

SaaS Landing Page Brief Template

B2B Lead Generation

1. Project Overview

SaaS Product Name:

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

Landing Page Goal:

2. Target Audience

Industry/Vertical:

Buyer Persona (roles, decision makers):

Pain Points Addressed:

3. Main Offer

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

Call to Action Text:

4. Core Content Sections

1. Header Section

Headline:

Subheadline:

2. Features & Benefits

List of Key Features/Benefits:

3. Social Proof

Testimonials/Logos:

4. Lead Capture Form

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

5. Success Metrics

What will define success for this landing page?

6. Additional Requirements

- Brand Guidelines / Assets:

- Integrations (CRM, email, etc):

- Other Notes:
