



A CASE STUDY

Digital marketing of agriculture inputs- An institutional success story

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Abstract : This study highlights the institutional success achieved through the digital marketing of liquid biofertilizers, produced by RARS, Anakapalle, affiliated with Acharya N.G. Ranga Agricultural University, India, using the Amazon e-marketing platform. The strategic choice of Amazon was driven by its positive reputation, extensive customer reach, and efficient product delivery system. Five biofertilizer variants were made available through dedicated Amazon seller links, catering to farmers, NGOs, research stations, and extension centers. Customer feedback emphasized the time-saving aspect, year-round availability, convenience of purchase, prompt delivery, affordability, high-quality packaging, and inclusion of scientific information. These results underline the need for widespread promotion of online marketing channels, as they offer significant benefits such as time efficiency, 24/7 availability, home delivery, diverse product choices, and cost-effectiveness. Overall, digital marketing of agriculture inputs emerges as a highly valuable and useful approach for farmers, enhancing their access to essential resources.

Key Words : Biofertilizer, Digital marketing, Cost-effectiveness, Highly valuable

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