

ADDED VALUE

PHYSICS TODAY

AMPLIFYING YOUR SALES EFFORTS WITH MARKETING RESEARCH AND TIPS

SPRING 2017

IN THIS ISSUE

- Build Demand Generation & Brand Awareness with Search & Display Advertising
- Google AdWords Isn't Perfect
- Advertising on *Physics Today's* new website

WHY DID WE REDESIGN?

The *Physics Today* website underwent a complete overhaul at the conclusion of 2016, bringing a fresher and more versatile experience to online readership. The redesign ensures *Physics Today* remains competitive and up-to-date with the latest technologies and techniques used in the industry.

WHAT'S DIFFERENT?

By nature, the new web platform is more flexible, allowing for more capabilities. Those include a variety of multimedia, such as photo slideshows and data visualizations. This marks the start of a new philosophy for the site that centers around an effort to create more unique daily content, and embraces the necessary features seamlessly posting new content for readers to enjoy. Readers can also now browse www.physicstoday.org more easily on their mobile devices, due to the adoption of responsive design. The entire site reflects the look and feel of a magazine and makes it easier for users to get access to the content they want.

NEW FEATURES

- 'Today in History' — This widget appears as a permanent fixture in the top right portion of the homepage. It highlights what happened in physics on

The NEW LOOK of PhysicsToday.org & How It Impacts Your Ads

that given day. Common items include birthdays of notable scientists and major discoveries. This was adapted from *Physics Today's* Facebook page, on which the daily post proved to be a very popular feature among the more than three million fans following the magazine.

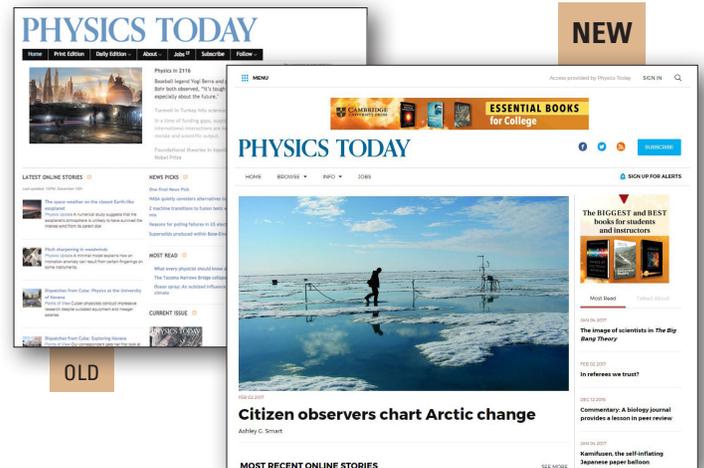
- New commenting system — This feature offers a more seamless and convenient method of communicating about articles on the site and sharing items of interest on social media.
- 'Most Read' and 'Most Talked About' articles — These are the articles receiving the most traffic and the most comments, respectively.

THE EFFECT

Since launching in December, www.physicstoday.org has already seen an increase in user engagement and an uptick in time spent on the site. Traffic is up 5 percent in 2017, compared to this same time in 2016. To continue serving the best experience, an improved analytics program will include a more in-depth understanding of user behavior across the globe.

THE IMPACT FOR ADVERTISING

When it comes to advertising on the



new platform, *Physics Today* is still offering the popular BrandBlocks — a pair of ads that display on specific sections of the site for a week at a time (the Homepage, Magazine pages, and pages that are updated daily). To raise visibility, a new ad size has replaced one in the pair. Traditionally, the set of ads included a leaderboard and skyscraper. The new pair of ads will comprise a leaderboard and boombox. The boombox takes the place of the skyscraper, landing all ads “above

the fold,” or visible without needing to scroll down the page. The boombox also ensures the ad displays on mobile devices — something the skyscraper is not designed to do. This has led to a surge in ad impressions because we are now able to capture the growing mobile audience. **N**

LEADERBOARD
728 X 90 PIXELS

BOOMBOX
300 X 250 PIXELS



NOT ACTUAL SIZE

Build Demand Generation & Brand Awareness with Search & Display Advertising

BY PRATIK DHOLAKIYA

The bottom line for the survival of any business is simple — are there any takers for your product? If not, then your rose-tinted dream will unfortunately remain just that — a dream.

A successful business has two founding pillars:

- A strong brand identity and brand awareness among your target audience
- Sustained strong demand for your brand

If you look at the two concepts independently, you'll note that brand awareness consists of the brand reaching out to users and establishing its presence in their minds. On the other hand, demand generation is the process of customers reaching out to the brand 'demanding' its services. In other words, they embody the contrast that exists between push and pull marketing strategies.

the side of bus that happens to be passing by you all follow the 'push' philosophy of marketing. Push marketing includes all advertising.

Pull marketing is a school of thought that works toward attracting users toward itself, instead of using disruptive methods to reach out to the users. Users actively seek out these pieces of marketing material and enjoy consuming them, as well as sharing them with others. The belief behind this method of marketing is that users who regularly consume content and marketing material from a specific brand will become more inclined to favor such a brand over its competitors. Content marketing is a prime example of pull marketing, where enjoyable and valuable content, even if it is created and distributed by a brand, is sought out by users. Pull marketing also includes search engine

SEARCH & DISPLAY ADVERTISING

Once you know who your customers are and where they come from, you know how to reach out to them. For businesses that have an online presence, search engine marketing (SEM) ads and display ads represent digital marketing in their most basic avatars.

SEARCH ENGINE MARKETING (SEM)/PAY PER CLICK (PPC) ADS

The largest proportion of traffic to most websites comes from search engines. This can be either paid or organic search.

Search engine marketing directs search traffic to your website by placing ads related to users' search terms on the results pages of search engines, such as Google, Bing, or Yahoo. Advertisers pay only when users click on ads and land on their website (i.e. SEM or PPC ads are bought based on cost per click).

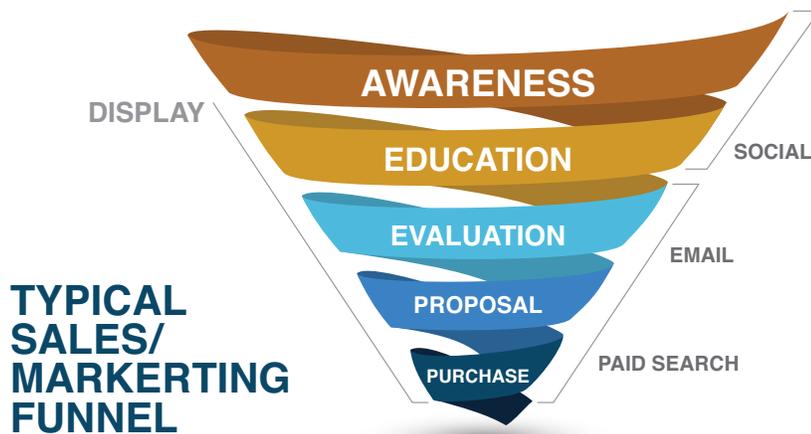
SEM and PPC advertising is considered one of the most effective ways to build traffic and grow conversions on your website. They are used primarily to achieve very specific objectives relating to your website.

For your PPC marketing to be effective, you should:

- get your keyword strategy in place. Use keyword research tools like the Google Keyword Planner, SEM Rush, or Bing Webmaster Tools to discover the keywords related to your product that your users search for. Create your PPC campaigns based on keywords that are relevant by having a judicious mix of direct and long tail keywords to cover all your bases.
- create separate campaigns targeted at achieving different objectives — lead generation, brand awareness, website traffic, actual sales conversions, and so on. Using more than one objective per campaign can lead to dilution of focus and an inability to measure results accurately. Campaigns can also be created based on your leading product categories and keywords around it.
- make sure you create multiple sets of creatives for each PPC campaign. Write copy that catches the eye and preferably contains the keywords being targeted.
- choose the landing pages for your PPC ads carefully. The URLs need to be optimized for the keywords that the campaigns are created around. Spend enough time on designing your landing pages to ensure conversions.

DISPLAY ADVERTISING

A much-disparaged form of digital advertising owing to its perceived high costs; display



Display advertising supports all stages of the sales funnel.

PUSH VS. PULL

Push marketing refers to marketing techniques used since time immemorial, where marketing messages are communicated to users via various media vehicles as an interruption to whatever activity the user happens to be performing on the media platform. A television commercial during your favorite show, display ads scattered all over a website you're browsing, a full-page ad on the back of your newspaper, even a poster on

optimization for your website, email marketing, social media engagement, and events.

Together, 'push' and 'pull' philosophies form the crux of a good marketing strategy that puts your brand in the spotlight and builds organic demand from the right set of users on a sustained basis. We will provide an overview of two popular forms of online advertising: search and display ads. These are two push marketing elements that work best when executed in unison, rather than one over the other.

advertising is to the internet, what commercials are to television. Considered the most important and visible form of branding on the internet, display ads can be measured in terms of clicks (such as PPC ads) or in terms of impressions (CPM).

Display ads expose a brand and its identity to users while they're scrawling the internet across various sites. Unlike search based ads, regular display ads are not shown in response to a keyword searched by a user. They are shown based on a match between your brand's target audience and the types of users that different publishers tend to attract.

However, display ads can also be used to increase conversion efficiencies. Display retargeting is a fast-growing form of digital advertising, through which users are shown display ads based on specific actions they perform online. Have you ever noticed the same bunch of display ads that seem to follow you around all over the internet? Those are retargeted display ads.

Typically, retargeted ads are shown to users in response to:

- an online search for a specific keyword or phrase related to your brand.
- the sites that users visit (e.g. your own website or your competitor's site).
- things they have clicked on in the past (e.g. specific products on your site, your SEM ads, your social media posts, content marketing articles, etc.).
- clicking on your email campaigns.

Retargeting is a great way to create brand recall, remind users to complete a certain action (e.g. complete their abandoned shopping), and encourage quicker conversions from qualified online leads.

CONCLUSION

Just as a great dish depends on the coming together of each ingredient in just the right proportion and at just the right time, a great brand is born when both push and pull marketing elements blend together in perfect harmony with each other.

Leaving out any one element in the hope of 'getting by' just fine is alright for the short term but can prove disastrous for the long run. Put in the time, take the effort and you'll not regret the results that a meticulously planned and brilliantly executed marketing strategy will bring you. *N*

This article was originally published as "10 Top-Notch Approaches to Demand Generation & Brand Awareness" at www.e2msolutions.com.blog.

Google AdWords Isn't Perfect

BY TERRY MURPHY, STRATEGIC MARKETING, PALM BEACH GARDENS, FL

WHAT IS GOOGLE ADWORDS?

Google created its paid advertising program, AdWords, to enable businesses to compete for online ads. In this system, advertisers bid on certain keywords that are relevant to their business, products, or services in order to be displayed in Google search results.

The key to having your ads appear is to ensure you have a high quality score. Quality score is essentially how well an ad, ad group, landing page, and keyword relate to each other and to the specific search a user performs. Once your quality score is determined, Google places ads based on ad rank, which is a combination of your quality score and the amount that you bid on a specific keyword.

Despite the advantages of the program, AdWords isn't for everyone. Before you spend marketing dollars on this popular pay-per-click (PPC) advertising method, there are some disadvantages to the program that should be taken into consideration.

GOOGLE SPECIFIC

The most apparent disadvantage is that AdWords is specific to Google. In other words, the keywords that you're bidding on and the ads you're paying to have displayed are potentially viewed only by Google users. While Google is the most popular search engine, you are missing out on people who are using other popular search engines, such as Yahoo! or Bing. In total, you would be missing out on roughly 30 percent of all searches by advertising with only AdWords.

OPTIMIZATION CAN BE TIMELY

You have to manually optimize your ads, landing pages, keywords, and target areas (just

to name a few factors) regularly in order for an AdWords campaign to stay successful in the competitive market Google has helped create. In fact, 53 percent of small businesses only optimize keywords once per quarter. You may also make the mistake of taking down certain landing pages while still directing traffic to them and vice versa, resulting in errors and decreased campaign performance. Un-optimized campaigns and overlooked mistakes can be rectified; however, they may have already cost you a lot of your budget.

ADWORDS DOESN'T WORK OPTIMALLY WITH NICHE SEARCHES

Even though you may be advertising on one of the largest search engines available, your ads may not make it in front of your target audience. AdWords focuses on providing users with the most relevant ads based on specific search terms or phrases; therefore, if your business has broad ads marketing multiple products or services, you may not rank in the search results. For example, a sign company that provides everything from vinyl decals to trade show displays may not appear in a general search for "banners" because of the specific services that are being advertised.

Before you commit to using Google AdWords to compete for keywords, consider researching another platform that can manage campaigns across all major search engines and offer a wider range of capabilities that fit your marketing strategy. *N*

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AdWords Quality Score



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APRIL ISSUE

Product Focus: lasers and imaging
Bonus Distribution: American Chemical Society; Materials Research Society; SVC Techcon

MAY ISSUE

Product Focus: materials, semiconductors, vacuum and cryogenics
Bonus Distribution: Conf Lasers & Electro-Optics (CLEO); American Crystallographic Association

JUNE ISSUE

Product Focus: software and instrumentation
Bonus Distribution: Sensors Expo; Laser World of Photonics
Bonus Offer: Free third-party ad study for all June print advertisers!

82%

of Physics Today readers have **positive impressions** of vendors advertising in Physics Today

SOURCE: Changing Dynamics in the Adoption of Research Technology: Akle & Associates, April 2015

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