

PROJECT DESIGN PHASE 2

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PROJECT TITLE	CREATING A LANDING PAGE USING HUBSPOT

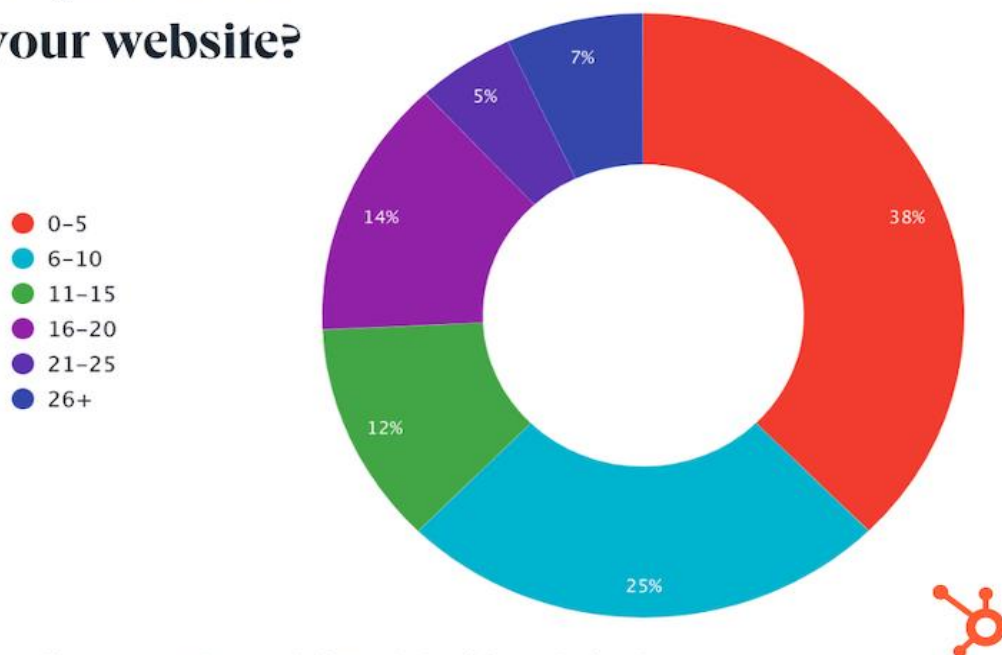
CLOUD DEPLOYMENT

HubSpot is a cloudbased marketing and customer relationship management (CRM) platform that allows you to create landing pages directly within their environment. You don't need to deploy landing pages to a separate cloud infrastructure because HubSpot hosts and manages these pages for you. Here's how you can create a landing page using HubSpot:

1. Login to HubSpot: Log in to your HubSpot account. If you don't have one, you can sign up for a HubSpot account.
2. Access the Landing Page Builder: Once you're logged in, go to the "Marketing" or "Website" section, depending on your account setup. Under the "Website" menu, you'll find the "Landing Pages" option. Click on "Landing Pages" to access the landing page builder.
3. Create a New Landing Page: Click the "Create landing page" button to start building a new landing page.
4. Choose a Template: HubSpot offers various templates to choose from. You can select a predesigned template that matches your campaign or create a page from scratch.

5. Edit and Customize: Use HubSpot's draganddrop editor to customize the landing page. You can add and format text, images, forms, buttons, and other elements. Customize the design to match your branding and campaign requirements.

How many landing pages do you have on your website?



2023 Glimpse survey of 101 marketing and advertising professionals

6. Add a Form: Landing pages are often used to capture visitor information. You can easily add a form to your landing page using HubSpot's form builder. The form data will be automatically stored in your HubSpot CRM.

7. Optimize for SEO: HubSpot provides SEO tools, allowing you to optimize the landing page for search engines. You can customize meta titles, descriptions, and other SEO elements.

8. Publish Your Landing Page: Once your landing page is ready, you can publish it directly within HubSpot. You can choose to publish it immediately or schedule a future publishing date.

9. Analytics and A/B Testing: HubSpot offers analytics to track the performance of your landing page. You can monitor conversion rates, visitor engagement, and other metrics. You can also set up A/B tests to optimize your page for better results.

10. Integration: HubSpot's landing pages can easily integrate with other HubSpot tools, such as email marketing, automation, and CRM features. This allows you to capture leads and manage them effectively.

11. Custom Domain: If you want to use a custom domain for your landing pages, HubSpot provides the option to configure this within the platform.

12. Security and Maintenance: HubSpot takes care of security, compliance, and platform updates, so you can focus on your marketing efforts without worrying about infrastructure management.

HubSpot is a comprehensive cloudbased marketing platform that offers everything you need to create and host landing pages as part of your marketing campaigns. You can access, edit, and manage your landing pages entirely within the HubSpot environment.