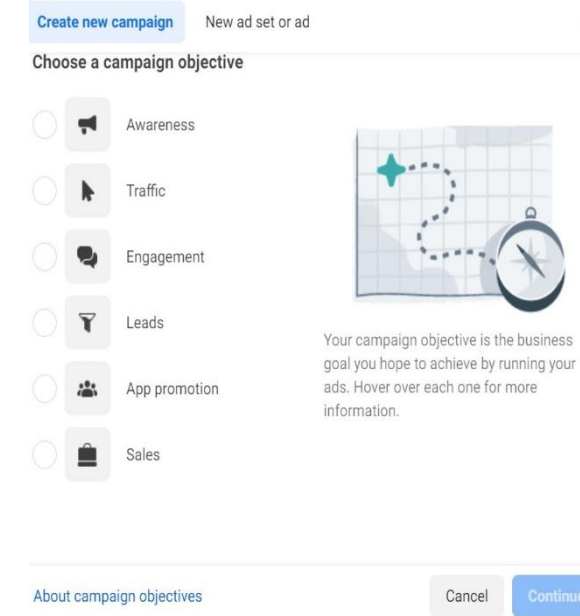


# Current Planning and Future Strategies in Digital Marketing

Alhasan Mansuri(B.E Mech)  
22<sup>th</sup> July 2024

# Overall Plan

- Our Digital Marketing, Strategies will be carried in three phases.
- Phase 1:
  - Reach a Campaign, to create awareness and increase farmer count as much as possible.
  - In this phase we'll only focus on delivering lucrative and emotional content.
  - So as to create more footfall on the page.
  - In this phase only focus would be on repeated hammering about the products.
- Phase 2:
  - Engagement Campaign would be our primary focus.
  - Footfall created in the Phase: We'll be provided with technical short reels and technical documentation.
  - We are working with the technical team currently to create documentation and crop experts, it is still in the developing phase.
- Phase 3:
  - In this phase we'll make crop-wise volumes/playlists to keep the interested viewers interested.
  - After both the campaign we'll slow down aggressive marketing a bit to understand the content potential and What needs to be corrected.

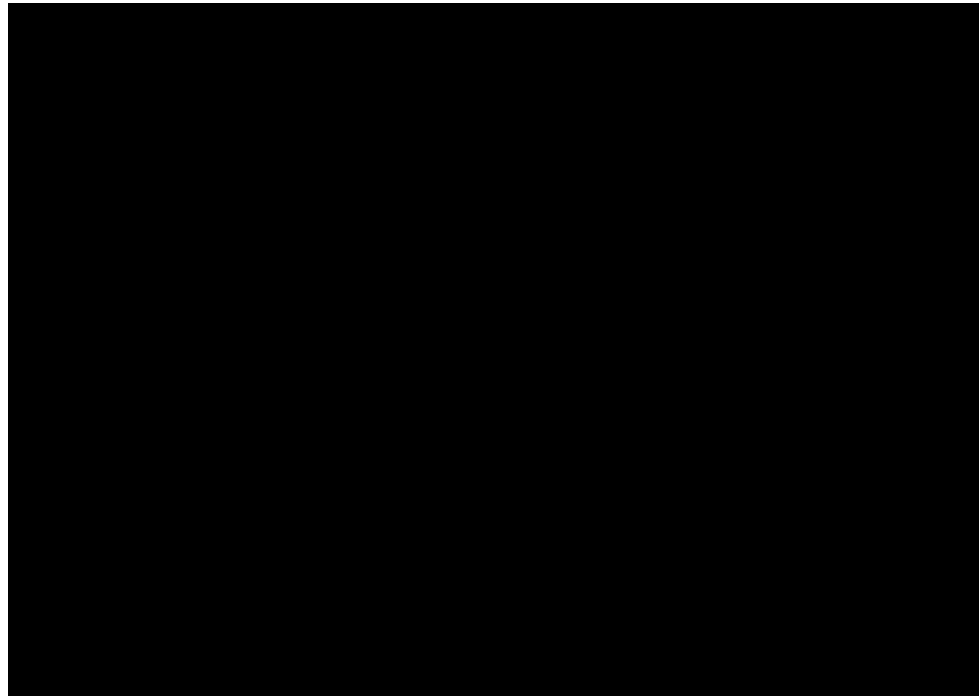


- I have studied different company's strategies like Yara, Syngenta, Basf, Agrostar and Pollen Kisan etc.
- Outcome was everybody has their different strategies of approaching the market.
- Basf focuses on creating ad commercial of their products, while agrostar is farmer relevant videos. Furthermore, Yara and Syngenta focuses on Facebook page.
- Pollen Kissan is making lucrative short videos.
- Bloggers create more mixed content and it is more general.

# Competitor Study

**MONSOON**


Crop  
Science



@rajat101 **mipro**®



# Competitor Study





**BASF** 

500K likes • 517K followers

[Learn more](#) Like Search





**Syngenta** 

1.9M likes • 1.9M followers

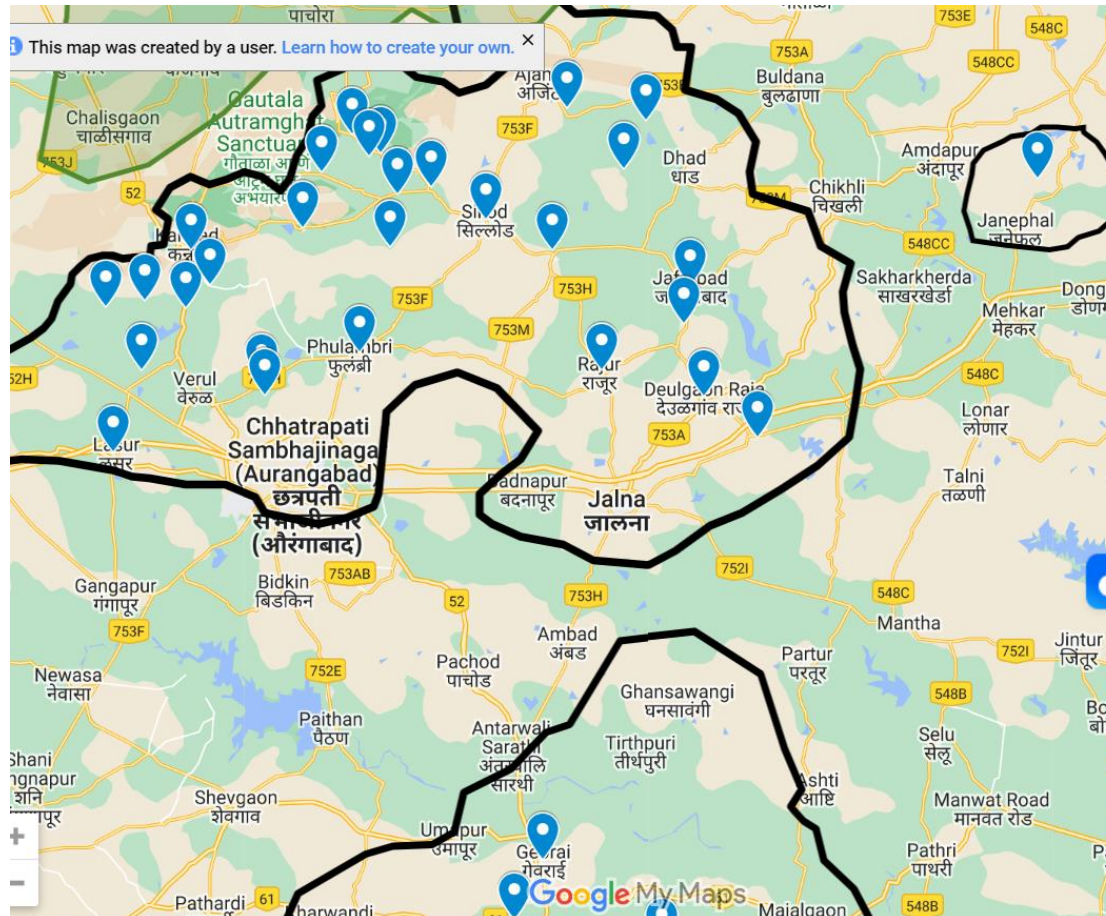
Like Search

# Geographical Location Mapping

MONSOON

Crop  
Science

- Every area in which the company is currently working to run ads is mapped.





# Crop Pattern and Charts

MONSOON

Crop  
Science

Tomato Chart for Digital Marketing Nashik (Sankalp) (at least 2000+)

Stage	Days	Date Calendar Range	Times to Repeat & Duration	Product Recommended	Dosage	Critical Points to be Mentioned
Transplanting	0 days	15/06/24 to 15/07/24	5 & 6 days diff	Technosoil, Nitoplus/ N20 & Madison	1.5-2 lit/acre	Selection of seedlings, Land Preparation, Proper Transplanting & Seed Treatment
Branching	DOT 15 to 25 days	05/07/24 to 05/08/24	5 & 6 days diff	Technosoil, Madison & Tecnocalcio MG	1.5-2 lit/acre 3ml/lit	Balance Nutrition levels to ensure proper branching, Leaf miner precaution
Flowering	25-30 DOT	20/07/24 to 15/08/24	5 & 6 days diff	Technosoil, Turocalcio Plus & Madison	2lit/acre 2kg/acre 3ml/lit	Balance Nutrition levels to ensure proper flowering and preventive use of Pesticides.
1 <sup>st</sup> Tying	35-40 DOT	01/08/24 to 30/08/24	5 & 6 days diff	Madison, Technocalcio/Technocalcio MG	3ml/lit	Proper tying and placement of the crop to avoid overcrowding
Fruit setting	45 to 50	10/08/24 to 10/09/24	5 & 6 days diff	Technosoil, Turbocalcio	2lit/acre 2kg/acre 3ml/lit	Precaution for sucking pest, Tuta Absoluta, maintain

Chilli Chart for Digital Marketing Sambhaji Ngr (Dipak)

Stage	Days	Date Calendar Range	Times to Repeat & Duration	Product Recommended	Dosage	Critical Points to be Mentioned
Transplanting	0 days	01/04/24 to 01/06/24	5 & 6 days diff	Technosoil, Nitoplus/ N20	1.5-2	Selection of seedlings, Land Preparation, Proper
Growth Stage	10-15 days	10/04/24 to 10/06/24	5 & 6 days diff	Technosoil, Nitoplus/ N20	1	
Growth Stage 2	20-25 days	20/04/24 to 20/07/24	5 & 6 days diff	Luca/Carbo Organ	1	
		30/04/24		Turbocalcio Plus Boron	2	

Amol Rahini: Cotton Chart for Digital Marketing (at least 2000+)

Stage	Days	Date Calendar Range	Times to Repeat & Duration	Product Recommended	Dosage	Critical Points to be Mentioned
Spray Grade 1	After sowing 15-20 days	20/06/24 to 25/06/24	4-5 & 4-5 days diff	Nitroplus	4ml/lit	Growth and greenery
Spray Grade	After	10/07/24 to	5-6 & 4-5	Nitroplus	4ml/lit	Branching, and Quality
						it
						Flowering and Setting

Soyabean Chart for Digital Marketing Beed(Dnyaneshware ) (at least app count)

Stage	Days	Date Calendar Range	Times to Repeat & Duration	Product Recommended	Dosage	Critical Points to be Mentioned
Growth Stage	14-15 days	20/06/2024 to 10/07/2024	5 & 6 days diff	Nitroplus, alika, antracol/saaf	50ml/pump 15ml/pump 30gm/pump	Greenary, height increase
Flowering	30-55 days	15/07/24 to 10/08/24	5 & 6 days diff	Madison, ampligo/ coragen	60ml/pump 10ml/pump 8ml/pump	Flowering, growth, branching
Sizing	60-90	20/08/24 to 10/09/24	5 & 6 days diff	Dakota, emamactin benziod	60ml/pump 10gm/pump	Keeping quality, size

Soyabean Chart for Digital Marketing MP (Rustamji ) (at least app count MP)

Stage	Days	Date Calendar Range	Times to Repeat & Duration	Product Recommended	Dosage	Critical Points to be Mentioned
Stage Vegetative	20-25 days	10/07/2024 to 25/07/2024	5 & 6 days diff	Nitroplus, Luca, Hexaconazol 5%, Thiamethoxam 12.6% + Lambda-cyhalothrin 9.5% ZC		Development of Branch, Growth and optimum internode distance
Flowering	35-55 days	30/08/24 to 25/08/24	5 & 6 days diff	Madison, Thiamethoxam 12.6% + Lambda-cyhalothrin 9.5% ZC + Profenofos 50% / Emamectin Benzoate 5% SG		Flowering and setting conversion, greenery is maintained
Sizing	60-90	1/09/24 to 30/09/24	5 & 6 days diff	Dakota/Ethen, tebuconazole 38.39%		Long-lasting greenery Keeping quality, size and weight increment, pod filling/formation

# New Template Format

MONSOON

Crop  
Science

## मॉन्सून की बहार सोयाबीन के साथ

### नायट्रो प्लस

बेहतरीन विकास एवं फुटाव के लिये

- उच्च गुणवत्ता वाला 20% तरल नाइट्रोजन, पोटैश और जिंक के साथ।
- बेहतरीन विकास के साथ हरापन लाता है।
- अच्छे फुटाव के साथ पौधे को तनाव से बचाता है।

डोस : 3 मिली / लीटर

### मॅडिसन

अधिक फूल एवं उत्तम सेटिंग के लिये

- ज्यादा फूल आते हैं।
- फूलों में परागण क्रिया को बढ़ाकर फलियों की संख्या बढ़ाता है।
- फसल को जैविक / अजैविक तनाव से बचाता है।

डोस : 3 मिली / लीटर

### डकोटा

भरोसेमंद उत्पादन वृद्धि के लिये

- अतिरिक्त वृद्धि को नियंत्रित करता है।
- सोयाबीन के दाने एक समान आकार के साथ वजन में भी वृद्धि करता है।
- दाने को चमकदार बनाता है।

डोस : 3 मिली / लीटर



## मॅडिसन + नायट्रो प्लस

MONSOON Crop Science



डोस : फवारणी द्वारा :  
3 मिली / लीटर + 3 मिली / लीटर

जमिनीतून ड्रीपद्वारे / ड्रिचिंगद्वारे :  
2 लिटर प्रति एकर

## योग्य वाढ आणि जोमदार फुटव्यांसाठी

- रोपांची जोमदार वाढ करते.
- पानांची रुंदी व काळोखी वाढवून कार्यक्षमता वाढवते.
- जोमदार फुटवा करून खोद सशक्त करते.



Monsoon Crop Science : +91 9823400035





## मॅडिसन

जास्त फुलकळी आणि  
एकसमान सेटिंगसाठी



- जास्त फुलकळी आणते.
- सेटिंग होण्यासाठी अत्यंत महत्वाचे.
- कुठल्याही प्रकारचा नैसर्गिक / अनैसर्गिक ताण येऊ देत नाही.



डोस :

फवारणी द्वारे  
3 ते 4 मिली / लीटर



डोस :

फवारणी द्वारे  
3 मिली / लीटर

## नायट्रो प्लस

Nitrogen (N) - 20% w/w  
Potassium Oxide (K<sub>2</sub>O) - 5% w/w  
Zinc (Zn) - 1% w/w

वाढ, फुटवा आणि  
काळोखीसाठी

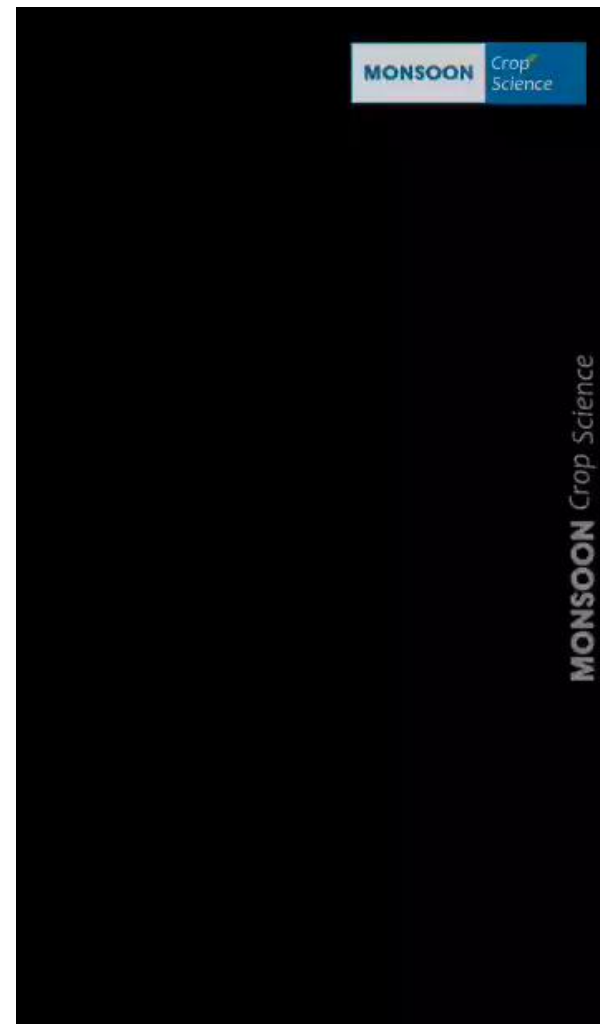


- उच्च प्रतीचा 20% लिक्वीड नायट्रोजन.
- उत्तम वाढ करते आणि योग्य काळोखी आणते.
- फुटवा करून झाडावर आलेला तनाव दूर करते.



कापूस  
समृद्धी तंत्र  
विशा नवी - उत्पन्नाची हमी

# New Reels Format



# Projects for ASM

- In Particular areas where only ASM's are working, we are providing them digital marketing support to fill the gap of field visit employees.

Project

(2.5- 5 lakh reach)

[Away 50-65 KM Radius from Dealer]

Ujjain – Soyabean – Bharat Agro Agency

Badnagar -Soyabean - Shiv Traders

Dhar - Soyabean – Maruti Traders – Shivambar ksk – Pavan ksk

Agar Soyabean – Balaji Krishikendra

Indore Soyabean – Gopal beej bhandar

Malhargani (Rajwada) Soyabean - Gopal beej bhandar

Mahidpur City Soyabean – Porwal ksk

Makdon Soyabean – Shiv agro agency

Mandsore Soyabean – Mandosore area





## टोमॅटो लागवड नियोजन



MONSOON

Crop  
Science

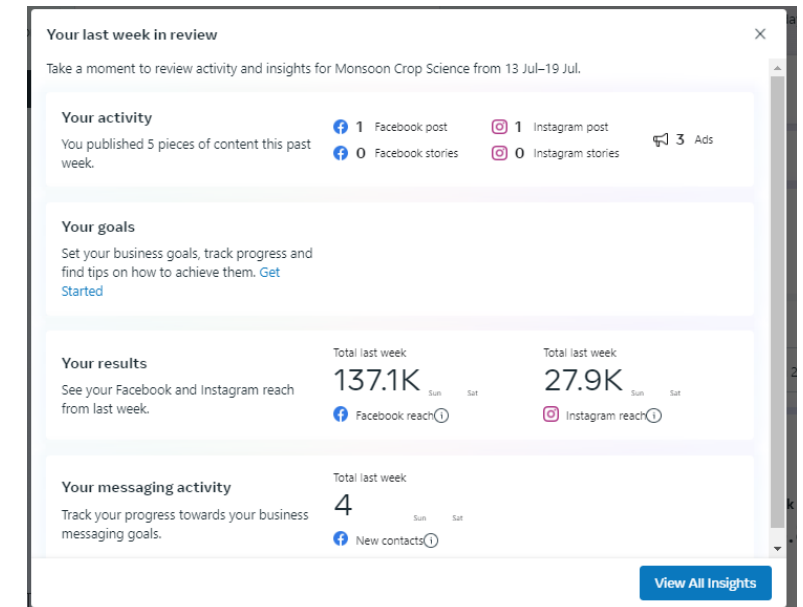
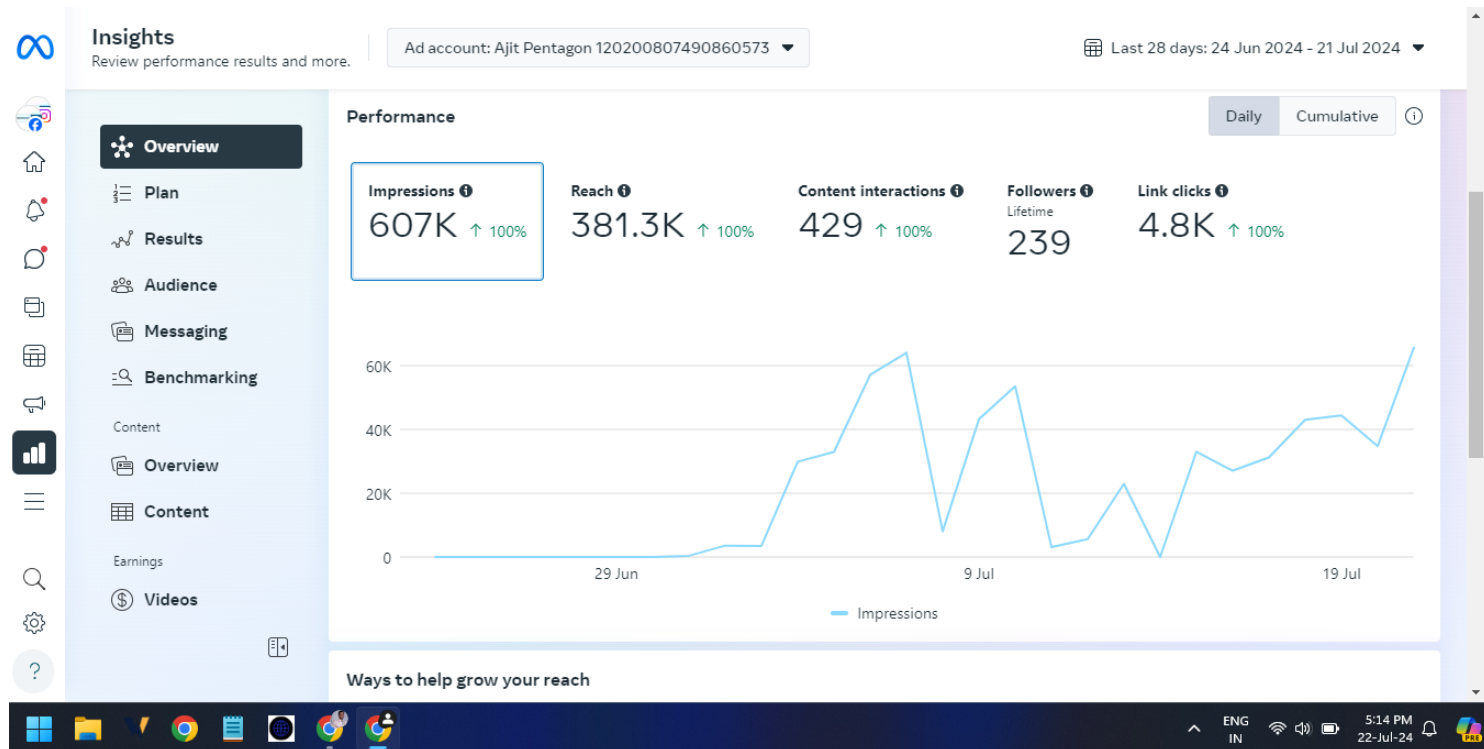
संपर्क : 9823400035

टोमॅटो लागवडी पूर्वी एकदा नक्की बघा

# Actual Figures

MONSOON

Crop  
Science



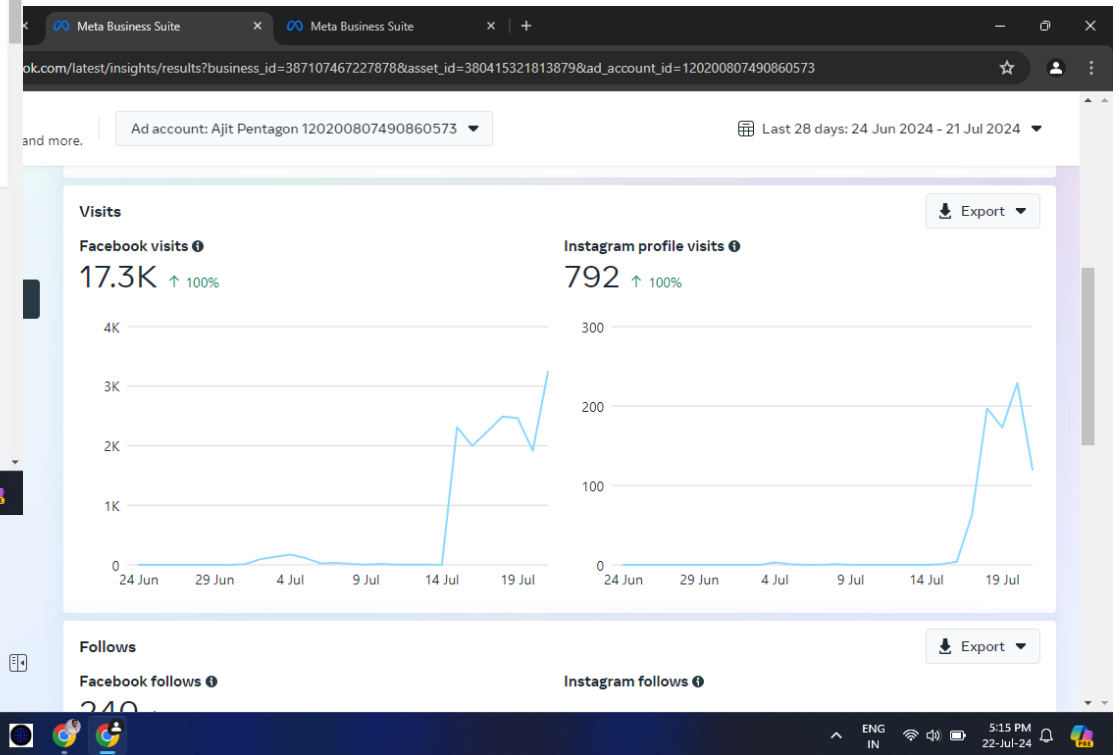


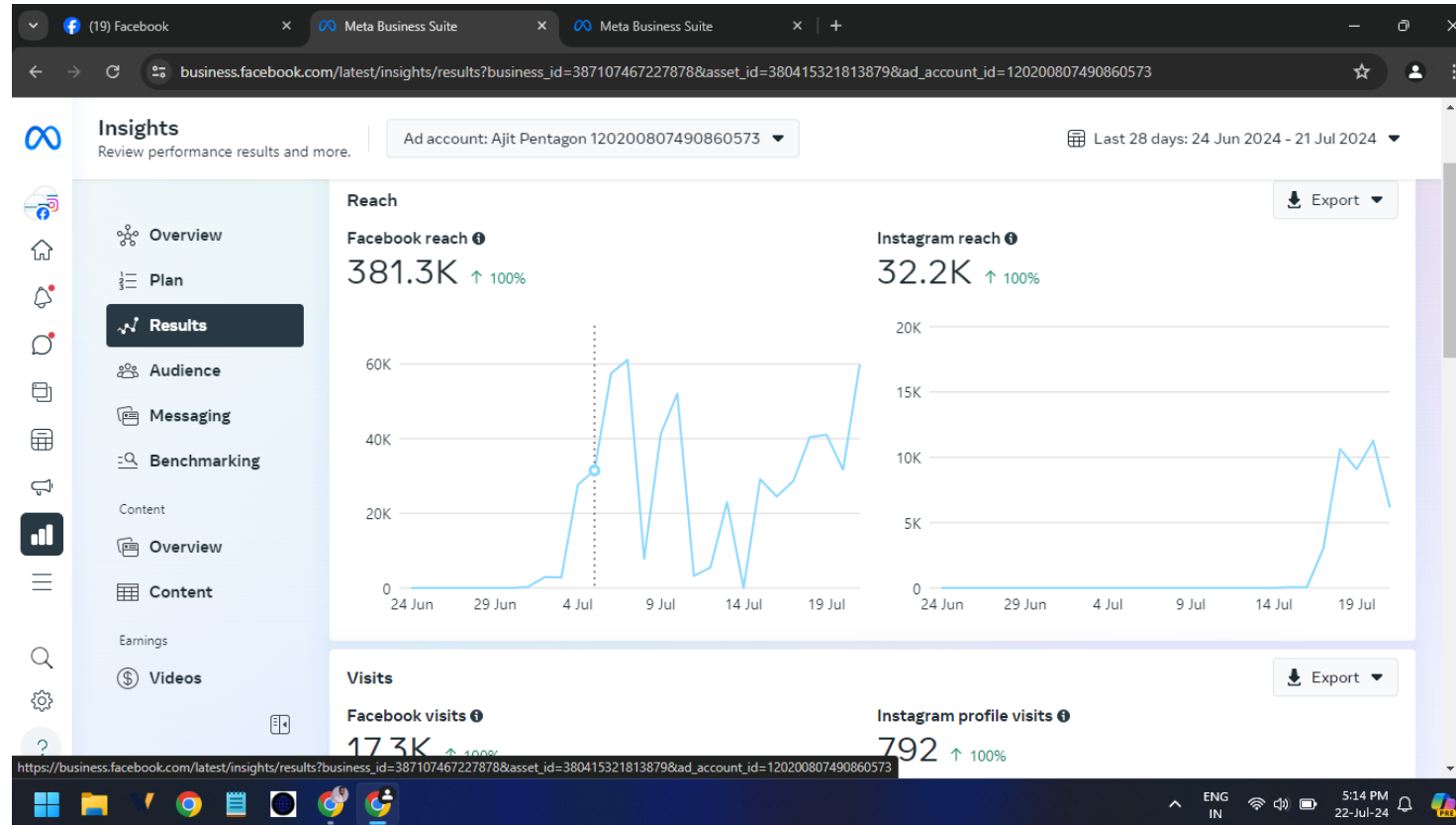
# Actual Figures























MONSOON

Crop  
Science

The screenshot shows the Facebook Business Suite interface for the 'Monsoon Crop Science' page. The left sidebar contains navigation options: 'Manage Page' (selected), 'Professional dashboard', 'Insights', 'Ad Centre', 'Create ads', 'Boost Instagram post', 'Settings', 'More tools' (Manage your business across Meta apps), and 'Leads Centre'. The main content area displays the page profile with the name 'Monsoon Crop Science', 237 likes, and 239 followers. Below the profile picture is a 'What's on your mind?' text box and buttons for 'Live video', 'Photo/video', and 'Reel'. The 'Intro' section includes the tagline 'We Take Care Of Your Plants From Roots To Fruits....!!' and an 'Edit Bio' button. The 'Featured' section shows a pinned post about 'Monsoon Foods'. The 'Posts' section is visible at the bottom.





- | Ads   |  | Reach  | Results  | Amount spent                                  |  |  |
|--|--|---|---|--|--|--|
| <div>Ad</div> <div>  Expires in 21 days<br/> <b>Draft: Get more calls</b><br/>           Last updated on 15 Jul 2024, 16:50         </div> <div>  </div>   |  |   |   |  | <div>Edit draft</div> <div></div> |  |
| <div>Boosted Instagram reel</div> <div>  17 Jul • Created by Ajit Pentagon<br/> <b>Boosted Instagram media</b> </div> <div>  </div>  |  | <b>31,222</b><br>Reach  | <b>711</b><br>Link Clicks   | <b>₹632.86</b><br>Spend of ₹160.00 per day      | <div>Boost again</div> <div>View results</div>   |  |
| <div>Promote your contact info locally</div> <div>  15 Jul • Created by Ajit Pentagon<br/> <b>Promote your contact info locally</b><br/>           We Take Care Of Your Plants From Roots To Fruits....!!         </div> <div>  </div> |  | <b>171.8K</b><br>Reach  | <b>4,686</b><br>Link Clicks   | <b>₹1,400.16</b><br>Spend of ₹200.00 per day  | <div>Resume</div> <div>View results</div>  |  |
| <div>Ad</div> <div>  9 Jul • Created by Ajit Pentagon<br/> <b>Local reach</b><br/>           उलूह रोटिंग आणि हमखास उल्हादन वाढीसाठी टर्बोकॅल्शोओ प्लास टॅक्नोसॉईल ब्योसम एंड रोट...         </div> <div>  </div>                      |  | <b>108.4K</b><br>Reach  | <b>108.4K</b><br>Reach  | <b>₹439.41</b><br>Spend of ₹150.00 per day    | <div>Boost again</div> <div>View results</div>   |  |
| <div>Ad</div> <div>  4 Jul • Created by Ajit Pentagon<br/> <b>Local reach</b><br/>           उलूह रोटिंग आणि हमखास उल्हादन वाढीसाठी टर्बोकॅल्शोओ प्लास टॅक्नोसॉईल ब्योसम एंड रोट...         </div> <div>  </div>                   |  | <b>151.2K</b><br>Reach  | <b>151.2K</b><br>Reach  | <b>₹599.99</b><br>Spend of ₹150.00 per day    | <div>Boost again</div> <div>View results</div>   |  |
| <div>Ad</div> <div>  2 Jul • Created by Ajit Pentagon<br/> <b>Page likes</b><br/>           We Take Care Of Your Plants From Roots To Fruits....!!         </div> <div>  </div>  |  | <b>10,333</b><br>Reach  | <b>153</b><br>Follows or likes  | <b>₹399.65</b><br>Spend of ₹100.00 per day    | <div>Boost again</div> <div>View results</div>   |  |

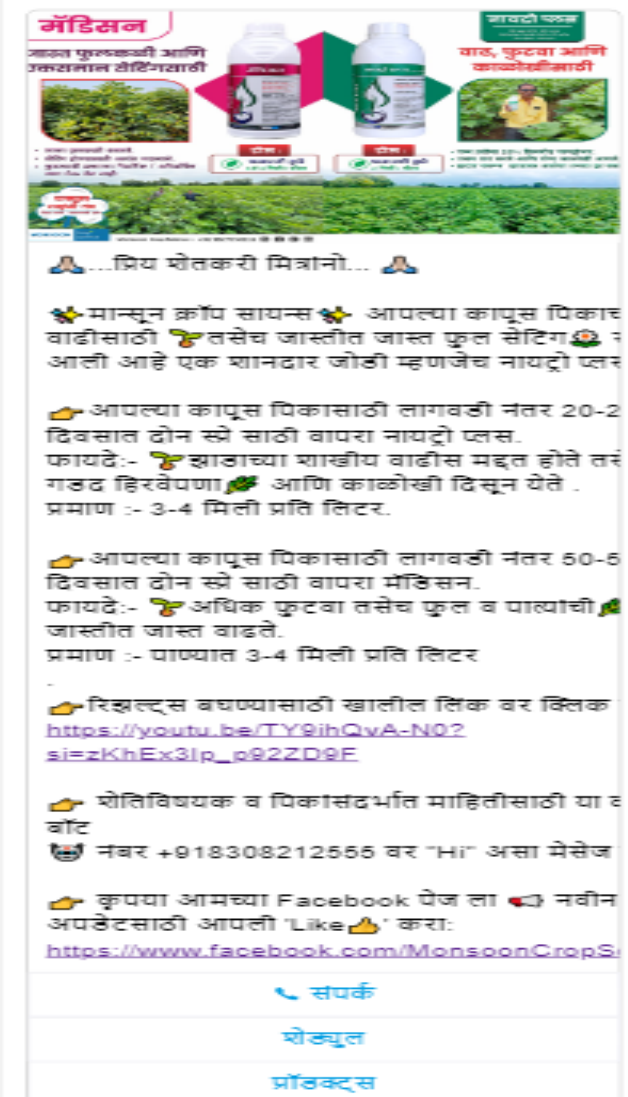


# Whatsapp Bot

MONSOON

Crop  
Science

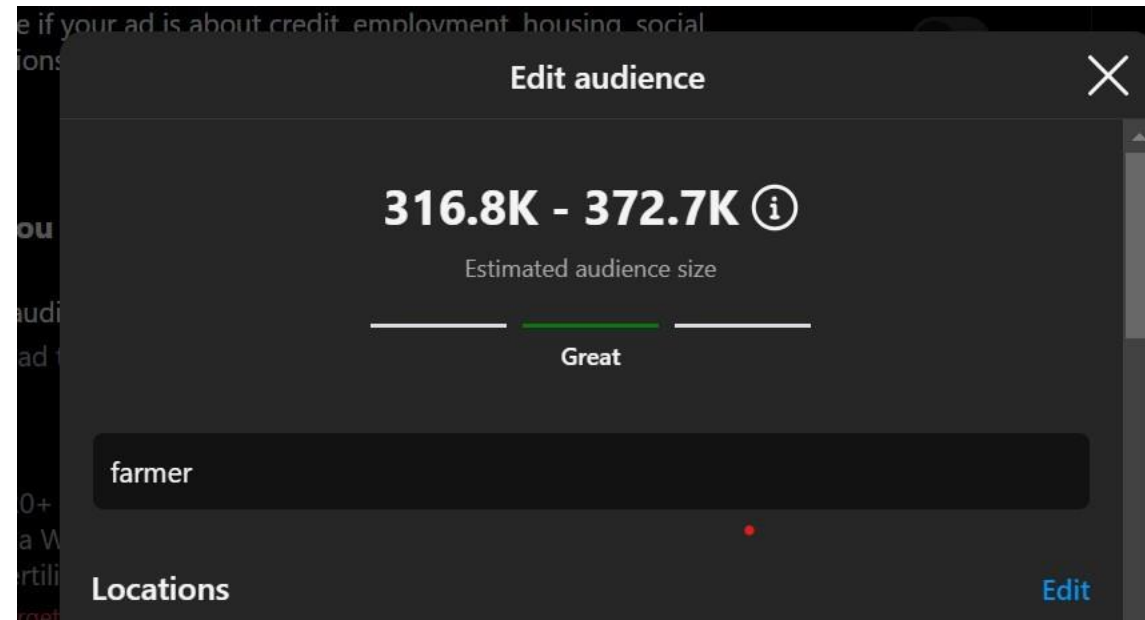
- What's app bot we have 25k farmers till date, it will soon increase to 40k in next 10 days as we are receiving datas of farmer meetings recently.
- We are introducing new carousel templates in the bot, whose approval is in process from facebook.
- Till date 15k rs have been spent on whatsapp bot.





# Carosel

- Instagram handle we have spent 3.5k till date.







- I don't have proper agriculture background, so understanding technical content is a challenge.
- So, I want dedicated crop experts, so that they can increase pace of work,
- Now, we are making is, What we want to give to farmers?
- Actually the content should be, What farmer wants?
- It'll require some ground work, so need visit fields and understand the requirement trends etc, to increase detailing in the work.