

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

How to Create a Landing Page in HubSpot



Key rules of brainstorming

Focus on smooth and productive sessions

- Stay in topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 30 minutes

TIP
You can select a sticky note and fill the second checkbox to lock it so it can't be moved.

Person 1

Identify your specific goal. Is it lead generation, content distribution, event registration, or something else?

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Person 2

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Your headline should grab the visitor's attention and convey the value they'll get from your offer.

Person 3

Your CTA should be prominent and clearly state what you want visitors to do, such as "Download Now" or "Register Today."

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Person 4

Make sure your landing page is mobile-responsive and consistent with other elements like headers, CTA buttons etc.

Connect your landing page form to your CRM and create a Thank you page.

Person 5

Regularly analyze the performance of your landing page and create a feedback loop to gather input from your sales.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP
Add customer insights to sticky notes to make it easier to find ideas, organize, and generate inspiration ideas to discuss with your team.

What are the steps to take care while creating a landing page?

Define Your Goal/Know Your Audience, craft a Compelling Headline, use a Clear and actionable Call to Action (CTA), Offer Value, create High-Quality Content.

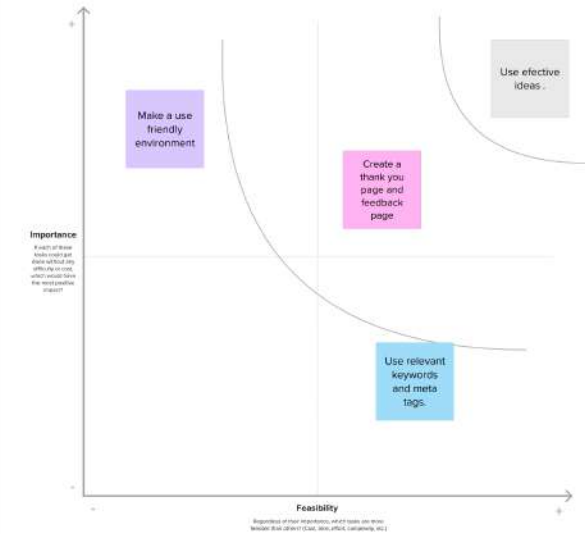
4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

TIP
Participants can use their markers to place all ideas. Sticky notes should go on the grid. The facilitator will control the grid by using the blue markers holding the 25 key on the backboard.



5

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick actions

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to which is email, include in slides, or save in your drive.

Keep moving forward

- Strategy workshop**
Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

[Share template feedback](#)