



Pantheon Awareness Campaign .

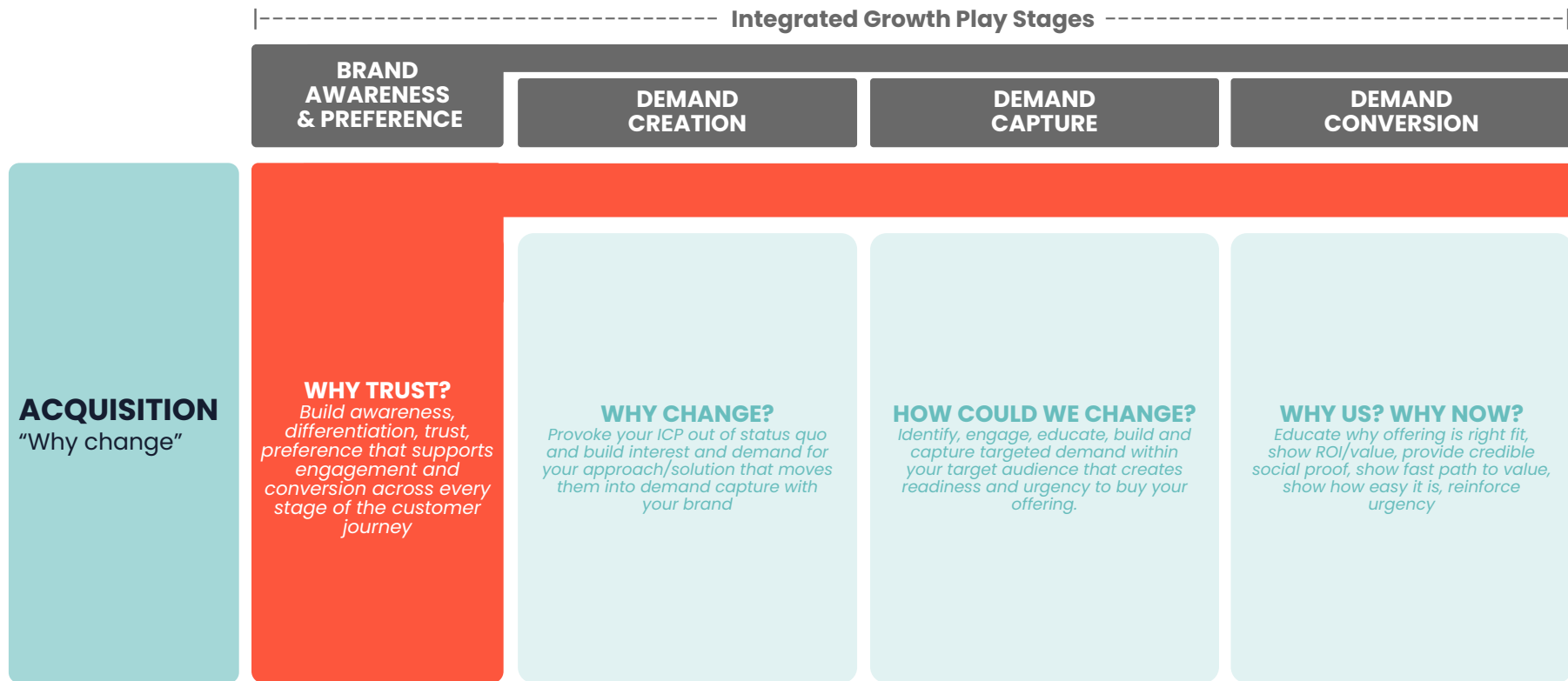
June 2025

Campaign Goals.

Build TOFU (Top of Funnel) Engagement & Visibility

- Reach IT and marketing personas to expand Pantheon's influence beyond its traditional developer audience.
- Also reach SLED and Commercial verticals in key geographies (US and EU).
- Bring Pantheon's creative summer theme ("You just need your website to work") to life through expressive visuals and fun, memorable copy.

Messaging Goals **by Funnel Stage** .



Awareness Campaign

IT Audience Ads

LinkedIn Single Image Ads

**Pantheon**
Website Operations Platform
San Francisco, California • 34K followers

Juggling web properties doesn't need to be messy. Pantheon brings calm to chaos with automated workflows, version control, and command-line tools.

No fire drills. More Friday thrills.

That's life with
simplified web
management.



**PANTHEON**

Free IT to focus on strategy, not site maintenance
pantheon.io [Learn More](#)

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**Pantheon**
Website Operations Platform
San Francisco, California • 34K followers

Your website's speed shouldn't stall your brand. Pantheon keeps you fast, reliable, and always online—even under the pressure of heavy traffic.

Live life in the fast lane.

We'll make sure
your site does too.



**PANTHEON**

Deliver the fast, reliable experiences visitors expect
pantheon.io [Learn More](#)

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**Pantheon**
Website Operations Platform
San Francisco, California • 34K followers

Manage complex website portfolios with speed and certainty. Pantheon delivers the enterprise-grade governance and security that IT teams need most.

Fortified backend, free weekend.

Your site's locked
down, so you're not.



**PANTHEON**

Get peace of mind with built-in governance & oversight
pantheon.io [Learn More](#)

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LinkedIn Carousel Ad

**Pantheon**
Website Operations Platform
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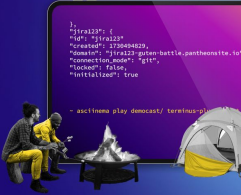
No more late-night Slack pings or surprise errors.
Pantheon keeps your websites stable, so you can log off without stress.

When your website works, you don't have to.

Even when Marketing pushes a campaign live.

 **PANTHEON**

99.99% uptime. No midnight tickets. No frantic Slacks.



 **PANTHEON**

Let Marketing ship fast—safely.

You manage the guardrails, not the grind.



 **PANTHEON**

Your website works. Your teams are aligned.



 **PANTHEON**

Step away, without stepping out of control
pantheon.io [Learn More](#)

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Awareness Campaign

Marketing Audience Ads

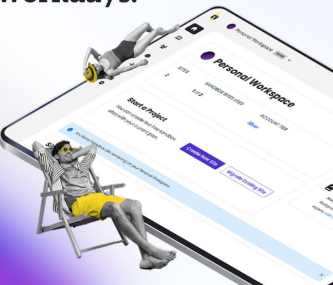
LinkedIn Single Image Ads

**Pantheon**
Website Operations Platform
San Francisco, California • 34K followers

Marketing moves fast. Your website should, too. Launch campaigns, test innovative ideas, and own your creative content with Pantheon.

Publish content, then chill.

Smooth site updates = stress-free workdays.



PANTHEON

Own your content, move fast, and launch freely
pantheon.io [Learn More](#)

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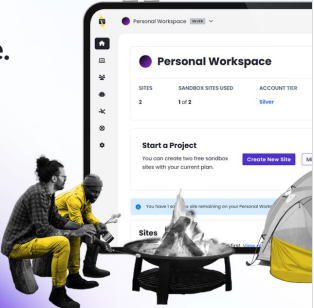
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**Pantheon**
Website Operations Platform
San Francisco, California • 34K followers

A glitchy website hurts trust and sales. Pantheon ensures every launch runs smoothly—so your team, and your visitors, stay confident.

Keep bugs in the woods...

And out of your website.



PANTHEON

Trust every site update to go off without a hitch
pantheon.io [Learn More](#)

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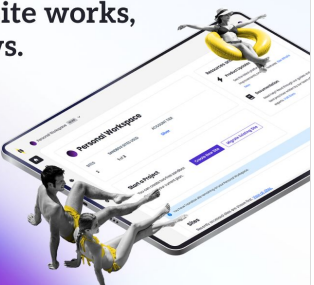
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**Pantheon**
Website Operations Platform
San Francisco, California • 34K followers

A fast, flexible, friction-free website means more leads and better ROI. Pantheon helps you unlock revenue from your biggest digital asset.

Recline while you watch ROI climb.

When your site works, revenue flows.



PANTHEON

Turn your site into your strongest growth channel
pantheon.io [Learn More](#)

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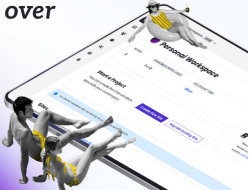
LinkedIn Carousel Ad

**Pantheon**
Website Operations Platform
San Francisco, California • 34K followers

You shouldn't need a helpdesk ticket to hit "publish".
Pantheon lets Marketing move fast, while IT stays in control.

When your website works, you don't have to.

Especially not over the weekend.





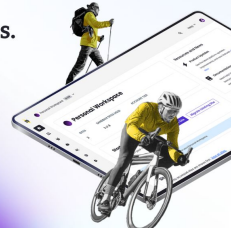
Launch faster —with zero IT requests.

- ✓ Self-serve updates
- ✓ Content previews
- ✓ No CMS surprises

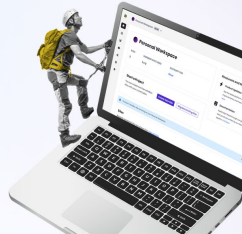


IT stays in control. You stay in motion.

One platform.
Shared progress.



With Pantheon, it's possible.



Make the web work for you—and with IT
pantheon.io
[Learn More](#)

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