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*Innovative agricultural techniques to boost
entrepreneurial skills of future farmers
nr. ref. 2020-1-IT01-KA202-008505C*

NEW MARKETS AND E-COMMERCE



**C5 – Panevezys, Lithuania
27th-31st of March, 2023**





I. DIGITAL MARKETING

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Digital marketing is about:

- **content creation** on digital media channels, for example: websites, landing pages, social networks, email and mobile applications
- **promotional content** using a variety of strategies across paid digital channels, advertising, content sharing, social media, email, text messaging and more





II. PROMOTION STRATEGY

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❖ A promotion strategy is a plan to create or increase demand for a product. It outlines the tactics you'll use to raise awareness about your product and get people interested in buying it. The goal of a promotion strategy is to introduce potential customers to your product and convince them to make a purchase

❖ A type of promotion is online marketing, which grants you access to a sizeable population of prospective buyers. Online marketing is the process of bringing your products or services to a new geographic region, a new demographic target or a new distribution channel



III. BENEFITS OF E-COMMERCE

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Access to customers in new regions

It is an efficient way to communicate with multiple customers at the same time

Unlimited space for displaying products

Risk and revenue diversification



It's easy and affordable to get started

Less competition than in a traditional market

More sales and more profit

Access to higher investments and capital



IV. FOOD HUBS



Food hubs are a crucial, but often invisible, part of the local food system. They help small farms grow by offering a combination of production, distribution, and marketing services.

The hub manager handles the logistics of selling products to the customers and maintains healthy relationships and connections to farmers and local food system partners.





V. TRENDS IN ROMANIAN E-COMMERCE OF AGRICULTURAL PRODUCTS

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Mallțărănesc is an online platform that brings together families from the city and households from the countryside in Romania.



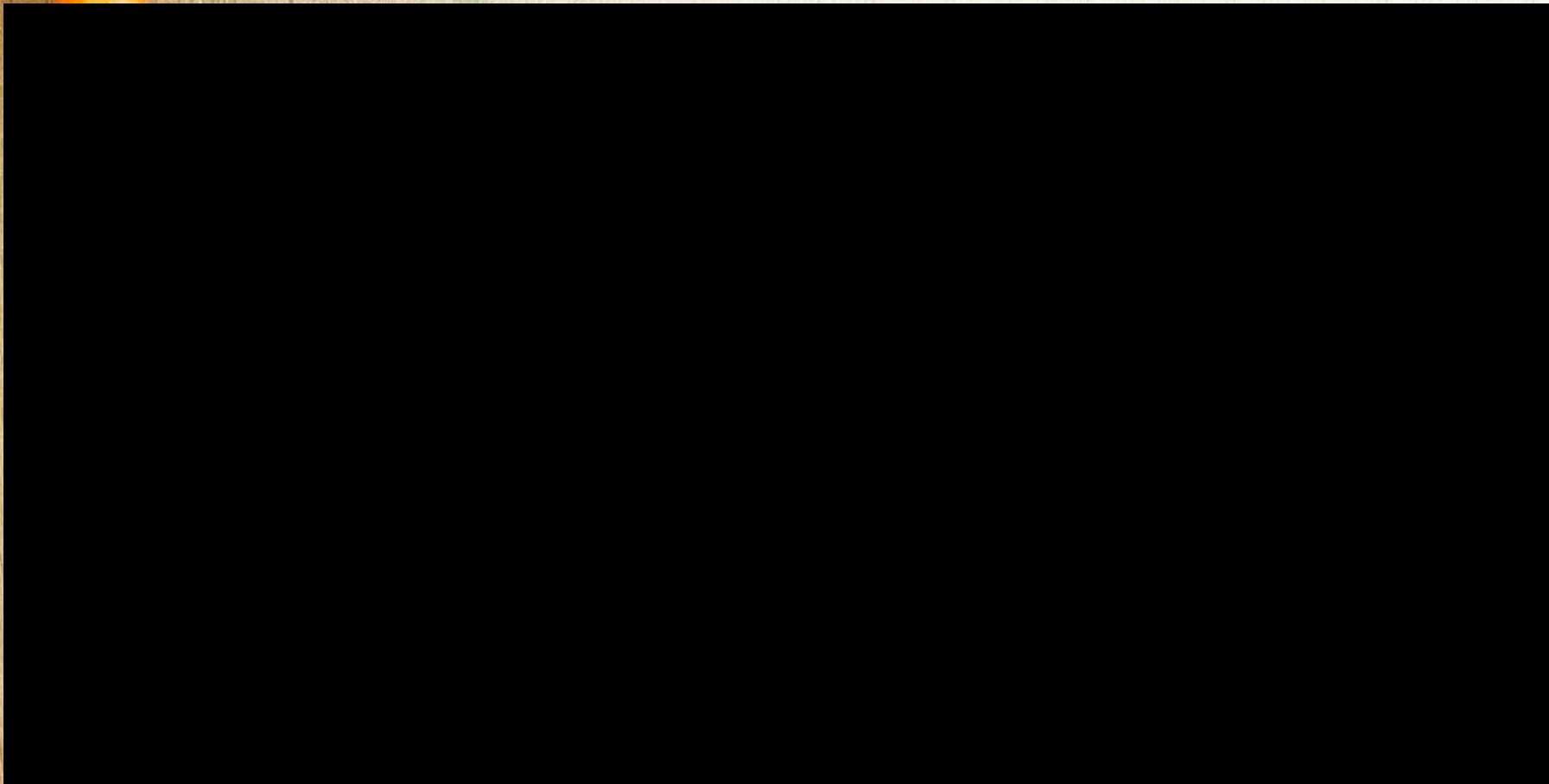
mallțărănesc

Here you discover the small producers near you or those hardworking artisans and their traditional handicrafts. By buying from these producers you are feeding two families: yours and theirs!

<https://www.malltaranesc.ro/>



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THANK YOU!