

# CREATING WEBSITES FOR BRANDING



AgriXPlainer

## Description of the activity

Establishing a professional website for your agri-food business to enhance brand visibility, credibility, and engagement with customers. Websites serve as a central hub for information, product showcasing, and communication with stakeholders.

## Easy operations to be replicated

- Increases visibility in online search results, attracting potential customers and expanding market reach.
- Highlight the key values of your company and ensure they are prominently featured on the website. Organize an internal meeting between your key workers and perform a brainstorming session about the story of the company, determine the key sequence of the possible topics to be included and the storyline. Identify the key values of your company and promote them in the website

## Expected outcomes

Purpose	Added value	Target Audience
<p>Establishes a professional online presence, enhancing brand credibility and trust among consumers.</p> <p>Provides a platform to showcase products, share information about farming practices, and communicate the brand story.</p>	<p>Facilitates direct interaction with customers, allowing for feedback, inquiries, and online transactions.</p> <p>Enables targeted marketing efforts and data collection for informed decision-making.</p>	<p>The target audience for creating websites for branding in agri-food businesses includes adults aged 30-60, with a significant number of younger adults (20-30) engaged in modernizing family farms. These individuals typically have middle to lower-middle incomes and diverse educational backgrounds, ranging from high school to college degrees.</p>

## Type of experts to be involved

- Web design Professionals
- Social Media Managers
- Content Creators

## Requirements

IT Requirements	Knowledge	Plus
<p>Access to a computer or mobile device.</p> <p>Internet connection.</p>	<p>Basic understanding of website building platforms or willingness to learn through tutorials or guides.</p> <p>Content and imagery related to the agri-food business.</p>	<p>Optional: assistance from web design professionals or digital marketing experts for advanced customization and optimization</p>

## Tips & tricks/successful case study

Creating a website for branding is a fundamental educational marketing practice that empowers agri-food businesses to thrive in today's digital landscape. By following the outlined steps and understanding the added value it brings, farmers can effectively leverage their online presence to connect with customers, establish credibility, and expand their market reach. Embracing this strategy not only enhances brand visibility but also fosters meaningful engagement with stakeholders, driving sustainable growth and success in rural agricultural settings.

---

*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