

WE MOVE IDEAS.™

Creative Storytelling. Connected Content. Results that Matter.

PAN



Audiences ONLY consume 1-5 pieces of brand content per month.

So how much content is too much content?

Download the 2021 Content Fitness Report

38% of marketers are producing 6-10 pieces of content per month.

Building content is hard, and building great content is even harder. But, making sure your good content reaches the right audience at the right time is the hardest of all. Marketing teams will need to lead the way but they don't have to go it alone. PAN's Eighth Annual Content Fitness Report features five key insights about the state of content.

[Download this year's report](#)

91% of marketers view their social followers as prospective buyers...

But audience differences will impact the effectiveness of your content distribution strategy.

Use [this content distribution template](#) to document your strategy and improve results!



Cadence, Community & Content with Robert Rose

As marketers begin to prepare for what's to come in 2022, Robert Rose and Mark Nardone reconnected to discuss where content marketing is today.

[Watch the Video Clips for Insights](#)



Content Marketing Metrics That Matter for 2022

Mastering content analytics and identifying content's specific effect on how you attract and convert new customers is challenging. Prepare for an effective 2022 strategy now.

[Track the Right Content Metrics](#)



8 Social Media Marketing Trends and Predictions for 2022 and Beyond {Infographic}

Are you mulling over your social media strategy for the year ahead? Want to learn about the key trends likely to affect how potential customers use social media?

[Learn more](#)



4 Steps to Start Connecting Customer Experience and Employee Experience Insights

The ultimate goal of integrating CX and EX is to drive business value by creating meaningful connections between employees and customers.

[Learn more](#)



Cross-Generational Digital Marketing Insights For Greater Impact in 2022

Building a marketing strategy that speaks to each generation could pay dividends for brands seeking long-term business growth.

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