



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 ?



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY LIVE EXAMPLES

- [Feed Cost Calculator](#)
- [Agricultural Loan](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

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



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

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?

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**