



A PAN Communications and Heinz Marketing Report

2019 CONTENT FITNESS REPORT

In early 2019, PAN Communications surveyed 100+ marketing leaders from early-stage, mid-stage and later-stage brands as part of our Sixth Annual Content Fitness Report.

[DOWNLOAD THE 2019 CONTENT FITNESS REPORT](#)

PAN's 2019 Content Fitness Report Is Here!

Delivering content ROI can be a challenge and with only 6 months left to meet your KPI's it's important to understand industry trends. That's why PAN Communications partnered with Heinz Marketing to uncover what's driving success for content marketers.

[Explore this year's insights here.](#)



How to Perform a Mid-Year PR and Marketing Program Check-In

How do you connect your PR, marketing, thought leadership and measurement initiatives? Understanding the importance of a fully integrated program will lead to higher ROI and can help you meet your end of year goals.

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How Growing Brands Can Create Data-Driven PR and Marketing Strategies

As your brand continues to grow and you look for increased market awareness, consider the benefits of implementing a data-driven PR and marketing strategy. It will provide you with the right tools and skill sets to achieve your brand's potential.

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Mid-Year Marketing: Review, Analyze, Optimize

Five tips to guide your mid-year marketing review including, how to analyze results, test, be media "neutral", know your audience and get inspired.

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Why Your Marketing Needs to Be Data-Driven

Effective marketing needs data. The most successful campaigns use data to cater to your target audiences' and identify mid-year goal check-ins, pain points and challenges.

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How to Use the Art of Storytelling in Your Blogging Strategy

Well told stories make your content interesting and engage your audience. It's the best way to reach your goals and stand out in the sea of competition.

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