

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

WE MOVE IDEAS.™

Creative Storytelling. Connected Content. Results that Matter.

PAN

Got something to say?

Guide to Telling a Compelling Brand Story

A framework for measuring the success of brands digital presence across departments

Customer mindshare isn't as easy to grab hold of as it used to be. B2B marketers are challenged with being creative, while sticking to a strict brand narrative. You're tasked with balancing emotional storytelling with the immediate need for revenue-focused marketing. Where do you begin?

Tapping into experts across the integrated landscape will help you craft a well-rounded story. As we navigate this "no normal" world, we recently surveyed 1,000 consumers to gather insights about their preferred style, tone and channel. Armed with this guide, lean on data, creative, PR and content teams to support audience identification and measurement every step of the way.

[Shape and Refine Your Storytelling Strategies.](#)

We Move Ideas. We Move Markets. We Move Careers.
[See how we do it.](#)



Building a Trustworthy Brand

Branding is arguably the most important element of defining your company's identity and visualizing your story. This interactive infographic shares why it's important and where to begin.

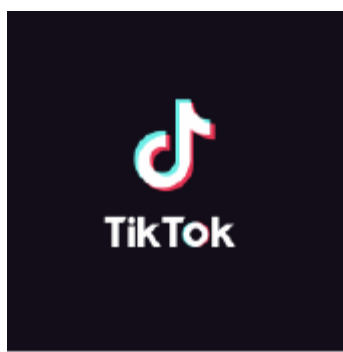
[Shape Your Brand Perceptions](#)



Fall in Love with Video

47% of marketers said video was made necessary by today's challenges. If you're not utilizing this style of content, are you really connecting emotionally with your customers?

[Anchor Into Video to Tell Your Story](#)



How TikTok is Changing Healthcare Marketing

Storytelling comes in many forms, but are social media platforms like TikTok the appropriate channel for healthcare brands?

[Learn more](#)



How PR Pros Can Help Humanize a Brand with Their Storytelling Skills

Uncover and deliver your brand stories through smart PR and earned media strategies.

[Learn more](#)



The Ultimate Guide to Storytelling

Like art, storytelling requires creativity, vision, skill and practice. Master the art of storytelling through HubSpot's guide.

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