

Agricultural Marketing Techniques: Strategies for Success

2027 18 – 14
Boston, Massachusetts (USA)

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The Program Flow

Day 1: Foundations of Agricultural Marketing

- Understand the principles and importance of agricultural marketing.
- Apply market research and analysis techniques.
- Identify customer needs, market demand, and buying behavior.
- Understand consumer behavior in agriculture and food markets.
- Conduct SWOT analysis for farm businesses and agribusiness ventures.

Day 2: Developing Marketing Strategies

- Create practical marketing plans for agricultural products.
- Apply segmentation, targeting, and positioning to reach the right customers.
- Develop branding strategies that strengthen product identity.
- Differentiate farm products in competitive markets.
- Build value propositions that communicate quality, trust, freshness, origin, or sustainability.

Day 3: Digital Marketing for Agriculture

- Use social media platforms to promote farms and agricultural products.
- Develop content marketing approaches for customer engagement.
- Apply SEO basics to improve online visibility.
- Explore e-commerce platforms for selling agricultural products.
- Design email marketing campaigns to communicate with customers and buyers.

Day 4: Pricing and Distribution Strategies

- Apply pricing strategies for different agricultural products and market conditions.
- Compare direct marketing and wholesale distribution channels.
- Understand supply chain management in agriculture.
- Identify opportunities to improve distribution efficiency.
- Explore cooperative marketing models and shared market access opportunities.

Day 5: Customer Relationship Management

- Build customer loyalty programs that encourage repeat business.
- Communicate effectively with customers, buyers, and partners.
- Handle customer feedback and complaints professionally.
- Measure customer satisfaction and identify improvement areas.
- Develop strategies for long-term customer retention and trust-building.

A graphic of a chessboard with several chess pieces. In the foreground, there are three pieces: a black pawn, a silver pawn, and a gold king. The background shows concentric circles emanating from the king piece, suggesting a signal or influence.

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Individual Impact

- Build confidence in marketing agricultural products and services.
- Improve market research, pricing, branding, and digital marketing skills.
- Strengthen the ability to reach customers through direct and online channels.
- Gain practical tools for customer communication and loyalty building.
- Develop a more strategic approach to farm and agribusiness growth.

Work Impact

- Improve farm profitability through stronger pricing and market positioning.
- Increase product visibility and customer engagement.
- Support better sales through effective distribution and digital channels.
- Strengthen customer loyalty and repeat business.
- Enhance competitiveness for farms, cooperatives, and agribusiness enterprises.

Training Methodology

This program combines agricultural marketing concepts with practical application through:

- Market research and SWOT analysis exercises.
- Marketing plan development workshops.
- Branding, positioning, and value proposition activities.
- Social media, content, e-commerce, and email marketing exercises.
- Pricing and distribution strategy case studies.
- Customer loyalty and satisfaction improvement planning.

Beyond the Course

Upon completion, participants will be able to:

- Develop customized marketing plans for farms or agribusinesses.
- Create social media strategies to increase online presence and engagement.
- Build strong branding and positioning for agricultural products.
- Implement pricing strategies that improve profitability.
- Choose suitable distribution channels for different products and markets.
- Design customer loyalty programs that encourage repeat business.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The board is checkered and has a subtle grid pattern. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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