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3 new paths B2B content will take post-COVID



As we head into a post-COVID (like) world, B2B marketers are starting to think about the many ways there are to engage with their audiences. Check out what a Forrester study says you should be on the lookout for.

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What they're saying...

"Marketers are now making the difficult decision about whether to pull back on advertising, shift to a more brand-focused message, or try a different approach where they shift more dollars to digital to give themselves flexibility on creative."

— VTEX CMO Jared Blank on a number of continued disruptions are forcing marketers to take an agile approach well in advance of the holiday shopping season

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What we're reading...

60 Days to LinkedIn Mastery: Optimize Your Profile, Make Meaningful Connections, and Create Compelling Content... In Just 15 Minutes a Day

By Josh Steimle



Connections. Content. Networking. LinkedIn has it all. And yet, there are still too many who are missing the opportunity. Until now. BlueMethod founder Josh Steimle's "60 Days to LinkedIn Mastery" provides your blueprint for turning the platform into the opportunity it was destined to be. Can 800 million people be wrong? Check out 60 LinkedIn lessons that will take you 15 minutes or less to implement.

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