

Driven Growth

CONTENT DATA

Driven Growth is an experienced business growth consulting firm providing top executives with strategies that improve results in business strategy, sales, marketing and corporate finance. We are passionate about helping you take your business to the next level of success.

Did You Know...

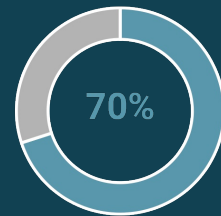
By 2017, 51% of companies will have an executive in their organization who is directly responsible for content marketing strategy.



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Numbers Don't Lie

A recent study by Altimeter found that 70% of marketers lack a consistent or integrated content strategy.



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Here Are Some Sweet Stats

Here are the Top 5 B2B Content Marketing Challenges

- Lack of Time to Create Content - 51%
- Not Producing Enough Content - 50%
- Not Producing Engaging Content - 42%
- Measuring Effectiveness - 38%
- Developing Consistency - 34%

Source: LinkedIn