

Steps

PRODUCT PAGE STORY FRAMEWORK

Why most B2B product pages don't convert—and how to fix yours.

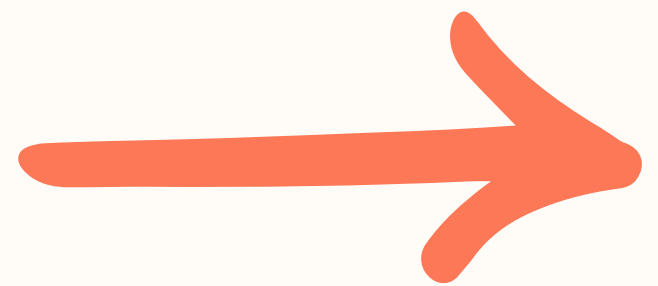
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YOUR PRODUCT PAGE ISN'T ABOUT YOUR PRODUCT.

**It's about the problem
your buyer is trying to
solve.**

**Here's how to tell a
story that actually
converts.**



START WITH THE PROBLEM.

Most product pages start with features.
But your buyer doesn't care what your product does.

They care what it solves.

- ✓ **Name the core problem they're facing**
- ✓ **Use their language, not yours**
- ✓ **Make them feel seen in the first scroll**

Example:

"Still wasting hours stitching together data from six different tools?"

SHOW THE COST OF INACTION.

Once you name the problem, raise the stakes.

What happens if they don't fix it?

- ✓ **Speak to business consequences and emotional pressure**
- ✓ **Create urgency without fear**
- ✓ **Make the problem feel real and immediate**

Example:

"Every week your message stays misaligned is a week of missed leads and wasted spend."

INTRODUCE YOUR PRODUCT AS THE BRIDGE.

Your buyer is the hero.

Your brand is the guide.

Your product is the bridge that gets them from stuck to scaling.

- ✓ **Show how your product connects the pain to the outcome**
- ✓ **Position your product as the next step**
- ✓ **Make your value tangible and practical**

Example:

“Beeline helps SaaS teams sharpen their story, accelerate GTM, and turn traffic into pipeline.”

ADD PROOF AND CREDIBILITY.

Buyers don't just want potential. They want proof.

- ✓ **Include real customer results**
- ✓ **Use logos, quotes, or stats**
- ✓ **Tie proof to the problem they're trying to solve**

Example:

"After refining their story, Company X saw a 38% lift in demo requests—in 30 days."

SHOW HOW THE PRODUCT WORKS.

Now they're invested.

This is where you walk them through the how.

- ✓ **Organize features under outcome themes**
- ✓ **Use visuals, screenshots, or concise copy**
- ✓ **Always tie features back to what they enable**

Example Format:

 Challenge →  Solution →  Features

END WITH A CLEAR, OUTCOME-BASED CTA.

Don't just say "Learn more."

Guide them to take action that aligns with the outcome they want.

- ✓ **Make it about results, not next steps**
Include both a direct & transitional CTA

Example:

Direct CTA: Sharpen my product story

Transitional CTA: See the messaging map

CLARITY **CONVERTS**. CONFUSION DOESN'T.

If your product page isn't telling the right story, it's time to fix it.

Want help building a message that actually performs?

Let's talk.

beelinemarketing.co/lets-talk