

## **The agricultural engineering year 2022 started without AGRITECHNICA - what should you do alternatively in now?**

**Develop alternative marketing and sales activities to achieve your goals!**

**The pandemic continues to dominate trade fairs worldwide - AGRITECHNICA 2022 has also been cancelled. It's now more than one year until the next one will take place - what does that mean for the agricultural engineering sector? Are there alternatives to compensate the cancellation of the trade fair - especially for sales? Yes, there are. If you rely on the right mix of measures and proceed actively and in a targeted manner, you can still achieve your marketing and sales goals for 2022. I have put together the ten most important tips for you.**

The direct effects of the AGRITECHNICA failure are obvious: the stage for the international presentation of new products are gone, the shop window for the long and intensively prepared presentation of the new products and the existing product range will not exist. Direct contact with the German and international trade press and the platform for expanding the international sales network are also canceled. It is now important to take alternative paths and develop measures to actively support your sales and to achieve your corporate goals.

### **Put the agricultural season in your focus: Start now!**

The months of January, February and March are the most intensive information months for farmers. In this phase they have time to find out about new machines. When the spring season starts again, the focus is on work.

What should you do now? Make sure you don't run out of time: accept the challenge and define your alternative marketing activities for the German and European agricultural markets.

I'll give you ten tips to get you started:

**Tip No. 1:** Put your new products in the spotlight of your target group with full force. Plan a targeted media strategy with a clever mix of print and online media.

**Tip No. 2:** Use the most suitable top media in the target country for achieving your export goals. Focus on your target groups: North German farmers obtain information differently than southern German farmers or the agricultural cooperative in Saxony-Anhalt. The same applies to agriculture in France, BeNeLux, Italy, Great Britain or Eastern Europe.

**Tip No. 3:** Avoid focusing solely on online media: advertising cheaply online or relying exclusively on social media is not enough. Rely on an effective cross-media campaign with quality media.

**Tip No. 4:** Present your new products professionally on your website. Your website is the first point of contact for interested parties. Do you already present your products in an appealing and informative way on your website? Only in this way you will be successful and win new customers.

**Tip No. 5:** Make sure Google finds what's new in your business. Did you already think about how your customers search on Google? Which keywords do farmers and traders use? Did you integrate this keywords in the texts on your website? Many companies from the agricultural engineering sector still have plenty of potential here.

**Tip No. 6:** Do active press work now. Create and distribute good press texts that optimally describe your innovations and focus on the benefits for your target group. Professional photos and videos, which get to the heart of these benefit arguments, also play an important role. A press mailing list that reaches all the important editors directly is also crucial.

**Tip No. 7:** Don't forget your dealers. Your partners also miss AGRITECHNICA as a turbocharger for sales activities, as a point of contact and as a starting point for discussions. Support the agricultural machinery trade with marketing materials, regionalized advertising campaigns and good video material.

**Tip No. 8:** Expand your sales network abroad now. Use international trade media to find and retain new traders. Go into the top media in the target country and use online offers that work.

**Tip No. 9:** Take a look in the „marketing mirror“: Check the positioning of your brand, your website and your marketing materials: Are you presenting yourself as professionally and impressively as you would have done at AGRITECHNICA? Your competitors are going full throttle. You should too.

**Tip no. 10:** In 2022 you should also take your chance regionally – at specialist events, field days and regional exhibitions. Support your dealers at local events - they are part of your brand and your public image.

My final advice: start now. Invest the time you gained from the failure of AGRITECHNICA in reviewing and realigning your marketing activities. Take the chance – we would be happy to support you. I wish you every success in the agricultural machinery market in 2022!

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Watch our video: [Zehn Tipps für das Landtechnik-Marketing 2022 - YouTube](#)