



## Content Marketing: Let Your Experts Shine

We last wrote about content marketing in the July 2013 issue of this newsletter. Since then, the idea of marketing products and services by sharing the accumulated knowledge and expertise of a business has taken hold at many B2B companies, and the landscape of ways to share that information has expanded greatly. Marketers are getting on board with sharing their knowledge in order to grow, but many still struggle with selecting the most suitable avenues for their content and how to produce top quality material.

While blogs, videos and e-newsletters remain popular ways to share an organization's expertise, putting content out in the form of webinars, white papers and articles is working well for many marketers. A study by Regalix of 2014 marketing results indicated that while website content dominated the list of effective content assets, webinars, case studies and white papers round out the top four. And any of the four are great ways to position a company as the experts to know.

Custom webinars put an organization's expertise in the spotlight and help to personally connect with attendees interested in its products. A Photonics Media custom webinar sponsorship lets marketers choose the topic, while our experts gather the audience and help companies produce successful presentations.

White papers can be powerful tools to educate customers and prospects, giving them information they can't find anywhere else. Photonics Media can both host and push a white paper to our qualified audience. Photonics.com records more than 4,000

white paper downloads annually. As part of a white paper program, marketers benefit from instant lead generation via email, and leads are archived for easy download and future reference.

This newsletter is filled with ideas for

getting started in content marketing and expanding current efforts. Your regional account representative can discuss the best options for your message, and can discuss options available for producing custom content to meet your goals.

**Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire and engage a clearly defined and understood target audience — with the objective of driving profitable customer action.**

— Content Marketing Institute

## In Memoriam: Teddi C. Laurin

**In Memoriam: Teddi C. Laurin  
Photonics Industry Champion and Publisher, 1924-2015**

Widely credited with ushering the term photonics into popular — and global — use, Laurin Publishing founder Teddi C. Laurin, aided by the marketing talents of her daughter, Diane, devoted many years to the adoption of the single term she felt would bring together all the burgeoning light-based technologies as a single industry and a force for the future. Describing photonics as “the technology of generating and harnessing light and other forms of radiant energy whose quantum unit is the photon,” Teddi told the *Boston Globe* in 1996, there is “no question that photonics is a leading technology for the next century.”

Teddi passed away Nov. 5, 2015, at her home in Pittsfield, Mass.

A Pittsfield native, Teddi entered the worlds of optics and publishing in the early 1960s, working alongside former Eastman Kodak optical scientist Dr. Clifton M. Tuttle on a one-volume annual optical industry directory. When Dr. Tuttle retired, Teddi took over management of the *Optical Industry Directory*, expanding it over the years into a four-volume compendium that included the *Photonics Handbook* and *Photonics Dictionary*. More than 60 years later, the directory, which today is the single-volume *Photonics Buyers' Guide* and a comprehensive online resource of the same name, is still widely used. Teddi and her husband Fran bought the



Bachrach

Optical Publishing Co. from Tuttle in 1964.

In 1967, responding to a need she saw for a trade magazine to serve the optical industry, Teddi established *Optical Spectra* to publish relevant business and technical news.

The magazine's rapid rise reflected the growth in optical technology, propelled by the invention of the laser and development of fiber optics, all of which suggested to Teddi, “a need to put under one tent the

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## From the Vice President

### With a Little Help, Anyone Can be a Thought Leader

According to Bruce Rogers, Chief Insight Officer at *Forbes*, “Content Marketing can be defined as the creation and distribution of meaningful insights, perspectives and best practices that are valuable to a specific audience. The aim is to retain existing clients including doing more business with them and to attract new high-quality clients.” This should be music to the ears of any business development or marketing manager.

It’s also probably why LinkedIn has seen an increase of 168% since 2013 in profiles containing the keyword “content marketing,” according to Inc.com contributor Kelsey Libert, who also is Marketing VP at Fractl (<http://bit.ly/1MyvyGf>). In the niche industry in which we coexist, being seen as a thought leader is just as vital as the products you’re selling. When shopping for products that could be sent into space to take Pluto’s portrait, a buyer is going to trust someone with the reputation for being cutting edge and able to demonstrate a strong knowledge of their products.

When your engineering staff and production teams are locked down on the floor however, finding people who can take the time to share their expertise can be a difficult task. This is where a company that has been in the business of providing quality editorial content to the photonics industry for more than 60 years — and has full-time writing and graphics teams — can be of assistance.

Photonics Media has worked closely with companies in the industry since 1954, and has remained in business because we know how to disseminate information in the best way possible. If you’re looking to be a thought leader in the industry, we can help you capture your thoughts and get them out to your potential buyers through a strong multimedia presence.

Ryan Laurin

[ryan.laurin@photonics.com](mailto:ryan.laurin@photonics.com)

## Q&A with the Kristina Laurin

**1. My role with Laurin Publishing?** Vice President. I work closely with our accounts department, graphics team and our advertisers to make sure the production of our publications runs smoothly.



**2. Years with Laurin Publishing/Photonics Media:** Started interning in college and became a full-time employee after graduating in 2011 with a Bachelor of Science in Business Administration.

**3. A fun fact about me:** I am an amateur meteorologist, interior designer and fashionista.

**4. One thing I love about my job:** I love that each day I am helping to build on the legacy started by my grandparents over 60 years ago.

### Webinar Sponsorship — Leads and Leadership

Take your technology leadership to the next level with a custom or editorial webinar sponsorship. Present your latest breakthroughs in our “Products in Focus” series, or lend your support to the “Expert Briefings” series, where the sharpest minds in photonics offer perspective on the latest research and technology. Thousands of webinar registrants annually means top-quality, full-contact lead generation!

#### EDITORIAL CALENDAR 2016: WEBINARS

Month	Topics
JAN	Silicon Photonics
FEB	Laser Additive Manufacturing
MAR	Industrial Automation: Camera Selection
APR	Technology Commercialization
MAY	Display Technologies
JUL	Industrial Automation: Expanding Applications
SEP	Custom Optics Selection
OCT	Biomedical Imaging
NOV	Aerospace Imaging

Topics are subject to change.



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ever-widening range of subdisciplines that optics had spawned.” In 1982, she changed the magazine’s name to *Photonics Spectra*, declaring in an editorial that “in the coming decades, we will see photons – the elementary particles of light — put to work to do most of the things electrons do now — and do it better and faster.”

Laurin Publishing Co.’s mission became “to serve as a faithful, accurate reporter and interpreter of new developments, not just in one segment of photonics but, rather, in all of its manifestations, from conventional optics to electro-optics, from lasers and fiber optics to imaging and optical computing.”

**Teddi wanted the photonics industry to be successful, too, and felt that by producing high-quality, informative, accurate publications, Laurin Publishing could help foster the growth and success of the industry.**

Teddi’s devotion to that mission was widely recognized in the industry. In 1991, she received the SPIE President’s Award in recognition of her “distinguished leadership and service in support of the optics industry and optical engineering.” Noting that her “commitment to the industry extends far beyond publishing,” the citation went on to say that “she has been generous in contributing her time to serve on several boards and committees associated with professional orga-

nizations, and has consistently sought to aid and encourage new photonics ventures.”

She was recognized in 1996 with an Engineering Excellence Award from The Optical Society (OSA), honoring Teddi “for fostering broader recognition of optical engineers’ achievements and creating a greater awareness of the technology’s potential new applications.”

She was instrumental in the development of the Circle of Excellence Awards — given annually by vote of *Photonics Spectra*’s Board of Editorial Advisors to the 25 most innovative new products of the previous year — the spirit of which is alive in the Prism Awards for Photonics Innovation, presented annually by SPIE and Laurin Publishing/Photonics Media.

Teddi’s many employees over the years will remember her for instilling a core commitment to integrity, quality and accuracy, and attention to even the smallest details. Yet, they knew that her mission was not just about making her company successful. She wanted the photonics industry to be successful, too, and felt that by producing high-quality, informative, accurate publications, Laurin Publishing could help foster the growth and success of the industry. She believed that by keeping everyone in the community informed and educated, and by bringing together manufacturers, buyers, researchers and developers, all would thrive.

Donations may be made in Teddi’s memory to an annual scholarship fund being established in her name. Please direct any inquiries or contributions for the scholarship to: Teddi Laurin Scholarship Fund, Laurin Publishing, P.O. Box 4949, Pittsfield, Mass. 01201.

## Photonics Media Advertising Contacts

Please visit our website, [Photonics.com/mediakit](http://Photonics.com/mediakit), for all our marketing opportunities.

New England  
**Rebecca L. Pontier**  
Associate Director of Sales  
Voice: +1 (413) 499-0514, Ext. 112  
Fax: +1 (413) 443-0472  
becky.pontier@photonics.com

NY, NJ & PA  
**Timothy A. Dupree**  
Regional Account Manager  
Voice: +1 (413) 499-0514, Ext. 111  
Fax: +1 (413) 443-0472  
tim.dupree@photonics.com

Southeastern U.S., Midwest, Europe & Israel  
**Matt Beebe**  
Regional Account Manager  
Voice: +1 (413) 499-0514, Ext. 103  
Fax: +1 (413) 443-0472  
matt.beebe@photonics.com

CA, HI, AZ, CO, ID, MT, NM, NV, UT, WY & Central Canada  
**Kim Abair**  
Regional Account Manager  
Voice: +1 (951) 926-4161  
Fax: +1 (951) 926-4295  
kim.abair@photonics.com

South Central U.S. AK, OR, WA, Eastern & Western Canada  
**Peggy L. Dysard**  
Regional Account Manager  
Voice: +1 (413) 499-0514, Ext. 226  
Fax: +1 (413) 443-0472  
peggy.dysard@photonics.com

Asia (except Japan) & Florida  
**Thomas Kotarba**  
Regional Account Associate  
Voice: +1 (413) 499-0514, Ext. 229  
Fax: +1 (413) 443-0472  
thomas.kotarba@photonics.com

Japan  
**Sakae Shibasaki**  
Voice: +81 3 5225 6614  
Fax: +81 3 5229 7253  
s\_shiba@optronics.co.jp

## Editorial Contact

Karen A. Newman, Group Publisher  
karen.newman@photonics.com

*Photonics Spectra* and *EuroPhotonics*  
Justine Murphy, Editor  
justine.murphy@photonics.com

*BioPhotonics* and *Industrial Photonics*  
karen.newman@photonics.com

## Mailing address:

Send all contracts, insertion orders and advertising copy to:  
Laurin Publishing  
PO Box 4949, Pittsfield, MA 01202-4949

## Street address:

Laurin Publishing  
100 West Street, Pittsfield, MA 01201  
Voice: +1 (413) 499-0514  
Fax: +1 (413) 443-0472  
advertising@photonics.com

## Promoted Content



### For Industry Experts and Thought Leaders

Photonics Media offers a unique opportunity to promote your company as an industry expert and thought leader using a combination of native advertising and email marketing. Our editors will blend your content with ours to produce an informative, tech-specific newsletter for a targeted, opt-in audience. Plus, your content will be promoted in news feeds and articles on Photonics.com for 30 days, surrounded by your banner ads. Contact your regional account manager for details

### WHAT IT IS

- Limited availability content marketing program
- Share a white paper, article, product or video
- Promoted on Photonics.com
- Pushed in an exclusive, targeted newsletter

# Grow with Photonics Media!

## Sneak Previews Now with Video

### SPIE Photonics West is Feb. 13-18

You're spending valuable marketing dollars exhibiting at industry trade shows, but are you doing enough to promote your presence there? Photonics Media Sneak Preview e-newsletters are broadcast to 40,000 industry professionals before major trade shows to help drive traffic to your booth, as well as market to people who are unable to attend the event.

**NEW!** Each newsletter includes a video preview of the show, presented by a Photonics Media editor – a great new visual treat in our popular Sneak Preview. Issue sponsorship includes a leaderboard ad at the top of the newsletter, a product unit and sponsor mention in the preview video.



#### SNEAK PREVIEWS

- Pre-show newsletter with video preview
- **40,000** circulation
- Promote a new product release
- Maximize your trade show investment

## White Papers: Content Marketing Winner

#### QUICK STATS

- Share your expertise
- Photonics Media hosts and pushes your content
- Our editors can help write your paper
- Over 4,000 white paper downloads on Photonics.com in the past 12 months



A white paper can be a powerful tool to educate component and equipment users and to provide them with information they can't find elsewhere. By sharing your knowledge with potential buyers, you position yourself as an expert in your field.

But writing a paper and posting it on your site doesn't guarantee that people will read it. Photonics.com can help you reap the full benefits of content marketing by reaching the right audience and generating full contact leads for your sales team.

