

Communication and Digital Strategies in Nutrition and Protection of Crops

2016

MARKET STATISTICS

42 companies analyzed at worldwide level | November 2016



12%

are present in more than 15 markets with at least one digital asset



31%

companies own at least one App

Insights

38%

of brands do not generate information regularly online

social channels



33%

are active on Facebook



43%

have an active profile on Twitter



50%

update their Youtube channels on a regular basis



64%

are active on LinkedIn



5.000

entries identified in the search process SERP's (Search Engine Results Pages)



30%

of entries belong to just 3 brands



4 of the companies own more than 50 channels

MOST RELEVANT TOPICS

crops, development, innovation, research, product, production

fertilizers, bio-stimulants, specialty, vegetable, nutrition



HIGHLIGHTED BEST PRACTICES



Use of virtual communities

Meant for knowledge sharing, support and content generation by users



Training and education

Programs aimed at deepening concepts and sharing expertise, backed by brands and experts. Some are complemented by offline events.

Educational games oriented to youngsters to promote sustainability in crops.



Social Media

Most reputable companies in the market use Social Media strategies, especially Facebook, Twitter and Youtube channels.



Blog

Spaces of co-creation, sectoral or thematic information.



Apps

Added value for final user: use of products, best agricultural practices...



Use of media and differential media

Differentiating media:

Multimedia: podcasts (radio) & video/TV (Youtube)

Unconventional channels: Instagram, Slideshare, Pinterest...



Sustainability programs

Related to technology, sustainability, efficiency, crop diversity, among others.

Our digital assets for a personalized service



Corporate Web Site



WWW

Available in English and Spanish

Locally adapted apps for Android and iOS

App



Mexico
Brazil
France
Australia
MENA
Italy
Poland
Lithuania
Spain
Colombia
Latvia

Presence in social media at local level



Social Media

11

local websites Available in the local language



www.tradecorp.com.es