**Marketing Tones Shift During the Pandemic**

Nearly 80% of brands are adjusting the tone of their messaging and positioning, according to the 2020 Content Fitness Report, as customers demand compassion and empathy. Meanwhile, many marketers are replacing numbers and data with transparency and purpose, as they address customer concerns during the crisis, according to an infographic from Pan Communications.

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[***https://www.socialmediatoday.com/news/cmo-reflections-on-the-state-of-marketing-in-2020-infographic/584377/***](https://www.socialmediatoday.com/news/cmo-reflections-on-the-state-of-marketing-in-2020-infographic/584377/)

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