



# **SNS B-SPINE**

**Coimbatore-35  
An Autonomous Institution**

## **DEPARTMENT OF MANAGEMENT STUDIES**

### **19BAE752-AGRICULTURE MARKETING MANAGEMENT**

II YEAR III SEM

UNIT 4

### **PROMOTION MANAGEMENT**



# Advertising Planning and Execution



Advertising in agriculture refers to the strategic communication of information to target audiences (farmers, consumers, stakeholders) about agricultural products, services, or initiatives through various media channels.

Advertising planning and execution in agriculture involves several steps and strategies to effectively reach and engage with farmers or stakeholders in the agricultural sector:



# Understanding the Audience

- Identify the specific demographics, behaviors, and needs of the target audience, such as smallholder farmers, large-scale farmers, or agribusinesses.
- **Example - ITC Agri Business Division:**
  - *Approach:* Knows what different farmers need in different regions of India.

# Market Research

- Conduct thorough research to understand market trends, preferences, and the competitive landscape within the agricultural industry.
- **Example - Mahindra Agribusiness:**
  - *Approach:* Studies trends to know what's new and what farmers want.



# Setting Clear Objectives

- Define specific goals for the advertising campaign, whether it's increasing awareness of a new agricultural technology or promoting the benefits of a particular product.



# Choosing the right channels

- Select appropriate advertising channels that resonate with the target audience, such as television, radio, digital platforms, agricultural magazines, or even local community events.
- **Example - Netafim India:**
  - *Approach:* Uses TV, radio, and digital ads to talk to farmers about drip irrigation systems.



# Crafting Compelling Messages

- Develop engaging and informative content that highlights the unique selling propositions of agricultural products or services, addressing the needs or challenges faced by farmers.
- **Example - Godrej Agrovet:**
  - *Approach:* Makes ads about how their products help farmers to get better crops.

# Localized Approach

- Tailor the advertising content to suit regional preferences, languages, and cultural nuances, ensuring better resonance with diverse farming communities.
- **Example - Amul:**
  - *Approach:* Uses local languages in ads to talk to farmers in different states of India.



# Utilizing Technology

- Leverage technological advancements like mobile apps, online platforms, or SMS services to provide farmers with real-time information, market updates, or agricultural advice.
- **Example - IFFCO:**
  - *Approach:* Has an app that helps farmers with crop advice and market prices.



# Highlighting Benefits and Solutions

- Emphasize the practical benefits or solutions offered by agricultural products or services, focusing on increased yields, cost-effectiveness, or sustainability.
- **Example - UPL Limited:**
  - *Approach:* Ads talk about how their products help farmers save crops from pests.



# Timing and Seasonal Relevance

- Align advertising campaigns with seasonal farming activities, ensuring that promotional messages are timely and relevant to the agricultural calendar.
- **Example - Bayer Crop Science:**
  - *Approach:* Ads about seeds and fertilizers come out before planting seasons.



# Feedback and Adaptation

- Gather feedback from farmers or stakeholders to understand the effectiveness of the advertising campaign and make necessary adjustments or improvements.
- **Example - Jain Irrigation Systems:**
  - *Approach:* Listens to farmers' feedback and changes ads if needed.



# Measuring Campaign Impact

- Use metrics like reach, engagement, sales data, or farmer adoption rates to evaluate the success of the advertising efforts and refine strategies for future campaigns.
- **Example - ITC e-Choupal:**
  - *Approach:* Measures how many farmers use their online platform after ads to see if it worked.



# Key Takeaways