

## **Ideation Phase Brainstorm & Idea Prioritization Template**

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

### **Brainstorm & Idea Prioritization Template:**

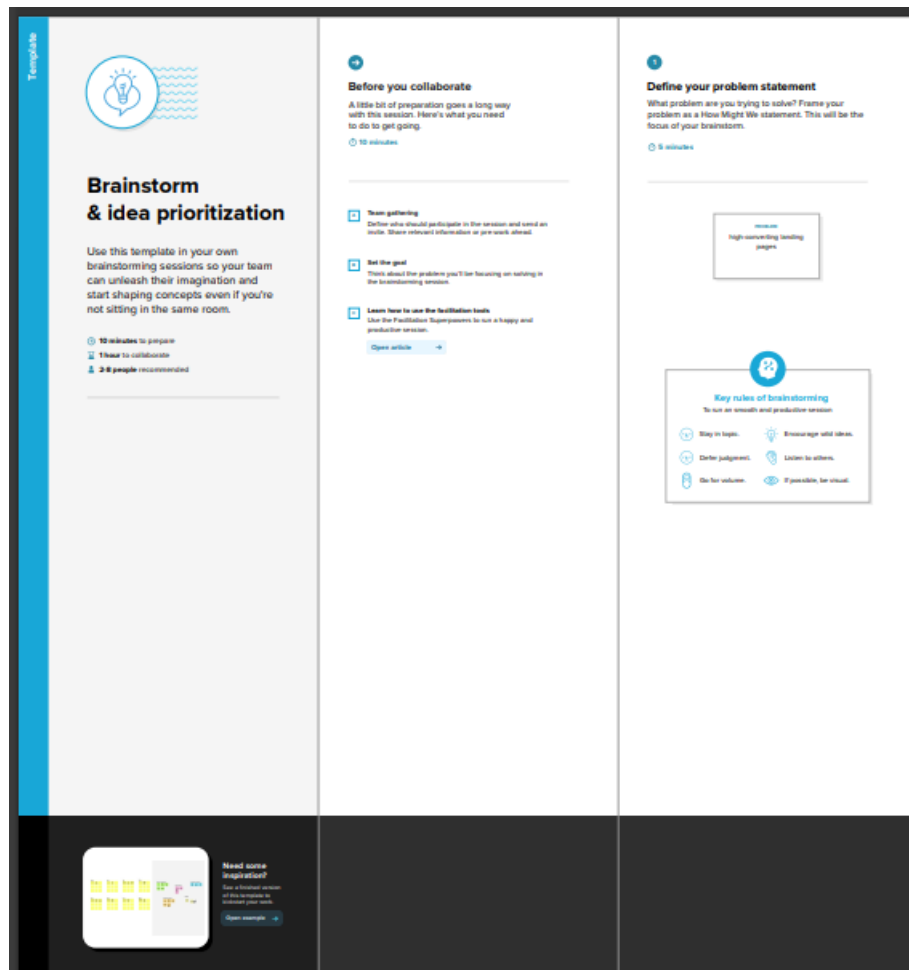
Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

### **Reference:**

<https://app.mural.co/t/rsg7939/m/rsg7939/1699002246284/1fc08d490ace3145ac9f44f472c0befa267f155b?sender=u4da75d8538239c7ceed45322>

### **Step 1: Team Gathering, Collaboration and Select the Problem Statement**



## Step 2: Brainstorm, Idea Listing and Grouping

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## Brainstorm

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

🕒 10 minutes

### TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

### RAMKUMAR A

Define Your Goals.  
Start by clearly defining the purpose of your landing page. What do you want to achieve? Is it lead generation, product promotion, event registration, or something else?

Identify your target audience. Who are they, what are their pain points, and how can your landing page address their needs?

Brainstorm the core message and value proposition you want to convey. What makes your offer or product unique?

### SHAKTHIVEL D R

If lead generation is a goal, brainstorm ideas for your form.  
What information do you need from visitors?  
Consider form fields and their placement

Research relevant keywords and SEO strategies to ensure your landing page ranks well in search engines.

Consider how you'll integrate your landing page with HubSpot's marketing automation tools, like email marketing and lead nurturing.

### GOPALAKRISHNAN G

Determine key performance indicators (KPIs) and brainstorm ideas on how you'll track and measure the success of your landing page.

Brainstorm ideas for promoting your landing page, such as through social media, email marketing, pay-per-click advertising, and more.

Think about how you can personalize content for different visitor segments, making the landing page more relevant to each group.

### VIGNESHWARAKARTHICK M

Plan to gather user feedback and iterate on your landing page based on real-world data and user responses.

Create a timeline and allocate resources for the development and maintenance of your landing page.

Analyze landing pages from competitors or industry leaders to gather inspiration and best practices.



## Step 3: Idea prioritization

### 1 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.

[28 resources](#)

**Explore different content types for your landing page**  
such as videos, interactive questions, calculators, or live chat widgets.

**These observations are consistent across all of our users. They want to see more of this type of content and less of this type of content.**

**Remember that an effective landing page should be able to capture the user's attention, provide a clear value proposition, and guide them to the next step in the process.**

**TIP**  
Add a comment bubble to sticky notes to make it easier to write notes, suggest, and categorize important ideas as they're added to your board.

### 2 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.

[28 resources](#)

**Implement social sharing buttons to encourage visitors to share your landing page with their network.**

**Utilize HubSpot's personalization software to dynamically insert a visitor's name or other information into the content.**

**If you have a mobile app, consider promoting it on the landing page and providing a direct download link.**

**Reduce the complexity of using HubSpot's personalization software by using the simplified version of the software.**

**Importance**  
If each of these ideas could get more traction and efficiency or more value, they should be more important.

**Feasibility**  
Regardless of their importance, which ideas are more feasible than others? (Cost, time, other company work)

**TIP**  
Team members can use their comments to point at where sticky notes should go on the grid. The sticky notes can be moved around by moving the team member's cursor to the top of the sticky note.

### 3 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 add-ons**

- Share the mural**  
Share a share link to the mural with stakeholders to bring them to the top about the outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PDF or PNG to attach to emails, reports or slides, or send to your phone.

**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 strategic plans.  
[Open the template >](#)

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