



Communication strategies in agriculture campaigns

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Abstract: *Adapting the marketing strategy is a "must" for any business that wants to be relevant. Even more so when the communication context undergoes major changes both in terms of the channels through which the messages are transmitted, and in terms of the content that must adapt to the new types of "call to action".*

• Introduction

Adapting the marketing strategy is a "must" for any business that wants to be relevant. Even more so when the communication context undergoes major changes both in terms of the channels through which the messages are transmitted, and in terms of the content that must adapt to the new types of "call to action".

• Material and method

This research combines descriptive and analytical methods applied to large data sets obtained from international bibliography. It was very important to include of large data sets. This is because given the current public policy, hard data is needed to establish the magnitude, effects and sustainability of the phenomena under study.

Conclusions

Choose the tools and channels that match your goals and target audience. These will help you deliver your messages effectively. Then set the budget and work on the editorial plan: when, what, where and how you communicate.

• Results and discussions

Specialists in the field come with a clear understanding of how each digital communication campaign can achieve its set goals. Depending on the strategy adopted, communication tools and channels can be chosen. In all of this, we take into account the fact that worldwide there is a transition of online access from desktop to mobile terminals.

We propose that in a few lines we develop a little the details of the specific tactics.

- ✓ Website – think of your website as the real estate that houses your business.
- ✓ Social media: it is the place where you promote your brand and relevant content for your business in the sense of convincing potential customers.
- ✓ Newsletter: if you want to keep existing customers close and win over the undecided ones, don't forget the opportunities offered by email marketing.



Figure 1. Communications tools