



# WE MOVE IDEAS™

## PAN 25 YEARS

As we kick off PAN's 25th Anniversary celebration, President & CEO Phil Nardone reflects on the early years in business, how the industry has evolved and the people who have made our agency's success possible.

[Learn more about this remarkable milestone in Phil's recent blog post.](#)

### Managing the **EMPOWERED CUSTOMER**

Building a Voice of the Customer  
Program that Fits into Your  
Marketing Formula



DOWNLOAD OUR PLANNING & BUDGETING GUIDE NOW

### [Guide] Managing the Empowered Customer: How to Build a Voice of the Customer Program

Loyal customers are 5x as likely to repurchase and 4x as likely to refer than those who are not brand loyal. Kick off the new year with advocates who will take your brand trust and awareness to a new level. Download “*Managing the Empowered Customer: How to Build a Voice of the Customer Program*,” a planning & budgeting guide to integrating a VoC program into your 2020 marketing strategy.

[Learn how to build and budget for a customer advocacy program here.](#)



#### What B2B Brands Must Evaluate Before Budgets and Plans Take Shape

New year, new budgets and plans. But what should you be evaluating before you continue your B2B growth journey? Most marketers neglect to measure how their efforts move the brand from awareness to consideration – and now you won't.

[Read More](#)

#### Building a Marketing and PR Strategy for B2B Tech and Healthcare Brands in 2020

As a B2B marketer, do you play a role in the planning and execution of events for your brand? This blog outlines top 2020 industry events for tech and healthcare marketers and shares PR strategies for maximizing the impact of your events.

[Read More](#)



#### What Will Next Year Bring? Here's a Bold Prediction

Why is it that customer experience is included in yearly predictions roundups, yet it continues to lack budget and resources to make it a priority? CX expert Jon Picoult explains why he believes no change will be made in 2020.

[Read More](#)



#### 2020 B2B Content Marketing: What the Successful Do [New Research]

A recent report published by *Content Marketing Institute* and *MarketingProfs* analyzes how marketers attempted to grow lasting relationships with their audience through content marketing strategy in 2019.

[Read More](#)



#### The Top 11 Most Effective B2B Marketing Strategies for 2020

Marketing expert Sujan Patel outlines some of the key approaches marketers should employ to better target and engage with customers in the new year, including event marketing, employee activation and more.

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