

# Successful Digital Product Marketing with RP Photonics Buyer's Guide & Encyclopedia

**Dr. Rüdiger Paschotta**

Founder and Managing Director

# Goals and Challenges

- **Marketing goals** are obvious:
  - **create sales leads** by making potential buyers aware of products
  - **strengthen the brand**
- **Challenges for platforms:**
  - make the platform highly popular among relevant people
  - get their attention for product information
  - make suppliers aware of possible marketing benefits
- **Challenges for marketing people:**
  - get an overview on available platforms
  - understand their strengths and limitations
  - finally use budget to what works!

# Buyer's Guides

- Basic concept: directly address people looking for products
  - **serve an existing need!**
- Grant free basic supplier entries and paid improved entries.
- Conditions for success:
  - **usefulness for potential buyers:**
    - wide range of suppliers
    - comprehensive data (e.g. product information)
    - accurate data (e.g. list only real suppliers)
    - convenient handling and other feel-good factors
  - **high traffic volume:** resulting from
    - being useful (ideally not only for supplier search, but every day!)
    - being well known

# Buyer's Guides

- Most buyer's guides fail
    - in terms of traffic volume (not just on *unrelated parts* of a website!)
    - typical reasons: not sufficiently useful resource, poor quality data
- Caution: **totally overblown traffic numbers** are frequently found, e.g. including data from irrelevant parts of website!
- Marketing people could and should check this, at least for running campaigns:
    - hard to verify traffic on marketing platform, but:
    - can **monitor referral traffic** to supplier website (on own web server), which is ultimately key for success!
  - The clearly leading buyer's guide: **RP Photonics Buyer's Guide**

# Two Powerful Resources, Uniquely Combined:

## **RP PHOTONICS** **Encyclopedia**

Article on fiber amplifiers

Article on OCT

Article on spectrometers

(>1000 articles)



## **RP PHOTONICS** **Buyer's Guide**

Suppliers for fiber amplifiers

Suppliers for OCT equipment

Suppliers for spectrometers

(for >700 products)

And your product descriptions can appear in both parts!

# Encyclopedia ↔ Buyer's Guide

**RP PHOTONICS**  
**ENCYCLOPEDIA** ... combined with a great **BUYER'S GUIDE!**

Sponsors: and others

HOME   SPONSORS   QUIZ   BUYER'S GUIDE

SEARCH   CATEGORIES   GLOSSARY   ADVERTISING

PHOTONICS SPOTLIGHT   TUTORIALS

SHOW ARTICLES A-Z

Article keyword

Encyclopedia > letter B > broad area laser diodes

## Broad Area Laser Diodes

**Definition:** laser diodes with a strongly asymmetric shape of the emitting region

Alternative terms: broad stripe emitters, high-brightness diodes

More general term: [laser diodes](#)

German: Breitstreifen-Laserdioden

Categories: [optoelectronics](#), [lasers](#)

How to cite the article; suggest additional literature

Author: [Dr. Rüdiger Paschotta](#)

Broad area laser diodes (also called *broad stripe* or *broad emitter laser diodes*, *single-emitter laser diodes*, and *high brightness diode lasers*) are **edge-emitting laser diodes** where the emitting region at the front facet has the shape of a broad stripe (see Figure 1), with dimensions of e.g.  $1 \mu\text{m} \times 100 \mu\text{m}$ . Due to the asymmetry of the emitter, the beam properties are also completely different for the two directions:

- In the vertical (short) direction, the height (e.g.  $1 \mu\text{m}$ ) is small enough to obtain single-mode guidance and thus an essentially **diffraction-limited beam quality** with an  $M^2$  factor only slightly above 1. Because of the small **aperture** size, the beam divergence in this direction is relatively high, with a **beam divergence** half-angle of e.g. 370 mrad, corresponding to an FWHM angular range of 25°. Due to that fast divergence, this is called the *fast axis*

**19 suppliers for broad area laser diodes** are found in the RP Photonics Buyer's Guide. Among them:

Find more supplier details at the [end of this encyclopedia article](#), or go to our [List of suppliers for broad area laser diodes](#)

You are not yet listed? [Get your entry!](#)

**Corona Virus Crisis**

It is interesting and instructive to realize certain analogies between the spread of an epidemic and elementary processes in lasers. In particular, one can **learn about the power of exponential growth** and the **threshold behavior**.

Read the article: "[Laser Physics Helps to Understand the Corona Virus Crisis!](#)"

Comments are welcome – see the input form below the article.

with one click, get to the corresponding buyer's guide page

**RP PHOTONICS**  
**BUYER'S GUIDE** ... the one with the **ENCYCLOPEDIA!**

FIND SUPPLIERS   EXHIBITION   ADVERTISING   NEWS

Buyer's guide > Products > broad area laser diodes

## Where to Buy Broad Area Laser Diodes

Broad area laser diodes, also called high-brightness or broad-stripe diodes, have an elongated emitter for higher output power – typically a few watts. They can be used for pumping solid-state lasers, for example.

See also our [encyclopedia article on broad area laser diodes!](#)  
 Related articles: [laser diodes](#), [diode bars](#)

Related products: [laser diodes](#)

Related product category: [lasers and laser amplifiers](#)

19 suppliers for broad area laser diodes are listed. Manufacturers and distributors can be registered.

get scientific & technical background information

Suppliers with Ad Package	
Company	Product Description
 Engineering and beyond. TOPTICA eagleyard eagleyard Photonics GmbH Chaussee 29 Berlin ISO 9001:2015 <a href="#">optica-eagleyard.com</a>	 <b>Broad area lasers</b> operate spatially and longitudinally multimode. They are used for solid-state laser pumping, sensor technology, material processing, medical applications (e.g. photodynamic therapy), as well as in scientific research. eagleyard offers broad area lasers at wavelengths between 670 and 1120 nm and output powers between 1 and 18 W in cw mode. Stripe widths from 60 $\mu\text{m}$ to 400 $\mu\text{m}$ are available to optimize beam structure and power for your application.

RP Fiber Power – the versatile Fiber Optics Software

**An Amazing Tool**

This amazing tool is extremely helpful for the development of passive and active fiber devices.

Watch our [quick video tour!](#)

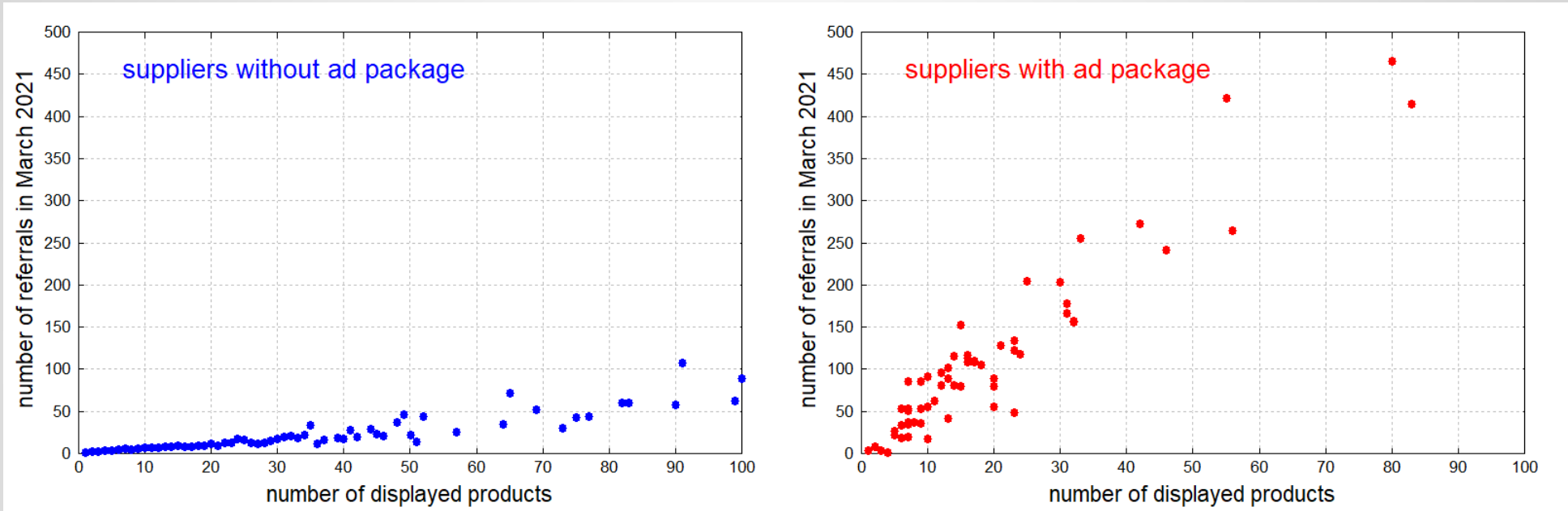
See our [detailed description](#) with many [case studies!](#)  
 Contact us to get a quotation!

# Qualities of RP Photonics Buyer's Guide

- For potential buyers:
  - unique feature: intimate connection with **enormously popular encyclopedia** (>200'000 page views per month)
  - comprehensive and high quality supplier data
  - optimized usability (design, speed etc.) → just feels good!
  - high privacy standards
- For advertisers:
  - global popularity
  - strong referral traffic (quantity and quality)  
(clearly superior to any competitor)
  - ad package as comprehensive solution
  - diligent service, minimizing complexity and workload

# The Ad Package Works

Suppliers with the ad package get much more referral traffic to their websites:



You can get thousands of additional referrals per year, which leads to very moderate cost per lead.



# How Does the Ad Package Work?

The essential feature is: **publish product descriptions**

- on your company profile page
- in supplier lists for all of your products
- in related encyclopedia articles

Note:

- Lists of suppliers for a product often contain >50 suppliers  
→ user needs to compile a short list – but based on what?  
**On product descriptions!**
- Primarily those suppliers get visits to their websites.

# Get Started

- Contact me. You will get diligent help from me personally.
- Start with a test for 3 or 6 months – currently with 25% corona virus crisis discount.
- The gathered statistical data will be outstanding  
→ easy decision on prolongation for further 12 month, and possibly dropping other expenses.
- Can further optimize your entries at any time.

