

# CORRECTIVE MEASURES AND IMPROVING EDUCATIONAL MARKETING STRATEGIES



AgriXPlainer

## Description of the activity

Corrective Measures and Improving Educational Marketing Strategies involve evaluating the effectiveness of current educational campaigns and making necessary adjustments to enhance their impact. Corrective measures focus on identifying areas where engagement, content, or messaging might be lacking, and addressing these issues through targeted changes. Improving strategies may include refining the content to better suit the audience, using more engaging formats like interactive tools or games, and incorporating feedback from participants. By continuously assessing and optimizing these strategies, educational marketing becomes more effective in reaching its goals and fostering long-term behavioral changes.

## Easy operations to be replicated

- **Feedback questionnaires:** use simple surveys to gather feedback from participants on what's working and what needs improvement.
- **New Contents:** update outdated or ineffective content with fresh, engaging material, such as interactive videos or games.
- **Try different strategies:** experiment through A/B tests with various formats like infographics, or hands-on activities to see which resonates best with your audience.
- **Monitor Engagement:** Track metrics like participation rates and interaction levels to quickly identify areas that need improvement.

## Expected outcomes

- **Increased Engagement:** more interactive and engaging content draws greater participation from the audience.
- **Better Targeting:** feedback from surveys helps tailor educational materials to the audience's needs.
- **Quick Adjustments:** monitoring metrics allows for timely improvements to strategies.
- **Improved Effectiveness:** overall impact and success in achieving educational goals are enhanced.

Purpose	Added value	Target Audience
<ul style="list-style-type: none"> <li>making it easier for kids to understand the importance of balanced diets and sustainability and making them develop positive attitudes towards healthy eating, and are motivated to make better food choices.</li> </ul>	<ul style="list-style-type: none"> <li>making complex concepts easier to grasp and making them absorb lessons more effectively and apply them in real-life situations.</li> </ul>	<ul style="list-style-type: none"> <li>farmers</li> <li>agricultural firms</li> <li>packaging firms</li> </ul>

## Type of experts to be involved

- marketing strategists
- digital strategists
- social media managers
- graphic designers
- risk Analysts

## Requirements

Geographical requirements	Type of products	Legal requirements
<ul style="list-style-type: none"> <li>No specific geographical requirements is needed</li> </ul>	<ul style="list-style-type: none"> <li>insights reports</li> <li>original contents</li> <li>different strategies</li> </ul>	<ul style="list-style-type: none"> <li>Make sure you comply with GDPR law and always protect your customers data.</li> </ul>

## Tips & tricks/successful case study

- Gather Feedback and adapt based on that:** regularly collect input from your audience to identify areas for improvement, then customize your approach according to audience needs and preferences.
- Analyze Engagement:** use data to track participation and adjust content as needed.
- Refresh Content and Formats:** update or introduce new formats to keep materials engaging and always test different formats.

*The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*



**Co-funded by  
the European Union**