Project Design Phase-**||**

**Determine The Requirements (Customer Journey Maps)**

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| PROJECT NAME | Create a landing page in HubSpot |

key steps for creating a landing page in HubSpot with a focus on incorporating customer journey mapping:

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| S.NO | **STEP** | **DESCRIPTION** |
| 1. | Define Your Audience | Create buyer personas and understand their needs and motivations. |
| 2. | Identify Customer Journey Stages | Map out the stages from awareness to conversion. |
| 3. | Set Clear Goals | Determine the primary goal of the landing page. |
| 4. | Content Mapping | Plan the type of content for each journey stage. |
| 5. | Create a Value Proposition | Develop a clear value proposition matching the journey stage. |
| 6. | Design the Landing Page | Use HubSpot's builder to create the page with key elements. |
| 7. | Personalization | Implement personalization to tailor the experience. |
| 8. | Testimonials and Reviews | Include social proof to build trust. |
| 9. | A/B Testing | Set up A/B tests to optimize page elements. |
| 10. | Analytics and Tracking | Implement tracking tools for performance monitoring. |
| 11. | Progressive Profiling | Collect more lead data over time. |
| 12. | Follow-Up | Create a lead nurturing strategy with email sequences. |
| 13. | Iteration | Continuously review and improve based on data and feedback. |
| 14. | SEO Optimization | Optimize for search engines with keywords and meta tags. |
| 15. | Mobile Optimization | Ensure mobile friendliness for a seamless user experience. |