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## (Safe Digital Marketing for Agripreneurs)

Erasmus+ KA2: Strategic Partnership for Adult Education  
Project nr: 2020-1-TR01-KA204-094469



# AGRIPRENEUR'S SAFE DIGITAL MARKETING GUIDEBOOK



2023

<https://digiagrimark.com>





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## INTRODUCTION

The European Union has been actively promoting digitalisation in various sectors, including agriculture and supporting studies and activities in this field.

Agripreneurs can benefit from digitalisation through a variety of digital tools and technologies that can help them manage their farms more effectively and profitably. However, digitalisation in agriculture is mostly limited to some technological agricultural tools and machinery used only by farmers. In addition to the technological developments in the tools and machines used in agricultural production, digitalisation also includes information and communication technologies, both in production and after production.

Digital marketing is a valuable tool for entrepreneurs to reach their target audience, promote and sell their products or services. With the digital marketing strategies, farmers can reach a wider audience, connect with customers directly, and build brand loyalty. However, digitalisation also brings some challenges in digital safety and security. It's important to carry out digital marketing in a safe way both for marketer and customer, respecting the privacy and rights of consumers. Farmers need to be aware of the risks associated with using digital tools and take appropriate measures to protect their data, systems and customers. These measures include various measures such as using strong passwords, keeping software up to date, and using antivirus software and firewalls to prevent unauthorised access.

Therefore, the Partnership has prepared “Agripreneur’s Safe Digital Marketing Guidebook” as a valuable supporting tool for agripreneurs and marketers.

The purpose of developing “Agripreneur’s Safe Digital Marketing Guidebook” is to contribute to the agripreneurs’ digital progress whether they are going to become a digital marketer or developing their skills in digital marketing. This guidebook is specifically designed for agripreneurs to create a safe and effective digital marketing strategy.





# AGRIPRENEUR'S SAFE DIGITAL MARKETING GUIDEBOOK

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## 1. SAFE DIGITAL MARKETING BASICS FOR AGRIPRENEURS

### 1.1. Marketing Management and Digital Marketing

The term digital marketing refers to the use of digital channels to market products and services in order to reach consumers. This type of marketing involves the use of websites, mobile devices, social media, search engines, and other similar channels. **Digital marketing** is considered a new way for companies to approach consumers, as well as **management marketing** known as consumer oriented. Taking into account these terms are closely related, they have a common objective to focus on: a targeted audience. **Management and Digital Marketing** are extremely important for strengthening your business orientation with customer-centric marketing, built on key pillars such as strategies and technology, and for the combination of a solid conceptual base with experience in marketing tools such as Google Analytics and Google Ads.

In the marketing field, two different approaches should be distinguished: **online marketing and offline marketing**. On the one hand, Offline Marketing refers to creating brand awareness through traditional marketing strategies. These strategies do not involve the direct use of the Internet. This includes television and radio ads, direct mail, print publications, outdoor advertising, joining trade shows and festivals, promotional gifts, and even transmitted by word of mouth. Outdoor advertising, radio advertisements, product packaging, or even a flyer given to them on the street, according to marketing statistics, create a long-lasting impression on customers since there are no distracting device notifications. However, limitations such as costs in labour, production, distribution and the fact that the area of influence is limited, should be considered when contemplating offline marketing for your business.

On the other hand, online marketing involves the Internet, its digital tools and platforms to increase brand awareness. This includes registering on online listings, search engine optimisation (SEO), website creation, social media, online banner advertisements, email marketing, video blogging, and others. To sum up, online marketing encompasses all those **advertising or commercial actions** and strategies that are carried out in the **media and internet channels**.

**The following list assemble some of the advantages that agripreneur's businesses could experience using online marketing:**

- Online marketing is accessible and convenient for every single business as long as they are familiarised with computing technology, digital resources and the Internet.
- It has a global impact. Whereas traditional marketing was restricted by geography, the online marketing of a business would provide a worldwide reach of any product or promotion.
- In addition to the aforementioned advantage, it is much easier to tailor a marketing campaign to the audience you want to reach through parameters such as age, gender and geographic location. Even the smallest companies can compete with larger companies using highly targeted strategies.
- Another key change introduced by digital marketing is the communicative feedback between brands and users. So, it allows us to measure the response of users to any advertising



campaign immediately and in real time. For example, with an email or direct message any complaints would be easily addressed through the appropriate channels.

- Advertising and network costs are much lower and companies can adapt their campaign to the budget they have. Whether you want to promote your business locally or internationally, digital marketing provides you with cost-effective solutions.
- Some of the digital tools which are gathered by online marketing and considered greatly useful for growing and enhancing your business are Google Ads, Google Analytics, Canva, Hootsuite and Mailchimp:

1. Google Ads is an online advertising platform developed by Google, where advertisers display brief advertisements, service offerings, product listings, or videos to web users. Google Ads Help Center provides a guide designed for getting started and learning online about advertising basics, optimization, the creation of campaigns and strategies to engage potential customers.



2. Google Analytics is a marketing platform offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand. Moreover, it offers Google Analytics for Beginners, which shows new users



how to create an account, implement Tracking code, and set up data filters. The course will also demonstrate how to analyse basic Audience, Acquisition, and Behavior reports, and set up goals and campaign tracking. The course is available in Chinese, Czech, Dutch, English, French, German, Indonesian, Italian, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Turkish, and Vietnamese.

3. Canva is a graphic design platform that is used to create social media graphics and presentations. The app includes ready-made templates for users to use, and the platform is free and offers paid subscriptions such as Canva Pro and Canva for Enterprise for additional functionality. Any kind of content creation involves a lot of creativity and Canva eases the creation of more engaging content.



4. Hootsuite, focused on social media management, is a platform that creates, schedules, publishes, and manages digital content and ad campaigns across social networks from a single dashboard. Hootsuite maximises the impact of social marketing by providing real-time insights, so the business can focus on other areas of your business.



5. Mailchimp is a marketing platform that helps with the management of the clients, customers, and other interested parties. Their approach to marketing focuses on healthy contact management practices, designed campaigns, and powerful data analysis. Email marketing is an effective way for organisations to run extensive and worldwide promotions without stressing their marketing resources.





Currently, the lowest adoption rate for digital marketing in the agricultural world is 78%, which is lower than the average of 88% in all other industries. Dealing with subjects such as digital marketing applied to the agricultural sector is truly complicated because while at a superficial level, they appear to be two extremely distant worlds. However, the potential users that can be reached through social networks are about four 5 billion people. Consequently, digital marketing will play a pivotal role in tripling the farmers' earnings in the agricultural industry, increase their visibility online and enable potential customers to more easily find agricultural digital business.

For brands and suppliers across the industry who want to expand their reach, digital marketing in the agricultural sector offers the opportunity to grow organic site traffic, increase search engine rankings and increase industrial power.



## 1.2. Content Marketing

Content marketing is a form of marketing based on creating valuable and stable content for targeted audiences and sharing that content through online tools and platforms. Digital Content Marketing replaces the individual communication of the person and provides interaction with the target audience, a consistent and reliable relationship.

The main purpose is to improve the awareness, skills and competencies of agripreneurs regarding the concept of content marketing. We can express content marketing as a management process with a strategic approach that includes the preparation, distribution, measurement and evaluation of remarkable and valuable digital content, based on the target audience, in line with the objectives of the entrepreneur.

### 1.2.1. Purpose of the Content Marketing



Content marketing aims to attract and develop a specific target audience with the ultimate goal of generating genuine customer engagement. By using content marketing, the entrepreneur aims to positively change and improve the behaviour of customers for his products and enterprise.

Content marketing is kind of art of using stories that translate into brand building and awareness among target groups. The effects of content marketing are aimed to be long-term. An effective content marketing key is to build close relationships with the target audience.

### 1.2.2. Types of the Content and the Channels in Content Marketing

You can reach the right target people with the right and genuine content, the brand awareness increases, the loyalty of the target audience towards the brand is formed, the expectation is created in the customer and the target audience can be mobilized.

**The contents can be prepared in various types:**

Blog posts, Infographics, Podcast, Case Studies, Videos, eBooks, Memes, Social media Posts, Success stories, Whitepaper, etc.

Content marketing channels are channels where the created content is published and shared. While you decide on your own content marketing strategy, you do not have to decide on only one of the content marketing tools/channels. It is important to choose channels that will have highest effects on the target audience.

The channel(s) that will be used to share the content will vary depending on the content created, the target audience, and the sources.

**There are three types of content marketing channels:** owned, earned, and paid (Hubspot 2020)

Owned Channels: website, blog, email, social media, mobile apps, etc.

Paid Channels: influencers, social media ads, PPC, etc.

Earned Channels: forums, guests posts, shares, reviews etc.

### 1.2.3. Content Marketing Strategy

A content marketing strategy can be defined as a plan in which the entrepreneur uses specially prepared content to achieve the brand awareness and/or marketing goals. A successful content marketing strategy will provide attracting the target audience, keeping them engaged with the shared contents. Content marketing strategy covers the fundamental steps that are necessary to start successful content marketing.

These fundamental steps include 1. Mission and goal setting, 2. Target group determination, 3. Communication, 4. Content creation, 5. Selection of content marketing tools/channels, 6. Content marketing time schedule and 7. Efficiency measurement.



You should first determine your goal. Setting specific goals contributes to the development goals of the entrepreneur's business.

Determining the target audience allows us to identify who the potential customers are, what is important for them and to understand the needs/problems the product is addressing. In order



to identify the target audiences, you should consider the place while they are on or offline, communication channel they prefer, their age group, social status etc., their lifestyle and area of interest, their preferences and current problems and needs.

Internal and external communication in the content marketing system is important. Effective internal communication is based on the content marketing decisions, distribution channels and capabilities. (Aušra Pažėraitė, Rūta Repovienė, 2018.)

Content creation and delivery is the process of developing ideas that appeal to potential buyers, creating written or visual content, and making content accessible on a platform for a target audience. At this point brainstorming and listing all ideas logical or not will be useful. After then he/she will shape the digital content with structure, scenario and design.

For the content creation, you should determine subject, decide the title, choose keywords, shape content, develop visuals. Once creating the content is completed, the person needs to define how to distribute it. A content marketing channel plan can be prepared based on the situation, objectives, target audiences and time schedule.

Creating a publishing calendar for content marketing ensures that new content is presented to the target audience on a regular and consistent basis. Timing is very crucial. The content delivered in correct time brings the success.

Efficiency of content is how well content enables targeted people (customers) to achieve their goals, and how well the agripreneurs to achieve the goals. After the content is published, both retrospective and forward-looking content marketing strategies can be created with analysis and reporting. Metrics for understanding of performance and effectiveness: online traffic, impressions and clicking rate, email rates, keywords, content marketing panel. There are also various analytics tools such as Google Analytics, HubSpot Marketing Analytics and Dashboard Software, Buffer, SimilarWeb, Moz, Hotjar etc.

### **1.3. Internet and Social CRM**

Digital Marketing as a privileged communication strategy between the market and the consumer implies the use of a variety of digital tools (social networks, email marketing and websites), which are essential for the sale of products and services.

The Internet and Social CRM module will cover different contents and tools that allow agripreneurs to boost a business or brand in the digital world.

The first segment of the module will guide the agripreneur on how to create a website for their business or brand. Guidance will be given on editing structure and links, designing a colour scheme and theme, and deploying clear text and graphical content.

#### **1.3.1. Creating a Website for your Business**

##### **1.3.1.1. Fundamentals of Web Design**

An effective website design should be easy to use, engaging and clear in the content that it is trying to deliver.

There are several fundamental elements that you need to consider when designing a successful website. These include:

#### **Purpose**

Before you start designing and building your website, you need to decide what you want it to do – it's Purpose. This Purpose will influence all design elements of the site, including how it looks and what it contains.

You can start defining your site's process by asking the following questions:

- who is your audience?
- what information do they need?
- how will your site provide it?

#### **Navigation**

Effective navigation will ensure that content is easily accessible to visitors, and a well-designed site should help first time users find key information quickly and easily.

Your site should begin by having a homepage. This will clearly tell users what the site is about and act as the root for all navigation. All the pages of your site should be reachable from links on this homepage.

You should also ensure that there are appropriate links to related pages throughout your content, as well as an obvious root back to the homepage.

#### **Structure**

There are a wide variety of ways that you can structure the layout of your website, and the design you choose will depend on your Purpose and Navigation decisions.



A good idea is to look at sites that are similar in content to yours to begin with, so that you can get an idea of what layouts you like and what works vs. what doesn't.

If you are using a tool like Wix to create your site then choosing a layout will be a lot easier, but a few common layouts you may choose from are:

- The F – matches the way people read, starting at the top-left, reading right, and then starting on the left again,
- Featured Image – main image placed at the top of the page as a visual centrepiece,
- Grid – equally organised content is easy to browse and access, with columns and rows keeping elements aligned.

### **Typography**

The choice of font that you use on your website is an important part of your website design and branding.

The most important thing to remember when choosing fonts is that they are all clear and legible and to use a maximum of 3 different fonts for the following areas:

- Headings
- Body Text
- Highlights/Call-Outs

It is advisable to use a sans-serif for the body copy in combination with an interesting serif or sans-serif headline font.

### **Content**

Once you have structured and built the layout for your site you will need to start creating and sourcing content.

The type of content you use will again depend on the Purpose of your site that you previously created. In all cases the content should be clear and meaningful, and you can use the following tips.

- Start at the top – hook visitors into your content by putting the most important information close to the top of your page.
- Keep it simple – avoid using phrases or acronyms that may confuse visitors.
- Keep it friendly – try to use a conversational tone that suits your site and makes the visitor feel welcome.

As well as written content it is essential that you include visual elements such as icons, graphics, and pictures in your site.

These help to break up the text of a webpage and giving the visitor a mix of content types to view helps to keep them engaged and active within your site.

### **1.3.2. Increasing the Effectiveness of Social Media Accounts**

Marketing through Social Media is a great way to promote your content and engage directly with your users. This can help bring in new users, but also help build links to other sites and content, which in turn can increase your search engine visibility. It is particularly effective at:

- Creating a human persona for your business which your audience can connect with as an active participant.
- Helping to create a channel with your followers through which you can network, gather feedback, hold discussions, and connect directly with individuals.

When deciding which Social Media channels to use it is important to look at the outcomes you are looking to achieve before creating an account.



## 1.4. Data Analysis and Reporting

### 1.4.1. Google Analytics Fundamentals and Usage

Today, websites are important and popular communication tools that reach large groups of people in the fastest way. The way consumers buy goods and services has changed compared to the past. In addition, the technology that marketers use to keep up with changing consumer behaviours is also keeping up with this process.

Google Analytics is the most widely used web analytics service on the internet and a cloud-based analytics tool that measures and reports website traffic. Google Analytics provides information about:

- How to generate traffic on your website (sessions, users and new users)
- How your users interact with your website and how engaged they are (average time on website, bounce rate, how many people clicked on a particular link)
- Most and least interesting pages, top and least selling products
- Who is visiting your website – user's geographic location (i.e., city, state, country), language they speak, browser they use, screen resolution of their device
- When users visit your website, the date and time of their visit, how the user found you
- Visitors coming to your website via a search engine (Google, Bing, Yahoo etc.), social networks (Facebook, Twitter etc.), linking from another website or logging in directly).

To use this service to monitor your website's traffic and performance, you must create an account and integrate it into your site. To use Google Analytics on your website, you can follow the steps below:

1. Create a Google Analytics account.
2. Enter your site information and get a tracking ID.
3. Click the Admin button at the bottom of the page and select Tracking Information.
4. Click Tracking Code and copy your Tracking ID.
5. Go to the Marketing Integrations section in your account.
6. Click Link under Google Analytics.
7. Click the Link Google Analytics button and paste your Tracking ID.
8. Click the IP Anonymization checkbox and then save.

The first time you log into Google Analytics, you're greeted with a number of key metrics such as users, sessions, and traffic sources. You can customize the time range of this data and any other information you might want to see in the Home section. It also includes a graph showing the number of active users on your site in real time and a breakdown of page views per minute. To take a closer look at the types of data presented in different Google Analytics reports;



**Account:** Account or Google account is your own space to manage your analytics. After logging in, you can manage your site analysis with every detail you can think of. If you have multiple websites that are not connected to each other, you must have separate accounts for all your websites.

**Property:** the website or mobile app you want to monitor.

**Tracking ID:** A unique code added to your site that allows Google Analytics to track your site. It helps you track data on your site and send it to Google Analytics. A tracking ID is embedded in the tracking code. It is then added to every page of the website to be monitored.

**Audience:** A group of users with common characteristics such as age, location, or the device they use. Google Analytics has the ability to automatically track a large number of different predefined audiences when you link your site. However, you can also create custom audiences based on the needs of your business plan.

**Sessions:** The total number of visits your site received in the selected time period

**Sessions Per User:** The average number of times users visit your site

**Pageviews:** Total number of pages visited (including repeated visits on a single page)

**Pages/Session:** Average number of pages visited during a single session

**Average Session Duration:** Average time spent on your site per session

**Bounce Rate:** Percentage of single-page sessions with no interaction

**Behaviour:** The behaviour report details all the data about users' actions and how they interact with your website. In this section, you can see how much traffic each page of your site gets and how it performs, including the average time users spend.

**Conversions:** While the data presented in this section is invaluable for those looking to optimize their small business marketing strategy, this report is often overlooked. This is because it requires a lot more dedication and knowledge of the platform.

## **1.4.2. Target Audience Recognition**

### **1.4.2.1. Create an audience**

1. Sign into Google Analytics.
2. Click Admin and navigate to the property where you want to create the audience.
3. In the Property column, click Audience Definitions > Audiences.
4. Click New Audience.
5. By default, your new audience is based on data from the existing reporting view. Users filtered from this view will also be filtered from the audience. To change the view, click Edit, choose a new view, then click Next step.



6. There are three Audience definition options you can select:
  - Choosing a preconfigured audience,
  - Create a new audience definition,
  - Segment import,
7. Enter a name for your audience, then click Next step.
8. In the Audience targets section, use the + Add target menu to select the accounts where you want to use the audience. Targets include Google Search and display advertising (e.g., the Google Ads Display Network, Google Ads ARYPL, Display & Video 360, and Google Ad Manager), services such as Google Optimize, which you can use to experiment or personalize audiences, and Analytics. If you have a Google Ads manager account, you can also use audiences in that account.
9. You can only publish your audiences with any of the Age, Gender or Interest dimensions to Google Ads (Display Network).
10. You can't publish your audiences with a sequence of steps to Analytics.
11. Click OK and then Publish.

#### 1.4.2.2. Edit an Audience

1. Sign in to Google Analytics.
2. Click Admin and navigate to the property with the audience you want to edit.
3. In the PROPERTY column, click Audience Definitions > Audiences.
4. Select the name of the audience you want to edit in the list of available audiences. For Audience source, Audience description, or Audience targets, click Edit.

#### 1.4.2.3. Audience Reports Overview

**Acquisition metrics;** It lets you find out the volume of users (Users) an audience sends to you and how well the audience works to find you potential new business opportunities (Percentage of New Users, New Users).

**Behavioural metrics;** indicate how well your site attracts users, whether users leave after viewing a single page (Bounce Rate), whether they viewed multiple pages (Page / Session), and whether they spent time interacting with the content you requested.

**Conversion metrics;** indicate whether users are achieving actions and goals and generating revenue at the rate you want.

**Number of active users;** It allows you to track the number of active users in 1, 7, 14 and 28 day periods and find out how much interest users show to your site or app.

**Graphic;** For metrics of a 90-day period broken down into daily, weekly, and monthly segments, lifetime value per user is shown.

### 1.4.3. Determination of Advertising and Discount Campaign Processes

#### 1.4.3.1. Creating a successful campaign in 8 steps

1. Set your goal.
2. Select a campaign type.
3. Set a budget.
4. Select an offer.
5. Add extensions to ads.
6. Create an ad group.
7. Select targeting.
8. Adjust the conversion settings.

#### 1.4.3.2. Choosing the right campaign type

**Search campaigns:** Search campaigns are text ads in search results that enable you to reach people as they search for the products and services you offer on Google. It is ideal for increasing sales, leads or traffic to your website as it allows you to show your ads to users who are actively searching for your products and services.

**Display Network campaigns (Image ads on websites):** Let you reach a relevant audience browsing millions of websites, apps, and Google-owned properties like YouTube with visually engaging ads to achieve your marketing goals. It's an excellent way to expand your reach and be the first choice that comes to mind for an audience beyond Google Search.

**Display Network campaign types (video ads on YouTube):** Video campaigns allow you to show video ads on YouTube and other websites. Some types of Video campaigns can help increase your brand's overall awareness. Others are designed to increase conversions or get users to shop on your website.

**Shopping campaigns (product listings on Google):** Product listings that are ideal for retailers looking to sell their product inventory. Shopping ads appear in search results and on the Google Shopping tab. Store owners can also use local inventory ads to promote products offered at their physical locations.

**App campaigns:** Help you find new app users and increase sales on your app. This campaign type uses information from your app to automatically optimize ads in the app with Search, Play, YouTube, Discover and over 3 million sites.

**Local campaigns:** Help you attract users to your physical stores and spaces. Your ads are automatically optimized to appear on the Search Network, Display Network, Google Maps and YouTube.



## **1.5. Digital Ads and Campaigns**

### **1.5.1. Introduction**

Digital Ads and Campaigns aims to teach agripreneurs how to plan and execute effective digital advertising campaigns, utilizing online platforms such as social media, search engines, and websites. Digital advertising offers more data and immediate insight into campaign performance compared to traditional advertising. With consumers spending more time online due to the pandemic, digital advertising allows businesses to reach their target audience directly. The objectives of this module include developing a framework and strategy, defining the target audience, delivering an effective campaign, and measuring its impact. Agripreneurs can also benefit from SEO and paid advertising management to improve customer interactions and business performance.

### **1.5.2. Agricultural Marketing**

#### **1.5.2.1. Definition and Fundamentals**

Marketing is essential in every economic sector, including agriculture. It involves identifying customer needs, creating products, and exchanging them at a profitable price. In agriculture, marketing aims to increase the value of agricultural output and satisfy customer needs. Marketing facilitates the transfer of agricultural products from the farm to the end-users and involves several activities like planning, production, grading, packing, transport, storage, processing, distribution, advertising, and sale. The agricultural sector needs to adopt new marketing tools and modes of transaction to remain competitive and economically viable. The adoption of new technologies can help overcome challenges like inadequate market information, low literacy levels, and multiple intermediaries that eat away at the farmers' profits. The objective is to improve the performance of the sector and face future challenges in the global agriculture market.

#### **1.5.2.2. Digitalization of agricultural marketing**

Digital marketing is the promotion of products or brands using electronic media. Digital agriculture marketing involves using digital technologies to promote agricultural products. Digital marketing is cost-effective and helps reach target customers easily. E-marketing, or online marketing, is gaining acceptance worldwide due to its ability to overcome problems associated with agriculture. Accenture suggests creating integrated cloud services to support marketing and logistics for farmers. Unified cloud services can increase profits from agriculture, improve efficiency, and be an essential element of non-financial government support for agriculture.

#### **1.5.2.3. The potential of digital marketing for agricultural commerce**

Digital marketing provides the agriculture and agribusiness industries with the opportunity to increase visibility, generate B2B leads, and boost industry authority. However, the industry has a lower adoption rate for digital marketing compared to other industries. Digital marketing allows for tailored strategies to drive organic and paid traffic towards specific KPIs, such as achieving top search rankings which can result in a significant increase in traffic.

### **1.5.3. What Are Digital Ads and Campaigns?**

#### **1.5.3.1. Definition of Digital Ads and Campaigns**

Digital advertising promotes products or services online through various platforms like social media, email, search engines, and mobile apps. It allows advertisers to reach their target audience where they spend most of their time, and track campaign success in real time. Digital advertising aims to customize ads to fit the preferences and needs of the target audience.

#### **1.5.3.2. The importance and advantages of Digital Ads and Campaigns**

Digital ads and campaigns are important as they provide a highly effective way to reach and influence customers through targeted messaging, direct links to products, and easily monitorable and updatable content. Digital advertising allows for brand-consumer connection, direct links to products, targeted messaging, easy updates, and high measurability.

#### **1.5.3.3. Types of Digital Advertisements and Campaigns**

**Display Advertising:** Banner ads are a form of online advertising that can drive traffic to a website and are less expensive than traditional advertising, with real-time monitoring and targeting capabilities; while click-through rates may be low, banner ads can still impact brand awareness and recognition. Paid search advertising is beneficial for quickly gaining traffic and visibility in new markets, targeting specific regions or keywords, generating revenue, and promoting brand recognition.

**E-Mail Marketing:** E-mail marketing utilizes various approaches such as web pages, catalogs, and newsletters to deliver messages to potential customers with interactive features and hyperlinks to increase engagement. Personalization is key in designing effective e-mails, and it allows companies to maintain relationships with consumers and gather information.

**Social Media Advertising:** Social media greatly influence consumer behaviour, allowing for intimate relationships and personalized preferences, with low cost and high efficiency indirect end-consumer contact, while user-generated content on various platforms, like blogs, social networking sites, and content communities, provides consumers a means of expression and communication.

**Mobile Advertising:** Mobile advertising is a form of advertising that targets users on their mobile devices. It includes various types of ads such as display ads, in-app ads, and SMS/MMS ads. Mobile advertising is personalized and interactive and can be used to target individuals based on location, preferences, and behaviour. It offers marketers new opportunities to reach potential customers and engage with them in a more intimate way.

**Affiliate Marketing:** It is a marketing tool where independent marketers promote a brand's product through digital channels and receive commission only when a sale is made.

**Search Engine Marketing:** It is a form of internet marketing based on websites. It is one of paid digital marketing concepts through which traffic from search engines are brought to product or brand-owned business websites. Search engine marketing platforms are Google AdWords, Bing Ads, Yahoo search Ads.



**Search Engine Optimization (SEO):** Search engine optimization is a tactic used by marketers to improve the ranking of business websites on search engines. It can bring long-term growth, increase brand recognition, generate leads and sales, and improve revenue without advertising costs.

**Apps marketing:** Apps are a new platform for brand promotion, with targeted advertising based on users' interests. For example, health app users may be interested in protein products, making app advertising a valuable tool for reaching specific audiences.

**Web Analytics:** Web analytics is the process of analyzing website and search engine traffic to attract more visitors. It includes onsite and offsite analysis. Other common digital marketing channels include Pay per click, Pop-up Ads, Match content ads, and Banners Ads.

#### **1.5.4. Digital Marketing Development Strategy Framework**

##### **1.5.4.1. Strategies that Make a Digital Advertising Campaigns Successful**

###### **Defining the online opportunities:**

- Set digital advertising objectives,
- Evaluate digital advertising performance,
- Assess online marketplace.

###### **Selecting the strategic approach:**

- Define digital advertising strategy,
- Define customer value proposition,
- Define the offline and online communication tools.

###### **Delivering results online:**

- Implement digital advertising plan,
- Implement customer experience,
- Execute digital communications,
- Customer profiling, monitoring, and improving & maintaining the online activities.

##### **1.5.4.2. Challenges in Developing and Managing Digital Marketing Strategy**

Challenges in managing Internet marketing strategy include unclear responsibilities, lack of specific objectives, insufficient budget, wasted budget, lack of new online value propositions, inadequate measurement of results, poor integration between online and offline marketing, and lack of digital transformation programs. Research by Smart Insights found that many businesses face challenges in planning, organizational capabilities, integration of digital channels into marketing, and ROI evaluation. To address these challenges, larger organizations have introduced Digital transformation programs, which utilize disruptive digital technologies to create an effective digital customer experience.

### **1.5.5. Steps for Delivering Effective Digital Ads and Campaigns**

#### **1.5.5.1. Activation of the First-Party Data**

A successful digital advertisement is relevant and tailored to its audience. However, obtaining important customer information in today's era of data privacy is difficult. First-party data, such as names and transaction details, is key. This data can be used to segment the audience and determine their preferred digital channels, aiding in targeting the right customers.

#### **1.5.5.2. Optimization of the Advertising Spends**

It is time to optimize your advertising once you've tapped into what you already know about your clients. You can focus on one thing: your budget, rather than enhancing your digital ad campaigns. Consider who you shouldn't be targeting to reduce your media cost. This can help you save a lot of money on advertising. It can also ensure that you're putting your money into the most promising recipients of the messaging you've spent so much time crafting.

#### **1.5.5.3. Growing of the data**

Increased customer conversions can help businesses boost their ROI. You need to grow your customer base to increase conversions, and many marketers utilize acquisition campaigns to do just that.

### **1.5.6. Conclusion**

The suggested propositions throughout this module covered the basics of digital marketing for agricultural products, including available channels and a framework for successful implementation. Important stages include specifying the MVP and value proposition, selecting communication channels, and considering traditional marketing concepts. To create a strategy, consider the product, customer profile, and region of operation.



## 1.6. Marketplace and E-Commerce

The module aims at offering an overview of the conventional "offline" communication and sales channels on the concurrent online options.

Users will thus get the tools and elements to evaluate the possibilities that best suit their existing or starting business, production context and target.

### 1.6.1. Online marketplace

A marketplace is a portal on which many sellers operate, with maintenance and logistics offered by the portal.

When using an online marketplace, your store is an account on the marketplace's website.

#### **Benefits of e-commerce platforms:**

- Each marketplace comes with its own search engine that offers an additional source of traffic.
- Marketplaces also feature trends you can exploit. So, your specific product or brand might be in line with a certain culture developed on a certain marketplace. In that case, you shall take advantage of that and make your presence known.
- The technical aspects are handled by the marketplace, including payment processing. So, you do not necessarily have to have technical knowledge.

#### **Compared to e-commerce platforms, the main disadvantages of a marketplace are:**

- Each marketplace has specific rules you have to follow, so you might only be able to sell specific types of products, meeting specific criteria, and you might not brand your store the way you want;
- Then, many marketplaces require you to pay taxes and fees, which will reduce the profit margin;
- Of course, you also have fewer personalisation options, since this is up to the marketplace, and also all communication about purchases is taken care of by this.

### 1.6.2. E-commerce

E-commerce is a commercial website managed by a single commercial entity: it is essentially a digital shop.

An e-commerce is built as a standalone website, so among the benefits:

You can personalise your store, choose the design and the features, so if you are looking to grow your brand, e-commerce can be a suitable option!

An e-commerce platform is perfect for collecting customer information. While marketplaces do not give out information on customers, on e-commerce you can use analytics tools to know who your products are, respecting data policy.

Although it is not free to launch your online store from scratch, there are a lot of free tools and features you can embed in your e-commerce platform.

However, one of the main disadvantages of an e-commerce is that the whole customer traffic comes solely from your marketing activities.

Low traffic can lead to greater competition with other e-commerce platforms, you compete with the whole internet to get the attention of your potential customers, while on a marketplace this competition is restricted to a selected number of items.

Finally, on e-commerce platforms you have to set up payment processing yourself, and this may lead to pay extra costs.

### 1.6.3. Main E-Commerce and Marketplace Platforms and Characteristics

To sell your product online 24/7 you have to find a platform or online marketplace where you can place your product or service to market and show it sort of like in a shop window. The following gives a brief review of some possible platforms and their characteristics that allow you to do just that. Depending on your preferred e-commerce model you can either choose a platform that offers you the possibility to create a website on their platform and sell your product directly to the consumer, or you can go for the business-to-business solution.

If you want to sell food through a distributor and offer it on a platform like Amazon, for example, then these products should have a long shelf life. The sale of fresh products is very difficult in this case. Products for example like hard cheese, salami, dried berries, tea, spreads and other well-preserved products can be marketed on a platform such as Amazon, which uses the business-to-business-to-consumer model, without any further concerns. The advantage in this case is that the farmers do not have to build their own delivery system but can benefit from the existing one. The same applies to the efficient and experienced advertising methods of these platforms. However, on websites like Amazon's, the products should already be finalised so that the end user can consume it. The problem with this ecommerce model, however, is that in most cases it is not possible for the producer to contact the customer directly, as the intermediaries who market the product on their website or marketplace usually protect the privacy of their customers to a very high degree. This makes it more difficult for the producer or the farmer to maintain customer loyalty.

There is also the possibility to sell the harvested product in its original form to a business, which either resells it in the same condition or takes care of further processing. In this case, it is a simple business-to-business model. In the field of agriculture, for example, this would be possible with the help of the website **crospot.com**. Through it, producers and businesses are brought together and can enter into a negotiation process. The advantage is that in this case the farmers can create their own sales offer and propose it to another business. In contrast, the producer does not lose the same large proportions of their income to long supply chains as they currently do. Likewise, selling directly to a grower in turn creates a higher price transparency for the sale of the grower's own products.



However, the business-to-consumer model can also be chosen, which ideally allows direct customer contact. A very easy option to build your e-commerce business if you choose a business-to-customer model is for example through **Shopify**. On this website you can build an online store without much technical knowledge about website creation. The advantages over a marketplace like Shopify is again that the user of this website can benefit from the already existing infrastructure in terms of marketing and sales. On the other hand, these websites are very stable and ensure that the website is not shut down in cases of high user increase or traffic, as it happens for example during promotion days like black Friday.

However, a disadvantage that goes hand in hand with all the aforementioned e-commerce sales options is that the producer also has to pay for the use of the platforms and thus has to relinquish parts of his profit. However, this is still much less costly compared to having your own village store. If you want to avoid this, you have to create your own webstore. However, this requires a lot of expertise in online marketing as well as in product design and presentation. Especially small farms can be challenged here, as they have to find their own delivery and payment system as well as invest some money for human resources, logistical capacity and advertising. In the long term, however, your customers' loyalty can also benefit in this way. The direct customer contact can assure you a long-lasting customer base.

Looking more closely at platforms that focus on the selling of agricultural products, the following are the most popular you might investigate:

Agri marketplace [www.agrimp.com](http://www.agrimp.com)

Agribros market [www.agribros.market](http://www.agribros.market) connects small businesses of the agricultural sector and allows crowdfunding activities.

Agromarket [www.agro-market24.eu](http://www.agro-market24.eu) for fruit growers, farmers, distributors of agricultural products, exporters of agricultural products, importers of agricultural products, agricultural products wholesalers.

In Turkey, the Digital Agriculture Market, launched by the Ministry of Agriculture and Forestry, enables stakeholders dealing with agricultural supply and demand to meet in the digital marketplace and ensure that the farmers will earn more income.

At Italian level, [www.dalcampoallatavola.it](http://www.dalcampoallatavola.it) is a tool that allows small businesses to sell their products online and also deliver them to consumers directly.

[www.crowdfarming.com](http://www.crowdfarming.com) allows you to “adopt” a farmer or their agricultural production, from most of the countries in Europe.

## 1.7. Agribusiness Cooperation

Agribusiness is a combination of the words "agriculture" and "business" and refers to any business related to farming and farming-related commercial activities. Agribusiness involves all the steps required to send an agricultural good to market, namely production, processing, and distribution. The use of technology is increasing day by day. Technological developments and widespread use of the internet require producers/agripreneurs to reach their target customers in new and innovative ways such as digital media. With the increasing use of digital marketing activities by producers-consumers, digital marketing has become a strategically important tool for organisations in agricultural cooperation. Marketing strategies are fighting competition in the world especially in the agricultural sector. The representation of local economies in this fight will only be possible by uniting and joining forces.

The purpose of this module for agripreneurs defining cooperation/collaboration in digital marketing, gaining basic fundamentals of cooperation (benefits, principles etc.), giving some cooperation models/examples which has been already using digital marketing in their agricultural activities and so gaining knowledge about effectiveness of digital marketing through being a part/member of a cooperation/collaboration for developing their agribusiness activities.

By completing this module agripreneurs will be able to organise and work in collaborative activities, building/joining new groups-networks for digital marketing and in accordance with these, develop their cooperative actions with other agripreneurs in digital marketing.

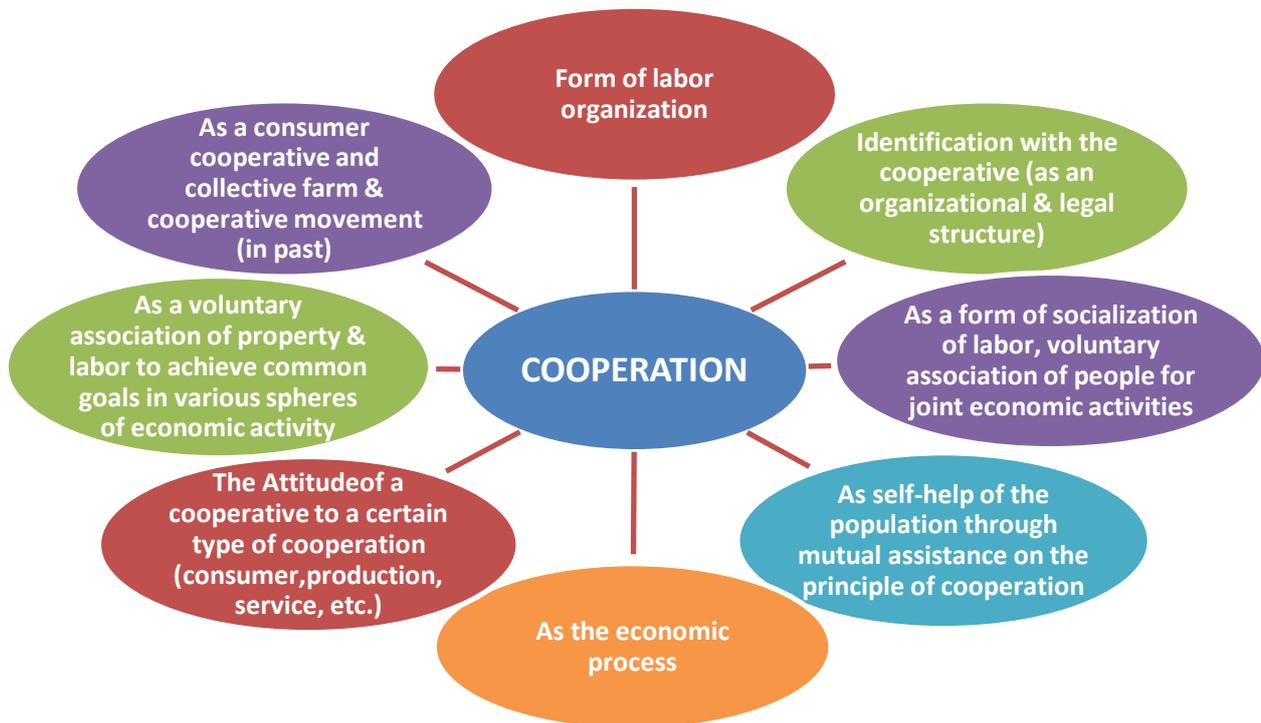
### 1.7.1. What is Cooperation in Digital Marketing?

European Union carry out common agricultural policy. For this policy, sustainable reliable food production has vital importance due to rapid increase of world population. Cooperating is the actions taken to create the necessary structure for the realisation of a goal that requires a joint effort. Cooperating/collaboration for those who earn from agriculture and live in rural areas; is to make decisions together against the problems experienced, to bring together financial, technical and human resources and to act together. As in less developed countries, agriculture in our country has a dual structure and consists of the traditional segment that hosts small peasant enterprises and the commercial (modern) segment of large enterprises. In order to ensure their sustainability, they must be able to compete in the market. The cooperation of the producers/agripreneurs is extremely important in terms of both sustainability and competitiveness of the producer organisations to work effectively and efficiently.

Producer organisations, especially cooperatives, have the power to increase the competitive advantage of the producer in the market and improve market opportunities. If the producer can use this power effectively, its efficiency in the value chain can be increased. Today, while using this power, digital opportunities are being used more and more day by day. Digitalization has become an important power that regulates and changes the marketing channels. Being able to exist and maintain/sustain this presence in the sector with digitalization reveals the importance of collaborations. With the development of technology, the emphasis on cooperation has come to the fore with the loss of individuality in the face of competition in the market. It is possible to



solve the production, employment and marketing problems in the agricultural sector by acting in cooperation.



### 1.7.2. Types of Agribusiness Cooperation in Digital Marketing:

#### 1. Cooperatives:

Agriculture is also a sector that benefits from the power of cooperation. The scattered structure of the farmers in the rural area and the difficulties they experienced in the stages of competition and bargaining required them to take part in associations. When producers are involved in collaborations such as cooperatives, they are stronger in finding job opportunities, product/service purchase and product marketing stages than they are alone.

It is possible to explain the importance of cooperatives in terms of marketing by;

1. the fact that all producers do not have the opportunity to provide the processing, classification, packaging, storage and logistics required to make their products marketable,
2. due to the continuity of the production season the producers' inability to allocate the necessary time to market their products,
3. their deficiencies in marketing.

However, it seems possible for cooperatives to be sustainable, develop their own marketing capacities and catch up with the current ones. The presence of cooperatives in the digital world has become an obligation rather than a need.

### Cooperatives present their products to consumers through;

- social media accounts
- e-marketplaces
- websites
- mobile applications

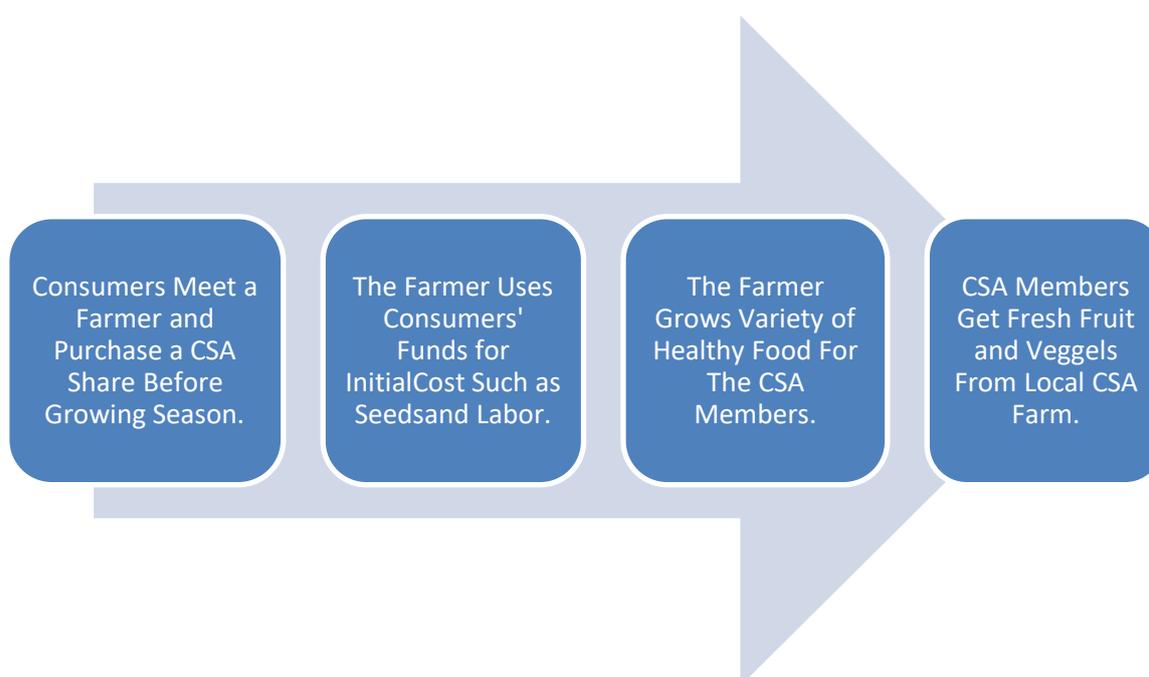
### 2. Social Media Group:

The structure of social media, which is rapid and interactive and allows to reach large masses, has been effective in the formation of cooperations on these platforms, and groups have emerged that bring consumers and sellers together on many different topics and offer shopping opportunities. As with many products, agricultural products can also be marketed through these established groups.

### 3. Community Supported Agriculture (CSA) Groups:

The concept of Community Supported Agriculture (CSA) emerged with the Japanese Teikei (partnership) movement in Japan in the 1960s by a group of housewives who were concerned about the use of pesticides in agriculture, the increase in food imports and the decrease in the population in agriculture.

#### HOW DOES IT WORK?





It is possible to list the benefits of community-supported agriculture groups in terms of farmers, local residents, the environment and society simply as follows.

- In terms of the farmers; Shares purchased before the production season provide capital to the farmer and secure his job. It provides resources to meet the necessary needs for the production season. The farmer focuses on production without worrying about whether he can sell his products. The entire responsibility of the bad season is not on the farmer but shares it with the members.
- For the local residents, TDT brings the community together and establishes a relationship between the farmer and the local people. People have the opportunity to try various products. Families can access healthy, fresh products in their locality without going far, without being exposed to harmful chemicals that can harm their health.
- In terms of the environment, the short transfer route results in less carbon emissions. Since there will be no pesticide use, which is one of the reasons for the emergence of TDT, water resources and the environment will not be polluted. Since sustainable agricultural methods will be used in production, the soil continues to feed people for many years.
- In terms of society, since the products produced by the small farmers in the locality are consumed by the local people, it allows the local economy to develop and serves to keep the money inside.

### **1.7.3. Benefits of Cooperation in Digital Marketing:**

Acting in cooperation provides several advantages to farmers. Some of these benefits are related to all types of collaborations, some of them are specific to specific cooperations. Briefly, different cooperations bring different benefits.

We can list below the main benefits of cooperation in digital marketing:

1. Giving Farmers the Opportunity to Take Place in the Digital Environment with their Products
2. Bargaining Power
3. Reducing Costs
4. To be Supported by Institutions and Organisations
5. Directing the Product and Production Method Demanded by the Consumer
6. Facilitating the Exchange of Information & the Development of Social Relationships
7. Presence of Customers Supporting Producers/Cooperatives in Consumption Preferences
8. Serving the Sustainability of Production
9. Increasing Product Visibility

## **1.8. Personal Cyber Security**

### **1.8.1. Introduction**

The amount of information produced in the era we live in has reached incredible proportions. In addition, rapidly developing technology affects the daily life, work life and educational life of individuals, and this situation forces individuals to change. In today's world where education, working style or commerce takes place online, the security of information has become even more important.

Especially the realisation of banking transactions or payment systems online makes both personal and corporate information security more important. Information security, as a type of asset, aims to prevent unauthorised access, use, modification, disclosure, destruction, replacement and damage to information.

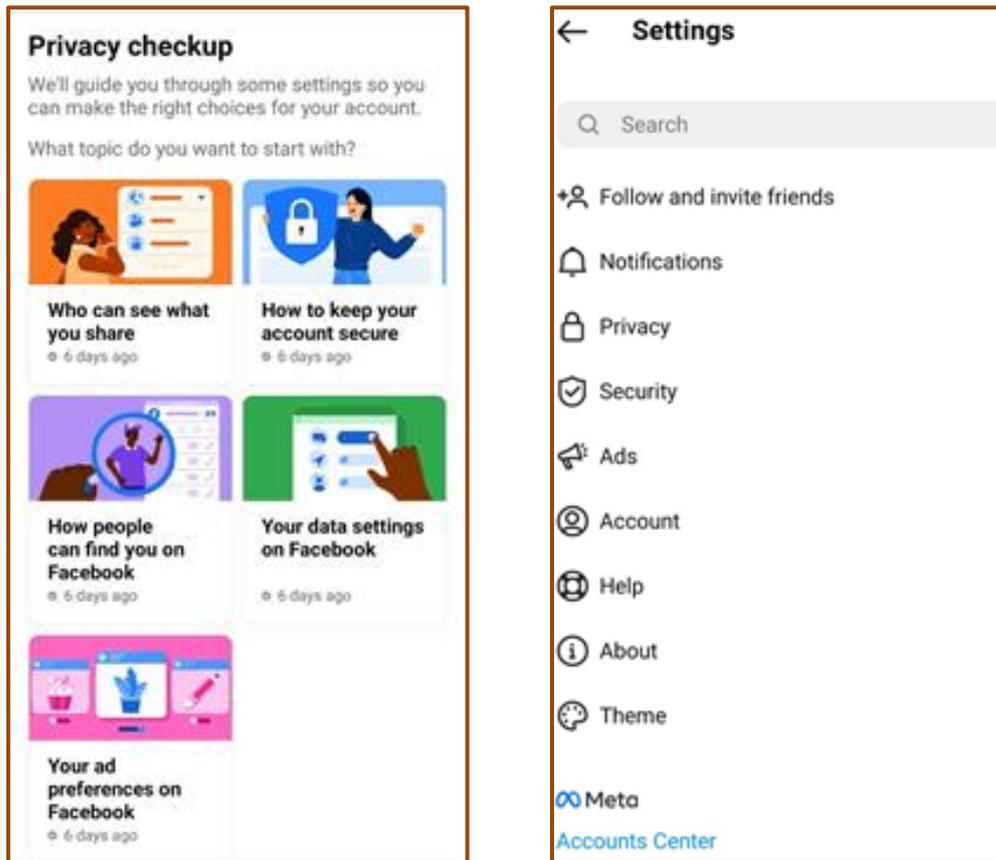
The process of protecting corporate or individual information with software prevents the sharing of important information with third parties. Personal problems may occur when credit card information or identity information is not protected. This also applies to companies or institutions.

The concept of information security consists of three basic elements. "Confidentiality" is defined as the situation that the information does not fall into the hands of unauthorised people, "Integrity" if the information is not changed by unauthorised people, and "Accessibility" when the information is accessible and usable when needed. Attention should be paid to social media security, network security, password security and malware in providing information security in an individual sense.

### **1.8.2. Social Media Security**

With its billions of users in social media networks, it is an important data source for malicious people. The most important rule to be aware of is never to share your identity information. You need to be careful when sharing the places, you go. If your address is known and you share that you are not at home on your social media account, you may encounter a nasty surprise when you get home. Carefully review requests from people you don't know. Also, be sure to check the privacy and security settings of the frequently used social media networks Facebook and Instagram.

## Facebook and Instagram privacy and security settings:



### 1.8.3. Wireless Security

Wireless networks have been used frequently in recent times as a fast way to connect to the internet. There are two ways for individuals to connect to the Internet via wireless networks. The first is to connect to the wireless network in their home or workplace, and the second is to provide access to the Internet through public networks.

Connecting to the internet through public and unsecured networks such as restaurants, cafes, hospitals, airports bring great risks. Cyber attackers can easily monitor Wi-Fi traffic. It is therefore recommended that you follow the precautions listed below:

1. Verify that the wireless connection belongs to the hotel you are staying at; the cafe you are staying at.
2. Avoid using sensitive websites such as banking.
3. Keep the Wi-Fi off when you don't need it.
4. A security software (antivirus) must be installed on your device.

#### **1.8.4.Password Security**

Banking services and e-government applications through information and communication technologies have enabled many transactions to be made over the internet. Although this provides great convenience in daily life, it has brought with it the obligation of individuals to keep a significant number of passwords in mind. Many people in this situation use the same passwords on many different web pages or use easy-to-remember passwords. This situation brings with it important gaps in terms of cyber security. Date of birth, names of relatives or passwords determined such as 123456 are passwords that can be easily guessed for cyber attackers. For this reason, the passwords to be created should consist of at least eight characters, and letters, numbers and special characters for these characters will make the password strong. In addition, care should be taken to use separate passwords for all accounts, and not to have personal information.

#### **1.8.5.Malicious Software-Malware**

The most important points in ensuring individual information security are risks, threats and vulnerabilities. Risk is the possibility that an action taken will have a harmful result. Vulnerabilities are shortcomings that a cyber-attacker can cause damage to software or information. Threats are hazards that can harm an individual by using an existing opening. In the context of the three concepts explained, situations that may pose a threat to the cyber security of individuals can be grouped under the headings of malware, spam & phishing identity theft.

To protect yourself from such attacks, do not open e-mails from people you do not know. If you think that the incoming e-mail is from a website you use frequently, be sure to check the content of the e-mail. You should consider that there may be a security problem in cases where you are asked for information such as spelling and grammatical errors, password or credit card numbers, or if you are asked to click on a different link. If you think you have been subjected to a phishing attack, you should contact the relevant institution and report the attack.

## 1.9. Privacy and Security in Digital Marketing

### 1.9.1. Introduction

Globally, we are going through a process where digital technologies affect every aspect of life. One of the negativities of this process is cyber-attacks. Cyber-attacks can cause unpredictable damage to any business, regardless of small or large business. It even has more disruptive effects for small businesses. Because small businesses have a hard time recovering after a cyber-attack.



The subject of "PRIVACY AND SECURITY IN DIGITAL MARKETING" becomes important for all kinds of entrepreneurs (social entrepreneurs, agricultural entrepreneurs, etc.) who try to expand their business using digital marketing methods. Even if it is not in their job description, every entrepreneur who does or wants to do digital marketing has to be careful about this issue. The vulnerability that will occur in digital marketing not only puts the data of the business at risk, but also endangers all customers and solution partners working with that business.

It can be thought that cyber security is not the responsibility of the entrepreneur, and the IT team should deal with it. But every start-up targeting a digital marketing is also responsible for protecting the privacy and data of the brand or company. For this reason, digital security and privacy fall under the responsibility of not only marketing staff but also managers.

### 1.9.2. Importance of Privacy and Security in Digital Marketing

"Digital security is defined as "Tools, security concepts, policies and measures, approaches, rules, risk management, trainings, actions, applications and technologies used to protect the assets of users and organisations in the digital environment". "Digitally, users and organisational assets, computing equipment, individuals, applications, infrastructures, digital services and communication systems constitute information transmitted and/or stored." Cybersecurity is also called the operation to protect virtual systems that are related to any threats, dangers and attacks that completely make these service networks passive or prevent them from functioning for their function. Digital marketing security means that all processes that develop between customers and the business are maintained safely in all digital marketing tools."

The basic personal information of the customers who make up the target audience of entrepreneurs are as follows:

Name, Address, Phone Number, E-mail Address, Social Security Number, Date of Birth, Driver's License Number, IP Address, Credit Card Numbers, Bank Account Numbers, Previous Visits.

### **Entrepreneurs/businesses; How does it provide digital privacy for customers, potential customers, and website visitors?**

The biggest danger facing brands and customers in the virtual world is how data is protected. Personal data that whets the appetite of data thieves can become vulnerable to attack in any situation. Especially after the 2000s, the understanding of the economic value of personal data belonging to customers brought up data piracy.

#### **How Data Breaches Occur?**

A data breach occurs when a cybercriminal infiltrates a data source and extracts confidential information. This can be done by accessing a computer or network to steal local files, or by bypassing network security remotely. While most data breaches are attributed to hacking or malware attacks, other methods of breach



include insider information leaks, payment card fraud, the loss or theft of a physical hard disk drive, and human error.

#### **1.9.3. Why is Security and Privacy Important in Digital Marketing?**

No business wants to look bad towards its customers and undermine their trust. Trust is an important concept for businesses. It should pay attention to the privacy and security of marketing techniques in order to inspire a sense of confidence in the target audience of businesses that use digital marketing techniques. Data hackers who want to misuse customers' personal data are targeting businesses they consider weak. At times, very large companies are in a difficult situation due to more vulnerabilities.

Any trace left on the Internet allows third parties to unwittingly access personal information, including credit card information, identification numbers, passwords, and even medical records. Personal data is stored with occasional information updates after membership in addition to the personal information (phone number, institution, location information) provided to become a member of some social media sites. After realising that the information collected for different purposes in enterprises can be used for a secondary purpose, it has given a different perspective to the field of marketing. With all this available in customer science and customer relations, different marketing strategies have become widespread depending on the type of targeting. These strategies, which divide customers into different situations and categories as a type of



targeting using data mining methods, allow appropriate content ads to be served through different channels.

#### **1.9.4. What Tools Create Security and Privacy Gaps in Digital Marketing?**

In the light of the information provided above, you have seen how important privacy and security concepts are to digital marketers. There are many techniques developed in digital marketing. What security and privacy vulnerabilities do these techniques create? The following information is a guide for entrepreneurs who want to protect their business from digital attacks.



As an entrepreneur, you should be careful if you use a classic website to market your products. Data hackers are carrying out more extensive attacks, especially on shopping websites. The biggest goal of hackers is to obtain customers' personal data in these attacks and sell them illegally. They can try anything to achieve this goal.

The following topics can create privacy and security vulnerabilities in digital marketing:

- Credit Card Security
- SSL Certificate
- 3D Secure
- Mail Order Credit Card Information Security
- Third Party Websites and Applications
- E-Mail Security
- Social Media
- Browser Cookies

## **2. SAFE DIGITAL MARKETING ROADMAP FOR AGRIPRENEURS**

How do you become a digital marketer? Which steps should you follow? How do you practise digital marketing activities with online safety and security? Is there a pathway for an agripreneur who wants to do safe digital marketing?

Rapid changes and developments in information and communication technologies are changing societies, labour market and commercial methods. The change in question has moved stores to virtual environments, allowing cargo to be transported quickly between cities and even countries. In this context, commercial transactions carried out face-to-face have also become possible online.

In order to be a part of this change, you should have information about e-commerce. With this chapter, it is aimed to draw a roadmap about safe e-commerce/safe digital marketing.

The activities carried out by a business or company to market or promote its products and services to consumers through various digital channels are called digital marketing also known as online marketing. Various channels such as websites, mobile applications, social media, search engines are used in digital marketing.

However, with the increase in digital channels, security dangers and threats in the digital world are also increasing. For this reason, it is very important for farmer entrepreneurs, who are the target audience of the project, to learn both digital marketing and how to protect themselves and their customers from threats and dangers in the digital world and to be able to do safe digital marketing.

In this roadmap, you will find what you will need for safe digital marketing:

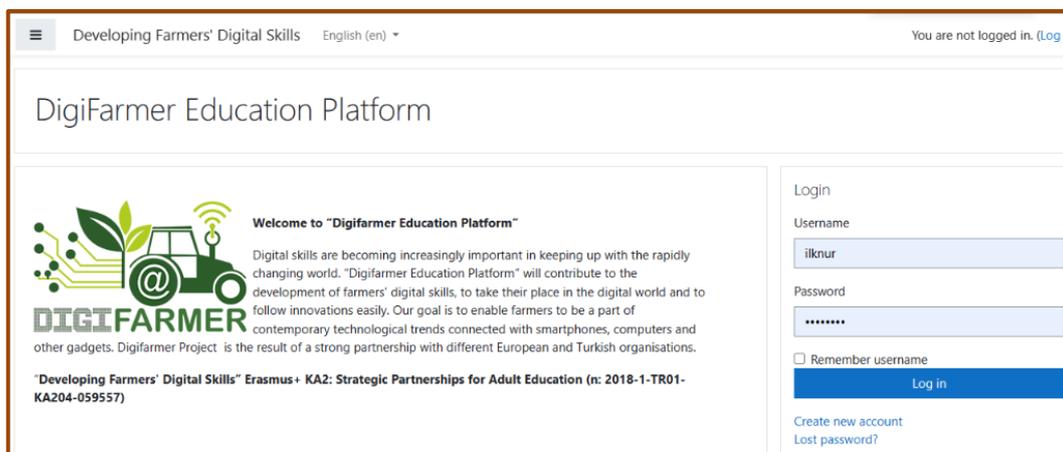
- Establish your foundational knowledge: Improve your skills in safe digital marketing: Join courses/trainings face to face, online or blended,
- Learn how to prepare the visuals and contents,
- Be aware of the threats and necessary precautions in digital safety and security,
- Find experienced entrepreneurs and/or good practices in digital marketing (Role models)
- Find out what Tips and tricks for Digital Marketing
- Research frequently asked questions in Digital Marketing.
- Investigate a Pathway for Safe Digital Marketing for an Agripreneur



## 2.1. Foundational Knowledge in Safe Digital Marketing

### 2.1.1. Trainings in Digital Marketing and Digital Safety

#### 1. Digifarmer - Farmers' Digital Skills Education Platform



Digital skills are becoming increasingly important in keeping up with the rapidly changing world. “Digifarmer Education Platform” will contribute to the development of farmers' digital skills, to take their place in the digital world and to follow innovations easily. Its goal is to enable farmers to be a part of contemporary technological trends connected with smartphones, computers and other gadgets. Digifarmer Project is the result of a strong partnership with different European and Turkish organisations.

**Website:** <https://moodle.digifarmer.net/>

#### 2. “Digiagrimark Safe Digital Marketing for Agripreneurs” Education Platform

The application of ICT in agriculture has positive implications for farmers in terms of access to market information and promotion of agricultural products. ICT helps smallholder farmers to find multiple buyers.

With the "Safe Digital Marketing for Agripreneurs" project it is aimed to increase the knowledge levels of the participants in the field of digital marketing and digital security and to develop safe digital marketing skills of entrepreneurs.

**Website:** <https://digiagrimark.net/>

### DigiAgriMark Education Platform



Rapid changes and developments in information & communication technologies are changing societies, labour markets and business methods. The change has moved stores to virtual environments, allowing cargo to be transported quickly between cities and even countries. In this context, commercial transactions carried out face-to-face have also become possible online. In order to be a part of this change, you need to have knowledge and skills about secure digital /online marketing.

In this direction, the project "Safe Digital Marketing for Agripreneurs" has been prepared and aims to contribute to the economic and environmental sustainability of the agricultural sector and thus to digitalisation in agriculture by improving the digital marketing skills of farmers/agricultural entrepreneurs with digital safety and security.

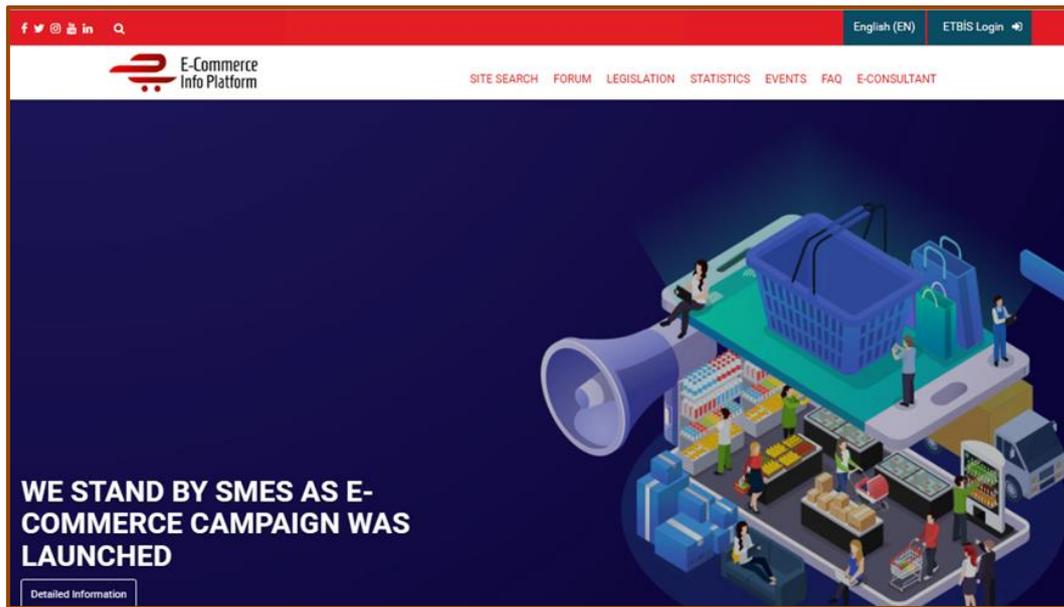
With this course, it is targeted to increase the knowledge and skill levels of the participants in the field of digital marketing and digital security and to develop safe digital marketing skills.

**"Safe Digital Marketing for Agripreneurs" Erasmus+ KA2: Strategic Partnerships for Adult Education (n: 2020-1-TR01-KA204-094469)**

#### Available courses

Digiagrimark\_EN

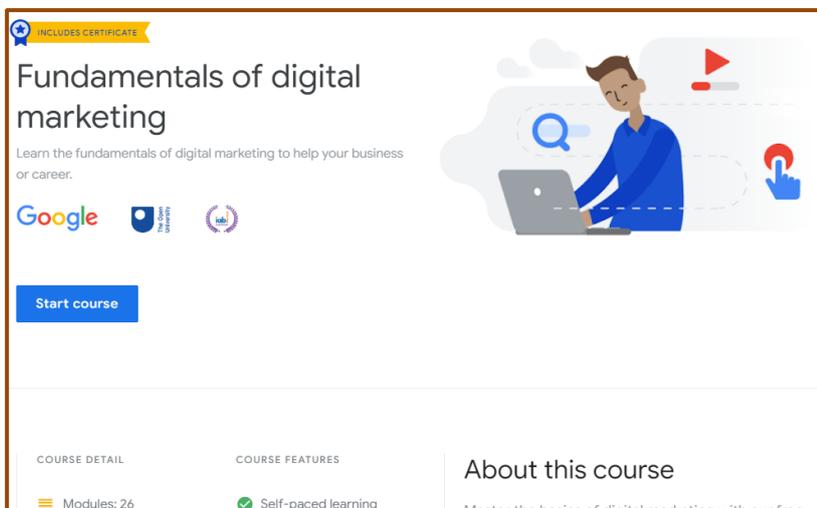
### 3. E-Commerce Info and Education Platform



E-Commerce Info Platform includes E-Commerce Academy, and it covers the trainings given by the Ministry of Commerce of the Republic of Turkey. The original website is in Turkish, but readers can benefit from the website in English version or by translating each page into the language of their choice.

**Website:** <https://www.eticaret.gov.tr/>  
<https://www.eticaret.gov.tr/cevrimiciegitim/tum-egitimler>

### 4. Fundamentals of Digital Marketing (Google)



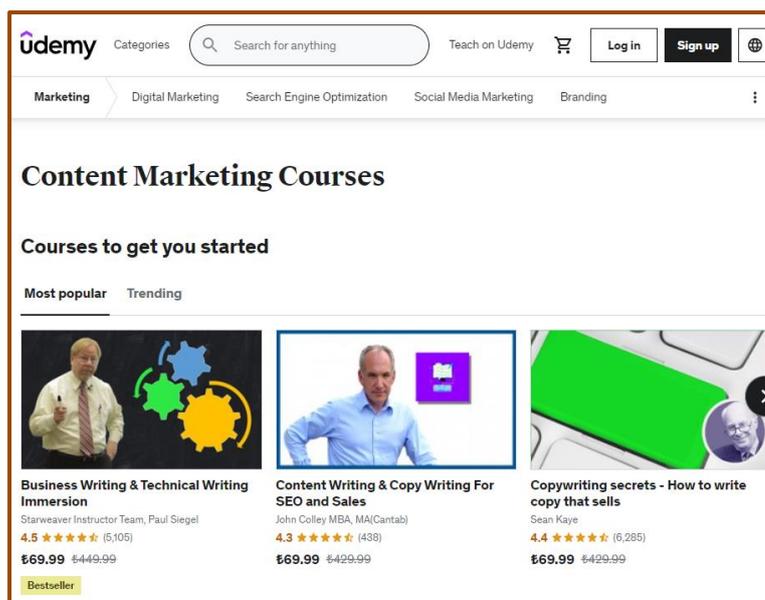
“Fundamentals of the Digital Marketing” course is one of the courses developed by Google and placed in the “Google Digital Garage”. This course gives the basics of digital marketing. There are 26 modules to explore, all created by Google trainers, packed full of practical exercises and real-world examples to help you turn knowledge into action.

Over 26 modules, it explores the basics of digital marketing, ranging from content to finding success with basic analytics. Getting a certificate shows employers that you have a clear understanding of the core concepts of digital marketing. You can also add the qualification to your CV, and easily upload it to your LinkedIn profile.

**Website:** <https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing>

## 5. Udemy- Content Marketing Courses

Entrepreneurs have an opportunity to select and participate various online courses in content marketing such as “Writing Tools and hacks: Copywriting/ Blogging/ Content Writing”, “Blogging for a Living”, “Content Marketing: Business Growth w/Content Marketing”, “Ultimate Guide to YouTube Channel & YouTube Masterclass”, “The content Writing Course”, “Copywriting” etc.



**Website:**

[https://www.udemy.com/courses/marketing/content-marketing/?persist\\_locale=&locale=en\\_US](https://www.udemy.com/courses/marketing/content-marketing/?persist_locale=&locale=en_US)

## 6. ACP Digital Marketing & Communications Course



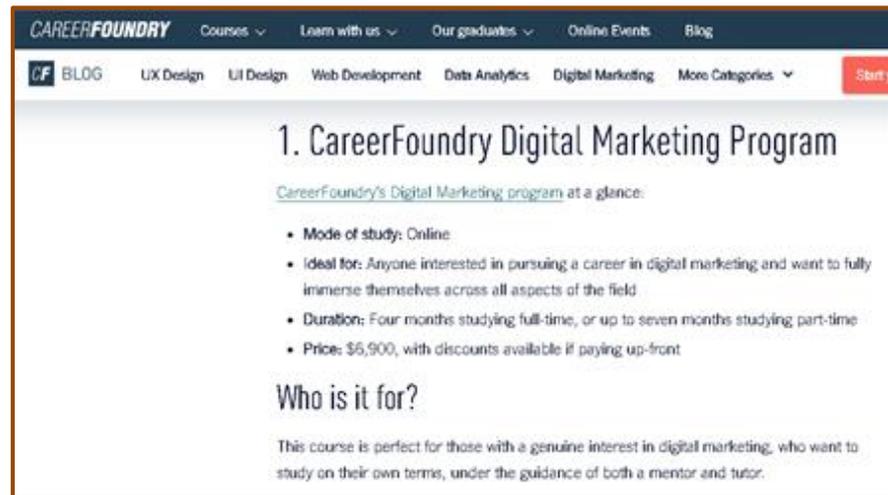
As digital marketing rapidly evolves to be the central pan of marketing in today's global environment, understanding and leveraging this powerful tool is essential for all marketing professionals and businesspeople. Gain a comprehensive examination of tactics and strategies across social media, mobile marketing, online analytics, and search engine marketing aimed at achieving business goals such as acquiring, converting, and retaining online customers.

**Website:** <https://ip.ce.uci.edu/programs/certificate-internship-programs/accelerated-certificate-programs-acps/acp-digital-marketing-communications/>



## 7. CareerFoundry Digital Marketing Program

The CareerFoundry Digital Marketing course teaches you all the fundamental skills, tools and processes required to become a digital marketing expert. Working with an industry expert mentor and tutor, you'll build projects that you can use in your digital marketing portfolio, preparing you for a career change into the field. CareerFoundry is so confident in their approach and curriculum that they also offer a Job Guarantee: land a job in your desired field within 180 days of graduating from your program, or your money back.



**Website:** <https://careerfoundry.com/en/blog/digital-marketing/online-digital-marketing-courses/#careerfoundry>

## 8. LinkedIn's Digital Marketing Course



This foundation course offers a collection of bite-size video tutorials, each about two hours long. Each course on the program introduces a new digital marketing topic. Starting with the basic framework and concepts, you'll go on to learn about the foundations of search engine optimization (SEO), Google Ads, content and social media marketing, and more. As a high-level introduction, don't expect to come away with in-depth knowledge. But this course offers an excellent overview. It'll also provide enough insight to help you figure out which areas might interest you, helping you decide what to expand on if you choose to take things further.

**Website:** [https://www.linkedin.com/learning/digital-marketing-foundations-15054577?trk=course\\_title&upsellOrderOrigin=default\\_guest\\_learning](https://www.linkedin.com/learning/digital-marketing-foundations-15054577?trk=course_title&upsellOrderOrigin=default_guest_learning)

## 9. Copyblogger's Digital Marketing Course

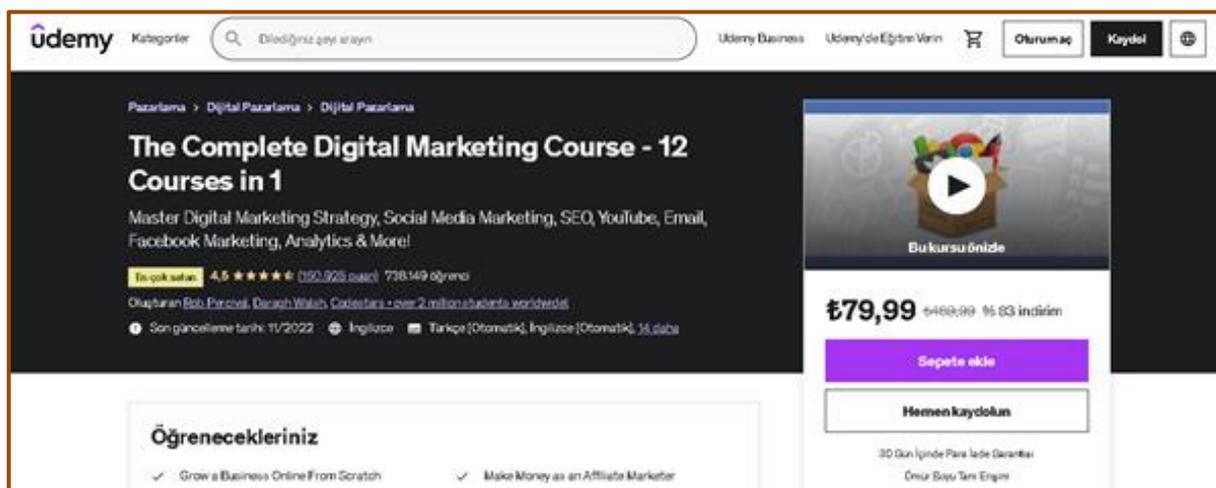
Copyblogger is part blog, part training resource, part newsletter. While Copyblogger isn't a course in the traditional sense, it's hugely popular in content marketing circles. Another reason it's on our list is that digital marketing trends evolve so quickly. While a formal course can teach you the fundamentals, the



specifics go out of date fast. With new tools, fads, and thinking always emerging, digital marketing professionals need to keep up with these trends via a site like Copyblogger, or similar.

**Website:** <https://copyblogger.com/>

## 10. Udeemy's Digital Marketing Course

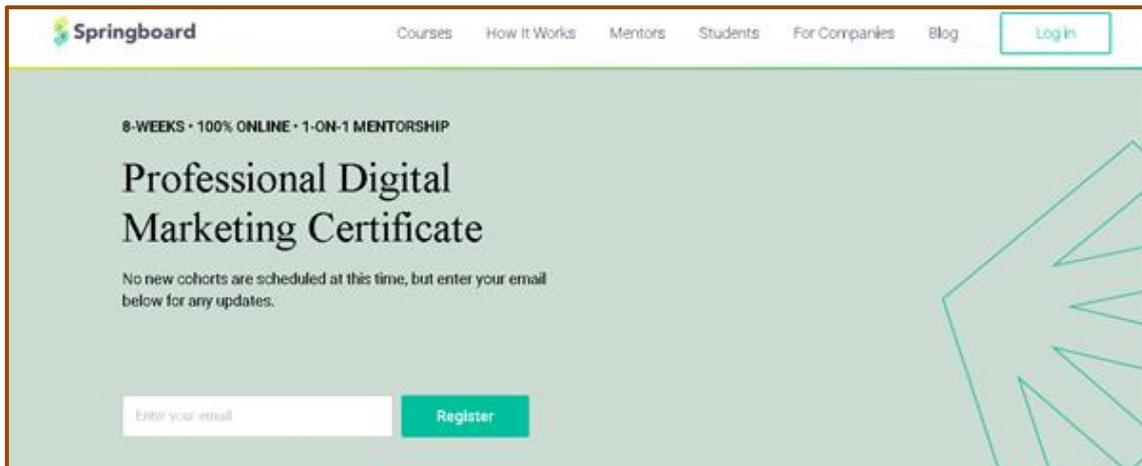


Udeemy combines videos, quizzes, sample projects, and checklists, the program gradually builds your skills. The 12 courses cover the full digital marketing lifecycle, from market research to building a website in WordPress. Rather than simply explaining the range of digital marketing techniques, it also aims to give you the practical experience of applying them.

**Website:** <https://www.udemy.com/course/learn-digital-marketing-course/>



## 11. Springboard's Digital Marketing Course

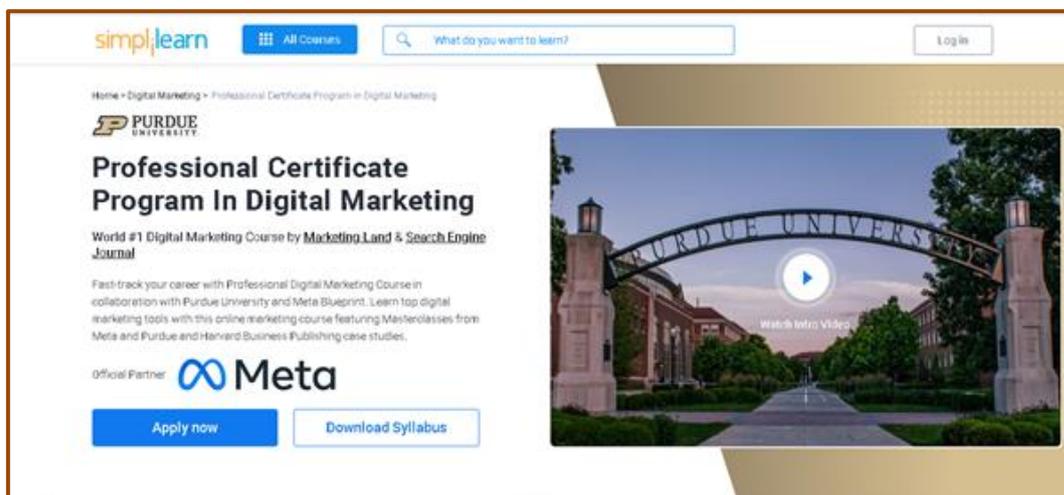


An option on the higher-end of the digital marketing course scale, Springboard offers a mentored, community-driven, full-stack digital marketing certification. This takes things up a notch from the standard video tutorial approach. Despite being online, you'll have regular video calls with a mentor (an industry professional) as well as access to a peer network for support. While you'll learn the so-called 'full stack' of digital marketing skills (from SEO to social) you'll hone your skills through real-world projects, rather than relying solely on video tutorials.

Springboard also focuses on career readiness. You'll build a marketing portfolio, and a career coach will prepare you for interviews, reviewing your resume. You'll also have access to a professional network to help you secure your first digital marketing job.

**Website:** <https://www.springboard.com/courses/digital-marketing-professional-certificate/>

## 12. Simplilearn's Digital Marketing Course



Fast-track your career with Professional Digital Marketing Course in collaboration with Purdue University & Meta Blueprint. Learn top digital marketing tools with this online marketing course featuring Masterclasses from Meta and Purdue and Harvard Business Publishing case studies.

**Website:** <https://www.simplilearn.com/pgp-digital-marketing-certification-program>

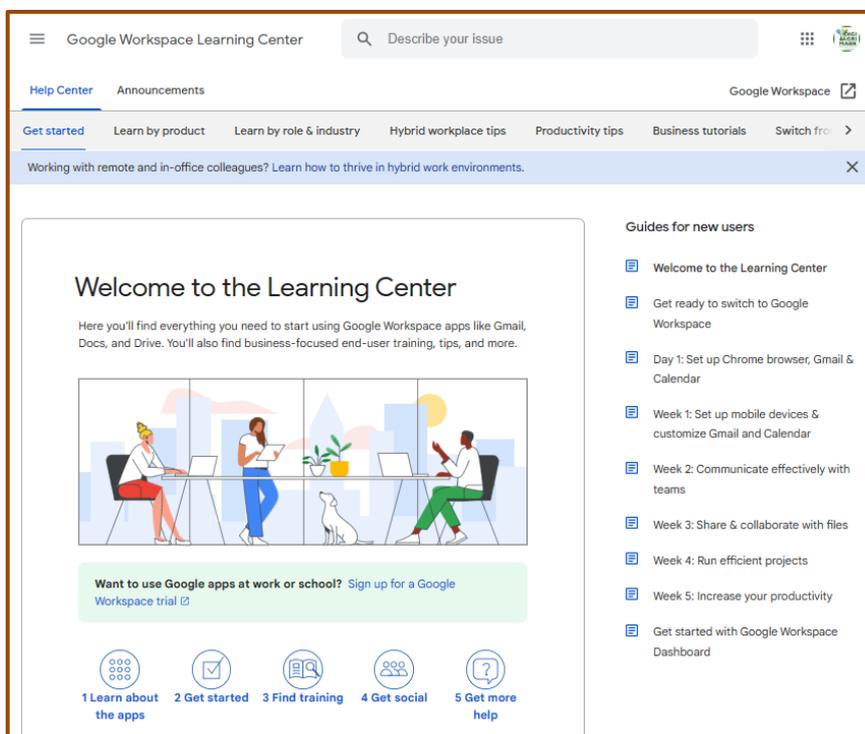
### 13. Promote and grow your business with Wix - Free Wix Courses

Learn the fundamentals to promote your business and manage your website, all from your Wix Dashboard. In this course, you'll discover how to drive more traffic, convert more leads and make the most out of the management tools and features you have built into your website. Get an introduction to marketing, analytics, payments, customer relationship management, business tools and more, and take the first steps towards bringing your online business where you want it to be.



**Website:** <https://www.wix.com/learn/courses/digital-marketing/promote-and-grow-your-business-with-wix>

### 14. Google Workspace Learning Center



Google Workspace is Google's productivity offering. It includes business versions of apps such as Gmail, Docs, and Drive. These apps help you work from anywhere on any device. You can find and open your services and apps on the Google Workspace Dashboard.

**Websites:**

[https://support.google.com/a/users/answer/9389764?hl=en&ref\\_topic=9296556&sjid=598189248435868420-EU](https://support.google.com/a/users/answer/9389764?hl=en&ref_topic=9296556&sjid=598189248435868420-EU)

<https://workspace.google.com/dashboard>

## 15. Facebook Marketing & Advertising

The screenshot shows the SkillUp website interface. At the top, there is a search bar with the text "What do you want to learn today?". Below the search bar, the course title "Facebook Marketing & Advertising" is prominently displayed. Underneath the title, it says "Free Facebook Marketing and Advertising Training Course". The course has a rating of 4.6 stars and 25409 learners enrolled. A brief description follows: "The free Facebook marketing course is one of the best for learning Facebook Ads for beginners. By the end of this course, you will learn how to establish an online presence, create engaging posts, build a growing Facebook community, and manage social media accounts efficiently. Become a skilled Facebook marketer who knows how to make the most out of both paid and organic Facebook efforts." To the right of the text is a video player with a "Watch Intro Video" button. Below the video player, it says "FREE" and "Start Learning".

A free Facebook marketing course, one of the best for learning Facebook Ads for beginners. By the end of this course, you will learn how to establish an online presence, create engaging posts, build a growing Facebook community, and manage social media accounts efficiently. Become a skilled Facebook marketer who knows how to make the most out of both paid & organic Facebook efforts.

**Website:** <https://www.simplilearn.com/free-facebook-marketing-and-advertising-training-course-skillup>

## 16. E-Learning on Digital Agriculture

The screenshot shows the Open Learning Campus website interface. The course title "e-Learning on Digital Agriculture" is prominently displayed. Below the title, there is a detailed description: "Agriculture is no exception to digital revolution, going beyond a simple adoption of Information and Communication Technologies (ICTs). According to ICRISAT, digital agriculture is defined as "ICT and data ecosystems to support the development and delivery of timely, targeted information and services to make farming profitable and sustainable while delivering safe nutritious and affordable food for all." To the right of the text is a collage of images related to digital agriculture, including a person using a laptop, a tractor, and a field. Below the text and images, there are three icons representing course details: "5 weeks" (2-3 hours per week), "Self-paced" (Progress at your own speed), and "Free" (Optional upgrade available).

Digital Agricultural Technologies (DATs) are innovations that enable farmers and agribusiness entrepreneurs to increase their productivity, efficiency, and competitiveness, facilitate access to markets, improve nutritional outcomes and enhance resilience to climate change. These technologies range from mobile apps to digital identities for farmers to solar applications for agriculture to portable agriculture devices. DATs are increasingly becoming indispensable in the global food and agriculture sector, from fast and convenient information delivery to providing virtual marketplaces.

**Website:** <https://www.edx.org/course/e-learning-on-digital-agriculture>

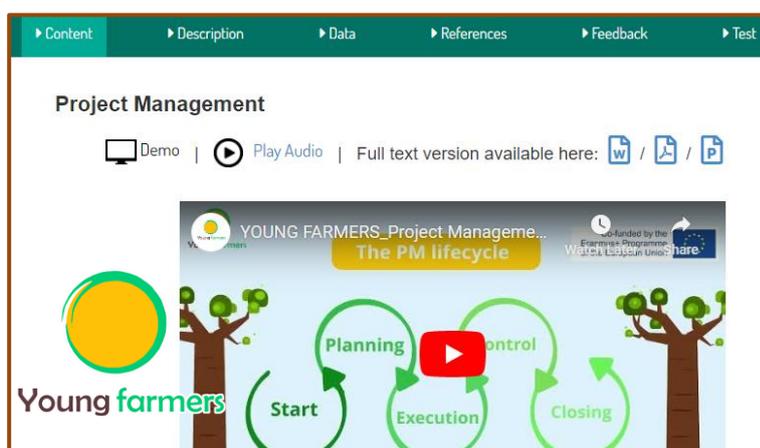
## 17. Sustainable Agricultural Land Management



Coursera is an online learning platform where universities and organisations offer courses, certificates and degrees online. In this case, the University of Florida offers the online free course Sustainable Agricultural Land Management. During the 8 weeks-course, students will be covering an Introduction to Sustainable Agricultural Land Management, great management practices, water quality issues and regulation, nutrient management.

**Website:** <https://www.coursera.org/learn/sustainable-agriculture>

## 18. Project Management for Young Farmers



Young Farmers is a company that offers many courses for the acquisition of digital knowledge and competences, due to the reason: “low digital skills combined with the missing integration of Digital tools, are two factors that inhibit the competitiveness of young farmers' business and the exploitation of missing opportunities.” The main objective of their course Project Management is to increase and enhance learners' understanding of the concepts and techniques employed in modern planning & implementation of agricultural businesses. At the end of the course, participants should be able to:

At the end of the course, participants should be able to:

- identify appropriate agribusiness for formulation;
- design feasible and viable projects/business;
- propose innovative projects in agriculture field;
- schedule project activities, (sequentially), for effective implementation;
- use project resources effectively and efficiently.

**Website:** [https://www.young-farmers.eu/ficha.php?id\\_ficha=5](https://www.young-farmers.eu/ficha.php?id_ficha=5)

## 19. Digital Marketing and Communication in Agriculture

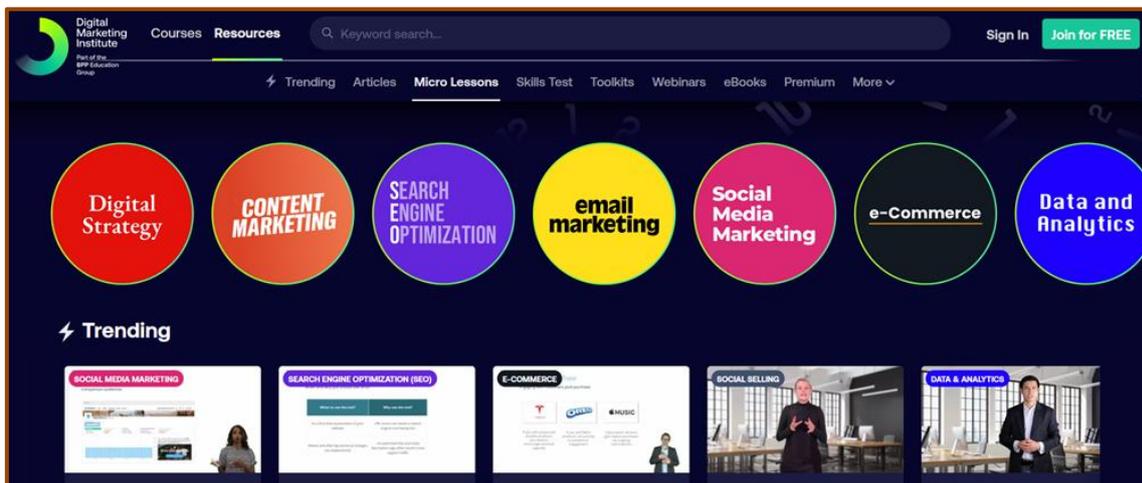


This online free course is also offered by **Young farmers**, and it aim is to help targets in:

- Get a deeper understanding of the agricultural and food sectors and their marketing,
- Familiarise with new skills related to agricultural marketing so as to improve the online visibility and competitiveness of your business,
- Acquire new knowledge and practical competences in marketing .

**Website:** [https://www.young-farmers.eu/ficha.php?id\\_ficha=6](https://www.young-farmers.eu/ficha.php?id_ficha=6)

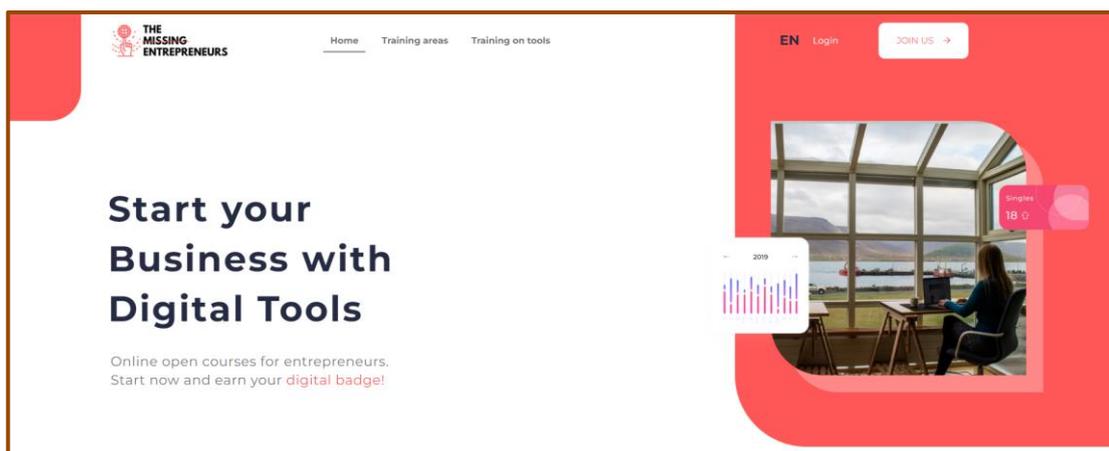
## 20. Digital Marketing Institute: Free Online Marketing Courses



Digital Marketing Institute is the world’s leading provider in Digital Marketing Courses, the website is a resource hub that provides free and paid educational content on a wide range of digital marketing topics. On the Free Online Marketing Courses page, you can access a variety of resources, including webinars, e-books, reports, and whitepapers, that cover different aspects of digital marketing, such as social media marketing, content marketing, email marketing, and digital strategy. Some of the resources are free, while others require payment or registration. Overall, this page is a valuable resource for anyone looking to stay up to date with the latest trends and best practices in digital marketing.

**Website:** <https://digitalmarketinginstitute.com/resources/lessons>

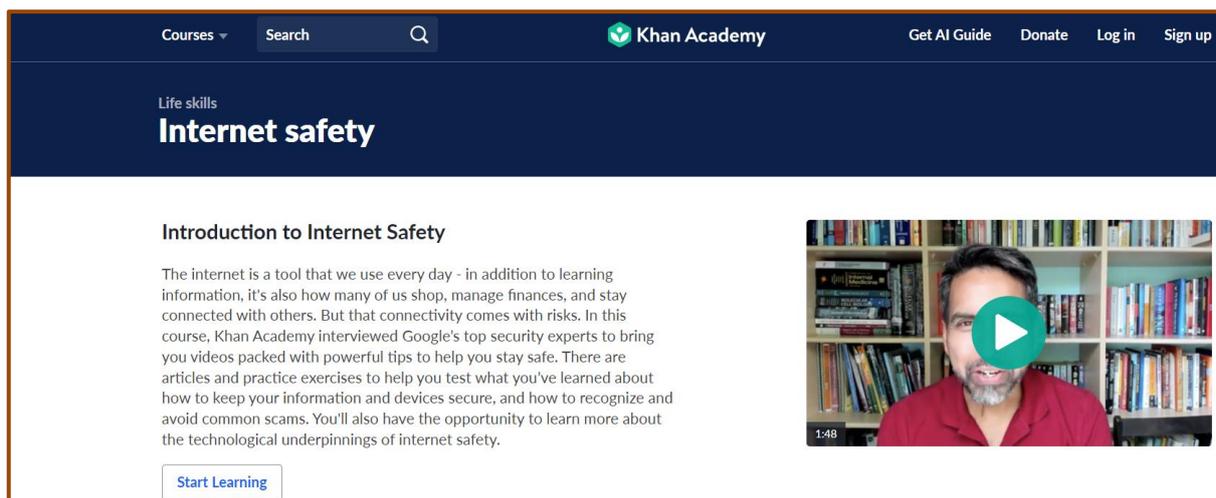
## 21. The Missing Entrepreneurs e-learning platform



This learning platform, created within the scope of the Erasmus+ project The Missing Entrepreneurs, provides an extensive database of online training courses that leverages all available e-learning resources on entrepreneurship and digital skills. Practical training modules and “training pills” on digital tools available for digital entrepreneurship and digital transformation of businesses.

**Website:** <https://training.themissingentrepreneurs.eu/>

## 22. Introduction to Internet Safety

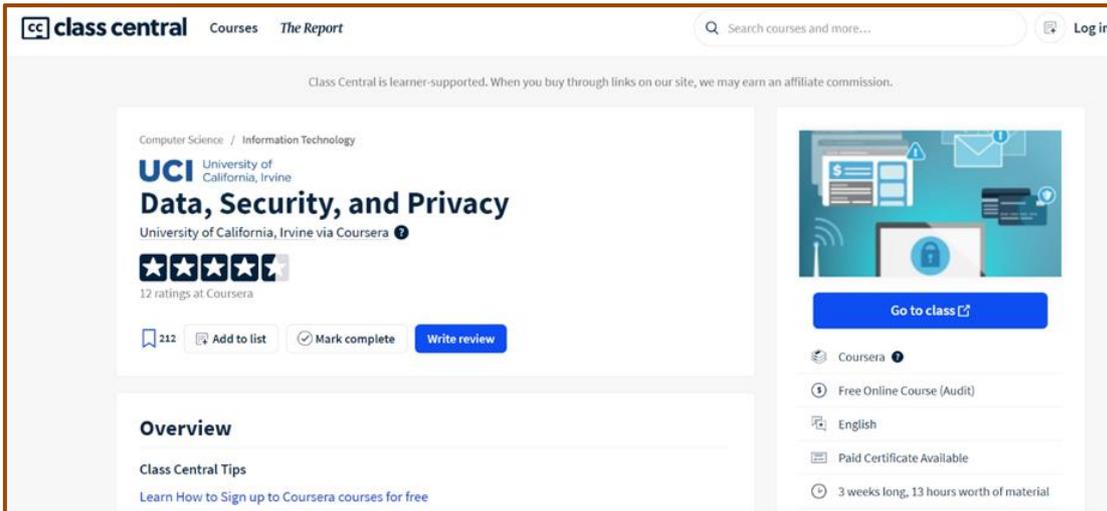


The internet is a tool that we use every day - in addition to learning information, it's also how many of us shop, manage finances, and stay connected with others. But that connectivity comes with risks. In this course, Khan Academy interviewed Google’s top security experts to bring you videos packed with powerful tips to help you stay safe. There are articles and practice exercises to help you test what you’ve learned about how to keep your information and devices secure, and how to recognize and avoid common scams. You'll also have the opportunity to learn more about the technological underpinnings of internet safety.

**Website:** <https://www.khanacademy.org/college-careers-more/internet-safety>



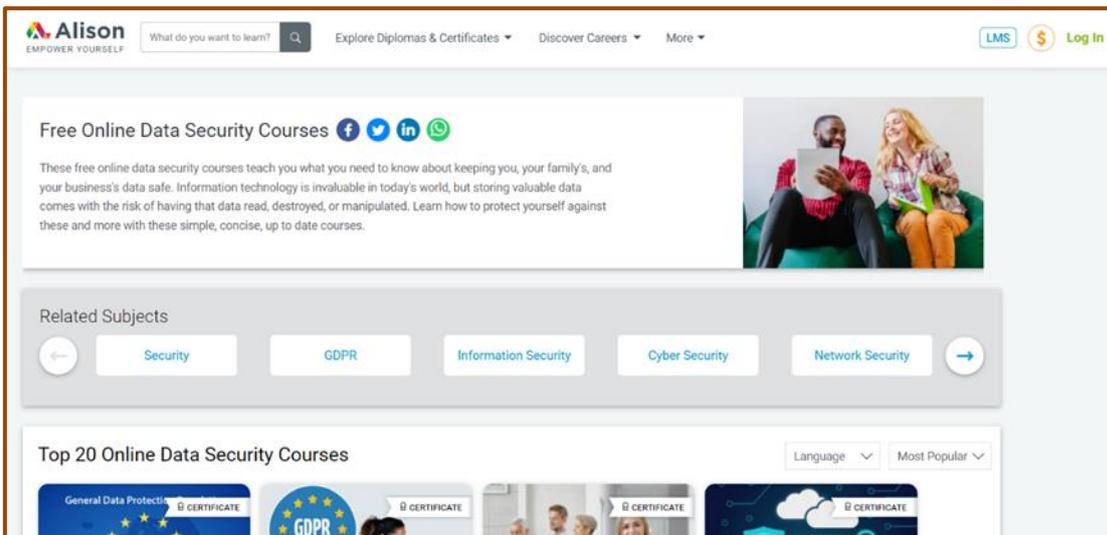
### 23. University of California, Irvine Data, Security, and Privacy



This course provides hands-on experience with technology-based productivity tools, as well as foundational knowledge and understanding of system design and development. The course is designed to integrate concepts of hardware, software, and the Internet. This course also provides an overview of data security, data privacy, and ways to increase productivity and efficiency. Students will also investigate technology career paths and some of the various certifications available in the industry.

**Website:** <https://www.classcentral.com/course/data-security-privacy-53007>

### 24. Free Online Data Security Courses



These free online data security courses teach you what you need to know about keeping you, your family's, and your business's data safe. Information technology is invaluable in today's world, but storing valuable data comes with the risk of having that data read, destroyed, or manipulated. Learn how to protect yourself against these and more with these simple, concise, up to date courses.

**Website:** <https://alison.com/tag/data-security>

## 2.1.2. Digital Sources or Tools in Digital Marketing and Digital Safety

### 1. Best Content Marketing Tools

Search Engine Journal | Latest | SEO | Paid Media | Content | Social | Digital | Ebooks | Webinars | More

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## 20 Best Content Marketing Tools

Improve your content with the 20 best Content Marketing tools. Write better, reach more users, and drive better results with content.

VIP CONTRIBUTOR  
**Jessica Foster**  
March 15, 2023 · 18 min read

314 SHARES 12K READS

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Email Address\*

Topic(s) of Interest\*

SEO  Paid Media  
 Content  Social

What’s in your content marketing toolbox?

Today’s consumers are thirsty for great content. But crafting compelling content and pushing it out to the right platforms is often easier said than done. Content marketing is many jobs rolled into one; let’s admit it, we could all use a little help!

This is where content marketing tools come in.

**Website:** <https://www.searchenginejournal.com/content-marketing-tools/478013/#close>

### 2. Smart Agriculture – Agriculture 4.0

**ENGINEERING** THE DIGITAL TRANSFORMATION COMPANY

INSIGHTS & NEWS WHAT WE DO WHO WE ARE WORK WITH US

White Paper

## Smart Agriculture

We digitalize the entire agricultural supply chain, from the field to production, up to management of national and international funds.

**Smart Agriculture, Agriculture 4.0: the Digital**

The website is owned by Engineering Ingegneria Informatica S.p.A., which is an Italian company that provides digital transformation and technology services. The website features a white paper titled: “Smart Agriculture: digitization for sustainable agriculture”, which explores the potential benefits of digitization in the agriculture industry and the technologies that can support it. The white paper discusses various aspects of smart agriculture, such as precision agriculture, data-driven farming, and smart irrigation. Additionally, Smart Agriculture offers other white papers and resources on topics such as Industry 4.0, smart cities, and digital transformation. The site aims to showcase Engineering Ingegneria Informatica S.p.A.’s expertise in digital transformation and technology services, specifically in the context of agriculture industry.

**Website:** <https://www.eng.it/en/white-papers/smart-agriculture>



### 3. Digital AgriHub

The Digital AgriHub is an initiative launched by the Italian Ministry of Agriculture, Food and Forestry Policies in 2020 to promote digital transformation in the agriculture sector. The aim of the hub is to provide farmers with the tools and skills they need to take advantage of digital technologies and improve their competitiveness. The Digital AgriHub offers a range of resources and services, including:



- Online courses and webinars on digital technologies and marketing strategies for agriculture,
- Access to digital tools and platforms for precision agriculture, monitoring crop health, and managing farm operations,
- Support for farmers & agribusinesses to develop & implement digital transformation plans,
- Networking opportunities to connect with other farmers, experts, and service providers in the agriculture sector.

**Website:** <https://digitalagrihub.org>

### 4. Agricultural Business Digital Marketing Planner



The Agricultural Business Digital Marketing Planner is a resource for farmers prepared by The University of Vermont Extension to help Vermont farmers use digital marketing to improve their businesses. UVM Extension Agricultural Business engages with farm, forest and maple enterprises using planning and educational resources to promote a strong agricultural economy.

**Websites of the videos:**

**Part 1:** <https://www.youtube.com/watch?v=SBlykYEFspE>

**Part 2:** [https://www.youtube.com/watch?v=\\_zS5YzozSB4](https://www.youtube.com/watch?v=_zS5YzozSB4)

**Part 3:** [https://www.youtube.com/watch?v=\\_1ZTcFegH5WU](https://www.youtube.com/watch?v=_1ZTcFegH5WU)

**Part 4:** [https://www.youtube.com/watch?v=\\_YCbKm\\_CTAbw](https://www.youtube.com/watch?v=_YCbKm_CTAbw)

## 5. Gmail Training and Help (Google)

Gmail is a powerful hub for work, where messages, tasks, and teams come together. Here's how to choose the right communication channel for any task, all from within Gmail.



**Website:**

<https://support.google.com/a/users/answer/9259748?hl=en>

## 6. Best Social Media Marketing Tools



The screenshot shows the SocialChamp website. The top navigation bar includes 'SOCIALCHAMP', 'Why Social Champ', 'Product', 'Resources', and 'Pricing'. A sidebar on the left contains social media icons for Twitter, Facebook, and LinkedIn. The main content area lists 34 social media marketing tools, starting with Social Champ, Buffer, Hootsuite, Social Status, eClincher, SocialPilot, Visme, SociAlert, CoSchedule, Sprout Social, Sendible, Statusbrew, Tailwind, Post Planner, MeetEdgar, PromoRepublic, Friends+me, Postfity, Loomly, SocialOomph, and Agorapulse. A featured article titled '34 Best Social Media Marketing Tools in 2023!' is displayed, with a date of November 16, 2022, and tags for Blog, Marketing, and Social.

With the world being so fast and hip-happening, social media takes a toll on everybody, and so humans have started to opt for social media marketing tools to ease their lives! Businesses have started to take their product online because they know their potential buyer has changed their buying medium. The social media platforms are new homes to conducting business, creating consumer bases, and advertising products. Social media marketing apps help in scheduling your posts on different mediums. Not just that, they help you analyse where you can get the best traffic from. And which post got the best response from the audience.

**Website:** [https://www.socialchamp.io/blog/social-media-marketing-tools/?kw=&gclid=CjwKCAjwx\\_eiBhBGEiwA15gLN2HIHvPR7RnkQdBy9\\_2XBAURK02Fza1Y9p05W8mG3tpDMfbNayggwhoClpEQAvD\\_BwE](https://www.socialchamp.io/blog/social-media-marketing-tools/?kw=&gclid=CjwKCAjwx_eiBhBGEiwA15gLN2HIHvPR7RnkQdBy9_2XBAURK02Fza1Y9p05W8mG3tpDMfbNayggwhoClpEQAvD_BwE)

## 7. The 14 Best Content Tools (+ the 4 Best for SEO) in 2023



The digital marketing tools on this list will cover several different categories—publishing, promotion, measurement, optimization, and productivity—so if you end up using all or most of these tools, you’ll end up with a full content marketing-tech stack! It’s important to figure out which content marketing tools are the best content marketing tools that will give modern-day marketers the results they’re looking for. CMS platforms to SEO Chrome extensions help you optimize your copy, pretty much every part of the content marketing process.

**Website: [The 14 Best Content Tools \(+ the 4 Best for SEO\) in 2023 - Growth Marketing Pro](#)**

## 8. The 19 Best Content Writing Tools [2023]

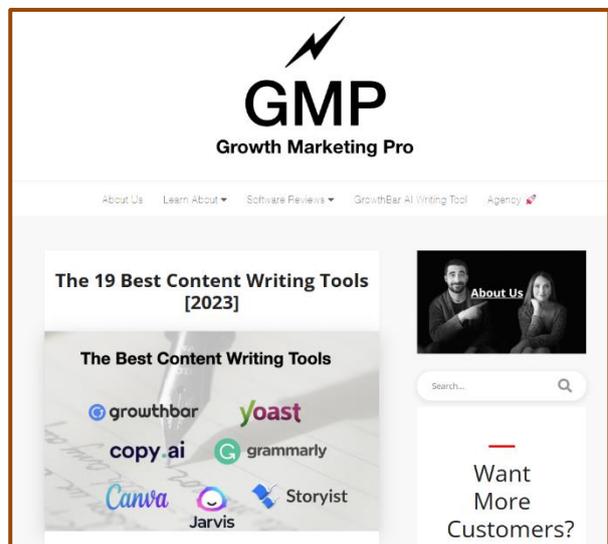
Content is everywhere. It’s pretty much the foundation of the internet. Luckily for creators, there are tools that can help speed the content writing process up — which is a good thing, because no one likes writer’s block.

Content writing can help with a social media presence, SEO, company branding, and even lead generation.

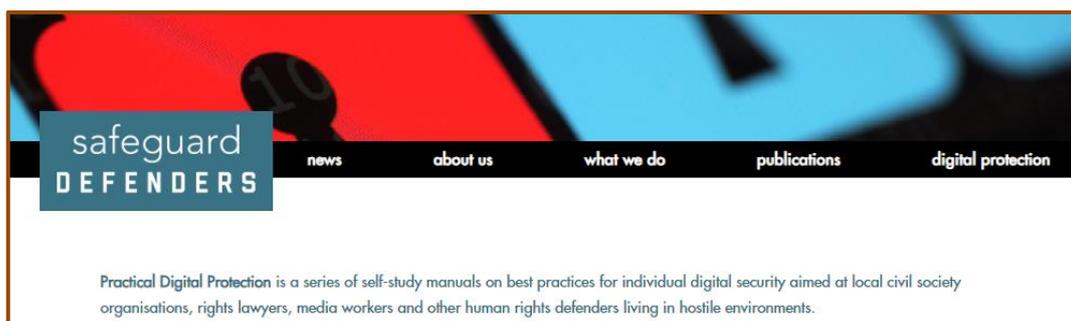
There are hundreds of content writing tools. In “Growth Marketing Pro”, they are narrowed to nineteen as the best content writing tools.

**Website:**

**<https://www.growthmarketingpro.com/best-content-writing-tools/>**



## 9. Practical Digital Protection



Practical Digital Protection is a series of self-study manuals on best practices for individual digital security aimed at local civil society organisations, rights lawyers, media workers and other human rights defenders living in hostile environments. It is designed to assist those who are at greater risk of being subjected to prolonged interrogations, torture and confiscation of electronic equipment. The series is unique in that it is not a general guide but is customised to meet local needs. It is also more practical, focusing on safe behaviours rather than technological fixes.

**Website:** <https://safeguarddefenders.com/en/digital-protection>

## 10. Cyber Security Tools



Protecting our IT environment is very critical. Every organization needs to take cybersecurity very seriously. There are numbers of hacking attacks which affecting businesses of all sizes. Hackers, malware, viruses are some of the real security threats in the virtual world. It is essential that every company is aware of the dangerous security attacks, and it is necessary to keep themselves secure. There are many different aspects of the cyber defence may need to be considered. Here are six essential tools and services that every organization needs to consider ensuring their cybersecurity is as strong as possible. They are described in the Java T Point's website:

**Website:** <https://www.javatpoint.com/cyber-security-tools>



## **2.2. Product Visualisation**

Visualisation plays a crucial role in digital marketing as it has the power to captivate and engage audiences in a way that words alone cannot. In today's rapidly changing digital environment, it is crucial to capture the attention of the target audience. Visual content such as images, videos or infographics can quickly draw attention and encourage users to engage with your marketing message. Visual elements such as logos and images help to create a special brand identity.

Some concepts or messages can be difficult to explain using text alone. Visualisations such as charts, graphs or diagrams can simplify complex information and make it easier for users to understand and retain. Visuals have a strong potential to build awareness and create a connection with the audience. You can increase brand loyalty and increase promotions and conversions by utilising visuals and design elements that engage your target audience. Visuals are an excellent tool for storytelling. By combining images, videos and other visual elements, you can effectively communicate narratives that capture your audience's attention, creating a memorable and effective marketing experience.

Photography is a widely used visual tool in digital marketing. High-quality, compelling visuals can instantly capture attention, convey emotion, and showcase products or services in a visually appealing way. Infographics combine visual elements with concise and informative content to present complex information in an easily digestible format. They use icons, charts, graphs and illustrations to visually represent data, statistics, processes or comparisons. Infographics are highly shareable, making them effective for social media marketing. They attract attention, increase engagement and facilitate comprehension, allowing users to absorb information quickly and effectively. Storytelling is a powerful technique to connect with your audience on an emotional level. By incorporating visual elements such as images or videos into your storytelling, you can enhance the narrative and make it more engaging.

Consistent use of visual elements across various digital marketing channels helps to strengthen brand awareness and build a strong brand presence. Incorporating visually appealing and relevant content into your digital marketing strategy can greatly increase its effectiveness and leave a lasting impression on your target audience.

### **2.2.1. Photography**

Product visualisation is a specialised subset of design. It sits at the intersection of marketing and visual effects. It's the practice of rendering still images and animations of physical products designed to increase sales. Once your customers start to select and customise one of your products in your e-commerce platform, the product visualisation software shows customers a rendering, image, or piece of artwork of the product.

Images are processed 60,000 times faster than text and help customers retain up to 65% of information (compared to just 10-20% of textualized information), product visualisation is a vital tool that educates your customers during the ordering process. And because 64.8% of manufacturing shipments are from e-commerce orders, product visualisation software is a must-have for any business that wants to succeed in today's digital landscape.



*What Product Visualisation Is & Why Your Company Needs It for E-Commerce. Axonom.  
<https://www.axonom.com/what-product-visualization-is-why-your-company-needs-it-for-e-commerce>*

For example, one of the most accurate formats for your business visual content is the **3D product visualisation**. This computer-aided visualisation can generate much more gorgeous scenes and visuals because it is the digital presentation of a product through a 3D model and virtual environment. The product’s appearance, features, and dimensions should match up to its original version (a physical product or its digital equivalent). Compared with regular photography, 3D presentation can generate impeccable lighting, colour, and animation.

Since Covid-19, customers have embraced digital shopping at an unprecedented rate. Out of necessity, brands have had to improve their digital storefronts, and figure out how to translate the advantages of an in-person shopping experience into the digital world. Worldwide brand’s main goal should be reaching a unique virtual visualisation of their products, allowing their customers to enhance a potential shopping experience as long as the business provides them the most accurate and detailed content. These trends have led to a surge in digital transformations and a rush to embrace the tactics and tools that facilitate engaging online experiences.



*Williams, K. 51 Best Photography Marketing Ideas to Boost Your Business.  
<https://www.photojaanic.com/blog/effective-photography-marketing-ideas>*



### 2.2.2. Infographics

Since infographics exploded onto the graphic design scene, they have become a staple for communication in classrooms, in the workplace, and across the web. Infographics are representations of information in a graphic format designed to make the data easily understandable at a glance.

Businesses use infographics in their digital platforms with the aim of quickly communicating a message, simplifying the presentation of large amounts of data, seeing data patterns and relationships, and monitoring changes in variables. Infographics have become increasingly popular because of their ability to quickly convey large amounts of information in an appealing package.

Nowadays, 75% of a website's credibility is judged on aesthetics and web design (Chad Brooks, 2023) , so if your brand is associated with competent images and infographics, your online reputation with consumers will be encouraged. Nowadays data visualisation offers much more creative freedom and opportunity for clear messaging designed to engage users and deliver value to your brand identity.

Using individual graphics ensures that key messages are being transmitted. Each graphic can be engaging and convey a unique piece of data, rather than having to force graphics and content to fit together in a single image. A consistent and remarkable style can still be maintained across individual graphics. **Canva**, shown in *2.1 Management and Digital Marketing*, thanks to its exhaustive collection of design tools, is considered a clear and adequate example for illustrations and infographics creation.

Images and graphics are very powerful tools for the following two specific fields: digital management and marketing.

#### **Management Marketing**

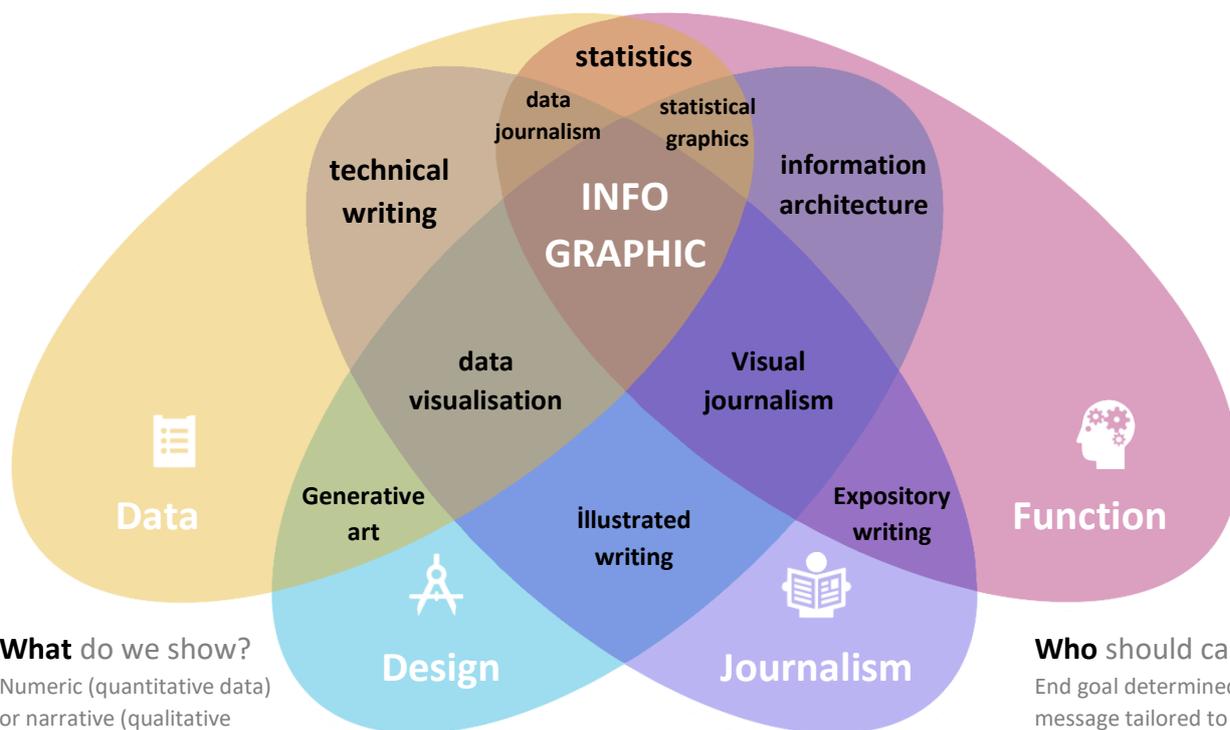
In an enterprise, infographics are used by all levels of management for **high-level views of data**. Infographics include **bar graphs, pie charts, histograms, line charts, tree diagrams, mind maps, Gantt charts and network diagrams**. Such tools are often components of business intelligence software. As the amount of data being amassed in the enterprise and businesses increase, infographics are being used more and more frequently to assist customers understand the information contained in that data.

#### **Digital marketing**

In digital marketing, infographics aid companies to empower their products and highlight them from the rest as they are more visible online. By creating visually attractive content that conveys useful facts and figures about the product, customers are more likely to remember it. Furthermore, nowadays infographics help marketers attract potential customers from social media platforms with eye-catching visual content.

# WHAT IS AN INFOGRAPHIC

The Key Components and Differentiation



**What** do we show?  
 Numeric (quantitative data)  
 or narrative (qualitative data)

**How** do we show it?  
 Minimalist design that follows visual perception rules

**Why** do we show it?  
 Expository writing integrated with images

**Who** should care?  
 End goal determined and message tailored to intended audience



By Anna Vital  
 Source: [blog.adioma.com](https://blog.adioma.com)

**Porostocky, T. (2018, November 22). *What Is an Infographic.* Adiomah<https://blog.adioma.com/what-is-an-infographic/>**

### 2.2.3. Story

Begin by highlighting the importance of storytelling in digital marketing. Explain how stories can captivate and engage audiences, making your brand or product more relatable and memorable. Emphasize that storytelling helps create an emotional connection with customers, differentiate your brand, and drive meaningful engagement.



#### 2.2.3.1. How to Create Stories for Digital Marketing?

##### Step 1: Define Your Audience

To create an effective story, start by understanding your target audience. Consider their demographics, interests, values, and needs. This knowledge will shape your story's tone, content, and message. Tailor your story to resonate with your audience and address their pain points or aspirations.

##### Step 2: Identify Your Brand's Core Message

Determine the core message you want to convey through your story. This message should align with your brand's mission, vision, and values. It should also highlight the unique value proposition of your product or service. Your story should ultimately communicate why customers should choose your brand over others.

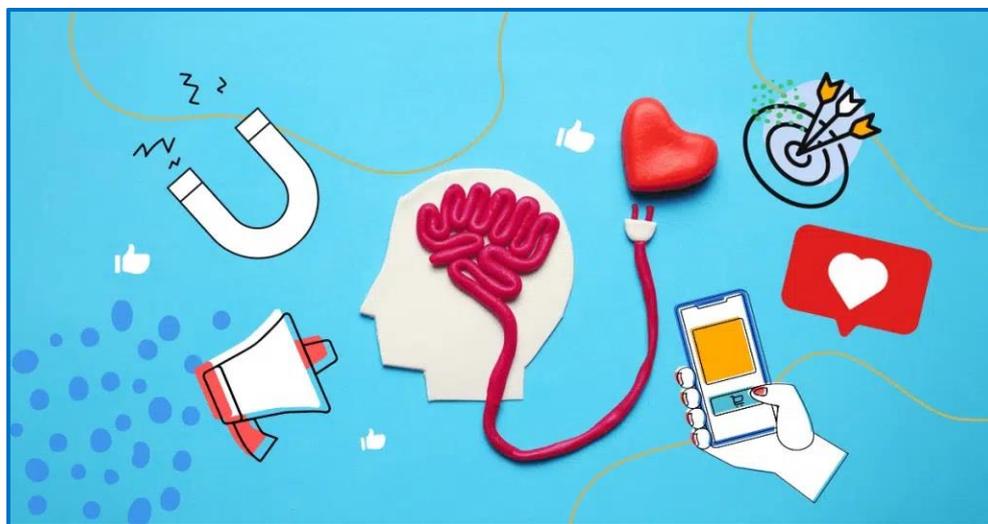
##### Step 3: Develop a Compelling Plot

Craft a compelling plot that takes your audience on a journey. Introduce a relatable protagonist (which could be a customer, a character, or your brand itself) facing a challenge or seeking a goal. Develop the plot with rising action, a climax, and a satisfying resolution. This structure will keep your audience engaged and create anticipation.

#### **Step 4: Incorporate Emotion**

Emotion is a powerful tool in storytelling. Infuse your story with emotions that resonate with your audience. Whether it's joy, sadness, excitement, or empathy, evoke emotions that make your story memorable and impactful.

Emotion will help forge a stronger connection between your audience and your brand.



#### **Step 5: Use Visuals and Multimedia**

In digital marketing, visuals and multimedia elements play a crucial role in storytelling. Use high-quality images, videos, and interactive content to enhance your story.

Visuals can evoke emotions, demonstrate product features, and create a visually appealing experience that captures attention and encourages sharing.

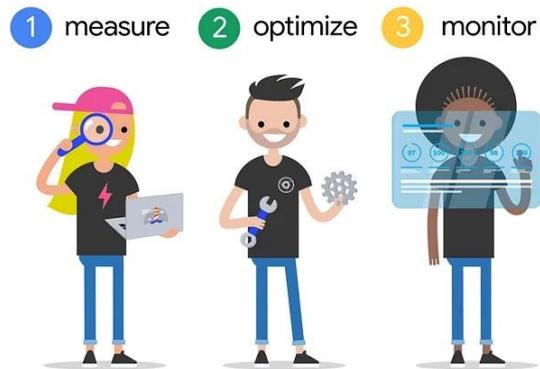
#### **Step 6: Incorporate Call-to-Action**

Every story should have a purpose, and in digital marketing, that purpose is often to drive action. Include a clear call-to-action (CTA) at the end of your story to guide your audience toward the desired next step.

Whether it's making a purchase, signing up for a newsletter, or sharing the story with others, the CTA should be compelling and aligned with your overall marketing objectives.

## Step 7: Measure and Optimize

Once you've launched your story, track its performance using analytics tools. Monitor metrics such as engagement, conversions, and reach. Analyze the data to understand how well your story is resonating with your audience and make necessary optimizations. A/B testing can help you refine your story for better results.



Illustrated by Nadia Sinopek, Art direction: Addy Osmani

### 2.2.3.2. Conclusion

Summarize the key points of creating a compelling story in digital marketing. Emphasize the importance of understanding your audience, delivering a clear message, incorporating emotions, using visuals and multimedia, and including a strong call-to-action. Remember to continuously measure, learn, and optimize your storytelling efforts to maximize their effectiveness in reaching and engaging your audience.

Note: Please keep in mind that this is a general guide, and the specifics of creating a story in digital marketing may vary depending on your brand, product, and target audience.

### **2.3. Threats and Necessary Precautions in Digital Safety and Security**

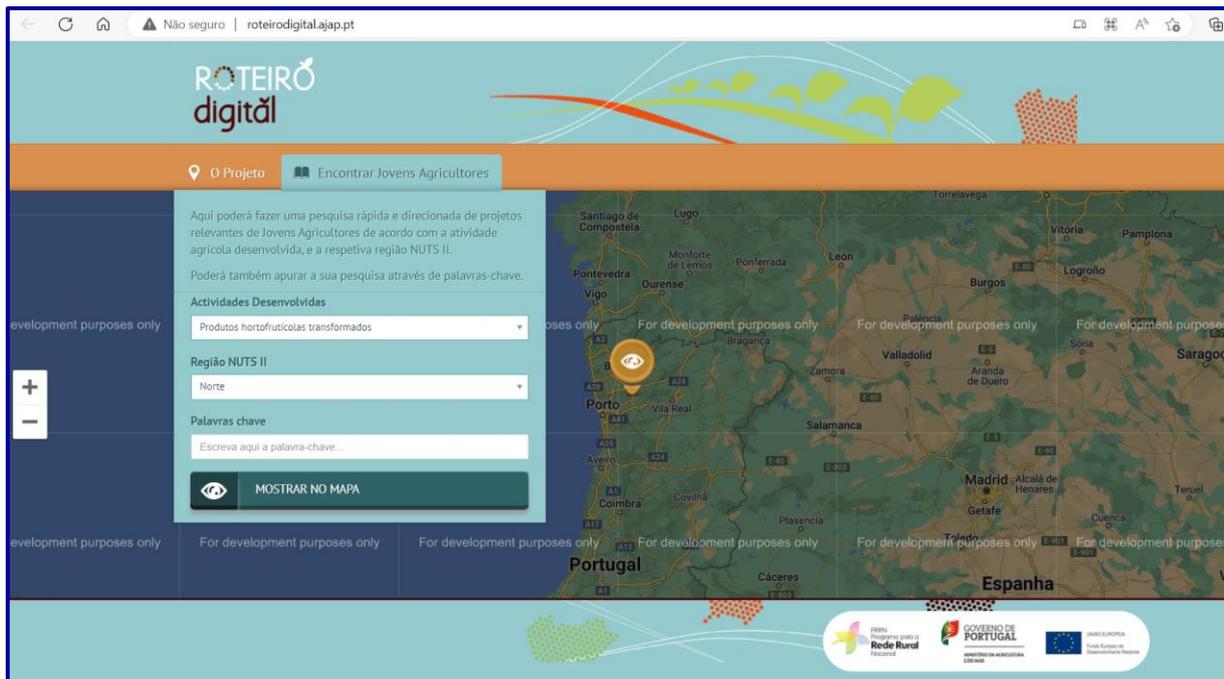
The digital world has also changed trading methods. While this change provides great convenience, it also brings serious security risks. The realisation of commercial activities and payment systems in the virtual world has become important for the security of these transactions. At this point, there are issues that individuals and companies should pay attention to. These issues can be examined by dividing them into two basic structures as personal and institutional.

Personal information security within the scope of digital marketing includes rules that must be followed by all individuals. These rules can be summarised as social media security, network security, password security, malicious software phishing attacks. In addition to making privacy and security settings, sharing is also of great importance in ensuring social media security. Personal information should never be shared on social media sites and care should be taken when sharing location information. When evaluated in terms of network security, the internet network you are connected to is important. Transactions such as internet banking should not be done over public networks. Internet banking passwords, social media account passwords, e-mail passwords should not be passwords that anyone can guess (such as name, surname, date of birth). Messages to your e-mail or phone also require you to pay attention to security. Phishing attacks are delivered to users via instant messages or e-mails. Messages stating that you have won money, points or gifts should be carefully examined.

Institutional security measures can be summarised as web page security and virtual payment systems security. An SSL certificate authenticates a website and provides an encrypted connection. In other words, it ensures that the internet connection is secure, prevents malicious people from reading or changing the information by restricting access to this connection. The padlock in the address bar indicates that a page is protected by an SSL certificate. If you want to view confidential information such as login, credit card number, e-mail information or financial information on a website, the SSL certificate must be checked. In the security of virtual payment systems, 3D secure control should be done in addition to the SSL certificate. 3D payment provides a final check before completing the shopping you want to make online. A verification code is sent to your phone to confirm that it is you who wants to make transactions with the card. After entering this code, the shopping process is completed. Another method that provides security is the use of virtual credit cards. You can load your virtual credit card with the required amount of money for the relevant shopping and complete your shopping. Since the balance on your virtual card will be reset after shopping, even if the card information is learned by others, it is not possible to spend without your knowledge.

## 2.4. Best Practices/Experienced Entrepreneurs in Digital Marketing

### 1. Digital Route from AJAP



With the aim of promoting the installation of a new wave of Young Farmers in the Rural Development Program - PDR 2020, enhancing the attractiveness of the rural environment and contributing to the success of agricultural investments, it is essential to create tools for disseminating good examples of approved projects in the period 2007-2013 with a focus on entrepreneurship and innovation, as well as allowing the easy sharing of information and knowledge, with a view to facilitating its use by future promoters.

It is in this context that AJAP has developed this Digital Route, framed in the National Rural Network, namely in the priority theme of Innovation and Entrepreneurship in rural areas (Priority AI4 - 4.3 - a), aiming, based on the research of relevant contents that generate knowledge, promote the sharing of information through an interactive communication platform - Roteiro Digital, thus responding to the challenges of facilitating access to information. It is intended to provide relevant information and content for agents involved in the development of the Rural World, namely potential beneficiaries of the new Rural Development Programme.

We hope it will be a source of inspiration for the implementation of projects that want to be credible, sustained and generators of competitiveness and innovation!

**Website : [Roteiro Digital \(ajap.pt\)](http://roteirodigital.ajap.pt)**

## 2. Qualifica4Agro Rewards Innovative Agro-Food SMEs in Digital Marketing



**Prémio Melhor PME Agroalimentar Marketing Digital**

**SESSÃO ONLINE ENTREGA DE PRÉMIOS**

**14 ABRIL 2021**

**QUALIFICA 4 AGRO**

**PROGRAMA**

**16H30**

**Abertura da Sessão** | José Augusto Alves - Presidente Câmara Municipal Castelo Branco

**Projeto Qualifica4agro** | Cláudia Domingues Soares - Direção CATAA

**Apresentação dos Vencedores do Concurso "Prémio Melhor PME Agroalimentar em Marketing Digital"**

Carlos Araújo | Associação Empresarial de Ponte de Lima

Sandra Cascalheira | Associação de Defesa do Património de Mértola

Sérgio Bento | Associação Comercial e Empresarial de Castelo Branco

**Caso de Sucesso | O Marketing Digital**

Fábricas Lusitana Produtos Alimentares S.A.

**Questões**

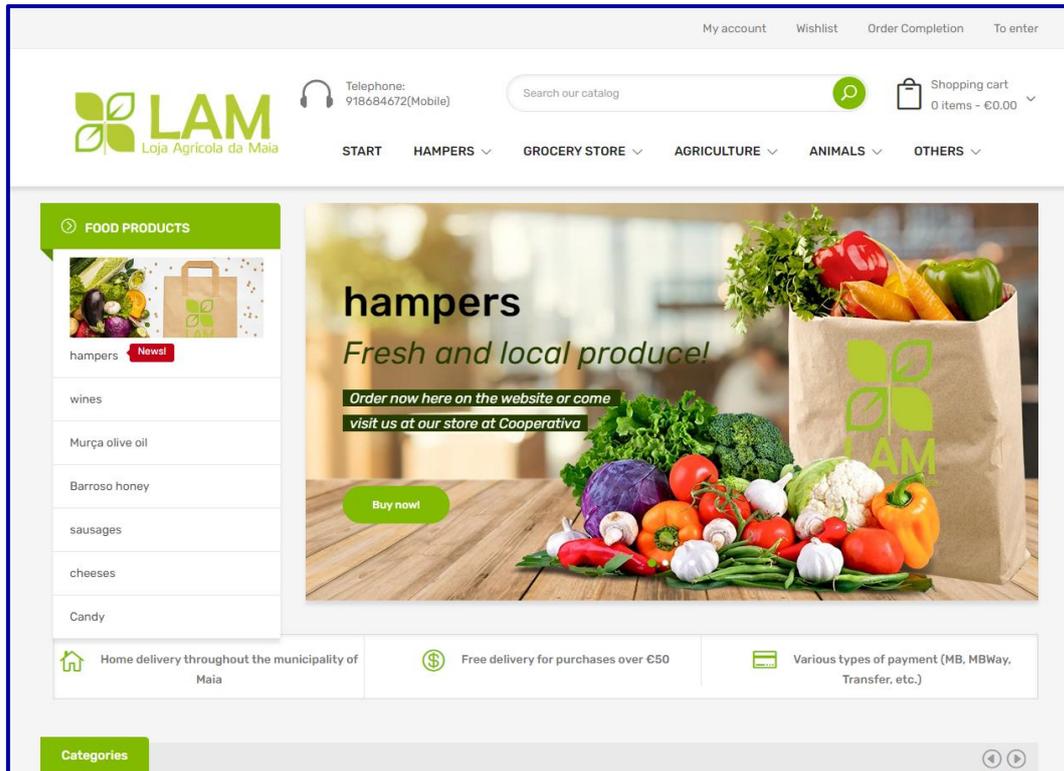
**Encerramento**

Qualifica04Agro Final Poster awarded the prizes for the best Agro-Food SME in digital marketing. The ceremony took place online, in 2021 April 14th, at 4:30 pm, in a webinar format. Registration was free but mandatory. The competition distinguished good digital marketing practices by SMEs in the North, Center and Alentejo regions, for the promotion of endogenous products, in four categories: cheese, wine, olive oil, sausages and ham. Giving visibility to good practices, while encouraging other SMEs to invest in innovative and dynamic actions in various diversified promotional channels are the premises of this competition, part of the Qualifica4Agro project that has been supporting SMEs in their modernization, aware of the importance of digitization today. The opening session was in charge of Cláudia Domingues Soares and José Augusto Alves, Mayor of Castelo Branco. The initiative also included interventions by Carlos Araújo from the Business Association of Ponte de Lima; Sandra Cascalheira, from the Mértola Heritage Defense Association and Sérgio Bento from the Castelo Branco Commercial and Business Association.

There was also a testimony of success in digital marketing. The path of Fábricas Lusitana Produtos Alimentares S.A., founded in 1954, was made known. With the factory located in Alcains, Castelo Branco Council, the company owns the brands Branca de Neve, Espiga and Monte Branco. The Qualifica4agro Project was in the final stretch. The webinar was also the opportunity to present the first results. With an impact on the North, Center and Alentejo regions, it is co-promoted by CATAA - Castelo Branco Agro-Food Technological Support Center Association, ACICB - Commercial and Business Association of Beira Baixa, ADPM - Association for the Study and Defense of the Natural and Cultural Heritage of the Municipality of Mértola and Business Association of Ponte de Lima. Co-funded by Compete 2020, Portugal 2020 and the European Union through the ERDF, Qualifica4agro aims to promote organisational innovation and marketing in SMEs in the agri-food sector operating in the production and sale of endogenous products, through the qualification of its agents for business transformation and implementation of i4.0 technologies in its management models.

**Website:** [https://inovacao.rederural.gov.pt/9-destaque-inov/1241-qualifica4agro-premeia-pmes-agroalimentares-inovadoras-no-marketing-digital \(rederural.gov.pt\)](https://inovacao.rederural.gov.pt/9-destaque-inov/1241-qualifica4agro-premeia-pmes-agroalimentares-inovadoras-no-marketing-digital (rederural.gov.pt))

### 3. Cooperativa Agrícola da Maia



Cooperativa Agrícola da Maia was born, by public deed, on October 20, 1975. It currently has around 700 Members and a Share Capital of 117,000 Euros.

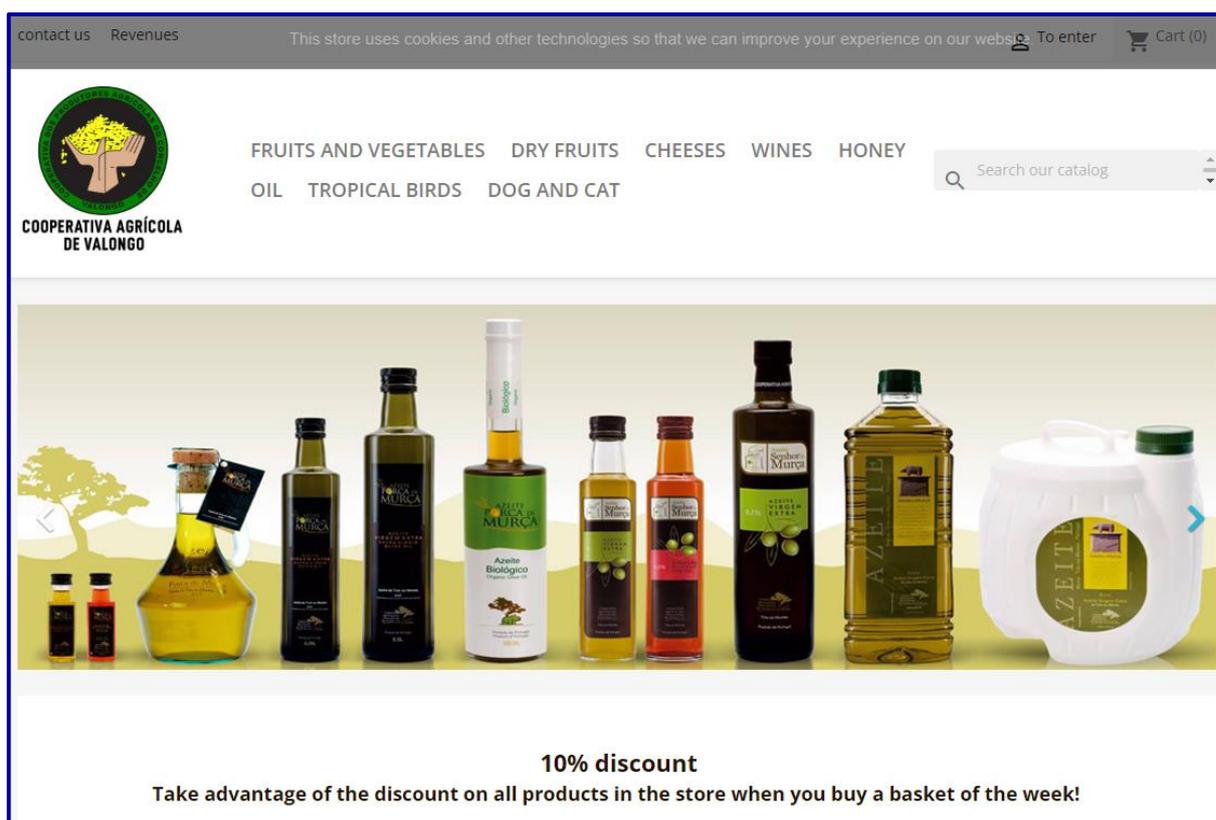
At the time of the 25th of April 1974, the access conditions of farmers to the means (seeds, fertilizers, financing, etc.) necessary for agricultural activity and production were quite difficult. The Cooperativa Agrícola da Maia emerged as a response to various difficulties, grouping Maiatos farmers into an association, in order to give them a voice that expresses their common interests and a negotiation and claiming capacity that they would hardly have in isolation.

From a small association with a small number of associated farmers, covering a small range of agricultural activities, the Cooperativa Agrícola da Maia has grown and evolved, supported by the strength of its members and the commitment of its leaders, being today a reference Cooperative in the agricultural panorama of the north of the country.

It currently has around 700 Members and a Share Capital of 117,000 Euros. Cooperativa Agrícola da Maia has its own facilities, recent and modern, which include Administrative Services, Agricultural Products Sales Points, Warehouse, Plant Protection Products Sales Points, Training Rooms, Fuel Sales Point, etc.

**Website:** <https://www.lojaagricoladamaia.pt/>

#### 4. Cooperativa Agrícola de Valongo



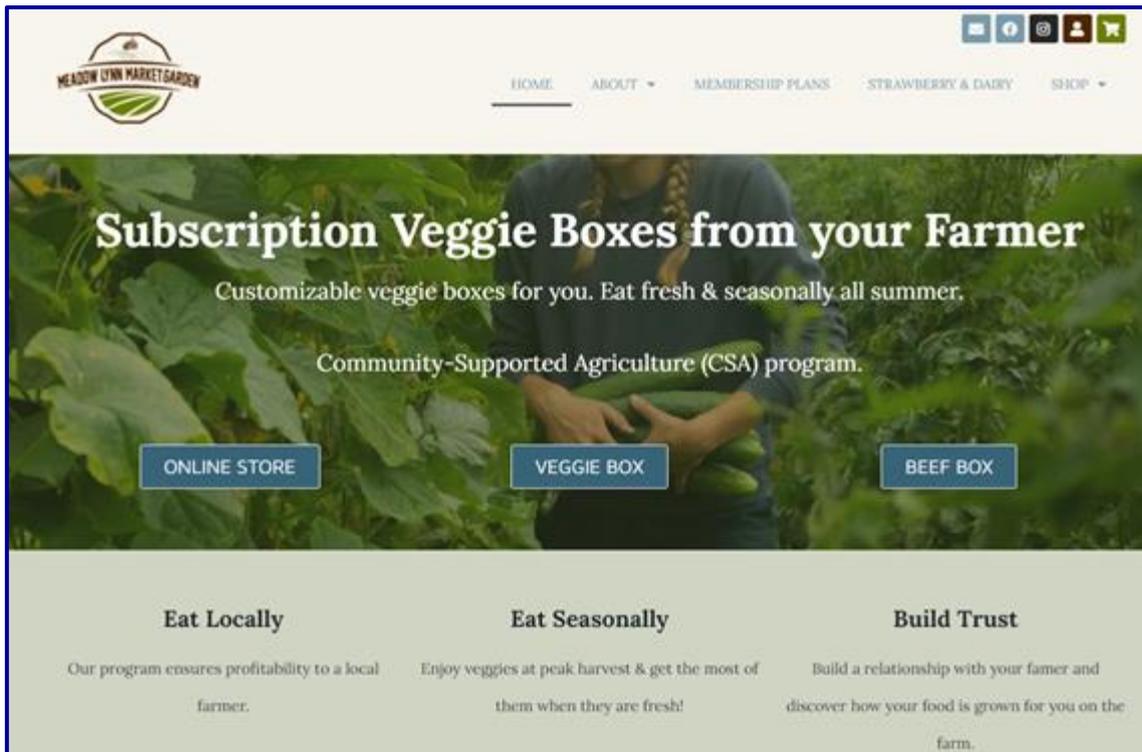
The screenshot shows the website interface for Cooperativa Agrícola de Valongo. At the top, there are navigation links for 'contact us', 'Revenues', and a cookie notice. The main navigation menu includes 'FRUITS AND VEGETABLES', 'DRY FRUITS', 'CHEESES', 'WINES', 'HONEY', 'OIL', 'TROPICAL BIRDS', and 'DOG AND CAT'. A search bar is located on the right. The central image displays a variety of oil products, including bottles of 'AZEITE', 'AZEITE BIOLOGICO', and 'AZEITE EXTRA'. Below the image, a promotional banner reads: '10% discount Take advantage of the discount on all products in the store when you buy a basket of the week!'.

Cooperativa Agrícola de Valongo is a Cooperative of Agricultural Producers of the municipality of Valongo. With 41 years of experience, inserted in an area of Greater Porto specifically in the municipality of Valongo composed of 5 parishes (Campo, Sobrado, Valongo, Alfena and Ermesinde) of which the most agricultural vocation are Sobrado, Campo and Alfena. The Cooperative has a technical office that provides free monitoring of various agricultural activities to its members.

The cooperative members have 200 ha of vine, 10 ha of horticultures, 50 livestock farms and 50 ha of kiwi fruit in total.

**Websites:** <http://coopvalongo.pt> and <https://loja.coopvalongo.pt>

## 5. Meadow Lynn Market Garden & CSA

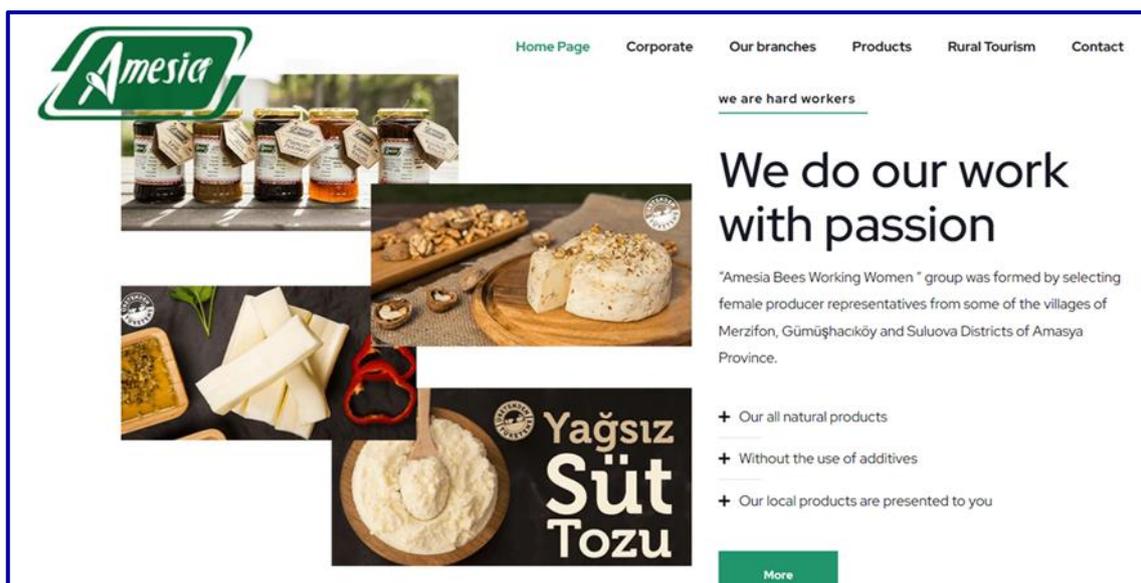


Meadow Lynn Farms is a family farm established by the Judd Family in 1946 in Ontario, Canada, producing a variety of crops from vegetables to fruit to animal products. Meadow Lynn Market Garden within Meadow Lynn Farms has been running a CSA programme under the direction of Sarah Judd since 2015, producing enough food for 100 families. The initiative, which has proven its success with various awards, offers consumers reliable and healthy food with vegetable boxes consisting of 14 varieties of seasonal, fresh and pesticide-free produce for 18 weeks from mid-June to October as part of the CSA programme. The product range is enriched through co-operation with local producers, while local production is also supported. Various informative texts are shared on the website, ranging from the producers with whom they cooperate and the products with which they cooperate to the functioning of the programme for those who want to become a member of the CSA programme.

They provide weekly news bulletins containing information and activities related to farm life via e-mail to those who request it. It is seen that They establish a very sincere and warm social sharing environment by sharing various information and activities that will take place on the farm with their followers through their social media accounts. There is also a Facebook group managed by Market Garden, which only CSA members can join.

**Website :** <https://meadowlynnmarket.com>

## 6. Amesia Dairy and Agricultural Products



Within the scope of the EU Project titled “Innovative Approaches to the Solution of Unregistered Employment in the Agricultural Sector”, requests from producers to market their products under appropriate conditions and with the right methods were evaluated during the vocational trainings for cheese making. The economic situation of the region, market and market conditions were examined, and solutions were sought that would contribute to the producer's spouses to obtain the additional income they needed. As a result, it was decided to establish a company within the Amasya Cattle Breeding Association (CBA) and to create a brand in order to increase the profitability of the milk production in the region and to ensure that the producers' products are marketed at value prices.

As a result of the developments, Amasya CBA established Amesia Food, Agriculture, Livestock, Transport, Industry and Trade Limited Company on 14 November 2011. Through the Amesia company, the natural products produced by the members of Amasya CBA and their families in their own regions and with their own resources were presented to the market with the right methods. Thus, besides the contribution to the family budgets living in the countryside, the people of our country have easier access to quality and reliable local flavours.

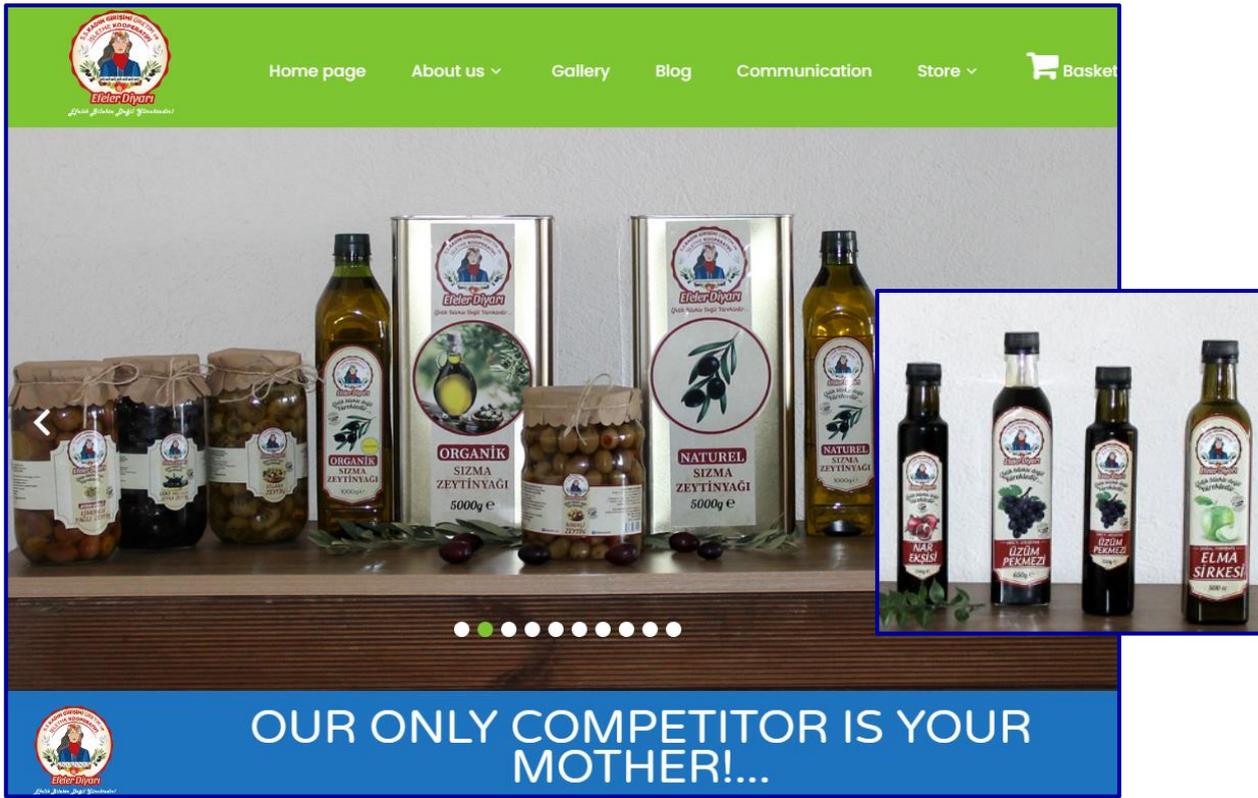
The “Amesia Working Women Bees” group was formed by selecting female producer representatives from some of the villages of Merzifon, Gümüşhacıköy and Suluova Districts of Amasya. 15 women in the group were given training on packaging, packaging, embroidery and logo embroidery and product manufacturing for 6 months in the workshop established within the Amasya CBA.

The first sales point to deliver Amesia products directly to consumers was opened on 13 June 2012 at the Amasya CBA headquarters. Since then, it has participated in many events and promoted Amesia products.

A website created on behalf of Amesia started its publication life and sales on July 12, 2012 and became the first window of the company to open to the outside.

**Website :** <https://amesia.com.tr/>

## 7. Efeler Diyarı Women's Enterprise Production and Business Cooperative



They carry local and traditional flavours from FIELD TO TABLE in their most natural and organic form in their cooperative journey, which they started in Atça/Sultanhisar, Aydın, on January 27, 2020. They transfer the traditional culture from the tradition to the future by processing the raw materials that grow naturally with the seeds of ancestors in the fertile lands of the Aydın region, in a hygienic environment with the production permission of the Ministry of Agriculture and Forestry and the barcode system, in accordance with food standards.

The cooperative started with the idea of contributing to women's education and family budgets on a more realistic platform, with the founder president of the cooperative and the founding members, who observed that a social media group founded under the name of Atça's Entrepreneur Women was very limited in itself. Currently, they provide production and sales in a wide area on the Aydın-Denizli highway, including a resting facility and product sales shop on the lower floor, and a production workshop on the upper floor. The restaurant serves as a recreational facility offer the geographically marked Aydın dürüm, traditional keşkek with lamb neck, pasha pastry-pie, vine leaf stuffed and wood-fired roasting. At the same time, they sweeten your palate with local Aydın flavors such as pelvize and pumpkin dessert.

As a cooperative that believes in the power of production and women's labour, their main goal is to ensure women's economic freedom and to get out of the disadvantaged situation. They support women not only in participating in production, but also in contributing to their economic, social and cultural development with their education. While helping women to have a job through various courses such as assistant cook and sewing courses, they also help them reveal their personal skills.

**Website :** <https://www.efelerdiyari.com.tr/>

## 8. Koçulu Cheese



For more than 130 years, it has become a family tradition with the experience and knowledge gained from the cultural and biological riches of the Caucasus and Anatolia. Koçulu Cheesemaking brings to your palate the meat, milk, honey and natural delicacies that it carefully buys and processes from the highlands of Kars (1800-2600 meters) with more than 1500 plant varieties and from the healthy animals fed on these plateaus. Koçulu Cheese has web site, facebook and instagram account for promotion. Also, in Koçulu Cheese website consumers can buy the products' of Koçulu Cheese. Koçulu Cheese's address is Artvin – Göle Road 47. km Büyük Boğatepe Village Central Kars.

**Website:** <http://koculupeynircilik.com/>

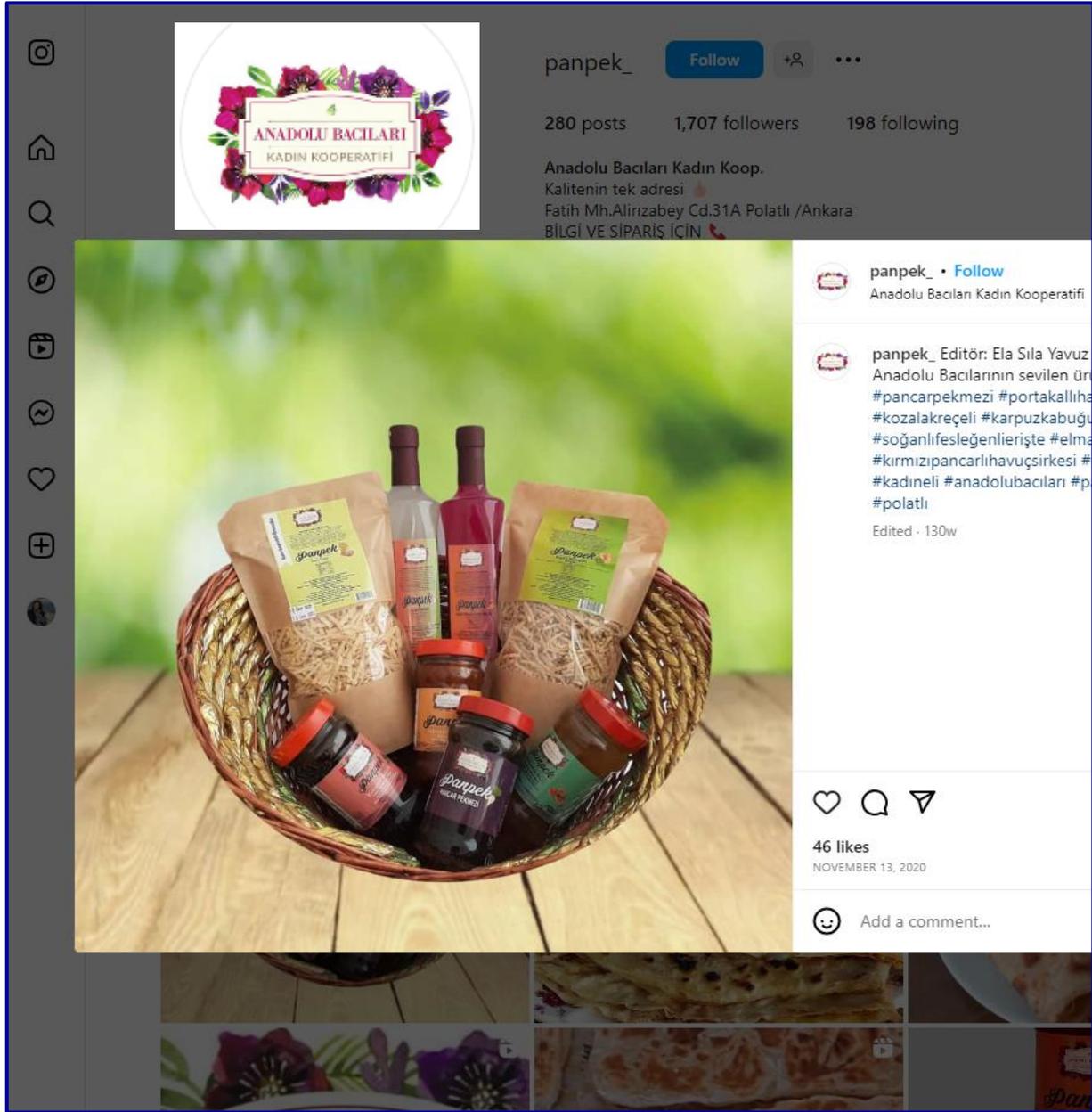
## 9. Döngü Kooperatifi- Veritas

It is a research/development cooperative that aims to create solutions and models for permanent production, immigration and peasants to continue cultivating their land. It aims to contribute to rural development. At the end of 2018 ten women from different professions such as engineers, lawyers, academicians, communicators, teachers, and economists come together and established cooperative. With its innovative projects, Döngü Cooperative strives to provide cooperation between producers, consumers, universities, industry, and the public by using its partners' knowledge and professional experience. The Döngü Cooperative, which cares about fair income sharing, adopts the principles of transparency, accountability, and sustainability. It is sensitive to the environment. While applying technology and innovative ideas to agriculture, it also attaches importance to recording ancient knowledge.

**Website:** <https://dongukoop.com/>



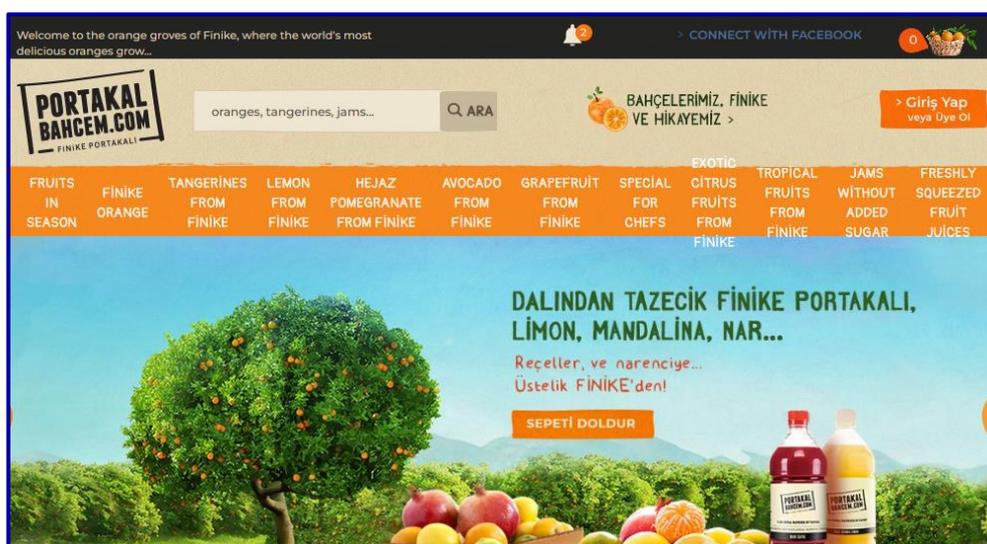
## 10. Anadolu Bacıları Kadın Kooperatifi



The Bacıyan-ı Rum organization, Anadolu Bacıları, which was established in the Bacı village of Polatlı during the Seljuk period, was re-established. Consisting of 13 women who came together to engage in agricultural production and contribute to the economy, Anadolu Bacıları is an example of women's solidarity. Anadolu Bacıları Cooperative members created their own brands with the products they prepared. Women entrepreneurs who contribute to the family budget continue to work with the principle of zero waste in the Cooperative. The Cooperative sells its products in the country and abroad.

**Website:** <https://www.facebook.com/anadolubacilari>,  
<https://www.instagram.com/p/CHig5OMFypJ/?hl=en>

## 11. PORTAKALBAHÇEM.COM

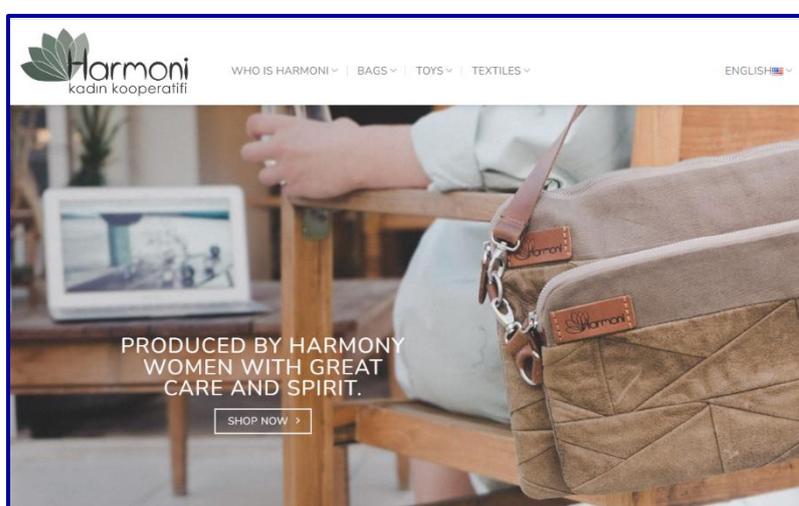


It is a business that has brought together the family tradition, which has been going on for 100 years, with digital marketing methods. They deliver the fruits they produce in their own gardens to their customers in a fresh way. They have changed the way of selling that previous generations did years ago and expanded their sales network by using digital marketing methods. All of the products are grown in Finike. Sales are made on the company's website, Instagram and Facebook pages. The most obvious difference of the business is that it was founded by young entrepreneurs. They also aimed to deliver the fruits to their customers in a fresh way. Digital security measures have been taken so that customers can shop safely.

**Website:** <https://www.portakalbahcem.com>

## 12. Harmoni Women Cooperative

Harmoni is a cooperative consisting of 20 women joined together on a quest to ensure women's socio-economic development and growth in order for them to build strong futures for themselves and their children. Harmoni works to emphasise the worthiness and dignity of women in the work force of Turkey. By allowing and encouraging women to work,

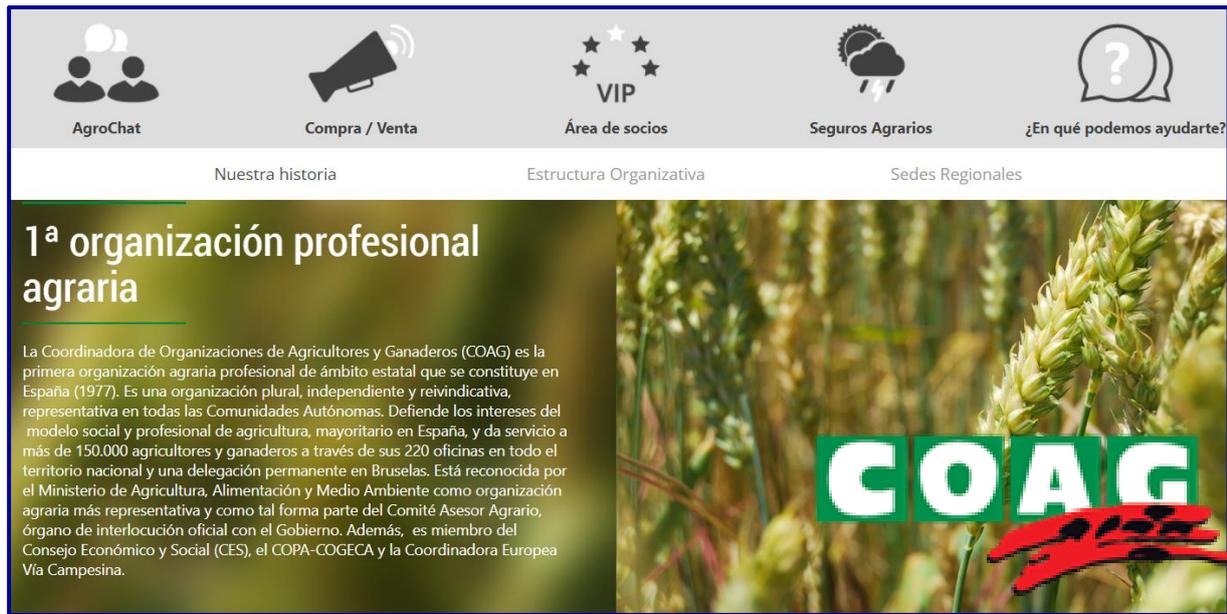


women are able contribute to the economy and the production as well as generate new friendships and cooperations. Harmoni believes in every woman's chance to grow all life long, to create new things and allow new ideas to form while working for and in a contemporary society.

**Website:** <https://www.harmoniyiz.com/en/>



### 13. Coordinadora de Organizaciones de Agricultores y Ganaderos (COAG)



This Organisation of Farmers' Coordination is the first Spanish professional agricultural organisation of national scope, constituted in 1977. It is an independent and demanding plural organisation, which represents every single region of Spain. It protects the interests of the social and professional model of agriculture, which is the majority in Spain, and serves more than 150,000 farmers and livestock breeders through its 220 offices throughout the country and a permanent office in Brussels. It is recognised by the Department of Agriculture, Food and Environment as the most representative agricultural organisation and as such is a member of the Agricultural Advisory Committee, the official interlocutor with the Government. It is also a member of the Economic and Social Council (CES), COPA-COGECA and the European Coordination Via Campesina.

In 2012, COAG boosted the direct sale of local and sustainable products through a digital platform. The new website was created with 540 farmers from all the country, 55% men and 45% women and a third part of the producers were under 35 years of age. COAG's web platform [www.arco.coag.org](http://www.arco.coag.org) aim was to promote high added value products grown and processed in family and sustainable farms (from an economic, environmental and social perspective) and integrated within the Red Arco (Shared Responsibility Agriculture). Since then, they have been working on the digital competences and the digital marketing of the business and moreover, one impressive and clear example of their digital evolution is that 10 years after the creation of their first digital web, they are offering marketing courses based on Digital tools for entrepreneurship and self-employment in rural areas. *"Being in the digital era, you probably feel the need to tell the world that although you have 500 sheep in a semi-extensive regime, they don't give you semi-skimmed milk. But you do have a great cheese that you can sell from a small village in Zamora (Spain) to the Fiji Islands, thanks to the development of an e-commerce platform and a little bit of digital marketing"*. In other words, they really support that digitalisation, digital and management marketing open new doors of economic opportunities worldwide.

**Website:** <http://www.coag.org/>

## 14. La tienda del agricultor



It is a brand focused on the marketing exclusively through the internet channel of products for Professional Farmers. The main objective of their company is to achieve very competitive prices for the farmer, through the use of:

- Direct contact with the manufacturers of the products and large stockists.
- Maintenance of large volume purchases, which allows access to reduced costs of the product to be marketed.

Their philosophy is based on three pillars:

1. To respect the environment.
2. The exclusive commercialization of products authorised by the different regulatory bodies.
3. To have an effect on the savings of the consumer, caused by the use of technologies and the fact that there is no intermediation.

The way to access their products is simple... Select them, place your order (direct purchase, without further intermediation) and we will deliver them to you within 24 to 72 hours.

Among their suppliers are the brands with more presence in the market, in the sections of manufacture, packaging and distribution, assuring them:

- The maximum quality of the products that they commercialise.
- A high rate of rotation of the same.
- High quality packaging and containers, which comply with the necessary safety measures for their storage and subsequent use.

They try to ensure the best QUALITY-PRICE ratio, attending to requests for Active Materials and proposing the best option to the consumer, within the list of brands with the capacity to manufacture or package the products related to them, to which we have access at that moment.

**Website:** <https://www.latiendadelagricultor.com/>



## 15. Ponti - QR code



The Ponti company, an Italian food company operating in the vinegar sector, has introduced the use of QR codes to answer consumers' questions and to make them pay more attention to the products they intend to buy. Each bottle of Ponti 100% Italian Apple Vinegar has been provided with a QR code on the label that leads to the Ponti website where it is possible, by entering the code of the bottle batch, to have in real time the details of the apple varieties that have been used for the processing of the batch, to check the harvest dates, and to know in which municipalities the apples have been harvested. The entire supply chain is traceable and enables to know the path of each individual apple, from the harvest field to into apple cider vinegar.

**Website:** [www.ponti.com](http://www.ponti.com)

## 16. Caseificio San Salvatore

The “Caseificio San Salvatore” was born in 1960 thanks to the initiative of some local farmers, who deeply believed in their work. They handed down from father to son their love and passion for their special work which has always been marked by the passing of the seasons. The passing of the seasons still characterizes their life and our humble and quiet work made up by love and devotion towards land, cultural traditions and community.



**Website:**

**<https://www.caseificiosansalvatore.it/index.php?lang=eng>**

## 17. Terra Thessalia



The region of Thessaly is renowned for its livestock farming, particularly for its remarkable tradition in dairy farming. Terra Thessalia is a cooperative of small dairy territories in Thessaly, specializing in producing and distributing high-quality dairy products. The company provides detailed information on its website about each product, including its origin, characteristics, nutritional value, and recommended usage.

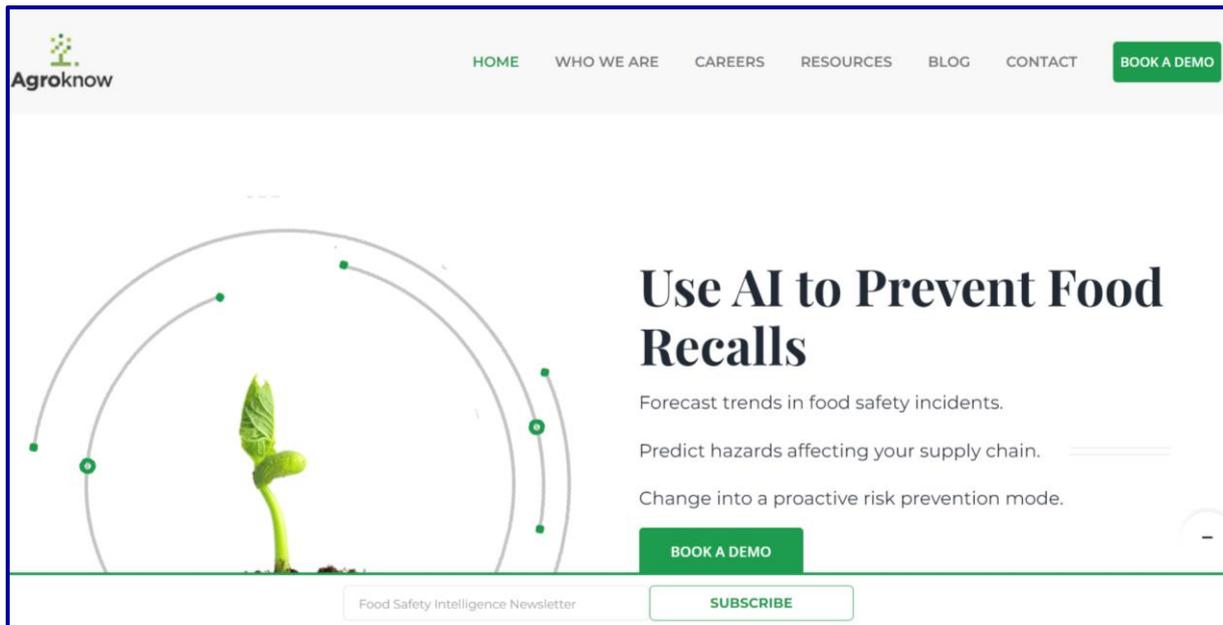
Terra Thessalia has established a locally based quality assurance system designed to ensure that organic products are produced according to agreed-upon standards. This system relies on the participation of farmers, consumers, and other stakeholders who work together to establish and enforce these standards.

Moreover, Terra Thessalia is committed to ensuring the welfare of the animals. Farmers are devoted to animal well-being and milk quality. The company pledges to treat all animals under its care with respect and kindness, providing them with proper nutrition, medical care, and living conditions. Terra Thessalia also asserts that it does not engage in any practices that harm animals, such as animal testing. The company has policies and procedures in place to guarantee animal welfare and provides contact information for reporting any concerns related to animal treatment.

**Website:** <http://www.terraithessalia.gr/?LANG=en>



## 18. Agroknow



Agroknow is a company that offers digital services to support the agriculture and food sector. Their services include data management, analysis, and visualization, as well as training and consulting on digital tools and strategies.

Yannis Tsakiris, the founder of "Agroknow", has a background in agricultural engineering and has worked for several years in the agricultural sector. He realized the potential of digital technologies to transform the way agriculture operates and founded Agroknow in 2008. Since then, the company has grown to become a leading provider of digital services for the agricultural sector in Greece and beyond.

Agroknow's services have helped many agripreneurs in Greece to leverage the power of digital technologies to improve their operations and reach new customers. Tsakiris and his team have also been active in promoting the use of open data and open science in agriculture, which has led to greater transparency and collaboration within the industry.

**Website:** <https://agroknow.com/>

## 19. GrowthRocks, growth hacking agency



GrowthRocks is a growth hacking agency based in Athens, Greece, that helps businesses of all sizes grow through innovative and data-driven marketing strategies. The company was founded in 2012 by two experienced digital marketers, Nikos Kanellopoulos and Kostas Piludis, and has since grown to become one of the leading growth hacking agencies in Greece.

GrowthRocks offers a wide range of services, including growth strategy consulting, conversion rate optimization, SEO, PPC advertising, social media marketing, email marketing, and content marketing. The agency takes a data-driven approach to all its services, using advanced analytics tools to track and optimize performance.

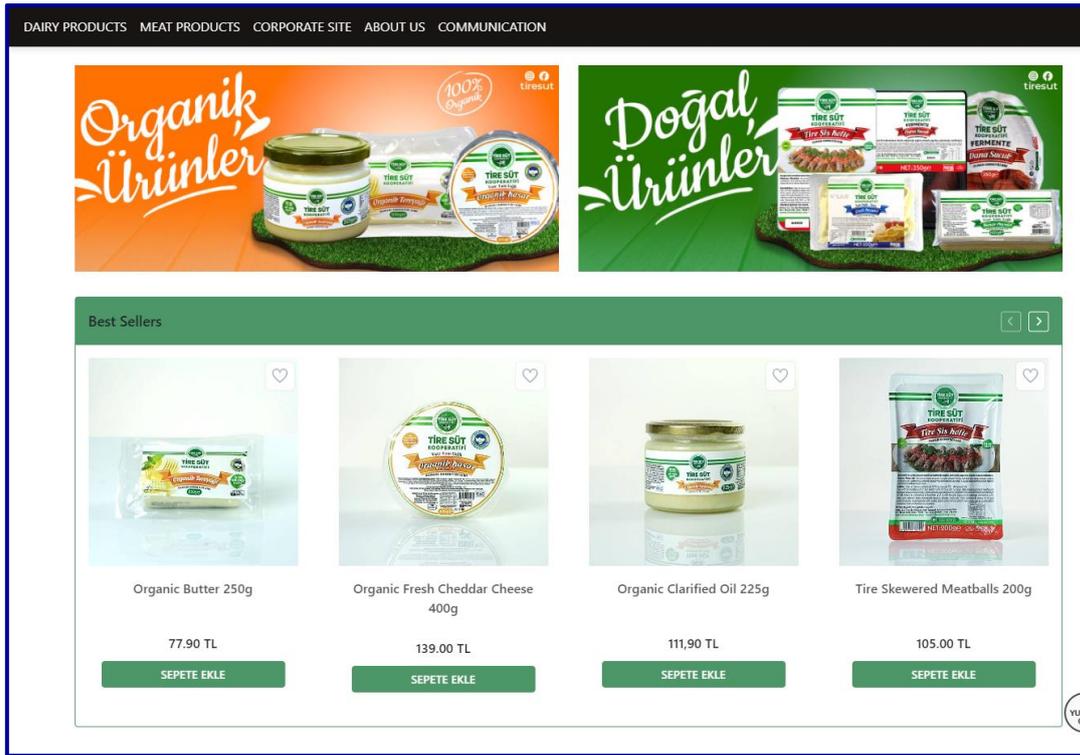
One of the key features that sets GrowthRocks apart is their focus on experimentation and rapid prototyping. They use a methodology called Growth Hacking Sprints, which involves quickly testing different ideas and strategies to find the ones that are most effective. This allows them to identify opportunities for growth and make data-driven decisions that lead to increased revenue and ROI for their clients.

GrowthRocks has worked with a wide range of clients across various industries, including e-commerce, SaaS, healthcare, finance, and more. Some of their notable clients include Workable, Viva Wallet, Workable, Pollfish, Softomotive, and Ison Psychometrica.

Overall, GrowthRocks is a leading growth hacking agency in Greece that offers innovative and effective marketing solutions to help businesses achieve their growth goals.

**Website:** <https://growthrocks.com/>

## 20. Tire Dairy Cooperative

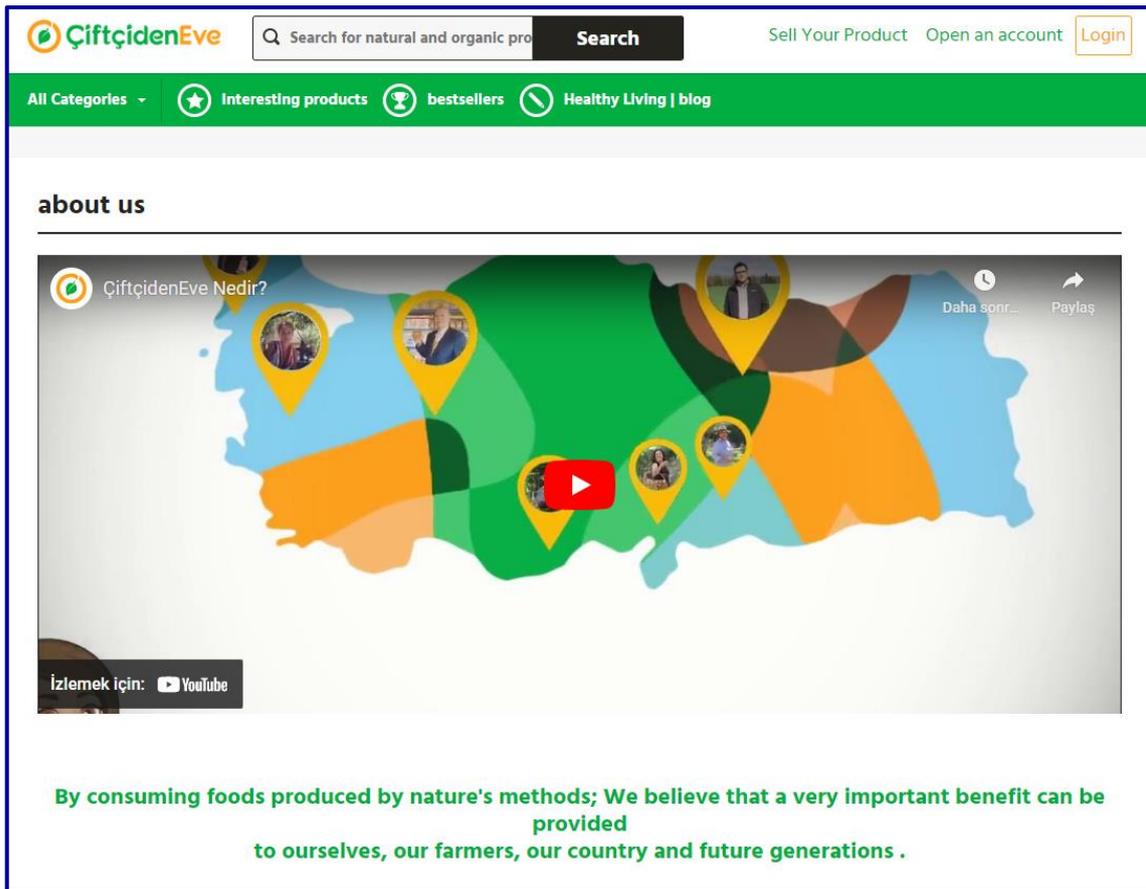


Tire Dairy Cooperative, with its first name, was established by 11 producers in the district on November 4, 1967, as Limited Milk Manufacturers' Production and Sales Cooperative. The founding capital of the cooperative is 19 thousand liras. The purpose of establishment of the cooperative; "It is to increase the milk production of the partners, to protect their economic interests and to ensure their professional development, to ensure the sale of milk by converting it into sale products and to provide these through the mutual aid and guarantee of the partners in proportion to their partnership shares.

The name of "the Limited Liability Milk Producers Production and Sales Cooperative" was changed to "Tire Milk Producers Limited Responsible Production, Marketing and Consumption Cooperative" in 1972. While the cooperative initially collected only the milk produced by its members and sold it to the industrialists in accordance with its establishment purpose, since the 2000s, thanks to the management change, successful management organization and right steps, some of the collected milk has become an exemplary cooperative in Turkey by turning it into a value-added product in its own factories and marketing it. has arrived.

**Website: <https://satis.tiresutkoop.org.tr/>**

## 21. Çiftçiden Eve



**about us**

ÇiftçidenEve Nedir?

By consuming foods produced by nature's methods; We believe that a very important benefit can be provided to ourselves, our farmers, our country and future generations .

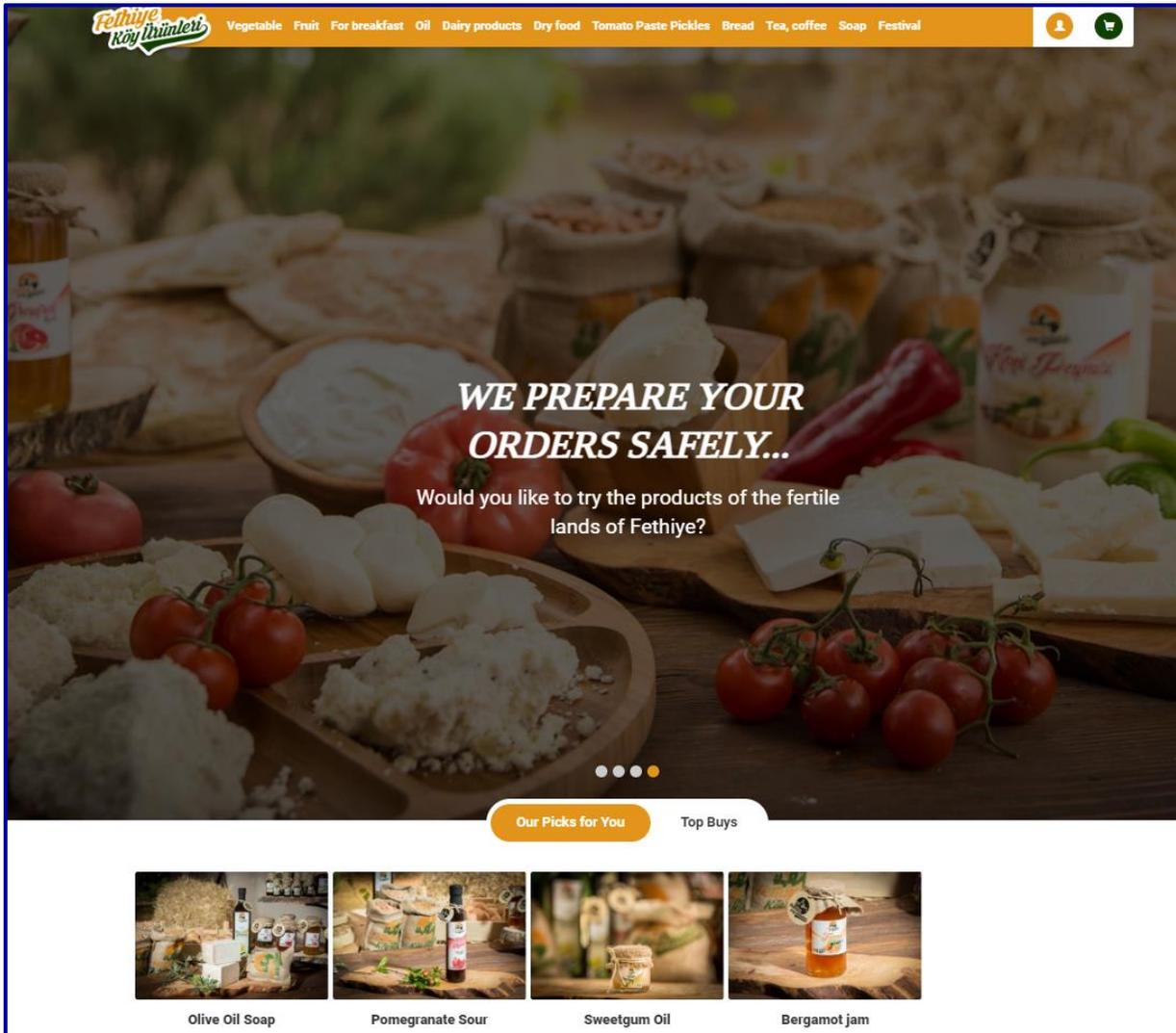
ÇiftçidenEve (from farmer to home) is Turkey's first digital agriculture market platform. For you, first hand, to high nutritional value, additive-free, ecological and organic food; We ensure that it is easily and safely accessible without spending time and effort.

We are developing an inclusive, fair and transparent digital marketplace and social producer network system for the sustainability of the culture of agriculture. While increasing the earnings of small-scale family farms, village cooperatives and producers who make handmade production at home, especially women producers; We ensure that everyone who wants to eat healthy has access to good food at reasonable prices. We have digitalized our farmers, who put forth the real effort in the agricultural sector, and we have developed a new generation supply system from field to table by sharing the production methods and certificates of the producer.

We make visible the delicious products of our local producers, which are produced with traditional methods and handcraft, waiting to be discovered, and we want to minimize many damages from resource consumption to food waste by guiding the improvement of production methods. With the ÇiftçidenEve movement, we are re-strengthening the ties between consumers and producers.

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

## 22. Fethiye köy ürünleri (Fethiye Village Products)



Fethiye is a typical Mediterranean town in the south-west of Anatolia, which has hosted many civilisations throughout history, with its cultural and natural riches, mild climate and friendly people.

In addition to tourism in Fethiye, agriculture is an important source of income in the plains. All kinds of fruits, vegetables and pulses are grown in natural conditions in the fields from the centre of the city to the villages, plateaus and mountains. From grandfathers and grandmothers, the people of Fethiye have grown up with village products grown in fresh air and fertile soils since childhood.

"Fethiye Village Products" was established to help all mothers, housewives, businesswomen working at a busy pace, and spouses who are keen on the kitchen, just as mothers deliver the local flavours they send when they are away from home in a fresh and natural way. The aim is both to develop the peasant women in nearly seventy-five villages of Fethiye and to provide the old flavours that are missed in a natural and high quality way.

**Website:** <https://www.fethiyekoyurunleri.com/>

## **2.5. Tips and Tricks for Safe Digital Marketing**

### **2.5.1. Digital Marketing Tips and Tricks**

#### **Create Mobile-friendly Content**

If your website isn't optimized for mobile, you're likely losing new customers (and maybe even some loyal ones as well.) Make sure that your website looks good, loads quickly, and is easy-to-use on all devices. Optimize your site so that it's responsive on all digital devices like mobiles, tablets, and laptops.

Measure your page speed as this is a critical factor to hook customers to your website. If the web pages load at a slow speed, chances are that your customers would leave the website.

When framing mobile-friendly content:

- Keep your content short and straightforward.
- Use infographics and video content.
- Create a presence on social media as mobile users spend most of their screen time on social media platforms.

#### **Understand Your Customer**

Understanding your target audience is an essential step in ecommerce marketing. Who are they? What are their interests, needs, and desires? Where do they spend their time? You'll want to define customer segments, based on factors like age, gender, occupation, income, location, and interests.

With a clear picture of your target customer, you can begin to create targeted marketing campaigns that speak to their interests.

And don't forget customer feedback: this is a great source of data you can use to improve your offerings and your brand's customer experience.

#### **Make Use of Modern Digital Tools**

Just as online stores are an evolution from brick-and-mortar stores, digital marketing tools make marketers more efficient, data-driven, and effective online. Chatbots use artificial intelligence to communicate with visitors. They can be used to answer questions, provide customer support, and promote products. Make sure you're using all the integrations available on the ecommerce platform you're using. These integrations are designed to make your business more efficient and free you up to focus on other things, primarily by connecting your data across software platforms and giving you a more accurate view of your business.



## **Expand your mobile marketing efforts**

Just looking around you should be a reminder of the importance of mobile marketing. How to expand mobile marketing efforts:

Look for unique ways to use mobile: Augmented reality mobile technology is on the rise, adding a new dimension to the mobile experience for users. Think about how you could use this technology to immerse your target audience in your product or service so they can see and feel the value of your offer.

Add cloud-based app capability: With the growth of artificial intelligence, the proliferation of data, and the increased use of connected devices, storage space becomes an important factor in managing your digital marketing efforts. Look to invest in low-cost or free cloud storage options that address your storage needs and are accessible to all team members, no matter where they are located.

## **Consider the inbound marketing, which includes content marketing, lead nurturing, SEO, marketing automation and website analytics.**

It is an overall approach to attracting, qualifying, nurturing, and delighting customers and prospects. It guarantees a long-term relationship with customers.

Be creative and stand out your content from the rest. In most cases, content marketing has several goals. You may use it to:

- Increase brand awareness
- Improve brand loyalty
- Educate your target audience
- Convert and nurture leads.

The most recommended by the trendiest influencers and bloggers, maintain a social media presence. If you just have time to manage one account, pick a platform that works for your company and stick to a posting schedule.

Improve and keep your apps updated, use specific platforms depending on your sector.

## **You can use the WIX platform for your website and Social CRM.**

In the Wix tool, To add Content to your Site, you can simply drag-and-drop **Elements** from the **Toolbar** onto the desired area of your Page.

When you are planning the design of a website, colours are important, so your dominant colour should be used for key elements of your site, like logos, menus, buttons, headlines.

When using CRM tools in Wix, on the **Preview & Share** screen you can connect the **Facebook** and **Instagram** accounts that you use for your business.

## **Do not neglect your data analyses.**

Google Analytics is the most widely used web analytics service on the internet and a cloud-based analytics tool that measures and reports website traffic.

To use this service to monitor your website's traffic and performance, you must create an account and integrate it into your site. The first time you log into Google Analytics, you're greeted with a number of key metrics such as users, sessions, and traffic sources. You can customize the time range of this data and any other information you might want to see in the Home section. It also includes a graph showing the number of active users on your site in real time and a breakdown of page views per minute.

### **Web Analytics**

1. Monitor your website speed
2. Optimize visitor insights by device
3. Compare historical traffic trends
4. Use heat map reporting and analytics to see if your site is well-organized
5. Make tag clouds out of your keywords to see if they are the ones, you really want
6. Make tag clouds out of your internal search keywords
7. Always pair data with insights
8. Share and ask for feedback from stakeholders

## **Know your target audience.**

You need to know some metrics for recognizing your target audience. They are;

- Acquisition metrics; It lets you find out the volume of users (Users) an audience sends to you and how well the audience works to find you potential new business opportunities (Percentage of New Users, New Users).
- Behavioral metrics; indicate how well your site attracts users, whether users leave after viewing a single page (Bounce Rate), whether they viewed multiple pages (Page / Session), and whether they spent time interacting with the content you requested.
- Conversion metrics; indicate whether users are achieving actions and goals and generating revenue at the rate you want.
- Number of active users; It allows you to track the number of active users in 1, 7, 14 and 28 day periods and find out how much interest users show to your site or app.
- Graphic; For metrics of a 90-day period broken down into daily, weekly, and monthly segments, lifetime value per user is shown.



### **How to create successful campaign?**

1. Set your goal.
2. Select a campaign type.
3. Set a budget.
4. Select an offer.
5. Add extensions to ads.
6. Create an ad group.
7. Select targeting.
8. Adjust the conversion settings

### **Pay attention to the basic points for Display Advertising:**

1. Get your targeting right.
2. Use eye-catching visuals.
3. Keep it simple.
4. Reel Users in With Your Headline.
5. Optimize for mobile.
6. Stay up to date with trends.

### **Tips for E-Mail Marketing:**

1. Use a catchy subject line.
2. Personalise your emails.
3. Keep your emails short and to the point.
4. Use clear and compelling call to action.
5. Use visuals.
6. Find the right email sending time.
7. Include your Social Media Profiles.

### **Apps marketing:**

1. Research your target group
2. Choose the app you use wisely
3. Create eye-catching content
4. Create interesting demo video

**Your time schedule and content are very important in Social Media Advertising.**

1. Create Engaging & Interesting Content.
2. Set Up a Social Media Content Calendar to create engagement with the audience.
3. Use Emoticons.
4. Cut Back on the Number of Hashtags.
5. Take advantage of video content.
6. Create a Strategy.
7. track and Analyse Metrics.
8. Select Your Social Media Platforms Wisely.

**Mobile Advertising**

1. Make it personal
2. Make the Site easy to use
3. Create Mobile-Friendly emails
4. QR Codes
5. Optimize for Voice Search
6. Optimize for Micro-Moments
7. Use attention-grabbing visuals
8. Announce promotions via Text

**Include Affiliate Marketing in your plans.**

1. Understand your Audience
2. Be trustworthy
3. Disclose affiliate links
4. Offer and Share discount codes
5. Optimize your influence
6. Diversify your affiliate shop
7. Create an Instagram affiliate shop
8. Write product reviews and tutorials



### **Consider important points for Search Engine Marketing.**

1. Use Keyword in the Right Places
2. Find “Suggest” Keywords
3. Add text to infographics, podcast and Videos
4. Use Backlinks
5. Add “What is X” Definitions to Blog Content
6. Choose the right platform
7. Focus on User experience

### **Incorporate Search Engine Optimization (SEO) into your overall content strategy.**

Incorporating an SEO (Search Engine Optimizers) strategy into your topic selection and blog writing is the best way for long-term traffic growth. With the help of sites like [SEMRush](#) or [Google’s Keyword Tool](#), you can find out what people in your industry are searching for and talking about as a first step to maximising your content’s potential.

### **Search Engine Optimization**

1. Write quality original content
2. Format your content for search Engines and Target featured snippets
3. Optimize your page title and meta description
4. Use short, descriptive URLs
5. Remove anything that loads slowly
6. Optimize your Graphics

### ***An example of an SEO Content Strategy:***

1. Make a list of topics.
2. Make a list of long-tail keywords based on these topics.
3. Build pages for each topic.
4. Set up a blog.
5. Create a consistent blogging schedule.
6. Create a link-building plan.
7. Compress media files before uploading them to your site.
8. Stay up to date on SEO news and best practices.
9. Measure and track your content’s success.

More details on: <https://blog.hubspot.com/marketing/seo-strategy>

### **Integrate strategies and campaigns across channels**

This is a critical aspect of digital marketing, as it ensures a cohesive and effective marketing plan. Firstly, it is important to maintain consistency in messaging and branding across all channels, including social media, email marketing, and website content.

Secondly, utilizing data-driven insights can help tailor content and campaigns to each specific channel. This involves understanding your audience and their preferred channels, as well as their interaction behaviour with each channel.

Lastly, cross-promotion is an effective way to increase engagement across multiple channels. This means promoting content from one channel on another channel, for example, using social media to promote a new blog post, or email subscribers to announce a new product launch on your website.

By implementing these strategies, businesses can reach a wider audience and drive better results for their marketing campaigns.

### **Offer Value-Added Services**

To differentiate yourself from competitors, agripreneurs can offer value-added services such as free shipping, personalised product recommendations, or educational content.

## **2.5.2. Tips and Tricks for Digital Safety and Security**

### **Keep Your Digital Security Software Up to Date.**

If your business's digital security software is outdated, be sure to update it. These are the software that cyber hackers love the most. It is easier to expose the vulnerability in software that has not been updated. Make updates from secure sites. Do not install unfamiliar software. Be sure to scan the software you have installed in your virus programs.

### **Get the latest anti-virus, update firewall software.**

Get the latest anti-virus for the computing and digital sources of your business, update firewall software and make sure that your internet connection is secure avoiding unknown Wi-Fi.

### **Choose strong passwords**

Passwords are one of the biggest weak spots when it comes to cybersecurity. People often choose passwords that are easy to remember – and, therefore, easy for hackers to guess. In addition, using the same password for multiple sites puts users at risk – because if hackers obtain your credentials from one site, they can potentially access other sites which use the same login.



### **Change your password on a regular basis and never share it.**

Account takeover fraud is a common type of identity theft, which then allows the criminal to steal for financial gain.

### **Keep Personal Information Professional and Limited**

Potential employers or customers don't need to know your personal relationship status or your home address. They do need to know about your expertise and professional background, and how to get in touch with you. You wouldn't hand purely personal information out to strangers individually—don't hand it out to millions of people online.

### **Be Careful What You Download**

A top goal of cybercriminals is to trick you into downloading malware—programs or apps that carry malware or try to steal information. This malware can be disguised as an app: anything from a popular game to something that checks traffic or the weather. As PCWorld advises, don't download apps that look suspicious or come from a site you don't trust.

### **Make sure your internet connection is secure**

When you go online in a public place, for example, using a public Wi-Fi connection, you have no direct control over its security. Using public Wi-Fi is not always safe but can be unavoidable when you are out and about. If you are using public Wi-Fi, avoid carrying out personal transactions such as online banking or online shopping.

If you need to do this, use a Virtual Private Network or VPN. A VPN will protect any data you send over an unsecured network. If you don't use a VPN, save any personal transactions until you can use a trusted internet connection.

### **Make Online Purchases From Secure Sites**

Any time you make a purchase online, you need to provide credit card or bank account information—just what cybercriminals are most eager to get their hands on. Only supply this information to sites that provide secure, encrypted connections. As Boston University notes, you can identify secure sites by looking for an address that starts with https: (the S stands for secure) rather than simply http: They may also be marked by a padlock icon next to the address bar.

### **Keep Your Email Information Safe**

If you frequently use email, which is a basic marketing method, you should take care of security measures to protect information about your customers in your email pool. Your customers' email accounts are always an obvious target for cyber hackers. You need to protect both your own emails and customers' account information. Therefore, use email marketing tools that include



security measures to store sensitive information and restrict access using encryption. You should also inform all your employees about this.

### **Lookout for common email phishing efforts.**

When you search through your inbox of emails from software companies or people providing service, it is essential to be extremely wary of email phishing, especially since it is so common. Remember to never directly click on the link in the email and instead type the URL into the browser yourself. Also, use an anti-virus software that will inspect your emails for any phishing attempts. This will stop the hackers who are trying to scheme you to download malware.

### **Encrypt and Back Up Digital Data.**

One of the ways to prevent the theft of your data is to encrypt the data. Encrypting the data will present a second challenge for hackers. You should also back up from time to time, considering the possibility of data being stolen. When you back up data, you can store it on another device or cloud storage tool.

There are many other ways to keep your digital data and marketing tools safe. One of the steps to be taken in this regard is to train all personnel. It is important for the future of your business to adopt your business's security policy by employees and to be sensitive to protect all kinds of information of customers. Remember! Customers only shop with companies they trust in the digital sector. You must be careful to build and maintain this trust. Your business's success in digital marketing largely depends on it.



## **2.6. Frequently Asked Questions (FAQs)**

### **2.6.1. Digital Marketing Questions**

#### **How can I use content marketing to increase brand awareness?**

You can use content marketing methods to increase your brand awareness. Make sure to make your brand relevant to both your product and your target audience. Once you have identified your space and opportunities, work on your content. Depending on your product selling point, your goal should be to cover topics that are innovative and generate enough interest to increase your profitability.

Creating videos, photos, GIFs or blog posts, focusing on topics that will attract consumers, preparing content and creating interaction with this content through content channels suitable for the target audience, according to a timeline to be prepared, will help your brand to be talked about and recognised more.

#### **Can I Learn Digital Marketing and Digital Safety by myself?**

Yes. There are many online sources—such as Digiagrimark Learning Platform, webinars, platforms, podcasts, and YouTube videos—can help to learn the details of digital safety and marketing. You can also find various paid and free courses online. However, if you a chance having a mentor around you, saves time and confidence.

#### **What is Agricultural Digital Marketing?**

Agricultural Marketing assembles all the services between the agricultural and farming products and a group of targeted customers. The companies that succeed are the digital efficient which can offer high quality products.

#### **Why is digital marketing important?**

Digital marketing provides ways for companies to grow their audience, increase profits, and build a better relationship with past and future customers. While that's the goal of a traditional marketing campaigns too, digital marketing allows brands to target a more specific or niche audience and is easier to measure results.

#### **Would my enterprise benefit from digital marketing?**

Yes. You don't have to replace your traditional marketing efforts with digital ones, but if the word digital doesn't come into your marketing strategy, then your business will not thrive. The digital world is growing at a very high rate. You should meet the digital world to increase the profitability of your business. Digital marketing will provide opportunities for you to reach more consumers.

### **What social media platforms are best for my business?**

While social media presence is crucial for all companies, even more since the pandemic, each company will have different social media needs and strategies. Nowadays TikTok and Instagram are the platforms which have the largest engagement statistics. To determine which platform is best for your business, it is important to first determine your target audience and social media goals.

### **What is Search Engine Optimization?**

Search Engine Optimization, commonly referred to as SEO, is the act of improving content and webpages in order to rank higher on search engine results pages. Search engines have algorithms that determine which webpages hold the most relevant results, and those pages are ranked highest among the search results.

### **How could I increase the effectiveness of a Social Media account?**

You can create a social media account easily on Facebook, Instagram or Twitter. Marketing through Social Media is a great way to promote your content and engage directly with your users. This can help bring in new users, but also help build links to other sites and content, which in turn can increase your search engine visibility.

### **With which frequency should I post on a Social Media account?**

- Facebook: 1-2 times per day
- Instagram (feed): 3-7 times per week
- Twitter: 1-5 times per day

### **How Google Analytics can be beneficial for me in product marketing?**

Google Analytics is the most widely used web analytics service on the internet and a cloud-based analytics tool that measures and reports website traffic. All the data will be kept and reported from the Google servers. Google Analytics provides information about the following:

- How traffic is generated on your website (number of sessions, number of users and new users)
- How your users interact with your website and how engaged they are (average time on website, bounce rate, how many people click on a particular link)
- Most and least interesting pages, top and least selling products
- Who is visiting your website – user's geographic location (i.e., city, state, country), language they speak, browser they use, screen resolution of their device
- When users visit your website, the date and time of their visit, how the user found you
- Whether visitors come to your website through a search engine (Google, Bing, Yahoo etc.), social networks (Facebook, Twitter, etc.), establish a link from another website or make a direct login.



### **How can I create a successful campaign?**

- Set your goal.
- Select a campaign type.
- Set a budget.
- Select an offer.
- Add extensions to ads.
- Create an ad group.
- Select targeting.
- Adjust the conversion settings

### **What should I think about before I start defining my website?**

Before start defining your website design and creation, you should ask yourself the following questions and try to answer them in detail:

- Who is your audience?
- What information do they need?
- How will your site provide it?

### **Which are the main types of digital marketing platforms?**

The main types of digital marketing platforms are desktop browser-based platform, desktop apps, Email platforms, Video-marketing, Feed-based and API data exchange platforms. In addition, there are mobile-based apps, mobile operating systems and browser. Also, Gaming platforms, indoor and outdoor kiosk-type apps, interactive signage, wearables.

### **What are the six key types of digital media channels?**

1. Search engine marketing
2. Online PR
3. Online partnerships
4. Display advertising
5. Opt-in email marketing
6. Social media marketing.

### **What is the main challenge in developing and managing digital marketing strategy?**

The main challenge in developing and managing digital marketing strategy is the unclear responsibilities for the many different Internet marketing activities. With so many channels available, from social media to email campaigns, it can be difficult for businesses to determine who should be responsible for each area of digital marketing. Furthermore, as the digital landscape evolves, new tools and techniques emerge, making it even more challenging to keep up with the latest trends and best practices. To tackle this challenge, businesses need to have a clear understanding of their goals and objectives, as well as the expertise and resources required to achieve them. Collaboration between different teams and departments is also crucial to ensure that everyone is on the same page and working towards the same goals.

### **Which are the benefits digital media are offering?**

Social media's most important benefits are interactivity, individualism and independence of location. Social media offers a high degree of interactivity, enabling users to engage in real-time conversations, share information, and build communities around common interests. Also, it offers users a unique sense of individualism by allowing them to express themselves freely & showcase their personal interests and perspectives. In addition, the independence of location provided by social media allows users to connect & communicate with others from anywhere in the world.

### **Which are the key activities to define online opportunities?**

Some of the key activities to define online opportunities are:

1. Setting digital advertising objectives. The objectives sit at the heart of the process of creating a digital strategy. Setting clear objectives for your digital marketing activity should be the starting point to build an appropriate digital strategy.
2. Evaluation of digital advertising performance. A marketing performance assessment is a means of measuring the success of a marketing campaign or ongoing marketing activity in order to determine whether they can be improved upon in the future.
3. Assessing in an online marketplace. There are three main ways to assess an online marketplace:
  - Brand opportunity. A brand that resonates in physical stores may not do so on marketplaces or in an overseas market. It's important to test demand and be sure that customers exist when assessing your marketplace opportunity.
  - Category opportunity. Using market research data and tools to gain insight into category size, best-sellers, and average product prices will help you to determine whether selling on marketplaces is worthwhile for your brand.
  - Competitor analysis. Marketplaces offer consumers the choice to purchase from a wide range of brands and act as a product discovery hub for many online shoppers. Though marketplaces



are an important route to market to acquire new customer groups, analysing which of your competitors are already present—and how they are represented on the marketplace—can be a great way to identify gaps in the market where they may be falling short. This exercise shows you the perfect areas to capitalize on.

### **What contributes to selecting my strategic approach?**

Several factors contribute to selecting a strategic approach, including the organization's goals, resources, market conditions, competition, and target audience. Understanding these factors is crucial to determining the most appropriate strategic approach, whether it's a cost-leadership, differentiation, or niche strategy, among others. A thorough analysis of these factors can help organizations identify their strengths and weaknesses, opportunities and threats, and devise a plan to achieve their objectives effectively. Additionally, the strategic approach may also be influenced by external factors such as technological advancements, changes in consumer behaviour, and shifts in the industry landscape. Ultimately, selecting the right strategic approach requires a combination of careful analysis, creativity, and flexibility to adapt to changing circumstances.

### **What contributes to the delivering results online procedure?**

Several factors contribute to delivering results online, including a well-defined digital strategy, an optimized website, relevant and engaging content, targeted advertising, and effective social media marketing. A well-defined digital strategy helps organizations identify their goals, target audience, and the tactics needed to achieve their objectives. An optimized website ensures that the site is user-friendly, fast, and accessible on all devices. Relevant and engaging content, including blog posts, videos, and infographics, helps attract and retain visitors to the website. Targeted advertising allows organizations to reach their ideal audience and increase conversion rates. Effective social media marketing helps build brand awareness, engage with customers, and drive traffic to the website. Additionally, analysing data and insights through web analytics tools and regularly measuring performance metrics such as traffic, leads, and conversions can help refine and optimize the online strategy to achieve better results.

### **What belongs in the emphasis areas for the formation of a strategic digital marketing plan?**

The emphasis areas for the formation of a strategic digital marketing plan may include several key components. Firstly, it is crucial to define the organization's goals and objectives, including its target audience, key performance indicators, and metrics for success. Secondly, identifying the organization's unique value proposition, strengths, weaknesses, opportunities, and threats can help develop a competitive digital marketing strategy. Thirdly, conducting market research, analysing customer behaviour and preferences, and understanding the competition can help identify the most effective digital channels and tactics to reach the target audience. Fourthly, developing a content marketing strategy, including creating relevant and engaging content, can help attract and retain visitors to the website. Fifthly, devising a search engine optimization (SEO)

strategy can help improve the website's visibility and rank higher in search engine results. Sixthly, social media marketing, including identifying the most relevant social media platforms, creating engaging content, and engaging with the audience, can help build brand awareness and drive website traffic. Finally, regular measurement and analysis of the digital marketing efforts can help refine and optimize the strategy over time to achieve better results.

### **Which are the key actions for a successful digital marketing strategy implementation?**

The key actions for a successful digital marketing strategy implementation may include:

1. Establishing clear goals and objectives that align with the overall business strategy.
2. Defining the target audience and identifying their needs, preferences, and behaviours.
3. Creating a well-defined digital marketing plan that includes the tactics, channels, and resources needed to achieve the goals.
4. Developing high-quality and relevant content that resonates with the target audience and drives engagement.
5. Building a user-friendly and optimized website that delivers a seamless experience across all devices.
6. Executing targeted advertising campaigns that reach the right audience and deliver measurable results.
7. Leveraging social media platforms to build brand awareness, engage with customers, and drive website traffic.
8. Measuring and analysing the performance of the digital marketing efforts regularly and making data-driven decisions to refine and optimize the strategy.
9. Collaborating across departments and teams to ensure alignment and consistency in the messaging and branding.
10. Staying up to date with the latest trends and best practices in digital marketing to remain competitive in the market.

### **What are the benefits of selling products online through e-commerce platforms?**

Some benefits of selling products online through e-commerce platforms are: access to a wider customer base, lower overhead costs, increased efficiency, and the ability to track and analyse customer behaviour and preferences.

### **How can I leverage social media to promote my e-commerce business?**

Create engaging and shareable content, engage with your audience, use relevant hashtags, and partner with influencers and other businesses in your industry.



### **How can I measure the success of my e-commerce business?**

- Track metrics such as website traffic, conversion rates, average order value, and customer retention rates.
- Use this data to identify areas for improvement and optimise your marketing and sales strategies accordingly.

### **How can I stay up-to-date with the latest trends and best practices in e-commerce?**

- Follow industry publications and thought leaders
- Attend conferences and webinars
- Engage with other e-commerce agripreneurs and other professionals through online communities and networking events

## **2.6.2. Digital Safety and Security**

### **What sources can threats come from for e-commerce?**

Threats can come from many different sources and in many different forms. The most important threat is hackers.

### **What is e-commerce security?**

Ecommerce security refers to the steps taken to protect your company and its customers from cyber threats.

### **What are the threats to be considered in personally ensuring e-commerce security?**

Phishing, malware, spam and trojan horses are the most important threats to watch out for.

### **What is phishing?**

Phishing is a type of cyberattack that uses email, text, or phone to trick victims into providing confidential personal information such as passwords or identity numbers. Phishing messages convey urgency and are sent from addresses or phone numbers that are similar to those with which their targets frequently interact. However, phishing only works if customers provide the information requested by the attackers. Customers will be more vigilant if they know you will never email or text them for personal information.

### **What is malware? What should be done to protect against it?**

Malware, which is an abbreviation for "malicious software," is software that is specifically designed to disrupt, damage, or gain unauthorized access to a computer system. Preventive measures such as installing antivirus and antispyware software, keeping your systems up to date, and employing secure authentication can help to thwart malware attacks.

### **What is spam?**

Spam is a meaningless message that encourages users to click on malicious links. Spammers frequently send these links via email, but they may also leave infected links in blog comments, social media posts, or contact forms.

### **What is a Trojan horse?**

Trojan horses are malicious programs that masquerade as useful programs. Because Trojan horses appear to be harmless, team members or customers may download them onto their computers, activating malware code and allowing attackers to steal personal information.

### **How to create a strong password?**

A strong password contains at least eight characters that are a combination of both lowercase and uppercase numbers, letters, and special characters.

### **Who should be responsible for digital security in business?**

It can be thought that cyber security is not the responsibility of the entrepreneur, and the IT team should deal with it. But every start-up targeting digital marketing is also responsible for protecting the privacy and data of the brand or company. For this reason, digital security and privacy fall under the responsibility of not only marketing staff but also managers.

### **What does digital security mean?**

"Digital security is defined as "Tools, security concepts, policies and measures, approaches, rules, risk management, trainings, actions, applications and technologies used to protect the assets of users and organisations in the digital environment". "Digitally, users and organisational assets, computing equipment, individuals, applications, infrastructures, digital services and communication systems constitute information transmitted and/or stored. " Cybersecurity is also called the operation to protect virtual systems that are related to any threats, dangers and attacks that completely make these service networks passive or prevent them from functioning for their function. Digital marketing security means that all processes that develop between customers and the business are maintained safely in all digital marketing tools."



### **What information do data thieves want to access from customers?**

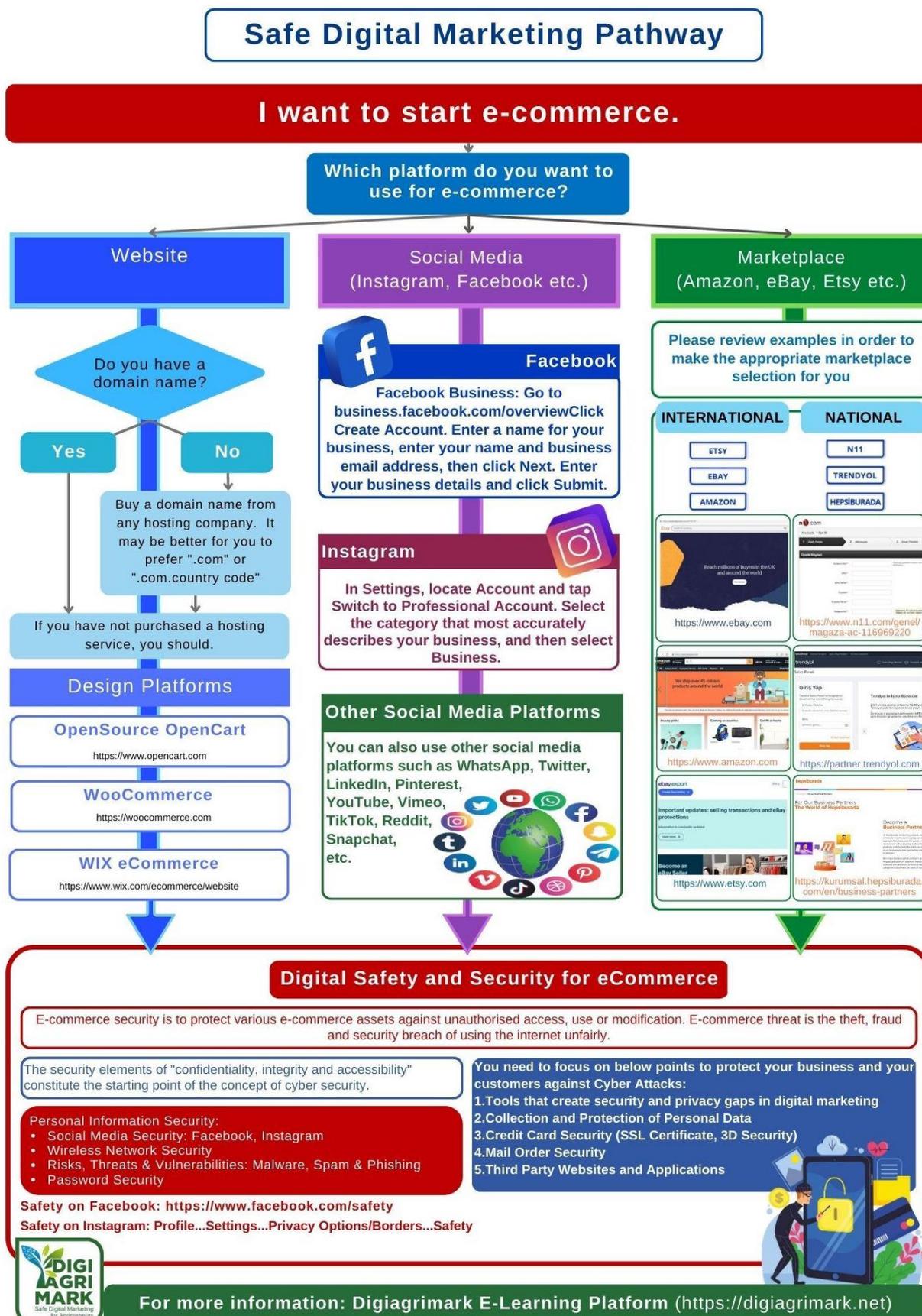
Name, Address, Phone Number, E-mail Address, Social Security Number, Date of Birth, Driver's License Number, IP Address, Credit Card Numbers, Bank Account Numbers, Previous Visits.

### **Why important is personal data?**

Personal data belonging to customers is a treasure trove for businesses engaged in digital marketing. This data is like a gold mine for malicious individuals who steal, sell and compromise customer passwords, credit card information and personal data. All entrepreneurs who use digital marketing methods should strive to protect the personal data of customers" so-called gold mines. It is necessary to pay attention to personal privacy and security when bringing its products and services to its customers through digital platforms. In addition, it should act responsively regarding data privacy. Entrepreneurs are advised to be transparent with consumers and thus reassure them.

## 2.7. Safe Digital Marketing Pathway for Agripreneurs

### 2.7.1. Safe Digital Marketing Pathway: Starting E-Commerce



## 2.7.2. Safe Digital Marketing Pathway: Good to Know

### Good to know...

#### Content Marketing

Content marketing is the process of creating and distributing a variety of digital content, such as blog posts, videos, white papers, case studies etc., and distribution through digital channels to present information to your target audience. It is essential to search engine optimization success.



#### Customer Relations Management (CRM)

Customer Relations Management (CRM) is the management of the life cycle in marketing, sales, after-sales process & resale processes.

- You can use inbuilt Contacts & Multichannel Campaigns CRM tools in WiX.
- Free CRM products that you can find online, such as Odoo & HubSpot, though some features are only available with a monthly fee.
- You can subscribe to paid online CRM products.



#### Data analysis and Reporting

Data analysis & reporting involves analysing and evaluating current trends & marketing conditions. Reports predicting the potential sales of certain products & services are crucial for e-commerce.

You can use various analysis tools such as Google Analytics (Google Analytics 4), Hotjar, SemRush, Hubspot, Similarweb, etc. for data analysis & reporting.

#### Digital Ads and Campaigns

Digital adverts encompass media formats such as text, images, audio and video. This type of advertising helps you achieve a variety of business goals across the marketing funnel, from brand awareness to customer engagement, launching new products and driving repeat sales.



#### E-Commerce Security

E-commerce security is to protect various e-commerce assets against unauthorised access, use or modification. What is E-Commerce Threat? E-commerce threat, in simple terms, we can say that using the internet unfairly means theft, fraud and security breach.

- |  |                           |   |
|--|---------------------------|---|
| <p>Suggest strong passwords to your clients.<br/>Choose a Strong Hosting.<br/>Create Unpredictable Admin &amp; Other Usernames.<br/>Install an SSL requirement for HTTPS security.<br/>Update Your Site &amp; Plugins Regularly.<br/>Use a firewall.</p> | <p><b>WHAT TO DO?</b></p> | <p>Update your software and hardware.<br/>Follow PCI-DSS requirements.<br/>Implement multilayer security.<br/>Set Access Roles.<br/>Back up your data regularly.<br/>Have professional support.</p> |
|--|---------------------------|---|

### 3. CONCLUSION

Technological developments and widespread use of the internet cause businesses to reach their target customers in new and innovative ways such as digital media. With the increasing use of digital marketing activities by consumers, digital marketing has become a strategically important tool for businesses. Thanks to digital marketing, businesses can reach their customers anywhere, anytime and in any situation (Koçak Alan et al., 2018).

Digital marketing includes marketing activities using the internet, mobile and interactive platforms in order to promote the brand and the work done and to support all marketing activities, using different methods than the traditionally known media. The most important of these is that the internet provides an environment that can reach large masses in the cheapest way and completely changes the marketing strategies (Chaffey et al., 2013). Digital marketing, which can be defined as a marketing method that uses digital elements and enables all marketing activities to be carried out in a digital environment, has much greater advantages compared to traditional marketing practices, although it is defined as the realisation of traditional marketing activities in the digital field (Dholakia and Bagozzi, 2001). Businesses that benefit from the opportunities offered by digital platforms, reach much larger audiences with lower costs thanks to digital channels, promote their products and services, offer after-sales service opportunities and provide access to the institution where consumers can easily convey their thoughts (Koçak Alan et al., 2018).

Digital marketing, internet and technological developments, as a marketing discipline that offers various opportunities to businesses and consumers, shape the new generation shopping culture. Marketing activities are carried out using different technological and digital platforms. Speed, flexibility, and especially marketing activities independent of time and place offer significant advantages for both consumers and businesses. However, the dark side of the virtual world has become the professional workplace of malicious users in recent years. There is an increasing number of acts of deception and fraudulent practices to defraud individual consumers and businesses through various digital methods, in many ways by finding security vulnerabilities. Increasing public awareness in the face of such practices is also very important (Akgün and Hacıhasanoğlu, 2021).

The aim of developing “Safe Digital Marketing Guidebook” is to contribute to the agripreneurs’ digital progression whether they are going to become a digital marketer or improve their skills in the digital marketing area.

The guidebook will be a reference book for agripreneurs already active in digital marketing and for farmers and other individuals who want to start digital marketing.



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