

MICRO2 BEST PRACTICE ITALY



KEYWORDS

Beauty; Digital Marketing;
Online Campaign;
e-commerce; Social Media

EspressoH is a trailblazing clean beauty brand that epitomises the convergence of **Italian craftsmanship and digital innovation**. With a steadfast commitment to simplicity, authenticity, and ethical beauty, EspressoH has harnessed the power of **digital platforms, e-commerce, and social media to redefine the clean beauty landscape**.

Founded in 2018 by Chiara Cascella, EspressoH emerged as a beacon of clean beauty, offering a range of makeup products that are 100% made in Italy and free from cruelty and toxins. From the outset, the brand recognised the transformative potential of digital channels and strategically embraced them to propel its mission forward.

At the core of EspressoH's success lies its adept utilisation of social media platforms to build a robust online community. **By leveraging the power of platforms such as Instagram, Facebook, and YouTube, EspressoH has cultivated a loyal following of beauty enthusiasts who actively engage with the brand's captivating content and participate in interactive campaigns.**

La plataforma de comercio electrónico de EspressoH sirve de puerta de entrada sin fisuras para que los clientes exploren y compren sus productos de belleza limpia. Al dar prioridad al comercio digital frente a las tiendas físicas, **EspressoH ofrece a los clientes una experiencia de compra cómoda y personalizada**. A través de campañas estratégicas de marketing digital, que incluyen anuncios específicos y colaboraciones con personas influyentes, EspressoH ha captado una amplia atención y ha logrado un notable crecimiento de sus ventas en línea.

EspressoH's success story serves as a testament to the transformative power of digitalization and its ability to amplify the reach and impact of a microenterprise. By leveraging digital channels, **EspressoH has not only connected directly with its target audience but has also fostered an inclusive and engaging beauty community that transcends geographical boundaries.**

As a good practice in the realm of clean beauty, EspressoH showcases the potential for microenterprises to thrive in the digital age. By embracing digital platforms, e-commerce, and social media, EspressoH has not only elevated its brand presence but has also effectively communicated its core values of authenticity and ethical beauty to a global audience.