UNIVERSITY OF LIFE SCIENCES ”KING MIHAI I” FROM TIMISOARA
”YOUNG PEOPLE AND MULTIDISCIPLINARY RESEARCH IN APPLIED LIFE SCIENCES”

05-06 November 2026



Online Communication Approaches of Seed Companies: A Comparative Analysis

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Abstract: In the context of digital transformation, online communication has become an essential strategic tool for companies operating in the agricultural sector, contributing to brand visibility, customer engagement, and competitive positioning. The seed industry, characterized by continuous technological innovation and increasing market competition, requires effective digital communication strategies to disseminate information, promote products, and strengthen relationships with farmers and other stakeholders.

• Introduction

Digital communication has become an essential component of corporate strategies in the agricultural sector, significantly influencing brand visibility, customer engagement, and market competitiveness.The seed industry is characterized by continuous technological innovation, increasing competition, and the need to provide farmers with accurate and accessible information regarding seed varieties, hybrid performance, and agricultural technologies.Corporate websites, social media platforms, and digital marketing campaigns play an important role in promoting seed products, disseminating technical knowledge, and strengthening relationships with agricultural stakeholders.This study aims to comparatively analyze the online communication strategies implemented by Corteva Agriscience and Bayer Crop Science, focusing on their digital presence, content diversity, communication consistency, and stakeholder engagement practices.

Material and method

The study adopts a comparative research methodology combining qualitative content analysis with selected quantitative indicators to evaluate the online communication strategies of Corteva Agriscience and Bayer Crop Science.The research focuses on the companies' official websites and social media platforms, examining the characteristics, diversity, and effectiveness of their digital communication activities.

• Results and discussions

The comparative framework highlights the strategic role of online communication in promoting seed technologies, disseminating agricultural knowledge, and strengthening relationships between seed companies and agricultural producers. Both Corteva Agriscience and Bayer Crop Science operate in an industry where technical information, product innovation, and educational communication represent essential elements of corporate positioning. Corporate websites represent essential communication platforms for Corteva Agriscience and Bayer Crop Science, providing information about seed portfolios, technological innovations, agricultural recommendations, and sustainability initiatives. The accessibility of product information, clarity of technical documentation, and organization of digital content influence how effectively farmers identify suitable seed solutions. Effective communication in the seed industry requires the presentation of technical characteristics, agronomic recommendations, and information regarding hybrid performance. Digital channels enable companies to communicate product innovations, explain agricultural technologies, and provide farmers with information relevant to production decisions. The integration of technical expertise with accessible digital content represents an important factor in strengthening communication effectiveness. Digital platforms allow companies to communicate initiatives related to responsible resource management,

Conclusions

Online communication represents a strategic instrument for strengthening corporate visibility, promoting seed technologies, and developing relationships between seed companies and agricultural producers.The comparative analysis of Corteva Agriscience and Bayer Crop Science emphasizes the importance of corporate websites, social media activities, and digital content strategies in communicating product information and technological innovations.Effective digital communication requires accessible technical resources, consistent corporate messaging, engaging educational materials, and transparent communication regarding agricultural sustainability.Furthermore, adapting digital content to farmers' informational needs can contribute to improving customer engagement, strengthening brand credibility, and supporting informed agricultural decisions.