



Leave Marketing to the Professionals

While everyone is good at something, no one person is an expert in everything.

A house needs a new roof, for example. Sure, the homeowner could save on labor costs by attempting the work alone, but a lack of experience suggests the likelihood for additional repair costs in the future. In the long run, it is more cost-effective to trust an expert with the job. The same can be said for marketing initiatives.

“What we find, in many cases, are companies that try to cut corners by dumping more than one duty onto one person,” said Mandy McEwen, founder of Mod Girl Marketing. “Businesses will hire one digital marketing

person who wears many hats, covering all of the social media, blog content, pay-per-click campaigns, mobile marketing and web design. However, they find that they are not getting the results they want.”

Some businesses keep marketing tasks in-house but forego hiring an internal marketing team, instead directing existing employees to do the work. This makes training programs and continual updating of marketing tools and technologies necessary, which means additional cost for the company. Passing off marketing duties to those not specifically trained in such work can ultimately lead to poor performance and burnout, too, which, in turn, can lead to turnover — this is both unproductive and expensive. According to information from Mod Girl, a company’s marketing work — “when run by untrained, overburdened individuals” — is simply not as efficient as it could be.

So while keeping marketing work in-house appears at first glance to be the most economical and easier route, it can actually present more challenges. Businesses opting

to hire an internal marketing team often do so because they will be acclimated to the company’s culture and focus, and can be managed closely. However, this can also result in considerable expenses.



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Information from Practical Ecommerce, which provides information to help e-commerce businesses, notes that the cost of hiring an in-house team is prohibitive for the amount of work, typically because the task is not full time. And hiring a highly skilled person for a part-time position on-staff can be expensive.

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Utilizing an outside agency to handle specific marketing tasks saves money, as the agency is paid solely for the job at hand. This also allows companies to keep focus on their business as a whole, while knowing that their marketing initiatives are in expert, capable hands.

An increasing number of companies are electing to go with outside marketing experts, particularly with digital marketing. A 2013 study by Gartner, an information technology research and advisory company, found that as much as 50 percent of companies surveyed outsource digital marketing activities — including social media, content creation, mobile marketing, ecommerce and website maintenance.

Non-digital marketing in ways such as press releases, ad copywriting and design, as well as white papers, newsletters, brochures and others, can be, in many cases, best left to experts in those fields. According to Entrepreneur Media, leaving such work to the experts shows an understanding of the company's limitations and ensures that "content marketing is as high-quality and effective as possible. And delegating it to the experts ... can achieve just that."

Analytics, content creation and management are a focus for outsourcing, according to the Gartner report. "Monitoring and analyzing social activities require time and new technologies. And keeping customers interested through social channels requires

constant feeding and nurturing with new content," the study found, noting that utilizing an outside agency for digital marketing activities is a good tactic when the in-house resources to stay on top of quickly changing technologies and techniques don't exist.

"There is no point in spending your time doing something that can be done more professionally by others at a much lower cost," according to information from Marketing Stream, a platform for content creation, social media management, email marketing and pay-per-click campaigns. Outsourcing to a team that already has the skills to hit the ground running will save money, time and other valuable resources.



From the Vice President

Trust the Experts

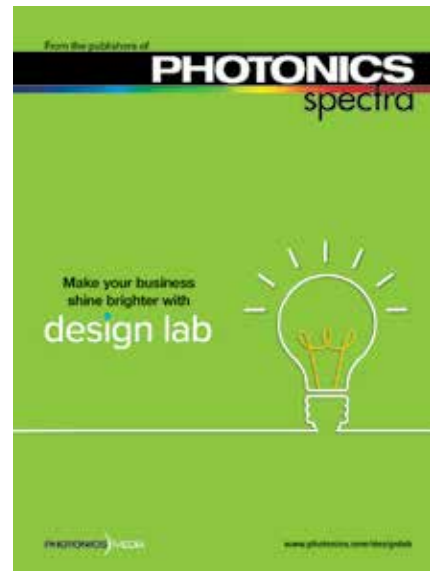
Photonics Media has been in business for over 60 years now, thanks to a stellar staff that creates first-class products that companies like yours can utilize to reach potential customers. Our graphics team designs and lays out a total of 34 print magazine issues and content for 50 trade show booths every year. The editorial team writes and edits enough content for those 34 magazines, which collectively result in the production of more than 1.3 million copies distributed to a large global audience.

We have a digital team with many years of expertise, namely in website design. A good example of their work is the new Photonics Media website; it consistently ranks in the top .02 percent of all web traffic in the world.* Our new site — highlighting the talent and skill of our digital team — was even a finalist in the 2016 Folio: Ozzies Digital awards.

And now we're expanding our offerings even further with *Design Lab by Photonics Media*. This comprehensive marketing service offers the industry an experience that no one can match. We've been designing and marketing products for your customers for years; we know the language, and we have seen what works and what doesn't.

Whatever your needs — from ad design, press release writing and white papers, to website creation, brochures, video production and more — come see what we have to offer. Let's talk. Reach out to your Photonics Media account manager to request our *Design Lab by Photonics Media* showcase print piece. And learn even more at www.photonics.com/designlab.

There are many puzzle pieces that go into a successful business. Partnering with Photonics Media and its experienced design, editorial, advertising and digital teams for professional design work, marketing content and more can provide the missing pieces, keeping your business at the forefront of the industry.



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* Analytics courtesy of Alexa.

Excitement in the Spotlight With Outsourced Creative Services

Outsourcing marketing programs to those with expertise can bring your company's initiatives to the next level. Photonics Media's new *Design Lab* has myriad services to do just that.

From ad design to press release writing, experts' comprehensive skills in marketing, advertising, design and editorial puts the business and its work in the spotlight. Benefits abound in partnering with an experienced marketing or advertising firm; publishing companies — Photonics Media among them — are another viable outsourcing option. New and exciting ideas and strategies, such as those offered by Photonics Media's *Design Lab*, can grow an audience and customer base. This allows a company to focus on its work, products and business initiatives, while knowing its marketing program is in the hands of experts.

Information from *Forbes* supports outsourcing marketing work, encouraging businesses to "let experts in their respective fields come in and execute other business functions."



1/3 vertical ads



Full Page ads



Websites

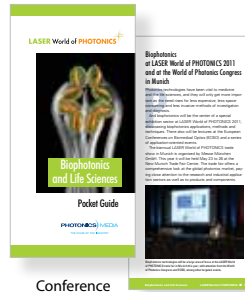


1/3 square ads

Banner ads



Video production



Conference booklets

Design Lab by Photonics Media Creative Services

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- Market research
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- Press releases

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Upcoming Webinars Hosted by Photonics Media

Fiber Processing Software for 100-Series Machines

Tuesday, Feb. 7

Presented by Eric Basso, of AFL

This informative webinar will cover the shaping, prototyping and data collection capabilities of AFL's Fiber Processing Software (FPS). Discussion will center on basic operation of the company's different modules, from tapering to data collection, as well as a demonstration of its new visual scripting interface.

Characterizing Photonics Devices With Transmission Electron Microscopy

Friday, Feb. 10

Presented by Eric Stach, of Brookhaven National Laboratory

Thanks to recent advances in electron optics, a new generation of transmission electron microscopes (TEMs) has become available, capable of image resolutions better than 0.1 nm and spectroscopic resolutions better than 0.4 eV. Find out what this means for photonics technologies.

Introduction to Back Illuminated sCMOS Cameras

Tuesday, Feb. 14

Presented by Princeton Instruments

This webinar will offer an overview of Scientific CMOS (sCMOS) camera technology and how it compares to CCD, EMCCD and ICCD low light imaging and spectroscopy detectors, as sCMOS cameras are increasingly becoming detectors of choice for a range of quantitative imaging and spectroscopy applications.

High-Speed Imaging At and Beyond the Diffraction Limit

Thursday, Feb. 16

Presented by Hari Shroff, of the National Institute of Biomedical Imaging and Bioengineering (NIBIB)

This webinar will highlight the latest work by NIBIB's Section on High Resolution Optical Imaging to develop high-resolution optical methods for the study of live, dynamic, 3D samples, including efforts to improve structured illumination and light-sheet microscopy.

For more information, to register, and to access on-demand webinars, visit www.photonics.com/webinars.



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Let Photonics Media bring your leadership and know-how to the next level with webinars! Put your expertise in the spotlight, while drawing highly qualified attendees from our large global audience and building leads.

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