

# VISUAL MATERIALS & INFOGRAPHICS



AgriXPlainer

## Description of the activity

Visual materials and infographics in the marketing of a rural firms in Southern Europe can be a particularly effective tool for several reasons. Images are able to evoke authenticity by showcasing the landscapes, the products, the animals, and traditional processes, thus creating an emotional connection with customers. Infographics also may help the business stand out from competitors by clearly highlighting its advantages, such as sustainability or superior product quality. These visual instruments are essential for promoting local tourism, attracting visitors and clients through the presentation of rural environment and activities. Moreover, infographics simplify the communication of complex data, such as environmental benefits, and are especially suited for digital marketing, thanks to their ability to increase visibility and engagement on social media. In summary, visual materials and infographics make the company's communication more effective, enhancing brand recognition and attractiveness.

## Easy operations to be replicated

1. Presence on Social Media: post regularly your products and your daily activities on IG, FB and TikTok (if common platform in you country).
2. Use design free infographic tools such as Visme or Infogram to create infographichs that highlight your products' benefit.
3. Encourage your costumer to share pictures when visiting or using your products and re-share that content.
4. Always take and share short videos during your daily operations.
5. Always use a consiste visual identity.

## Expected outcomes

- Significant sales growth, especially in online platforms
- Signifcant growth of tourists/customers visiting the farm
- Improved brand image and, consequently, customer loyalty
- More followers, aka potential customers, on social media

| Purpose   | Added value  | Target Audience  |
|---|--|--|
| Communicate the added value of your farm immediately, in an emotionally engaging way. This therefore leads not only to increasing sales, but also to bringing the customer closer to the type of work that the product generates and its value. | Emotionally engaging the customer: buying your product it is not just a transaction anymore, it becomes an experience. | <ul style="list-style-type: none"> <li>• Potential new customers</li> <li>• Regular customers</li> <li>• Social Media Followers</li> <li>• Food and Beverage distributors</li> <li>• Stakeholders</li> </ul> |

## Type of experts to be involved

- Graphic Designers
- Social Media Specialists
- Photographers
- Videomakers
- Marketing Specialists

## Requirements

| Geographical requirements  | Type of products   | Legal requirements  |
|--|--|---|
| <ul style="list-style-type: none"> <li>• None specified; applicable to any region where the target audience is present.</li> </ul> | <ul style="list-style-type: none"> <li>• Social media contents (reels, posts, short videos, pictures,...)</li> <li>• Infographics</li> <li>• Social Media Adv</li> <li>• Traditional Adv</li> <li>• Gadgets</li> </ul> | <ul style="list-style-type: none"> <li>• Pay attention to copyright when using your customers pictures</li> <li>• Pay attention to sharing minors pictures</li> </ul> |

## Tips & tricks/successful case study

- Try to share expenses to produce visual materials about your region/area with other farmers who might be interested.
- Mix your farm visual materials with some pictures and videos from your larger context (es. local traditions, special events. etc.)

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