

AGRICULTURE INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Does your yield pay you well?
- Find an optimal crop pattern for your agro-climatic zone
- How can you prevent crop loss using storage facilities?
- Is your land fit for multi cropping?

LINKS TO LIVE INDUSTRY EXAMPLES

- [Feed cost calculator](#)
- [Agricultural loan calculator](#)
- [Are you farming material?](#)
- [Estimate the cost of growing cotton](#)



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which variety of seeds will boost your production?
- Which manual tools will help reduce labor efforts on field?
- Why is it important to get your yield insured?



STAY **TOP OF MIND**

COST CALCULATORS

- How much can you save on cost using XYZ Fertilizers?
- How much would organic seeds cost you?
- How much would multi cropping cost you?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much can you earn by selling online?
- How much will you save by getting your crop production insured with ABC Insurance?
- How much will you save by using XYZ thresher?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- How is organic farming better than conventional farming?
- How is XYZ crop insurance better than ABC?
- Are organic seeds better for your crop pattern?



GROWING **MQL**