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Safe Digital Marketing for Agripreneurs

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

Digiagrimark Education Platform User Guide 2023



Safe Digital Marketing
for Agripreneurs



T.C. AYDIN VALİLİĞİ
İL TARIMI VE ORMAN
MÜDÜRLÜĞÜ



SOYED
Siyahıncı
Yarışık Öğretim Merkezi



eGina



T.C. TARIM VE ORMAN
BAKANLIĞI
AYDIN/SÖKE TAYEM



<https://digiagrimark.net>

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Safe Digital Marketing for Agripreneurs: **DIGIAGRIMARK EDUCATION PLATFORM**

The digitalization of agriculture targeted by the European Union brings changes in every part of the agri-food chain, including the marketing of products. The application of information and communication technologies (ICT) in agriculture supports access to market information and promotion of agricultural products and enables farmers to meet with multiple buyers. Farmers devote a large part of their daily life to agricultural work. Therefore, it is very difficult to organize face-to-face day courses. Sometimes courses are held in the evening so that farmers can participate. However, the courses held in the evening are not very productive for the farmers who are tired during the day. Anyone can participate in online training (e-learning) on any day and at any time and without time limit. Considering these advantages, the “Digiagrismark Secure Digital Marketing” course and training platform were developed within the scope of the project.

This course is built on a platform - <https://digiagrismark.net>, based on the Moodle Learning Management System. Moodle is a world popular Learning Management System in over 100 languages worldwide. It is an open source, reliable, easy to use, scalable to any screen size, constantly updated, flexible and fully customizable platform.

How to register and how to use the Digiagrismark Education Platform?

1. "Digiagrismark Safe Digital Marketing" Education Platform:

Go to <https://digiagrismark.net> and click on "Log in".

Safe Digital Marketing for Agripreneurs | Home | English (en) | Log in

DigiAgriMark Education Platform

Login

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

- Digiagrismark_EN
- Digiagrismark_TR
- Digiagrismark_PT
- Digiagrismark_SP
- Digiagrismark_IT
- Digiagrismark_GR

2. Create a New Account or Login:

New account

Username ⓘ

The password must have at least 8 characters, at least 1 digit(s), at least 1 lower case letter(s), at least 1 upper case letter(s), at least 1 special character(s) such as as ";", "-", or "="

Password ⓘ

Email address ⓘ

Email (again) ⓘ

First name ⓘ

Surname ⓘ

City/town

Country

Select a country ⌵

[Create my new account](#) [Cancel](#)

ⓘ Required

Log in to DigiAgriMark Education Platform

Your session has timed out. Please log in again.

Username

Password

[Log in](#)

[Lost password?](#)

Is this your first time here?
For full access to this site you first need to create an account.

[Create new account](#)

Some courses may allow guest access

[Log in as a guest](#)


English (en) ⌵ [Cookies notice](#)

3. Course Registration:

When you register for the course, you will see the "Home" and "My Courses" tabs on the platform.

Safe Digital Marketing for Agripreneurs [Home](#) [My courses](#)

Welcome back, Digiagrimark!



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.

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Available courses

Digiagrimark_EN ⌵


Digiagrimark_TR ⌵

Safe Digital Marketing for Agripreneurs [Home](#) [My courses](#)

My courses

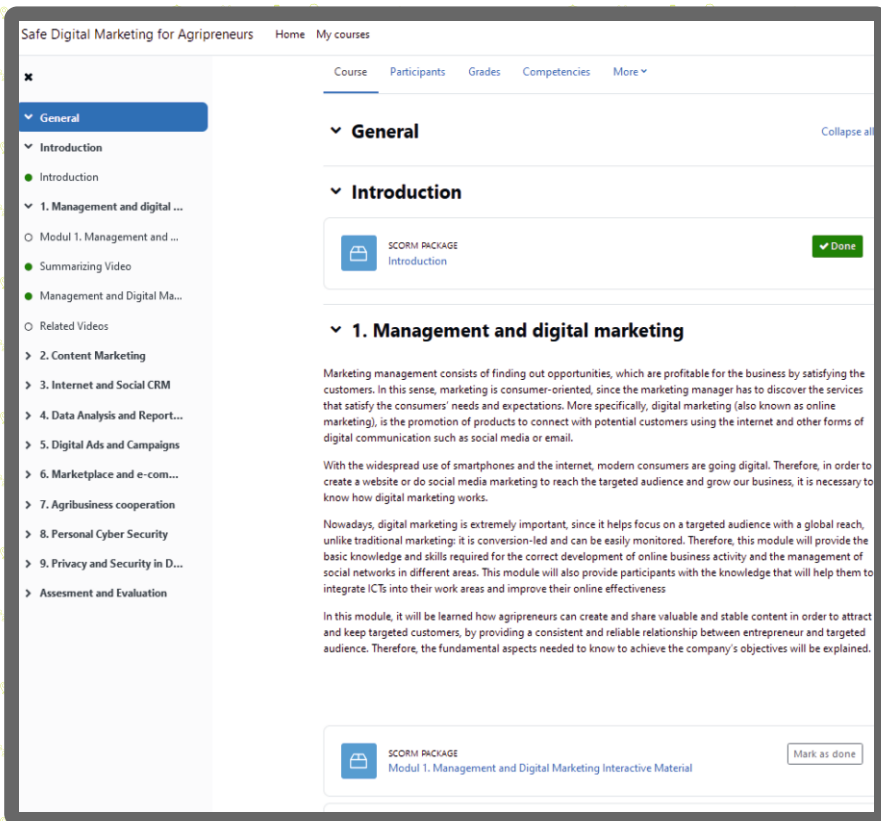
Course overview

All Sort by course name ⌵ Card ⌵



Digiagrimark_EN
Digiagrimark_Project

When you select Digiagrismark TR, you will see the following screen:



The screenshot displays the user interface of the 'Safe Digital Marketing for Agripreneurs' platform. The top navigation bar includes 'Home' and 'My courses'. A sidebar on the left lists course modules: General, Introduction, 1. Management and digital marketing (selected), 2. Content Marketing, 3. Internet and Social CRM, 4. Data Analysis and Report..., 5. Digital Ads and Campaigns, 6. Marketplace and e-com..., 7. Agribusiness cooperation, 8. Personal Cyber Security, 9. Privacy and Security in D..., and Assessment and Evaluation. The main content area shows the details for '1. Management and digital marketing'. It includes a 'General' section with a 'Done' button, an 'Introduction' section with a 'SCORM PACKAGE Introduction' and a 'Done' button, and the main course content. The course content includes a paragraph about marketing management, a paragraph about modern consumers going digital, a paragraph about digital marketing's importance, and a paragraph about learning to create valuable content. At the bottom, there is a 'SCORM PACKAGE Modul 1. Management and Digital Marketing Interactive Material' with a 'Mark as done' button.

4. Modules included in the Digiagrismark Education Platform:

- 1-Marketing Management & Digital Marketing,
- 2-Content Marketing,
- 3-Internet and Social CRM,
- 4-Data Analysis and Reporting,
- 5-Digital Advertisements and Campaigns,
- 6-Marketplace and E-Commerce,
- 7-Agribusiness Cooperation,
- 8-Personal Cyber Security,
- 9-Privacy and Security in Digital Marketing

5. Each module basically covers four course contents:

SCORM PACKAGE- Interactive content package, **PAGE-** Summary video (specially prepared video file)

SOURCE- Lecture Note (lecture note prepared as pdf file)

PAGE- Related Videos (useful videos compiled in English)

SCORM PACK - Interactive content pack:

The Scorm package (interactive material) is an interactive summary of the content of each module that will not bore you.

-You can advance the slides or return to previous slides with the arrow keys at the bottom of the interactive content. (1)

-You can click the full screen button in the bottom right corner to watch the slides full screen.(2)

-After reviewing all the content, you can return to the module home page by clicking the Exit Activity button in the upper right corner. (3)

-You can access the next content from the course index on the left-hand side of the page. (4)

1. Management and digital ...

- Modul 1. Management and ...
- Summarizing Video
- Management and Digital Ma...
- Related Videos
- > 2. Content Marketing
- > 3. Internet and Social CRM
- > 4. Data Analysis and Report...
- > 5. Digital Ads and Campaigns
- > 6. Marketplace and e-com...

SCORM PACKAGE
Modul 1. Management and Digital Marketing Interactive Material

PAGE
Summarizing Video

FILE
Management and Digital Marketing Lecture Note

PAGE
Related Videos

SCORM PACKAGE
Modul 1. Management and Digital Marketing Interactive Material

3
Exit activity

4

General

Introduction

● Introduction

1. Management and digital ...

- Summarizing Video
- Management and Digital Ma...
- Related Videos
- > 2. Content Marketing
- > 3. Internet and Social CRM
- > 4. Data Analysis and Report...
- > 5. Digital Ads and Campaig...
- > 6. Marketplace and e-com...
- > 7. Agribusiness cooperation
- > 8. Personal Cyber Security
- > 9. Privacy and Security in D...
- > Assessment and Evaluation

PLANNING STEP 3:
Digital marketing strategy

MATRIX

		RELATIVE MARKET SHARE	
		High	Low
MARKET GROWTH	High	★	?
	Low	🐷	🐶

- ★ High Growth, High Share. A significant amount of investment
- ? High Growth, Low Share. Investment in "Question Mark" products depending
- 🐷 Low Growth, High Share. "Cows" should be milked as products can be reinvested
- 🐶 Low Growth, Low Share. Businesses should liquidate, divest or reposition products

1
← 16 / 21

2



Safe Digital Marketing for Agripreneurs: DIGIAGRI MARK EDUCATION PLATFORM

PAGE- Summary video

The module summary video is an audio and animated summary of the course content. To watch the video, simply click on the video play button.

The screenshot shows the course page for 'Safe Digital Marketing for Agripreneurs'. The left sidebar contains a navigation menu with the following items: General, Introduction, 1. Management and digital..., Modul 1. Management and ..., Summarizing Video (highlighted in blue), Management and Digital Ma..., Related Videos, 2. Content Marketing, 3. Internet and Social CRM, 4. Data Analysis and Repor..., 5. Digital Ads and Campaig..., 6. Marketplace and e-com..., 7. Agribusiness cooperation, 8. Personal Cyber Security, 9. Privacy and Security in D..., and Assesment and Evaluation. The main content area displays 'English / Summarizing Video' with a 'PAGE' indicator and a 'Done' button. Below this is a video player with a play button and a thumbnail for 'AGRIPRENEURS MANAGEMENT AND DIGITAL MARKETING'. The video was last modified on Sunday, 15 January 2023, at 6:36 PM.

SOURCE- Lecture Note

The screenshot shows the 'Management and Digital Marketing Lecture Note' page. The left sidebar is identical to the previous screenshot, with 'Management and Digital Mar...' highlighted in blue. The main content area displays 'English / Management and Digital Marketing Lecture Note' with a 'FILE' icon and the title 'Management and Digital Marketing Lecture Note'. Below the title is a 'Done' button. A red box highlights the page number '1 / 30' in the top right corner, with an arrow pointing to it and the text 'Number of pages'. Below the page number is a search bar and a dropdown menu for 'Otomatik yaklaşımlar'. The page content includes logos for the Turkish Ministry of National Education, the Erasmus+ Programme of the European Union, and the DIGIAGRI MARK logo. The text on the page reads: 'Safe Digital Marketing for Agripreneurs – DIGIAGRI MARK', 'Erasmus+ KA2: Strategic Partnerships for Adult Education - Nr. 2020-1-TROI-KA20A-094469', and 'DIGITAL MARKETING AND DIGITAL SAFETY FOR AGRIPRENEURS MODULE 1 - MANAGEMENT AND DIGITAL MARKETING'.

You can access the detailed content prepared as Adobe Acrobat pdf file with the module lecture notes. You can also download the lecture note to your computer or phone for later review.

PAGE- Related Videos

Each module in the related videos tab/videos that are thought to be useful for the content of the project are included. The YouTube videos compiled by the project team include different perspectives and narratives on the subject.

The screenshot shows the course interface for 'Safe Digital Marketing for Agripreneurs'. The left sidebar contains a navigation menu with the following items: General, Introduction, 1. Management and digital..., Modul 1. Management and D..., Summarizing Video, Management and Digital Mar..., Related Videos (highlighted with a blue bar), 2. Content Marketing, 3. Internet and Social CRM (highlighted with a red box), 4. Data Analysis and Repor..., 5. Digital Ads and Campaig..., 6. Marketplace and e-com..., 7. Agribusiness cooperation, 8. Personal Cyber Security, 9. Privacy and Security in D..., and Assessment and Evaluation. The main content area shows the 'Related Videos' section with a red box around the title. Below the title, there are several video thumbnails, including one titled 'What is Digital Marketing?' and another titled 'DIGITAL MARKETING 101'.

6. EVALUATION QUESTIONNAIRE AND CERTIFICATE EXAM

The screenshot shows the 'Evaluation of E-learning Platform' questionnaire. The title 'Evaluation of E-learning Platform' is highlighted with a red box. The questionnaire contains several questions about the user's experience with the e-learning platform, such as 'The e-training is useful', 'The content of the e-training is sufficient', and 'I think the documents used during the e-training are useful'. A green text box on the right states: 'After completing the modules, it is important that you participate in the evaluation questionnaire on the platform so that we can improve the course. Finally, you need to answer the exam questions to get a certificate.'

The screenshot shows the 'Certificate Exam' interface. The title 'Certificate Exam' is highlighted with a red box. The exam contains two questions: 'What are the six key types of digital media channels?' and 'What is Agribusiness Cooperation?'. A 'Quiz navigation' table is visible on the right side of the page.

Quiz navigation													
1	2	3	4	5	6	7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31	32	33	34	35	36	37	38	39	40	Fresh attempt ...	



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Project Website: <https://digiagrimark.com>

Education Platform: <https://digiagrimark.net>

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