

AGRI-INJECT

Agri-Inject is a manufacturer of fluid injection systems in Yuma, Colorado. Their innovative approach to ag tech has put them at the forefront of the fertigation and chemigation industries since 1983. They enable farmers and golf course superintendents around the world to treat crops and turf with more precision, less waste, better ROI and more control over potential environmental issues.



Overview

Agri-Inject came to us under the belief that they were working within a saturated market, and less than adequate marketing efforts. It was their belief that they had few new opportunities to reach farmers in the United States. Even though their revenue had grown year-over-year for many years, they worried that they were about to hit a plateau in growth. There was also a concern built-in to the organization that marketing agencies don't provide value.



Our Role

- FULL SERVICE MARKETING
- LOGO
- WEBSITE
- PPC
- EMAIL MARKETING
- SOCIAL MEDIA
- VIDEO PRODUCTION
- PRINT ADS
- GRAPHIC DESIGN
- PHOTOGRAPHY
- PR
- ANALYTICS
- CRM
- MESSAGING

The Challenge

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Our Strategy

Market Research

Conduct third-party market research to gauge target goals.

Campaigns

Create campaigns based on research and data.

Interview & Video

Create video testimonials featuring Agri-Inject clients from varying states with specific problems they've solved.

Logo & Branding

Update logo & brand styling to reflect a more contemporary company.

Website

Build a new, robust website to rival toughest competitors in market, with new look, feel and messaging.

Social Media

Create and maintain an aggressive social media content calendar

Digital Ads

Run continuous A/B testing with graphics and copy in digital ads.

Lead Generation

Generate leads through their new website.

Web Analysis & SEO

Evaluate traffic from all resources and create a plan from the data SEO-optimized to reflect the new marketing approach.



Results

Brand Awareness

To confirm/address the organizational belief that everyone in the agriculture industry was aware of the brand, we conducted initial third-party research on brand recognition and found:

Only 22.72% of respondents in the agriculture industry were familiar with the Agri-Inject brand.

Following this research, we created a two-month awareness campaign to see how much impact we could have in a short amount of time. Advertising through various digital platforms, we created and implemented a series of awareness-only campaigns. After two months, we conducted a survey on the same exact demographic and found:

30.11% of respondents are now familiar with Agri-Inject, many of whom reported knowing Agri-Inject specifically through digital advertising.

7.39% INCREASE OF BRAND FAMILIARITY of Agri-Inject among agriculture industry professionals in one year

50% OF FINANCIAL DECISION-MAKERS are women for any given operation

85% OF FARMERS utilize YouTube and Facebook as primary sources of information

Customer Demographic Data

To confirm/address the organizational concern that farmers don't interact with social media or digital marketing mediums, we created several pieces of content: video, graphic design, audio ads, search ads, social media posts, blog posts and digital magazine articles. With each piece, we were able to track demographic data to see how we could better target our audience in the future. We found that:

Even though 75% of the farming audience is male, **the female population comprised 50% of the financial decision-makers for any given operation.**

YouTube and Facebook are the primary sources of digital information for farmers, and **85% of them use it regularly.**



Beyond the Data: A Total Creative Marketing Solution

379 TASKS

875 HOURS

44 WEBSITE PAGES

123,344 ENGAGEMENTS through social media

104,640 PEOPLE REACHED through digital advertising

35,900 FULL-LENGTH VIEWS of video testimonials

With the data we were able to gather in mind, we completed over 379 tasks over 875 hours in one year as part of our efforts for rebranding, marketing collateral, web development, photography and video production.

Starting in Q3 of 2022, we were able to start generating more targeted interest in the brand, starting with the completion of a 44-page website. We were able to impact change directly through engagement: 123,344 people through social media, 104,640 people through digital advertising, and 35,900 full-length video testimonials.