, unique Google search terms, and a 2D barcode.

google.com/adwords/printads

TAKE A MOON WALK

Visit the lunar surface through the eyes of the Apollo 11 astronauts on Google Moon.

google.com/moon

BUILD YOUR NETWORK

Go to Google Groups and click "Create" to start a professional or personal mailing list.

groups.google.com

SHINE AT THE DROP OF A DIME

Build AdWords campaigns to support all your brands and assets, so your message will be ready the moment someone searches for what you have to offer.

google.com/adwords

WORK TOGETHER BETTER

Invite collaborators to work on documents simultaneously with you, and chat about it, inside Google Docs.

docs.google.com

GET AN EXPERT OPINION

Find the latest scholarly research on almost any topic by selecting "Scholar" on Google, then entering your keywords.

scholar.google.com

DO LONG DIVISION MINUS THE CALCULATOR

Enter math problems into Google and let our machines solve them for you.

google.com/help/features.html

HAIL A CAB FROM YOUR DESK

Enter your location in Google Ride Finder to find available taxis and airport shuttles near you.

labs.google.com/ridefinder

PUT YOUR BUSINESS ON THE MAP

Add your business info to the Google Maps Local Business Center so it will appear in location-based search results, then promote it further using Local Business Ads.

google.com/local/add

CATCH A MOVIE

Type "movies" and your zip code into Google to see current showtimes and locations.

google.com/help/features.html

PENCIL IN A MEETING VIA TEXT MESSAGE

Add events to your Google Calendar on the fly by sending a text message to "48368" (GVENT).

google.com/calendar

BUILD AN ONLINE CAMPAIGN THAT CLICKS

View your Google Analytics reports to discover which ad and landing page combos are getting the best results, then adjust your campaign accordingly.

google.com/analytics

ARRIVE ON TIME

Set Google Calendar to send you text or email reminders before your appointments.

google.com/calendar

IMPROVE YOUR SPELLING

Search for any word on Google and our spell checker will tell you if there's a more common spelling.

google.com/help/features.html