



# Escape2

## Case Study

### Company

Ina Essentials

### Country

Bulgaria

### Stimulating demand

### Website

<https://inaessentials.com/>



“Ina Essentials” is a family farm, created in 1999. In the beginning they started growing roses and lavender. Up until 2007, they were at a big loss, and they were really afraid. “It all changed in 2007 when Bulgaria entered the EU, and we were finally able to find a market for our products. 2013 was the year in which we were finally positive in our bank account after we started our business 14 years earlier.” says Veselina, the owner of the company.

Today “Ina Essentials” is a successful example of a family farm. Since 2019 the family brand continues to grow. They are currently operating in 18 EU markets. Offering amazing customer support, products and quick delivery to customers all over Europe.





## HOW IS YOUR PRODUCT OR SERVICE **SUSTAINABLE**? WHAT GAP IN THE MARKETPLACE DOES IT FILL?



“Our crops are processed in our own distillery and the final products are made in our production facility. This closed-cycle was a must for me so that I can stand with my name behind something I see from seed to final product. Something I can use with my family at home and offer to my second family - our amazing clients! All of our products are produced from our gardens, which we grow organically.”

Their products are 100% natural and organic, with recyclable packages and non tested on animals. Today, the market of organic skincare products faces new challenges, one of them is the “greenwashing”. Many companies offer “organic” products not because they are worried about sustainability but more because it is modern and attracts customers. “Ina Essentials” is proving that a small family business could develop itself internationally, by keeping the quality of their production.

## ON WHAT IS FOCUSED YOUR CONCEPT FOR ECONOMIC DEVELOPMENT?



- Using digital technologies in each stage of the process (from production to e-commerce).
- Strong social policy ( hiring mostly families from the minorities)
- Keeping the ingredients list simple and organic (Most of their products are completely natural, they do not contain any additives, which makes them perfectly suitable for all clients).
- Building trust among consumers through direct contact.
- Using only recyclable packaging.

## WHAT TOOLS THEY USE IN ORDER TO STIMULATE THE DEMAND FROM CUSTOMERS?



- The brand has a large target group, so they use different tools to attract customers : sponsored ads on social media, TV commercials, Youtube ads, interviews and e-commerce.
- They insist on the transparent ingredients list and organic products, grown in their own farm.
- The communication strategy of “Ina Essentials” is very modern, they are focusing on social media engagement for generating leads.
- Providing interactive content (polls, games and giveaways to attract more and more customers).
- Staying close to their customers (as maintaining interaction with the target market plays an important role in demand generation).
- Boosting brand awareness : giving relevant information and educating the target groups to know more about their products (production, ingredients, social policy, story telling, etc.)
- Proving the value of their products by customer reviews and “before/after” photos, and so creating the need to buy.
- Using video marketing content, translated in different languages for the international market.





The Facebook profile of “Ina Essentials” has almost 400 000 followers.

