unbounce X 

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Instructions

Demo Landing Page Workshop

This guide shows you how to use the Demo Landing Page Workshop (skill file for AI assistants like Claude or ChatGPT) included in the Core Four toolkit. The workshop helps you plan and draft a stronger B2B demo landing page by walking through audience, value props, differentiation, proof, demo expectations, and page copy. The goal of this workshop is to develop a first draft of your demo landing page copy that you can iterate on. Do not publish it without review.

Starter prompt

After you upload or paste the workshop file, use this prompt:

> *Use the Demo Landing Page Workshop instructions I uploaded. Help me create a first-pass demo landing page for my company. Start in workshop mode and ask me for the context you need before drafting.*

How to use it

Step	What to do
1	Open your AI assistant, such as ChatGPT, Claude, Codex, or another tool your team uses.
2	Upload or paste the workshop file named *unbounce-demo-landing-page-workshop-skill.md*.
3	Start with the prompt in this guide, then answer the workshop questions in bullets or messy notes.
4	Review the draft before publishing. Check product accuracy, customer approval for quotes and logos, legal or compliance needs, brand voice, and sales-process details.

Helpful inputs to have ready

You don't need to prepare every item before you start. The workshop can help you identify what is missing.

- Your website URL.
- The product or offer you want people to book a demo for.
- Your primary audience.
- Your top competitors or alternatives.
- Three or four value props.
- Proof points, such as customer logos, quotes, metrics, case studies, ratings, or benchmark data.
- What happens after someone submits the demo form.
- Brand, voice, legal, compliance, or sales-process guidelines.

What the workshop should produce

- A short page strategy.
- A recommended demo page structure.
- First-pass page copy for the major sections.
- Notes on weak claims, missing proof, and details a human should review.

Important Review Note

Before publishing: Review the draft for product accuracy, customer approval, legal or compliance requirements, brand voice, and sales-process accuracy. No landing page template or AI-generated draft can guarantee conversion results, but this workshop should give your team a stronger starting point for a focused demo page.

Next steps

Ready to turn your copy into a live landing page? No need to submit a ticket and wait for a designer or developer. With Unbounce, any marketer can design and build a page fast. Here are a few options to get you there:

Design and build via MCP

Use your own template or get access to Tas' demo template in Figma. Connect the Figma MCP and ask Claude or ChatGPT to add your approved copy from the workshop to the page. Then, connect Unbounce's MCP to convert that template from Figma into a live landing page

in Unbounce. Share your brand guidelines or an example page, and the AI assistant will design the page for you.

MCP tip: Use ChatGPT Codex or Claude Code if you have images or logos in Figma that you'd like added to your Unbounce landing page. Using other assistants will require you to manually upload the images.

→ Access the Figma template
→ Explore the Unbounce MCP
→ Set up the Unbounce MCP

The MCP is included for free in all Unbounce plans. If you're not an Unbounce customer, start a free trial to get access to the MCP for 14 days. You won't be able to publish your page until you upgrade to a paid plan.

Design and build in Unbounce

Tas' demo landing page template is ready to use in Unbounce. When choosing a template in Unbounce's library, hit CTRL+F and search "Tas Bober" when choosing a template, or select "B2B paid media" under "page type" to see all of Tas's templates.

→ Start a free trial