

## Project Report

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### Introduction:

#### 1.1. Overview:

In the digital marketing landscape, creating compelling landing pages is essential for turning visitors into valuable leads and customers. HubSpot offers an accessible solution, empowering marketers to effortlessly design and launch effective landing pages. With customizable templates and an intuitive drag-and-drop editor, you can craft visually appealing, conversion-focused pages. Seamlessly integrate forms, multimedia, and persuasive content aligned with your brand. HubSpot's CRM integration simplifies lead management, and A/B testing ensures ongoing optimization. Robust analytics provide actionable insights for refining landing pages and achieving remarkable results in your digital marketing efforts.

#### 1.2. Purpose:

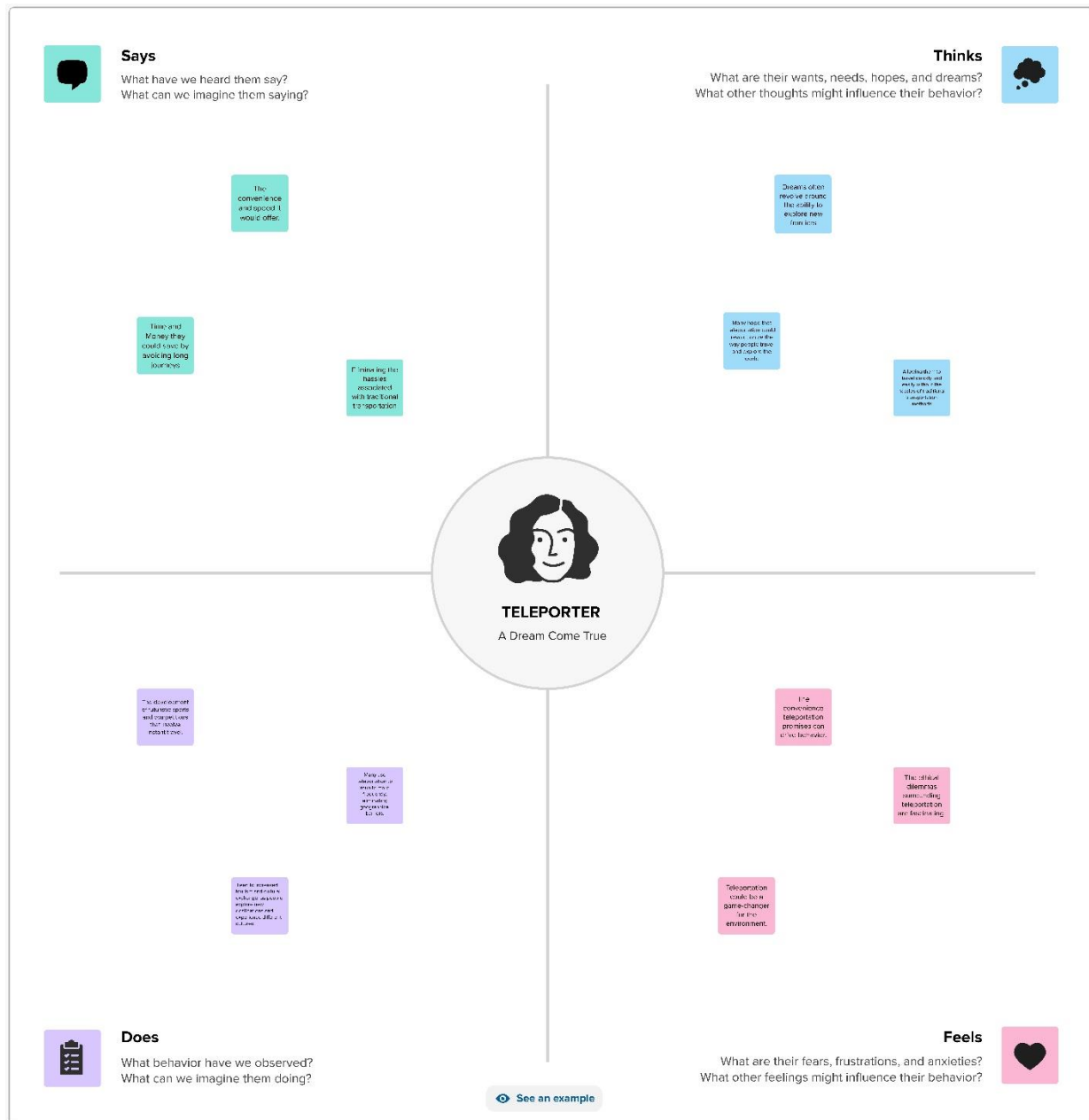
In the travel industry, our primary goal is introducing and promoting exciting new travel packages. HubSpot landing pages serve as the ideal platform to showcase these offerings, emphasizing their unique features and benefits, captivating potential travelers, and igniting their wanderlust.

Brand Name: Teleporter

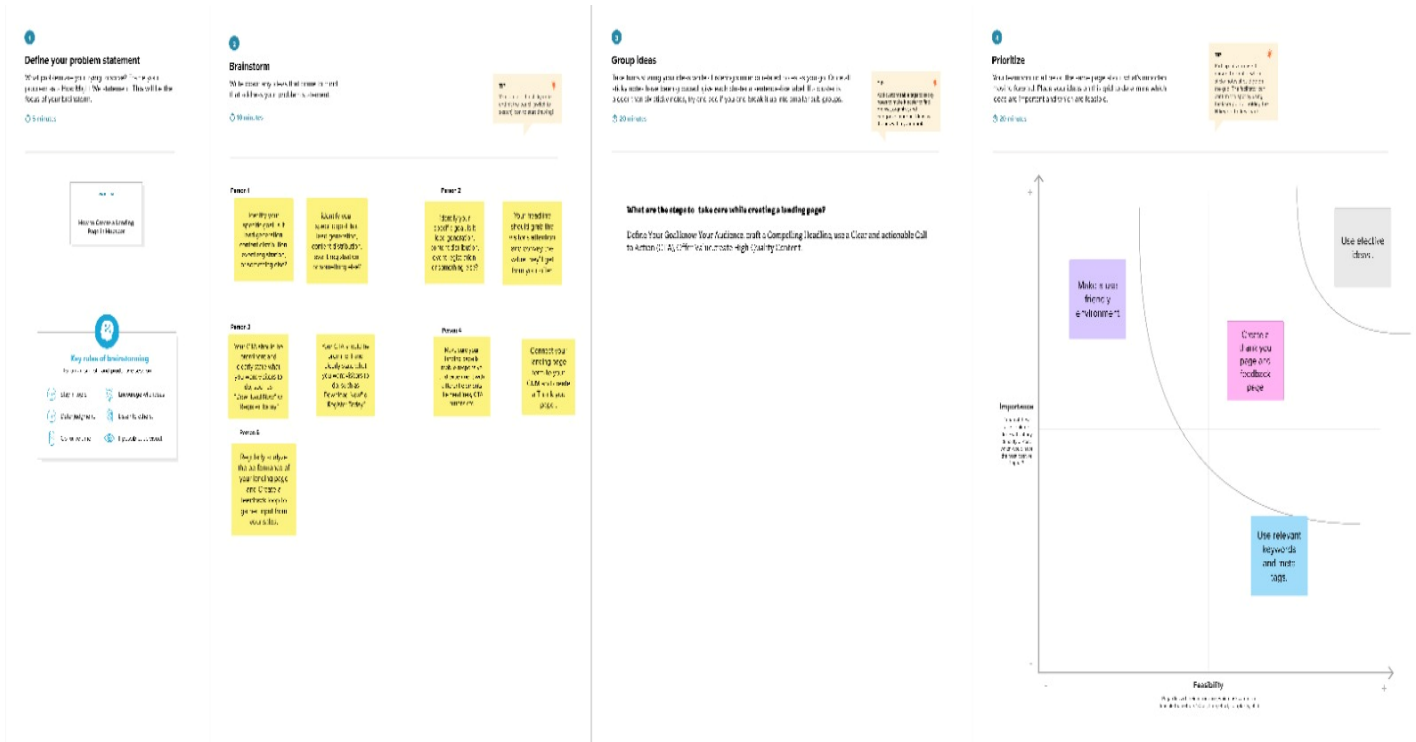
Brand Mail: [teleportertravels@gmail.com](mailto:teleportertravels@gmail.com)

### Problem Definition and Design Thinking:

## 2.1. Empathy Map:



## 2.2. Ideation and Brainstorming



## 2.3. Result:

<https://jansons-44098146.hubspotpagebuilder.com/teleporter-panther>

A screenshot of a web page with a dark background featuring a glowing blue and white abstract pattern resembling a cat's face. The text "A dream come true" is centered in white. Below it, the heading "Book Your Journey" is displayed. The form contains the following fields and elements:

- A label "FIRST NAME" above an input field with the placeholder "Enter your Name".
- A label "EMAIL" above an input field with the placeholder "Enter Your Email".
- A red error message "Please complete this required field." below the email field.
- A label "MOBILE NUMBER" above an input field with the placeholder "Enter your Mobile Number".
- A red error message "Please complete this required field." below the mobile number field.
- A blue button labeled "powered by HubSpot" and a small HubSpot logo.
- A purple button labeled "Submit".
- Social media icons for Facebook, Instagram, Twitter, and YouTube at the bottom.

A screenshot of the same web page after the form has been submitted. The text "A dream come true" remains centered. Below it, the heading "Book Your Journey" is displayed, followed by the message "Thanks for submitting the form." in a smaller font. The form fields are no longer visible. The social media icons at the bottom remain the same.