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User Journey Map

User Journey Maps give an overview of the customer experience. How do you want your business to reach users?

	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
OBJECTIVES	The goal of a landing page is to convert visitors into leads or customers	 <p>Capture contact information from visitors so that you can nurture them with marketing campaigns and convert them into customers.</p>	HubSpot provides detailed analytics on landing page performance, so you can track your progress and make adjustments as needed.	 <p>Promote your products or services and encourage visitors to make a purchase.</p>	 <p>Educate visitors about your brand and its products or services.</p>
NEEDS	A lead capture form builder that makes it easy to create forms that capture the information that users need	 <p>The landing page should be relevant to the target audience and the offer.</p>	 <p>Visitors should be able to quickly understand what you are offering and why they should take action.</p>	The landing page should be easy to use and navigate. Visitors should be able to find the information they need and take action quickly and easily.	The landing page should be trackable so that you can measure its performance and make adjustments as needed.
FEELINGS	Highlight the benefits of using HubSpot's landing page builder.	Provide clear instructions and helpful tips on how to use HubSpot's landing page builder.	 <p>Make it easy for users to get started.</p>	This will show users what is possible and inspire them to create their own high-converting landing pages.	 <p>Let users know that you are there to help them if they have any questions or need assistance.</p>
BARRIERS	HubSpot is a paid subscription service	 <p>Despite these barriers, creating landing pages in HubSpot is a worthwhile investment</p>	HubSpot's landing page builder is a web-based application. This means that users need to have access to the internet and a web browser to create landing pages	 <p>Landing pages can help businesses to generate leads, drive sales, and increase brand awareness.</p>	If you are struggling to create landing pages in HubSpot, there are a number of resources available to help you. HubSpot offers training courses, documentation, and support.