



## The Power of Two

Wrigley's Doublemint gum print ads were first introduced in the early 20<sup>th</sup> century, introducing its now-famed Doublemint Twins campaign. Television commercials for the product began airing in the 1950s, and are considered by many in the marketing world to be among the most successful advertising campaigns in the U.S. Featuring various sets of twins, the ads' exuberance has helped demonstrate the potential of two, setting an example for powerhouse campaigns that combine offline (such as television and print) and digital initiatives.

Research by Infosys, a consulting firm that creates and executes strategies for companies' digital information, has found that 40 percent of people shopping online will make their purchases after being influenced by offline marketing, including print ads. The 2013 study notes that "as companies shift their energy and resources to digital marketing, [they] should not lose sight of how offline tactics affect online conversations."

### Complementing campaigns

Employing both online and offline marketing doesn't necessarily mean creating entirely separate pushes. A more collaborative campaign in which online and offline marketing channels support and complement each other can have a larger impact than either of them alone, as the strengths of each are optimized.

Strategy Consulting Ltd. — a U.K.-based firm that focuses on marketing strategy and implementation, as well as corporate and business planning — urges integration between online and offline marketing.

"The rise of online marketing doesn't mean traditional marketing methods are dead



in the water. It just means ... businesses have a new and expanding way to reach customers."

Online ads allow for widespread viewing that is nearly instantaneous. However, as the internet is inundated with sometimes fake banner ads and pop-ups, there exists a rampant fear of spam and viruses among website visitors. Such ads pose the risk of ad blocker software obstructing legitimate advertisements, as well. Print advertising does not pose this problem; instead it brings more legitimacy and credibility to a campaign, and extends it into corresponding online marketing. Print offers permanence that solidifies the company's message and brand, as well, which can also encompass matching online marketing.

In addition, print media has the ability to draw attention to online sites (including social media), and vice versa, strengthening and making more effective the entire campaign. Combining print and digital marketing can also assist with the sometimes short-lived nature of online ads.

"Online ads can be fleeting," said Daniel Burstein, director of editorial content for MarketingSherpa, a research firm powered by MECLABS Institute in Florida. "See something you like and accidentally leave the page? When you click back, that ad will likely be gone. So print becomes a great way

to convey information that your potential customers can refer back to."

### The metrics

Infosys' 2013 study also looked at how best to measure online and offline metrics, and why this is so important for a joint campaign. Online marketers typically use metrics such as click-through rates and page views. But when developing a more comprehensive campaign that includes print advertising, those types of metrics are futile. Now, marketers are moving toward a metrics hybrid that can cover both.

### When developing metrics for a marketing campaign, companies must consider:

- Brand awareness
- Lead generation
- Customer acquisition
- Thought leadership
- Engagement
- Customer retention and loyalty
- Website traffic
- Lead management and nurturing
- Sales
- Repeat clients and/or website visitors

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Measuring the effectiveness of offline print campaigns means looking at ROI, leads, economic value and gauging customer loyalty. For online metrics, click-through rates and web views must be considered, in addition to conversions, downloads and new/recurring

website visits. Effective approaches include creating an online landing page that is unique to an offline campaign. This allows marketers to more easily track both online and offline traffic. Bringing together these metrics paints for marketers a complete picture of a

campaign with comprehensive information that then drives future success. It's no longer necessary to choose between online and offline campaigns. Instead, harness the power of two with a combined print and digital plan.



## From the Vice President

### Widening Your Marketing Campaign View

**“I only read Twitter.** That’s how I get my information. Websites? Nope. Magazines? Don’t even. Facebook? Never. Therefore I should only advertise using Twitter because no one else even uses those other things.”

This is an extreme example. But in an industry with truly stellar minds driving technical advancements to propel the human race forward, we (Photonics Media) often hear similar things. Sometimes we get, “I read your magazine, but I don’t use your website, thus I’ve come to the conclusion that I will only advertise with your magazine to reach people like me.” However, print magazines and websites can be interchanged with pretty much any current media channel these days. And I’ve heard every combination.

But one day, the individual in that extreme example above could realize that more outlets than Twitter exist, and that not everyone is seeking information in this same way or via the same avenues. On that day, this individual will realize that they sure missed a lot of people with a narrow marketing campaign.

Photonics Media has the best, most comprehensive audience for you to reach, and it’s not hard to believe that readers have different preferences when it comes to what we offer. So when you’re trying to lay out your marketing game plan, remember that! Personal preference is exactly that – personal. But all of our goals are the same: to reach the most potential buyers and grow your business.



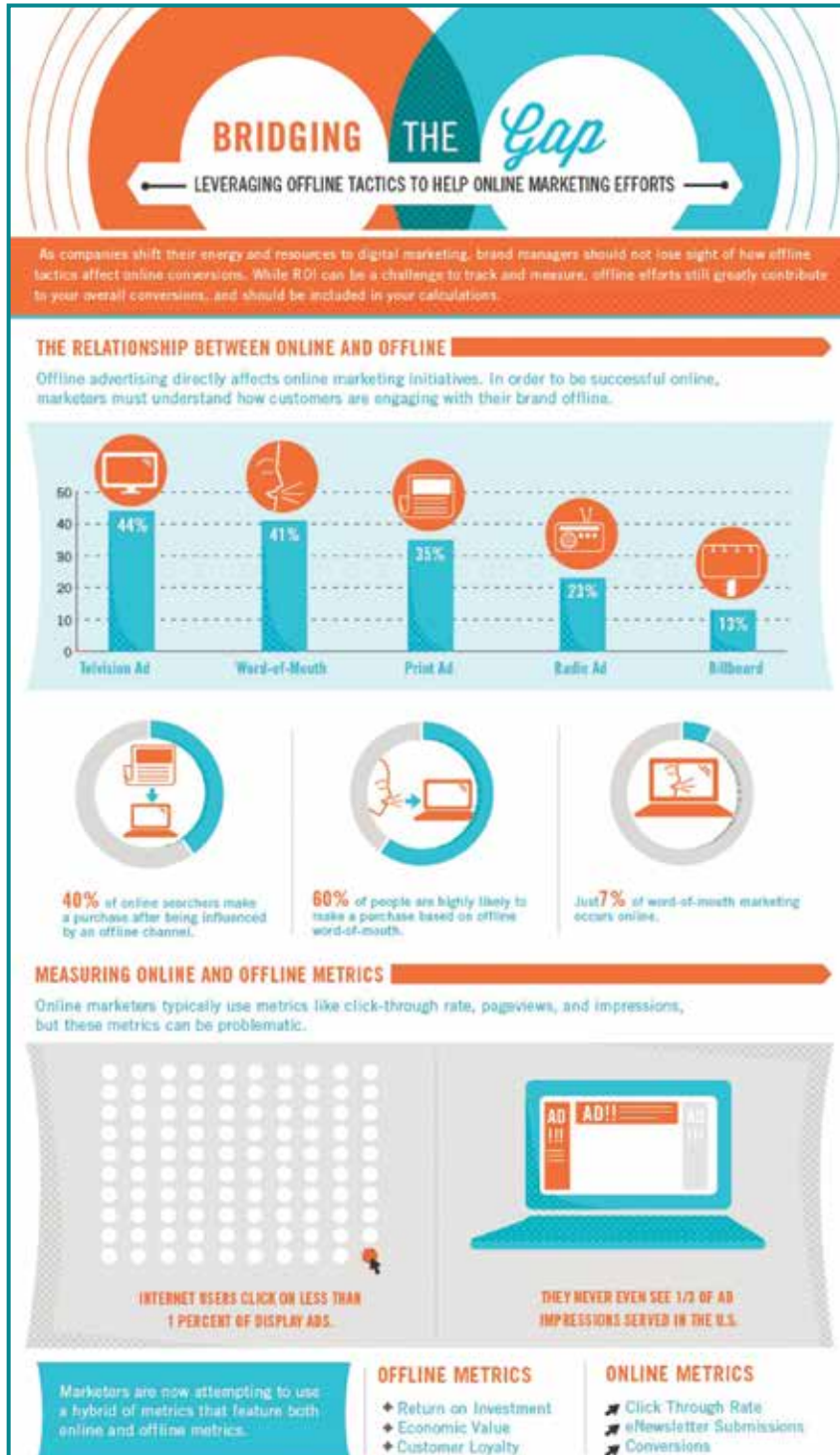
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# Online and Offline: A Match Made in Marketing Heaven

When it comes to planning a far-reaching marketing campaign, merging online and offline programs presents a wealth of advertising opportunities that, when used separately, may not be as comprehensive. Drawing on the strength of each type of program allows advertisers to reach customers in new and expansive ways.

Bridging the gap between traditional and new age media grows the target audience, while mixed, all-encompassing campaigns have the ability to reach the most existing and potential customers. Looking at metrics for both online and offline programs is crucial to reaching this end.



Courtesy of Infosys

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## Grow with Photonics Media!

### 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.



See 2017 Media Planner or call your regional account manager

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

## Custom & Sponsored Webinars

*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 contact information for all registrants.

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