

## Project Design Phase-I Proposed Solution Template

Date	4 November 2023
Team ID	NM2023TMID02678
Project Name	How to create a landing page in hubspot

### Proposed Solution Template:

S.No	Parameter	Description
1.	Problem Statement(Problem to be solved)	Creating a landing page in HubSpot can be challenging, especially for users who are new to the platform. There are a number of different factors to consider, such as designing the page, writing the copy, and setting up the lead capture form. Additionally, it can be difficult to track the performance of landing pages in HubSpot, which can make it difficult to identify which elements are working and which ones need to be improved.
2.	Idea/Solution description	The landing page builder could be implemented as a standalone application or as a HubSpot plugin. The standalone application would be available to all HubSpot users, regardless of their subscription plan. The HubSpot plugin would be available to users of the Marketing Hub Professional and Enterprise plans.
3.	Noveity/Uniqueness	The landing page builder would be the first landing page builder to be integrated with HubSpot analytics. This integration would allow users to track the performance of their landing pages directly from the landing page builder, without having to switch to a different tool. The landing page builder would provide users with a library of pre-written landing page copy. This library would be the first of its kind to be integrated with a landing page builder. The landing page builder would be focused on helping users to create landing pages that convert visitors

		into leads and customers.
4.	Social Impact/Customer Satisfaction	A small business owner could use the landing page builder to create a landing page for a new product or service. The landing page could help the business owner to generate more leads and sales for the new product or service. A startup could use the landing page builder to create a landing page for its crowdfunding campaign. The landing page could help the startup to raise the money it needs to launch its business. A non-profit organization could use the landing page builder to create a landing page for a donation campaign. The landing page could help the non-profit organization to raise more money for its cause.
5.	Business Model(Revenue Model)	The landing page builder would be offered in three different subscription tiers: Basic, Professional, and Enterprise. The Basic tier would provide users with access to the core features of the landing page builder, such as the drag-and-drop editor, the library of pre-designed landing page templates, and the lead capture form builder. The Professional tier would provide users with access to all of the features of the Basic tier, plus additional features such as the library of pre-written landing page copy and the integration with HubSpot analytics. The Enterprise tier would provide users with access to all of the features of the Professional tier, plus additional features such as custom branding and priority support.
6.	Scability of the Solution	A small business with a handful of landing pages could start with the Basic tier of the landing page builder. As the business grows and needs to create more complex landing pages, it could upgrade to the Professional or Enterprise tier. A large enterprise with hundreds or thousands of landing pages could use the Enterprise tier of the landing page builder to create and manage its landing pages at scale. A marketing agency that creates landing pages for its clients could use the landing page builder to create and manage landing pages for all of its clients.