

PROBLEM STATEMENT

DATE	2 Nov 2023
TEAM ID	NM2023TMID02652
PROJECT NAME	Project – How to create a landing page in hubspot.

Creating landing pages can be difficult and time-consuming. Marketers with little to no design experience may struggle to create effective landing pages.

HubSpot's solution is:

- A user-friendly platform for creating landing pages.
- Customizable templates and an intuitive drag-and-drop editor.
- The ability to integrate forms, multimedia elements, and persuasive copy.
- Built-in CRM integration and A/B testing capabilities.
- Robust analytics for tracking and refining landing page performance.

Benefits of using HubSpot to create landing pages:

- Save time and effort.
- Create visually stunning and conversion-focused landing pages without any coding or design experience.
- Easily integrate forms, multimedia elements, and persuasive copy that align with your brand's messaging.
- Simplify lead management with built-in CRM integration.
- Optimize your landing pages for higher conversion rates with A/B testing.
- Gain actionable insights through robust analytics.