

B2B PLAYBOOK



PREPARED FOR

MOBICA

Google Business Profile Playbook

Step-by-step guide to optimizing Mobica for Integrated Industries's Google Business Profile for maximum B2B visibility with hotel procurement buyers.

COMPANY

Mobica for Integrated Industries

VERTICAL

FF&E / Interior Solutions

DATE

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POWERED BY

Innlead.ai

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

SECTION 01

Current Profile Audit

Assessment of Mobica for Integrated Industries's existing Google Business Profile completeness and optimization level.

Mobica for Integrated Industries Logo

Mobica for Integrated Industries

4.0 stars (1 review on Yellow Pages; GBP status unverified)

Furniture Manufacturer · 6 locations across Egypt, UAE, Qatar, Germany

Website
Directions
Call

~30%

PROFILE COMPLETE

1

REVIEWS

~5

PHOTOS

ELEMENT	STATUS	ACTION NEEDED
Business Name	Set	Verify "Mobica for Integrated Industries" matches AmCham, EECE, and Yellow Pages listings
Primary Category	Basic	Set to "Furniture Manufacturer" primary; add "Office Furniture Store," "Interior Designer"
Description	Missing	Write 750-char description with FF&E, office furniture, turnkey, hotel, MENA keywords
Business Hours	Set	Include showroom hours if applicable
Service Areas	Not set	Add all regions you serve
Products/Services	Empty	Add all furniture & interior solutions categories
Photos	Minimal	Need 20+ professional photos
Posts	None	Begin weekly posting schedule

SECTION 02

Profile Optimization Checklist

Complete every item to maximize your Google Business Profile visibility for B2B hotel supply searches.

- 1 Verify Business Ownership**
Complete Google's verification process (postcard, phone, or instant verification). Essential for all features.
- 2 Select Optimal Categories**
Primary: "Furniture Manufacturer" -- the most specific match for Mobica's manufacturing model. Add secondary categories for each product line.
- 3 Write Keyword-Rich Description**
750 characters max. Include: furniture & interior solutions, hotel supply, B2B, wholesale, your region, certifications.
- 4 Add All Products & Services**
List every product category with descriptions and price ranges (or "Request Quote"). Use B2B keywords.
- 5 Upload 20+ Professional Photos**
See photo strategy on Page 5. Include showroom, warehouse, products, team, hotel installations.
- 6 Set Service Areas**
Add all cities/regions you deliver to. B2B suppliers should list broad delivery areas.
- 7 Add Business Attributes**
Wheelchair accessible, languages spoken, payment methods accepted, "Women-led" or "Veteran-led" if applicable.
- 8 Enable Messaging & Booking**
Turn on messaging for direct inquiries. Add appointment/consultation booking if available.

SECTION 03

Category & Description

Selecting the right categories and crafting a description that drives B2B discovery.

✦ Recommended Categories for B2B Suppliers

PRIMARY CATEGORY

"Furniture Manufacturer" -- the most specific category matching Mobica's vertically integrated manufacturing model with 15 factories on 280,000 m2.

SECONDARY CATEGORIES (ADD ALL THAT APPLY)

- Office Furniture Store
- Interior Designer
- Commercial Equipment Supplier
- Furniture Wholesaler

✍ Optimized Description Template

DESCRIPTION TEMPLATE (750 CHARACTERS MAX)

Mobica for Integrated Industries is Egypt's leading furniture manufacturer and one-stop shop for interior & exterior solutions since 1976. With 15 factories spanning 280,000 m2 and 2,400+ employees, we serve corporate offices, hotels, hospitals, educational institutions, and automotive brands. ISO 9001:2008 certified, we partner with Poliform, IKEA, BMW, and Mercedes-Benz. Our five divisions -- WORK, LIVE, HEAL, LEARN, MOVE -- deliver turnkey projects from design to installation across MENA and Europe. Visit our showrooms in Cairo, Alexandria, Dubai Design District, and Doha. Request a quote at info@mobica.net or call +202 33336500.

B2B Description Tips: Include keywords like "wholesale," "B2B," "hotel supplier," "bulk orders," and your specific product types. Mention certifications (ISO, OEKO-TEX, etc.) and service regions. Hotel procurement managers search these terms specifically.

SECTION 04

Photo Strategy for B2B

B2B photo strategy focused on showroom, warehouse, products, and team - the images hotel buyers want to see.



Showroom / Office

Target: 8-10 photos (3 showrooms + VR tour stills)



Warehouse / Factory

Target: 6-8 photos (280,000 m2 factory, 15 plants)



Product Displays

Target: 12-15 photos (WORK, LIVE, HEAL, LEARN divisions)



Team / Leadership

Target: 4-6 photos (2,400+ employees, CEO, leadership)



Hotel Installations

Target: 6-8 photos (SODIC Work-Plex, corporate projects)



Trade Shows / Events

Target: 4-5 photos (TDS 2023, Trans-MEA, trade shows)

B2B Photo Priority: Hotel procurement managers want to see your facilities, product quality, and professionalism. Professional showroom and warehouse photos build trust. Product close-ups showing quality details and hotel installation photos showing real-world applications are most impactful.

PHOTO SPECIFICATIONS

- Minimum resolution: 720px wide (2048px+ recommended)
- Format: JPG or PNG, under 5MB
- Lighting: Professional or well-lit natural light
- No stock photos, watermarks, or heavy editing
- Geo-tag photos with your business location when possible
- Add new photos monthly to signal active business

SECTION 05

Post Strategy & Content Calendar

Weekly posting schedule to keep your profile active and visible to hotel procurement managers.

B2B Post Types

PRODUCT HIGHLIGHTS

Feature a specific product with hotel-focused benefits. "Our premium 600 GSM bath towels are now available for bulk orders. Trusted by 50+ hotels."

Weekly

INDUSTRY INSIGHTS

Share hotel industry trends, sustainability initiatives, or regulatory updates relevant to your products.

Bi-weekly

TRADE SHOW ANNOUNCEMENTS

Announce trade show attendance, booth locations, and special offers for visitors.

As needed

CLIENT SUCCESS / INSTALLATIONS

Share photos and brief stories from hotel installations. "We just outfitted 200 rooms at [Hotel Name]."

Monthly

Sample Monthly Schedule

WEEK	POST TYPE	CONTENT IDEA
Week 1	Product Highlight	Feature WORK division products (Venice, Luxembourg collections) with corporate installation photos
Week 2	Industry Insight	Workspace design trends for MENA corporate offices; locally-sourced wood sustainability story
Week 3	Client Success	Project completion photo (SODIC Work-Plex, Poliform Cairo Showroom, or corporate fit-out)
Week 4	Company Update	New Poliform collection launch, VR showroom tour announcement, or Trans-MEA exhibition preview

SECTION 06

Review Management & Response Templates

Building and managing reviews from hotel clients, with professional B2B response templates.

☆ How to Request B2B Reviews

- Ask after successful deliveries or project completions
- Send personalized email with direct review link
- Request from procurement managers, not just hotel GMs
- Mention specific products or projects in your ask
- Follow up once after 7 days if no response
- Target: 2-3 new reviews per month

💬 Response Templates

POSITIVE REVIEW RESPONSE

Thank you, [Name]! We are delighted that Mobica's solutions have met your project standards. With 50 years of manufacturing excellence and ISO 9001 certification, we take pride in every delivery. Whether you need workspace, hospitality, healthcare, or educational furniture, our team is ready to support your next project. We look forward to our continued partnership!

NEUTRAL REVIEW RESPONSE

Thank you for your feedback, [Name]. We appreciate your honest assessment and would love to discuss how we can better serve your needs. Please contact our team at info@mobica.net or call +202 33336500 so we can address any concerns and ensure your next project exceeds expectations.

NEGATIVE REVIEW RESPONSE

We sincerely apologize for your experience, [Name]. This falls below Mobica's standards -- as a 5x GM Suppliers' Excellence Award winner, we hold ourselves to the highest quality benchmarks. Our account manager will contact you within 24 hours to resolve this. Please also reach us at info@mobica.net.

SECTION 07

Q&A Management & Local SEO

Proactively seed Q&A content and integrate your GBP with broader local SEO strategy.

Pre-Seed These B2B Questions

- **Q: Do you offer wholesale/bulk pricing?** A: Yes, we provide competitive volume pricing for hotels and hospitality groups. Contact us for a customized quote.
- **Q: What is your minimum order quantity?** A: Our MOQ varies by product and project scope. We accommodate both small boutique hotels and large chains.
- **Q: Do you offer product samples?** A: Absolutely. We provide complimentary samples for qualified hotel buyers. Request samples through our website or call us directly.
- **Q: What certifications do your products have?** A: Mobica holds ISO 9001:2008 and ISO/TS 16949 certifications. Full documentation available upon request.
- **Q: Do you ship internationally?** A: Yes, we serve clients across MENA and Europe with offices in Dubai, Qatar, and Germany.

Local SEO Integration Checklist

NAP CONSISTENCY

- Verify Name, Address, Phone match across all listings
- Use exact same format everywhere (no abbreviations vs full)
- Update citations if you move or change phone

LOCAL DIRECTORIES

- Bing Places for Business
- Apple Maps Connect
- Industry-specific directories
- Chamber of Commerce listing

SECTION 08

Monthly Maintenance Calendar

Ongoing tasks to keep your Google Business Profile optimized and ranking above competitors.

TASK	FREQUENCY	DETAILS
Publish GBP Posts	Weekly	1 post per week minimum. Rotate between product, insight, and success story types.
Upload New Photos	Monthly	Add 3-5 new photos. Product shots, team photos, hotel installation photos.
Request Reviews	Ongoing	After every major delivery or project completion. Target: 2-3 per month.
Respond to Reviews	Within 24hrs	Reply to every review, positive or negative, using templates from Page 7.
Answer Q&A	Within 24hrs	Monitor and answer all questions promptly. Flag inappropriate content.
Update Products/Services	Quarterly	Add new products, update pricing, remove discontinued items.
Review Insights	Monthly	Check search queries, views, clicks, and direction requests in GBP dashboard.
Competitor Check	Monthly	Review competitor profiles for new features, reviews, or posts to respond to.
Update Business Info	As Needed	Update hours, holiday schedules, contact info, and service areas.
Photo Refresh	Quarterly	Replace low-performing photos. Add seasonal or campaign-specific imagery.

✦ First 7 Days Quick Start

- 1 Claim and verify profile**
 Foundation for everything else
- 2 Complete all basic info (name, address, phone, hours, website)**
 Enables search visibility
- 3 Select optimal primary and secondary categories**
 Determines which searches you appear in
- 4 Write keyword-rich description**
 Improves relevance for B2B queries
- 5 Upload 10+ professional photos**
 Profiles with photos get 42% more direction requests
- 6 Add all products/services with descriptions**
 Helps Google match you to specific queries
- 7 Pre-seed 5 Q&A items and publish first post**
 Shows active, engaged business