

PHOTONICS Marketing Newsletter



Marketing advice for the photonics industry. A monthly newsletter from Photonics Media.

Sales and Marketing — Two Sides of the Same Coin.

If you had an unlimited advertising budget, what would you say in your advertising campaign? It would probably sound something like your company's best sales pitch. The entire purpose of an advertising campaign is to increase sales, so why not think of your advertising campaign as your best salesperson?



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