Training Course on Advanced Agri-Marketing, Branding, and Consumer Behavior

Professional Development Training Course Outline

Category	Agriculture	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s competitive agricultural landscape, mastering agri-marketing, brand positioning, and consumer behavior is essential for agribusiness growth. Training Course on Advanced Agri-Marketing, Branding, and Consumer Behavior is a strategically designed program aimed at empowering agribusiness professionals with cutting-edge digital marketing techniques, consumer analytics, and branding strategies to enhance market reach, profitability, and sustainability. With global trends emphasizing value-added agriculture, agritech innovation, and data-driven decisions, this course equips participants with high-level expertise to craft influential agricultural brands and effectively respond to shifting market demands.

Participants will explore real-world case studies, hands-on marketing simulation tools, and emerging trends in agricultural e-commerce, green branding, and consumer psychographics. The course blends behavioral economics, digital branding, and rural market penetration tactics, enabling professionals to foster loyalty and elevate agri-products in highly segmented markets. It is tailored for those seeking to expand their influence in agri-food systems, export value chains, and agribusiness retail sectors.

Programme Curriculum

Training Course on Advanced Agri-Marketing, Branding, and Consumer Behavior

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Course Objectives

1. Understand digital trends in agri-marketing and their global impact.
2. Analyze consumer behavior patterns in agriculture and food markets.
3. Build strong agricultural brand identities using storytelling and digital tools.
4. Explore agritech and its role in consumer targeting and segmentation.
5. Apply data-driven strategies to increase agricultural product visibility.
6. Leverage social media platforms to influence agri-consumer choices.
7. Develop techniques for agricultural value addition and product branding.
8. Utilize AI and automation in market forecasting and demand prediction.
9. Examine sustainable branding and eco-conscious consumer engagement.
10. Strengthen skills in agribusiness retail management and packaging psychology.
11. Design cross-cultural marketing strategies for global agri-markets.
12. Enhance customer loyalty through CRM in agricultural businesses.
13. Integrate mobile marketing and e-commerce in smallholder agribusiness.

Target Audience

1. Agribusiness entrepreneurs
2. Agritech startups and developers
3. Agricultural marketing officers
4. Policy makers in agri-trade
5. Agri-exporters and importers
6. Brand managers and product designers in agriculture
7. Agriculture and agribusiness students
8. NGO professionals in rural development

Course Duration: 10 days

Course Modules

Module 1: Foundations of Agri-Marketing

- Overview of agricultural market systems
- Role of marketing in the food value chain
- Key differences in rural vs urban marketing
- Understanding the agri-product life cycle
- Branding and labeling basics
- *Case Study:* Marketing fresh produce in rural Kenya

Module 2: Consumer Behavior in Agri-Markets

- Behavioral drivers in food purchases
- Rural vs urban consumer needs
- Cultural impacts on food choices
- Role of packaging and pricing
- Demographics and consumption

- *Case Study:* Dairy consumption trends in India

Module 3: Digital Branding in Agribusiness

- Creating brand stories
- Building digital trust
- Visual branding tools
- Engaging through video content
- SEO and content marketing
- *Case Study:* Coffee branding in Ethiopia

Module 4: Social Media Marketing for Farmers

- Platforms suited for agri-marketing
- Influencer marketing in agriculture
- Content planning and scheduling
- Customer engagement strategies
- Crisis management on social media
- *Case Study:* TikTok use by Nigerian vegetable sellers

Module 5: Agritech and Marketing Innovation

- Precision marketing using sensors
- Mobile apps for farmer-consumer linkage
- AI in predicting trends
- Data analytics dashboards
- Virtual marketplaces
- *Case Study:* Digital kiosks in rural Uganda

Module 6: Branding for Export Markets

- Packaging standards for exports
- Geographic indicators and certification
- Marketing compliance
- Market research for global demand
- Translation and localization of content
- *Case Study:* Mango export branding from Ghana

Module 7: Rural Market Penetration Strategies

- Last-mile delivery innovations
- Micro-packaging for affordability
- Local influencers and cooperatives
- Mobile van marketing
- Festival-based promotions
- *Case Study:* Seed promotion via community events in Malawi

Module 8: Green Branding and Sustainability

- Eco-labeling and certifications
- Communicating environmental value
- Engaging ethical consumers
- Upcycled and biodegradable packaging
- Carbon neutrality claims
- *Case Study:* Organic rice marketing in Vietnam

Module 9: Agri E-commerce Platforms

- B2C and B2B agri-platforms
- Onboarding farmers digitally
- Payment and delivery logistics
- Customer service automation
- Upselling and cross-selling
- *Case Study:* Safaricom Digifarm success

Module 10: Retail Psychology in Agriculture

- Visual merchandising for farm products
- Consumer flow in stores and markets
- Discounts and reward programs
- Checkout strategies
- Sensory marketing (smell, touch)
- *Case Study:* Supermarket banana displays in South Africa

Module 11: Pricing and Promotion Strategies

- Price sensitivity in food markets
- Bundling and product combos
- Discounting models
- Loyalty promotions
- Digital couponing
- *Case Study:* Fertilizer pricing in cooperatives in Tanzania

Module 12: CRM in Agri-Business

- Capturing and managing customer data
- Loyalty and reward systems
- Feedback loops
- Personalization and upselling
- CRM software for agri-retail
- *Case Study:* Tea buyers club in Sri Lanka

Module 13: Mobile Marketing in Agriculture

- SMS and WhatsApp marketing
- Geo-targeting rural consumers
- IVR-based product promotion
- Voice bots for market updates
- Mobile-based loyalty cards
- *Case Study:* Kenyan fish farmers' SMS promos

Module 14: Gendered and Youth Consumer Behavior

- Women's influence on agri-consumption
- Youth-targeted campaigns
- Color and messaging preferences
- Social validation marketing
- Peer influence strategies
- *Case Study:* Youth-driven poultry branding in Uganda

Module 15: Market Research and Consumer Insights

- Survey tools and feedback systems
- Focus groups in rural areas

- Interpreting behavioral data
- Predictive analytics
- Trends and foresight tools
- *Case Study:* Maize consumption forecast in Zambia

Training Methodology

- Interactive lectures with real-time Q&A
- Group-based brand-building workshops
- Field simulations and storytelling challenges
- Case study analysis and brainstorming
- Digital tools demonstration (CRM, SEO, Analytics)
- Personalized feedback and certification

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com