

P.S.



Small, But Mighty

Big brands can easily make a far-reaching impression with large marketing budgets and staff dedicated specifically to that work. Small businesses don't typically have that luxury — they have relatively smaller marketing budgets, smaller staff, and often shorter reach. But don't count them out. The number of marketing resources for smaller companies is expanding, proving that the cards are not stacked against them; a big impact is not impossible.

Find your target. Determining and getting to know its target market can help a small business ultimately reach the right people.

There are services available that will formulate targeted contact lists based on specific criteria, including demographics and buyer type, for a fee. Working with an industry publisher to build a budget-wise plan that utilizes its highly targeted audience list also is a good option. In the case of a tighter marketing budget, a smaller business can create and utilize its own contact list.

Examining the efforts of more established, successful companies in the industry can help, as these provide an example of best marketing strategies. Taking a look at competitors, too, is an effort that can help to formulate a marketing game plan.

"If you spend time analyzing the competitive field to look for their areas of weakness or gaps in the marketplace, you can discover opportunities where your business will have the best chance to grow," according to *Entrepreneur Online*.



Be creative. With advances in digital graphics and high-tech video and imaging, we live in a very visually stimulating world. Photos and video tell a story in ways that text alone simply cannot. There are marketing promotion services available through a variety of outlets — including publishing companies that can assist small businesses in designing, recording, hosting and even marketing to a broad audience with compelling, eye-catching messages in a variety of formats.

Working with an established industry publisher such as Photonics Media can provide access to marketing and advertising services not available elsewhere. With website and mobile services, video promotion packages, and high-quality images and advertisements, small businesses gain access to thousands of

readers worldwide. Placing an ad with a link to your website in a publisher's e-newsletters can be a smart way to go, too, as media companies have access to many thousands of industry readers.

Gauging the impact of a small business's creativity is almost as crucial as the conveyed messages themselves. It's important to pay attention to statistics and data to determine a marketing campaign's strengths and weaknesses. This will assist with the success of future marketing initiatives. Soliciting feedback — embracing both the good and the bad — can serve as a key learning tool. It's a way to ultimately help smaller businesses to grow and succeed.

Even the best content needs proven ways to drive prospects to see it.

Get connected. Social media isn't just for watching cat videos and reconnecting with old high school pals. An increasing number of these sites — including LinkedIn — cater to the business world and can help smaller businesses get their marketing mes-

Continued on Page 2

What's Inside

- 2 From the Vice President
- 3 Photonics Media for Big Marketing Impact
- 4 Custom Publishing
- 4 Custom Webinars



sages out to large and targeted audiences. As this site's presence in the business community continues to expand, it can be useful for content promotion and brand building. Such platforms are free, too, although most do offer additional fee-based services.

Utilizing sites like LinkedIn does take some effort, though, according to WordStream, a search marketing company. Active interaction is necessary to make LinkedIn and similar platforms worthwhile. It's more than just adding network connections — it's important to join different groups, mingle with those you're connected to, and share news and information relating not only to your business, but also to your industry as a whole.

For a cost, LinkedIn further enhances a company's social marketing initiatives by way of sponsored and promoted posts, and can heighten brand awareness and web traffic. Other social media platforms including Facebook and Twitter can produce similar effects for small businesses, while potentially reaching even larger audiences.

Creating marketing messages for mobile devices and apps is a strong way to reach the masses. Smartphones, tablets, laptops and other mobile devices are everywhere in this fast-paced world, and it's where people first see social media feeds, and now — frequently — advertising messages.

In January, in *Business News Daily* — an online resource for small businesses along their entrepreneurial journey — Bill Burnett, founder and CEO of PointDrive, a sales-oriented company that helps professionals present content via numerous devices and platforms, notes that an increase in buying decisions is happening with mobile devices, namely in B2B.

"Companies across all industries need to adapt, or they will get left behind," he said.

Blogging and email are other opportunities to deliver marketing messages. Email is commonplace, *Entrepreneur Online* notes, with millions of people checking their accounts daily. Similarly, writing a blog allows you to "create information for your followers and will help you be seen as an expert in your field," according to *Social Media Today* — an online resource for those in marketing, content marketing, digital strategy, and others — adding that blog posts are also easily shareable online. Once you have a series of blog posts that will be of interest to your target audience, consider the broad range of ways to drive prospects to your website and the blog. Even the best content needs proven ways to drive prospects to see it.

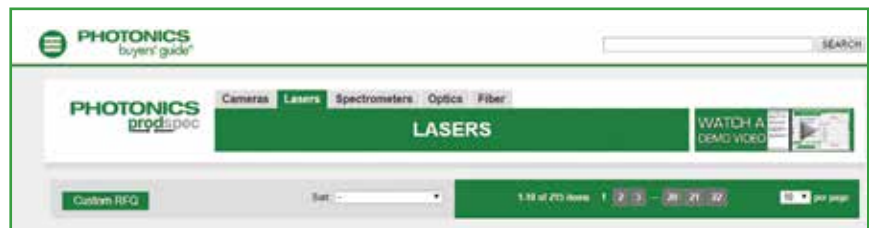


From the Vice President

ROI: three big letters that dictate the budgets of marketing departments across the globe. If only I had a dollar for every time that beautiful acronym came up when discussing marketing plans.

Did a teenager click your link because you used the "laser" AdWord and they were looking for details on Han Solo's blaster? Did someone visit your company online because they searched the term "optics" when searching for a new pair of reading glasses? How do you account for those site visits in your Excel spreadsheets?

We know ROI is important to our clients. In response, we've tailored our popular *Photonics Buyers' Guide* program in pursuit of offering the best product for the price in the industry. We've made some huge additions for 2016, including the expansion of our popular ProdSpec search tool.



Users love ProdSpec. It is simple, intuitive and features a great catalog of products — eliminating the need to contact numerous companies for reputable quotes or travel to trade shows to discuss product requirements with multiple sales engineers. If the product or information a user is looking for isn't listed, one click takes your specifications and sends them off to multiple reliable companies with *Buyers' Guide* programs. What better measure of ROI is there than getting direct quote requests from customers involved in the industry?

The *Buyers' Guide* serves as an all-inclusive marketing package that can last you a full year. It doesn't matter if your company has two or 2,000 employees — it's the perfect foundation to address your marketing needs and ROI. And now, listing your products in our extensive ProdSpec database search tool can bring you even closer to your goals.

Ryan F. Laurin

ryan.laurin@photonics.com

Small business + Photonics Media = Huge marketing impact

Photonics Media offers a variety of marketing promotion services that can help small companies craft far-reaching, dynamic, effective campaigns.

E-newsletters

Via email, Photonics Media editorial newsletters reach thousands of people. In one fell swoop, a small business can get its message to a large, very targeted audience — this can be easier and more effective than handling extensive research of the desired target audience and sending a wide-reaching message alone.

Our e-newsletters include *This Week in Photonics*, featuring top stories, exclusive features and special content from Photonics.com; *Photonics Spectra*, *EuroPhotonics*, *BioPhotonics* and *Industrial Photonics*, all of which supplement and highlight their respective content; and *Spectroscopy*, featuring spectroscopy-focused news and products. Marketing messages in these e-newsletters can include a mix of banner, video and text content.

These and other such services allow small businesses to attract the right buyers and showcase their capabilities in a big way.

- Seven targeted newsletters
- 159,000 subscriptions
- Banner and content marketing options
- Mobile friendly

Video

Photonics Media video promotion packages can put a captivating spotlight on a small business's marketing plans. This can include anything from new product demos to show reports and company interviews.

Videos can also be featured on the highly trafficked Photonics.com, which offers even small businesses wide-reaching exposure.

Our video promotion packages include:

- Hosting the video on Photonics.com for six months, with rotation on the home page
- Placement in a featured spot in a related, targeted e-newsletter
- A video highlight in both the print and digital editions of *Photonics Spectra* magazine, which reaches 95,000 subscribers worldwide.

Photonics Media offers custom video production services, as well. This includes on-site, trade show or infographic video production.

This proven medium will help you:

- Present new products
- Explain complex processes or competencies
- Introduce your team to potential clients
- Share customer testimonials
- Build brand awareness

Mobile

Smartphones and tablets have opened up a whole new way to reach people around the world, practically instantaneously. It's changing the way companies and consumers interact, as well as how readers interact with marketing content, and how advertisers connect with their audience.

Photonics Media can help small businesses get this ball rolling. Each of our publications, as well as Photonics.com, comes in mobile app form, reaching thousands of subscribers and readers everywhere they go.

Bring your products to life with a mobile-inclusive marketing campaign!

Digital Marketing

- Over 55,000 digital subscriptions
- Over 7,600 mobile app downloads
- Interaction with tech-savvy readers
- Unique marketing-enhancement opportunities

Photonics Media Advertising Contacts

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

Midwest & Southeastern U.S., 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 Manager
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

Justine Murphy, Senior Editor
justine.murphy@photonics.com

Mailing address:

Send all contracts, insertion orders and advertising copy to:
Laurin Publishing
P.O. 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



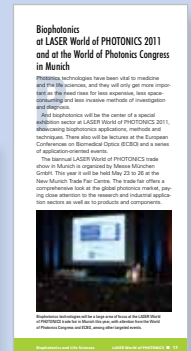
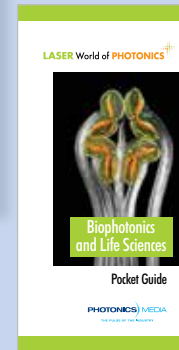
Grow with Photonics Media!

Custom Publishing: Our Expertise at Work for You

Providing information through a custom publishing piece offers a valuable opportunity to promote your company, demonstrate your strengths to a targeted audience, and gain the trust and loyalty of your customers. As the prime information authority of the industry for over 60 years, Photonics Media has created and grown numerous print publications and a leading website. Let us use this publishing expertise and experience to help you create your next custom marketing/promotional piece.

Full creative services from our in-house graphics, editorial and circulation teams can provide you with high-quality marketing materials. From content creation to printing to distribution, Photonics Media does it all!

Contact your regional account manager for details.



Custom & Sponsored Webinars

- Educate the industry
- Share cutting-edge technology topics
- Garner full-contact leads
- Reach an expansive global audience

Custom webinars and webinar sponsorships are an impactful way to reach a large, targeted audience. With Photonics Media, this includes thousands of registrants and a consistently high registration-to-attendance ratio.

Custom webinars allow your company to connect directly with those interested in your products. It puts your expertise in the spotlight, while drawing attendees and building solid leads from the industry's No. 1 global audience. You choose the topic and develop your message; Photonics Media promotes and produces the webinar, and helps gather the audience.

Webinar sponsorship is another way to spotlight your company. Sponsoring a Photonics Media webinar includes: display of the company logo — which links to your website — beside the webinar description on Photonics.com. The company is also mentioned in promotional emails for the webinar, and potentially in other Photonics Media publications and e-newsletters. In addition, you receive the contact information for all registrants, including those who watch the webinar later on-demand.

For more information about how such webinars can benefit your business, contact your regional account manager.