



COLLABORATIVE  
**SEEDPROGRAMME**  
Nigeria-Netherlands



## The Collaborative Seed Programme (CSP)

**Social Media Marketing Training For Seed Companies**

**Guiding seed sector transformation in Nigeria**

# OUTLINE

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Social Media Marketing

# CSP Project Overview

The collaborative seed Programme is a four-year programme that aims to strengthen the seed sector in developing countries and emerging markets to increase crop productivity, enhance farmers' income and improve access to safe and healthy food.

## Focus Areas



**Kano and Kaduna State**

Programme targets:

- Number of small-scale food producers (SSFP) that progressively decrease the yield gap in Kaduna State
- Number of SSFPs with increased productivity in Kaduna State
- Number of SSFPs using quality seed in Kaduna State
- Number of SSFPs using improved varieties in Kaduna State

CSP takes a systemic approach to sustainably addressing seed sector challenges and contributes to the vision of the National Seed Road Map (NSRM) of Nigeria which aims to ensure that the seed sector becomes more competitive, resilient, profitable, innovative and adaptive, sustainable, inclusive, resistant and transparent.

The programme focuses on eight NSRM Topics: Decentralization of seed quality assurance, Sector governance and coordination, Extension on seed and cultivation practices, Plant variety protection, Seed company marketing and promotion, Variety release, Alignment of donor interventions, and Institutional markets.

The programme focuses on all crops.



# Objectives of The Training

To develop the right messages for marketing quality seeds



To enable seed companies, identify and segment customers based on their unique buying attributes



To empower seed companies, build and manage sales and marketing of seeds



To understand the attributes and unique selling points of quality seeds of improved varieties

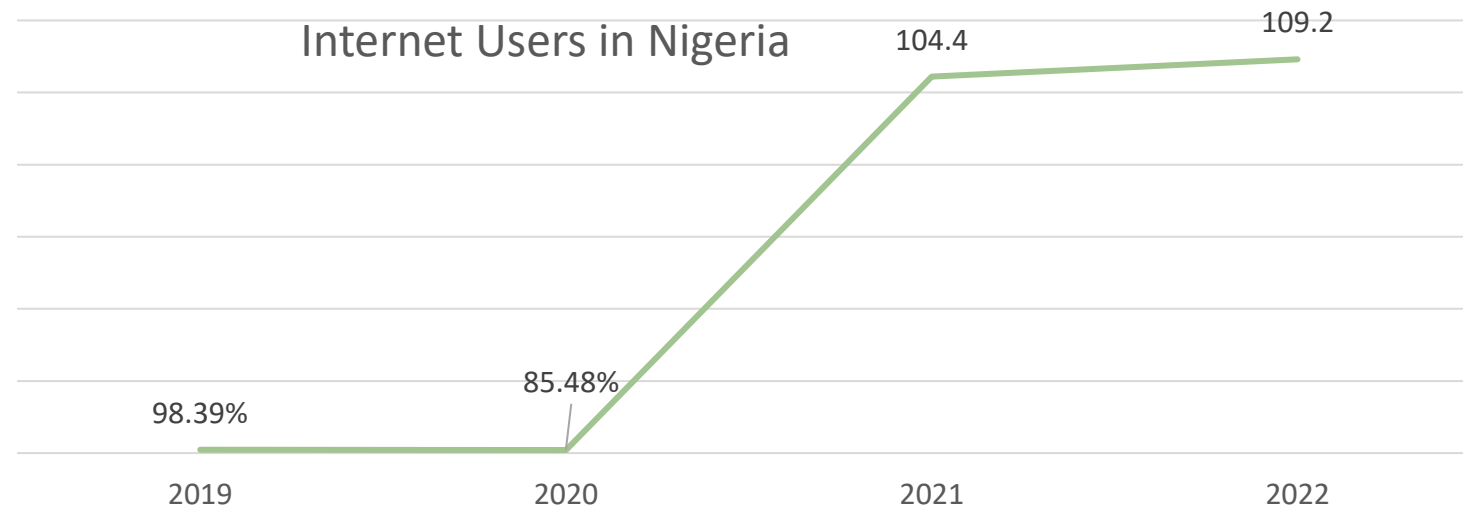


To drive sales of seeds by increasing revenue for seed companies

## What is Social Media?

Social media involves the use of interactive technologies to enable users to create and share information on specific interest, and other forms of expressions through virtual communities and networks.

- Statistics show that Africa has an online presence of 43.1% of internet users in 2022.
- Nigeria, with a 218,541,212 population, has a 38.53% of internet users.
- Despite the increasing number of internet users, a lot of farmers and agribusiness do not use social media



# SOCIAL MEDIA MARKETING

Social media platforms allow us to connect with like-minded individuals/groups, share ideas, and build a professional network. For a business account, Facebook and Instagram help to engage with real-time customers, provide valuable information, and reach out to a huge audience at minimal costs.

## Advantages of Social Media

- ❑ **Free Business Page/Channel:** Creating a business page on Facebook, Instagram, and Twitter is not only easy, but it is absolutely "FREE"!
- ❑ **Content Marketing:** Provides valuable information and educates one's consumer through videos, images, text, audio, e-books, and slide sharing.
- ❑ **Social Media Advertisement:** It is a straightforward and effortless way to target a wide audience, increase profitability, and reach business goals.
- ❑ **Paid Ads:** To reach a larger and wider target audience, social media channels require paid ads
- ❑ **Product Marketing:** Plays a key role in keeping customers updated about the latest products in the market, favourite brands and closing transaction deals.



## Campaign Sponsoring on Social Media

Step 1: Develop marketing messages and captions

Step 2: Design a promotional/brand material

Step 3: Post promotional design on social media

Step 4: Promote the campaign on social media

Step 5: Monitor and track post engagement

Step 6: Develop an analytic report

# Developing Key Messages

It is important to understand how to develop key and concise messages that are targeted towards your desired audience to do this you must:

## Understanding customer's preference for product value

It is important for you as a business owner to understand why a customer prefers a particular seed variety, it could be in terms of the quality, how seeds respond to climate changes and other factors that affect the value of the seeds.

## Build key messages around opportunities and information in the seed value

Key messages must be simple, concise, and strategic and should stay at the top of the mind of the audience  
Seed companies can leverage on the available information on local seed varieties and the improved varieties to support the development of tailored marketing messages for each customer category.



Examples of key messages; Creating awareness on farmer field demonstration days











# Customer Identification

To identify customers, we must first consider why customers are purchasing seeds

Potential Seed Customers	Possible Reason for Buying Seeds
Agro dealers	To sell to other farmers
Commodity Associations	To distribute among association members
Research institutions	To carry out research-related activities
Individual farmers	To grow seeds
NGOs	To share among smallholder seed farmers
State governments' ADPs	To support small scale fields who are cultivating seeds
Academic Institutions	To establish learning fields for knowledge transfer to students



# Weekly Content Calender

	Monday	Tuesday	Wednesday	Thursday	Friday
Communication materials	Motivational Quote on Agriculture	Product of the week	Nutritional Facts on Seeds	Throwback Thursday	Customer reviews or testimonials
Engagement channels	 	 	 	 	 

When developing a calendar for your social media posts ensure that you use quality pictures, personalize your content, curate content based on valuable information, videos or pictures your audience can relate to and always use the right hashtags.

# Sample Marketing Strategies

Target Customer	Sample Market Messages	Communication channels
Online Customers	<ul style="list-style-type: none"> <li>• Product of the Week: (A picture of a particular crop in the season)</li> <li>• Fun Facts of Seeds e.g. Did you know that Maize is an ingredient in firewood, and it is also used in paper, glue and ethanol or did you know that carrots were not originally orange</li> <li>• Meet the team: who is responsible for packaging or who is the face of the brand</li> <li>• Health benefits: Corn has a good percentage of vitamins that is good to facilitate growth</li> <li>• Tips on growing or storage systems for seeds</li> <li>• Customer reviews or testimonials</li> <li>• The Journey so far: Planting to harvest period</li> <li>• A day in the life of your business: what happens beyond what customers see on social media</li> <li>• End-of-year sales with a special promo/discount</li> </ul>	Social media channels
Prospective clients (Association Members, Research Institutions, Academic institutions)	<p>“Good afternoon, I work for Jomal farms as a sales representative, and we specialize in the planting and sale of the best quality maize seeds of improved varieties.</p> <p>Our seeds have a higher yield, they are disease free and can be preserved for a longer period of time compared to the local seeds you see in the market</p>	Face to face meeting (Sales Pitch)
In-Person	Information on the company, product or services offered and contact details	Print Media in form of flyers or bulletin



# Communication Strategies and Channels for Seed Companies

A clearly defined marketing message will increase the willingness of customers to purchase quality seeds



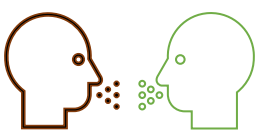
Social media Platforms

Post engaging content across social media platforms



Farmers field day/Farm Exhibitions

Knowledge sharing on improved varieties of seeds with prospective customers



Sales Script (Face-face meeting)

Interaction with customers on the attributes of improved seeds



Print media

This includes posters, flyers, brochures, bulletins



Bulk Messages/promotional email

A bulk message is a medium of reaching out to several people with the same message, it is important to leverage this to obtain contact details of customers to deploy these messages



Building relationships with individual farmers' associations and customers

Identify and maintain relationships with existing customers, and farmer associations in the states and communities where seed companies operate.

# Social Media Marketing Terminologies

The following are terminologies that are often used in social media marketing

1

**Display Advertisement:** Images, and videos shown to users on websites or applications

2

**Marketing Campaigns:** This is a series of coordinated marketing efforts that are carried out to promote a product or create awareness about a product or service and it runs over a specific period. of time

3

**Impressions:** this is the number of times a website displayed your content regardless of if a user looked at it

4

**Blog:** A kind of website or component within a website whereby an individual may post journal entries which are then viewable by visitors to the site.

5

**Geotagging;** marketers share their location in the post to make it easier for customers to locate their business

6

**User Generated Content (UGC);** it involves the social sharing of content from clients or customers who showcase brand loyalty

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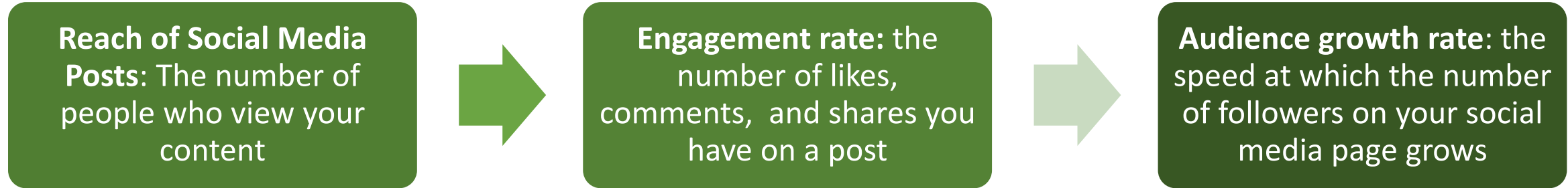
**Analytics;** it involves following metrics on your social media performance and using that data to improve your social media strategy

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**Click-Through Rate (CTR):**the measure of the percentage of users that click on your content to get to your website.

# Key Performance Metrics

The following metrics will be tracked to measure the effectiveness of marketing campaigns:



Social media analytics can be used to track the effectiveness of your campaign, these include:

- ❑ **Instagram Analytics:** these are tools that allow you to see data related to your Instagram performance, this data can range from basic information such as how many people saw or liked your post, the number of people who engaged with your stories or reels etc.
- ❑ **LinkedIn Analytics:** LinkedIn has built-in analytics tools that give insights on the performance of your page, the number of visitors, who is interacting with your page and how well people are interacting with your content.
- ❑ **Meta (Facebook Analytics);** Although meta no longer has an analytic tool, there is still an insights section that provides information on your page performance and demographic data

Thank You

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Contributing to the  
**Nigeria-Netherlands Seed Partnership**