

Americanoize Promotes Sustainable Beauty in a Digital Era



Miami, Jul 20, 2020 ([Issuewire.com](https://www.issuewire.com)) - Americanoize is a digital marketing agency operating worldwide that promotes vegan and cruelty-free beauty products and profoundly believes in the values of animal protection, environmental preservation, educational transformation, and human rights respect. With the rising, volatile situation of the coronavirus across the globe, the significance and functional utilization of face masks and marketing proximities on the platform of Zoom have also increased exponentially as requirements modified over the past few months.

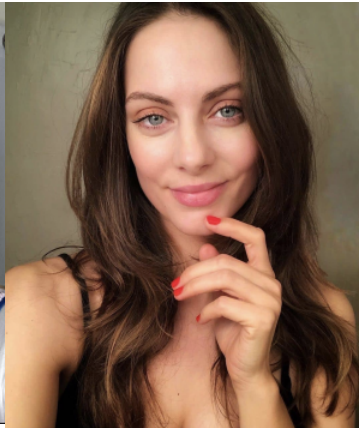
With face masks becoming an extension of our bodies, it is only the upper portion of our face that remains visible. If beauty is to be confined to that area, hair and eye-make constitute two of the most important highlights of the face. As of now, we have only the eyes and hair to show, and hence, Americanoize decided to move the attention on them: it is mandatory to have smooth and voluminous hair with fox eyes made up. The strategy set for the marketing of brands selling related products includes a few functional and promotional ideas.

Managing a precise and targeted influencers campaign and working with them in this new era is a challenge but is effective in the marketing run. Supervising the brand's Instagram profile, creating communities, building trust with customers, attracting dream clients, showcasing the image, building a brand, and increasing real followers and engagement substantially add to the promotional drive. Content Creation is the key to garnering a solid audience base. Professional photos and videos generate equilibrium and loyalty to the brand audience. Ecommerce is now essential. Online retail has seen a surge in demand as the coronavirus shut down many stores and physical businesses. As per statistics, by 2022, e-commerce is expected to increase by 43% with a substantial momentum in Google, Facebook, and Instagram ads, and promoted Influencer's post. Sales and awareness can massively increase just after the first three months of the year.

Americanoize has set its goals to maintain an emotional relationship with brands and speak rich in functional comprehension and contribution. As per the founders of Americanoize, Alessia Moccia, and Andrea Angioli, influencers could create great connections and communities and open bigger scopes for the industry. This is the time to promote the use of natural and organic products and the whole strategic move of this beauty campaign led by Americanoize is to awaken the moral consciousness of beauty among the mass.

Although the idea seems potentials, there are a few challenges in launching a sustainable brand in the thronging US market. By collaborating with a specific roster of influencers and creators and by attracting an audience interested these beauty products are the first step. Unconventional types of influencers on Instagram, YouTube, and TikTok help create a buzz. Environment preservation and ocean conservancy activists, animal lovers, the LGBTQ community, vegans, and cruelty-free Influencers giving awareness to a brand, with its values and activities to protect the world sustainably can drive the campaign towards the right direction. TikTok reaches a younger audience in the market. Brands have different goals and expectations for their marketing campaigns. While some want to raise brand awareness, others want to promote new products. And each time, influencers can deliver incredible results for the campaign. As a result, the utilization of these brands is redefining the standards of marketing movement.

Americanoize increases online awareness with strategic planning so that during their last beauty campaign, they can reach 300% of the total KPI and cause such a conversion buzz that one of their previous campaigns has to be put on-hold midway through to restock the stores. A visionary in the making, such momentum in marketing standards will collectively provide the world to stay integrated through a digital marketplace. For more information, visit <http://www.americanoize.com>.



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