



REACHING THE NEXT GENERATION OF FARMERS

Netafim USA, the US subsidiary of Israeli-based Netafim, the company that pioneered drip irrigation more than 50 years ago, is the largest manufacturer of drip irrigation technology in the United States. The company makes a wide array of products for a variety of markets, including: Agriculture, Landscape & Turf, Greenhouse & Nursery, Mining, and Wastewater.

For over three decades in the US, Netafim had relied upon its established presence, and strong market share, to grow its brand among its target audience of farmers. A generational shift in farming resulted in Netafim needing a new strategy for reaching this new generation of growers.



Challenge

Netafim realized that they could no longer rely on their traditional methods of reaching growers and that the company's lack of digital prowess was becoming a severe detriment to their ability to reach new audiences. The company needed to expand their boundaries and seek out new avenues to build relationships with this next generation of younger, more digital savvy farmers. They had become detached from the end-user, and heavily reliant on their local independent dealers to represent the brand properly.

Solution

Research revealed that a significant number of farmers were engaging in meaningful communication at a high level on Facebook. The agency set out to develop video and print content that would consistently engage the online audience. Traditional case study marketing documents were transitioned into easily digestible video testimonials and graphics. The content was distributed as both organic postings and through an aggressive native advertising program. A new Crop Advisory Facebook page was created to provide a personalized level of expertise when needed.

Results

