



# Optics and Photonics

Digital Marketing & Advertising Solutions



# Who we are

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AZoNetwork is the leading digital marketing platform for Science, Technology and Healthcare audiences. With an audience of 75M annual visitors across our websites and over 1 Million first party subscribers, we have over 24 years of digital experience in connecting these communities.
















# What we do

AZoOptics is the world's foremost optics marketing platform. We create, curate, and distribute high-quality content on the various stories, products, and services that global photonics companies have to share.

We specialize in providing and delivering Marketing, Advertising, SEO, Audio-Visual and Web Services for companies in Science, Technology and Healthcare.

We help companies develop and execute their digital marketing strategies through content distribution, content creation, web services, brand awareness, lead generation and real-time analytics.

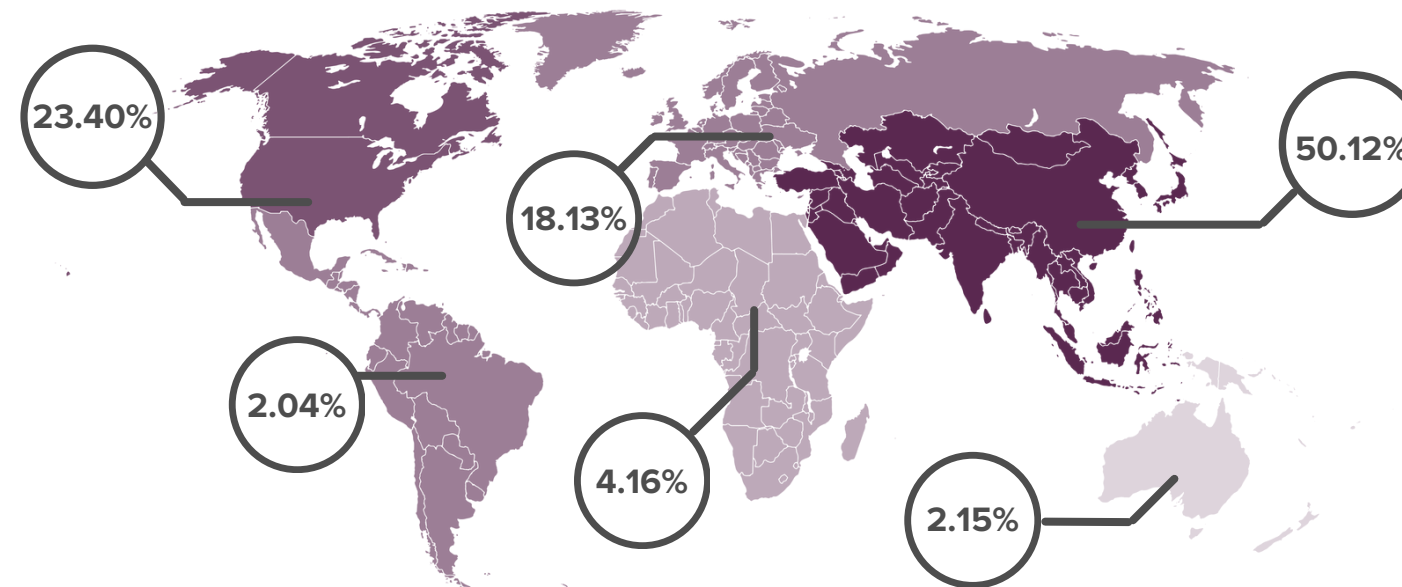


# Optics & Photonics Marketing

**AZO**  
OPTICS

**367K**  
Total Annual Users

## Global Coverage

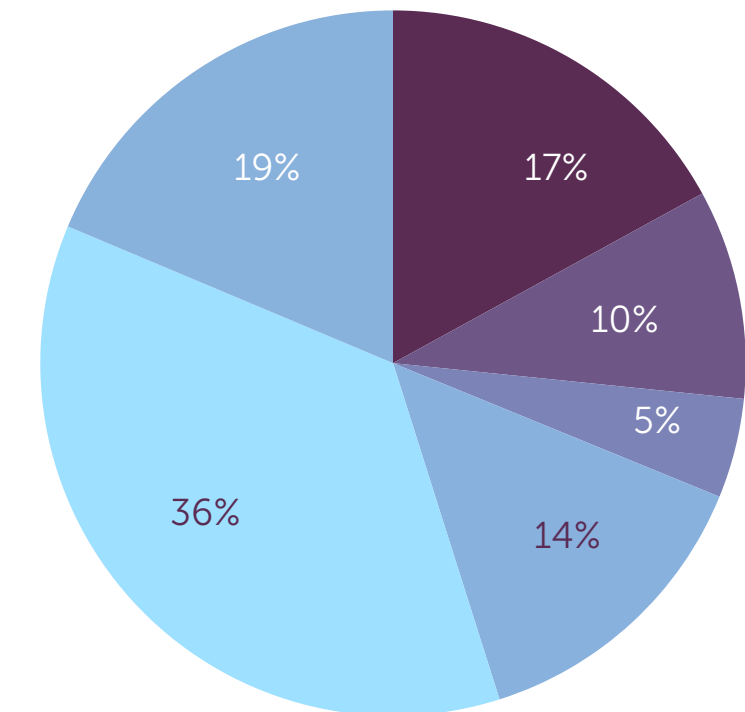


AZoOptics is the leading content marketing platform which reaches scientists, engineers and industry professionals in the Optics & Photonics industry.

Contact our team today to discuss how to reach your ideal audience from the AZoNetwork.

Visits sourced from Google Analytics - Yearly average - Readership based on sample of subscribers

## Readership



- Engineering
- Laboratory
- Manufacturing
- Research
- Students
- Senior Academics























# Analysis Techniques

Gas Analysis & Measurement		18,569 Subscribers	Rheology & Viscometry		51,121 Subscribers
Infrared Spectroscopy		17,035 Subscribers	Spectroscopy		60,483 Subscribers
Lasers		30,153 Subscribers	Surface Metrology & Measurement		40,150 Subscribers
Mechanical & Physical Testing		62,864 Subscribers	Thermal Analysis		52,790 Subscribers
Non-Destructive Testing		35,519 Subscribers	XRD & Crystallography		20,686 Subscribers
Particle Analysis		28,699 Subscribers	XRF & Elemental Analysis		31,678 Subscribers
Raman Spectroscopy		11,203 Subscribers	Environmental Monitoring		7,876 Subscribers

Number of subscribers as of Nov 2024

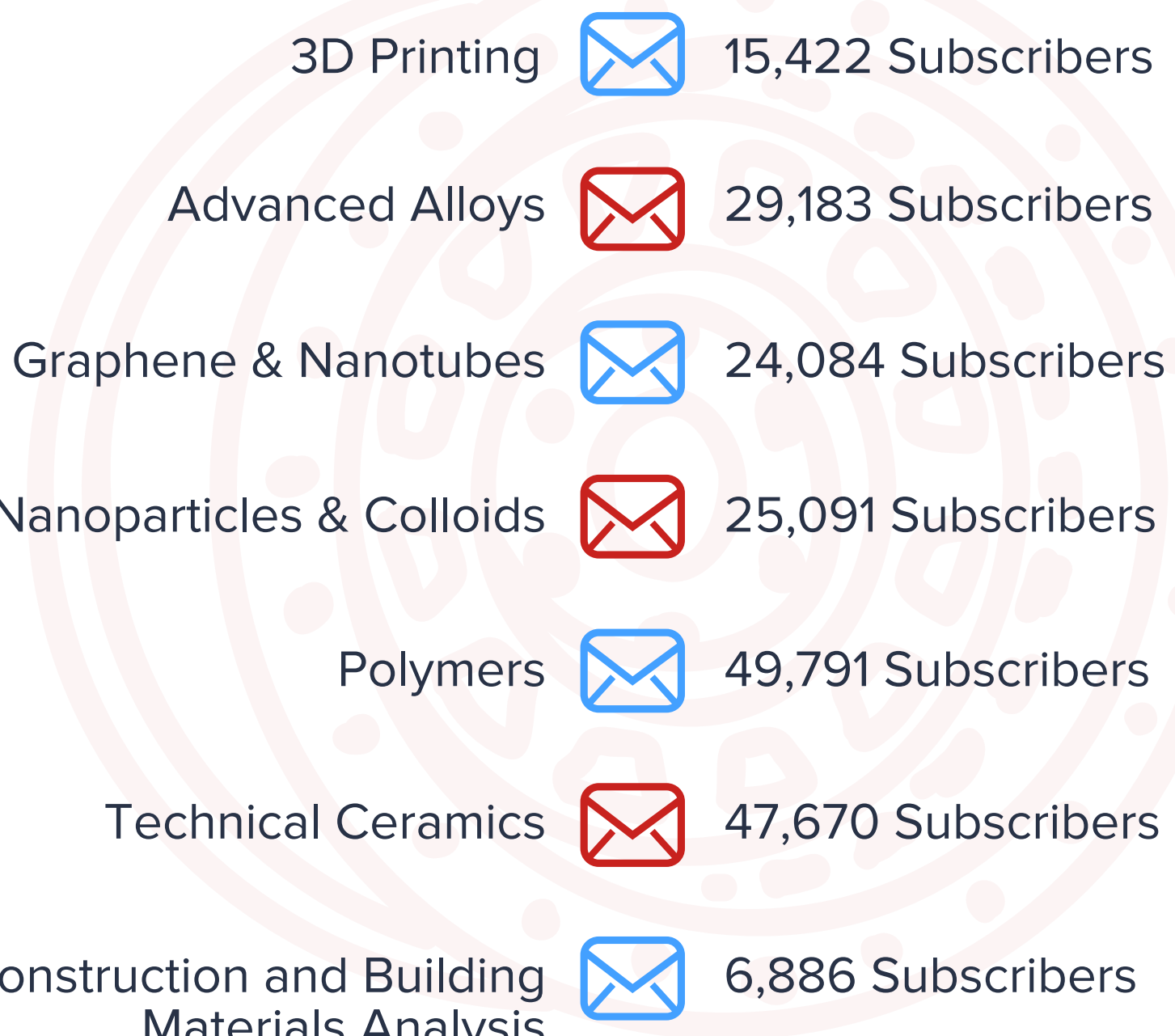
# Industry










## MARKETING SCIENCE

Aerospace		29,894 Subscribers	Mining		58,451 Subscribers
Agritech		45,715 Subscribers	Nuclear Science		8,404 Subscribers
Automotive		49,872 Subscribers	Photovoltaics		12,349 Subscribers
Clean Technology		23,800 Subscribers	Power Generation		6,001 Subscribers
Energy Storage Technologies		31,462 Subscribers	Quantum Science		6,344 Subscribers
Food & Beverage Analysis		22,477 Subscribers	Semiconductors		31,692 Subscribers
Fuel & Lubricant Analysis		16,326 Subscribers	Sensors		61,886 Subscribers
Heat Treatment		48,544 Subscribers	Tribology		8,026 Subscribers
Hydrogen		5,654 Subscribers	Water Analysis		12,535 Subscribers
Industrial Automation & Robotics		14,152 Subscribers	Battery Manufacturing		7,568 Subscribers





Number of subscribers as of Nov 2024

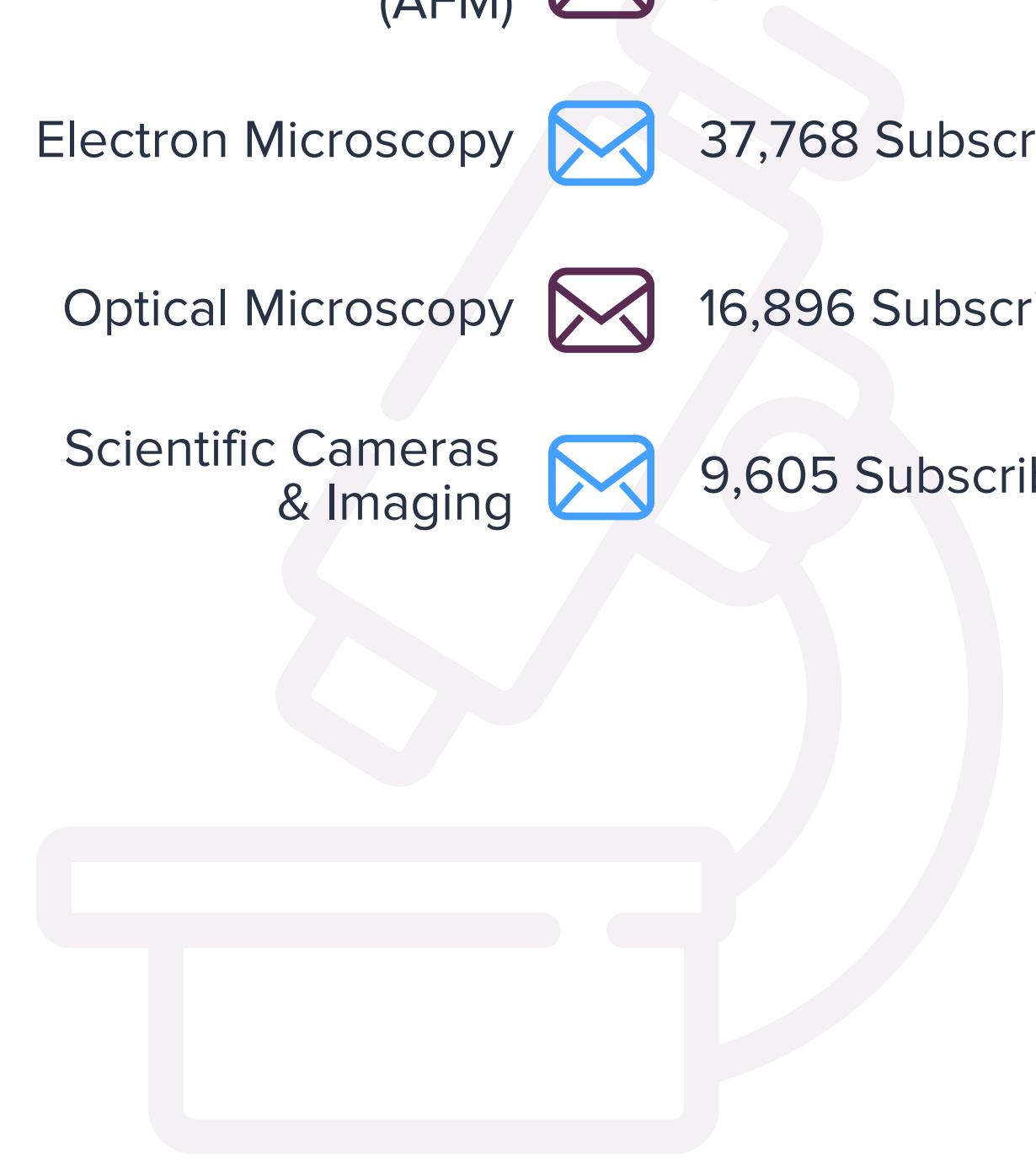
# Materials



3D Printing		15,422 Subscribers
Advanced Alloys		29,183 Subscribers
Graphene & Nanotubes		24,084 Subscribers
Nanoparticles & Colloids		25,091 Subscribers
Polymers		49,791 Subscribers
Technical Ceramics		47,670 Subscribers
Construction and Building Materials Analysis		6,886 Subscribers
Metals Analysis		23,150 Subscribers
Thin Films		26,072 Subscribers

# Microscopy

Atomic Force Microscopy (AFM)		13,519 Subscribers
Electron Microscopy		37,768 Subscribers
Optical Microscopy		16,896 Subscribers
Scientific Cameras & Imaging		9,605 Subscribers



Number of subscribers as of Nov 2024



# Solutions

## Lead Generation

- 9** Newsletters
- 10** Targeted Emails
- 11** Product Profiles
- 12** Product Showcase
- 13** Lead Generation eBook

## Brand Awareness

- 14** Content Distribution
- 15** Industry Focus Sponsorship
- 16** Webinar Listings
- 17** eBook Listings
- 18** Display Advertising
- 19** SEO
- 20** Website Design
- 21** Google Ads Management

## Content

- 22** Content Creation
- 23** Social Media Content
- 24** Interview: Insights from Industry
- 25** Interview: Thought Leaders
- 26** Video Services
- 27** Expert Presentations on Demand
- 28** Virtual Video on Demand
- 29** Webinar Production
- 30** Podcast Production

## Proving ROI

- 31** Real Time Analytics
- 32** Conversion Rate Optimization

LEAD GENERATION

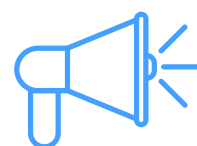
# NEWSLETTERS



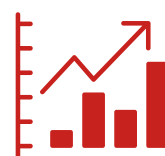
Target our first-party subscriber database by their specific professional interests. Reach over one million named scientists, engineers and industry professionals.

Our unique ability to match your targeted audience's interest with the right content explains why this channel is so popular with clients and subscribers alike.

Choose between Headline or featured sponsorships.



Gain **immediate exposure** for your story.



Increase **lead generation**.

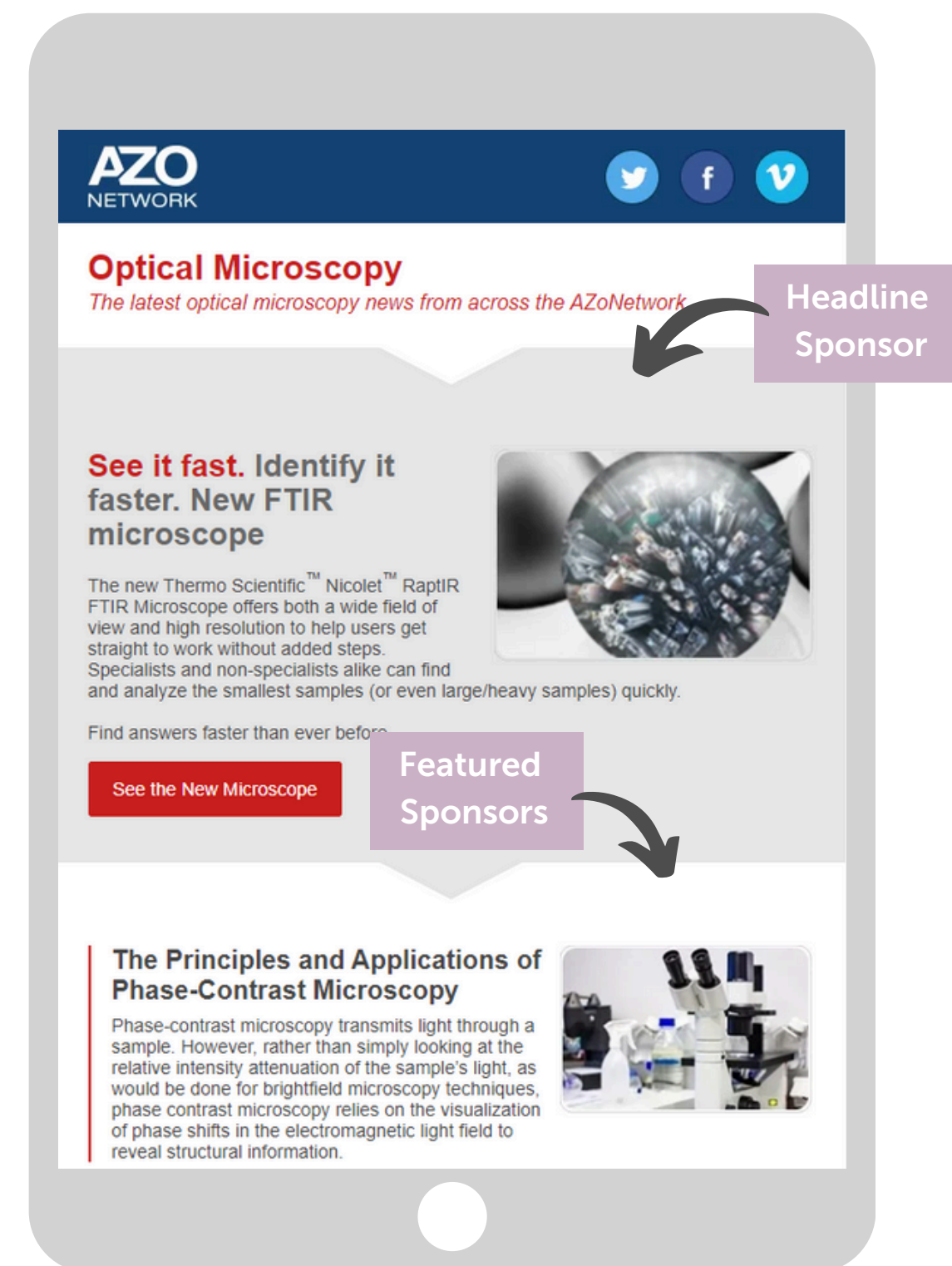


Boost brand awareness within a **targeted community**.



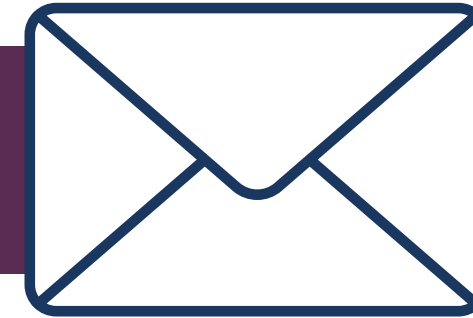
Measure your ROI with **automated reports**.

**1 MILLION+ SUBSCRIBERS**



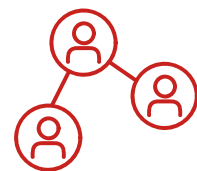
## LEAD GENERATION

# TARGETED EMAILS



Create your own high-quality email campaigns.

You decide on the messaging, the audience and the budget and our team will help with everything else from start to finish.



Reach a **highly qualified audience** in our first-party subscriber base.



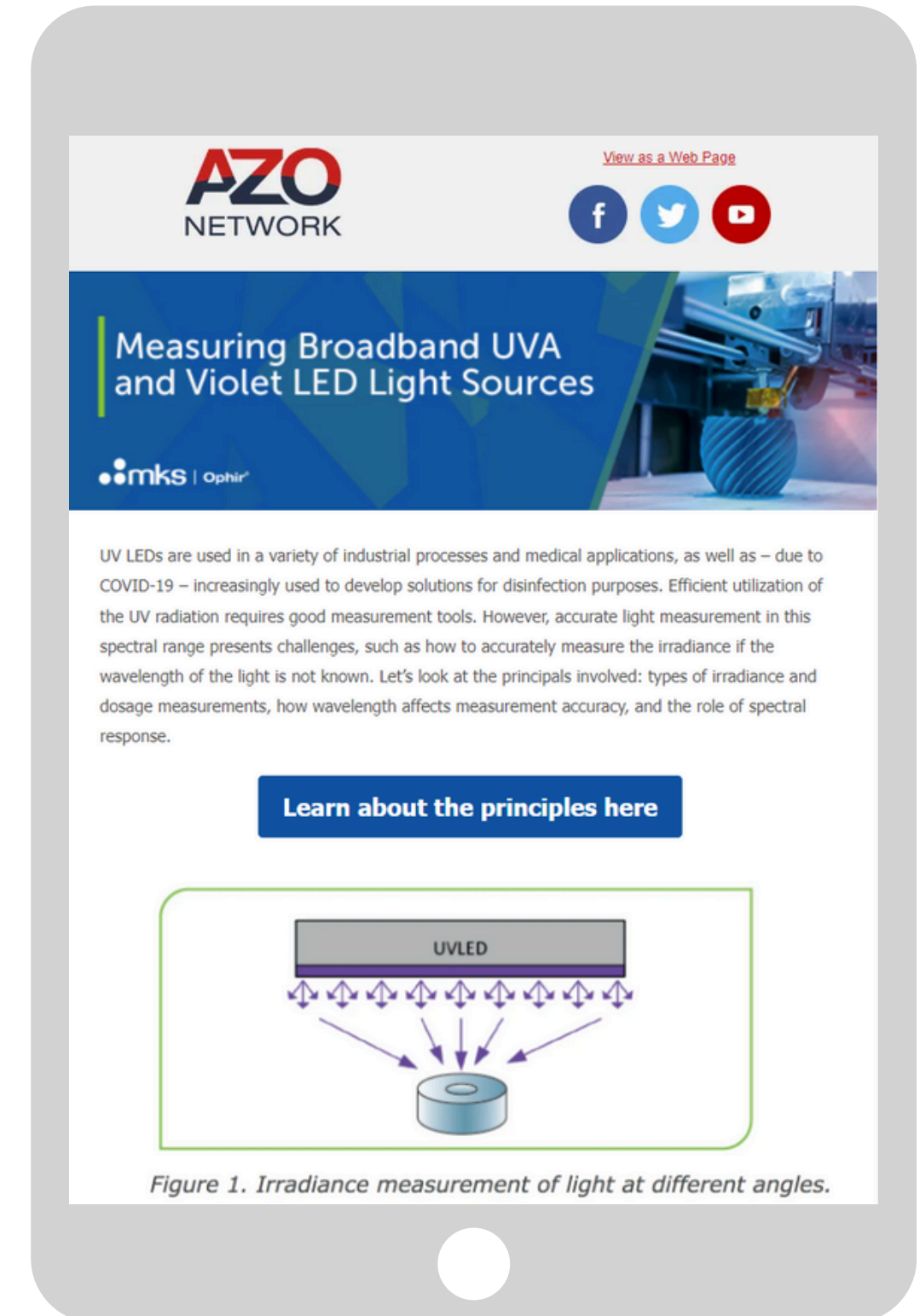
Target specific markets by **keyword, application, industry & geography**.



Measure results with our unique **AZOIntel Analytics platform**.



**Customize** your message and design with our **email specialists**.



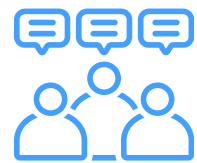


## LEAD GENERATION

# PRODUCT PROFILES



Demonstrate the benefits, features and key capabilities of your Products and Equipment with our Product Profiles.



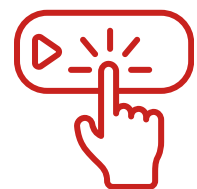
**Engage** your audience at the **right stage** in the buying cycle.



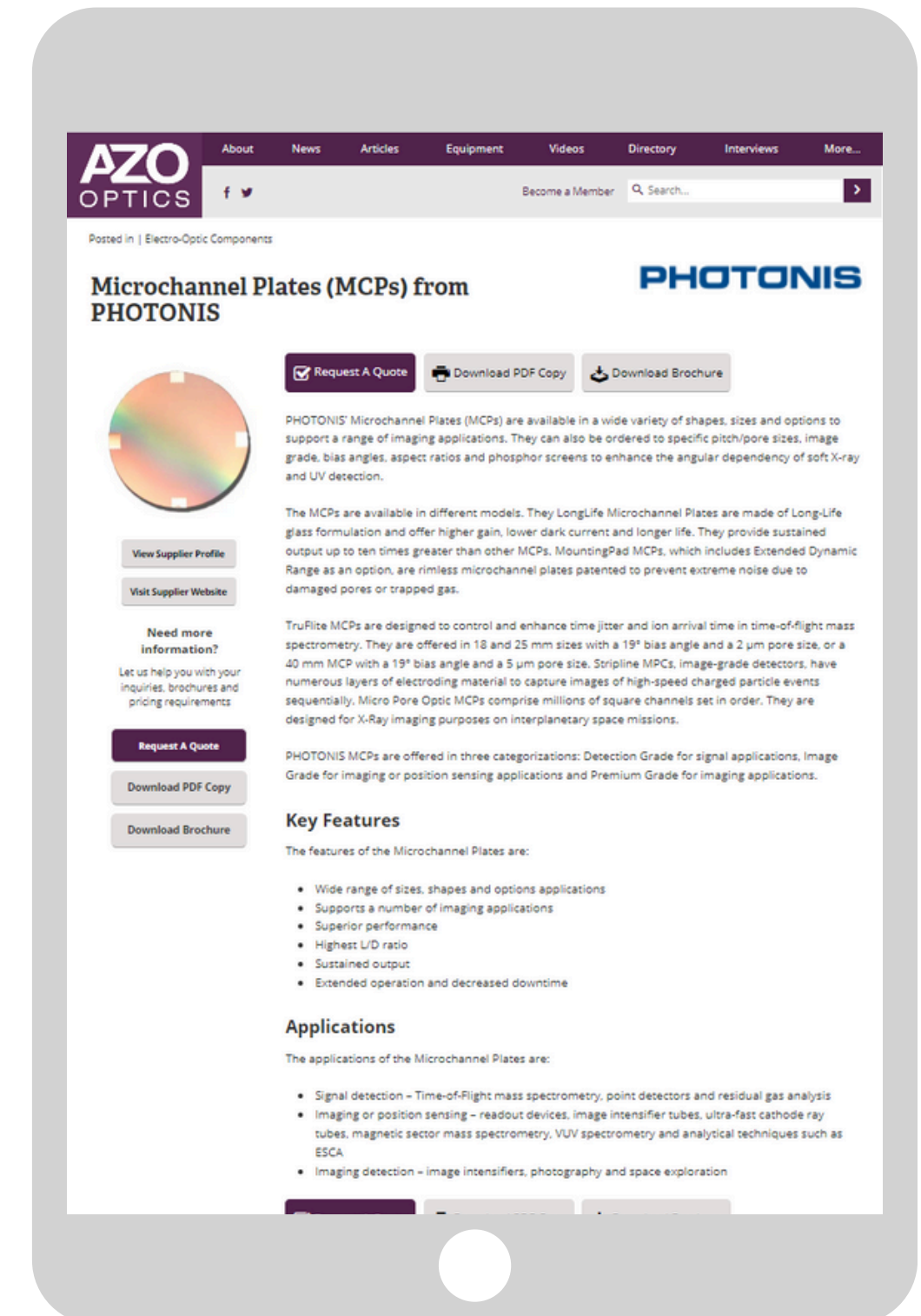
**Enrich** your **product** listings with relevant videos, images and applications



Publish the product profiles to our product categories on the relevant [AZoNetwork websites](#).



Product profiles include RFQ buttons, brochure and PDF downloads as **calls-to-action**.



LEAD GENERATION

# PRODUCT SHOWCASE



COMBINE THE FOLLOWING  
OPTIONS OF YOUR CHOICE:

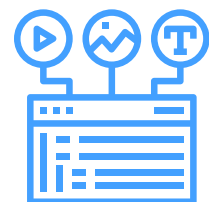
Showcase your newest products and their applications to a global audience with a complete product package.



Create **maximum exposure** for your new products and their applications.



Ensure customers understand what makes your new product **innovative** and **exciting**.



Choose **additional content** like video, webinars, or email services to promote your products.



Receive a **complete support program** to market your products.



Individual Product Profiles



Thought Leader or Insights  
from Industry Interview



Targeted Newsletter  
Sponsorship



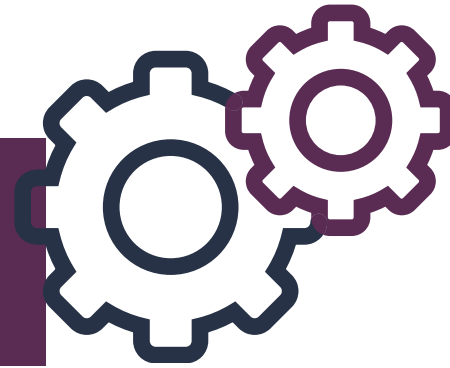
Content Distribution



Display Advertising

# LEAD GENERATION

# EBOOK



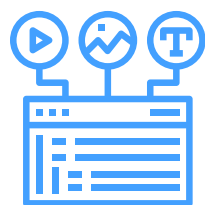
Present all of your existing AZoNetwork content in one valuable download and use our distribution channels to reach more of the right people from the right industry at the right time.



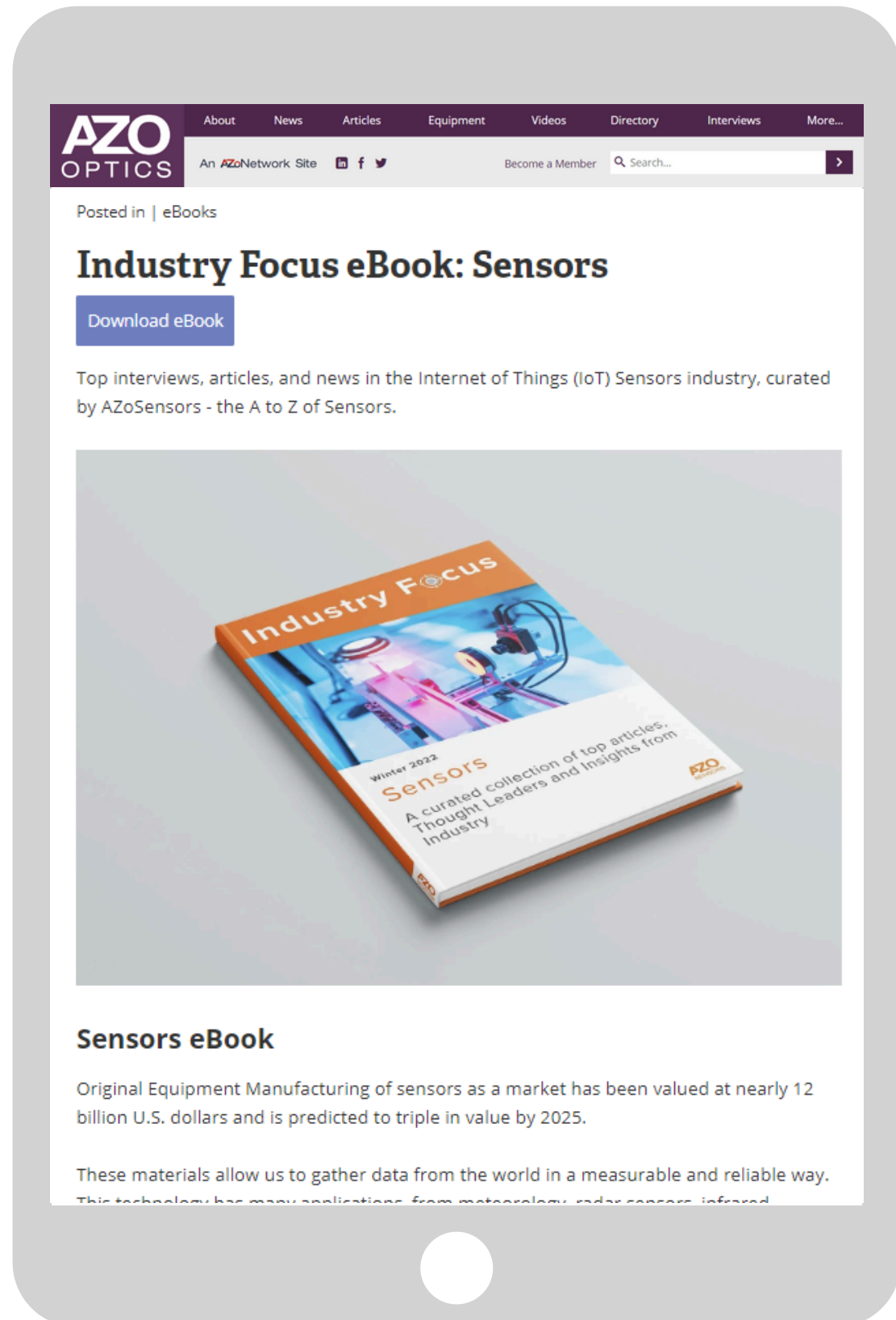
Reach new audiences, generate better leads.



Demonstrate thought leadership to **highly engaged** industry professionals.



Collect valuable **first-party** lead data





BRAND AWARENESS

# CONTENT DISTRIBUTION



**AZO**  
NETWORK

Educate and attract your key audience.

We repurpose and distribute your existing content on an AZoNetwork site to reach a highly relevant target audience.



**Use your existing content:** white papers, application notes, case studies, etc.



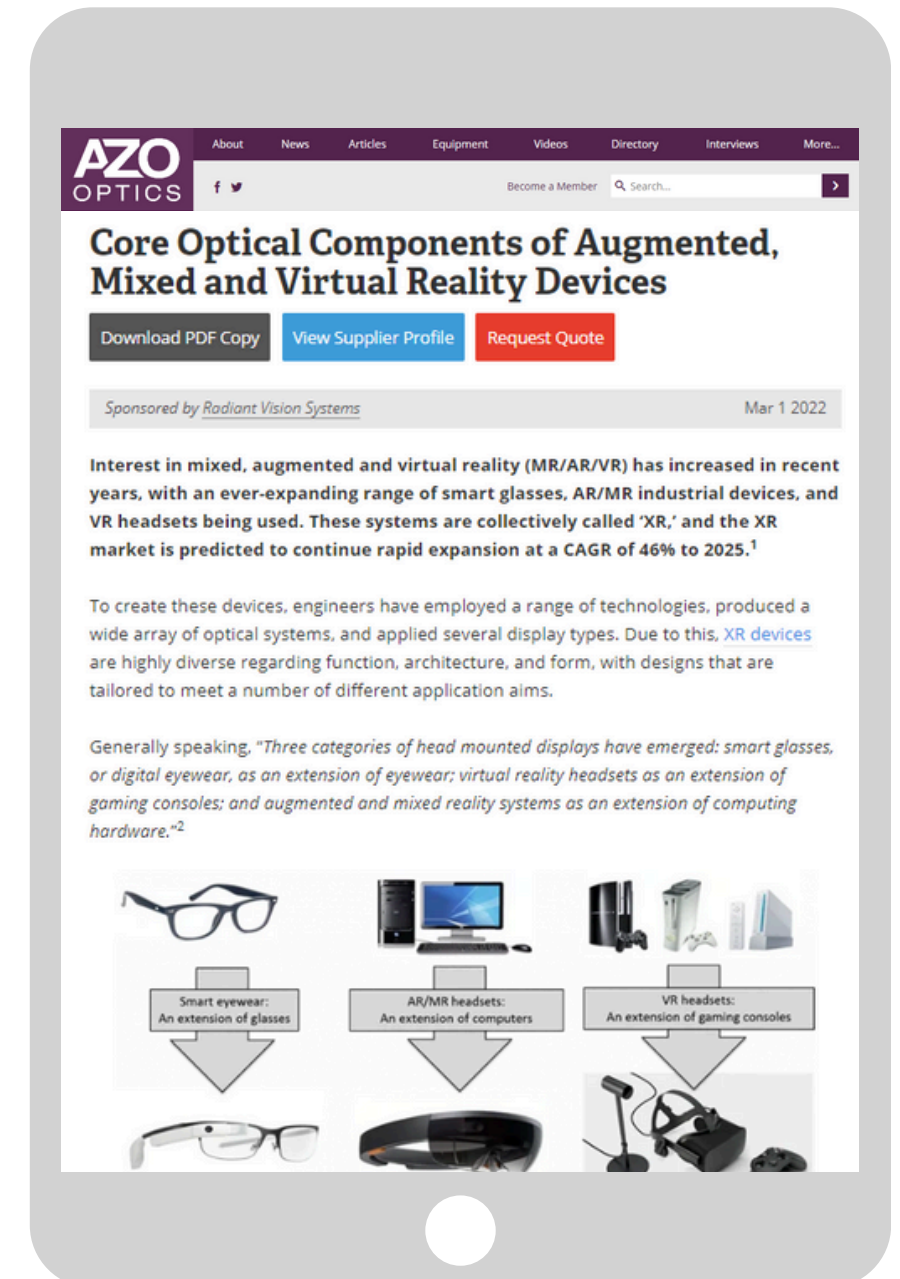
**Repurpose your content, maximize organic search engine visibility, and include calls-to-action.**



**Measure content engagement & results with our unique AZoIntel Platform.**



**Publish on relevant AZoNetwork sites and post to our social media channels.**



BRAND AWARENESS

# INDUSTRY FOCUS SPONSORSHIP



**AZO**  
NETWORK

Sponsor one of our carefully curated eBooks collating the best-performing articles from our network alongside your chosen content.

Topics align with our targeted [Scientific Newsletters](#).



**Feature three unique pieces of content.** These can either be already published on our network or fresh content that will also be hosted on our network as part of the process.



Showcase a **full one-page advertorial** featuring a subject-related application, product or promotion of your choice. Our design team can help with the creation of this page.



Publish on relevant [AZoNetwork sites](#) and get all the leads generated by the eBook.

BRAND AWARENESS

# WEBINAR LISTINGS



We take your existing webinar content and give it a new lease of life with distribution on relevant AZoNetwork sites.



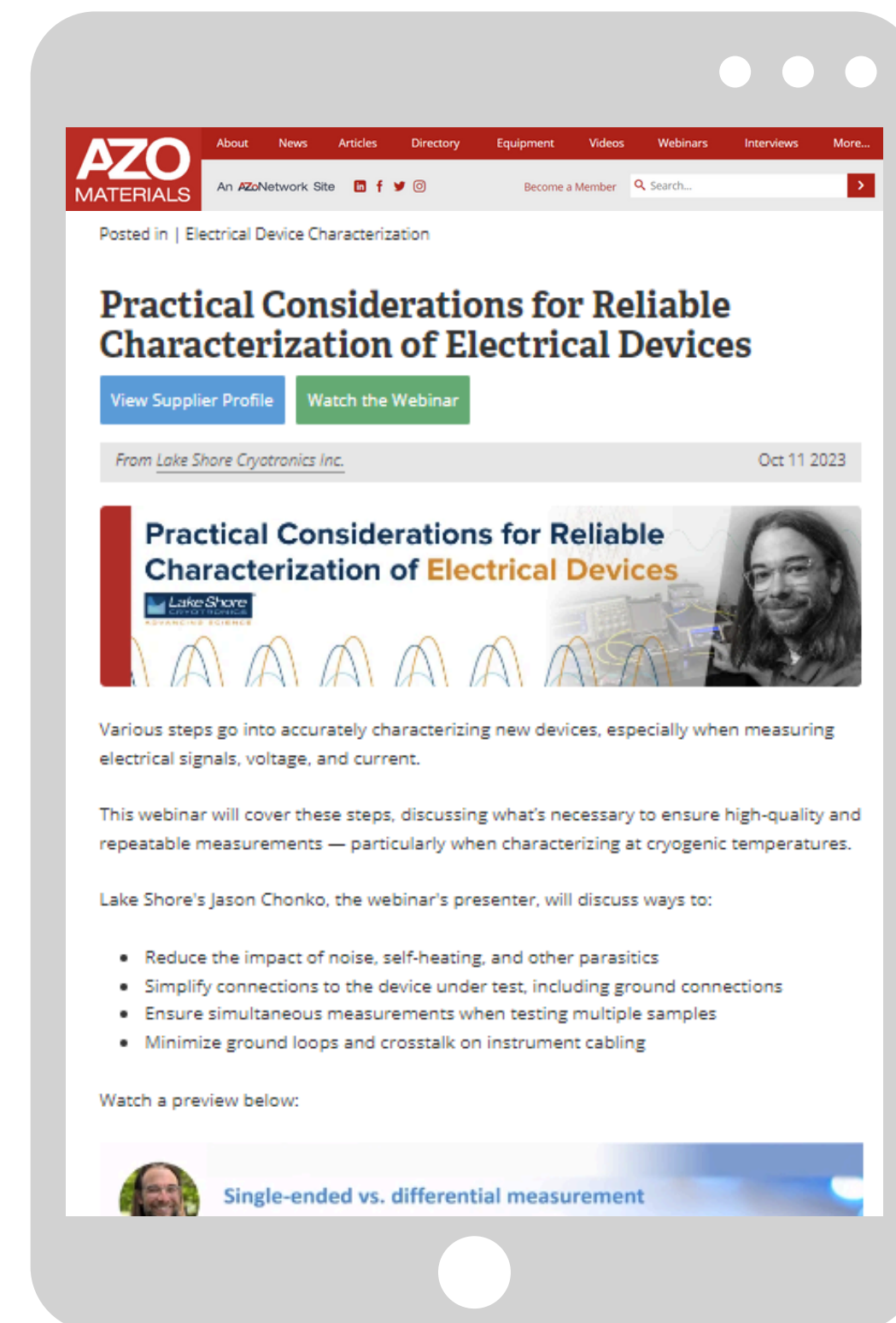
Promote your existing webinars to a **new highly engaged audience**.



Provide **educational and informative** content that generates awareness.



Generate new interest in your products and **leads for your business**.





BRAND AWARENESS

# EBOOK LISTINGS



Similar to webinar listings, we take your eBooks and give it a new lease of life with distribution on relevant AZoNetwork sites.



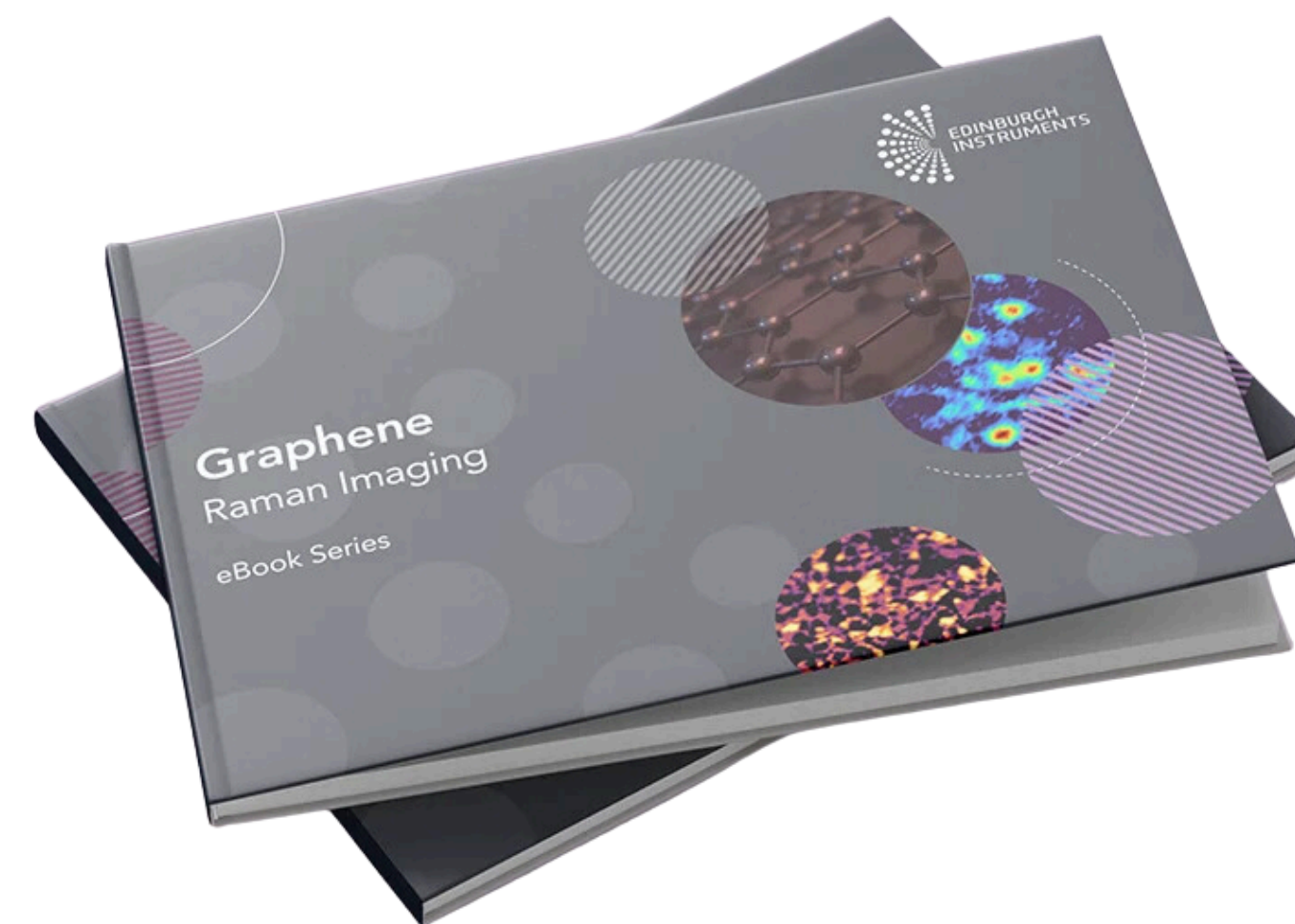
Promote your existing eBooks to a **new highly engaged audience**.



Provide **educational and informative** content that generates awareness and fosters thought leadership, in an engaging format.



Generate new interest in your products and **leads for your business**.





BRAND AWARENESS

# DISPLAY ADVERTISING



Display  
ads

Increase brand awareness by targeting the AZoNetwork audience of engaged B2B visitors with various Display Advertising options.



Increase **brand awareness** and visibility.



Measure and increase traffic to your website.

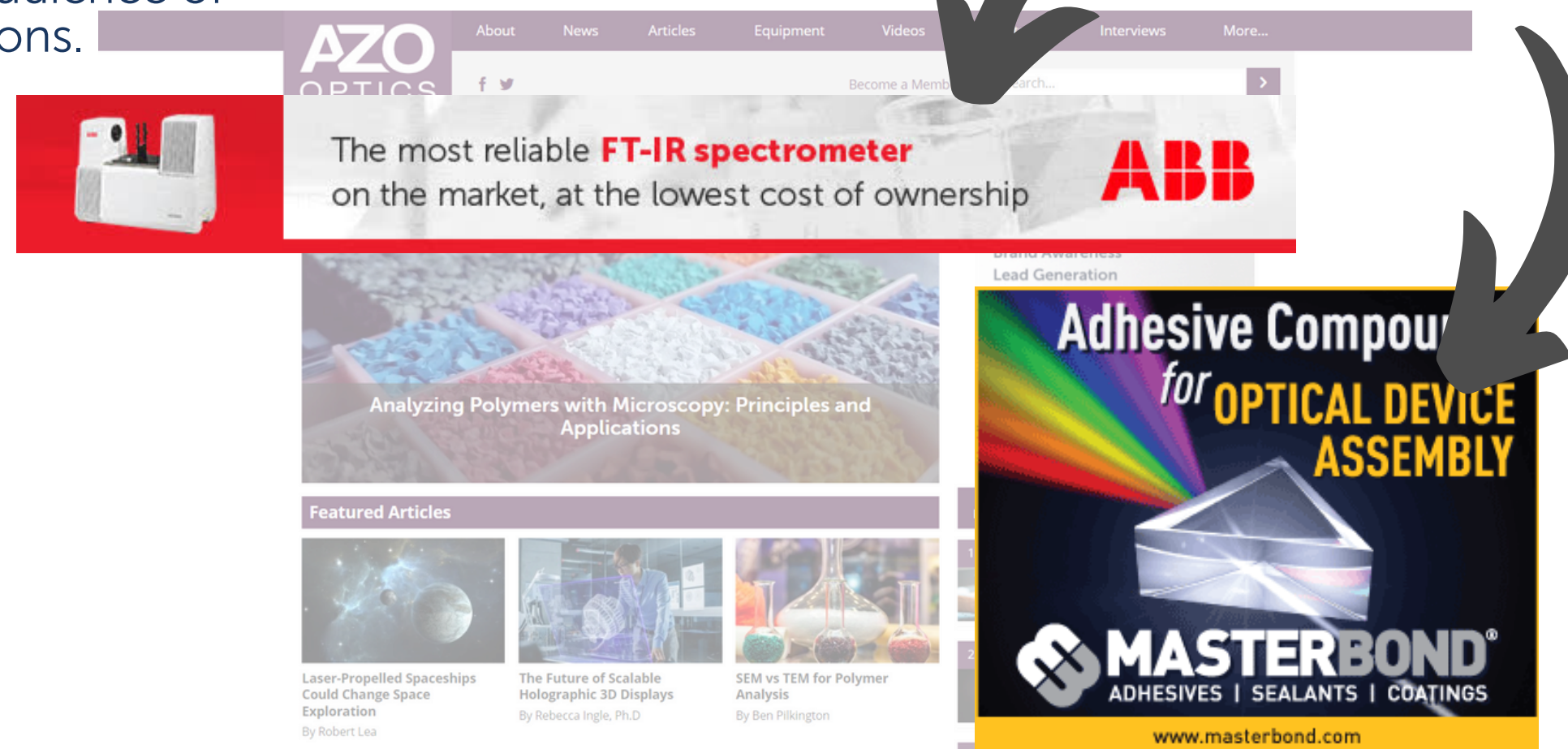
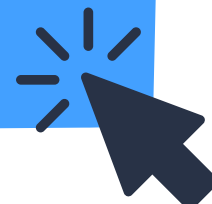


Reach **highly-targeted** and **relevant** audiences.



Get your message accross with visually appealing creatives.

AD SPECIFICATIONS



1 M

Global Subscribers

75M

Unique Visitors

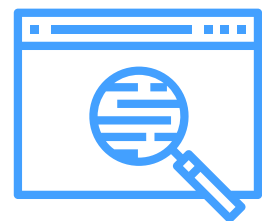
BRAND AWARENESS

SEO



*Wasatch* Photonics

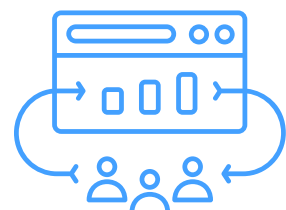
Rank highly for your keywords by combining the on-site optimization with regularly updated content and quality links. As your website visibility increases, you'll see an increased return on investment with more leads and sales being generated.



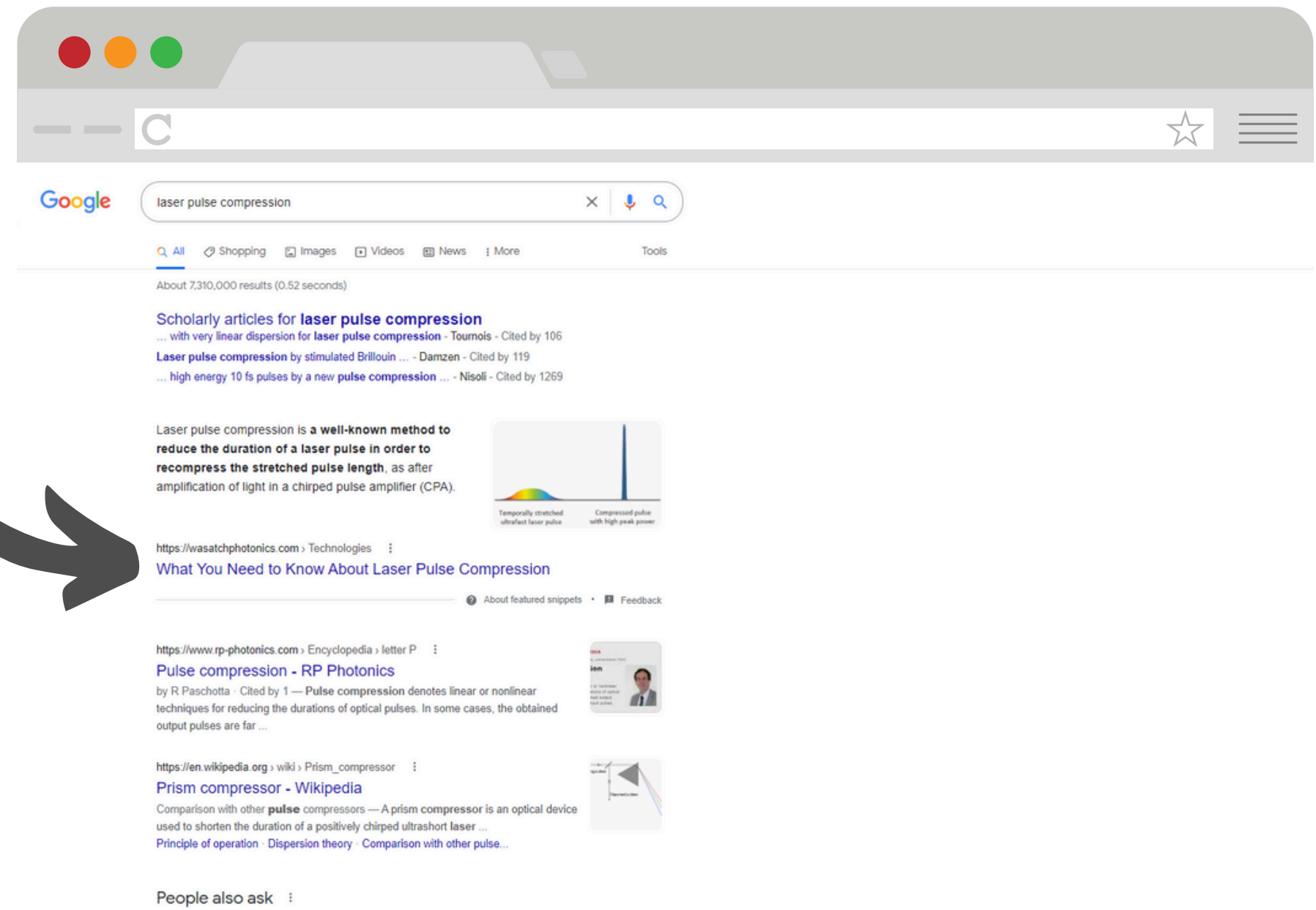
**Target** relevant **keywords** for your industry.



Improve your **website's ranking** on search engines.



Increase **quality traffic** to your website.



BRAND AWARENESS

# WEBSITE DESIGN



Design a website for your customers. Provide a great user experience, positively showcase your brand & optimise for leads and search engines.



Web **visitor-to-lead** functionality.



Fully **optimised** for search engines.



Content management system **(CMS) training**.



Website Design & Development



Fully Responsive



Retina Ready



HTTPS Certificate



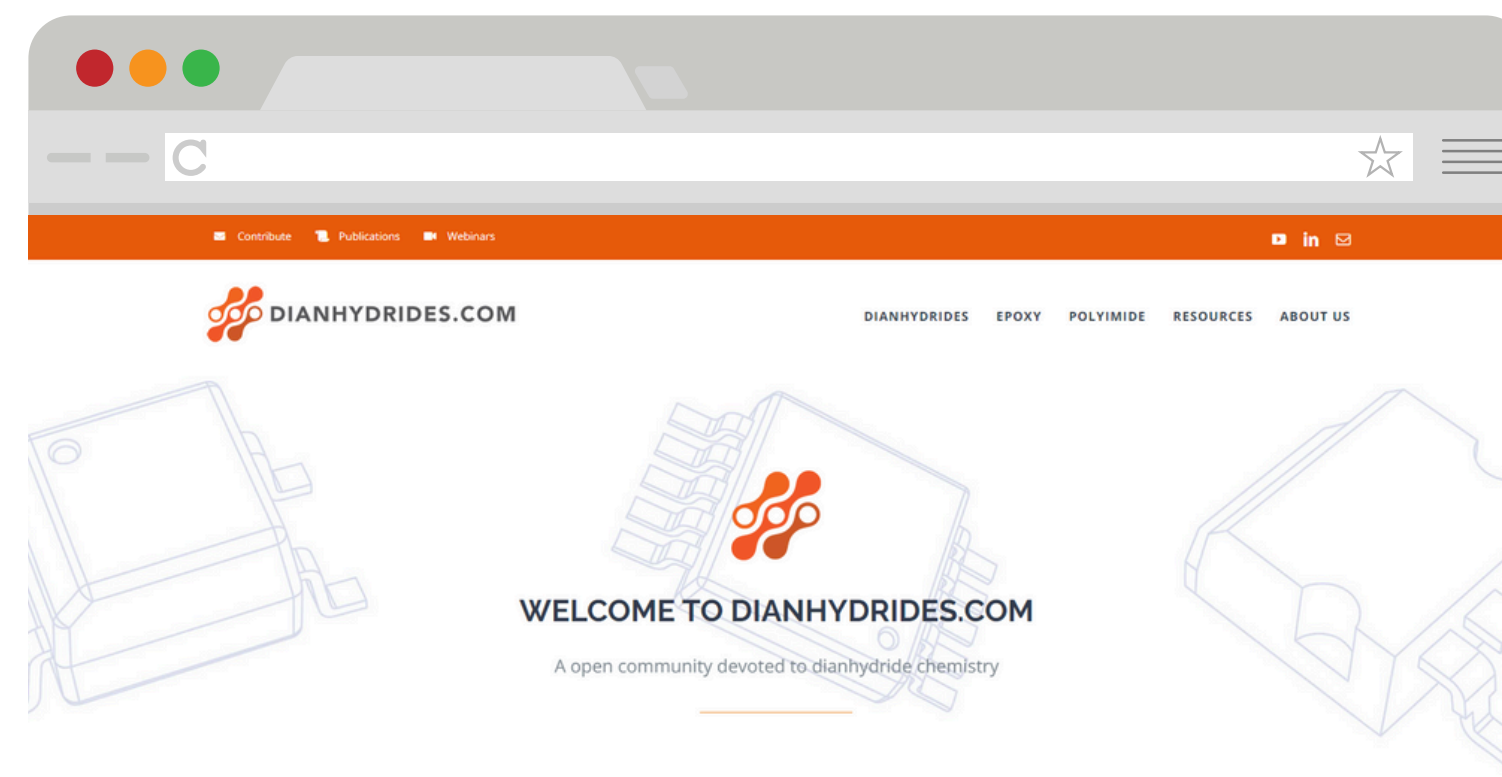
Shopping Cart Ready



Full training on CMS



You own all rights



Without dianhydride chemistry, you would probably not be reading this page, or using your smartphone or computer, or receiving a wireless signal, or using electricity from the wall socket, or driving your car – the list goes on and on!

A quick primer – dianhydrides have an extensive history as thermal curatives for epoxy resins and as co-monomers for polyimide synthesis. Dianhydrides were vital to the emerging electronics market of

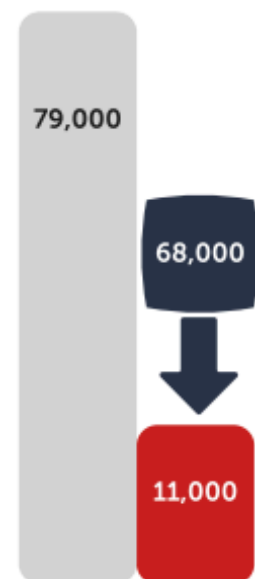


BRAND AWARENESS

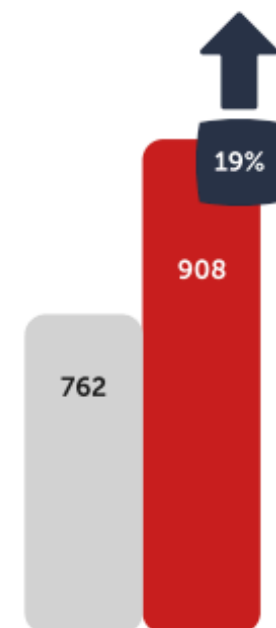
# GOOGLE ADS MANAGEMENT



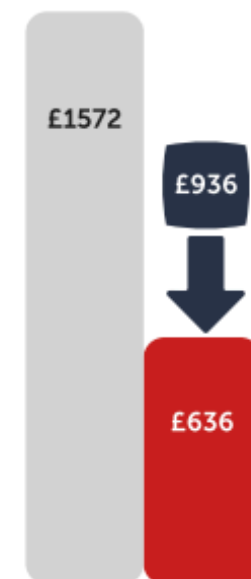
We manage your Google Ads campaigns by preparing a well thought out strategy and implementation plan that is optimised to help you get the best results for your ad budget.



Optimize - Do more with less.



Increasing the click-through-rate from 0.96% - 8.18%



Decreasing the cost-per-click from £2.06 to £0.70

## CASE STUDY



Keyword Research and Planning



Optimization



Growth



CONTENT

# CONTENT CREATION



Create unique, informative, and engaging content to help you tell your story to the right people at the right time.



Generate **premium quality content** on a subject of your choice.



Develop **thought-leadership** with content curated specifically for your target audience.



Own the content to use on your site, OR use our vast audience network for **content distribution**.



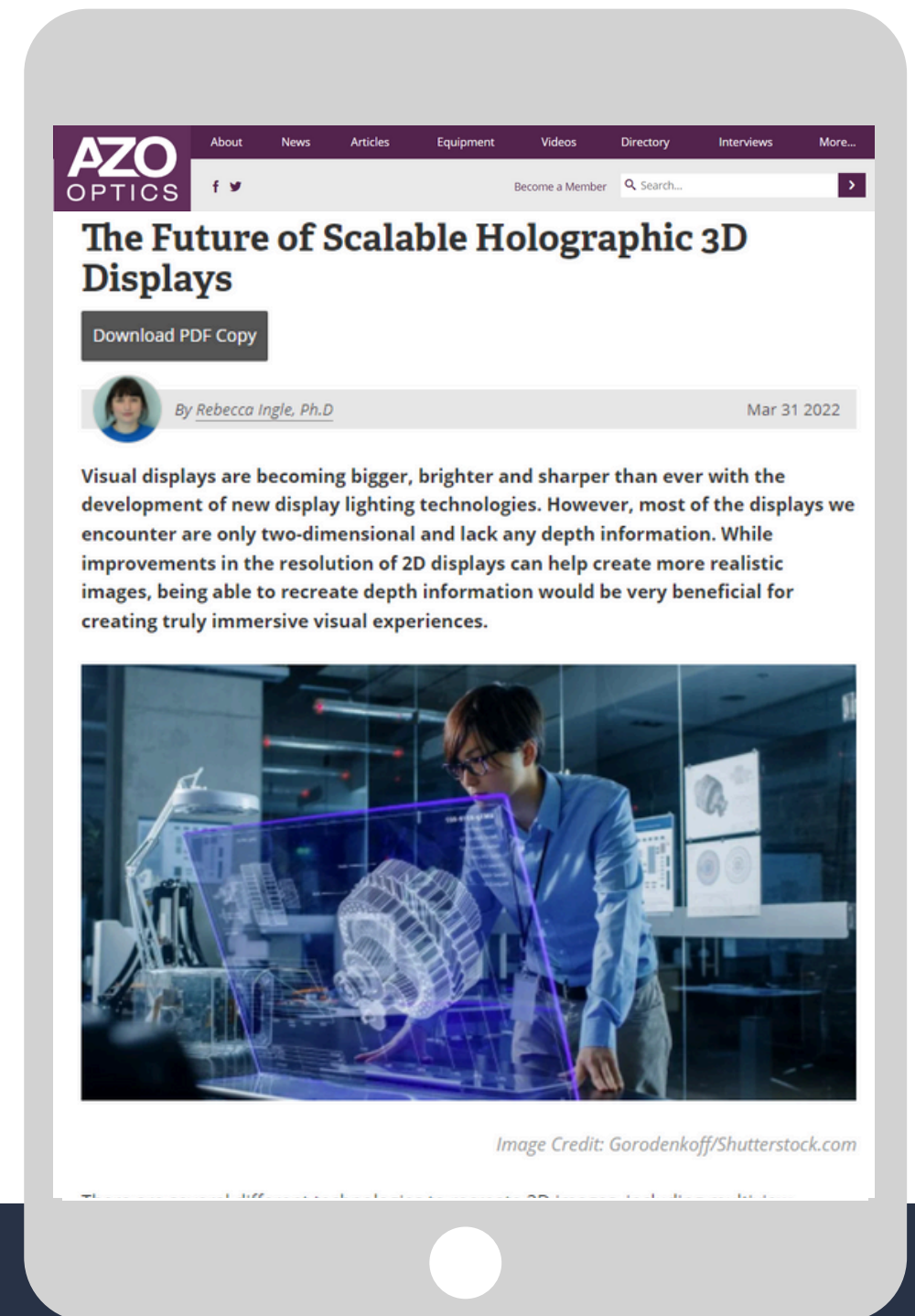
Use the **experience** of our team to provide **guidance** on what works and what doesn't.



**Free up your marketing team** by using our network of copywriting experts.



**140+** Scientific writing experts on our team



CONTENT

# SOCIAL MEDIA CONTENT



**AZO**  
NETWORK

Re-purpose your existing podcasts, webinars and video content for use across social media.

Reach your audience with rich multimedia on their social platforms.



Up to 5 x Social Media snippet videos.



High quality, professional audio & video content.




Increase brand awareness online and on all of the major podcast players.




Reach and engage your audience on Social Media.

**Advancing polymer research  
and testing with benchtop NMR**



**Dr. Bryan S. Beckingham**  
Self-Healing Polymers  
for 3D Printing

as you lay down the filament to create  
your component using your printer,



**WEBINAR**  
**30 March 22**  
**09:00 EST / 14:00 GMT**



**Hélène Freichels**  
Application Scientist (PhD),  
Magritek

**Register Now**



CONTENT

# INSIGHTS FROM INDUSTRY

AZO  
NETWORK



Tap into your teams' product expertise and knowledge and convert it quickly and easily into powerful marketing collateral with an Insights from Industry interview.

Create evergreen content which engages clients for years to come.



Choose an in-house **expert** to showcase your **thought-leadership**.



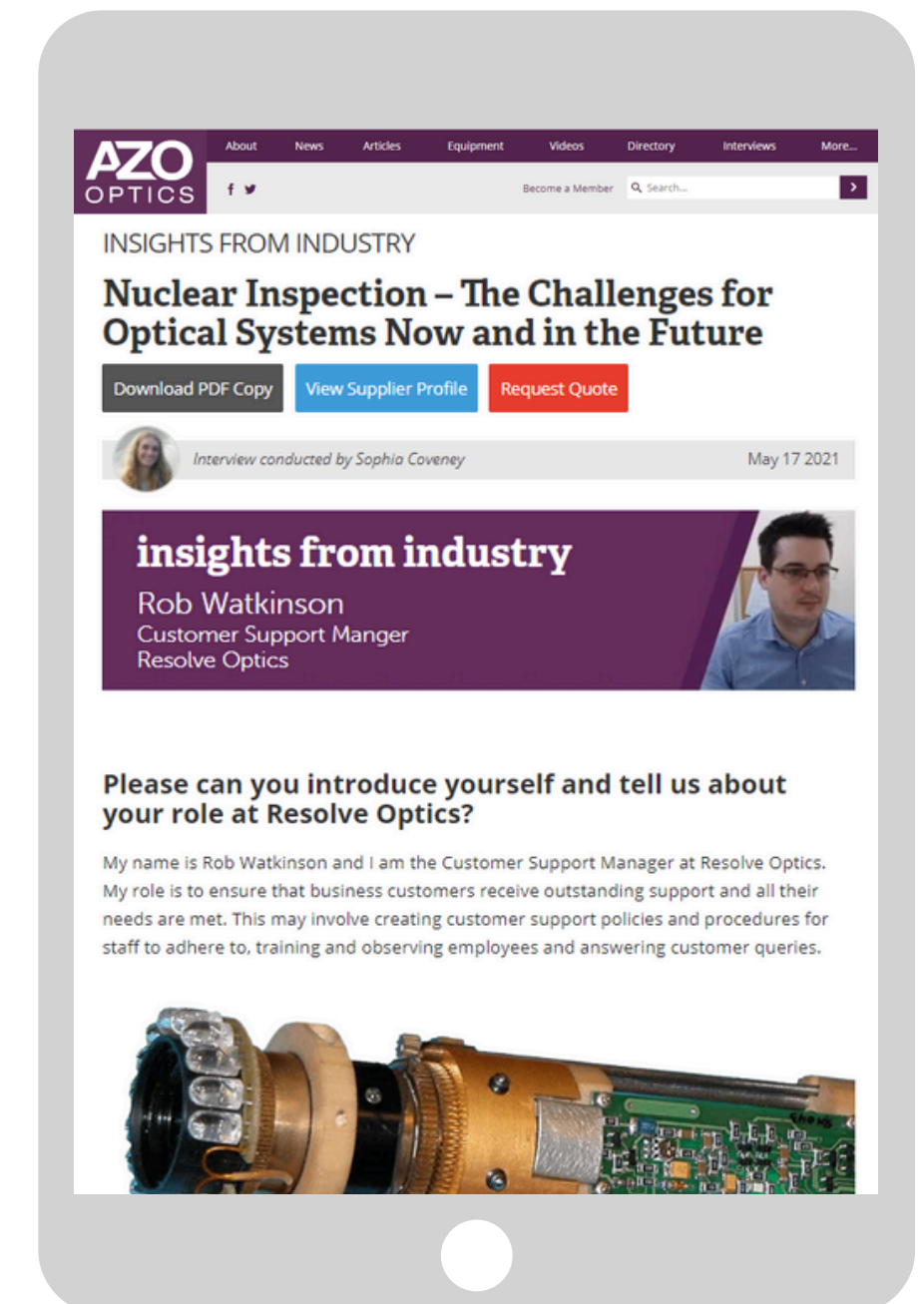
AZo Editors produce an **engaging** and **educational** written interview.



**Feature** the interview on a relevant AZo site to reach your **target audience**.



Measure content engagement & results with our [AZoIntel Platform](#).





CONTENT

# THOUGHT LEADERS



Display and promote your end users' research activities and illustrate how they have used your products or services. Our Thought Leaders series focuses on the knowledge and research of key opinion leaders and academics.



Your customers discuss their research and how your **product or service** helped **advance** their work.



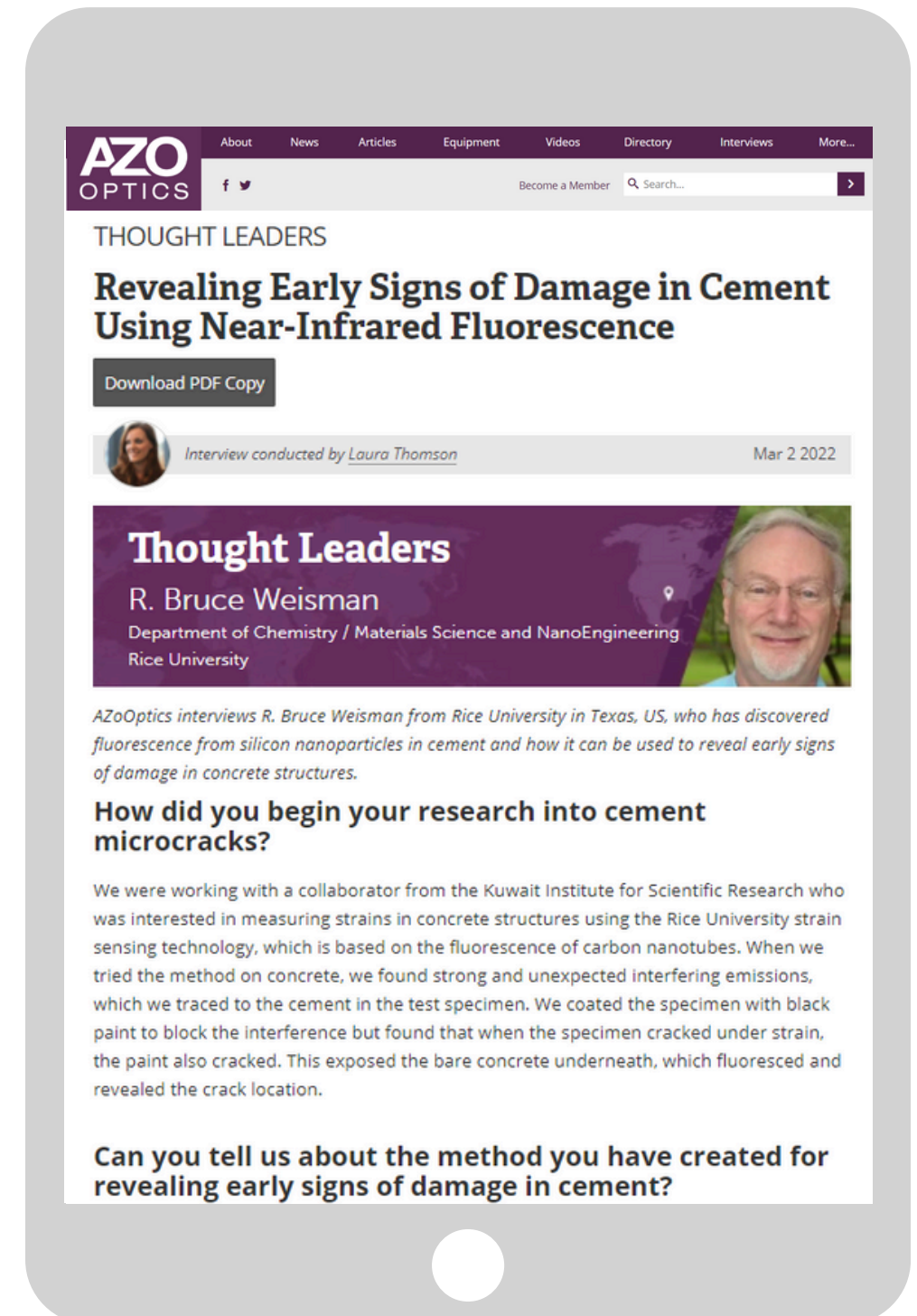
Generate an **engaging** thought-leader interview from a credible 3rd party.



Interview an industry expert to create **relatable** content for **your audience**.



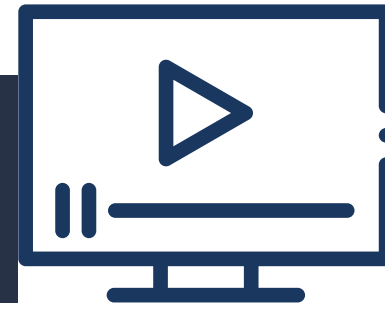
We conduct the interview and publish on **relevant AZo websites**.



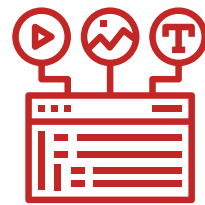


CONTENT

# VIDEO SERVICES



Bring your content to life with our video creation services. We manage everything from from concept to filming to post-production and distribution.



Showcase your **products**, applications, testimonials, and more through video.



Choose from a **range of video styles**.

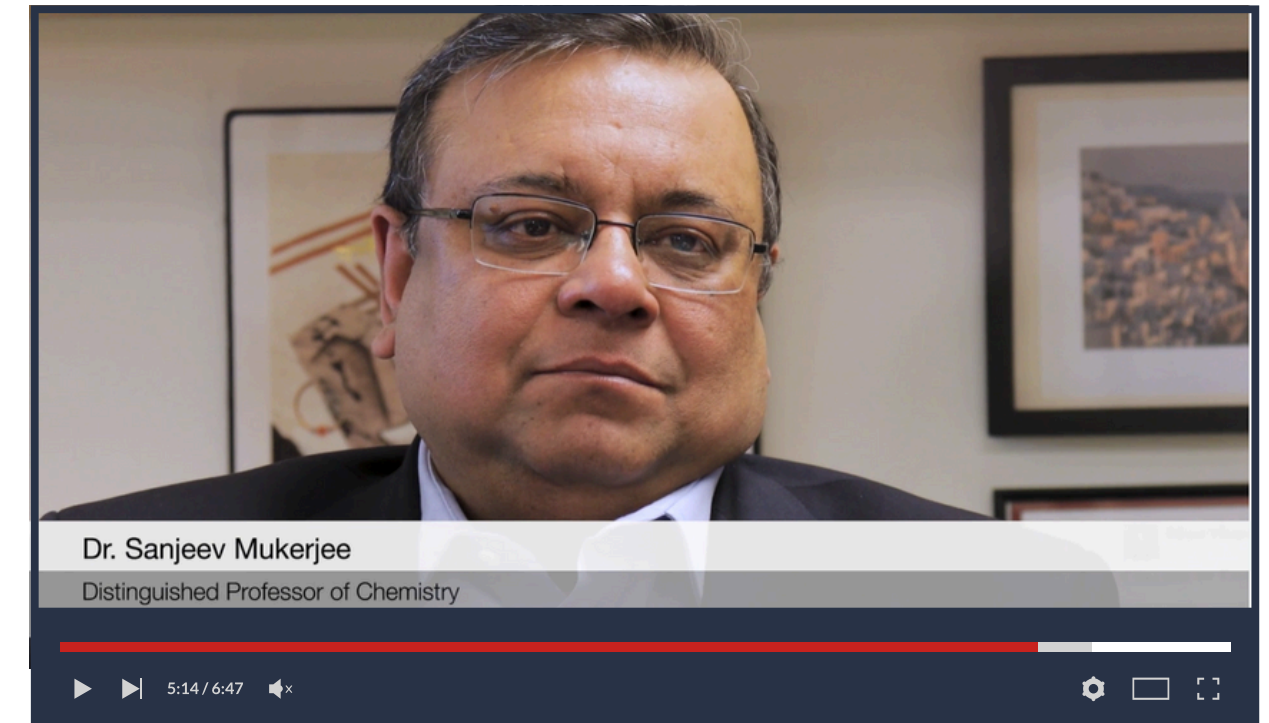


Work with our **video specialists** to create captivating video content.

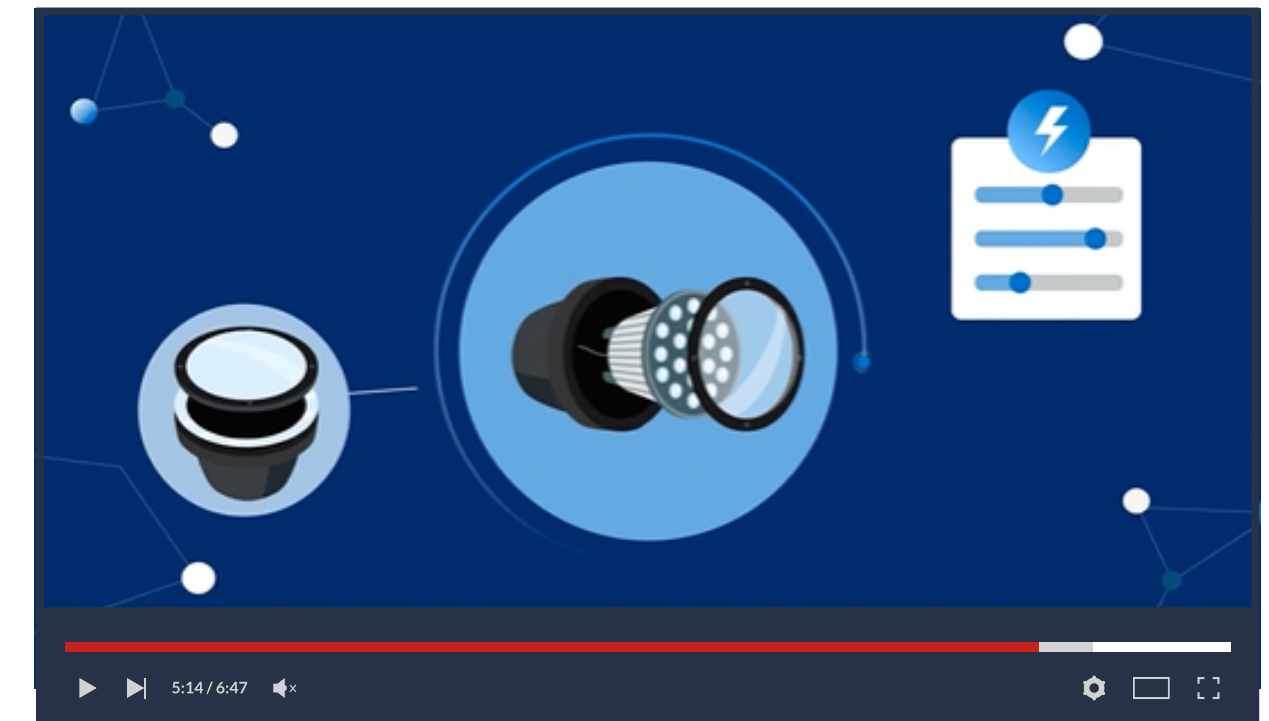


You own the **video**, but we will help you distribute your videos across the AZoNetwork websites.

## THOUGHT LEADER VIDEO



## 2D ANIMATION



## CONTENT

# EXPERT PRESENTATIONS ON DEMAND



Give your keynote presentations the production value they deserve with an Expert Presentation On-Demand (ExPOD).



Reach your audience online, at virtual events and tradeshows.



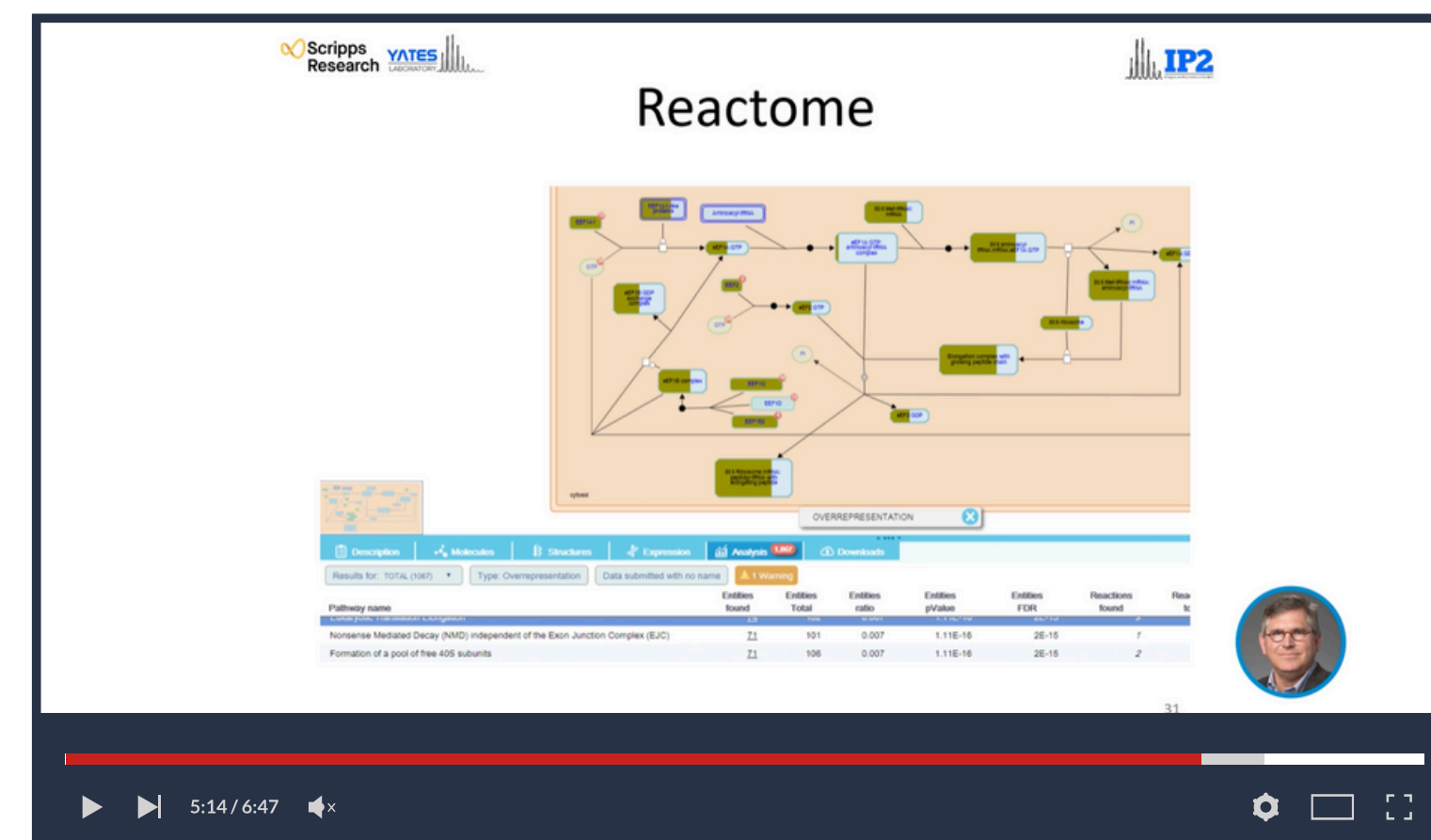
Demonstrate real thought leadership through targeted content.



Work with our video specialists on speaker preparation through to recording and post-production.

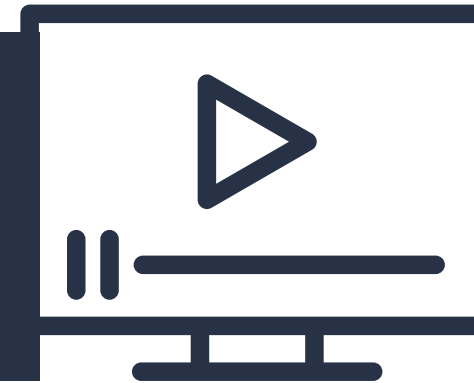


Promote and distribute your presentation with our industry-specific newsletters and websites.



CONTENT

# VIRTUAL VIDEOS ON DEMAND



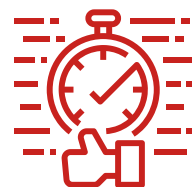
Use our highly skilled and experienced team of AV professionals to showcase your thought leadership and bring your subject matter to life. Virtual videos on-demand (VVOD) are interactive, engaging and professionally produced.



High quality, **professional** audio-visual content.



Demonstrate **real thought leadership** through targeted content.



**Smooth, easy process** from speaker preparation through recording and post-production.



**Enhance user experience (UX)** of your written content across the AZoNetwork.





## CONTENT

# WEBINAR PRODUCTION



Engage and educate your audience with a scientific webinar. Leave the planning, promotion and execution of your next webinar series in our hands.



Reach a **global audience** in a format that is accessible and convenient.



Demonstrate **thought-leadership** and prioritize education during the customer journey.



**Educate** your customers about a new product or application.



**Collect market intelligence** before, during and post-webinar.



## CONTENT

# PODCAST PRODUCTION



Bring your subject matter to life and reach your audience with a professionally produced and distributed podcast or podcast series.

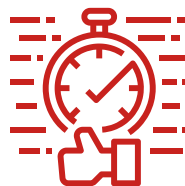


Reach a **global audience** on all of the major podcast players.

**Acast**



Stimulate discussion and demonstrate **thought leadership**.

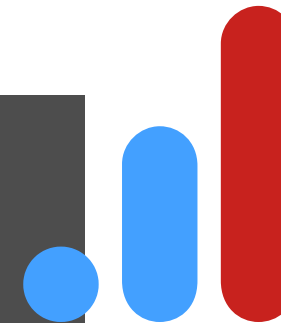


**Smooth, easy process** from speaker preparation through recording and post-production.



PROVING ROI

# REAL TIME ANALYTICS



Measure and monitor the ROI of all of your AZoNetwork campaigns using our unique analytical platform – AZoIntel.

With over 75 million unique visitors and over 700,000 content items, we have the ability to demonstrate your audience as well as provide market intelligence to assist with your content marketing decisions.



Measure the **effectiveness** of your campaigns.

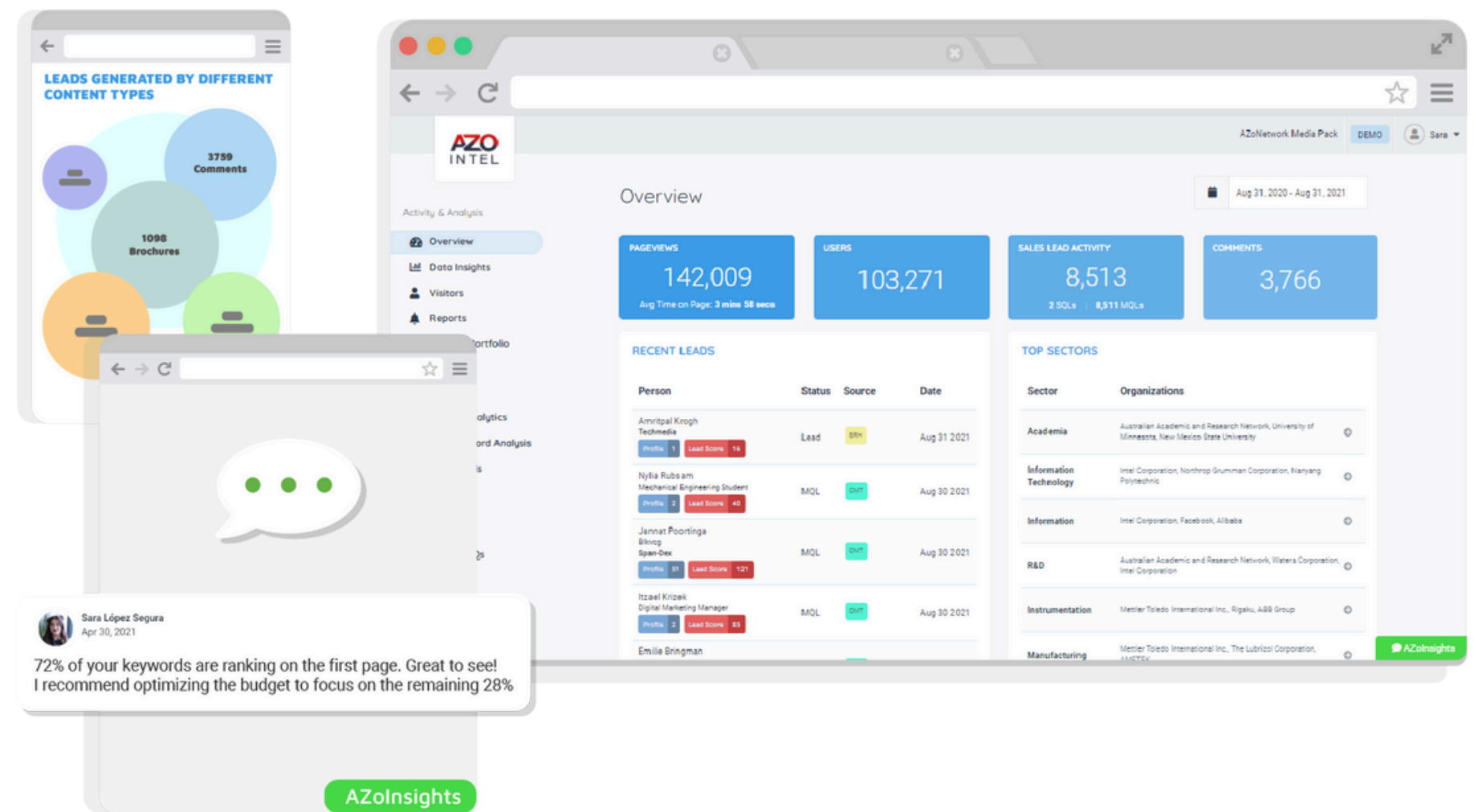


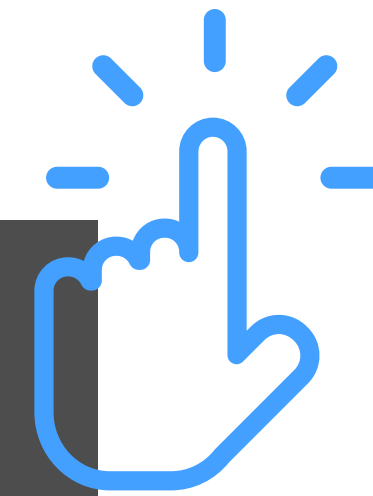
Track **lead generation** and engagement.



View **top performing** content.

**FIND OUT MORE**





PROVING ROI

# CONVERSION RATE OPTIMIZATION

Optimize your site to convert a higher % of traffic, leading to business success. CRO is the process of taking as many site visitors to a desired goal or outcome as possible. Using CRO, you'll see an increased ROI with more leads and sales being generated from existing traffic.



Test site updates **before implementing** them.



Generate **more leads** and sales.



Increase number of **conversions**.

**ORIGINAL - 0.27% CTR**



**OPTIMIZED - 1.83% CTR**





# CLIENT TESTIMONIALS



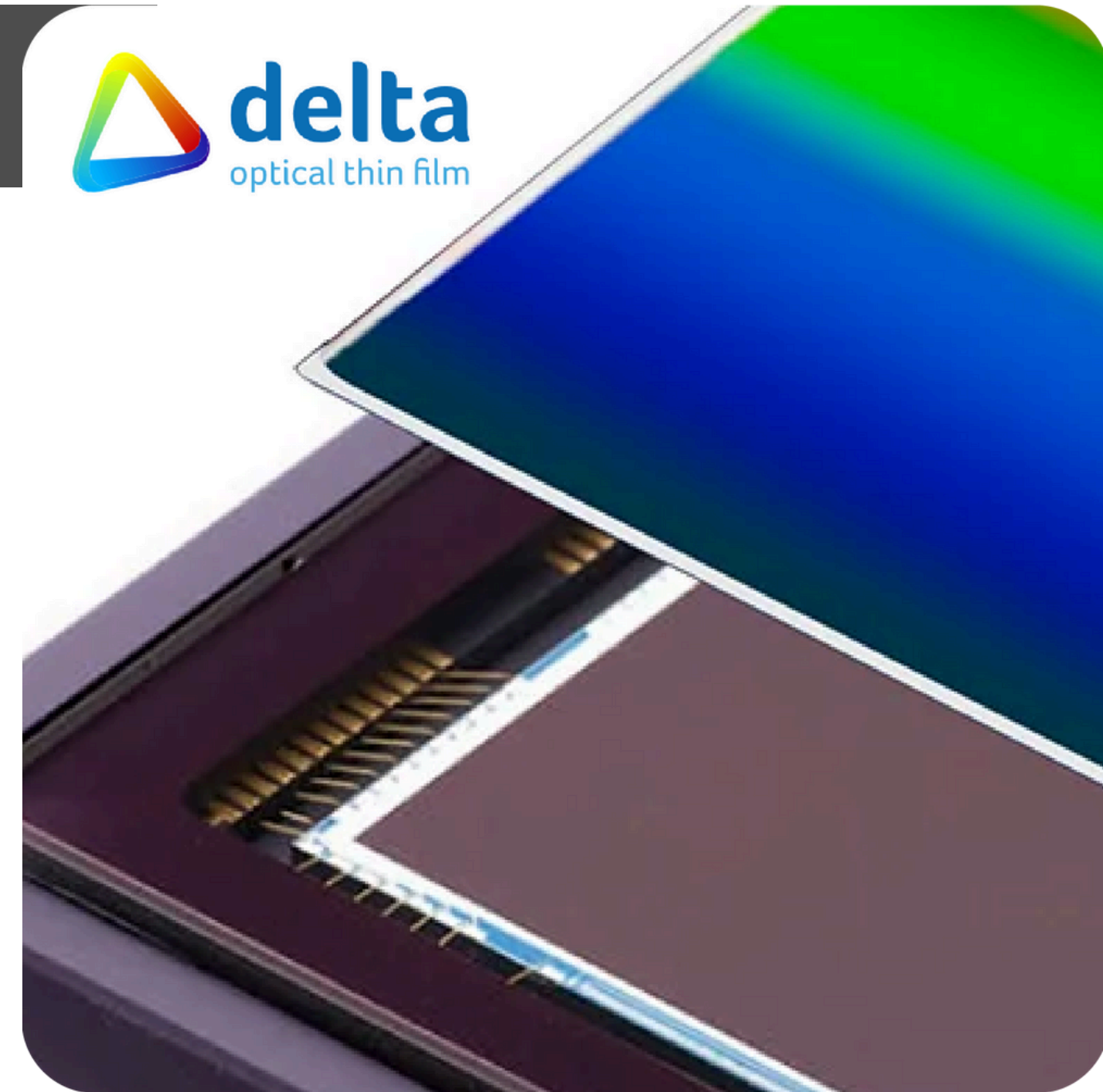
**Delta Optical's 23% increase in contact form submissions over six months.**

“

Over the past 6 months our organic traffic has increased 17.51% compared to the same period last year and the number of contact form submissions we've seen has risen from 0 in that period to 23.

”

[READ THE WHOLE STORY](#)





# Contact Us



**Find Out More**



**Speak to an Expert**



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