



Marketing What You Know

Grow your business by sharing your expertise in new ways

Successful companies are filled with smart people, from R&D to marketing, engineering to customer service. The accumulated knowledge and passion for your business found in your team can be a priceless asset. Today, smart marketers are learning to put all that brilliance to work in new ways to take advantage of proven and emerging media platforms in an effort called content marketing.

The Content Marketing Institute defines the white-hot term this way: “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.” <http://contentmarketinginstitute.com/what-is-content-marketing/>

Based on that definition, clearly one essential ingredient for successful content marketing is having strong knowledge in a particular area, one that is relevant to your desired audience. If you have that covered, the other key component is having access to a high-quality targeted audience.

You can certainly reach your website visitors with strong content, and express your authority in an area through your own blog,

if you have one. But you can greatly expand your audience in many ways. Once you’ve decided on the story you want to tell and the audience you want to reach, select the best format and opportunity to deliver the audience you seek.

Justin Fishaw, director of content marketing & social at DigitalSherpa, recently posted an expanded list of content marketing opportunities to the organization’s blog (<http://digitalsherpa.com/10-effective-content-marketing-techniques/>):

- ▶ Ongoing business blog
- ▶ Guest blog posts
- ▶ Images
- ▶ Infographics
- ▶ Video
- ▶ Illustrations
- ▶ Testimonials
- ▶ Email newsletters
- ▶ eBooks
- ▶ Memes

Three of these options are very accessible to most marketers. Blogging is not limited to your internal experts posting to your company blog; experts now agree that your talented team members should seek opportunities to guest on other relevant blogs. With this and other options for content marketing, be sure you understand the audience the opportunity is delivering before you begin sending in posts and other content.

Video lets you expand on written content by adding sound and visuals for showing data and demonstrating technologies. Marketers are catching on to the power of video, choosing it over just about every other content marketing device, according to the B2B Demand Generation Benchmark Survey for 2012. (For more on video, see the June P.S. newsletter or www.photonics.com/video.)

An industry publisher’s email newsletter lets you push your message to a targeted subset of its readers who have identified themselves as being prospects for your products and services. Your ad or other message can ride along with a publisher’s weekly e-newsletter, or your new product announcement or white paper can be sent to a clearly defined group of readers in a topical, focused e-newsletter.

As Fishaw points out, this is by no means a complete list. The media you choose for your content marketing efforts will depend on a number of factors. Missing from the list above but also to be considered are sponsored and custom webinars and white papers.

Another aspect of content marketing is the quality of your content. This year, 18% of marketers are making quality content their top priority, according to marketing software purveyor Hubspot’s 2013 State of Inbound Marketing report, and noted by blogger Pamela Vaughan (www.hubspot.com). With more businesses embracing blogging and other content marketing strategies, an emphasis on quality can make your content stand out in an ever-widening pool of online resources.

You can learn more about content marketing by visiting the websites mentioned in this article, and by contacting your advertising representative at your favorite industry publication.

Miss an Issue?

To request back issues of Photonics Media’s monthly P.S. marketing newsletter, contact your regional sales manager or call 413-499-0514.

What’s Inside

- 2 From the Sales Director
- 2 Meet Your Rep: Q&A with Joanne Mirke
- 2 Content Marketing Opportunities
- 3 Photonics Media White Papers

- 3 Photonics Media Editorial Webinars
- 3 Advertising Contacts
- 4 2014 Prism Awards Call for Entries
- 4 Hungry for Information?

Sponsor Industrial Machine Vision Webinar. *Details Inside.*



From the Sales Director

Content Marketing Enhances Your Brand Equity with Proof

A business advertises to differentiate its products and services from those of its competitors and to build brand recognition and equity. Advertising is based on the tried-and-true notion that a well-known brand will potentially generate more money than other lesser-known brands, factoring in things like quality, service and price. Prospective buyers believe that a product with a well-known name – strong brand recognition – is better than a lesser-known one.

Today, a proliferation of traditional and digital media avenues make it easier than ever to advertise and make people aware of your brand. A strong print advertising campaign provides a firm foundation for branding, and further enhancing that with content marketing not only enforces your brand message, but is, in fact, the proof of it.

Content marketing will bring your brand to life for your customers and prospects. A video demonstrates the innovations in your product, and interviews capture the vision behind it. Educational webinars showcase your brightest scientists and engineers. Case studies, white papers and blogs offer additional opportunities. Proof of your brand dominance is what will keep buyers coming back and encourage their loyalty to your brand.

It's important to establish good brand awareness through proven traditional advertising and then take the next step to build upon that strong base with supporting content marketing. Together they deliver success.

Q&A with Joanne Mirke, Regional Manager

My territory: Northern CA, NV, OR, WA & British Columbia.

Years with Laurin Publishing/Photonics Media: 5

A fun fact about me: I am an avid sports fan and a lover of microbrew beer.

One thing I love about my job: I work with a great team of fellow salespeople who not only are fun to be around, but also are colleagues you can always count on for ideas and support.

My personal sales philosophy: Helping a client put together a customized plan that solves his/her challenges today builds long-standing partnerships for tomorrow.



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Content Marketing Opportunities from Photonics Media

Photonics Media offers a number of effective ways to present your content to the industry's largest global audience.

Contribute content to technology e-newsletters – Stand out as an industry authority by becoming the sole sponsor of a technology e-newsletter. Editors will theme the newsletter articles to your technology, and you can contribute your own content, too. Target up to 30,000 opt-in subscribers and selected Photonics Media readers who are interested in the technology you're presenting.

Generate strong leads with sponsored and custom webinars – Best-in-class companies understand the power of qualified leads acquired from webinars – recognized as one of the top tools for lead generation, lead nurturing and customer retention. Photonics Media webinars attract qualified registrants and deliver great leads.

Reinforce your brand with a custom video or commercial spot – We talked at length about custom video in the June issue of P.S., but did you know that Photonics Media can produce a 15-second commercial for your product or process that plays before and after our popular weekly newscast, "Light Matters" – further increasing visibility and brand awareness while driving traffic to your website? Ask your regional sales manager for more information.

Get guaranteed ROI, leads from your white papers – Read about the role and value of white papers in the brief article on page 3.

Ask about these and other great opportunities from Photonics Media.

Photonics Spectra Recognized for Editorial Excellence

Photonics Spectra was named a finalist in the 59th annual Jesse H. Neal Awards competition



for editorial excellence for the November 2012 issue, "Photonics in Space," by ABM, the association of business information and media companies.

The Jesse H. Neal Awards recognize and reward editorial excellence in business media and are presented annually to those editors who have submitted entries exhibiting journalistic enterprise, service to the field and editorial craftsmanship.



Sharing Valuable Information Never Goes Out of Style

All the recent talk about content marketing is shining a new light on a perennial favorite

The **White Paper** can be a powerful tool to educate component and equipment users and to provide them with information they can't find elsewhere. Because companies are experts in their particular branch of technology, the papers become a valuable resource.

The most common reasons to write a white paper are to:

- Explain the benefits and operation of a product in the context of its market or technology.
- Review the overall technology.
- Outline a specific aspect of a technology.
- Discuss techniques for using a product or technology.
- Report authoritatively on a topic.
- Describe problems that the industry is facing.
- Outline benefits of a technology or technique.
- Introduce a challenge faced by users.
- Make a strong case for why a particular approach to solving the problem is preferable.
- Propose a solution to a problem.

- Introduce a new concept.

- Describe how to perform a technical task.

All good white papers offer value to potential customers by presenting information in scientific terms rather than using marketing language. White papers generally are technical in nature and targeted to engineers and scientists. Decision makers are likely to spend more time reading a high-quality white paper than a brochure that simply pitches a product's features. A white paper that provides good data not only will be used again, but also builds credibility for a company.

But, remember, don't camouflage marketing data in a white paper. Nothing turns off a reader faster than thinking the paper in hand is a valuable technical resource, only to find that it is just more marketing copy.

A well-written white paper contains actual data and often describes processes and procedures with details. White papers are important tools for providing customers with the information they need to use products or to make decisions regarding purchase.

Get top-quality leads from your white papers

Post your papers in the Photonics.com white paper library, and let us help you reach the right audience and generate full contact leads for your sales team. Educate readers while promoting your company's capabilities.

With a Photonics.com white paper program, you get:

- ▶ Featured placement in rotation in the Photonics.com white paper library.

- ▶ Push marketing of your white paper in one of our opt-in newsletters.
- ▶ Leads stored and archived for easy download.
- ▶ To post multiple papers in the library and pay only for the leads you receive.

PhotonicsBuyersGuide.com advertisers also have their white papers featured on their Storefront Profile page.

Photonics.com White Paper Rates

Leads Purchased	Featured Status	Newsletter Pushes	Advertiser Rate*	Standard Rate
50 leads	1 month	1	\$1575	\$2100
100 leads	3 months	2	2900	3865
200 leads	6 months	4	5040	6720

* Advertiser rates apply to companies with integrated program contracts that include both print and online components.

Photonics Media editorial webinars

deliver speakers and content brought together by our industry experts, and attract an engaged and responsive global audience.

Fall 2013 Webinar Sponsorship Opportunities

Sept. – **Machine Vision for Industry**
Sponsored by **DRS Technologies**
and **Matrox Electronic Systems Ltd.**



Oct. – **Ultrafast Fiber Lasers for Materials Processing & Research**
Adaptive Optics for Microscopy

Your webinar sponsorship gets a second life after the event is archived – your logo stays with it as long as it is posted to our site.

Contact your Regional Manager, or call (413) 499-0514.

Photonics Media Advertising Contacts

Please visit our website, Photonics.com/mediakit, for all our marketing opportunities.

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Prism Awards for Photonics Innovation

Photonics Media is pleased once again to partner with SPIE, the international society for optics and photonics, to sponsor the prestigious Prism Awards for Photonics Innovation. The program recognizes innovative new products and technology in nine categories:

- ◆ sustainable energy
- ◆ lighting
- ◆ industry
- ◆ manufacturing
- ◆ communications
- ◆ health care
- ◆ medicine
- ◆ security
- ◆ defense

For more information and to enter, visit www.prismawards.org.

For videos, photos and other information from previous years, visit www.photonics.com/prism.

Hungry for Customer Information?



To make the best marketing decisions, you need to know what your customers and prospects are thinking. You won't find a more engaged and committed prospect group to survey than the 95,000 subscribers of *Photonics Spectra*. You can ask them your most pressing questions with an online survey from Photonics Media's Photonics Research.

Our customized surveys target the right people with the right questions – your questions – providing you with critical insights. Learn answers to important questions first – before you make your next marketing move! Call your Photonics Media Regional Manager for details and to schedule a survey.

Put data into your 2014 ad planning with **custom research** from Photonics Media.