

Case Study:

 Alleima





Introduction

Lena Wiig Boström
Marketing Communications Manager, Business Unit Medical, Alleima:

“When we began working together three years ago, I was looking for support to create high quality content that we could use on the microsite. We were interested in engagement, lead generation and lead nurturing.

And of course, after rebranding to Alleima, we wanted to increase brand awareness about our new name as an important player within the medical device sector.

We have a very long history- Göran Fredrik Göransson created the company in Sandviken in 1862. Consistent marketing work and time have brought recognition to our products as world class, but the right marketing has to be in place to continue our long and successful journey.”

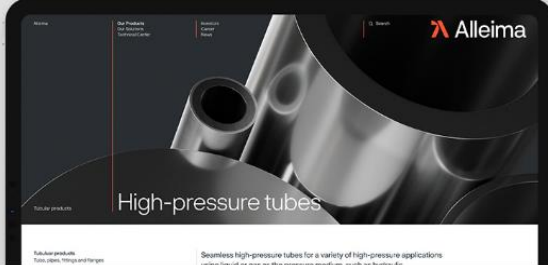
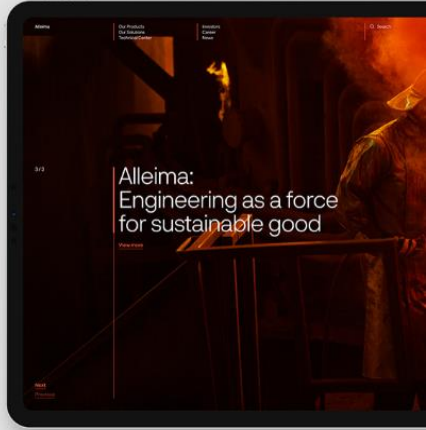
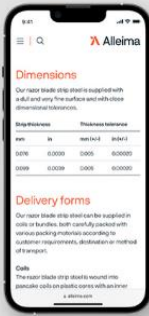
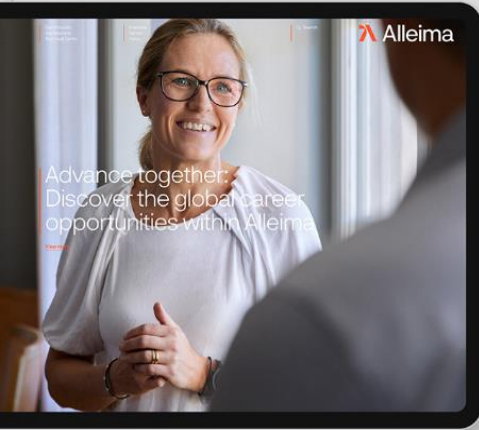


The Challenge

Lena Wiig Boström, Marketing Communications Manager, Business Unit Medical, Alleima:

“Rebranding to Alleima last year was one of our objectives. Leaving a world-leading and globally known brand, the challenge for us was to create brand awareness for our advanced stainless steels and alloys; this time, under the brand Alleima.

Alleima is a partner to customers in a wide range of selected niche end markets, broadly divided by ten main industries, including Medical, Chemical, Consumer, Industrial, Industrial Heating, Hydrogen & Renewable Energy, Mining & Construction, Oil & Gas, Power Generation, and Transportation.”



The Content



You will find us where quality is essential.

What do pacemakers and airplane engines have in common? They are examples of products where quality can not be compromised – that's why Alleima alloys are crucial in the production of both.

Everything is new, nothing has changed. Sandvik Materials Technology is now Alleima, our quality stainless steel and alloys remain the same.

Read more at alleima.com

Alleima

Lena Wiig Boström, Marketing Communications Manager, Business Unit Medical, Alleima:

“First of all, the writers are very talented and very knowledgeable about the medical device business. I have found it difficult over the years to really find good writers, but with your team, it has never been an issue.

GlobalData Marketing Solutions utilises data and statistics in the articles and supports topics with GlobalData’s business intelligence. This creates both trust, and compelling insights for readers, which is very important to Alleima.”

The Results

Lena Wiig Boström, Marketing Communications Manager, Business Unit Medical, Alleima:

“Your writers create approximately four articles per month, which we publish on our microsite and re-use in our online magazines. We also create four whitepapers per year for download.

We see that targeted visitors really read the articles and download the whitepapers. We’ve received an increase in visitor engagement since our rebrand to Alleima one year ago. Today we have over 150,000 page views across all articles and over 1,000 high-quality leads.”



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-Lena Wiig Boström, Alleima

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