

PHOTONICS Marketing Newsletter



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

10 Key Findings From the 2019 Reader Survey

Collecting and analyzing data about your customers is an important step in any marketing plan. Every July, Photonics Media has Signet Research, an independent research firm, survey the readers of *Photonics Spectra* magazine — your potential customers. As you plan for 2020, take a moment to review the key findings from the 2019 reader survey.



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