



The Complete Business Startup & Growth Blueprint

FROM IDEA TO SUCCESSFUL BRAND

A Step-by-Step Guide for New Business Owners
Design | Marketing | Growth
www.picassomultimedia.in



Do You Have the Right Business Idea?

ASK YOURSELF

- Is there market demand?
- What problem does it solve?
- Who is the customer?
- Who are the competitors?
- What makes you different?

QUICK RESEARCH TOOLS

- Google Trends
- Google Search
- ChatGPT
- Meta Audience Insights
- YouTube



Know Your Market

Market Research & Target Audience

RESEARCH

- Industry trends
- Customer needs
- Competitor analysis
- Pricing
- Future opportunities

DEFINE YOUR CUSTOMER

- Age & Location
- Income
- Interests
- Pain Points
- Buying Behavior



Build Your Business Strategy

Business Planning

SWOT ANALYSIS

- Strengths
- Weaknesses
- Opportunities
- Threats

PRICING

- Cost + Profit
- Competitor Pricing
- Customer Value

CHOOSE YOUR BUSINESS MODEL

- Products
- Services
- Subscription
- E-commerce
- Marketplace



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Branding Essentials

Create a Brand People Trust

DEVELOP:

Business Name | Logo | Brand Colors |
Typography | Brand Voice | Mission & Vision

BRAND KIT INCLUDES

- Logo Variations
- Business Card
- Letterhead
- Social Media Templates
- Email Signature



Website Essentials

Your Digital Storefront

A PROFESSIONAL WEBSITE SHOULD INCLUDE:

Home | About | Services | Products | Portfolio | Contact | Testimonials | FAQ

MUST-HAVE FEATURES

- Mobile Friendly
- SSL Security
- Fast Loading
- WhatsApp
- Contact Form
- Google Maps



Get Found on Google

SEO BASICS

- Keywords
- On-Page SEO
- Technical SEO
- Local SEO

CONTENT THAT BUILDS TRUST

- Blogs
- FAQs
- Videos
- Case Studies
- Guides



Social Media Strategy

Build Your Online Presence

CHOOSE PLATFORMS:

- Facebook
- Instagram
- LinkedIn
- YouTube
- X (Twitter)

CREATE CONTENT:

- Educational
- Promotional
- Reels
- Behind the Scenes
- Customer Stories
- Offers



Digital Marketing & Advertising

Generate Leads Faster

MARKETING FUNNEL

Awareness → Interest → Purchase → Retention

MARKETING CHANNELS

- Email Marketing
- WhatsApp Marketing
- SMS Marketing

PAID ADVERTISING

- Google Ads
- Meta Ads
- Remarketing



Convert Visitors into Customers

LEAD SOURCES:

- Website
- SEO
- Google Ads
- Meta Ads
- Referrals
- WhatsApp

TRACK WITH CRM:

- Leads
- Follow-ups
- Calls
- Meetings
- Payments



Analytics & Automation

Work Smarter

TRACK PERFORMANCE

- Google Analytics
- Search Console
- Meta Insights

AUTOMATE

- Email
- WhatsApp
- Appointment Booking
- CRM
- AI Chatbots

USEFUL AI TOOLS

- ChatGPT
- Canva AI
- Gemini
- Claude
- Notion AI



Legal & Financial Setup

Protect Your Business

COMPLETE

- Business Registration
- GST & PAN
- Current Account
- Trademark
- Accounting
- Tax Filing

PROTECT

- Website Backup
- Cyber Security
- Privacy Policy
- Business Insurance



90-Day Growth Plan

MONTH 1

- Research
- Branding
- Website



MONTH 2

- SEO
- Social Media
- Content Marketing



MONTH 3

- Paid Ads
- Analytics
- Optimization
- Lead Generation



KPIs & Growth Checklist

MEASURE SUCCESS

- Website Traffic
- Leads
- Sales
- Revenue
- ROI
- Customer Reviews
- Repeat Customers



Track KPIs



Optimize



Automate



Scale & Grow

GROWTH CHECKLIST

- Branding Ready
- Website Live
- SEO Started
- Social Media Active
- Ads Running
- Analytics Installed
- CRM Setup



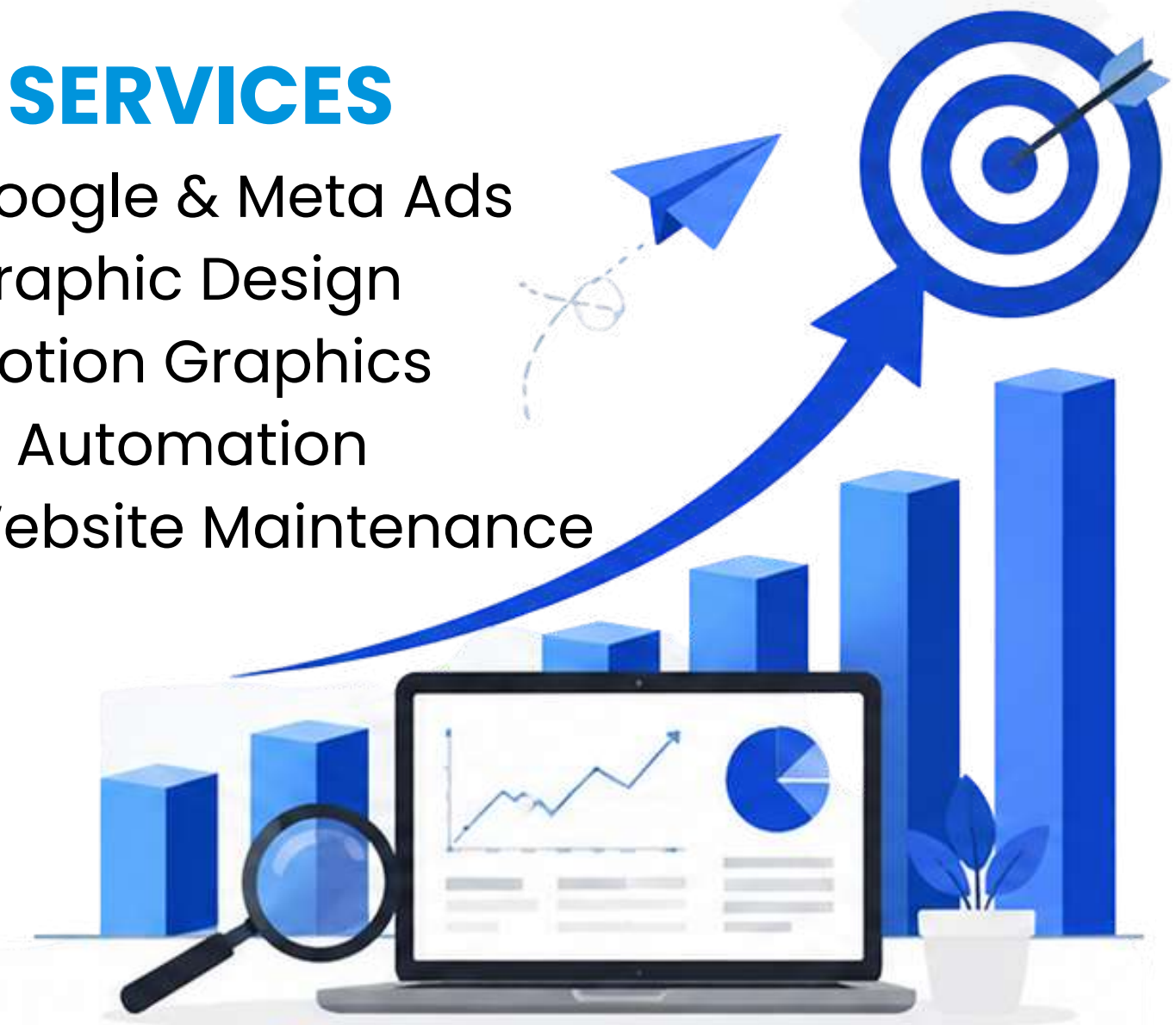
Growth Formula

RESEARCH

- Branding
- Website
- SEO
- Content
- Social Media
- Advertising
- Analytics
- Optimization
- Customer Retention

PICASSO MULTIMEDIA SERVICES

- Brand Identity
- Logo & Brand Kit
- Website Development
- E-commerce
- SEO & Local SEO
- Google Business Profile
- Social Media Marketing
- Google & Meta Ads
- Graphic Design
- Motion Graphics
- AI Automation
- Website Maintenance



Thank You

Ready to Build a Brand That Grows?

Let's turn your business idea into a successful brand.

PICASSO MULTIMEDIA

- Website: www.picassomultimedia.in
- Email: info@picassomultimedia.in
- Contact: +91-909 320 5034
- Location: India (Global Clientele)





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