

# Product launch landing page template

**Hero section:** Includes a captivating headline that communicates the product's value proposition, a high-quality image or video of the product, and a clear Call-to-Action (CTA) button (e.g., "Pre-order now" or "Learn more").

**Features section:** Showcases the key features of the product through short, bullet-point descriptions or icons with text. Include images or short GIFs that illustrate each feature in action.

**Benefits section:** Details the benefits of the product to the user, highlighting how it solves problems or improves the user's life. Use testimonials or quotes from beta testers for social proof.

**CTA section:** A repeat of the primary CTA to capture users who are convinced by the features and benefits.

**Footer:** Includes links to privacy policy, terms of use, and social media profiles.

## Customization tips

- **Hero section:** Customize the hero section with a product image that resonates with your target audience. Experiment with different CTAs based on your campaign's goal.
- **Features and benefits:** Tailor these sections to highlight the aspects most relevant to your specific audience segments. Use A/B testing to determine which features or benefits drive more engagement.
- **Visual elements:** Adapt the color scheme and typography to match your brand's identity. Consider adding a section for an introductory video if your product requires more detailed explanations.