

FarmerInsights™

A Marketer's Manual



The challenge

In this world of choice, where farmer attention is in significant demand, the constant challenge for marketers is trying to keep up with the changing farmer behavior and to understand where to focus their attention to make an impact.

Inform your marketing and sales teams on how best to attract, engage, and support your target audience with Kynetec's new multi-client, independent, FarmerInsights study comprising up to 1,000 US corn and soybean farmers, around half of whom also have livestock or poultry.



Reach farmers more effectively



Increase efficiency



Improve performance

Your questions answered

In-depth insights related to:



Media Usage & Consumption

Understand how farmers engage with various **traditional and digital** media and devices for **lifestyle and agriculture**-related activities.



Activities & Engagement

Learn farmer **preferences, frequency, and timing** of accessing various media types and for what purpose.



Path to Purchase

Gain insights into the behaviors and activities farmers pursue along their **path to purchase** so you can effectively support their **decision-making** activities.



Tailor & Target

Focus and target your sales and marketing strategy by crop, geography, generation, farm size, and farmer segment to better meet your business objectives.



Deliverables

Annual insights to ensure marketing activities are aligned with the seasonal interests, activities, and behaviors farmers exhibit depending on the time of year.

Package includes:

- ✓ A summary PowerPoint report
- ✓ Interactive, online dashboards
- ✓ Onboarding, training, and support service



To find out how you can benefit from FarmerInsights A Marketer's Manual, please contact:



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kynetec Your trusted partner

Industry expertise

We have experience & expertise in all crop health sectors ensuring our studies are relevant and resonate with the farmer audience.

Independent

Farmers trust the Kynetec brand and provide unbiased, honest feedback.

Data enrichment capabilities

Only Kynetec has the holistic view of the farmer from the suite of FarmTrak products

Timely insights

Multiple waves of insights mean you can start making improvements immediately to maximize the changes' impact.

measure  predict  grow

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