

Ideation Phase
Empathize & Discover

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| Team ID | NM2023TMID04585 |
| Project Name | How to Create a Landing Page in HubSpot |

Brainstorm & Idea Prioritization Template:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Reference:

<https://app.mural.co/t/automatedweatherclassificati0321/m/automatedweatherclassificati0321/1682660537138/7174e1c536c05c812f2bc84a58d77a909970d5df?sender=uef0a7b577a6db6627a918296>

Empathy Map:



Reflect on the topic

Working silently and individually, have each person create a few sticky notes in all four quadrants below for about five minutes. With the remaining time, discuss notes in each quadrant.

What went well?

What should we keep doing?
What should we celebrate?
Where did we make progress?

TOPIC
**Build a landing page:
create a landing page
using mailchimp**

What went poorly?

Where did we have problems?
What was frustrating to us or others?
What held us back?

Mailchimp offers various pre-designed templates to choose from. Select a template that suits your needs. You can also start from scratch.

After selecting a template, you'll be taken to the Landing Page Builder.

Edit Content: Click on any element to edit text or images. You can add or remove sections as needed.

Style: Customize the fonts, colors, and other design elements to match your brand.

Settings: Configure the landing page settings, including the URL, SEO settings, and tracking options.

Use a strong headline and clear call to action. Set your content and your design to be consistent with your brand and your goals. Consider the message you want to convey in your design.



Use high-quality images and videos. Visual content is more engaging and can help you tell your story more effectively.

Test and optimize your landing page regularly. Try different headlines, call to actions, and content to see what works best for your audience.

Key to use: Mailchimp is designed to be easy to use and for beginners. The drag-and-drop editor and intuitive design make it easy to create and edit landing pages.

Affordable: Mailchimp offers a free plan for up to 2,000 subscribers and paid plans starting at \$9 per month. The value of Mailchimp is a great option for businesses of all sizes and budgets.

Feature-rich: Mailchimp offers a wide range of features, including email marketing, social media integration, and analytics. This makes Mailchimp a versatile tool for businesses of all sizes.

Email marketing is one of the most effective ways to reach your audience and grow your business. In this free guide, we'll teach you everything you need to know to get started with email marketing, including:

What ideas do you have?

What ideas do you have for future work together?
Where do you see opportunities to improve?
What has untapped potential?

How should we take action?

What do you believe we should do next?
What specific things should we change?
What should extend beyond this meeting?

