

## IDEATION PHASE

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PROJECT TITLE	CREATING A LANDING PAGE USING HUBSPOT

### 1) 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.