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Digital communication strategies in the agricultural machinery industry: A comparative study

ADRIAN PĂCURAR, DENIS VLĂDUȚ PITARIU, CHRISTIAN BĂLĂȘOIU, IASMINA IOSIM, ANKA ROXANA PASCARIU

UNIVERSITY OF LIFE SCIENCES ”KING MIHAI I” FROM TIMISOARA

Abstract: Digital communication has become an essential component of modern business strategies, significantly influencing how companies interact with customers, strengthen brand identity, and maintain competitiveness in increasingly digitalized markets. In the agricultural machinery industry, digital platforms play an important role in promoting technological innovations, communicating product benefits, and establishing long-term relationships with agricultural producers and other stakeholders. This study aims to comparatively analyze the digital communication strategies adopted by two major companies operating in the agricultural machinery sector, focusing on their online presence, website characteristics, social media activities, and audience engagement practices. The research adopts a comparative approach based on qualitative content analysis and selected quantitative indicators, including social media activity, engagement rates, website usability, content diversity, and communication consistency.

• Introduction

Digital communication has become an essential component of corporate strategies in the agricultural machinery industry, influencing brand visibility, customer relationships, and market competitiveness.The increasing digitalization of agriculture has encouraged machinery manufacturers to adopt online communication tools for promoting technological innovations, presenting product characteristics, and supporting agricultural producers in making informed purchasing decisions.Corporate websites, social media platforms, and digital marketing campaigns contribute to strengthening brand identity, increasing customer engagement, and facilitating access to technical information.This study aims to comparatively examine the digital communication strategies of two major agricultural machinery manufacturers, focusing on their online presence, content diversity, audience engagement, and communication effectiveness.

• Material and method

The study adopts a comparative research approach combining qualitative content analysis with selected quantitative digital communication indicators.The research examines the official websites and social media activities of two agricultural machinery companies, evaluating their communication strategies and digital marketing practices.

• Results and discussions

The comparative framework highlights the strategic importance of digital communication in strengthening corporate visibility, promoting agricultural machinery, and developing relationships with agricultural producers. Digital platforms provide opportunities for machinery manufacturers to communicate technological innovations, explain product characteristics, and support customers throughout the purchasing process.

Table 1. Comparative Analysis of Digital Communication Strategies

Evaluation Criteria	Company A	Company B
Digital communication focus	Product promotion and technological innovation	Brand positioning and customer engagement
Website content	Machinery specifications, product catalogs, technical information	Product portfolios, digital solutions, customer support
Social media content	Product demonstrations, machinery innovations, agricultural events	Promotional campaigns, educational materials, customer experiences
Technological communication	Precision agriculture and smart machinery	Automation, digital farming, and operational efficiency
Customer interaction	Product information and technical assistance	Educational communication and stakeholder engagement
Communication objectives	Increasing product awareness and market visibility	Strengthening brand identity and customer relationships

Conclusions

Digital communication represents a strategic instrument for agricultural machinery manufacturers, contributing to increased corporate visibility, technological promotion, and stronger relationships with agricultural stakeholders.

The comparative framework emphasizes the importance of corporate websites, social media activities, and digital marketing strategies in communicating product benefits and supporting customer decision-making.

Effective digital communication requires consistent brand messaging, accessible technical information, engaging multimedia content, and the continuous adaptation of communication practices to farmers' informational needs.