

WE MOVE IDEAS.™

Creative Storytelling. Connected Content. Results that Matter.

PAN

Telling a Compelling Brand Story

- > Balance effectiveness and efficiency
- > Build content that resonates
- > Align on what success looks like

Learn how to make your brand story stick.

43 Social Media Advertising Statistics that Matter to Marketers in 2020



of marketers report significant profit gains with emotional campaigns

"Marketing is the art of telling a story that moves people to act." - Bernadette Jiwa, Author, Marketing Guru

Stories have the power to persuade and connect people, but only when all key stakeholders are involved in telling them. It's critical that your media, integrated and creative teams are included throughout the process to help bring your brand story to life. But, marrying a variety of perspectives together can be challenging, so we've created a visual guide to help you along the way.

[Set up the Building Blocks for a Powerful Story](#)

Take Part in PAN's 8th Annual Content Fitness Test:

We have a new twist in store for this year's report. Participate [here](#) — and be the first to receive the data!



Storytelling in a Challenging Media Landscape

The story you want to tell isn't always the story your audience wants to hear, especially in today's climate. Get the 411 on the 'State of the Media' to avoid falling tone deaf.

[Fine Tune Your Earned Strategy](#)



To Podcast, or Not to Podcast in 2021?

Let's face it – your content calendar could use some spicing up. Podcasting has grown exponentially during the pandemic, and it may be right for your brand. Ready to think differently?

[Test Our New Content Channels](#)



How to Get the Most Branding Bang Out of Your B2B Tech IPO

You're going public, congrats! What does that mean for your marketing strategy, you ask? Planning ahead is absolutely necessary.

[Learn more](#)



16 Ways to Build a Strong Community Around Your Brand

A solid community is key for brand loyalty, references and advocates. These 16 tactics will help transform your one-time buyers into faithful fans.

[Learn more](#)



A Swing and a Hit: 5 Storytelling Ideas to Steal From Sports Writers

What do sports and marketing strategies have in common? Quite a bit it turns out!

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