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Pressroom West Boosts Mobile Presence for Medical Spa

Firm creates mobile sites that convert customers on the go

SAN DIEGO – In an age when many people use mobile devices to find the products and services they need, Pressroom West has helped cosmetic and dermatology clinic LaserAway find new clients and convert them like never before, all through its new mobile website.

Pressroom West, which provides robust mobile solutions for businesses that need to connect with customers, developed the site to help LaserAway convert on cosmetic procedures marketing for its key demographic group—women between the ages of 18-39.

“With this mobile site, LaserAway is experiencing tremendous results, as it is ahead of the game in connecting with on-the-go customers,” said Jeff Toth, Managing Partner of Pressroom West. “While many businesses don’t realize it yet, trends show that soon most web browsing will be done using a smart phone or mobile device. LaserAway is seeing first-hand that the key to finding younger customers is by reaching out to them through mobile platforms and social media. We help our clients realize that.”

LaserAway is a chain of dermatology clinics in Southern California. Since deploying the mobile optimized website on March 8, the company has already received over 96 completed consultation submissions due to Pressroom West’s simplification of the mobile form that allows users to enter their contact information. The new LaserAway mobile site is available through any mobile device at www.LaserAway.net

Like most consumer-based businesses, LaserAway uses social media heavily to promote special offers, and so Pressroom West incorporated the medical spa’s Twitter feed prominently on the home page. This makes for a seamless integration between LaserAway’s cosmetic procedure marketing efforts and its mobile presence, allowing it to draw even more conversions.

“Each new patient will spend, on average, \$800 at our clinics. We have always had sign-up forms on our regular website, but they were pretty hard to complete from a phone and they were not being utilized by mobile users,” said Todd Heckman, Founder of LaserAway. “Now, with the mobile website, we are seeing our patients take instant action on our offers. Given that our key demographic is active mobile users, being able to capture leads from their phones makes perfect sense.”

In addition to LaserAway, Pressroom West recently developed the mobile site of Joyce Rey of Beverly Hills, one of the most prolific real estate agents in the United States. The firm also developed the site for Chicago Style Weddings Magazine, publisher of one of the oldest and most widespread publications for wedding events and planning.

These clients have found a great deal of success with Pressroom West because of the firm’s ability to create dynamic mobile sites and agile mobile campaigns that preserve their brands’ integrity.

About Pressroom West:

Pressroom West provides mobile solutions to businesses that literally need to get their messages into the hands of their customers. The firm makes the process of designing,

developing and launching a mobile site easy, creating appealing and functional mobile versions of a client's existing website. Pressroom West is a division of Language Media Agency Inc. To learn more about the firm, visit <http://www.pressroomwest.com> or [@pressroomwest](https://twitter.com/pressroomwest) on Twitter.

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