

**Seed**WORLD**CREATE**  
STRATEGY & MARKETING

# Digital Marketing

Prepared for ASTA Attendees





“ We design and  
implement Sales &  
Marketing Solutions  
for the global  
seed industry. ”



# Connecting = Digital

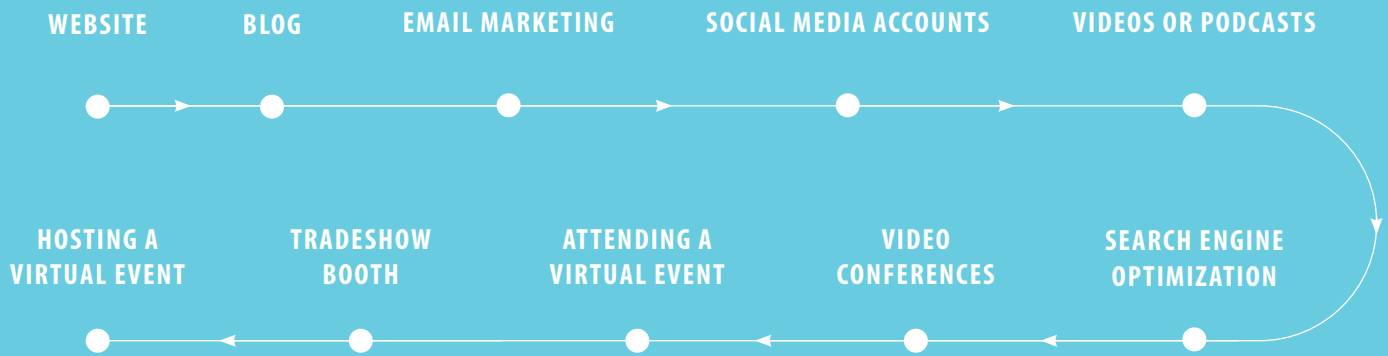
We support businesses serving the global seed industry by creating customized strategy, process, digital tools and content that increase sales and productivity. We are driven to connect our partners with their customers and position them as experts in their field.

## Why Digital?

Your digital presence speaks for your company 24/7 – even when your team has signed off for the day. Today's B2B buyers rely on digital channels through every stage of their journeys – even long after in-person sales interactions with reps.

The seed and agriculture sectors have traditionally lagged behind other industries in their digital marketing efforts, but this is no longer feasible. B2B customers at all levels have embraced smart devices, giving them access to digital tools on demand. This means that your absence in the digital marketing realm can dramatically impact your sales and marketing reach.

# How Digital Expanded



Do you have these tools?  
Do you want them?

# Digital Marketing: Tactics & Execution



TECHNICAL EXPERTISE TO BUILD WEBSITES, SET UP SOCIAL MEDIA ACCOUNTS, AND HOST VIRTUAL EVENTS.

+



MARKETING EXPERTS TO ENGAGE YOUR AUDIENCES AND CONVERTING CLICKS TO CUSTOMERS.

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WE BUILD THE PLATFORMS AND POPULATE THEM WITH CONTENT THAT YOUR CUSTOMERS WILL READ!

# Digital Marketing: Strategy



A well-thought-out strategy gives you a blueprint to success, a specific approach to achieve your goals and drive your business forward. A great strategy identifies the best tactics for your goals.



Strategically thinking about digital marketing will reduce your investment in content and increase the overall impact.



Your strategy has goals that are supported by each channel.



Messaging is consistent.



Content is modified to fit the channel, but not recreated.



The Result: Expensive content is used multiple times to amplify your message, increasing the impact, while managing costs.





Contact  
us to learn  
more about  
how we  
can help  
grow your  
business.

- Client Value Journey Mapping
- Strategic Marketing Communications Plan
- Social Media Strategy Plan
- Content Lab And Digital Services
- Sales Training
- Website Development And Optimization Plan
- Virtual Event Development And Hosting Plan