



# HOW TO CREATE A SUCCESSFUL BUSINESS PROFILE

From Idea to Branding,  
Website, Marketing &  
CRM

Powered by Phlera  
Marketing team

# OVERVIEW



- Idea Validation & Market Research



- Branding & Visual Identity



- Website Development



- Social Media Presence



- SEO Optimization



- Directory Listings & Google Business Profile



- Online Advertising



- Client Follow-up with ERP/CRM

# STEP 1 — IDEA VALIDATION



- Identify a problem your business solves



- Conduct market research and competitor analysis



- Define your target audience

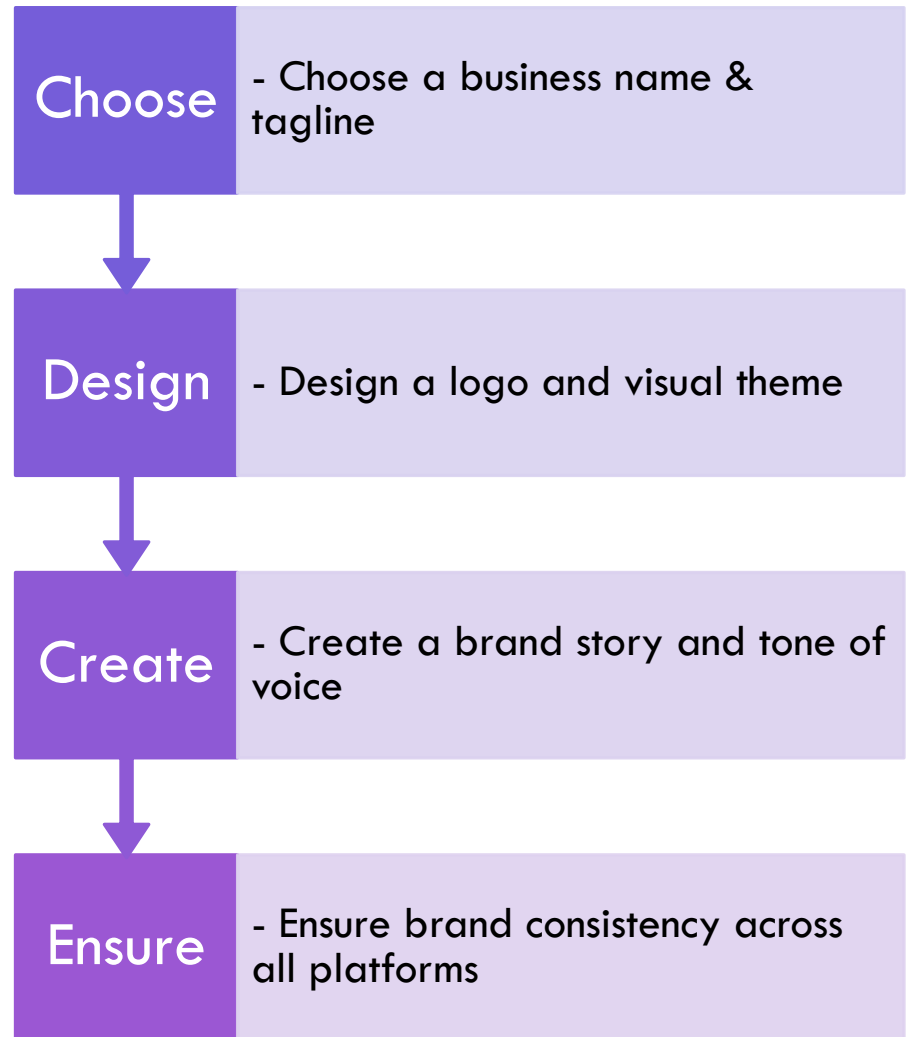


- Create a unique value proposition (UVP)



- Validate with feedback or MVP

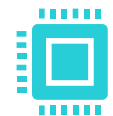
## STEP 2 — BRANDING & IDENTITY



# STEP 3 — BUILD YOUR WEBSITE



- Choose a domain name & hosting



- Develop a responsive, fast design



- Include essential pages



- Integrate lead capture forms

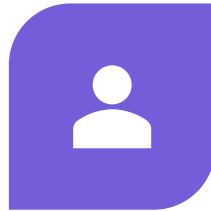


- Add trust signals

# STEP 4 — CREATE SOCIAL MEDIA PROFILES



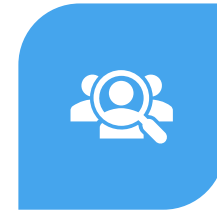
- CHOOSE  
PLATFORMS BASED  
ON AUDIENCE



- OPTIMIZE  
PROFILE BIOS AND  
IMAGES



- SHARE VALUABLE  
CONTENT



- ENGAGE WITH  
YOUR AUDIENCE

# STEP 5 — SEO OPTIMIZATION



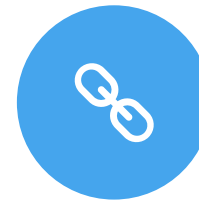
- OPTIMIZE META  
TAGS, HEADERS,  
KEYWORDS



- CREATE BLOG  
CONTENT



- ENSURE MOBILE-  
FRIENDLINESS &  
SPEED

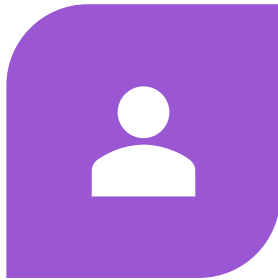


- ADD INTERNAL  
& EXTERNAL  
LINKS



- USE GOOGLE  
SEARCH  
CONSOLE

## STEP 6 – DIRECTORY LISTINGS



- LIST ON GOOGLE  
BUSINESS PROFILE



- ADD TO  
DIRECTORIES LIKE YELP,  
BING PLACES, ETC.



- KEEP NAP (NAME,  
ADDRESS, PHONE)  
CONSISTENT



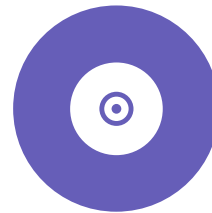
# STEP 7 – RUN ONLINE ADS



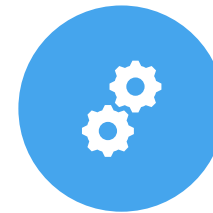
- USE GOOGLE  
ADS (SEARCH,  
DISPLAY)



- RUN SOCIAL  
MEDIA ADS  
(META, LINKEDIN)



- DEFINE CTAS  
AND TARGET  
AUDIENCE



- MONITOR AND  
OPTIMIZE

## STEP 8 — FOLLOW UP WITH CRM/ERP



- Use CRM tools like HubSpot, Zoho



- Automate lead nurturing



- Track customer interactions



- Analyze data



- Improve retention

# RECAP & ACTION PLAN

Validate	- Validate → Brand → Build → Promote → Follow Up
Stay	- Stay consistent and responsive
Track	- Track KPIs and improve strategy

# THANK YOU



Let's build something amazing together!



Contact Us:



[www.phlera.com](http://www.phlera.com)



[admin@phlera.com](mailto:admin@phlera.com)



+201098015586