

# HISTORY

- Figmenta was **founded in Florence, Italy, in 2007 as a Web Agency for the local market.**
  - In **2010**, they **moved to Milan** and began collaborating with **international brands**.
  - In **2012**, they started a **ten-year journey in the beauty industry** as official suppliers first for **P&G**, then for **Coty** ....
  - From **2014**, Figmenta collaborated as a **startup incubator**, launching products, apps, and e-commerce platforms in which they invested.
  - Since **2017**, they have specialised as a **Creative Digital Boutique Agency** with an **internal photographic studio**....
  - From **2019**, Figmenta entered the **luxury sector**....
  - Since **2022**, they have **fully transitioned to remote work** after the pandemic and **integrated their performance division, Uptraction**.
  - In **2024**, Figmenta was **awarded the Best Beauty and Fashion Digital Marketing Agency** for the 2nd time in 3 years by LUXlife Magazine.
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# EXPERTISE

Figmenta has expertise in the following sectors :

- **Skincare:** At Figmenta, we are truly passionate about skincare. We've worked extensively with brands that cater to diverse segments of the skincare industry, from premium wellness solutions to products tailored for Gen Z and eco-conscious consumers. Our expertise bridges the gap between product innovation and impactful digital storytelling, helping skincare brands connect with their audience while highlighting their unique benefits and values.
- **Haircare:** At Figmenta, we have been specializing in digital marketing for the haircare sector since 2012. Our expertise spans over a decade of dedicated work with beauty

salons and haircare brands, allowing us to develop a profound understanding of the industry's unique needs and challenges.

- **Pharma:** At Figmenta, we understand the unique challenges of communicating in the highly regulated pharmaceutical sector. Starting with Bayer and GSK, we have built a strong foundation in this industry, working across both services and products tied to the pharma world. Our approach combines creativity with compliance, crafting strategies that simplify complex messages, build credibility, and foster meaningful connections with both healthcare professionals and consumers.
  - **Cosmetics:** At Figmenta, we specialize in cosmetics, working across a diverse range of categories that include cutting-edge makeup products, professional aesthetic beauty, and restorative cosmetics. Over the years, we've gained extensive experience partnering with brands that serve both professionals in the beauty industry and end consumers. Our expertise lies in helping cosmetics brands navigate the complexities of digital transformation, creating strategies that amplify their value and build meaningful connections with their audiences.
  - **Luxury beverage:** At Figmenta, we have cultivated specialized expertise in the luxury beverage industry, blending digital marketing innovation with a refined understanding of the prestige and exclusivity that defines this sector. Over the years, we have collaborated with prominent luxury beverage brands, working alongside their teams to create high-impact digital strategies that highlight each brand's heritage, craftsmanship, and quality. Our approach leverages visually rich content, influencer partnerships, and community-building initiatives to resonate with discerning audiences who value sophistication and authenticity.
  - **Fashion:** Fashion isn't just an industry—it's a cultural statement, an ever-evolving expression of identity and art. At Figmenta, we bring extensive experience in the fashion sector, collaborating with brands that require a sophisticated balance between creativity and business expertise. We pride ourselves on a deep understanding of digital marketing strategies that not only enhance brand awareness but also foster meaningful engagement with target audiences.
  - **Perfumes**
  - **Aesthetic medicine**
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# OFFER

Figmenta's offer is structured into **four specialised divisions**:

## 1. Figmenta Live:

Manages **24/7 digital communication of a brand**.

This includes:

- social media management**
- Social media engagement**
- Social media Content creation**
- Email marketing**
- Influencer marketing**
- UGC media**
- Digital PR**

## 2. Figmenta Studio

Focuses on **designing and creating brand identity, brand manuals, websites, mobile applications, and digital properties** .... This aligns with designing and realising brands, websites and digital properties.

- Brand strategy
- Brand identity

Digital product development:

- Landing pages
- Ecommerce websites
- Showcase websites
- Experiential websites
- AI websites
- Ai chatbots
- AI Agents
- AI Automations

### **3.Figmenta Productions**

Specialises in creating impactful **photographic productions (still life, e-commerce, and general photography), video production, and synthetic media productions (AI-generated videos)**.

### **4.Figmenta Media**

Amplifies a brand's impact through **Paid Advertising and Growth Marketing**

Services include :

**Media Strategy & Planning:** Tailored media strategies aligned with business goals and audience insights.

**Google Ads:** Managing pay-per-click campaigns on Google.

**META Ads:** Developing and executing advertising campaigns on Facebook and Instagram.

**TikTok Ads:** Creating authentic, trend-driven content for TikTok.

**LinkedIn Ads:** Managing LinkedIn advertising for professionals and B2B audiences.

**YouTube Ads:** Producing and managing video advertising campaigns on YouTube.

**SEO Strategy:** [Placeholder text in the source].

**Data Analytics & Insight:** Providing detailed analysis of campaign and website data.

**Conversion Rate Optimisation (CRO):** Refining user experience and optimising conversion funnels.

**Lead Generation:** Designing and implementing lead generation frameworks.

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# FAQs

- **What does Figmenta mean?**

Figmenta comes from ancient Latin, the plural of “Figmentum,” meaning “imaginary things” or “creations born from imagination.” Imagination has always been our thing—helping us navigate big changes over the years while staying true to who we are: a Digital Agency with an international vibe and a knack for reinvention.

- **How is Figmenta’s offering structured?**

Figmenta’s offering is organized into specialized divisions, each with its own focus and dedicated team. These divisions can work either independently or in sync, depending on the project’s needs. Sometimes only one division is involved, while other times multiple divisions collaborate seamlessly to deliver the best results.

- **Why does Figmenta call itself a boutique agency?**

Being a boutique agency means focusing on the quality of our partnerships rather than taking on any client and managing projects mechanically. It might sound counterintuitive, but we’d rather earn less and work on projects that inspire us, push boundaries, and align with our working approach. For our clients, this translates into above-average attention to detail and a truly tailored approach. Yes, our prices might sometimes seem higher, but many clients tell us that our offers are “worry-free.” They save time, reduce stress, and provide the peace of mind that comes with knowing their project is in expert hands.

- **Do you work with small clients or early-stage startups?**

Being “small” is more of a mindset than a size. We work—and have worked—with clients who may be small in scale but have big visions. Startups we’ve supported from their earliest days are now generating millions in revenue. What matters to us isn’t your size but your vision, your market knowledge, and your ability to recognize the effort required while trusting expert hands to guide you.

- **Where are you based?**

Figmenta has been fully remote for three years. While our administrative bases are in the UK and Italy, our teams operate entirely remotely across eight countries, three continents, and six time zones.

- **How can I find out your prices?**

I nostri prezzi, come boutique agency, sono sempre cuciti sul singolo progetto. Per conoscere i nostri prezzi devi lasciarci le informazioni che ci servono per farti un preventivo che di solito facciamo in 48 ore.

- **Why Choose Figmenta?**

- **Focus on your sector:** They have professionals with in-depth knowledge of your industry, who stay updated on trends and offer targeted insights
- **Made in Italy, done well:** They embrace Italian style and quality, focusing on attention to detail, audacity, and creativity
- **Future-proof choices:** They are independent of specific technologies, allowing them to understand and adopt new trends, offering cutting-edge solutions like no-code development and AI in production
- **The right value for your budget:** Clients seek efficiency over the cheapest option, and Figmenta often surprises them with solutions that save time and money compared to larger multinational agencies