



GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE: 638 316



Electrical and Electronics Engineering

NAAN MUDHALVAN

SB8056-DIGITAL MARKETING

PROJECT DOMAIN: DIGITAL MARKETING

PROJECT TITLE: GOOGLE BUSINESS PROFILE

BRAND NAME: PURE ELEGANCE

CATEGORY: COSMETICS

TEAM MEMBERS

REGISTER NUMBER	NAME
731120105006	BOOMIKA S
731120105023	PADMASRI A
731120105026	RAHAVI S
731120105034	SWETHA M

**GOVERNMENT COLLEGE OF ENGINEERING (Formerly IRTT)
ERODE-638 316**



BONAFIDE CERTIFICATE

Certified that this project titled “Google Business Profile” is the bonafide work of Rahavi S(731120105026), Boomika S(731120105006), Padmasri A (731120105023) ,Swetha M(731120105034) who carried out the project work under my supervision.

SIGNATURE OF FACULTY EVALUATOR

Dr.R.KALAIVANI M.E,Ph.D
ASSISTANT PROFESSOR,
DEPARTMENT OF CSE,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE- 638316.

SIGNATURE OF FACULTY MENTOR

Dr.R.KALAIVANI M.E,Ph.D
ASSISTANT PROFESSOR ,
DEPARTMENT OF CSE,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE- 638316.

SIGNATURE OF SPOC

Dr.K.MURUGAN, M.E,Ph.D,
ASSISTANT PROFESSOR,
DEPARTMENT OF IT,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE- 638316.

SIGNATURE OF HOD

Dr.M.MOHAMMADHA HUSSAINI M.E.,Ph.D,
HEAD OF THE DEPARTMENT,
DEPARTMENT OF EEE,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE-638316.

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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.

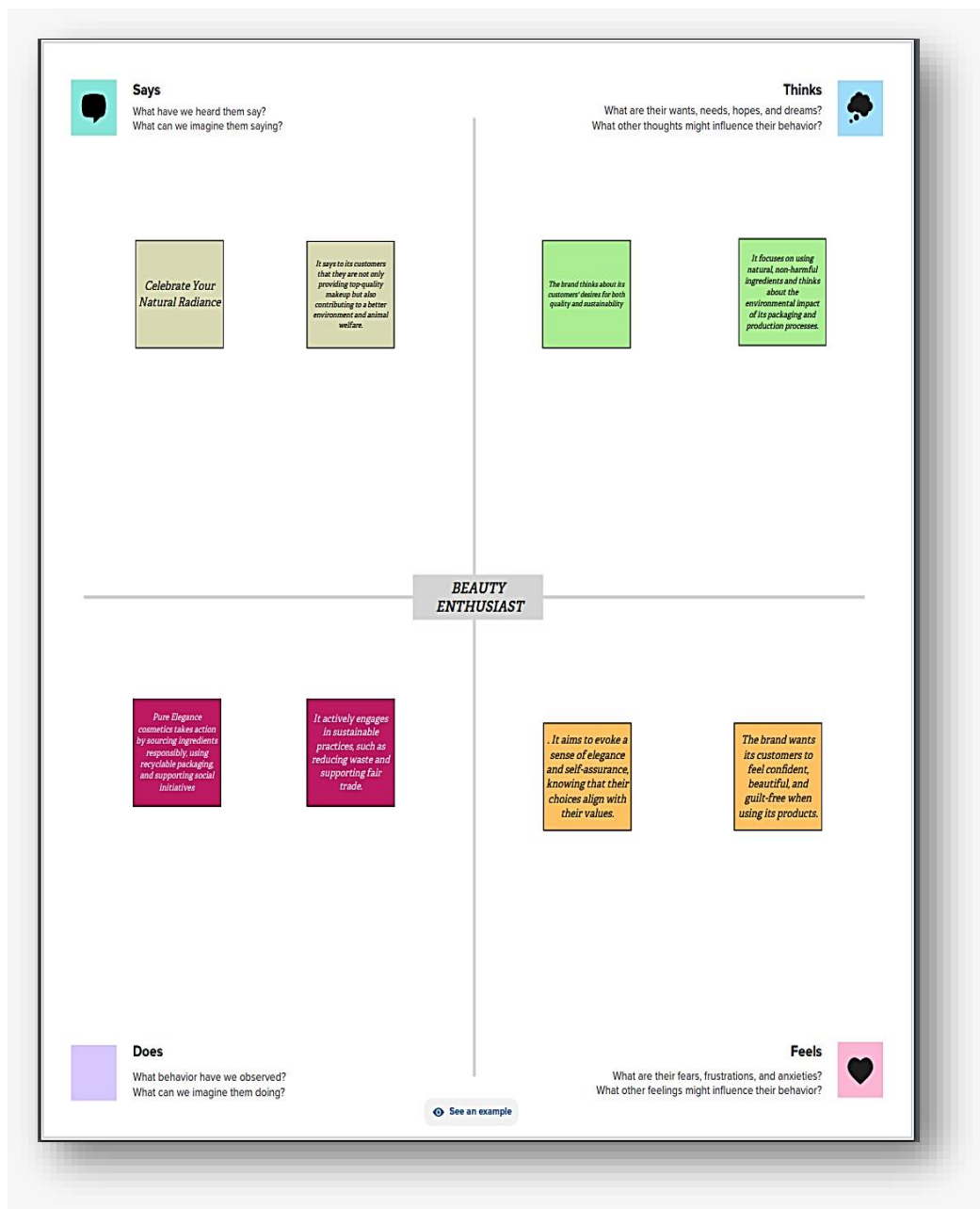
1.2 PURPOSE

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

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a "How Might We..." statement. This will be the focus of your brainstorm.

15 minutes

How

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

Key rules of brainstorming

To use to create and produce content

- Big ideas
- Encourage wild ideas
- Defer judgement
- Learn to stress
- Go for volume
- It's possible to create

2 Brainstorm

What does any ideas that come to mind that address your problem statement.

10 minutes

Brainstorm I	Brainstorm II	Brainstorm III	Brainstorm IV
<p>Develop a content strategy for content</p> <p>Develop a content strategy for content by using keywords that are relevant to your business and your target audience. Use keywords to create content that is relevant to your business and your target audience.</p>	<p>Partner with local influencers and local business to promote your content</p> <p>Partner with local influencers and local business to promote your content. Use influencers and local business to promote your content and reach a wider audience.</p>	<p>Optimize our website for search engines to rank higher in organic search</p> <p>Optimize our website for search engines to rank higher in organic search. Use keywords, meta tags, and high-quality content to optimize our website.</p>	<p>Implement a local program to reward repeat customers</p> <p>Implement a local program to reward repeat customers. Use discounts, exclusive products, or early access to new items to reward repeat customers.</p>
<p>Write platform for content on YouTube to increase video views</p> <p>Write platform for content on YouTube to increase video views. Use keywords, meta tags, and high-quality content to optimize our YouTube channel.</p>	<p>Create a user-friendly website with a responsive design</p> <p>Create a user-friendly website with a responsive design. Use keywords, meta tags, and high-quality content to optimize our website.</p>	<p>Launch a local blog to promote our products</p> <p>Launch a local blog to promote our products. Use keywords, meta tags, and high-quality content to optimize our blog.</p>	<p>Create an optimized mobile app for our website</p> <p>Create an optimized mobile app for our website. Use keywords, meta tags, and high-quality content to optimize our mobile app.</p>
<p>Encourage customers to share their online links using our products</p> <p>Encourage customers to share their online links using our products. Use keywords, meta tags, and high-quality content to optimize our products.</p>	<p>Create a user-friendly website with a responsive design</p> <p>Create a user-friendly website with a responsive design. Use keywords, meta tags, and high-quality content to optimize our website.</p>	<p>Continuously improve the performance of our digital marketing efforts using tools like Google Analytics and adjust our strategy accordingly</p> <p>Continuously improve the performance of our digital marketing efforts using tools like Google Analytics and adjust our strategy accordingly.</p>	<p>Offer excellent customer support through online channels, including live chat, email, and social media, to address inquiries and concerns promptly</p> <p>Offer excellent customer support through online channels, including live chat, email, and social media, to address inquiries and concerns promptly.</p>

3 Group ideas

Take turns sharing your ideas while clustering similar or related ideas on your grid. Once all ideas have been grouped, place each cluster in a sentence-like idea. If a cluster is bigger than a sticky note, try and use it to break it up into smaller subgroups.

20 minutes

Develop a content strategy for content by using keywords that are relevant to your business and your target audience.

Partner with local influencers and local business to promote your content.

Optimize our website for search engines to rank higher in organic search.

Implement a local program to reward repeat customers.

Write platform for content on YouTube to increase video views.

Create a user-friendly website with a responsive design.

Launch a local blog to promote our products.

Create an optimized mobile app for our website.

Encourage customers to share their online links using our products.

Create a user-friendly website with a responsive design.

Continuously improve the performance of our digital marketing efforts using tools like Google Analytics and adjust our strategy accordingly.

Offer excellent customer support through online channels, including live chat, email, and social media, to address inquiries and concerns promptly.

4 Prioritize

Your team should all be on the same page about what's important, moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

Importance

1 = not at all important
5 = most important

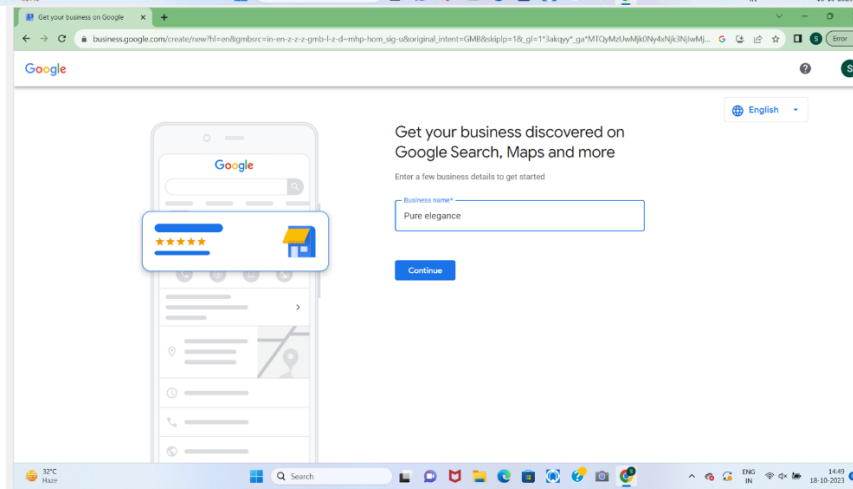
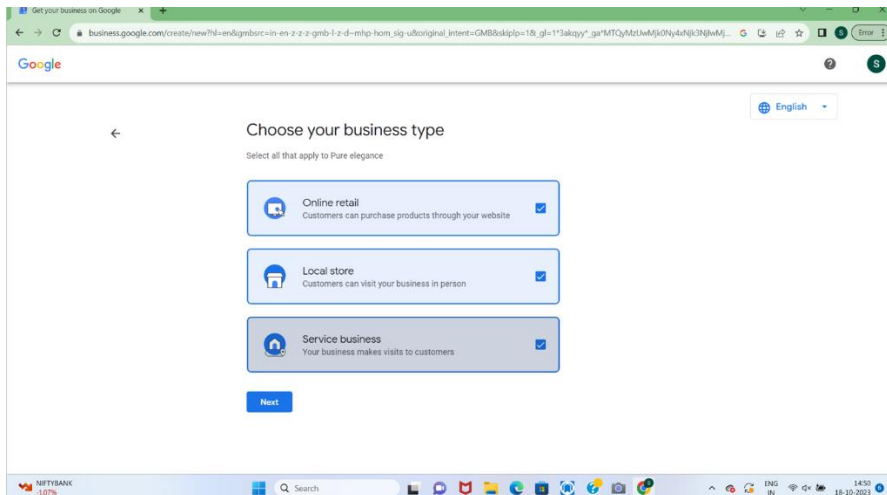
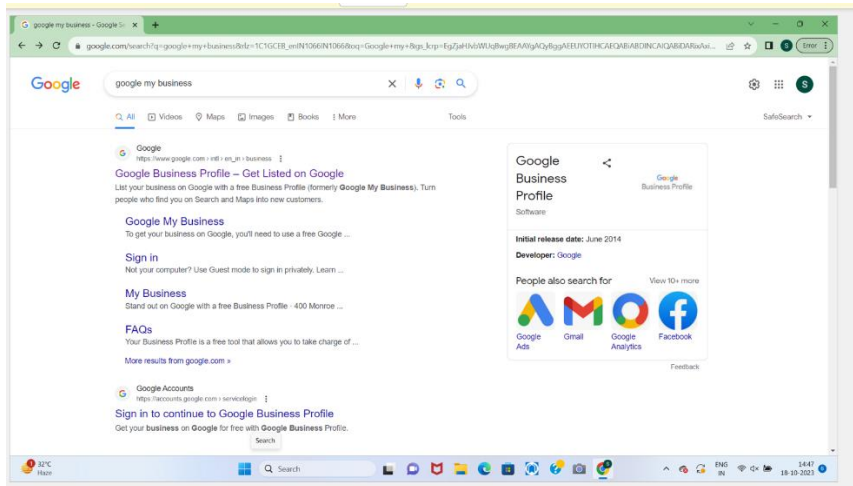
Feasibility

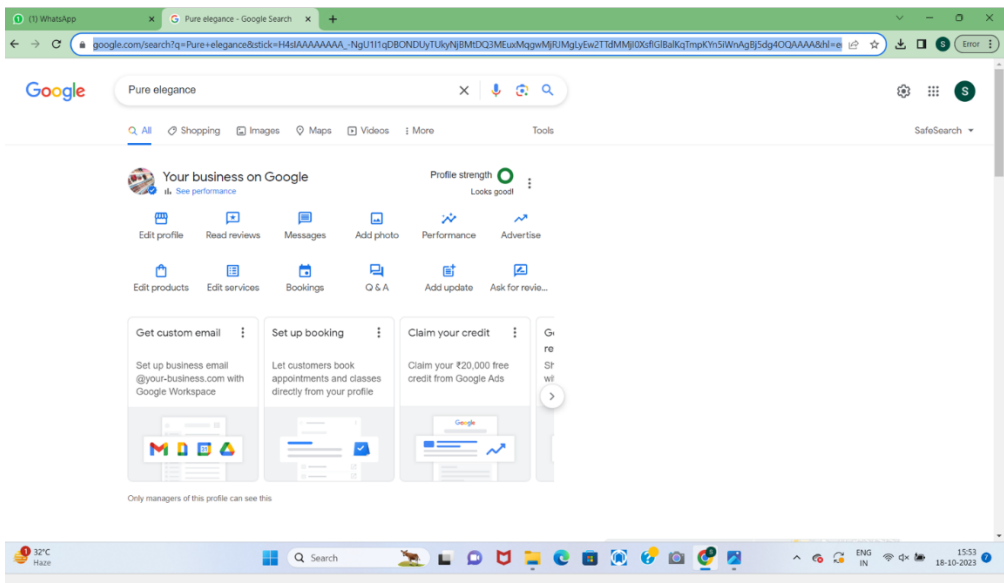
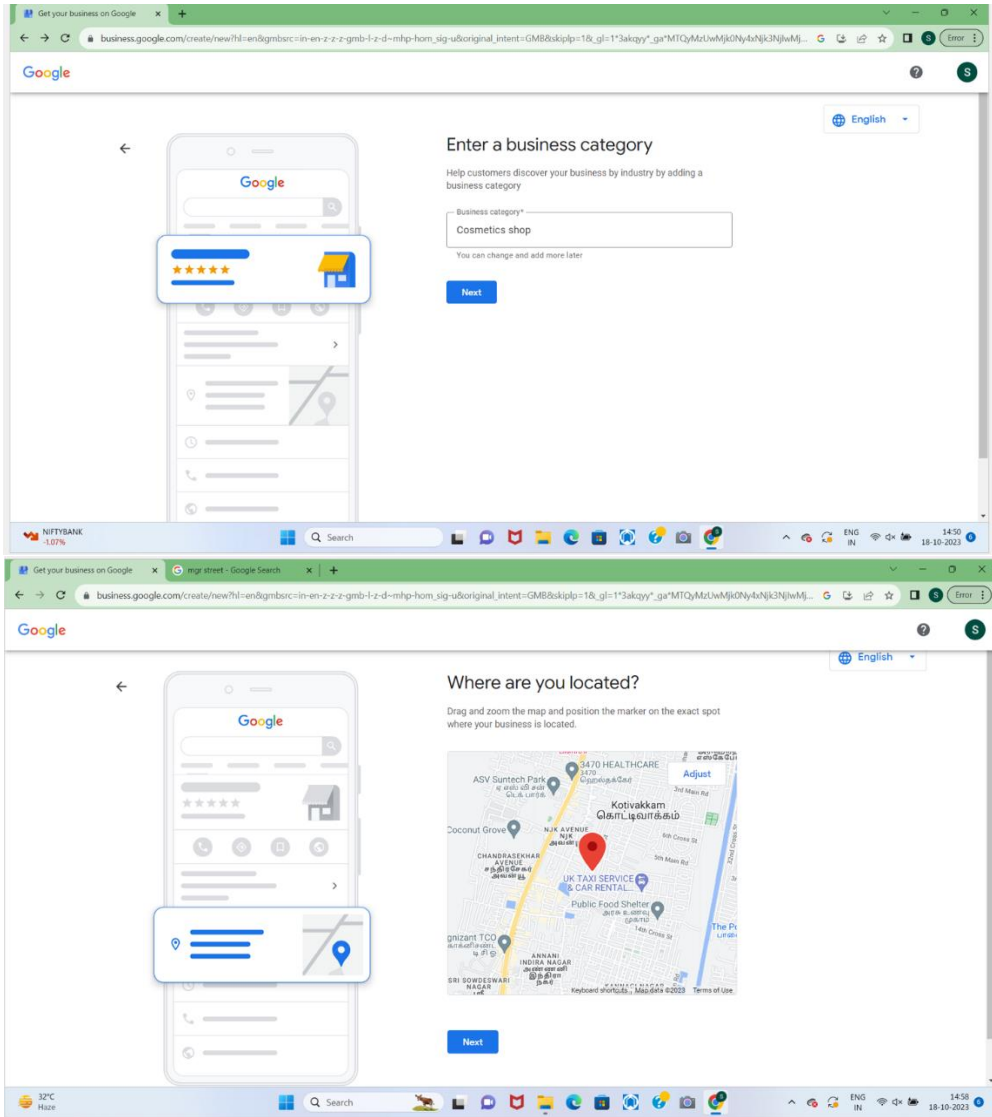
1 = not at all feasible
5 = most feasible

Regardless of the importance and feasibility scores, focus on ideas that are most important to you.

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.