



SNS B-SPINE

Coimbatore-35
An Autonomous Institution

DEPARTMENT OF MANAGEMENT STUDIES

19BAE752 - AGRICULTURE MARKETING MANAGEMENT
II YEAR III SEM

UNIT 1 - INTRODUCTION TO AGRICULTURE MARKETING

TOPIC 4 – MARKETING STRATEGY



Marketing Strategy

- Marketing Strategy refers to a comprehensive plan that outlines how a company or organization will position its products, target its audience, and achieve its marketing goals.
- It involves the allocation of resources, the selection of target markets, and the development of marketing mix elements to achieve sustainable competitive advantage.
- In agricultural marketing, a well-defined marketing strategy is essential for effectively promoting and distributing agricultural products.



Significance of Marketing Strategy

- It helps agricultural businesses adapt to changing market conditions.
- It enhances competitiveness and profitability.
- It guides resource allocation and investment decisions.
- It aligns marketing efforts with organizational goals.



How Marketing Strategy Helps Achieve Goals of Agricultural Producers and Marketers

- Market Segmentation and Targeting:
 - A marketing strategy identifies the most viable market segments and tailors product offerings to meet their specific needs.
 - For example, a producer might target health-conscious consumers by promoting the nutritional benefits of their organic produce.
 - Example: <https://www.youtube.com/watch?v=LhbqjwflZr4>



How Marketing Strategy Helps Achieve Goals of Agricultural Producers and Marketers



- Positioning and Branding:
 - Strategy defines how the product is positioned in the minds of consumers relative to competitors.
 - Example: <https://www.youtube.com/watch?v=QOwPFzH0kD0>

Effective branding can create a strong identity that resonates with consumers, like the Amul "The Taste of India" campaign.



How Marketing Strategy Helps Achieve Goals of Agricultural Producers and Marketers



- Distribution Channel Selection:
 - Strategies determine the optimal channels for product distribution, whether through wholesalers, retailers, or direct-to-consumer models.
 - For instance, a premium agricultural product might be best suited for distribution through upscale retail outlets.



How Marketing Strategy Helps Achieve Goals of Agricultural Producers and Marketers



Promotional Activities:

- Marketing strategies guide promotional efforts, such as advertising, social media campaigns, and events.
- Example: <https://www.youtube.com/watch?v=MHXVpBSz9MY>

The "Jaago Re" campaign by Tata Tea effectively combined product promotion with a social message.



Successful Marketing Strategies by companies in India

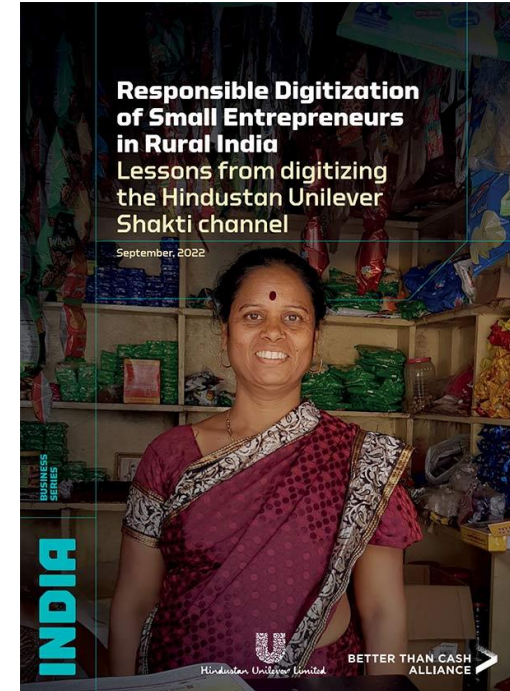


- Amul's marketing strategy focuses on building a strong cooperative network that connects farmers, producers, and consumers.
- By emphasizing quality, affordability, and a deep connection to the farming community, Amul has become a household brand in India.



Successful Marketing Strategies by companies in India

- Hindustan Unilever Limited (HUL) introduced the Shakti Amma program, empowering rural women to become direct-to-home distributors of HUL products.
- This strategy not only expanded the reach of HUL's products but also provided income opportunities to rural women.



Successful Marketing Strategies by companies in India

- PepsiCo engaged in contract farming to source high-quality potatoes for its chips.
- This strategy assured farmers of a reliable market, and the collaboration led to increased income for farmers and a consistent supply of raw materials for PepsiCo.



Successful Marketing Strategies by companies in India

- The Kisan Credit Card scheme in India, launched by the government, aimed to provide financial assistance to farmers.
- This strategy helped farmers access credit, invest in better agricultural practices, and contribute to increased agricultural productivity.



Successful Marketing Strategies by companies in India

- ITC's E-Choupal initiative leverages technology to connect farmers with information, markets, and services.
- This strategy not only improved farmers' access to markets but also enabled them to make informed decisions.

