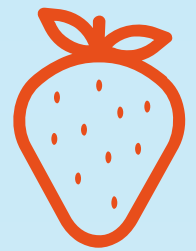
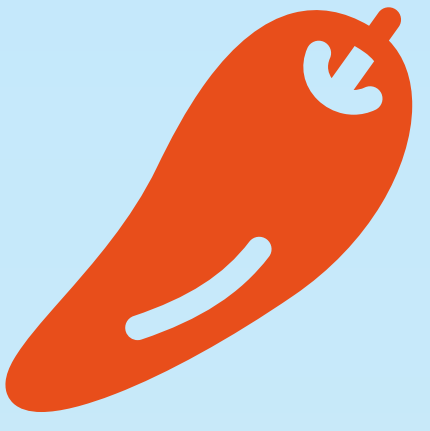


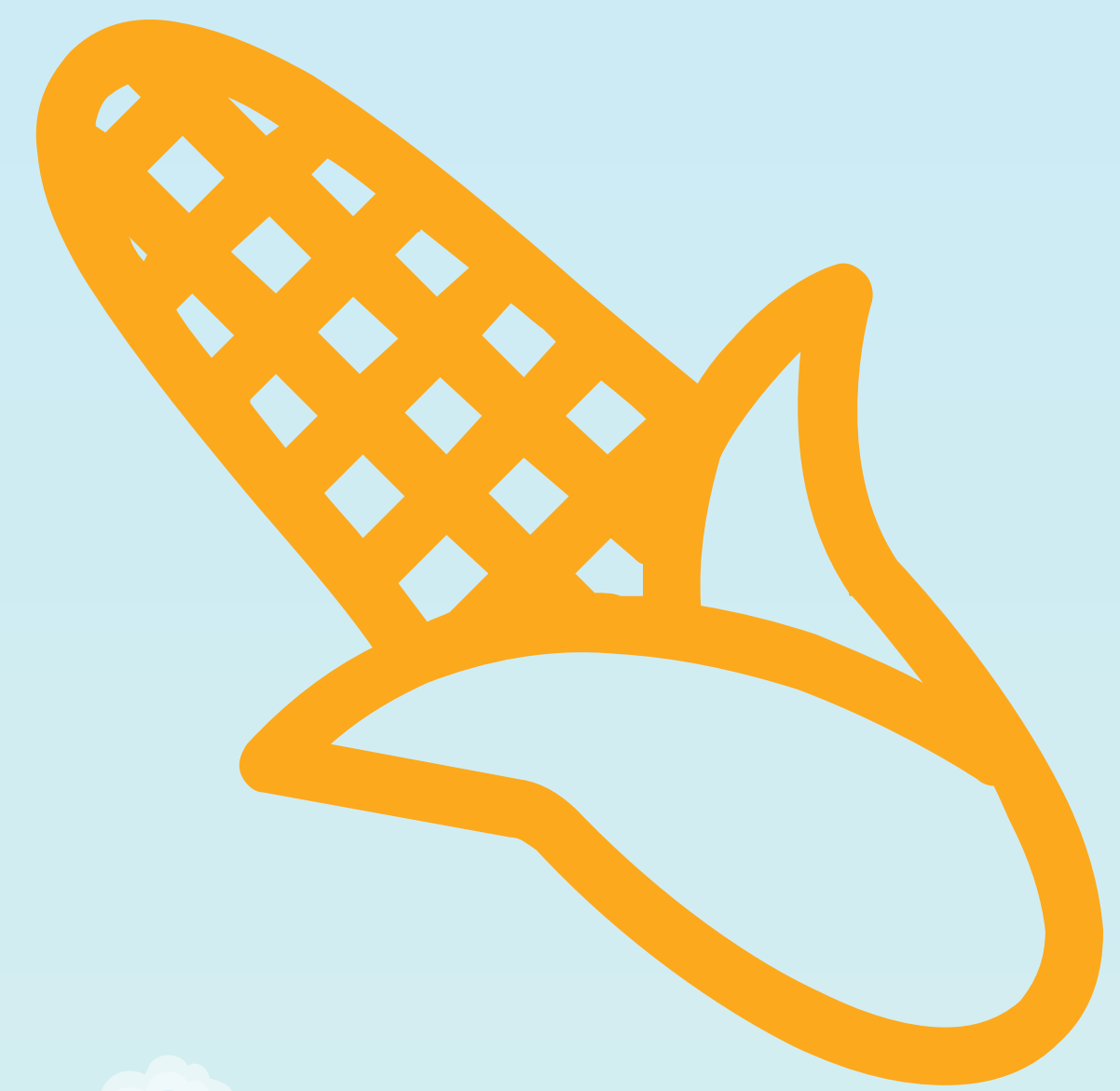
HOW AN **AGRIBUSINESS** IS CREATING BETTER LIVES FOR **INDIAN FARMERS**



WHY DO AGRIBUSINESSES NEED DIGITAL MARKETING?

Modern-day farmers are used to finding information from the **internet** as they have grown up with **smart phones** and **Google searches**. This is leading to an increased search volume for **agricultural products** and **related information**.

At **Digital Catalyst**, we begin our work by feeding those searches with optimized content. This was to place our client ahead in the Google search results and ahead of their competitors.



CHALLENGE

The primary **challenge** was that the client had **no sales** and **distribution** network. It was difficult to reach farmers who were dependent on distributors for the supply of products. Based on the prevailing market conditions, the brand was keen on **increasing sales**.



SOLUTION



We directly reached out to the farming community for distribution instead of relying on a dealer network. This gave a price **advantage** to the farmers as the products reached straight from the manufacturer to customer.





With a goal of empowering the farmers, we created a plan that's relatable and appealing to the community:

- » **Assisted e-commerce**
- » Creating **brand awareness**
- » A 360° omnichannel, closed-loop **digital campaign**
- » **YouTube video** marketing - product videos, explainer videos, etc.
- » Thanks to the **Jio network** for giving the farmers free access to our videos



RESULTS



ABOUT US

Established in 2014, **Digital Catalyst** has been the growth partner for businesses of various categories ranging from **multinationals** to **startups** across the globe. We approach our clients as partners and become a part of their growth journey by implementing bespoke **marketing strategies**.

An experienced team of domain experts from different walks of **digital marketing** is eagerly waiting to help you best leverage **digital mediums**.



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