

IDEATION PHASE

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) PROBLEM STATEMENT FOR CREATING A LANDING PAGE USING HUBSPOT ?

Inefficiency in Landing Page Creation:

Creating landing pages on HubSpot has become a time-consuming and complex process, often requiring significant manual input and expertise. This inefficiency hinders our ability to quickly respond to marketing campaigns and launch new initiatives.

Inconsistent Branding and Design:

Our landing pages lack consistency in branding and design, which can result in a subpar user experience and may dilute our brand identity. We need to ensure that all landing pages adhere to our brand guidelines and provide a cohesive user experience.

Poor Conversion Rates:

Many of our existing landing pages do not effectively convert visitors into leads or customers. We need to identify areas for improvement and implement strategies to boost conversion rates, such as optimizing form placement, content, and calls to action.

Data-Driven Decision-Making:

Our current approach to landing page creation and optimization lacks data-driven insights. We need a system that can track and analyze the performance of our landing pages, helping us make informed decisions for ongoing improvements.

Limited Team Collaboration:

Our marketing and design teams often work in silos, leading to a lack of collaboration and feedback during landing page creation. We need a solution that promotes seamless collaboration and streamlines the review and approval process.

Compliance and Security Concerns:

Ensuring that our landing pages adhere to legal and regulatory standards, including GDPR and CCPA, is crucial. We need a process that guarantees compliance and data security while collecting user information.

Scalability:

As our business grows, we need a solution that can easily scale to accommodate a growing number of landing pages without significantly increasing the workload or complexity for our marketing team.

2) EMPATHIZE & DISCOVER FOR CREATING LANDING PAGE USING HUBSPOT ?

1. EMPATHIZE

- **Interview Stakeholders:**

Conduct interviews with your marketing team, designers, content creators, and any other individuals involved in the landing page creation process. Understand their pain points, frustrations, and what they find challenging about using HubSpot for this task.

- **User Feedback:**

If you have existing landing pages, collect feedback from visitors and potential customers. This can be done through surveys, user testing, or feedback forms. Understand what users like, dislike, and what might prevent them from taking the desired action on the landing page.

- **Observe the Process:**

Spend time observing how landing pages are currently created and managed within your organization. Look for bottlenecks, areas of confusion, and potential breakdowns in the workflow.

2. Discover

- **Data Analysis:**

Utilize analytics tools within HubSpot to gather data on the performance of your existing landing pages. Look at metrics like conversion rates, bounce rates, click-through rates, and time-on-page to identify which pages are effective and which ones need improvement.

- **Competitor Analysis:**

Analyze landing pages created by competitors or businesses in your industry. Understand what design elements, content, and strategies they are using to engage and convert visitors.

- **HubSpot Features Evaluation:**

Explore the features and capabilities of HubSpot for landing page creation. Understand what works well and what might need improvement within the platform itself.

- **Content Strategy Review:**

Assess the content strategy for your landing pages. Is the content relevant and engaging? Does it align with the target audience's needs and expectations?

- **A/B Testing and Iteration:**

If your organization has conducted A/B tests or other forms of experimentation with landing pages, review the results to discover which variations performed best.

- **Technical Capabilities and Integrations:**

Explore HubSpot's technical capabilities and integrations. Discover if there are tools or integrations that could enhance the landing page creation process, such as CRM integration, personalization, or automation features.