

DIGITAL MARKETING IN AGRICULTURE

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Agricultural Marketing plays a very important role in moving agricultural products from the farms to the consumer. Marketing is customer oriented and it provides farmers, traders, processor etc., with the profit. In the modern era everything is spelled with “e” ie., through electronic media. Digital marketing plays a prominent role in the field of agriculture to have more profits to the famers.

What is Digital Marketing?

Digital marketing is the promotion of various agricultural produces via electronic media. The advertisement may be done via the internet, mobile phones, social media, electronic billboards, television and radio channel. Digital marketing is the integral components of all the communication methods and became a success factor in agriculture.

Need of Digital Marketing in Agriculture

Agriculture is the key sector in the nation. Crop production in India has been improved from the green revolution, which is the important weapon to fight against the world hunger to improve the livelihood of people and increase the economic growth. Application of ICT in agriculture will helps in increasing the crop production which leads to economic growth.

Methods used in Digital Marketing

The use of ICT in agriculture has increased over a period of time . The farmers can market their produce through websites, web portals, through mobile services with mobile apps. Mobile services are very cheaper mode of marketing the products by creating mobile

Apps. The market updates can reach the farmers and consumers in fraction of seconds. With the market updates they can get the products directly from the farmers. No intermediators are required by the use of digital marketing in agriculture.

Conclusion

Agriculture constitutes the major livelihood of the nation. There are several challenges in agricultural marketing. The digital marketing is the great opportunities to the farmers in terms of marketing their produce. Smart phones can even breakthrough the small and medium farmers, where Apps are used for agricultural marketing. Digital Marketing helps the farmers to increase their income.

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