Communication and Digital Strategies in Nutrition and **Protection of Crops**





MARKET STATISTICS

42 companies analyzed at worldwide level | November 2016





12%

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

Insights



companies own at least one App

38% of brands do not generate information regularly online

social channels



33%

are active on

Facebook



have an active profile on Twitter

43%



update their Youtube channels on a regular basis



64%

are active on LinkedIn



search process SERP's (Search Engine Results Pages)

30%



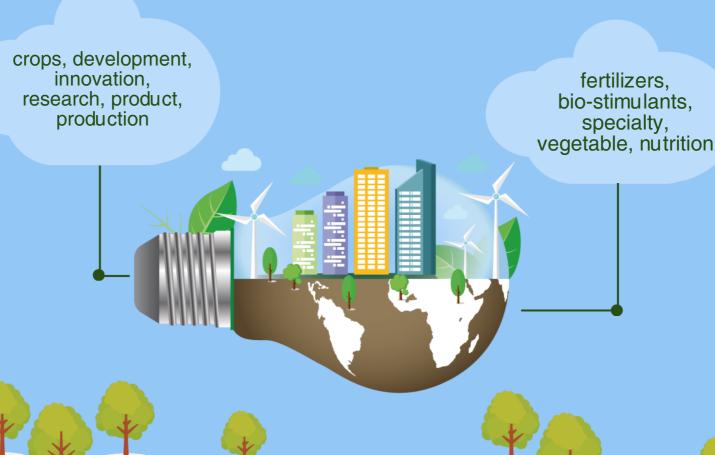




than 50 channels

of the companies own more

MOST RELEVANT TOPICS











HIGHLIGHTED BEST PRACTICES



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...



Differentiating media:

Use of media and differential media



Unconventional channels: Instagram, Slideshare, Pinterest...

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

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

Our digital assets for a personalized service



