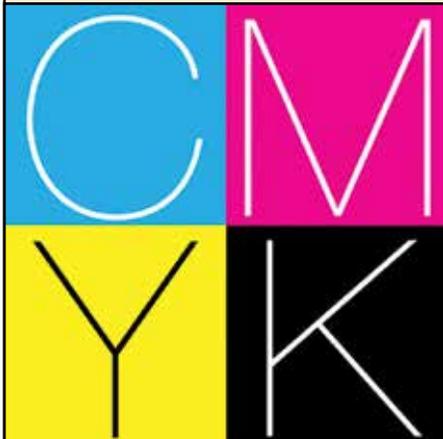


PHOTONICS

Marketing Newsletter

2018 • Quarter 1

Design Lab Tips



What is CMYK?

CMYK is the four inks used in four-color process (or full-color) printing: Cyan, Magenta, Yellow and black. These four ink colors are mixed during the printing process to produce a nearly unlimited number of colors. Spot color is a premixed color, such as a Pantone, and cannot be printed on a web press without incurring extra time and costs.

You should also be aware of how your designer creates your printed piece. If you specify that your logo is always a Pantone color, the designer will designate the use of the spot color in your ad files without trying to match it with CMYK. However, some Pantone colors do not convert accurately into CMYK. This should be caught at the design stage to avoid inaccurate matches and problems during the printing process.

What's Your Edge?



There are more than 500 photonics companies that sell lasers. When it comes to optics, you have your pick from more than 1600. None of these companies are the same. In fact, it's hard to observe any discernable trend of characteristics among these suppliers. Sure, we've all been seeing the general trend of mergers and acquisitions, especially in the laser market, where consolidation has forced some well-known brands into obsolescence. But would you have guessed that 34 percent of the laser companies in the industry do \$1 million to \$5 million in sales (noted in the *Photonics Buyers' Guide*)?

Compared to the 5 percent of the laser companies that lay claim to doing more than \$100 million, the vast majority of companies in the industry are not those with the behemoth booths at Photonics West and workforces of 1000+. In this complex ecosystem of both large public companies and startups working out of a spare bedroom, it is important to know *and* convey your competitive advantage in the industry.

What's your sweet spot when it comes

to customers? Are you looking for massive OEM orders or are you looking for that one custom sale from a researcher that will keep you in business for the next year? How long is your sales cycle? Do you have a quick turnaround time on orders and superior after-sales support?

These are just a sampling of questions whose answers help form the foundation of benefits that your company's competitive advantage builds upon. There is a subset of companies in the industry that do this part very well. If you are a potential customer and were to ask the president of one of these companies what their competitive advantage is, they might be able to go on and on, and you may learn a lot. However, this is not good — their competitive advantage should already be ingrained in your mindset long before you even talk to anyone in the company.

More often than not, your sales team serves as the front line in highlighting what your organization's competitive advantage

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is to potential customers. And you probably have a well-versed, stellar sales team, but they can only go so far in educating your prospects about what benefits your company and brand brings to a business relationship.

This is where the conveying of that advantage comes into play. When designing a

booth, website or magazine ad, these benefits should be at the forefront to highlight your brand's recognition to potential customers. By the time your sales rep picks up the phone to call one of these prospects, your customer should already know about your company and how they feel when thinking about your

brand. Not only will your sales team experience a high success rate in prospecting and driving new sales, but your organization will experience the bottom-line benefit and long-lasting impact a positive brand image provides.



Effective Branding Takes Resolve, Creativity

Establishing a company's identity amid a sea of others takes creativity and out-of-the-box thinking. But as competitors perform similar work and initiatives, how does a company set itself apart from the pack?

"A strong brand is invaluable as the battle for customers intensifies day by day. It's important to spend time investing in researching, defining and building your brand," said Laura Lake, a marketing consultant and author, in a piece entitled "Learn Why Branding Is Important in Marketing."

Marketing in print publications remains standard for many, according to Marketing-Sherpa, a research firm powered by MECLABS Institute in Florida, as it provides a sense of permanence, legitimacy and credibility. Going online with distinctive websites can also be effective in building and maintaining the brand, and this has the potential to reach an expansive worldwide customer base. Advertising online can further supplement a marketing brand campaign.

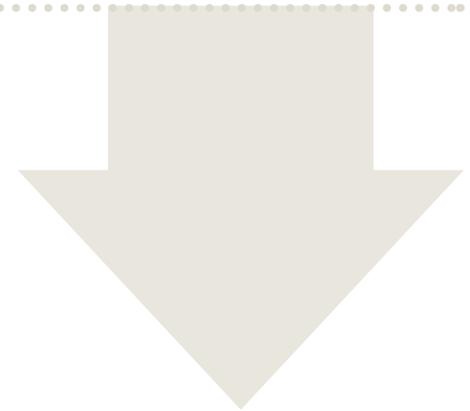
Branding is also key to utilizing internet search engines such as Google, Yahoo or Bing. Chicago-based MAX Digital, a devel-

oper of cloud-based digital marketing and retailing software, notes that organic web traffic typically comes, in part, from those who searched a company's name specifically, "which means they were familiar with [the] brand."

From attention-grabbing logos and striking ad copy in print to sharing a company's message in a compelling way, branding in today's increasingly competitive marketing world should be tactical. This begins with understanding the target audience, as well as its wants and needs. It can take a bit of research to find out which marketing platforms customers are using and how they're using them, and what other ways they are getting information.

Consistent brand promotion via many different outlets, notably in print publications, can establish tangible intimacy and comfort in decision-making.

"People tend to do business with companies they are familiar with," according to Strategy, a marketing and technology strategic development firm. "A brand that is consistent and clear puts the customer at ease



Design Lab Tips

Bleed and Trim Sizes: Terms and Tips

Trim refers to the finished size of the publication once it has been printed, bound and trimmed. Bleed refers to the extra background that extends beyond the printed page that is trimmed off during the binding process. If your ad does not allow for bleed, there will be a white border around it in the final publication. Extend the background a minimum of 0.125" beyond the trim size on all four sides of the ad.

Trim size: 8.125" wide × 10.8125" high (207 × 274 mm)
Bleed Size: 8.375" wide × 11.0625" high (213 × 281 mm)

It is important to keep all of your text at least 0.5" (12 mm) inside the trim size.

because they know exactly what to expect each and every time they experience the brand.”

Promotion can be done by utilizing all potential marketing avenues based on how target customers find information and what their previously determined needs are. Video can be an effective outlet, MarketingSherpa notes, and complementary to print. This can be a quick and easy way to grow the company’s profile, as “people get to connect with you face-to-face.” Video establishes trust and more interest in the content.

Social media is another channel that can be used in creative ways via compelling posts, photos and interaction. Since hundreds of millions of people use the internet frequently, this is a strong way to reach a vast audience of customers and clients.

Regardless of the outlet used to share the message — print, online, social media, etc. — the more information based on the brand that is shared and the more engaging the company is with that information, the more people it will attract. This leads to referrals among potential customers.

‘Dark Marketing’ Poses Opportunity, Incites Concern



It’s easy to stick to traditional outlets and advertising campaigns that for years have produced effective results. The business of marketing and advertising is changing to include new routes that reflect today’s increasingly connected world. Taking the risk of bypassing traditional marketing and advertising can be scary, so it’s important to understand nontraditional approaches.

Dark marketing — also referred to as covert marketing — is evolving and garnering mixed reviews from marketing professionals. As defined by Hiep Nguyen, an ICT business analyst, this tactic “is the concept of brand building and demand-creation through largely ‘invisible’ ... and unregulated

media.” The ads and content are not overt, but rather, quite subtle.

“Dark marketing is communicating through avenues where the consumer gets the message but cannot actually see the advertiser,” according to marketing information source BrandSynario. In dark marketing, ads focus more on a product or service than the company name and brand. The target audiences are only receiving fragments of very specific, personalized, targeted information that marketers hope will be captivating enough to prompt potential consumers to seek more information.

Social media outlets such as Facebook have become strong platforms for dark

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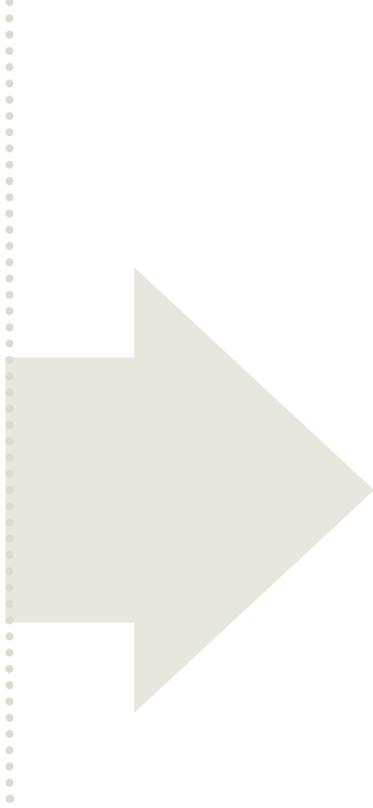
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Design Lab Tips



Ink Density, or the Perils of Reversed Type

Ink density is the total ink coverage when all the inks' percentages are added up together in building a CMYK (Cyan, Magenta, Yellow, black) color; this density cannot be more than 300 percent.

Rich blacks are built from more than one color. For example, 100K, 40C will create a cool-toned black.

A more neutral rich black is built using 100K, 40C, 30M and 30Y. When choosing to use a rich black, a bolder font should also be used to avoid registration problems. There will never be registration issues with type that is reversed out of a single color, such as 100K.

On average, the presses run from 725 to

1200 ft per minute and produce 23,000 to 43,000 impressions per hour. The vibration alone can create registration problems. So the less ink that is used, the better the results will be for reversed-type creation.

marketing initiatives. These outlets allow companies to place ads on any pages or accounts that will reach specific audiences of potential consumers, instead of more general, blanket campaigns that won't appeal to everyone. This is possible thanks to user data that is gathered. Such information is offered freely by users via their social media profiles and posts they share; it includes locations (geo targeting), interests and distinctive group pages they visit.

"These techniques are developed in order to enhance the customer experience," according to Nate Brooks, a content marketing associate at market strategist BrandTotal. "They allow users to embark on a specially tailored digital journey each time they go online."

Dark marketing is also being used in

nontraditional ways in video game, movie and TV advertising. Companies will pay to feature their products in television programs, movies and online games. For instance, a character using an Apple laptop in a movie subtly provides that company with brand exposure. Characters in a television show wearing specific shoes allow product promotion without actually mentioning the brand or company aloud. Similar schemes are used in video games.

Conversely, dark marketing can lead to negative outcomes, among them little to no brand exposure. Dark marketing content can be intriguing, but potentially too ambiguous. Vague contact can miss the mark, or ads can end up as spam because its origins are not known. And the more targeted the campaign,

the more unsettling it may be for the target audience, as it could rouse fears of "Big Brother" monitoring.

A lack of transparency in dark marketing is another problem, Brooks notes in a BrandTotal blog post titled the Elephant in the Room: Dark Marketing. Companies cannot monitor their competition. They have no way to get a full sense of competitors' strategies, who and where they're targeting, and where the efforts are being placed.

"Marketers are left in the dark," according to information from BrandTotal. "On the one hand, they are blind to the competition's threats, and on the other, they are missing out on prime marketing opportunities."