

# THE RISE OF DIGITAL MARKETING IN RURAL INDIA

Connectivity, quality of service, and affordability of digital spaces in rural India have risen, so the possibilities for a brand to expand themselves and engage with a larger audience has also increased. By leveraging digital marketing, brands can connect with even more users across different media platforms.

Below are a few Digital Marketing case studies of Rural India campaigns that have been executed for NETAFIM & Japfa, two industrial companies.

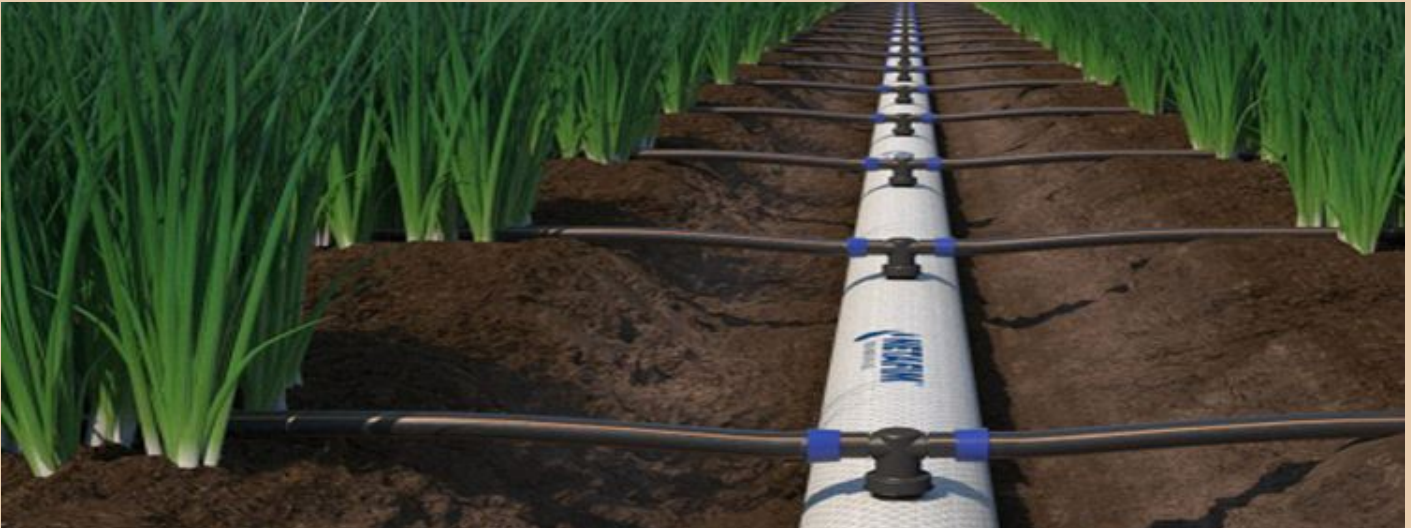
## NETAFIM INDIA – KRISHI SAMVAAD

NETAFIM is a global leader in irrigation solutions with the objective to connect with farmers and showcase the value of drip irrigation so a farmer's yield increases in the crops they grow.



Social media property, Krishi Samvaad, is a live content piece created by agronomists that communicates the different aspects of why drip, how to increase yield, technical aspects, how to save water, and more. They cover these points for almost every crop including sugarcane, ginger, turmeric, and banana. Krishi Samvaad was broadcasted on social media in different languages including Marathi, Gujarathi, Kannada, Tamil and Telugu and reached over 2.2 million people, helping over 1.3 million people engage in new and effective irrigation techniques in rural India.

# NETAFIM INDIA – FLEX NET



FlexNet™ is a high-performance, flexible, lightweight piping solution that NETAFIM wanted to launch through digital interfaces to create awareness, showcase value proposition, and drive traction of the product. A communication campaign called #FarmingSimplified was created and allowed NETAFIM to focus on how to relay that FlexNet pipes allows more flexibility to farmers compared to traditional method of using pipes.

The campaign started with raising questions like

- Can farming become simpler?
- Can there be a cost-effective way to do farming?
- Can farming be more innovative?

It was revealed the FlexNet film which communicated what value the product brings in, including performance, durability, flexibility, ease with connectors and low labour cost for entire irrigation system.

This campaign reached over 5.6 million people and resulted in over 2.1 million people engaged in rural India.

# JAPFA INDIA – COVID-19

Japfa is a leading agro-industrial company with a prime focus in poultry feed. It offers Poultry & Integration along with feed solutions globally. The objective of this campaign was to assure and instill faith in customers that, “Consuming Chicken is Safe” during the COVID. The strategy focused on content pillars including communicating quality & hygiene assurance and benefits of consuming chicken during COVID-19.

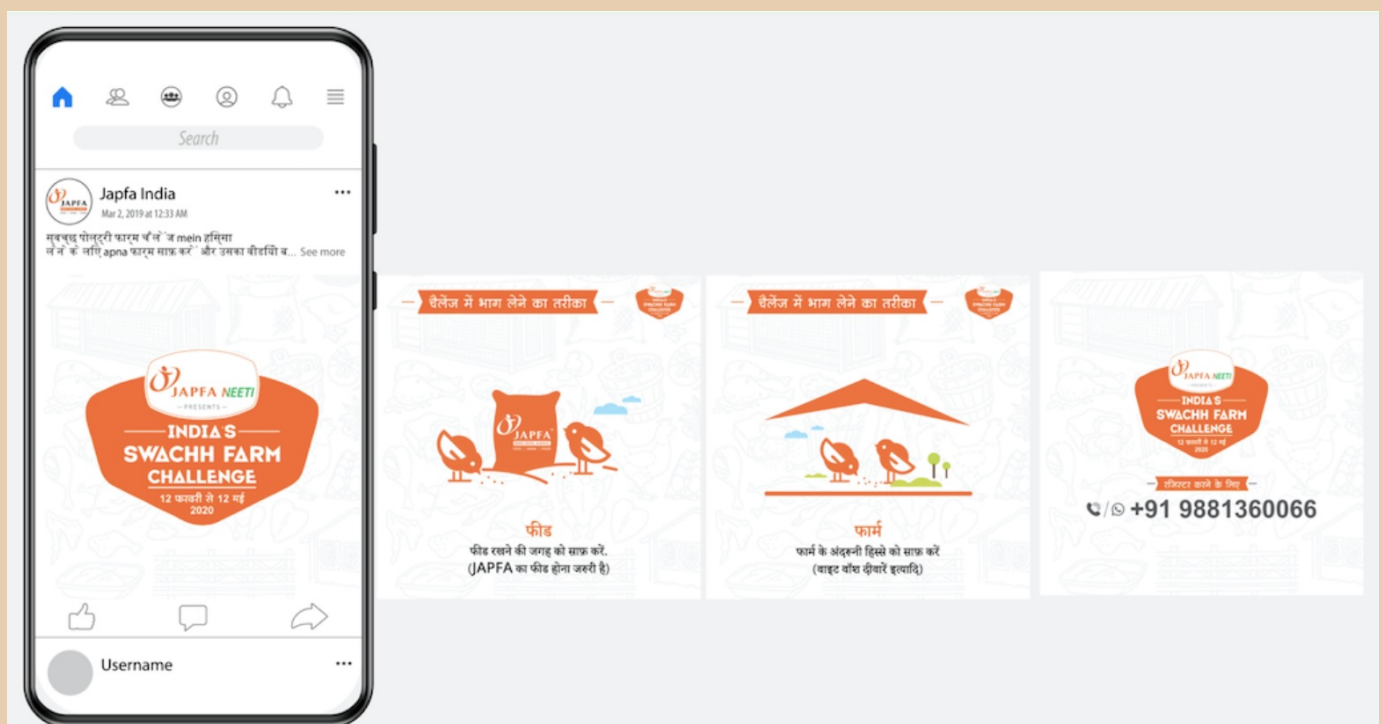




Japfa created videos which showcased hygiene & safety measures taken at Japfa's manufacturing plant and bird grower farms, which highlighted Japfa COVID warriors who worked during the COVID times to serve the protein needs of the country through Chicken and Eggs.

Japfa impacted and made an impression on over 100,000 people, reaching over 99,000 and having over 82,000 engaged users.

## JAPFA INDIA – CLEAN FARM CHALLENGE



The objective of this campaign was to reach prospective poultry farmers and educate them on the benefits of poultry farming, enhance brand reach and drive engagement. A digital marketing strategy was developed.

The Clean Farm Challenge was one of the effective campaigns Japfa did to drive buzz and engagement. It was a challenge where farmers were asked to follow 5 simple biosecurity measures and share their videos on Facebook and WhatsApp.

The campaign was launched with a film and promoted on social channels to drive traction. This campaign had a huge impact with almost 300 video entries, more than 500 registrations within 40 days, and over 1.6 million campaign impressions.