



GOVERNMENT COLLEGE OF ENGINEERING [IRTT]



ERODE: 638 316

Electronics and Communication Engineering

NAAN MUDHALVAN

TEAM ID: NM2023TMID04531

SB8056-DIGITAL MARKETING

by Naan Mudhalvan Scheme – 2023

PROJECT DOMAIN: DIGITAL MARKETING

PROJECT TITLE: GOOGLE BUSINESS PROFILE

BRAND NAME : GRAJ T-SHIRTS

CATEGORY : CUSTOM T-SHIRT SHOP

TEAM MEMBERS

REGISTER NUMBER	NAME
731120106023	RANJITH KUMAR S
731120106002	AAZHAVAAR K
731120106009	JALASRUDHI K
731120106304	GOKUL M

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



BONAFIDE CERTIFICATE

Certified that this project titled “**CREATE A GOOGLE MY BUSINESS PROFILE**” is the bonafide work of Ranjith Kumar S(731120106023), Aazhvaar K(731120106002),Jalasrudhi K(731120106009) ,Gokul M(731120106304)who carried out the project work under my supervision.

SIGNATURE OF FACULTY EVALUATOR

Dr.S.BHARATHI, M.Tech.,Ph.D
ASSISTANT PROFESSOR,
DEPARTMENT OF ECE,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE- 638316

SIGNATURE OF FACULTY MENTOR

Dr.S.BHARATHI, M.Tech.,Ph.D
ASSISTANT PROFESSOR (Sr),
DEPARTMENT OF ECE,
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.R.VALARMATHI, M.E,Ph.D,
PROFESSOR/HEAD OF THE DEPARTMENT,
DEPARTMENT OF ECE,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE-638316

ABSTRACT

To create a Google My Business profile for our T-shirt shop for enhancing the shop's online visibility and attracting local customers and also to provide accurate business details, including the name, category, address, and contact information, as well as uploading compelling images, crafting an engaging business description, and encouraging positive customer reviews, so that our profile becomes a powerful digital storefront.

TABLE OF CONTENTS

1. INTRODUCTION

1.1 Project Overview	6
1.2 Purpose	6

2. BRAINSTORMING AND IDEATION PHASE

2.1 Problem Statement and Understanding	7
2.2 Empathy Map Canvas	8
2.3 Brainstorming and Ideation Phase	9

3. PROJECT ANALYSIS

3.1 Functional requirement	10
3.2 Non-Functional requirements	11

4. PROJECT DESIGN

4.1 Data Flow Diagram	12
4.2 Solution Architecture	12

5. DIGITAL MARKETING STRATEGY

5.1 Rationale for chosen digital channels and platforms	13
5.2 Key messaging and branding decisions	13

6.IMPLEMENTATION PLAN	
6.1Content marketing	14
7. RESULT AND ANALYSIS	16
8. FUTURE SCOPE	22
9. APPLICATIONS	23
10.ADVANTAGES AND DISADVANTAGES	24
11.CONCLUSION	25
12.APPENDIX	
GitHub & Project Video Demo Link	26

CHAPTER 1

INTRODUCTION

1.1 PROJECT OVERVIEW

An overview of our project is to create a Google My Business Profile which includes details about our product's design, target market, and its value proposition. We aim of creating a Google My Business profile to establish a strong online presence for our business, enabling us to effectively reach and engage with local customers. By providing accurate and up-to-date information about our business, responding to customer reviews and inquiries, and optimizing our profile for local search and to enhance our visibility in search results, build trust with our audience, and ultimately drive more traffic and business to our physical location or website.

1.2 PURPOSE

The purpose of a Customized T-Shirt Shop is multifaceted and includes several key objectives:

- **Personalization and Self-Expression:** The primary purpose is to provide customers with a platform to express their individuality and creativity.
- **Meeting Market Demand:** Customized t-shirts have gained significant popularity due to their ability to cater to diverse consumer preferences.
- **Quality Products and Services:** The shop's purpose includes delivering high-quality t-shirts and printing methods, ensuring that customers receive durable and visually appealing custom apparel.

CHAPTER 2

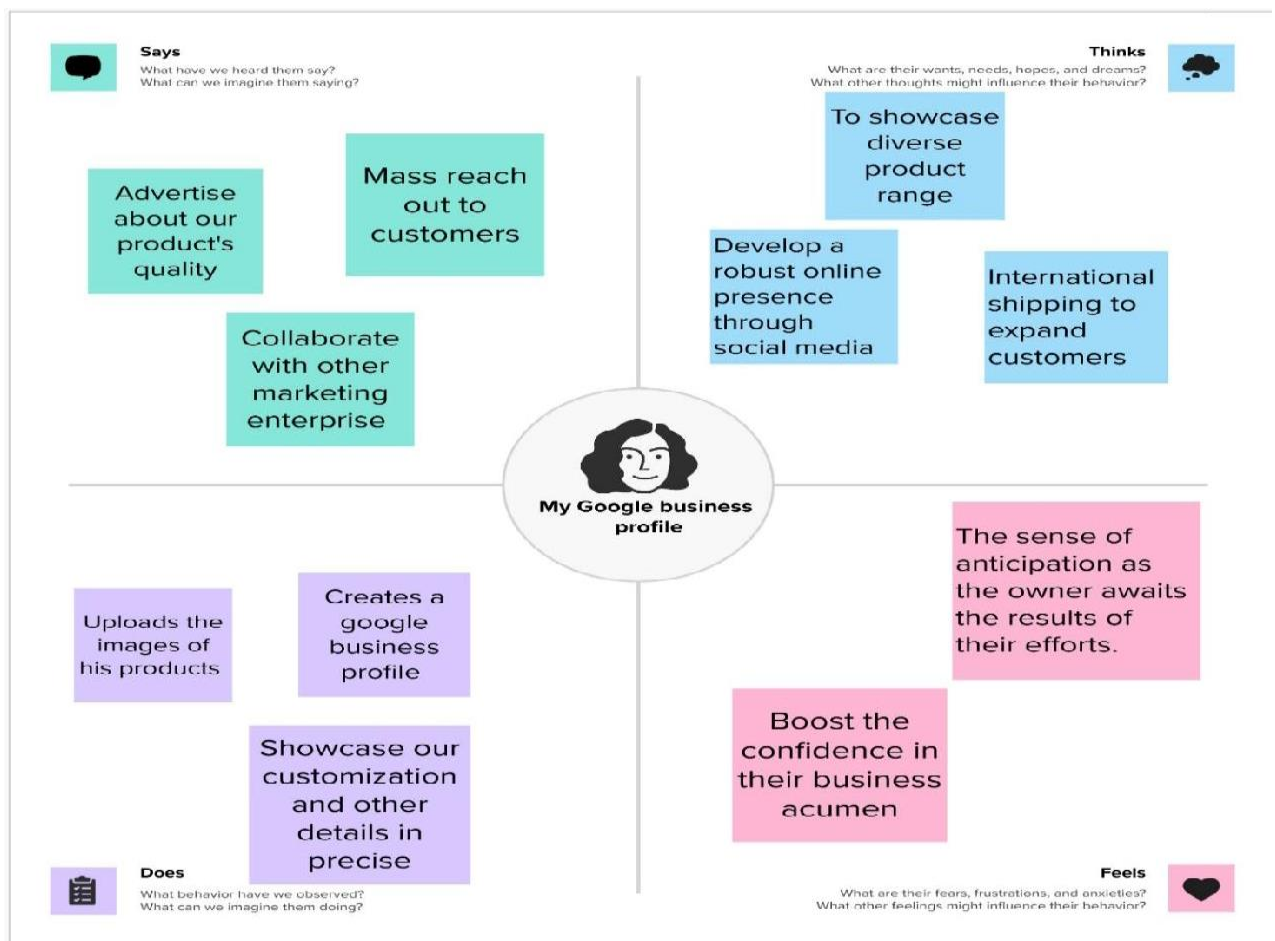
BRAINSTROMING AND IDEATION PHASE

2.1 PROBLEM STATEMENT AND UNDERSTANDING

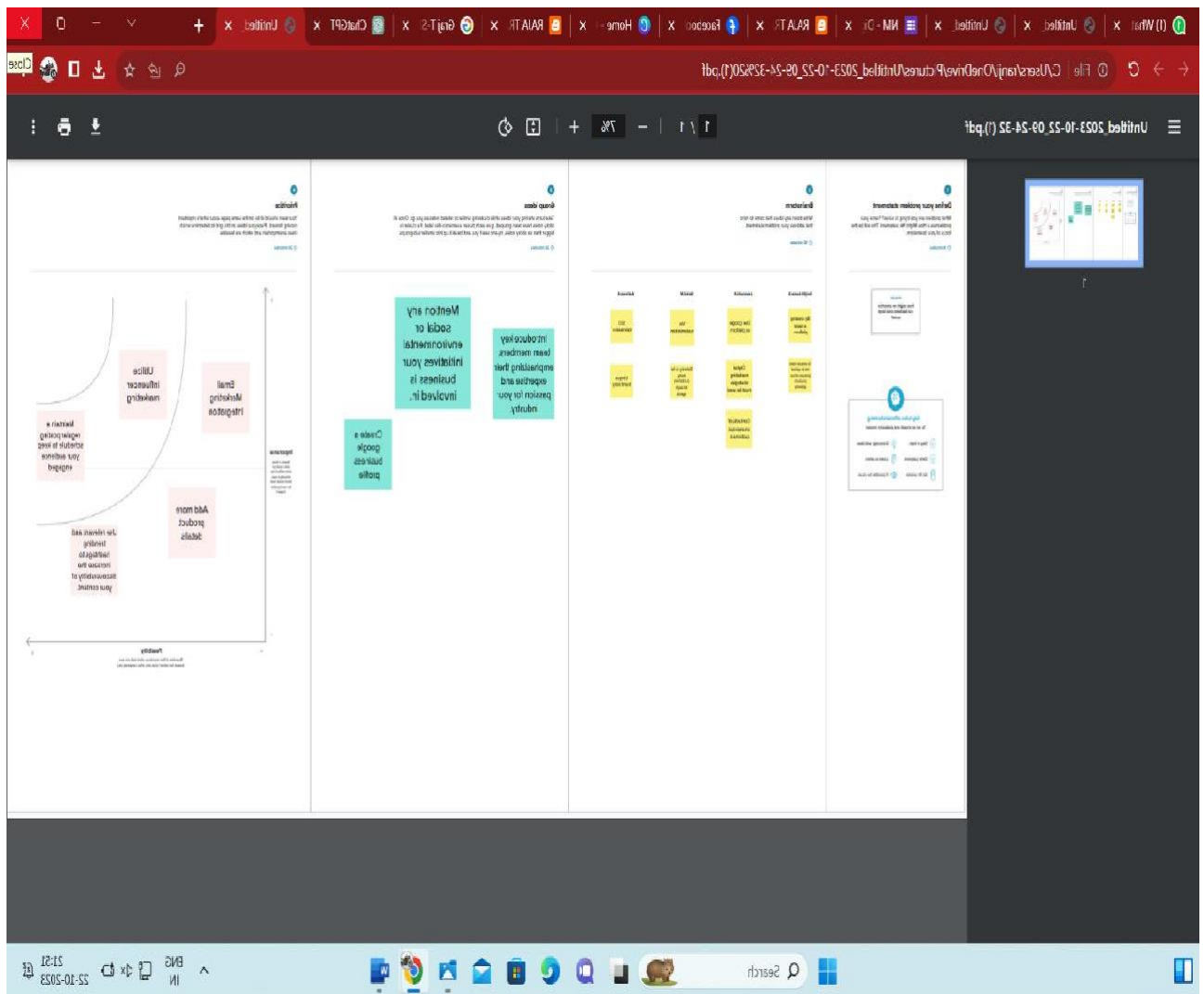


Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	User/Editor	Create a Google My Business Profile	It requires a physical address verification which is challenging.	It needs authentication. But businesses that lack a physical address have difficulties in receiving verification mails or phone calls	Somewhat frustrated
PS-2	User/Editor	Create a Google My Business Profile	Managing multiple locations or franchises can be complicated	Because each location may have unique details or branding that need to be accurately represented.	Annoying

2.2 EMPATHY MAPPING CANVAS:



2.3 BRAINSTROMING AND IDEATION PHASE



CHAPTER 3

PROJECT FLOW AND ANALYSIS

3.1 FUNCTIONAL REQUIREMENTS

S.No	Functional Requirement	Sub Requirement
1	Account Creation	Users should be able to create a Google account or use an existing one to access GMB.
2	Business Information	Users must provide accurate and complete business details, including the business name, category, and address.
3	Verification	A verification process should be in place to confirm the legitimacy of the business, typically through postcard verification or phone verification.
4	Contact Information	Users should be able to add and update contact information, including a phone number and website URL
5	Business Hours	The system should allow users to specify regular business hours and input special hours for holidays or exceptions.
6	Visual Content	Users should be able to upload photos and videos that represent the business, including images of products, the storefront, and interior.
7	Posts	Users should be able to create and schedule posts to keep customers informed about promotions, events, and updates.

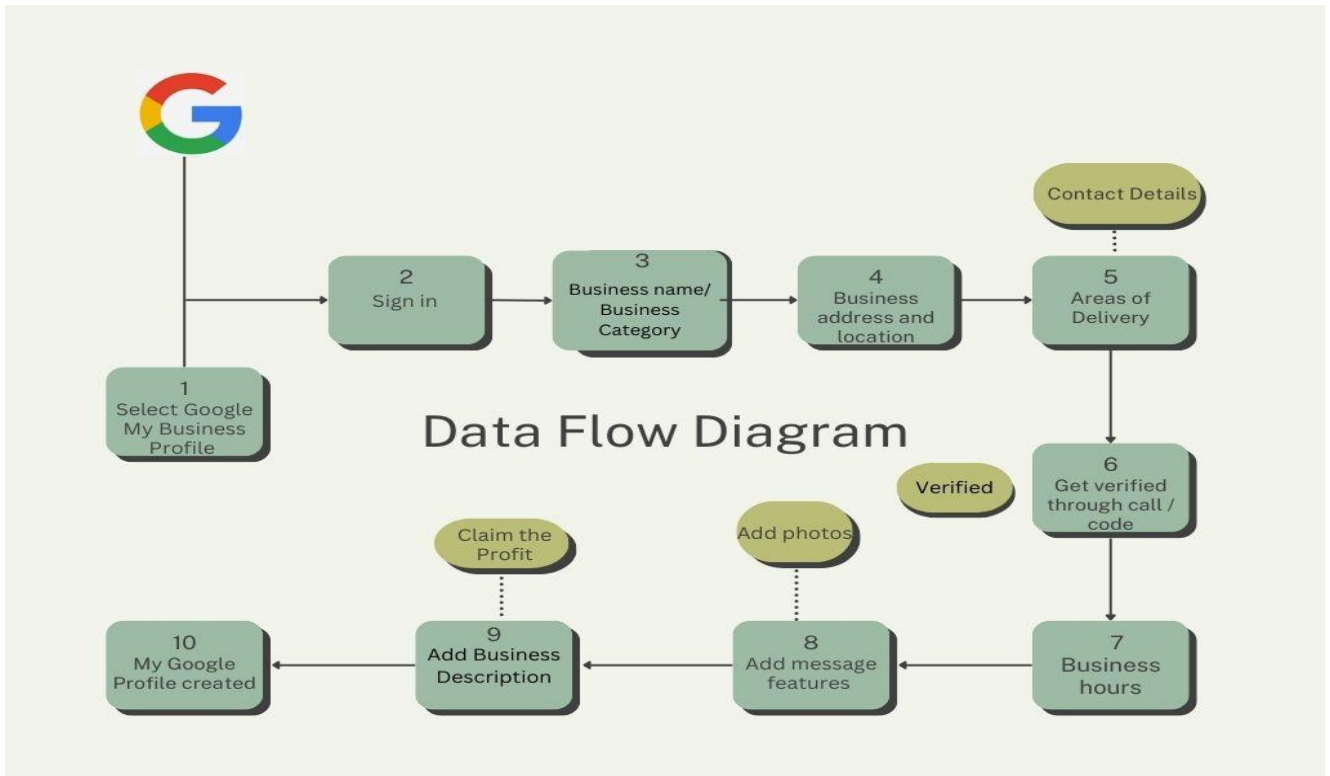
3.2 NON-FUNCTIONAL REQUIREMENTS

S.No	Non Functional Requirements	Sub Requirements
1	Performance	The GMB platform should load quickly and be responsive, providing a seamless user experience even during peak usage times.
2	Scalability	The system should be capable of handling a large number of business profiles and users as it grows in popularity.
3	Reliability	The platform should have high availability, minimizing downtime or service interruptions.
4	Usability	The user interface should be intuitive and user-friendly, requiring minimal training for users to create and manage their profiles.
5	Accessibility	The GMB platform should adhere to accessibility standards to ensure it's usable by individuals with disabilities.
6	Geographic Coverage	GMB should support businesses in various geographic regions and languages, ensuring a global reach.
7	Feedback and Support	A system for users to report issues or request assistance should be available, along with responsive customer support.

CHAPTER 4

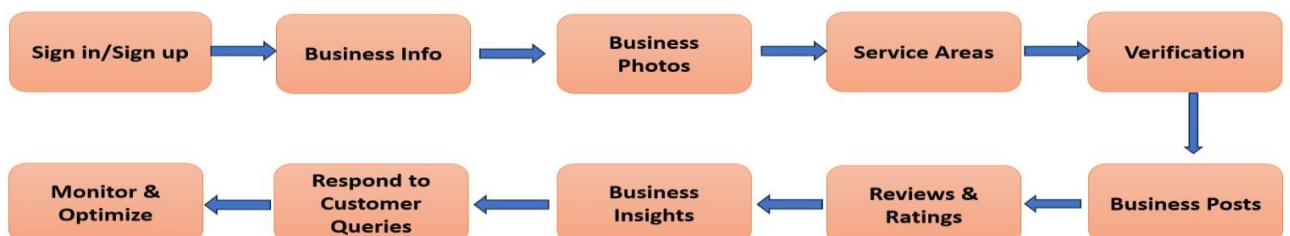
PROJECT DESIGN

4.1 DATA FLOW DIAGRAM:



4.2 SOLUTION ARCHITECTURE:

Solution Architect For Google My Business Profile



CHAPTER 5

DIGITAL MARKETING STRATEGY

5.1 RATIONALE FOR CHOSEN DIGITAL CHANNELS AND PLATFORMS

Google Reviews: Google Reviews is an integral part of GMB. It's essential to encourage and manage reviews on Google, as they directly impact your profile's reputation and visibility.

Website Integration: Integrating your GMB profile with your website is crucial. It ensures that customers who visit your website have access to accurate and up-to-date business information.

Social Media: While GMB itself is not a social media platform, it's essential to promote your GMB profile on your social media channels.

Email Marketing: Incorporate GMB into your email marketing campaigns. Encourage customers to leave reviews or highlight specific GMB features like posts and offers. The rationale is to leverage email marketing for GMB engagement and reputation management.

Local SEO: Incorporate local SEO strategies in your website and content to improve the ranking of your GMB profile in local search results

5.2 KEY MESSAGING AND BRANDING DECISIONS

Key messaging target audience, defining what your brand stands for and what it offers. It's essential to articulate a unique value proposition that differentiates your brand from competitors. These messages should align with your brand's mission, values, and overall strategic objectives, creating a consistent and compelling narrative that resonates with your audience.

Branding decisions involve the selection of visual elements, such as logos, color schemes, typography, and design styles. These elements should be chosen deliberately to reflect your brand's personality and evoke the desired emotional response from customers.

CHAPTER 6

IMPLEMENTATION PLAN

6.1 CONTENT MARKETING :

We shall include the following strategies for a good digital marketing

- **Posts:** Using the "Posts" feature to create and share updates, promotions, events, and news about the business. These posts can include images, links, and calls to action.
- **High-Quality Photos:** Regularly upload high-resolution images of the business, products, services, and team. Showcase what makes the business unique.
- **Videos:** Share short videos about your business, products, or services to give potential customers a better understanding of what we shall offer.
- **Product and Service Listings:** Utilizing the product and service listings on GMB to provide detailed information, including descriptions and prices.
- **Customer Reviews:** Encourage satisfied customers to leave positive reviews. Respond to reviews professionally.



GRAJ T-SHIRTS

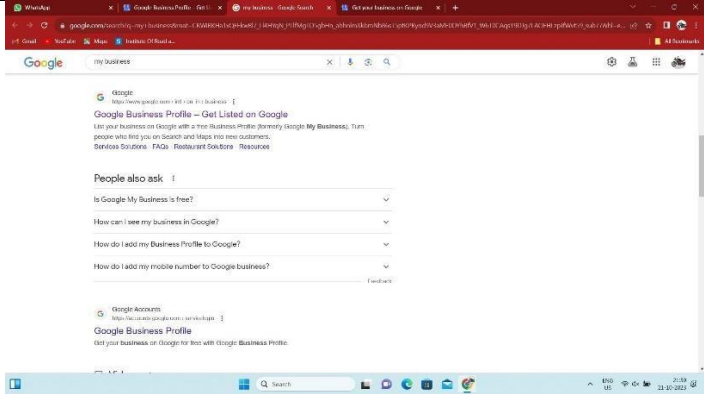
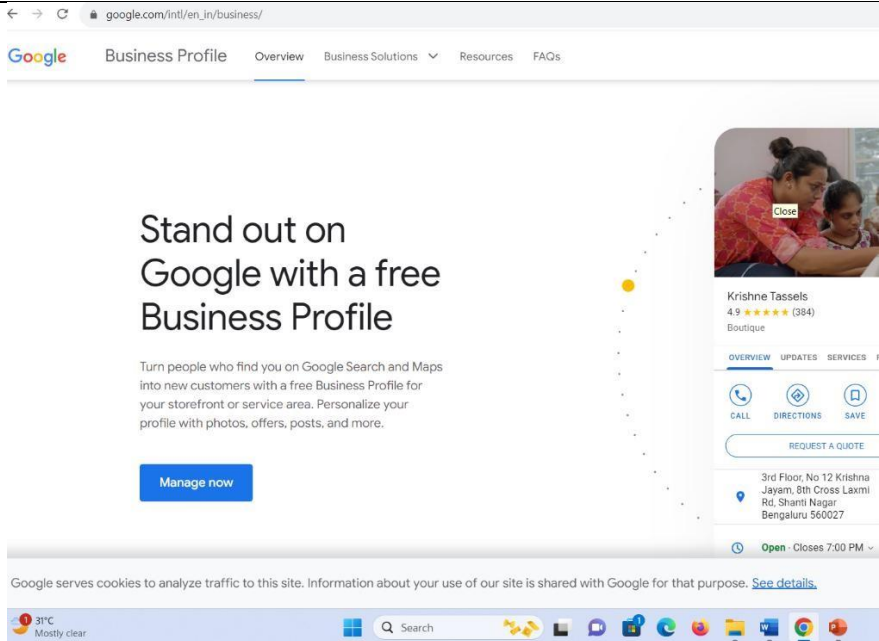
Taking

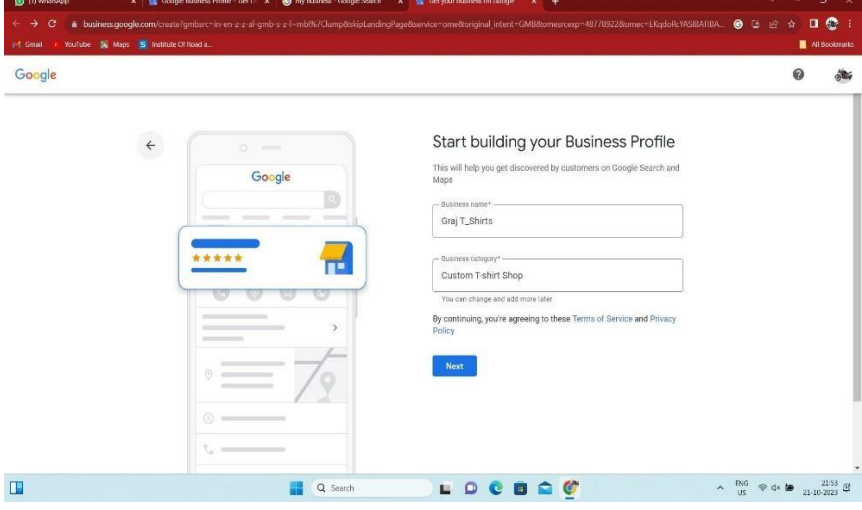
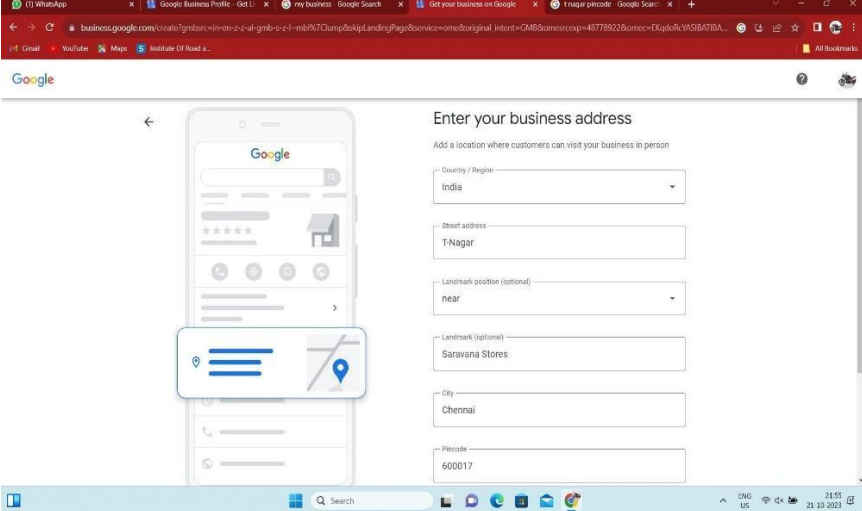
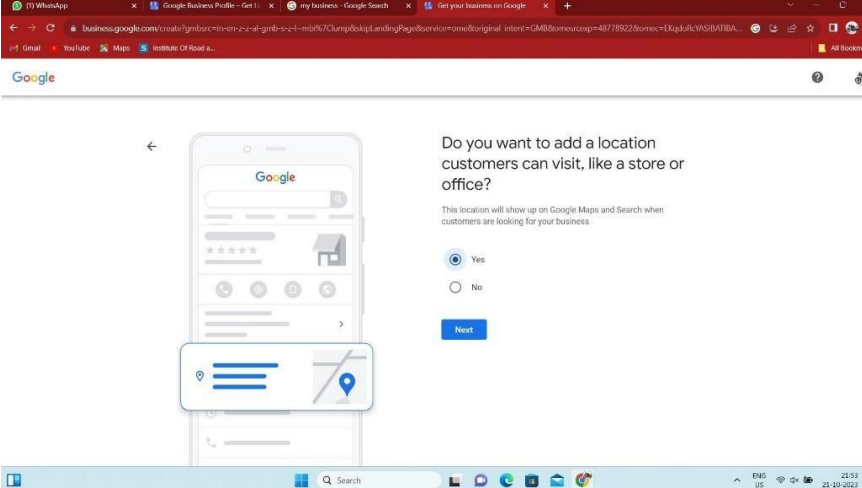


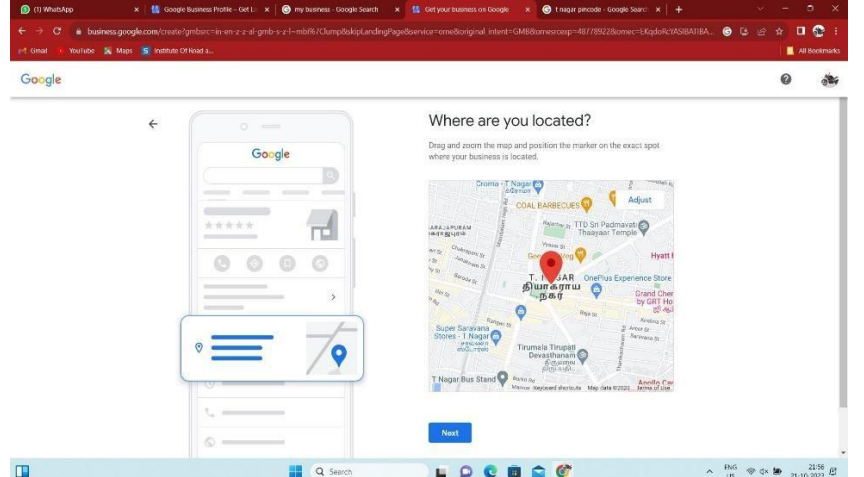
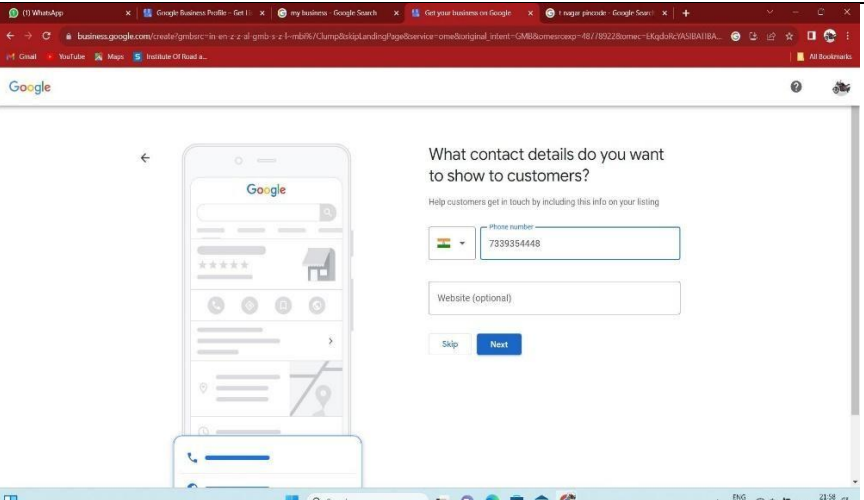
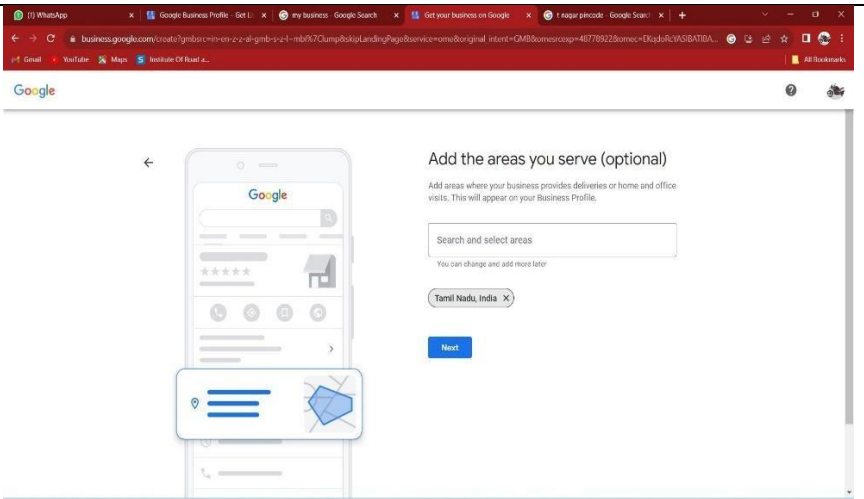
Over

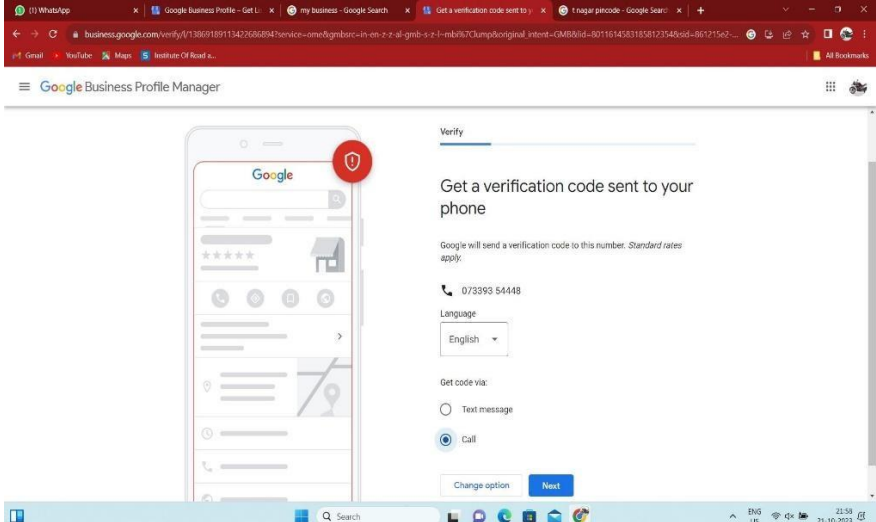
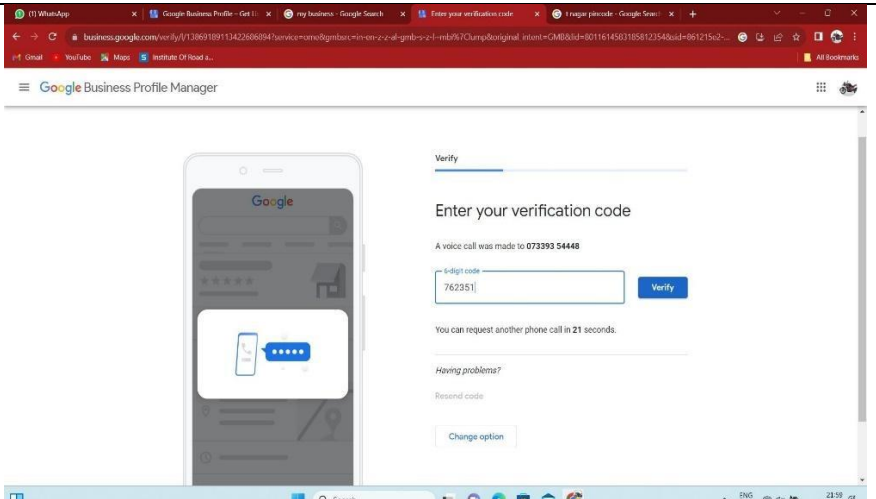
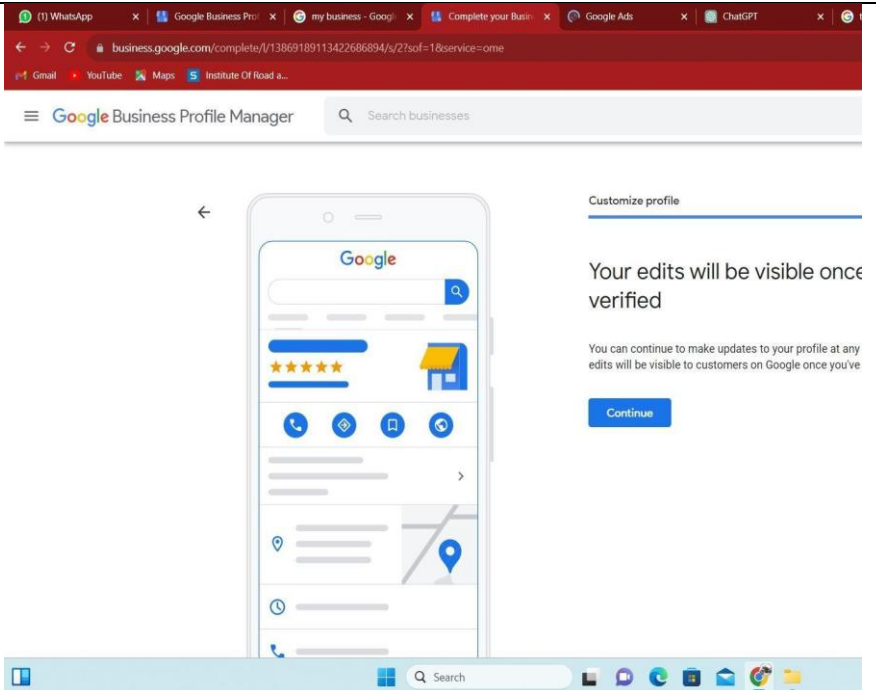
CHAPTER 7

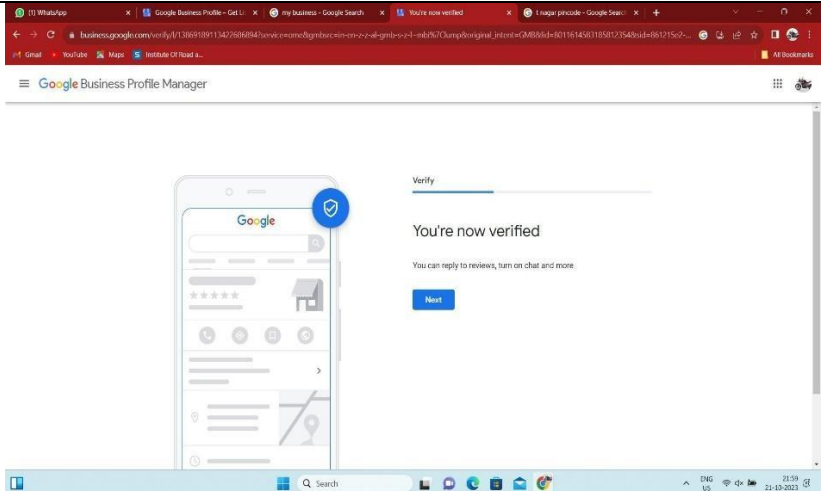
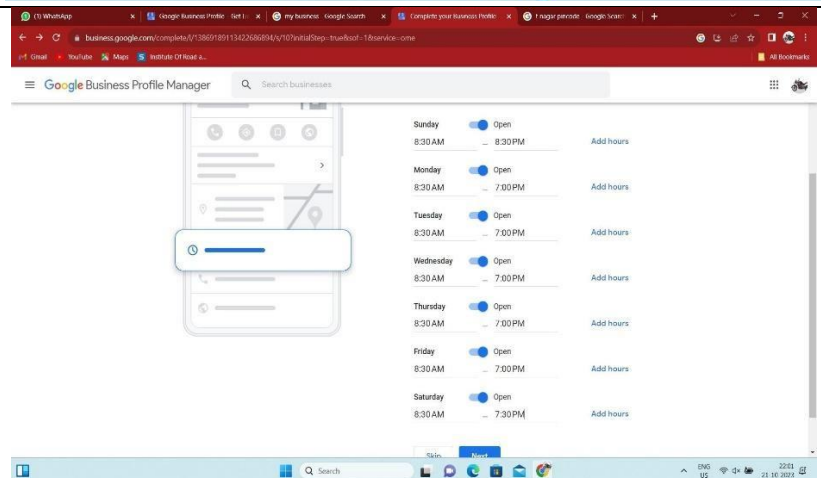
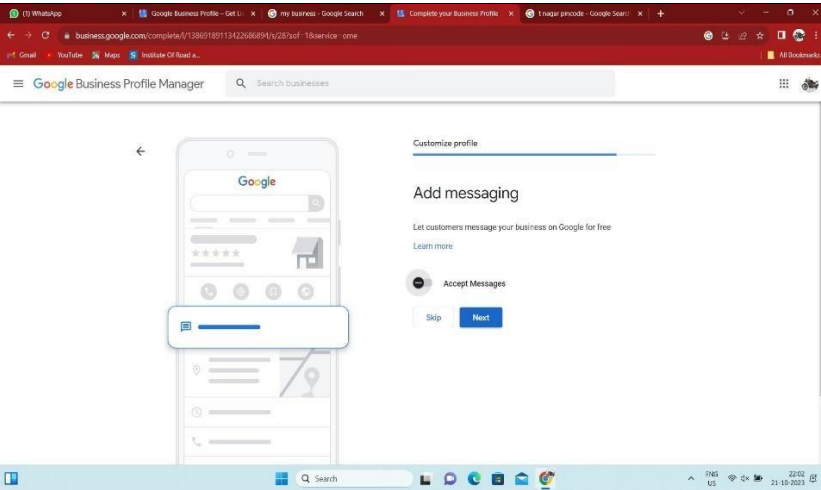
RESULT AND ANALYSIS

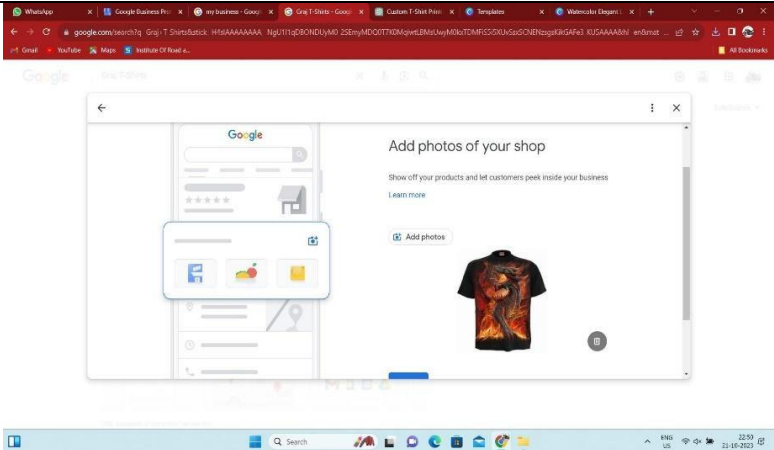
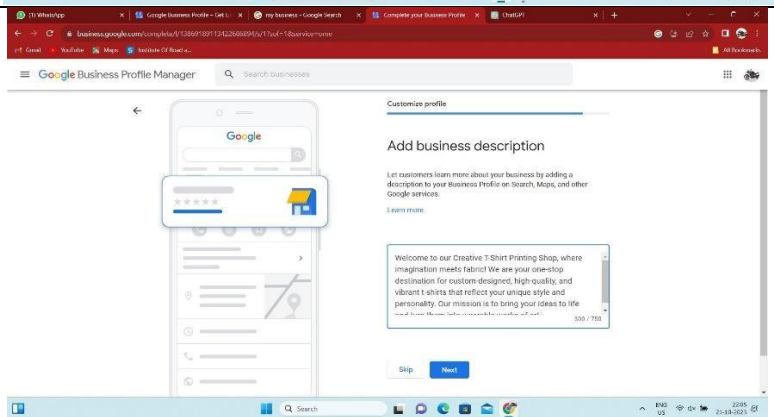
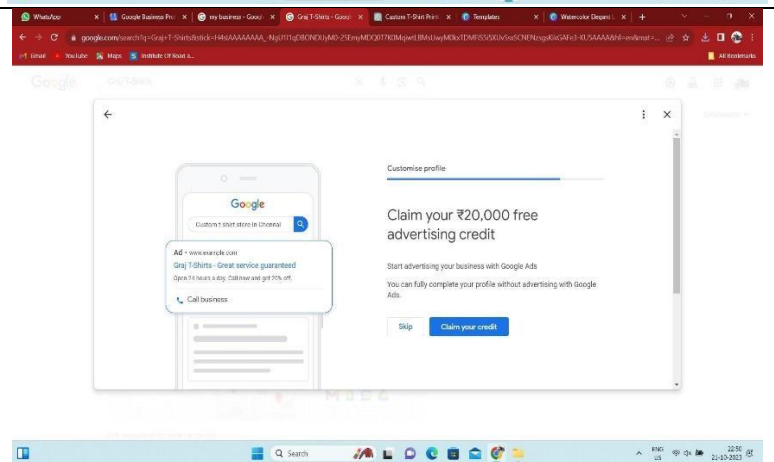
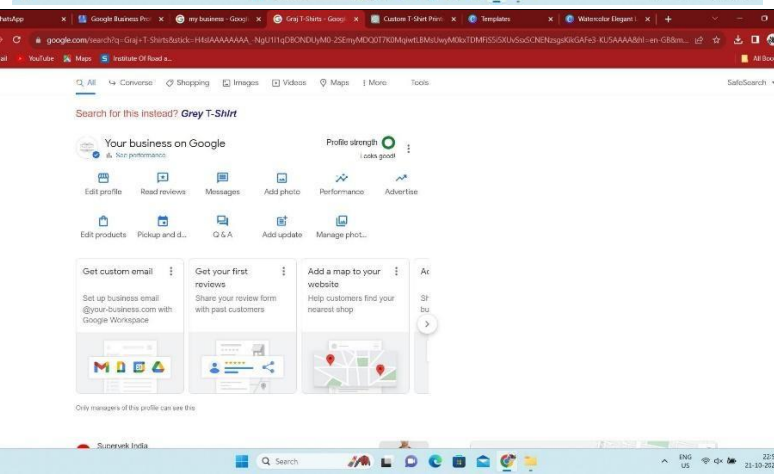
S. No	PARAMETERS	SCREENSHOT
1	Select Google My Business Profile	 A screenshot of a Google search for 'my business'. The search bar shows 'my business'. Below the search bar, there are several search results. The first result is 'Google Business Profile - Get Listed on Google'. Below this, there are several 'People also ask' questions: 'Is Google My Business free?', 'How can I see my business in Google?', 'How do I add my Business Profile to Google?', and 'How do I add my mobile number to Google business?'. The bottom of the screenshot shows a Windows taskbar with various application icons and the system clock showing 2:18 PM on 23-07-2023.
2	Sign in	 A screenshot of the Google Business Profile sign-in page. The page has a header with the Google logo and navigation links: 'Business Profile', 'Overview', 'Business Solutions', 'Resources', and 'FAQs'. The main content area features the text 'Stand out on Google with a free Business Profile' and a sub-headline 'Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.' Below this text is a blue 'Manage now' button. On the right side, there is a preview of a business profile for 'Krishne Tassels', showing a 4.9-star rating, 384 reviews, and a photo of a woman. Below the preview, there are buttons for 'CALL', 'DIRECTIONS', and 'SAVE', along with a 'REQUEST A QUOTE' button. The address '3rd Floor, No 12 Krishna Jayam, 8th Cross Laxmi Rd, Shanti Nagar Bengaluru 560027' is also visible. At the bottom, there is a cookie notice and a Windows taskbar showing the weather as 31°C Mostly clear.

3	Business name/ Business category	
4	Business address	
5	Location	

6	Google Map location	
7	Contact details	
8	Areas of delivery	

9	Get verified through call	
10	Verification code	
		

11	Verified	
12	Business Hours	
13	Add message feature	

14	Add photos	
15	Add business description	
16	Claim the profit	
17	My Google Business Profile created	

CHAPTER 8

FUTURE SCOPE

- **Diversified Content Formats:**
 - Experiment with different content formats such as videos, infographics, and interactive content. Visual and multimedia content can often engage audiences in new ways.
- **Content Calendar:**
 - Develop a content calendar that aligns with your business objectives and seasonal trends. Plan content ahead of time to maintain consistency.
- **Email Marketing:**
 - Strengthen your email marketing strategy. Send regular newsletters with valuable content to your subscribers, including updates on new stone-inspired collections, promotions, and educational content.
- **Content Partnerships:**
 - Explore partnerships with influencers or content creators in the fashion and wellness niche who can help promote your stone-inspired collection.
- **Social Listening:**
 - Use social listening tools to monitor mentions and conversations related to your brand and industry. Respond to customer feedback and adapt your content strategy accordingly.
- **Community Building:**
 - Create an online community around your brand and products. This could involve hosting forums, social media groups, or online events that foster engagement and loyalty.
- **Test and Iterate:**
 - A culture of testing and iteration can lead to fresh and innovative content. It's essential to stay agile and adaptable in the ever-evolving digital landscape to remain competitive and connect with your audience effectively.

CHAPTER 9

APPLICATIONS

[2.1.](#) Local Visibility:

Improve your online presence in local search results, making it easier for nearby customers to find your business.

[3.2.](#) Customer Reviews:

Encourage and manage customer reviews to build trust and credibility.

[4.3.](#) Online Reputation Management:

Respond to customer feedback and address concerns.

[5.4.](#) Photos and Videos:

Showcase your products, services, and ambiance through multimedia to attract and engage customers.

[6.5.](#) Google Maps Integration:

Appear on Google Maps, making it simple to navigate to physical location.

[7.6.](#) Google Posts:

Share updates, promotions, and events to keep customer informed and engaged.

[8.7.](#) Local SEO:

Enhance your search engine optimization (SEO)

CHAPTER 10

ADVANTAGES AND DISADVANTAGES

Advantages:

1. **Free marketing:** It is a free tool provided by google making it cost effective for small businesses.
2. **Customer Engagement:** Interact with customers by responding to reviews and answering questions, building trust and rapport.
3. **Insights:** GMB provides data on how people find your business and what actions they take place.
4. **Increased Online Visibility:** GMB profiles help your business appearing in local search results making it easier for potential customers to find your business.
5. **Photos and Videos:** Showcase your products services and premises through multimedia uploads.

Disadvantages:

1. **Privacy concerns:** Sharing location details can raise privacy concerns for some businesses and owners.
2. **Inaccurate Information:** If your business information is incorrect it can harm your reputation and cause confusion among potential customers.
3. **Time Consuming:** Managing your GMB profile effectively may require a significant time investment.
4. **Algorithm Changes:** Google frequently updates its algorithms, which can affect your ranking and visibility on GMB.

CHAPTER 11

CONCLUSION

In conclusion, Google My Business (GMB) is a vital asset for businesses seeking to establish a robust online presence and connect with local customers effectively. It plays a central role in enhancing online visibility and local SEO, thereby improving search rankings. A well-optimized GMB profile creates a strong first impression, fosters trust through active review management, and engages customers with valuable content. Ultimately, GMB is a powerful tool that not only expands a business's reach but also nurtures customer relationships, ultimately contributing to its growth and success in the digital age.

CHAPTER 12

APPENDIX

GITHUB AND DEMO LINK:

Video link:

<https://drive.google.com/file/d/1EG8a8x7Ct6EAQTjm60jE084N7aNaJGzy/view?usp=drivesdk>

Github link:

<https://github.com/ran-238/Naan-Mudhalvan>