



## 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
731120106009	JALASRUDHI K
731120106002	AAZHAVAAR K
731120106304	GOKUL 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 Ranjith Kumar S(731120106023), Aazhavaar 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.

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# CHAPTER 1

## INTRODUCTION

### 1.1 PROJECT OVERVIEW

An overview of our project includes details about the shop's concept, products, target market, and its value proposition. Here's a general overview:

#### 1. Concept:

A Customized T-Shirt Shop is a retail or online store that specializes in creating and selling personalized T-shirts. The shop allows customers to design their own t-shirts by choosing the design, colour, style, and even adding custom text or graphics. These shops provide a platform for customers to express their individuality through unique clothing items.

#### 2. Products:

The primary product offered by the shop is customized t-shirts. These t-shirts can be customized in various ways, including:

- Design: Customers can choose from a range of pre-made designs or upload their own artwork.
- Colour: Customers can select from a variety of t-shirt colours.
- Style: Different styles, such as crew neck, V-neck, or long sleeve, may be available.
- Sizing: T-shirts come in various sizes to fit different body types.
- Text or Graphics: Customers can add personalized text, logos, or graphics to the t-shirt.

#### 3. Target Market:

The target market for a Customized T-Shirt Shop typically includes:

- Individuals: These are customers looking for unique and personalized clothing items.
- Groups and Events: The shop can cater to groups looking for matching t-shirts for events like family reunions, bachelorette parties, or corporate events.
- Businesses: Companies may order customized t-shirts for branding, uniforms, or promotional giveaways.

- Artists and Creatives: Individuals or organizations in the creative industry may use the shop to sell merchandise featuring their own designs.

#### **4. Value Proposition:**

The value proposition of a Customized T-Shirt Shop includes:

- Personalization: Customers can express their unique style and creativity by designing their own t-shirts.
- Quality: The shop offers high-quality t-shirts and printing methods to ensure durability.
- Convenience: Customers can order online or visit the physical store to create and purchase custom t-shirts.
- Custom Services: Some shops may offer additional customization options such as embroidery or unique printing techniques.
- Quick Turnaround: Many shops aim for a quick production and delivery process.

### **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.

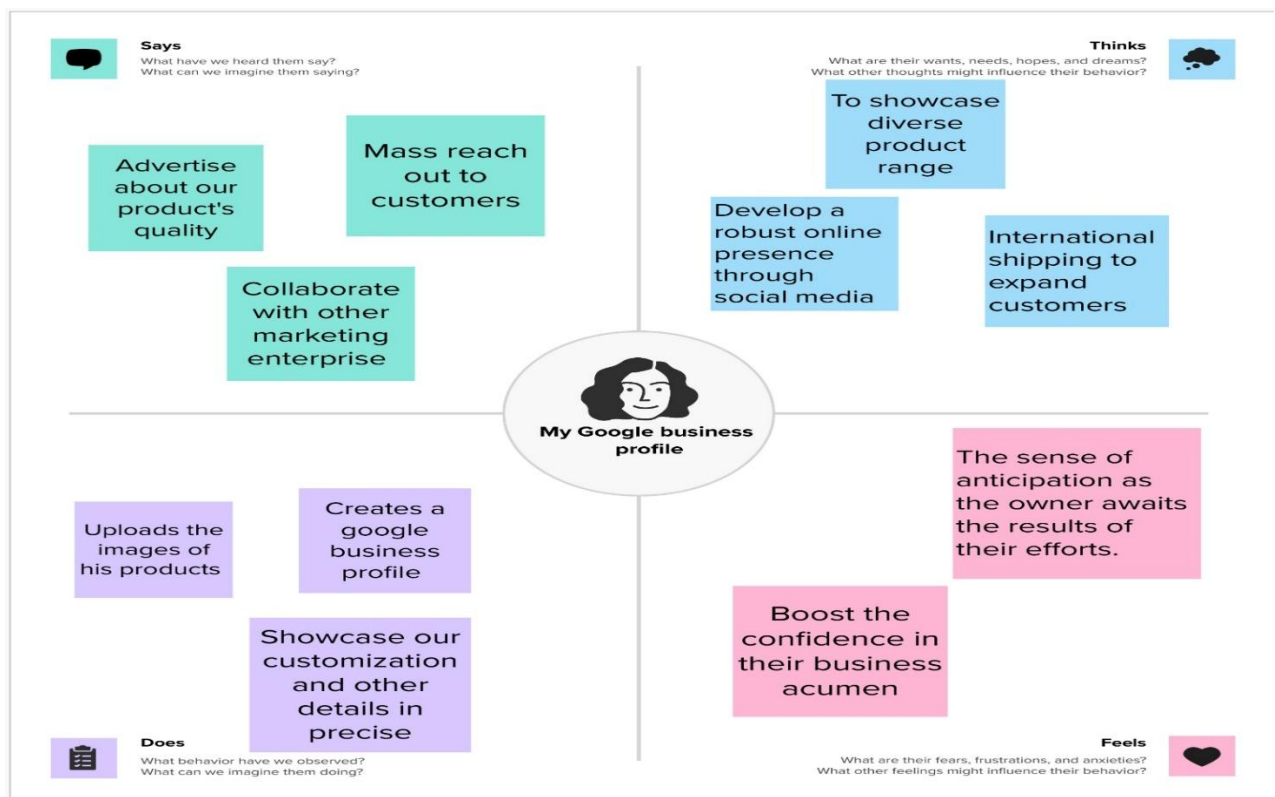
# CHAPTER 2

## BRAINSTROMING AND IDEATION PHASE

### 2.1 PROBLEM STATEMENT AND UNDERSTANDING

In today's fashion and apparel market, there is a growing demand for personalized and unique clothing items, particularly customized t-shirts. Customers are seeking a platform that allows them to express their individuality. Hence our problem statement is to create an effective My Google Business Profile for globalizing our products and thus leading to a digital marketing perspective

### 2.2 EMPATHY MAPPING CANVAS





## 2.3 BRAINSTROMING AND IDEATION PHASE

The screenshot displays a digital brainstorming workspace with five panels, each containing different ideation tools and notes. The workspace is titled "Untitled\_S023-10-SS-04-54-35 (1).pbq" and includes a search bar and navigation icons at the top.

- Panel 1 (Left):** A graph titled "Innovation" showing a curve that rises steeply and then levels off. The curve is labeled "Innovation" and "Innovation". The y-axis is labeled "Innovation" and the x-axis is labeled "Innovation". The curve is divided into three sections: "Innovation", "Innovation", and "Innovation".
- Panel 2:** A central panel with several text boxes. The top box says "Introduce key team members, emphasize their expertise and passion for your industry". The middle box says "Mention any social or environmental initiatives your business is involved in". The bottom box says "Create a Google Business profile".
- Panel 3:** A panel with a grid of yellow sticky notes. The notes are arranged in a grid and contain various ideas and notes.
- Panel 4:** A panel with a flowchart titled "Customer Journey Map". The flowchart shows a sequence of steps: "Customer", "Product", "Service", "Support", and "Feedback".
- Panel 5 (Right):** A panel with a small diagram showing a flow from "Customer" to "Product" to "Service" to "Support" to "Feedback".

## **CHAPTER 3**

### **PROJECT FLOW AND ANALYSIS**

#### **3.1 FUNCTIONAL REQUIREMENTS**

<b>S.No</b>	<b>Functional Requirement</b>	<b>Sub Requirement</b>
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 USER-CENTRIC NAVIGATION DESIGN**

User-centric navigation design is an essential aspect of creating a positive user experience on a digital platform.

- **Research and Understanding Audience:** Consider what information they would be looking for on the Google Business Profile.
- **Prioritize Information:** Organize the most critical information at the top. This may include your business name, logo etc.
- **Categories and Labels:** Use relevant categories and labels for the business to make it easier for users to find you when they search.
- **Review Management:** Include a section for user reviews. Encourage customers to leave reviews and respond to them promptly
- **Update Information Regularly:** Keeping the profile up to date with accurate information, including special hours, holidays, or any changes in your services.
- **Consistency:** Maintain consistency with the website and other online profiles.

### **4.2 BRANDING INTEGRATION AND CUSTOMIZATION**

Branding integration and customization are essential elements for creating a unique and memorable identity for your business or project. To achieve this we need

- Good attractive profile photo and cover photo.
- A captivating business name.
- To utilize the attributes.
- To claim a custom url.
- To claim a custom label etc.
- Gaining website and social links.

## **4.3 RESPONSIVE DESIGN AND CROSS-PLATFORM COMPATIBILITY**

### **Responsive Design:**

**Mobile-First Approach:** Start the design process by considering mobile devices first, then scale up for larger screens. This ensures a strong mobile experience.

**Touch-Friendly Design:** Optimize user interface elements for touch interactions, such as larger buttons and tap targets.

**Content Prioritization:** Prioritize and reorganize content based on screen size and user context to provide a meaningful experience on all devices.

**Performance Optimization:** Minimize page load times and optimize for slower mobile connections.

### **Cross-Platform Compatibility:**

1. **Browser Compatibility:** Test your web application on multiple web browsers (e.g., Chrome, Firefox, Safari, Edge, and Internet Explorer) to ensure consistent functionality and appearance.

2. **Operating System Compatibility:** Ensure that your mobile app works on different operating systems, such as iOS and Android. Cross-platform development frameworks like React Native or Flutter can simplify this process.

3. **Device Compatibility:** Test your app on a variety of devices, including smartphones, tablets, and desktop computers, to ensure a consistent experience.

4. **Resolution and Screen Size:** Design and test your application to work well on various screen resolutions and sizes, from small mobile screens to large desktop monitors.

# 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.



*Taking*

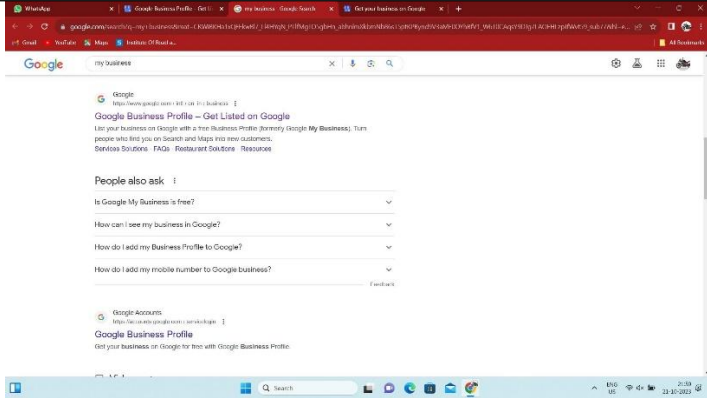
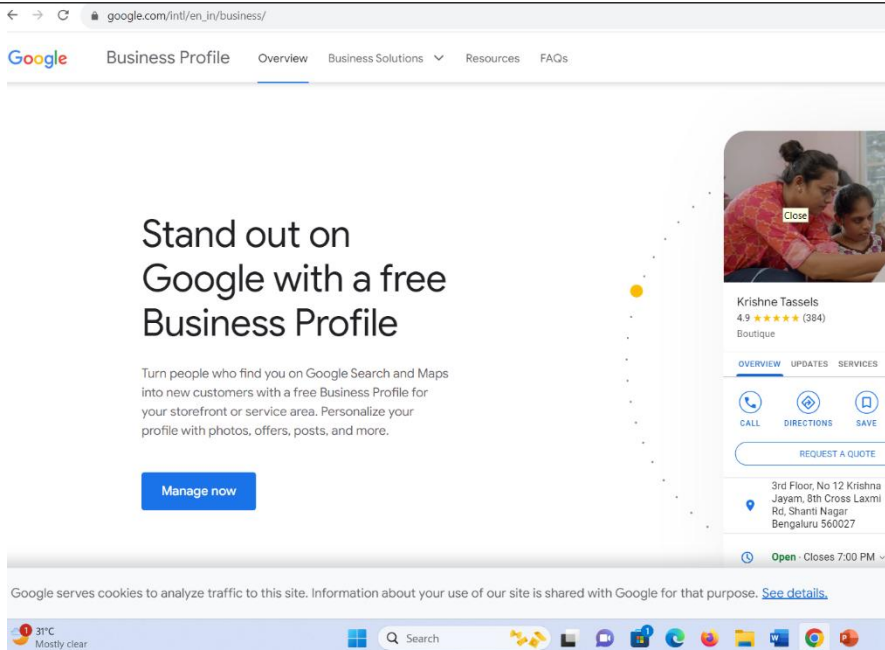


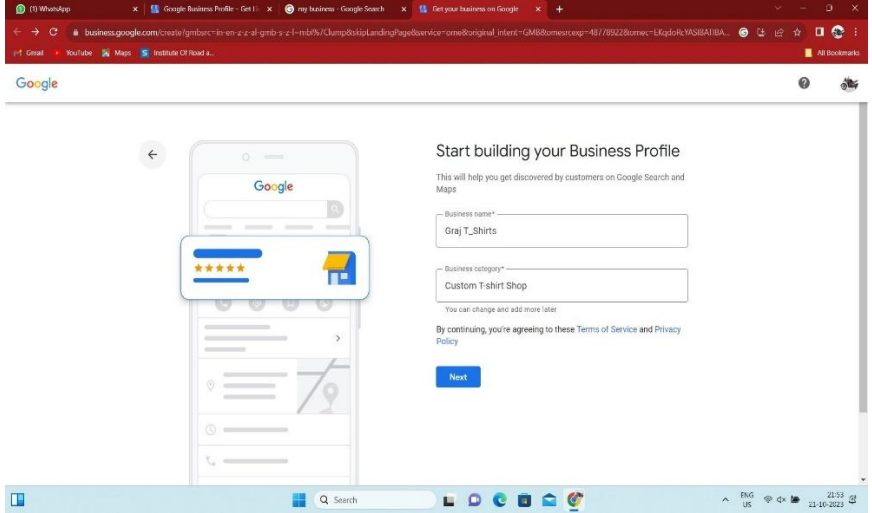
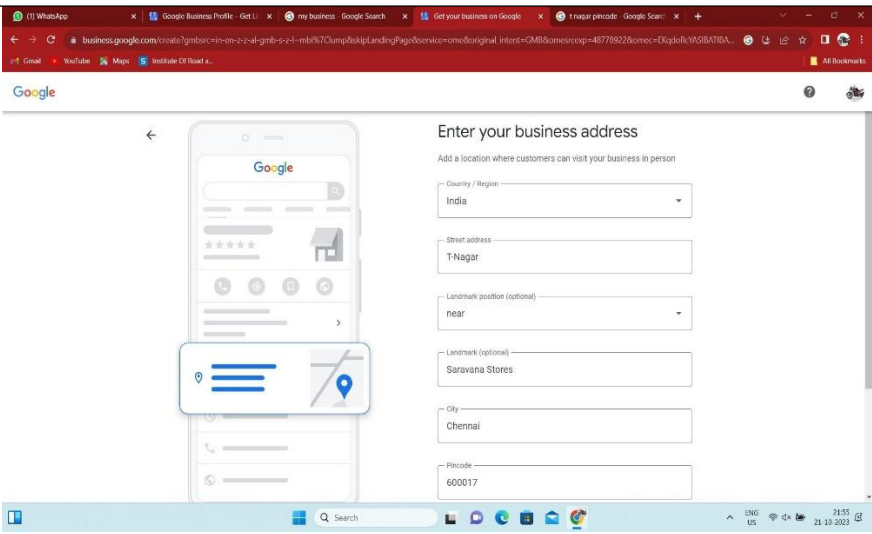
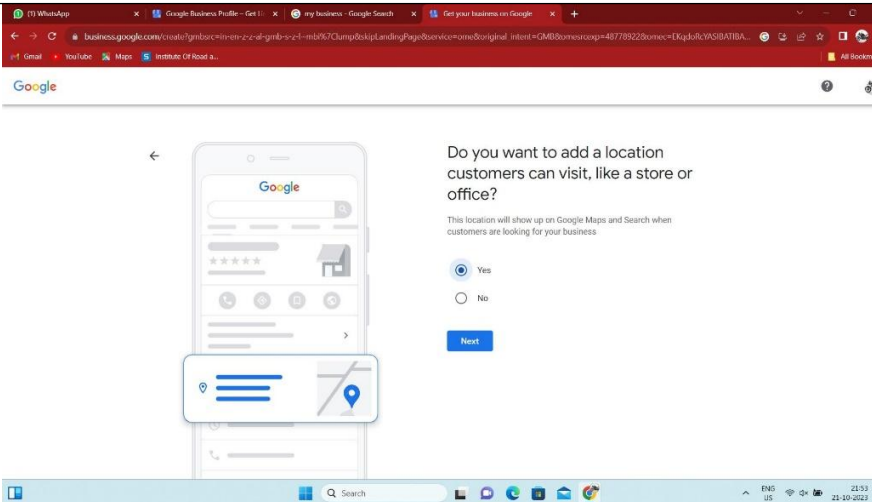
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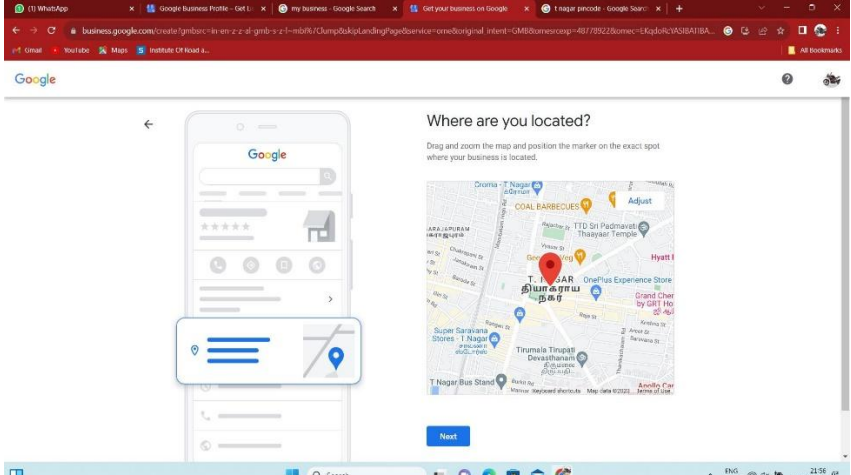
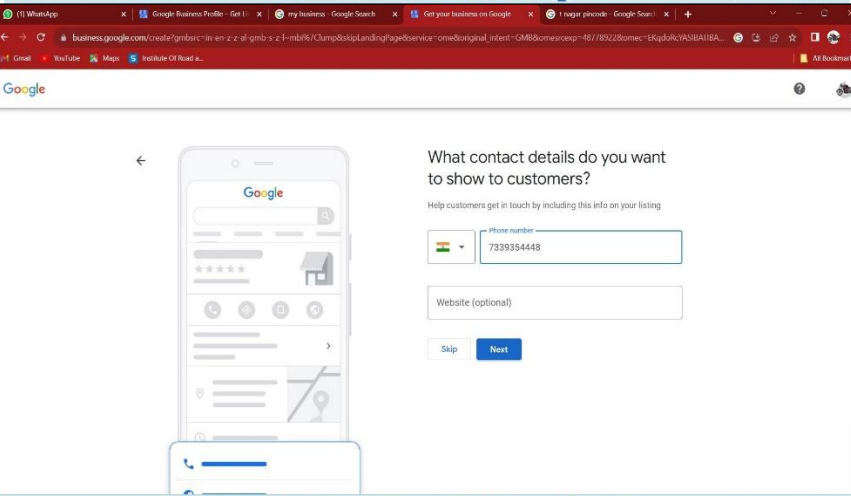
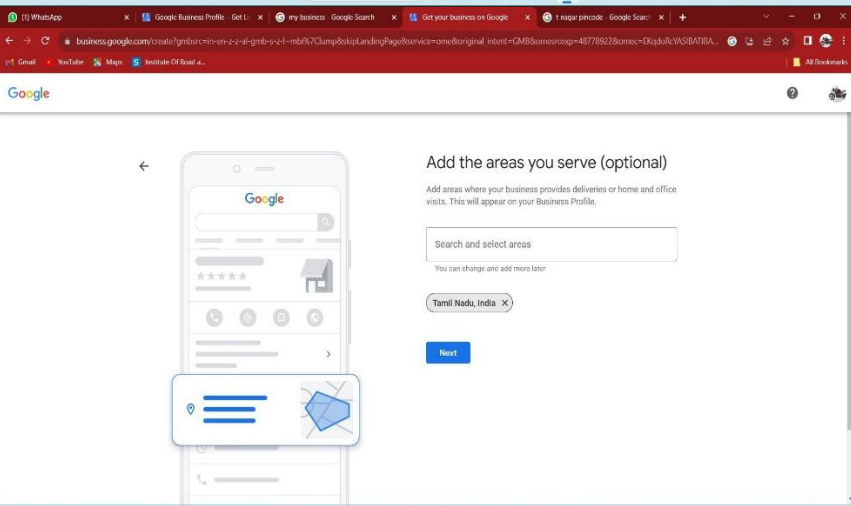


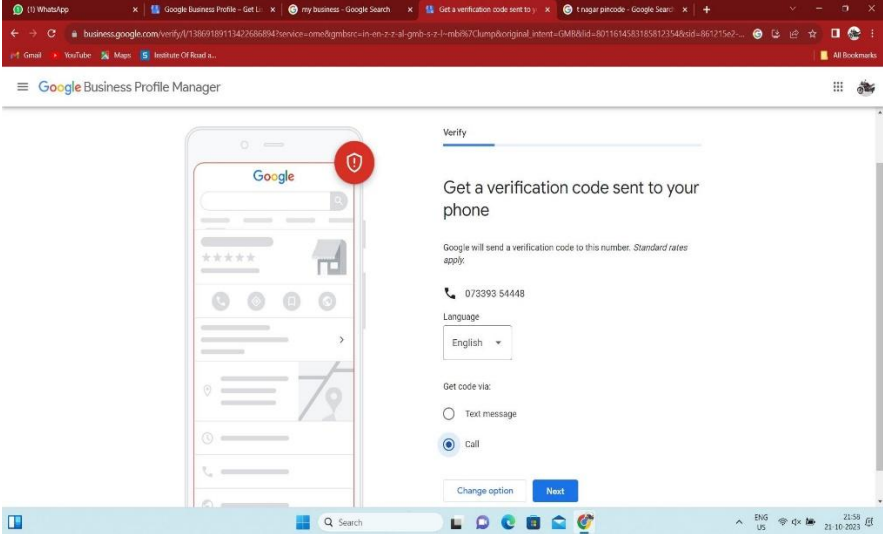
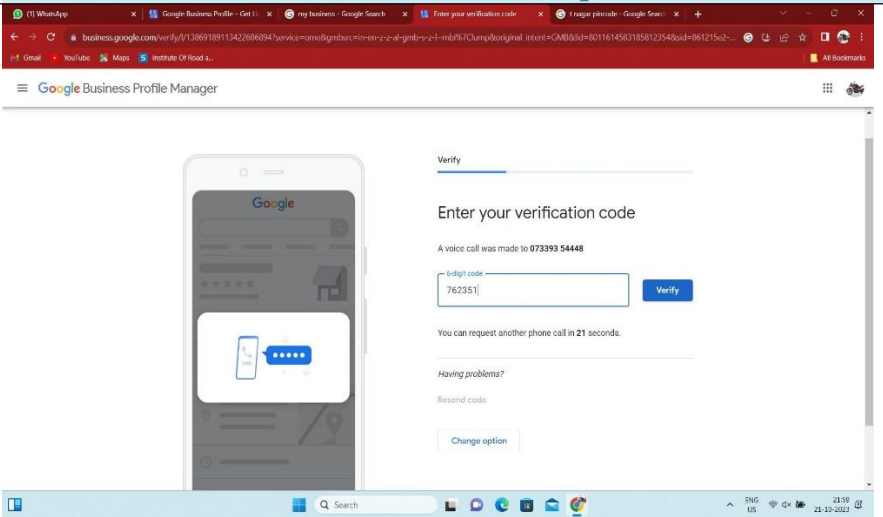
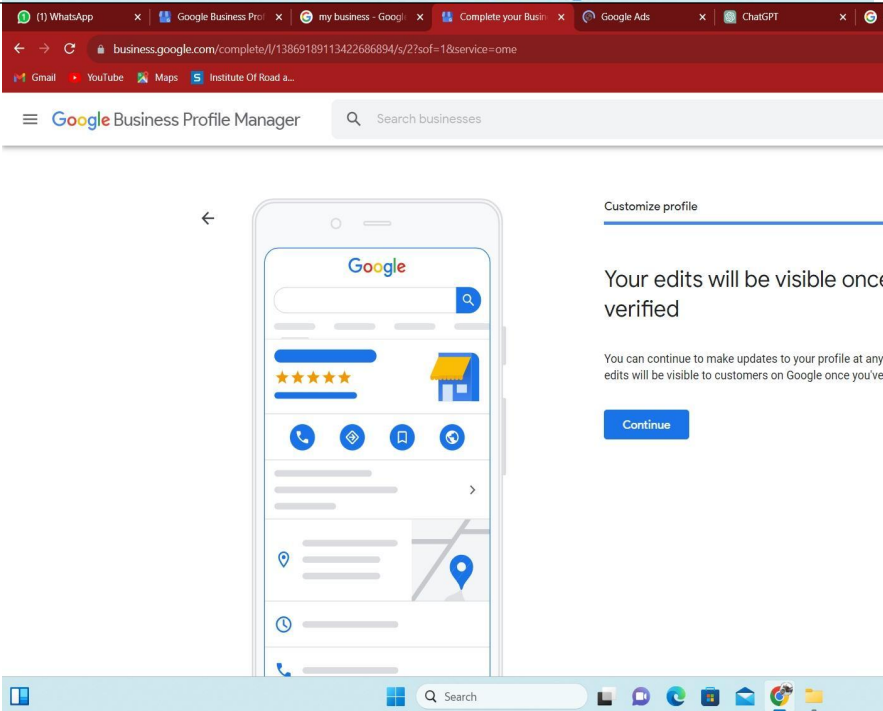
# CHAPTER 7

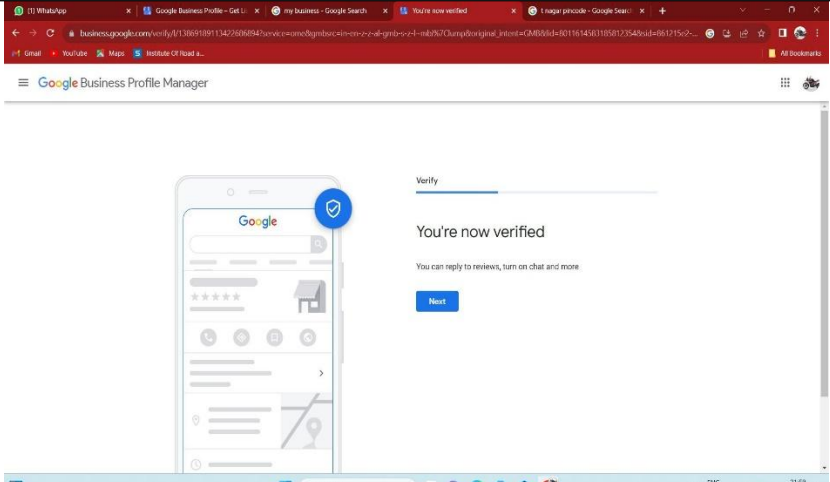
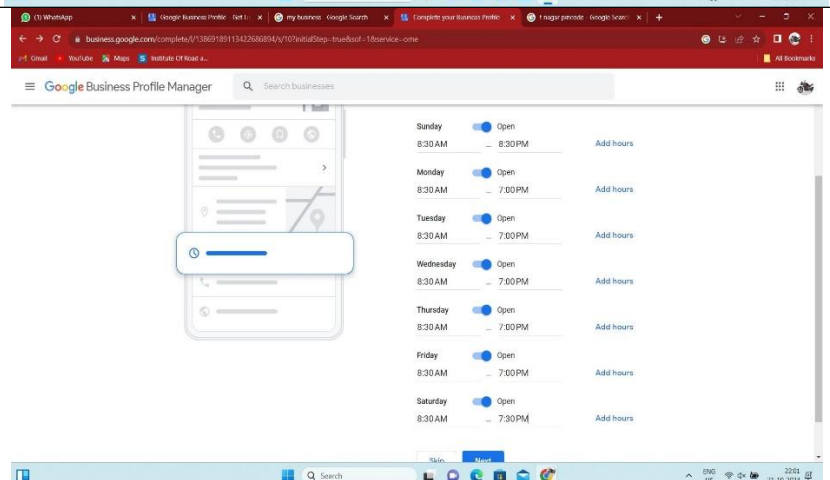
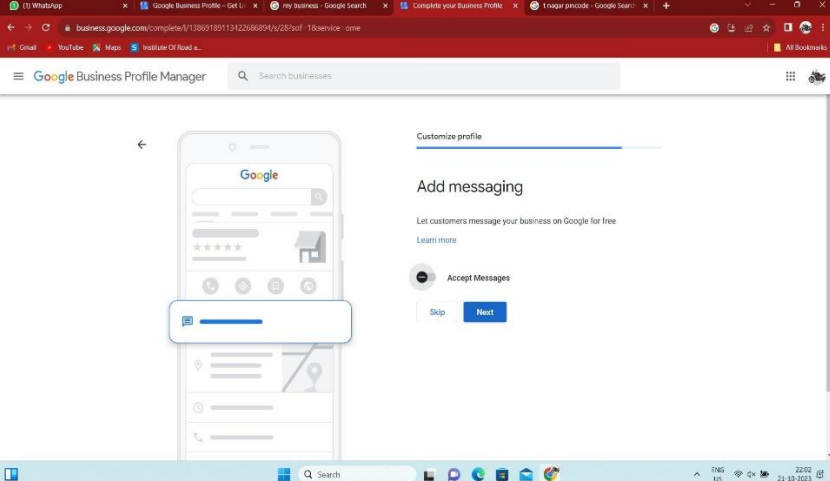
## RESULT AND ANALYSIS

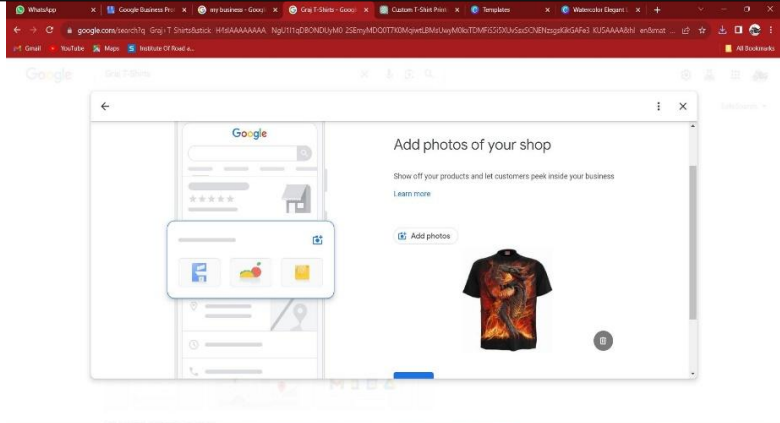
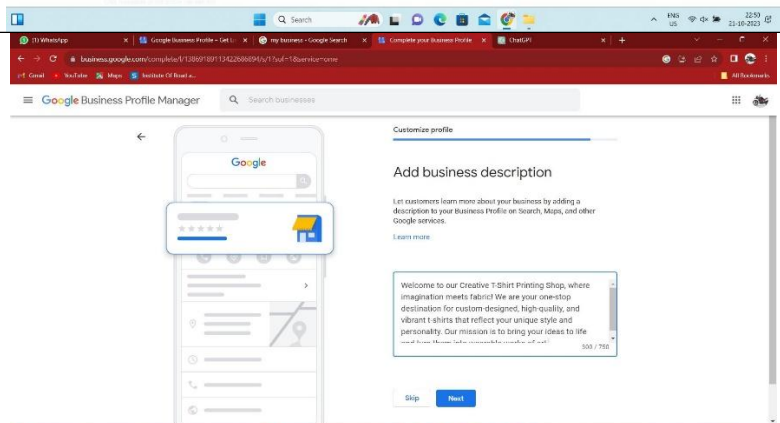
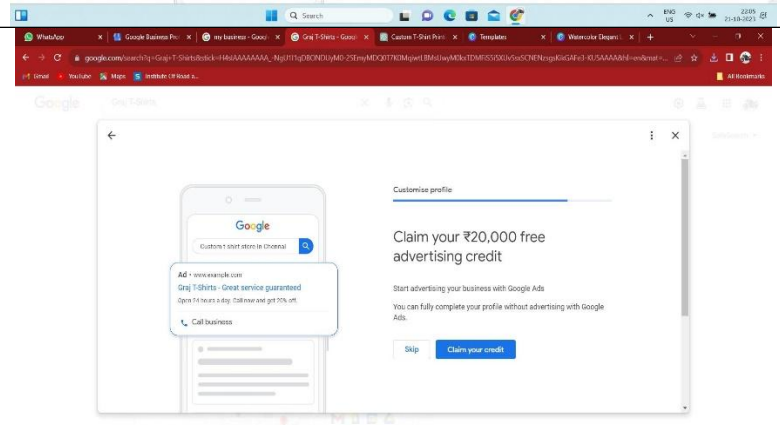
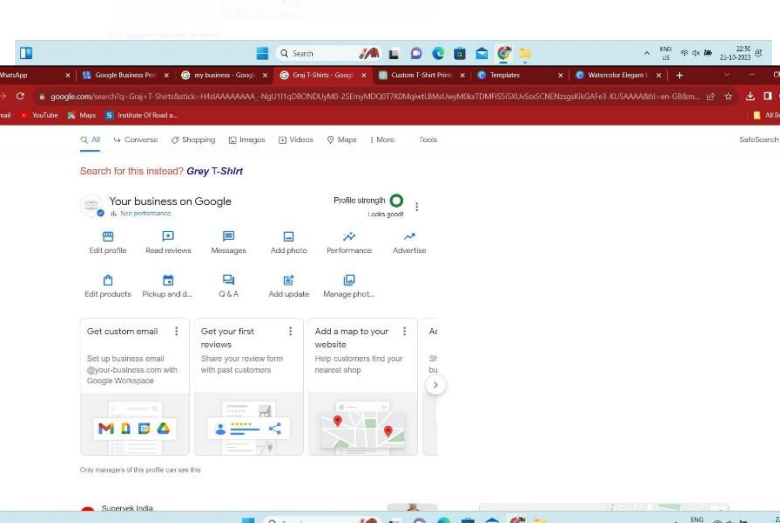
S. No	PARAMETERS	SCREENSHOT
1	Select Google My Business Profile	 A screenshot of a Google search for 'my business'. The search bar shows 'my business' and the results include a link to 'Google Business Profile - Get Listed on Google'. Below the main result, there are several 'People also ask' questions related to Google My Business, such as 'Is Google My Business free?' and 'How can I see my business in Google?'. The bottom of the screenshot shows a Windows taskbar with various application icons.
2	Sign in	 A screenshot of the Google Business Profile sign-in page. The page features the Google logo and the text 'Stand out on Google with a free Business Profile'. Below this, it says '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.' There 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 and a list of services. The bottom of the page shows a Google search bar and a Windows taskbar.

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

## RECOMMENDATION FOR THE FUTURE

➤ **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

## PROJECT SCOPE AND OBJECTIVES

### Project Scope:

This strategy will encompass various digital channels and platforms, including the company's website, blog, social media, and email marketing. The focus of the content will revolve around promoting the business globally.

### Project Objectives:

- **Information Dissemination:** Provide accurate and up-to-date information about your business, including its name, address, phone number, website, hours of operation, and more.
- **Customer Engagement:** Engage with customers by responding to reviews, answering questions, and posting updates, which can help build trust and loyalty.
- **Showcasing Products/Services:** Showcase your products or services through high-quality photos and descriptions, helping potential customers understand what you offer.
- **Build Credibility:** Use customer reviews to build credibility and trust in your business, as positive reviews can attract more customers.
- **Online Marketing:** Use Google My Business to run local advertising campaigns, promotions, and special offers to attract new customers.
- **Analytics and Insights:** Utilize the insights and analytics provided by Google My Business to understand how customers are interacting with your profile and to make data-driven decisions.
- **Mobile User Engagement:** Make sure your business information is readily available to mobile users, as many people use their smartphones for local searches.



## **CHAPTER 10**

### **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 11

## APPENDIX

### **GITHUB AND DEMO LINK:**

**Video link:**

<https://youtu.be/iUV6ORvMtuE>

**Github link:**

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