

IMPROVING THE COMPETITIVENESS OF FARMING ENTERPRISES THROUGH DIGITAL MARKETING

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Abstract

This article analyzes the economic efficiency of using digital marketing tools in farms, the mechanisms for bringing products to the market, and the role of marketing strategies in increasing competitiveness. Also, scientific and practical proposals for improving the activities of farms based on e-commerce, social networks, branding, and diversification have been developed.

Keywords: Digital marketing, farm, diversification, e-commerce, marketing strategy, competitiveness, branding, export.

Introduction

World experience shows that achieving high economic results in agriculture is closely related not only to increasing production volumes, but also to the effective organization of marketing activities. In a market economy, farms need to deeply study consumer demand, direct their products to target segments, and use modern sales tools.

The development of digital technologies has brought marketing activities to a new level. The possibilities of delivering products directly to consumers through Internet platforms, social networks and e-commerce systems are expanding. Therefore, the implementation of digital marketing in farms is one of the urgent scientific and practical issues.

Marketing is a management mechanism that combines production, pricing, logistics and sales activities of a farm into a single system. Using a marketing approach, farmers predict market demand, optimize the product range and establish long-term cooperation with buyers.

In particular, the diversification strategy serves to reduce risks and increase sources of income. The development of several product lines reduces seasonal risks and strengthens the financial stability of the farm.

Digital marketing tools provide farms with the following advantages:

- quick identification of market demand;
- reduction of advertising costs;
- introduction of products to a wide audience;
- direct communication with buyers;
- online acceptance of orders;
- expansion of export opportunities.

Promoting products through Telegram, Instagram, Facebook and special agro-platforms not only increases sales, but also serves to form the brand of the farm.



Diversification is an integral part of the marketing strategy, allowing you to adapt to changes in market demand by expanding the range of products. For example, offering dried or processed products in addition to selling fresh fruits creates added value and allows you to get high profits.

From a marketing perspective, diversification:

- attracts new consumer segments;
- reduces seasonal income fluctuations;
- increases export potential;
- reduces market risks.

Today, consumers pay attention not only to the quality of the product, but also to its origin, environmental friendliness and reputation of the manufacturer. Therefore, the development of regional brands, product certification and modern packaging are important factors that increase marketing efficiency.

Using CRM systems and digital platforms, forming a permanent customer base, analyzing their feedback and developing individual offers will serve the long-term success of farms.

In practice, it is observed that some farms lack marketing skills, have underdeveloped logistics systems and are not fully using the opportunities of e-commerce. To overcome these problems, it is advisable to:

- organize advanced training courses in marketing;
- develop agro-marketplaces;
- expand logistics centers;
- develop market forecasts based on artificial intelligence and Big Data;
- support export-oriented digital platforms.

Conclusion

Digital marketing is one of the most effective tools for increasing the competitiveness of farms. Combining marketing strategies with diversification, branding, e-commerce and modern information technologies will expand product sales, increase the number of buyers and strengthen the economic stability of farmers.

In the future, the development of marketing infrastructure in agriculture, the expansion of digital trading platforms and the introduction of scientifically based marketing management will contribute to the sustainable growth of the agricultural sector and the strengthening of the competitiveness of national products in international markets.

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