

# Navigating the digital landscape in the agri-food sector

**PRESENTED BY:**  
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**Chances &  
Strategies to Grow &  
Expand your  
Business Using  
Modern Technology**



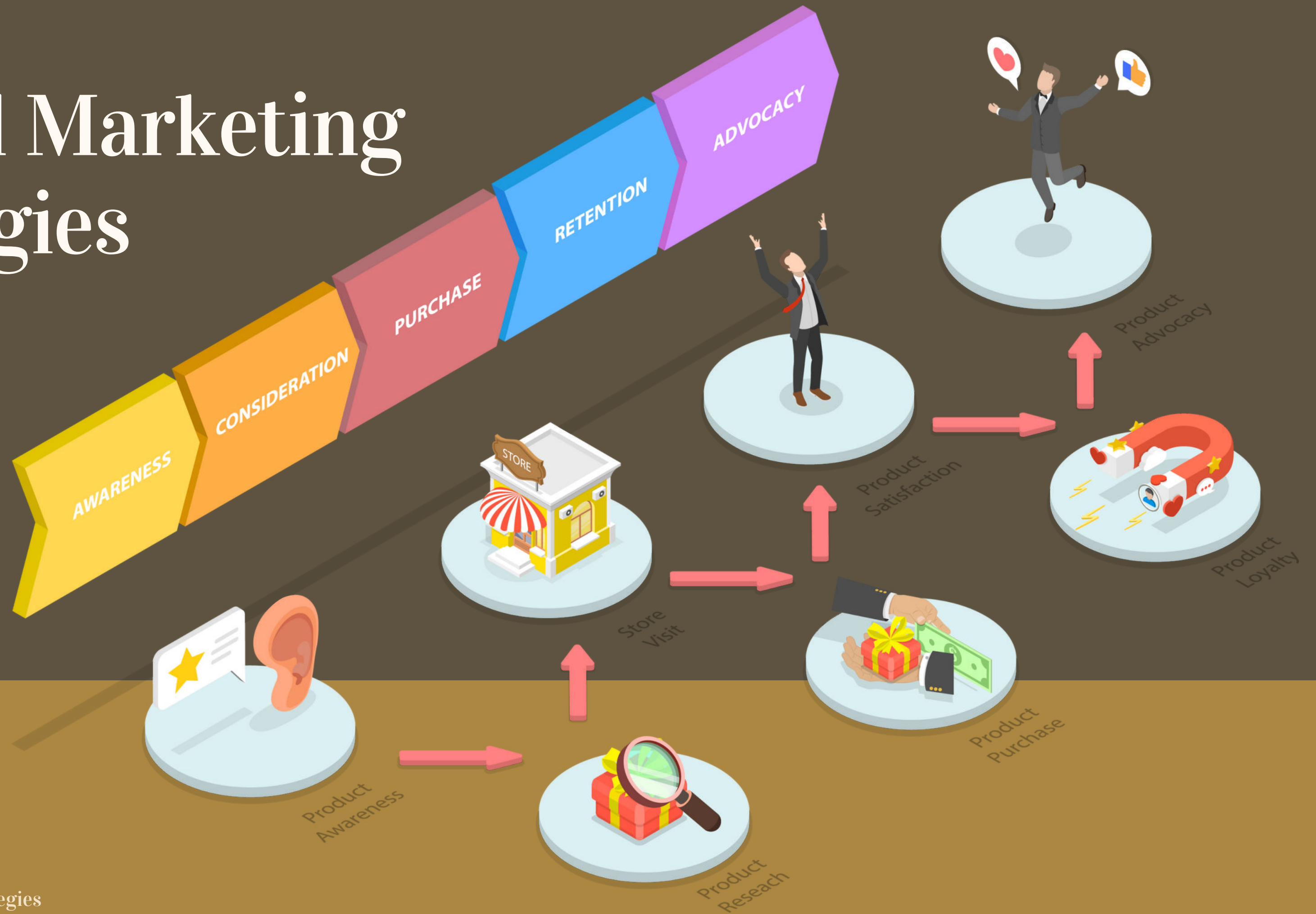


- 1 ➡ INTRODUCTION TO DIGITAL TRANSFORMATION IN AGRI-FOOD
- 2 ➡ BUILDING A DIGITAL PRESENCE
- 3 ➡ E-COMMERCE & ONLINE SALES
- 4 ➡ DIGITAL MARKETING STRATEGIES
- 5 ➡ DATA ANALYTICS & INSIGHTS
- 6 ➡ MOBILE TECHNOLOGY & APPS
- 7 ➡ INTERNET OF THINGS (IOT) IN AGRICULTURE
- 8 ➡ ONLINE NETWORKING & COLLABORATION
- 9 ➡ CYBERSECURITY & DATA PRIVACY
- 10 ➡ FUTURE TRENDS & ADAPTATION STRATEGIES

# MODULES



# Digital Marketing Strategies





# Marketing

- find ways the world finds out about you
- store front (brick-and-mortar or website)
- getting attention to your business, constantly
- guide people from wherever they are to you
- turn visitors into paying customers





# 1) Key components of a digital marketing strategy

Target Audience

- define & understand your target demographics

Value Proposition

- crafting a clear message that communicates the unique benefits of your products or services

Marketing Goals

- SMART goals (specific, measurable, achievable, relevant, timebound)





## 2) Digital Marketing Channels



### ➔ E-mail Marketing

- building email lists
- creating targeting campaigns
- craft engaging newsletters
- send promotional emails



### ➔ Social Media Marketing

- using various platforms
- create brand awareness & consumer engagement
- sharable content
- collaboration with other businesses



## 2) Digital Marketing Channels



### ➔ Content Marketing

- developing valuable content that educates & informs your audience
- blogs, videos, infographics



### ➔ Paid Advertising

- pay-per-click advertising: social media ads, Google Ads
- measuring on return of investment

# 3) Developing Actionable Marketing Tactics

<b>Marketing Plan</b>	steps to outline marketing strategy, incl. timelines & responsibilities
<b>Engagement Strategies</b>	techniques to foster engagement, e.g. contests, polls, interactive content
<b>Collaborations &amp; Partnerships</b>	leveraging collaboration & partnerships with other business to expand reach





# 4) Measuring & Analyzing Effectiveness

## ( KPI) Key Performance Indicators

- identifying metrics, e.g. open rates, click-through rates, engagement rates, conversion rates

## Tools

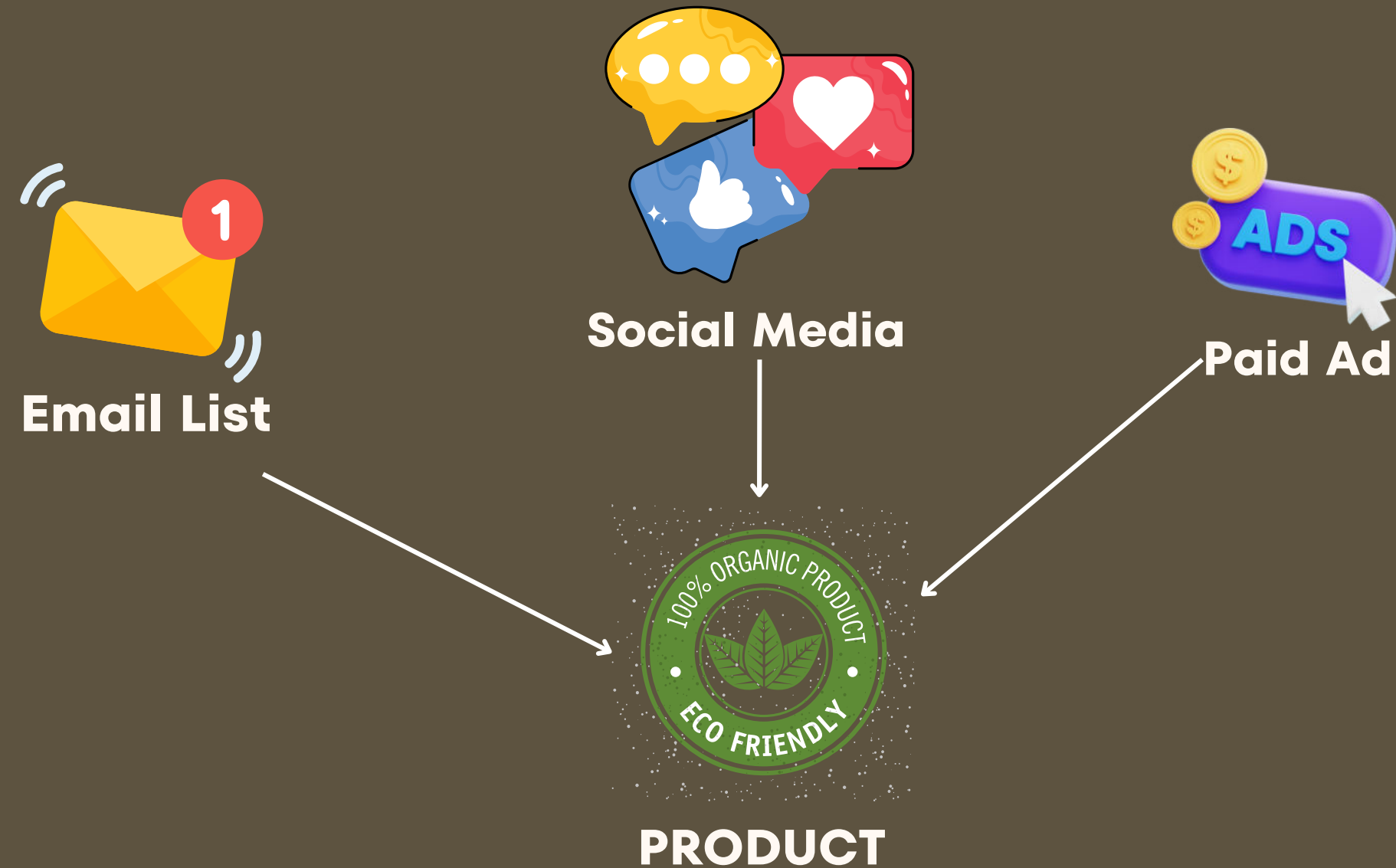
- Google Analytics
- Social Media Insights
- Email Marketing Metrics





# 5) Practical Example

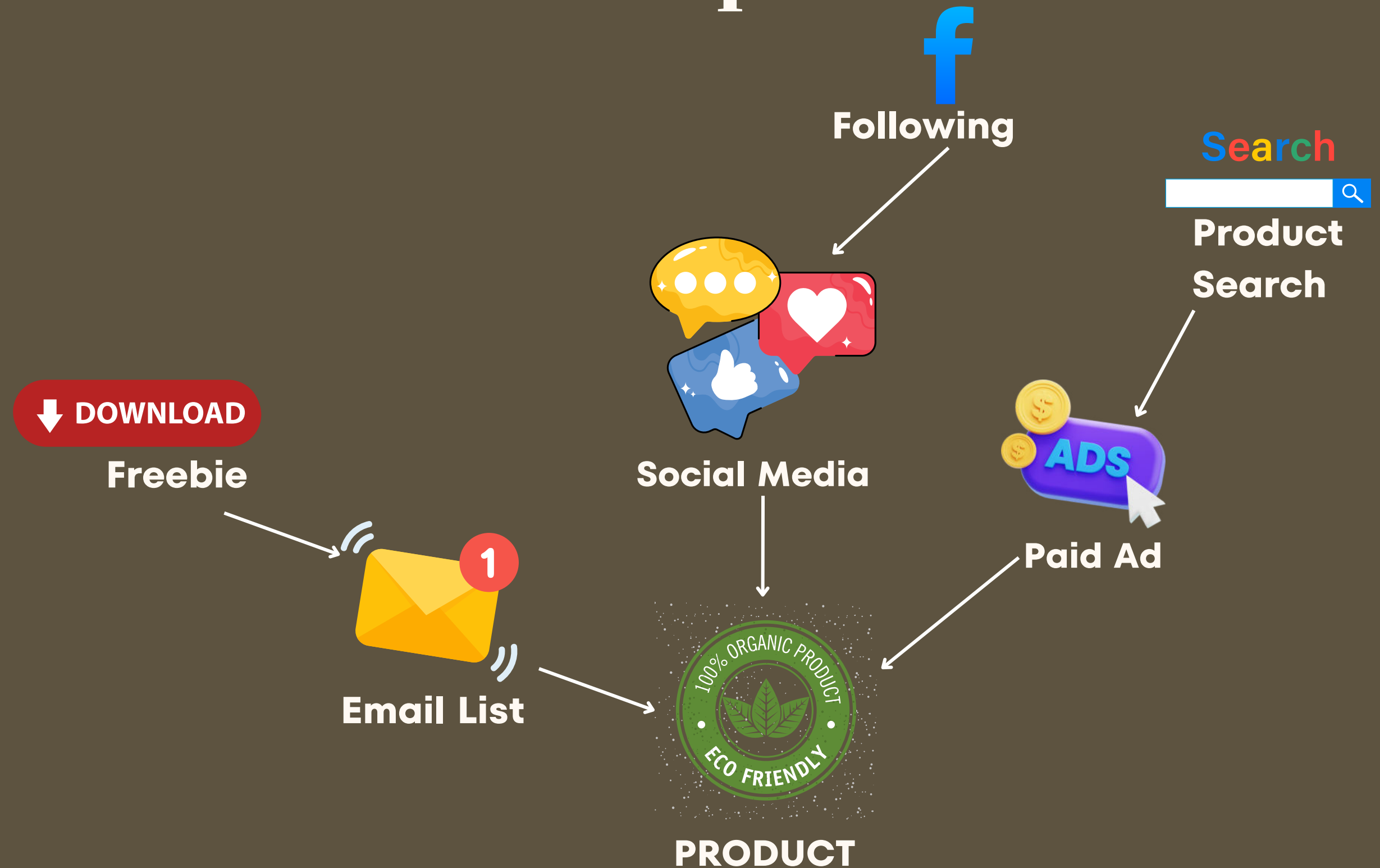
Retrace Steps how people found out about you & bought your product





# 5) Practical Example

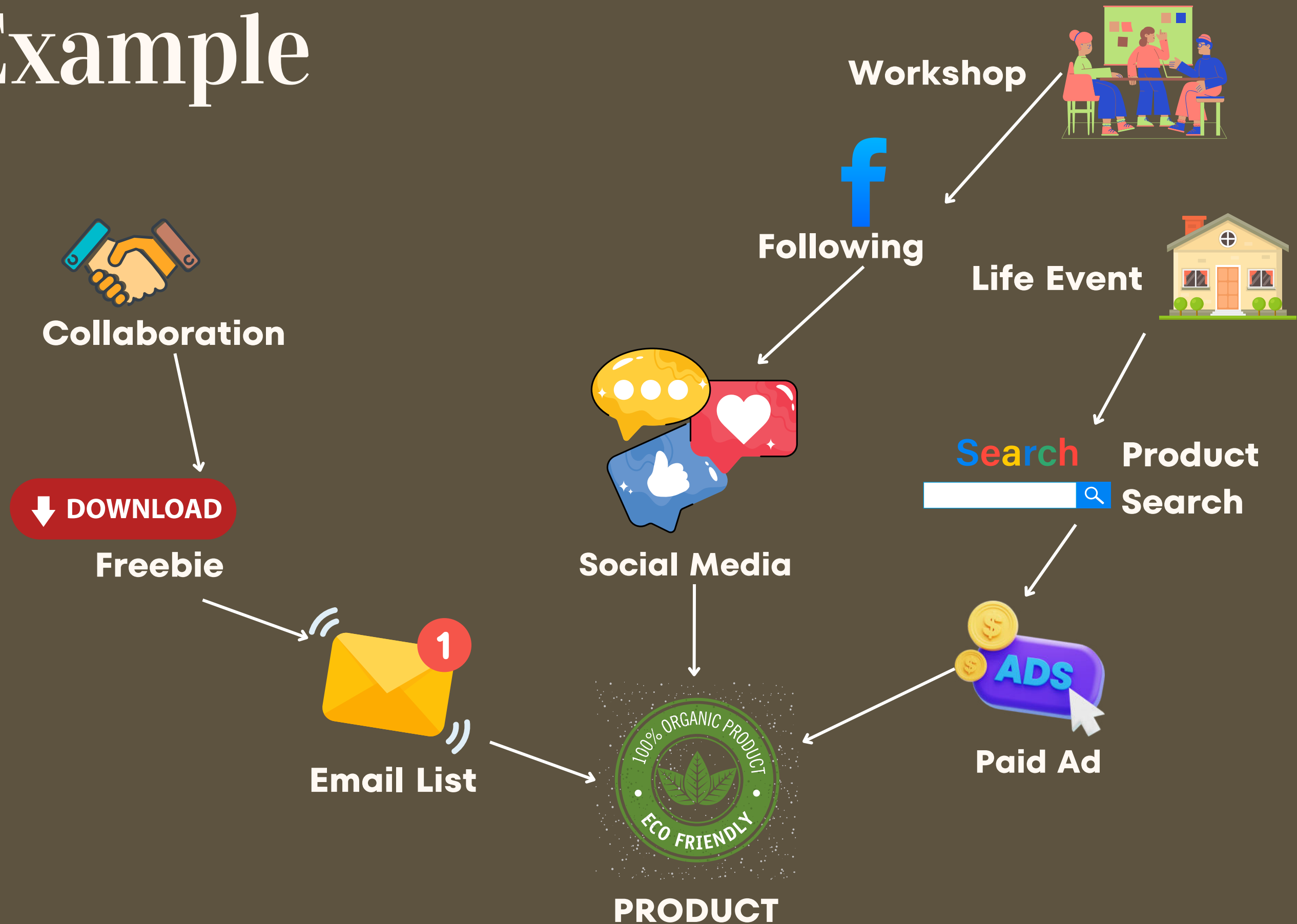
Retrace Step  
further





# 5) Practical Example

Retrace another  
Step further  
=  
Marketing Plan!





# 6) Funnel Traffic on your Website

**FUNNEL:** The journey a visitor takes on your website, from their first interaction to completing a specific goal, e.g. purchase, newsletter sign-up.



visitors discover your website via ads, social media organic search or referrals



visitors explore your site, view products/services or read blog content



visitors add items to their cart or engage with CTAs (Call to Actions)



visitors complete the desired goal





# 7) In Conclusion

Implementing effective digital marketing strategies is essential for business success.

- **Marketing Strategies**
- **Utilizing Appropriate Channels**
- **Engage Audience**
- **Achieve Marketing Goals**





# 8) Active Engagement Exercises

## Analyzing

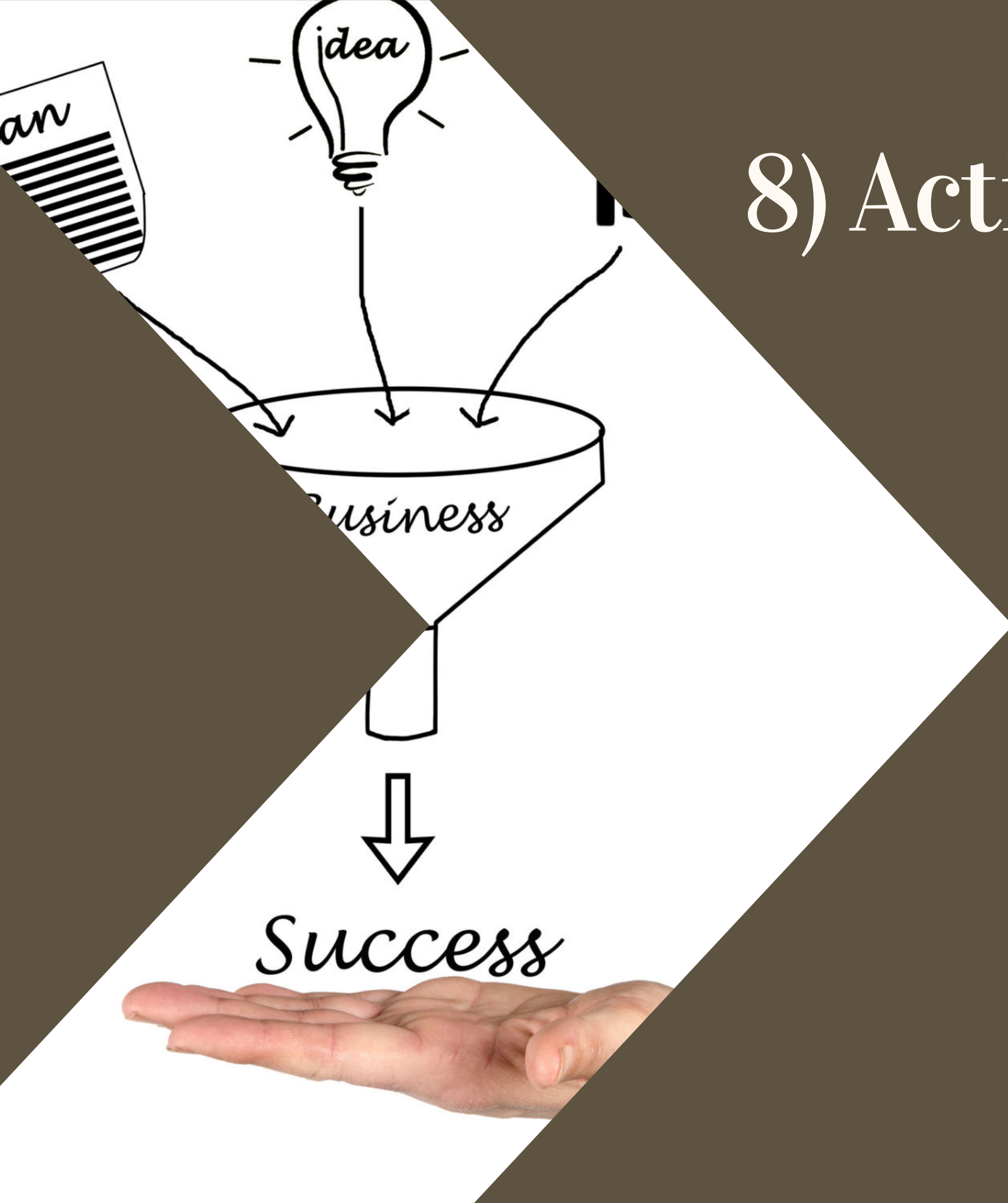
Who is your target audience? Define your ideal customer (e.g. age, f/m, job, lifestyle, health situation).

## Creating

Brainstorm content ideas that resonate with your target audience.

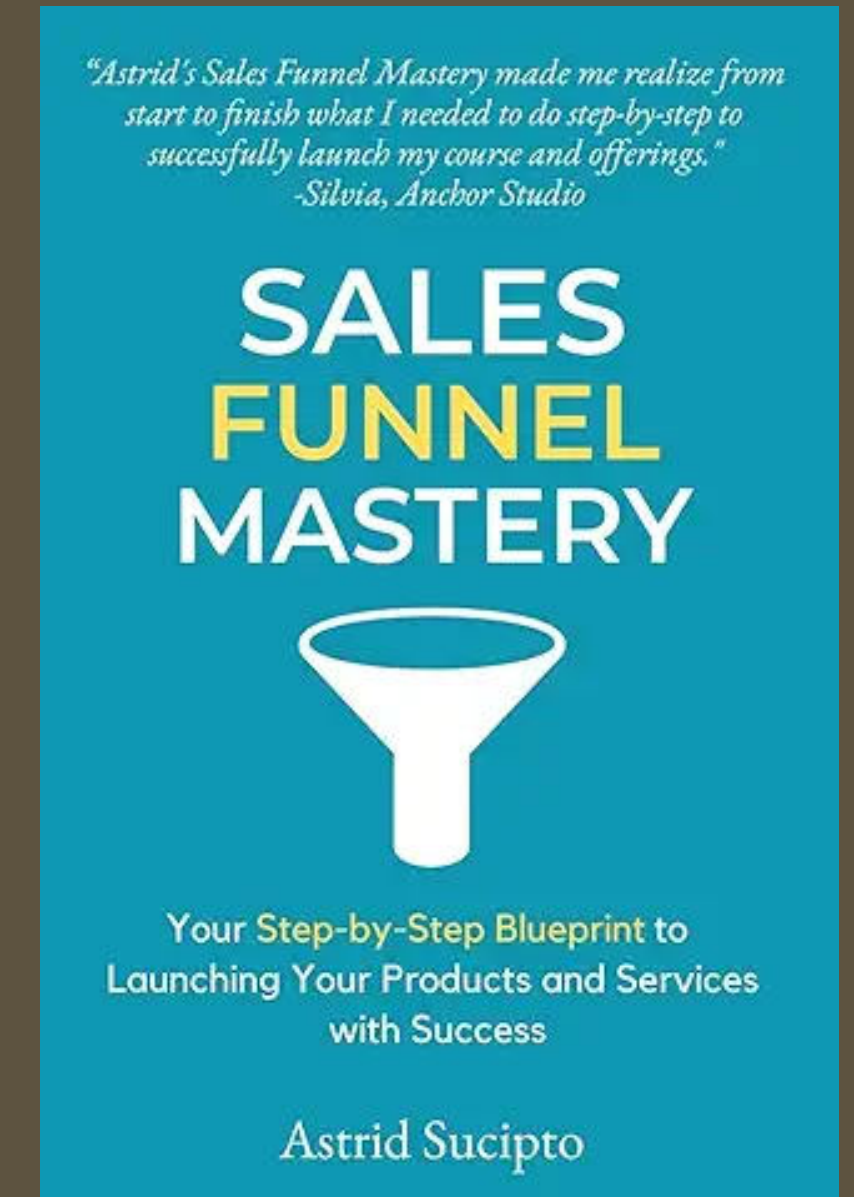
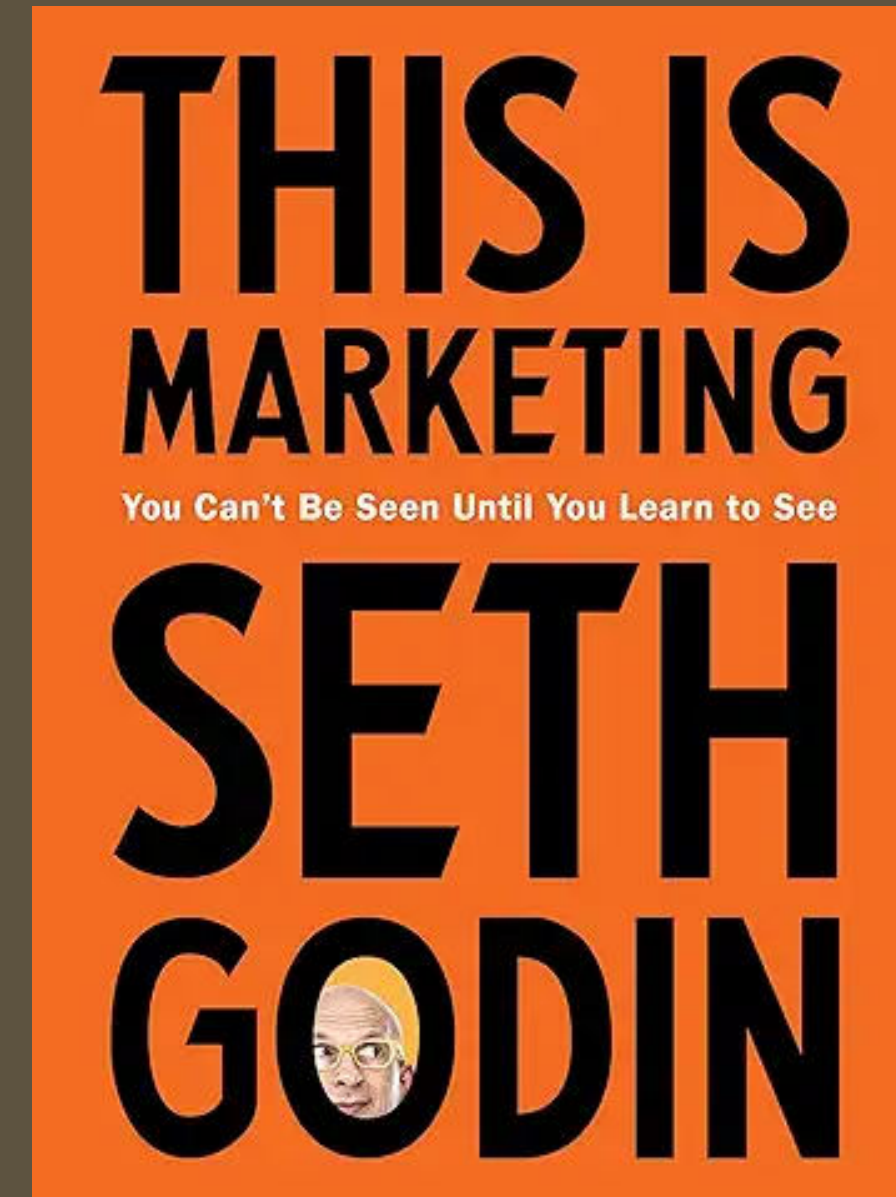
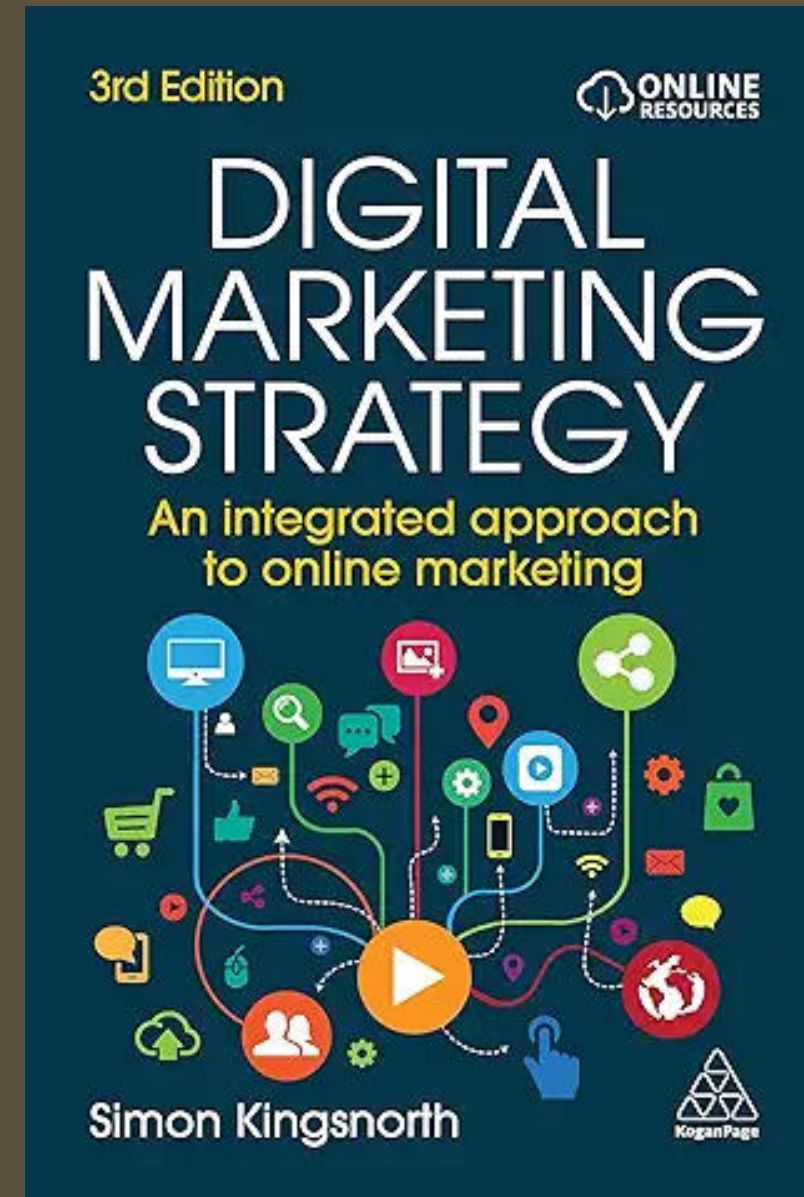
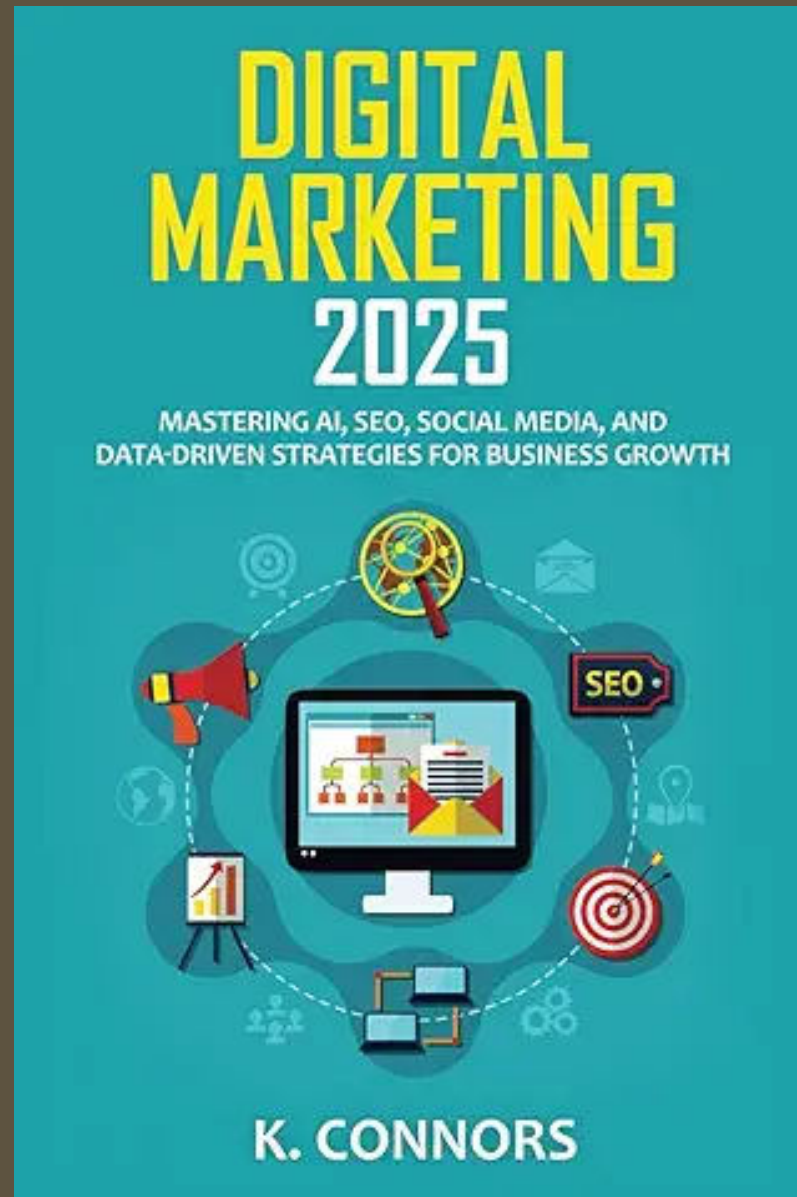
## Planning

Draft a simple marketing plan for an upcoming campaign, including goals, target audience & tactics.





# RESOURCES





# THANK YOU

COURSE CREATORS:  
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MADE POSSIBLE BY:  
Eastern Ontario Agri-Food  
Network

