IDEATION PHASE

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PROJECT TITLE	CREATING A LANDING PAGE USING HUBSPOT

1) PROBLEM STRATEMNT 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.