

# CORRECTIVE MEASURES AND IMPROVING EDUCATIONAL MARKETING STRATEGIES



AgriXPlainer

## Description of the activity

- Implementing corrective measures and enhancing educational marketing strategies is crucial for ensuring that agri-food products are effectively communicated to the targeted audience.
- This involves identifying weaknesses in the current marketing approach, taking corrective actions, and developing robust educational content that informs and engages the customers. Collaborating with marketing experts can help refine the strategy and improve overall effectiveness.

## Easy operations to be replicated

1. **Audit current strategies:** Conduct a comprehensive audit of your existing marketing strategies to identify areas of weakness or inefficiency. In case there was no strategy in place, it is worth building one.
2. **Gather feedback:** Collect feedback from customers, employees, and stakeholders to gain insights into what aspects of your marketing are working and what needs improvement.
3. **Analyze data:** Use analytics tools to assess the performance of your current educational content and marketing campaigns.
4. **Develop corrective measures:** Based on the audit and feedback, create a plan to address identified weaknesses. This might include updating content, refining messages, or changing delivery methods.
5. **Enhance educational content:** Develop new, high-quality educational materials that better explain the benefits and unique qualities of your products. This could include blog posts, videos, infographics, webinars and workshops.
6. **Implement and monitor:** Roll out the improved marketing strategies and monitor their performance using analytics tools. Continuously adjust your approach based on the data and feedback.

## Expected outcomes

Purpose	Added value	Target Audience
Improve the effectiveness of your marketing strategies and enhance customer understanding of your products, by enhancing its benefits.	More informed customers are more likely to trust and purchase your products, leading to increased sales and brand loyalty.	Current and potential customers, industry stakeholders, and educational institutions interested in agri-food products.

## Type of experts to be involved

- Marketing consultants
- Data analysts
- Content creators (writers, videographers, designers)
- Customer relations specialists
- VET trainers

## Requirements

Geographical requirements	Type of products	Legal requirements
While focusing on local feedback can provide specific insights, gathering a broader range of data can help create a more comprehensive strategy.	Focus on creating diverse and engaging educational content that addresses the specific needs and interests of your target audience.	Ensure any data collection or feedback processes comply with relevant privacy laws and obtain necessary permissions for using customer insights.

## Tips & tricks/successful case study

1. **Be data-driven:** Use data analytics to guide your corrective measures and strategy improvements for a more targeted approach.
2. **Engage with your audience:** Actively seek and respond to customer feedback to continuously improve your educational content.
3. **Stay current:** Keep your educational materials up to date with the latest industry trends and information to remain relevant and engaging.

4. **Leverage multiple formats:** Use a variety of content formats to cater to different learning preferences and maximize reach.
  5. **Monitor and adjust:** Continuously monitor the performance of your improved strategies and be prepared to make adjustments as needed to maintain effectiveness
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