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HARNESSING DIGITAL MARKETING TO BOOST AGRIBUSINESS

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Abstract: *This study explain a simple way to boost agricultural productivity of agribusinesses. It mean transition from the traditional marketing to digital.*

• Introduction

Digital marketing comes as a powerful tool that can simplify the relationship between households and consumers bilaterally. It not only boosts production, but also improves the way agribusinesses and farmers connect with their markets.

The farmer or agricultural enterprise dealing with a particular product must be able to attract the consumer to the product

• Material and method

This study uses a qualitative methodology that combines observational methods with a literature review. Key topics include issues and possible impacts on production as well as current digital marketing trends, tools and tactics relevant to agriculture.

• Results and discussions

Digital marketing channels not only increase visibility, but also improve customer engagement and stimulate growth. Marketing channels used in the agricultural sector can be: using PPC ads, creating a social media page, start an email newsletter, creating customized content.

By utilizing SEO, PPC, email marketing, content marketing and web design, farm businesses can improve their online presence and achieve long-term success.

• Conclusions

Through digital marketing, it is possible to open up new markets in which farm products may be channeled. So, digital marketing is a great way of boosting agribusinesses.