



Promotion for global reach



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INTERNATIONAL PROMOTION

PROMOTION IS NOT ONLY FOR CONVINCING AND MANIPULATING
PEOPLE BUT FOR INFORMING THEM AND FOR COMMUNICATING
WITH THEM AS WELL!

ELEMENTS OF PROMOTION

- ADVERTISING
- SALES PROMOTION
- PUBLICITY
- DIRECT SELLING

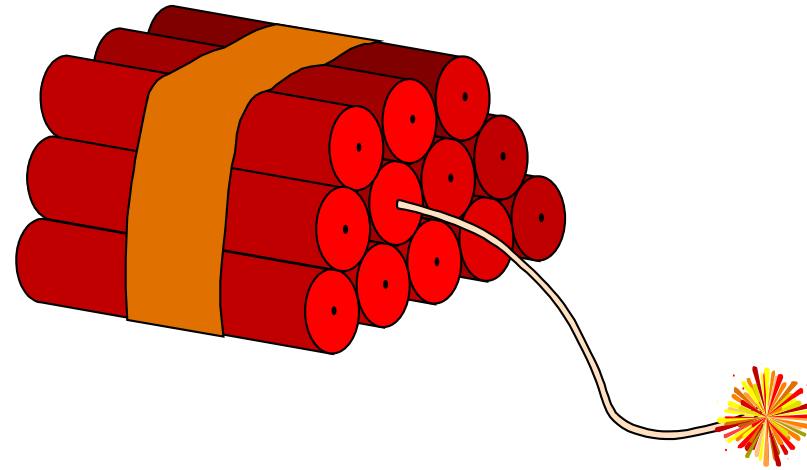
ADVERTISING

- STRENGTH OF SOURCE
- CREDIBILITY OF SOURCE
- PRESTIGE OF SOURCE
- HOMOPHILY



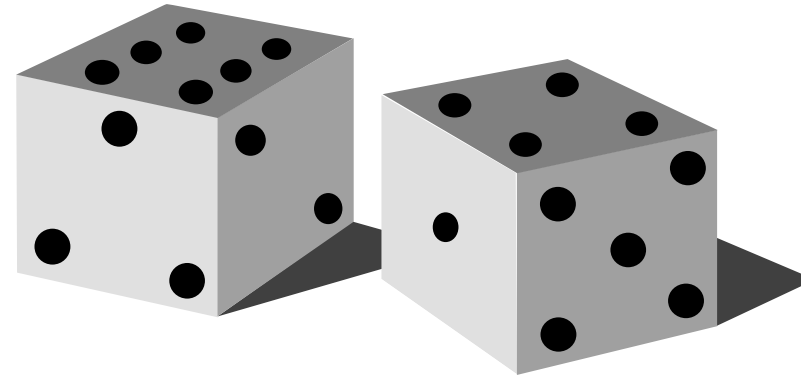
OBJECT OF ADVERTISING

- BRAND
- PRODUCT
- FIRM
- COUNTRY



NEW PHENOMENA IN ADVERTISING

- PATTERN ADVERTISING
- PAN EUROPEAN ADVERTISING
- PAN EAST EUROPEAN ADVERTISING

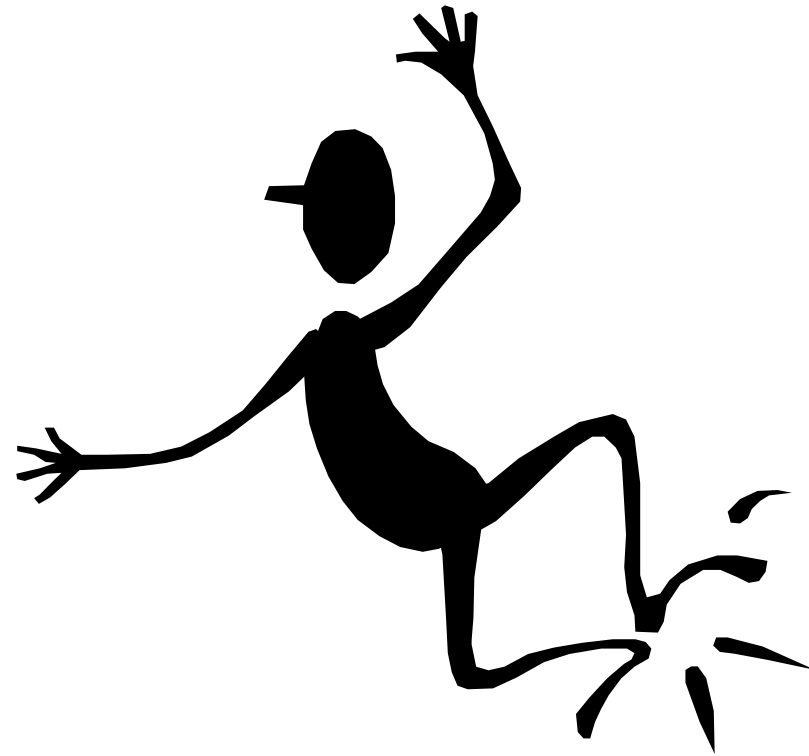


FACTORS TO DETERMINE

- WHAT TO SAY
 - WHAT TO ADVERTISE
- HOW TO SAY IT
 - RATIONAL OR EMOTIONAL MESSAGES
- WITH THE USAGE OF WHO OR WHAT TO SAY IT
 - FAMOUS OR EVERY DAY PEOPLE OR THINGS
- HOW TO DETERMINE WHAT TO DO

SALES PROMOTION

- PRICE REDUCTION
- SALE
- CUPONS
- TRIAL
- PAY FOR ONE, RECEIVE TWO
- GIFT
- GAME



WHEN TO USE SP?

WHEN LAUNCHING A NEW PRODUCT OR SERVICE ON THE MARKET

- TO MAKE THE PEOPLE TRY THE PRODUCT
- MAKE THE PEOPLE TRY A NEW RETAIL SHOP OR SELLING FORM
- CONVINCING THE RETAILERS TO HOLD THE PRODUCT OR OFFER THE SERVICE

WHEN TO USE SP?

- SHORT TERM EFFECT
- USED TOGETHER WITH ADVERTISING
- INFLUENCE THE TIMING OF THE BUYING
- EFFICIENCY OF THE USAGE OF SP CAN BE REDUCED IF OFTEN USED

SPONSORING

- **GOOD CHOICE OF THE EVENT WHAT WE SPONSOR**
- **POSITIVE IN THE EYE OF THE CUST.**
- **CONNECTION BETWEEN THE EVENT AND OFFER**
- **CONN. BETWEEN THE EVENT AND TARGET MARKET**



PUBLICITY

- CHEAP WAY OF MAKING THE PEOPLE TALK AND WRITE ABOUT OUR OFFER OR COMPANY
- TIMING IS OF CRITICAL IMPORTANCE
- DIRECT PAYMENT IS MISSING

DIRECT SELLING

- DIRECT - PERSONAL - COMMUNICATION
- THE CHANNEL IS THE PERSON - WHO HAS TO SELL HIM(HER)SELF
- ACTIVE PARTICIPATION IS NEEDED AS THE CHECKING OF THE CUSTOMERS' UNDERSTANDING AND ACCEPTANCE IS NECESSARY.

INTERNATIONAL PROMOTION STRATEGIES

- PUSH
- PULL
- GRAVITATION

- Agribusiness marketing encompasses many different aspects depending mostly on the size and needs of the business. Small retail localized agribusinesses have limited marketing needs compared to large commercial farms which serve different areas groups of people.
- Whichever the case, it is very important for any business to promote / put their products and services in front of the right people such that they can generate sales and grow.

- Agricultural products are very perishable so they can go bad if not sold as soon as possible which can result in catastrophic losses for the farm business.
- For traditional farmers who don't use modern urban farming techniques like indoor vertical farming and smart agriculture, perishability can be very disastrous because their costs of production are very high.

- Factors like cost of tilling the land, weeding, harvesting, planting, labor all increase the price of production and lower the profits from the produce as compared to indoor urban farming.
- On top of that weather factors also come in, pests and disease prevalence also affect the yields from the crops.
- On the other hand, modern commercial urban farms may have much surplus which can go to waste and may need to sell more produce so that they can break even and get back the money they invested in the business and also get to run their daily management operations.

- Other types of agribusinesses types like those providing inputs, and services also face severe competition from other sectors so they need to scour the market thoroughly and acquire more customers if they are to grow, expand and survive.
- That being said, it is very important for any agribusiness to have a solid marketing plan with which they can sell their goods to customers and also promote their goods to new people so that they can grow.
- Marketing involves promotion and putting of goods and services in front of the business' customers so that they get to buy them.

Have an online presence

The world is very digital today and first way for any agribusiness to promote themselves before even bothering to go out and look for customers is to have an online presence. It is very important for a business to build a business website, have a listing in yellow pages and online directories like Google my business, do email marketing, and have social media pages to promote products and engage with business customers online.

With this, a business can reach its customers wherever they are, answer customer queries, sell online, ask for reviews, handle orders, and even acquire new customers.

Advertisements

Advertisements can be done on local media; television, radios and online using paid web ads or social media ads like those of Facebook, and Instagram. They can be visually appealing images or videos that tell people about the goods or services of the business. It can be an Instagram image of the organic fresh vegetables a farm offers or a video showing a farm consultant giving expertise at a local farm.

Text image combo advertisements can also be put in newspapers, agricultural magazines and leaflets to inform people about the goods or services.

Partnerships

Partnerships can be made with small businesses and stores like supermarkets, mini groceries, shops so that the farm can supply them with their farm fresh produce. Partnerships can help agribusinesses to become sole suppliers of target customers which helps maintain them and generate regular sales.

Public speaking

Doing public speaking and presentations about the business and what it offers at conferences, organization meetings and concerts can help create product awareness. Guest posting on blogs and online platforms with a staunch audience about content related to the business can also be another way to get people to know about the business. The speaker or guest poster can then give business details to the audience like the address, product fliers and coupons or product freebies.

Business branding

A branded business is easy to promote as compared to a brand less one. A branded agribusiness has its own unique name, logo, and business colors which separates it from other businesses in the market. These can further be put on business cards, letter heads, websites, social media and branded equipment to enable people differentiate your business from others on the market.

After branding, a business can then provide exceptional products or services that so that people can associate them with quality and tag them as great so that they can continuously buy the business' branded goods.

Value addition

Value added goods are easy to promote because they are packaged, labelled, branded and processed. They are therefore of high quality.

People like good things and they spend on them. Having products in attractive packages, processing and adding flavors to produce can entice people to buy and this eases promotion.

Exhibitions

Agricultural trade shows and events are a great way for any agribusiness to promote their products or services by exhibiting them to people that come. The good thing is that these are the very target audience that the business needs that will become customers in due time. Fliers can also be given out to people that visit the exhibition stands so that they get the business contact information for future reference.

Hand out samples and freebies

For new launching agribusinesses, this is very important. Product tasting helps people get affiliated with your products and give recommendations where need be. After using the free product, the people can then buy to continue using if the product matches their taste and needs and above all if it is better than similar products on the market.

Offer discounts

Everyone wants to have that extra money in their pockets. Offering discounts can be a very great agribusiness marketing promotion strategy for those that want more sales or doing a clearance sale for their perishable produce.

On top of offering more for less, free transportation can be arranged for those buying in bulk to their places.

Network with people in your field

A network can take a business places unfathomed. With a strong network, a business can easily promote its goods and services far and wide. The contacts can be used to ease distribution and make deals that result in more sales and growth for the business.

Example of Mango

<https://www.mango.org/professionals/retail/promo-ideas-marketing-messages/>

<https://www.almonds.com/>