

Creative Storytelling | Connected Content | Results that Matter

WE MOVE IDEAS™

PAN

How to Build a Successful Lead Generation Strategy

Working With Your PR Agency

Utilizing buyer personas will make your website

2-5X

more effective, simply by knowing whom you're targeting.

Inbound Marketing & PR: A Match Made in Heaven

The pandemic has forced us all to become smarter about how we approach brand marketing. Blending your PR and inbound strategies will build stronger awareness and keep customers engaged across all of your important, lead-driving channels. This can't be tackled overnight, but your PR agency can help.

Discover how marrying your PR and inbound efforts will support your revenue goals and help you communicate effectively as we continue to navigate today's challenges.

[Download Now](#)

Emphasis on making emotional connections through your content has doubled in 2H 2020.

If your content program isn't sitting at the core of your inbound marketing strategy, [this framework can help.](#)



Earned Media: The Golden Ticket to Lead Generation

How many times has the C-suite questioned your team's contribution to revenue? It's time that earned media and PR were given the respect that they deserve.

[Uncover earned media's true lead gen potential.](#)



Utilizing Data to Drive PR and Thought Leadership Efforts

Each year, tech experts and journalists look forward to The State of Mobile Report to better understand upcoming mobile and app trends, making App Annie a trusted leader in app data and analytics.

[Discover how PR and thought leadership bring the data to life.](#)



How to Integrate Inbound Marketing Tactics Into Your PR Strategy

Gone are the days when PR teams worked in silos. Discover why the digital era demands that you integrate PR and inbound strategies.

[Learn more](#)



How to Turn Your Social Media Into a Lead Funnel

This *Forbes* article covers why re-tooling your social strategy to align closely with your PR efforts will benefit your sales pipeline.

[Learn more](#)



23 Tips to Make the Most of Your Content Marketing Budget

Content should be the focus of all inbound marketing efforts, and this article offers budget-friendly solutions to making it happen.

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