

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

Focused on Content Creation? Don't Forget Distribution.

Learn how to amplify, distribute and maximize your content.

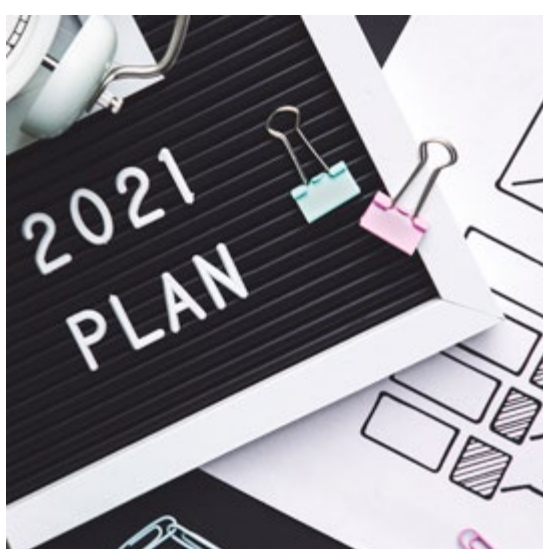


The pressure is on: Create content that connects emotionally. Relate to your audience's challenges. Make sure you have the right brand messaging & positioning. **We're always focused on content creation – but what about the distribution?** Brands of all growth stages should emphasize this component of content marketing, whether it's creating awareness at an early stage or carefully conveying your value proposition to prepare for an IPO.

This template serves as a helpful reminder of how to amplify, distribute and maximize your existing content to get the most mileage out of it.

Don't let your existing content fall by the wayside.

President & CEO Phil Nardone [reflects on the challenges](#) PAN has overcome as we pass the one-year milestone of COVID-19 and remote work.



The Ultimate List of Content Marketing Resources

The one-stop-shop you didn't know you needed. In this blog, you'll find a variety of newsletters, influencers and guides to follow for all things content marketing strategy.

[Don't Miss Out on These Resources](#)



Garner Earnings Headlines that Will Impress Investors

IPO communication strategies are complex. Keep these three reminders handy to guide your brand's content and earned media approach when it comes time to go public.

[Your Guide to Business Press Hits](#)



What You Need to Know About Content Marketing and Healthcare

Attract and retain the right audience with these content strategies, designed for today's healthcare marketer.

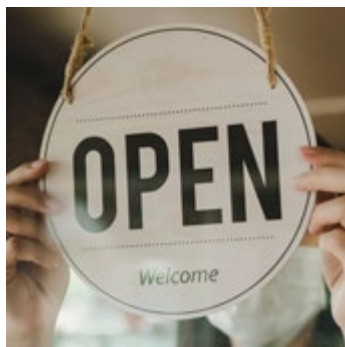
[Learn more](#)



Conversions Attract Attention of More Tech Marketers

Research shares what types of content the majority of marketers are using to drive demand and lead generation.

[Learn more](#)



What's Next for Small Businesses? 4 Trends & Predictions

Find out what the 'Novel Economy' is and how it will impact the way your SMB builds customer relationships.

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