

The Power of Social Media and the Role of digital technology in business.



How to create effective and relevant content online

NYANDIA GACHAGO, ACIM



Introduction to Digital Marketing

Digital Marketing is a multifaceted approach to reaching and engaging with potential customers through various online channels. It encompasses various strategies such as social media marketing, search engine optimization, email marketing, content marketing, and more.

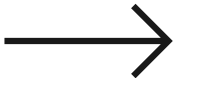


Introduction to Digital Marketing

By utilizing data analytics and targeting specific demographics, digital marketing allows businesses to tailor their messages and offers to the right audience at the right time. It has revolutionized how businesses connect with consumers in the digital age, offering endless opportunities for growth and success.



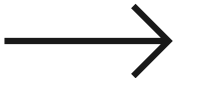
BACKGROUND– SOCIAL MEDIA



A Geopoll Study found over 384 million active social media users in the continent.

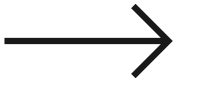
Facebook leads with 170 million users, comprising 44% of the total. It also boasts Africa's highest engagement rate at 82%.

BACKGROUND- SOCIAL MEDIA



However, short-form video app TikTok is rapidly gaining ground with a 60% active user rate, ranking second over Instagram at 54%.

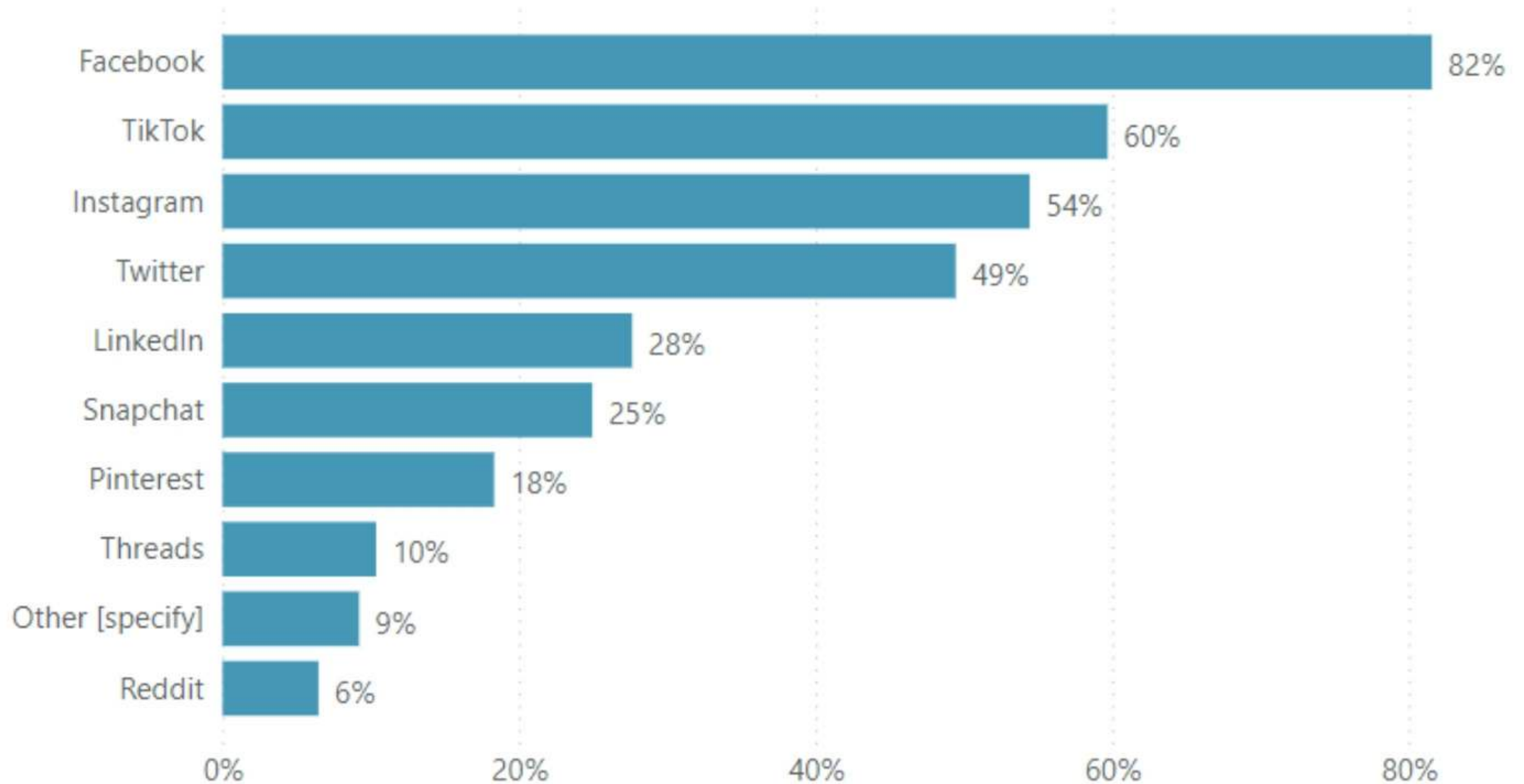
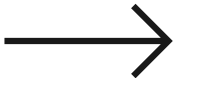
BACKGROUND- SOCIAL MEDIA



Twitter and LinkedIn follow at 49% and 28%. Snapchat maintained a respectable 25% active user base.

68% of the users share quick moments of their day 63% send ephemeral photos and videos to friends, and 56% explore the platforms filters and features.

Which platform do you actively use?



Understanding Social Media Platforms



INSTAGRAM: Use: Visual-centric platform for photo and video sharing.

Audience: Predominantly younger demographics (18–34), with a growing user base in older age groups looking at 54% prevalence in Africa.



Understanding Social Media Platforms



FACEBOOK: Uses a general social networking platform for connecting with friends, family, and brands.

Audience: Diverse user base across age groups, with a significant presence in the 25–54 age range.



Understanding Social Media Platforms



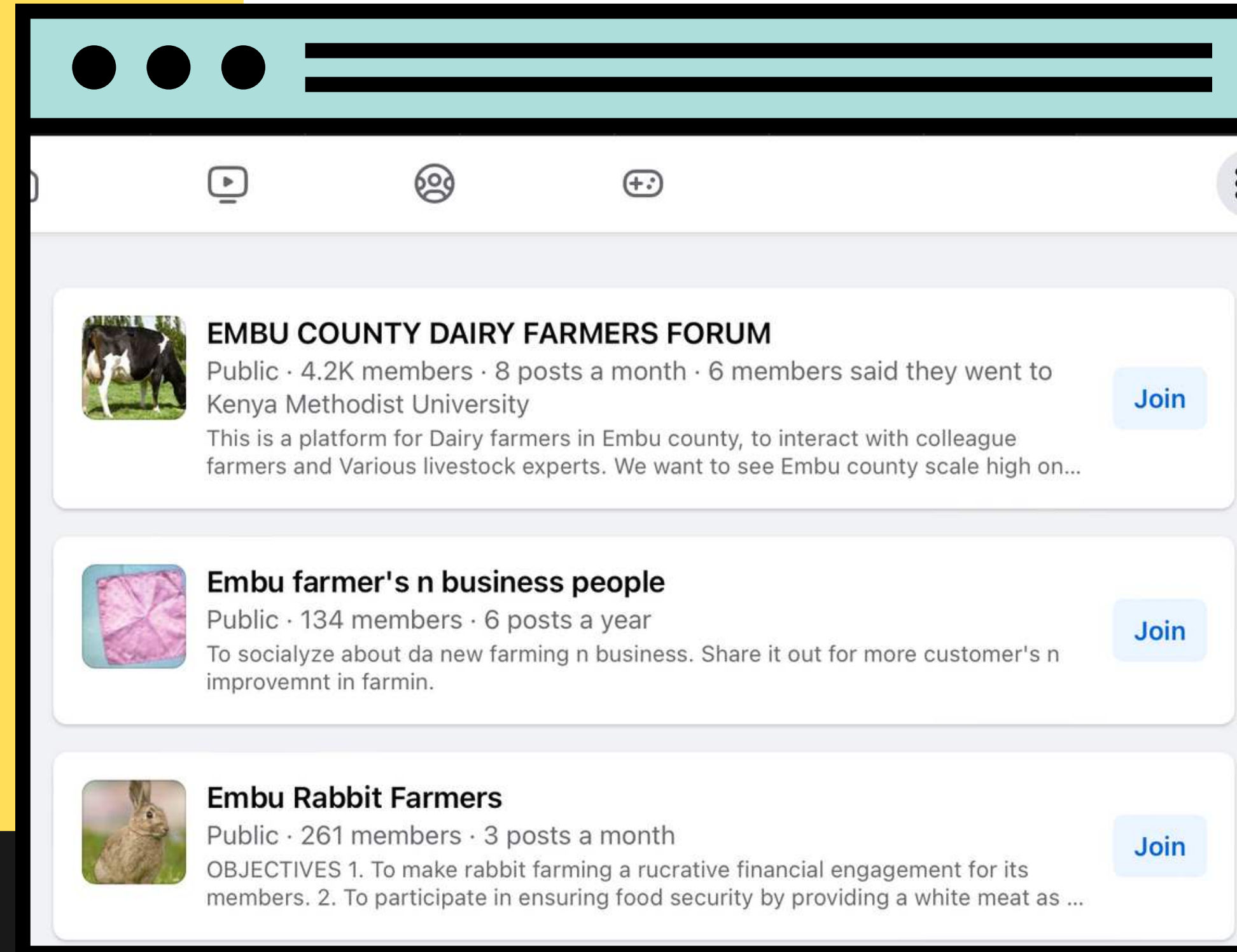
TIKTOK: Use: Short-form video content platform, known for creativity and trends.
Audience: Primarily younger audience (16–24), but gaining popularity across age groups.
TikTok is rapidly gaining ground with a 60% active user rate.



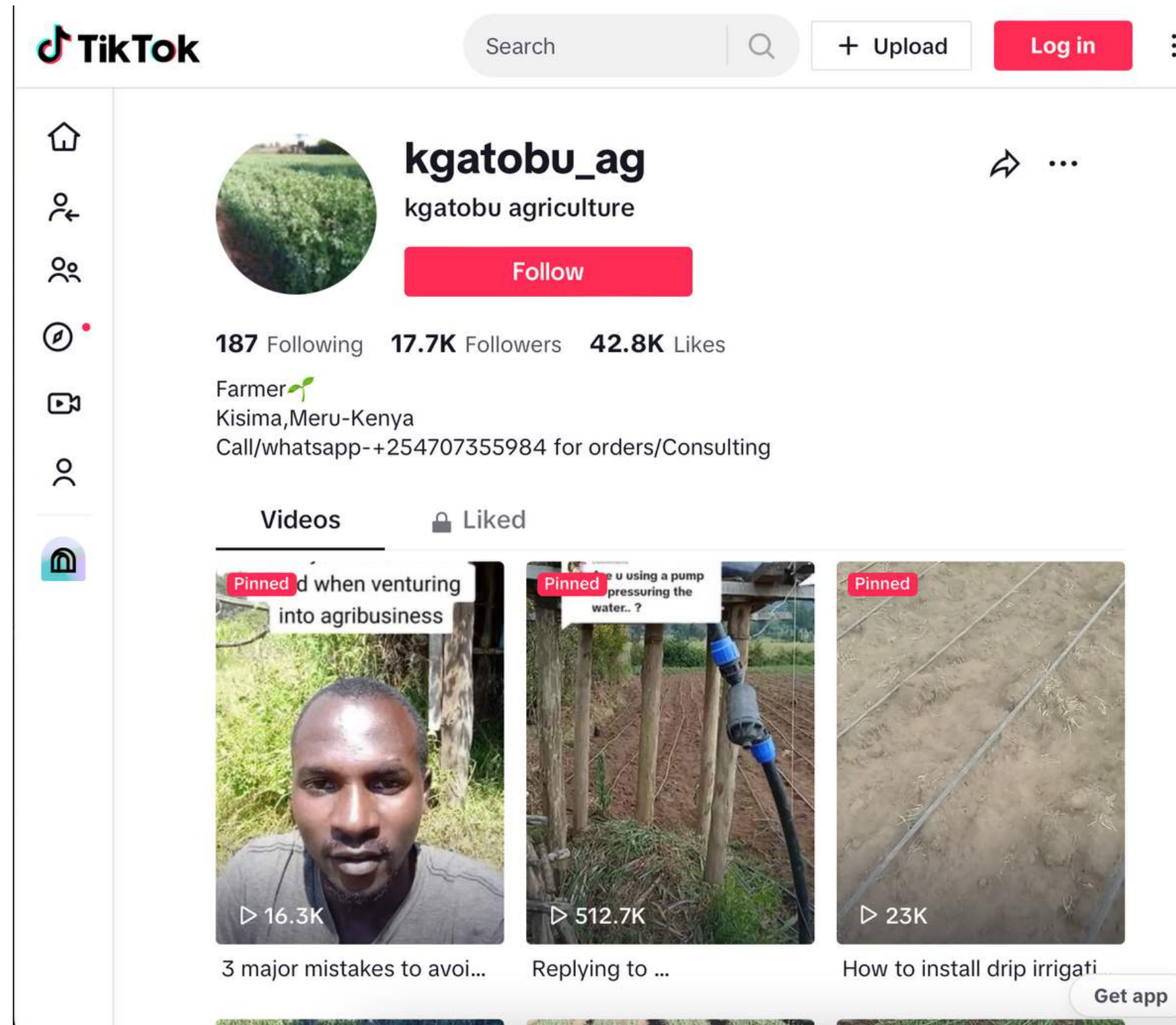
Social Media and Farmers

By leveraging digital marketing techniques, such as posting enticing images of their farm-fresh vegetables and fruits, they were able to attract more customers and increase sales.

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Local Farmers Utilizing Digital Media



Local Farmers Utilizing Digital Media



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Follow

208 Following 2.6M Followers 24.2M Likes

Vertical Farming Development Worldwide 🌱❤️
Commercial & Residential

agrotonomy.com

Videos Liked

Playlists



1M+
51 posts

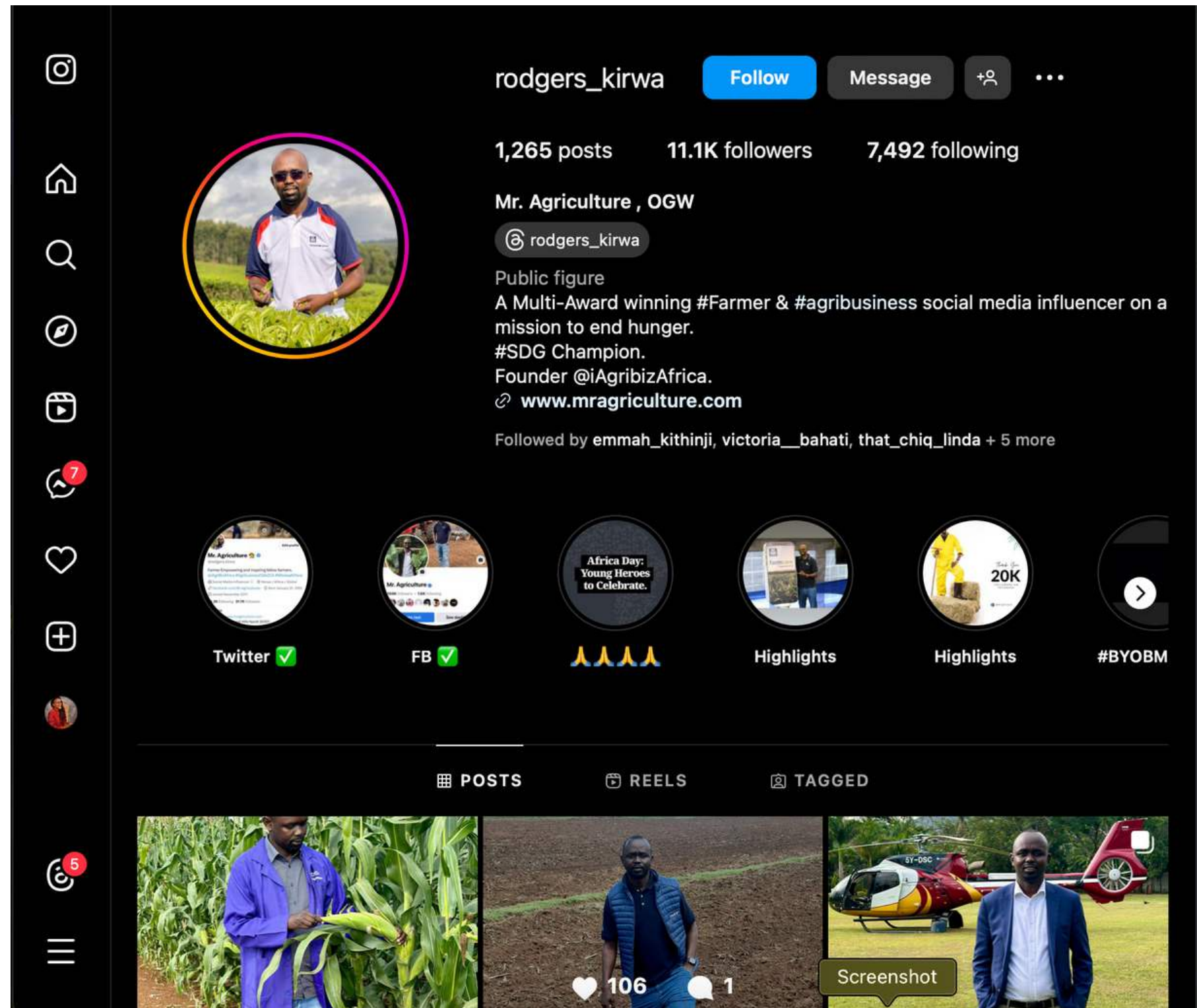


Tutorials
17 posts

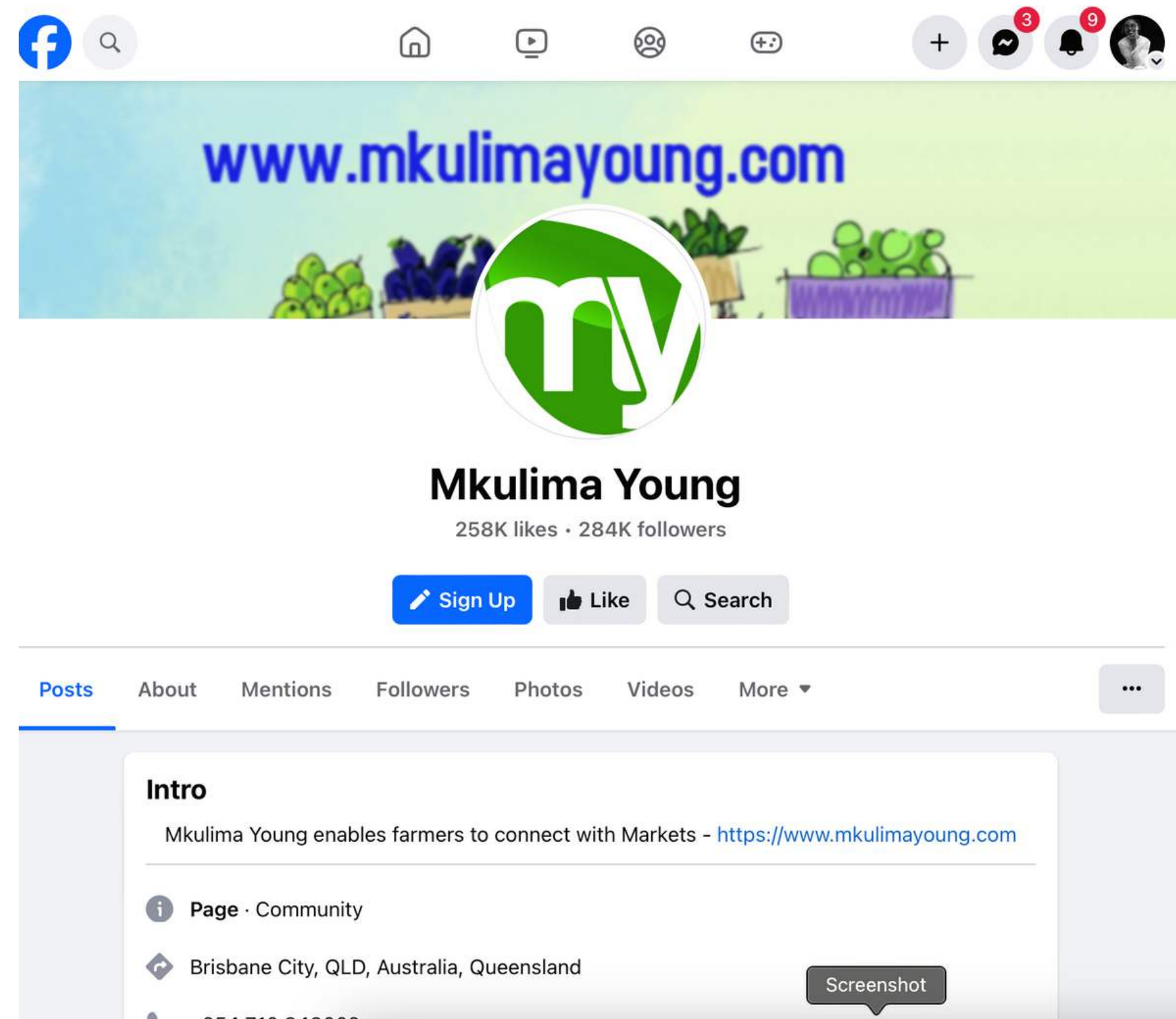
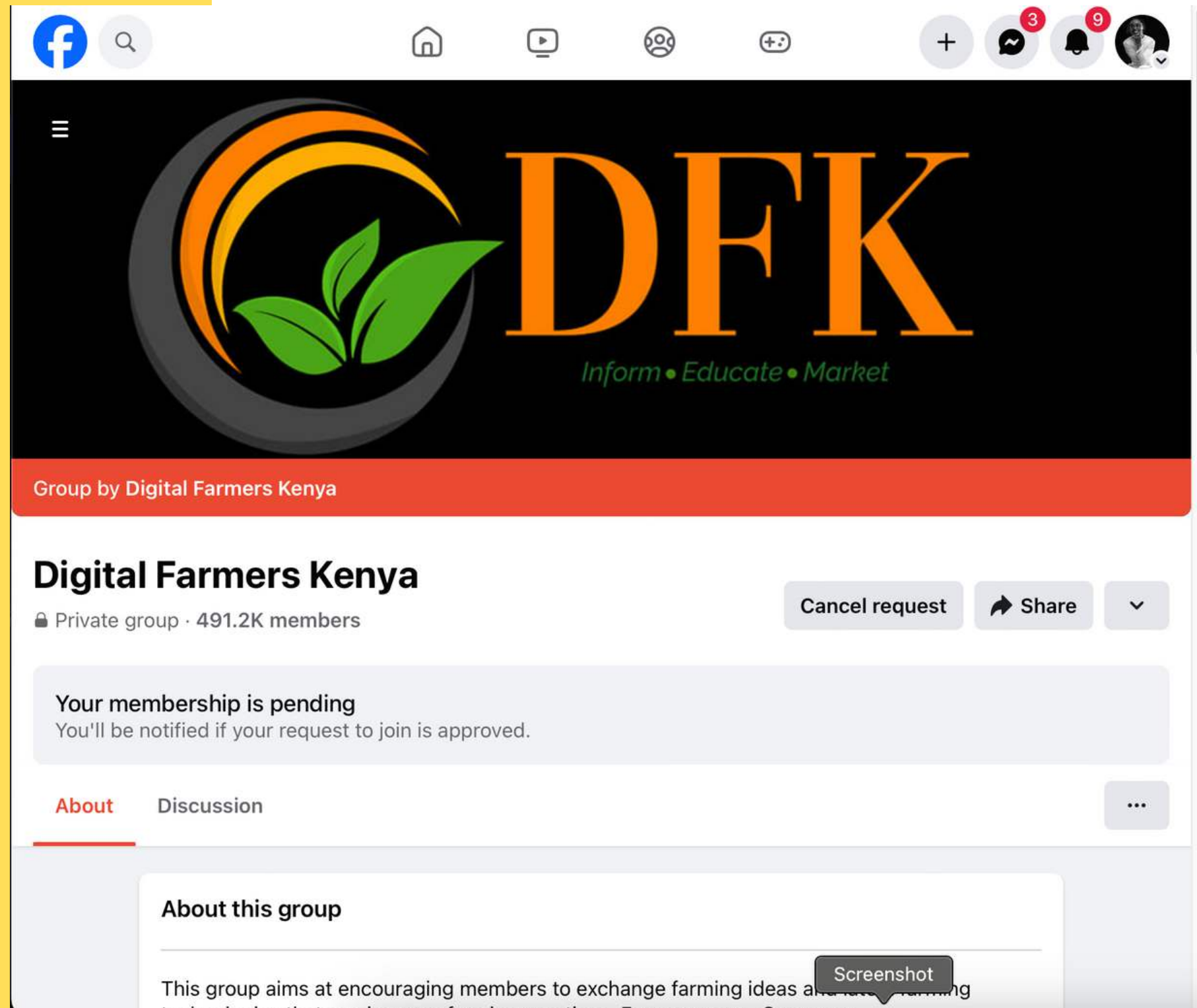
Videos



EXAMPLES OF FARMERS ON SOCIAL MEDIA



LOCAL GROUPS UTILIZING SOCIAL MEDIA →



The Benefits of joining agricultural-focused groups or communities on social media for networking and knowledge sharing include:

- **Networking Opportunities:** You can connect with like-minded individuals, farmers, experts, and enthusiasts from around the world. This network can provide valuable insights, collaborations, and support in your agricultural endeavors.
- **Knowledge Sharing:** These groups serve as a hub for sharing valuable information, best practices, and the latest trends in the agricultural industry.

- **Community Support:** Being part of agricultural communities on social media offers a sense of belonging and support. Whether you have questions, need advice, or want to share your successes and challenges, you can find a supportive community ready to engage and assist.
- **Access to Resources:** Members of these groups often share resources such as articles, webinars, workshops, and educational materials that can enhance your knowledge and skills in agriculture.
- **Professional Development:** Engaging with agricultural groups on social media can also contribute to your professional development. You can attend virtual events, participate in discussions, and even showcase your own expertise, helping you build credibility and expand your influence in the agricultural community.

Leveraging Social Media for Business Growth.

How one can do it is by:

- Visual Storytelling on Instagram
- Engagement on Facebook Groups
- Educational Content on YouTube
- Online Marketplaces and E-commerce Platforms
- Collaboration with Influencers
- Contests and Giveaways
- Regular Updates and Customer Interaction



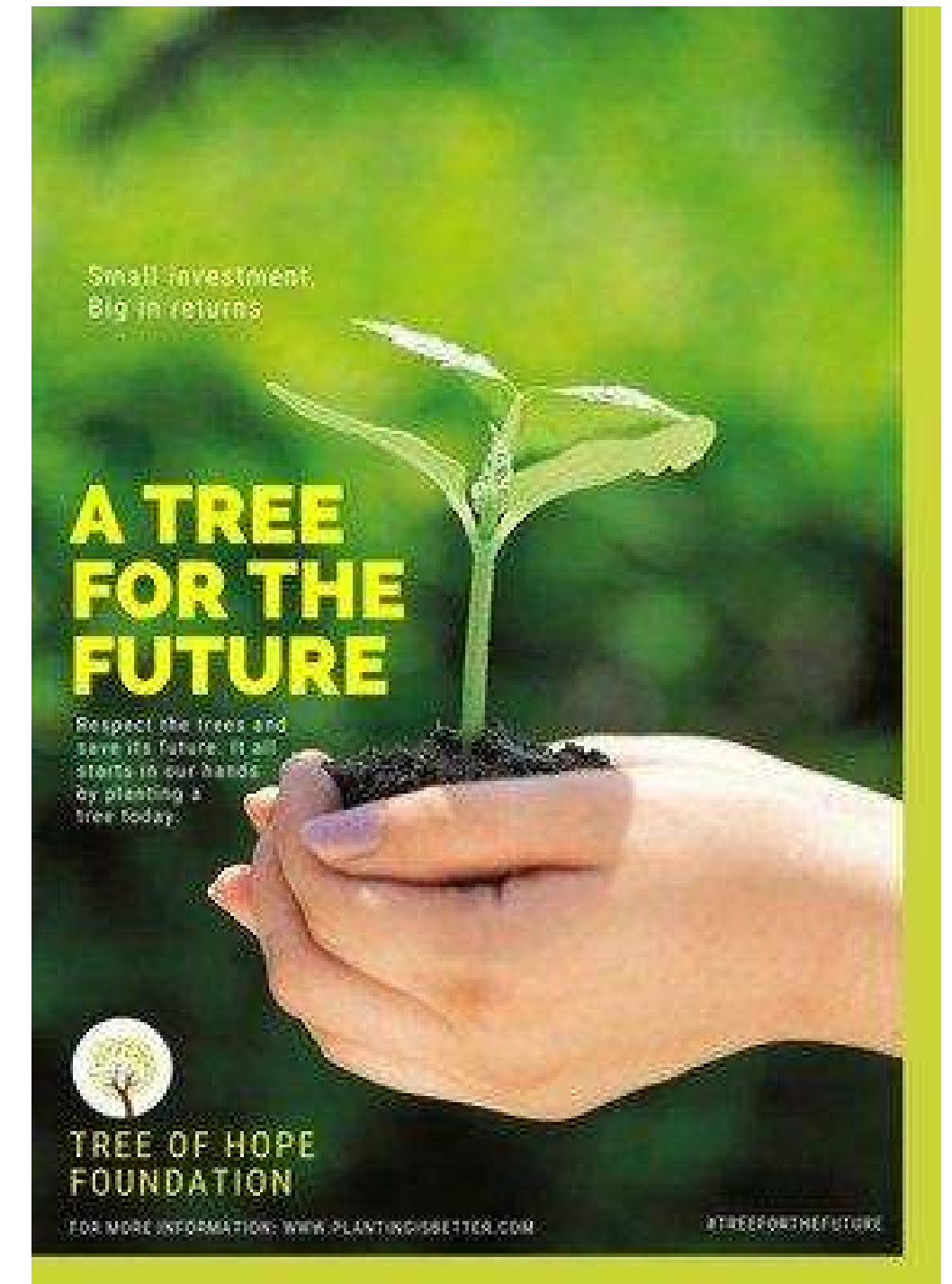
Here are five impactful social media campaigns/strategies implemented by governments or farmers:

- **Digital Farming Initiatives by Governments:** Several governments around the world have launched digital farming initiatives aimed at leveraging technology and social media to support farmers. For example, the Indian government's "Digital India" campaign includes initiatives like e-NAM (National Agriculture Market) and Kisan Suvidha App, which provide farmers with information on weather forecasts, market prices, and agricultural practices via mobile apps and social media platforms.
- **Farm-to-Table Social Media Campaigns:** Many farmers have successfully used social media to promote farm-to-table initiatives, where they directly market their produce to consumers.

- **#AgTwitter:** The agricultural community on Twitter, often referred to as #AgTwitter, has become a powerful platform for farmers to connect, share knowledge, and advocate for their industry.
- **Social Media Advocacy Campaigns:** Governments and agricultural organizations have launched social media advocacy campaigns to promote sustainable farming practices, address food security challenges, and advocate for policies that support farmers. For example, the United Nations Food and Agriculture Organization (FAO) runs campaigns like #ZeroHunger and #AgInnovation to raise awareness about global hunger and the role of innovation in agriculture.

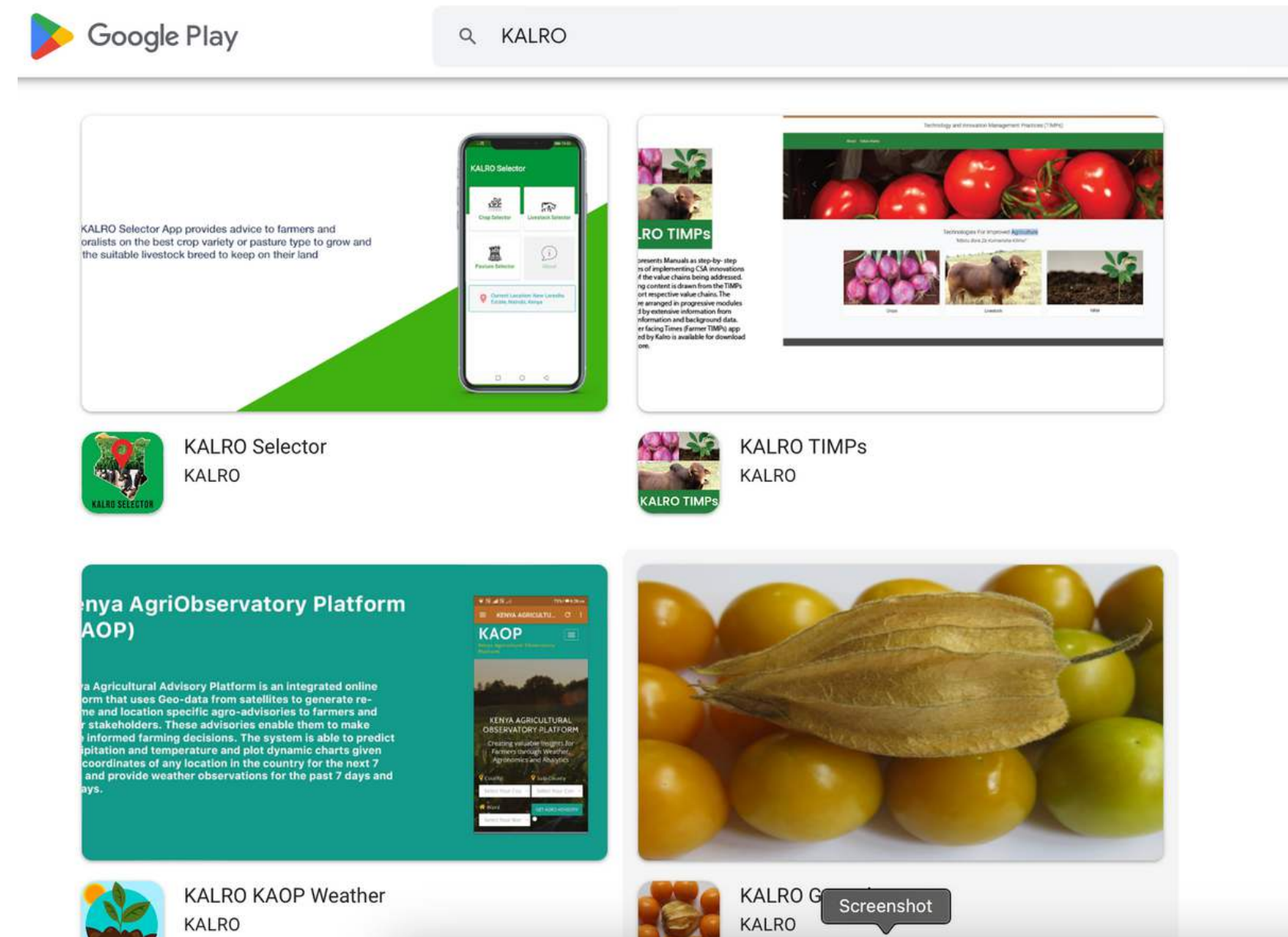
- Crowdfunding for Agricultural Projects: Farmers and agricultural entrepreneurs have successfully used crowdfunding platforms like Kickstarter and Indiegogo to raise funds for innovative agricultural projects. By sharing their stories and project goals on social media, farmers can attract support from individuals interested in sustainable agriculture, food security, and rural development.

Here are five impactful social media campaigns/strategies implemented by governments or farmers:



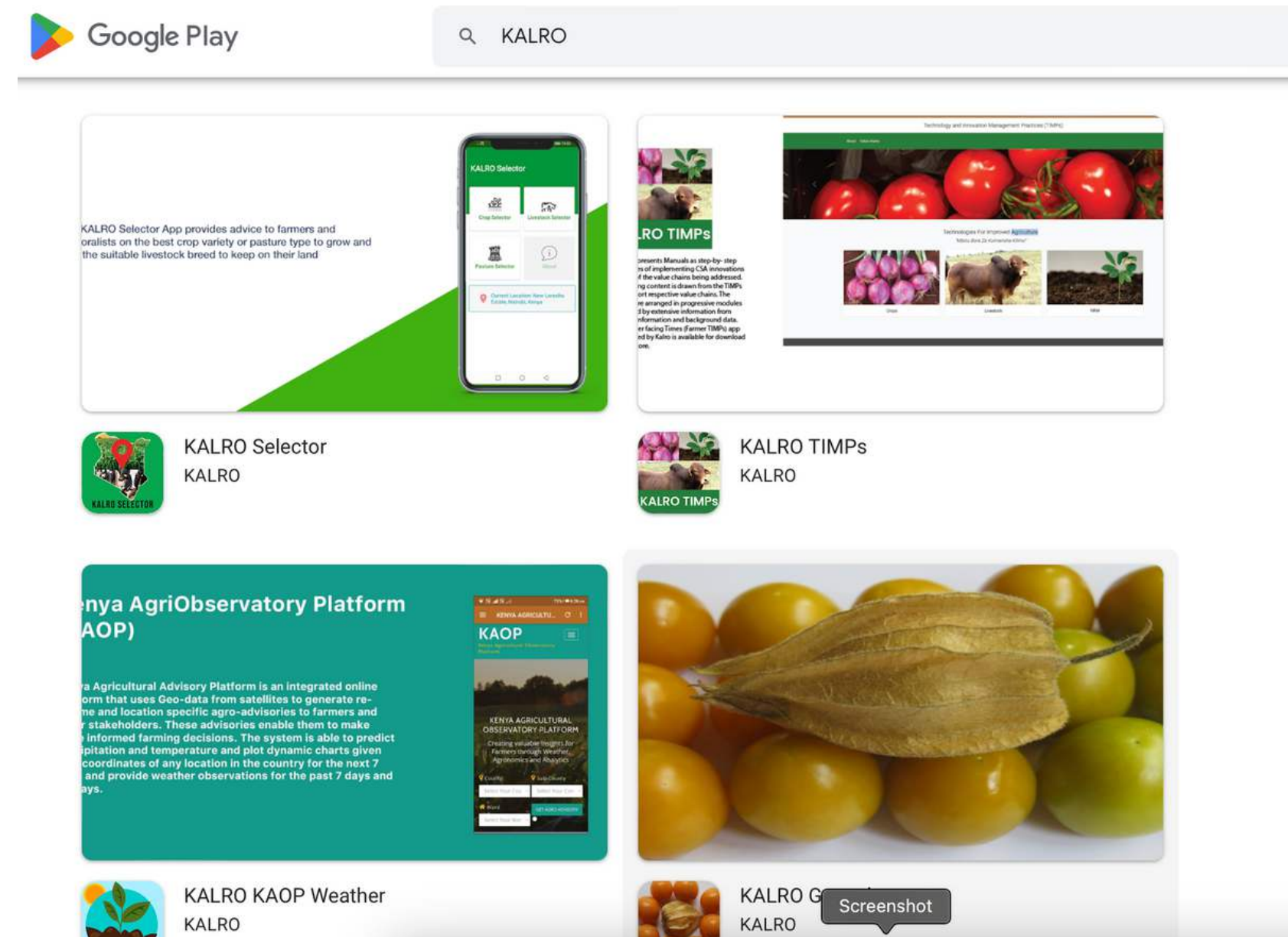
The Impact of Digital Technology on Agriculture:

- Mobile Applications: Mobile apps can provide farmers with access to valuable information and resources, including weather forecasts, market prices, agricultural best practices, and pest management techniques. Apps like MbeguChoice, KALRI Selector, Mkulima Young, FAW App (Fall ArmyWorm App)



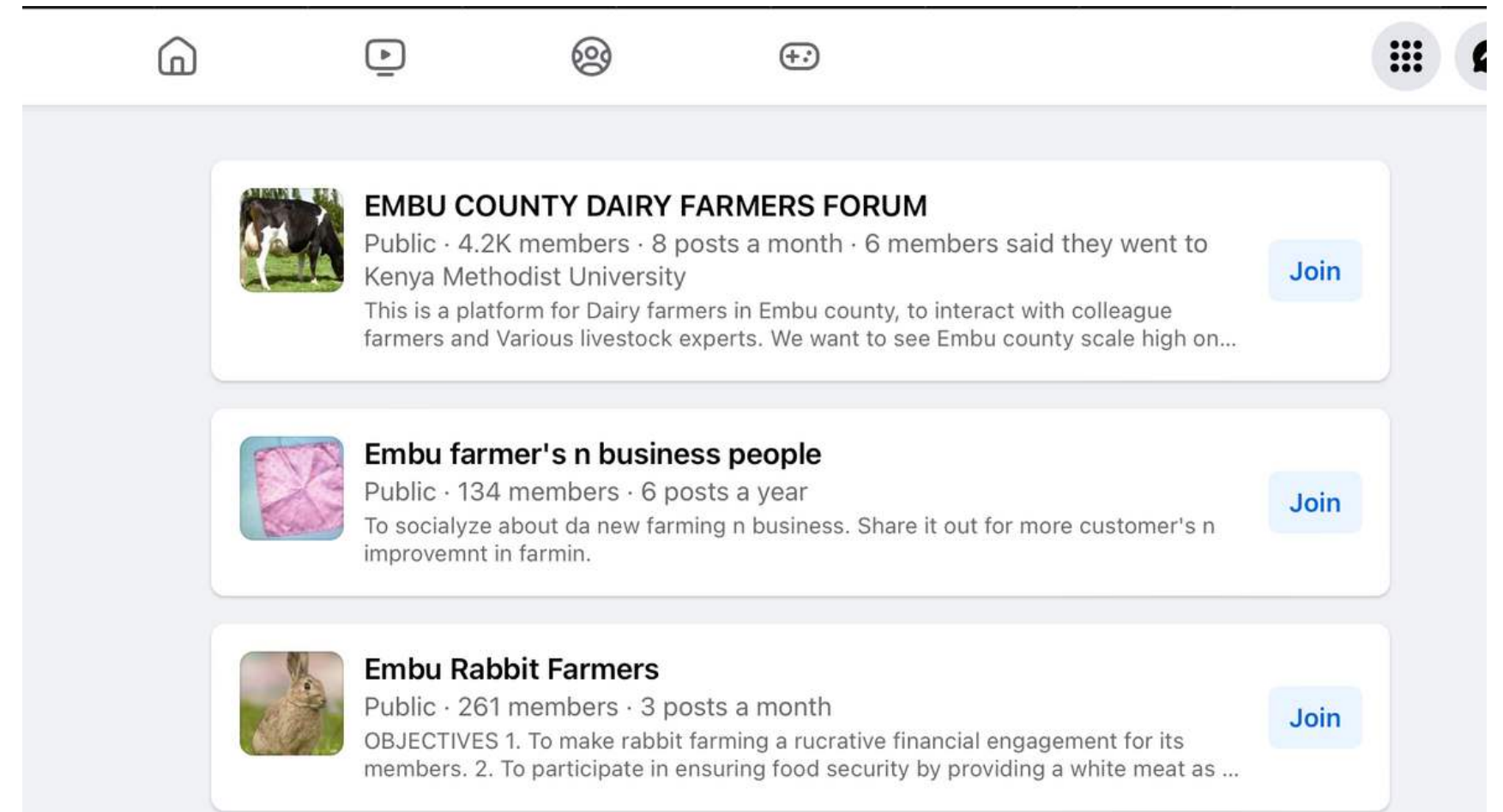
The Impact of Digital Technology on Agriculture:

- Precision Agriculture: Such as GPS-guided tractors, drones, and sensors, enable farmers to optimize resource use and increase productivity. These tools help farmers make data-driven decisions about planting, irrigation, fertilization, and pest control, leading to improved crop yields and reduced environmental impact.



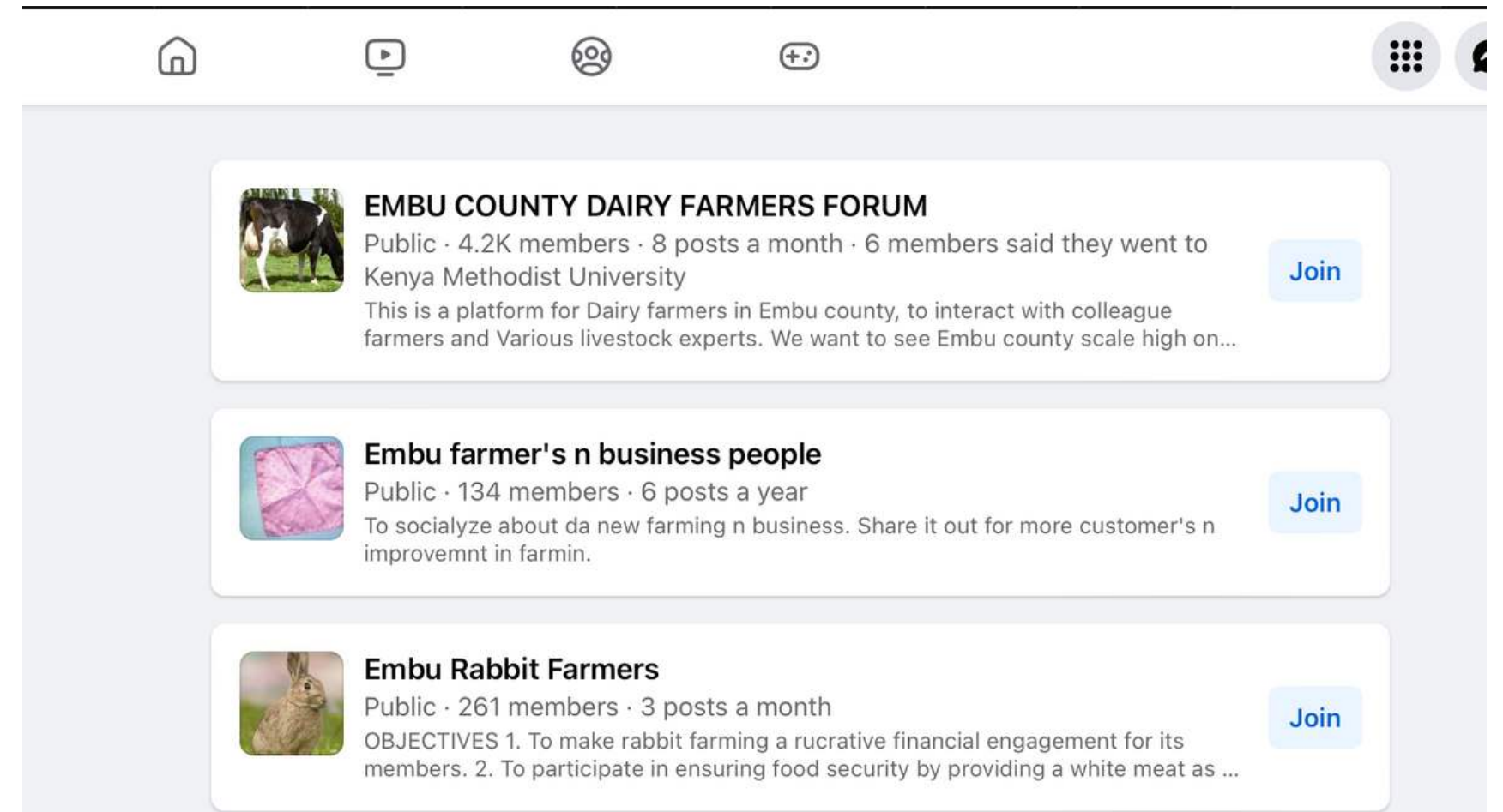
The Impact of Digital Technology on Agriculture:

- Farmers can now access online marketplaces to sell their produce, connect with experts for advice, and participate in virtual training programs to enhance their skills.



The Impact of Digital Technology on Agriculture:

- **Smart Irrigation Systems:**
Smart irrigation systems use sensors and data analytics to monitor soil moisture levels and weather conditions, allowing farmers to irrigate their fields more efficiently. By optimizing water use, these systems can help conserve water resources, reduce irrigation costs, and improve crop quality and yield..



Where to start

**Create your Social Media
profile** →

Create a Website: →

**Seek your
target audience** →

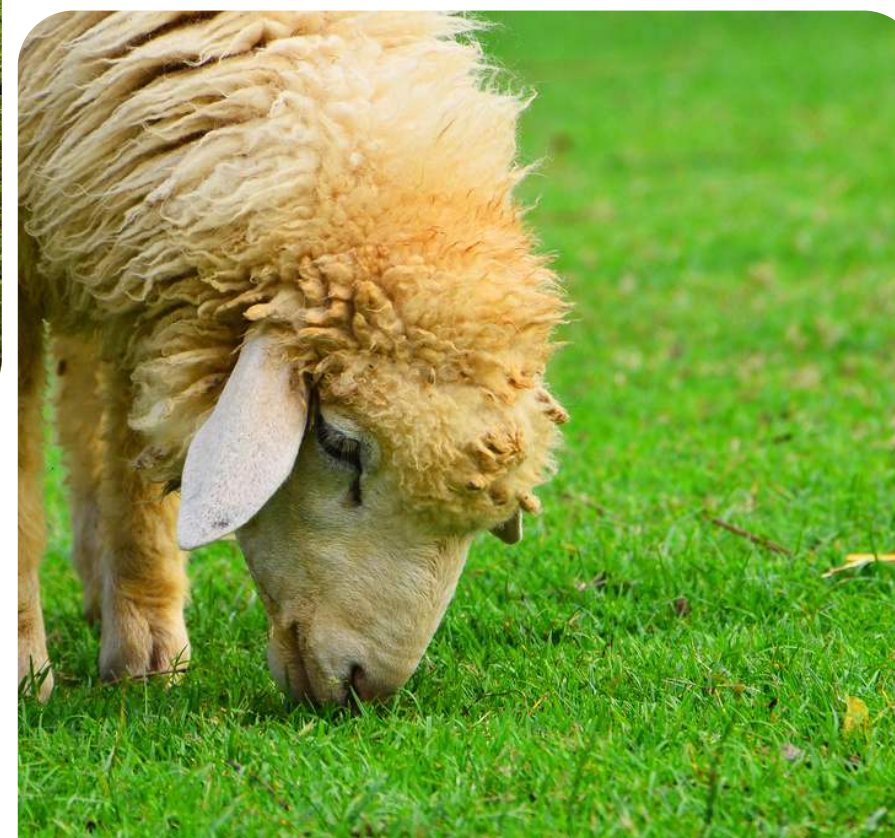
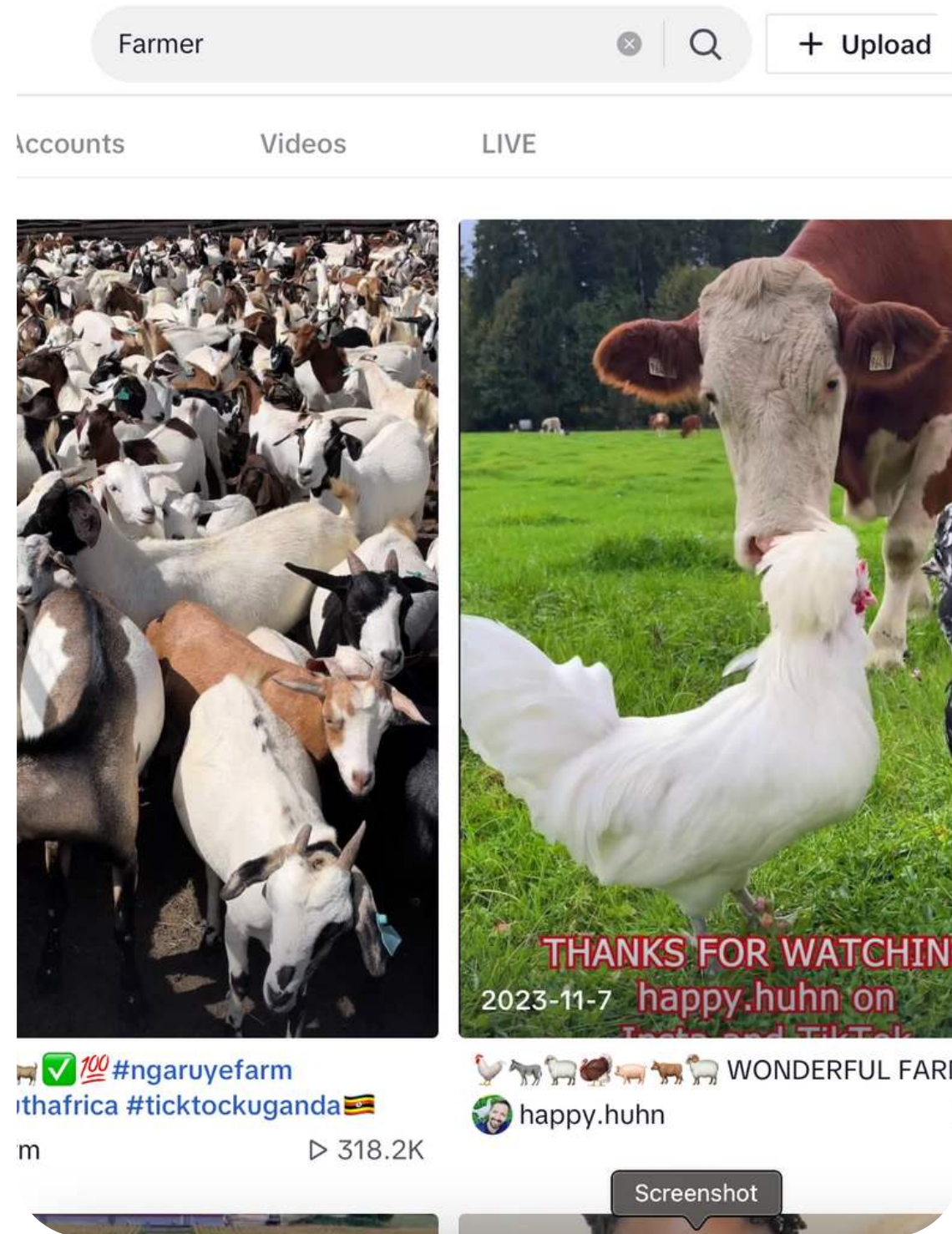
Online Marketplaces: →

**Blogging and Content
Creation:** →

Email Marketing: →

Networking & Collaboration

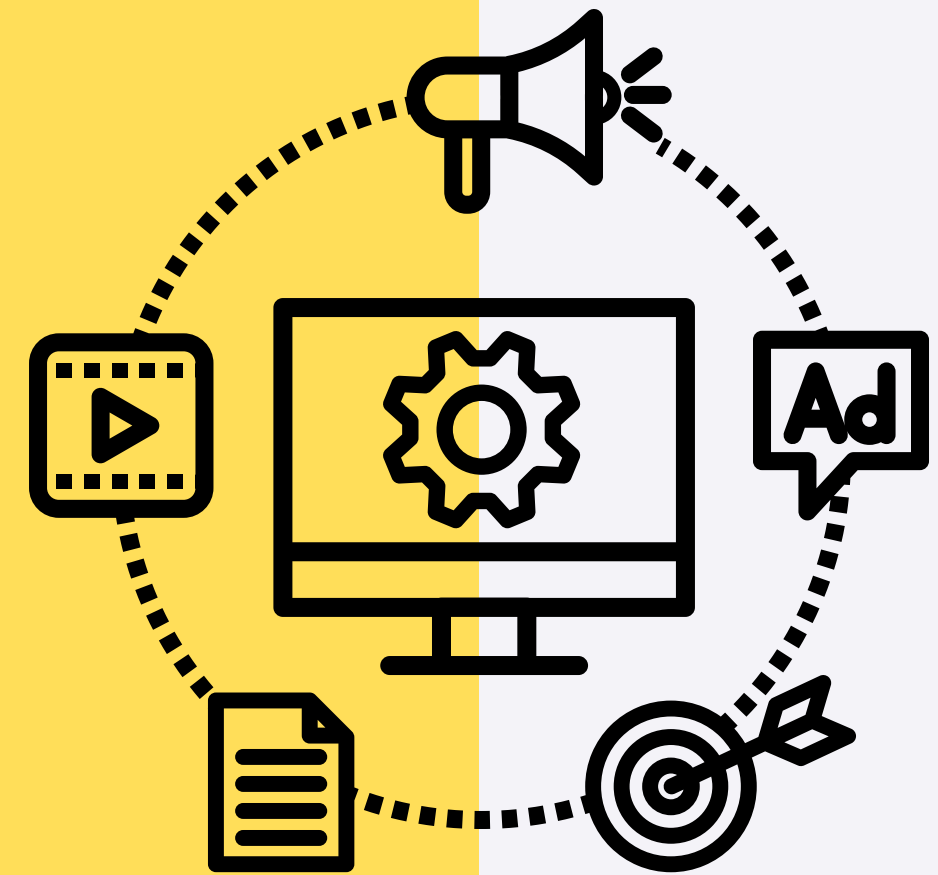
Examples of eye-catching content




CONTENT CREATION AND MANAGEMENT

TYPES OF CONTENT FARMERS CAN CREATE

- **Blog Posts:** Informative articles that can cover a wide range of topics to attract and educate readers.
- **Videos:** Engaging video content can help to captivate audiences and dynamically deliver messages.
- **Podcasts:** Audio content that allows for in-depth discussions or interviews on various subjects.
- **Social Media Posts:** Short and engaging content that can be shared on various platforms to reach a wider audience.



An aerial view of a vast tea plantation with rows of green tea bushes. Numerous workers wearing traditional conical hats and carrying woven baskets are scattered across the field, harvesting the tea. The scene is captured in a slightly desaturated, green-tinted style.

“There’s no shortage of remarkable ideas, what’s missing is the will to execute them.”

Seth Godin