Creative Storytelling | Connected Content | Results that Matter







of brands cite 'adjusting the tone of messaging & positioning' as a top priority coming out of the global crisis

Our world has undergone massive change since we polled marketers for our annual CMO Predictions series. Content programs were disrupted, employee experiences shifted and demands for empathy rose immensely. We've asked that same group to participate in a "CMO Reflections" campaign to identify if and how marketing challenges have changed. See how leading influencers and CMOs are adjusting their approaches in the second half of the year in our latest infographic.

Download Now

Most companies allocate 10-20% of their marketing budget to virtual events.

Learn how to use that budget wisely with this virtual event marketing & PR framework.



Storytelling Audit?

This framework will help you optimize your content and earned strategies to support your ongoing demand gen initiatives.

Re-tool your content strategy with these five easy steps.



Quorum Puts Content + Digital Strategy to the Test

A consistent story and a content-driven demand gen strategy drives opportunity for technology brands in today's digital world.

View the data-driven case study to discover the impact of IM&PR.



Why Sales and Marketing Need to Marry in a Post-**COVID World**

A recent Spin Sucks article discusses why content marketing will inform decision makers now more than ever before.

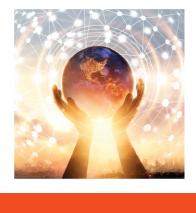
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10 Signs Your Digital Marketing Strategy Needs an Overhaul

Search Engine Journal shares tips for recognizing when you need to rethink your marketing strategy.

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Building a Better Global Demand Generation Strategy

executing an effective global demand strategy.

This video covers the best practices around organizing and

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