

Innovative marketing connects to multiple audiences

Alma Lasers is a global developer of laser, light-based, radiofrequency and ultrasound devices for aesthetic and medical applications.

The company's modular, high-performance products enable medical practitioners to offer safe and effective aesthetic treatments such as hair removal, skin rejuvenation and body contouring.

Client Profile

Alma Lasers:
Signal client since 2006

Industry:
Technology

Solutions Provided:
Web Sites
Brand Identity
Marketing Materials
Advertising & Direct Mail
Web Marketing
Email Marketing

The Challenges

- Find a better way to distinguish the Alma Lasers brand in a crowded marketplace of similar-looking products.
- Effectively communicate to the company's two separate target audiences: (1) Physicians and medical practitioners, and (2) average consumers who are interested in aesthetic treatments

Our Solutions

Web Site Redesign

- Signal re-engineered Alma's corporate site with a fresh look and reorganized structure to streamline navigation. This resulted in a fluid and organic layout that is both visually appealing and user friendly.
- Expanded methods to browse the Alma product family by treatments and medical applications.
- "In the News" section, highlighting the Alma products and treatments that have been featured in popular TV programs and magazines.
- "Physician Finder" function that allows patients to locate a local practitioner using their Zip code.
- "Connect with Alma" page with live feeds streaming information from Alma's Facebook, Twitter and YouTube accounts in one location.



Our Solutions (con'd)

Corporate Marketing Campaign

- To express Alma's status as an industry trendsetter, Signal developed a revitalized brand positioning campaign under the theme of *Innovating Beauty*.
- This campaign encompasses four distinct pillars of innovation (Technology, Marketing, Learning and Support), which serve to organize the range of products, support and materials available to Alma's physician customers.

Consumer Branding

- Signal developed patient-friendly branding systems, including naming and logo development, for four popular categories of aesthetic treatments such as pain free hair removal and skin tightening procedures.
- We developed microsites for each of the consumer brands. Prospective patients can learn about the cosmetic treatments available with Alma systems, view galleries of "before & after" photos, and find local practitioners.
- Signal helped Alma develop an online store of patient brochures and customizable direct mail and email marketing tools physicians can use to promote the consumer brands and generate new patient visits.



Email Marketing

- Signal has produced extensive email campaigns to help Alma promote its ongoing schedule of training programs, workshops and webinars available free of charge to their customers, as well as special product offers and media alerts.
- Signal overhauled the company's email formats and messaging practices to yield higher response rates.

The Results

Since partnering with Signal, Alma can easily and effectively communicate with its multiple audiences and has clear channels through which to send its messages. The overall branding and structure of the website has succeeded in positioning Alma as innovators within their industry.