



SNS B-SPINE

**Coimbatore-35
An Autonomous Institution**

DEPARTMENT OF MANAGEMENT STUDIES

19BAE752-AGRICULTURE MARKETING MANAGEMENT

II YEAR III SEM

UNIT 4

PROMOTION MANAGEMENT



Promotion Management

Promotion management refers to the strategic planning, coordination, and implementation of various promotional activities aimed at influencing the buying behavior or perceptions of customers, stakeholders, or target audiences towards a product, service, brand, or organization.

The primary goal of promotion management is to effectively communicate the value proposition of a product or service, create brand awareness, stimulate demand, and ultimately drive sales or achieve specific marketing objectives.

It encompasses the application of marketing strategies and tactics to promote agricultural products, technologies, services, or initiatives to farmers, agri-businesses, and other stakeholders in the agricultural sector.



What is important for it?

- Understanding the Target Audience:
 - Gain a comprehensive understanding of the demographics, preferences, and behaviors of the intended audience.
- Analyzing Market Trends:
 - Stay updated on industry trends, market shifts, and consumer preferences to adapt promotional strategies accordingly.
- Assessing Competitive Landscape:
 - Evaluate competitors' strategies, positioning, and promotional tactics to identify opportunities and differentiation points.
- Identifying Effective Channels:
 - Determine the most suitable and impactful channels (digital, print, social media, etc.) to reach and engage with the target audience.



What is important for it?

- Crafting Compelling Messages:
 - Develop messages that resonate with the audience, focusing on product benefits, uniqueness, or solving their pain points.
- Designing Creative Campaigns:
 - Create innovative and attention-grabbing campaigns that stand out amidst the noise of marketing messages.
- Utilizing Various Media Platforms:
 - Employ a mix of media platforms strategically to effectively convey the message, considering the audience's preferences and habits.
- Timing and Relevance:
 - Ensure the message is delivered at the right time, aligning with consumer behaviors and market conditions for maximum impact.



Different Promotional tools and techniques



- **Advertising:**

- Utilizing paid messages through various media channels like TV, radio, print, digital platforms, billboards, etc., to reach a wide audience and create brand awareness.

Example - ITC Agri Business Division:

Mediums Used: Utilizes TV, digital platforms, and print media to promote its agricultural initiatives like e-Choupal, a digital platform providing farmers with agricultural information and market linkage.

Objective: Creating awareness among farmers about modern farming techniques, market prices, and access to information.



Different Promotional tools and techniques



- **Sales Promotion:**

- Implementing short-term incentives or offers such as discounts, coupons, contests, free samples, or loyalty programs to stimulate immediate sales or customer engagement.

Example - Mahindra & Mahindra Agribusiness:

Strategy Implemented: Offers discounts on farm equipment and implements during specific seasons or festivals.

Purpose: Stimulating immediate sales and encouraging farmers to adopt mechanized farming practices.



Different Promotional tools and techniques



- **Public Relations (PR):**
 - Managing relationships with the public, media, and stakeholders to create a positive image through activities like press releases, events, sponsorships, and community engagement.

Example - Amul:

Engagement Activities: Conducts events, sponsors agricultural fairs, and engages in community programs to build a positive image for dairy farmers and promote cooperative farming practices.

Objective: Enhancing the reputation of dairy farmers and promoting the benefits of cooperative farming.



Different Promotional tools and techniques



- **Direct Marketing:**

- Targeting specific individuals or groups directly through personalized communication channels like email marketing, direct mail, telemarketing, or SMS campaigns.

Example - Jain Irrigation Systems:

Approach Used: Utilizes direct email marketing and SMS campaigns to communicate with farmers about their drip irrigation solutions, offering personalized guidance and support.

Purpose: Targeting farmers directly with information on water-saving irrigation methods and promoting their products.



Different Promotional tools and techniques



- **Personal Selling:**

- Engaging in face-to-face interactions or direct communication between sales representatives and potential customers to build relationships, address concerns, and influence purchase decisions.

Example - UPL Limited:

Strategy Implemented: Employs field representatives to engage with farmers directly, providing on-ground support and information about crop protection products and farming solutions.

Goal: Building relationships, offering guidance, and influencing farmers' purchase decisions through direct interactions.



Key Takeaways