

# SaaS Landing Page Brief Template

## B2B Lead Generation

### 1. Project Overview

SaaS Product Name:

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Brief Description of the Product (USP, key value):

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Landing Page Goal:

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### 2. Target Audience

Industry/Vertical:

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Buyer Persona (roles, decision makers):

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Pain Points Addressed:

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### 3. Main Offer

Lead Magnet (demo, free trial, ebook, etc):

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Call to Action Text:

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### 4. Core Content Sections

#### 1. Header Section

Headline:

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Subheadline:

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#### 2. Features & Benefits

List of Key Features/Benefits:

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#### 3. Social Proof

Testimonials/Logos:

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#### 4. Lead Capture Form

Requested Fields (name, email, company, etc):

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## 5. Success Metrics

What will define success for this landing page?

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## 6. Additional Requirements

- Brand Guidelines / Assets:

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- Integrations (CRM, email, etc):

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- Other Notes:

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