

MTM6330-310

## **Web Production**

Prof. Robert McKenney

# **Midterm Project Proposal**

Prepared by Johnny Appleseed SN: 1998007

Submitted on 2018-09-11

I will build a product landing page to promote the launch of a new SaaS application. It will be tied to a targeted pay-per-click ad campaign and primarily designed to address the questions of enterprise software buyers. It will also serve as a starting point for further research by secondary target audiences like software development managers.