

Creative Storytelling | Connected Content | Results that Matter

# WE MOVE IDEAS™

## PAN

# CMO Reflections

Assessing the Impact of COVID-19 on  
2020 Marketing Predictions: Have They Changed?

See what industry experts have to say



of brands cite 'adjusting the tone of messaging & positioning' as a top priority coming out of the global crisis

Our world has undergone massive change since we polled marketers for our annual CMO Predictions series. Content programs were disrupted, employee experiences shifted and demands for empathy rose immensely. We've asked that same group to participate in a "CMO Reflections" campaign to identify if and how marketing challenges have changed. See how leading influencers and CMOs are adjusting their approaches in the second half of the year in our latest infographic.

[Download Now](#)

Most companies allocate 10-20% of their marketing budget to virtual events.

[Learn how to use that budget wisely with this virtual event marketing & PR framework.](#)



### When Was Your Last Creative Storytelling Audit?

This framework will help you optimize your content and earned strategies to support your ongoing demand gen initiatives.

[Re-tool your content strategy with these five easy steps.](#)



### Quorum Puts Content + Digital Strategy to the Test

A consistent story and a content-driven demand gen strategy drives opportunity for technology brands in today's digital world.

[View the data-driven case study to discover the impact of IM&PR.](#)



### Why Sales and Marketing Need to Marry in a Post-COVID World

A recent *Spin Sucks* article discusses why content marketing will inform decision makers now more than ever before.

[Learn more](#)



### 10 Signs Your Digital Marketing Strategy Needs an Overhaul

*Search Engine Journal* shares tips for recognizing when you need to rethink your marketing strategy.

[Learn more](#)



### Building a Better Global Demand Generation Strategy

This video covers the best practices around organizing and executing an effective global demand strategy.

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