



Celebrating the life of an unforgettable leader, colleague and friend.
Katie Blair: February 10, 1984 - November 1, 2019

2020 CMO PREDICTIONS

Content Overload, Advocacy, Customer Data & Personalization Remain Top Priorities

[SEE WHAT THE EXPERTS HAVE TO SAY IN THIS YEAR'S CMO PREDICTIONS](#)

2020 CMO Predictions: Content Overload Plagues Marketers; Advocacy, Customer Data & Personalization Remain Top Priority

As 2020 quickly approaches, PAN surveyed some of the industry's leading influencers and CMOs on where they feel the marketing field is headed in the coming year. The response? Everything from content overload, to data-driven strategy and humanized approaches to marketing. Check out the infographic for predictions from Ann Handley, Brian Fanzo, Larry Kim & more!

[Learn where marketing leaders predict the industry is headed in 2020 here.](#)



Data-Driven Insights to Up Your 2020 Marketing Game

See how a digital visibility audit can help you evaluate your online brand presence and advance your communication organization.

[Read More](#)

5 Questions to Boost Your Content Marketing Strategy

As we head into the new year, have you started evaluating the effectiveness of your content marketing strategy? Here are five questions you should consider.

[Read More](#)



'Do Less and Obsess' & Other Observations from Ann Handley

CMI's Robert Rose chats with Ann Handley, Chief Content Officer at MarketingProfs, about her "do less and obsess" motto. Ann believes marketers need to slow down and become more strategic with their content – something that was echoed by many in PAN's 2020 predictions series!

[Read More](#)



The Biggest Mistake Companies Make When Using Video

Forbes Senior Contributor, Kim Whitler, discusses video marketing mistakes and opportunities with HubSpot CMO, Kipp Bodnar. As one of the top budget priorities and marketing challenges in this year's predictions, this article supports the notion that video will be a key focus for CMOs in the coming year.

[Read More](#)

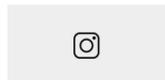


2020 Marketing Conferences: The #1 Marketing Events Guide

Looking to factor some noteworthy marketing conferences into your 2020 marketing plan? This guide provides a list of marketing conferences that run the gamut – from analytics, to content marketing, to new technologies – use this list to build your strategy and budget for the upcoming year.

[Read More](#)

CONNECT WITH US



PAN Communications 255 State Street Boston, MA 02109 United States

You received this email because you are subscribed to emails from PAN Communications. Update your [email preferences](#) to choose the types of emails you receive. [Unsubscribe from all future emails](#)