

Data-Driven Agribusiness Marketing

COURSE OVERVIEW

This course explores the integration of data analytics and digital marketing strategies in agribusiness to enhance decision-making, customer engagement, and market competitiveness. Participants will learn how to leverage data from farm operations, market trends, and consumer behavior to develop targeted marketing campaigns, optimize pricing, and improve supply chain efficiency.

WHO SHOULD ATTEND?

This course is ideal for agribusiness professionals, farmers, and students looking to use data for better marketing. Agribusiness managers will learn analytics for customer insights. Farmers and cooperatives will discover digital tools to boost sales. Agri-tech startups can apply data to improve platforms. Policymakers and extension officers will gain strategies for market outreach. Students and researchers will build skills in data-driven agricultural-marketing.

COURSE OUTCOMES

Delegates will gain the knowledge and skills to:

- Use data analytics to improve agribusiness marketing decisions.
- Apply consumer insights for targeted campaigns and pricing.
- Leverage digital tools (social media, e-commerce, precision agri-tech) effectively.
- Measure and optimize marketing performance with KPIs.
- Develop strategies to boost sales, customer engagement, and supply chain efficiency.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Master data-driven strategies to optimize agribusiness marketing decisions.
- Leverage consumer insights for precise targeting and higher conversions.
- Utilize digital tools like social media and e-commerce for effective promotions.
- Track ROI and performance using actionable marketing metrics.
- Learn from real-world case studies of successful agribusiness campaigns.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded