## PHOTONICS Marketing Newsletter











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

## The Riches are in the Niches

Everyone who has ever gotten married knows that finding a great wedding photographer is one of the key decisions you will make. It's an incredibly important day in your life and you want to make sure that every detail is perfectly captured. So when researching which photographer to hire, which option would you choose?



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