INTRODUCTION

1.1 OVERVIEW

"How To Create A Landing Page In Hubspot"

"In the realm of digital marketing, crafting a compelling landing page is pivotal for converting visitors into leads and customers. HubSpot offers a streamlined solution for this task, providing a user-friendly platform that empowers marketers to design and launch effective landing pages with ease. Leveraging HubSpot's selection of customizable templates and intuitive drag-and-drop editor, you can create visually stunning and conversion-focused landing pages. Seamlessly integrate forms, multimedia elements, and persuasive copy that align with your brand's messaging. HubSpot's built-in CRM integration simplifies lead management, while its A/B testing capabilities enable continuous optimization for higher conversion rates. Gain actionable insights through robust analytics, allowing you to refine your landing pages and achieve exceptional results in your digital marketing efforts."
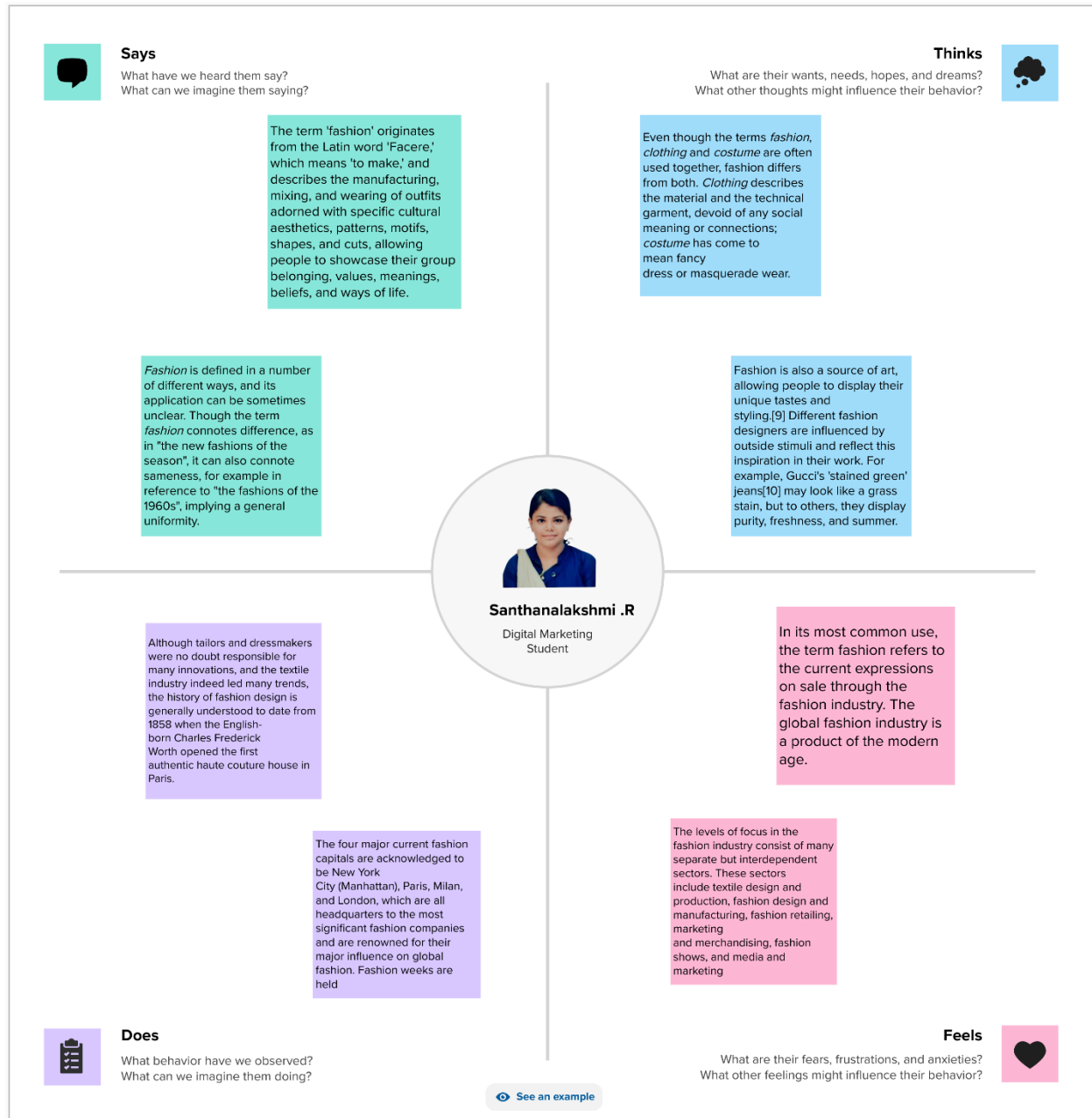
1.2 PURPOSE

- Boost your credibility: Users typically appreciate clear, simple messaging that explains the value of what you're offering. A well-planned landing page shows your customers that you have their best interests in mind. They're also places where you can insert testimonials about your product or service, which are an element of social proof. Social proof has been shown to increase conversions.
- Reinforce your brand: You've already put in the work to build a digital brand, so use what you've learned. This is the result of maintaining consistency in your website's appearance, tone, style, and copy. Having a clear and strong brand has several benefits. When your users don't convert immediately, a strong brand identity can help them remember you in the future, respond to your remarketing efforts, or recommend you to their friends.
- Generate leads: Both types of landing pages can generate leads for your business and increase sales. Landing pages are more targeted, allowing them to focus on conversion rates rather than education and information. Instead, you can highlight the features of
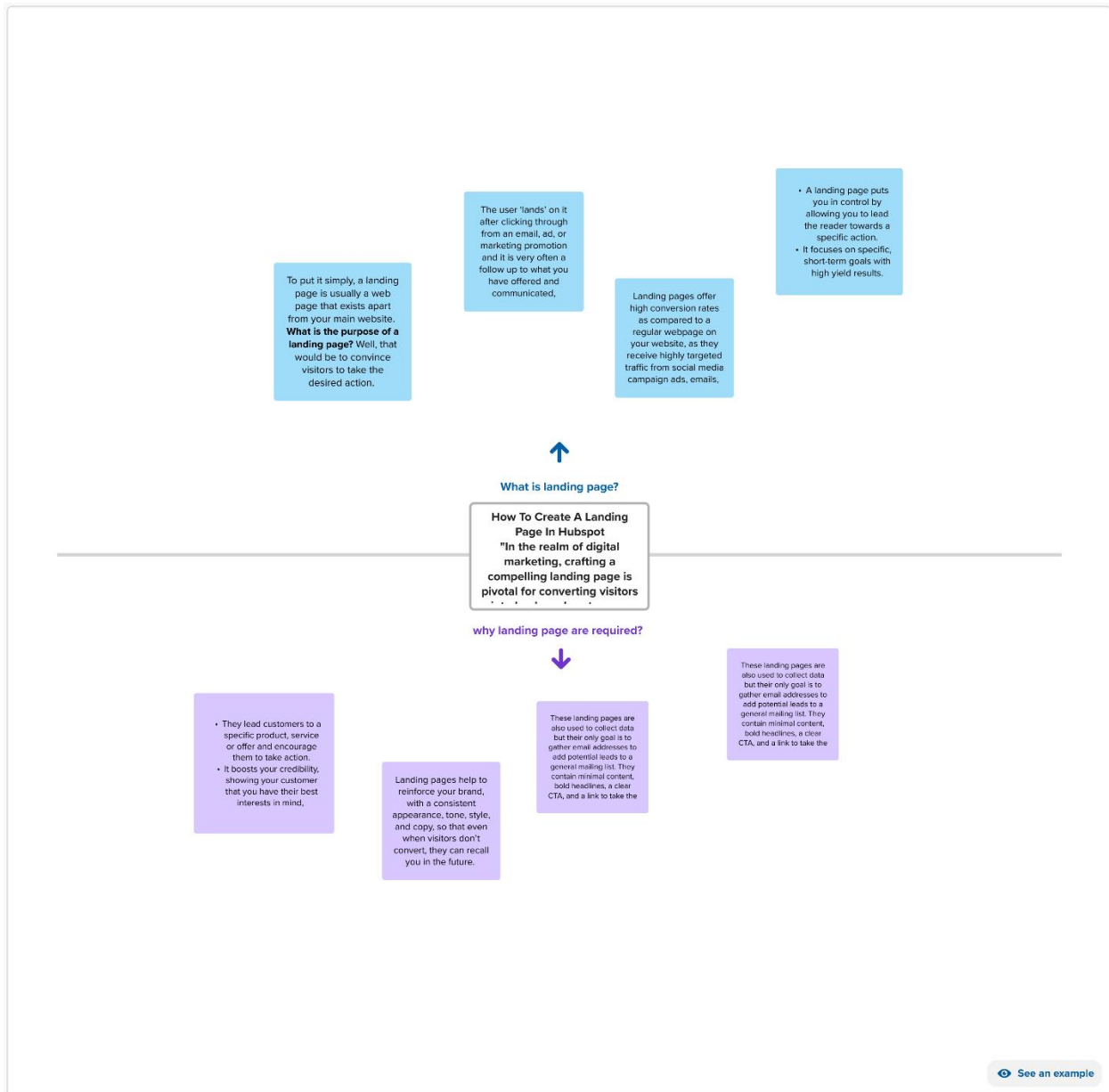
your products and services and sell more to a targeted audience that's already interested in your offerings.

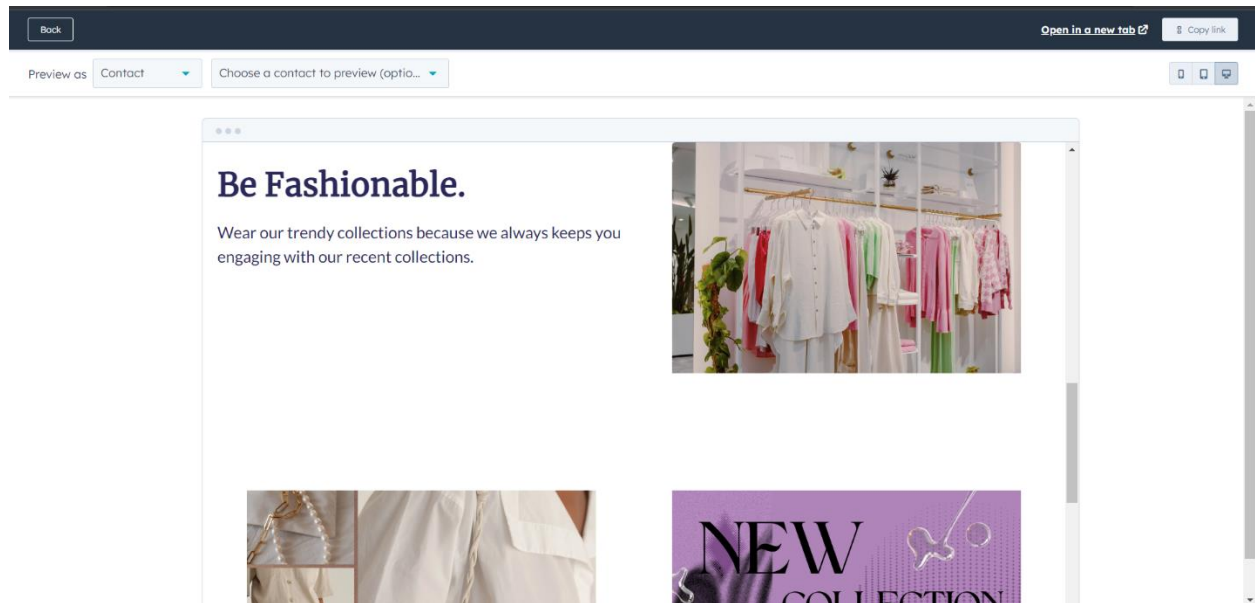# 2. PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP

Says
What have we heard them say?
What can we imagine them saying?

The term 'fashion' originates from the Latin word 'Facere,' which means 'to make,' and describes the manufacturing, mixing, and wearing of outfits adorned with specific cultural aesthetics, patterns, motifs, shapes, and cuts, allowing people to showcase their group belonging, values, meanings, beliefs, and ways of life.

Fashion is defined in a number of different ways, and its application can be sometimes unclear. Though the term *fashion* connotes difference, as in "the new fashions of the season", it can also connote sameness, for example in reference to "the fashions of the 1960s", implying a general uniformity.

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Even though the terms *fashion*, *clothing* and *costume* are often used together, fashion differs from both. *Clothing* describes the material and the technical garment, devoid of any social meaning or connections; *costume* has come to mean fancy dress or masquerade wear.

Fashion is also a source of art, allowing people to display their unique tastes and styling.[9] Different fashion designers are influenced by outside stimuli and reflect this inspiration in their work. For example, Gucci's 'stained green' jeans[10] may look like a grass stain, but to others, they display purity, freshness, and summer.

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Although tailors and dressmakers were no doubt responsible for many innovations, and the textile industry indeed led many trends, the history of fashion design is generally understood to date from 1858 when the English-born Charles Frederick Worth opened the first authentic haute couture house in Paris.

The four major current fashion capitals are acknowledged to be New York City (Manhattan), Paris, Milan, and London, which are all headquarters to the most significant fashion companies and are renowned for their major influence on global fashion. Fashion weeks are held

In its most common use, the term fashion refers to the current expressions on sale through the fashion industry. The global fashion industry is a product of the modern age.

The levels of focus in the fashion industry consist of many separate but interdependent sectors. These sectors include textile design and production, fashion design and manufacturing, fashion retailing, marketing and merchandising, fashion shows, and media and marketing

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

👁 See an example

2.2 IDEATION & BRAINSTORMING THINKING

The user 'lands' on it after clicking through from an email, ad, or marketing promotion and it is very often a follow up to what you have offered and communicated,

- A landing page puts you in control by allowing you to lead the reader towards a specific action.
- It focuses on specific, short-term goals with high yield results.

To put it simply, a landing page is usually a web page that exists apart from your main website. **What is the purpose of a landing page?** Well, that would be to convince visitors to take the desired action.

Landing pages offer high conversion rates as compared to a regular webpage on your website, as they receive highly targeted traffic from social media campaign ads, emails,

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What is landing page?

**How To Create A Landing Page In Hubspot
"In the realm of digital marketing, crafting a compelling landing page is pivotal for converting visitors**

why landing page are required?

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These landing pages are also used to collect data but their only goal is to gather email addresses to add potential leads to a general mailing list. They contain minimal content, bold headlines, a clear CTA, and a link to take the

- They lead customers to a specific product, service or offer and encourage them to take action.
- It boosts your credibility, showing your customer that you have their best interests in mind,

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Landing pages help to reinforce your brand, with a consistent appearance, tone, style, and copy, so that even when visitors don't convert, they can recall you in the future.

👁 See an example

3. RESULT

WEBSITE LANDING PAGE

BRAND NAME : WhiteWolfClothing

BRAND WEBSITE : http://www.whitewolfclothinghubspot.com/whitewolfclothing

4. ADVANTAGES & DISADVANTAGES

ADVANTAGES

☞ User-friendly platform: Canva's intuitive interface makes it accessible to users with limited graphic design experience.

☞ Cost-effective: Canva offers a range of free and premium options, making it a budget-friendly choice for individuals and small businesses.

☞ Streamlined design process: The guide simplifies the branding process, providing step-by-step instructions for creating a cohesive brand identity.

☞ Promotes coherence: Emphasizes the importance of maintaining consistency and coherence across the brand name, brand mail, and logo, fostering a professional and unified brand image.

DISADVANTAGES

☞ Limitations of templates: While Canva offers a variety of templates, the pre-existing options may limit the originality and uniqueness of the final brand identity.

☞ Potential legal issues: The guide might not fully address trademark and copyright considerations, leaving users vulnerable to legal challenges if the brand name or logo inadvertently infringes on existing trademarks.

☞ Creativity constraints: Relying solely on Canva's tools may restrict the creative potential of the brand identity, especially for users seeking highly customized and unique designs.

5. APPLICATIONS

☞ Entrepreneurs: Those starting a new business can utilize the guide to develop a unique brand identity that resonates with their target audience, thus enhancing brand recognition and recall.

☞ Small businesses: Small businesses can leverage the guide to create a professional brand identity that sets them apart from competitors and builds credibility within their industry.

☞ Freelancers and solopreneurs: Individuals offering freelance services or operating as solopreneurs can benefit from the guide to develop a professional brand image, enabling them to effectively market their services and establish a strong online presence.

☞ Content creators: Bloggers, vloggers, and social media influencers can use the guide to create a consistent and visually appealing brand identity that helps them connect with their audience and build a loyal following.

☞ Non-profit organizations: Non-profits seeking to enhance their visibility and credibility can follow the guide to develop a cohesive brand identity that effectively communicates their mission and values to potential supporters and donors.

6. CONCLUSION

In conclusion, "Create a Brand Name, and in Hubspot"serves as a valuable resource for individuals and businesses seeking to establish a strong and cohesive

brand identity. By offering a systematic approach to branding using Canva's user-friendly platform, the guide empowers users to create a unique and professional brand presence that resonates with their target audience. While emphasizing the importance of coherence and consistency, the guide encourages users to think strategically about their brand's values and messaging. However, it is essential for users to be aware of the limitations of pre-existing templates and tools, as well as the potential legal implications of brand creation. Overall, the guide equips users with the necessary knowledge and practical steps to develop a compelling brand name, brand mail, and brand logo that effectively communicate their brand's essence and values