

PAN's monthly newsletter is here.
Read on for the latest & greatest in integrated marketing & PR.

Creative Storytelling | Connected Content | Results that Matter

WE MOVE IDEAS™

PAN

96% of B2B Buyers Want Content with More Input from Industry Thought Leaders

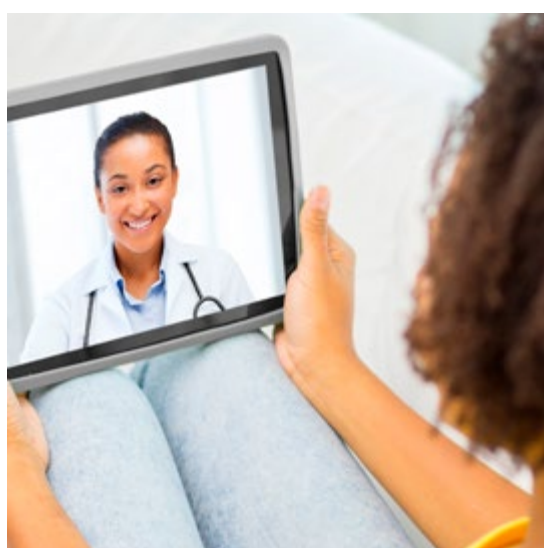


Learn How **Thought Leadership Content**
Drives Connections at Every Stage of Growth

Whether you're trying to reach a new audience, a competitor is gaining more traction, or you need more visibility in a world consumed by COVID-19 conversations, building a voice to drive **thought leadership is your answer**. Bringing unique voices and perspectives into your content – be it from your executives, influencers or other brand advocates – will help you stand out and build trust. This infographic shares the power that thought leadership has to take your content to that next level. Are you ready?

[Integrate Thought Leadership + Content Marketing](#)

We're committed to bringing DEI into everything we do, starting with this [new section of our website](#).



Growing Healthcare Brand? Here's Your Secret to Success

Brands must find ways to differentiate themselves in an industry brimming with innovation.

[Take Your Brand to the Next Level](#)



Reaching a Niche Audience Through Thought Leadership

Smartly.io leveraged data for a bold and creative approach to trendjacking during a difficult news cycle.

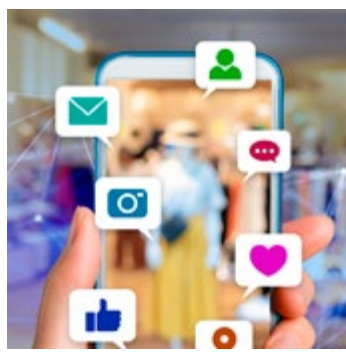
[See Their Impressive Results](#)



Thought Leadership and SEO: 5 Ways Thought Leadership Drives Rankings

Andy Crestodina explains how original research and embracing new viewpoints can propel your content to higher SEO rankings.

[Learn more](#)



5 Ways to Humanize Your B2B Content Marketing – And Why it Matters

You've heard it a million times by now: Content should build connections with your audience, not just inform them. These tips will help get you started.

[Learn more](#)



'Value and Values': Unilever's Top Marketer on Marketing Through a Recession

Unilever's Chief Digital Officer cautions brands not to lose sight of long-term marketing strategies during this challenging time.

[Learn more](#)

[WORK](#) | [NEWS & INSIGHTS](#) | [CULTURE](#) | [LOCATIONS](#)

Connect with Us



[View as a Web Page](#)

PAN Communications | 255 State Street, Boston MA 02109
617.502.4300 | www.pancommunications.com

[Unsubscribe from all future emails](#)

© 2021 PAN Communications. All rights reserved.