

## COMMUNICATION STRATEGIES IN AGRICULTURAL CAMPAIGNS

PASCARIU ANKA ROXANA<sup>1\*</sup>, GORDAN MARIUS<sup>1</sup>, IOSIM IASMINA<sup>1</sup>,  
ADAMOV TABITA<sup>1</sup>, IANCU TIBERIU<sup>1</sup>

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara,  
Faculty of Management and Rural Tourism, Romania*

\*Corresponding author's e-mail: anka.suba@usvt.ro

**Abstract:** *In recent years, agriculture has undergone significant evolution, not just in terms of techniques and technologies, but also in the way information is disseminated within the sector. Communication strategies have become essential for all stakeholders, including farmers, agribusinesses, policymakers, and consumers. Effective communication helps bridge the gap between these groups, ensuring that critical information such as best practices, market trends, and policy changes reach the right audience at the right time. By leveraging a mix of traditional and modern communication channels, the agricultural sector can foster a more informed and connected community, ultimately leading to a more resilient and sustainable agricultural system.*

**Key words:** *communication, agriculture, communication campaigns, communication strategies*

### INTRODUCTION

Agriculture remains a cornerstone of human civilization, even in the modern era. It is the foundation upon which societies have built their economies and continues to be a critical sector today. The importance of agriculture extends beyond the mere production of food; it encompasses a range of essential activities that contribute to the well-being of humanity and the health of the planet [5,9].

Firstly, agriculture is vital for food security. With the global population projected to reach nearly 10 billion by 2050, the demand for food is increasing exponentially [1, 8]. Advances in agricultural practices, such as the development of high-yield crop varieties, precision farming, and sustainable farming techniques, are crucial to meet this demand. Ensuring a stable food supply helps prevent malnutrition and hunger, which can have devastating effects on health and economic development.

Furthermore, agriculture plays a significant role in the economy. In many developing countries, it is the primary source of employment and income for a large portion of the population. Even in more industrialized nations, the agricultural sector contributes significantly to the GDP and forms the basis of related industries, including food processing, logistics, and retail [6,12]. Additionally, agriculture stimulates rural development, providing livelihoods and supporting infrastructure in less urbanized regions.

Lastly, sustainable agricultural practices are essential for environmental conservation. Modern agriculture faces the challenge of balancing increased production with the need to protect natural resources. Practices such as crop rotation, organic farming, and the use of renewable energy sources help reduce the environmental footprint of farming [7]. By promoting biodiversity and soil health, sustainable agriculture can mitigate the impacts of climate change and preserve ecosystems for future generations.

Effective communication in agriculture is crucial for the advancement and sustainability of the industry. It serves as the backbone for sharing knowledge, innovations, and best practices among farmers, researchers, policymakers, and other stakeholders. Clear and efficient communication ensures that farmers stay informed about the latest agricultural technologies, pest control methods, and climate-smart practices. This, in turn, leads to increased productivity, reduced environmental impact, and enhanced food security. Moreover, communication adopt collaboration and community building within

the agricultural sector. Through various channels such as farmer cooperatives, social media platforms, and agricultural extension services, farmers can exchange experiences, solve common problems, and support each other. This sense of community not only boosts morale but also enables small-scale farmers to have a voice in larger agricultural discussions and decision-making processes. Collaborative efforts often result in innovative solutions that benefit the entire community [2].

Lastly, communication is pivotal in bridging the gap between rural and urban populations. By effectively communicating the challenges and successes of agriculture, it becomes possible to raise public awareness about the importance of the sector and its impact on daily life. This can lead to increased public support for agricultural policies, funding for research, and investment in rural infrastructure. Additionally, it can adopt a better understanding of food sources, encouraging sustainable consumption patterns and reducing food waste [3]. Overall, effective communication in agriculture is essential for promoting a resilient and prosperous agricultural system [10].

One of the major advancements in agricultural communication is the use of digital platforms and social media [13]. These tools allow for real-time updates and direct interaction between different actors in the agricultural ecosystem. For example, farmers can now access weather forecasts, pest alerts, and market prices through mobile apps, enabling them to make informed decisions that optimize their yield and profitability. Agribusinesses can use social media to promote their products and services, engage with their customers, and receive feedback, creating a more dynamic and responsive marketplace [18].

Also, communication strategies play a crucial role in advocacy and education within the agricultural sector [18]. Campaigns aimed at promoting sustainable farming practices, for instance, rely heavily on well-crafted messages that resonate with farmers and encourage them to adopt more eco-friendly methods. Similarly, educating consumers about the benefits of locally-sourced and organic produce can drive demand and support for sustainable agriculture [17].

## **MATERIALS AND METHODS**

In this study, we utilized various research approaches to conduct a thorough examination of the topic. Initially, we conducted a literature review to compile existing knowledge and theoretical foundations relevant to our subject. This process entailed scrutinizing a range of academic sources such as books, peer-reviewed journals, and reputable online publications. The literature review laid a strong groundwork for grasping the present research landscape, pinpointing areas for further exploration, and shaping research inquiries. By amalgamating the existing literature, we positioned our study in the wider academic conversation and underscored the importance of our research direction.

In addition, we employed bibliographic study:

- By examining a wide range of literature, we were able to gather valuable insights and information related to the topic at hand.
- This method allowed us to explore different perspectives, theories, and findings that contributed to enriching our understanding of the subject matter.
- Through the bibliographic study, we could identify key trends, gaps in research, and areas for further investigation.
- The comprehensive nature of this approach helped us to build a solid foundation for our research and supported the development of well-informed arguments and conclusions.

## RESEARCH RESULTS

Effective communication is the base of any successful organization, whether it's a small start-up, a large corporation, or a non-profit entity [16]. A well-crafted communication strategy ensures that information flows seamlessly across all levels, fostering transparency, collaboration, and a shared understanding of goals and expectations. The first step in developing a robust communication strategy is to identify the key objectives. These might include enhancing internal communication, improving customer engagement, or even managing a public relations crisis. Clearly defined objectives provide a roadmap for all communication efforts and help in measuring their success [14].

Once the objectives are set, it's essential to identify and understand the target audience. Different groups may require different messaging techniques and channels. For instance, internal stakeholders like employees might benefit from regular newsletters, intranet updates, or town hall meetings, while external stakeholders such as customers and investors might prefer emails, social media updates, or press releases. Segmenting the audience allows for tailored messages that resonate more effectively with each group, thereby increasing the likelihood of achieving the communication goals.

Agricultural campaigns are essential initiatives aimed at promoting sustainable farming practices, increasing agricultural productivity, and raising awareness about the importance of the agricultural sector. These campaigns can take various forms, including public awareness drives, educational programs, government policies, and community-based projects. Their primary goal is to support farmers, enhance food security, and ensure the long-term health of the environment [18].

One of the key components of successful agricultural campaigns is education and training. By providing farmers with the necessary knowledge and skills, these campaigns help them adopt modern farming techniques, use resources more efficiently, and implement sustainable practices. Workshops, seminars, and field demonstrations are common methods used to disseminate information on topics such as crop rotation, soil health management, pest control, and water conservation. Additionally, these educational efforts often emphasize the importance of adopting technologies like precision farming, which can optimize yields and reduce environmental impact.

Another critical aspect of agricultural campaigns is advocacy and policy-making. By influencing government policies and securing financial support, these campaigns aim to create a favorable environment for farmers. This can include lobbying for subsidies, grants, and low-interest loans, as well as advocating for fair trade practices and market access. Moreover, agricultural campaigns often highlight the importance of supporting small-scale farmers and rural communities, recognizing their vital role in maintaining local food systems and cultural heritage. Through a combination of education, advocacy, and community engagement, agricultural campaigns strive to build a more resilient and sustainable agricultural sector for future generations [3].

Communication strategy is an essential element in any company, as it provides clear and coherent direction in terms of conveying messages to target audiences. A well-defined strategy allows communication and marketing professionals to set clear goals and develop detailed plans to achieve them. This includes identifying the audience, choosing appropriate communication channels, and formulating messages in a way that resonates with the audience's values and interests.

A crucial aspect of the communication strategy is the consistency of the messages conveyed. Consistency ensures that all touchpoints with the public – be it advertising campaigns, press releases, social media posts or direct interactions – reflect the same

company image and values. This builds trust and loyalty among consumers as they will perceive the company as genuine and trustworthy.

In addition, an effective communication strategy enables effective management of crises and contingencies. In a world where information flows quickly, the ability to react promptly and appropriately to emerging challenges is vital. By establishing clear procedures and contingency plans, communications professionals can maintain control over messages and minimize the negative impact on the company's reputation. Thus, the communication strategy not only directs day-to-day activities, but also contributes significantly to the long-term resilience of the organization [2].



**Figure 1. The stages of an effective communication strategy**

*Source: own elaboration after Adler Ronald B., Jeanne Marquardt Elmhorst, 2012 , year [2]*

An effective communication strategy is essential to the success of any organization or campaign. The first step in creating it is clearly defining the purpose. Purpose is the general direction and purpose to be achieved through communication. This can range from increasing brand awareness, educating target audiences or influencing consumer behaviour. It is important that the goal is realistic, clear and measurable in order to guide all other stages of the strategy [3].

After setting the goal, the next step is to define specific objectives. They are more detailed and must be SMART: specific, measurable, achievable, relevant and time-bound. Well-defined goals provide a clear framework for evaluating campaign success and allow for adjustments along the way if necessary.

The action plan is the stage in which the tactics and communication channels that will be used to achieve the established objectives are detailed. It includes the choice of media platforms (social media, email marketing, public relations, etc.), the key messages that will be transmitted, the calendar of activities and the people responsible for each activity. Finally, measuring the success of campaigns is crucial. This involves monitoring and analyzing results through relevant KPIs (Key Performance Indicators), such as click rates, social media engagement, sales growth or customer feedback. This data enables the evaluation of the effectiveness of the strategy and provides valuable information for the continuous improvement of communication.

The PESO model is a strategic framework used in public relations and marketing to create a comprehensive and effective communication strategy. PESO stands for Paid, Earned, Shared, and Owned media, and it offers a structured approach to integrating various media types to maximize reach and impact [15].

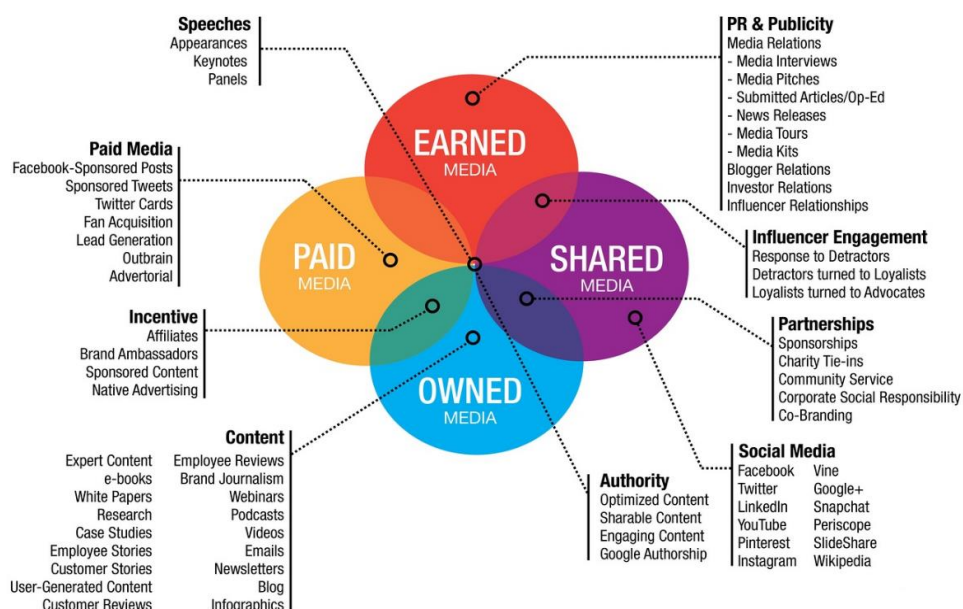
Paid media refers to any type of advertising that requires payment, such as pay-per-click ads, sponsored posts on social media, and traditional advertising like TV and radio commercials. This form of media allows brands to reach a targeted audience quickly and effectively, but it often requires a significant investment.

Earned media encompasses the exposure and publicity a brand gains organically through efforts such as media coverage, public relations outreach, and influencer partnerships. This type of media is considered more credible because it is not directly controlled by the brand and is typically the result of providing valuable content or having a noteworthy presence.

Shared media involves the content that is distributed and promoted through social media platforms. This includes user-generated content, shares, retweets, and comments. Shared media leverages the power of social networks to amplify a brand's message and engage with their audience in a more interactive and personal way.

Owned media refers to the channels and content that a brand controls entirely, such as websites, blogs, email newsletters, and branded content. This type of media allows for complete control over the message and how it is presented, ensuring consistency and alignment with the brand's overall strategy.

By integrating the elements of the PESO model, brands can create a cohesive and dynamic communication strategy that leverages the strengths of each media type. This approach ensures a broader reach, increased credibility, and more meaningful engagement with their target audience [15].



**Figure 2. PESO Model**

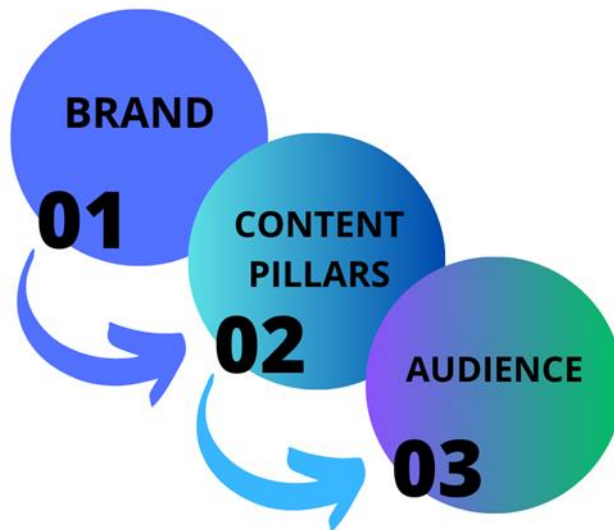
Source: <https://www.axiapr.com/blog/what-the-peso-model-got-wrong>, year [15]

In the context of an effective communication strategy, content pillars play an essential role in structuring and orienting messages to the audience. These pillars are essentially big, important themes that serve as the foundation for all marketing and communication materials. Choosing the right content pillars can significantly contribute to the consistency and relevance of your messages, making it easier to achieve your business and brand goals [19].

The first pillar of content could be education and information. This pillar focuses on providing valuable and relevant information to the target audience. Examples include blog articles, tutorials, infographics, and webinars that explain complex concepts or provide practical advice. The goal is to position the brand as an authority in the field and build trust by educating the audience.

The second pillar can be customer stories and experiences. This type of content focuses on showcasing the positive experiences of existing customers. Testimonials, case studies and customer interviews not only demonstrate the value of the product or service, but also create an emotional connection with potential customers. Content based on real stories helps to humanize the brand and increase brand loyalty [19].

A third important pillar can be innovation and development. Here, the focus is on novelties and improvements to the products or services offered. Communicating about technological innovations, new product launches, or strategic partnerships can grab and hold your audience's attention. By highlighting a commitment to progress and continuous improvement, the brand can strengthen its position in the market and remain competitive. These content pillars not only provide structure and coherence to the communication strategy, but also ensure that all marketing efforts are aligned with the overall goals of the brand. Creating content around these major themes allows for an integrated and consistent approach that can maximize the impact of your messages to your audience.



**Figure 3. Content pillars**

*Source: own elaboration after <https://www.sendible.com/insights/content-pillars>, year [19]*

## CONCLUSIONS

In conclusion, agriculture remains indispensable in the modern era for ensuring food security, driving economic growth, and promoting environmental sustainability. As we progress, it is crucial to innovate and adopt sustainable practices to meet the growing needs of the global population while protecting the planet.

Effective communication strategies are paramount in agricultural campaigns to ensure the dissemination of crucial information to farmers and stakeholders. These strategies involve a blend of traditional and modern methods. Traditional approaches, such as community meetings and radio broadcasts, remain valuable for reaching rural areas where technology access may be limited. However, modern methods, including social

media, mobile apps, and online platforms, offer broader reach and interactive engagement, especially among younger farmers and tech-savvy audiences.

A successful communication strategy in agriculture also requires a deep understanding of the target audience. Tailoring messages to address the specific needs, challenges, and cultural contexts of different farming communities can significantly enhance the effectiveness of the campaign. Utilizing local languages and dialects, providing practical demonstrations, and engaging trusted local influencers can further increase credibility and trust in the information being shared.

Ultimately, the goal of these communication strategies is to foster knowledge sharing, promote sustainable practices, and support the overall development of the agricultural sector. By combining various communication tools and approaches, agricultural campaigns can effectively bridge the gap between research and practice, empowering farmers with the knowledge and resources they need to thrive in an ever-evolving industry.

## REFERENCES

- [1]. **ADAMOV TABITA CORNELIA**, 2020, *Economia turismului și agroturismului*, Editura Eurostampa, Timișoara.
- [2]. **ADLER RONALD B., JEANNE MARQUARDT ELMHORST**, 2012, *Communicating at Work: Principles and Practices for Business and the Professions*. 11th ed., McGraw-Hill Education.
- [3]. **ARGENTI PAUL A.**, 2015, *Corporate Communication*. 7th ed., McGraw-Hill Education, 2015.
- [4]. **BERGER BRUCE K.**, 2005, *Public Relations as Activism: Postmodern Approaches to Theory & Practice*. Peter Lang Inc.
- [5]. **CIOLAC RAMONA, IANCU T., BRAD I., POPESCU GABRIELA, MARIN DIANA, ADAMOV TABITA**, 2020, *Agritourism Activity-A "Smart Chance" for Mountain Rural Environment's Sustainability*, Sustainability, vol. 12(15).
- [6]. **GORDAN M. I., PASCARIU ANKA ROXANA, ADAMOV TABITA, MILIN IOANA ANDA, IANCU T.**, 2022, *A network approach to studying rural tourism in the Mureș County rural area in Transylvania, Romania*, Book of Abstracts 19th Wellmann International Scientific Conference.
- [7]. **GUȚU OANA ANDREEA, ȘUBA ANKA, IANCU T., ADAMOV TABITA**, 2019, *Capitalization possibilities of tourism potential of Transylvanian village through agritourism*, *Lucrări științifice Management Agricol*, vol. 21(3).
- [8]. **IANCU T., BRAD I., STANCIU S., ADAMOV TABITA CORNELIA, PÎRVULESCU LUMINIȚA, POPESCU GABRIELA**, 2016, *Development opportunities and capitalization of Romanian rural area through tourism*, *Lucrări științifice Management Agricol*, vol. 18(1).
- [9]. **IANCU T.**, 2014, *Economie agroturistică*, Editura Eurostampa, Timișoara.
- [10]. **IOSIM IASMINA**, 2019, *Comunicare*. Editura Eurostampa, Timișoara.
- [11]. **LEWIS LAURIE K., TAMMY E. SEIBOLD**, 1996, *Innovation Modification During Intraorganizational Adoption*, *Academy of Management Review*, vol. 21, no. 3.
- [11]. **MILLER KATHERINE**, 2006, *Organizational Communication: Approaches and Processes*, *Management Communication Quarterly*, vol. 19, no. 4.
- [12]. **POPESCU GABRIELA, BRAD I., IOSIM IASMINA, ADAMOV TABITA, CIOLAC RAMONA**, 2018, *The implications of globalization on behavioral patterns in tourism*, *SGEM Conferences Proceeding*, Vol. 5, Issue 1.3.

- [13]. **PASCARIU ANKA ROXANA**, 2023, Comunicare și relații publice, Editura Eurobit, Timisoara.
- [14]. **SHOCKLEY-ZALABAK, PAMELA, SHERWYN P. MORREALE**, 1991, Communication Competence and Context: A Model for Intercultural Communication, International Journal of Intercultural Relations, vol. 15, no. 2.
- [15].\*\*\* <https://www.axiapr.com/blog/what-the-peso-model-got-wrong>
- [16].\*\*\* Effective Communication Strategies, Centers for Disease Control and Prevention, [www.cdc.gov/healthcommunication/pdf/audience/audienceinsight.pdf](http://www.cdc.gov/healthcommunication/pdf/audience/audienceinsight.pdf).
- [17].\*\*\* The Basics of Strategic Communication, Spitfire Strategies, [www.spitfirestrategies.com/tools/basics-of-strategic-communication](http://www.spitfirestrategies.com/tools/basics-of-strategic-communication).
- [18].\*\*\* Role Of Communication In Agriculture, <https://ijrcs.org/wp-content/uploads/IJRCS202008008.pdf>
- [19].\*\*\* <https://www.sendible.com/insights/content-pillars>