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Safe Digital Marketing for Agripreneurs

Erasmus+ KA2: Strategic Partnership for Adult Education

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SAFE DIGITAL MARKETING FOR AGRIPRENEURS

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Safe Digital Marketing for Agripreneurs – DIGIAGRIMARK

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DIGITAL MARKETING AND DIGITAL SAFETY FOR AGRIPRENEURS

2022

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INTRODUCTION

The digitalization of agriculture targeted by the EU will change every part of the agri-food chain, but will require major transformations in farming, rural economy, and marketing of products. The application of ICT in agriculture has positive implications for farmers in terms of access to market information and promotion of agricultural products. In the digital world, we can digitally revolutionize the agricultural market end-to-end. ICT helps smallholder farmers to find multiple buyers.

There are various digital marketing training opportunities and safety and security topics for individuals. However, there are no learning/training materials, courses and guides on Digital Safe Agri-Marketing, especially for small-scale agripreneurs, farmers and young potential farmers. This is because they are not tailored to the needs of agripreneurs and farmers/villagers with low digital skills. Most of farmers are unable to use of existing materials and keep up with technological developments. The vast majority are not aware that they need such resources. The number of farmers is decreasing day by day, the average age of farmers is increasing, and young people do not want to live in villages.

In this project, we aimed to encourage village dwellers, especially young farmers, to continue farming, as well as to increase farmers' incomes from their production and thus improve their living conditions by providing them with new transversal skills.

The partner countries have similar profiles of farmers who are very busy with various agricultural tasks throughout the year. Farmers are engaged in agricultural work 24/7 all over the world. Therefore, it is very difficult to organize uninterrupted, face-to-face day courses to increase their skills. Sometimes courses are organized in the evening so that farmers can attend. However, in this case, courses organized in the evenings are both very tiring for the trainers and less productive for the farmers who are tired all day long because they are held at a certain time every day.

Therefore, we need another training/learning method for them to achieve our project objectives.

E-Learning has completely changed the way of learning making it simpler, easier and more effective. This method of learning is best suited for everyone. Online training courses can be taken by anyone at any day and time and without a limited time limit. Unlike face-to-face education, everyone has unlimited access to the content. E-Learning enables lectures to be delivered quickly. Learners can set their learning pace and duration instead of following along with the whole group in a classroom. It saves time as the participant does not have to travel to the place of training. The individual can participate online from the comfort of their own home.

Trainings need to be supported with printed and/or digital learning materials to enable agricultural entrepreneurs to take part in the digital world. In the project, the E-Learning Platform has been prioritized, but the course can also be implemented face-to-face or blended. In addition, even if face-to-face courses can be arranged for farmers, supporting these trainings with printed, digital, and online resources will increase their utilization levels.

The modules/lecture notes prepared for the interactive content to be used in the E-Learning Platform have been turned into a book, which can be used digitally or in printed form, has been prepared as a resource book for both learners and trainers.

We hope that this book "DIGITAL MARKETING AND DIGITAL SAFETY FOR AGRIPRENEURS" will contribute to the education, socialization and productivity of farmers and other users to improve their basic skills in digital marketing and digital safety.





DIGITAL MARKETING AND DIGITAL SAFETY FOR AGRIPRENEURS

TABLE OF CONTENTS

INTRODUCTION	V
TABLE OF CONTENTS	VII
TABLE OF FIGURES	XIV
1. MANAGEMENT AND DIGITAL MARKETING	1
1.1. Introduction	3
1.2. What is Digital Marketing?	5
1.3. Evolution of the Term	5
1.4. Main Characteristics. Difference Between Marketing and Digital Marketing	5
1.4.1. Lower Cost	5
1.4.2. Exhaustive Segmentation	6
1.4.3. Consumer Integration	6
1.4.4. Immediate Results	6
1.4.5. Branding	7
1.5. Basic Elements of (Digital) Marketing	8
1.5.1. Search Engine Optimization (SEO) and Search Engine Marketing (SEM)	8
1.5.2. Content Marketing	9
1.5.3. Social Networks	9
1.5.4. Email Marketing	10
1.5.5. Marketing Analytics	10
1.6. Digital Marketing Tools	11
1.6.1. SEM Tools	11
1.6.2. Content Tools	11
1.6.3. Social Networking Tools	11
1.6.4. Email Tools	12
1.6.5. Analysis Tools	12
1.7. Digital Marketing Trends	13
1.7.1. Intelligent Automation	13
1.7.2. User Experience	13
1.7.3. Video Marketing	14
1.7.4. Natural Language Processing (NLP)	14



1.8. Digital Marketing Plan	15
1.8.1. What is the Digital Marketing Plan?.....	15
1.8.2. Planning	15
1.8.3. Execution	20
1.8.4. Control	21
1.9. Conclusion.....	22
1.10. Questions	23
1.11. References	26
2. CONTENT MARKETING.....	27
2.1. Introduction	29
2.2. What Is Content Marketing?	31
2.2.1. Definitions of Content Marketing	31
2.2.2. Purpose of the Content Marketing	32
2.2.3. History of Content Marketing	32
2.2.4. Types of the Content and the Channels in Content Marketing.....	33
2.3. Advantages and Disadvantages of Content Marketing	37
2.3.1. Why Content Marketing Is Important?	37
2.3.2. Advantages of Content Marketing.....	37
2.3.3. Disadvantages of content marketing	38
2.4. Content Marketing Strategy.....	39
2.4.1. Mission and Goal Setting.....	40
2.4.2. Target Audience Determination	40
2.4.3. Communication	40
2.4.4. Content Creation.....	41
2.4.5. Selection of Content Marketing Channels.....	42
2.4.6. Content Marketing Schedule	43
2.4.7. Efficiency Measurement.....	43
2.5. Conclusion.....	44
2.6. Questions	45
2.7. References	48
3. INTERNET AND SOCIAL CRM	49
3.1. Introduction	51
3.2. Creating a Website for your Business.....	53
3.2.1. Fundamentals of Web Design.....	53
3.2.2. Starting your Website.....	55

3.2.3.	Adding Content to your Website – Text, Images, and Graphics	57
3.2.4.	Changing the Colour of the Site Background	61
3.2.5.	Adding a Navigation Menu to your Website.....	62
3.2.6.	Adding Boxes for Content	64
3.2.7.	Adding Tables for Content	66
3.2.8.	Adding Links.....	68
3.2.9.	Search Engine Listing and Optimisation.....	69
3.3.	Efficient Use of Email	72
3.3.1.	Creating a Gmail Account.....	72
3.3.2.	Sending an Email.....	72
3.3.3.	Managing Email Contacts.....	75
3.4.	Establishing Social Media Accounts	77
3.4.1.	What is Social Media?.....	77
3.4.2.	Facebook	77
3.4.3.	Instagram.....	85
3.4.4.	Twitter.....	88
3.4.5.	Increasing the Effectiveness of Social Media Accounts	91
3.5.	Customer Relationship Management.....	93
3.5.1.	What is CRM Tool?.....	93
3.5.2.	The benefits of using a CRM.....	93
3.5.3.	Managing Contacts and a Multichannel Campaign.....	93
3.6.	Conclusion.....	103
3.7.	Questions	104
3.8.	References	106
4.	DATA ANALYSIS AND REPORTING.....	107
4.1.	Introduction	109
4.2.	Google Analytics Fundamentals and Use	111
4.2.1.	What is Google Analytics and How Does It Work?.....	118
4.2.2.	Organization/Account/Property/View Setup and Management	118
4.2.3.	Basic terms and interface definition.....	119
4.3.	Recognition of the Target Audience.....	125
4.3.1.	Audience reports overview	125
4.3.2.	Enable Demographics and Interests reports.....	125
4.3.3.	Overview of behaviour reports	132



4.3.4. About The Behavior Flow Report	153
4.3.5. Create Sample Report	155
4.4. Determination of Advertising and Discount Campaign Processes	158
4.4.1. Creating A Google Ads Account	158
4.4.2. 8 Steps to Prepare Your Campaign for Success	161
4.4.3. Choose The Right Campaign Type.....	163
4.5. Conclusion.....	167
4.6. Questions	168
4.7. References	170
5. DIGITAL ADS AND CAMPAIGNS	171
5.1. Introduction	173
5.2. Agriculture Marketing	175
5.2.1. Definition and Fundamentals	175
5.2.2. Digitalization of agriculture marketing.....	176
5.2.3. Advantages of Digitalization	177
5.2.4. The potential of digital marketing for agricultural commerce	180
5.3. What Are Digital Ads and Campaigns?	181
5.3.1. Definition of Digital Ads and Campaigns	181
5.3.2. The importance and advantages of Digital Ads and Campaigns	181
5.3.3. Types of Digitals Advertisements and Campaigns	182
5.4. Digital Marketing Development Strategy Framework	187
5.4.1. Defining the Online Opportunities.....	188
5.4.2. Selecting the Strategic Approach	189
5.4.3. Delivering Results Online.....	189
5.4.4. Challenges in Developing and Managing Digital Marketing Strategy	189
5.5. Steps For Delivering Effective Digital Ads and Campaigns.....	191
5.5.1. Activation of the first-party data	192
5.5.2. Optimization of the advertising spends	192
5.5.3. Growing of the data	193
5.6. Conclusion.....	194
5.7. Questions	195
5.8. References	198
6. MARKETPLACE AND E-COMMERCE.....	201
6.1. Introduction	203
6.2. Introduction to Marketplace and Existing E-Commerce Platforms	205

6.2.1. Online marketplace.....	205
6.2.2. Differences between marketplace and e-commerce	206
6.2.3. Definition, types, characteristics	207
6.3. E-Commerce.....	210
6.3.1. Definition of e-commerce	210
6.3.2. E-commerce models	210
6.3.3. Main e-commerce platforms and characteristics	211
6.3.4. Legal requirements	212
6.4. E-commerce strategy	214
6.4.1. How to start an e-commerce	214
6.4.2. Key elements of e-commerce.....	215
6.5. Online Payments	216
6.5.1. Methods and tools.....	216
6.6. Trends	217
6.7. Conclusion.....	218
6.8. Questions	219
6.9. References	221
7. AGRIBUSINESS COOPERATION	223
7.1. Introduction	225
7.2. What is Cooperation in Digital Marketing?	227
7.2.1. Types of Agribusiness Cooperation in Digital Marketing.....	228
7.3. Benefits of Cooperation in Digital Marketing	234
7.3.1. Giving Farmers the Opportunity to Take Place in the Digital Environment with their Products.....	234
7.3.2. Bargaining Power.....	234
7.3.3. Reducing Costs.....	234
7.3.4. To be Supported by Institutions and Organisations	234
7.3.5. Directing the Product and Production Method Demanded by the Consumer	234
7.3.6. Facilitating the Exchange of Information & the Development of Social Relationships.....	235
7.3.7. Presence of Customers Supporting Producers/Cooperatives in Consumption Preferences	235
7.3.8. Serving the Sustainability of Production	235
7.3.9. Increasing Product Visibility	236
7.4. Good Practices in Agribusiness Cooperation in Digital Marketing	237
7.4.1. Village with Lavender Scented Women’s Cooperative.....	237
7.4.2. Sarıgöl Women’s Enterprise Production and Business Cooperative (SARKOOP)	237



7.4.3. “Doğal ve Sağlıklı Ürünler Anadolu’dan Sofranıza” Facebook Group	237
7.4.4. The Farmers Market Coalition	237
7.5. Conclusion	239
7.6. Questions	240
7.7. References	243
8. PERSONAL CYBER SECURITY	247
8.1. Introduction	249
8.2. Importance Of Cyber Security	251
8.3. Three Pillars of Cyber Security	251
8.4. Social Media Security	251
8.6.1. Facebook Security Settings	252
8.6.2. Instagram Security Settings	259
8.7. Wireless Security	267
8.8. Risks Threats and Vulnerabilities	268
8.8.1. Malicious Software-Malware	268
8.8.2. Spam & Phishing	268
8.9. Password Security	270
8.10. Conclusion	271
8.11. Questions	272
8.12. References	274
9. PRIVACY AND SECURITY IN DIGITAL MARKETING	277
9.1. Introduction	279
9.2. Importance of Privacy and Security in Digital Marketing	281
9.2.1. Definitions	281
9.2.2. Why is Security and Privacy Important in Digital Marketing	283
9.3. Security and Privacy Vulnerabilities Affecting Digital Marketing	285
9.3.1. What tools create security and privacy gaps in digital marketing?	285
9.3.2. Collection and Protection of Personal Data	285
9.3.3. Credit Card Security	289
9.3.4. Mail Order Credit Card Information Security	290
9.3.5. Third Party Websites and Applications	291
9.3.6. E-Mail Security	291
9.3.7. Social Media	292
9.3.8. Browser Cookies	293



9.4. Conclusion.....	294
9.5. Questions	295
9.6. References	298

TABLE OF FIGURES

Figure 1.1. Basic elements of digital marketing.....	8
Figure 1.2. SWOT.....	16
Figure 1.3. SMART.....	17
Figure 1.4. Portfolio Strategy.....	18
Figure 1.5. Ansoff Matrix.....	19
Figure 1.6. Brand Positioning.....	20
Figure 2.1. Purpose chain of the content marketing.....	32
Figure 2.2. Content Marketing Steps.....	39
Figure 2.3. Characteristics of Digital Content (Kim et al, 2010).....	41
Figure 2.4. The most engaging types of the visual contents (99firms.com, 2022).....	42
Figure 3.1. Wix Sign-Up Page.....	55
Figure 3.2. Wix – Choose a Template.....	56
Figure 3.3. Wix – Blank Website Templates.....	56
Figure 3.4. Wix – Edit Page Layout.....	57
Figure 3.5. Wix – Adding Text.....	57
Figure 3.6. Wix – Editing Text.....	58
Figure 3.7. Wix – Choose Images.....	58
Figure 3.8. Wix – Resize Image.....	59
Figure 3.9. Wix – Add Graphics.....	59
Figure 3.10. Wix – Icons Categories.....	60
Figure 3.11. Wix – Search for Icons.....	60
Figure 3.12. Wix – Graphics Examples.....	61
Figure 3.13. Wix Change Section Background Colour.....	61
Figure 3.14. Wix – Colour Picker.....	62
Figure 3.15. Wix – Site Theme.....	62
Figure 3.16. Wix – Add a Section.....	63
Figure 3.17. Wix – Re-size Section.....	63
Figure 3.18. Wix – Add Menu.....	63
Figure 3.19. Wix – Menu Example.....	64
Figure 3.20. Wix – Add a Box.....	64
Figure 3.21. Wix – Box Layout Example.....	65
Figure 3.22. Wix – Edit Text.....	65
Figure 3.23. Wix – Add Image.....	66
Figure 3.24. Wix – Change Box Design.....	66

Figure 3.25. Wix – Box Border Colour	67
Figure 3.26. Wix – Copy Box	67
Figure 3.27. Wix – Grouping Boxes	68
Figure 3.28. Wix – Linking Text	68
Figure 3.29. Wix – External Links	69
Figure 3.30. Wix – SEO Tools	69
Figure 3.31. Wix – Get Found on Google	70
Figure 3.32. Wix – SEO Checklist	71
Figure 3.33. Gmail – Sign-Up	72
Figure 3.34. Gmail – Compose an Email.....	72
Figure 3.35. Gmail – New Email Screen	73
Figure 3.36. Gmail – Attach a Document	73
Figure 3.37. Gmail – Send an Email	74
Figure 3.38. Gmail – Schedule Send.....	74
Figure 3.39. Gmail – Contacts Page	75
Figure 3.40. Gmail – Create a Contact	75
Figure 3.41. Gmail – Create a Label	76
Figure 3.42. Facebook – Setup a Business Page.....	77
Figure 3.43. Facebook – Create a Page	78
Figure 3.44. Facebook – Add Page Photos	78
Figure 3.45. Facebook – Complete Page Profile and Post	79
Figure 3.46. Facebook – Add a Button.....	79
Figure 3.47. Facebook – Promote a Page.....	80
Figure 3.48. Facebook – Choose an Ad Type.....	80
Figure 3.49. Facebook – Change Ad Goals	80
Figure 3.50. Facebook – Ad Goal Choices	81
Figure 3.51. Facebook – Ad Creative	81
Figure 3.52. Facebook – Ad Audience.....	82
Figure 3.53. Facebook – Ad Duration and Budget.....	83
Figure 3.54. Facebook – Ad Preview.....	84
Figure 3.55. Instagram – Sign-Up.....	85
Figure 3.56. Instagram – Profile Link	85
Figure 3.57. Instagram – Edit Profile.....	86
Figure 3.58. Instagram – Choose Business Category	87
Figure 3.59. Instagram – Business Contact Details.....	87
Figure 3.60. Instagram – Add a Post	88



Figure 3.61. Twitter – Sign-Up	88
Figure 3.62. Twitter – Profile Details.....	89
Figure 3.63. Twitter - Homepage	89
Figure 3.64. Twitter – Create a Tweet.....	90
Figure 3.65. Twitter – Pin a Tweet	90
Figure 3.66. Wix – Add Social Media Buttons.....	92
Figure 3.67. Wix – Edit Social Media Buttons	92
Figure 3.68. Wix – Customer Management Tools.....	94
Figure 3.69. Wix – Create and Import Contacts.....	94
Figure 3.70. Wix – Multichannel Campaigns	95
Figure 3.71. Wix – Select a Campaign	95
Figure 3.72. Wix – Add Site Details	96
Figure 3.73. Wix – Site Page Selection	96
Figure 3.74. Wix – Social Campaign Customisation	97
Figure 3.75. Wix – Edit Social Campaign Text.....	97
Figure 3.76. Wix – Social Campaign Publishing Options	98
Figure 3.77. Wix – Customise Email Marketing Campaign.....	99
Figure 3.78. Wix – Email Marketing Themes	100
Figure 3.79. Wix – Edit Email Marketing Text.....	100
Figure 3.80. Wix – Email Marketing Contacts.....	101
Figure 3.81. Wix – Publish Email Marketing Campaign.....	101
Figure 3.82. Wix – Multichannel Campaign Results.....	102
Figure 3.83. Wix – Email Marketing Campaign Reports.....	102
Figure 4.1. Google Analytics	112
Figure 4.2. Gmail Accounts	112
Figure 4.3. New Account.....	113
Figure 4.4. Google Analytics Terms.....	114
Figure 4.5. Tracking ID	114
Figure 4.6. Real-Time section of Analytics.....	115
Figure 4.7. User Management	116
Figure 4.8. Address attached to a Google account	117
Figure 4.9. Google Analytics Goals.....	117
Figure 4.10. Property Settings	120
Figure 4.11. Channel/Traffic Source	120
Figure 4.12. Session Duration	121
Figure 4.13. Active Users	121

Figure 4.14. Campaigns	122
Figure 4.15. Lifetime Value.....	122
Figure 4.16. Landing Pages.....	123
Figure 4.17. Bounce Rate	124
Figure 4.18. Sign in Analytics Account	126
Figure 4.19. Admin Page	126
Figure 4.20. Reports.....	127
Figure 4.21. Overview Report.....	127
Figure 4.22. Create an Audience	129
Figure 4.23. Line chart of 1-Day Active Users	133
Figure 4.24. Options to select additional metrics for chart	133
Figure 4.25. Line chart of 1-Day and 7-Day Active Users.....	134
Figure 4.26. Graph of Appviews per User and Goal Completions per User.....	135
Figure 4.27. Sessions Per User is calculated.....	136
Figure 4.28. Menus to select comparative metrics	136
Figure 4.29. Graph of cumulative metric values over time	137
Figure 4.30. Tabular representation of metric values	137
Figure 4.31. Open Dimension menu	138
Figure 4.32. Default data table.....	139
Figure 4.33. Session data.....	140
Figure 4.34. Data-filter options	141
Figure 4.35. Collapsed and expanded sessions	141
Figure 4.36. Individual activity expanded	142
Figure 4.37. Session activities selected for segment creation....	142
Figure 4.38. Create Segment	143
Figure 4.39. Delete User.....	144
Figure 4.40. Data Import	148
Figure 4.41. Accessing Data Import.	150
Figure 4.42. Behavior Flow report	154
Figure 4.43. Custom report	155
Figure 4.44. Report types	156
Figure 4.45. Outcomes	161
Figure 4.46. Campaign type.....	162
Figure 5.1. Publishing promotional material and content online and digital platforms and channels.....	181
Figure 5.2. The benefits of cooperated and strategized implementation of digital ads and campaigns.....	182
Figure 5.3. A generic digital marketing strategy development process	188



Figure 7.1. Conceptual approach to the cooperation definition	227
Figure 7.2. Working of Community Supported Agriculture.....	231
Figure 8.1. Facebook privacy check-up	252
Figure 8.2. Who can see what you share?.....	253
Figure 8.3. How to keep your account secure?	254
Figure 8.4. Two-factor authentication	255
Figure 8.5. How people can find you on Facebook?.....	256
Figure 8.6. Facebook data settings.....	257
Figure 8.7. Facebook ad preferences	258
Figure 8.8. Instagram Settings	259
Figure 8.9. Instagram Account Privacy	259
Figure 8.10. Instagram Limits Settings	260
Figure 8.11. Instagram Hidden Words.....	261
Figure 8.12. Instagram Comment Settings	262
Figure 8.13. Instagram Posts Settings	263
Figure 8.14. Instagram Mentions Settings.....	264
Figure 8.15. Instagram Story Settings	265
Figure 8.16. Instagram Security Settings	266
Figure 8.17. Instagram security checkup.....	266

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Digital Marketing and Digital Safety for Agripreneurs

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1. MANAGEMENT AND DIGITAL MARKETING

1. Introduction
2. What is Management & Digital Marketing
3. Evolution of the Term
4. Main Characteristics - Difference between Marketing and Digital Marketing
5. Basic Elements of (Digital) Marketing
6. Digital Marketing Tools
7. Digital Marketing Plan



MODULE 1: MANAGEMENT AND DIGITAL MARKETING

1.1. Introduction

Marketing management consists of finding out opportunities which are profitable for the business by satisfying the customers. In this sense, marketing is consumer-oriented, since the marketing manager has to discover the services that satisfy the consumers' needs and expectations. More specifically, digital marketing (also known as online marketing), is the promotion of products to connect with potential customers using the internet and other forms of digital communication such as social media or email.

With the widespread use of smartphones and the internet, modern consumers are going digital. Therefore, in order to create a website or do social media marketing to reach the targeted audience and grow our business, it is necessary to know how digital marketing works.

Nowadays, digital marketing is extremely important, since it helps focus on a targeted audience with a global reach, unlike traditional marketing: it is conversion-led and can be easily monitored. Therefore, this module will provide the basic knowledge and skills required for the correct development of online business activity and the management of social networks in different areas. This module will also provide participants with the knowledge that will help them to integrate ICTs into their work areas and improve their online effectiveness

In this module, it will be learned how agripreneurs can create and share valuable and stable content in order to attract and keep targeted customers, by providing a consistent and reliable relationship between entrepreneur and targeted audience. Therefore, the fundamental aspects needed to know to achieve the company's objectives will be explained.



1.2. What is Digital Marketing?

In this unit, it is going to be explained what Digital Marketing is and the fundamental aspects that you must know to achieve the objectives of your company. According to Miguel Santesmases (2012), marketing studies why people and institutions exchange goods, services or ideas, and analyses how these exchanges are and should be stimulated so that they are mutually satisfactory and foster stable and lasting relationships. As can be seen, this definition comprises 4 clear elements: terms of trade, utility, products and demand. Now, how many types of Marketing are there?

There are multiple classifications of Marketing, however, from the point of view that concerns us, we can distinguish two clear approaches: Online Marketing and Offline Marketing.

Online marketing has the same objective as offline or traditional marketing, the only difference is found in the use of new technologies and the network. It is a system that allows the advertiser's products or services to be promoted online, through platforms and tools in a strategic manner and, ideally, always aligned with the company's general marketing strategy.

Therefore, online or digital marketing encompasses all those advertising or commercial actions and strategies that are carried out in the media and internet channels.

1.3. Evolution of the Term

Digital marketing began to be applied in the 90s as a way to transfer the advertising techniques of traditional media to the first web pages (web 1.0). In this first phase, companies simply controlled and exposed their messages in a unidirectional way, although, as Nager (2020) points out, its important advantages were already glimpsed from the beginning, such as providing a potentially universal reach, the possibility of updating content immediately or the possibility of combining different formats (images, texts).

Along with the development and evolution of digital technology (web 2.0), online marketing has undergone profound changes, not only in the techniques and tools used, but also in the possibilities it offers to the audience. The main change is found in the communicative feedback between brands and users, through social networks, forums, blogs... Internet has gradually become a large community, in which it is possible to exchange information in both directions.

1.4. Main Characteristics. Difference Between Marketing and Digital Marketing

1.4.1. Lower Cost

Despite the fact that it depends on the format, a marketing campaign in traditional media such as the press, television or radio can have very high costs, especially at the beginning, which only large companies can afford. In digital marketing, as there is a wide variety of formats and advertising channels on the network, these costs are usually much lower. Companies have greater flexibility when choosing their channel and can adapt their campaign to the budget they have much more easily, which is within the reach of any company.



1.4.2. Exhaustive Segmentation

One of the main advantages of digital marketing is its exhaustive segmentation capacity. On the internet, it is much easier for companies to segment the audience they want to reach through a wide variety of parameters, such as age, gender, geographic location, interests, social networks or devices used... In this way, it is much easier to tailor a marketing campaign to the audience you want to reach. For this, it will be important to start by analysing that potential client or "buyer persona": their demographic information, interests, motivations...

The more we can define the type of person we are targeting, the better we can adjust our content and marketing strategies to attract them and adapt to their needs. Even if you consider that you have very good content and many resources for its dissemination, if your segmentation is not exhaustive, it will be difficult for you to reach your potential client and meet your objectives.

1.4.3. Consumer Integration

As we mentioned before, one of the key changes introduced by digital marketing is the communicative feedback between brands and users. While in offline marketing the attention has traditionally fallen on the product or service offered, in digital marketing the consumer and his needs play a key role. In addition, digital marketing allows you to create a community with your product or content as a common point of interest. Having a community, in addition to helping you build your brand, will allow you to connect directly with your potential customers, create a dialogue with them, and offer them a comprehensive satisfactory experience. In this way, the aim is to obtain loyal customers, who can act as multipliers of the brand.

As Sarah Vercheval points out in *Inboundcycle* (2021), the integration of the consumer and the creation of a community are aspects closely related to what is known as Inbound Customer Service, "incoming customer service" in Spanish, which refers to all the resources that a company has to respond to the information needs or possible problems that a user may have throughout their entire process as a customer. The better the inbound customer service, the better the experience of the actual or potential customer.

1.4.4. Immediate Results

Digital marketing allows us to measure the response of users to any advertising campaign immediately and in real time and obtain, as we have already seen, a large amount of data that can be analysed at the same time, if we have the means to do so. Some of the most relevant measurable data are the following:

- Positioning of keywords in the results pages (SERP) of a specific search engine, such as Google.
- The traffic of visitors to a web page, as well as the behaviour of users in these visits (time spent, bounce rate, percentage of unique visitors, devices from which the page is visited...)

- The content you like and don't like, based on the reading of its natural positioning (SEO), the number of visits, its dissemination on social networks by users...
- The performance of the call to action (CTA), "calls to action" in Spanish, usually through the conversion rate (CR), that is, the percentage of real actions of users (purchases, subscriptions, downloads, filling in forms...).
- The KPIs (key performance indicators or performance indicators in Spanish), measurable values associated with specific objectives of the company previously defined.

The collection of this data and, above all, its correct interpretation, will be essential to make decisions in our company. In addition, it is pivotable information, that is, it allows you to optimize the strategy as many times as necessary to obtain better results without having to wait for the campaign to end, something that is much more complicated in traditional marketing.

1.4.5. Branding

Being present on the web, having your own space in the digital environment, has become essential for creating a brand. According to Global Digital Report, about 90% of users go to the Internet to obtain more information about a product or service they wish to purchase.

However, it must be taken into account that this presence can impact the brand both positively and negatively. The type of message or content that a brand spreads to its values, culture and credibility. Users will remember it, so it is important to take care of this digital identity at all times and use it in our favour.

1.5. Basic Elements of (Digital) Marketing

1.5.1. Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

SEO, "search engine optimization", is a digital marketing strategy based on keywords. It is used to optimize the content of a website so that it appears in a higher position in the results pages of Internet search engines (SERP) such as Google. According to recent research, more than 70% of consumers begin their process of purchasing a product or service in Internet search engines, so that web pages that have a higher position in the results of these search engines will have greater visibility and will increase their chances of being visited.

The SEO strategy can be approached in different ways to generate visits to a web page. Josh Wardini (2020) highlights the following:

- On-Page SEO, refers to optimizations that can be done on the website itself to improve its organic positioning in search engines, such as including keywords in the web content, images, tags and meta-tags (special fragments of code used to structure the information on a web page) such as the URL of a web page, its description or rich snippets (reviews, ratings, prices, etc. that appears next to search results) and among many other aspects.
- Off-Page SEO refers to all the techniques and optimizations that occur outside the specific web page and can influence its positioning, such as the quantity and quality of the links that lead to a web page, mentions on websites or networks. social networks, comments on blogs and forums, publications on social networks or on other blogs as a guest.
- Technical SEO focuses on technical aspects that can optimize the positioning of a web page, such as careful source code, good speed, maintenance, easy indexing or responsive design.



Figure 1.1. Basic elements of digital marketing

As you may have been able to verify, when we talk about SEO optimizations, we refer to improvements in the natural positioning, without resorting to additional paid services, of content in search engines. We focus on aspects that will help search engines like Google to interpret and register the content of a web page taking into account its algorithm.

On the other hand, there are a number of marketing strategies also aimed at optimizing the visibility of a website in search engines that are paid. It is what is commonly known as SEM "Search Engine Marketing" or search engine marketing. Among these strategies we find Pay per Click (PPC) or Pay per Click, a form of advertising in which advertisers pay a fee only when users click on their ads. In the next section we will discuss some of these strategies in greater depth.

1.5.2. Content Marketing

The Content Marketing Institute (2015) defines content marketing as the “advertising and business process of creating and distributing relevant and valuable content to attract, acquire and engage a well-defined and analyzed target audience – with the goal of promoting profitable actions by the consumer. The essence of this strategy is the belief that if a company provides consistent and valuable information to the customer, they will reward it with their loyalty (Content Marketing Institute, cited by Baltes, 2015). For this reason, what a company shows to its real or potential clients is of vital importance; By creating valuable content, a company can generate great interest in its public, which can in turn be transformed into lasting relationships (Cohen; Vuelo, cited by Baltes, 2015).

Content marketing can adopt multiple formats on the web: videos, images, infographics, catalogues, e-books, blog posts and social networks, customer opinions, webinars, case studies... Regardless of the format we decide to use, it will always be essential. take into account a series of issues when carrying out a content strategy (Quishpe, 2017):

- Who are our clients? (What are they like? What are their interests?)
- What kind of content are they looking for? (Theme, format)
- Where do they look for this content? (Search engines, social networks...)
- Why are they looking for this content? (Real needs)
- When do they look for it? (Specific periods or moments)

1.5.3. Social Networks

According to Datareportal (2021) in July 2021 there were more than 4.48 billion social network users in the world, which is equivalent to almost 57% of the total world population and suggests that 9 out of 10 internet users use social networks. social media. With these numbers it is clear why including these platforms in a digital marketing strategy is a fundamental option. Moreover, as Javsy Lopez (2021) indicates, there are many companies that have managed to stand out thanks to social networks without the need to invest in other media.



Through them, brands can easily make themselves known and create a community of users who interact with them and their content, and who can become customers.

1.5.4. Email Marketing

Email remains one of the most widely used methods of communication on the web. According to Josh Wardini (2020), companies currently use it mainly to nurture relationships with potential customers who have shown interest in a product or service, as well as to maintain relationships with real customers and build loyalty. According to some studies, email marketing has an average return of around €40 for every €1 invested (Statista, 2021), which makes it one of the most profitable digital marketing strategies.

Email marketing allows information to be disseminated quickly, directly and massively to a highly segmented audience and for free. However, the key to its success lies in its content. Like other advertising strategies, email marketing has also evolved with the advancement of new technologies. It currently has great versatility and can include information in a large number of formats (text, video, music, images...). However, you have to pay attention to the form so as not to fall into spam.

1.5.5. Marketing Analytics

Data analysis will be essential in our marketing strategy. It will allow us to analyse and evaluate our strategy and will give us a rational explanation of the data we have obtained, the profitability of our product, our mistakes, and what aspects we could improve in order to continue growing and optimize the use of our resources.

Marketing data can be analysed using a wide variety of methods and models depending on the KPIs that we want to measure (bounce rates, traffic to our website, conversion rate, our investments and profitability...). For example, ERPs, "Enterprise Resource Planning" or business resource planners, allow you to easily connect marketing actions and sales metrics of a business, but, as we will see later, there are also simpler tools to analyse other types of data.

1.6. Digital Marketing Tools

Now that you know some of the most important elements of digital marketing, we will see some specific tools of each type that can be very useful. Here you will find some of the ones that we use at Inercia Digital, easy to use and that have given us very good results, but there are many more, so we recommend using the one that best suits your needs and objectives.

1.6.1. SEM Tools

[Google Ads](#)

Google Ads is a marketing platform developed by Google that allows any user to advertise in a sponsored way in Google search results (SERP), one of the most used search engines worldwide, along with the rest of natural search results.

It works through the concept of "pay per click" (PPC), that is, advertisers pay Google for each click those users make on their ads. Pricing is set by keyword auction and Quality Score, so it depends on factors like supply and demand. The position in which various advertisers appear is determined in the same way as the price, as well as the payment for each click, and the relevance of the ad and the landing page with the search made by the user.

1.6.2. Content Tools

[Buzzsumo](#)

Buzzsumo is a tool that allows users to identify what content is being shared on social networks, what topics are discussed, track brands, find influencers who share specific content and who can share your posts, track content of any kind... in short, allows you to get a lot of data that can be used to create effective and valuable content.

[Canva](#)

Canva is a free, easy-to-use, engaging graphic and multimedia content creation website. It includes many customizable templates for designs for all kinds of purposes (posters, flyers, covers, invitations, brochures...), free photo bank and other multimedia content, such as music or videos, or create content from your own multimedia content, for which will help us create attractive content.

1.6.3. Social Networking Tools

[Hootsuite](#)

Hootsuite is a tool to manage several of your social networks (Twitter, LinkedIn, Facebook) from the same space so you can get the most out of them. It allows you to program publications, and consult them in calendar mode, in a very visual way. Stay on top of the latest conversations, trends, and brand mentions on social media. Quickly respond to comments from one inbox that combines all your conversations from supported social networks into a single thread. The social



analytics dashboard shows you the best-performing content and gives you personalized insights into why it's working, as well as how to work collaboratively.

1.6.4. Email Tools

[Mailchimp](#)

Mailchimp allows you to create marketing campaigns, newsletters, forms... via email and automatically share them with your list of interested customers or users. It is compatible with all kinds of email platforms. It also provides a series of resources to create attractive content easily, as well as campaign reports to obtain data on the interaction of the public and thus see the effectiveness of your campaign.

1.6.5. Analysis Tools

[Google Analytics](#)

Google Analytics is a tool to measure and analyse the performance of a web page. It allows knowing the characteristics of the users who visit it (origin, gender, age, language, interests) and their behaviour (how and when they visit your website, what content they consume and what they do on your website), measure the interaction (the buttons on those who click) and analyse the channels to the web (social networks, email, search engines, paid advertisements, other websites and direct traffic). As we explained before, all this data will be very useful for us to obtain the ROI (return on investment) of our campaign and make marketing decisions in order to improve its results.

1.7. Digital Marketing Trends

The world of marketing is constantly changing and even more so the digital one. Let's see some trends in digital marketing. Because it is important? They give us an idea of where things are moving, how they are developing; but we cannot see it as a “roadmap”; a solution to all problems or a solution that works for everyone. The potential impact on the organization and company must be taken into account. It is important, especially in these times, to be flexible and prepared to respond to different circumstances and conditions.

1.7.1. Intelligent Automation

As we mentioned at the beginning of this unit, the main characteristic of marketing 5.0 is the application of technologies known as next tech: Artificial Intelligence (AI), Natural Language Processing (NLP), sensors, robotics, augmented reality (AR), virtual reality (VR), internet of things, block chains... Technologies that try to emulate the capabilities of human professionals on a scale unthinkable for us. In this new paradigm, intelligent automation means letting these technologies learn to make decisions based on the analysis of the data they receive and allowing them to act on their own.

For example, with the help of AI, companies can predict the probability of success of a product with specific characteristics or decide which products are more suitable for consumers with specific characteristics; Companies like Amazon, Netflix and YouTube owe much of their success to recommendation engines that, with the help of algorithms, adapt their products to the needs and interests of their users, offering them personalized experiences. In short, with the help of next tech, the growth of a company can be accelerated, costs reduced in the long term and competitiveness increased.

1.7.2. User Experience

Consumer expectations and behaviours in the digital age have also changed. They are no longer just targeting brands for products, but for personalized and enjoyable experiences. How is communication personalized? We already know that through personalized recommendations, content and messages tailored to your needs and interests. On the other hand, user experience (UX) refers to all aspects of a user's interactions with a company's products or services: usability and navigation on a web page, customer service... In a recently published survey by Salesforce, it is revealed that more than 80% of consumers consider that the experience they have with a company is as important as its products and services, so it is one of the aspects that companies take into account the most.

Directly related to the user experience is omnichannel marketing: the coordination of all the channels of a company to serve its customers. It is not just about having multiple distribution or sales channels, for example, but about all these channels, platforms or departments being perfectly coordinated so that the customer has an integrated experience. That is why it is also



important that our digital marketing strategy and traditional marketing are connected and integrated into a global marketing strategy that is also part of our company's strategic plan.

1.7.3. Video Marketing

According to Baumann (2021), video has become the most used content format for content marketing and one of the great digital marketing trends of 2021, surpassing other formats such as infographics and blogs. In a survey published by Wyzowl (2021), 86% of businesses use video as a marketing tool, which is an increase of 41% since 2016. Just think about the popularity of platforms like TikTok, YouTube or Twitch to understand this data. Videos can not only help increase sales, but also help to increase the involvement of our audience, so that the client understands our products or services in greater depth and to give them greater diffusion. Directly related to the user experience is omnichannel marketing: the coordination of all the channels of a company to serve its customers. It is not just about having multiple distribution or sales channels, for example, but about all these channels, platforms or departments being perfectly coordinated so that the customer has an integrated experience. That is why it is also important that our digital marketing strategy and traditional marketing are connected and integrated into a global marketing strategy that is also part of our company's strategic plan.

1.7.4. Natural Language Processing (NLP)

Within the next tech, natural language processing is one of the areas with the greatest trend in recent years. It focuses on how computers understand, interpret, and process human language. It is present in personal assistants such as Alexa or Siri, as well as in virtual assistants or chatbots, which help web page users. These systems also work through text analysis like other search engines, so the SEO marketing strategies of companies also contribute to a page or product appearing as part of their responses.

1.8. Digital Marketing Plan

1.8.1. What is the Digital Marketing Plan?

A digital marketing plan is a document that includes all the planning of your digital marketing campaigns or actions in order to meet the marketing objectives and thus the global objectives of the company. It is important to point out that it does not replace the traditional marketing plan, but rather complements it and therefore should be integrated together with it into the company's general marketing plan. This document details, among others:

- Business objectives in the short, medium and long term.
- Strategies to achieve digital goals.
- The channels to use.
- Action and development plans.
- The investment.
- The time or roadmap.

Philip Kotler, recognized as one of the fathers of modern marketing, defines the marketing plan as: "a written document that includes the objectives, strategies and action plans related to the elements of Marketing-Mix, which will facilitate and they will make it possible to comply with the strategy dictated in the corporate environment, year after year, step by step" (2003).

When preparing a digital marketing plan, we distinguish three phases:

- Planning (steps 1, 2 and 3),
- Execution (steps 4 and 5) and
- Control (step 6).

1.8.2. Planning

STEP 1: Analysis and diagnosis of the situation. Where are we?

It is a situational analysis, where both external and internal factors of the company will be treated in order to know the current situation in which it finds itself. By external factors we understand the current context (social, economic, cultural...) the particularities of the sector in which our company and the market are part of. Internal factors refer to those that have to do with the company itself, such as its mission, vision and values, the current state of digitization, the resources we have available, our target audience...

To carry out a systematic analysis of our company, the SWOT analysis (strengths, weaknesses, threats and opportunities) can be very useful. As indicated by Glagovsky (2001) "it is a tool that allows to form a picture of the current situation of the company or organisation, thus allowing to obtain an accurate diagnosis that allows, based on it, to make decisions in accordance with the formulated objectives and policies".

One way to do it is the one suggested by Barranca Alcántara and De Andrés (2016), through questions. According to these authors, to carry out a SWOT analysis of our company, we could answer the following questions:

Internal factors:

- **STRENGTHS:** What do we do better than anyone else? Why do they buy or recommend us?
- **WEAKNESSES:** What aspects can we improve? What factors make us lose sales?

external factors:

- **THREATS:** What obstacles do we find? What are our competitors doing?
- **OPPORTUNITIES:** What trends would be interesting to follow? What opportunities have we detected?

In addition to a SWOT analysis, it is highly recommended to carry out a detailed and objective analysis of the current situation in which the company finds itself through audits of its different processes, resources, services and products, resources and public:

Digitization status. It includes aspects such as ecommerce, storage, customer service, communication and dissemination, CRM...

Web design. Appearance, adaptability to various devices, security.

SEO. Content, keywords, web performance, traffic...

Social media. Channels, followers, segmentation, competition...

Public. Objective and goal (geographical origin, age, sex...)



Figure 1.2. SWOT

STEP 2: Definition of objectives. Where do we want to go?

Once we have analysed the internal and external situation of our company, we can begin to set ourselves some objectives. It will be a fundamental step to see where we want to go and establish a roadmap specially adapted for it.

To design our objectives, we recommend following the SMART criteria (specific, measurable, achievable, realistic, time-based) developed by Doran (1981), that is: specific, measurable, achievable, realistic and temporary.

- Specific (what do we want to achieve?)
- Measurable (how much? how will we quantify it?)
- Achievable (can we achieve it?)
- Realistic (do we have the resources to do this?)
- Timed (when will we get it?)

Examples of SMART goals could be:

- Increase our followers on social networks by 15% in the next two months, by improving our content.
- Expand the marketing team by 2 workers in the next 3 months to generate more content, dissemination and greater customer service
- Increase regular consumers by 20% through greater customer service.



Figure 1.3. SMART

STEP 3: Digital Marketing Strategy. How will we get there?

Digital marketing strategies are the set of actions that we are going to carry out to achieve the objectives that we have set in the previous section. Each of the strategies we create should encompass one or two of these goals. Depending on our objectives we will have to carry out some actions or others, so we will not be able to cover all of them here. However, we will see some general tools and strategies that can be very useful.

PORTFOLIO STRATEGY (BCG Matrix)

The BCG matrix was published by Bruce D. Henderson (1973), president of the consulting firm Boston Consulting Group, from which it takes its acronym. It is a very useful instrument to analyse

the portfolio of products or services of a company, and from there define the strategic position of each one of them. As you can see in the image on the next page, the matrix is made up of two axes: one vertical, which represents the growth rate of the market, and the other horizontal, which represents the market share. Within the quadrant we would position the different products (Espinosa, 2020):



Figure 1.4. Portfolio Strategy

- **Star Product:** they are the products that have a high growth and a high participation in the market. It is recommended to maximise them so that they can become mature products on the market, that is, cow products.
- **Questioning Product:** These are products that are experiencing great growth, but have little market share. They usually require large investments and new strategies so that they can become star products, if they cannot become dog products.
- **Cow Product:** These are mature products, fully consolidated in the market, so they have a high market share and a low growth rate.
- **Dog Product:** These are products with low profitability or even negative profitability. Both their growth and their market share is very low, so it is advisable to eliminate them from the product portfolio.

Although we try to keep our products and services in favourable positions, they will go through different phases and stages.

GROWTH STRATEGIES

The Ansoff Matrix or product-market matrix was designed by Igor Ansoff in 1957 and can express "the possible product/market combinations on which the company can base its future development" (Pajuelo, 2019).

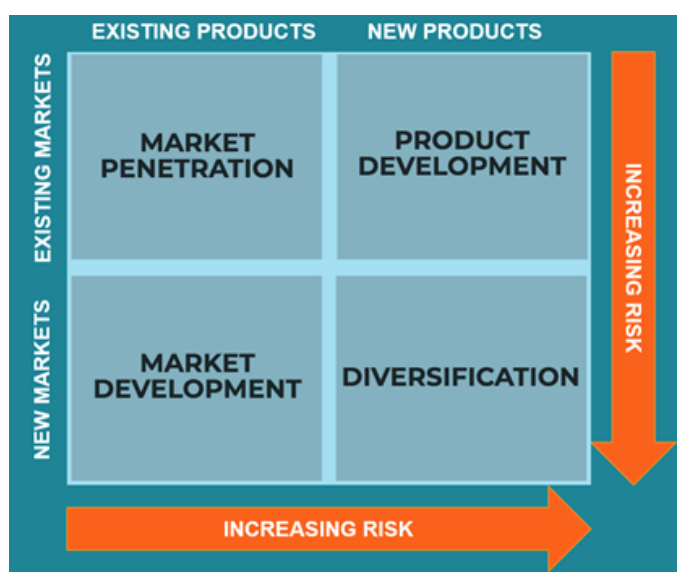


Figure 1.5. Ansoff Matrix

The Ansoff matrix relates the products to the markets, and classifies them based on novelty or current criteria, obtaining 4 quadrants with information on the possible best option to follow: market penetration strategy, new product development strategy, strategy development of new markets and diversification strategy. Espinosa (2015) explains the 4 strategies as follows:

- **Market penetration strategy:** the objective of this strategy would be to increase sales with current products. To do this, we could carry out actions to increase the consumption of our customers or attract potential customers (improvement of image, new uses of our products...)
- **Strategy for the development of new markets:** the objective of the strategy would be to identify and develop new markets with our current products. For this, new geographic markets, distribution channels or market segments, for example, could be identified.
- **New product development strategy:** the objective of this strategy is to develop new products for the markets in which it already operates. Markets are constantly changing, so it is necessary to launch new products or update them to adapt them to the new needs of our customers.
- **Diversification strategy:** the objective of this last strategy is to open new markets through the sale of new products. For this, it is necessary to start from an in-depth study to study the possible opportunities, because for a company to move away from the products and markets in which it operates and knows can suppose a great risk and should be the last option that a company takes.

OTHER STRATEGIES

Many of the marketing strategies that we can carry out to meet our objectives are based on the aspects that we saw in the first module.

- **Attraction strategies:** according to Valdés (2015), "it is a methodology that combines non-intrusive marketing and advertising techniques in order to contact a user at the beginning of their purchase process and accompany them, through the appropriate content, until the final transaction. ". For this we can use tools such as content marketing, email marketing, social media marketing...
- **Positioning strategies:** these are strategies to position the brand in the minds of consumers when they think of a product or service (Koetler, 2013). This author recommends starting by establishing a value proposition for our company and products, and then transmitting it to the market. Among these strategies we find, for example, the positioning strategy by benefits, which tries to highlight the main benefits of the products or services with which it works, as well as the positioning strategy against the competition, which consists of differentiating our brand from to the rest in terms of values and attributes.



Figure 1.6. Brand Positioning

1.8.3. Execution

STEP 4: Implementation of actions

Once we have analysed our organisation, set the goals we want to achieve and planned the actions we will have to carry out to achieve them, it is time to take the most important step: implement the actions.

STEP 5: Budget

Our Digital Marketing Plan will largely depend on the budget we have available; For this reason, it will be essential that the actions to be carried out and their justification be explained in detail.

1.8.4. Control

STEP 6: Analysis of results

The analysis of results must be a continuous process to be able to correct the aspects that are not working instantly. That is why it will be essential to specify in the marketing plan itself the tools that will be used.



1.9. Conclusion

Dealing with a subject such as digital marketing applied to the agricultural sector is truly involving because while at a superficial glance, they appear to be two extremely distant worlds, as going deeper into the matter is easy to realise that it is the closing of a circle, the extremes that touch each other creating a perfect figure.

It is no coincidence that the act of consulting the Internet world is commonly referred to as surfing. And what is it that in ancient times generated the navigation routes that linked different continents for the first time if not the importation of spices and agricultural products? It is the most distant past that reunites with the present and builds the future.

It was mentioned in point 1.5.3 that the potential users that can be reached through social networks are about 4.5 billion people. These numbers are frightening on the one hand, but once they have overcome their initial shock, they offer prospects that were unimaginable just a few decades ago. A very ambitious challenge that offers incredible opportunities.

But like all great challenges, it must be approached with great care, not everyone can win and it must be used as an opportunity to enhance the strengths of those who want to become protagonists.

It is necessary to represent excellence in the sector, offer quality products, guarantee continuity in production and be able to size one's project to the effective potential of the market so as not to generate waste, but also not to have shortages in deliveries. Despite these high standards, one must have a great deal of humility that allows one to study the specific methods and techniques that this type of marketing requires. Take full advantage of those who have had the opportunity to gain experience before us and come up against the limits and discover the advantages of digital marketing. It is an excellent opportunity to be a full citizen of the world.

1.10. Questions

1. What elements does a marketing plan consist of? Beware, for each option there may be excess or deficient elements.
 - a) Business objective in the short, medium and long term – Strategies to achieve digital goals- The channels to use – Action and development plans – the investment – the time or roadmap.
 - b) Business objective in the short, medium and long term – Strategies to achieve digital goals- Action and development plans – the investment – the time or roadmap.
 - c) Business objective in the short, medium and long term - The channels to use – Action and development plans – the investment – the time or roadmap.
 - d) Business objective in the short, medium and long term – Strategies to achieve digital goals- The channels to use – Action and development plans – the investment – the time or roadmap - The places to develop the process.

2. What is the most used content format for content marketing?
 - a) Audio
 - b) Video
 - c) Podcast
 - d) Infographic

3. “Optimizations that can be done on the website itself to improve its organic positioning in search engines, such as including keywords in the web content, images, tags and meta-tags (special fragments of code used to structure the information on a web page) such as the URL of a web page, its description or rich snippets (reviews, ratings, prices, etc. that appears next to search results) and among many other aspects”.
 - a) On-Page SEO
 - b) Off-Page SEO
 - c) Technical SEO
 - d) SEM



4. According to Datareportal, how many social network users were there in the world in July 2021?
 - a) 2.5 billion
 - b) 3 billion
 - c) 4.48 billion
 - d) 5.50 billion

5. The acronym SMART stands for:
 - a) Specific, Moderate, Achievable, Realistic, Timed
 - b) Specific, Measurable, Achievable, Reliable, Timed
 - c) Specific, Measurable, Achievable, Realistic, Timed
 - d) Separate, Measurable, Achievable, Random, Timed

6. What are the content tools we have illustrated in the text? there are two correct answers
 - a) Buzzsumo
 - b) Buffer
 - c) Canva
 - d) Survey Monkey

7. What are the elements to be analysed to develop a SWOT analysis?
 - a) Strengths, weaknesses, threats and opportunities
 - b) Suggestions, weaknesses, theories and opportunities
 - c) Strengths, weaknesses, theories and obstacles
 - d) Strengths, weaknesses, threats and obstacles

8. What are the different products of the BCG matrix?
 - a) Star Product, dog product, cow product, butterfly product
 - b) Star Product, cow product, dog product, balloon product
 - c) Star Product, cow product, dog product, questioning Product
 - d) Heart Product, cow product, star product, questioning product

9. What are the strategies explained by Espinosa?
- a) Market penetration strategy, Strategy for the development of new markets, New product development strategy, Diversification strategy
 - b) Market penetration strategy, Strategy for the development of new markets, Old product development strategy, Diversification strategy
 - c) Market penetration strategy, Strategy for the development of new markets, New product development strategy, business strategy
 - d) Market penetration strategy, Strategy for block new markets, New product development strategy, Diversification strategy
10. The only difference between online and offline marketing is:
- a) The presence of platforms
 - b) The speed of diffusion
 - c) The use of new technologies and networks
 - d) Brand development

Answers

1.a 2.b 3.a 4.c 5.c 6.a, c 7.a 8.c 9.a 10.c



1.11. References

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Safe Digital Marketing for Agripreneurs – DIGIAGRIMARK

Erasmus+ KA2: Strategic Partnerships for Adult Education

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Digital Marketing and Digital Safety for Agripreneurs

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2. CONTENT MARKETING

1. Introduction
2. What is Content Marketing
3. Advantages and Disadvantages of Content Marketing



4. Content Marketing Strategy

MODULE 2: CONTENT MARKETING

2.1. Introduction

Today, the widespread use of the Internet increases the communication level of users and provides an environment for faster and easier access to information. The possibilities offered by the Internet and technology enable consumers to conduct more effective research before purchasing a product.

Losing the efficiency of traditional marketing tools has caused entrepreneurs to make significant changes in the way they communicate with consumers. Classic ad presentations no longer affect people as much as they used to; viewers ignore the classic monotonous ads. The need arising from this has revealed the concept of “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. Content marketing, which has a very solid place in the world of digital marketing, is gaining more importance day by day.

By creating regular and quality content, effective and valuable materials are presented to the specified audiences according to their interests and needs. These materials can be in various formats such as video, e-mail, social media, blog, article, e-book. Within the scope of the changing digital marketing understanding, different methods can be added to these methods. The purpose of content is to attract and retain a targeted audience and sustainably drive beneficial customer action. Thus, it is ensured that the target audiences become customers.

Digital Content Marketing replaces the individual communication of the person and provides interaction with the target audience. It provides a consistent and reliable relationship between the entrepreneur and the target audience.

The main purpose of this module is to improve the awareness, skills and competencies of agripreneurs regarding the concept of content marketing.

The module covers what content marketing is, how to plan content marketing, develop a framework & strategy, determine the target audience, develop a good content and measure its impact.

After completing this module, agripreneurs are expected to gain the following competencies in addition to farming and production:

- will be able to create content to effectively market their products,
- will be able to develop a useful content marketing strategy,
- will be able to easily apply content marketing steps to their activities.



2.2. What Is Content Marketing?

Content marketing is one of the digital marketing types. It aims to build close relationships with defined target groups

The biggest difference between content marketing and traditional (offline) marketing is marketing communication channels. Both methods are used to increase the awareness of the brand and product, but structure of the message and the channels of conveying the message are different.

Traditional marketing focuses on the channels such as television, radio, newspaper and magazine advertisements, billboards, banners, direct mail, and flyers. In contrast, content marketing focuses on blogs, social media, email, infographics, videos, and whitepapers as it reaches its present-day effectiveness with digital marketing.

2.2.1. Definitions of Content Marketing

People are now interested in things that interest them, not advertisements.

“The Organization for Economic Cooperation and Development (OECD) defines digital content (as a growth industry) as a medium that increases user participation and interaction through the digitization of text, data, sound, and video”. “This content can be understood as a combination of original design and scenario (narrative content) associated with such structural elements as text, sound, music, images, and videos, which can be accessed by consumers through both wired and wireless digital media” (Kim, Oh, & Shin, 2010).

There are many content marketing definitions from one of the earliest definition as “Content marketing attracts potential consumers and increases their engagement and empowerment through the creation, dissemination and sharing of free content, relevant, meaningful, valuable and able to inspire confidence in existing and potential customers” given by S. Kucuk and S. Krishnamurthy (2007), to the one of the newest “The content marketing is sharing the valuable information regarding the products and brands to attract others to participate in purchasing activities that create the engagement relationship between consumers and the companies” given by N. S. Ahmad, R. Musa and M. H. R. Harun (2016).

Content marketing is a management process for an entrepreneur. It uses digital elements through different electronic channels to identify, forecast and satisfy the necessity of the customers.

In the article written by L.C. Duc (2013); “According to Mandloys Digital Agency (2013), content marketing is: The creation of content that is relevant, compelling, entertaining and valuable and this content must be consistently provided to maintain or change the behavior of customers. Content marketing is an essential marketing activity that helps retain customers, acquire new ones and helps companies to build a strong brand.”

According to ‘contentmarketinginstitute.com’ “Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to

attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action”.

Finally, 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.

2.2.2. 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.

We can list the objectives of content marketing as in Figure 2.1.

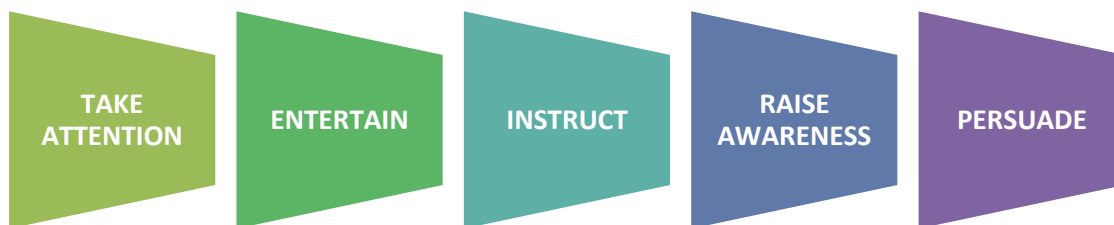


Figure 2.1. Purpose chain of the content marketing

2.2.3. History of Content Marketing

Traditional entrepreneurs have used content to disseminate information and make advertisements about their products and brands. *“Taking advantage of technological advances in transportation and communication, business owners started to apply content marketing techniques in the late 19th century. They also attempted to build connections with their customers”* (Wikipedia).

We can point out milestones from the traditional marketing towards the content marketing as follows:

1800s: Consumer focused content production, for example The NewYork Sun newspaper, Johnson & Johnson, John Deere (Furrow))

1900s: Niche marketing; for example, Michelin Guide, Jell-O Recipe book

1920s-1930s: Content marketing through radio programs; for example, Sears

1950s-1970s: Content marketing through TV programs, multi-channel marketing

1980s: Animations; for example, GI Joe -Hasbro toys

1990s: Digital age content marketing with computers and internet, content marketing opportunities through websites, e-mails, blogs,

In the field of marketing, the term Content marketing was first encountered in the 1990s. The digital age took off with the coming of the internet and the development of the Web 1.0 platform.

“In 1993, the first clickable banner went live, after which HotWired purchased a few banner ads for their advertising. This marked the beginning of the transition to the digital era of marketing. Because of this gradual shift, the year 1994 saw new technologies enter the digital marketplace.” (Monappa, 2022)

2000s: Social Networks. Web 2.0 allowed users to interact with other users and businesses.

2020s: Web 3.0, NFTs, metaverses. The ideas aren't new, but they may transform into solid business strategies because technology has caught up enough to make these concepts useful. Creating Personalized, Humanized Content, Embrace Empathy, Research, and Storytelling.

Throughout historical periods, content marketing is one of the most effective methods of marketing from a conceptual and practical point of view, whether it is aimed at entertaining the target audience or focused on educating and informing.

2.2.4. Types of the Content and the Channels in Content Marketing

Content marketing approach improves expertise, provides brand awareness, and keeps the product to be sold in mind. There are many of ways to use content to strength the entrepreneurship.

Everyone is aware of the benefits of content marketing today. However, while preparing the content, it is necessary to consider the objectives, target groups and content marketing channels.

Content marketing reveals content that the target audience finds interesting and/or useful, rather than directly mentioning the brand or product.

2.2.4.1. Types of the Contents

The entrepreneur can reach the right target audiences 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: A blog (a truncation of "weblog is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries (posts). Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page (Wikipedia). Blog post help to increase conversions, traffic of the website, to be noticeable.



Infographics: An infographic is partial or whole visual a representation of plain text content. Infographic content format combines text and visual elements to convey information to the reader in a faster and easier way. They usually bring information more understandable and combine images and graphs. There are several types of infographics.

Website viewers prefer to spend 10% more time on visual content than reading text (Sheikh, 2020). Infographics provide brand awareness and offer entrepreneurs the opportunity to demonstrate their expertise.

Podcast: A podcast is a series of digital audio files or collections, radio program(s) that can be listened to or downloaded over the Internet. Each audio recording is known as a podcast/podcast episode. Podcasts are often hosted by people who share stories or report news. Podcasts are easy and inexpensive to create. With audio content being easy to consume and smartphone usage at the highest level worldwide, mobile-friendly content experiences are becoming more important, and podcasts stand out.

Case Studies: A case study in content marketing is intensive, detailed, data-driven research into the effectiveness of the product or the brand/organization story of the business.

The case study may cover how the product resolves the predicted problems, the condition before and after use of the product, and the measurable positive effect of the product.

Videos: Video marketing refers to any marketing campaign that relies on video content. That said, videos can be included in a variety of strategies that include (but are not limited to): advertisement, inbound marketing, digital marketing, sales funnel, and even email marketing.

They all can benefit from the addition of videos. Creating a video is a process with many steps: from planning to editing, and from working on actual footage to publishing it in the best channel possible. And even so, it's not all there is to it. A video strategy is part of a bigger picture: it needs to fit your company's values, speak your audience's language, and portray your product in the best way possible.

eBooks: As a part of content marketing, e-books allow entrepreneurs to establish long-term contact with their target audience. E-books, which many content marketers create and make available for free, represent an increasingly important part of content marketing.

eBooks are usually longer than a blog post, up to 7-8 pages long. They have content rich in visuals, may contain links to the website or other resources. It is a more practical and faster way to present a research study, product profile or a detailed study about the product to the target audience.

Memes: Memes are images or videos shared over the internet, often modified in a humorous and creative way; they are internet sharing forms that interpret daily situations in which visuals are combined with short words.

In content marketing, memes are the use of memes to promote your brand narrative. Because memes are fun, engaging, and shareable, they're a fun way to connect and engage with audiences.

Social media Posts: A social media post is called that content shared on social media accounts through a user account. It can be as simple as a very short text, but can also contain images, videos, and links to other posts, website or other sources. Social media users can like, comment and share the post.

Success stories: A success story is a text that shows the customer's experience, the problems and difficulties they faced before using the product, how the product helped, the effects of the product and the level of success they achieved. They can be combined with graphs, images etc.

Whitepaper: It is technical writing, report that helps generate leads, inform potential customers and help readers understand problems, realize the benefits of purchasing a particular product, solve problems and make decisions. Its impact can be measured by downloads, leads, and social media shares. Generally, it is composed of the challenge/problem, solution/method and the benefits/results. It is mostly enriched with graphics.

2.2.4.2. Types of the Channels

While the entrepreneur decides on his content marketing strategy, he/she does 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.

Content marketing channels are channels where the created content is published and shared. 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 types of content marketing channels: owned, earned, and paid (Hubspot 2020)

1. **Owned Channels:** Website, Blog, Email, Social Media, Mobile Apps, etc.
2. **Paid Channels:** Influencers, Social Media Ads, PPC, etc.
3. **Earned Channels:** Forums, Guests posts, Shares, Reviews etc.

Here, we can highlight some of the numerous types of content marketing channels:

Website: A website consists of a series of web pages linked by a common domain, displayed on web servers, and containing the brand and product(s). It enables to build brand awareness, to showcase brands and products to target groups. A website helps to differentiate the company/business from competitors and also provides detailed information to consumers.

Blog: Blog is a user-friendly, easily accessible, inexpensive and self-publishing tool/channel of content. Marketers can track its impact through inbound links, views, time spent on websites, and clicks. Potential customers rely on blogs and reviews on blogs before making their purchasing decisions. Blogging options can be classified such as Guest Blogging (It is writing a post to be published on someone else's blog or website), Medium (It is an open platform where people can post on any topic and readers access dynamic posts), LinkedIn (It is a professional social networking and social networking platform that aims to enable business people to communicate and exchange information with others.), Internal Blog (It is a digital communication tool designed



to improve internal communication and knowledge sharing with the team members inside the organization).

Email: E-mail is sending commercial messages to the target audience via electronic mail over the internet. It is used to develop the business or brand by communicating directly with current or old customers, to ensure continuity and to gain new customers. The entrepreneur contacts to the audiences via newsletters. Preparation of the content carefully to be sent and adding links inside the content will increase the effectiveness of this kind of content marketing.

Social Media: Social media is an internet-based and the most informal communication tool to share the content. Social media platforms allow the entrepreneur to communicate with the target group, share information and create web content.

The most popular social media channels include Facebook, Instagram, Twitter, YouTube, LinkedIn, Pinterest. The impact of this tool of content marketing can be measured by number of followers, shares, posts, comments, interactions and views.

Mobile App: It is a software application for use on smartphones and tablets. With the rise of android phone, apps markets is on rise and companies are making their own mobile application for specific user's need (Sharma, 2018).

Influencer: It is paid content marketing channel and influencers can build the brand/product awareness when the share the content which is produced within the content marketing concept. Influencer can be a distinguished point in a customer journey, helping to position the brand in front of a valuable audience.

Social Media Ads: They are paid advertisements that presented to users on social media platforms. Social networks evaluate interactions on a particular platform, use social media users' information to deliver highly relevant ads. Thus, the prepared content is presented to the appropriate target groups through social media advertisements.

Forum: Forums provide a space people to express their opinions and experiences about brands and/or products. Entrepreneurs can use forum platforms that host their target audience to share the content they produce.

Guest Posts: They are posts/articles that are written/posted on someone's blog. Entrepreneurs can post their content on another blog which they choose according to their goals and target audiences. In order to get the most benefit from the guest posts, the content should be very well tailored.

2.3. Advantages and Disadvantages of Content Marketing

2.3.1. Why Content Marketing Is Important?

Content marketing is important because it helps entrepreneurs build trust with consumers, increase conversions and changes, and improve their business.

It is no longer possible to attract the attention of the consumer with classical advertising methods. Entrepreneur must constantly attract the attention of the consumer.

A business or product wanted to be promoted, is the central point. Instead of using traditional methods, entrepreneur should keep up with the time, use technology, and develop the Digital Content Marketing advertising model.

Entrepreneurs develop their content marketing specific to their brand or product. So, each content marketing is unique.

With the Content Marketing,

- The right content can be produced, and the right target audiences can be reached,
- With the right content, the loyalty of the target audience towards the brand is formed,
- Brand and product awareness can be increased,
- The brand position can be formed correctly,
- The target audience can be mobilized.

2.3.2. Advantages of Content Marketing

Content marketing is one of the most effective and useful marketing strategies. It has many benefits.

Content marketing can help the agripreneurs communicate with their target groups and build relationships, and at the end increasing the sales. It can support in establishing brand awareness and trust.

Content marketing provides recognition of the brand/product and building trust. The entrepreneur's brand will make an impression on people exposed to content marketing. Content marketing, which will be carried out with proper, honest and quality content, contributes to the recognition and reliability of the brand and the product. The more the target audience trusts the information in the content and the entrepreneur, the higher the probability of purchasing.

In the recent years, people are avoiding traditional advertisements. Content marketing is based on interaction with the target people. Thus, it may be possible to reach individuals who avoid traditional advertisements, use blocking software or do not pay attention to advertisements.

Content marketing increases traffic and communication in the digital tool/channel. Content marketing with featured content will attract the attention of potential customers instead of traditional ads. If you feed relevant content consistently, it will drive the traffic and increase the



conversions. The target audience's orientation to the shared content will increase their likelihood of purchasing the product.

The entrepreneur does not have to run media and big-budget campaigns. It is possible to reach target audiences with a low expenditure. So, it has an important role in reducing costs. Comparing with the results of the content marketing, we can say it is cost-effective method in the marketing activities.

Quality content and content marketing are important for the company's public relations and performance evaluations and ensure the success of the marketing.

Content marketing increases awareness within customers and contributes their education and decisions. It will increase communication.

Content marketing can be applied by almost any entrepreneur. It is very effective way of marketing.

2.3.3. Disadvantages of content marketing

Content marketing is a kind of milestone in the digital marketing. But besides the benefits of the content marketing, there may be certain challenges.

- Creating content in content marketing requires productive talent. Sometimes it can be difficult to find ideas for the content. Marketer needs both knowledge and skill to apply content marketing successfully. But learning content marketing is so much difficult.
- Content marketer cannot see its benefits right away. Effects of the content marketing takes long time.
- Content marketing is a marketing activity that takes time. Firstly, marketer creates content that can be made of text, photos, infographic and/ or videos. Then he/she publishes it. This might be a lot of work to complete and time consuming.
- Content Marketer cannot determine the results of the content marketing activities easily. He/she can follow the web traffics and online communication. But the effects of the content marketing are difficult to evaluate.
- There are frequent changes in content marketing channels. Entrepreneurs should keep up with the actual changes. Sometimes new channels appear, sometimes changes occur within a channel itself.

2.4. 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 helps entrepreneurs prepare and implement a plan for reliable and cost-effective sources/materials of website traffic and for other online networks.

Content marketing strategy covers the fundamental steps that are necessary to start successful content marketing. Entrepreneurs need to define the steps and how to start and carry out 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 (Figure 2.2.).

It is important that the marketer should apply an evaluation stage to measure the efficiency of her/his content marketing strategy. According to the measurement results, the entrepreneur continues his content marketing activities as planned or makes changes in his strategy to be successful.



Figure 2.2. Content Marketing Steps



2.4.1. Mission and Goal Setting

In content marketing, the entrepreneur must first determine her/his goal. Setting specific goals contributes to the development goals of the entrepreneur's business.

Before starting to create the content, it is necessary to decide what this content means to the target audience. After that, the content should be created in accordance with this purpose. Each content should have an objective to be achieved.

2.4.2. Target Audience Determination

Determining the target audience is essential for content marketing strategy. This allows to identify who the potential customers are, what is important for them and to understand the needs/problems the product is addressing.

Below points help to identify the target audiences:

- 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,
- current problems and needs in the community related to the product to be marketed

Steps to follow in determining and keeping target audiences:

- Collecting demographic data
- Applying customer surveys,
- Analysing trends, online feedbacks and evaluations
- Monitoring the competitors operating in the same field
- Measuring the reactions of the target audience and making changes

2.4.3. Communication

Internal 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 Marketing Decisions for Effective Internal Communication.)

2.4.4. Content Creation

Content marketing is very powerful. Content writing is a more original form of writing focused on one or more content marketing goals.

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.

Entrepreneur should generate rich and vast variety contents. 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.

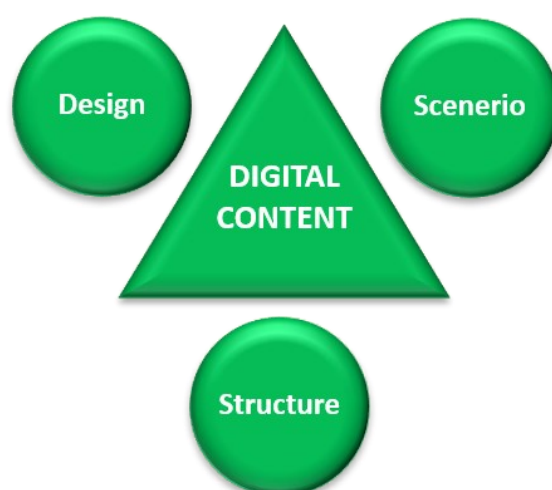


Figure 2.3. Characteristics of Digital Content (Kim et all, 2010)

Steps of the content creation:

1. **Determining Subject:** The subject of content suitable for the target audience is determined at this stage. The subject should be in a way that attracts the attention of the target audience. Research, brainstorming, surveys are important methods in determining the content topic.
2. **Deciding Title:** The title to be chosen for the content should be interesting and intriguing.
3. **Choosing Keywords:** After the main topic is determined, the words related to the topic are selected and listed. It is necessary to take appropriate and the most relevant ones from the list of keywords by performing word analysis.
4. **Shaping the Content:** The content will be created according to the type of the content such as blog post, podcasting, newsletter, video, infographics and the channel to be published on such as blog, social media, email.

The content should be original, realistic, easy to read, fluent and interesting. Spelling, punctuation and grammar mistakes should be avoided. By using original content, the target audience can be addressed more strongly. In addition, if the content is unique, Google may rank the website where this content is located on the top. Content for the target audience should be

created for each level of buyer profiles. Entrepreneur should speak/address directly to the audiences.

5. Developing Visuals: Images and videos enhance the content add extra value to the content marketing. Adding an effective featured image attracts the people. The most engaging type of the visual contents are infographics and illustrations.

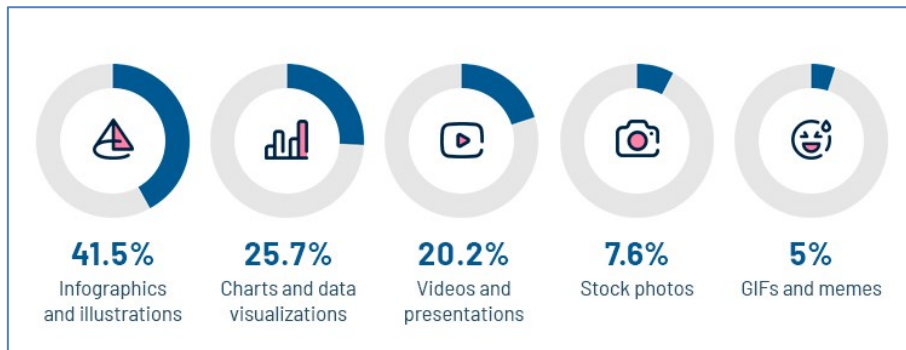


Figure 2.4. The most engaging types of the visual contents (99firms.com, 2022)

Content that appeals to the target audience, should be clear, sincere, solution-oriented, stimulating, innovative, not indirect.

2.4.5. Selection of Content Marketing Channels

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.

Current Situation: The person needs to define what they will have and what they should have. For example, a website and/or a Facebook account may exist. However, he/she needs to analyse whether to add new channels such as a blog, Twitter account, or to stop an existing account, change strategy, etc.

Target audiences: The profile of the targeted people is also important when deciding on the channel. The entrepreneur should analyse who he wants to reach and which channels they follow the most.

It is almost impossible to separate content marketing strategy from social media strategy. In order to be successful in content marketing, the entrepreneur should give importance to social media platforms along with other distribution channels he/she chooses and include them in sharing channels.

Entrepreneurs need to consider one more thing during content marketing: Sometimes created content may need to be reshaped according to the channel selected for sharing.

2.4.6. Content Marketing Schedule

Creating a publishing calendar for content marketing ensures that new content is presented to the target audience on a regular and consistent basis. The entrepreneur should prepare the calendar after determining the goals, target audience, content and marketing channels to increase the success of the content marketing strategy.

Timing is very crucial. The entrepreneur should define the dates to create contents and dates to deliver them on the defined content marketing channels. The content delivered in correct time brings the success. The entrepreneur should keep in mind that he/she should publish the content regularly in order to stay on top of the audience's mind.

2.4.7. Efficiency Measurement

Efficiency of content is how well content enables targeted people (customers) to achieve their goals, and how well the agripreneurs to achieve her/his goals.

There are hundreds of specific metrics on the internet to determine if content marketing initiatives are having enough impact. However, a few metrics will provide a great understanding of performance and effectiveness. After the content is published, both retrospective and forward-looking content marketing strategies can be created with analysis and reporting.

Online traffic: It is very important that the published content is read by others. If content marketing is well planned and implemented, it will enable both new potential customers to visit and interactive communication with old visitors. Tools such as Google Analytics will be able to provide metrics on this subject.

Impressions and Clicking rate: How is the interaction of the site? How are the impressions of the people who access the share? Can they find solutions to their problems or respond to their needs? Do they get into action? Do they find the content interesting and share? Google Search Console helps measure search traffic, performance, and resolve issues, ensuring the website appears best in Google Search results.

Email rates: Entrepreneur can also send the contents via emails. There are many e-mail tools/software free or at different prices for content marketing. The email marketing software, which the marketer uses, provides metric results for the measurement.

Keywords: The entrepreneur should define the correct keywords in line with the searching terms used by the potential customers. Keywords can be changed according to the trends in time. SEMRush or Google Search Console can be used for keyword rankings.

Content Marketing Panel: If an entrepreneur wants to keep her/his data well organised and manage the content marketing strategy perfectly, he/she should create a content marketing panel. He/she determines the metrics to be used in the panel according to the objectives, timeline, target groups etc. in the content marketing strategy.

There are also various analytics tools such as HubSpot Marketing Analytics and Dashboard Software, Buffer, Google Analytics, SimilarWeb, Moz, Hotjar, SemRush.



2.5. Conclusion

Losing the efficiency of traditional marketing tools has caused entrepreneurs to make significant changes in the way they communicate with consumers. Classic ad presentations no longer affect people as much as they used to; viewers ignore the classic monotonous ads. The need arising from this has revealed the concept of “Content Marketing”.

Throughout historical periods, content marketing is one of the most effective methods of marketing from a conceptual and practical point of view, whether it is aimed at entertaining the target audience or focused on educating and informing

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. Content marketing, which has a very solid place in the world of digital marketing, is gaining more importance day by day.

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.

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, which started as customer-focused content production in the 1800s, continues today with social networks and social media.

There are various content types such as blog posts, infographics, case studies, videos and various distribution channels such as website, blog, email, social media can be used in content marketing.

Content marketing can help the agripreneurs communicate with their target groups and build relationships, and at the end increasing the sales. It can support in establishing brand awareness and trust. However, content marketing requires productive talent, takes time and the entrepreneur cannot see its results in a short time, he/she should be patient.

There are the several fundamental steps that are necessary to start successful content marketing. Content marketing strategy steps should include defining the goals and objectives, determining the target audience, communicating, creating content, selecting content marketing fees/channels and planning the content marketing timeline, measuring efficiency and reviewing the strategy by evaluating the measurement results. It is important for the entrepreneur to follow these content marketing steps carefully for marketing success.

As a result, in order for the agripreneur to establish an effective marketing ecosystem, he/she should be able to create original content for his/her own products, develop a marketing strategy and implement the steps of this strategy.

2.6. Questions

1. Which of the content marketing definition is correct?
 - a) Content marketing is a management process which uses digital elements through different electronic channels to identify, forecast and satisfy the necessity of the customers.
 - b) Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action
 - c) Content marketing is 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
 - d) All

2. Which of the following options represents correctly the objectives of content marketing?
 - a) Take attention – Entertain – Instruct - Raise Awareness - Persuade
 - b) Take attention – Entertain – Force - Block - Deceive
 - c) Entertain – Force – Block - Cheat - Raise Awareness
 - d) Take attention – Block – Instruct - Deceive – Unfair Competition

3. Which of the following options contains the types of the content in content marketing?
 - a) Blog post, infographic, memes
 - b) Case studies, videos, podcasts.
 - c) Blog posts, success stories, social media posts.
 - d) All

4. Which tools/channels a marketer shouldn't use for digital content marketing?
 - a) Blog, website, Email, Forum, Reviews
 - b) Social media, Mobile Apps, Influencers
 - c) Coffee House meeting, survey
 - d) Social Media Ads, PPC, Guest Post



5. Content marketing provides and building trust.
 - a) determination of competitors
 - b) recognition of the brand/product
 - c) restart of the production
 - d) preparation of the packaging

6. What should an entrepreneur engaged in content marketing not expect?
 - a) Benefits of the content marketing right away in a very short time
 - b) Brand/product awareness within target audiences
 - c) Interaction with the target audiences
 - d) Increase traffic and communication in the digital tool/channel

7. Which of the options are not of the fundamental steps of the content marketing strategy?
 - a) Mission and goal setting, and Content marketing time schedule
 - b) Customer Sales and Refunds
 - c) Target group determination, Communication and Content creation
 - d) Selection of content marketing tools/channels and Efficiency measurement

8. In which option are the tools used in efficiency measurement?
 - a) Instagram, Buffer, Blog, Website, Youtube, Forum, Pinterest
 - b) Google Analytics, SemRush, WhatsApp, Signal, Twitter, Facebook,
 - c) Dashboard Software, Buffer, Google Analytics, SimilarWeb, SemRush
 - d) Instagram, Buffer, Blog, Website, SemRush, OpenCalc

9. The steps that an entrepreneur should follow in creating content are
 - a) Subject, Adding Images, History, Keywords
 - b) Subject, Title, Keywords, Content, Adding Visuals
 - c) Keywords, Title, History, Adding Images
 - d) Subject, Title, Keywords, History, Adding Visuals

10. Content marketing helps establishing brand awareness and trust but takes time. Is it true or false?

- a) True
- b) False

Answers

1.d 2.a 3.d 4.c 5.b 6.a 7.b 8.c 9.b 10.a



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Safe Digital Marketing for Agripreneurs – DIGIAGRIMARK

Erasmus+ KA2: Strategic Partnerships for Adult Education

Nr. 2020-1-TR01-KA204-094469



Digital Marketing and Digital Safety for Agripreneurs

Alexandra Baldaque, NEWTIE, Portugal



3. INTERNET AND SOCIAL CRM

1. Introduction
2. Creating a Website for your Business
3. Efficient Use of Email
4. Establishing Social Media Accounts
5. Customer Relationship Management



MODULE 3: INTERNET AND SOCIAL CRM

3.1. Introduction

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.

Once the website has been created the following section will support the user in promoting their website, brand, and business across numerous channels. The agripreneur will learn how to create and send emails to new and existing customers and learn the benefits of creating social media accounts in Facebook, Instagram, and Twitter, through which they can reach out to new customers and seek new business opportunities.

The final section of this module brings the previous content together, showcasing how a Customer Relationship Management tool can be used to benefit the promotion and management of business in the digital space. The user will see how to organise and store customer data, and then use this data to help drive consistent online advertising, promotional campaigns, and customer interaction.

After completing the module agripreneurs will have the knowledge and skills needed to create an end-to-end digital entity for their business. One that can attract customers and be promoted effectively in the digital world.



3.2. Creating a Website for your Business

3.2.1. 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.

Colour

Most sites use a main dominant colour, two or three secondary colours and a background colour.

Site Builders such as Wix have pre-created Colour themes that you can use, but if you want to create your own you can choose a dominant colour and then use a tool such as [Adobe Color](#) to help you choose secondary colours to go with your main choice.

Your dominant colour should be used for key elements of your site such as:

- Logos
- Menus
- Buttons
- Backgrounds for important information
- Headlines

When choosing a background colour choose a light colour from the Color Wheel tool, or use white or grey, to help provide a good contrast with your text and images.

This not only helps content stand out but is also essential for those with accessibility issues

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.

3.2.2. Starting your Website

We are going to use the free website builder, Wix, for the following guide on how to create to your website.

First you will need to sign-up to at <https://www.wix.com>

You will need to your email address and a password.

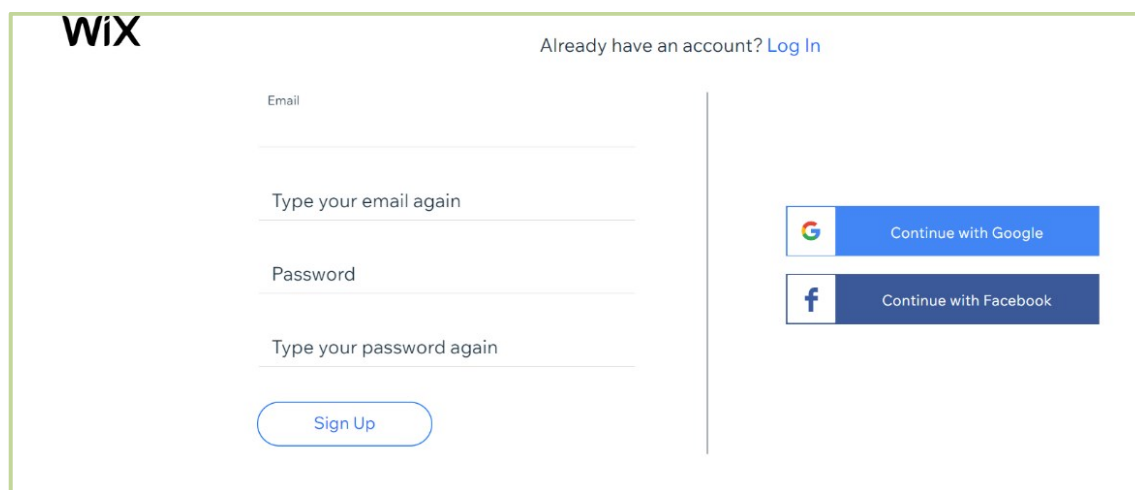


Figure 3.1. Wix Sign-Up Page

Once you click on the **Get Started** button, Wix will ask you some questions about your website, including:

- What kind of website you are creating?
- What is the name of your website?
- What are the goals for your website?

You can skip these questions if you want.

You can choose to have Wix automatically create a site or choose a Template and design your own.

Here we will use the **Choose a Template** option.

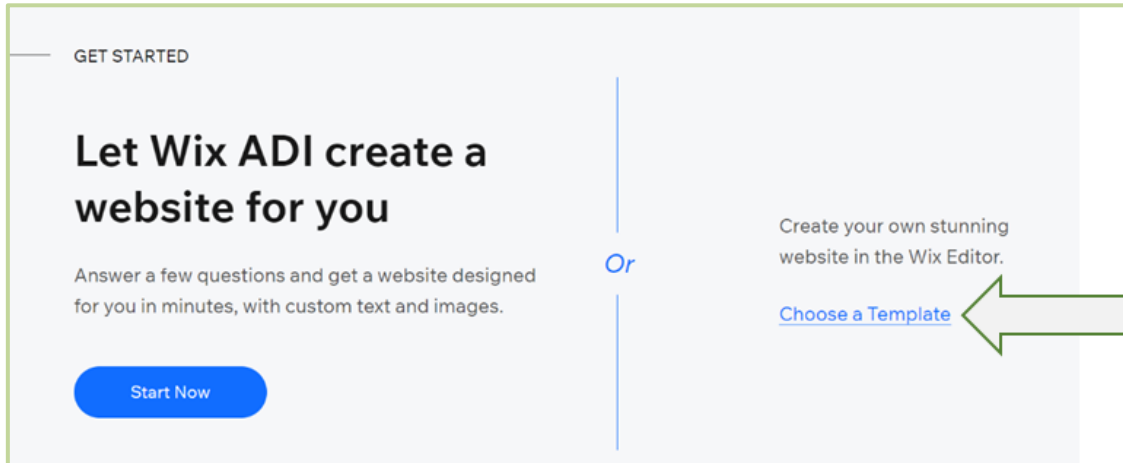


Figure 3.2. Wix – Choose a Template

You can **Search all Templates** to find one relevant to your business area or use a **Blank Template**.

Here we will Start from Scratch.

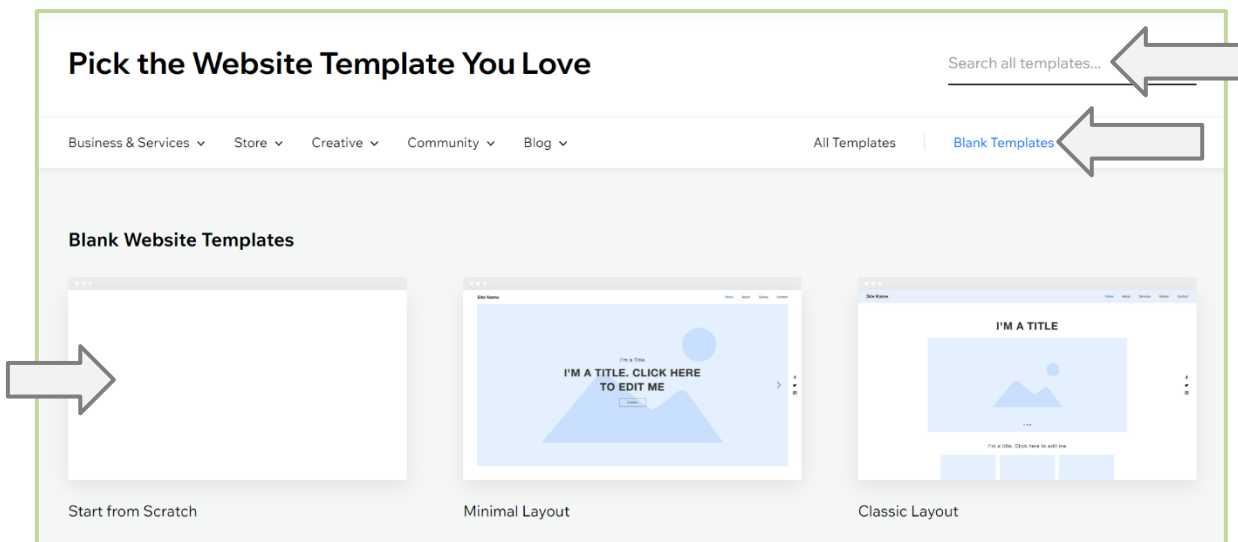


Figure 3.3. Wix – Blank Website Templates

Once your Blank Page has been created you will see a **Header**, a **Main Section**, and a **Tool Bar**. Clicking on **the Site Pages** button in the **Toolbar** allows you to **Add Pages** to your site.

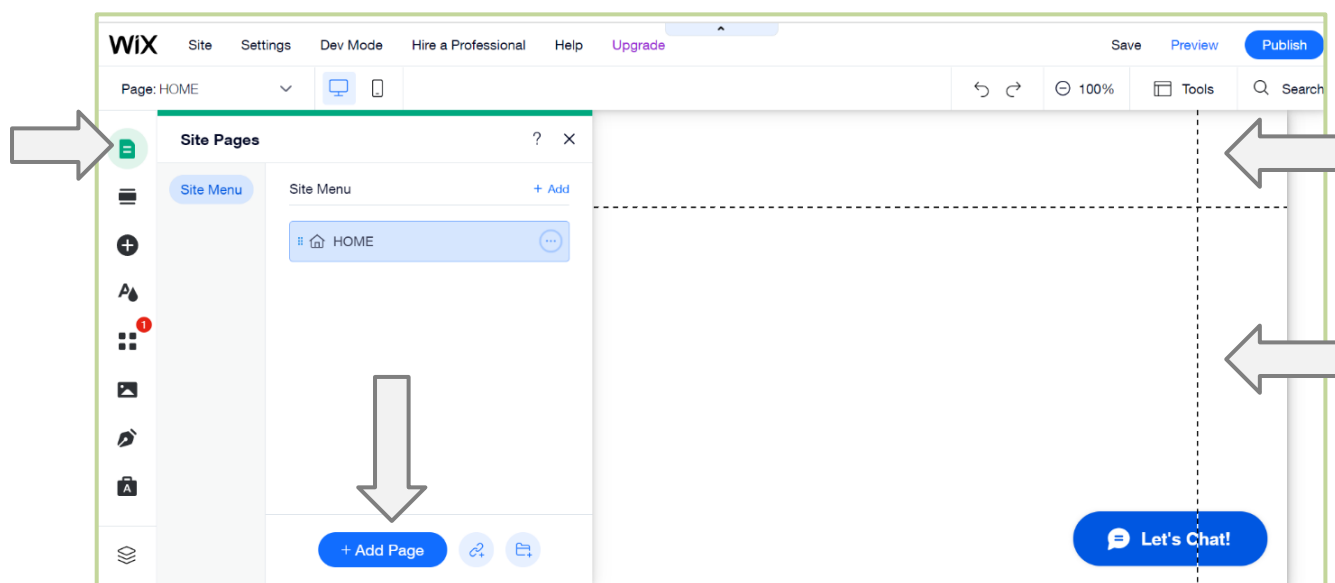


Figure 3.4. Wix – Edit Page Layout

3.2.3. Adding Content to your Website – Text, Images, and Graphics

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

Here we will add some **Title** text to the **Header**.

Select the **Add Elements** button, then **Text** > **Titles** and drag your choice onto the Page.

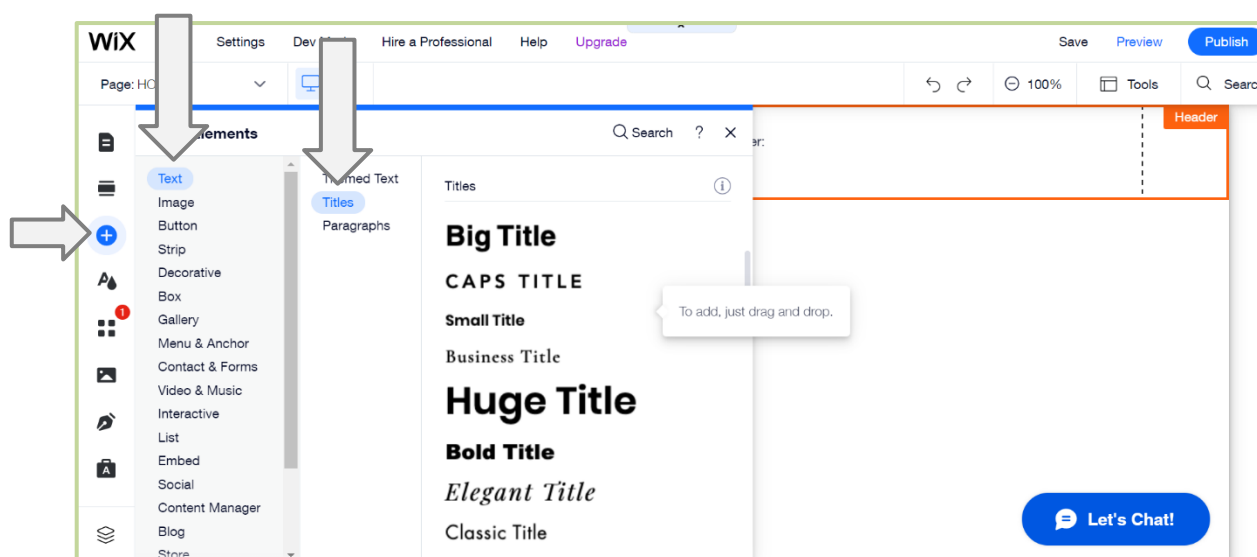


Figure 3.5. Wix – Adding Text

Clicking on the **Edit Text** button allows you to change the **Size**, **Font**, and **Colour** of your text.

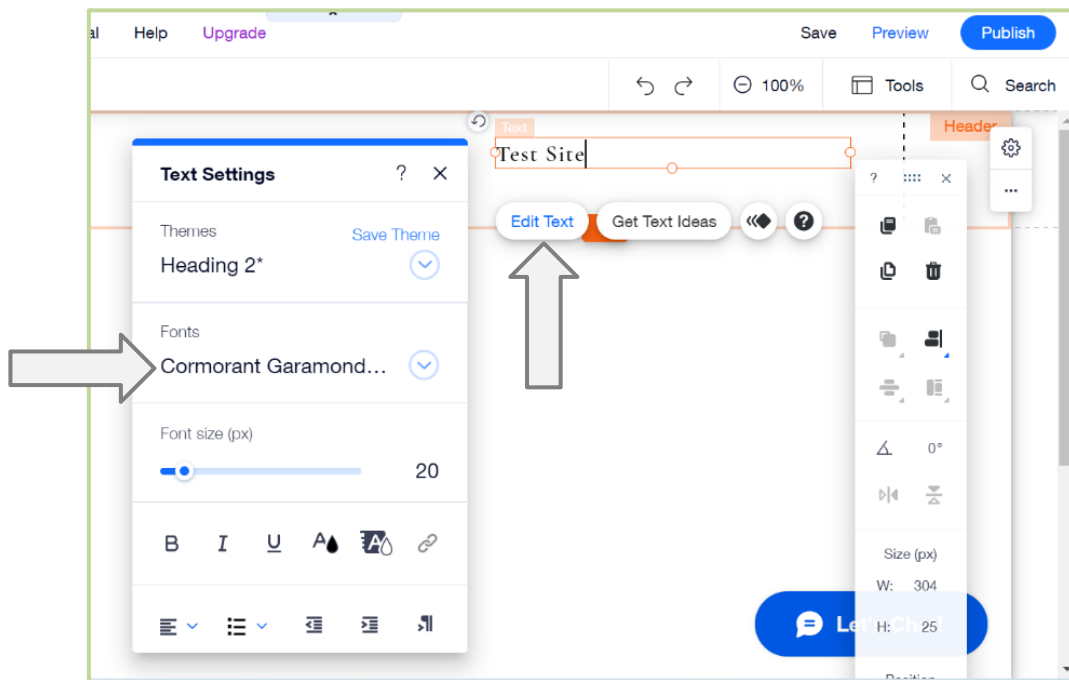


Figure 3.6. Wix – Editing Text

We can then add an **Image** from the same **Toolbar**.

Select the **Add Elements** button, then **Images**.

You can choose to **Upload** your own image or choose from the **Media in Wix** categories.

Select a picture, and then click **Add to Page**.

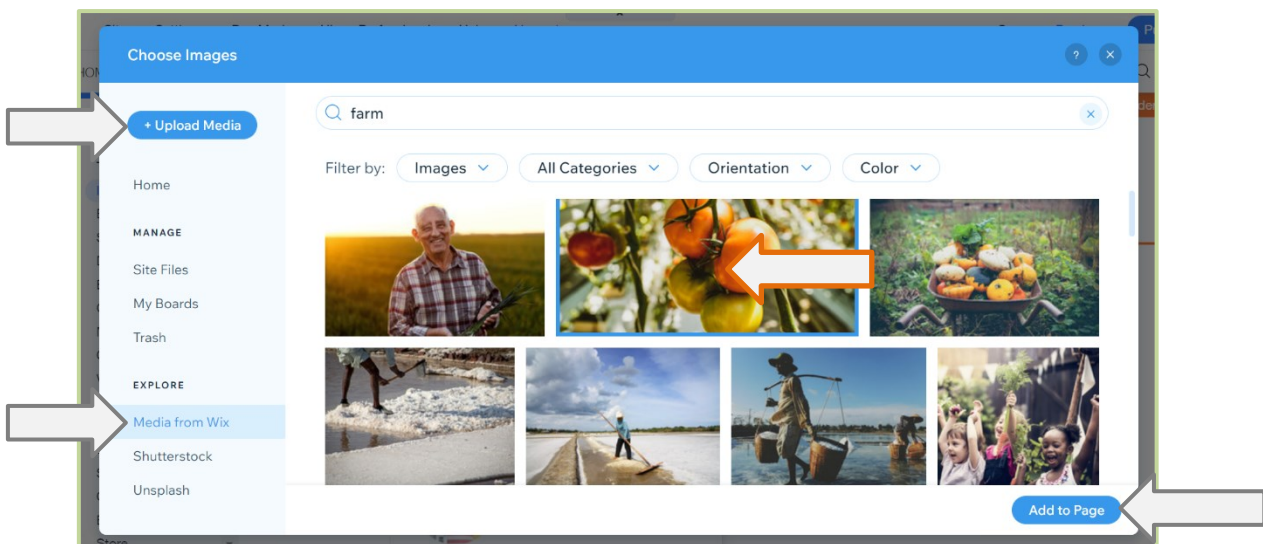


Figure 3.7. Wix – Choose Images

Once the image is on your page, you can re-size it by using the corner circles, and then position it in the desired area.

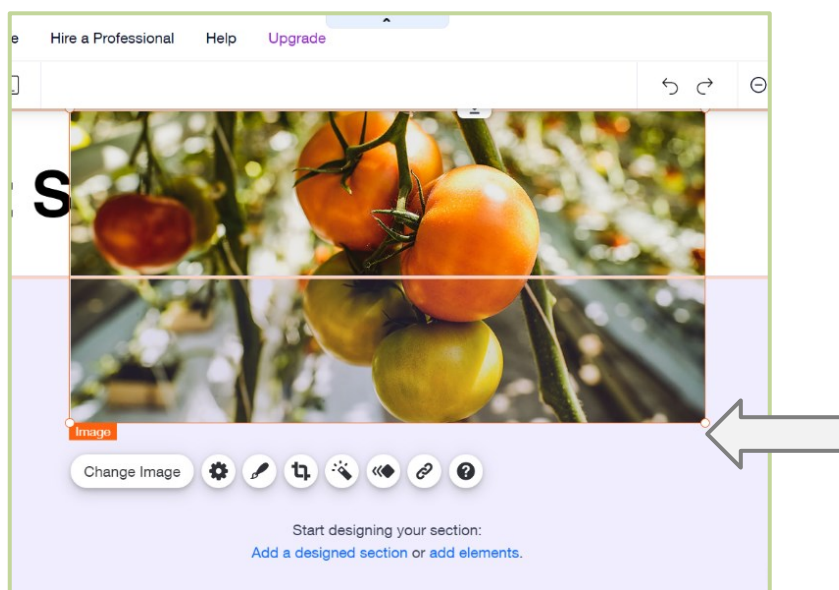


Figure 3.8. Wix – Resize Image

As well as adding Images/Photos you can also add graphics such as Logos, Icons, Charts, etc. You can add your own graphics or click on **Add Elements – Image – Free Wix Illustrations**.

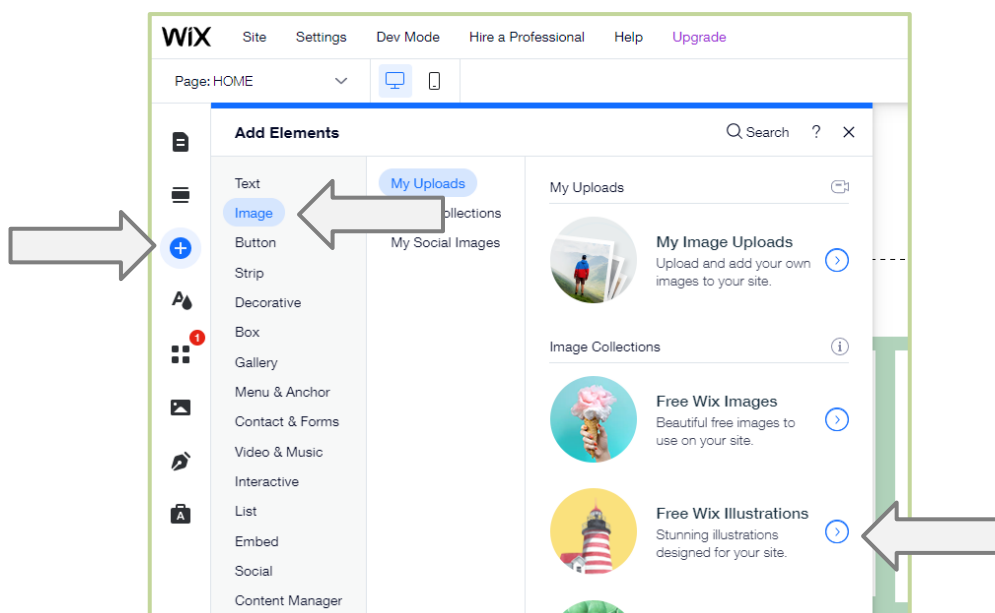


Figure 3.9. Wix – Add Graphics

Select **Icons** from the **All-Categories** menu.

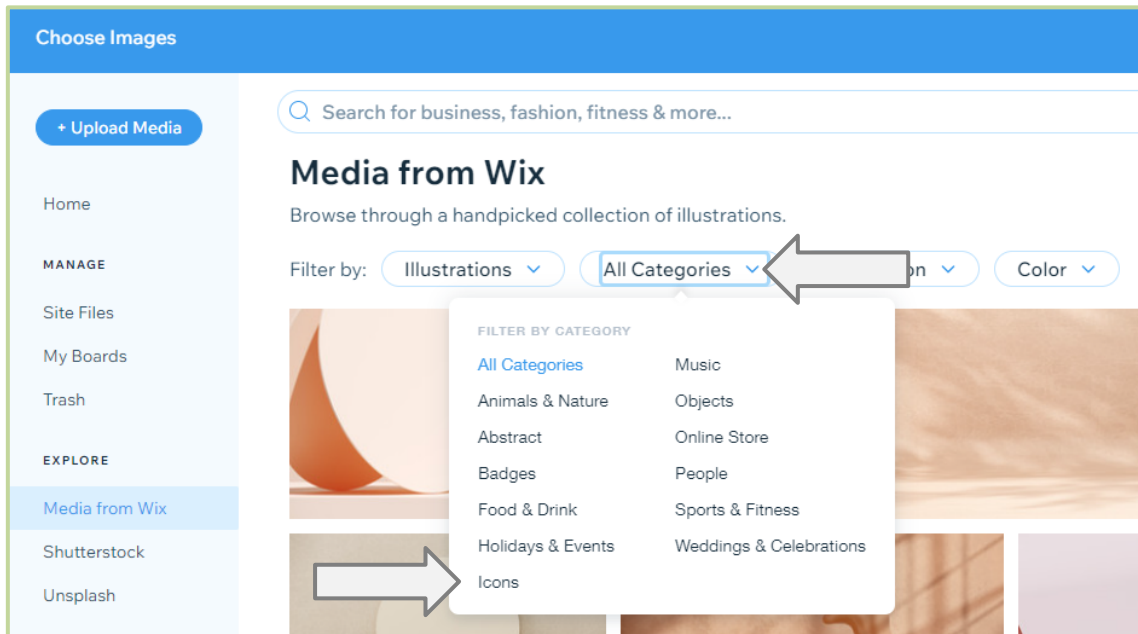


Figure 3.10. Wix – Icons Categories

You can now search for **Icons**, and then select and click **Add to Page**. drag, drop, and re-sized them on your page.

Once on the page the Icon can be positioned and re-sized in the same way as other images.

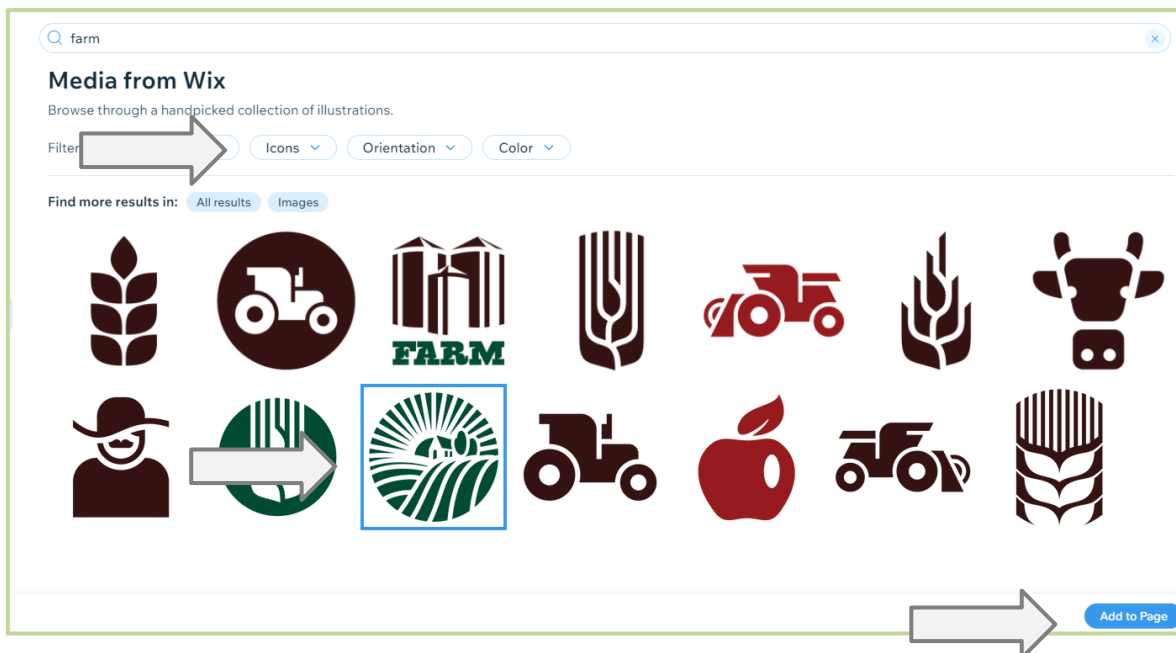


Figure 3.11. Wix – Search for Icons

Further Icons and Logos can be found in the **Add Elements – Decorative** section.

Here you can choose from various **Shapes, Art, Logos** and **Badges** to be added to your page. To add one just drag-and-drop the item onto the page, and then position and re-size.

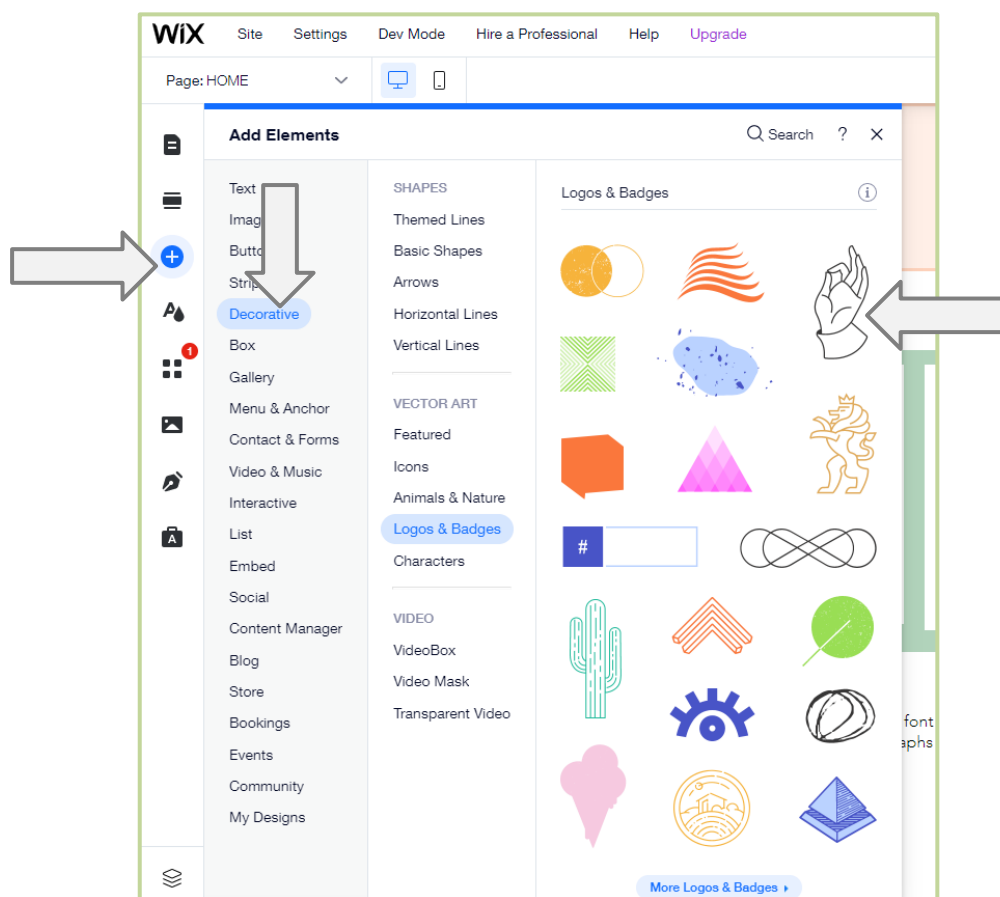


Figure 3.12. Wix – Graphics Examples

3.2.4. Changing the Colour of the Site Background

If you want to change the background colour of a section, click on **Change Section Background**, then **Color**.

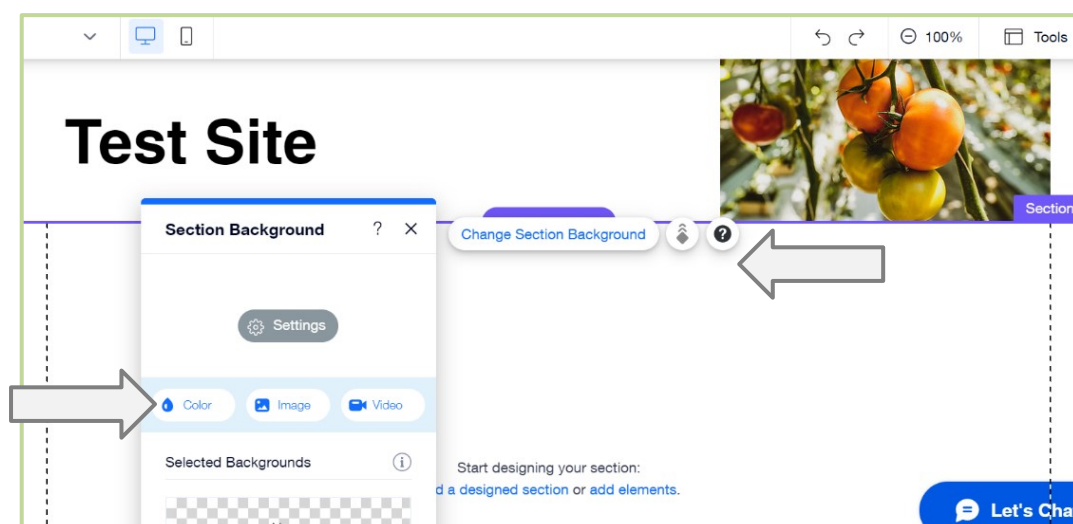


Figure 3.13. Wix Change Section Background Colour

You can now use the **Color Picker** to choose a color from your sites **Theme**.

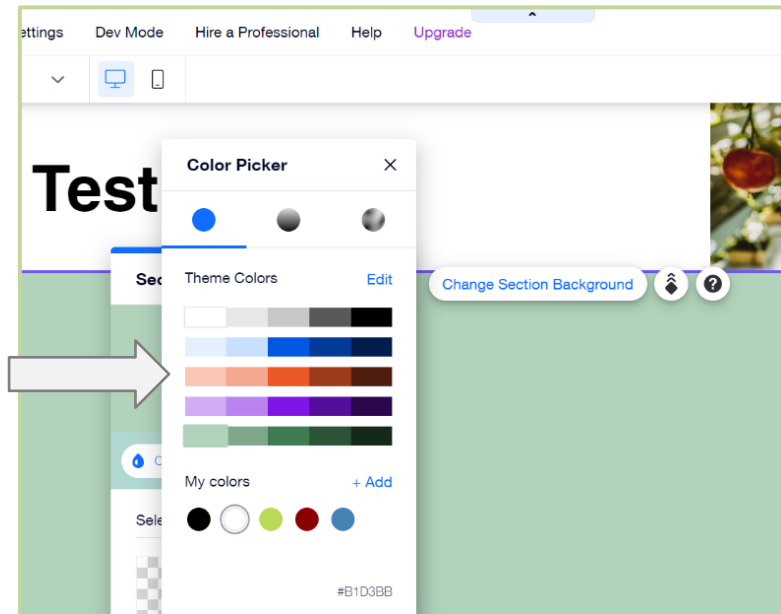


Figure 3.14. Wix – Colour Picker

If you want to change the overall **Theme** of your site, or the overall **Page Background**, you can click on the **Site Design** button in the **Toolbar**.

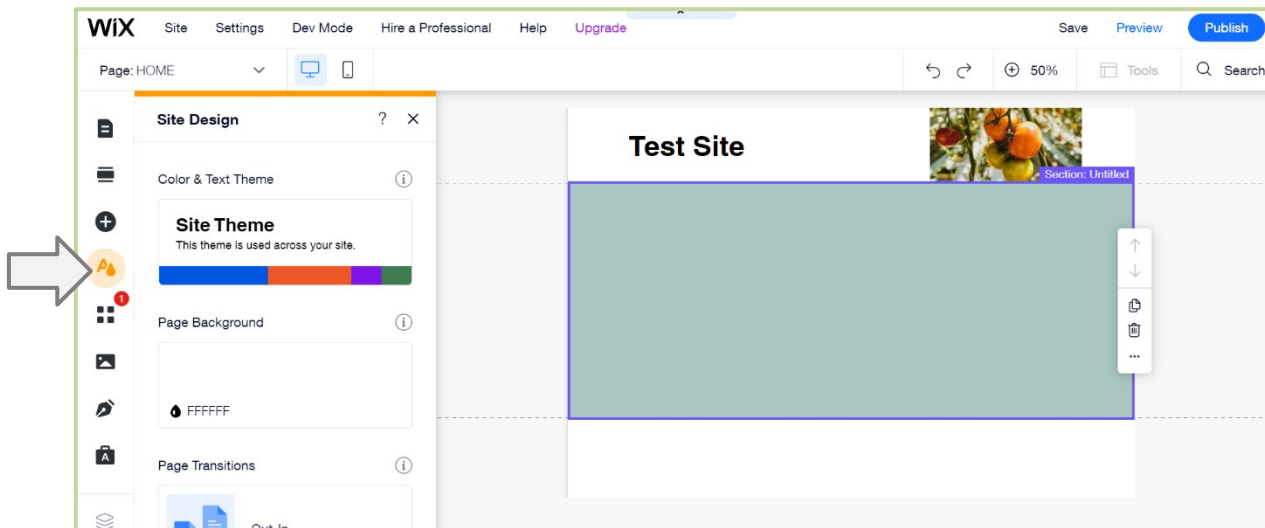


Figure 3.15. Wix – Site Theme

3.2.5. Adding a Navigation Menu to your Website

We now need to add a section that will house our **Navigation Menu**.

Click on the **Section** button in the **Toolbar** and select **Basic** and drag a box onto your page.

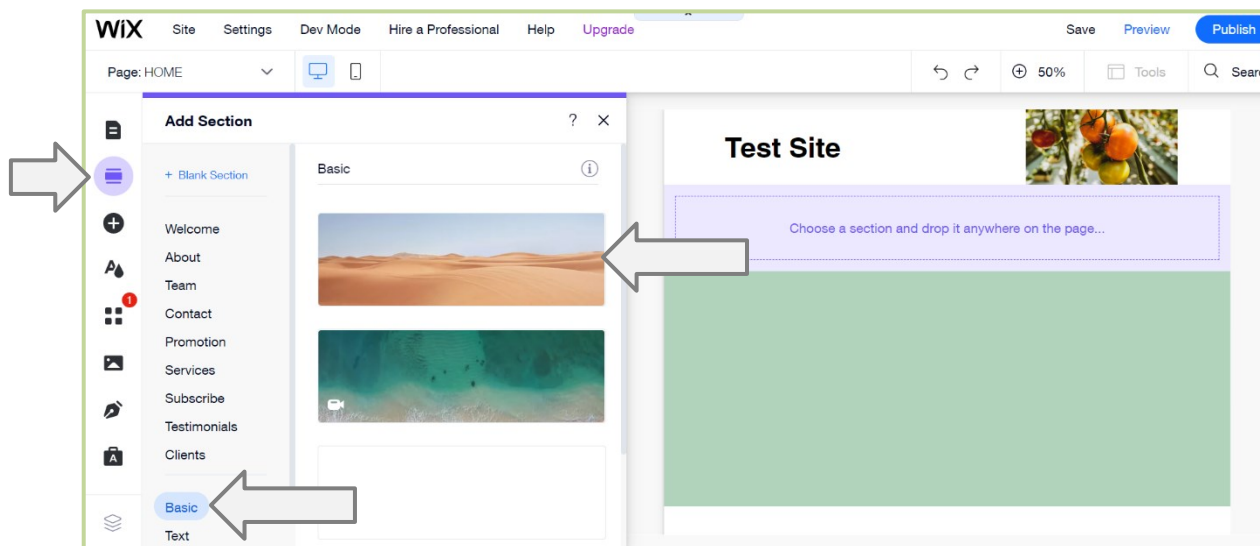


Figure 3.16. Wix – Add a Section

Adjust the height using the **double-headed arrow**.

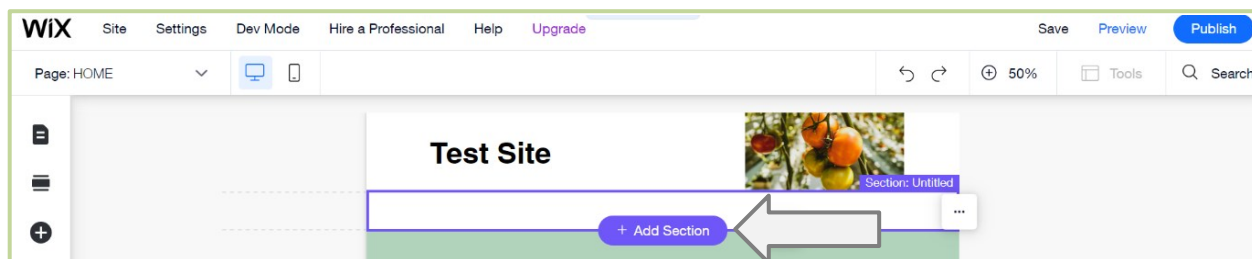


Figure 3.17. Wix – Re-size Section

Click on the **Add Elements** button in the **Toolbar** and drag a **Themed Menu** into the section.

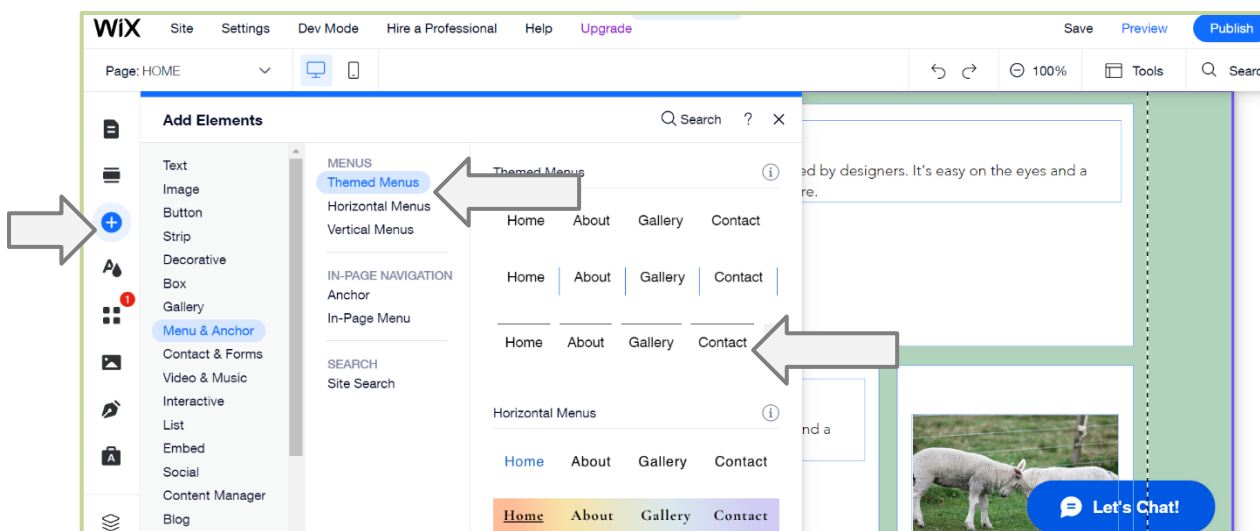


Figure 3.18. Wix – Add Menu



You will see that links have automatically been created for all ages that you have in your Site. When you add new pages, these will be added to the menu.

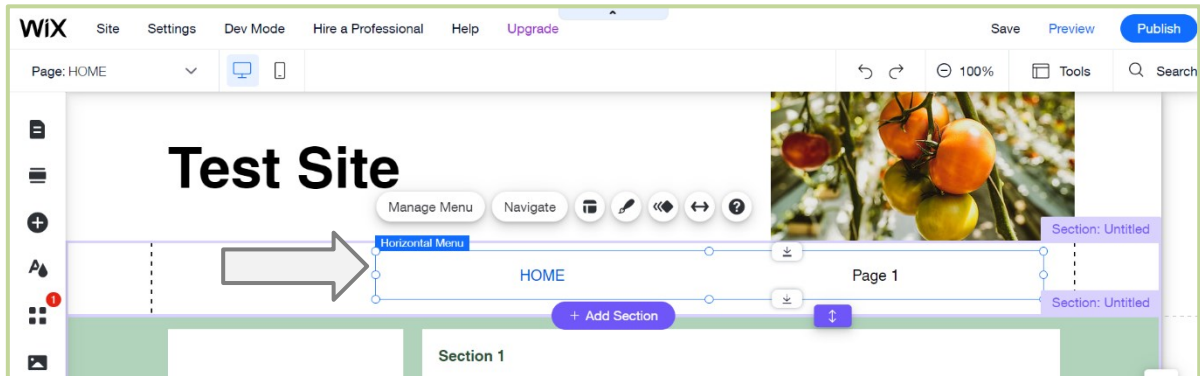


Figure 3.19. Wix – Menu Example

3.2.6. Adding Boxes for Content

We now need to add some areas for content on our page.

Click on the **Add Elements** button in the **Toolbar** and select **Box**.

You can now drag and resize, **Themed Boxes** onto your page.

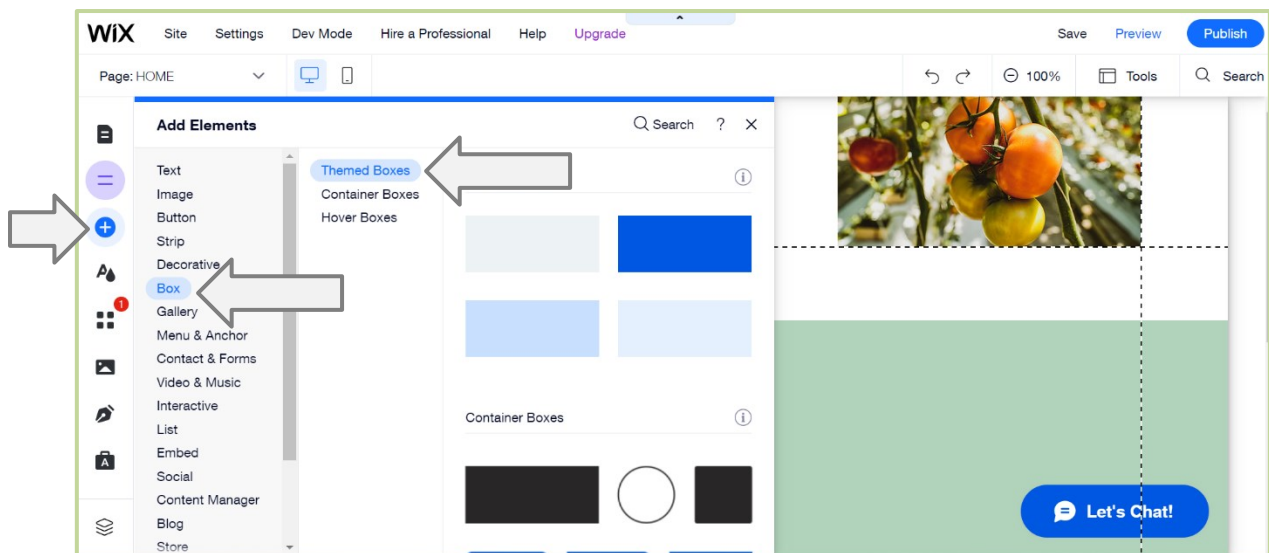


Figure 3.20. Wix – Add a Box

Here we have created four boxes for text and images.

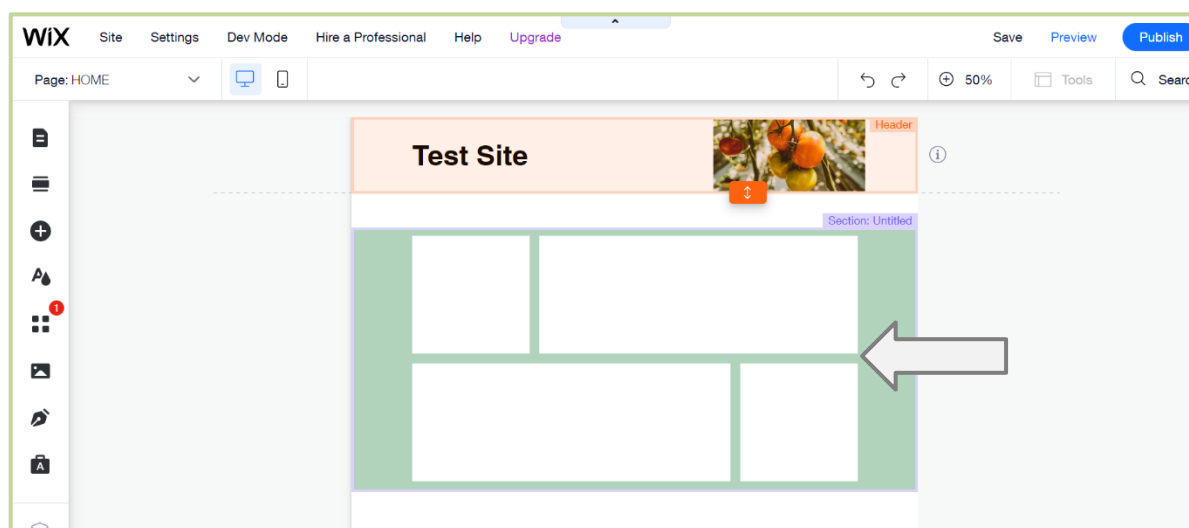


Figure 3.21. Wix – Box Layout Example

We can add paragraph text in the same way as the Title text earlier, through **Add Elements – Text**.

Again, the **Edit Text** button allows you to change **Size, Font, and Colour** – as well as type or paste the text that you want to see.

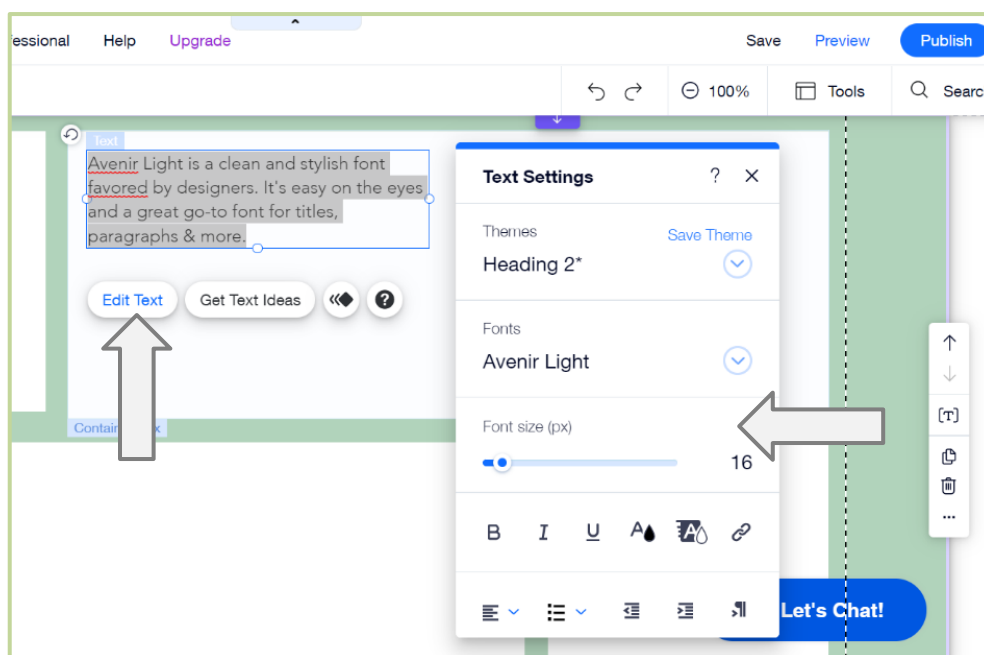


Figure 3.22. Wix – Edit Text

We can also add images to boxes as we did in the Header section, through **Add Elements – Images**.

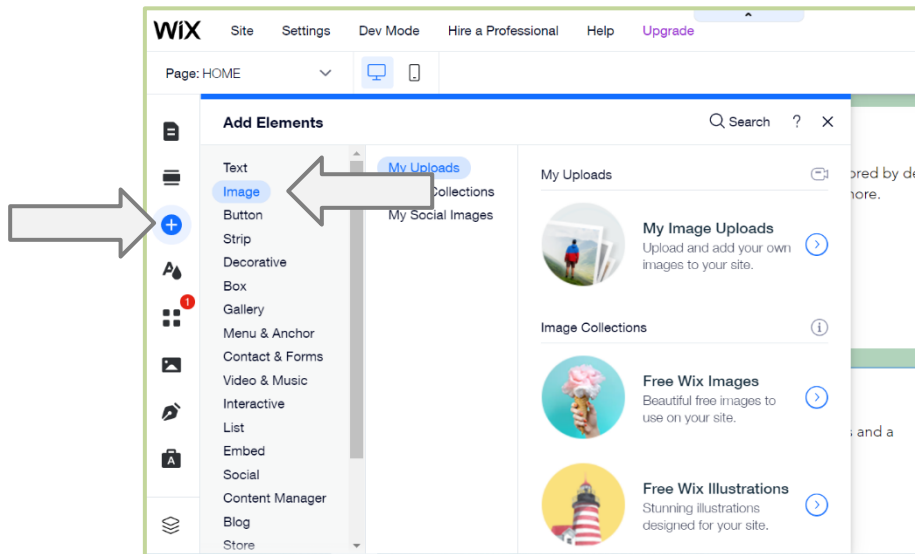


Figure 3.23. Wix – Add Image

3.2.7. Adding Tables for Content

Boxes can also be used to design **Tables** for your page, which can be an effective way of displaying lists of information – in text and images format.

To create a **Table**, click on **Add Elements – Box** – then drag any **Themed Box** to the page.

Once the box is on your page, re-size it to a rectangle which will act as the header for one table column, then click on the **Change Design** button.

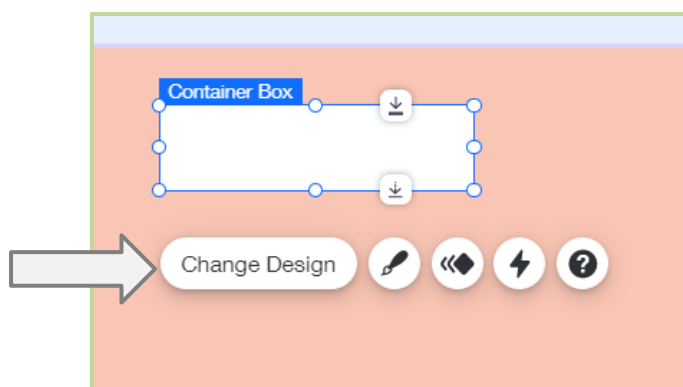


Figure 3.24. Wix – Change Box Design

Click on **Custom Design**, then **Border**, and change the **Color** and **Width** of the border, so that the box is more visible on your page.

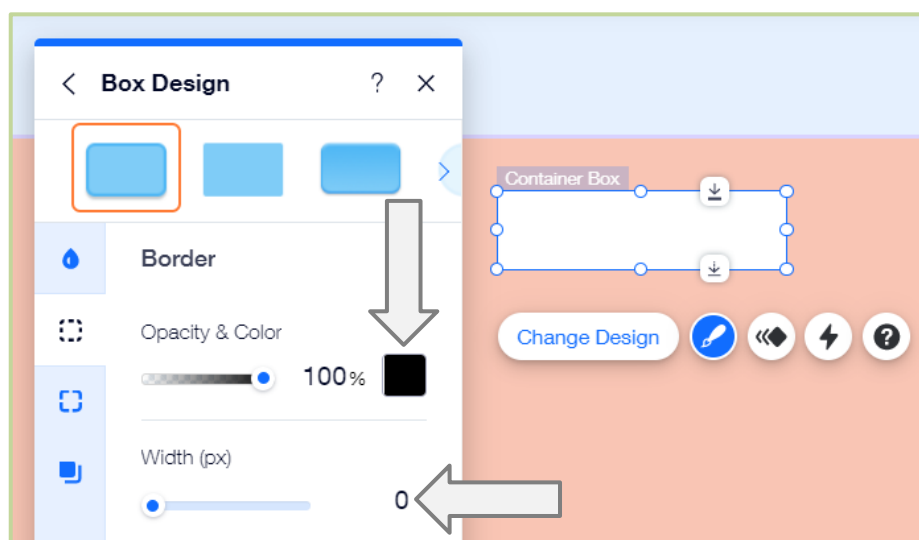


Figure 3.25. Wix – Box Border Colour

Now right-click on the newly created box and select **Copy (Ctrl + C)**.

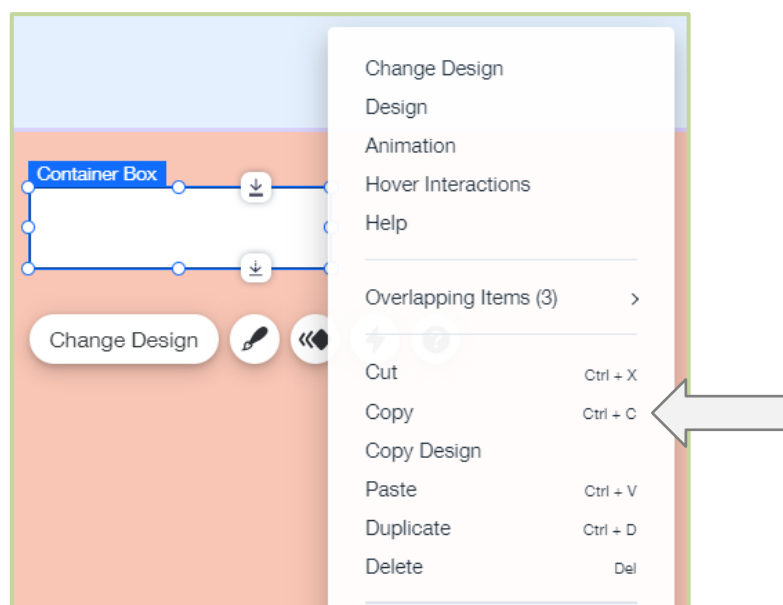


Figure 3.26. Wix – Copy Box

You can now right-click and select **Paste (Ctrl + V)** anywhere on the page to duplicate this box. Use this method to create as many cells as you need for your table, and then re-size and arrange them next one another.

To make the table easier to move, hold down the **Shift** key, and click on all the boxes (one by one) to select them all. You can now click **Group Elements** to keep the table together.

Text and Images can now be added from the **Add Elements** section to each box in the table.

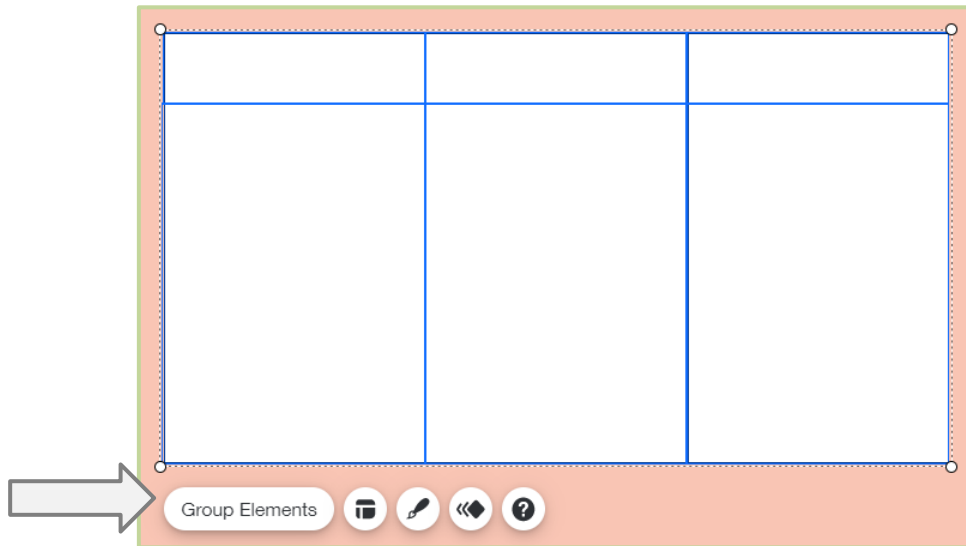


Figure 3.27. Wix – Grouping Boxes

3.2.8. Adding Links

Now that we have content on our page, we want to make sure that we have relevant **Links** in place.

The menu we added earlier provides the main links for the site, but you can also add **Links** to text and images.

Simply highlight the text you want to use, or click on the Image, and then select the **Chain Link** icon.

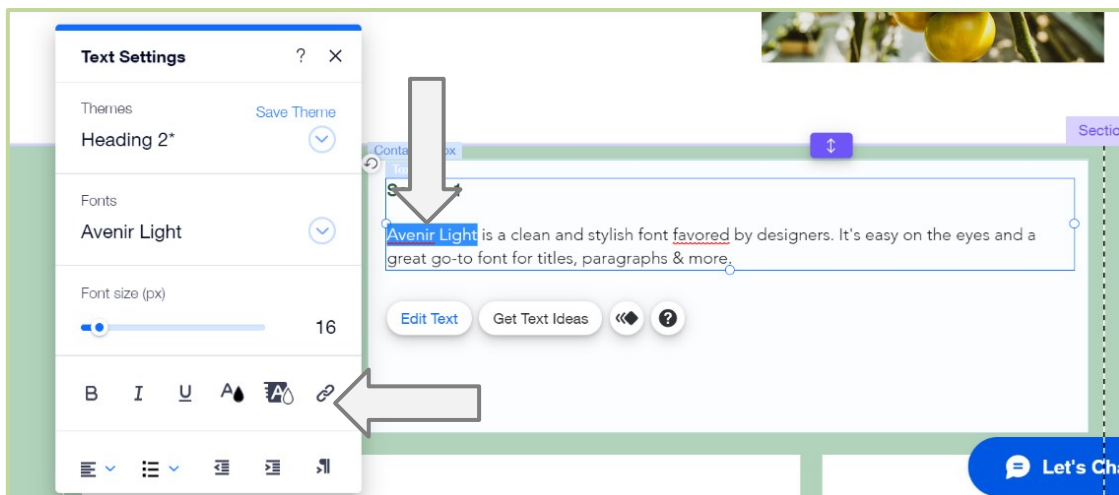


Figure 3.28. Wix – Linking Text

You can choose to link to a **Page** in your site, or to an external **Web Address**, by pasting the address in the **URL** section.

Note: If you are linking to external sites, ensure that the **New Window** option is selected for where the page will open.

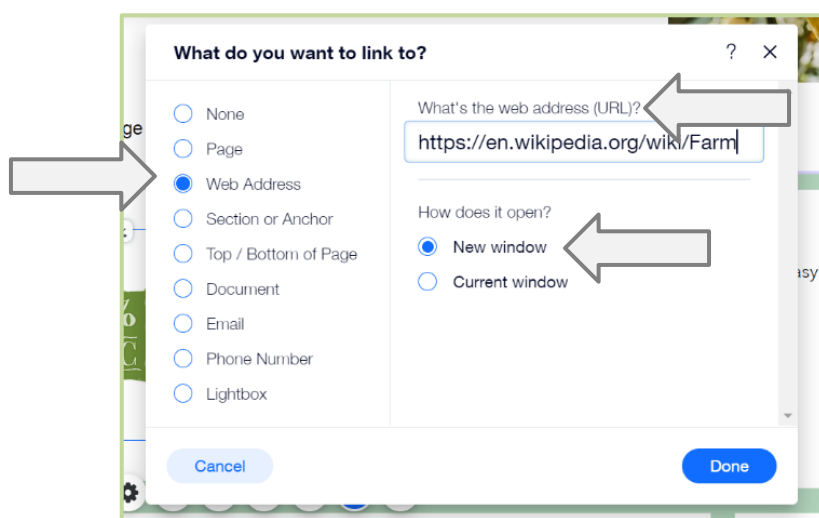


Figure 3.29. Wix – External Links

3.2.9. Search Engine Listing and Optimisation

Once you have created your site you will want to make sure that as many people see it as possible.

Wix has some built in tools that can help with Search Engine Optimisation (SEO)

Click on the **Ascend** button in the **Toolbar** and select **SEO Tools**.

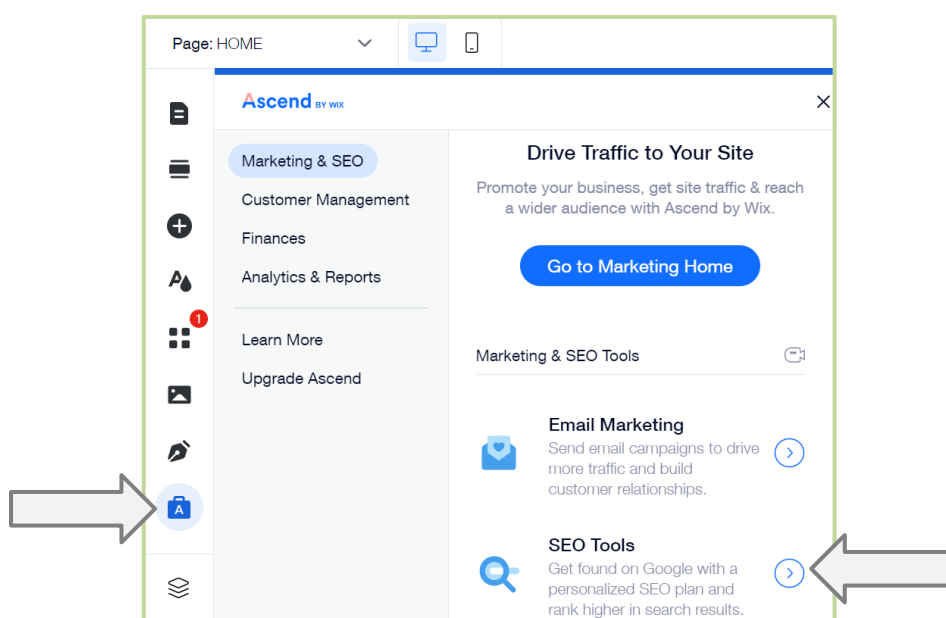


Figure 3.30. Wix – SEO Tools



Click on Start Now under Get Found on Google.

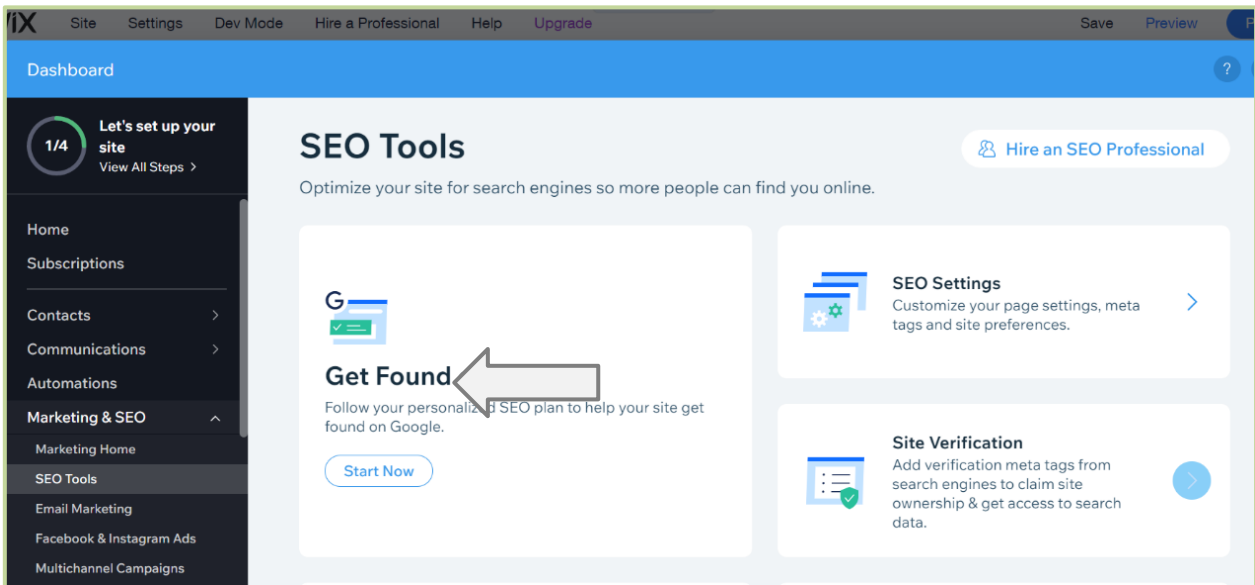


Figure 3.31. Wix – Get Found on Google

Wix will ask a series of questions about your site:

- What is the business name?
- Where do you serve your customers (locally or online)?
- What keywords are associated with your business?

Once you have answered these Wix will create an **SEO Setup Checklist**, which will include areas such as completing the **Homepage Title** and **Description**, which are essential for Google to find and index your site.

Clicking on the **Go for It** links will help you complete the relevant information so that your site has maximum visibility on Google.

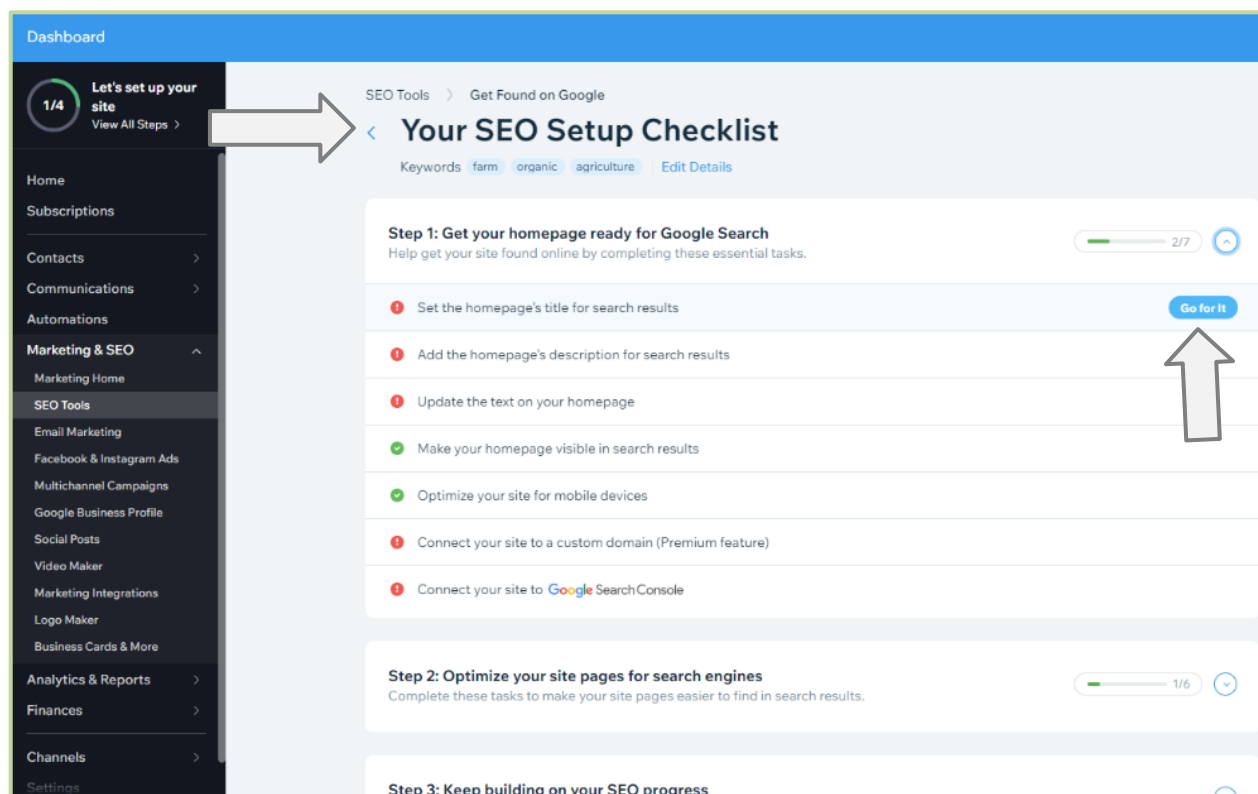


Figure 3.32. Wix – SEO Checklist



3.3. Efficient Use of Email

3.3.1. Creating a Gmail Account

To sign up for a free Gmail account, go to <https://www.gmail.com> and click **Create Account**.

You can then select **To Manage My Business**.

Fill in the required **Name** and **Password** fields.

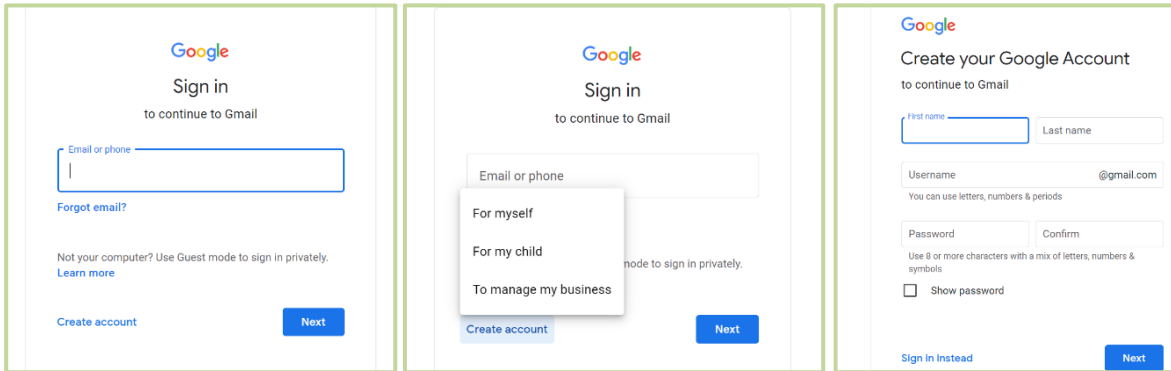


Figure 3.33. Gmail – Sign-Up

You will now see your Gmail Inbox.

3.3.2. Sending an Email

To Send an email click on the Compose button.

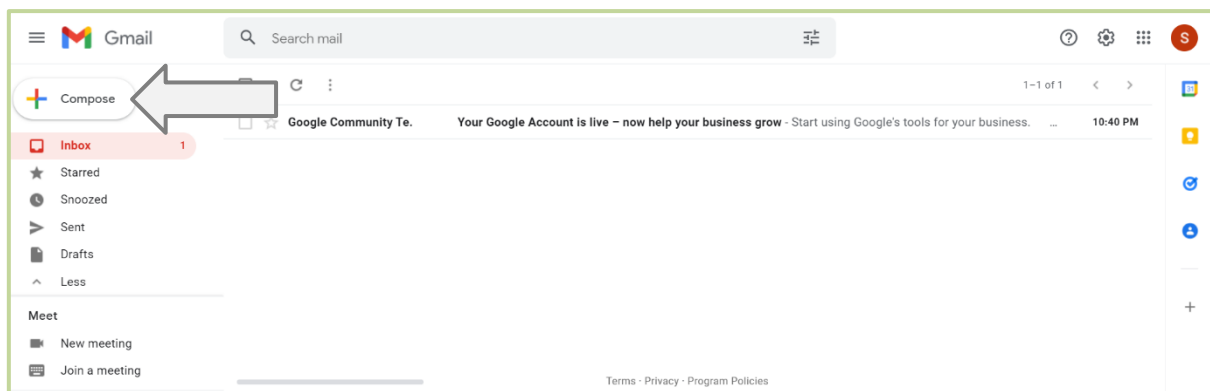


Figure 3.34. Gmail – Compose an Email

You can now add **Recipients** and a **Subject**.

Type your text in the main window. You can edit the look and feel of the text, as well as add images.

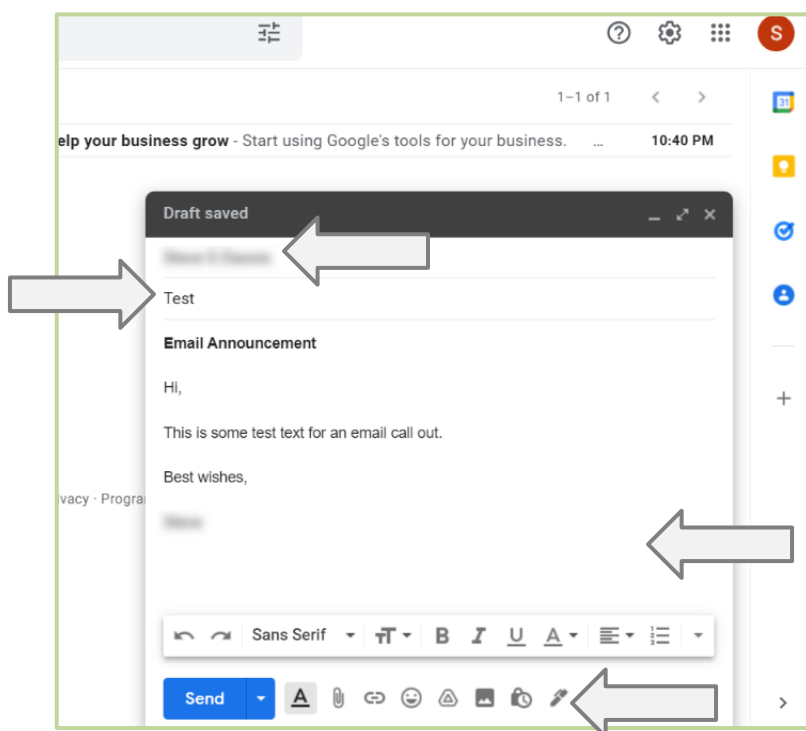


Figure 3.35. Gmail – New Email Screen

To **Attach a File** to your email, click on the **Paper Clip** icon, then select the desired file from your computer in the window that opens. The **Attached File** will appear at the bottom of your email text.

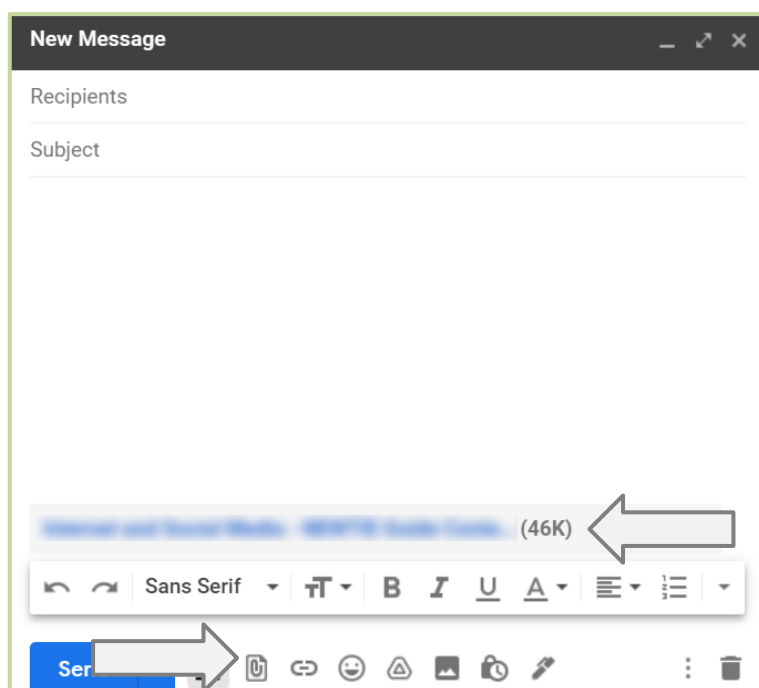


Figure 3.36. Gmail – Attach a Document

Once your email is finished you can either click on **Send** or select **Schedule Send**.

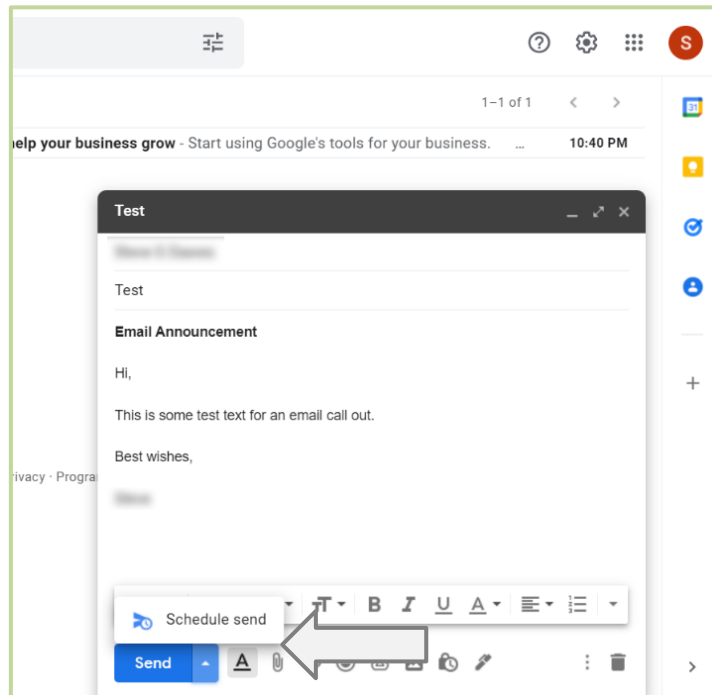


Figure 3.37. Gmail – Send an Email

When using **Schedule Send** you can pick a date and time to send the email.

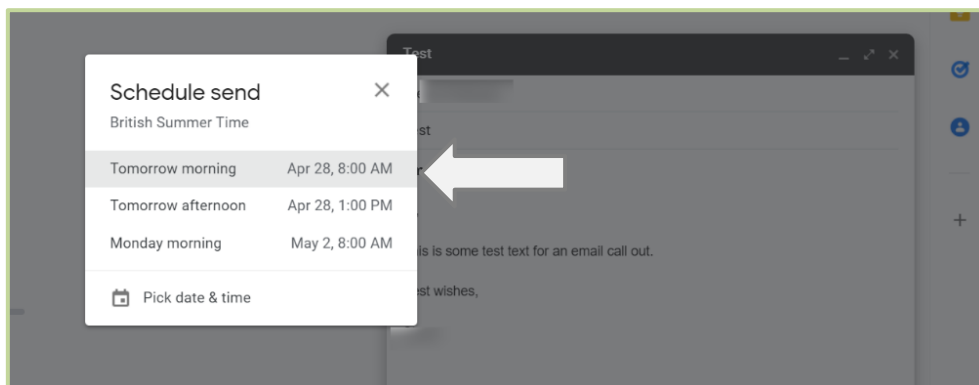


Figure 3.38. Gmail – Schedule Send

This is particularly useful when sending out email announcements or advertisements.

3.3.3. Managing Email Contacts

To manage your email more efficiently you can create Contacts by selecting the Contacts button on the right.

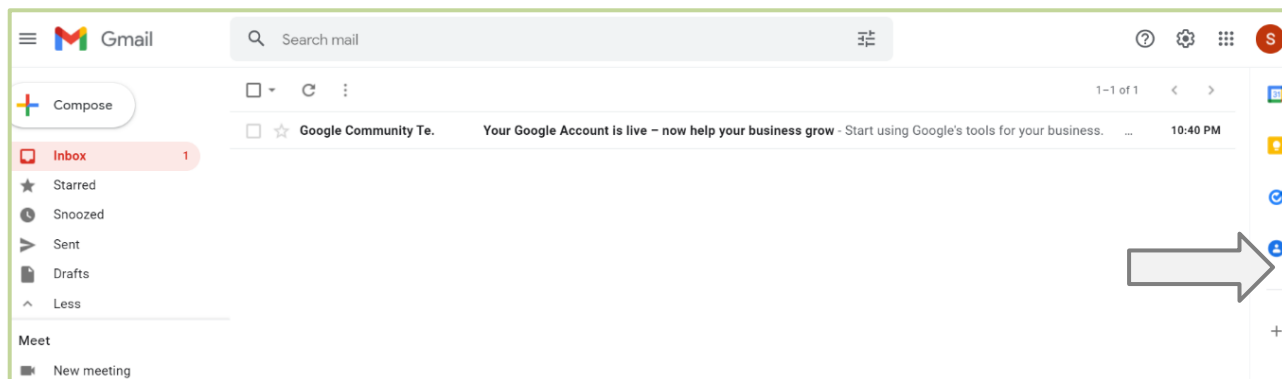


Figure 3.39. Gmail – Contacts Page

Once in the **Contacts** screen click **Create Contact** and add their details – Name, Email Address, etc.

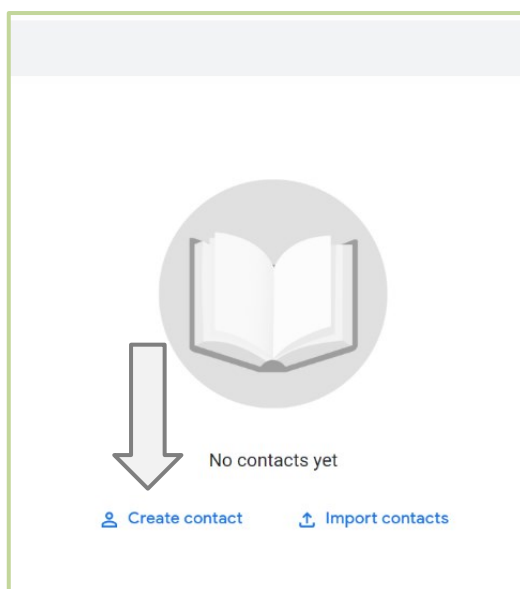


Figure 3.40. Gmail – Create a Contact

You can also **Create Labels** to add to **Contacts**.

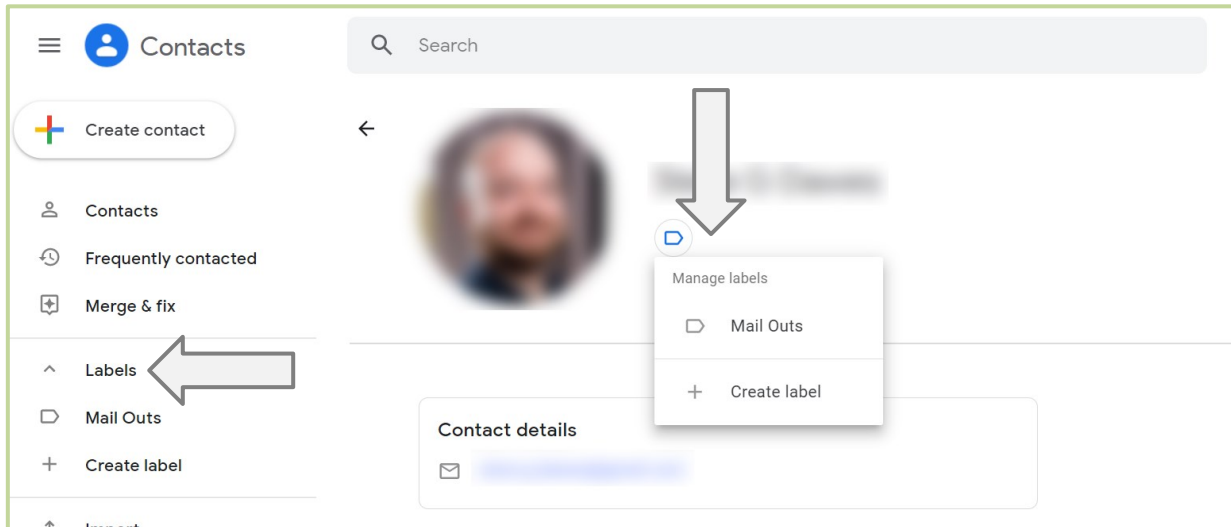


Figure 3.41. Gmail – Create a Label

This will mean that you can Email all Contacts within a Label at once, by typing the name of the Label in the Recipients section of your Email.

3.4. Establishing Social Media Accounts

3.4.1. What is Social Media?

Social Media platforms are online channels that are interactive and communicative.

They are primarily used by individuals to share user-generated content, share conversations, and create personal networks.

However, they are increasingly being used by businesses and brands to distribute content and engage with their audiences.

3.4.2. Facebook

Facebook is the largest social media platform globally as well as one of the biggest local business directories. Use Facebook to:

- Build relationships with current customers
- Announce hours changes, events, and milestones

To create a Business Page on Facebook, go to <https://www.facebook.com/pages/create>.

You will need to sign into your Facebook account or create one by clicking on the **Sign Up** button.

Once signed in click on **Business or Brand**.

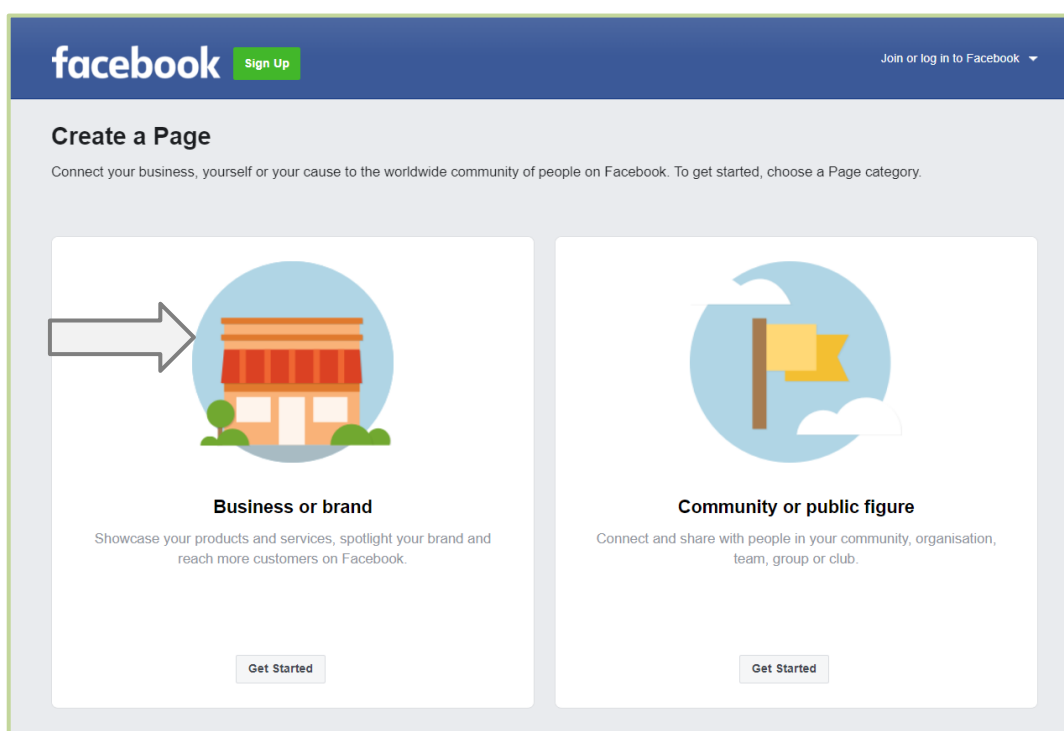


Figure 3.42. Facebook – Setup a Business Page



On the **Create a Page** site you can add the **Page Name**, **Categories** that are relevant to your business, and a **Description**.

Then click on **Create Page**.

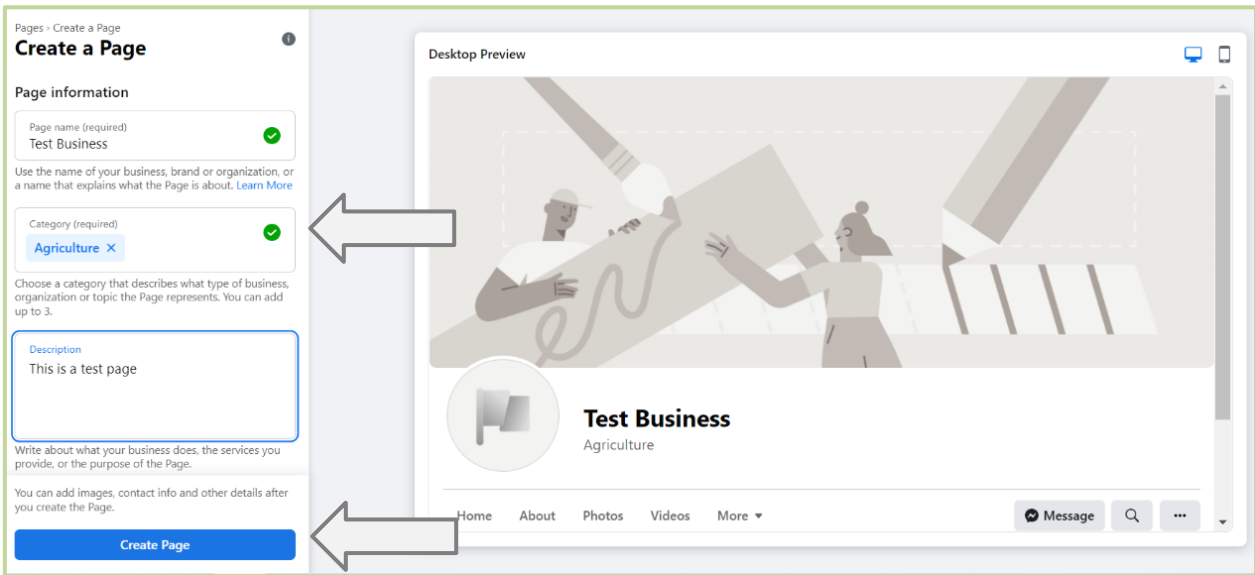


Figure 3.43. Facebook – Create a Page

Once your page has been created you can add further elements such as a **Profile Picture**, and **Cover Picture**.

Once these have been added, click **Save**.

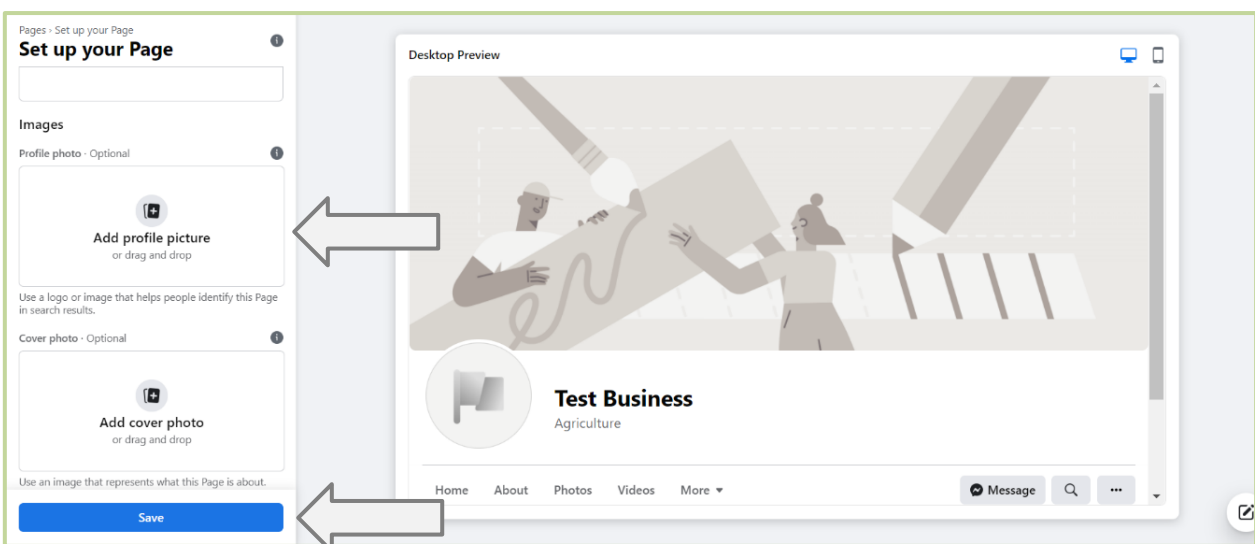


Figure 3.44. Facebook – Add Page Photos

You will now see your **Manage Page** area, and a section on how to complete the **Setup of your Page**.

Once you have done this you can start to **Create Posts** that include text, images, etc.

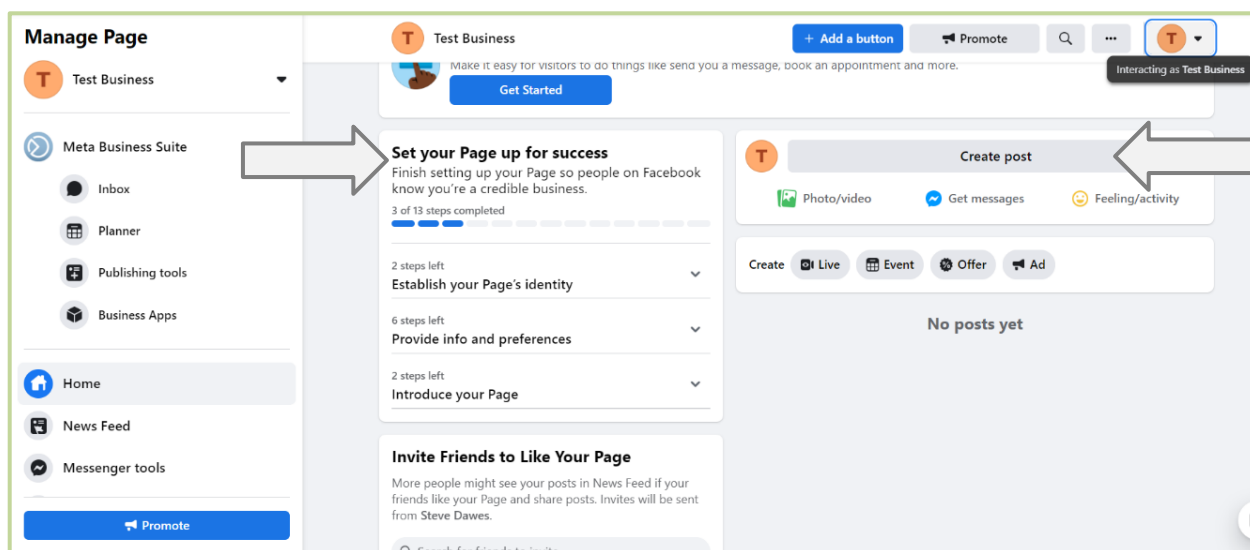


Figure 3.45. Facebook – Complete Page Profile and Post

You can also **Add a Button** to your page which gives visitors options such as **Follow**, **Contact Us**, **Call Now**, etc.

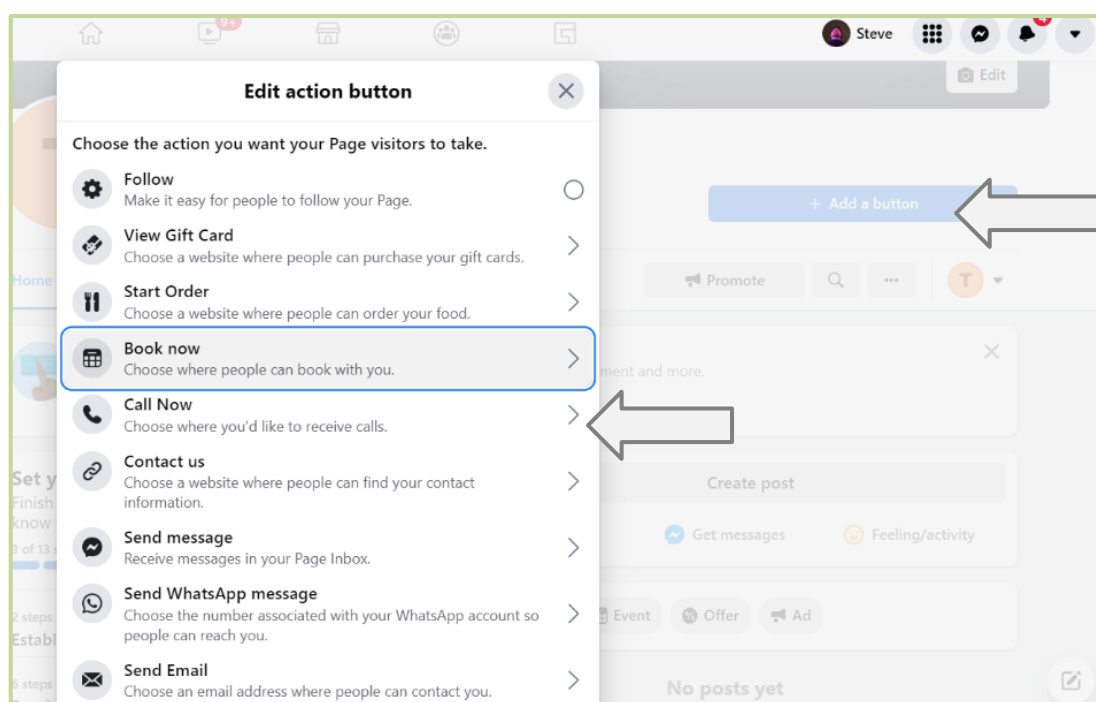


Figure 3.46. Facebook – Add a Button



You can now promote your Facebook Page by clicking on the **Promote** button.

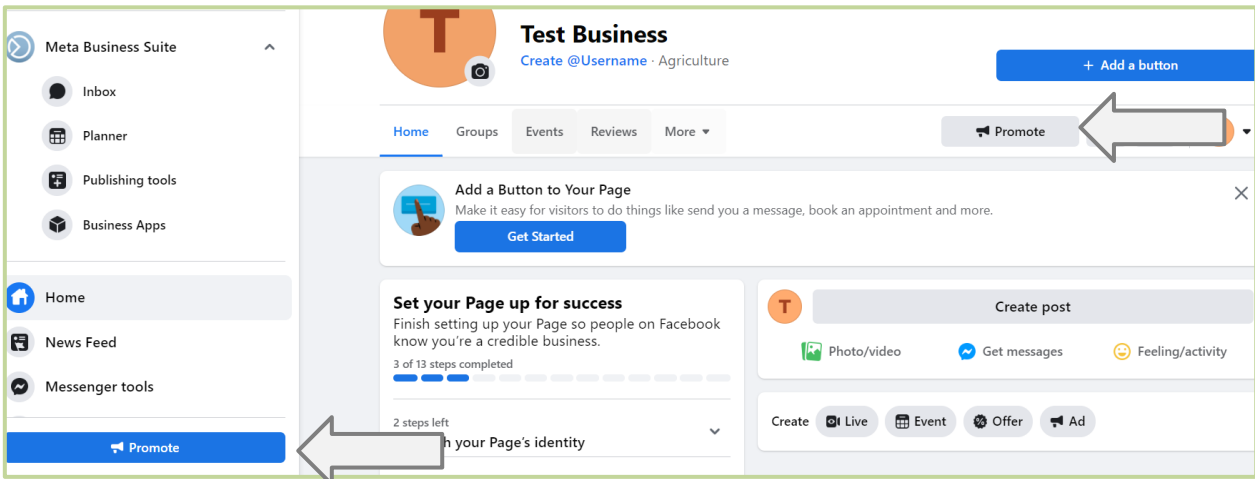


Figure 3.47. Facebook – Promote a Page

Click on Create New Ad.

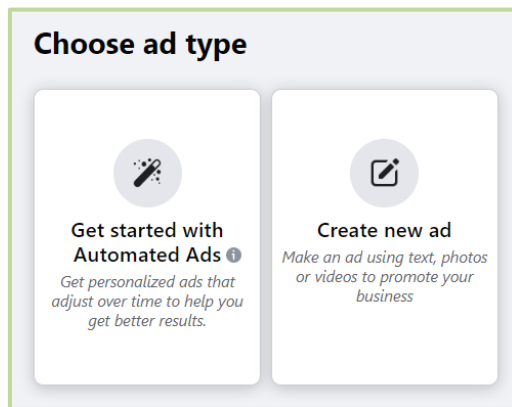


Figure 3.48. Facebook – Choose an Ad Type

On the **Create Ad** page first you need to select a **Goal** for your ad. Click **Change** and then select the desired results for your ad and click **Save**.

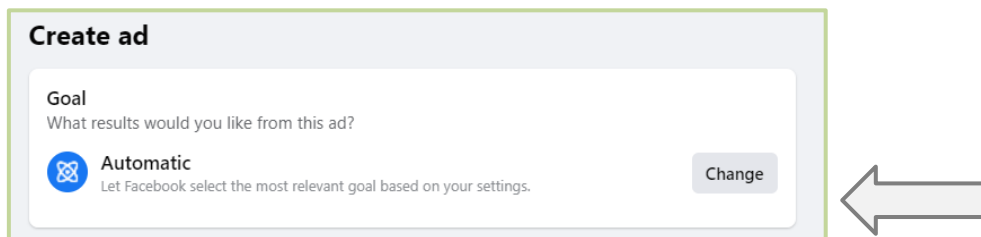


Figure 3.49. Facebook – Change Ad Goals

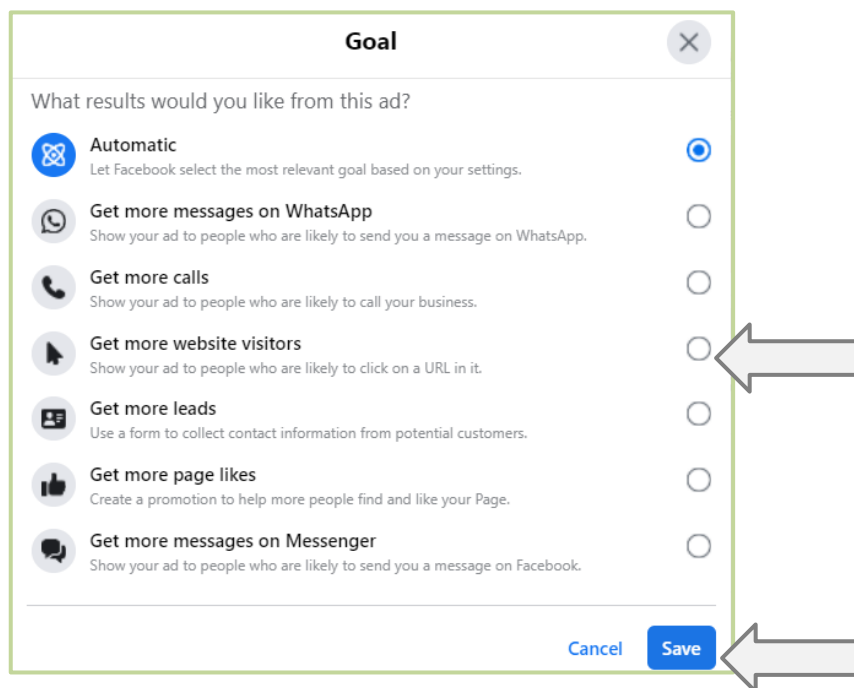


Figure 3.50. Facebook – Ad Goal Choices

Now you can edit the content of your ad, including the **Description**, **Media**, **Headlines**, and **Buttons**, and include the **Website URL** for your business.

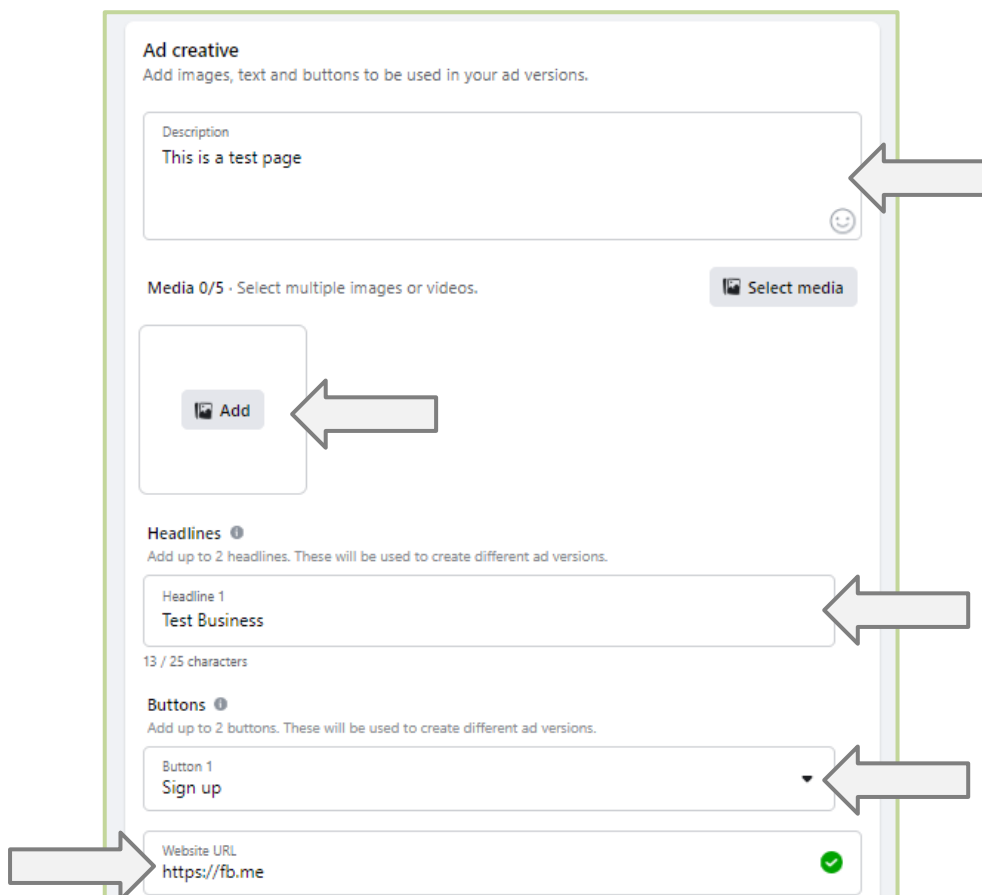


Figure 3.51. Facebook – Ad Creative



Next choose the **Audience** you are targeting. Click on the **Pencil** icon to choose details such as **Audience Age** and **Location**.

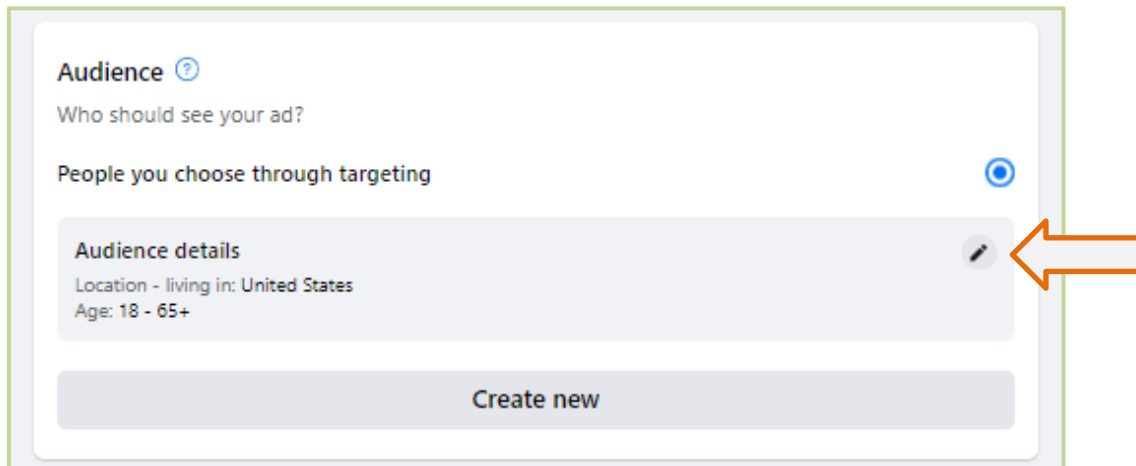


Figure 3.52. Facebook – Ad Audience

Finally, you will need to choose the **Duration** of your Ad, and your desired **Daily Budget**.

The Daily Budget will affect how many people are estimated to see your advert per day and can be adjusted using the slider.

You will then need to add a **Payment Method**.

Duration ⓘ

Run this ad continuously ⓘ

Choose when this ad will end

Days: 5 [−] [+] End date: May 4, 2022

Daily budget ⓘ

Actual amount spend daily may vary. ⓘ

Country, currency: US, GBP [Change](#)

Estimated 114 - 330 people reached per day

£ 1.00 ✎

£1.00 [Slider] £200.00

Placements Facebook, Instagram, Messenger

Payment method required

When you publish your ad, you'll be asked to add a payment method to your ad account. This payment method will be charged for any amount spent beyond the value of your ad credit.

Payment Method

You may get more than one bill for this ad. [Learn more](#)

VISA, Mastercard, American Express, Apple Pay

Figure 3.53. Facebook – Ad Duration and Budget

When you have finished the details of your advert you can click on the **Promote Now** button to release your Facebook Ad.

You can see an **Ad Preview**, including **Estimated Daily Results** and **Total Budget** on the right-hand side.

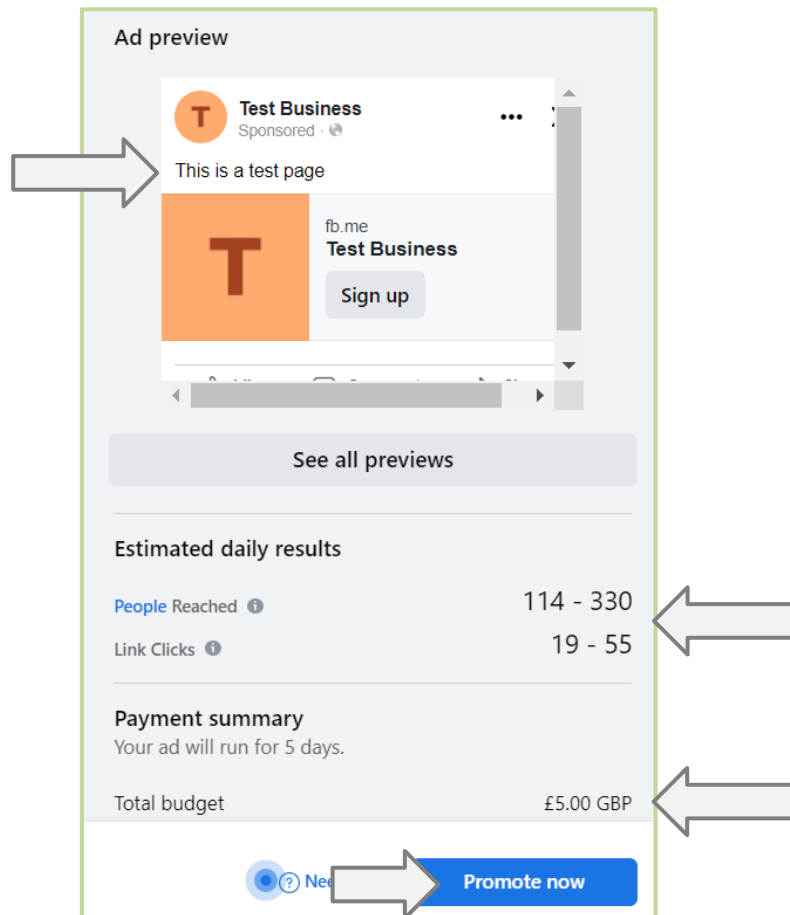


Figure 3.54. Facebook – Ad Preview

3.4.3. Instagram

People use Instagram to follow influencers and brands they buy from and who support their personal values. Create your Instagram account and then use it for:

- Influencer marketing
- User-generated content
- Company culture

To create a **Professional Account** on Instagram you first need to create a **Personal Account**.

Go to <https://www.instagram.com> and fill in the relevant details or choose login with Facebook if you already have an account there that you use for your business.

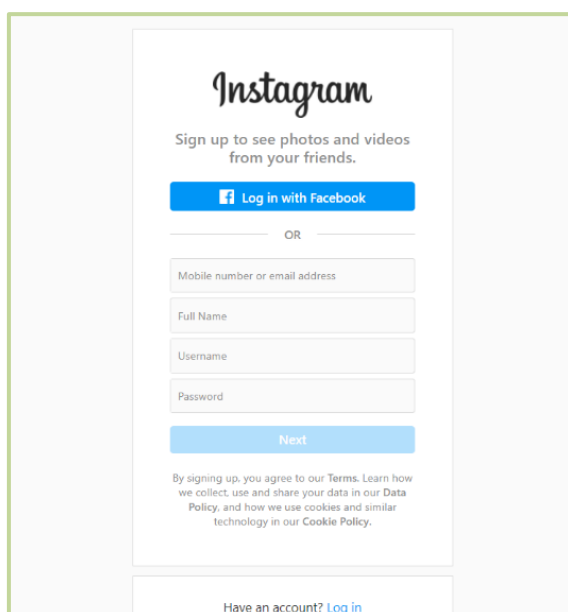


Figure 3.55. Instagram – Sign-Up

When signed into Instagram you can edit your **Profile** by clicking on the link in to top-right.

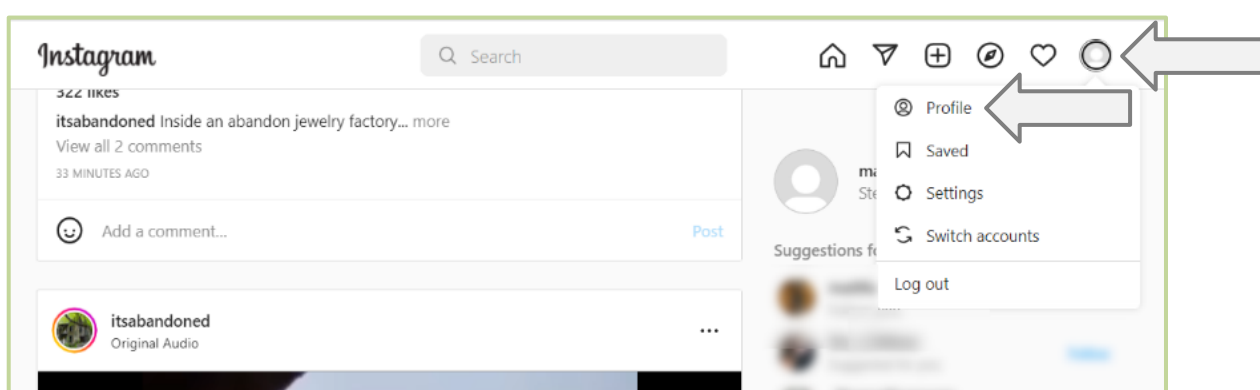


Figure 3.56. Instagram – Profile Link

This information includes Profile Photo, Name, Username, Website, Bio, and Email Address.

Once you have done this you can switch the profile to a professional by clicking on the **Switch to Professional Account** link in the bottom left-hand corner.

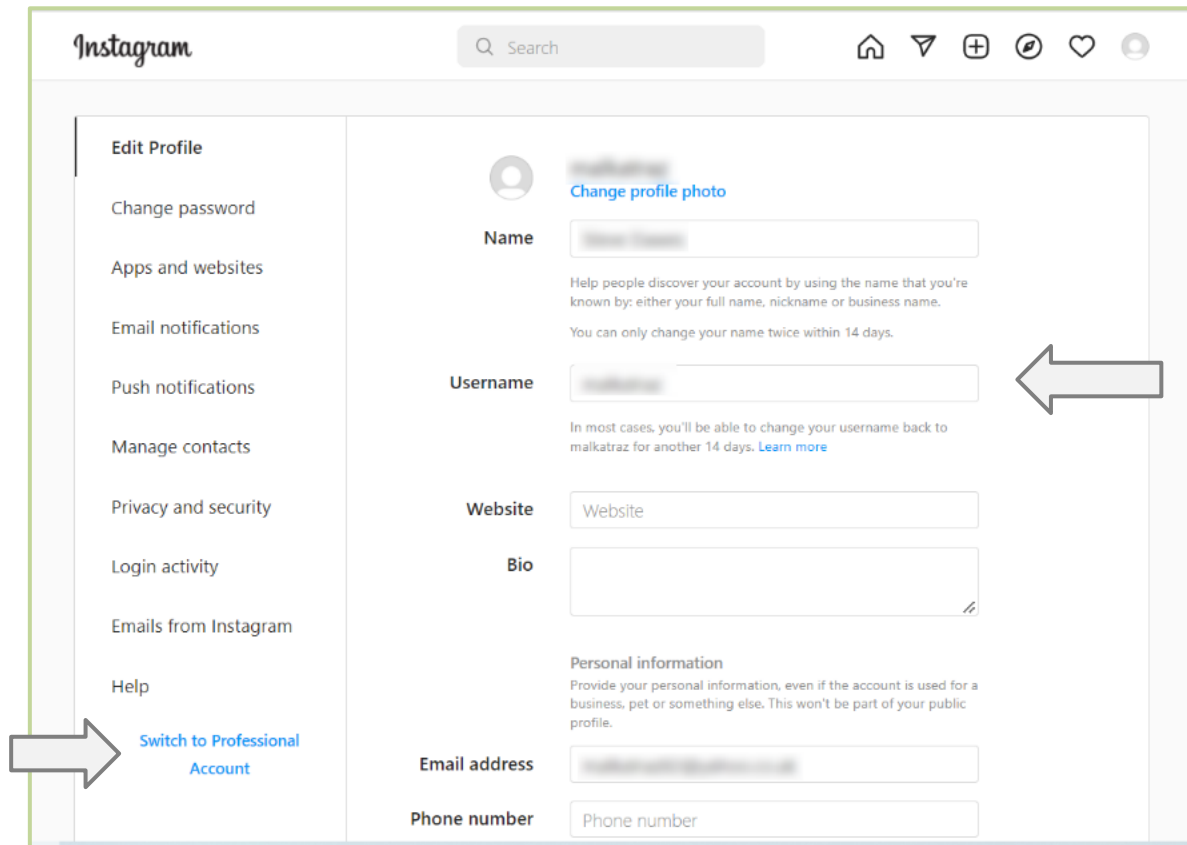


Figure 3.57. Instagram – Edit Profile

Choose **Business**, then select the **Category** that best suits.

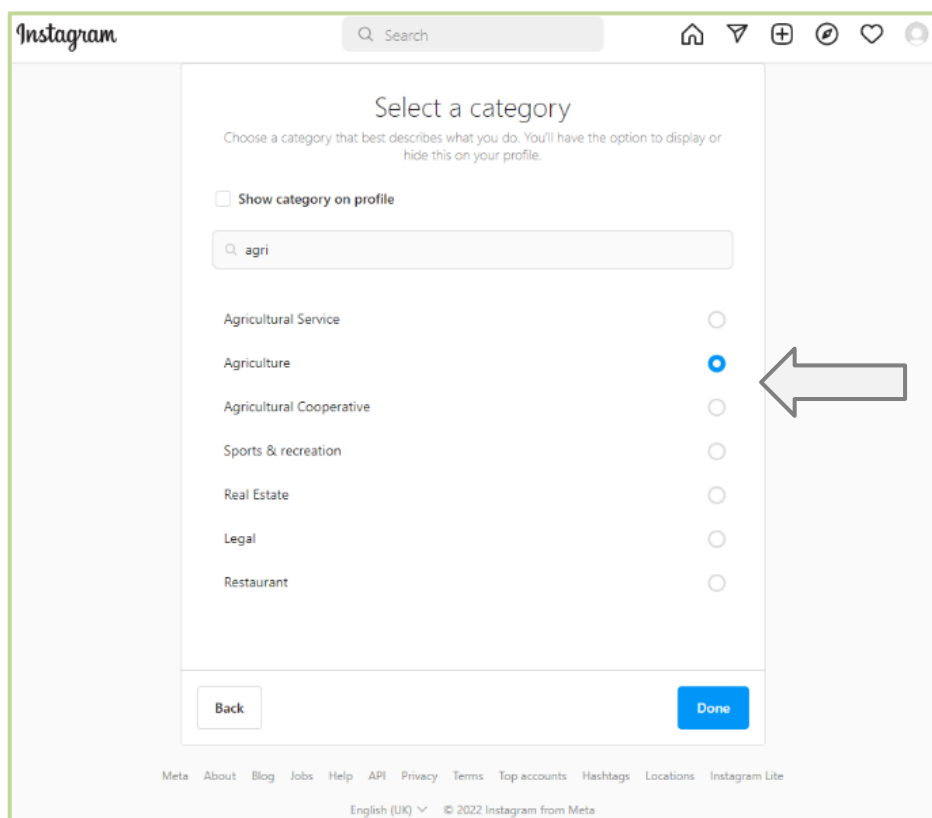


Figure 3.58. Instagram – Choose Business Category

You can then **Review the Contact Info** for your business.

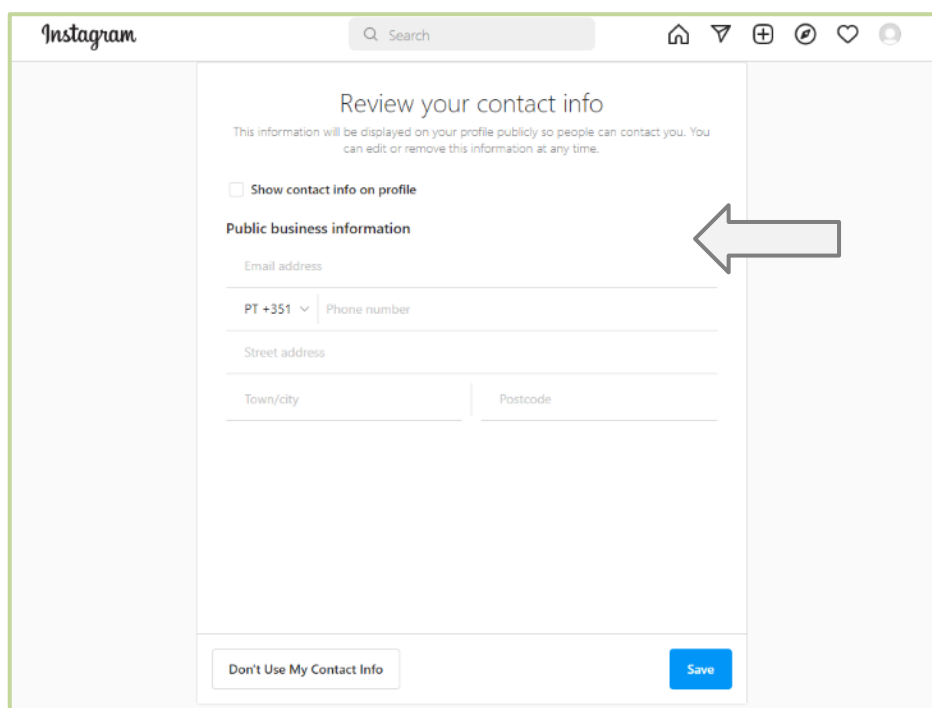


Figure 3.59. Instagram – Business Contact Details

You can now start creating posts in Instagram by clicking on the **Add** symbol in the menu.

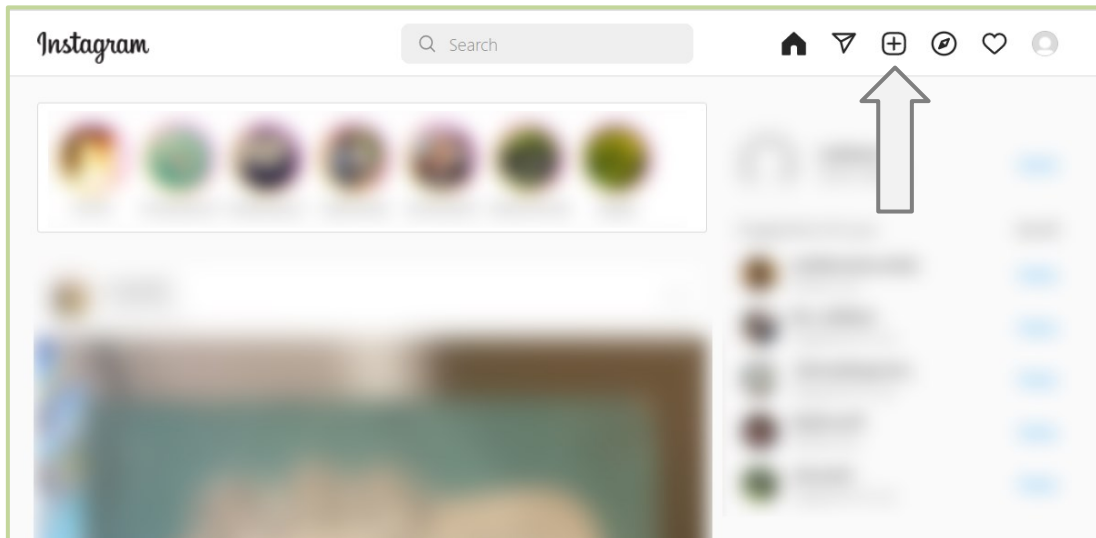


Figure 3.60. Instagram – Add a Post

3.4.4. Twitter

Users go to Twitter to get news, follow brands, and get customer service. It is important on Twitter, more than any other platform, to be engaged with your users as questions and interactions can happen quickly and often. For effective social media marketing on Twitter, you may want to:

- Follow influencers to keep up with news and trends.
- Share a story through a series of Tweets in one thread.
- Make yourself available for customer service and FAQs.

To create a Twitter account for your business, go to <https://twitter.com> and pick the desired **Sign-Up** option.

If you choose to sign-up with an email or phone number, you will be sent a verification code.

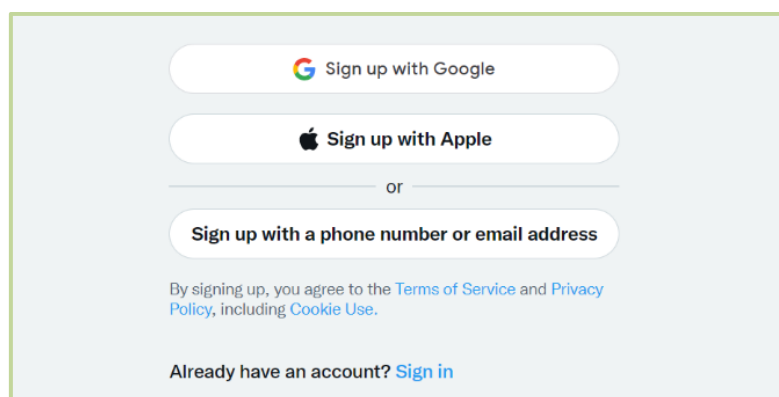


Figure 3.61. Twitter – Sign-Up

Once signed into Twitter you can add a **Profile Picture** for your account, then a **Bio**, and choose a **Username**.

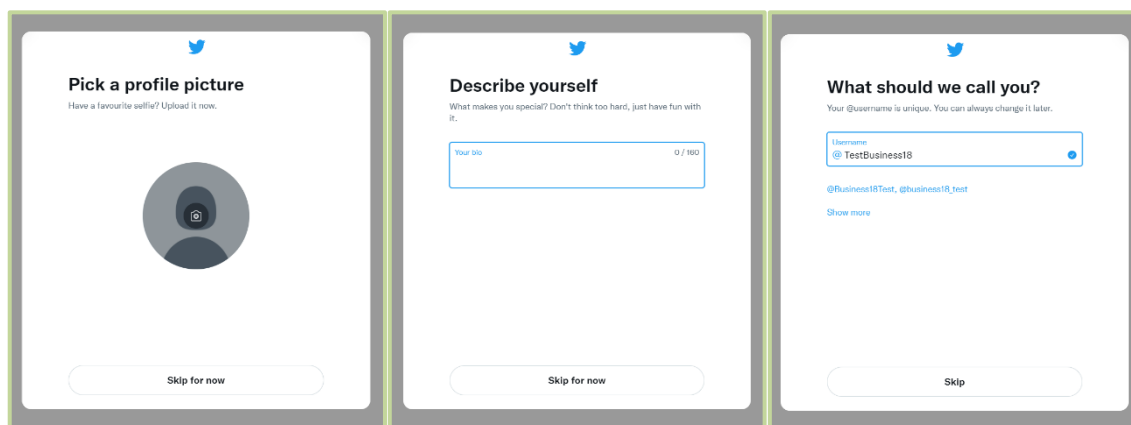


Figure 3.62. Twitter – Profile Details

Twitter will then ask you to pick some relevant interest and ask you to **Follow** one other Twitter user. This can be someone you know or admire in your field.

Once you have selected these you will see your **Home** page.

Tweets from you and your Followers will appear in the **Timeline** in centre of the page.

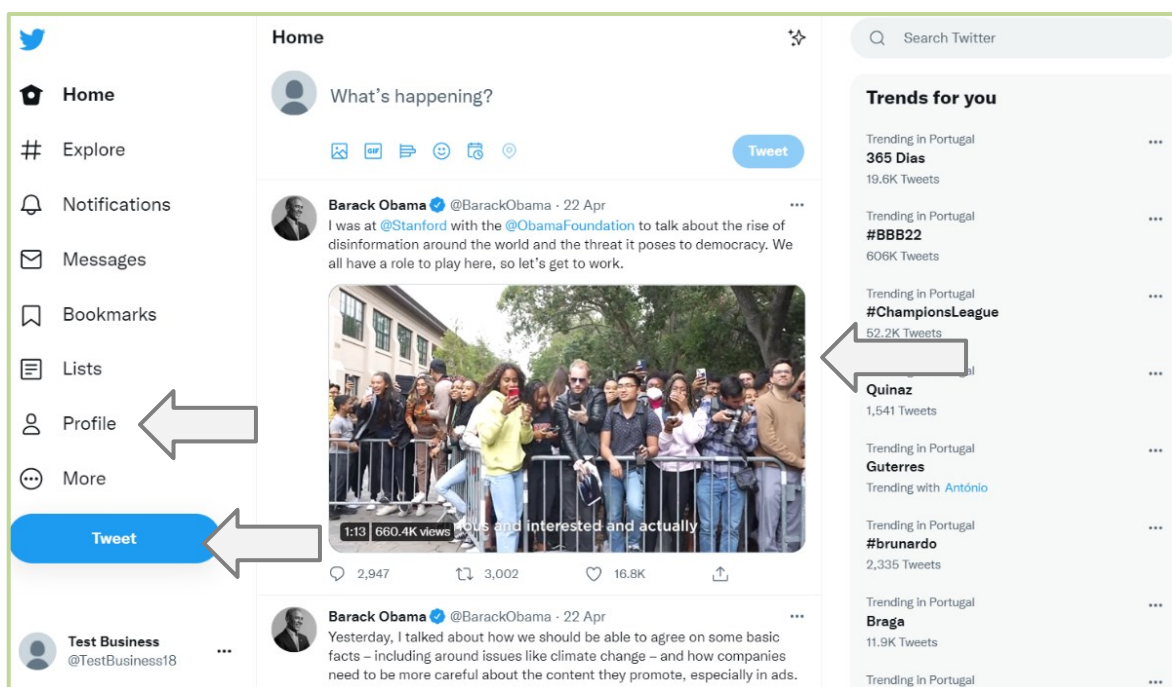


Figure 3.63. Twitter - Homepage

You can click on the **Profile** link to make changes to your **Profile Picture, Bio**, etc. Click on the **Tweet** button to create your first Tweet.

You can add text and images, choose who can **Reply**.

Click **Tweet** to post.

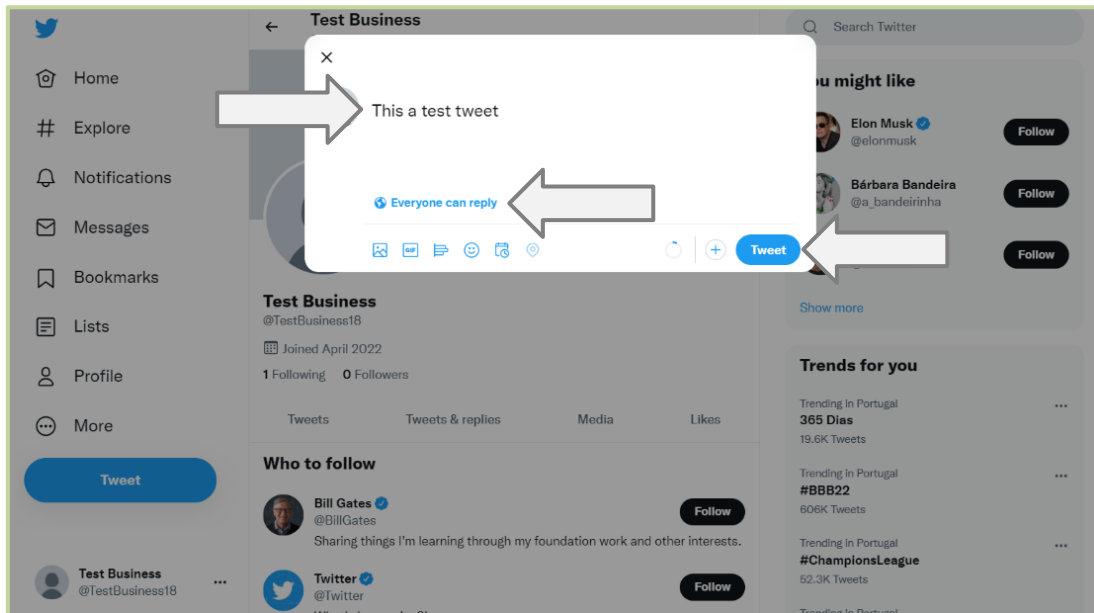


Figure 3.64. Twitter – Create a Tweet

On the **Home** page, you can click on the 3 dots next to your Tweet to access different options, including **Pin to Your Profile**.

It is a good idea to pin a Tweet to the top of your **Timeline** so that Followers can see information about your business and contact you quickly.

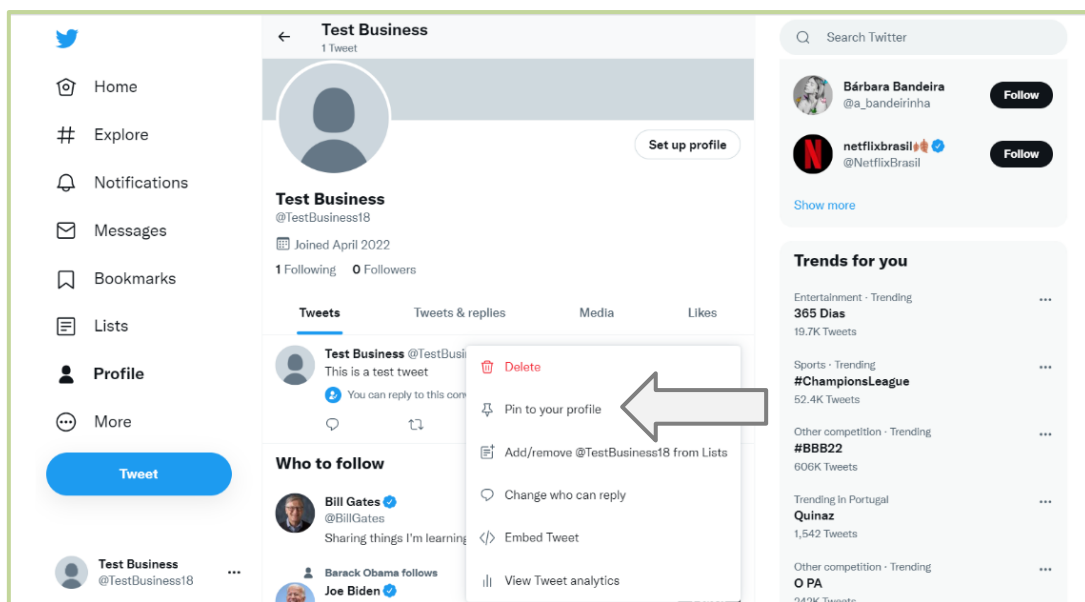


Figure 3.65. Twitter – Pin a Tweet

3.4.5. 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.

If you can't create a solid mission statement for a particular social media channel, you may want to ask yourself if it's worth it.

Include as many Keywords and Branding elements as possible to create a unified approach to content across all your channels – web, email, and social media.

When sharing content, you want to ensure that you have the right mix, and that you are posting at the right times for maximum impact.

Remember to you can recycle and repurpose content from one channel to another, for example, splitting a blog post up into a series of Tweets.

In terms of your content mix, a good rule to follow when starting out is the 80-20 rule:

- 80% of your posts should inform or entertain
- 20% of your posts directly promote your site

Once you have your mix of content ready to go you need to decide when to post. You don't want to annoy followers by posting too often, but if you post too little you will lose engagement with your audience.

Below are some basic guidelines for posting frequencies on the main Social Media sites:

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

You can also increase the traffic to your Social Media accounts by including links on your website. To do this on your Wix site, select **Add Elements – Social**, and then drag a **Social Bar** on to your site.

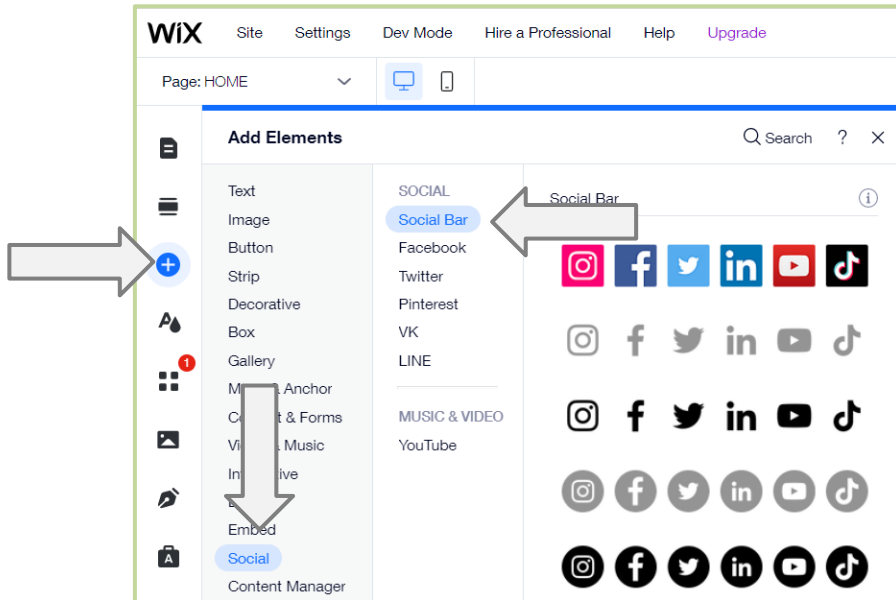


Figure 3.66. Wix – Add Social Media Buttons

You add, remove, and edit links by clicking on the **Set Social Links** button.

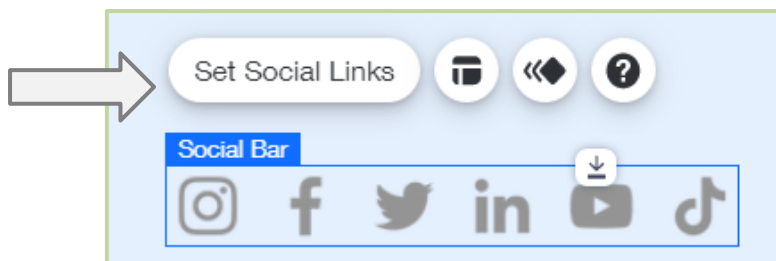


Figure 3.67. Wix – Edit Social Media Buttons

3.5. Customer Relationship Management

3.5.1. What is CRM Tool?

A Customer Relationship Management (CRM) tool enables users to organise customer data such as contact and interaction information. This data can be gathered through websites, social media, and communication channels.

The CRM can also then be used to link your email and ad accounts so that you can easily co-ordinate advertising campaigns using the collected customer data.

3.5.2. The benefits of using a CRM

- Better customer service - keeping all your contacts and important customer information together means that you, and your staff, can quickly get the right information they need to help customers with their specific needs.
- Improved customer retention – a CRM will provide features such as sentiment analysis, automated ticketing, customer support automation and user behaviour tracking which will help you and your staff quickly address issues that may be affecting your users.
- Detailed analytics - CRM software typically has built-in analytic capabilities with metrics such as click-through rates, bounce rates, and demographic information. The reports available will go beyond the basic analytics available in your website builder.
- Automation and communication – CRM platforms help to collate tasks such as email campaigns and social media posts. This allows for consistency across large-scale communication and frees up time for you and your staff to work on both content and individual communication.
- Centralized database – by providing a central place where all your customer data is held, you can be confident that you are compliant with data laws and pass this confidence on to your customers about how their data is handled when they interact with your business.

3.5.3. Managing Contacts and a Multichannel Campaign

As we have used Wix to create our website in this guide we are going to use the inbuilt Contacts and Multichannel Campaigns CRM tools.

There are a wide variety of free CRM products that you can find online, such as Odoo and HubSpot, though some features are only available if you pay a monthly fee. If you choose to use these tools, then you will find extensive guided tours to help you through the setup and various workflows.

To start using the CRM tools in Wix click on the **Ascend** button in the **Toolbar** and click on **Customer Management**. You can see various options including **Forms** and **Contact List**.

Forms (such as a Sign-Up List) can be added to your site so that you can easily collect visitor information and allow users to sign-up for updates and adverts from your business.

The information collected from Forms will appear in your **Contact List**.

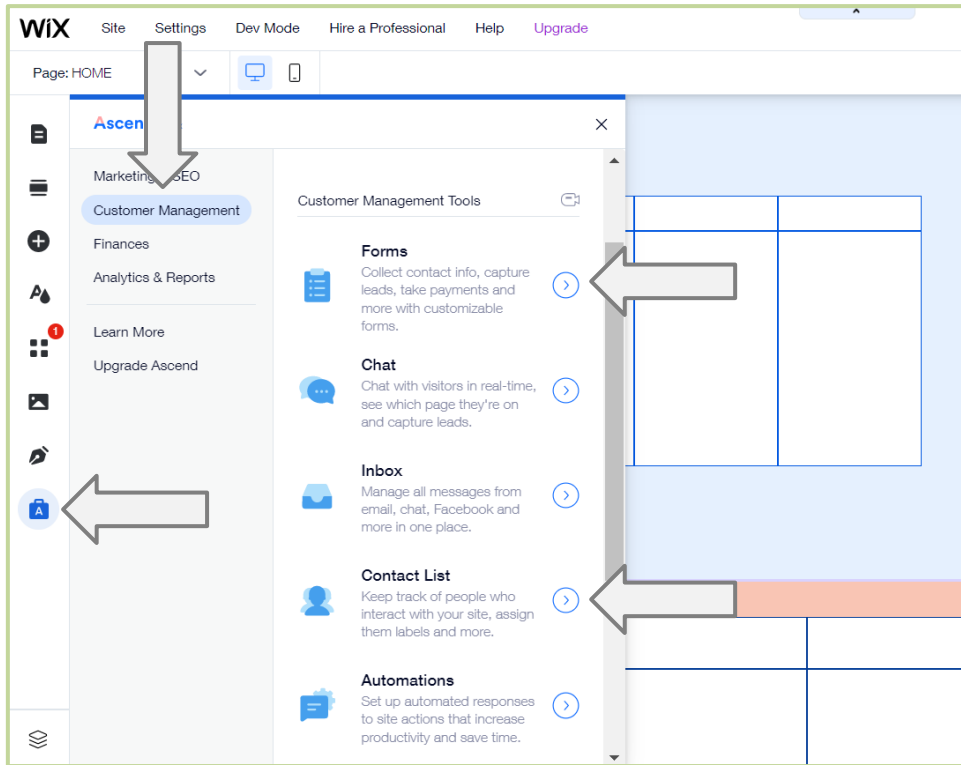


Figure 3.68. Wix – Customer Management Tools

On the **Contacts** page you will see information for all users who have interacted with your site, through Forms, Subscriptions, etc.

You can also manually add **New Contacts** or click on the **More Actions – Import Contacts** to import users from a spreadsheet or Gmail account.

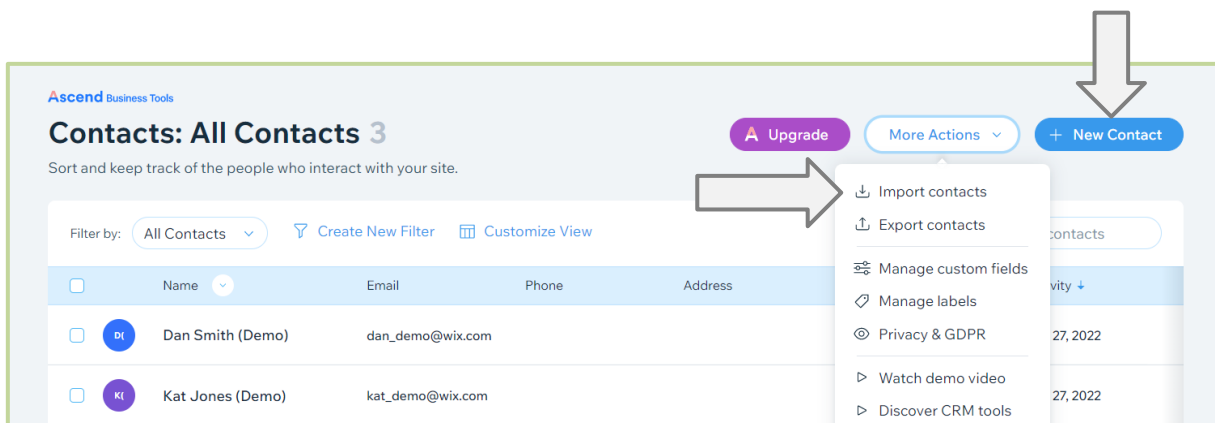


Figure 3.69. Wix – Create and Import Contacts

Once you have added your **Contacts** you can start to manage an **Ad Campaign** across all your channels.

In the Ascend toolbar, click on Marketing & SEO – Multichannel Campaign.

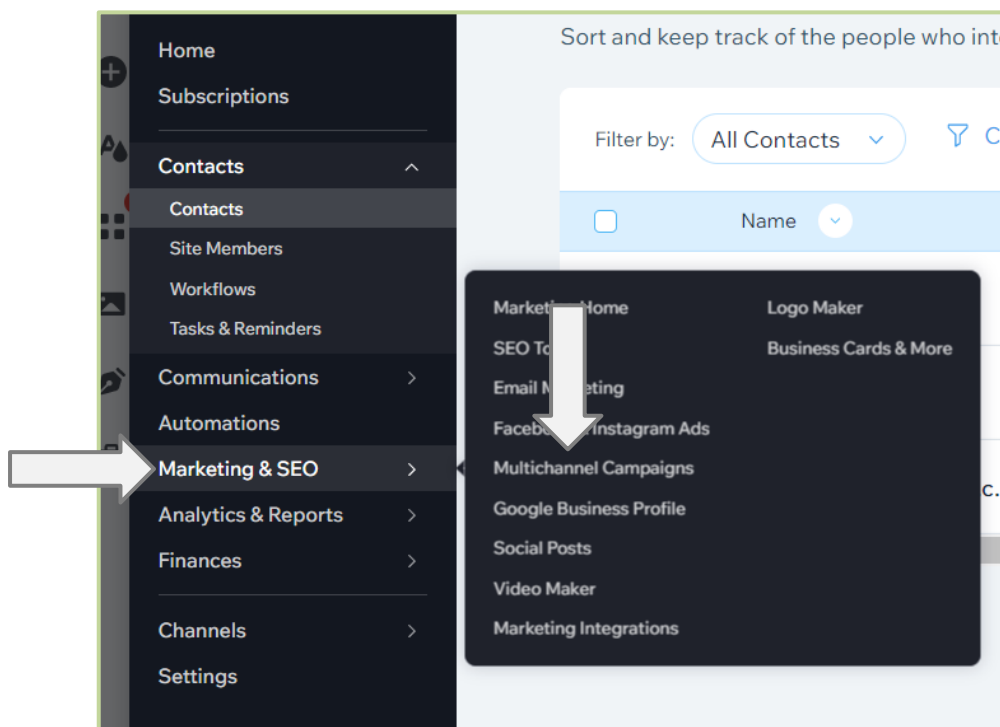


Figure 3.70. Wix – Multichannel Campaigns

Wix will provide some suggested campaigns, here we are going to select **Site Launch**. Click on **Create Campaign**.

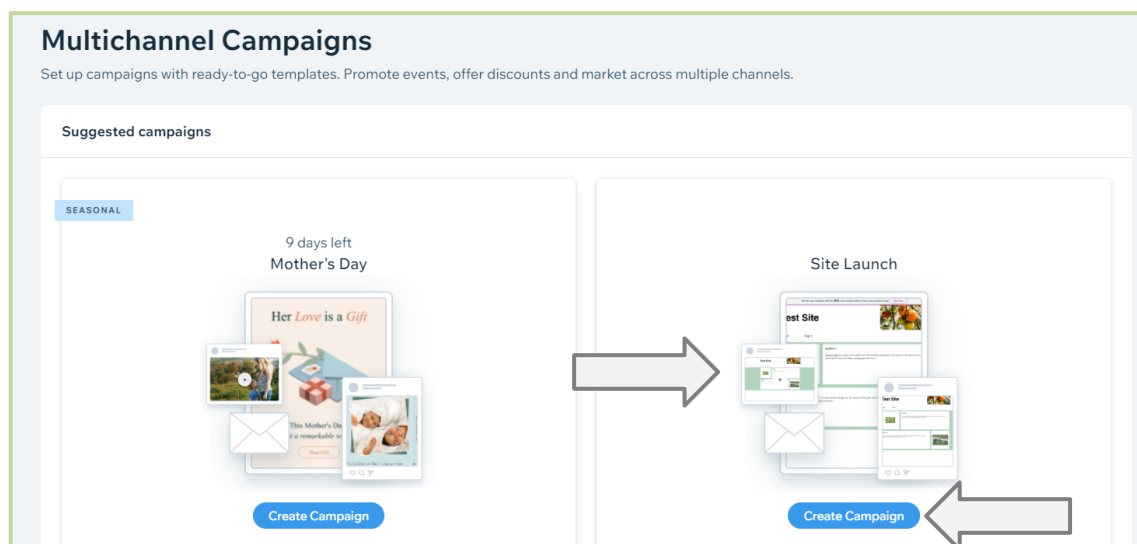


Figure 3.71. Wix – Select a Campaign

On the next page you will 2 steps. Click on **Set Details** under Step 1.

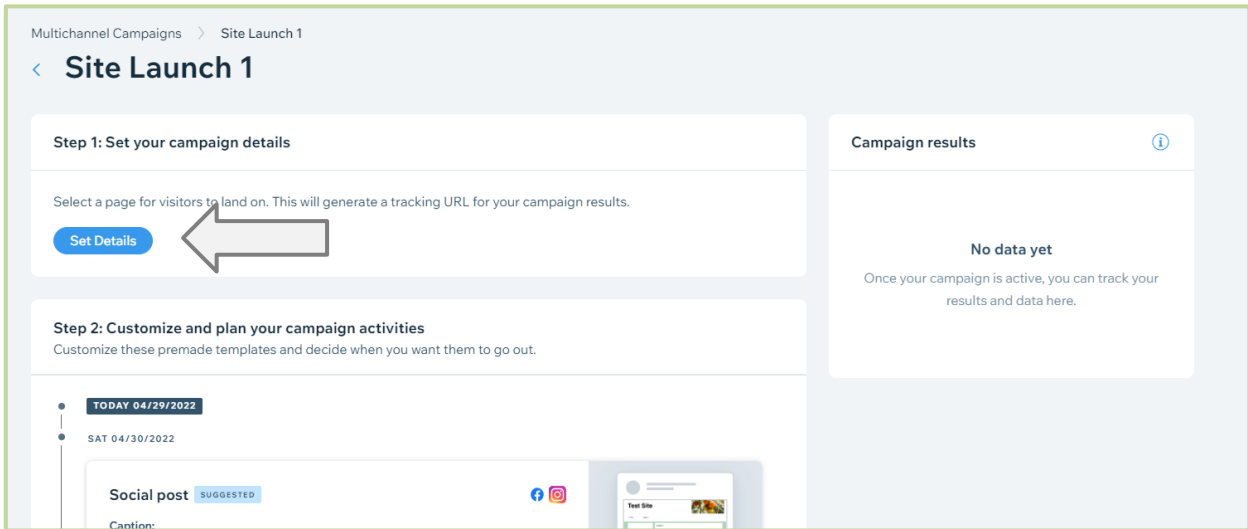


Figure 3.72. Wix – Add Site Details

From the drop-down menu **Select** which page you want users to land on when they interact with your ad. Click **Complete/Update**.

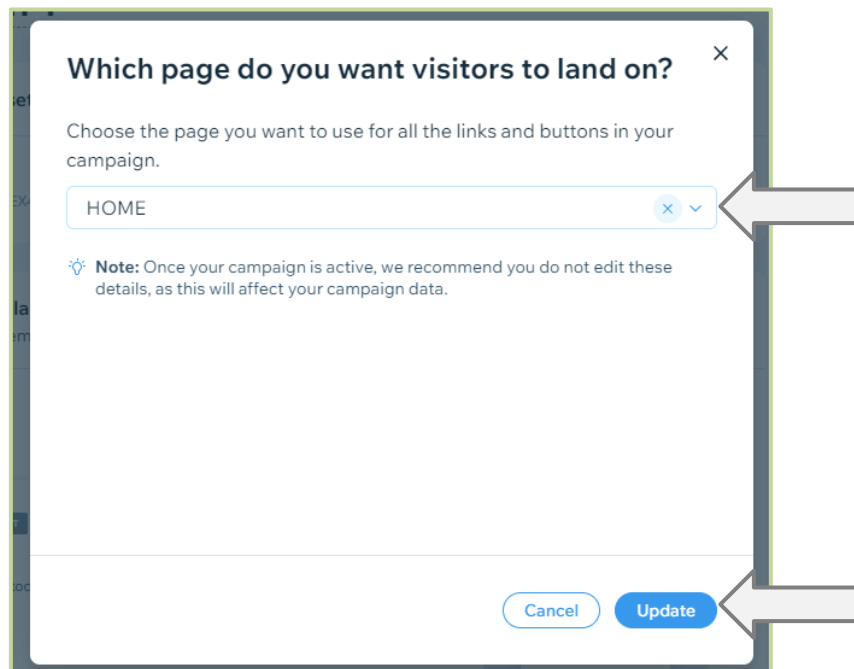


Figure 3.73. Wix – Site Page Selection

In Step 2 you can now customize Social Posts and Email Marketing. Click on Customize under Social Post. Pick a Design, then edit the Background, Text Style, and Graphics.

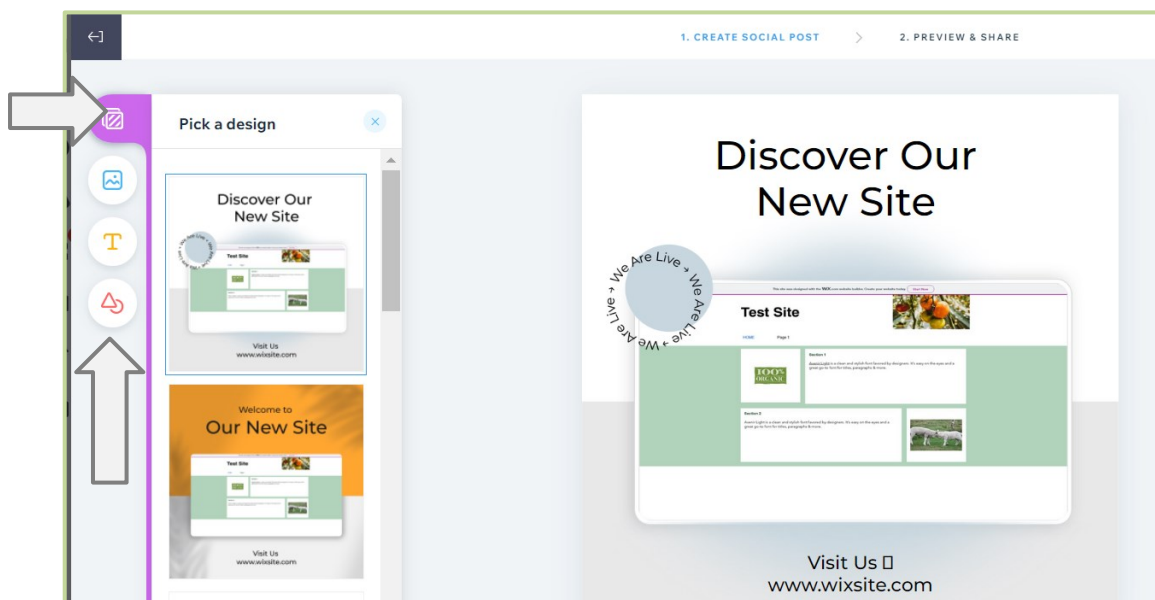


Figure 3.74. Wix – Social Campaign Customisation

You can edit the contents of the text boxes by clicking on the **Text** and using the standard Wix tools you used when creating your site. Once you are happy with your design, click on **Next**.

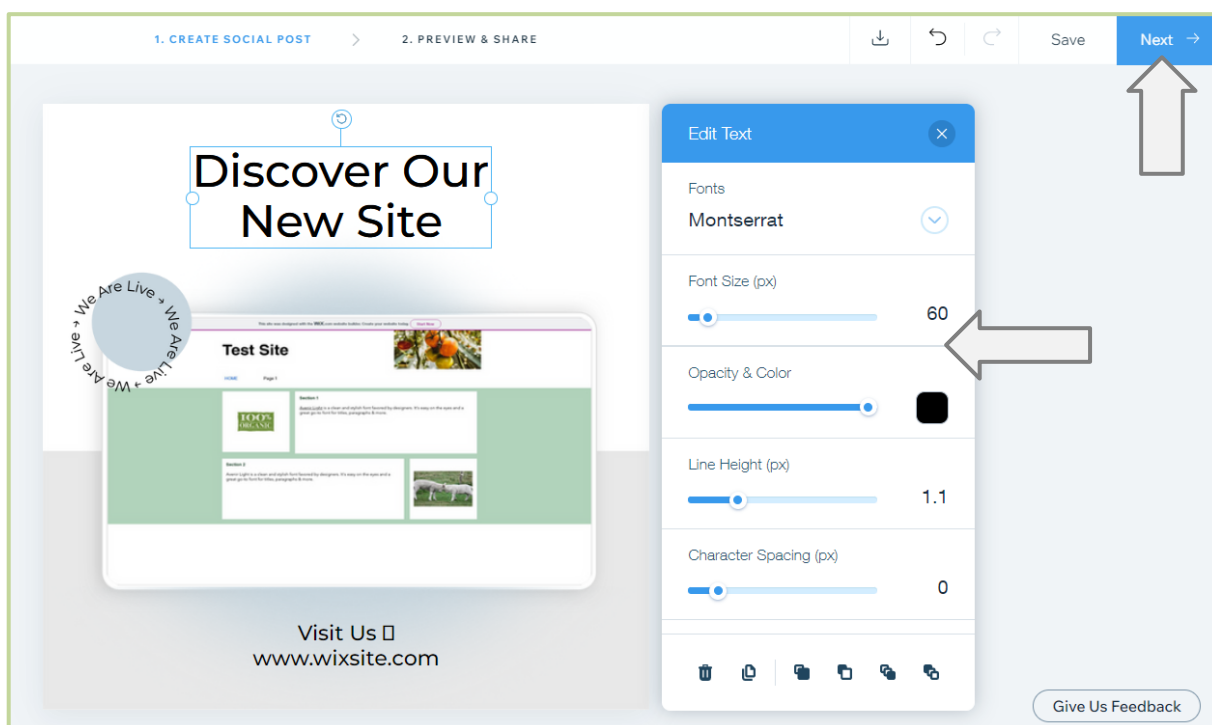


Figure 3.75. Wix – Edit Social Campaign Text

On the **Preview & Share** screen you can connect the **Facebook** and **Instagram** accounts that you use for your business.



Once you have connected your accounts (you will need to allow Wix certain permissions which appear in a pop-up box), click on **Continue**.

You can now **Publish** your ad to your Facebook and Instagram pages, and edit the **Caption**, **Link** and **Hashtags** for your Ad.

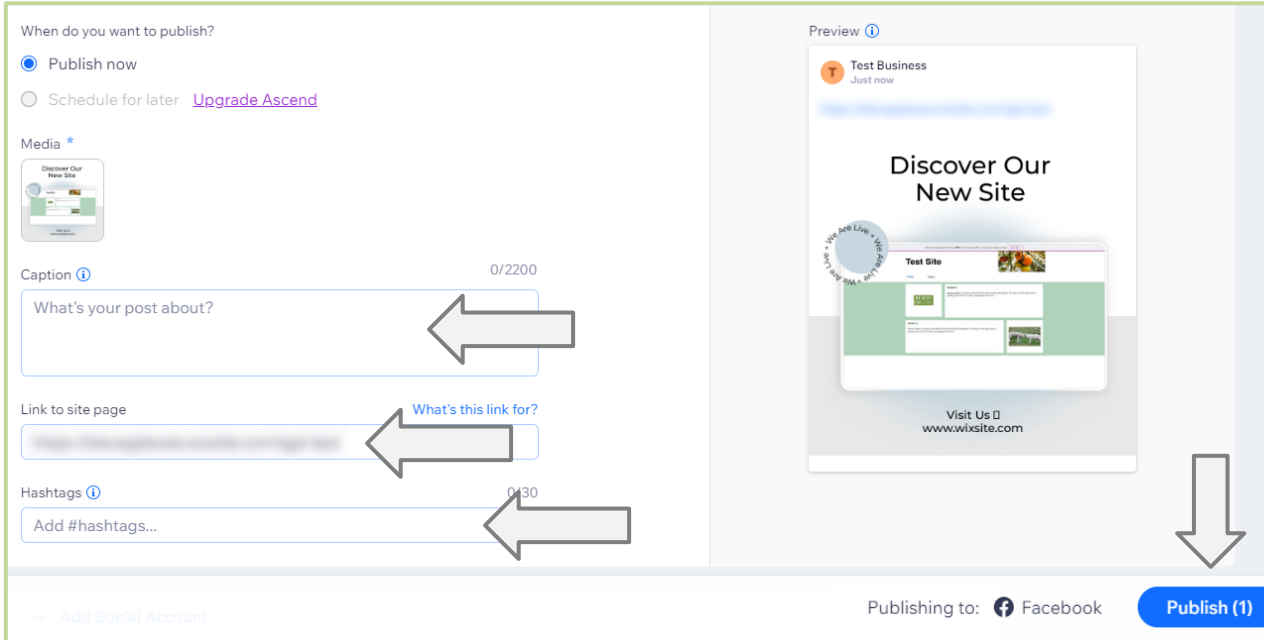


Figure 3.76. Wix – Social Campaign Publishing Options

Back in the **Multichannel Campaign** section, we can click on our **Site Launch** campaign under **Your Campaigns** and start to **Customize** our **Email Marketing**.

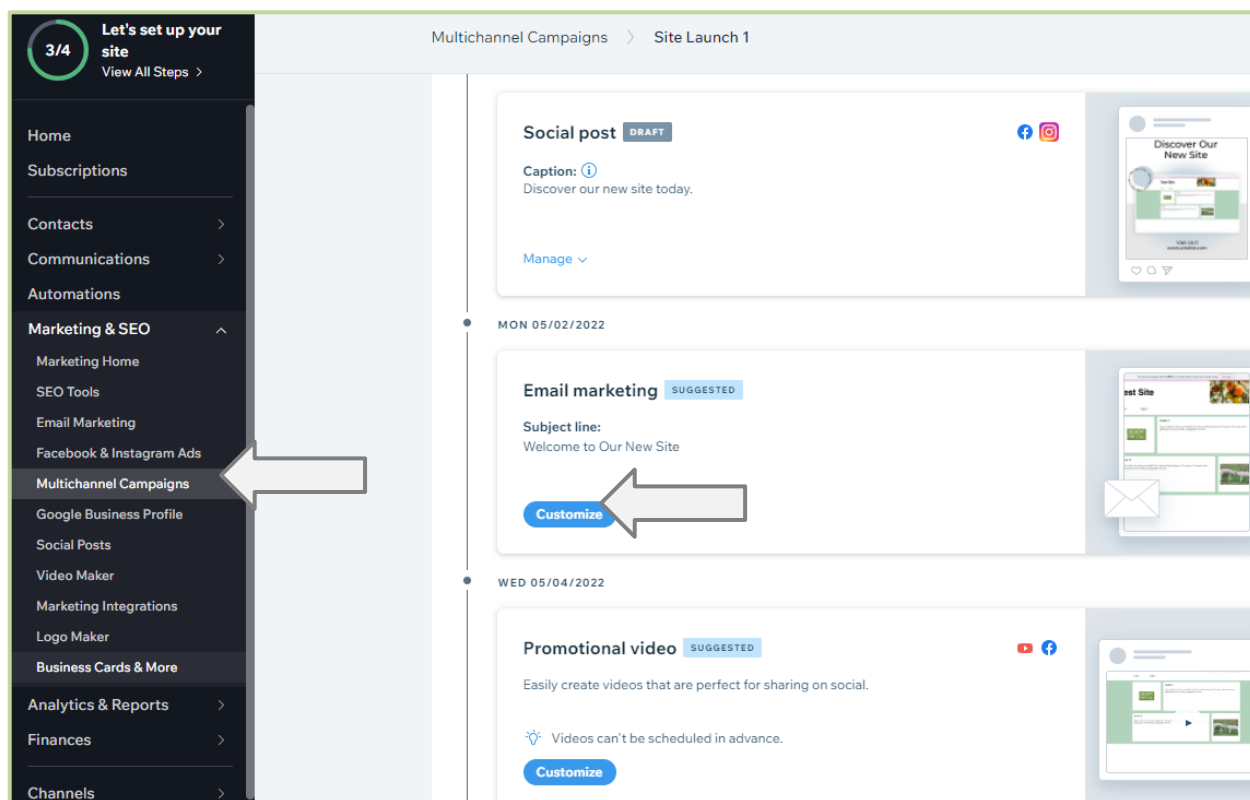


Figure 3.77. Wix – Customise Email Marketing Campaign

On the Create page you can add **Text** and **Image** elements from the **Toolbar**, as well as buttons that link to your **Social Media** sites. Elements within the email can be edited by clicking on them and using the options that appear in the **Toolbar**.

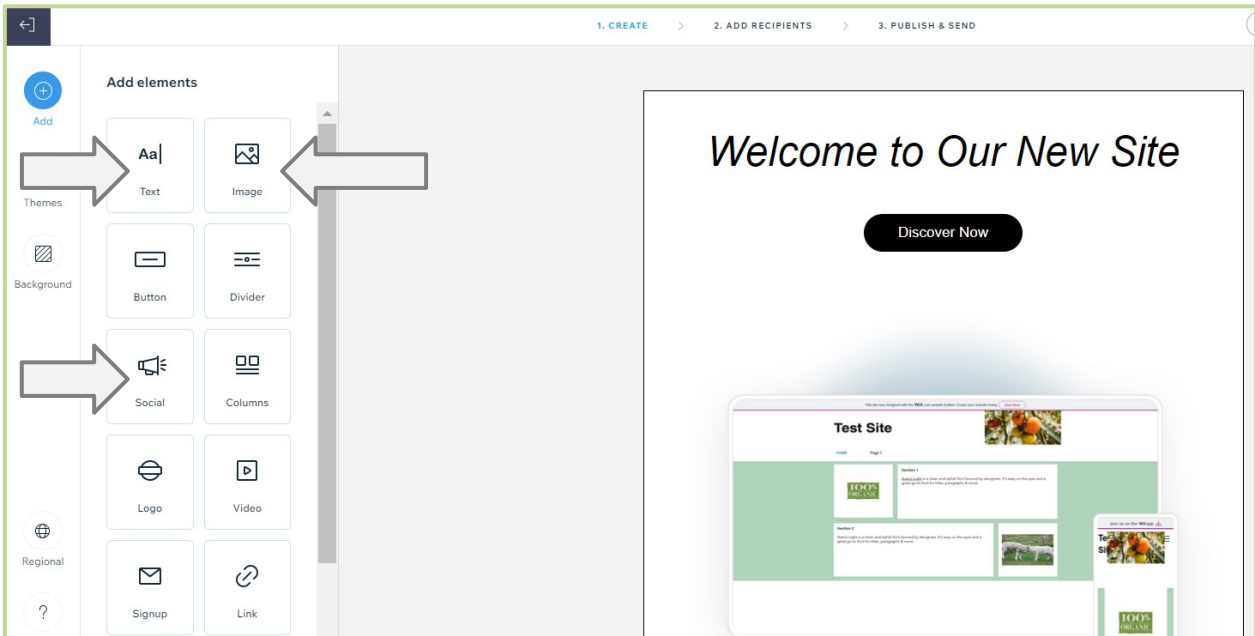


Figure 3.78. Wix – Email Marketing Themes

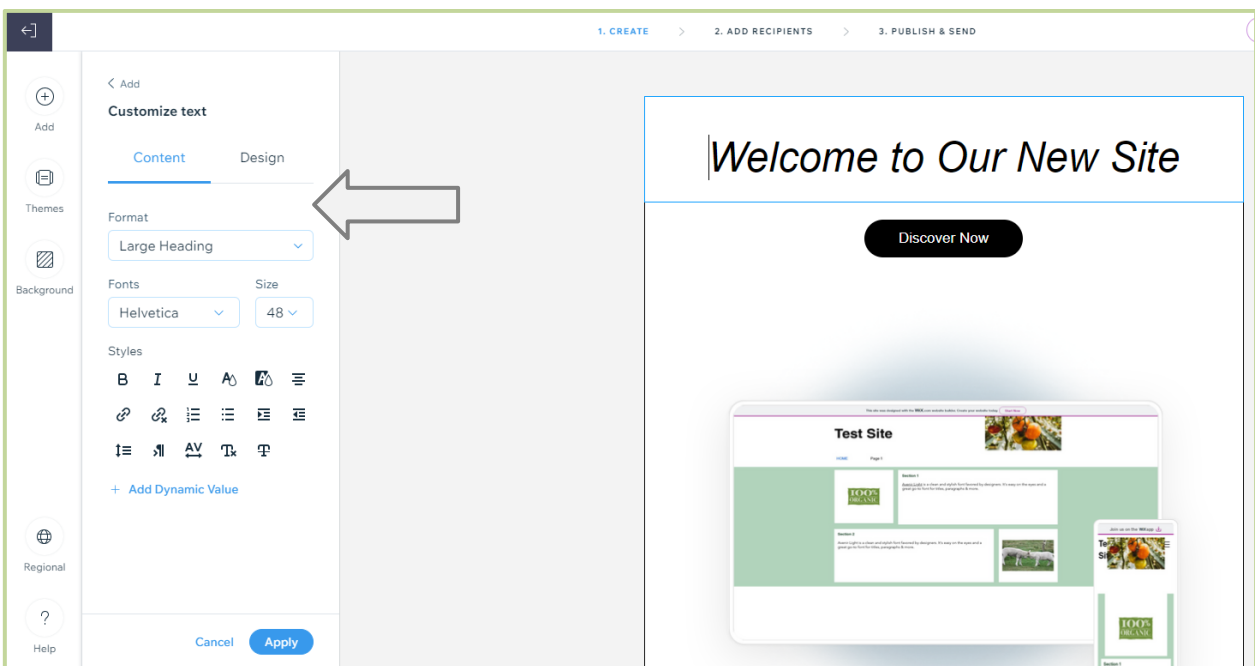


Figure 3.79. Wix – Edit Email Marketing Text

When your design is complete click on **Next** in the top-left.

You can now select the **Contacts** from your list to send the email to. You can also manually add **Addresses** or **Import Contacts**. Once you have selected your Contacts click on **Next**.

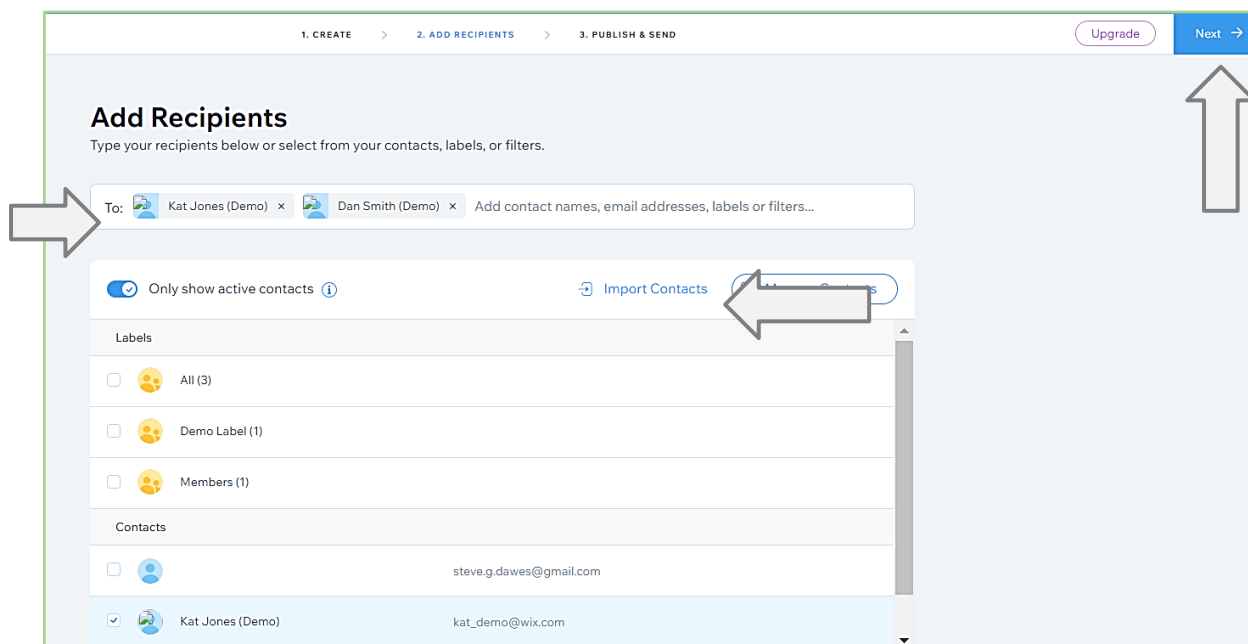


Figure 3.80. Wix – Email Marketing Contacts

You can now choose to **Send Now** or **Schedule** when you want the email ad to be sent.

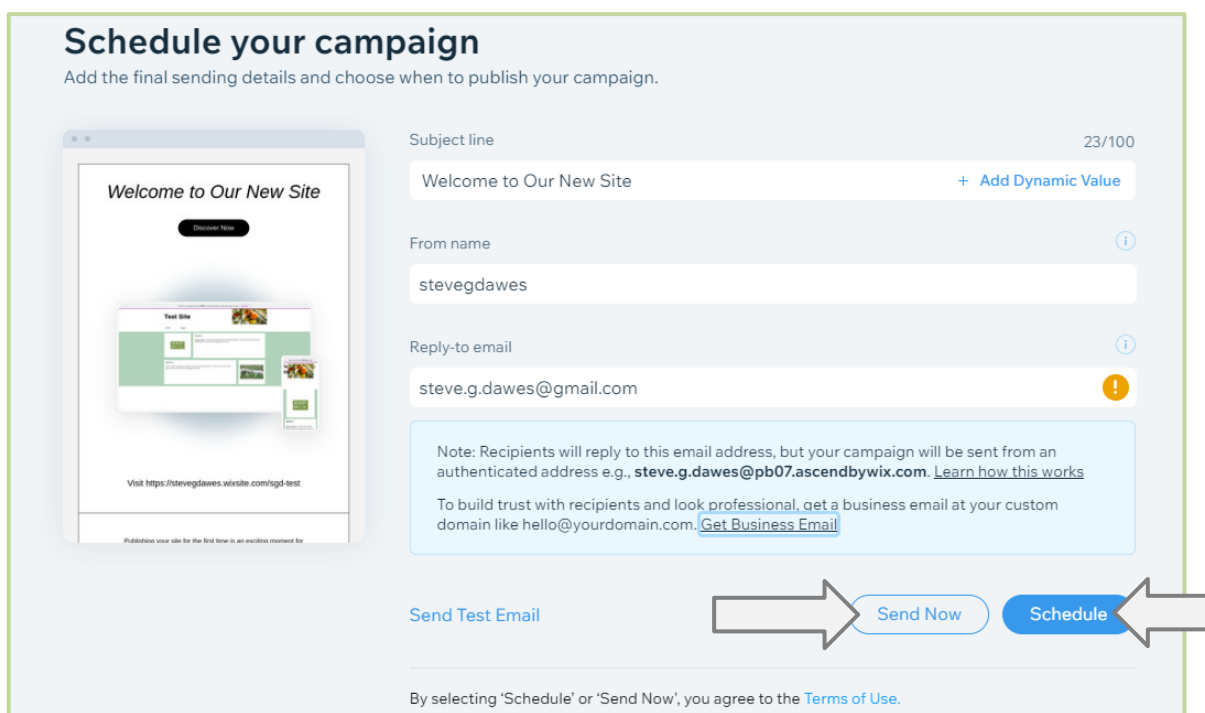


Figure 3.81. Wix – Publish Email Marketing Campaign

Now you have sent your **Social Post** and **Email Marketing** you can see how many visitors this draws to your site by going to the **Multichannel Campaign** section, selecting your campaign, and looking at the **Campaign Results** box in the top-left.

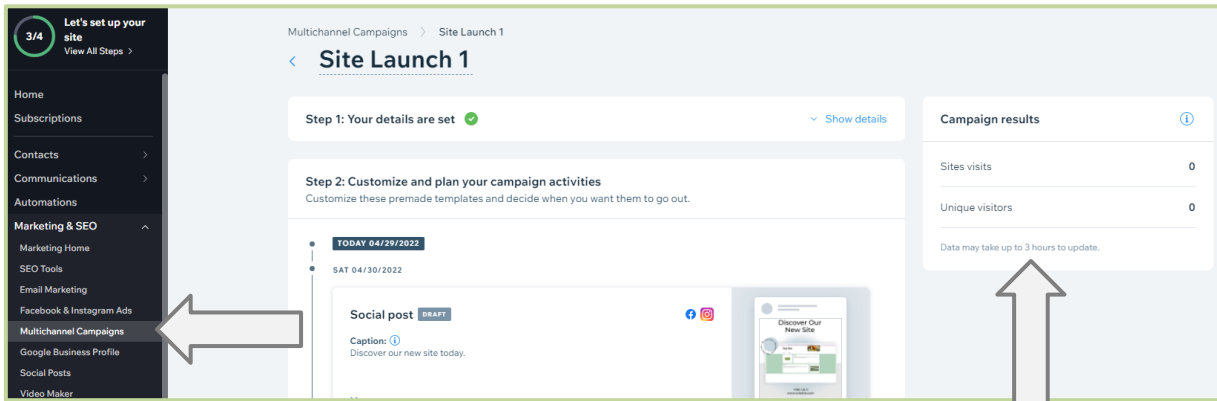


Figure 3.82. Wix – Multichannel Campaign Results

You can also track your **Campaigns** from the **Marketing Home** page.

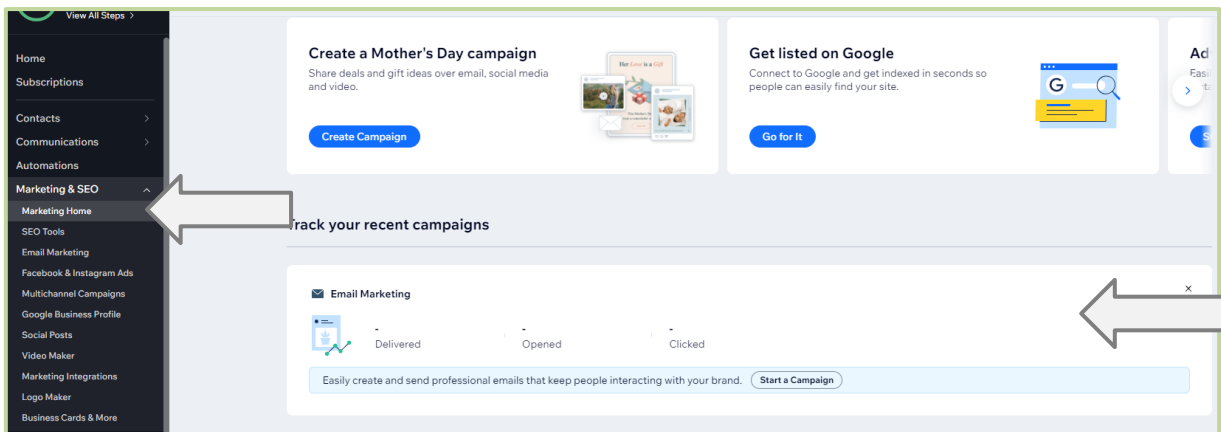


Figure 3.83. Wix – Email Marketing Campaign Reports

As you create more ads you will be able to explore further tools such as the extended **Social Posts** themes under **Marketing & SEO** and the **Traffic Overview Report** under **Analytics & Reports**.

3.6. Conclusion

As can be seen from this module, creating an online profile for business brand is a multi-layered process which requires a variety of considerations and skills.

Before beginning the development of these elements, the agripreneur will need to have a clear, focused idea of their brand, their business and what they are looking to achieve in terms of promotion and growth. Are they looking to increase sales? Or promote expertise? Perhaps they are simply looking to create a community within their chosen field? Whatever the answer this purpose will play a leading role in the design, content and channels used by the business in the digital world.

When designing the initial web presence of a business special attention needs to be given to the clarity and quality of the content being developed. The website of a business is the core online product and will be the place that all customers visit to find out information and purchase products. The website will also be the destination for all new users who are driven to the business by any digital marketing strategies.

These digital marketing strategies can be promoted using an ever-increasing number of channels through which people interact with one another online. The channels chosen will change depending on the focus and needs of the business. Email strategies can be used to connect with existing customers who want to know more about a business, and who have actively engaged with them in the past, whereas social media can provide an excellent avenue to promote a brand, and to engage in lively communication with potential customers and markets.

By following the steps of this guide the agripreneur and their business will have the beginnings of a compelling online presence and the means by which to promote themselves and their brand to customers – old and new.



3.7. Questions

1. Which of these do you not need to consider before designing your website?
 - a) Structure
 - b) Content
 - c) Purpose
 - d) Hosting

2. What is the name given to the overall colour and typography design of a website?
 - a) Template
 - b) Section
 - c) Header
 - d) Theme

3. What type of links do you need to add to your site alongside Internal links?
 - a) Chain
 - b) External
 - c) Customer
 - d) Editorial

4. Which of the following can Boxes be used to create?
 - a) Tables
 - b) Lists
 - c) Forms
 - d) Stacks

5. What does SEO stand for?
 - a) Search Engine Optimisation
 - b) Standard Editable Object
 - c) Site Extra Ownership
 - d) Search Engine Opportunity

6. What button would you click to start an Email in Gmail?
- a) Begin
 - b) Write
 - c) Compose
 - d) Next
7. What do you need to create for your Business in Facebook after you have signed up?
- a) Brand
 - b) Profile
 - c) Page
 - d) Shop
8. Instagram is best used for:
- a) Promoting Company Culture
 - b) Chatting to Staff
 - c) Managing Customer Service
 - d) Selling Products
9. What is the term used for keeping a promotional Tweet at the top of your Twitter timeline?
- a) Nail
 - b) Stick
 - c) Push
 - d) Pin
10. What does CRM stand for?
- a) Customer Relationship Management
 - b) Customer Rate Monitoring
 - c) Cash Reserve Monetization
 - d) Client Rights Management

Answers

1.d 2.d 3.b 4.a 5.a 6.c 7.c 8.a 9.d 10.a



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Safe Digital Marketing for Agripreneurs – DIGIAGRIMARK

Erasmus+ KA2: Strategic Partnerships for Adult Education

Nr. 2020-1-TR01-KA204-094469



Digital Marketing and Digital Safety for Agripreneurs

Pınar İPEK, MSc., Elif ÇELEBİ, MSc., SÖKE TAYEM, Türkiye



4. DATA ANALYSIS AND REPORTING

1. Introduction
2. Google Analytics Fundamentals and Use
3. Recognition of the Target Audience
4. Determination of Advertising and Discount Campaign Processes



MODULE 4: DATA ANALYSIS AND REPORTING

4.1. Introduction

Information technology because it is a new method in marketing and agricultural marketing; It covers the issues of systematic management of all activities related to the planning, development, transfer and implementation of knowledge. Information technology, in the sense of science, which is used in communication in technical, economic and social fields and foresees to be processed regularly, especially through electronic devices, is increasingly covering all areas of life (Kızılaslan & Gönültaş, 2011).

Today, websites are important and popular communication tools that reach large groups of people the fastest. Consumers' purchasing methods for goods and services have changed compared to the past. In addition, the technology that marketers use to keep up with changing consumer behaviours also keeps up with this process. The biggest factor accelerating this change in the information age we live in is the developments in information technology and the internet (Demirel Kütükçü, 2010)

Websites for Google Analytics setups fall into two main categories: lead generation and e-commerce. Lead generation in the first grouping includes all non-sales Web sites. These sites contain content such as newsletter registration, contact form, whitepaper request, site registration, phone number or other call to action. The second group, e-commerce, includes direct online sales. Reporting differs between these two types of websites (Demirel Kütükçü, 2010).

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 helps you analyse visitor traffic and paint a complete picture of your target audience and their needs. Google Analytics provides retrospective insights into how visitors find and use your site, and provides actionable insights on how to keep your site up to date. Thanks to a code snippet created through the Google Analytics user panel and placed on the website, important information about the website is obtained from the data retrieved. 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 (ie 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 (<https://www.techtarget.com/searchbusinessanalytics/definition/Google-Analytics>).

Thanks to Google Analytics, effective promotional campaigns and significant changes can be made on websites. This can also bring an increase in revenue and conversion rate. The effectiveness of the campaigns can be measured with Google Analytics. For example, 2 separate photos of the same product taken from different angles can be shown alternately to website visitors, and with the data obtained through Google Analytics, it can be learned which one has more sales. This can create an opportunity for revenue growth in the long run, thanks to Google Analytics. (<https://www.techtarget.com/searchbusinessanalytics/definition/Google-Analytics>).

As a result, we can all use this data to gain actionable insights and take steps that improve our website. Google Analytics has many uses in terms of both digital marketing and visual editing of the website. Some of these usage areas are aimed at increasing the user experience, ranking high in search engines and increasing the conversion rate.

4.2. Google Analytics Fundamentals and Use

One of the most comprehensive web analytics tools, Google Analytics is an incredibly powerful source of information. With this platform, you can learn all about your site's performance, visitors and untapped potential. Google Analytics is a tool that measures many data such as sessions, user behavior, location and devices of audiences, e-commerce transactions, conversions for all websites with tracking code installed.

Google Analytics is a free web analytics tool used to monitor website traffic. This powerful service provides highly detailed reports that allow you to understand your site's performance and find the best ways to drive traffic to your site. Google Analytics provides detailed records of your audience's demographics, including location, age, and interests, in addition to traffic-oriented data such as visitor numbers and bounce rates, also known as bounce rates.

Installing Google Analytics answers questions about your website usage and allows you to generate leads.

Some of the questions Google Analytics can answer include:

- How many monthly visitors does my website have?
- How many visitors do I have on my website at the moment?
- How do visitors find my website; through which channels do they access it?
- How does my social media presence turn into a visit to my website?
- Which of my content attracts the most traffic?
- How many pages do my visitors read on average?
- Where are my visitors geographically located?
- Do mobile users use the website differently from desktop users?
- How do my users turn into leads or customers?
- Which marketing activities generate the highest quality traffic?
- Are my marketing campaigns profitable? (www.goya.com)

Using Google Analytics, you can also get sponsors to your web page so that the web page can not only generate customers for your business but also monetize it through advertisements. By using Google Analytics, some advertisements can be good for your business such as those where you can promote your business through affiliates or partner businesses. Without some certified statistical data, you might find that it will be harder to get your affiliates to promote your business. That's where Google Analytics comes in to show how many people go to your webpage. The more people you can draw to your webpage, the more people are willing to affiliate their business with you and the more sources you have to get customers.

Like all things google, one must go and log into an account in order to access Google’s webpage. For starting first of all go to <http://www.google.com/analytics/> (Figure 4.1)

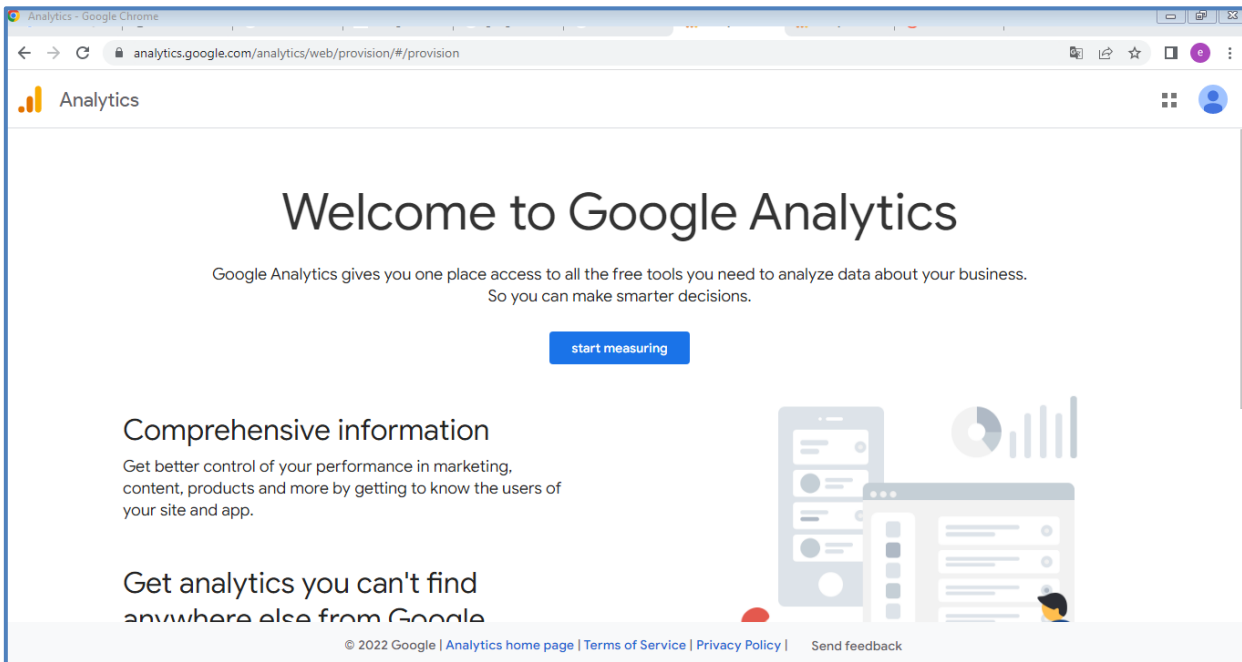


Figure 4.1. Google Analytics

After that you should sign in using your Gmail account. If you do not have a Gmail account, you should create one for signing. After that you should come back to this page and log in using your Google/Gmail account (Cruz, 2011) (Figure 4.2)

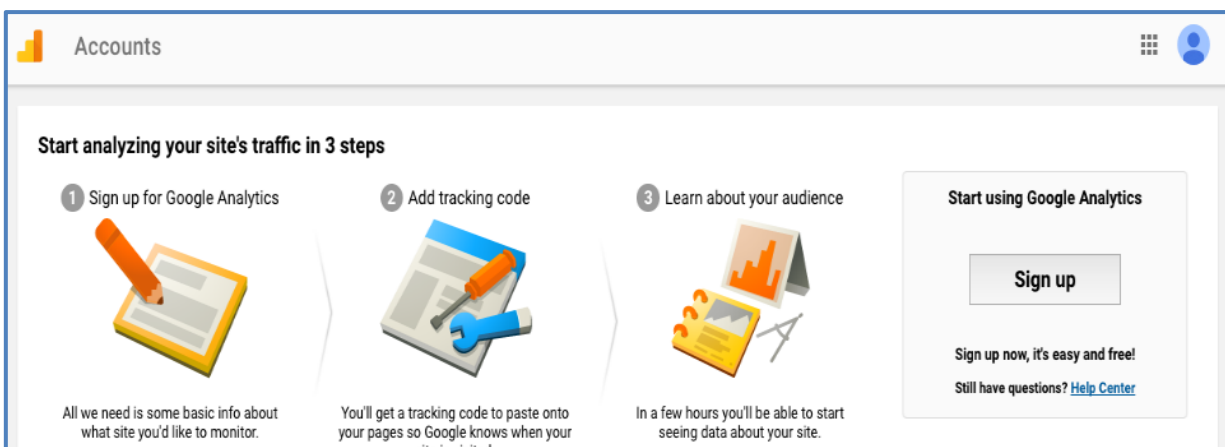


Figure 4.2. Gmail Accounts

And then you should click up “sign up now” under the login button. After you click sign up, you will be asked to confirm that you want to create a new google analytics account. You should click sign up again in order to confirm this (Cruz, 2011). Now, you’ll begin defining criteria for your

account. The Account Name should be high-level to your brand, because multiple properties for various websites that are part of your brand could be included here. As a primer in Google Analytics account structure, note that an account is the highest level of organization. Within an account, each property represents a single tracking code that will be used across a site (www.megalytic.com) (Figure 4.3).

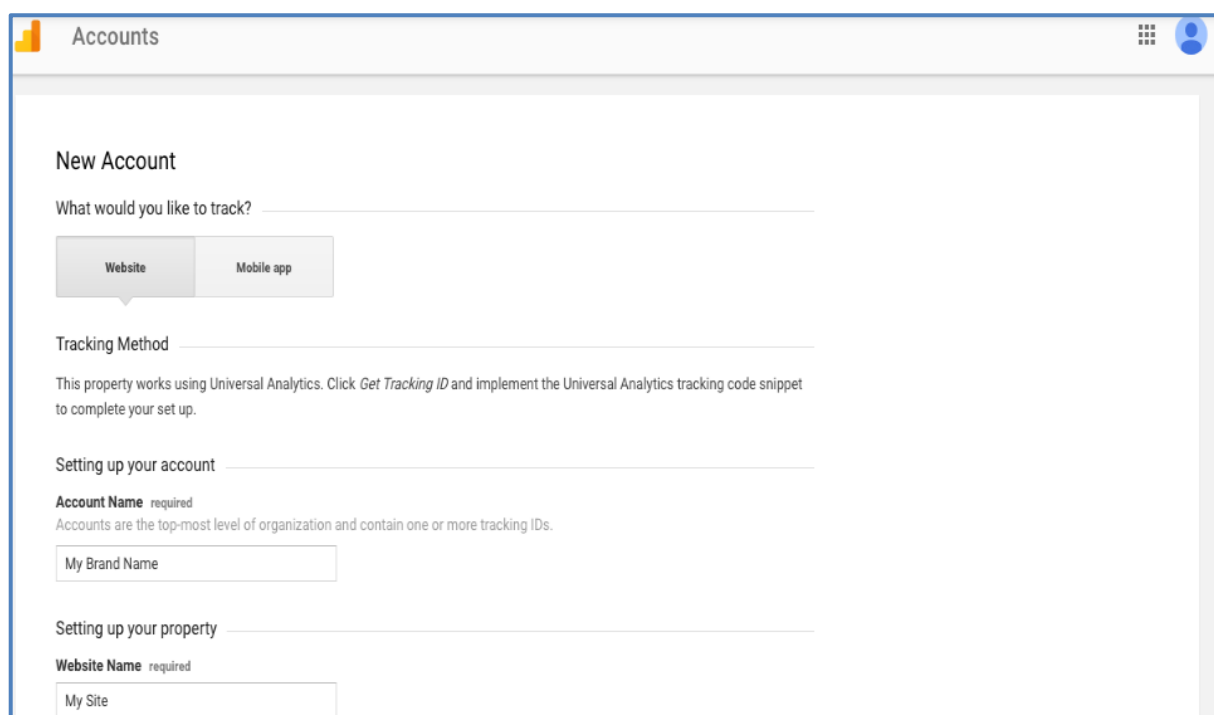


Figure 4.3. New Account

In order to sign up for google analytics, you have to fill out some information regarding your account and webpage. At this point you should have your webpage's url name handy. Then you should put your webpage's url in the box and you should pick your account's name (Cruz, 2011)

You will now be taken to a page where you must accept the terms and conditions of using google analytics. In order to continue on, you will have to accept the terms and conditions. if you would like, you may read through the terms and conditions to make sure that you don't do anything illegal (Cruz, 2011) (Figure 4.4).

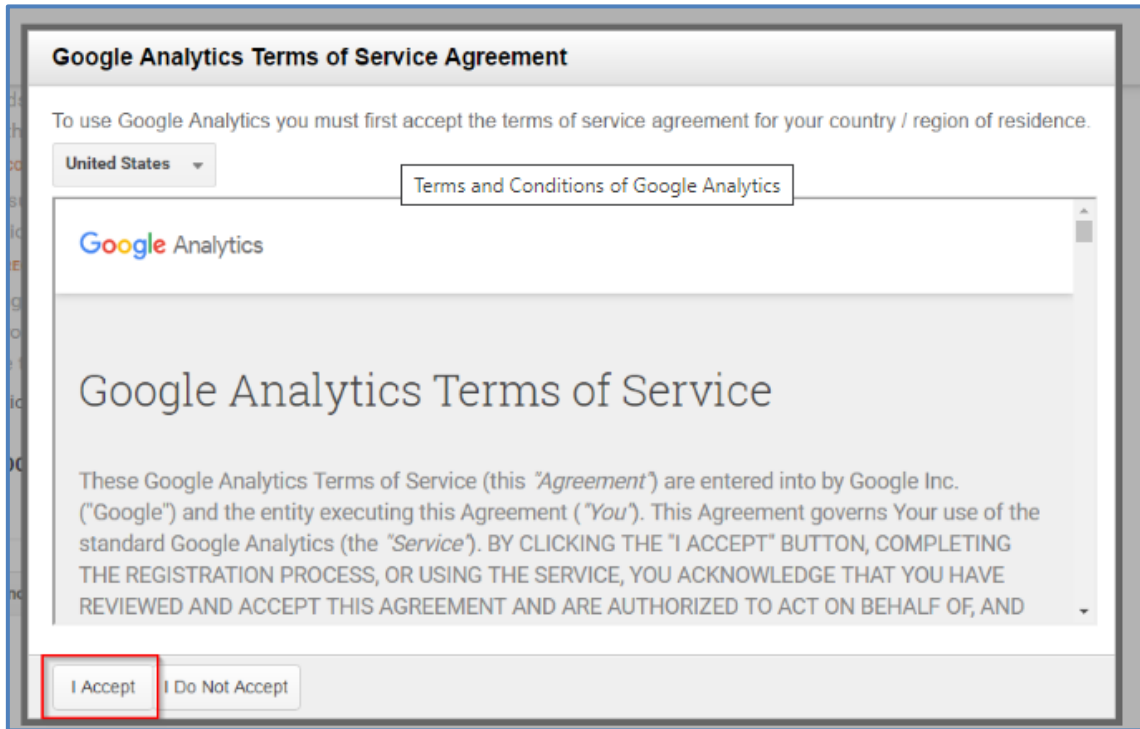


Figure 4.4. Google Analytics Terms

Once finished with the previous steps, you should select “Get Tracking ID” and accept the service agreement that appears. Next, you’ll see your property overview, where the Tracking ID appears (Figure 4.5) (Cruz, 2011).

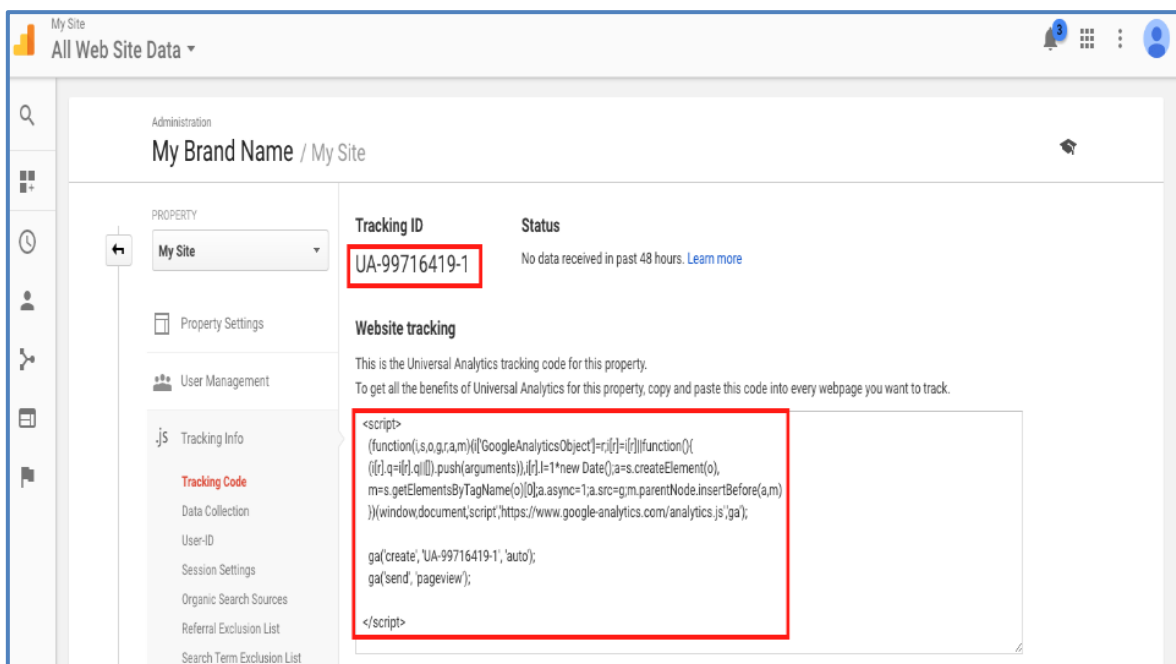


Figure 4.5. Tracking ID

Now you need to add the tracking code to your site. If you have development skills and are able to access your website’s source code, add the code snippet under “Website Tracking” right before the closing tag in your site template. If you work with a developer to manage your site, copy the code and send it to them to implement. Finally, you can use Google Tag Manager to install Analytics. Once the Tag Manager code is put in place, either by you or by a developer, you can deploy Google Analytics and customize further aspects such as goal and event tracking all through one interface (www.supportgoogle.com).

After the tracking code is put in place, you’ll want to ensure that Google Analytics is actually capturing and showing traffic from the site. To check that, visit the site from your own browser and go to the Real-Time section of Analytics. If the code is implemented properly, you’ll see visit(s) appearing as shown in the Figure 4.6 (www.supportgoogle.com).

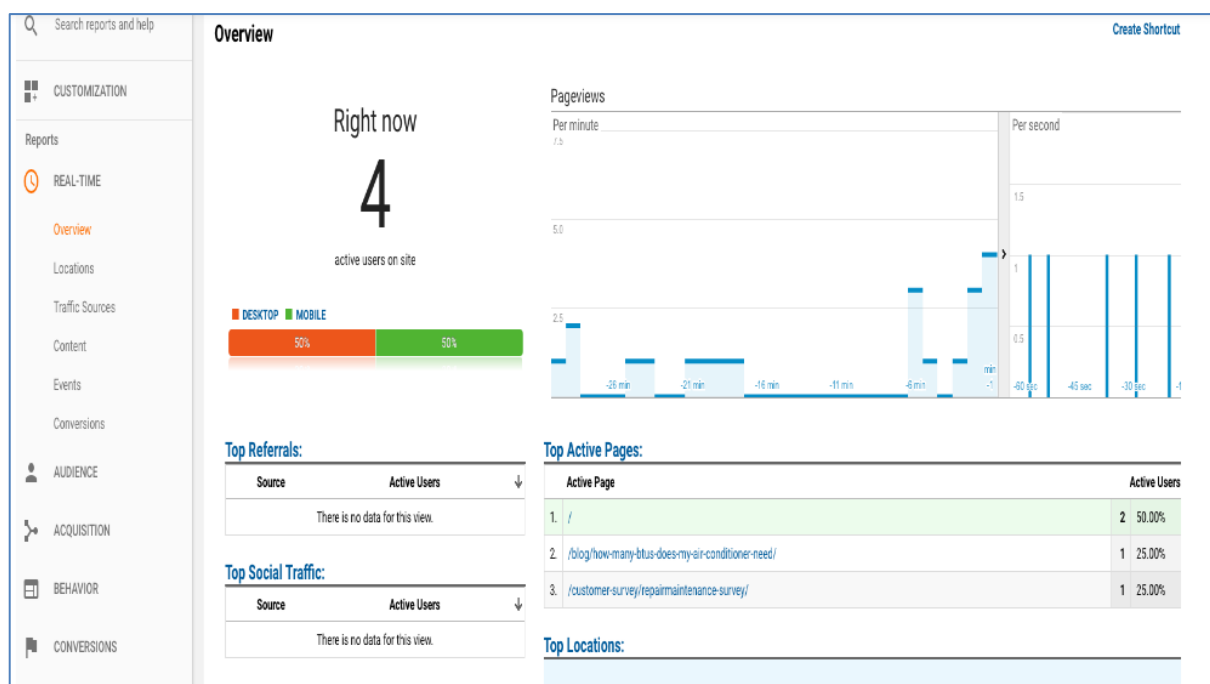


Figure 4.6. Real-Time section of Analytics

After setting up a Google Analytics account, you’ll want to ensure that anyone who needs access is able to view the data. If you work for an agency, team members such as SEO specialists, PPC specialists, and account managers may all require access. On the client side, a marketing manager and CEO may both want to be able to view data.



To share account access, go to the Admin section of Analytics and select User Management on the account, property or view level (Figure 4.7) (www.supportgoogle.com).

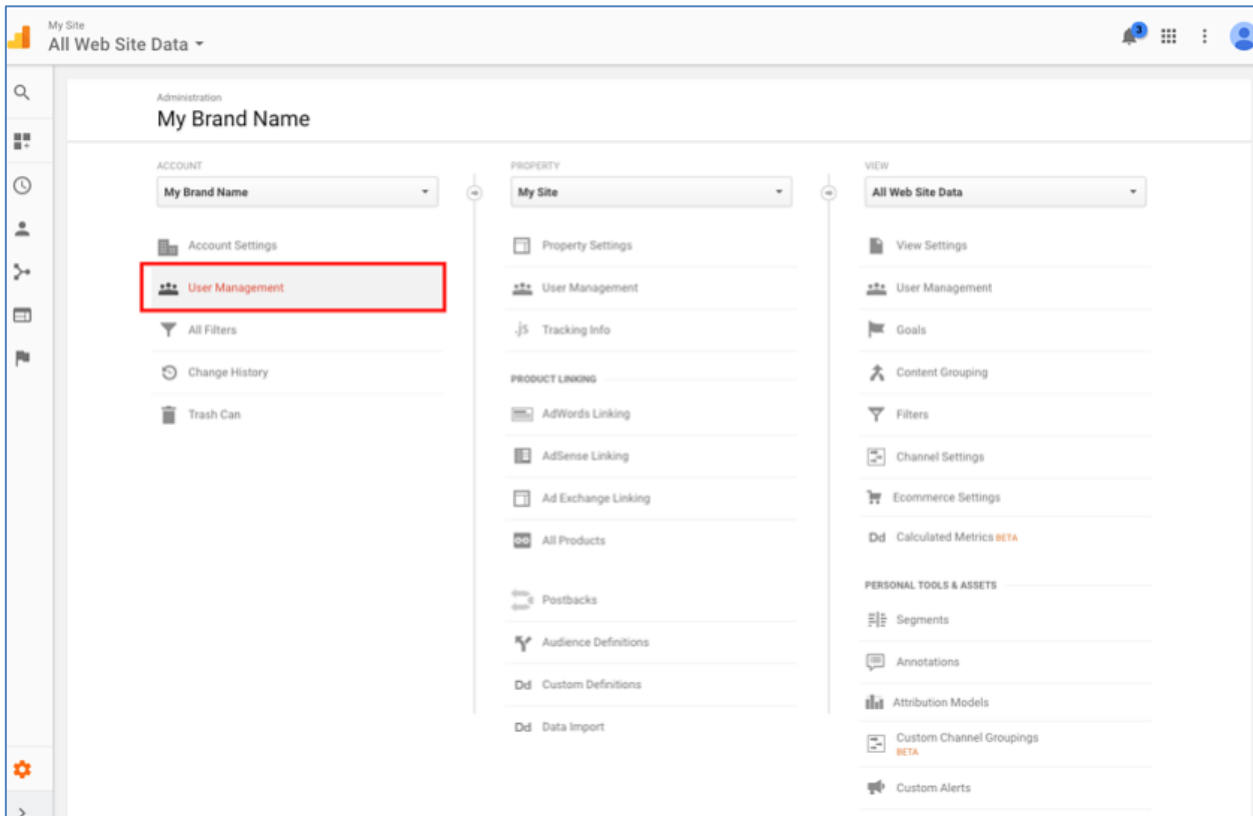


Figure 4.7. User Management

If you're sharing access to all properties contained in an account, use the account level. If you're sharing access to an individual property or view (perhaps there are multiple websites in place by region and certain people only need access to their own regions), use the respective options for those categories. Once in this interface, you can enter the email address for the person you'd like to add. Note that this has to be an address attached to a Google account (Figure 4.8).

Choose between access levels based on what the person needs to be able to do in the account. If you're sharing access with an intern, they likely just need to look at data and shouldn't need access to edit, so "Read & Analyse" access will suffice. (www.supportgoogle.com).

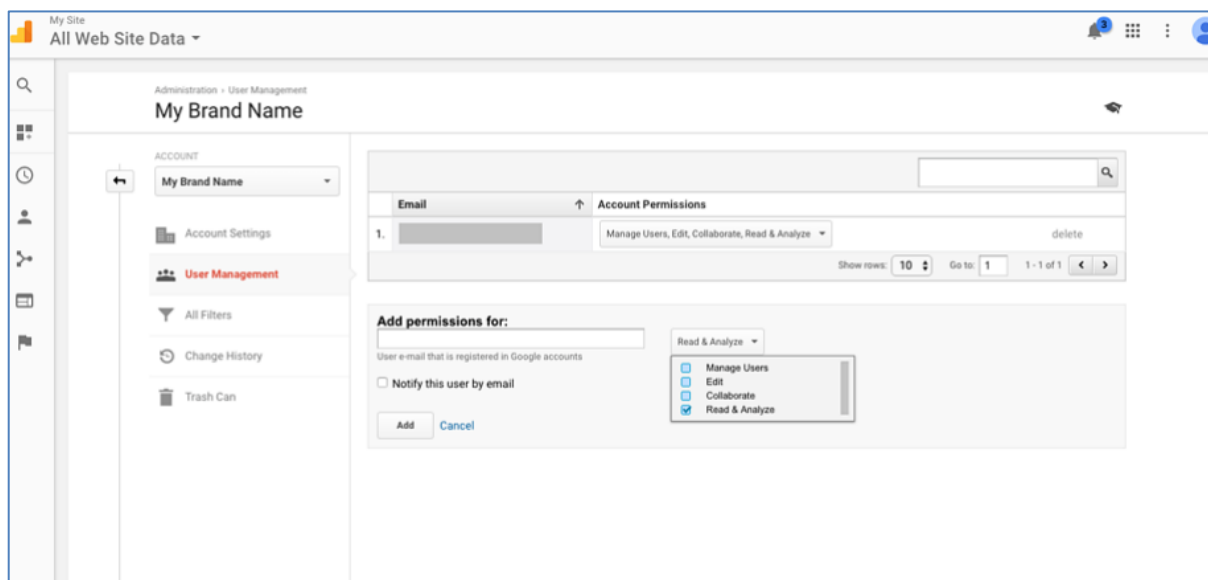


Figure 4.8. Address attached to a Google account

Google Analytics will track how many people are visiting your site, how long they're spending there, and what pages they're viewing. However, you won't see actions directly related to business performance, by default. Conversion tracking needs to be set up in order to track product sales or lead form submissions. Google Analytics Goals will allow you to track the actions that correlate with the business and help gauge return on investment for various campaigns (Figure 4.9) (www.supportgoogle.com).

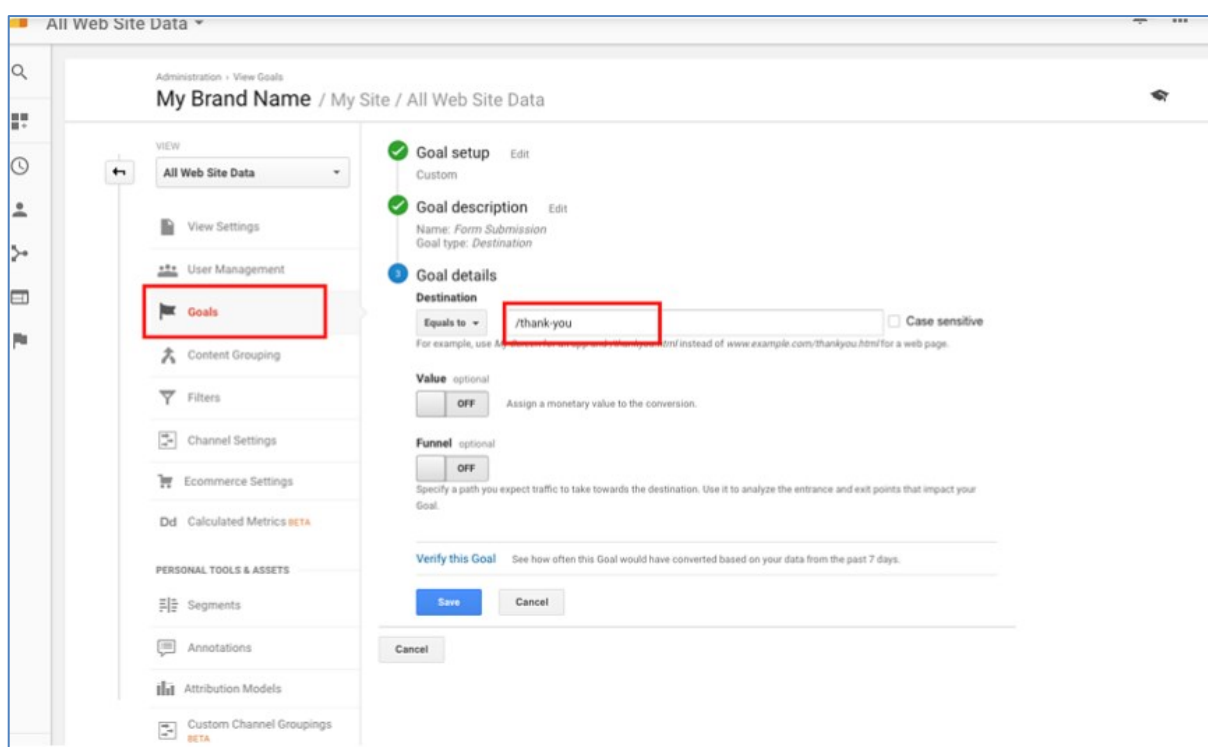


Figure 4.9. Google Analytics Goals



If your site delivers a “Thank You” page after a form submission or purchase, copy the URL for that page and use the Goal setup interface to track any visits to that URL as a conversion.

4.2.1. What is Google Analytics and How Does It Work?

Google Analytics is a free web analytics tool used to monitor website traffic. Also known as GA for short, this powerful service provides highly detailed reports that allow you to understand your site's performance and find the best ways to drive traffic to your site.

Google Analytics provides detailed records of your audience's demographics, including location, age, and interests, in addition to traffic-focused data such as visitor numbers and bounce rates, also known as bounce rates. (<https://tr.wix.com/>)

There are endless points which can explain why you need Google Analytics:

- By observing your visitor's actions, you can build your highly engaging audience that is showing interest, and furthermore you can perform remarketing for them.
- eCommerce businesses can use Google Analytics to understand customers' online purchasing behavior and make changes in marketing their products and services accordingly.
- Lead generation sites can collect user information for sales teams to connect with potential leads.
- It also displays your website's scope for various devices that will help you determine whether you need a mobile-friendly website or not (<https://makewebbetter.com/blog/google-analytics-tutorial-for-beginners/>).

4.2.2. Organization/Account/Property/View Setup and Management

The Google Analytics hierarchy starts with an account. An account is how you access and maintain everything in Google Analytics. When you first create your GA account, you'll get a unique ID. This ID is part of the tracking code that's inserted into the source code for your website or mobile app.

Typically, you'll only need one Google Analytics account per organization. Sure, if you're managing multiple companies, you'll have more than one Google Analytics account, but for most people, one is all you'll need. If you do require multiple Google Analytics accounts, you can manage them all under a single Google login (<https://www.datadrivenu.com/>)

As the owner of your Google Analytics account, you can grant access to people in your organization. You can allow them to manage users, edit, and collaborate. You can set up these permissions for your entire GA account, or a specific property or view within your account.

Properties are your websites and mobile apps. If your company has a website, an Android app, and an iOS app, you'll need to have a property for each one. Also, many people find it useful to have another property set up just for testing (<https://www.datadrivenu.com/>)

Products and users come together in organizations. Organization represents a company and allows you to access your company's product accounts (e.g., Analytics, Tag Manager, Optimize) and manage product users, permissions, and cross-product integrations.

The property can be a website, mobile app, or device (e.g., a box office or point-of-sale device). An account can have one or more properties. You add the properties whose data you want to collect to the Analytics account. When you add a property to an account, Analytics generates the tracking code that you will use to collect data from that property. The tracking code contains a unique ID that identifies the data for that property, making it easily identifiable in your reports. Analytics also creates an unfiltered view for each property you add.

The view is your access point to reports and provides a defined view of a property's data. You grant users access to a view. So users can see reports based on that view's data. A property can contain one or more views. For example, a property may have:

- a view with all data from www.example.com
- a view that only includes AdWords traffic to www.example.com
- a view that only includes traffic to a subdomain such as www.sales.example.com

When you add a property to an account, Analytics creates the first view for that property. This first view has no filters. So, this view contains all the data for that property. You should leave this original view unfiltered to have a view where you can always see all the data. You can create additional views and apply filters to them. So you can have each of these views contain a specific subset of data that you are interested in.

Reports for a generated view show data after the creation date. For example, if you create a view on June 1, that view will show data after June 1, but not data collected before June 1.

If you delete a view, the specific perspective of the view of the data is permanently deleted. Do not delete a view for which you might want to generate reports based on the specific perspective presented by the data it contains.

You add users to an Analytics account. You can add these users at the account, property, or view level, and limit their access at any level. When you add a user, you identify that user with an email address registered in their Google account and assign them the appropriate permissions. Depending on the permissions you assign, that user can manage other users, perform administrative tasks such as creating additional views and filters, and view report data. (<https://support.google.com/analytics/answer/>)

4.2.3. Basic terms and interface definition

Account: Account or Google account is your own space to manage your analysis. You can manage your site analysis with every possible detail you can think of once you are logged in. If you have multiple websites that aren't interrelated, then you need to have separate accounts for all your websites.



Property: the website or mobile app you want to track.

Tracking ID: a unique code added to your site that allows Google Analytics to track it. It helps you to trace and send the data from your site to Google Analytics. A tracking ID is embedded in the tracking code. Then it is inserted on each page of the website to be tracked (Figure 4.10).

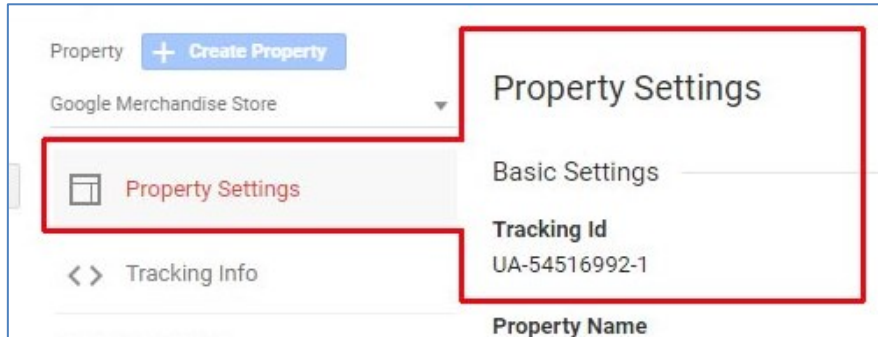


Figure 4.10. Property Settings

Conversion: Visits that turn into customers or potential customers. Conversion is when a visitor completes or fulfills a specific goal that you may set up in your analytics account. You can set different conversion milestones from simple ones like visiting more than one page or even making a purchase. It helps measure the performance of your website as you can monitor conversions to see if the outcome is as expected. (<https://www.businessnewsdaily.com/6027-how-to-use-google-analytics.html>)

Channel/Traffic source: Shows where your traffic came from, such as referrals or links from other sites, search engines, social media and emails (Figure 4.11)

(<https://www.businessnewsdaily.com/6027-how-to-use-google-analytics.html>).

	Default Channel Grouping	Acquisition			Behavior		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	
		544 % of Total: 100.00% (544)	52.94% Avg for View: 52.94% (0.00%)	288 % of Total: 100.00% (288)	49.63% Avg for View: 49.63% (0.00%)	4.41 Avg for View: 4.41 (0.00%)	
Overview	<input type="checkbox"/>	1. Direct	214 (39.34%)	71.50%	153 (53.12%)	67.76%	3.17
All Traffic	<input type="checkbox"/>	2. Organic Search	185 (34.01%)	42.16%	78 (27.08%)	43.24%	6.07
Channels	<input type="checkbox"/>	3. Referral	144 (26.47%)	38.89%	56 (19.44%)	31.25%	4.10
Treemaps	<input type="checkbox"/>	4. Social	1 (0.18%)	100.00%	1 (0.35%)	0.00%	6.00
Source/Medium							

Figure 4.11. Channel/Traffic Source

Session duration: How long visitors spend on your site? (Figure 4.12)

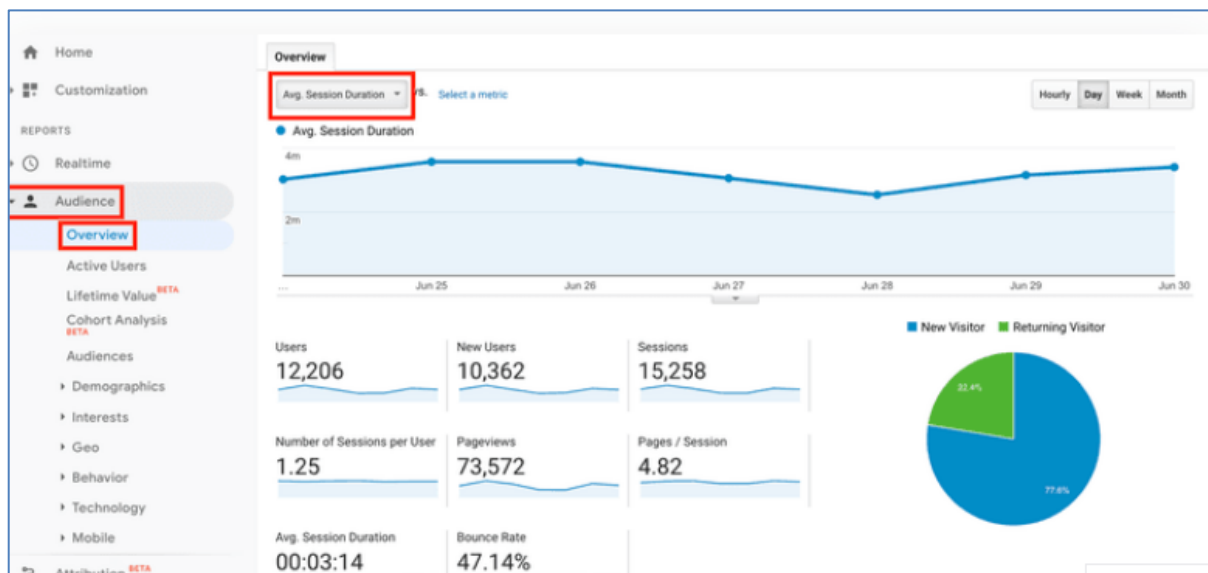


Figure 4.12. Session Duration

Active users: Monitors how many visitors are actually active on your site within a specific time period, such as the past week, 14 days or month. This will show you what pages the most active users are visiting so you can figure out what’s keeping their attention and apply it to the rest of your website. You can find the active users report in the Audience tab under Active Users (Figure 4.13) (<https://www.businessnewsdaily.com/6027-how-to-use-google-analytics.html>).

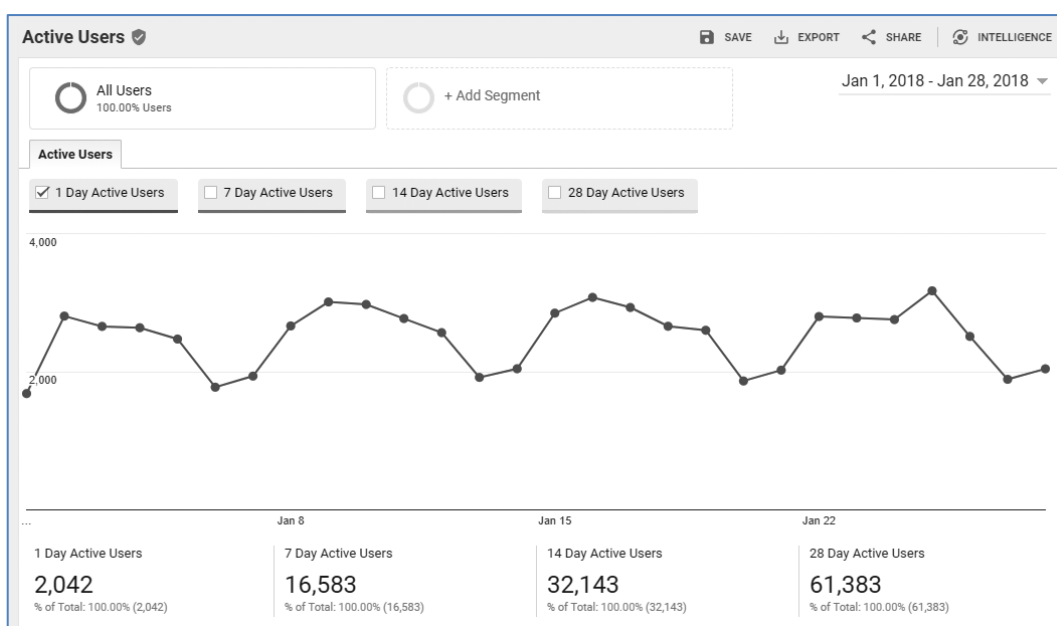


Figure 4.13. Active Users

Campaign Tracking: In its broadest definition, campaign tracking refers to a method of identifying how users discover your site. Specifically, you use campaign tracking in Google Analytics to accurately track online advertising campaigns to your website, both from AdWords-generated campaigns as well as from other advertising sources (Figure 4.14) (<https://www.rubinfortunato.com/cookie-policy/>).

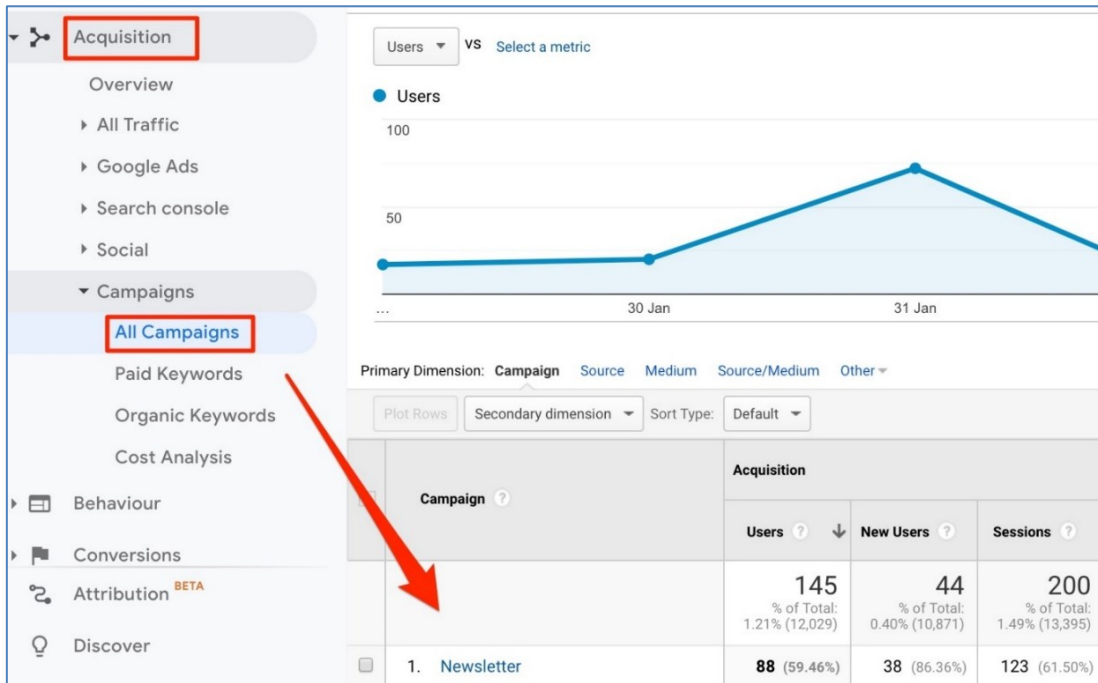


Figure 4.14. Campaigns

Lifetime value: Currently in beta, Lifetime Value reports track visitors throughout their lifetime, from their first visit to conversions, return visits, future purchases and beyond. This can help you figure out what turned these visitors into customers and what made them keep coming back so you can implement changes. Lifetime value is located under the Audience tab (Figure 4.15).



Figure 4.15. Lifetime Value

Landing page: Shows you which pages are the most frequent landing pages so you can track down where those visitors are coming from and what’s working on those top pages that’s attracting customers. You’ll find this across different reports under the landing page column (Figure 4.16) (<https://support.google.com/analytics/answer/>).

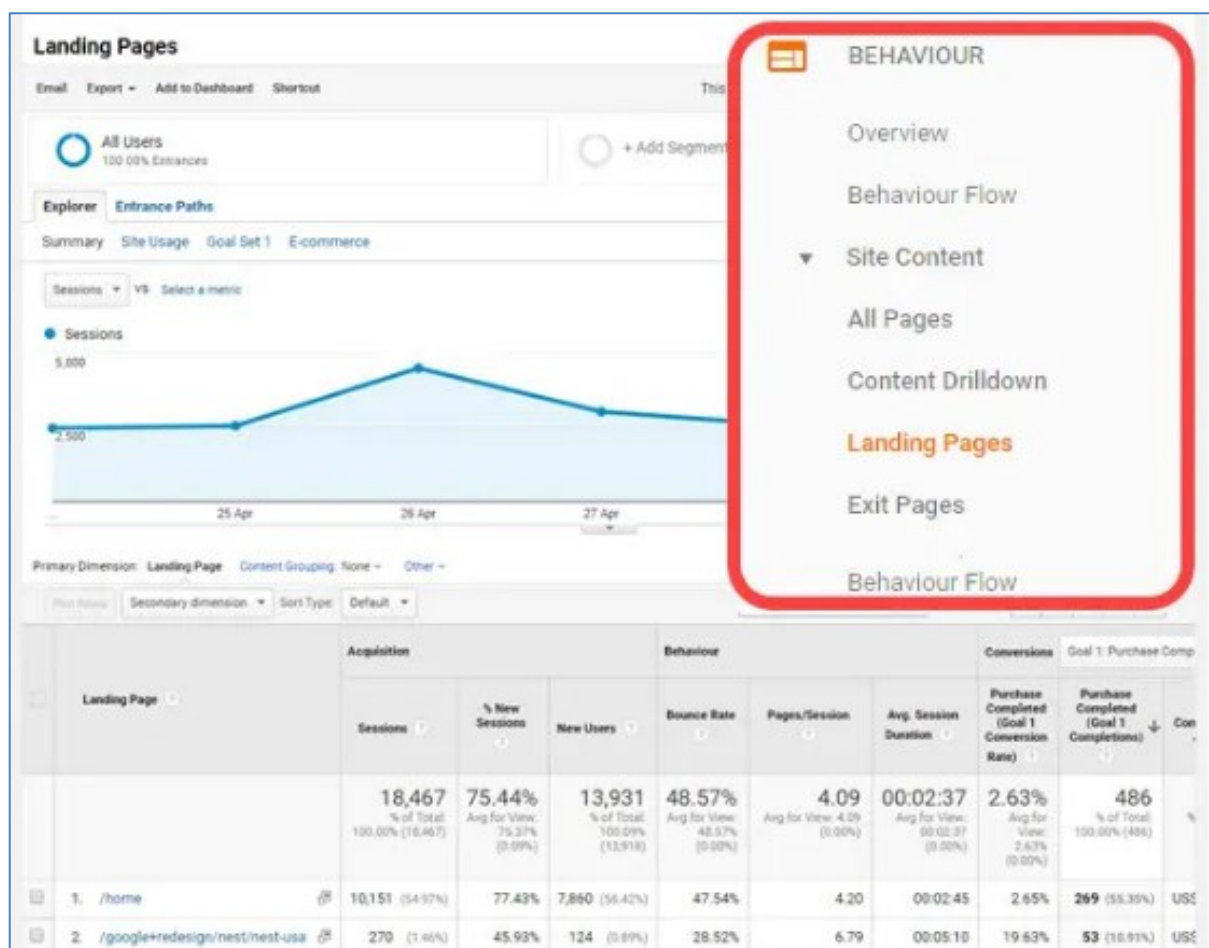


Figure 4.16. Landing Pages

Bounce Rate: The percentage of single-page sessions in which there was no interaction with the page. In other words, the bounce rate is the rate at which visitors land on your site and leave without clicking or engaging in any way. A high bounce rate typically tells us visitors aren't finding what they need (Figure 2.17) (<https://makewebbetter.com/blog/beginners-google-analytics-dictionary/>).

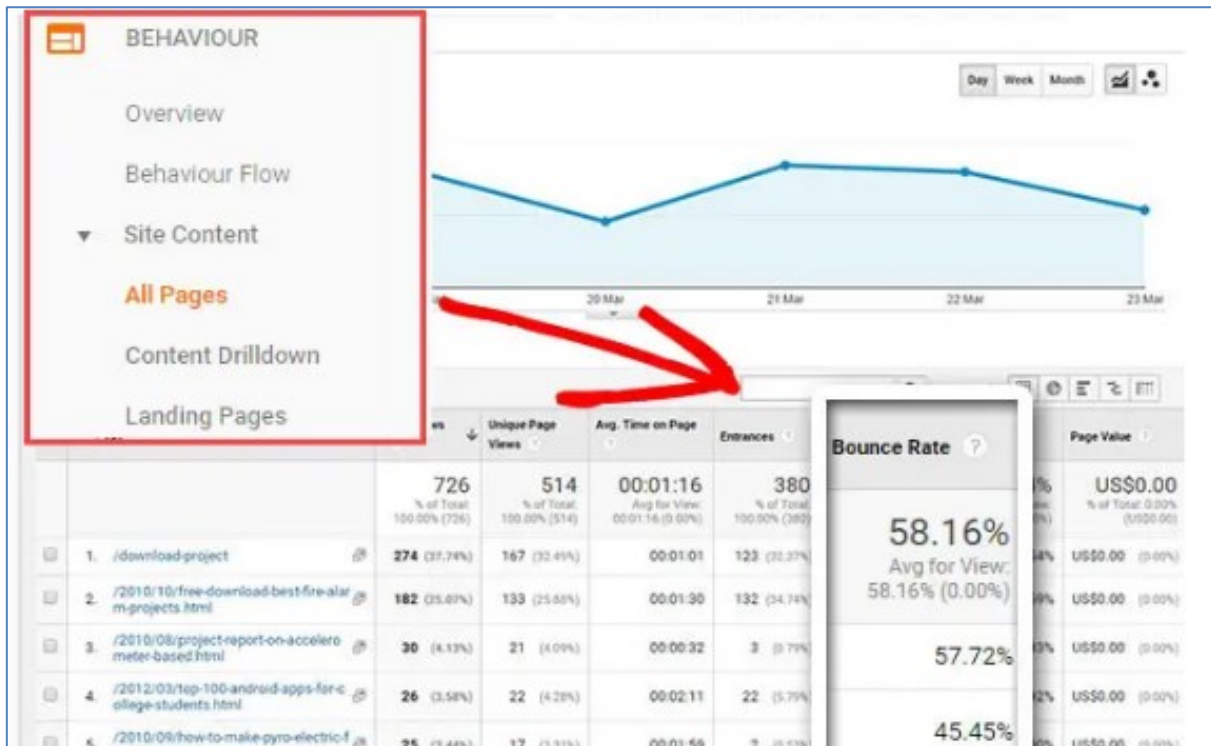


Figure 4.17. Bounce Rate

4.3. Recognition of the Target Audience

4.3.1. Audience reports overview

Audiences in Analytics are users that you group together based on any combination of attributes that is meaningful to your business.

An audience might be simply current shoppers (include users who have > 0 product views; exclude users who have > 0 purchases).

Or you might need a more detailed definition that identifies shoppers who viewed the detail page for Product A, and then within 3 sessions or 7 days returned to purchase the product.

You can create broad definitions like all users who at any time purchased a product, or all users who have purchased within the last 12 months but not during the last 2.

Once you define an audience, you can:

- Activate that audience on platforms like Google Ads and Display & Video 360 so you can focus your marketing efforts on those users
- Apply the audience to your Analytics reports to explore their behaviour in response to your marketing. You can use the audience as a secondary dimension in reports, and as a dimension in segments, custom reports, and custom funnels.

Prerequisites

The Audiences report includes only audiences (and their related data) that you create in Analytics.

To see data in the Audiences report, you first need to:

- Enable Demographics and Interests
- Create audiences in Analytics
- Publish those audiences to Analytics (add Analytics as a destination for those audiences)

4.3.2. Enable Demographics and Interests reports

If you have activated Google signals, the controls to enable Demographics and Interests reports are not available.

To make the Demographics and Interests data available in Analytics, you need to:

1. Update Analytics to support Advertising Reporting Features. When you enable Advertising Reporting Features, you allow Analytics to collect additional information from the DoubleClick cookie (web activity) and from Device Advertising IDs (app activity).
2. Adhere to the Analytics Advertising Features Policy.
3. Enable the Demographics and Interests reports.



Enable Demographics and Interests reports

You can enable the Demographics and Interests reports from either the Admin or Reporting tab.

To enable the reports from the Admin tab:

1. Sign in to your Analytics account.

Account setup

Account details

Account name (Required)
Accounts can contain multiple tracking IDs.

My New Account Name

Sharing Settings of Account Data ⓘ
The data you collect, process and store using Google Analytics ("Google Analytics data") is secure and kept confidential. [This data is used to maintain and secure](#) the Google Analytics service, to perform critical operations regarding the system, and for exceptional situations the [our privacy policy](#).

Data sharing options give you more control over the sharing of your Google Analytics data. [Learn more.](#)

Google products and services
If you have [Google signals](#) enabled, this setting also applies to authenticated visit data associated with Google user accounts. This setting must be enabled for [Advanced Demographics and Interests reporting](#). If you disable this option, data is transferred to other Google products that are explicitly linked to your property. Visit the [product link](#) section of each property to view and change your settings. [Show Example](#)

To compare
Contribute anonymous data to a consolidated dataset to enable features like comparisons and publications that can help you understand data trends. All identifying information about your website has been removed and combined with other data before being shared with others. [Show Example](#)

Technical support
Allow Google technical support representatives to access your Google Analytics data and account when necessary to provide services and resolve technical issues.

account experts
Grant Google marketing professionals and Google sales professionals interested in you access to your Google Analytics data and account so they can find ways to improve the configuration you create and the analytics you do, and so they can help you. If there are no dedicated sales professionals serving you, grant this access to authorized Google representatives.

[Learn how Google Analytics keeps your data secure.](#)

Figure 4.18. Sign in Analytics Account

2. Click Admin.

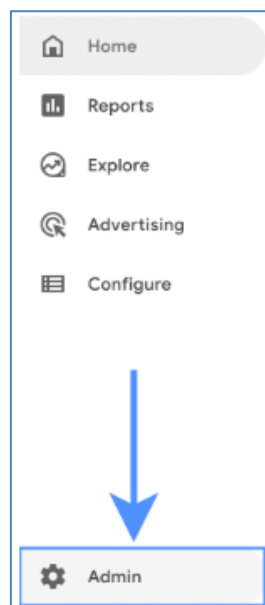


Figure 4.19. Admin Page

3. Navigate to the account and property where you want to use Demographic and Interests data.
4. In the *PROPERTY* column, click **Property Settings**.
5. Under *Advertising Features*, set *Enable Demographics and Interests Reports* to **ON**.
6. Click **Save**.

To enable the reports from the Reporting tab:

1. Sign in to your Analytics account.
2. **Navigate to the account, property, and view** where you want to use Demographic and Interests data.
3. Open **Reports**.

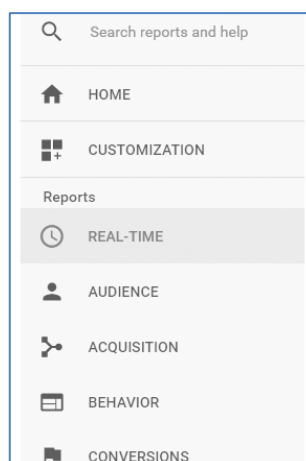


Figure 4.20. Reports

4. Open the **Audience > Demographics > Overview** report

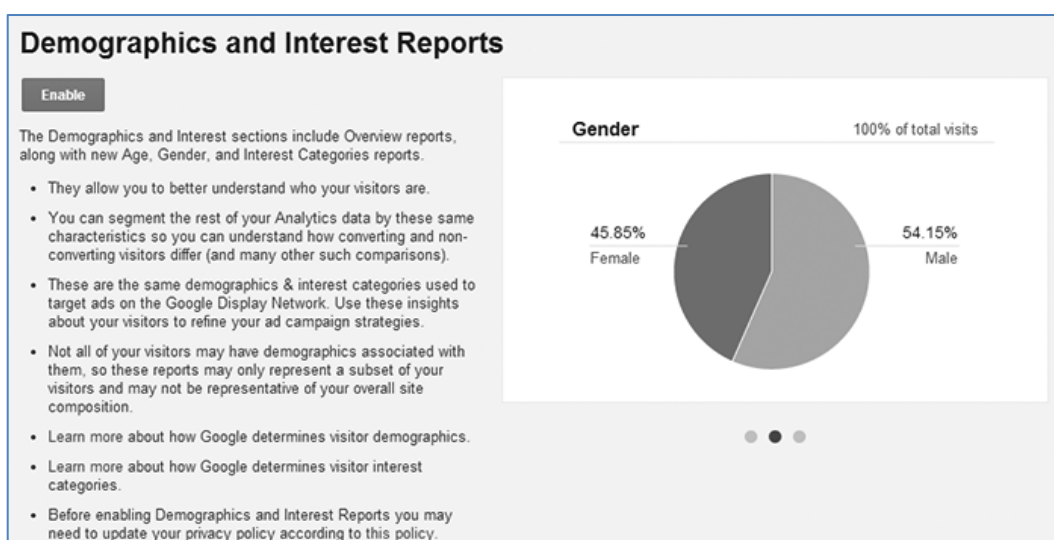


Figure 4.21. Overview Report



7. Demographics Overview report, Demographics and Interests not enabled.
8. Click Enable (above the introductory text).

4.3.2.1. Create and Edit Audiences

You can use preconfigured audiences that the Analytics team has developed to cover many of your use cases, you can create new audiences from scratch, and you can import any of your existing segments to use as the basis for new audiences. Once you've developed an audience, it becomes available in the accounts you select, and you can put it to work right away as part of a campaign or experiment.

Prerequisites

- You need the Editor role for the property in which you want to create the audience.
- If you base an audience on the *Session Date* dimension, you need to publish the audience at least 5 days before the session date you want to capture. While Analytics backfills Search and Display audiences with up to 30 days of data, it does not backfill based on *Session Date*.

Limits

- There is a limit of 2000 audiences per property.
- You can publish a maximum of 50 audiences to an Analytics 360 property, and a maximum of 20 audiences to an Analytics Standard property.
- You can publish an audience to an unlimited number of non-advertising accounts, like Optimize or Analytics.
- You can publish an audience to up to 10 advertising accounts singly or at once (e.g., Google Ads Manager Accounts, Google Ads Serving Accounts, Display & Video 360). A Google Ads Manager Account counts as 1 of 10, but the audience is available to all child accounts of that Manager Account.

Create an audience

1. Sign in to Google Analytics.
2. Click **Admin**, and navigate to the **property** in which you want to create the audience.
3. In the *Property* column, click **Audience Definitions > Audiences**.
4. Click **+ New Audience**.

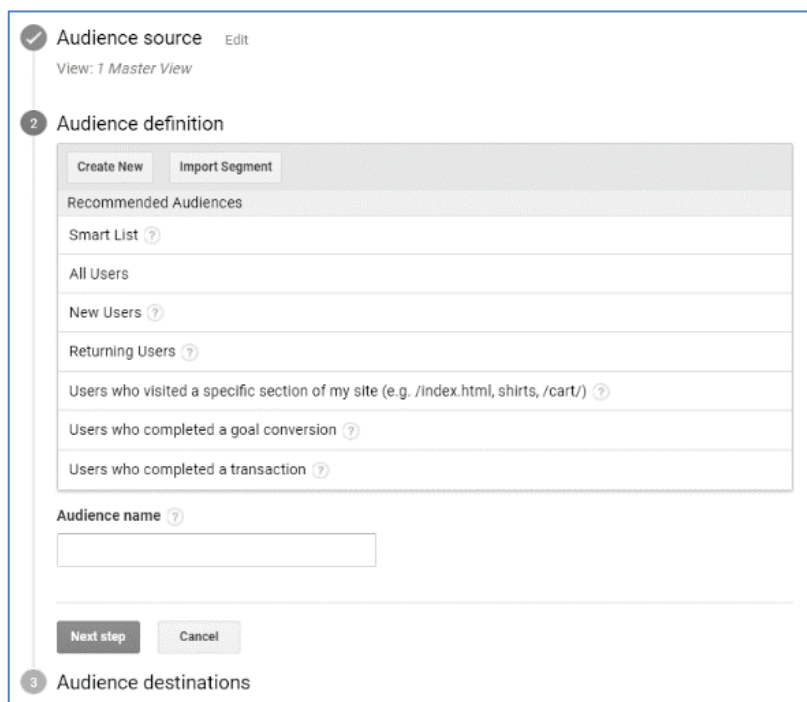


Figure 4.22. Create an Audience

5. By default, your new audience is based on data from the current reporting view. Any users filtered from the view you use will also be filtered from the audience.

To change the view, click Edit, select a new view, then click Next step.

6. When choosing an Audience definition, you have three options
7. Enter a name for your audience, then click Next step.
8. Under Audience destinations, use the + Add destinations menu to select the accounts in which you want to use the audience. Destinations include Google search and display advertising (like Google Ads Display, Google Ads RLSA, Display & Video 360, and Google Ad Manager), services like Google Optimize in which you use audiences for experimentation or personalization, and Analytics. If you have a Google Ads manager account, that is also included as part of Google Ads eligibility.
 - If your audience includes Age, Gender, or any of the Interest dimensions, you can publish that audience only to Google Ads (Display).
 - If your audience includes sequences, you cannot publish that audience to Analytics.
9. Click OK, then click Publish.

When you create a new Display audience, Analytics prepopulates the list with up to 30 days of data so that you can use the list in 24-48 hours. If you have fewer than 30 days of data available, then Analytics uses the data you have. Analytics cannot prepopulate Search audiences.



Edit an audience

1. Sign in to Google Analytics.
2. Click **Admin** and navigate to the **property** in which you want to edit the audience.
3. In the *PROPERTY* column, click **Audience Definitions > Audiences**.
4. In the list of existing audiences, click the name of the audience you want to edit.
5. Click **Edit** for *Audience source*, *Audience definition*, or *Audience destinations*.

When you edit the source (reporting view) or definition, new users are added based on the new source or definition, and existing users who were added based on the previous source or definition remain in the audience until their membership duration expires.

When you edit destinations, you can close an audience for individual destinations so that it no longer accumulates users in those contexts. You can subsequently reopen an audience for a destination by editing the audience again.

Close/delete/reopen an audience

When you close an audience, it no longer accumulates users. However, users in that audience can still be served ads until their membership duration expires.

When you delete an audience, it is removed from all destinations, and members of the audience are no longer eligible to be served ads per the audience criteria.

You can close an audience for individual destinations when you edit an audience.

to close an audience for all destinations at the same time:

- Open the audience for editing, then click **Close Audience** in the lower right.

to delete an audience:

- Close it for all destinations, then click **Delete Audience** in the lower right.

to reopen an audience that you've closed for all destinations:

- Open the audience for editing, then open it for individual destinations.

4.3.2.2. Publishing These Audiences on Analytics

Data for an audience is available in reports starting from the date you publish the audience to Analytics. Data before that date is not available.

You can publish audiences to Analytics as you create them, and you can publish existing audiences to Analytics.

See Audiences data

1. Sign in to Google Analytics.
2. Navigate to your view.
3. Open Reports.
4. Select **Audience > Audiences**.

About the data

The report covers audiences you create and publish to the Google Analytics destination.

Data for the current day is not available in this report.

Limits

At any one time, you can have a maximum of 50 audiences published to an Analytics account, and a maximum of 20 published to any single property within that account.

Audiences that are based on custom dimensions that use query-time import mode are not supported. Audience data is evaluated at processing time.

Audiences are available only in the view in which you create them.

What the metrics tell you?

Acquisition: The Acquisition metrics let you know the volume of users an audience is sending you (Users), and how well the audience works to get you potential new business (% New Users, New Users).

Behavior: The Behavior metrics let you know how well your site engages users, whether they're leaving after viewing only a single page (Bounce Rate), whether they're viewing multiple pages (Pages / Session), and whether they're spending the amount of time engaging with your content that you'd like.

Conversions: The Conversions metrics let you know whether users are completing transactions and goals and generating revenue at the rate you want.

How to respond?

If a particular audience is performing well in terms of delivering users who engage and convert, you can:

- Devote more of your marketing budget to bidding on ads for those users
- Expand the number of sites on which you bid for ads shown to those users
- Expand the hours through the day when you bid on ads shown to those users

If an audience is performing poorly overall, you can scale back the budget you devote to it or drop it altogether from your marketing.

If an audience is delivering users in reasonable numbers but they're not converting, there could be a disconnect between the ads they see and your content, or it could point to design or technical issues that prevent them from converting.



On the other hand, if an audience is delivering fewer users than you'd like but those users are converting, then you can use that audience as the basis for developing lookalike audiences and expanding your marketing to those users.

4.3.3. Overview of behaviour reports

The Audience reports provide insight into characteristics of your users.

Active Users

Track active users for increments of 1, 7, 14, and 28 days, and stay abreast of the level of user enthusiasm for your site or app.

See Active Users data

To open the Active Users report:

1. Sign in to Google Analytics.
2. Navigate to your view.
3. Open Reports.
4. Select **Audience > Active Users**.

Active Users data is available in all Analytics accounts. No changes to the tracking code are necessary.

The metrics

The Active Users report lets you see the following metrics:

- 1-Day Active Users
- 7-Day Active Users
- 14-Day Active Users
- 28-Day Active Users

How the metric values relate to your date range?

The metrics in the report are relative to the last day in the date range you are using for the report. For example, if your date range is January 1 to January 28:

- 1-Day Active Users: the number of unique users who initiated sessions on your site or app on January 28 (the last day of your date range).
- 7-Day Active Users: the number of unique users who initiated sessions on your site or app from January 22 through January 28 (the last 7 days of your date range).

- 14-Day Active Users: the number of unique users who initiated sessions on your site or app from January 15 through January 28 (the last 14 days of your date range).
- 28-Day Active Users: the number of unique users who initiated sessions on your site or app from January 1 through January 28 (the entire 28 days of your date range).

Display the data

1-Day Active Users is plotted by default, with the additional metrics displayed in the scorecards below the chart.

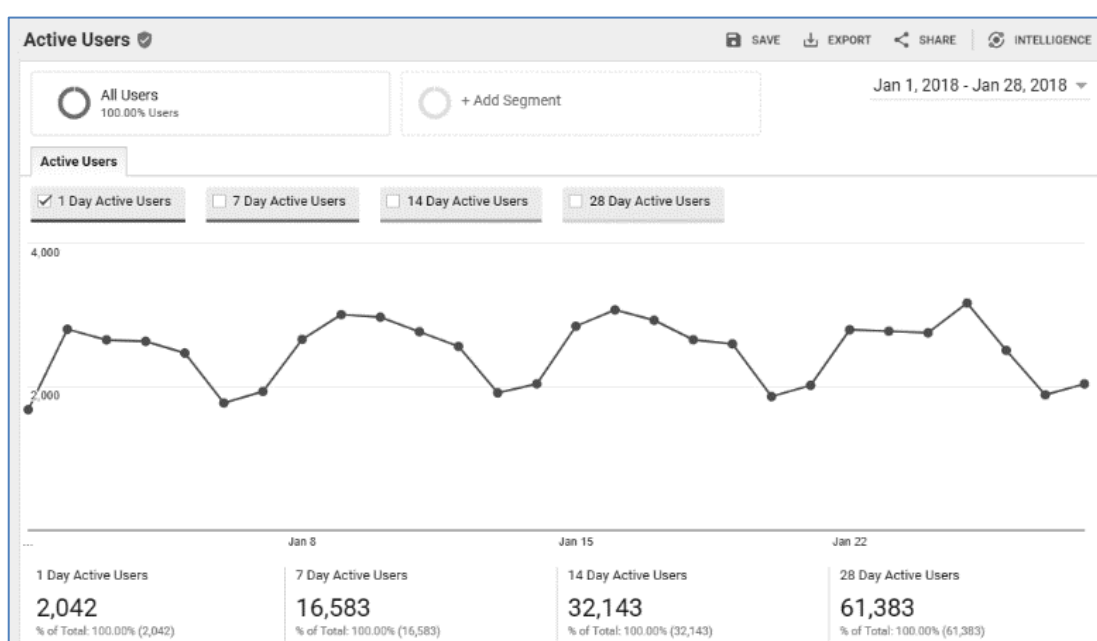


Figure 4.23. Line chart of 1-Day Active Users

To plot any of the other metrics, select the metric you want...

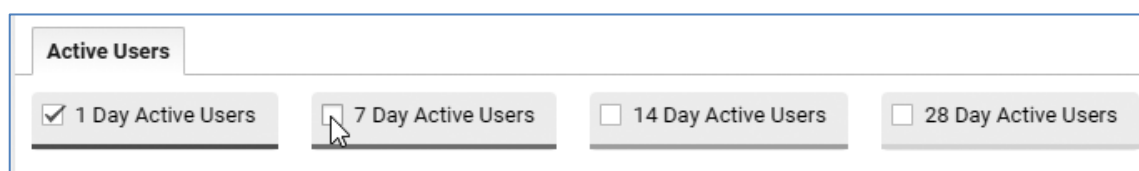


Figure 4.24. Options to select additional metrics for chart



...to have that metric appear in the chart:

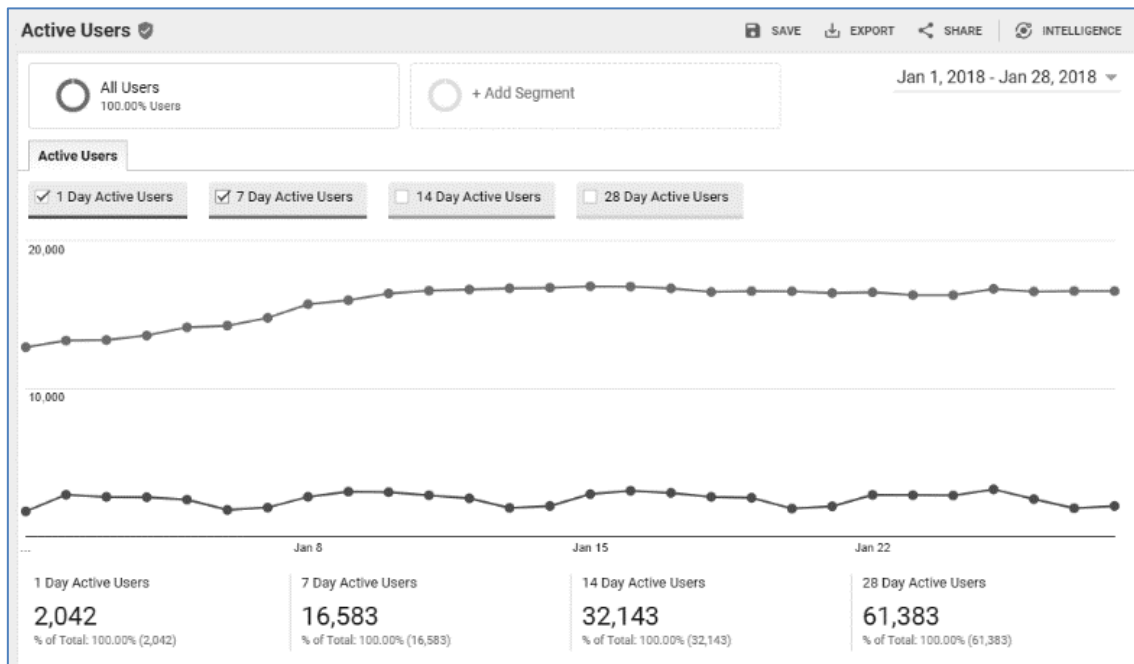


Figure 4.25. Line chart of 1-Day and 7-Day Active Users

You may see a change in the chart lines as you add other metrics and the scale of the Y-axis changes to accommodate the new values.

What it all means

Like any business, you want to keep track of the level of user interest. If the numbers are consistently in line with your expectations, you've found your sweet spot.

If the numbers are below expectations, re-evaluate your marketing efforts to see whether you're targeting the appropriate audiences, and whether your ads are winning auctions. You can also look for any negative press or social content that might affect traffic. Even if all the marketing and social buzz are positive, you may be creating technical hurdles for your users with your site or app design.

In cases where you have a lot of 1-Day Active Users but the numbers drop off for longer term users, that can signal things like problems with a new release, or that initial enthusiasm isn't translating into long-term engagement. For example, lots of users might be downloading an app but are finding that it doesn't really meet a need they have or that it doesn't capture their interest.

Lifetime Value

The Lifetime Value report lets you understand how valuable different users are to your business based on lifetime performance. For example, you can see lifetime value for users you acquired

through email or paid search. With that information in hand, you can determine a profitable allocation of marketing resources to the acquisition of those users.

You can also compare the lifetime values of users acquired through different methods. For example, you can compare users acquired through organic search and users acquired through social, or compare social to email, to see which method brings the higher-value users.

See Lifetime Value data

To open the Lifetime Value report:

1. Sign in to Google Analytics.
2. Navigate to your view.
3. Open Reports.
4. Select **Audience > Lifetime Value**.

Time elements

There are two time elements in the Lifetime Value report:

Acquisition date range: Set this date range to identify the date range during which you acquired users. For example, you might want to examine data for users who were acquired while you were running a single-day campaign on Black Friday, or a week-long campaign from December 18 to December 24. This setting establishes the cohort that you'll examine in the report.

X-axis in the graph: Lifetime value is currently a maximum of 90 days. The X-axis of the graph is divided into increments (Day, Week, Month) of that 90-day period, starting with the date of acquisition, which can be any time during the Acquisition Date Range. The graph illustrates how cumulative metric values change over the user lifetime.

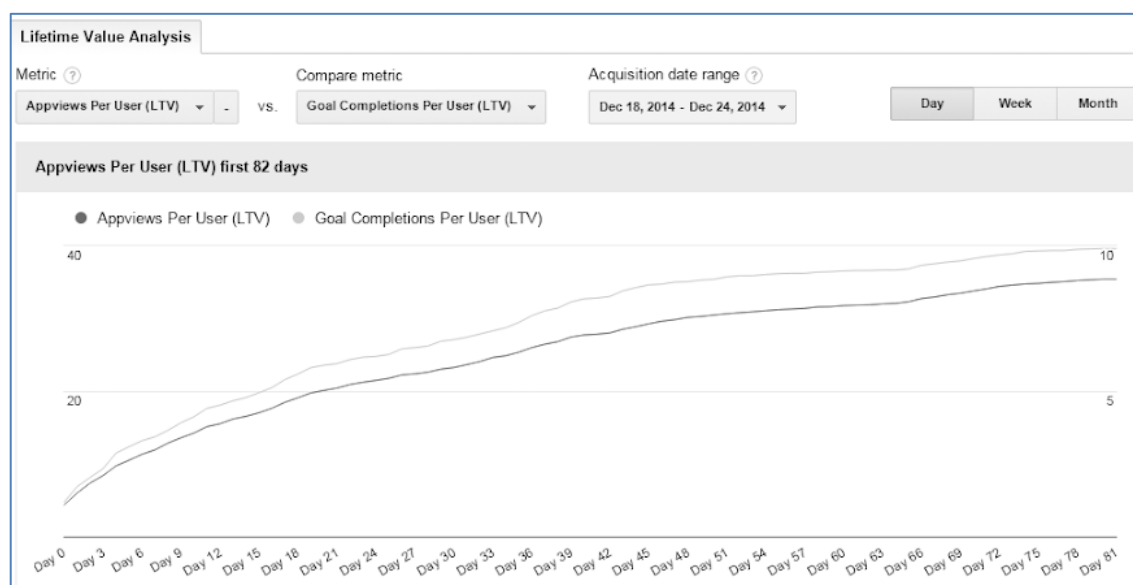


Figure 4.26. Graph of Appviews per User and Goal Completions per User



How metrics are calculated

This report presents the data as the cumulative average value per user per the time increment you are using (day, week, month). For example, if you are evaluating Sessions per User on a daily basis, then the report shows you one value per day that represents the average number of sessions per user.

Lifetime value is calculated using the cumulative sum of the metric value divided by the total number of users acquired during the acquisition date range. For example, if you acquired 100 users during the acquisition date range, then Sessions Per User is calculated as follows:

Header	Day 0	Day 1	Day 2
Cumulative sessions per day	100	200	300
Sessions Per User	100 sessions /100 users = 1 session per user	200 sessions /100 users = 2 sessions per user	300 sessions /100 users = 3 sessions per user

Figure 4.27. Sessions Per User is calculated

You can examine conversions (transactions, goal completions), revenue, and behavior (sessions, session duration, app views).

Metrics

Use the Metric menus to select which metrics you want to compare in the report.

Lifetime Value Analysis

Metric ? Compare metric

Appviews Per User (LTV) - vs. Goal Completions Per User (LTV)

Figure 4.28. Menus to select comparative metrics

Available metrics

The following metrics are available in the report:

- Appviews Per User (LTV)
- Goal Completions Per User (LTV)
- Pageviews Per User (LTV)
- Revenue Per User (LTV)
- Session Duration Per User (LTV)
- Sessions Per User (LTV)
- Transactions Per User (LTV)

Understanding metrics in the graphs and tables

Graph

The graph illustrates the lifetime value per user for the metrics over a period of 90 days, in increments of days, weeks, or months. For example, if you're working with the App Views per User (LTV) metric, during Week 1, the average number of views might be 16; during Week 3, it might be 22; and by Week 10, it might reach 35.

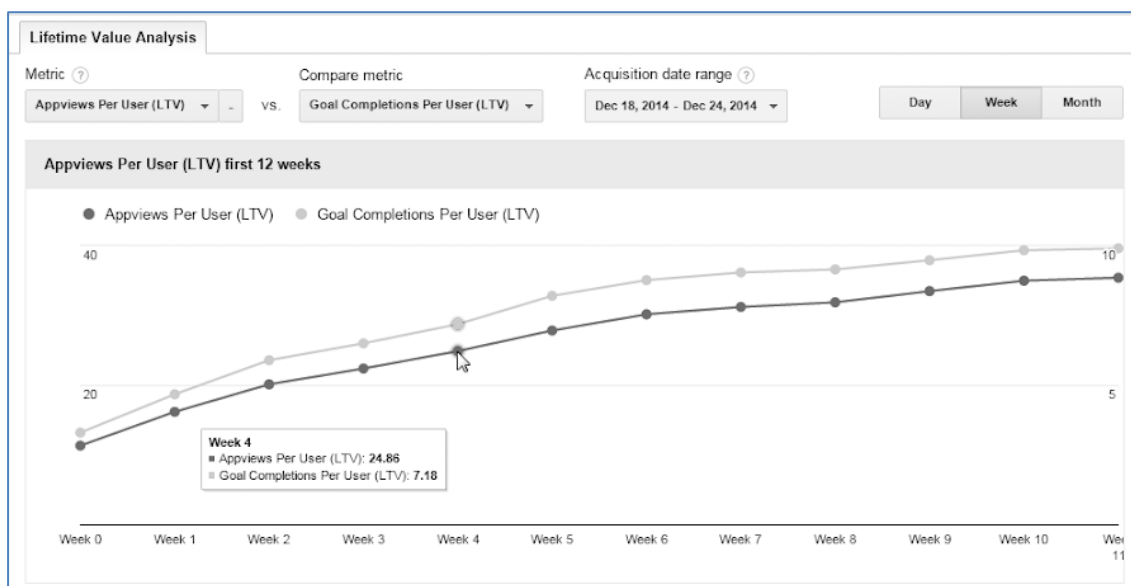


Figure 4.29. Graph of cumulative metric values over time

Table

Metrics in the table are distributed by the dimension you choose (Acquisition Channel in the example below).

The table includes the number of Users you acquired during the Acquisition Date Range, along with two additional aspects of the metric you selected for the report, for example:

- Appviews per User (LTV): Average Appviews per user over lifetime
- Appviews (LTV): Total Appviews for all users over lifetime

Acquisition Channel	Users	Appviews Per User (LTV)	Appviews (LTV)
	876 % of Total: 100.00% (876)	2.95 % of Total: 100.00% (2.95)	2,581 % of Total: 100.00% (2,581)
1. Direct	876 (100.00%)	2.75 (93.45%)	2,412 (93.45%)
2. (not set)	0 (0.00%)	0.00 (0.00%)	169 (6.55%)

Figure 4.30. Tabular representation of metric values



Dimensions

Use the *Dimensions* menu to select the context in which you want to examine your metric values.

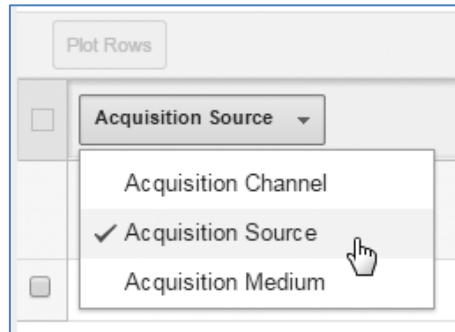


Figure 4.31. Open Dimension menu

For example, if you're looking at *Sessions Per User (LTV)*, you might want to know which channel delivered the highest number of sessions per user.

If you're looking at *Revenue Per User (LTV)*, you might want to understand which medium is responsible for acquiring users with the highest average revenue.

Cohort Analysis

A cohort is a group of users who share a common characteristic that is identified in this report by an Analytics dimension. For example, all users with the same Acquisition Date belong to the same cohort. The Cohort Analysis report lets you isolate and analyze cohort behavior.

Audiences in Analytics

Create audiences, publish them to Analytics, then apply them to reports to explore audience behavior in response to your marketing. You can use the audience as a secondary dimension in reports, and as a dimension in segments, custom reports, and custom funnels.

User Explorer

Isolate and examine individual rather than aggregate user behavior. Individual user behavior is associated with either Client-ID or User-ID.

Understanding aggregate behavior is important when you're managing large efforts, for example, campaigns that target large geographic areas. Understanding individual behavior is important when you want to personalize the user experience, or when you need to gain insight into or troubleshoot a specific user experience: for example, if you want to analyze the behavior of a user who has an unusually high average order value or see where a user ran into trouble with placing an order.

Setup

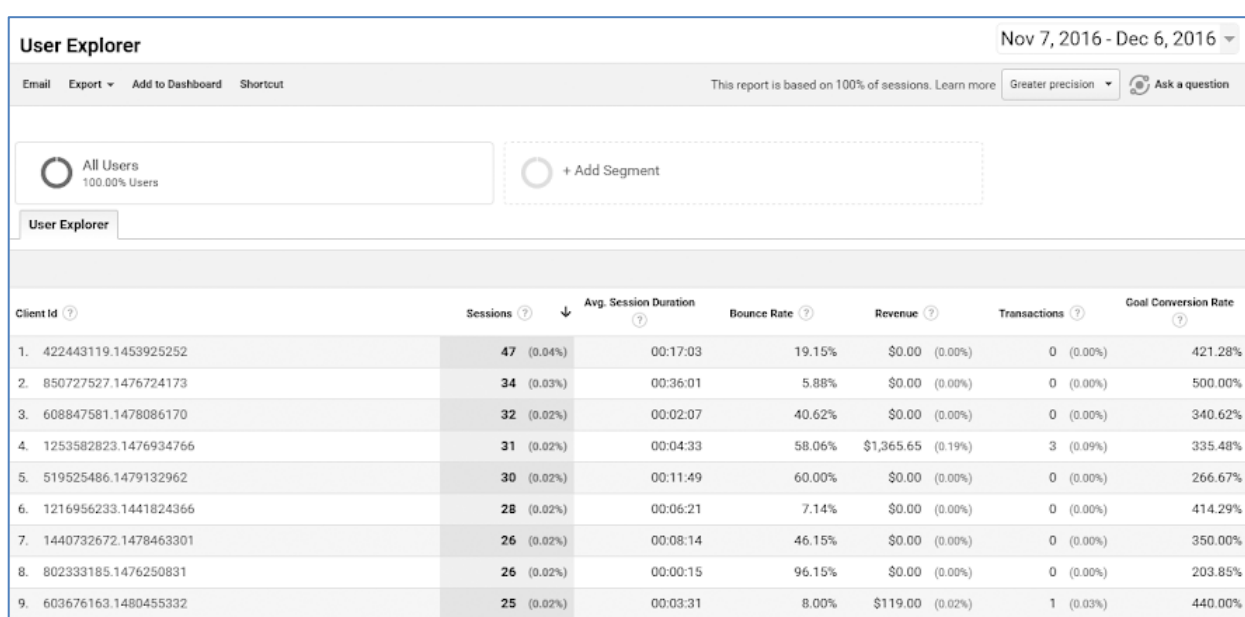
To see User-ID data in the report, you need to enable the User-ID feature in your property settings.

Client IDs appear in the report by default for properties that aren't enabled for User-ID. Learn more about Client ID and User-ID.

See User Explorer data

To open the User Explorer report:

1. Sign in to Google Analytics.
2. Navigate to your view.
3. Open Reports.
4. Select **Audience > User Explorer**.



Client ID	Sessions	Avg. Session Duration	Bounce Rate	Revenue	Transactions	Goal Conversion Rate
1. 422443119.1453925252	47 (0.04%)	00:17:03	19.15%	\$0.00 (0.00%)	0 (0.00%)	421.28%
2. 850727527.1476724173	34 (0.03%)	00:36:01	5.88%	\$0.00 (0.00%)	0 (0.00%)	500.00%
3. 608847581.1478086170	32 (0.02%)	00:02:07	40.62%	\$0.00 (0.00%)	0 (0.00%)	340.62%
4. 1253582823.1476934766	31 (0.02%)	00:04:33	58.06%	\$1,365.65 (0.19%)	3 (0.09%)	335.48%
5. 519525486.1479132962	30 (0.02%)	00:11:49	60.00%	\$0.00 (0.00%)	0 (0.00%)	266.67%
6. 1216956233.1441824366	28 (0.02%)	00:06:21	7.14%	\$0.00 (0.00%)	0 (0.00%)	414.29%
7. 1440732672.1478463301	26 (0.02%)	00:08:14	46.15%	\$0.00 (0.00%)	0 (0.00%)	350.00%
8. 802333185.1476250831	26 (0.02%)	00:00:15	96.15%	\$0.00 (0.00%)	0 (0.00%)	203.85%
9. 603676163.1480455332	25 (0.02%)	00:03:31	8.00%	\$119.00 (0.02%)	1 (0.03%)	440.00%

Figure 4.32. Default data table

For each client or user ID, you see the following initial data:

- Sessions
- Avg. Session Duration
- Bounce Rate
- Revenue
- Transactions
- Goal Conversion Rate

When you drill into an ID, you see the acquisition date and channel for the user, along with an activity log that details which actions the user took on your site during each session.

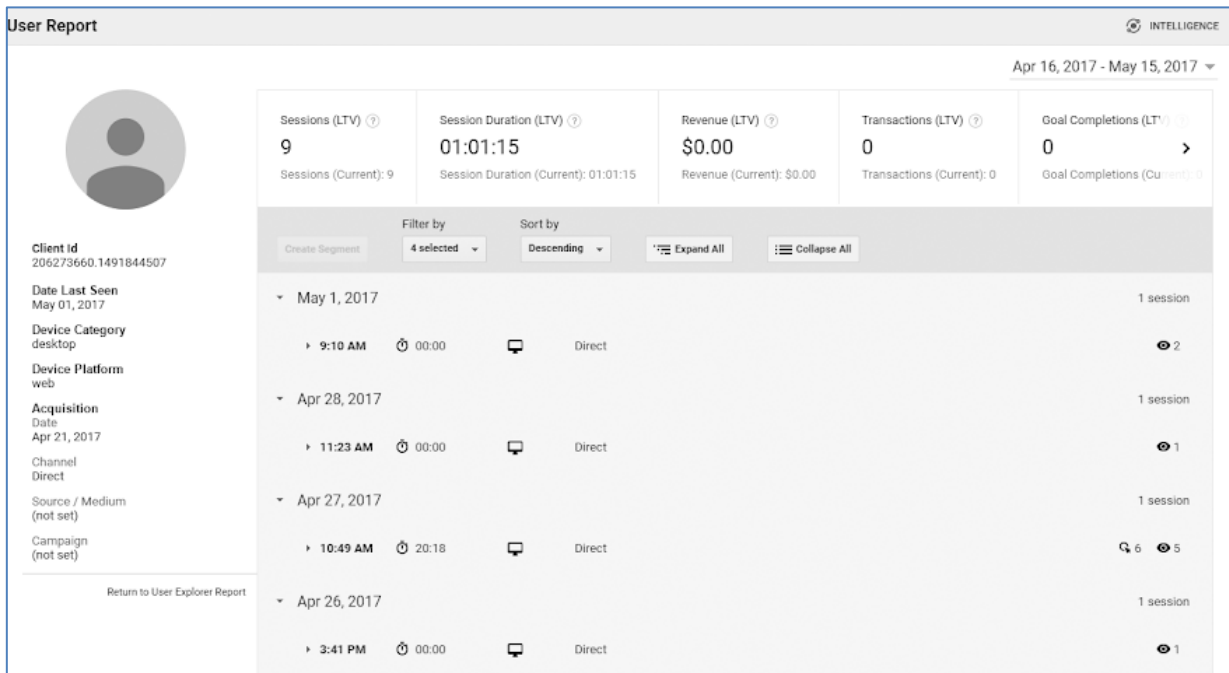


Figure 4.33. Session data

By default, you see data for:

- Sessions (LTV): Total sessions over the user's lifetime
- Session Duration (LTV): Average session duration over the user's lifetime
- Revenue (LTV): Total revenue over the user's lifetime
- Transactions (LTV): Total transactions over the user's lifetime
- Goal Completions (LTV) and Goal Value (LTV)

In the left pane, you also see information about:

- Client ID/User ID
- Date Last Seen (when the user last initiated a session)
- Device Category
- Device Platform
- Acquisition Date
- Channel
- Source/Medium
- Campaign

Use the *Filter by* menu to add and remove data types:

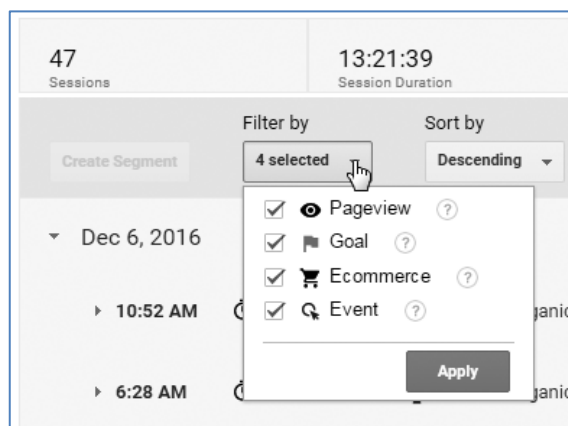


Figure 4.34. Data-filter options

You can expand and collapse individual sessions as necessary.

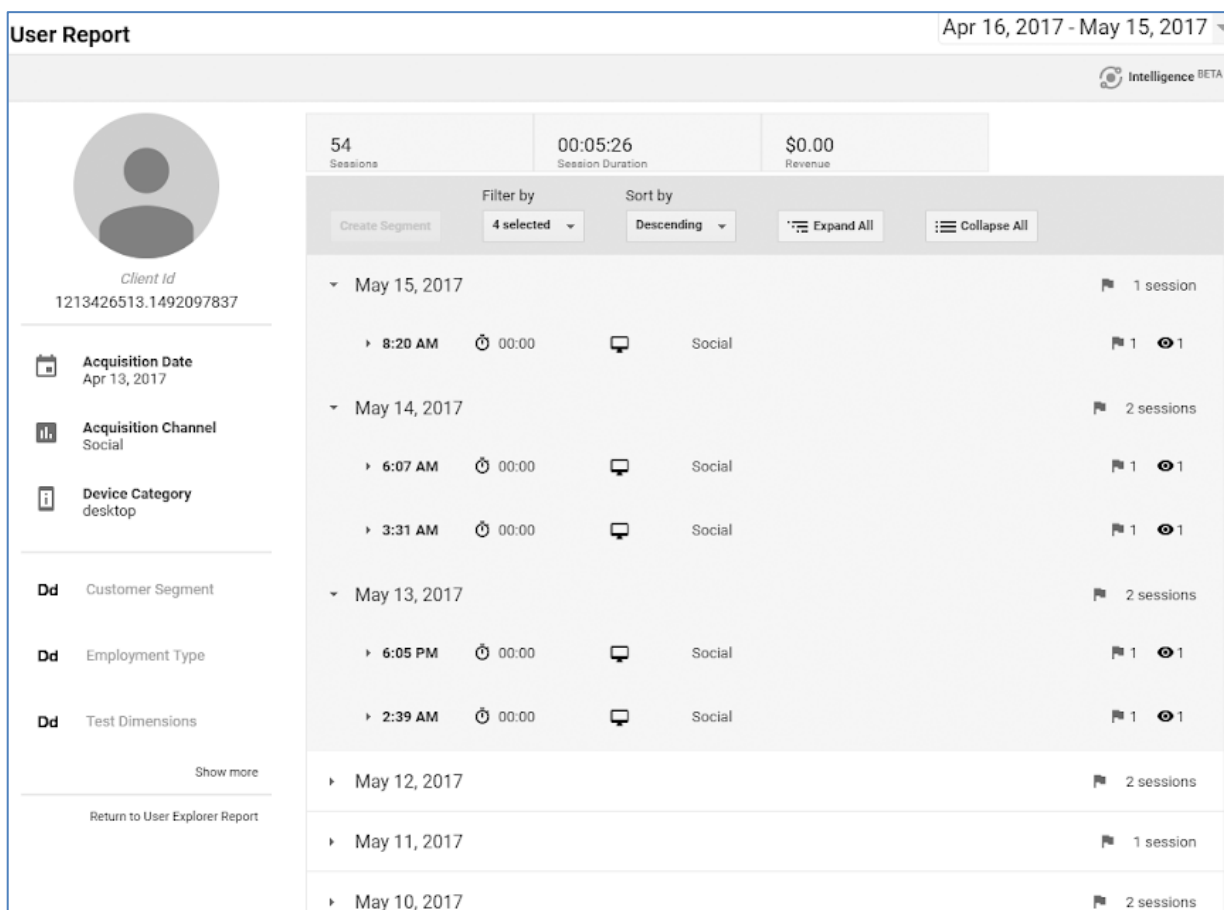


Figure 4.35. Collapsed and expanded sessions

You can expand individual activities to see more detail.

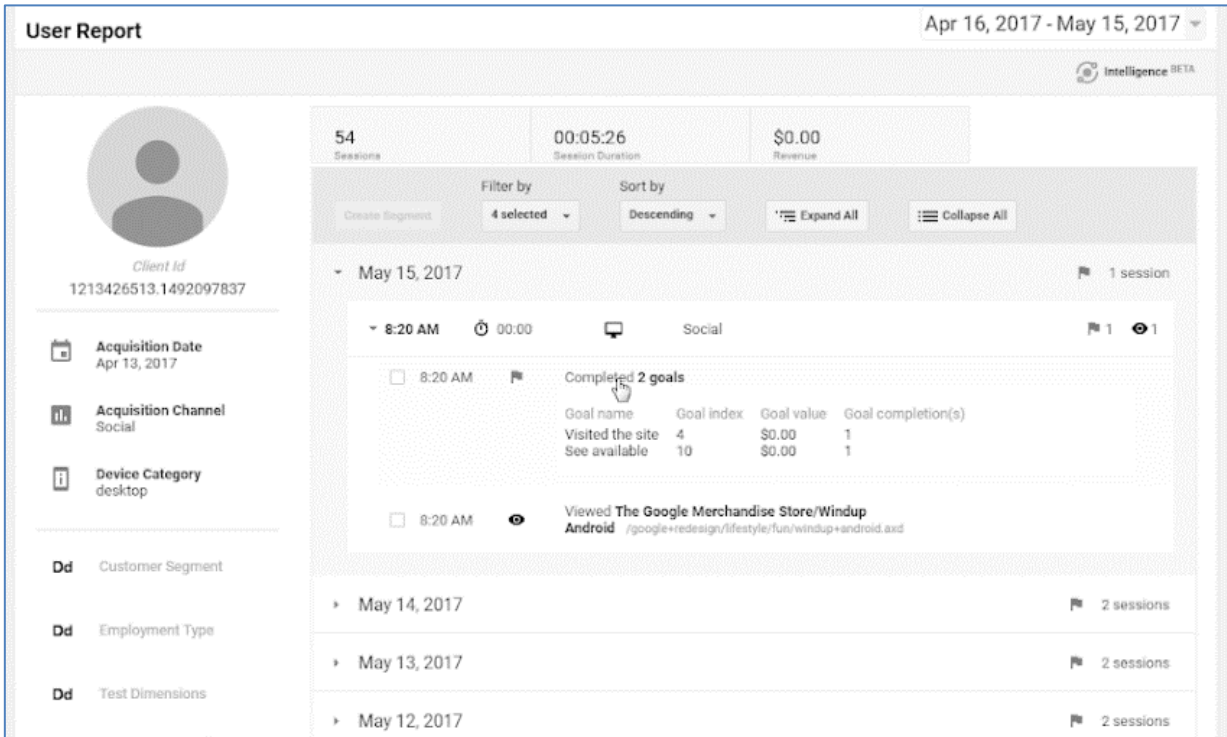


Figure 4.36. Individual activity expanded

Create segments

You can create a segment based on any combination of actions that the user engaged in, and then apply the segment to the entire report to analyse the collective behavior of users who took the same actions on your site. You can apply only user-based segments to this report, and you can apply only one segment at a time.

To create a segment:

1. Select the actions you want as the definition for the segment...

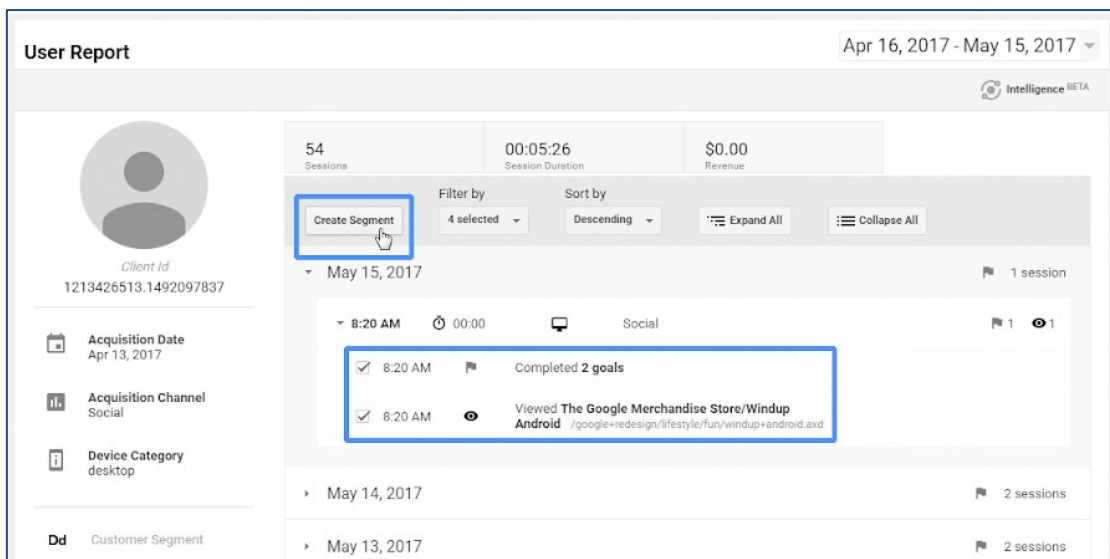


Figure 4.37. Session activities selected for segment creation...

then click **Create Segment** to open the segment builder.

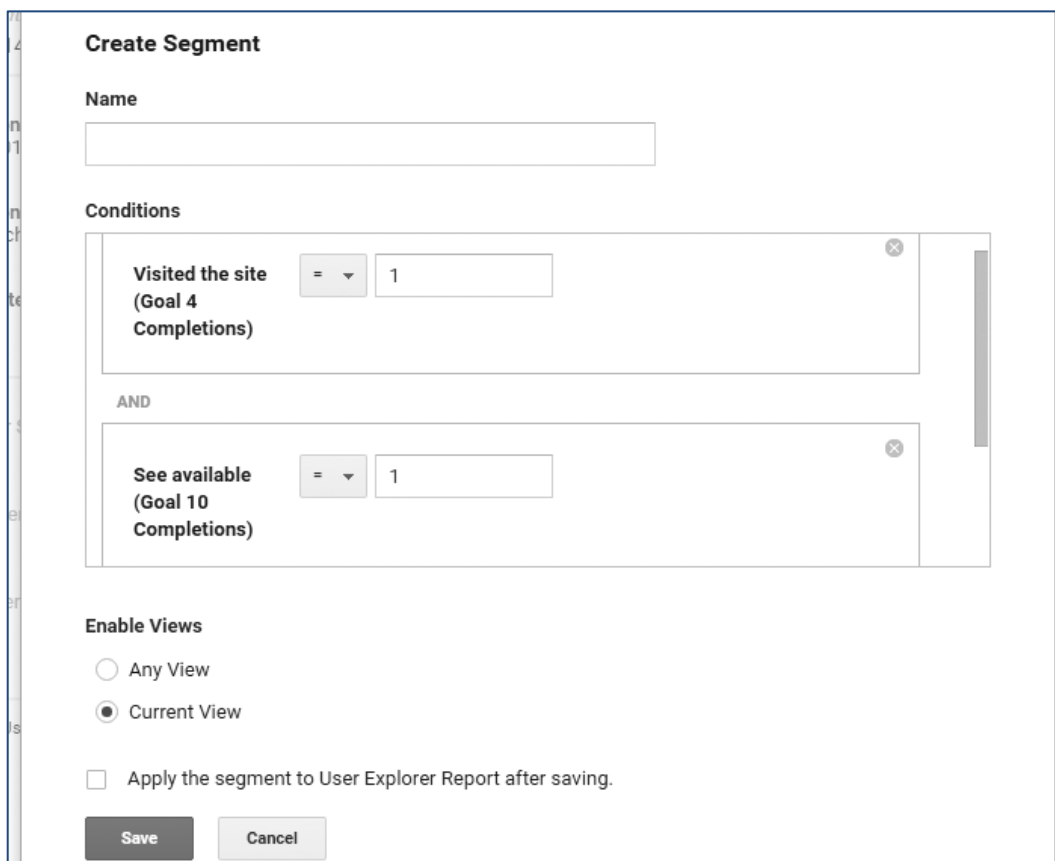


Figure 4.38. Create Segment

2. *Segment builder with session activities identified as conditions*
3. Enter a name for the segment, modify the conditions, if necessary, choose whether the segment is available in any view or only the current view, and whether you want to apply the segment to the report after you save it.
4. Click **Save**.

When you apply the segment, then you see the first page of the report with a list of IDs that meet those conditions.

Delete user data

You need to have the Editor role to delete the data for individual users.

When you drill into an ID to see data for an individual user, you also have the option to delete the data for that user from the report and from the Analytics system.



To delete the data for an individual user:

At the bottom of the left panel, click **Delete User**.

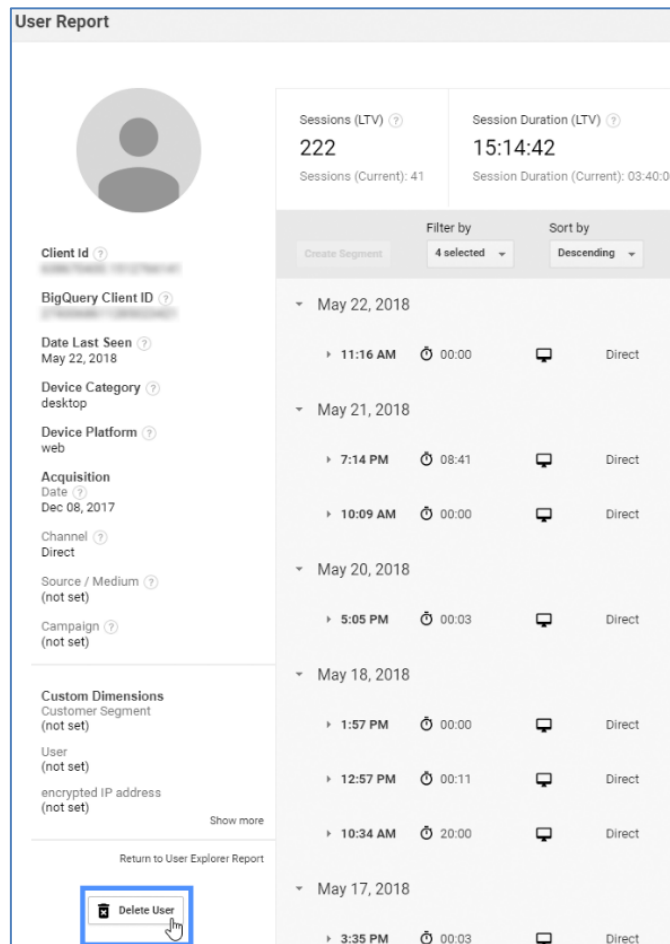


Figure 4.39. Delete User

Use cases

Respond to specific behavior within a segment

If other reports indicate noteworthy behavior by a particular segment, you can examine specific users within that segment to get a more detailed understanding of what's going on. For example, if the Audience > Overview report indicates that the *Users from Brazil* segment has an unusually high bounce rate or low average session duration compared to other segments, you can apply that segment to User Explorer, and then take a look at some individual users to see whether they're bouncing or exiting from the same page or group of pages.

A closer examination of your content might reveal that while the graphics and copy might work well for other geographic segments, they're not especially relevant to *Users from Brazil*.

Or you might have different geographic groups buying the same sneaker that has been in production for 100 years, but for wholly different reasons. The *Users from Brazil* might be responding to what is suddenly a unique design relative to everything else in their market, while *Users from USA* are buying nostalgia. In a case like this, you want to support those different segments with site content that is relevant to their motivations for buying.

In a case like this, you can create each segment in Analytics, apply it to the report, and export the IDs for that segment. You can then personalize the site experience based on ID, and direct each group to the relevant content from your ads.

Upsell

As you develop ongoing relationships with your customers, you also want to develop opportunities to move them to higher levels of conversion. When you understand how your higher-level customers purchase, you can lead the next tier of customers along that same path. For example, if you're a travel agency that books 8, 10, and 15-day tours, it might require only modest effort to encourage customers who routinely purchase 10-day tours to upgrade to 15 days.

The User Explorer report lets you examine how your more valuable users engage with your site, the paths they follow, where they spend their time, which promotions they click. With that information in hand, you can start to personalize the site experience for your middle-tier customers to include the same content and offers your top-tier customers enjoy most.

In this case, create two segments: one of your middle-tier customers and one of your top-tier customers. Apply the top-tier segment to the User Explorer report and examine the session behavior to see how those users engage with your site--which content they interact with most, which content leads to conversions. Then apply the segment of middle-tier customers and export their IDs. Use that list of IDs to personalize their site experience to more closely match the experience of your top-tier customers.

You can also use that list of IDs you export to build an audience of those middle-tier customers and serve them ads for those higher-end tour packages.

Remarketing

By examining individual session behavior, you can see when your users fall short of completing goals. For example, you can see when they add items to their carts, but don't go on to complete the transactions, or when they purchase one item but not the complementary item they also viewed (e.g., they purchased the hat but not the scarf). In these cases, you have perfect opportunities to remarket to those users with specific information related to their experiences. For example, you can remind users of exactly which items they left in their carts; or if a user has purchased a hat, you can follow up with ads for the matching scarf.

You can create segments based on the relevant behavior you identify in the User Explorer report, and then use those segments as the basis for new remarketing audiences.

Personalize customer service

If your business offers high-touch customer service, the User Explorer report let's you see a detailed history of each user so your CSRs can understand context and offer informed guidance.



For example, if you handle custom property rentals, then a CSR can see which properties users have rented in the past, and which properties they might have been looking at before they called customer service.

Identify personas

If you develop personas as part of your marketing, investigate the behavior of different segments so that those personas are based on how users engage with your site.

For example, you can create segments of male users 18-34 that each fall into different interest categories (e.g., Avid Investors, Sports Fans, Music Lovers), apply those segments to the report, and then look through the session activity to see things like which products they only view versus which ones they purchase, or which goals they tend to complete more often.

Techniques

Export IDs - When you segment the User Explorer report, you have a list of all IDs associated with that segment that you can export.

1. Apply the segment to the report.
2. Use the *Export* menu to choose a format for the exported data.

You can then merge the exported IDs with your offline data.

Unify the online and offline data about your users

You have two options here:

1. Export the Analytics data and merge it offline with your offline data.
2. Import your offline data, and let Analytics join it to your Analytics data.

Export and share reports

To export a report:

1. Open the report you'd like to export. Analytics exports the report as it is currently displayed on your screen, so make sure that you've applied your desired date range and report settings.
2. Click **Export** (across from the report title).
3. Select one of the export formats:
 - **CSV**
 - **TSV**
 - **TSV for Excel**

- **Excel (XLSX)**
- **Google Sheets**
- **PDF**

Your file is generated automatically and available in the download directory on your computer.

The final line chart that is generated when you run a motion chart is not exported.

Share a report

There is a limit of 400 scheduled emailed reports per user per view.

To share a report:

1. Open the report you'd like to share.
2. Click **Share** (across from the report title).
3. The email address you used as your login is listed in the *From* field.
4. In the *To* field, enter a comma-separated list of email addresses.
5. Enter a subject and select the attachment format and frequency.
6. If you selected a frequency other than *Once* in the previous step, click **ADVANCED OPTIONS** and select an *Active for* period. For example, if you selected *Daily* in the previous step, and an *Active for* period of "1 month", the email will be sent daily for a period of one month. Recipients can opt out of receiving emails during the active period by using the link at the bottom of the email.
7. Use the text field to enter the body of your email.
8. Click **Send**.

The time zone you select in the view settings determines what data is included in the email. The email itself is sent sometime after midnight of the selected time zone, though an exact delivery time can't be guaranteed.

The frequency you select for the report also determines what data is in the report. For example, if you select **Daily**, then the report includes data for the previous day; if you select **Weekly**, then the report includes data for the previous week.

About Data Import

Get a unified view of your data: Data Import lets you upload data from external sources and combine it with data you collect via Analytics. You can then use Analytics to organize and analyse all of your data in ways that better reflect your business.

Why use Data Import?

If you use a variety of systems and tools to run your business, you can use Analytics to join and analyze that data in one place. For example, you can turn separate CRM data, ecommerce data, and Analytics data into a single comprehensive view of your business.

Each business system you use generates its own data store. Your CRM might contain information like customer-loyalty rating, lifetime value and product preferences. If you are a web publisher, your content management tool probably stores data dimensions such as author and article category. If you are an ecommerce business, you might create catalogs that describe your products according to prices, style, size, etc. And (since you're reading this), you most likely use Analytics to track traffic and performance for your websites, mobile apps or appliances. Typically, this data exists in its own "information silo," unaffected and uninformed by the data in other silos.



Figure 4.40. Data Import

Data Import lets you join the data generated by your offline business systems with the online data collected by Analytics.

This can help you organize, analyze and act upon this unified data view in ways that are better aligned with your specific and unique business needs. For example, as a web publisher, you could join hits collected by Analytics with data dimensions exported from your CMS and CRM systems to analyze the relative contributions of authors to your site.

Types of data you can import

Data Import lets you upload and integrate information with your Analytics account at 3 different points in the data collection and processing chain.

Hit-data import

Hit-data import lets you send hit data directly into Analytics. This provides an alternative to using the tracking code, Collection API, the Mobile SDKs, or the Measurement Protocol. Imported hits are added to your Analytics property prior to any processing; therefore, your imported data may be affected by processing-time actions, such as filters. Because you are importing hits, this data

can be seen by all reporting views for that property (unless you specifically filter them from selected views).

This type of import supports uploading the following types of data:

Refund Data—align your internal ecommerce reporting with Analytics by importing ecommerce refund data.

Extended-data import

Extended-data import adds to (extends) the data already collected and processed, or being processed, for the selected reporting views. Typically, this extended data is stored in a custom dimension or metric, though in some cases you might want to overwrite the default information already gathered (for example, importing a campaign's Source or Medium dimension).

You can upload the following data types:

- **User Data**—create segments and remarketing lists that incorporate imported user metadata, such as a loyalty rating or lifetime customer value.
- **Campaign Data**—expand and reuse your existing non-Google campaign codes by importing ad campaign-related dimensions, such as source.
- **Geographical Data**—create custom geographical regions, allowing you to report on and analyze Analytics data in ways that are better aligned with your business' organization.
- **Content Data**—group content using imported content metadata, such as author, date published, and article category.
- **Product Data**—gain better merchandising insights by importing product metadata, such as size, color, style, or other product-related dimensions.
- **Custom Data**—provides support for importing custom data sets.

Summary-data import

Summary-data import lets you sum uploaded metrics. Imported summary data is applied to the selected reporting views after all processing and aggregation of collected data. This can be useful when you receive data in batches some time following hit collection, as summary data import lets you add to or update your information as it becomes available.

Currently, summary data import supports the following import type:

- **Cost Data**—include 3rd party (non-Google) ad network clicks, cost and impression data to gain a more complete picture of your ad spend.

Where is Data Import?

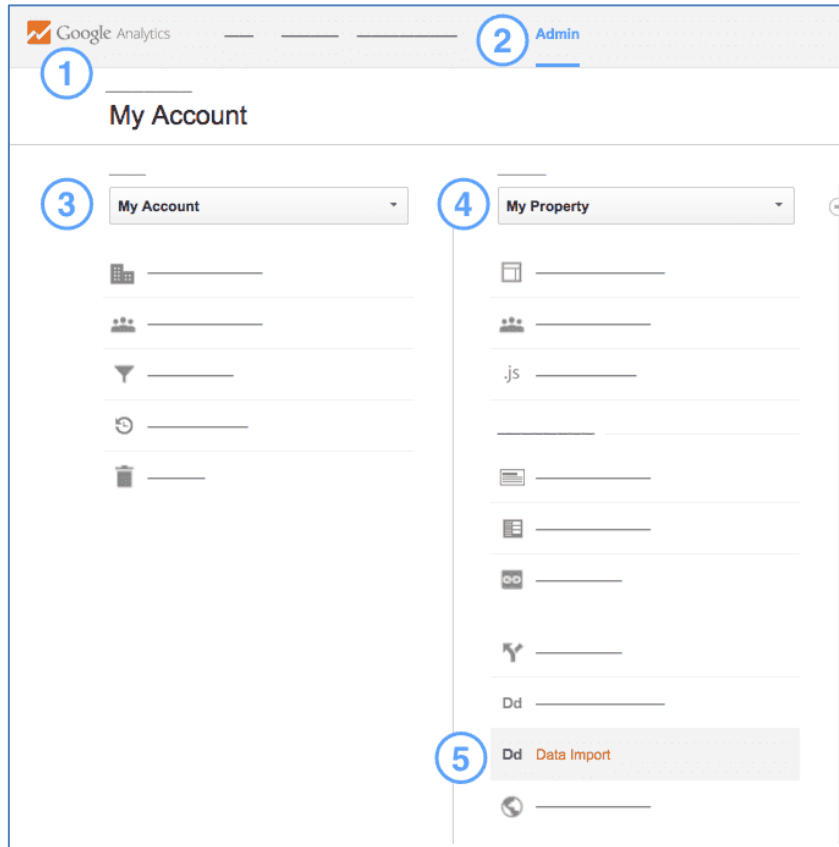


Figure 4.41. Accessing Data Import.

To access Data Import:

1. Sign in to Google Analytics.
2. Click **Admin**, and navigate to the **property** to which you want to upload the data.
3. In the *PROPERTY* column, click **Data Import**. This displays the *Data Sets* page.
4. Select an existing **Data Set** or create a new one to hold your imported data.

How Data Import works

Data Import works by uploading text files containing external data to an Analytics property. This information is typically exported from an offline business tool (for example, your CRM or CMS system). For smaller amounts of data, you might create the upload file manually, using a text editor or spreadsheet.

Data Import joins the offline data you've uploaded with the default hit data being collected by Analytics from your websites, mobile apps or other devices. Imported data can be used to enhance your reports, segments and remarketing audiences in ways that reflect your own business needs and organization. The result is a much fuller, more complete picture of your users' on- and offline activity.

How you upload data

You can upload data by one of two methods:

- From the Analytics user interface, using the **Admin > (Property) > Data Import** option
- Using the Analytics Management API

The uploaded data is added to or modifies data already collected for that Property by the Javascript tracking code, mobile SDK or measurement protocol.

How Data Import joins on- and offline data

When you configure Data Import, you create a *Data Set*, which defines one or more dimensions to use as a *key*. Data Import uses this key to match values in the uploaded data to values in your collected hit data. The rest of your imported data you upload is stored in the dimensions or metrics you define in the Data Set. Imported data can use either default or custom dimensions and metrics.

Imported data can be used in reports, remarketing audiences and other Analytics tools alongside standard data collected by the website tracking code, mobile SDK or Measurement Protocol.

Import vs. collection

Expand the section below to learn some reasons why you might want to import data rather than rely on collecting hit data.

Advantages of Data Import over hit collection

Analytics has essentially two ways of gathering data:

- by sending hits collected by the JavaScript tracking code, mobile SDK or the Measurement protocol,
- using Data Import.

While you can augment the hit data with custom data by passing parameters in the page URL or using the Analytics API, there are a number of reasons why this may not be the best approach, such as:

- Augmenting hit data requires a knowledgeable developer to write custom code.
- The data is sensitive, e.g., user data, so you don't want to send it in clear text.
- The amount of data is large so you don't want to append it to each hit.
- The data might not be available when the hit occurs.

Importing data in asynchronous batches resolves these issues.



Demographics (Age, Gender)

Understanding the age-and-gender composition of your audience gives you an opportunity to precisely tailor your content and advertising, from the graphics, language, and technical sophistication you employ on your site to the creative contents and placements for your ads.

Interests (Affinity Categories, In-Market Segments, Other Categories)

Interest information gives you context for expanding your advertising into related markets (Affinity Categories), and for focusing your advertising on exactly the users who demonstrate a likelihood to consume your content or purchase your products (In-Market Segments, Other Categories).

Geo (Language, Location)

It's important to know whether you're getting a response from users to whom you direct different language versions of your advertising, but you also want to know what kind of traffic you're getting from users outside those targets. Maybe you're advertising in English and Spanish, but also getting high-conversion users who speak French and Italian, indicating an opportunity to localize your ads to those languages and speak more directly to a lucrative market.

You want information from the areas you already target in your advertising, but you should also know about traffic from other geographic areas whose users exhibit a natural interest in your products.

Behavior (New vs. Returning, Frequency & Recency, Engagement)

Measure the gravitational pull of your site, and the extent to which you're encouraging first-time users to return. You can also see the economic impact of new vs. returning users (e.g., the 28% of users who are returning account for 45% of total transactions).

Technology (Browser & OS, Network)

Understanding the technologies users employ to reach and consume your content lets you fine tune current versions, and plan upcoming implementations. For example, you want to be sure your site is fully functional in current browsers, but you also want to stay abreast of the extent to which users are migrating away from desktop to mobile browsers and apps and plan your development accordingly.

Custom (Custom Variables, User Defined)

You can use Custom Variables to extend the scope of your Segments. User-level custom variables let you identify users by aggregate behavior over a date range rather than by discrete, single-session interactions with your site.

Benchmarking

Benchmarking allows you to compare your data with aggregated industry data from other companies who share their data. This provides valuable context, helping you to set meaningful targets, gain insight into trends occurring across your industry, and find out how you are doing compared to your competition.

Users Flow

Users Flow is a graphical representation of the paths' users took through your site, from the source, through the various pages, and where along their paths they exited your site.

4.3.4. About The Behavior Flow Report

The Behavior Flow report visualizes the path users travelled from one page or Event to the next. This report can help you discover what content keeps users engaged with your site. The Behavior Flow report can also help identify potential content issues.

Behavior Flow report requirements

You must have set up and be tracking **Events** before they appear in the Behavior Flow report. The more organized you are about setting up the Event tracking code, the easier it is to use the *Events* or *Pages and Events* views of the Behavior Flow report. You must also have set up **Content Groupings** before they appear in the report.

Access the Behavior Flow report

To access the Behavior Flow report:

1. Sign into Google Analytics.
2. Navigate to your view.
3. Open Reports.
4. Select **Behavior > Behavior Flow**.

How to use the Behavior Flow report

Use the view type selector at the top of the report to see user movement between *Pages*, *Content Groupings*, *Events*, or both *Pages and Events*.

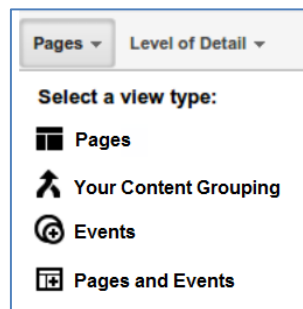


Figure 4.42. Behavior Flow report

Structure of the Behavior Flow report

Like all flow reports, the Behavior Flow report displays nodes, connections and exits, which represent the flow of your traffic.

Nodes are points through which traffic flows. Depending on which view you've chosen, each node in this report represents one of the following:

- one value of the starting dimension by which you're filtering the visualization, e.g., *Landing Page* or *Country/Territory*. This type of node is found in the first column of either the *Pages* or *Events* view.
- a single page or collection of pages, e.g., all pages in the wearables' directory. This type of node is found in either the *Pages* or *Pages and Events* view.
- a group of pages and Events that you've grouped together by tracking code, extraction rules, and/or rule definitions. This type of node is found if you select a view for a *Content Grouping* you've set up.
- an Event, e.g., a video play or download. This type of node is found in either the *Events* or *Pages and Events* view.

In this report, page nodes are green, event nodes are blue, and dimension nodes are white. Click a node to highlight or explore traffic through that node, or to see the individual pages or events that are grouped together in that node.

A *connection* represents the path from one node to another, and the volume of traffic along that path. Click a connection to highlight just that traffic segment through the flow.

An *exit* indicates where users left the flow. In *Events* view, exits don't necessarily indicate exits from your site; exits only show that a traffic segment didn't trigger another Event. Exits aren't currently shown in the *Pages and Events* view.

Analyse user engagement with the Behavior Flow report

Use the Behavior Flow report to investigate how engaged users are with your content and to identify potential content issues. The Behavior Flow can answer questions like:

- Did users go right from product pages to checkout without any additional shopping?

- Is there an event that is always triggered first? Does it lead users to more events or more pages?
- Are there paths through your site that are more popular than others, and if so, are those the paths that you want users to follow?

4.3.5. Create Sample Report

A custom report is a report that you create. You pick the dimensions and metrics and decide how they should be displayed.

Create a Custom Report

1. Sign in to Google Analytics.
2. Navigate to your view.
3. Open Reports.
4. Click **Customization > Custom Reports > +New Custom Report**.
5. Enter a **Title**.
6. *(Optional)* Click **+ add report tab**.

Every report has at least 1 tab, but you can add more.

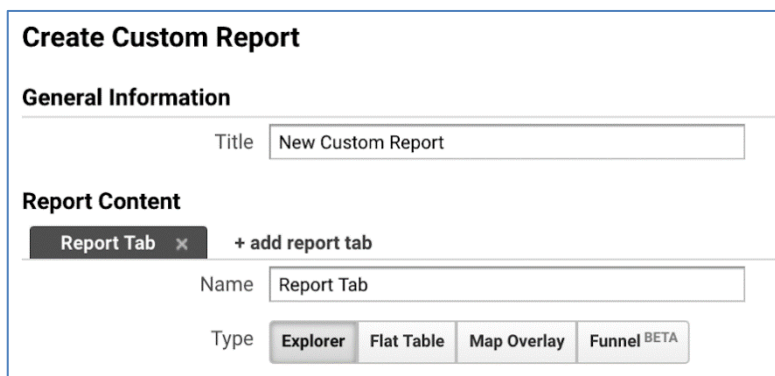


Figure 4.43. Custom report

7. Select a report type: Explorer, Flat Table, Map Overlay, or Funnel.

Click to expand and learn more about the report types.

You need to select a new report type for every tab you add to the report. Each tab can have a different report type. For example, you could create Tab 1 as a Map Overlay and Tab 2 as a Flat Table. This would allow you to have multiple tabs to have different visualization types in one report.

1. Explorer: The standard Analytics report. Includes a line graph and a data table that includes dynamic elements like a search/sort option and secondary dimensions.
2. Flat Table: A static, sortable table that displays data in rows.
3. Map Overlay: A map of the world. Different regions and countries display in darker colors to indicate traffic and engagement volume.
4. Funnel: A conversion funnel you define.

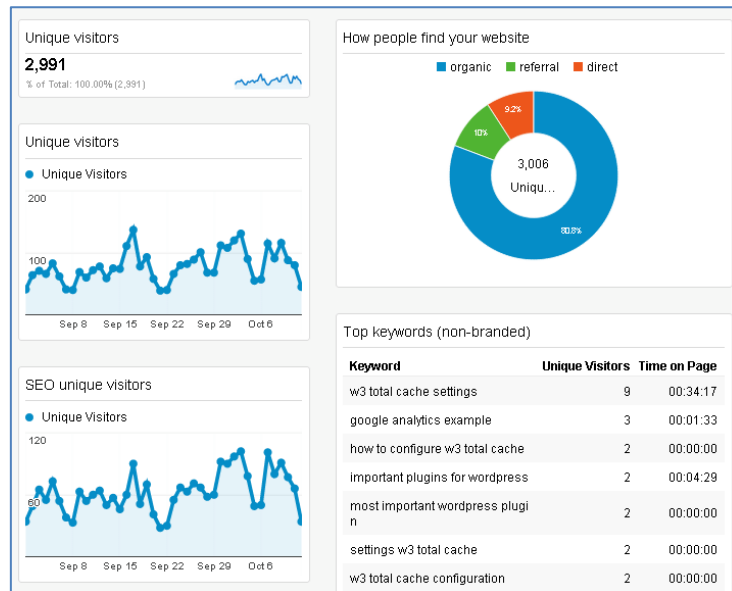


Figure 4.44. Report types

5. Define your dimension and metrics. The options for each report type vary because each type displays data in different ways.
6. (Optional) Click +add filter to limit the report to specific dimensions.
7. (Optional) Select where this report should appear. Use the dropdown menu to select specific views, or select All views associated with this account to allow this report on all views you have access to.
8. Click Save.

Access, manage, and share Custom Reports

To access your Custom Reports:

1. Sign in to Google Analytics.
2. Navigate to your view.
3. Open Reports.
4. Click **Customization**.



You see a table listing of all of your Custom Reports. You can create Categories to organize reports into different groups. Use the *Actions* menu to **Edit**, **Copy**, **Delete**, and **Share** individual reports. *When you share a Custom Report, only the configuration information is shared. Your data remains private. Learn more about sharing assets, including how to share many Custom Reports at the same time.*

Click a report name in the table to see that specific report. You can also select reports from the left navigation. When using a report, you can click **Edit** (top left, below the report title) to make changes to the report.



4.4. Determination of Advertising and Discount Campaign Processes

Reach new customers and grow your business with Google Ads, Google's digital advertising program. These guides are designed to get you started quickly so you can create successful ads and turn your advertising investments into revenue. All you have to do is choose the method that suits you best!

4.4.1. Creating A Google Ads Account

Creating a website for your ads

- With Google Ads, you link to your website in your ads you publish on the internet.
- If you don't have a website, you can create one for free.
- If you don't want to create a website, you can create a local page with a Business Profile and advertise with Smart campaigns in Google Ads.

To advertise with Google Ads, you must have a website. Linking your online ads to this site provides an opportunity to inform customers about your company.

1. Find a domain name and create your website with Google Domains

With domain extensions like .company, .photography, and .guru, you can find a catchy, meaningful name on the internet. Website design providers offer features such as secure and reliable hosting, e-commerce, customizable web templates, and mobile site management. No coding required. Try Google Domains.

2. Free website creation

You can create a free website with a Business Profile or Google Sites. The customized site you create can be used as the **landing page** for your ads.

Landing page: Definition

The landing page is the web page that users are directed to after clicking your ad. The URL for this page is usually the same as your ad's final URL.

- You specify a final URL for each ad to indicate the landing page to which users who click on your ad will be directed.
- It's Google's policy that your landing page and display URL (the webpage shown in your ad) must have the same domain name.
- Your landing page experience is one of several factors that determines a keyword's Quality Score. Landing page experience is determined by the usefulness and relevance of the information provided on the page, how easily the user can navigate the page, the number of links on the page, and what users expect from the creative they click on.
- Create a free website with a Business Profile

Getting started with building a website with Google

You can create a mobile-optimized website through your Google Business Profile.

Google automatically uses the information and photos from your Business Profile to create a site that you can customize with a variety of themes, photos, and text. When you change your business information or post new photos, your site is automatically updated and optimized for viewing on desktop, laptop and mobile devices.

Creating your website

Requesting your Business Profile gives you the opportunity to create a free website using the information in your Business Profile.

If you have already claimed your profile, you can follow the steps below to create your website.

To create your website:

1. Sign in to Business Profile Manager.
2. If you have more than one profile, open the profile you want to manage.
3. **Click the Website** menu to create your website.

You can edit your site at any time. Learn how to organize and optimize your website.

Publish your website

1. Sign in to Business Profile Manager.
2. If you have more than one profile, open the profile you want to manage.
3. Select **Website** from the menu.
4. **Click the Publish** button at the top right of the screen.

Unpublishing your website

1. Sign in to the Business Profile Manager.
2. If you have more than one profile, open the profile you want to manage.
3. Select **Website** from the menu.
4. **Click the Settings** button in the toolbar on the left side of the screen.
5. **Click Unpublish.**

Creating a free website with Google Sites

You can create a website for personal or business use with Google Sites.

Tip: This section is for new Google Sites. Get help with classic Google Sites.



Create & name a Google site

1. On a computer, open new Google Sites.
2. At the top, under "Start a new site," select a template.
3. At the top left, enter the name of your site and press **Enter**.
4. Add content to your site.
5. At the top right, click **Publish**.

Rename your site

1. On a computer, open new Google Sites.
2. Find the site you want to rename.
3. Click More **:** **>** **Rename**.
4. Enter the new name and click **OK**.

Add a title

1. On a computer, open a site in new Google Sites.
2. In the top left, click **Enter site name**.
3. Enter the name of your site.
4. Press **Enter** or **Return**.

Make a copy of your entire site

1. On a computer, open the site you want to copy in new Google Sites.
2. In the top right, click More **:** **>** **Make a copy**.
3. Under "File name," enter a name for your copied site.
4. Under "Pages," select "Entire site."
5. Optional: To change the location of the site, click **Change**.
6. Click **OK**.

Create and verify local business on Google

If you have a local business, create a page in the Business Profile for your business to appear on Google Search and Maps.

With Smart campaigns, you can run local business ads on Google and Google Maps (including mobile). To get started, check the list of countries where Smart campaigns are currently

available. In Smart campaigns, you set a monthly budget for your ad. Based on the categories you choose, we identify search phrases that can trigger your ad. You only pay for the clicks your ad actually receives.

4.4.2. 8 Steps to Prepare Your Campaign for Success

1. Define your objective

Each campaign begins by choosing a goal. This goal focuses your campaign on delivering a specific outcome:

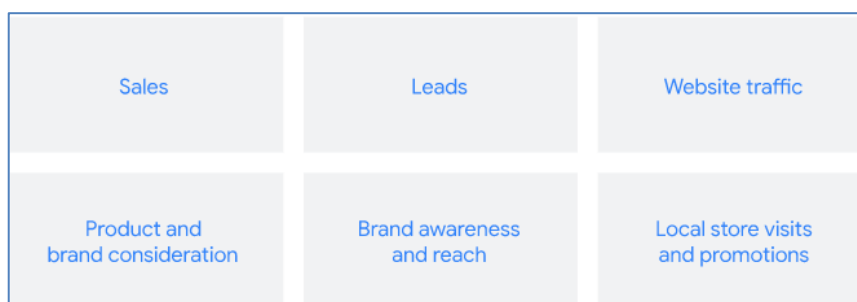


Figure 4.45. Outcomes

The objective you choose will inform the options you select when setting up your campaign.

2. Choose a campaign type

After selecting a goal, you'll notice a list of recommended campaign types to reach it. Your campaign type determines where your ads will show and what they'll look like.

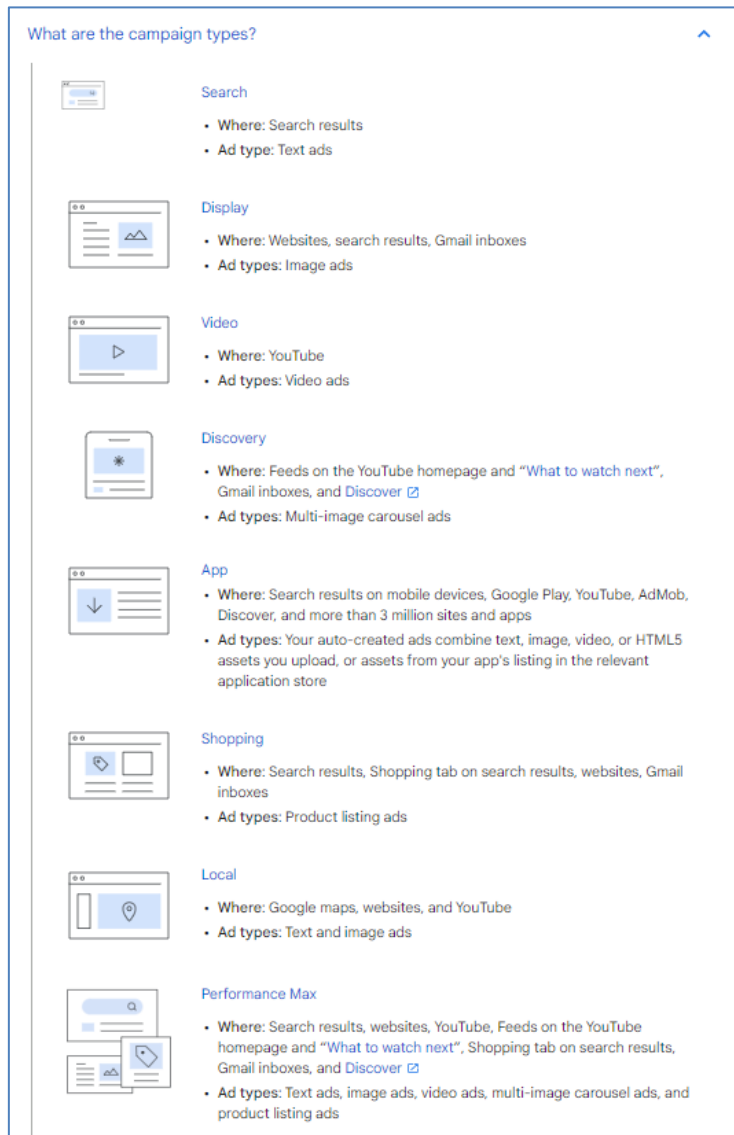


Figure 4.46. Campaign type

3. Set a budget

You'll set an average daily budget to control how much you spend with your ad bidding. You can change it at any time.

4. Choose your bidding

If you've selected a campaign goal, when selecting a bid type, you'll see a recommendation for bidding focus, for example, "conversions", based on your campaign goal.

This is to ensure that your campaign is designed to meet your specific goal. For some campaign types, if you choose not to select the recommended bidding focus, you can choose an automated bidding strategy, for example, Target Cost Per Acquisition (CPA) or Target Return on Ad Spend (ROAS).

5. Add extensions to your ads

With Search, Video, Discovery, and Performance Max campaigns, you can add additional information to your ads like more website links, directions, or a phone number to call.

These extensions give people more reasons to choose your business and typically increase an ad's click-through rate by several percentage points.

6. Create ad groups

For all campaigns, except Shopping and Performance Max, you'll group sets of related ads together around the same targeting. For example, you'd group ads that focus on dress shoes together and have them target people searching for dress shoes.

7. Select your targeting

Targeting helps define how narrow or broad the audience for your ads can be. Without any targeting, your ads will have the widest possible reach. Targeting your ads lets you hone in on the specific customers who are interested in what you have to offer.

Common forms of targeting include keywords, audiences, locations, topics, devices, and remarketing. Specific targeting is only available in some campaign types (for example, in Performance Max you can't choose to serve ads to only specific customers like women aged between 18-24, or customers already on remarketing lists. Instead, you can provide these specific customers as audience signals to your Performance Max campaign to speed up machine learning).

8. Set up conversions

Conversion tracking can help you track the actions that you want customers to take on your website. They can significantly improve your ability to assess the effectiveness of your ads, targeting, and overall campaigns.

4.4.3. Choose The Right Campaign Type

Search campaigns: Text ads on search results

Search campaigns are text ads on search results that let you reach people while they're searching on Google for the products and services you offer.

It's great for driving sales, leads, or traffic to your website, as you can show your ads to people actively searching for your products and services.

Why choose Search campaigns

Sales and leads:

- Boost your online sales and signups.
- Consider using leads if you have a longer sales cycle.



Easy setup:

- Write text ads and pick keywords.
- Skip special files or assets—these aren't needed.
- Try Smart campaigns for an even easier setup.

Highly specific targeting: Reach people actively searching for what you offer.

Display campaigns: Image ads on websites

Display campaigns let you reach a relevant audience with visually engaging ads as they browse millions of websites, apps, and Google-owned properties, such as YouTube, to achieve your marketing objectives. Display campaigns are a great way to expand your reach and stay top of mind with an audience beyond just Google Search.

Why choose Display campaigns

- **Sales and leads:** Use visually engaging call-to-actions to drive sales and signups.
- **Awareness and consideration:** Create memorable ads to make people aware of your brand or consider your product.
- **Reach:** Target people beyond search results while they're browsing websites and apps.
- **Your data segments:** Follow up with people who've already viewed your ads or visited your site.

Video campaigns: Video ads on YouTube

Video campaigns let you show video ads on YouTube and other websites.

Some Video campaign types can help you boost general awareness of your brand. Others are designed to drive conversions or get people to shop on your website.

Why choose Video campaigns

- **Awareness and consideration:** Use video ads to make people aware of your brand or consider buying your product.
- **Sales and leads:** Use the "Drive conversions" campaign subtype to set up action-focused video ads.
- **Expand your reach:** Target people beyond search results while they're on YouTube.
- **Your data segments:** Follow up with people who've already viewed your ads or visited your site.

Shopping campaigns: Product listings on Google

Shopping campaigns are product listings that are ideal if you're a retailer looking to sell your product inventory. Shopping ads appear on search results and the Google Shopping tab.

Store owners can also use local inventory ads to promote products available at their physical locations.

Why choose Shopping campaigns

- **Retail marketing:** Use visually engaging product listings to promote your retail products.
- **Sales and leads:** Get people to buy on your online store or sign up for more.
- **Boost a nearby storefront:** Sell your local store inventory to nearby people.

App campaigns: Promote your app on many channels

App campaigns help you find new app users and increase sales within your app.

This campaign type uses information from your app to automatically optimize ads across Search, Play, YouTube, Discover, and over 3 million sites and apps.

Why choose App campaigns

- **App promotion:** Drive installs, engagements, and signups for your app on mobile devices.
- **Multi-channel marketing:** Show your app on Search, Display, Play, and YouTube under one campaign.
- **Easy setup and management:** Automate targeting, bidding, and ad creation for optimal performance.

Local campaigns: Promote locations on many channels

Local campaigns help you bring people to your physical stores and venues.

Your ads will be automatically optimized to appear across Search, Display, Google Maps, and YouTube.

Why choose Local campaigns

- **In-person store sales:** Use online ads to promote your inventory and bring shoppers into your physical stores.
- **Promote offers and events:** Advertise in-store events and local promotions.
- **Detailed location info:** Help people find your business address and hours.
- **Multi-channel marketing:** Show your ads on Search, Display, Maps, and YouTube under one campaign.



Smart campaigns: Automate your campaigns

Smart campaigns are the easiest way to automate your campaigns and get your ads up and running.

Enter your business information and create a few ads, and Google finds the best targeting to get you the most for your time and money.

Why choose Smart campaigns

- **Sales and leads:** Increase sales and signups for your products and services.
- **Easy setup:** Enter your business information and create a few ads, and Google will automate your campaign.
- **Advanced optimization:** Google optimizes your ads and targeting for you.

4.5. Conclusion

Today, traditional marketing techniques have started to be replaced by digital marketing. Marketing processes also have a special importance in digital marketing. The way to an effective digital marketing work is using analytics and data analysis. In order to manage the obtained data correctly, first of all, it should be known how the data will be used. For a correct use of data in digital marketing studies, it is necessary to correctly select the audience whose data you want to obtain. For this, you should know your target audience well, know which of the visitors to your site is a potential customer, and work on influencing them. At this point, you need to use a web analysis tool. Google Analytics is a free web analytics tool used to monitor website traffic. Also known as GA for short, this powerful service helps you understand your site's performance and find the best ways to drive traffic to your site. Google Analytics provides detailed records of your audience's demographics, including location, age, and interests, in addition to traffic-focused data such as visitor numbers and bounce rates, also known as bounce rates. According to the reports you will get from here, you can produce the right marketing strategy in many areas from advertising campaigns to social media by using Google Ads.



4.6. Questions

1. By installing Google Analytics, what information does google analytics allow you to learn about your website from the ones listed below?
 - a) How many visitors do I have on my website at the moment?
 - b) How many pages do my visitors read on average?
 - c) Where are my visitors geographically located?
 - d) All

2. What is the first step for using Google Analytics?
 - e) Log into an account in order to access Google's webpage
 - f) Go to <http://www.google.com/analytics/>
 - g) Have a gmail account
 - h) Create a gmail account

3. Which one is the correct meaning of 'Account or Google Account'?
 - a) a username and password that can be used to sign in to consumer Google applications such as Docs, Sites, Maps, and Photos.
 - b) the website or mobile app you want to track
 - c) a unique code added to your site that allows Google Analytics to track it.
 - d) Monitors how many visitors are actually active on your site within a specific time period

4. When you want to see where your traffic came from, such as referrals or links from other sites, search engines, social media and emails which segment you should look at?
 - a) Campaings – All campainings
 - b) Audience – Active Users
 - c) All traffic – Channels
 - d) Behavior – Landing Pages

5. Which segment of Google Analytic reports track visitors throughout their lifetime, from their first visit to conversions, return visits, future purchases and beyond?
 - a) Campaign tracking
 - b) Lifetime value
 - c) Landing page
 - d) Bounce rate

6. Which of the following should you do first to see the data in the audience's report?

- a) Enable The Demographics And Interests Reports
 - b) Publish These Audiences To Analytics
 - c) Audience Creation In Analytics
 - d) All
7. From which tabs can we enable demographics and interest's reports?
- a) Property Or Reporting
 - b) Segment Or Reporting
 - c) Manager Or Reporting
 - d) Manager Or Segment
8. Which of the following metrics does the "Active Users Report" in the audience reports overview tab allow you to see?
- a) Most Active Users During The Year
 - b) Users Active For 1-7-14-28 Days
 - c) Users Active For 3-6-9-12 Months
 - d) Users Active For 3-6-9-12 Hours
9. Which of the following questions can the behavior flow answer?
- a) After Leaving The Product Pages, Did The Users Go Straight To Payment Without Making Any Other Purchases?
 - b) What is The Frequency Of Shopping According To The Demographic Status Of The Users?
 - c) In Which Periods Do Users Shop More Often?
 - d) What Is The Shopping Behavior Of Users On Special Days?
10. Which of the following is not one of the main topics of preparing a successful campaign in 8 steps?
- a) Campaign Type Selection
 - b) Budget Determination
 - c) Making An Agreement With The Advertising Firm
 - d) Create An Ad Group

Answers

1.d 2.b 3.a 4.c 5.b 6.d 7.c 8.b 9.a 10.c

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Safe Digital Marketing for Agripreneurs – DIGIAGRIMARK

Erasmus+ KA2: Strategic Partnerships for Adult Education

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Digital Marketing and Digital Safety for Agripreneurs

Maria Lianou, IED, Greece



5. DIGITAL ADS AND CAMPAIGNS

1. Introduction
2. Agriculture Marketing
3. What Are Digital Ads and Campaigns?
4. Digital Marketing Development Strategy Framework
5. Steps For Delivering Effective Digital Ads and Campaigns



MODULE 5: DIGITAL ADS AND CAMPAIGNS

5.1. Introduction

The familiarization with traditional advertising makes digital advertising seem quite familiar. Like traditional advertising, it promotes businesses, products, and services to generate brand awareness, sales, and more. However, it leverages digital, rather than traditional channels. Instead of billboards and magazines, the ads appear on online platforms such as social media, search engines, websites, and any other program or tool that can be accessed digitally.

Online advertising also comes with a massive amount of data. Someone can track the performance of their campaigns in real-time. For example, Analytics can show them who is visiting their website, where they come from and how long they are staying on each page. Someone will know which tactics get the most clicks and how they are converting into web leads, phone calls, sales, or new customers. Additionally, they can learn about the demographics, interests, and habits of the people viewing and interacting with their ads. In comparison, traditional advertising delivers the bare minimum when it comes to data. Someone doesn't have immediate insight into their campaign's performance. A billboard, for example, may provide their possible customers with almost zero data.

Moreover, considering the pandemic conditions, consumers are spending most of their time on the Internet, so digital advertising both seems like a smart alternative to traditional advertising, but also helps them take their business directly to where their audience is.

The main purpose of this module is to develop the skills and competences of agripreneurs about how to plan a digital advertising campaign, to develop its framework & strategy, to determine the target audience, to define the steps, to deliver a good and effective digital advertising campaign and how to measure its impact.

Also, in this module, the objectives concerning digital advertising campaigns are to develop their suitable framework & strategy, to determine the target audience, to define the steps, to deliver a good and effective digital advertising campaign and to learn how to measure its impact.

In addition, it is expected that agripreneurs could increase the efficiency of their processes, using strategic SEO services and paid advertising management, and improving interactions with customers.

Search engine optimization (SEO) and paid search advertising are expected to offer well-established benefits for long-term business performance and are proven strategies. They also cater well to agricultural product sales, wholesale product sales, export/import business and product eCommerce.



5.2. Agriculture Marketing

5.2.1. Definition and Fundamentals

Marketing activities deal with the identification of customer's need, creation of products to satisfy such needs and exchanging such products with potential buyers at a price thereby establishing profitable relationships between seller and buyer. This helps in promoting and enabling the process of trading goods or service. As marketing is involved in every economic sector, its presence in agriculture sector is very prominent and responsible for the changes which have taken place in this area. A sound marketing strategy ensures reasonable benefits to the producers and consumers.

Agriculture marketing deals with the application of marketing tools and techniques in agriculture with the main objective of increasing the value of the agricultural output and thereby maximizing profit. Marketing has helped in increasing the satisfaction level of agriculture customers through proper identification of their need and delivering such benefits as desired by them. The most laudable contribution of agriculture marketing is timely dissemination of accurate information to potential customers. This has facilitated both the buyer and seller to plan their action for better outcome. So agricultural marketing covers the amenities involved in transferring agricultural outputs from the farm to the ultimate users. Several interrelated actions are involved in undertaking this, such as planning, production, grading, packing, transport, storage, agro- and food processing, distribution, advertising, and sale.

The marketing itself has undergone several changes in the last two decades mainly due to technological progresses. The impact of disruptive technologies in every aspect of human life is quite evident. The technological revolution, which has completely changed the structure of industrial production in recent decades, is coming to agriculture. Changes occur in the market, in the organization of agricultural production, in the structure of consumption, and in the system of agro innovations. In order to remain competitive in the market and economically viable, people involved in agriculture sector are also adopting new technologies for improving their performance. For this reason, the agricultural sector needs well-functioned market to drive growth, employment, and economic prosperity and in order to provide efficiency and effectiveness in the agriculture marketing system, adoption of new marketing tools and mode of transaction is required. Many studies in this area have listed several challenges associated with marketing of agricultural harvest: like farmers having inadequate market information about agricultural products; low literacy level among the farmers particularly in developing countries; multiple channels of distribution eating away the profit share of farmers. There are too many intermediaries who share the farmer's profit. So, the impact of technologies in the rural area is limited and beyond the reach of poor farmers. All these factors promote the application of new technologies in the field of agriculture. The main objective is to overcome the causes responsible for poor performance of this sector at the one hand and to face the challenges that the future global agriculture market is going to pose (Bose, S.C. and R. Kiran, 2021).



5.2.2. Digitalization of agriculture marketing

Digital marketing is a non-conventional virtual platform basically on Internet for identifying and accepting consumer's requirements, promoting goods and services, associating customers through usage of digital technologies and devices.

In simple wording, digital marketing is the promotion of products or brands via one or more forms of electronic media (Bojkić, 2018). Nowadays running a business without any online presence is not possible as because figures show that the trend from consuming in shops goes in the direction of online consuming. The agriculture sector being so vital for the economy cannot be devoid of the digitalization process. In simple term, digital agriculture marketing is the application of digital technologies in agriculture marketing and involves promotion of agricultural products or brands via one or more forms of electronic media. The main objective of digital marketing is to promote brands, build preference and increase sales through various digital marketing techniques. As indicated by Hooker there is a massive increase in the number of agribusinesses which are looking for the Internet as a marketing, management, service, and coordination tool. For anyone who wants to go for digital marketing should have individual website or App through which different promotion and tools are linked and used.

Digital marketing can help an organization to reach its target customer easily and at lowest possible cost. Usually, above-the-line promotion, refers to traditional methods of advertising, such as, print advertisements in magazines and newspapers, billboards and TV advertisements is very expensive and increases the cost of marketing. In contrast, below-the-line promotion aims to reach more targeted groups of consumers that too at very low cost. Use of digital technology helps in below-the-line promotion. E-marketing is also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing and referred to those marketing strategies and techniques which use online ways to reach target customers, gather relevant information and provide the required offerings. In the whole process, digital technologies are used. E-marketing of agricultural products means marketing of agricultural products through online ways from agricultural producer to any business organizations or final users (Bhosage 2018). E-marketing or digital marketing of agricultural products is gaining acceptance worldwide due to its ability to overcome some of the major problems associated with agriculture, right from production till final consumption.

According to the study Accenture (one of the leading consulting companies in the field of innovation), a possible solution to the problem of the development of digital technologies in world agriculture lies in the creation of integrated cloud services. Such services will take over data from digital units of agricultural equipment and ensure the compatibility of various formats and protocols. In addition, the only service can provide the most efficient use of data that is useful to all agricultural companies in the whole region - remote sensing of the earth, hyperspectral aerial survey, weather forecast data, etc.

An additional advantage of this cloud service will be marketing and logistic support for farmers. Access to information will reduce the risks of overproduction of agricultural crops, provide access to real prices for agricultural products, and reduce the cost of intermediary services, simplify the construction of transport chains. According to Accenture, the effect of introducing unified cloud

services for agriculture can be a doubling of the profit from a hectare. The creation of such services will provide the prerequisites for a significant acceleration of the digitalization of agriculture.

Accelerated introduction of a new generation of digital technologies for the agro-industrial sector is an effective way to use the organizational advantages of the agricultural development model. In addition, it will significantly improve the efficiency of investments in the agro-industrial complex, increase the return on each invested rubble. Creating a unified state cloud service can be an essential element of non-financial government support for agriculture (Sulimin et al 2019).

5.2.3. Advantages of Digitalization

Digitalization is promising to have a positive impact on the economy, society, and environment. It is capable to overcome many challenges which the tradition processes can't do. Due to its unconventional approach, it maximizes the reach among its target users, thereby delivering the result which other mode can't.

The study carried out by Jiang Zhao (2019) confirms that use of digital technologies for marketing agricultural product is successful as it contributes positively to developing targeted product positioning which helps in creating product differentiation. The development of e-commerce, the new transaction mode based on technological innovation is forming a powerful force, which promotes the transformation of the entire agricultural sector as it has enhanced agricultural competitiveness and expanded the international market of agricultural products.

According to Bouris et al., there are two important aspects to the marketing of agricultural products. The first deals with the physical process that brings products from producers to consumers which includes the collection, packaging, transport, processing, storage, and the retail sale of agricultural products. The second aspect involves the market pricing mechanism. Digitalization can improve the performance of these stages and upon its application can benefit the agriculture sector by creating huge opportunities for farmers and other people involved in this sector. The advantages can be broadly grouped under the following:

(A) Market Expansion

Digitalization of agriculture marketing will help in widening the market. With the application of Internet, farmers can approach worldwide market with increased number of potential customers. With easy and free flow of information, awareness level is bound to increase, which will facilitate the smooth and hassle-free transaction of agricultural output. With the spread of Internet in the rural areas, the availability of information regarding different aspect of agriculture and its marketing is assisting in developing this market. Internet has made this market operational 24X7, which enables the farmers, the most important stakeholders, access the market as per their convenience, which in turn increasing the size of the market.

In fact, the digitalization process is creating an environment of freedom to do business and people can participate in the transaction process as per their convenient time as every time is the real time. It is much easier for customers to find substitutes from competitors on the Internet because of the minimal effort a person has to make to get to another website (Schwarz et al.



2015). So, it can be said that digitalization allows people to participate not only as per their suitable time, it also provides huge amount of information which makes the whole process more effective and efficient.

(B) Cost Reduction

The main objective of marketing is not only to facilitate transaction of goods and services but also to carry out these activities at minimum cost. Use of Internet has increased the reach of this market in the one hand and has also reduced the transaction cost. Schwarz et al. (2015) found that average return on online marketing investment is very high making the whole process quite profitable which has attracted many agribusiness owners to adopt Internet marketing. Easy access to information reduces the risks of overproduction of agricultural crops, provides access to real prices for agricultural products, and reduces the cost of intermediary services, simplifies the construction of transport chains. Shortening the chain of agricultural product marketing through digital marketing helps in saving time and avoiding unwanted expenses. With the use of digital technology, customer information is relatively easy and inexpensive to gather, cheap to store, and fruitful to mine. A properly planned and effectively targeted e-marketing campaign can reach the right customers at a much lower cost than traditional marketing methods (Tsekouropoulos 2011).

So, companies discover on the Internet a source to reduce customer-service costs, which helps in sustaining customer relationships, to cover marketing messages personally and thus enable mass customization (Johnson 2002). Digitalization creates the required infrastructure which facilitates the reduction in marketing cost, which is crucial for increasing the income of farmers and reducing cost to the consumers.

(C) Reduction in Agriculture Waste

With the application of digital technologies, the transaction process has not only become smooth but less time taking. The volume of agricultural products is huge and is easily perishable. Time lost due to complicated transaction process contributes to enhancing the chances of wastage and degradation of output. Application of digital technology makes the transaction process smooth, fast, and accurate, which reduces the wastage of agricultural products. The net income of the farmers and other people involved in agriculture marketing increases due to decrease in wastage. Establishment of online agriculture market facilitates people to sell or buy agricultural product and provides platform to advertise their outputs.

(D) Encourages Healthy Competition

Faced with hundreds of millions of consumers and tens of thousands of sellers, it is self-evident that the competition for agricultural products is very fierce. As the gap between consumers and agricultural producer's increases, the idea of building trust and understanding between these two parties is crucial (Perkins 2010).

Digitalization has provided an efficient platform for gathering information about different product availability, their features, sources, and price. It acts as a repository for the buyers and seller which can easily access and used. It is much easier for customers to find substitutes from competitors on the Internet because of the minimal effort a person has to make to get to another website. Every Internet page is full of different kinds of touch points as advertisements and offers which makes it hard for companies to guide potential buyers to a certain website without “losing” them through their way of the Internet. Online platform encourages customers to share their experience of product utilization against the experience of using competitors’ products and then to publish these blocks of information online. So, it encourages consumers to get involved in the marketing process and thereby increases the credibility of the message delivered (Riz 2013).

Digitalization encourages higher involvement of customers and producers in the marketing process of agricultural output which give rise to healthy competition. With reasonable chance for comparison, the customer can make their purchase without any bias and the producer can identify the scope for improving the quality of their output. Many small producers can join the transaction process more easily which was otherwise not possible in the traditional method. Producers can comprehend the need for improving the packaging of their product and can avail the advantage of branding their output. Companies from developing countries involved in agriculture marketing have used digital technology to target customers of developed nations and were able to sell their output at higher price. Small Asian countries like Malaysia, Thailand and Indonesia have gained a lot from this process.

(E) Easy Availability of Rare Products

The digitalization of agriculture has encouraged the producers to market their output online which have increased the availability of those products which were earlier geographically confined and rarely available in the open market like ‘Dates’ of Arabia, tea of Darjeeling, Kiwi of New Zealand, etc. This have encouraged farmers of these products to increase their output and selling it online. Many companies involved in online marketing of these products have added them in their product line with proper branding.

In fact, digital technology can be used in every aspect of agriculture right from plantation to final consumption by users. It is being used by agriculturist to predict the expected pests attach in cultivation and the potential need of pest control agents. The cultivators can analyse the expected yield from the standing crops and can plan mode of action for increasing the return by proper utilization of this technology. This technology can assist the marketers of agricultural products to deliver the right kind of product to the appropriate customer at the right place with minimum effort and cost. If properly applied digital technology can bring paradigm shift in agriculture and food sector.

Though the potential role of digital technology in agriculture and its marketing seems impressive but a lot has to be done to make it more effective. FAO (2019) report on digitalization of agriculture and its marketing reflects the positive aspect based on falling handset prices (smart phones), increasing Internet coverage and the growing youth population. This indicates the



significant opportunities for the use of mobile phones in agricultural areas and the huge opportunity for performance improvement. The same report also expressed factors which can prevent the achievement of the goal.

5.2.4. The potential of digital marketing for agricultural commerce

In the United States, the agriculture and agribusiness worlds have grown to represent a market of nearly \$390 billion in products and produce. The farming and agribusiness world itself has grown in complexity to encompass subsectors like agricultural machinery, precision-agriculture, chemicals, farm equipment, crop production, supply-chain services, and more.

Companies in these sectors can now choose between traditional business outreach channels or online marketing practices. But the truth is, that digital marketing for agriculture and the agribusiness sector provides businesses with the opportunity to increase visibility and to generate business-to-business leads more efficiently than ever before.

As these industries continue to grow and continue to modernize, the proportion of operations that take place online will grow as well.

Right now, though, the agricultural world has the lowest adoption rate for digital marketing at 78%, low when compared to the average 88% across all other industries. For brands and suppliers looking to increase their reach across the industry then, digital marketing in the agriculture sector presents the opportunity to grow organic site traffic, increase search-engine rankings, and boost perceived industry authority.

For businesses, AG services, and online retailers in this sector it might seem like established KPIs may not translate as obviously to the universe of internet marketing. But this isn't true. Digital marketing for agriculture – including search optimization and paid advertising – gives businesses opportunity for better B2B lead growth as well as for the digital marketing of agriculture eCommerce products.

Digital marketing in agriculture and agribusiness markets means being able to tailor a strategy that drives both organic and paid traffic towards your business's preferred goals and KPIs. Placing in Google's spot #1 for target search keywords can help raise average traffic share to 32.5%, and 1st page search listings take in more than 90% of traffic – as searchers prefer prominent results.

5.3. What Are Digital Ads and Campaigns?

5.3.1. Definition of Digital Ads and Campaigns

Digital advertising is the strategy and process of publishing promotional material and content to users through various online and digital platforms and channels such as social media, email, search engines, mobile apps, affiliate programs, websites, and any other program that can be accessed digitally.

Essentially, digital advertising is promoting products or services to people on the Internet. Consumers are spending most of their time on the Internet, so digital advertising helps someone take their business directly to where their audience is.

One of the main benefits of digital advertising is an advertiser can track in real time the success of the campaign. The goal of digital advertising is to inorganically advertise where consumers are and to customize advertisements to the target audience’s preferences and needs.



Figure 5.1. Publishing promotional material and content online and digital platforms and channels

5.3.2. The importance and advantages of Digital Ads and Campaigns

The delivery of marketing messages to potential clients through digital adverts and campaigns is a type of promotion (Kim, Park, et al., 2012). Digital advertising is at least as captivating as television advertising and can include music, video, and animation. Digital advertising is the most effective approach to reach and influence customers today since they use digital networks and tools more than ever before. Features and benefits that set digital advertising apart include:

- Digital commercials enable connection between brands and consumers, which increases their potency.
- A direct link to products is provided by digital advertising.
- Digital advertisers can employ client targeting techniques to encourage both static and dynamic advertisement choice, representation, and display.
- Digital advertisements and campaigns can be easily sent, modernized because of their online nature.
- Digital advertisements are extremely monitorable and evaluable.



Figure 5.2. The benefits of cooperated and strategized implementation of digital ads and campaigns

5.3.3. Types of Digitals Advertisements and Campaigns

Digital advertising forms are quickly evolving in today's digital environment and reach customers in many ways. Although there are many various sorts of digital advertisements, we've identified the four most prevalent ones below.

5.3.3.1. Display Advertising

Ad servers that deliver banners are one sort of online advertising. With banners, an ad is included into the web page. By linking to the advertiser's website, the banners' purpose is to drive visitors

to the target website. There are various banner application types, and their appearance can vary from static to animated too interactive.

In contrast to other forms of advertising, banners allow for real-time monitoring of campaign performance and interest-based targeting. There are many benefits to using banner ads. Compared to conventional types of advertising, they are frequently less expensive. Second, a consumer's web browser immediately navigates to the advertiser's website after clicking the advertisement, where a variety of goods and services may be displayed (Li & Bukovac, 1999).

While click-through rates are low and consumers frequently avoid directly looking at banner ads, Drèze and Hussherr (2003) report that ads still have an impact on brand awareness and brand recognition. Click-through rates are the percentage of times an ad was clicked upon divided by the percentage of times an ad was shown.

According to Briggs and Hollis (1997), exposure to banner advertisements for apparel boosts the appeal and perceived worth of the clothing brand. Additionally, customers claim that they are more likely to look for the brand when they shop for type of product next time. These studies suggest that banner ads may affect consumer attitudes. (Flores, Chen & Ross, 2014).

Paid search advertising as a part of digital marketing in agriculture is good for:

- Gaining traffic or revenue during holidays or during short seasonal periods.
- When expanding an agriculture business to a new niche or market.
- Rapidly gaining traffic for certain industry keywords.
- Quickly gaining visibility to new business sectors and geographical markets.
- Targeting traffic in certain regions, countries, states, or cities.
- Generating cash-flow or revenue quickly.
- Helping promote farm/agriculture brand recognition or for competing against a dominate competitor.
- Subsidizing a business's marketing along with SEO content marketing.

5.3.3.2. E-Mail Marketing

E-mail marketing messages are delivered using a range of approaches – such as web page in the mailbox, product catalog, and newsletter – and depending on the chosen format, the e-retailer may elect to include a broad range of interactive features and hyperlinks to sustain prospective customers' attention.

Developing sustained attention or "engagement" with an e-mail message, personalization, interactive features, and hyperlinks to web pages seem to be the most effective tactics. Comparatively, the verbal text, especially the body copy, seems to be less important for e-mail marketers who choose to adopt a catalog approach, where body-copy text is often reduced to a brief description of each product.



Personalization also influences the style and layout of e-mail marketing messages. Some retailers design short, snappy, anonymous promotional messages designed to elicit an immediate response, whereas others develop long, complex, sender-identified messages aimed at engaging the prospective customer in a more involving interaction. (Chadwick & Doherty: 2012).

Contact and protect closer relationships with consumers, e-mail marketing is a substantial tool of marketing communication. Companies deliver any knowledge about to their services, newscasts, and proposals to existing and potential customers quickly and gather consumer information on new product development process (Chaffey et al., 2003, Pavlov 2008).

Some retailers design short, snappy, anonymous promotional messages designed to elicit an immediate response, whereas others develop long, complex, sender-identified messages aimed at engaging the prospective customer in a more involving interaction. (Chadwick & Doherty: 2012).

5.3.3.3. Social Media Advertising

Social media have become a major factor in influencing various aspects of consumer behaviour including awareness, information acquisition, opinions, attitudes, purchase behaviour, communication, and evaluation. (Kunz, Hackworth & Osborne, 2011).

Social networks have become a new place for online advertising. The rise in social media advertising, marketers establish more intimate relationships with their customers. Many social networking sites also give consumers the ability to personalize their preferences and information, thus segmenting consumers for marketers.

Additionally, social media allow companies to engage in timely and direct end-consumer contact at relatively low cost and higher levels of efficiency than can be achieved with more traditional communication tools. (Kaplan & Haenlein, 2010).

There is considerable diversity across the types of social media, which compasses formats such as blogs, social networking sites and content communities. User-generated content is an important means through which consumers express themselves and communicate with others online. User-generated content takes on many different forms, such as Twitter tweets, Facebook status updates, and videos on YouTube, as well as consumer-produced product reviews and advertisements. (Smith, Fischer & Yongjian, 2012).

5.3.3.4. Mobile Advertising

The rapid expansion of the use of all kinds of mobile devices and developments in mobile technology have created new delivery platforms to both marketers and advertisers.

New mobile applications and services linked to mobile phones, such as multimedia messaging (MMS), games, music, and digital photography, have emerged and are already being used by marketers. Also, Short Messaging Service (SMS) has become important to access potential

customers. It has been suggested that when using mobile services or receiving mobile advertising messages, consumers perceive value in relation to the utilization of time and place. (Merisavo et al, 2007, Bauer et al, 2005).

The high penetration rate of mobile phones has resulted in the increasing use of mobile devices to deliver advertisements for products and services. Mobile advertising is interactive and can be used to target an individual. Since the mobile phone is a very personal device that allows an individual to be assessed virtually any time and anywhere, mobile advertising must be more personalized. Based on different strategic applications, wireless marketing can be permission-based, incentive-based, or location-based. Permission based advertising differs from traditional advertising in that messages about specific products, services, or content are sent only to individuals who have explicitly indicated their willingness to receive the message. Incentive-based advertising provides specific financial rewards to individuals who agree to receive promotions and campaigns (Chowdhury, et al, 2006, Tsang, Ho & Liang, 2004).

5.3.3.5. Affiliate Marketing

It is perceived as a tool to produce demanded number of customers through independent marketer. It allows the brand to market its product through websites, create traffic and publish information. Individual work on behalf of brand using different tools of digital and leveraging devices. This concept is also popularly known as website marketing where commission to marketer is received only on the sale of a product.

5.3.3.6. Search Engine Marketing

It is a form of internet marketing based on websites. It is one of paid digital marketing concept through which traffic from search engine are brought to product or brand owing business websites. Search engine marketing platforms are Google AdWords, Bing Ads, Yahoo search Ads.

5.3.3.7. Search Engine Optimization

Marketers use different factors and tactics to bring the website to achieve top ranks on organic search results through optimization of search engine. It is based on algorithm and content drafting through which the search are made to attract the traffic of business websites to the top of search engine. Search engine optimization as part of digital marketing in the agriculture sector is ideal for:

- Ensuring long-term business growth and reliable revenue.
- Maintaining or growing industry market share.
- Promoting brand recognition and building a business's loyalty base.
- Growing traffic to your website across organic, referral, and social segments.
- Gaining authority with improved page-linking and natural backlink growth.



- Improving sales and revenue affordably, without an ad budget.
- Generating leads and sales by catching search traffic for customers who are at the top of the shopping funnel.

5.3.3.8. Apps marketing

Promotion of brands in different apps is a new way of promoting products. There are different apps been built for various sections of human livelihood and finding spaces in between or on the app section is the better to reach specific and defined segment. Product related to specific app are also mapped and tie up done by brand so as persons using app are considered to have interest in app related products. To put this as an example, people using health app may be interested in buying health products and so any app promotion of protein products could be interested in segment of people using health apps. 8.

5.3.3.9. Web Analytics

It is the process of analysing the behaviour of traffic on websites and search engines through measures are decided which will promote and attract more traffic. It is the analysing part of digital traffic through which human behaviour on platform are studied, used for researches so that more valued concept are brought suiting traffic. There are two common categories: onsite and offsite web analytics.

Other frequent used digital marketing channels are like Pay per click, Pop-up Ads, Match content ads, Floating Ads, Interstitial Ads, Online classified Ads, Frame Ads, Banners Ads.

5.4. Digital Marketing Development Strategy Framework

A digital marketing strategy is needed to provide consistent direction for an organisation's online marketing activities so that they integrate with its other marketing activities and support its overall business objectives. The digital marketing strategy has many similarities to the typical aims of traditional marketing strategies, in that it will:

- provide a future direction to digital marketing activities,
- involve analysis of the organisation's external environment, internal resources and capabilities to inform strategy,
- define digital marketing objectives that support marketing objectives,
- involve selection of strategic options to achieve digital marketing objectives and create sustainable differential competitive advantage,
- include strategy formulation to address typical marketing strategy options such as target markets, positioning and specification of the marketing mix,
- help identify which strategies NOT to pursue and which marketing tactics are not suitable to implement,
- specify how resources will be deployed and how the organisation will be structured to achieve the strategy.

Agripreneurs have the ideal opportunity to reach customers through digital advertising. They can send targeted messages to everyone, on any device, at any time using digital ads. Personalized, scalable digital advertising campaigns, on the other hand, are easier said than done, especially today that the digital advertising landscape is more crowded than ever.

Agripreneurs must take the effort to understand their audiences, create relevant content, and track their media spend to achieve excellent digital advertising campaigns. These may appear to be daunting responsibilities, but anyone can complete them with the help of one powerful tool: data.

To realize the benefits of digital advertising campaigns, agripreneurs need to develop a planned and structured approach.

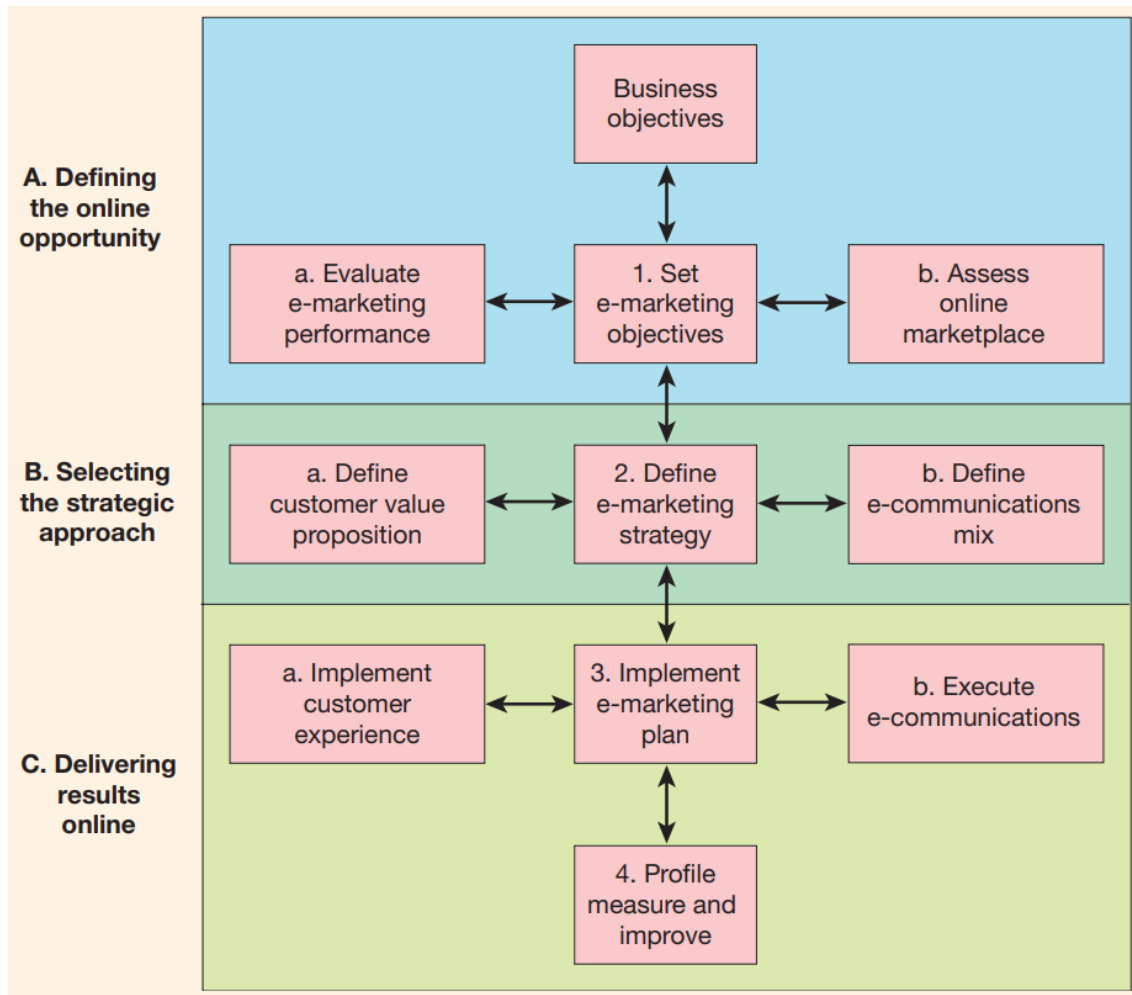


Figure 5.3. A generic digital marketing strategy development process

5.4.1. Defining the Online Opportunities

Setting objectives to define the potential is the core of this phase of strategy development.

Key activities are:

- **Set digital advertising objectives:** Agripreneurs need to set specific objectives for their online channels and then resource to deliver these objectives. These objectives should be informed by and influence the business objectives and the following two activities.
- **Evaluate digital advertising performance.** Apply web analytics tools to measure the contribution of leads, sales and brand involvement currently delivered by online communications such as search engine marketing, online advertising, and email campaigns in conjunction with the website.
- **Assess online marketplace.** Situation analysis review of the direct environment (customers, competitors, intermediaries, suppliers and internal capabilities and resources) and the broader environment that influences strategy, such as legal requirements and technology innovation.

5.4.2. Selecting the Strategic Approach

- **Define digital advertising strategy:** Select appropriate strategies to achieve the objectives set at the previous stage.
- **Define customer value proposition.** Define the value proposition available through the online channel and how it relates to the core proposition delivered by the company. Review segmentation and targeting options. Review the marketing mix and brand values to evaluate how they can be improved online.
- **Define digital communications mix.** Select the offline and online communications tools to encourage usage of online services and to generate leads and sales. Develop new outbound communications and event-triggered touch strategies to support customers through their relationship with the company.

5.4.3. Delivering Results Online

- **Implement digital advertising plan:** This details the implementation of the strategy.
- Implement customer experience. Build the website, mobile apps and create the email communications that form the online interactions customers make with a company. Create online customer relationship management capabilities to understand customers' characteristics, needs and behaviours and to deliver targeted, personalized value.
- **Execute digital communications.** Manage the online advertising communications such as search engine, social media, and campaign-based communications such as online advertising, email marketing and microsites to encourage usage of the online service and to support customer acquisition and retention campaigns.
- **Customer profiling, monitoring, and improving online activities and maintaining the online activities.** Capture profile and behavioural data on customer interactions with the company and summaries and disseminate reports and alerts about performance compared with objectives in order to drive performance improvement.

5.4.4. Challenges in Developing and Managing Digital Marketing Strategy

Some of the challenges in managing Internet marketing strategy which are commonly seen in many organisations (and should be managed) include:

- Unclear responsibilities for the many different Internet marketing activities.
- No specific objectives are set for Internet marketing.
- Insufficient budget is allocated for Internet marketing because customer demand for online services is underestimated and competitors potentially gain market share through superior online activities.



- Budget is wasted as different parts of an organisation experiment with using different tools or suppliers without achieving economies of scale.
- New online value propositions for customers are not developed since the Internet is treated as ‘just another channel to market’ without review of opportunities to offer improved, differentiated online services.
- Results from digital marketing are not measured or reviewed adequately, so actions cannot be taken to improve effectiveness.
- An experimental rather than planned approach is taken to using e-communications with poor integration between online and offline marketing communications.
- Research by Smart Insights (2014) investigated the challenges of managing digital marketing. It was found that many businesses do face challenges in these areas:
- Planning. Half (50 per cent) of businesses surveyed do not have a defined digital plan or strategy although they are active in digital marketing, while nearly half (44 per cent) also don’t have a defined marketing plan in the business against which to align strategy.
- Organisational capabilities. Nearly half (43 per cent) of businesses have a well-defined performance improvement process, with 46 per cent having adapted their structure. Many businesses either already have or are planning to introduce a digital transformation programme, although a substantial number (37 per cent) of businesses don’t think it’s relevant for them.
- Integration of digital channels into marketing. Only a quarter of companies (26 per cent) were happy with their level of integration of digital marketing and traditional communications. The main barriers to integration are: 1. Lack of integrated strategy and plans (28 per cent); 2. Teams structured in silos (21 per cent); 3. Lack of skills in integrated communications (17 per cent).
- ROI evaluation. A significant proportion (39 per cent) see opportunities from digital marketing but find ROI measurement challenging – a key area for managers to address.

Given the future importance of digital marketing, larger organisations have introduced Digital transformation programmes to help manage these challenges. The approach has been discussed by many management consulting groups, for example MIT Centre for Digital Business and Capgemini Consulting (2011) and Altimeter (2014). Altimeter produced a visual proposing enablers and barriers to digital transformation. It shows how disruptive digital technologies such as social media, mobile platforms and real-time marketing should be harnessed to create an effective digital customer experience.

5.5. Steps For Delivering Effective Digital Ads and Campaigns.

Michael Porter (2001) thought that the Internet and the digital era have heightened the importance of strategy, but he encouraged business to be cautious and suggested where businesses should focus when developing their strategy. He believed that the growth in the use of digital media and technology would make it harder to create and sustain competitive advantage and suggested six principles which could help to sustain a distinctive strategic position:

1. Start with the right goal which is grounded in real economic value.
2. Define a value proposition, which is unique but, importantly, deliverable.
3. Do things differently; create a distinctive value chain.
4. Be prepared to make trade-offs, tailoring a firm's activities to outperform rivals.
5. Create a fit between what the company does, where it wants to be and the resources available.
6. Establish continuity. Planning decisions follow the distinctive position set out by the original goals.

These all remain fundamental to a digital marketing strategy. More recently, he has recommended that innovative technologies are forcing companies to ask the question 'what business am I in?' (Porter and Heppelmann, 2014) as competition intensifies due to increased data processing power and almost universal connectivity.

In addition to these functional elements of a digital marketing strategy, brand development is also important, including developing the online value proposition. Rohit Bhargava, a VP at Ogilvy New York and author of *Personality Not Included* (www.personalitynotincluded.com), stresses the importance of developing a brand that is sufficiently distinctive and energetic to encourage interaction and discussion that will amplify brand messages through social media and word-of-mouth. Bhargava describes personality as: 'the unique, authentic, and talkable soul of your brand that people can get passionate about'. He goes on to say:

Personality is not just about what you stand for, but how you choose to communicate it. It is also the way to reconnect your customers, partners, employees, and influencers to the soul of your brand in the new social media era.

A strategy process model provides a framework that gives a logical sequence to follow to ensure inclusion of all key activities of strategy development and implementation. In a marketing context, these strategy development and implementation activities are coordinated through a marketing plan, and the process of creating this is known as marketing planning. McDonald (2003) defined marketing planning simply as:

the planned application of marketing resources to achieve marketing objectives . . .
Marketing planning is simply a logical sequence and a series of activities leading to the setting of marketing objectives and the formulation of plans for achieving them.

McDonald (2003) distinguished between strategic marketing plans which cover a period beyond the next financial year (typically three to five years) and tactical marketing plans which cover



detailed actions over a shorter time period of one year or less, and this is equally applicable to digital marketing planning. In a similar way, we suggest that a strategic digital marketing plan, often known in large companies as a digital transformation plan, should place emphasis on four areas:

1. Identification of changes to competitive forces in the micro-environment and macroenvironment which will influence customer demand for online experiences and products.
2. Developing value propositions for customers using online services as part of their buying process.
3. Definition of the technology infrastructure and information architecture to deliver these value propositions as a customer experience.
4. Changes to governance of marketing activities affecting the 7Ss (strategy, structure, systems, staff, style, skills, superordinate goals).

Such an approach requires a long-term plan that can provide a *roadmap* to guide digital marketing activities for 18 months to three years. While many organisations produce longer-term plans of say three to five years, it is important to consider that digital environments are highly dynamic and operational plans should aim to promote strategic agility, so a strategy development approach can help.

5.5.1. Activation of the first-party data

A compelling digital advertisement is one that appears natural and relevant. These advertisements are highly tailored, and they're frequently the consequence of advertisers knowing precisely who they're aiming for. In today's age of data privacy, however, learning crucial details about your audience is quite tough.

First-party data holds the key. Names, transaction details, general interaction, and email addresses are examples of first-party data collected from customers throughout the purchase journey. This information is incredibly useful. For one reason, it might assist you segment your audience. It also reveals which digital channels your target audience prefers.

For example, someone should be able to respond to queries like how much time their customers spend on social media, whether they prefer to buy things on their mobile devices, and so on. Answers to these kinds of inquiries can assist them in reaching the right clients using the data they already have.

5.5.2. Optimization of the advertising spends

It's 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.

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.



5.6. Conclusion

The suggested propositions throughout this module were presented in a structured manner. First, we dealt with the basic and fundamental concepts of digital marketing particularizing and focusing on the digital marketing of agricultural products. Second, we provided an overview of the different available marketing channels and their use. Finally, on the two last chapters we offered a generic digital marketing strategy framework followed by a specific step-by-step sequence of actions in order to successfully implement it.

As we had the opportunity to examine, there are several tactics and mediums in order to develop and put in action a concrete digital marketing strategy. Some of the most important stages include the clear specification of the MVP (minimum viable product), the value proposition and the insightful selection of communication channels to be utilized. It is also of significant importance to remember, that all basic concepts of traditional (offline) marketing are still relevant and should be perceived as a kind of grounded theory to guide you through the perplexed and ever-changing digital environment.

To determine the composition-structure of the strategy every agri-enterprise and individual agripreneur should take under consideration the specific product's characteristics, demographic and psychographic (some also suggest the webographic) profile of the customer target group as also the special (geo)morphology of the region of operations.

5.7. Questions

1. The main types of digital marketing platforms are:
 - a) Desktop browser-based platform, Desktop apps, Email platforms, Feed-based and API data exchange platforms, Video-marketing.
 - b) Mobile operating system and browser, Mobile-based apps.
 - c) Gaming platforms, Indoor and outdoor kiosk-type apps, Interactive signage, Wearables.
 - d) All the above.

2. What are the six key types of digital media channels?
 - a) Search engine marketing, Online PR, Online partnerships, Display advertising, Opt-in email marketing, Social media marketing.
 - b) Personal selling, Sponsorship, Exhibitions, Merchandising, Packaging, Word-of-mouth.
 - c) Social publishing and news, Commenting in blogs, Niche communities, Customer service, Bookmarking, Streaming.
 - d) All the above.

3. Which of the following is NOT a benefit digital media are offering?
 - a) Interactivity.
 - b) Individualisation.
 - c) Complexity.
 - d) Independence of location.

4. Which of the following does NOT belong to the key activities to define online opportunities?
 - a) Setting digital advertising objectives.
 - b) Creating the right types of sharable content formats to meet customer interests.
 - c) Evaluation of digital advertising performance.
 - d) Assessing in online marketplace.



5. Which of the following does NOT contribute to selecting your strategic approach?
 - a) Defining digital advertising strategy.
 - b) Defining customer value proposition.
 - c) Defining the nature of the competitive market.
 - d) Defining digital communications mix.

6. Which of the following does NOT contribute to the delivering results online procedure?
 - a) Implementation of customer experience.
 - b) Execution of digital communications.
 - c) Customer profiling, monitoring, and improving online activities and maintaining the online activities.
 - d) To Create personas for key audiences.

7. What is the main challenge in developing and managing digital marketing strategy?
 - a) Unclear responsibilities for the many different Internet marketing activities.
 - b) Volatility in a specific country's or region's political or economic conditions.
 - c) High telecommunications and Internet service provider costs.
 - d) Differing intellectual property laws and taxation laws.

8. What is the first principle according to Porter which could help to sustain a distinctive strategic position?
 - a) Establishment of continuity.
 - b) Definition of a value proposition.
 - c) Preparation to make trade-offs.
 - d) Setting the right goal.

9. Which of the following does NOT belong in the emphasis areas for the formation of a strategic digital marketing plan?
 - a) Changes to governance of marketing activities affecting the 7Ss.
 - b) Developing value propositions for customers using online services.
 - c) Monitoring brand conversations in social networks and blogs.
 - d) Identification of changes to competitive forces.

10. Which of the following is NOT a key action for a successful digital marketing strategy implementation?

- a) Activation of the first-party data.
- b) Intermediary Analysis.
- c) Optimization of the advertising spends.
- d) Growing of the data.

Answers

1.d 2.a 3.c 4.b 5.c 6.d 7.a 8.d 9.c 10.b



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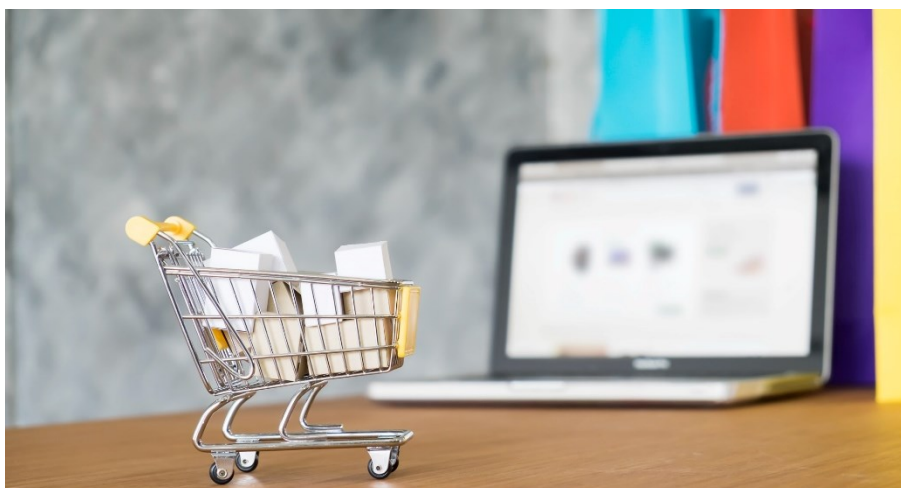
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Digital Marketing and Digital Safety for Agripreneurs

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6. MARKETPLACE AND E-COMMERCE

1. Introduction
2. Introduction to marketplace and existing e-commerce platforms
3. E-commerce
4. E-commerce strategy
5. Online Payments



MODULE 6: MARKETPLACE AND E-COMMERCE

6.1. Introduction

The main purpose of this module is to develop skills and competences of agripreneurs about marketplace and e-commerce.

The module aims to train producers using conventional "offline" communication and sales channels on the concurrent online options.

A basic knowledge of the sector will enable the target group to orientate themselves and evaluate the possibilities that best suit their business and production context, as well as their target market.

At the end of the module, the learner will be able to develop a basic marketplace strategy onto the existing platforms, applied to their existing activities.



6.2. Introduction to Marketplace and Existing E-Commerce Platforms

6.2.1. Online marketplace

Marketplaces are generally the real or metaphorical place where commercial exchanges take place comparable to real online supermarkets. In common parlance, however, they are used to refer to intermediary websites for buying and selling a good or service; it is an online marketplace where goods from different sellers or different websites are grouped together. The best-known example of a marketplace, although anomalous in its type of sale, is eBay, which in addition to the normal sales system also offers an auction mode.

The marketplace differs from the online shop in that it normally contains several sellers. It is, in some ways, the same difference as between a local shop and a shopping centre. The marketplace not only provides a wider range of products than a single e-commerce, but also offers the end user more guarantees during the finalisation of the purchase and the subsequent receipt of the purchased product. In fact, most existing marketplaces withhold the amount of the order until the delivery of the same, and then transfer the amount due to the seller, minus the sales commission. In this way, if the end user does not receive the product or receives a package that does not conform to what was purchased, he can contact the seller directly, if he knows the seller's contact details, or request mediation from the marketplace.

Depending on the type of product, marketplaces can be divided into:

- vertical: they offer only one product, even specialising in niche products in this sector (e.g. Zalando, RobotItaly, JustEat);
- horizontal: they offer different types of products and services (e.g., eBay, Pixplace the Pixmania marketplace, or Amazon.com, or Alibaba, Averlo Marketplace, SOSJob Professionisti 24H, ProntoPro.it).

Depending on the participating operators:

- Consumer to consumer (C2C), where private users interact with each other and carry out commercial transactions, generally this type of marketplace does not offer guarantees to users, who often rely on a feedback system to know in advance the reliability of the counterparty
- Business to consumer (B2C), in which one or more companies offer product catalogues to the community of visitors, this type of marketplace is reminiscent of a large shopping mall. Unlike the previous type, here users have superior guarantees, supported by secure payment systems and quality certifications.
- Business to business (B2B): This type of marketplace aims to connect manufacturing or industrial companies with commercial companies. The goods traded are usually for large stocks, mainly containers. It is the main alternative channel for international business transactions. Here too, users are protected by the portal operators, who filter payments and guarantee delivery of the product.



B2B marketplaces are frequented by intermediaries and info brokers who put buyers and sellers in contact with each other for a fee.

A Lazada warehouse in Cabuyao, Laguna, Philippines in 2018. Third parties can ship inventory to customers from Lazada warehouses and sell their products through the online marketplace.

Marketplaces also differ according to the visibility given to the seller. Some marketplaces, such as Amazon.com, do not indicate the seller on the home page while others such as eBay leave the seller's information clear. On the one hand, the visibility of the seller can lead to direct non-marketplace sales, which represents a loss of income for the seller, but the increased transparency is often an implicit guarantee that is much appreciated by the end consumer.

6.2.2. Differences between marketplace and e-commerce

The e-commerce and the marketplace are two types of commercial website with a substantial difference: the e-commerce is the web showcase of a shop and the sale of products, as well as the website itself, are managed by a single commercial entity, i.e., a single seller. A marketplace, on the other hand, is a portal in which many sellers can put their products on sale, taking advantage of the large amount of user traffic and the management, maintenance and logistics services offered by the portal. E-commerce requires a lot of effort, but it works well for niche products and customers with whom a relationship of loyalty can be established. The marketplace plays on numbers and sales services that relieve the seller of many headaches.

An e-commerce is a commercial website that is managed like a digital shop.

It is basically the web shop window of a real shop. Not for nothing does e-commerce derive from electronic commerce.

Over time, the dematerialisation of the physical place to make certain types of purchases, mainly of non-perishable and standard goods (such as smartphones, household goods, furniture and clothing) has led to the creation of shops that are only present online.

The creation of an ecommerce store requires a thorough analysis of the capacity of a particular business or product to be sold and exploited online. It is then necessary to have a site with a CMS that allows the management of an e-commerce, prepare to manage the tax aspect and prepare the presentation of the products with photos, descriptions, characteristics and measurements.

In addition, successful e-commerce requires good organisation of logistics (shipments, returns and collections) and customer relations.

E-commerce therefore requires a great deal of start-up work and a certain commitment to maintenance, but if based on a successful business plan, and therefore dedicated to the sale of unique or niche products, it can be an important source of income.

Amazon, along with eBay, is one of the most important generalist market places in the world.

Marketplaces are large commercial web portals that make available to the user a large number of digital shop windows of as many independent sellers. This means that the marketplace standardises functions, services and processes, simplifying the work and effort of sellers.

The marketplace has several ways to earn money from its activity. It can charge a fee for each product placed or a commission on each sale made by a customer.

It is important to remember that marketplaces require sellers to abide by strict rules of quality and behaviour: in return they offer a very large shop window, analysis tools, financial tools, promotional coverage.

One possible risk of being present in a marketplace is that of selling products that are very common and offered by many other sellers. It is certainly more difficult to stand out from the crowd and it is even more difficult to build customer loyalty.

Depending on the marketplace, however, the seller may have more or less freedom to present himself or her products and to manage communication with the customer: a classic example is the differences between Amazon and eBay.

6.2.3. Definition, types, characteristics

When referring to its target audience, marketplace can be divided into 3 main sub-categories:

- business-to-business (B2B)
- business-to-customer (B2C)
- peer-to-peer (P2P)

Business to Business

Industrial Marketing (Marketing Business to Business, or B2B Marketing) is a discipline concerned with the exchange of goods and services between organisations. The buyers, therefore, can be companies, non-profit companies, public bodies that use the purchased goods and services to produce other goods and services to be transferred to third parties.

In the marketing of consumer goods (Marketing Business to Consumer, or B2C Marketing), on the other hand, the buyer is the final consumer and the benefit perceived by the customer derives directly from the consumption of the product.

Industrial markets present some specificities that imply a different approach to marketing policies and some interpretative models compared to those adopted for "consumer" markets.

A first element is that aggregate demand is derivative in nature, i.e., it depends on the downstream demand for the purchasing firm's products. Hence the need to consider not only the immediate customer, but also the customer's customer or even the end user, who may be far down the chain. Therefore, market analysis and communication and promotion policies must also address the end-product markets.

A second element is that the industrial market has a high degree of concentration: most of a company's sales are made with a few buyers and often with high value orders. Consumer markets, on the contrary, usually have an atomistic structure, with many anonymous buyers who are easily substitutable for each other and have similar expectations or can be aggregated into homogeneous segments.



An important feature of industrial markets is the purchasing behaviour of customers: purchasing decisions are made with greater rationality than for consumer customers. Business customers are also more able to self-specify their expectations and are less likely to be influenced (hence communication policies will differ substantially from those used in consumer markets).

Another fundamental element that characterises B2B Marketing is the nature of the relationship between supplier and buyer: the forms of contract, payment, delivery and financing are more varied than in consumer markets. But even more important is the presence of forms of collaboration between buyer and supplier, dictated by the complexity of the buyer's needs or the products supplied. This is one of the main aspects highlighted by the Swedish School of Industrial Marketing, which has led to the understanding of B2B marketing as relationship management, i.e., aimed at creating, developing and maintaining a network of relationships that ensure the survival and growth of the company. Bilateral and multilateral relationships, between the activities of the buyer and the supplier aimed at the production and exchange of goods and services, managed from a long-term perspective.

Marketing strategies, according to this vision, must be above all aimed at governing the position of the enterprise in the network, intervening on the perception that the different actors have of the role it plays in the network of relations.

Business to consumer

Business to Customer or also known as B2C describes the business relationship between companies and private consumers. It establishes a relationship between end user and producer and is one of the most popular sales models. For this instance, companies sell their products or services directly to the consumer without an intermediary distributor. This marketing model was first used by Michale Aldrich when he began selling products on television in 1979. Nowadays B2C is widely known due to the rise of the internet. For this reason, the internet is nowadays another B2C business channel alongside television. Thanks to the world wide web, products can be easily offered and sold online in the form of e-commerce (Kenton, 2022). The products can be sold via online marketplaces like amazon, ebay and etsy. Through them small businesses can reach out to a broader market and promote their products or services. (Frankenfield, 2021).

The business-to-consumer marketing has some peculiarities and specifics which differ from other marketing forms and policies that offer both advantages and disadvantages. One of the peculiarities is that the producer of a product is also the seller of the product or service. In this case there is no intermediary distributor involved in the sales process. The advantage of this is the cost saving, because no external service partner has to be commissioned with the sale. You can either start your b2c business by setting up your own sales department or sign up on a platform that offers an online marketplace. Being the host of your own online platform is always way more profitable than selling your product through one of the famous online marketplaces because you are building up customer loyalty and you can track your customer satisfaction. You also have direct influence on your website and be the designer and creator of it. But you also have to invest more money for your own webpage, because you might have to establish a sales department that controls your e-commerce trades, takes care of e-commerce regulations and guarantees the digital safety of your customers. However, the personnel and financial

expenditure in the e-commerce sector is still significantly lower than in stationary trade (Anonymous. n.d.).

Another characteristic of selling products or services online via a business-to-consumer strategy is that the customer must be well informed about the product because the buyer is the end user of the product, which is why the right of return also applies here. If you fail in giving reliable information about the product it is likely that the buyer might send it back to you which will lead to extra costs for your business. In this case the B2C stands in contrast to B2B whose main customers are other businesses. In general, it can be said that B2C is quite popular with marketers because it is quite simple.

Peer-to-peer

The peer-to-peer method is a promotional technique that can be seen as a form of word-of-mouth marketing, as companies get in touch with suitable stakeholders such as investors, customers, partners and suppliers in order to market or sell their products. In view of the fact that nowadays consumers are overwhelmed with a flood of information, peer-to-peer marketing can offer a welcoming solution to advertise your products. Customers most likely listen to the recommendations of peer group members, because they seem trustworthy and authentic to them. Peer members could be colleagues, friends, family or even influencers or social media stars on the internet. Most important is that the customer identifies himself with this group.

By creating an appropriate peer-to-peer marketing strategy, you can improve the reach and absaty of your product. Therefore, in order to get in touch with target groups, it is necessary for you to know which people influence other groups of people and try to reach out to them (Anonymous, 2021). Therefore you have to find out how much your product is liked by what kind of consumers and what makes your product so special within their certain peer group (Forsey, 2021).

Peer-to-peer marketing works quite well with the help of social media. A professional online appearance is therefore essential to interact with peers. You can use for example your social media channels to ask your customers to give you feedback, which you can use to improve or adapt your product to make it more attractive to your chosen peer group. In this case you should also humanise your interactions with the customers by responding to their comments and reviews to kind of bond with them. Furthermore, you can engage with customers by involving them throughout shoutouts on social media like Facebook or Instagram. In this case, you create the opportunity for your product or service to be spread via social media and - in the best case - go viral. In reward you can offer to the people who shared your product via their social media profiles with their friends a discount or freebies depending on you are marketing.

Peer-to-peer marketing is a very powerful sales method, as referrals are very important to consumers. In addition, sales that have come as a result of a peer-to-peer referral have a higher customer loyalty (Anonymous. 2022. Peer to Peer Marketing).



6.3. E-Commerce

In the digital age, e-commerce is one of the most important marketing instruments for companies. In order to gain a more detailed understanding of e-commerce, the following sections will elaborate on the definition of e-commerce as well as its models and main platforms and characteristics. This will be followed by a brief explanation of the legal requirements of e-commerce.

6.3.1. Definition of e-commerce

E-commerce also called electronic commerce refers to any type of business or commercial transactions that entails the transfer of information over the internet. For this instance, a product is sold and bought via an online network. But e-commerce is not only about retail purchases between organisations and customers. Additional e-commerce can also relate to electronically mediated transactions that come about as a result of organisations and third parties. This in turn means that requests from customers for product or service information that are not exclusively financial in nature are also considered as e-commerce.

In general, e-commerce is not only something for the sale of products such as clothing, household utensils or new technology but can also be used in the distribution of agricultural products. This allows farmers to develop new innovative business models that help them compete in a competitive and low-price market. For this reason it could be a modern and unconventional answer to today's farm problems and become a significant source of income.

6.3.2. E-commerce models

There are different e-commerce business models. The most important models that should be mentioned in connection with digital marketing and digital safety for agripreneurs are business-to-business-to-consumer model and the business-to-consumer model. In both cases a website on which the product or service is offered plays a decisive role.

In the business-to-business-to-consumer model, the product to be sold is purchased by an intermediate buyer. The vendor then sells the purchased product to the final customer or end user. In this case, a wholesaler orders goods from the website of a business organisation. This usually involves large order quantities. The business organisation is then informed about the wholesaler's purchase on its website and sends the product to the wholesaler. The wholesaler distributes the purchased product to the end customer. This is possible, for example, by selling the product in a customer's retail store or on the wholesaler's own online website. One famous example for a business-to-business marketplace is Amazon. Generally, this business model is suitable for new e-commerce store owners that have just set up their business online.

In the **business to consumer** model, the product is offered directly via the company's website to the end customers, who can purchase it on their webshop. The producer is informed about the order process and delivers the requested product as soon as possible. The business model is very straightforward, as there is no intermediary that plays a role in the sale, therefore it is a transparent transaction process between the business organisation and the customer. Due to

the complexity of technology and its constant change, as well as ever-changing trends, a close customer relationship is advantageous. On the one hand, this allows the company to improve or adapt through customer feedback, and on the other hand, it creates a higher level of loyalty on behalf of the customer towards the company. In the business-to-consumer model, this is exactly what is guaranteed and the producer, in contrast to the business-to-business model, can communicate directly with his buyers and determine how his products are perceived by consumers.

6.3.3. Main e-commerce 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 of 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

Agribros market www.agribros.market connects small businesses of the agricultural sector and allows crowdfunding activities

Agromarket 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 is a tool that allows small businesses to sell their products online and also deliver them to consumers directly.

www.crowdfarming.com allows you to “adopt” a farmer or their agricultural production, from most of the countries in Europe.

6.3.4. Legal requirements

Anyone who wants to market their products online must take into account some basic legal requirements in order to trade their goods legally. Some of the most important regulations that you should take into account when you want to sell your product online are the protection of personal data of users or customers as well as transparency regarding all terms of use of the website through which your customers order your goods. To do this, the user can be asked to agree or reject the existing regulations with one click. Furthermore, your contact details should be shown on the page in case the customer has any questions or problems. It must also be shown which trade associations the service provider works with or is part of (Anonymous, 2022. European Commission).

If the customer orders a product via the website on which your product is offered, further regulations regarding buyer protection must be taken into account as well. All contract information should be made visible and accessible to the customer beforehand. The prices on the website are therefore non-negotiable. Furthermore, the customer must also be granted a right of withdrawal in the case that there is a change of mind. Goods that are packaged and can be preserved for a longer period of time have a right of withdrawal of 14 days. Fresh goods are excluded from this, however, since they perish quickly. Once the purchase is completed, it must also be ensured that the customer is notified of their purchase and when he can expect his product (Anonymous. n.d. VERBRAUCHERRECHT).

Since the regulations can change at any time, it is important for the provider to check this regularly in order to avoid sanctions. You can find detailed information on this on the official EU websites on e-commerce.

- Trade in processed agricultural products: https://single-market-economy.ec.europa.eu/sectors/food-and-drink-industry/trade-processed-agricultural-products_en
- Competitiveness of the European food industry: https://single-market-economy.ec.europa.eu/sectors/food-and-drink-industry/competitiveness-european-food-industry_en



6.4. E-commerce strategy

If the decision is made to go online with a certain kind of product or a range of products, it is important to develop a suitable online strategy to ensure your own success. This means that you have to take different kinds of tactics into account to promote your store or product online. Be sure to attract and engage customers and to raise your sales. In the following sections, the first steps towards online trading via e-commerce are therefore discussed in more detail, as well as the essential key elements of e-commerce that you should have an eye on to give your customers a satisfactory online shopping experience and increase customer loyalty.

6.4.1. How to start an e-commerce

If you want to start an e-commerce business with your own products, good planning is essential to avoid mistakes and unnecessary rework. First of all, you need to think about whether a web shop is profitable at all and to what level you can compete with the existing competitors. If you have decided to open a web shop after sufficient consideration, you can start the first planning phase.

In the first phase you should work out a strict schedule on which you specify exactly what costs you have to consider and how much money you want to spend. The marketing costs and the costs incurred by the website operator should also always be taken into account. It should also be ensured that the shipping and logistics costs arising from online trading have been calculated so as not to fall into a cost trap. Also list when and how much you want to have earned at a certain point in time, so that you can later determine exactly whether your online trade is profitable.

In the next phase a choice must be made regarding a suitable shop system. Therefore, you can do some research online and choose whatever fits best. Besides popular sub-shops like eBay, Shopify and Amazon there is always the possibility to create your own domain. If you made a decision on this, you have to develop a suitable marketing strategy to establish or trend your store on the net. This is very important because you need to have high search engine rankings to be visible on the web. Furthermore, always keep the legal requirements in mind and fulfil them to not run an illegal web shop (Anonymous. 2012).

Once the first two phases have been completed and a suitable strategy has been chosen for establishing online trading on the net in the future, the third phase takes place. In this phase, you as a producer should ensure that all products are presented in a highly visible manner and that the website is user-friendly and enables a smooth shopping experience.

Therefore, on the one hand, you should focus on product presentation and brand building on the net. Clear product descriptions and high-quality images of the product play an important role in this. Depending on which store system is chosen, however, there are one or two limitations here. On the other hand, you should enable a standardised and easily understandable use of the website. The customer should be able to find your website via the search function and get information about your offers without technical hindrances. The users of your website should also be aware of the data regulations and the payment and delivery options. To ensure that your

website is customer-friendly and also stable, it helps to exchange information with customers and users of your site.

If you have thought enough about how to implement the before mentioned steps, then you move on to the last phase. In this phase, you should establish a good customer relationship in order to bind them to your company and to win their loyalty. Therefore, maintain customer dialog, respond to feedback and criticism, and improve your company by focusing on customer needs.

6.4.2. Key elements of e-commerce

Some elements play a special role in e-commerce when it comes to selling your own products. In the following, these will be pointed out to show how you can successfully run an e-commerce-business.

Essential to online commerce are all the legal requirements that apply within your country or union. Always be aware of the regulations and get legal help when implementing data security and data collection. The users of your website should always be informed about the terms of use. In case of a violation, this could lead to a financial penalty.

Indispensable for online trade is the Global Trade Item Number (GTIN) formerly EAN. Through it, goods can be precisely identified worldwide. Especially large online marketplaces such as Amazon rely on this. Thanks to the precise product information provided by GTIN, products can be clearly identified and found online. This in turn contributes to higher visibility. In the meantime, so much weight is placed on this that an incorrect GTIN can even lead to exclusion from online marketplaces (Anonymous, 2022, Durchstarten im Onlinehandel).

Secondly, you need a top marketing strategy that directs your customers to your website. In addition to search engine optimization, social commerce and content marketing, other measures can be taken to increase the awareness of your company (Anonymous, 2016, Vgl. Skubana). One strategy discussed earlier would be the peer-to-peer model. You can expand your network by having customers recommend your company to friends and family. In return, you can offer goodies or discounts. In this way, you are not only working on your marketing strategy, but also on the customer relationship simultaneously.

Furthermore, it is an important element that your ecommerce business possesses a high grade of flexibility. At one point you should be flexible to adapt to new trends and stay up to date by implementing new tools or features on your website. For example, your website should be mobile friendly and give different payment options to the customers.



6.5. Online Payments

When shopping online, there are now many different payment options that can be used. Each payment method has its own advantages and disadvantages, which is why the following section will provide an indication of the existing pros and cons. For this purpose, first the most common payment methods are identified and then the security criteria that should always be considered when choosing a payment method are discussed. Finally, we will take a look at current payment trends.

6.5.1. Methods and tools

The most common payment methods are currently: invoice, advance payment, cash on delivery, direct debit, e-payment method and credit card payment.

Payment by invoice is one of the most popular payment methods among end consumers. However, this payment method involves a certain risk for the provider, as the supplier is not sufficiently protected against payment defaults. For this reason, companies prefer to offer purchases on account if they pursue a business-to-business model. However, there is also the option of involving other service providers who take over the risk of invoice purchases. This means, however, again that a small percentage of the sale must be passed on to them, if one is willing to accept their offer (Anonymous, 2012, Research an der Universität Regensburg).

Direct debit is a popular payment method, because it is very convenient for both the merchant and the customer. In a field of the form of the web-shop the customer can give information about his bank account, from which finally the money can be collected. One disadvantage, however, is that many Internet users are unwilling to provide their account details on the Web, because they are concerned that their data will not be stored willingly. Another critical aspect that should be taken into account is that while this payment method has fairly low booking fees, the chargeback fee in case of a refund is quite high. Due to the SEPA Direct Debit procedure, it is also possible to offer goods in the EU via this payment method (Anonymous, 2012. Research an der Universität Regensburg).

Credit card payment is one of the most common payment methods for businesses that sell their products internationally. This is mainly due to the fact that credit card holders are today very well protected by their bank. Even for small businesses, the payment method by credit card can be worthwhile. The credit card holder provides information about credit card number, expiration date and card verification number. The payment is then verified by an acquirer to ensure that the customer's account exists and can be charged. Once everything is complete, the money is posted to their account. But again, there is a transaction fee charged by the acquirer (Anonymous, 2012, Research an der Universität Regensburg).

Furthermore, there are also some e-payment methods that you can use for your web-shop in addition to the previously mentioned " classical methods ". The advantage of e-payment is that these payment methods are tailored to online commerce and in most cases also provide a payment guarantee for the merchant. Three categories can be distinguished. These would be on

the one hand user account independent payment methods, on the other hand user account dependent payment methods and direct transfer methods.

User-account-independent payments would be, for example, online payments with the paysafecard. In this case, the customer must purchase credit in advance, which he or she loads onto the card. In the case of the user-account-dependent variant, the user must register in advance on a portal such as Paypal, for example, and provide payment-transaction-relevant data there that enables the online purchase. With the direct transfer method such as giropay or direct bank transfer, which are linked to an online account of the customer. In order for the customer to be able to pay with one of the following methods, this payment method must be enabled for the customer in the web store. Then the customer will be redirected to the e-payment provider (Anonymous, 2012. Research an der Universität Regensburg).

6.6. Trends

Online trade is a growing trend. Every year, e-commerce is on the rise and more and more people are purchasing goods over the Internet. For this purpose, consumers can usually choose between different payment methods. Currently, the most popular payment method worldwide is PayPal. If possible, you should offer this payment option on your website, because customers often stop buying if their preferred payment method is not available. Furthermore, Amazon Pay as well as eBay Managed Payments are also of high popularity. In addition to these providers, however, online shoppers are also repeatedly choosing direct debit payments and bank transfers. In the future, payment via QR codes or links may also become more important (Linnworks. n.d.).

In general, however, before you decide on one or more payment methods to offer on your website, you should always take a look at your target group and find out which payment methods they prefer.



6.7. Conclusion

In nowadays continuously changing world, marketplaces and e-commerce can offer you the opportunity to enlarge your business or set up a new one, lowering the start-up costs.

Online marketplaces offer several advantages (Anonymous. n.d.):

- They constitute an additional channel to market and sell products
- Marketing costs are reduced
- You can address a larger market
- Trust between seller and buyer is increased
- Greater transparency
- You may establish new trading partnerships with traders and suppliers

Disadvantages to be taken into account are:

- Marketplaces can charge commission on every sale and fees can vary from site to site
- Online marketplaces may impose terms and conditions on customer communications
- There might be limitations on online branding of your product
- Greater number of competitors

6.8. Questions

1. _____ is a retailing conducted online, over the internet.aaa
 - a) E- commerce
 - b) E-tailing
 - c) E-marketplaces
 - d) E-bartering

2. Which type of e-commerce focuses on consumers dealing with each other?
 - a) C2B
 - b) C2C
 - c) B2C
 - d) B2E

3. A vertical marketplace:
 - a) Offers only one product, even specialising in niche products in the sector
 - b) offer different types of products and services
 - c) Sell raw material and finalised products
 - d) Connect manufacturing companies and commercial ones

4. An e-commerce:
 - a) Features many sellers
 - b) Is a B2B commerce
 - c) Imposes some restrictions to the seller
 - d) Is managed by a single seller

5. In which of the following types of market purchases are made with greater rationality?
 - a) B2B
 - b) C2C
 - c) B2C
 - d) Peer to peer



6. Amazon is a suitable marketplace for selling agricultural products

- a) True
- b) False

7. Through cropspot.com

- a) You can sell directly to customers
- b) You can finance an agricultural company
- c) You can sell agricultural product to another business
- d) You can't sell agricultural products

8. In order for your e-commerce to be visible:

- a) You need to have high search engine rankings
- b) You need to display the privacy policy
- c) You need to sell non-perishable goods
- d) You need to have low prices

9. GTIN:

- a) allows to identify products worldwide
- b) allows to identify a specific product's average price
- c) allows you to see the ranking of a product in a market
- d) is a communication strategy

10. What is the most popular payment method worldwide?

- a) Credit card
- b) Paypal
- c) Amazon pay
- d) Credit card

Answers

1.a 2.b 3.a 4.d 5.a 6.b 7.c 8.a 9.a 10.b

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Digital Marketing and Digital Safety for Agripreneurs

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7. AGRIBUSINESS COOPERATION

1. Introduction
2. What Is Cooperation in Digital Marketing?
3. Benefits of Cooperation in Digital Marketing
4. Good Practices in Agribusiness Cooperation in Digital Marketing



MODULE 7: AGRIBUSINESS COOPERATION

7.1. Introduction

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. Cooperating can be expressed that working together to achieve the same goal. Cooperations have a universal definition that is used in the same sense among different cultures and societies. The individual and a reachable way is to reveal a solution without finding a solution with cooperation. These requirements have been changed according to the circumstances and time. In line with these needs, the types and models of cooperation have also changed. The agricultural sector is also affected by this change, and there is a shift from the traditional to the models in which technology is involved, and it is seen that consumer habits also differ. Therefore, it is inevitable for producers/agripreneurs to turn to new marketing strategies in order to keep up with this change and bring their products to the consumer.

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. The Covid-19 pandemic experienced throughout the world has also revealed the necessity of this orientation and alternative marketing methods. With the increasing use of digital marketing activities by producers-consumers, digital marketing has become a strategically important tool for organizations in agricultural cooperation. Marketing strategies are fighting in competition in the world especially in 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.

This module includes what agribusiness, cooperation is, benefits of cooperation, agribusiness marketing cooperation types and several examples of cooperation between agripreneurs using digital marketing.

By completing this module agripreneurs will be able to organize 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.



7.2. 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. Because of this reason Union focused developing farmers abilities for sustainable enterprises in food chain especially in rural areas. Digital transformation is one of necessary innovation for these enterprises. Awareness and development of innovative, environmentally friendly, digital sustainable marketing strategies and integrating these strategies into their corporate strategies with a structured approach are of critical importance.

Especially in small scale enterprises, production is low, costs are high, and income is low. 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 organizations to work effectively and efficiently. In order to compete in the face of increasing market pressure in the liberalizing markets, they need to join forces with other small farmers like themselves. They must unite and be in constant motion and change in order to find the appropriate price in the market, to direct their production, to comply with the standards and to be strong against the buyers.

Producer organizations, 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.

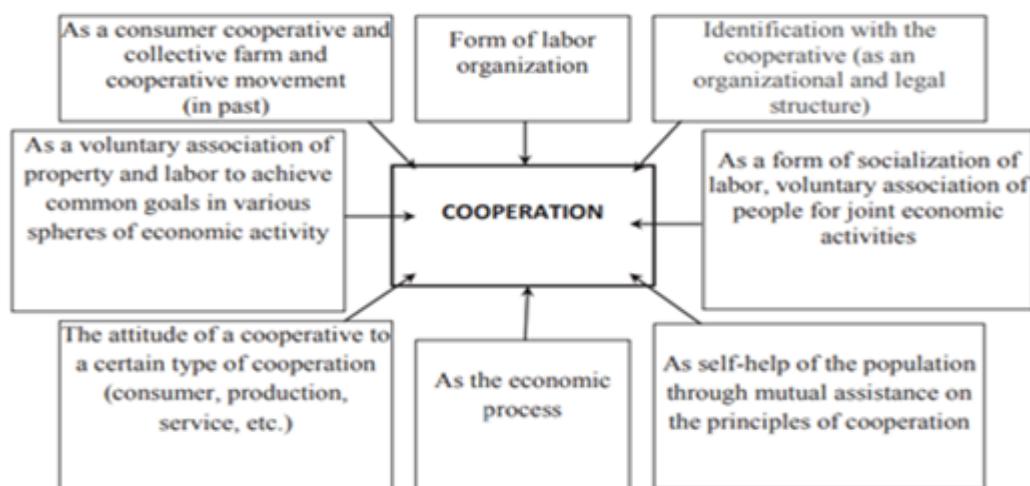


Figure 7.1. Conceptual approach to the cooperation definition



7.2.1. Types of Agribusiness Cooperation in Digital Marketing

There are various cooperations that carry out agricultural marketing activities in different digital areas. Here, different types of cooperation will be included, from cooperatives, which are the most common and supported type of cooperation, to social media groups that take advantage of the opportunities offered by digital, to Community Supported Agriculture Groups, whose seeds were first planted in the 1960s based on environmental, health and social concerns.

7.2.1.1. Cooperatives

When cooperation is mentioned, the first thing that comes to mind is the concept of cooperative. International Cooperative Alliance (ICA) defines a cooperative as “*an autonomous association of persons united voluntarily to meet their common economic, social and cultural needs and aspirations through a jointly owned and democratically controlled enterprise*”. ICA states that cooperatives, guided not only by profit but also by values, share internationally accepted principles and act together for a better world. The values and principles which cooperatives are based on are given in Table 7.1

Table 7-1 Cooperative Values and Principles

VALUES	PRINCIPLES
Self-help	Voluntary and Open Membership
Self-Responsibility	Democratic Member Control
Democracy	Member Economic Participation
Equality	Autonomy and Independence
Equity	Education, Training and Information
Solidarity	Cooperation among Cooperatives
Honesty, Openness, Social responsibility and Caring for others (secondary values)	Concern for Community

Structure of cooperatives that are based on these values and principles explain the existence of cooperatives in many sectors. 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

- 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,
- due to the continuity of the production season the producers' inability to allocate the necessary time to market their products,
- 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.

Although the opportunities to purchase services from agencies specialised in the field of digital marketing have improved, it is the owner of the product that is in the sector and can know best and explain its product. For this reason, it is advocated that it is important for cooperatives to acquire employment or acquire this skill to manage digital channels within the cooperatives in terms of keeping control. So, this is the reason these digital marketing courses are organised.

In our country joint projects are conducted by Ministries of Agriculture and Forestry, Trade, Family and Social Services, Labor and Social Security and international/national organizations, institutions, and the private sector in order for the cooperatives to enter the digital market. Within the scope of the projects, training is organized to improve the digital marketing skills of the cooperatives, and some projects are mediated to establish cooperations between the cooperatives and to step into the digital market under a certain brand.

Cooperatives are supported by local municipalities as well as central government. Municipalities make an effort to direct women producers to production by encouraging them to become cooperatives.

- to provide trainings on many subjects from production to digital marketing,
- to offer digital opportunities to cooperatives across the country to sell products through their websites,
- or to make protocols with established e-marketplaces and ensure that cooperatives take part in these platforms are some of the supports given in digital marketing.

Recently, some associations and companies have cooperated with women producers and cooperatives as a social responsibility project, encouraging them to sell products in their e-marketplaces. While some undertake the costs that must be incurred in digital, such as e-shop fee, commission fee, and shipping fee, on behalf of manufacturers, some of them evaluate the fees they receive in social responsibility projects for women.

Cooperatives present their products to consumers through

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

On which digital platform the cooperatives will take place changes according to the target audience to be determined and the marketing strategy to be followed. However, it is seen that cooperatives can choose to exist on several platforms in order to increase their visibility.

Digital channels are important not only for making sales, but also for strengthening the relationship between the cooperative and its members. Social media is a simple and effective tool for developing



this relationship. Sharing the information needed by the partner on the social media account of the cooperative may enable the cooperative-partner relationship to be strengthened and improve member's/farmer's loyalty to the cooperative.

7.2.1.2. Social Media Groups

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.

It is a virtual cooperation formation that brings together the producer and the consumer. Farmers/Producers are accepted to the group within the framework of the rules and conditions determined by the group managers. Through a social media account established, Farmers/Producers present their products to the consumers with the photo posts they create. The consumer communicates with the farmer/producer through a phone application shared by the farmer/producer and creates an order upon request. The features of these groups can be listed as follows;

- Social media is an e-marketplace where producers share and promote their products.
- These cooperations are started and conducted by a voluntary basis.
- Requires minimal digital skills.
- The sales strategy of the group manager(s) determines the producer/product group, product/producer/number to be included in the group.
- Access to the group varies depending on the group admin(s). Public or restricted access can be preferred.
- The group has rules and the producer who act illegally will be removed from the group.
- Sales are based on trust between the consumer/producer. The comments shared by the consumers who have bought that product before in the group are effective in the formation of consumer confidence. Therefore, the consumer confidence ensures the formation of consumer loyalty over time.
- Responsibility in sales belongs to the producer.
- The personal effort of the group manager(s) is important in the sustainability of the group. In order not to experience situations that shake confidence in the group, managers must follow the group closely.
- It is seen that some producers in the group have entered the digital marketing individually with the experience and self-confidence they have gained here over time. In this respect, it is possible to say that these groups are a steppingstone for some producers who want to enter digital marketing.

7.2.1.3. 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. Its transformation into today's model was realised by producers and consumers who were concerned about the extent of the food industry in the 1970s.

According to the International Federation of Organic Agriculture Movements, IFOAM, CSAs are mutually committed partnerships between the farm & the consumer community, in which there is a direct link between the production and consumption of the product. The International Community Supported Agriculture Network URGENCI defines CSA as “solidarity-based partnership, cooperation between local farmers & consumers. Figure 2 shows the working system of CSA.

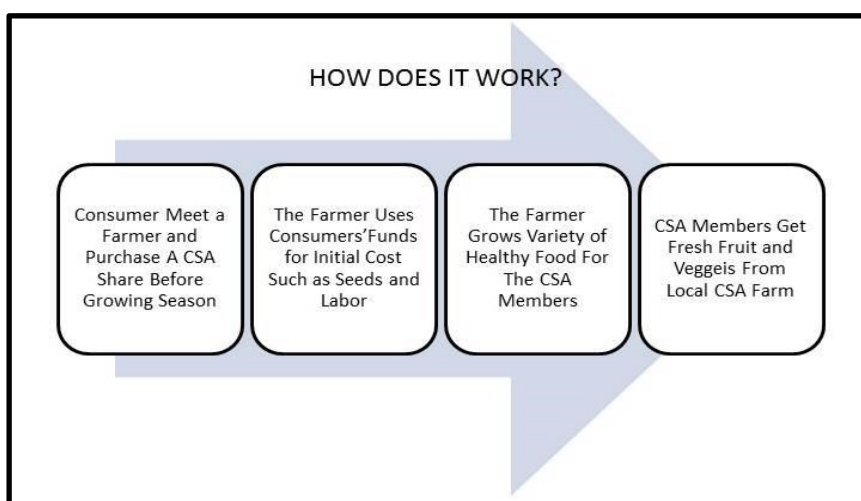


Figure 7.2. Working of Community Supported Agriculture

The customer agrees with the farm with a written or verbal statement and becomes a member of CSA. It buys a share of the harvest by making a down payment before the production season. This payment provides the farmer with the necessary financing during the production season. The farmer uses the payment on expenses necessary for production and grows crops for CSA members, concentrating entirely on production. During the harvest period, the CSA members will meet their need for healthy, fresh fruit and vegetables from the farm in certain periods.

URGENCI states that there is no specific way in the formation of these partnerships. Different CSA models can be constructed according to the number of farms in the community, who the organizer or decision maker is, the responsibilities of the members, and the definition of economic security between the farmer and the member. As a matter of fact, when the currently active TST groups are examined, it is seen that different models have been constructed in many respects. For example; Consumers who are members of CSA can support the farmer in various ways as part of the cooperation. These include making prepayment for farmers to start production, helping with farm work, or encouraging people around them to be affiliated to CSA. In some models, it is seen that



different payment options such as half share and full share are offered to the customer and the product options differ in parallel with this payment. With the support given to the farmer, the member of the community not only enables him to concentrate on production, but also shares his risk and responsibility. In many countries such as “GAS” in Italy, “reciproc” in Portugal, Belgium (GASAP), Denmark (Aarstiderne), CSA groups operate according to their own interpretation.

A CSA model can be started by the farmer, consumer or institutions.

- By Farmer; Farmers can take part in community supported agriculture individually or as a group. Individual initiatives are carried out by farmers who are more interested in alternative marketing strategies and prioritise their relations with consumers. The group initiative is the CSA model where farmers come together to offer consumers more product options.
- By Consumers; It is a CSA model in which the consumers who come together agree with the local farmer/farmers for the production of their own food.
- By Institutions; Businesses, schools.

When the CSA groups are examined, it is seen that a local cooperation that have strong social relationship. Unlike other marketing strategies, product distribution distance is short because of local cooperation. The need for less packaging and less circulation brought by the short distance also coincides with the environmentalist aspect of community supported agriculture. Product distribution can be made to predetermined distribution points, or it can be delivered to the door by the farmer.

Although CSAs are local cooperations, it is seen that these groups use digital channels such as social media platforms and websites to promote themselves, acquire new members, perform membership forms/agreements, receive payments, share news from the farm or announce events. The pandemic has revealed how important digital platforms are for the sustainability of agricultural production for CSA groups, where there is more face-to-face communication in the local area.

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.



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. In order to reveal the importance of cooperation in digital marketing, the benefits have been tried to be discussed in general.

7.3.1. Giving Farmers the Opportunity to Take Place in the Digital Environment with their Products

Worldwide, the level of digital skills in the agriculture sector lags behind other sectors. Collaborations created by farmers coming together allow the farmers who want to do digital marketing but do not have these skills, or who have difficulties in using technology, to take part in these environments with their products.

7.3.2. Bargaining Power

When farmers combine, they have a substantial amount of product waiting to be introduced to the market. This increases their bargaining power. It is important for the producer to have the advantage of establishing a price in the hands of the producer, to find the value of his/her product and to receive the return of his/her labour. Acting in cooperation is an element that strengthens the hand of the farmer at the bargaining stages in every field.

7.3.3. Reducing Costs

Being on digital platforms requires a certain cost. Costs vary depending on the platform to be used. Website setup, operation, e-marketplace commissions, e-store opening fee, domain fees etc. costs can be multiplied. Acting within the framework of cooperation reduces this cost that the farmer has to bear alone. The share of bargaining power of cooperation is also effective in reducing costs.

7.3.4. To be Supported by Institutions and Organisations

In recent years, in our country various institutions have been organising training in order to encourage cooperatives to do digital marketing and to improve their marketing skills. In addition, Institutions mediate contracts with advantages such as e-marketplace, e-store opening fee exemption, low commission, product limit exemption, and conduct pilot studies.

7.3.5. Directing the Product and Production Method Demanded by the Consumer

In the past, the concept of marketing focused only on product sales, but today it also includes ensuring the continuity of this sale, gaining customers and establishing customer loyalty. With the

climate change and rising health awareness, consumers care about how the product is produced in their preferences. Environmentally friendly and ecologically produced products are in demand.

Therefore, producers who are in or want to take part in digital marketing have to take into account consumer preferences about the product and production methods. However, considering the fact that production continues throughout the year and the varying skill levels of the producers, it is not realistic to expect each producer to follow the market individually. Therefore, it will be beneficial for producers who want to take part in digital marketing but cannot show the necessary skills to take part in cooperations such as cooperatives. Collaborations can make this guidance to the producer by analysing the demands in the market correctly.

7.3.6. Facilitating the Exchange of Information & the Development of Social Relationships

Cooperation in general allows for the sharing of experience and knowledge. This sharing can provide many benefits such as the emergence of new ideas and the prediction of possible risks. Considering the cooperations.

Cooperatives and Community Supported Agriculture groups use digital channels to share necessary information and make announcements for their partners/members. Taking part in cooperation serves to follow the current news about production and to improve the social relationship between members and cooperation.

Farmers who come together in social media groups also have the opportunity to observe other producers and exchange information with them, and it is also possible to form new partnerships.

7.3.7. Presence of Customers Supporting Producers/Cooperatives in Consumption Preferences

Research results have revealed that cooperative and producer brands are found more reliable and accessible by consumers than other brands and they aim to support the producer/cooperative. There is an emotional choice here. Consumers' desire to contribute to the sustainability of agricultural production by supporting the producer is one of the reasons for taking part in group collaborations/community supported agriculture groups.

7.3.8. Serving the Sustainability of Production

Considering that agricultural production is generally carried out by small-scale agricultural enterprises, being in a cooperation increases the ability to exist and compete in the market. It enables to increase its income by providing cheap inputs and the opportunity to sell at its value. The producer, who receives the monetary value of his labour, is willing to continue and even enlarge his production.



7.3.9. Increasing Product Visibility

Particularly, taking part in social media groups can make the consumer who logs into the platform to buy another product notice other products. Consumer loyalty provided by one producer in the group may also serve the benefit of other producers in that group.

Considering all these benefits, it is possible to say that acting in cooperation serves to share the responsibilities that must be undertaken individually and to focus the producer completely on production.

7.4. Good Practices in Agribusiness Cooperation in Digital Marketing

7.4.1. Village with Lavender Scented Women's Cooperative

The cooperative was established in 2016 in Kuyucak village of Isparta, Turkiye's leading province in lavender production: <https://kuyucakkadinkoop.com>. A soap production facility was established with the support of the Ministry of Commerce in order to spread the income of lavender throughout the year in the village, which has become a frequent destination for local and foreign tourists with its lavender gardens in recent years, and which has changed with tourism. The product range of the cooperative consists of solid soap, liquid soap, air freshener, lavender cologne, oil and cream. With the advantage of the popularity that the village has gained in recent years, the cooperative will sell its products on the websites whose renovation efforts are ongoing.

7.4.2. Sarıgöl Women's Enterprise Production and Business Cooperative (SARKOOP)

The cooperative was established in 2017 by a team of 7 people consisting of various professional groups and housewives in the Sarıgöl district of Manisa (Turkiye). It obtains its products from their partner producers. The cooperative has a rich product range with olives, olive oil, nuts, dried food, pickled and canned products, molasses and various jams. The cooperative sells its products through its own website: <https://www.sarkoop.com>. In addition, with the agreement made with İzmir Karşıyaka Municipality, the cooperative products are sold on İzmir Karşıyaka Municipality City Markets and the market's website.

7.4.3. "Doğal ve Sağlıklı Ürünler Anadolu'dan Sofranıza" Facebook Group

It started as an individual social media account by a producer from Aydın in 2014, and in 2017 it turned into a group with the inclusion of various producers from various regions of the country. Currently, the group has 9 thousand members consisting of producers and buyers. The producers in the group offer a variety of their products, which vary depending on the season, to the consumers by sharing photos on the group account. In the interview with the group moderator, it was stated that they were sensitive in the selection of producers, that only producers could join the group and that customer satisfaction was high. (<https://www.facebook.com/groups/AnadoludanSofraniza/>)

7.4.4. The Farmers Market Coalition

The national Farmers Market Coalition is a non-profit dedicated to working with farmers market operators to strengthen farmers markets across the United States so that they can serve as community assets while providing real income opportunities for farmers. (<https://farmersmarketcoalition.org>)

The mission of the national Farmers Market Coalition is "to strengthen farmers markets for the benefit of farmers, consumers, and communities." FMC's primary role is supporting those individuals and entities that operate farmers markets. Toward that end, the priorities of FMC are:



- To serve as a national information center for farmers markets
- To be a voice for North American farmers market advocacy
- To foster strong state and regional farmers market associations
- To bring private and public support to the table to sustain farmers markets in the long term, for the benefit of farmers, consumers, and communities
- To support farmers market organizations in creating safe and welcoming spaces for all community members
- To promote farmers markets to the public
- To develop and provide educational programming and networking opportunities for farmers market operators
- To work towards creating an anti-racist workplace within our organization and build resources for farmers market organizations to do the same

The Farmers Market Coalition is driven by three complementary goals — we call it our triple bottom line. Farmers earn fair prices for the fruits of their labor by selling directly to consumers. Consumers gain access to fresh, nutritious, local produce. Communities regain a figurative “town square,” experiencing the many positive outcomes of foot traffic and community connection. We work with markets of all sizes to work towards this triple bottom line and engage with their unique communities.

7.5. Conclusion

Cooperating is the actions taken to create the necessary structure for the realization 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. While the traditional sector makes subsistence production to maintain its own existence, the commercial sector produces for the market. The traditional sector cannot obtain production inputs and agricultural credits from organized markets with suitable conditions and cannot market their agricultural products at their value, the modern sector generally benefits from organized marketing institutions. Since the dual structure negatively affects agricultural development, the traditional sector solving problems such as product marketing, providing input, credit and technical information agricultural cooperations of producers etc. for democratic and autonomous economic organizations should be formed.

Today, the social and economic welfare achieved by developed countries is based on the development of agriculture. Agriculture is a wealth-producing played a major role in the industrialization of countries as a sector. Producers, who act in an organized structure from production to marketing, they have provided benefits for themselves and their countries and strong producer organizations. Thanks to this, they have successfully established the integration of agriculture-industry. With the developing world, it can be evaluated in terms of digitalization, very suitable for our lives. For this purpose, individual methods can be followed, as well as different cooperation methods have been started to be used in order to establish a union of forces and adapt to current conditions more easily.

Cooperatives, Social Media Groups, Community supported agriculture groups are the main cooperation methods using digital marketing. There are also good examples that develop their activities with digital marketing, increase their production, and offer employment areas especially to women with the collaborations they have created. Although there are existing collaborations, the increasing need for quality food in the world is still an area open to development in order to make the activities of small-scale producers sustainable, to adapt to competitive conditions, and to sustain their marketing activities in a stronger and more widespread manner. Although digital marketing in the field of agriculture is not very old, as it becomes widespread in this field, its contribution to the sector will ensure that the sector continues to be stronger. After completion of this module, agripreneurs will be ready for developing and building cooperative actions, connections with other agripreneurs in digital marketing.



7.6. Questions

1. What is Agribusiness Cooperation?
 - a) Marketing Agricultural Goods
 - b) Cooperating for same goal and Business related to farming and farming-related commercial activities
 - c) Producing, distributing agricultural products
 - d) Using technological methods with farmers colleagues for reaching easily customers

2.
 - I. Giving Farmers Opportunity to Take Place in Digital Marketing
 - II. Giving Bargaining Power
 - III. Reducing Costs

What is the benefit of acting in cooperation in digital marketing?

- a) I.
 - b) I. and II.
 - c) II. and III.
 - d) All.
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3. What is not the benefit of acting in cooperation in digital marketing?
 - a) Reducing Costs
 - b) Giving Bargaining Power
 - c) Reducing Bargaining Power
 - d) Giving Farmers Opportunity to Take Place in Digital Marketing

 4. Which is not one of the agribusiness cooperation types in digital marketing?
 - a) Websites
 - b) Cooperatives
 - c) Social Media Groups
 - d) Community Supported Agriculture Groups

5. Which one isn't a principle of Cooperatives?
- a) Autonomy and Independence
 - b) Democratic Member Control
 - c) Solidarity
 - d) Concern for Community
6. How can cooperatives reach their products to consumers?
- a) Websites
 - b) e-marketplace
 - c) Social media accounts
 - d) All
7. What are the characteristics of social media groups as an agribusiness cooperation?
- a) Social media is an e-marketplace where producers share and promote their products.
 - b) The group has rules and the producer who act illegally will be removed from the group.
 - c) Responsibility in sales belongs to the produce.
 - d) All.
8. Which of the following is not true for social media groups?
- a) Access to the group varies depending on the group admin(s). Public or restricted access can be preferred.
 - b) The sales strategy of the group manager(s) determines the producer/product group, product/producer/number to be included in the group.
 - c) Requires advanced digital skill.
 - d) Sales are based on trust between the consumer/producer.



9. Who can establish a community supported agriculture group?

- a) Farmers/Producers
- b) Costumers
- c) Institutions
- d) All

10. Which of the following is not true for CSAs?

- e) Based on solidarity
- f) A local agribusiness cooperation.
- g) an eco-friendly model.
- h) Profit oriented.

Answers

1.b 2.c 3.d 4.c 5.d 6.a 7.b 8.c 9.b 10.d

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Safe Digital Marketing for Agripreneurs – DIGIAGRIMARK

Erasmus+ KA2: Strategic Partnerships for Adult Education

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Digital Marketing and Digital Safety for Agripreneurs

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8. PERSONAL CYBER SECURITY

1. Introduction
2. Importance of Cyber Security
3. Three Pillars of Cyber Security
4. Social Media Security
5. Wireless Security
6. Risks Threats and Vulnerabilities
7. Password Security



MODULE 8: PERSONAL CYBER SECURITY

8.1. Introduction

Information has given its name to the era we live in and is defined as the greatest power of today's world. Everyone wants to have the power of knowledge. However, the use of this power for illegal works is increasing day by day. For this reason, individuals, institutions and countries should pay special attention to cyber security. Nowadays there is almost no limit to what you can do online. The internet makes it possible to access information quickly, communicate around the world, and much more. Unfortunately, the increasing use of the internet in the world brings many conveniences, while the protection of personal data has become more important. In addition to risks such as malware, spam and phishing, social media posts can also create security vulnerabilities. If you want to stay safe online, you'll need to understand these risks and learn how to avoid them. In this context general objective of the unit is to increase the competencies of the participants about Information Security.



8.2. Importance Of Cyber Security

The rapid development in information and communication technologies has led to the change of many concepts in the globalizing world. This has played an important role in the transition from an industrial society to an information society.

In the information age we live in, the concept of knowledge has emerged as a strategic value alongside traditional production factors. Today, those who access information and use this information correctly will be able to make a difference. Decisions made based on accurate information are the most important factor in the development of today's trade, production or service sector.

Access to information, which is such an important value, is not easy in the context of ethical rules. However, information and communication technologies can reverse this situation. Subjective data such as location, likes and interests of an individual, living anywhere in the world can be easily accessed. Gathering of millions of data creates an incredible data source for many institutions. When this data source is processed correctly, different situations can arise, from personalized advertisements to events that may harm the individual. For this reason, each individual needs to follow some rules in the virtual world for their own cyber security and the cyber security of the society.

8.3. Three Pillars of Cyber Security

The concept of personal information security can be defined as the fact that the information belonging to the individual does not fall into the hands of others. For this, three basic security elements constitute the starting point of the concept of cyber security. These; confidentiality, integrity and accessibility. Confidentiality is the situation in which the confidential information of the individual is in the hands of someone else. Integrity is the change of the individual's information by others, and accessibility is the situation where the individual can access his/her information at any time. If we exemplify the stated principles from our daily life; If an attacker gets the login information of social media accounts, the confidentiality policy will be violated. Integrity is damaged when the information in the hijacked social media accounts is changed. If the individual cannot access their own social media account, the accessibility principle will be violated.


8.4. Social Media Security

Social networking sites, which are very popular today and have millions of users, have serious security risks. Good-faith sharing can provide an undesirable environment for malevolent people or malicious software. For instance, shared personal data can be used for phishing. With geotagging, the information that you are away from your home or workplace can be learned by malevolent people. Malware can infect your phone or computer via social media sites. Therefore, attention should be paid to social media shares. Personal information, or location information, private information about family and friends should not be shared. In addition, passwords for

social media sites should be complex and should be changed at regular intervals. In addition, the privacy and security settings of social media sites should be made correctly.

8.6.1. Facebook Security Settings

Facebook provides its users with the "Privacy Setting Control" in the setting of security and privacy settings.

To access this section, tap the icon  in the upper right corner after logging into Open the Settings & Privacy option. Enter the Privacy Check-up from here (Figure 8.1).

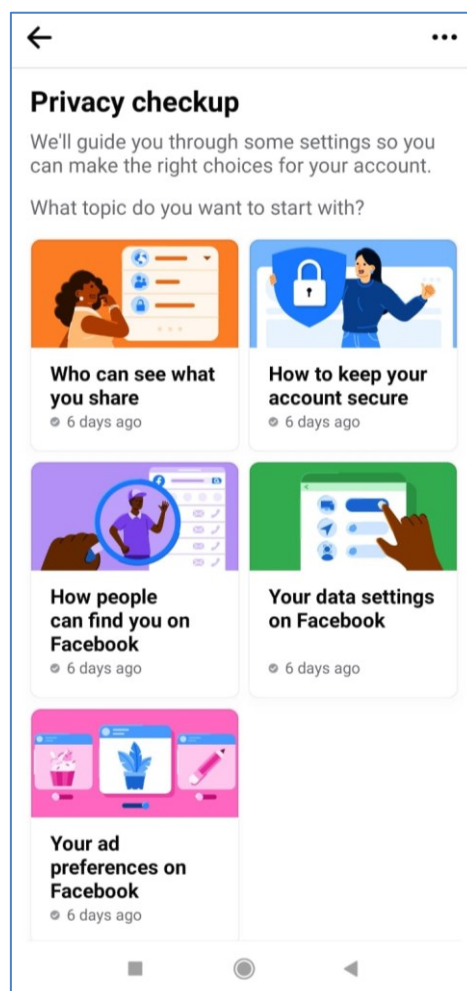


Figure 8.1. Facebook privacy check-up

Privacy Setting Control allows you to make the necessary adjustments under five different headings. These titles are as follows:

Who can see what you share? Under the heading, settings such as the phone number in your profile, e-mail address, birthday, relationship status, post and who will view your stories can be made. It is recommended not to share it with your Facebook friends, as the information under

this heading is considered to be personal and may lead to important security gaps. The settings in Figure 8.2 are listed in order from left to right.

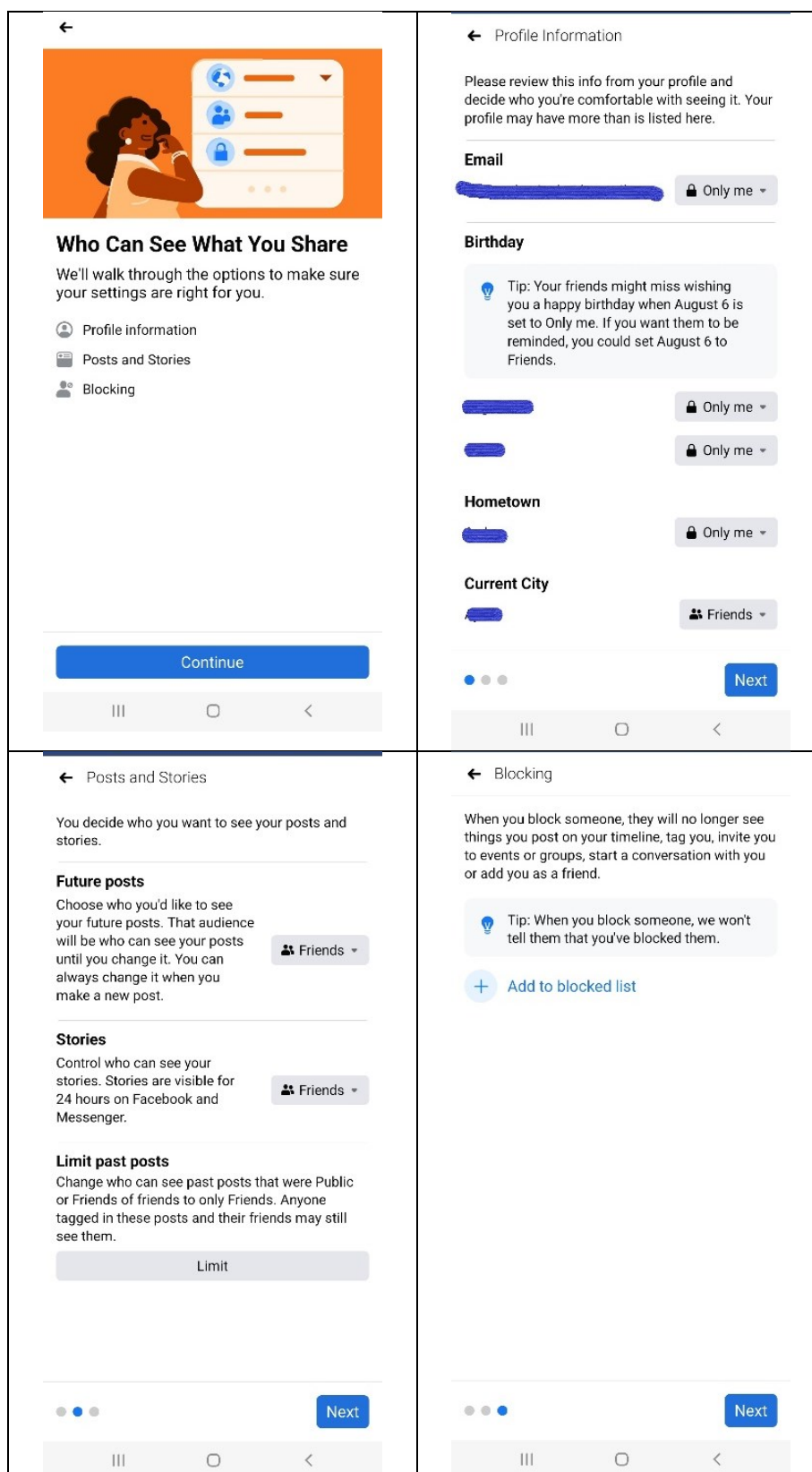


Figure 8.2. Who can see what you share?

How to keep your account secure? You can update your password and create a strong password in this section. You can also receive alerts for account opening logins from an unknown location. The specified settings are given in Figure 8.3.

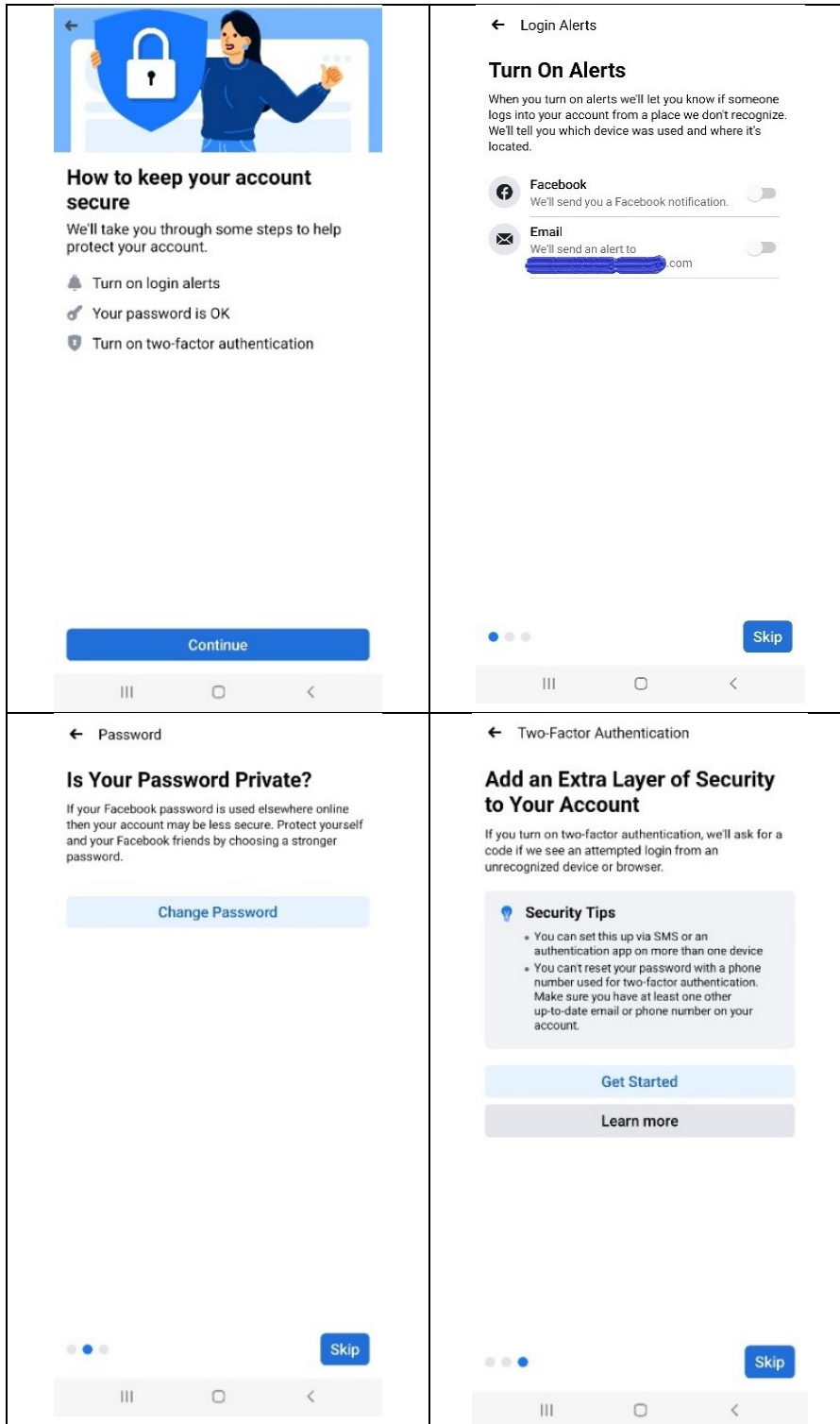


Figure 8.3. How to keep your account secure?

Finally, with the two-factor authentication option visualized in Figure 8.4, high-level security options are activated in your Facebook account. Under this heading, it is recommended to open login warnings and create a strong password.

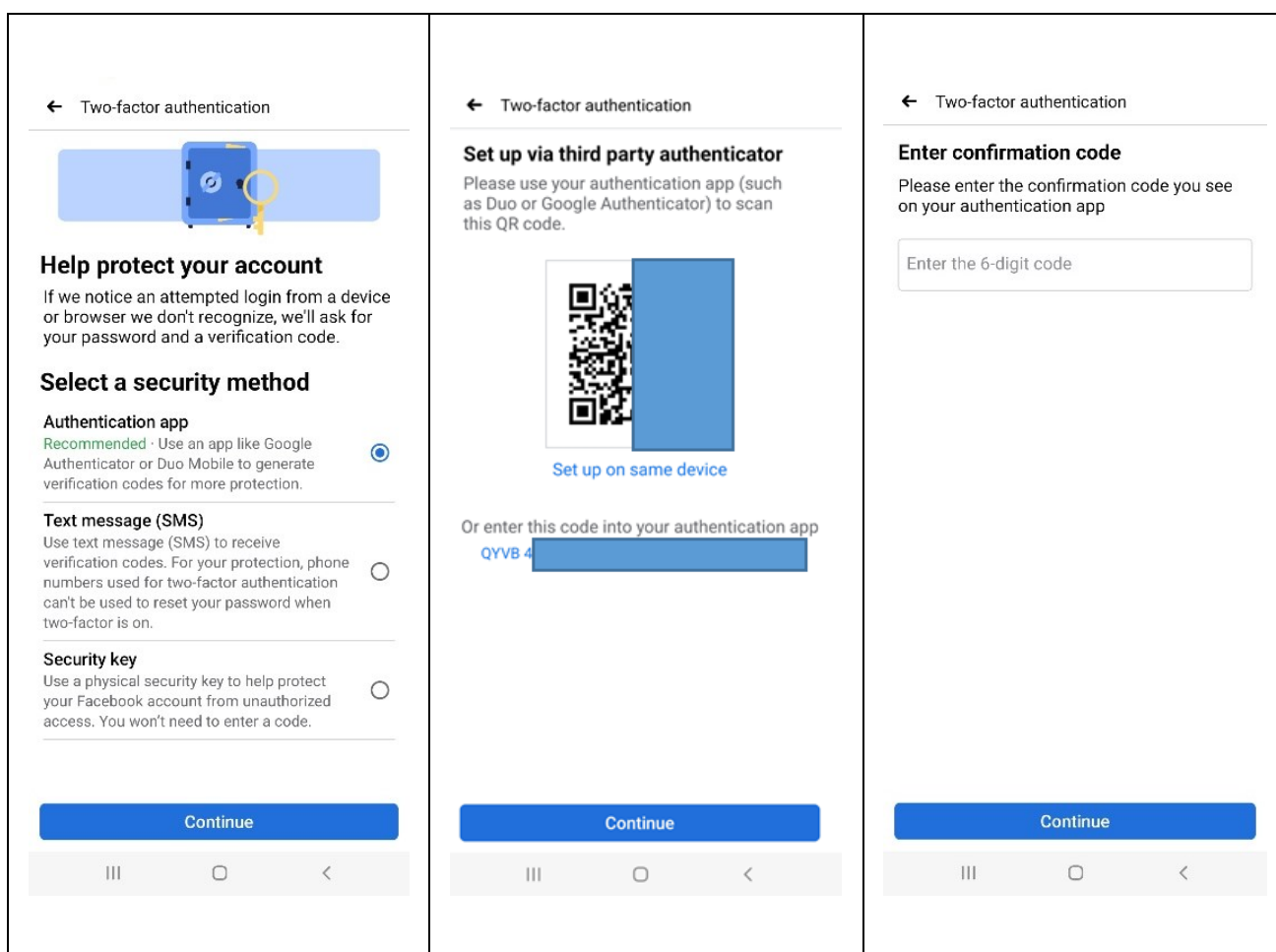


Figure 8.4. Two-factor authentication

How can people find you on Facebook? You can identify people who can send you friend requests & people who can call you on Facebook using your phone number or e-mail address. In addition, if you do not want search engines such as Google to access your account, you can restrict the option by following the four steps in Figure 8.5.

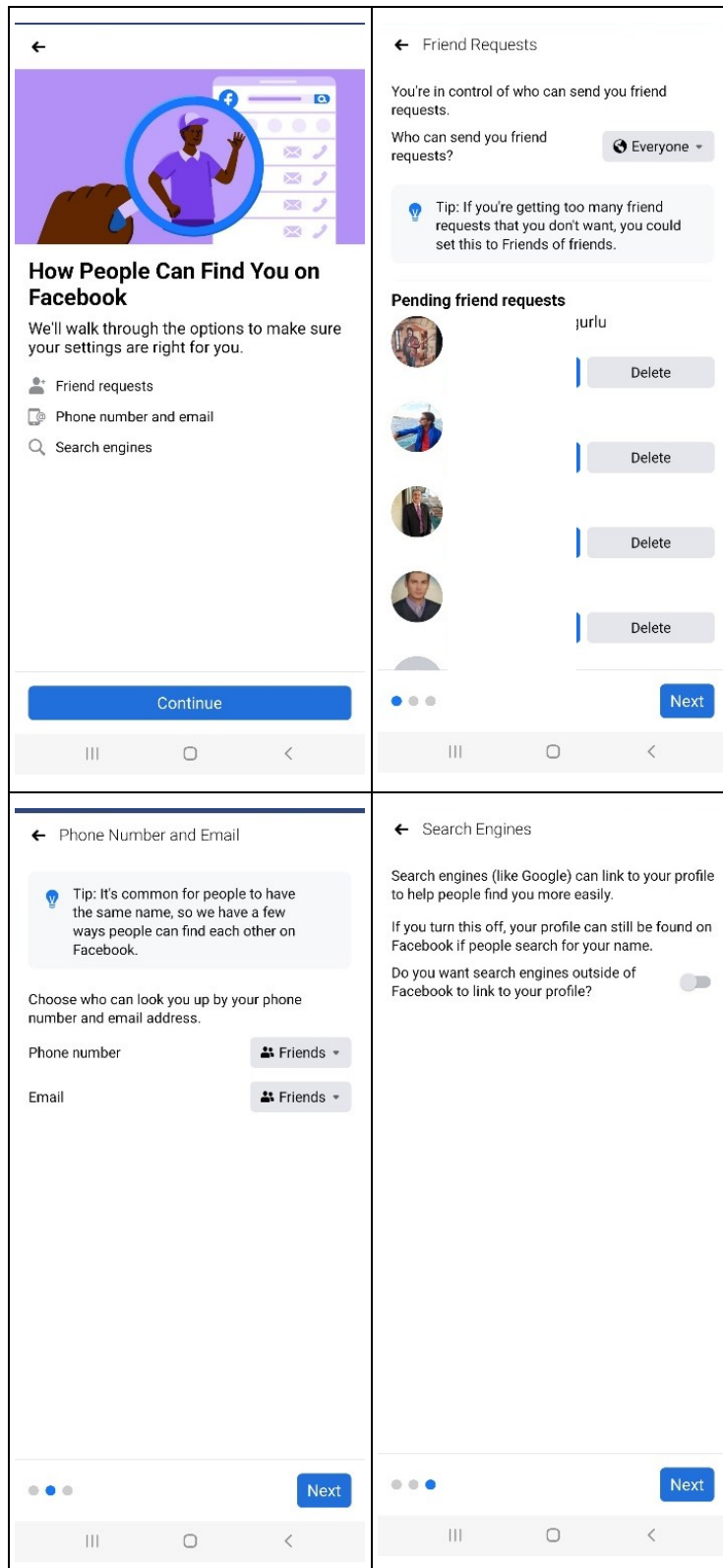


Figure 8.5. How people can find you on Facebook?

Your data settings on Facebook

You can review and remove applications and websites that you have recently logged into using Facebook, and you can set location services. These settings are made with 3 steps in Figure 8.6.

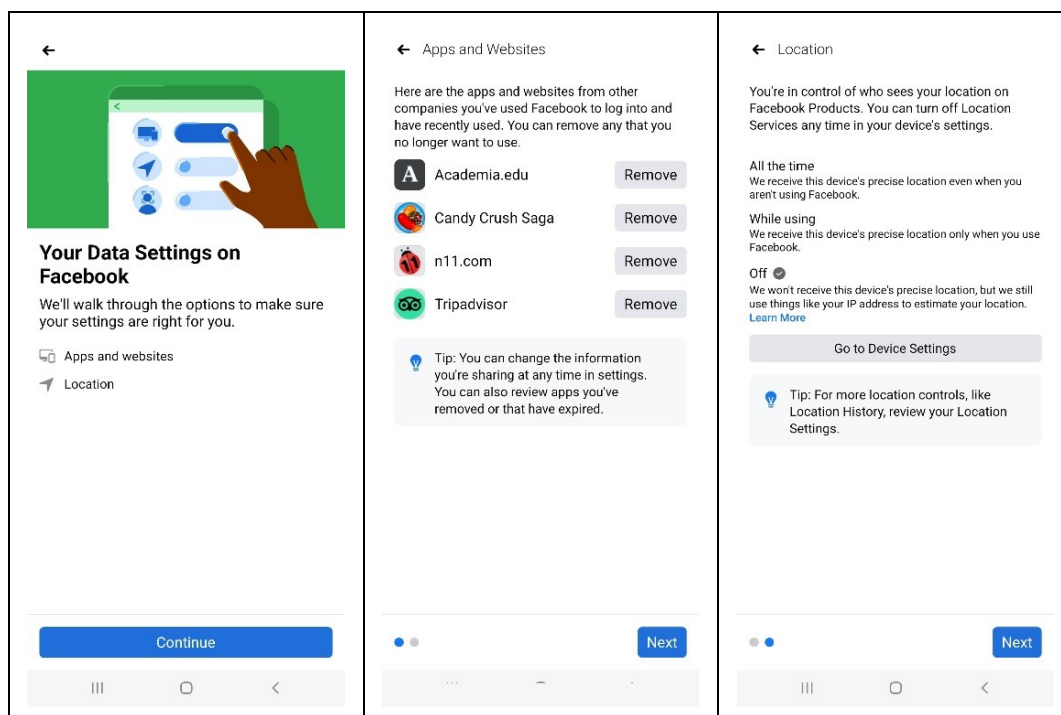


Figure 8.6. Facebook data settings

Your ad preferences on Facebook:

You can decide what information advertisers can use to reach you, and choose who can see your social interactions alongside an ad. These restrictions are given in Figure 8.7.

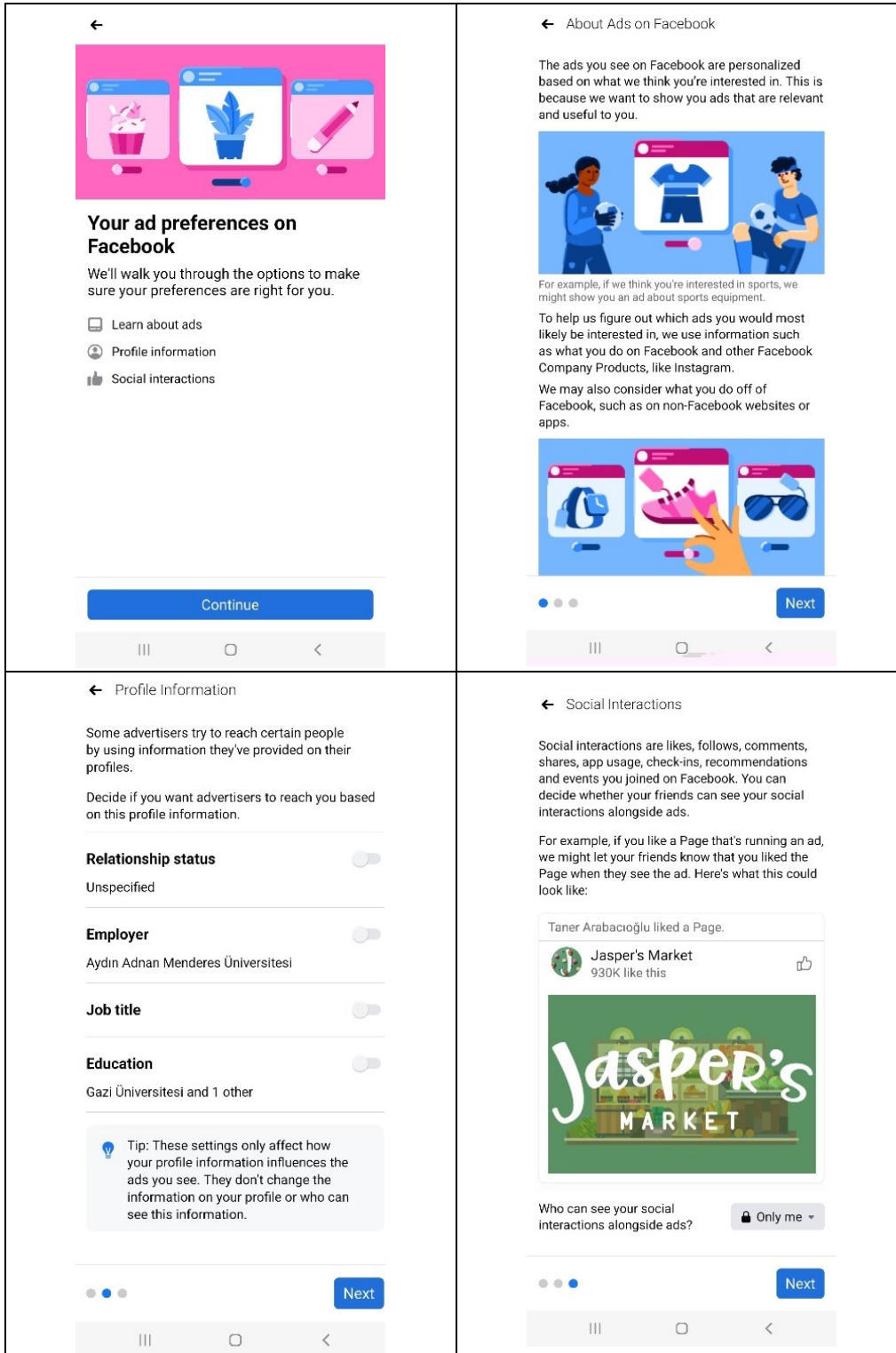


Figure 8.7. Facebook ad preferences

For more detailed information, you can visit <https://www.facebook.com/safety>.

8.6.2. Instagram Security Settings

Tap the icon or tap your profile Picture in the bottom right to go to your profile. Then tap in the top right after tap settings. Tap the Privacy tab from the Settings window.

If you are not using your Instagram account for identification purposes and only sharing with your friends, enable Private Account. Find those who don't want to show your posts and stories from the Followers tab and remove them. You can also block offensive comments in the comments section. If you are receiving unwanted messages, you can restrict them from the Messages section.

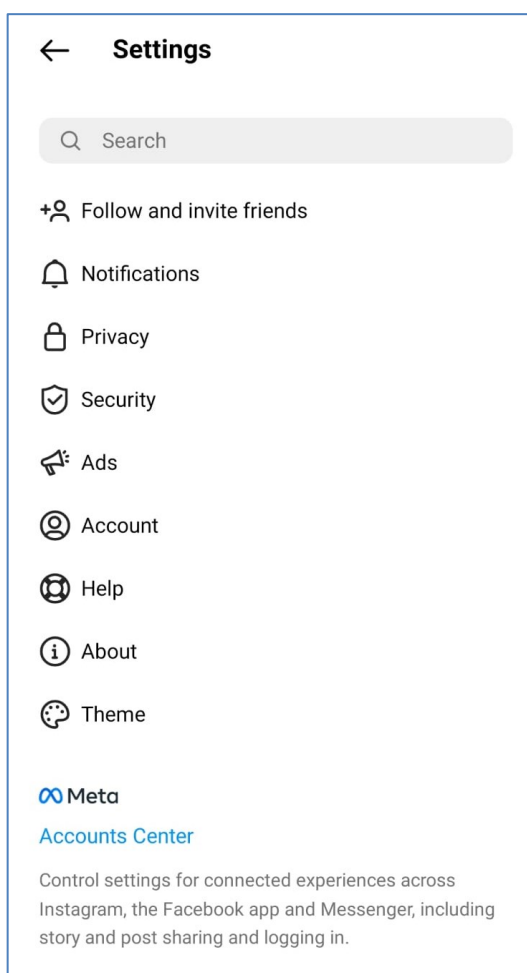


Figure 8.8. Instagram Settings

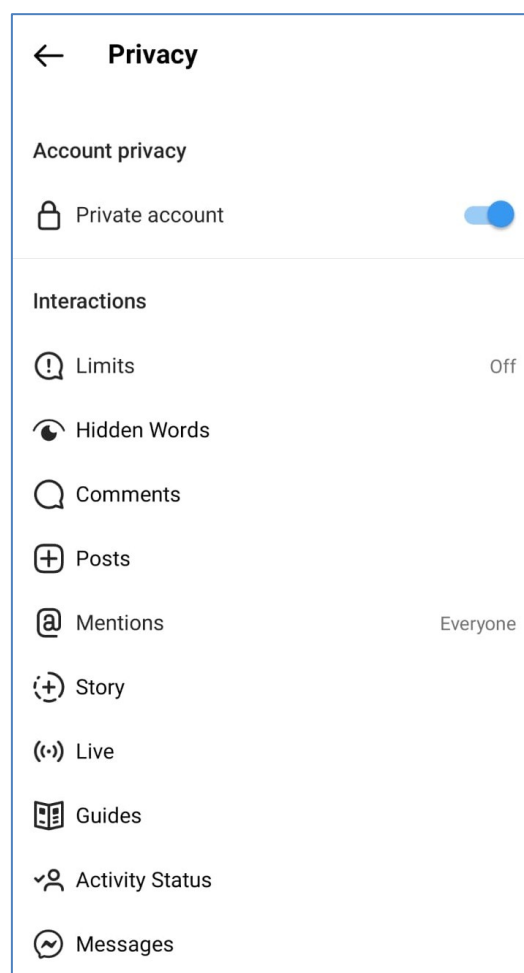


Figure 8.9. Instagram Account Privacy

It is thought that the limits, hidden words, comments, posts, mentions and story settings in the Instagram privacy options given in Figure 8.9 should be known by all individuals.



With the Instagram Limits feature, it aims to prevent hate speech and harassment. This feature imposes a temporary limitation on the comments made by the user, or the messages sent directly to the user. These limitations can be seen in Figure 8.10.

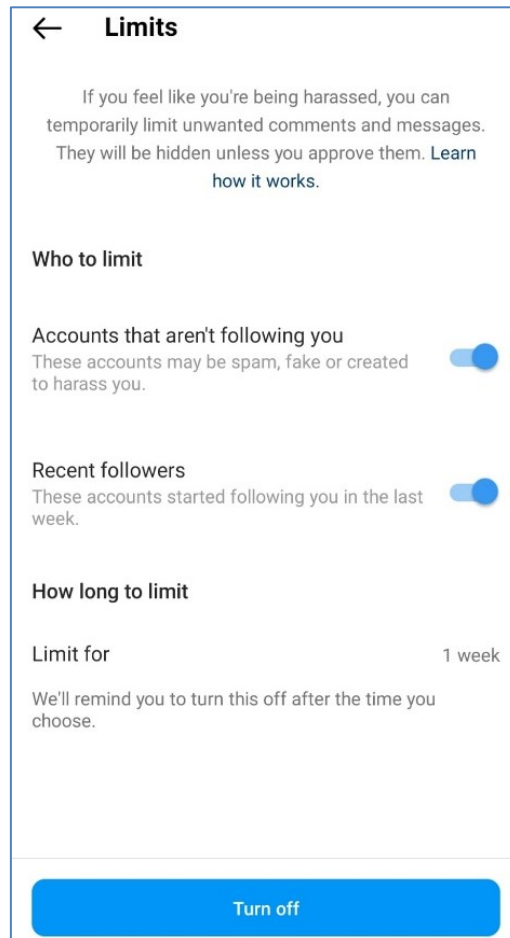


Figure 8.10. Instagram Limits Settings

The Hidden Words tab in Figure 8.11 can be used to hide offensive comments that you do not want to see on Instagram.

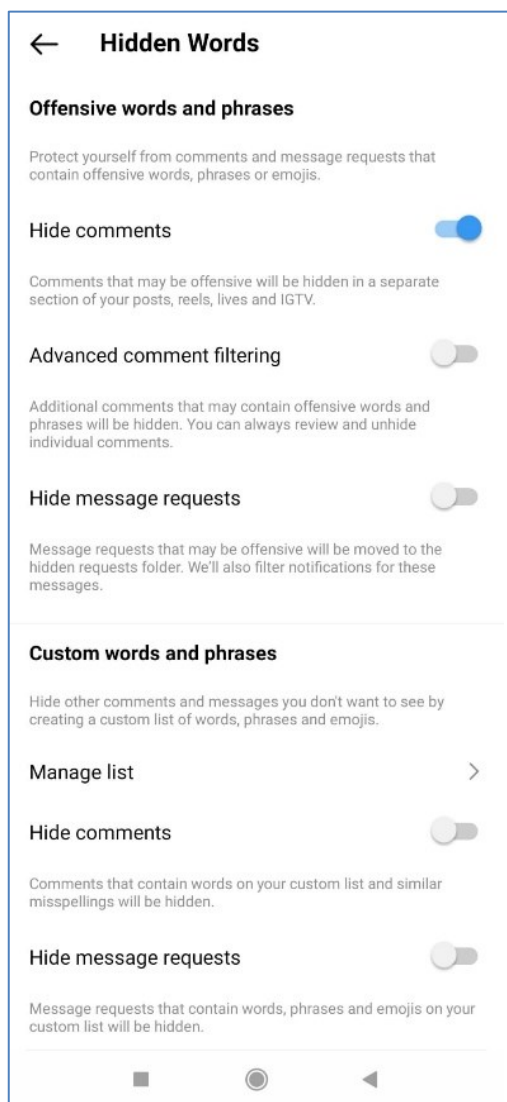


Figure 8.11. Instagram Hidden Words

You can hide comments or message requests using the Hidden Words setting. You can also create a custom list of words, phrases, numbers, and emoticons that you want to hide.



Offensive comments on Instagram posts can be edited according to user requests using the Security Settings Comments tab. As can be seen in Figure 8.12, the owner of the offensive comments can be blocked.

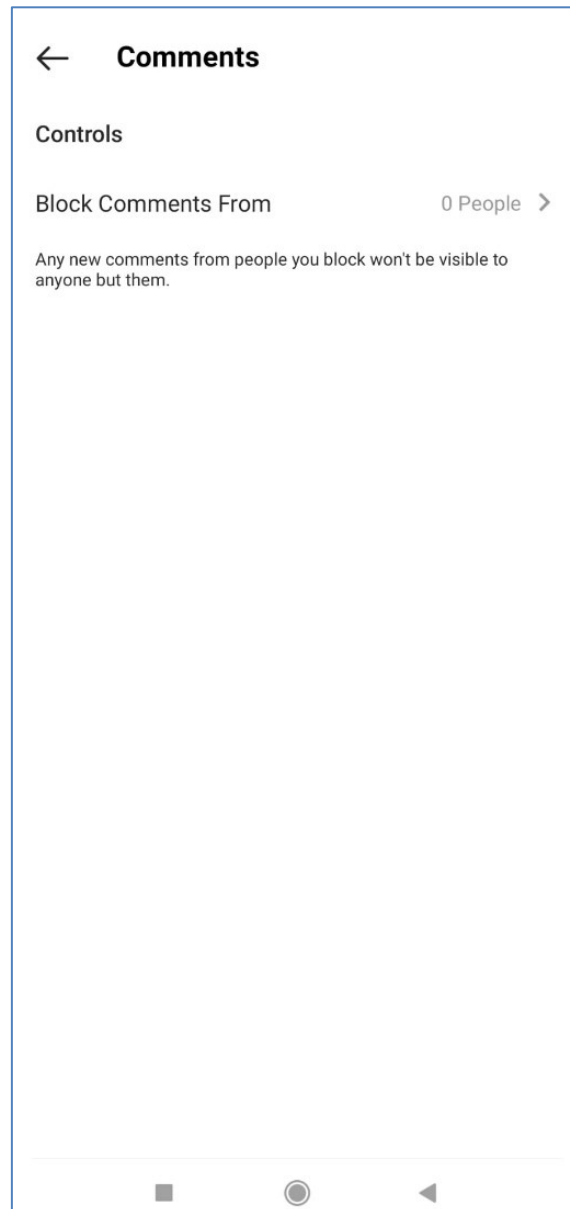


Figure 8.12. Instagram Comment Settings

The sharing, tagging, mentioning and story features of social networking sites are frequently used by users. The points to be considered here are the framework in which these features should be limited.

In this context, the post settings seen in Figure 8.13 include settings such as who can tag you and your approval when you are tagged. In addition, requests from stores are also allowed from this window. It is recommended that users allow tags from people they follow and turn off requests from stores.

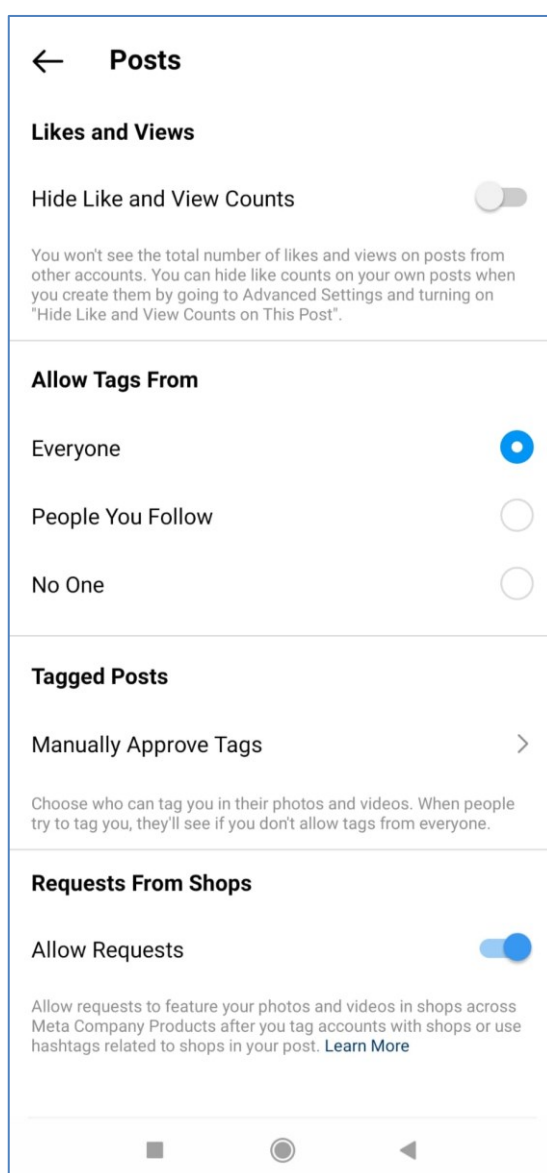


Figure 8.13. Instagram Posts Settings



Similar to the post settings, it should be determined who you will give this permission with the mention settings.

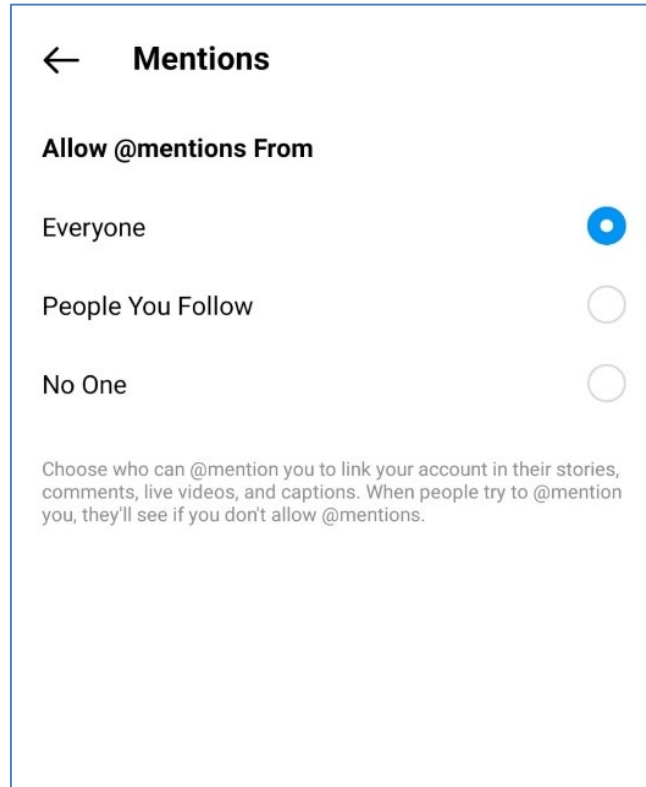


Figure 8.14. Instagram Mentions Settings

The privacy settings of stories, one of the frequently used features of Instagram, are shown in Figure 8.15. In the story settings, you can first determine from whom you hide the story or who can view it under the Viewers heading.

Under the Replying heading, it is possible to set who can reply to your stories. With the Saving option you can allow saving your story to gallery and archive. Finally, under the sharing title, you can allow followers to share your story. In addition, if you want the story you created to be automatically shared on your Facebook account, you must activate the relevant option.

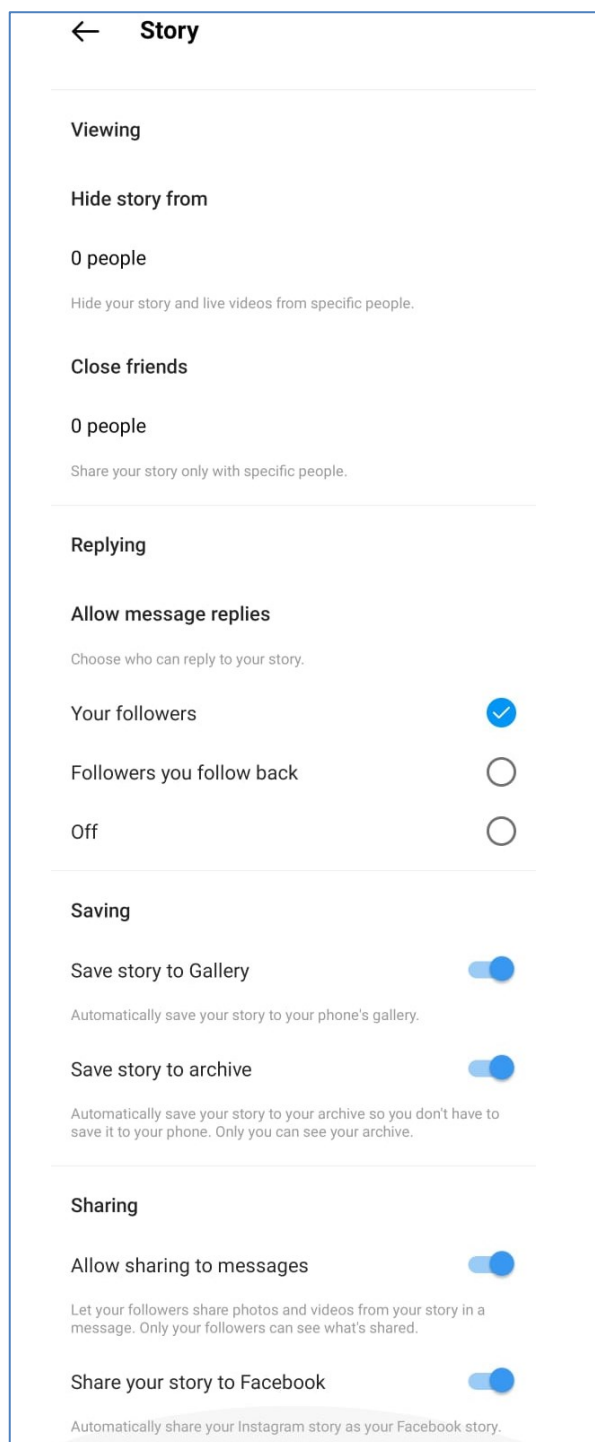


Figure 8.15. Instagram Story Settings

Security options on Instagram can be done using the Settings menu. The settings menu is given in Figure 8.16. Through this menu, security settings can be made individually, or through the Security Control window seen in Figure 8.17. The Security Check-up window provides easy access to users as it includes password, e-mail, mobile phone number and two-factor authentication settings. The security settings determined as a result of checking each option can be made.

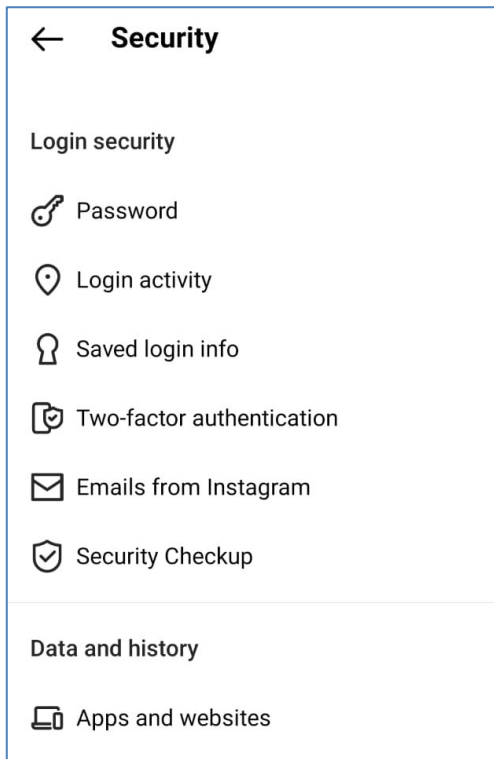


Figure 8.16. Instagram Security Settings

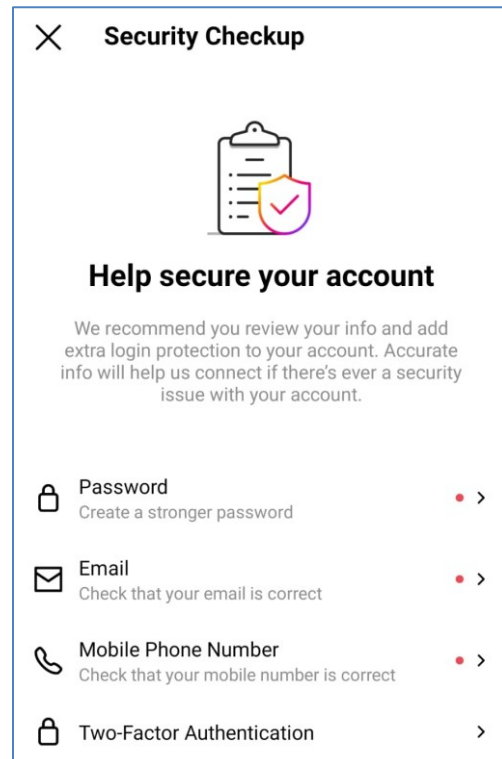


Figure 8.17. Instagram security checkup

Enable two-factor authentication to take security measures with an SMS code when trying to access your account from a different device. When you receive an e-mail that you think was sent by Instagram, be sure to check it from the E-mail from Instagram tab.

For more information you can visit

<https://help.instagram.com/285881641526716>

and

<https://www.kaspersky.com.tr/blog/keep-instagram-secure/7435/>

8.7. 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 brings 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.

For more information you can visit;

<https://www.kaspersky.com.tr/resource-center/preemptive-safety/public-wifi>

and

<https://www.kaspersky.com.tr/resource-center/preemptive-safety/public-wifi-risks>

Another way to connect to wireless networks is the ones in your home or office. Although these networks do not pose as many risks as public networks, they are still the target of cyber attackers and security measures must be taken. It is recommended that you seek help from an expert in securing these networks. Also, do not share your wireless network password with anyone. Turn off your wireless network when you are not at home or at work.

For more information you can visit <https://www.kaspersky.com.tr/resource-center/preemptive-safety/protecting-wireless-networks>.



8.8. Risks Threats and Vulnerabilities

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.

8.8.1. Malicious Software-Malware

Software created to harm your computers, mobile devices or steal your information is called malicious software (malware). The malware in question is divided into viruses, Trojan horses, worms and spyware.

Viruses are programs designed to prevent the operation of the computer or mobile device, such as deleting the data contained in the device.

Malware called Trojan horse is software that aims to harm the computer under the disguise of a useful program. When the user downloads and runs the program that he thinks will be useful, it tries to obtain the user's personal information such as password and credit card.

Worms, like viruses, reproduce by copying themselves. They are spread by e-mail attachments or files shared over the network. They try to reach other users' devices by using data sources such as an e-mail address list on the infected device.

Spyware is malicious software that can be installed on your computer, tablet, or smartphone and has many different purposes. Keyloggers, password stealing software, information stealing software, mobile spyware that steals your geolocation or call log can be given as examples.

If the operation of your computer or mobile device is unusually slow, if messages that you cannot understand are displayed on the screen, if the names of the files stored on your device change by themselves, you should suspect viruses. In this case, you should scan with an antivirus program. Also, to protect your device, do not open attachments of e-mails that you do not recognize. Before transferring data from portable memory, you should definitely perform a virus scan. Do not download software or other downloads from the unofficial web pages you browse. If you are going to download, please choose the official pages. Finally, update your operating system and anti-virus software regularly.

8.8.2. Spam & Phishing

Spam is the name given to e-mails that are sent without the consent of the recipient, mostly for advertising purposes. Spam e-mails are often used by cyber attackers, even if they promote products or services. Cybercriminals aim to access information such as account numbers, passwords and credit card numbers by forging the website of a company, bank or official institution with random e-mails they send. This situation is called phishing.



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.



8.9. 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.

8.10. Conclusion

In today's world, where information and communication technologies have removed digital borders, individuals' perceptions of privacy and security must also change. Considering that virtual communication takes place at least as much as face-to-face communication, and banking, shopping and public transactions are carried to virtual environments, the importance of digital security and privacy comes to the fore. At this point, it is thought that special attention should be given to social networks. In our age where information is the most important power, every individual has to take the necessary precautions. At the point of taking the aforementioned measures, preliminary information about cyber security and awareness of cyber security should be disseminated at all levels of society.



8.11. Questions

1. Which of the following is *not one* of the three basic elements of information security?
 - a) Eligibility
 - b) Confidentiality
 - c) Integrity
 - d) Accessibility

2. How do you access information security settings on Facebook?
 - a) Media.
 - b) News Feed.
 - c) Privacy Setting Control.
 - d) Notices.

3. Which of the following should not be done about your social media posts?
 - a) Sharing should be limited to friends only.
 - b) Location notifications should be made publicly available.
 - c) Personal data should not be shared.
 - d) Strong passwords should be used.

4. Who can have temporary restrictions on Instagram?
 - a) To all friends.
 - b) Only to friends who follow you.
 - c) To friends who don't follow you.
 - d) To a specific follower.

5. How to set the Instagram stories with whom to share?
 - a) Story tab View title.
 - b) Story tab Share header.
 - c) Story tab Comment.
 - d) Story tab Responsive header.

6. How to block spam comments on Instagram?
- Comments from privacy settings.
 - Story from security settings.
 - Story from privacy settings.
 - Comments from security settings.
7. Which of the following should be considered when connecting to the Internet via public networks?
- You can easily do all your transactions.
 - Do not use web pages containing sensitive data such as banking.
 - Keep your wireless network connection always open.
 - Do not use public networks in any way.
8. Which of the following is not a malware?
- Trojan Horse
 - Virus
 - Keylogger
 - Antivirus
9. Which of the following should not be done in an e-mail from an account you do not know?
- The e-mail should be carefully examined.
 - Information requested by e-mail should be given.
 - If the e-mail looks suspicious, it should be deleted before it is opened.
 - Suspicious e-mail should be reported.
10. Which of the following options should be included in the passwords to be used in ICT devices?
- It should be easy to remember.
 - The password must be short.
 - It must consist of letters, numbers and special characters.
 - A single password must be used for each account.

Answers

1.a 2.c 3.b 4.c 5.a 6.d 7.b 8.d 9.b 10.c

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Safe Digital Marketing for Agripreneurs – DIGIAGRIMARK

Erasmus+ KA2: Strategic Partnerships for Adult Education

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Digital Marketing and Digital Safety for Agripreneurs

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9. PRIVACY AND SECURITY IN DIGITAL MARKETING

1. Introduction
2. Importance of Privacy and Security in Digital Marketing
3. Security and Privacy Vulnerabilities Affecting Digital Marketing



MODULE 9: PRIVACY AND SECURITY IN DIGITAL MARKETING

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 endanger 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.

In order for businesses not to give any security gaps in digital marketing, they need to create a solid security strategy and include it in their marketing strategy. It is always necessary to be prepared for cyber-attacks that are thought to increase in the future.

Entrepreneurs trying to reach a large audience using marketing techniques become a rich target for cyber attackers. The damage that may occur when you share an unsafe, malicious software from the page where the business is marketing will affect all customers

The main purpose of this module is to make entrepreneur candidates realize the importance of security and privacy strategy against cyber-attacks in digital marketing activities, to introduce the problems that may arise as a result of such an attack, and to make them comprehend the steps to be followed for the healthy execution of digital marketing.

Today, using digital marketing techniques is an indispensable marketing method for businesses. However, digitalization brings with it some problems. The first of these is cyber-attacks. Business owners (entrepreneurs or prospective entrepreneurs) should consider these possibilities and use digital marketing techniques. It is extremely important for operators to keep their digital systems up-to-date and to take precautionary measures against potential vulnerabilities.



9.2. Importance of Privacy and Security in Digital Marketing

9.2.1. Definitions

Basic concepts:

Digital Marketing: All marketing activities carried out with technological devices for the promotion, awareness and sale of products/services.

Business: In the fields of agriculture, industry, trade, banking, etc., they are institutions/ organizations established by investing a capital for profit.

Personal Data: Refers to all kinds of information about a person (name, phone number, picture, image, audio recordings, shopping habits, purchase history, etc.).

Privacy: It is private information that the individual wants to keep from others.

Privacy Paradox: Individuals continue to share their personal information despite possible privacy issues.

Marketing Ethics: Marketing activities are carried out within the framework of moral and ethical values and in the interests of society.

What is digital marketing, why is it important for entrepreneurs?

In our age, the primary goal for every entrepreneur is to provide healthy service to potential customers. Aware of this, entrepreneurs use digital marketing tools as an important instrument. For those who are new to their business or want to improve their business, digital marketing provides a great area of movement. An entrepreneur needs to be aware of these opportunities.

What are digital marketing tools?

Digital marketing tools are resources or tools used to increase the effectiveness of digital marketing services. All the methods we use to expand our digital marketing campaigns and marketing communication constitute digital marketing.

How to use digital marketing tools?

Entrepreneurs/managers need to have at least a basic level of knowledge of how to use digital marketing tools. Entrepreneurs are the ones who know the goods and services they produce best. Therefore, they have to gain experience in marketing their own products in the right ways. All entrepreneurs should have an adequate level of training on how to use digital marketing tools in the healthiest way.

Digital marketing has improved unimaginably all over the world in the last 10 years. The fact that all goods and services produced are sold digitally without any limits provokes manufacturers to reach more customers. All businesses, small or large, are making a serious effort every day to promote and market their products to their customers through various digital methods. With this effort, a strong competitive environment is formed between the enterprises.

Marketing activities developing in the digital world bring with them multifaceted problems. In the internet world, where the limits are uncertain, every data that businesses or customers enter



the system with computers, smartphones, etc. creates problems such as data security and privacy in front of 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 organizations in digital environment". "Digitally, users and organizational 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."

Fundamental privacy is the right of consumers to determine how their personal information is used by third-party organizations. The concept of personal data is generally defined as follows:

Personal data refers to all kinds of information about the real person. The name, surname, date of birth and place of birth of the individual; information about the physical, familial, economic, social and other characteristics of the person is also personal data. The fact that a person is specific or identifiable means that by associating the available data with a real person in any way, that person is made identifiable. That is, the data; it covers all situations that enable the person to be identified as a result of carrying concrete content expressing the physical, economic, cultural, social or psychological identity of the person or being associated with any record such as identity, tax, insurance number. Data such as name, phone number, motor vehicle license plate, social security number, passport number, resume, picture and voice recordings, fingerprints, genetic information are personal data due to their ability to make the person imprint able, albeit indirectly.

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.

Some of the largest data breaches recorded in history are 2005 and later. As governments and businesses switched from paper to the digital sector, data breaches became more common.

In 2005 alone, there were 136 data breaches reported by the Privacy Rights Clearinghouse, and more than 4,500 data breaches have since been made public. However, it is believed that the number of actual data breaches is probably much higher. The 2014 Verizon Data Breach Survey alone reported 2,100 data breaches with 700 million exposed records. Yahoo holds the record

for the largest data breach of all time with 3 billion compromised accounts. As of 2020, the average total cost of a data breach is \$3.86 million.

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.

9.2.2. 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.

When we look at the statistics on data breaches in 2021 worldwide, we see that data is always threatened in the digital world. You may be interested in statistics on data breaches around the world over the past year:

- “1. 2021, Ubiquiti Inc., one of the leading technology manufacturers, warned its customers of a data breach. The data uncovered included email addresses, hashes and passwords, and customer names, addresses, and phone numbers.
2. 2021, the California Department of Motor Vehicles alerted drivers to a data breach that occurred when billing contractors Automated Fund Transfer Services were hit by a ransomware attack.
3. 2021, Hobby Lobby's database of more than 300,000 records was revealed after the company suffered from a cloud bucket misconfiguration.
4. 2021, the personal data of 533 million Facebook users from 106 countries was published for free online on a low-level hacking forum. The data included users' phone numbers, full names, locations, email addresses and biographical information.
5. 2021, more than 500 million LinkedIn user profiles were discovered on the dark web. LinkedIn account users' data was imported or transferred to a database from the website, which included names, LinkedIn account IDs, email addresses, phone numbers, and more.” *

These statistics show that data security is very important in digital marketing, and that all businesses, big and small, should be sensitive about this issue.

"The only computer we can call completely safe is one that no one uses." Willis Ware

Due to the rapid changes in digital technologies, attacks on the privacy rights of individuals have become quite easy. Today, people have introduced the Internet into every aspect of life. In this



process, content is produced and recorded in many formats in order to keep people more engaged in the virtual world. This content can also contain a lot of information about the private life of individuals in the digital world. An individual's online behaviour, including personal privacy, greatly reflects an individual's real life. Big data analysis methods developed in this context collect the online footprints of individuals and easily reveal the personal profiles of individuals.

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 realizing 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.

In this context, the target audience is demographically; geographically, by age, gender, socioeconomic and familial status; region, country, city, time- wise; behaviourally, at certain times of the year, according to certain days and times; according to the previous visit preferences of the web pages, their interests in social network profiles, their priority trading types, and in terms of retargeting, they are categorized according to potential customers who have shown interest in their previous visit or left the purchase process unfinished, and related advertisements can be transmitted to potential customers using all channels of the internet.

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.

Therefore:

- Privacy and data security, should be among the main features of products and services,
- Both concepts should be systematically integrated into planning and workflows.

9.3. Security and Privacy Vulnerabilities Affecting Digital Marketing

9.3.1. What tools create security and privacy gaps in digital marketing?

In 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 most common method used by cyber hackers is to redirect customers to a completely different website by making a pirated site that resembles yours. In fact, consumers who think they are shopping on your business's site are unwittingly redirected to a pirated site and all their personal information is stolen. Websites that have been subjected to such attacks can be punished by Google or even placed on a 'blacklist'.

Let's give you a few tips on what you can do to protect your business from cyberattacks.

- The first step for digital marketers is the implementation of the HTTPS protocol. The website domain name starts with 'https' instead of 'http', which contributes to the encryption of relevant content in the background and the protection of the connection.
- One of the basic strategies is to use strong passwords. Cyber hackers infiltrate the system by easily cracking weak passwords. Therefore, passwords used to log in to the website must have different combinations (uppercase, lowercase, number, etc.).
- Purchase a secure server service. You should work with a service provider that detects and fixes security issues and periodically scans for malware.
- Back up your website periodically. This allows you to delete and rekindle your malware-exposed website.

9.3.2. Collection and Protection of Personal Data

Data containing all kinds of information belonging to a person with a certain identity is called personal data. This data is information about the person such as date of birth, identification number, insurance number. Personal data is also known as law-protected data. Personal data is private data.

9.3.2.1. Why Should Personal Data Be Protected?

The protection of personal data is one of the important needs today. Because the protection of personal data also protects the person from vulnerabilities. Many states, especially the EU, are trying to protect personal data through various laws. For the sustainability of economic life, of



the virtual shopping sector, which has been increasing in recent years, is a priority. Consumers can also shop on various sites (eBay, Amazon, etc.) from another country. Then the protection of the personal given in the virtual world has become an international issue.

The personal data that businesses engaged in digital marketing should protect are:

- Financial Information
- Contact Information
- Telephone number
- Location Information
- Credentials
- Personal Information
- E-Mail Data

One of the issues that an entrepreneur should care about is how to protect the personal data of customers. If customer data is obtained by the entrepreneur for use in the digital marketing phase, it should be stored securely and should never fall into the hands of malicious individuals. Businesses should remember that even if they obtained this data with special permission from customers, they should keep it healthy. Data being safe affects customer satisfaction. When personal data falls into the hands of malicious individuals due to the careless conduct of a business, trust in that business is undermined. This could lead to the bankruptcy of the business.

Entrepreneurs should act by putting themselves in the place of a customer when it comes to storing personal data. Your personal data is relevant to you and is yours. Just as your home and car belong to you, so is your personal data. It is aimed to protect personal data and personal rights. It also helps protect your fundamental rights and freedoms, such as the privacy of your private life.

9.3.2.2. What are the drawbacks of knowing personal data by others?

Today's technological developments have made personal data commercially valuable. Many products are marketed using this information. In addition, your behavior or usage habits are determined, and your specific or appropriate service or product marketing is carried out. This situation, which can be useful when viewed in good faith, can be used by malicious individuals to deceive, commit crimes against the person or against others, to harass people or for different purposes. Knowing information about the health and finances of your outbuildings by others can also pose a threat to your security.

9.3.2.3. What does the processing of personal data mean?

Processing of personal data according to the laws related to personal data in many countries; collection of personal data; it is all kinds of processes such as recording, storing, maintaining, modifying, rearranging, explaining, transferring, inheriting, making it achievable, classifying or

preventing its use. To summarize, we can say save and use. Because to make an operation, it must first be saved and used regardless of the subsequent operation.

"Recording" is the first stage in the processing of personal data. Just saving it means that your personal data is processed, even if there are no other transactions. The second stage of the transactions made after recording is to store, report, come to conclusions, send it to another place or person with personal data.

9.3.2.4. Under what circumstances can customer personal data be processed?

Customers' personal data can only be processed with their consent. However, there are exceptions to the Personal Data Protection Act where personal data can be processed without explicit consent. These exceptions need to be interpreted with narrow meanings. If the exceptions are interpreted in a broad sense, a situation arises in which personal data can be processed with exceptionally explicit approval.

One of the warnings that you may encounter when you open the website of a company that sells and markets from digital sectors is the declaration "ENLIGHTENMENT FOR THE PROCESSING OF COLLECTED CONSUMER PERSONAL DATA". With this notice, businesses fulfill the obligation to inform customers of how, why they receive and store their personal data. These papers usually include the following headings:

- Your Personal Data Processed
- Method of Collection of Personal Data and Legal Reasons
- Purpose of Processing Your Personal Data
- Transfer of Your Personal Data
- Rights and Obligations for Your Personal Data

Entrepreneurs should also inform their customers about personal data with this method. This indicates that your business cares about customer safety. Furthermore, this statement indicates that you are acting on the principle of transparency. Keep in mind that your customers have the right to request the following transactions:

- To find out if their personal data has been processed,
- Requesting information about personal data if it has been processed,
- To learn the purpose of processing personal data and whether they are used in accordance with their purpose,
- To learn about third parties whose personal data are transferred at home or abroad,
- Request correction of personal data if it is incomplete or inaccurately processed and request notification of the transaction made within this scope to third parties to whom personal data are transferred,



- Requesting the deletion, destruction or anonymization of personal data if the reasons for processing their personal data disappear and request that the transaction carried out within this scope be notified to third parties to whom the personal data are transferred,
- Objecting to the emergence of a result against the persons concerned by analysing the processed data exclusively through automated systems,
- Request damages if your personal data is damaged due to unlawful processing.
- If customers' personal data has been obtained by malicious individuals and this is due to vulnerabilities in your business, customers can claim compensation from you.

Here are simple steps to protect your business's digital platforms from vulnerabilities:

- **Don't Include Email Chains:** Do not open or forward these emails to anyone else in your mailing list, asking you to send them to all people. These e-mails cause scams.
- **Pay Attention to Addresses:** Be wary of scam sites that are designed very similar to the original by relocating several letters from the internet addresses of e-commerce sites or banks. Make sure that the address in the address bar is exactly correct.
- **Don't Forget to Back Up:** Make backups to a device such as an external hard drive or to a cloud service so that you can regain access to your information in case your devices are corrupted, lost or stolen.
- **Use a Security Software:** Using trusted company-manufactured security software on both your mobile devices and computers will protect you from Malicious Software and viruses
- **Use Different Passwords:** Try to use a different password on each platform you log in to. Do not create passwords that are easily predictable or contain personal information. In addition to using strong passwords, increase the security of your devices by using methods such as fingerprints and eye scans.
- **Turn Off Bluetooth:** Keep Bluetooth off on your device when you don't need it despite malicious access.
- **Don't Skip Updates:** Regularly install security patches and updates for the mobile apps you use.
- **Review Your App Access:** Review what data the mobile apps you use want to access on your device and don't allow access you don't think is necessary.
- **Don't Rely on Free Wireless Networks:** Avoid doing critical work, such as bank transactions, when you're connected to public wireless networks. Please note that unencrypted internet connections may only be created to obtain your personal data.
- **Do Not Plug in Every USB Stick:** Scan external devices, such as USB sticks, through security software before using them, the contents of which you are unsure. USB sticks containing spyware that malicious individuals deliberately leave at busy locations can lead to data theft from computers on which these devices are installed.

9.3.3. Credit Card Security

One of the most important inventions of today's economic world is undoubtedly a credit card. Credit cards, which are sometimes the saviours of everyone and sometimes a nuisance, are a financial tool that meets the urgent cash requirements of consumers, provides instalments for purchases, earns money points as they use, is used for purchases of goods and services and debits customers to the bank when using them. The use of credit cards has made the credit card indispensable by providing instalment opportunities to individuals.

One of the situations encountered when shopping with a credit card is fraud. This unfortunate incident has happened to many people. Stealing your credit card information in shopping businesses or being scammed by copying your card can be a negative you will encounter at any time.

For your business, customer credit card information is personal data. We explained above that this information should be stored safely. If your customers use credit cards for their purchases with you, you should show them that you offer them a secure purchase.

9.3.3.1. What Does It Take to Maintain This Trust?

Customers visit your digital platform several times before purchasing any products. These visits are important for the awareness and reliability of the site to review products, research similar products, evaluate easy payment options, and ensure safety.

If the customer comes back to your website to make a purchase after making their first purchase through the digital platform, they become loyal customers. So, what do you need to have to create this perception of security and protect both the customer and your business?

If your business is e-commerce, has SSL Certificate and 3D Secure security options, it proves that it guarantees the customer's card and personal information. In search of secure e-commerce, the online customer performs their transactions knowing that their card information and personal information cannot be obtained by third parties. In addition, these security measures protect the seller as well as the buyer. The e-commerce company securely stores its system and information against future payment objections by the customer.

9.3.3.2. SSL Certificate

SSL Certificate is a kind of encryption system in the simplest terms. When the customer enters credit card information to the e-commerce company when shopping online, the company transfers the card information to the bank through a special encryption method if the company has an SSL certificate. This encryption can only be decrypted by the bank. When shopping online with credit and debit card, customer information does not fall into the hands of third parties. Customers can easily see if your business has an SSL Certificate for e-purchases.

Entering an e-commerce company's page has <https://> at the top of the address line. If this article is green, then there is an SSL certificate on that site. If <https://> is not green on sites where this



certificate is not available, and there is a line on it, that site is not secure. You can get support from internet providers to have an SSL certificate.

9.3.3.3. 3D Secure

3D Secure, developed by **Visa**, is a must for online shopping with a debit card. The 3D secure system is quite simple to operate. When a customer writes their card details to the relevant place on the payment screen to make a purchase from an e-commerce company and confirms the transaction, this information is encrypted and sent to the bank. After this information, which can only be deciphered by the bank, a password is sent by the bank to the user's registered mobile phone. When this password is written to the relevant bar on the payment screen of the e-commerce company within 180 seconds, the payment process is made. Customers can safely shop on e-commerce sites with Visa or Mastercard when they see 3D Secure.

What Does the 3D System Provide to E-Commerce Companies?

The 3D Secure system allows stores to make sure that the person who makes the transaction is the real owner of the card. Thus, the possibility of misuse of e-Commerce transactions is significantly reduced.

9.3.4. Mail Order Credit Card Information Security

The Mail order form is a document in which the card information of the person who purchased a product, service, service is entered. The seller collects through physical POS or virtual POS through this information that comes to him. Mail order occurs when the recipient shares their credit card information with the seller. The Mail order form is usually prepared by the receiving company and the recipient transmits the credit card information to the seller through this form.

Is Mail Order Safe?

The Mail order method is never completely secure as the buyer shares all information about the credit card with the seller in writing or verbally. Since mail order forms are usually shared through digital media (email, WhatsApp, etc.), there is always a risk that the information will fall into the hands of third parties.

Credit card information can be easily stolen due to the difficulty of storing the information entered on mail order forms and its accessibility. For this reason, the mail order method carries great risks in terms of information security for both the buyer and the seller.

What are the Risks for Cardholder and Seller in Mail Order Method?

When your customer shares all their credit card information with you via email order, it takes a big risk. Even if you have good intentions, the risk is high. For example, you might forget your customer's credit card information on social media or by typing on the desk, or a careless employee might accidentally share that information with someone else. In order to avoid such a problem, the entrepreneur must carefully protect the document containing his credit card information.

When such a situation occurs, the seller will be criminalized, even if he does not act intentionally. But it's risky for both sides. It can be a waste of time and money. Security-friendly hesitations and delays in the Mail order method can worry consumers who are used to getting things done very easily and quickly today. A certain time is required for the form to be forwarded from the seller to the cardholder, the form to be filled out and signed to the other party. This process, which is carried out by e-mail, fax, mail or phone, can be especially laborious for the buyer and can give up shopping. This poses a serious problem for the seller

9.3.5. Third Party Websites and Applications

An application that connects to another service (or its application) to provide advanced features or access profile information is a third-party application. Third parties you allow access to may read, edit, delete or share sensitive and confidential information. Before you grant the third party access to any of your accounts, you should read the privacy policy and security disclosures of the third-party app or service to learn how it uses and keeps your data safe.

Apps offered through unofficial third-party app stores or websites created by parties not connected to the device or operating system are also third-party apps. To avoid malware, it is necessary to be careful when downloading applications from any source, especially from unofficial app stores or websites.

Some services or applications prohibit the use of third-party applications for security reasons. This is because any third-party app has access to your profile or other information in your account.

If you have allowed a third-party application that you do not trust, you must remove those permissions. Keep in mind that a third-party app or service may misuse your data by performing actions such as spamming, impersonating, or using your data in harmful ways

9.3.6. E-Mail Security

Emails are important for the management of businesses. While emails are so important for business continuity and communication, they have always been the focus of attention for cyber attackers.

Companies that communicate by e-mail should pay attention. The first goal of cyber attackers is to gain access to your business's email traffic. In doing so, they often benefit from the carelessness of business employees.

This infiltration occurs by opening malware sent by attackers. Malware; usually in the form of gift/reward advertisements, notices with interesting advertisements, threatening texts. Malware kicks in when we open the email or attachments that are lost to our emotions. Thus, hackers who reach their destination can steal all the information that belongs to you or your customers.

Email security is a procedure that protects emails from unauthorized persons by email providers. You can use certain apps to personally secure your email.



Pay attention to the following recommendations to ensure email security:

- Change your email password from time to time and use strong passwords.
- Be careful when opening attachments that come with emails. Scan your virus program for email attachments from people you don't know
- Be careful when reaching your email in free Wi-Fi areas. If you try to access your email over a fake network, your information may be stolen.
- Inform employees in your business about spam, phishing, encryption, and more.
- Don't share sensitive information in your emails.
- Use two-step authentication systems.

9.3.7. Social Media

According to studies conducted in recent years, the most vulnerabilities are experienced in social media accounts. The most basic reason for this is that people have to share their personal information in order to be active on social networks. The fact that personal information is shared on these networks increases the appetite of identity thieves.

Social media users can share their identity, education, marriage, children, work, etc. he wants to increase his recognition by sharing information. Business owners can also share their information via social networks for similar reasons. This can create a security problem for businesses. When sharing this information, it is also necessary to think about who can see these pages. Except for the general information of the enterprise, the personal information of the entrepreneur should not be shared. At the enterprise, employees who are interested in social networks should also show the same sensitivity about not sharing personal information.

Some of the fraud methods that entrepreneurs will encounter through social networks are as follows:

- Fake ads made using the name of well-known companies,
- Attractive ads developed for fraud,
- Scams in the style of "The lottery is out to you",
- Identity theft,
- Data breaches with third-party applications,
- Profile cloning,
- Sale of counterfeit products

9.3.8. Browser Cookies

Browser cookies are files that carry small data that you will encounter at any time while browsing the internet. Cookies are created when you visit a new site, and the web server sends a short stream of information to web browsers. Cookies are information that makes it easier for websites to recognize you. The sites aim to increase customer experiences through cookies. Especially shopping sites like to follow the previous preferences of consumers. These sites need cookies to suggest similar products to the consumer, to be able to keep them on the site. Cookies are of two types:

First-party cookies are created by the site we have entered. First-party cookies are displayed on the address bar of the sites.

Third-party cookies are made available to other sites. Such sites create part of the content such as ads, images, videos that you see on the web page that you are browsing.

The danger that awaits entrepreneurs is third-party cookies on newly entered sites. Ads on some sites may contain harmful links. They are also called zombie cookies. Zombie cookies are permanently installed on users' computers, even if they do not allow cookies to be installed. They are formed again after deletion.

You are authorized to allow cookies on a website that you have entered. If you wish, you can block third-party cookies that may later be used for advertising purposes. When third-party cookies are blocked, all cookies and site data available on other sites may also be blocked.



9.4. Conclusion

If you are a business manager or employee, the most important thing to know is that digital marketing methods have a variety of vulnerabilities. You should take seriously malicious individuals who want to exploit these vulnerabilities. Because they can cause unpredictable damage to your business. There are many companies in the world that are affected by the damage caused by cyber attackers. Although digital technologies, and especially social media tools, offer businesses new opportunities in marketing, they also create new possibilities for cyber attackers. Every operator needs to strictly implement a number of security measures when using digital marketing tools. Here are a few steps you need to take to protect your business.

1. 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.

2. 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.

3. 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.

9.5. Questions

1- Which of the following is not personal data?

- a) Financial Information
- b) Contact Information
- c) Product Promotional Brochures
- d) Telephone number

2- Which of the following can "third-party apps" do you allow to access?

- a) Can read personal data
- b) Edit
- c) Delete
- d) All

3- Which of the following should you not do to protect your business's digital platforms from vulnerabilities?

- a) Using a single password for all accounts
- b) Not to participate in e-mails,
- c) Using Security Software
- d) Backing up

4- Which of the following is not available in the information texts about how consumers' personal data is used?

- a) Purpose of Processing Your Personal Data
- b) Transfer of Your Personal Data
- c) Rights and Obligations for Your Personal Data
- d) Purpose of establishment of the company



5- "All marketing activities carried out with technological devices for the promotion, awareness and sale of products/services." Which of the following concepts does this sentence define?

- a) Privacy
- b) Personal Data
- c) Digital Marketing
- d) Privacy Paradox

6- Which of the following is not one of the fraudulent methods you may encounter over social networks?

- a) Fake ads made using the name of well-known companies,
- b) Attractive ads developed for fraud,
- c) Scams in the style of "The lottery is out to you",
- d) Online product sales

7- Which of the following should not be done to ensure email security?

- a) Don't change your email password often.
- b) Be careful when opening attachments that come with emails.
- c) Be careful when reaching your email in free Wi-Fi areas.
- d) Inform employees in your business about spam, phishing, encryption, and more.

8- When does a data breach occur?

- a) When a customer enters their personal data on a shopping site,
- b) When a cybercriminal infiltrates a data source,

9-, developed by Visa, is a must for online shopping with a debit card.

What word should come to the place left blank in the sentence?

- a) Digital Data
- b) Digital Security
- c) SSL Certificate
- d) 3D Secure

10- Which company has the largest data breach in the world?

- a) Facebook
- b) Instagram
- c) Yahoo
- d) Twitter

Answers

1.c 2.d 3.a 4.d 5.c 6.d 7.a 8.b 9.d 10. c

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