PROJECT DESIGN PHASE 2

NAAN MUTHALVAN TEAM ID	NM2023TMID08614
TEAM MEMBERS	KAMALESH.K, PRAVEEN.S, SARAVANAN.G, NITHISH KUMAR.C
PROJECT TITLE	CREATING A LANDING PAGE USING HUBSPOT

1) DETERMINE THE REQUIREMENT FOR CREATING A LANDING PAGE USING HUBSPOT ?

1. Clear Goal Definition:

   Define the specific purpose of the landing page, such as lead generation, event registration, or product sales. Knowing the goal is essential for creating an effective page.

2. Audience Segmentation:

   Identify and understand your target audience. Segment them based on demographics, behaviour, or other criteria to create personalized content.

3. Responsive Design:

   Ensure that the landing page is responsive and displays correctly on various devices, including desktops, tablets, and mobile phones.

4. User Friendly Layout:

Design a user friendly layout with a clear hierarchy of information, compelling visuals, and easy navigation. The page should guide visitors to the desired action.

5. Engaging Headline:

Craft a clear, attention grabbing headline that communicates the value of the offer or information on the page.

6. Compelling Content:

Create content that is relevant, informative, and engaging. It should address the visitor's pain points and provide solutions.

7. Visual Content:

Use high quality images, videos, infographics, and other visual elements to enhance the page's appeal and convey information effectively.

8. Call to Action (CTA):

Include a prominent CTA button with clear and action oriented text that encourages visitors to take the desired action, such as filling out a form or making a purchase.

9. Lead Capture Form:

Design an optimized lead capture form. Keep it concise, asking for only essential information, and consider implementing progressive profiling for more data over time.

10. Data Privacy and Security:

Ensure that your landing page complies with data protection regulations (e.g., GDPR, CCPA) and includes privacy policy links. Data should be stored securely.

11. A/B Testing:

Implement A/B testing for different elements like headlines, CTAs, and images to optimize the page for higher conversion rates.

12. Integration with HubSpot:

Integrate the landing page with HubSpot to enable data collection, lead nurturing, and tracking of visitor behaviour.

13. Marketing Automation:

Set up marketing automation workflows within HubSpot to nurture leads, send follow up emails, and segment contacts based on their interactions.

14. Analytics and Reporting:

Use HubSpot's analytics tools to track the performance of your landing page, including metrics like conversion rates, traffic sources, and visitor behaviour.

15. Cross Browser Compatibility:

Test the landing page on multiple web browsers (e.g., Chrome, Firefox, Safari, Edge) to ensure it displays correctly and functions as intended.

16. Optimized Page Speed:

Ensure that the landing page loads quickly to prevent visitor abandonment. Optimize images and reduce unnecessary scripts.

17. SEO Considerations:

   Apply basic on page SEO practices to improve the page's visibility in search engines. Optimize meta tags, alt text for images, and headers.

18. Collaboration and Approval Workflow:

   Implement a streamlined collaboration and approval process within your team to ensure everyone is aligned and the work progresses smoothly.

19. Testing and Quality Assurance:

   Conduct thorough testing and quality assurance to identify and fix any issues on the landing page before it goes live.

20. Content Inventory:

   Take stock of existing content assets that can be used on the landing page and identify any gaps that need to be filled with new content.

Unique Selling Proposition

WHAT YOUR BRAND DOES WELL

WHO CARES

WHAT THE CONSUMER WANTS

WHAT YOUR COMPETITOR DOES WELL

✔ - **Winning Zone**
Clear point of difference that meets the needs. make it even bigger.

✖ - **Losing Zone**
Your copetitor meets the consumer needs better then you do. you'll be crushed.

? - **Risky**
Competitive battle ground. use emotion, innovative, superior execution.

Who Cares
Many times, competitors battle in areas the consumer just doesn't care about. Have fun wasting your time.