



HOW TO CREATE A LANDING PAGE IN HUBSPOT
A PROJECT REPORT

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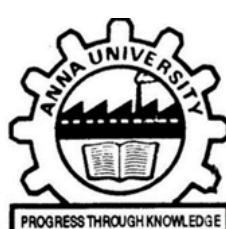
in partial fulfilment of the requirements for the course

DIGITAL MARKETING

Conducted by

SmartBridgeEngineering

Under Naan Mudhalvan Scheme



DEPARTMENT OF
ELECTRONICS AND COMMUNICATION ENGINEERING
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DEPARTMENT OF

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BONAFIDE CERTIFICATE

Certified that this project report titled "**HOW TO CREATE A LANDING PAGE IN HUBSPOT**" is the
bonafide work of

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In partial fulfilment of the requirements for the course in Digital Marketing conducted by SmartBridgeEngineering under Naan Mudhalvan scheme is a bonafide record of the work carried out under my guidance and supervision at Anna university regional campus-Tirunelveli.

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TABLE OF CONTENTS

1. Introduction	4
1.1. Purpose	4
1.2. Goals	4
2. Ideation & Proposed Solution	5
2.1. Problem Statement Definition	5
2.2. Empathy Map Canvas	5
2.3. Ideation and Brainstorming	7
2.4. Proposed Solution	7
3. Requirements Analysis	9
3.1. Functional Requirements	9
3.2. Non Functional Requirements	10
4. Project Design	12
4.1. Technical Architecture	12
5. Process	13
5.1. HubSpot Account Setup and Login	13
5.2. Selecting a Template	14
5.3. Customising the Landing Page	14
5.4. Adding Content	16
5.5. Publishing the Landing Page	17
6. Challenges Faced	18
7. Future Plans	18
8. Results	18
9. Conclusion	19

HOW TO CREATE A LANDING PAGE IN HUBSPOT

1. Introduction

1.1. Purpose

To create a landing page for XNova, a social media platform for digital artists to share their artwork.

1.2. Goals

- Increase brand awareness for XNova
- Generate leads from potential users
- Drive traffic to the XNova social media platform

2. Ideation & Proposed Solution

2.1. Problem Statement Definition

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.

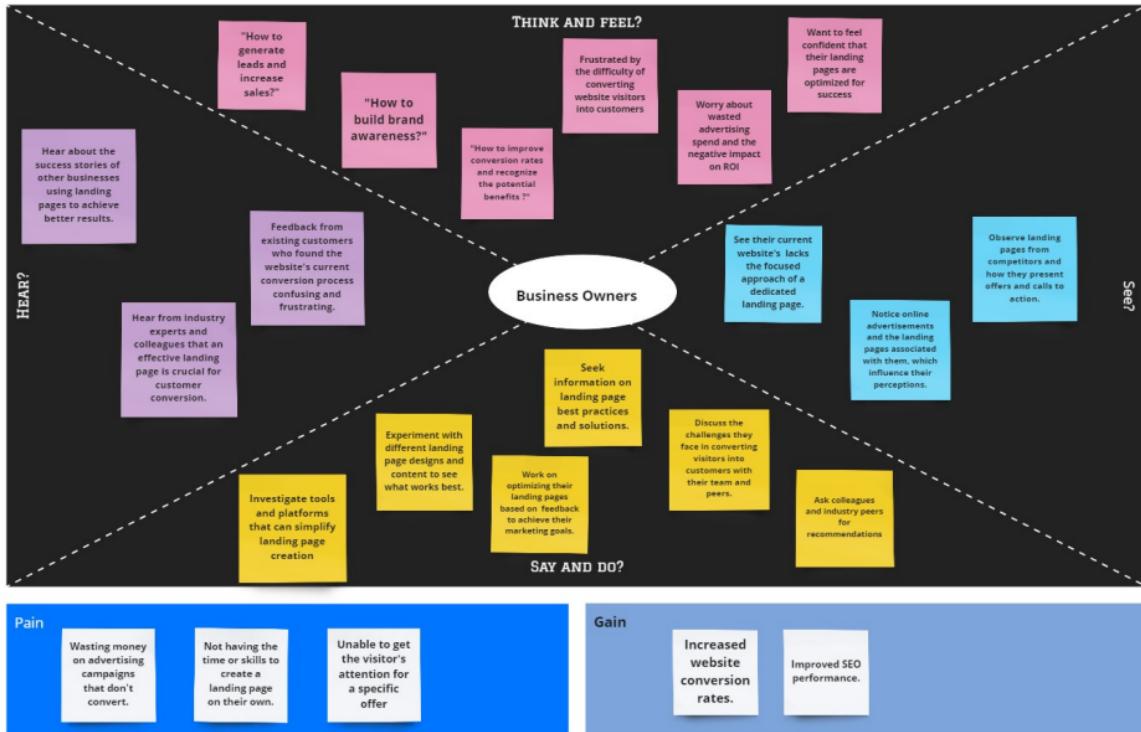


2.2. Empathy Map Canvas

The Empathy Map Canvas is a powerful tool used to gain a deeper understanding of customers or users by exploring their thoughts, feelings, behaviors, and needs. It provides a structured framework for capturing insights and generating empathy towards the target audience. The canvas consists of four quadrants: "Says," "Thinks," "Does," and "Feels," along with a central section for "Needs." In the "Says" quadrant, we document the explicit statements or quotes from the customer, such as their expressed desires, concerns, or pain points related to the our landing page. The "Thinks" quadrant focuses on capturing the internal thoughts and assumptions of the customer. This includes their beliefs, attitudes, and perceptions regarding Digital Marketing. The "Does" quadrant concentrates on the observable behaviours and actions of the customer. In the "Feels" quadrant, we delve into the emotions and underlying motivations of the customer. Finally, the central section of the Empathy Map Canvas is dedicated to capturing the customer's overarching needs.

In designing the landing page for our creative art platform using HubSpot, it's crucial to empathise with our target audience, the Creative Art Enthusiasts. They express the need to explore unique and inspiring digital artworks while seeking a platform that values creativity and user-friendly experiences. Their thoughts revolve around finding diverse styles and genres, along with concerns about the authenticity of the artworks and supporting emerging talents. Emotionally, they are curious, inspired, and empathetic, appreciating the artist's story and intention behind the artwork. Behaviorally, they actively explore various categories, engage with artists and fellow enthusiasts through likes and comments, and support emerging artists by making purchases. Their pain points include frustrations with limited variety, navigating

complicated website layouts, and concerns about authenticity. On the positive side, they gain satisfaction from discovering new artists, being part of a creative community, and finding artwork that aligns with their personal taste and style. Understanding these aspects deeply influences our landing page design, ensuring it caters to their needs, preferences, and emotions, fostering a strong connection and a satisfying user experience.



2.3. Ideation and Brainstorming

The Ideation and brainstorming phase is an essential part of the project, as it fuels innovation, promotes collaboration, and generates a pool of ideas that can satisfy needs of viewers. In our brainstorming session, we focused on key elements for an impactful landing page. Content and Messaging took centre stage, emphasizing a Clear Value Proposition and the use of Customer Testimonials to build trust. Crafting a compelling Headline and incorporating Engaging Video were prioritized. We highlighted the significance of Interactive Elements, Benefits-Oriented Content, and a visually appealing Call-to-Action (CTA). For Design and User Experience, we stressed on the importance of Eye-Catching Graphics. We discussed colour psychology, Readable Typography, and a responsive Mobile-Friendly Design involved thorough Keyword Research and ensuring Fast Loading Speed To establish Trust and Credibility. These ideas, once implemented, will create a user-focused, visually appealing, and trustworthy landing page, ensuring a positive visitor experience and enhancing our online presence.

2.4. Proposed Solution

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.

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 colours, 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, emphasising 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.

3. Requirements Analysis

3.1. Functional Requirements

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Landing Page Builder	<ul style="list-style-type: none"> • We create our landing page using HubSpot, making it visually appealing and effective for our digital art platform.
FR-2	Account Creation	<ul style="list-style-type: none"> • Create a Mail ID for our brand. • HubSpot Account is created using mail id created for the brand.

FR-3	UI design	<ul style="list-style-type: none"> Using Bing Image Creator, we generate graphical images and logo for our brand. Appropriate contents are added. Visual elements needed for the page are created using Figma.
FR-4	HubSpot Components	<ul style="list-style-type: none"> For our landing page we add a form and Call to Action Button.

3.2. Non Functional Requirements

Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	Performance	<ul style="list-style-type: none"> The landing page should load quickly and respond promptly to user interactions. Page load times should be optimised so that visitors do not experience delays or performance issues.
NFR-2	Scalability	<ul style="list-style-type: none"> The platform should be scalable to handle increased traffic and growing data volume as the landing page gains popularity.
NFR-3	Usability	<ul style="list-style-type: none"> The landing page builder should be user-friendly, requiring minimal training or technical expertise to use.
NFR-4	Security	<ul style="list-style-type: none"> The landing page should ensure the security and protection of user data, especially when collecting personal information through forms. Regular security assessments and updates should be performed to maintain the platform's security posture.

NFR-5	Reliability	<ul style="list-style-type: none"> The landing page should be highly reliable, with minimal downtime or service interruptions.
NFR-6	Flexibility	<ul style="list-style-type: none"> The platform should be flexible and adaptable to accommodate different design and branding requirements for landing pages.

4. Project Design

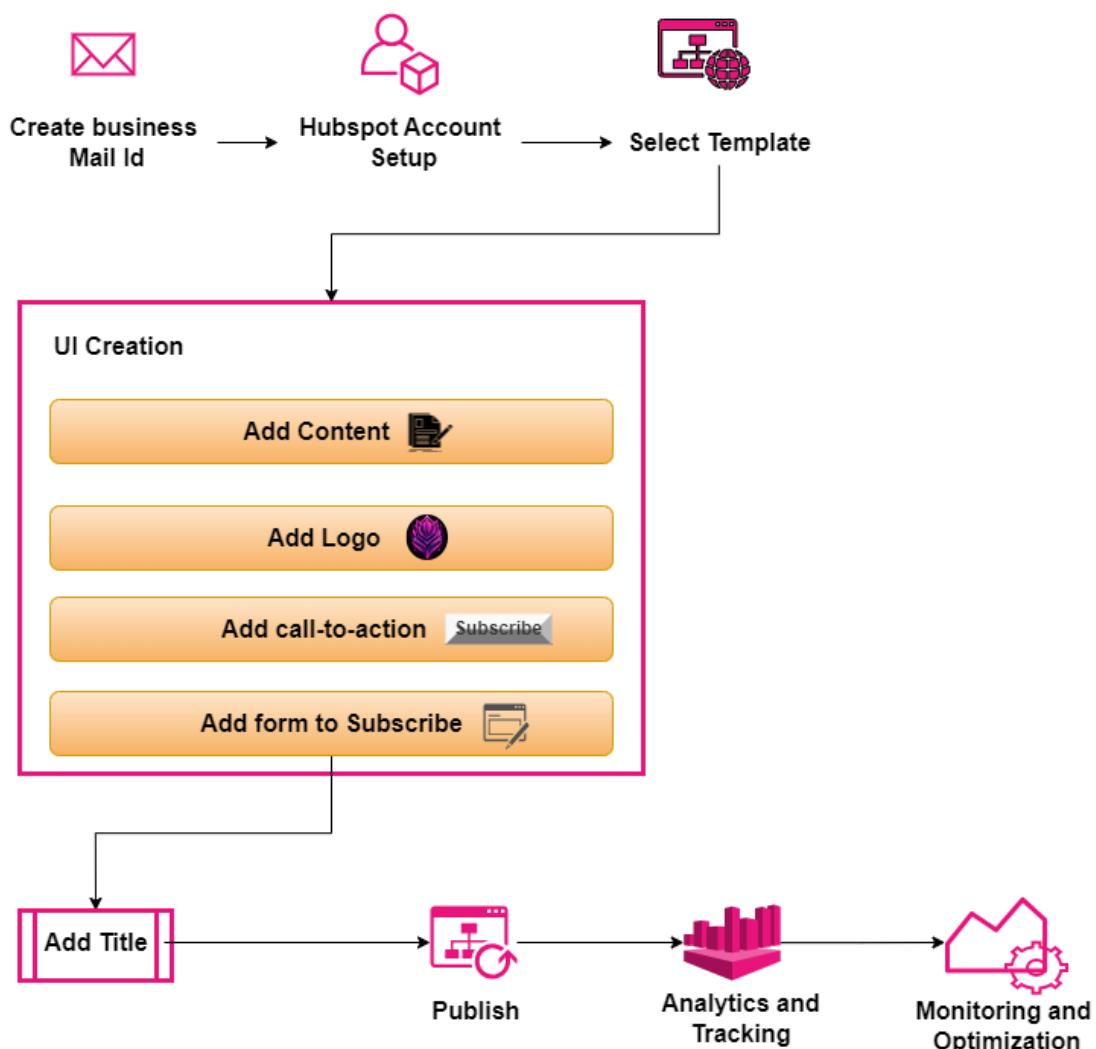
4.1. Technical Architecture

In our landing page development process, we begin by creating a professional business mail ID, establishing a distinct communication channel. This leads to setting up a HubSpot account, our central marketing platform, offering versatile tools for customer relationship management and landing page creation.

Within HubSpot, we select a suitable template and commence UI creation, focusing on adding compelling content, integrating our logo, and incorporating a subscription form. Once the UI is complete, a captivating title is added, and the landing page is published for visitor access.

Post-publication, our attention shifts to analysis and tracking. Utilising various analytical tools, we monitor visitor interactions and engagement patterns. This data-driven approach guides us in making informed decisions for continuous optimization.

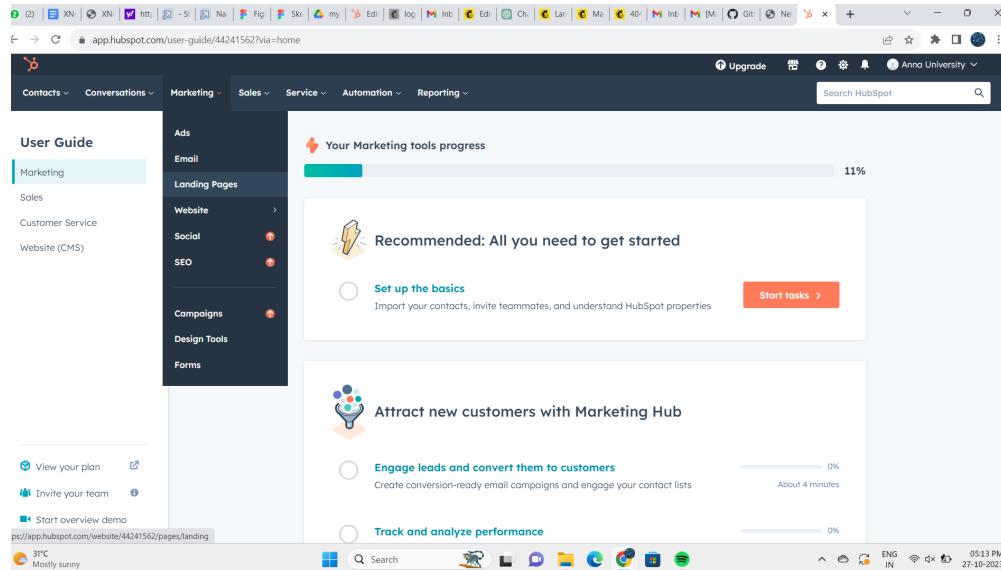
The iterative process of monitoring and refining ensures our landing page remains effective and engaging, driving user interaction and lead generation. This structured approach guarantees a seamless user experience and a strong online presence for our organisation.



5. Process

5.1. HubSpot Account Setup and Login

We created a HubSpot account and logged in with our credentials to access the platform's marketing tools. First, log in with your email ID and password on HubSpot. Once you have logged in, select 'Marketing' to create a landing page.



- Enter create to create new landing page

A screenshot of the HubSpot 'Landing pages' list. The top navigation bar shows 'Marketing' selected. A message at the top states 'Some features will stay blocked' due to account verification issues. Below this, a note says 'We weren't able to verify your information. Unfortunately, we can't give you full access to the HubSpot platform. This is a final decision that can't be appealed.' with a 'Learn more about account verification' link. The main list shows four landing pages: 'nftart' (No URL preview), 'nftart' (No URL preview), 'art' (No URL preview), and 'XNova Home' (No URL preview). Each entry includes columns for 'NAME AND URL', 'PUBLISH', 'UPDATED DAT...', and 'CREATED DATE (GMT+5:30)'. A 'Create' button is visible at the top right, and a 'FINISH CMS SETUP' button is shown above the list.

- Once you create the page a dialog box appear where page name is given and a new page is created.

Create a page

Website *

anna-university-44241562.hubspotpagebuil...

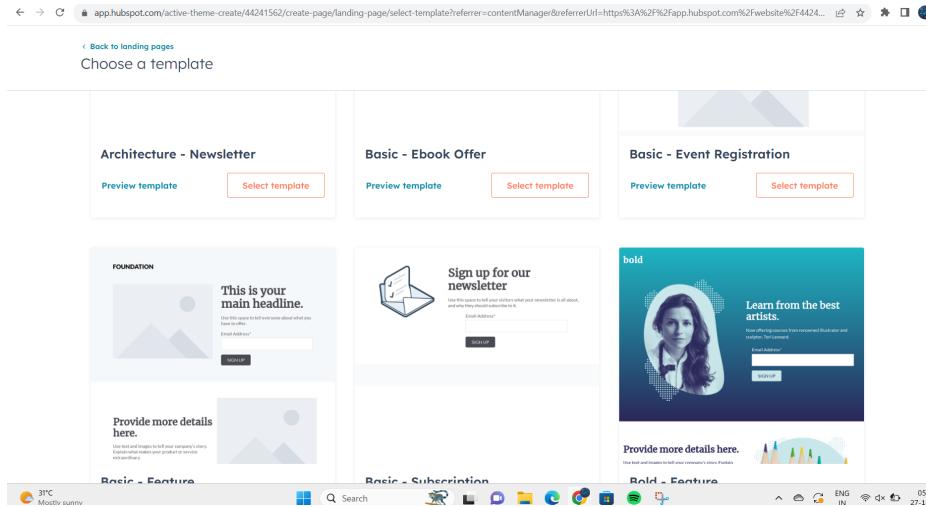
Page name *

xnova

Create page **Cancel**

5.2. Selecting a Template

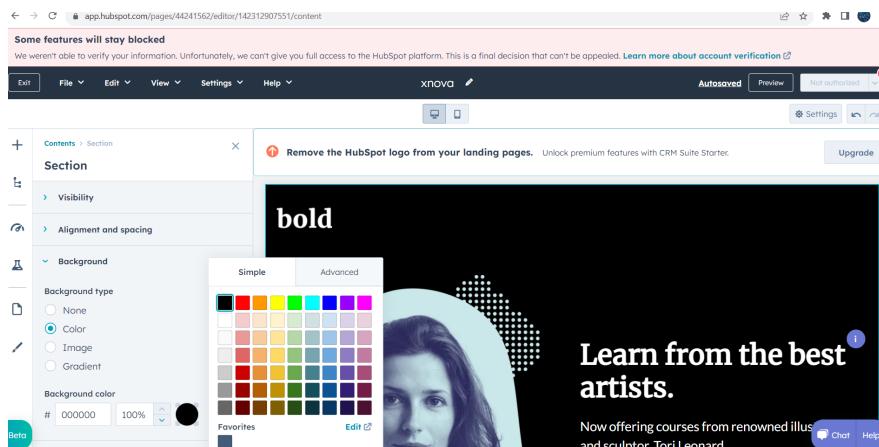
HubSpot provides a variety of customizable templates. We chose a visually appealing template that resonated with the artistic theme of XNova. The template provided a responsive design suitable for both desktop and mobile users. Choose a template according to your choice and make changes.



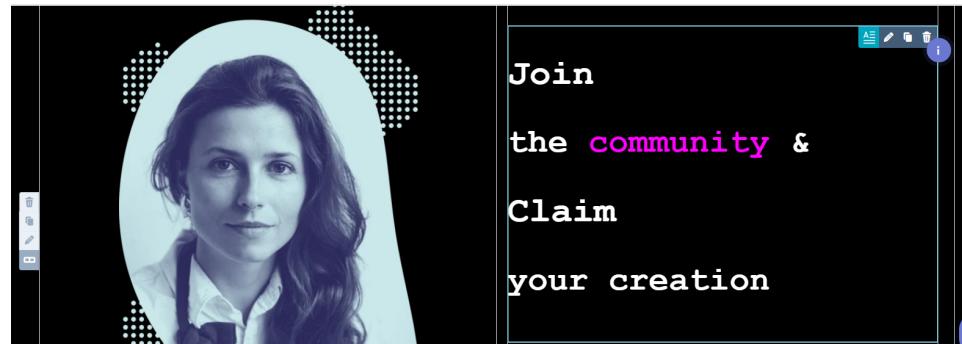
5.3. Customising the Landing Page

We customise the background colours and text to align with our brand identity. We also added captivating images of digital art to showcase the platform's capabilities.

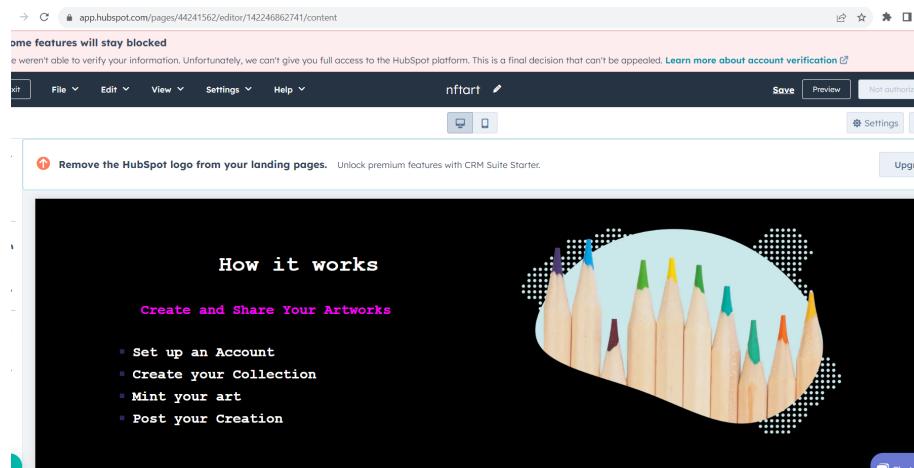
- You can customise the background colour and text to align with our brand.



- Text can also be edited according to our requirement.

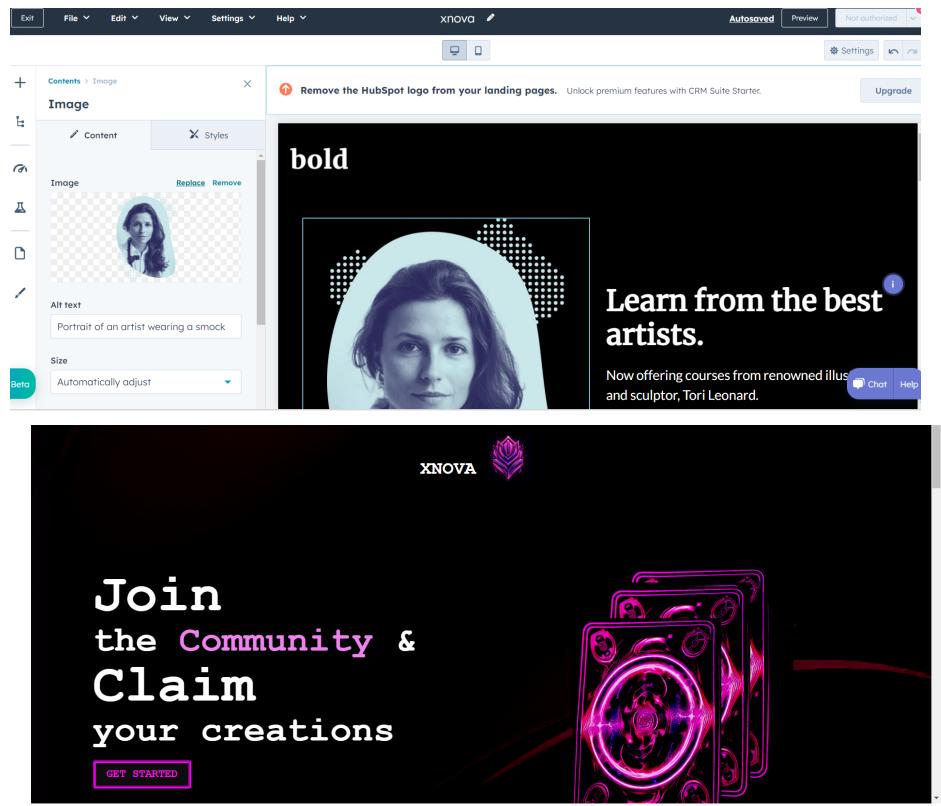


- We have enhanced the visual appeal of the page by inserting captivating images that reflect our brand identity. These images not only enrich the user experience but also reinforce our artistic essence, creating a visually engaging and immersive environment for our visitors.

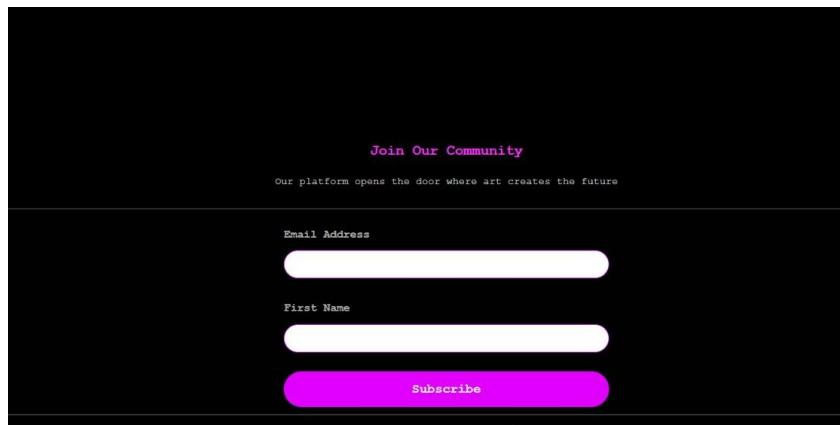


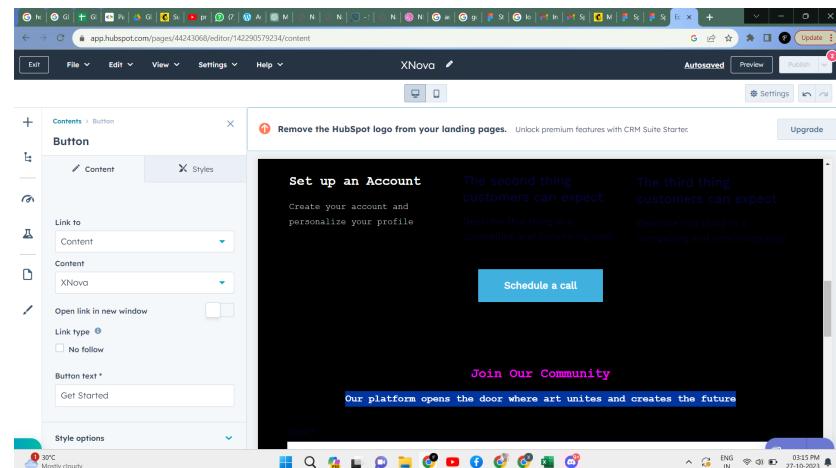
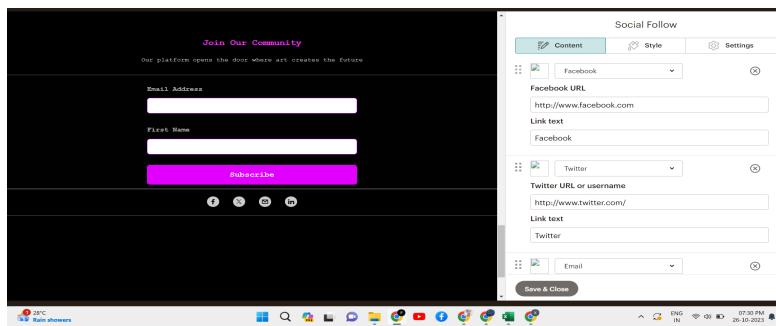
5.4. Adding Content

We added text to the landing page that explained the benefits of using XNova, such as the ability to connect with other artists, share artwork, and receive feedback. We also included a call to action button that encouraged visitors to sign up for the platform.



- Add buttons and form in the page





5.5. Publishing the Landing Page

Once we were satisfied with the landing page, we published it using HubSpot's CMS tools.

The screenshot shows the HubSpot CMS publishing interface. The left sidebar lists various marketing tools like Campaigns, Automations, Audience, Analytics, Website, Content, and Integrations. The main area shows the 'XNova Home' page with a title bar and a 'Page Title and Site Icon' section. The status bar indicates the page is ready to publish. Buttons for 'Finish later' and 'Publish' are visible.

6. Challenges Faced

One of the challenges we faced was creating a landing page that was both visually appealing and informative. We wanted to showcase the platform's capabilities without overwhelming visitors with too much information. We also wanted to make sure that the landing page was responsive and easy to navigate on all devices.

Another challenge we faced was generating traffic to the landing page. We used a variety of marketing channels, including social media, email marketing, and paid advertising. However, it took some time and experimentation to find the right channels and strategies for our target audience.

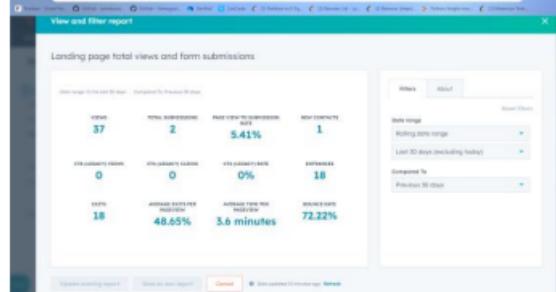
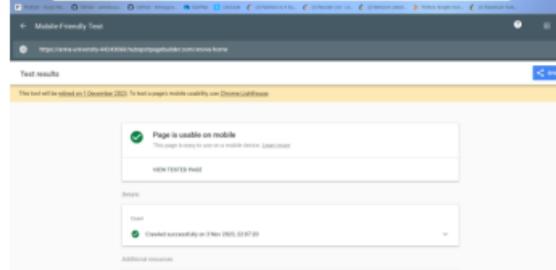
7. Future Plans

We plan to continue promoting the XNova landing page and to track its performance over time. We will also continue to add new content and features to the landing page to make it more informative and engaging for visitors.

8. Results

The XNova landing page has been successful in generating leads and driving traffic to the social media platform. We have seen a significant increase in the number of users signing up for the platform since launching the landing page.

Performance Metrics

S.No.	Parameter	Values	Screenshot
1.	Page Validation	Total views, form submissions, bounce rate	
2.	Performance	Usability and mobile performance	

9. Conclusion

The XNova landing page is a successful example of how HubSpot can be used to create effective marketing campaigns. We are pleased with the results of the landing page, and we plan to continue using HubSpot to promote XNova and other digital art initiatives.