



GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE: 638 316



Electrical and Electronics Engineering

NAAN MUDHALVAN

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by Naan Mudhalvan Scheme – 2023

PROJECT DOMAIN: DIGITAL MARKETING

PROJECT TITLE: GOOGLE BUSINESS PROFILE

BRAND NAME: PURE ELEGANCE

CATEGORY: COSMETICS

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BONAFIDE CERTIFICATE

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CHAPTER 1

INTRODUCTION

1.1 PROJECT OVERVIEW

Creating a Google My Business profile is essential for businesses looking to establish a robust online presence. By providing accurate and comprehensive information about your business, including location, contact details, business hours, and high-quality images, you increase your visibility on Google Search and Maps. This enables potential customers in your area to discover and learn more about your services or products easily. Regularly updating your profile and engaging with customer reviews can also help build trust and credibility. Overall, a well-maintained Google My Business profile is a powerful tool to connect with local customers and grow your business.

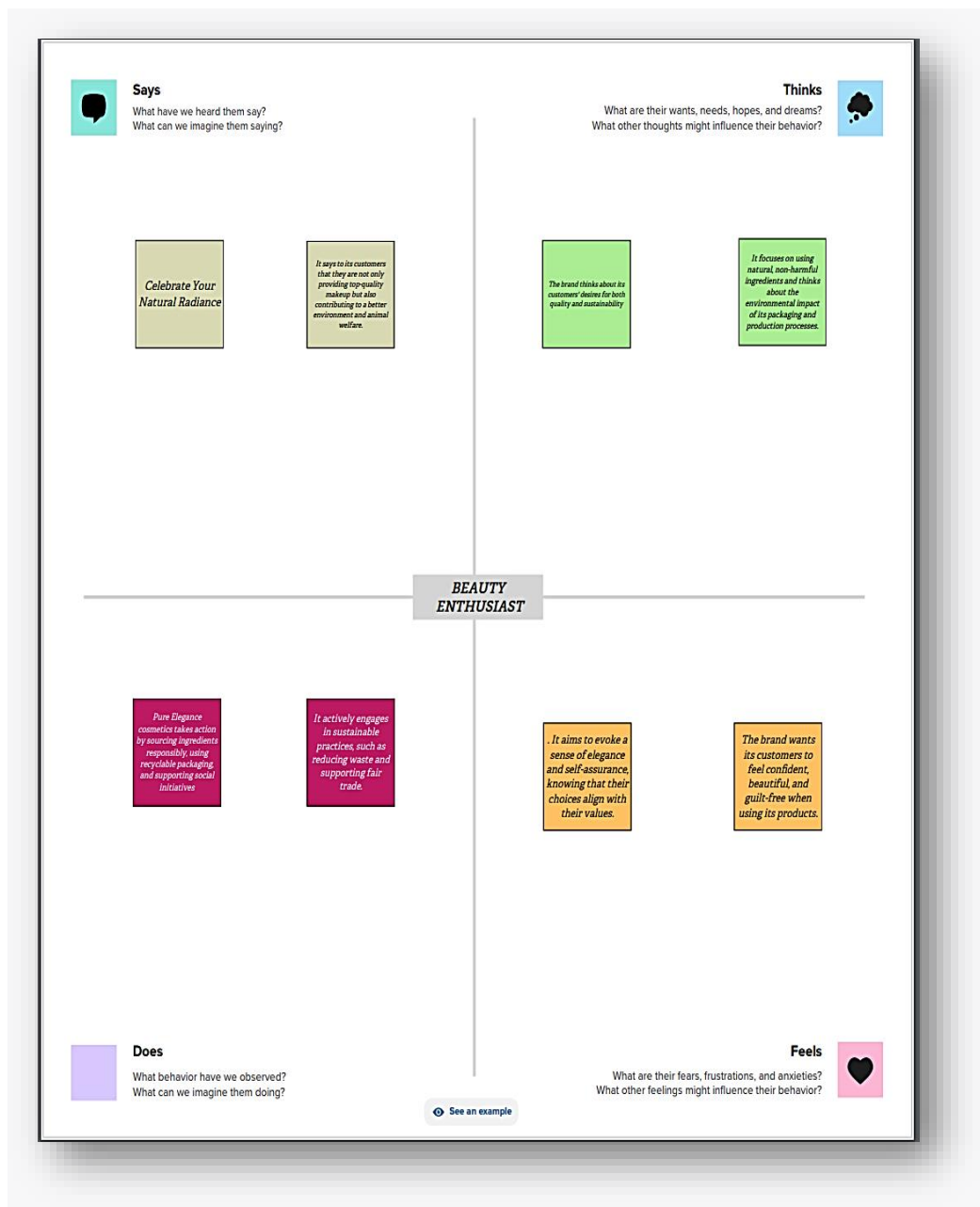
1.2 PURPOSE

Google Business Profiles help customers find businesses, read reviews, and access essential information, streamlining the process of discovering and engaging with local services.

CHAPTER 2

PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION AND BRAINSTORMING MAP

Define your problem statement

What problem are you trying to solve? Frame your problem as a clear, brief statement. This will be the focus of your brainstorm.

15 minutes

PROBLEM

How can we use Google My Business to boost our online presence and attract customers?

GOAL

Key rules of brainstorming

- Stay focused
- Encourage wild ideas
- Defer judgment
- Quantity ideas
- Go for volume
- Encourage the mind

Brainstorm

Write down any ideas that come to mind that will solve your problem statement.

15 minutes

Brainstorm 1	Brainstorm 2	Brainstorm 3	Brainstorm 4
Develop a content strategy that includes blog posts, videos and infographics that showcase our services, address customer needs and provide value. Engage customers through social media content.	Partner with local businesses and influencers to promote our services. Offer incentives for referrals and loyalty programs to encourage repeat business.	Optimize our website for search engines to increase visibility in organic search. Use relevant keywords, meta tags, and high-quality content.	Implement a clearly defined program to reward repeat customers. Offer discounts, exclusive products, or early access to new services.
Utilize platforms like Instagram and TikTok to showcase behind-the-scenes content and offer exclusive promotions and giveaways to engage your audience. Use influencers and content creators to promote our services and expand our reach.	Create a content calendar with a consistent schedule. Collaborate with local businesses to create a customer loyalty program.	Launch a Google My Business campaign or partnership. Use Google Ads and other marketing strategies to target specific demographics and boost sales.	Offer an exceptional customer service experience. Train staff to be friendly and knowledgeable. Respond to customer inquiries quickly and professionally.
Encourage customers to share their feedback and reviews. Offer incentives for referrals and loyalty programs to encourage repeat business.	Create a content calendar with a consistent schedule. Collaborate with local businesses to create a customer loyalty program.	Continuously monitor the performance of our digital marketing efforts using tools like Google Analytics and adjust our strategy accordingly.	Offer an exceptional customer service experience. Train staff to be friendly and knowledgeable. Respond to customer inquiries quickly and professionally.

Group ideas

Take turns sharing your ideas with the class. Cluster similar or related ideas on sticky notes. Once all sticky notes have been grouped, give each cluster a sentence like "cluster." If a cluster is bigger than an index card, try and see if you can break it up into smaller sub-groups.

20 minutes

Cluster 1: Increase online presence and visibility

Cluster 2: Offer incentives and rewards to encourage repeat business

Cluster 3: Optimize website for search engines

Cluster 4: Launch a Google My Business campaign or partnership

Cluster 5: Offer an exceptional customer service experience

Prioritize

Now brainstorm all the ideas on the same page about what's important, most important. Place your ideas on this grid to determine which ideas are important and which are feasible.

15 minutes

Importance

Feasibility

Info Videos: Create brief, informative video content

SEO: Optimize website for search engines

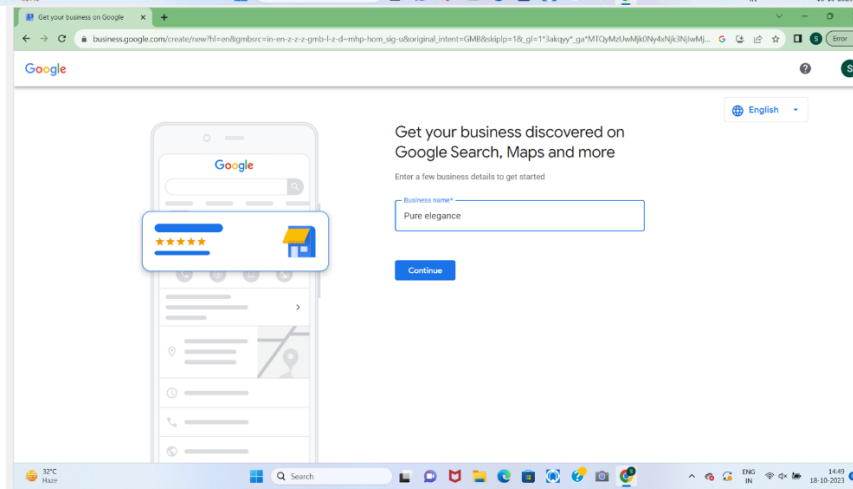
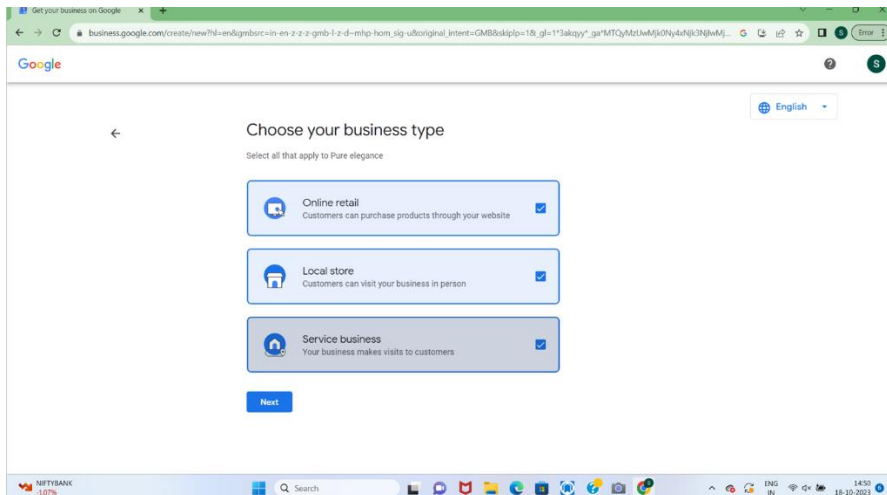
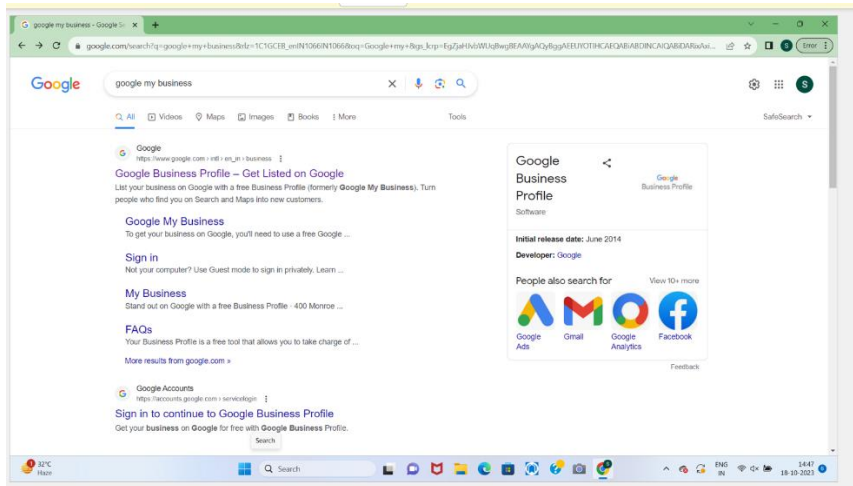
Customer Testimonials: Feature positive reviews

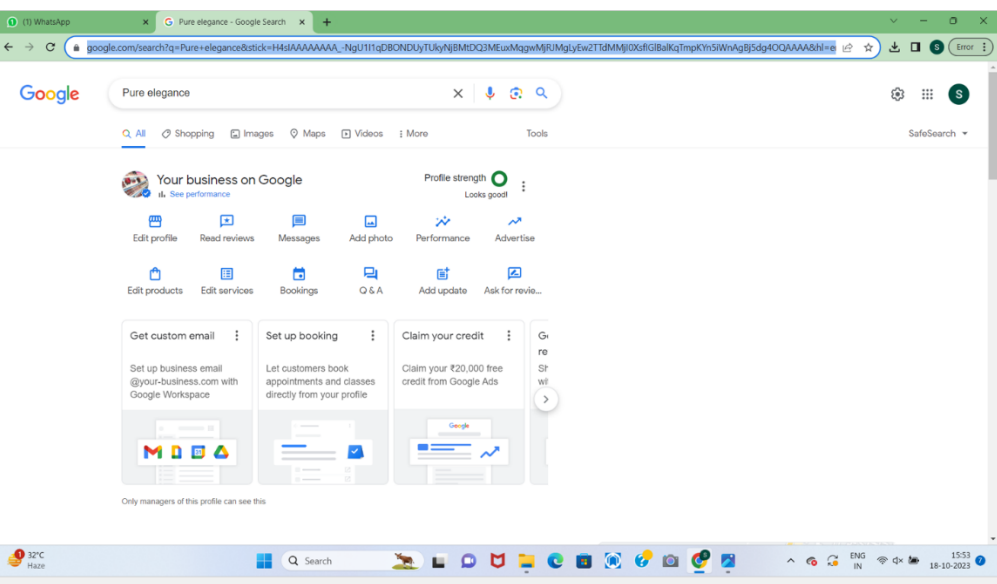
Eco-Packaging: Offer eco-friendly packaging

Educational Content: Share knowledge through blog posts and guides

CHAPTER 3

RESULT





CHAPTER 4

ADVANTAGES AND DISADVANTAGES

4.1 ADVANTAGES

- **Increased Online Visibility:** GMB profiles appear prominently in Google Search and Maps, making it easier for potential customers to discover and contact your business.
- **Customer Engagement:** It allows businesses to interact with customers through reviews, Q&A, and posts, fostering relationships and building trust.

4.2 DISADVANTAGES

- **Negative Reviews:** While reviews can be beneficial, negative ones can harm your reputation if not managed properly.
- **Time-Consuming:** Maintaining an active GMB profile requires regular updates and engagement, which can be time-consuming for busy businesses.

CHAPTER 5

APPLICATION

- **Graphic Design for Marketing:** Canva is widely used for creating visually appealing marketing materials, such as social media posts, flyers, posters, and infographics, to promote products, events, and services.
- **Branding and Identity:** Canva enables businesses to design and maintain consistent branding materials like logos, business cards, and letterheads, helping establish a strong and recognizable brand identity.

CHAPTER 6

CONCLUSION

In conclusion, optimizing your Google Business Profile for a cosmetics business is essential for enhancing your online presence and attracting potential customers. By providing accurate information, engaging content, and showcasing your products effectively, you can create a positive and inviting impression that encourages people to visit your store or make purchases. Regularly updating your profile, responding to customer reviews, and utilizing the platform's features can help you build trust, credibility, and ultimately drive more sales for your cosmetics business.