

Project Design Phase-I

Proposed Solution

Date	03 November 2023
Team ID	NM2023TMID01229
Project Name	Creating a Landing page using HubSpot.

Proposed Solution:

S.NO	Parameter	Description
1.	Problem Statement (Problem to be solved)	Businesses need a way to convert website visitors into customers. A landing page is a dedicated page that is designed to focus on a specific offer or call to action, and it is often much more effective at converting visitors than a general homepage. The impact of not having a proper landing page more likely leads to lower conversion rates, wasted advertising spend, and poor SEO performance. It is a powerful tool that can help them to achieve their marketing goals, such as generating leads, increasing sales, promoting new products or services, and building brand awareness. Create a proper landing page relevant to the target audience, persuasive enough to convince visitors to take the desired action, and visually appealing, optimised for search engines so that potential customers can find it.
2.	Idea / Solution description	Our design has a highly optimised and visually appealing landing page tailored to the specific needs of the target audience. This landing page will serve as a spot for all marketing efforts, designed mainly aimed at convincing visitors to take the desired action. One of the main features will be to clearly articulate the unique value proposition of the product or service offered by highlighting to capture visitor interest immediately. We designed a prominent and persuasive CTA button that stands out visually using immediate action, that is "Subscribe". We have used high-quality images and graphics that resonate with the target audience.
3.	Novelty / Uniqueness	In the competitive digital art landscape, our landing page will stand out through its unique design with vibrant colors, enhancing text style and immersive multimedia experiences. We

		have employed unique visual styles to integrate user-generated content creatively and experiment with innovative navigation. These distinctive elements will create a memorable experience for visitors, emphasizing our platform's uniqueness in the digital art world.
4.	Social Impact / Customer Satisfaction	As we use HubSpot to design Landing page customer satisfaction is very high as it is easy to use and has visually appealing templates with powerful features.
5.	Business Model (Revenue Model)	We can display ads on our platform that are related to art, but these ads won't be annoying or intrusive. Advertisers will pay us to show their ads, and we'll earn money each time someone sees the ad or clicks on it. This way, we can make extra income without bothering our users.
6.	Scalability of the Solution	Our visually appealing landing page, designed to captivate visitors with a clear message and persuasive "Subscribe" button, can easily handle growing visitor numbers. Using high-quality visuals ensures a seamless experience even as traffic increases. Its adaptable design allows for effortless integration of new features, making it a scalable solution for future needs.