Agricultural Marketing Techniques: Strategies for Success

8 – 12 November 2027
Rome (Italy)



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hy This Course

Agricultural marketing is essential for farmers and agribusiness professionals who want to improve profitability, reach the right customers, and build stronger market presence. In today's competitive agricultural sector, success depends not only on production quality, but also on understanding market demand, positioning products effectively, choosing the right sales channels, setting profitable prices, and building long-term customer relationships.

This comprehensive 1-week Agricultural Marketing Training program equips participants with practical tools to market farm products and agribusiness services more effectively. The course covers market research, consumer behavior, SWOT analysis, marketing strategy, branding, digital platforms, pricing, distribution, supply chains, cooperative marketing, customer communication, loyalty programs, and satisfaction measurement. Through practical exercises and real-world examples, participants will learn how to create marketing strategies that increase visibility, strengthen customer trust, and support sustainable business growth.

What You'll Learn and Practice

By joining this program, you will:

- Develop a comprehensive agricultural marketing strategy.
- Conduct market research and analyze market opportunities.
- Understand consumer behavior in agricultural markets.
- Apply SWOT analysis to farm and agribusiness planning.
- Create marketing plans for agricultural products and services.
- Use segmentation, targeting, and positioning techniques.
- Build strong branding and product differentiation strategies.
- Develop clear value propositions for farm products.
- Use social media, content marketing, SEO, e-commerce, and email campaigns.
- Apply pricing strategies that support profitability.
- Compare direct marketing, wholesale, and cooperative marketing channels.
- Build customer loyalty and improve satisfaction through better communication.



The Program Flow

Day 1: Foundations of Agricultural Marketing

- Understand the principles and importance of agricultural marketing.
- Apply market research and analysis techniques.
- Identify customer needs, market demand, and buying behavior.
- Understand consumer behavior in agriculture and food markets.
- Conduct SWOT analysis for farm businesses and agribusiness ventures.

Day 2: Developing Marketing Strategies

- Create practical marketing plans for agricultural products.
- Apply segmentation, targeting, and positioning to reach the right customers.
- Develop branding strategies that strengthen product identity.
- Differentiate farm products in competitive markets.
- Build value propositions that communicate quality, trust, freshness, origin, or sustainability.

Day 3: Digital Marketing for Agriculture

- Use social media platforms to promote farms and agricultural products.
- Develop content marketing approaches for customer engagement.
- Apply SEO basics to improve online visibility.
- Explore e-commerce platforms for selling agricultural products.
- Design email marketing campaigns to communicate with customers and buyers.

Day 4: Pricing and Distribution Strategies

- Apply pricing strategies for different agricultural products and market conditions.
- Compare direct marketing and wholesale distribution channels.
- Understand supply chain management in agriculture.
- Identify opportunities to improve distribution efficiency.
- Explore cooperative marketing models and shared market access opportunities.

Day 5: Customer Relationship Management

- Build customer loyalty programs that encourage repeat business.
- Communicate effectively with customers, buyers, and partners.
- Handle customer feedback and complaints professionally.
- Measure customer satisfaction and identify improvement areas.
- Develop strategies for long-term customer retention and trust-building.



Individual Impact

- Build confidence in marketing agricultural products and services.
- Improve market research, pricing, branding, and digital marketing skills.
- Strengthen the ability to reach customers through direct and online channels.
- Gain practical tools for customer communication and loyalty building.
- Develop a more strategic approach to farm and agribusiness growth.

Work Impact

- Improve farm profitability through stronger pricing and market positioning.
- Increase product visibility and customer engagement.
- Support better sales through effective distribution and digital channels.
- Strengthen customer loyalty and repeat business.
- Enhance competitiveness for farms, cooperatives, and agribusiness enterprises.

Training Methodology

This program combines agricultural marketing concepts with practical application through:

- Market research and SWOT analysis exercises.
- Marketing plan development workshops.
- Branding, positioning, and value proposition activities.
- Social media, content, e-commerce, and email marketing exercises.
- Pricing and distribution strategy case studies.
- Customer loyalty and satisfaction improvement planning.

Beyond the Course

Upon completion, participants will be able to:

- Develop customized marketing plans for farms or agribusinesses.
- Create social media strategies to increase online presence and engagement.
- Build strong branding and positioning for agricultural products.
- Implement pricing strategies that improve profitability.
- Choose suitable distribution channels for different products and markets.
- Design customer loyalty programs that encourage repeat business.

