Ideation Phase Brainstorm & Idea Prioritization Template

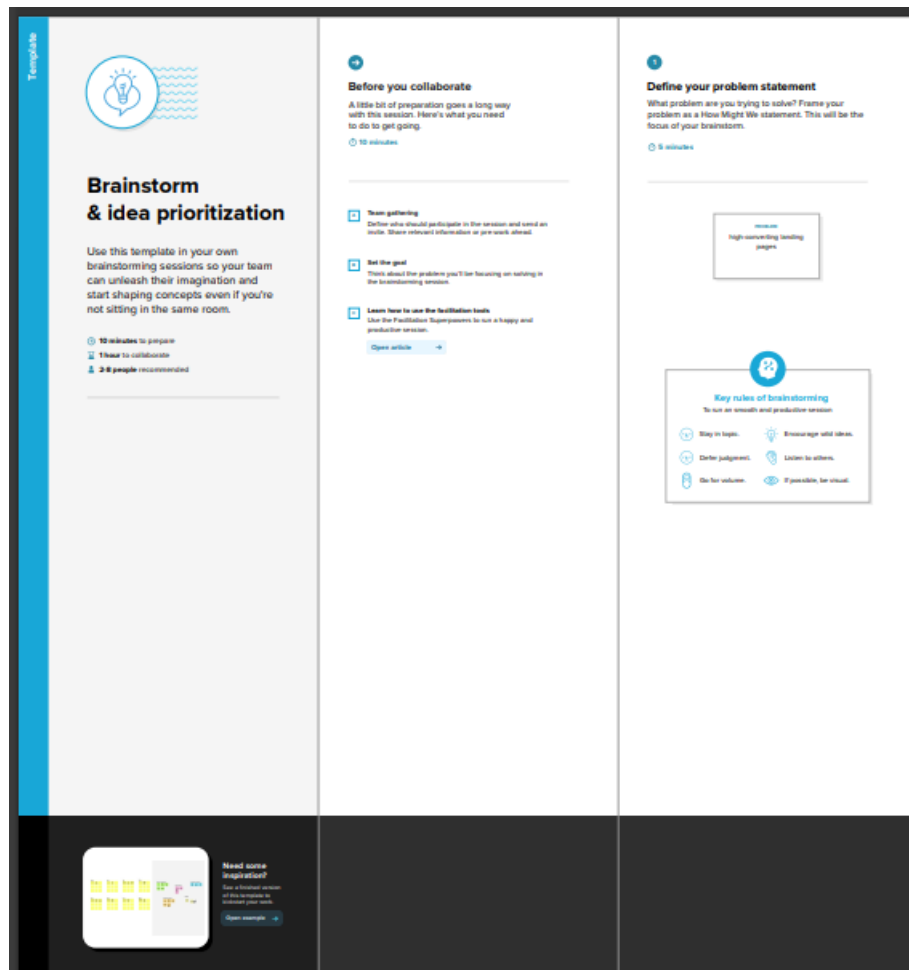| Team ID	NM2023TMID04585
Project Name	How to Create a Landing Page in HubSpot

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/rsg7939/1699002246284/1fc08d490ace3145ac9f44f472c0b efa267f155b?sender=u4da75d8538239c7ceed45322

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

Template

Brainstorm & idea prioritization

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.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

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

High converting landing pages

Key rules of brainstorming
To run an smooth and productive session.

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

Need some inspiration?
See a finished version of this template to kickstart your work.

Open example →

Step 2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

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

⏱ **10 minutes**

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
forms:

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