



For Immediate Release

Dustin Brackett
(720) 491-1921 | dustin@hivedigitalstrategy.com

NY-based Training Group Partners with Denver Inbound Marketing Agency

DENVER, August 11, 2019 — The Leadership Development Group, a healthcare spectrum leadership development and training company, has partnered with a Denver inbound marketing agency to upgrade their website design and user experience. After learning about Growth Driven Design, TLD Group was also interested in utilizing data to inform the new design components as well as website updates moving forward based on how users are interacting and consuming their website after launch.

“Growth Driven Design is a new concept in website development and design that utilizes analytics to make informed decisions on how to build and update a website based on the best experience for users and potential customers,” explained Dustin Brackett, CEO and Founder of HIVE Digital Strategy, a Denver-based inbound and digital marketing agency. Brackett continued explaining the new process, “Previously websites were built with parameters from executive leadership, ideas, or strengths of the web designer or marketing manager. But typically none of those people are spending money with the company. Using analytics about how actual prospects and customer navigate and consume the website ensures the site is functioning in the best way for the customer -- which of course leads to higher conversions and closed deals.”

HIVE Digital Strategy has been contracted to provide a new HubSpot CMS website design, website content creation in conjunction with the Growth Driven Design (GDD) process. GDD will monitor user data and allow HIVE to make changes to the TLD website that ensures the site attracts and functions optimally for potential and current healthcare industry customers.

HIVE Digital Strategy is a full-service Digital Inbound Marketing Agency in Denver, Colorado that has earned Gold partner status with HubSpot as well as being named a [Top Digital Agency](#) two years running. HIVE partners with B2B, B2C, and Nonprofit clients to improve their digital strategy, execution, lead generation, and customer acquisition processes through digital marketing, digital design, marketing automation, and public relations initiatives.

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