

# Intelligence & Influence Playbook

Helping organizations find,  
understand, and influence ag  
and food audiences – from data  
to strategy to activation.





# What's Inside

- Challenges Achieving Influence Today
- Understanding the Human Dimensions of Change
- Intelligence Products Portfolio
- Sales Playbook
- Marketing Playbook
- Sustainability Playbook

# Challenges achieving **influence** in today's noisy markets

For organizations,  
influence is currency  
in today's world.

How do you influence  
someone to...

### Change Their Behavior?

**What I have been doing no longer works, but change is too hard:**  
Demonstrate a new, better path forward.

### Stay Loyal to Your Brand?

**I could try something different:** Show them why your solution is still the best one or how you can add even more value

### Change Who They Buy From?

**I'm evaluating my options:**  
Demonstrate why your solution is the best one to meet their needs.

### Embrace Something New?

**I don't need to change:**  
Show them the problem they don't know they have – and how to solve it.

# Ag Decision-Makers Wrestle with Outside Forces Every Day



**Advancing Technology,  
Intelligent Farming and Ai**

**Managing Macro-Global  
Dynamics**



**Accelerating Climate Change**

**Changing Consumer Preferences**



**Mounting Labor Challenges**

**Volatile Energy Markets**



**Shifting Farm and Ag Business  
Demographics**

# Decision-Makers Are... Indecisive

And the status quo is the biggest obstacle to influencing change.

That results in more change decisions simply getting stuck and more potential customers being lost to indecision rather than choosing a vendor solution.

It's increasingly hard to influence change when customers are overwhelmed with options or risk-averse and settle for the status quo.

Source: The JOLT Effect, Matt Dixon and Ted McKenna



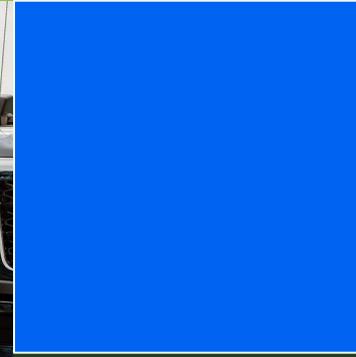
44%

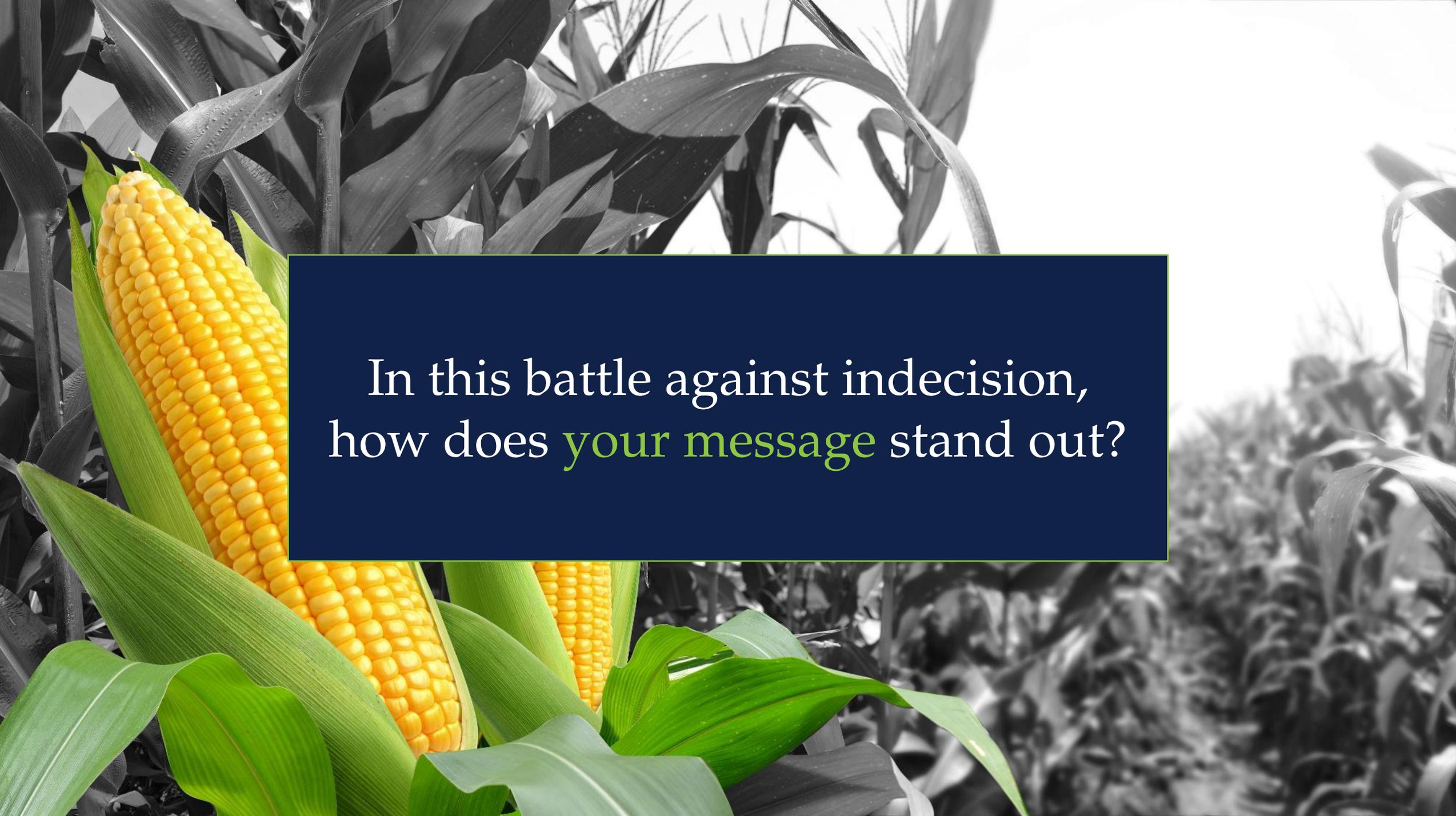
of sales were lost due to sticking with the **status quo**



56%

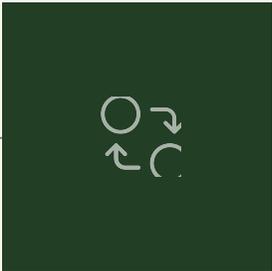
of sales were lost to **indecision**.



A photograph of a cornfield. In the foreground, several ears of bright yellow corn are visible, partially covered by green husks. The background shows a dense field of corn plants stretching into the distance under a bright sky. A dark blue rectangular box is overlaid on the center of the image, containing white text.

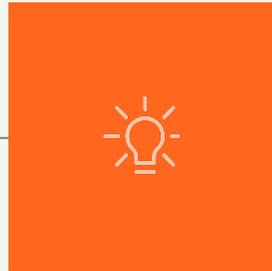
In this battle against indecision,  
how does **your message** stand out?

# Understand producers and meet them on their terms



## Identify:

Start by finding the producers who will be most receptive to change



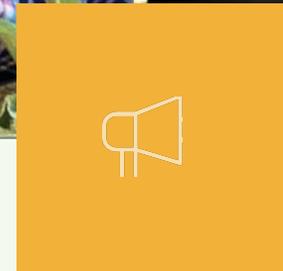
## Understand:

Get to know what producers think, feel, and do, and what motivates them to take action



## Plan:

Create your strategic playbook for how to influence producers with the right messages, at the right times, in the right channels



## Connect:

Put your playbook into action with campaigns, content, or programs

# Understanding the Human Dimensions of Change.

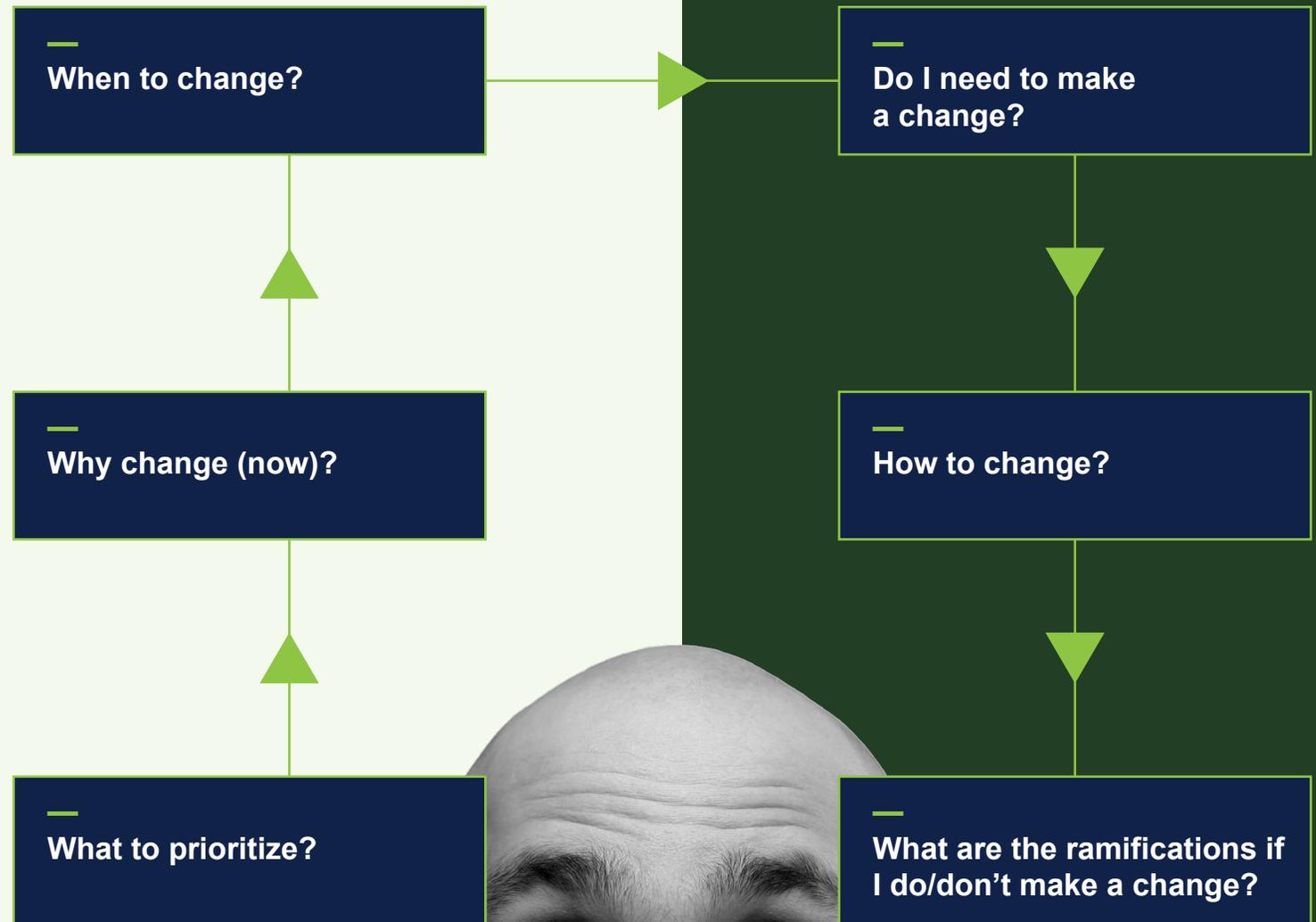
Achieving influence starts  
by understanding that  
farms, acres, and animals  
don't make decisions.  
People do.



No two decision makers are the same. They're all at different points in their journeys.

To capture their attention and connect, you need to understand what motivates people to change.

That takes **intelligence** and **insights**.



# The Data You're Missing

## A first-party data strategy is crucial

Anyone can find public data.

Anyone can run a survey to get self reported feedback.

But that isn't the complete picture.

You need direct, first-party insights into the **people** that make decisions on behalf of the acre.

Both what they say, and what they do.

**1995**

USDA begins sharing farm subsidy data.

**2005**

Removed access to spatial data linking fields to producers (CLUs).

**2018**

Removed access to producer type and connection of producers to farm entities (PTC code and Farm\_NBR)

**2022**

USDA enables payment recipients to obfuscate names

For 2021 program, **6% of recipients representing 20%** of dollars opted out

**2024**

USDA discontinues NASS county level crop/acreage estimates

# FSA continues to take a position of restricting publicly available data for loan recipients

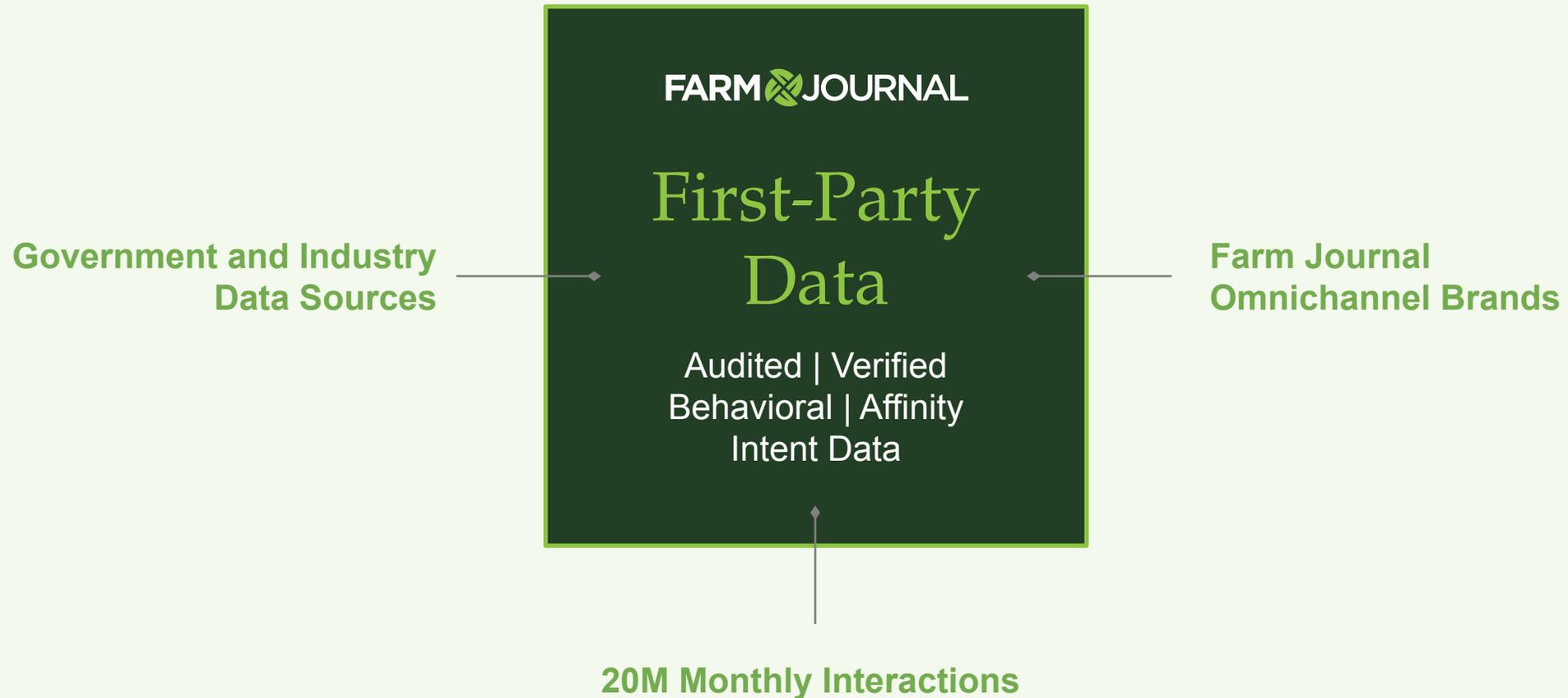
First-party data has never been more critical

**2008-2009**  
Several data providers and industry stakeholders download CLU dataset

**AUG 2019**  
Telematch unsuccessfully sues USDA for access to CLU data

	1995	2005	2008	2018	2022
<b>Program Milestone</b>	USDA begins sharing farm subsidy data	USDA removes CLUs from dataset	USDA temporarily releases updated CLU dataset	USDA removes PTC code and Farm_NBR from dataset	USDA enables payment recipients to obfuscate names
<b>Data Impact</b>	Start of public access to subsidy recipients	Removed access to spatial data linking fields to producers	Provided one-year access to spatial linkage between producers and fields	Removed access to producer type and connection of producers to farm entities	For 2021 program, 6% of recipients representing 20% of dollars opted out

# Farm Journal Comprehensive First-Party Data Drives Breakthrough Strategies and Programs.



FARM JOURNAL

# First-Party Data

Audited | Verified  
Behavioral | Affinity  
Intent Data

## Government and Industry Data Sources



And more...



And more...

**FARM JOURNAL**

**First-Party Data**

Audited | Verified Behavioral | Affinity Intent Data

### Farm Journal Omnichannel Brands

Commodity Crops	Livestock	Produce	Sustainability	Equipment
Serving All Markets				

# First-Party Data

Audited | Verified  
Behavioral | Affinity  
Intent Data

20m+ monthly multichannel interactions generate rich behavior and purchase intent data to understand, connect, activate, and deliver breakthrough results for our customers.



# Farm Journal

**No One Grows Alone.**

Farm Journal is much more than the media company you may know.

We're an **information and insights company** and your partner for generating intelligent growth and delivering new yields across every aspect of agriculture.

We have the data on the farms, land, and operations, but also the **deep insights into the producers and operators** to help you accomplish your goals.

Our first-party data comes from interaction with our brands by real ag decision makers – and that means we know them better than anyone.

## Serving Essential Markets

The buyers, sellers, and stakeholders that comprise the crops, livestock, fresh produce, Ag equipment, government and non-profit, and food, fuel, and fiber end markets

## 23 Trusted Brands

Committed to informing and guiding farmers, ranchers, and growers to operate and grow profitable businesses

## 20m Monthly Interactions

Generate first-party data and informed insights that Ag and Food industry suppliers rely on to power marketing and sales strategies

## High-Quality Business Intelligence

From a database of 4.3m+ records on ag decision-makers to help you understand their motivations and how to affect change

## Commitment and Passion

Our people have a personal investment that strengthens our professional focus to drive positive change and prosperity through agriculture, farming, food, and sustainability innovation

# Intelligent Strategies, Solutions, and Expertise that Break Through the Noise



# The Power of Intelligence and Influence



## Find Your Next Customer

Pinpoint the people most receptive to your message, product, or solution

## Understand and Plan Your Territory

Visualize the locations where your best potential customers are clustered

## Understand Ag Producers

Understand what motivates the people at the heart of ag to change or buy

## Turn Data Into Intelligence and Influence

Get actionable insights and strategies to drive your sales, marketing, or outreach programs

# Find your next customer

Farm Journal's comprehensive first-party ag audience data helps you pinpoint the people most receptive to your message, product, or solution.

## How we deliver:

- Audience segmentation
- Lookalike audiences
- Farmographic data
- Behavioral and intent signals
- Readiness scoring



# Understand and plan your territory

Visualize the locations where your best potential customers are clustered so you can focus your efforts on the places where you can get results

## How we deliver:

- Dynamic heatmaps of interested producers, dealers, or retailers in the locations most important to you



# Understand ag producers

Tap into Farm Journal's millions of records on ag decision-makers – built on trusted relationships with producers – to understand what motivates them to change.

## How we deliver:

- Audience profiling to understand your audience's decision journey



### Topics of Interest

Climate change  
Consumer preferences  
Labor shortages



### Preferred Channels

Television  
Newspaper  
Radio



### Motivations

Reduce financial burden  
Invest in the future  
Maintain tradition



# Turn data into intelligence and influence

Data alone isn't enough. Farm Journal has the ag expertise to turn data into useful, actionable insights to drive your sales, marketing, or outreach programs.

## How we deliver:

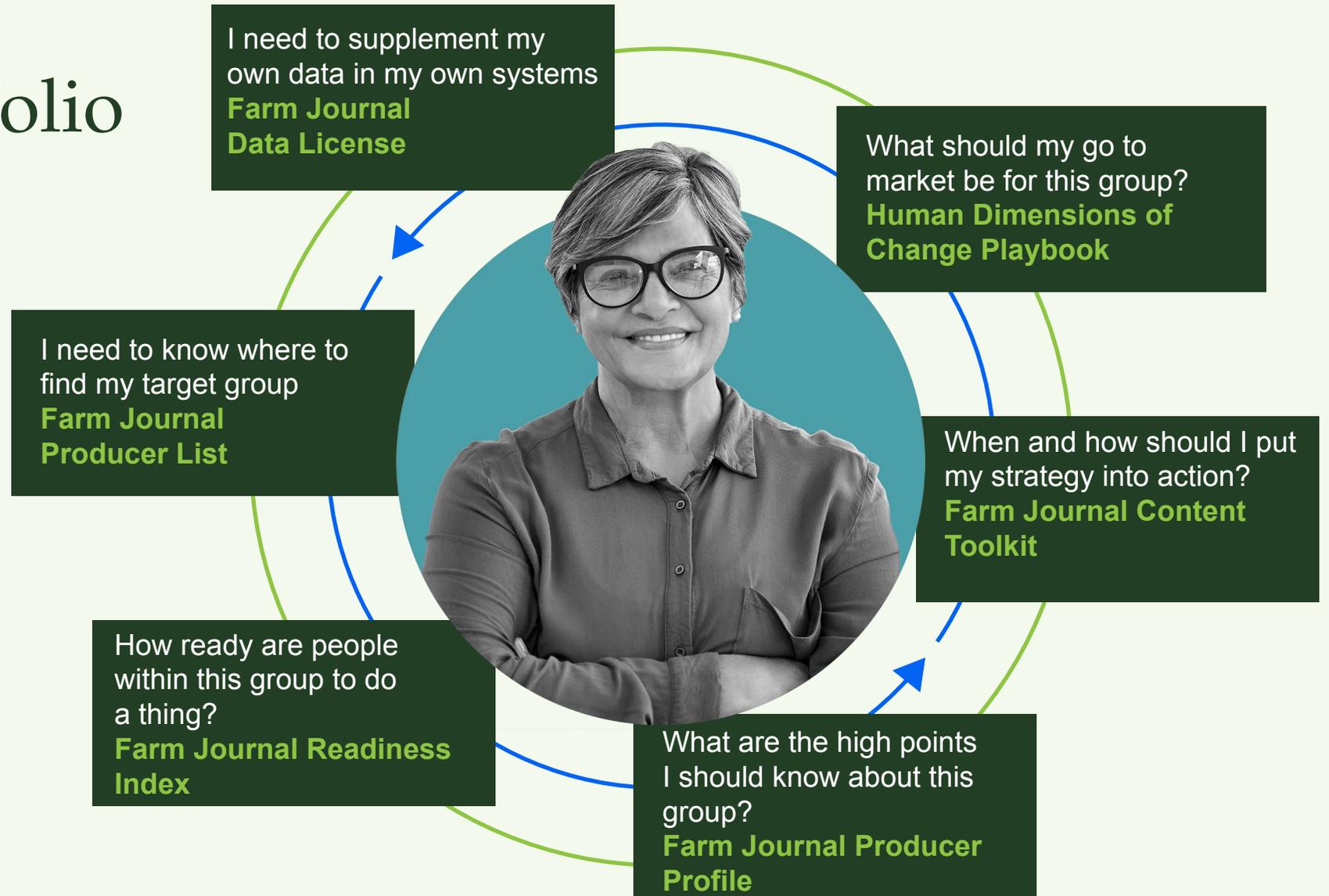
- Strategic playbooks with insights into how, when, and where to reach out – built on Farm Journal's deep knowledge of ag decision-makers



# Who Uses Farm Journal Intelligence & Influence?



# Intelligence Product Portfolio At a Glance



Product Snapshot

# Farm Journal Data License

Get data from Farm Journal's records on millions of ag producers that you can bring into your own systems to enrich the insights you already have about customers and prospects



## Key Questions:

- How can I get the data I need to find and connect with producers?
- What is my current share of wallet for a given producer?
- Where are key growth accounts?

## How Farm Journal Helps:

- Farm Journal combines data from millions of interactions with ag producers and other public and third-party sources to provide unique attributes on ag producers to fuel strategies and producer insights

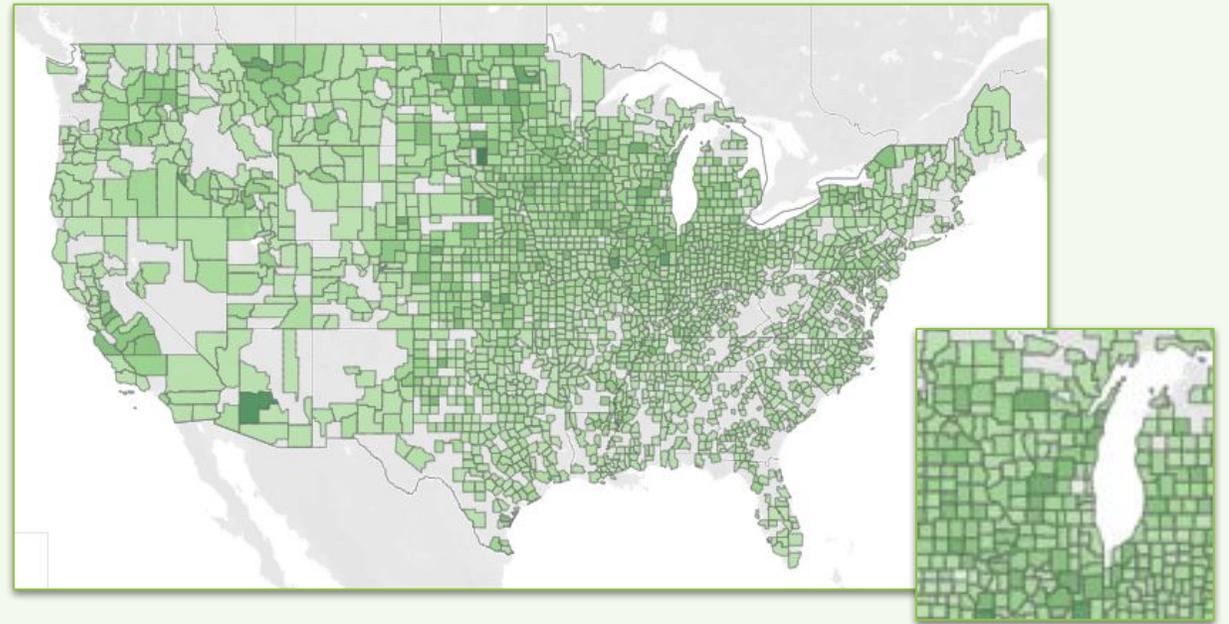
## What You Get:

- Annual license of selected Farm Journal data that you can import into your systems of record

Product Snapshot

# Farm Journal Producer List

Find the people showing interest in your message, product, or solution with a curated selection of prospects when you need to understand and prioritize **who to target**.



## Key Question:

- What group or location is the right market for my message or product?

## How Farm Journal Helps:

- With Farm Journal's unique data set on millions of ag decision-makers plus advanced data modeling, we create curated visualizations and lists of your market size and the people you should target so that you can be precise and achieve better results

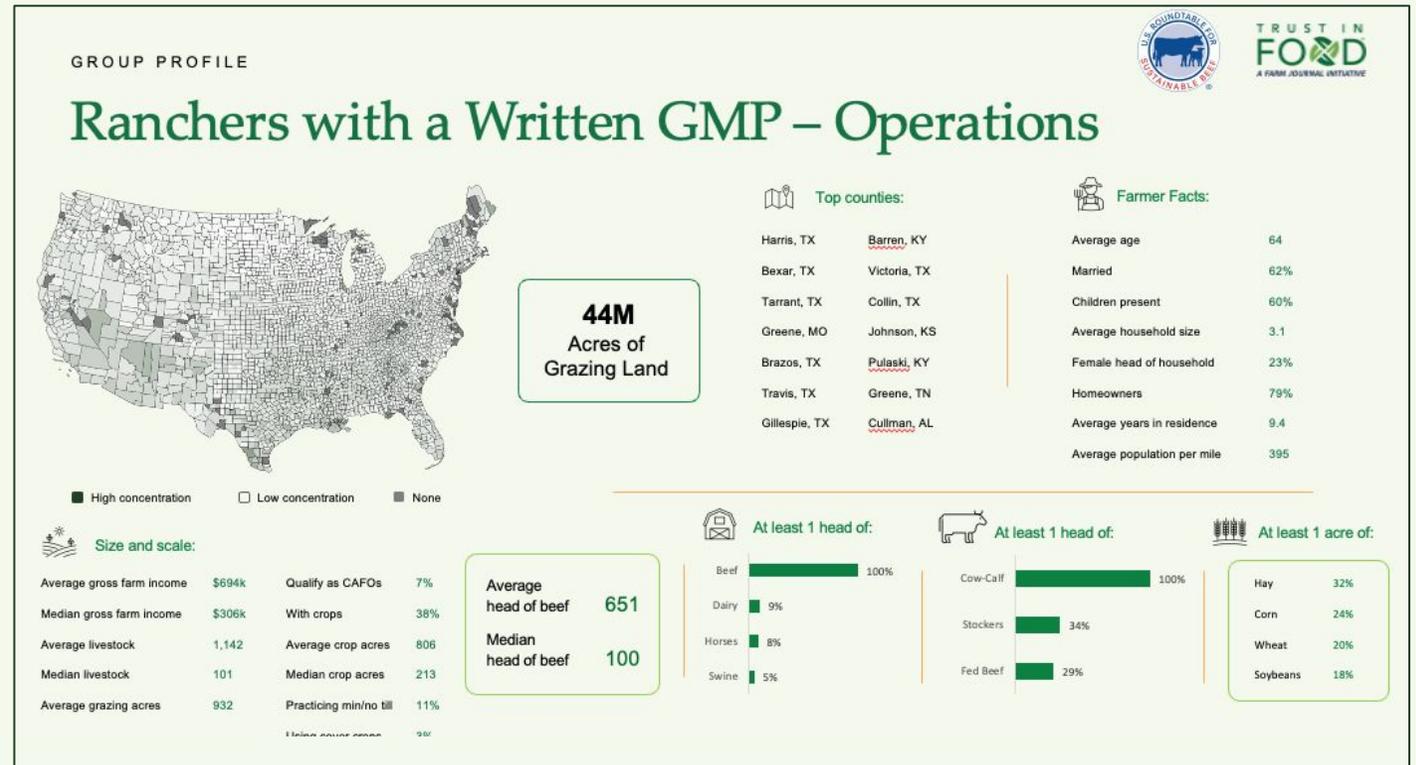
## What You Get:

- Access to your geo-targeting hotspots for insights and activation for 12 months with an additional option to license your market.
- Standard pre-built or custom market based on Farm Journal data
- Lookalike market identification combining your customer data with Farm Journal's data

## Product Snapshot

# Farm Journal Producer Profile

Insights into your ideal customer or audience, their needs, behavior, and motivations when you need to understand **what drives them to change**.



### Key Question:

- What do I need to know about my ideal audience?

### How Farm Journal Helps:

- Farm Journal's unique data and expertise in ag audiences drives deep understanding into the human dimensions of change to arm you with the data you need to maximize your impact and influence with your target group

### What You Get:

- Standard or custom audience profile with demographics, operations details, behaviors, content interests, consumer interests, and key influences

## Product Snapshot

# Human Dimensions of Change Playbook

Get in-depth insights into the human dimensions of change and advice on how to go to market and drive forward an initiative in the most effective way possible when you need a **strategic, data-driven plan**.

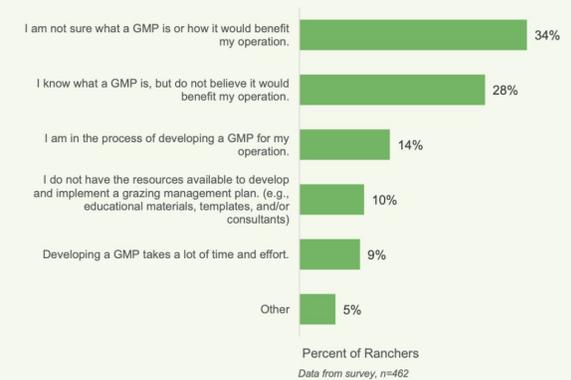
## Ranchers without a GMP need education and convincing – it must be worth it

This group of ranchers we surveyed is unclear on what a grazing management plan is and how it would benefit their operation. Therefore, it makes sense that they don't have a plan, written or unwritten.

They first need to know what a grazing management plan actually is, and then *why* it would be a good thing for their operations.

A meaningful portion of this group appear to be skeptical of a plan's value. But notably, 14% are actively trying to develop a plan, so supporting those ranchers should be a priority.

What is the main reason you do not have a grazing management plan (GMP)?



### Key Question:

- What are the best ways to influence my ideal audience to change or buy?

### How Farm Journal Helps:

- Building on the understanding achieved with an audience profile, Farm Journal brings expertise and insights into the ag world and human motivations to provide actionable strategies to influence your audience's decision journey

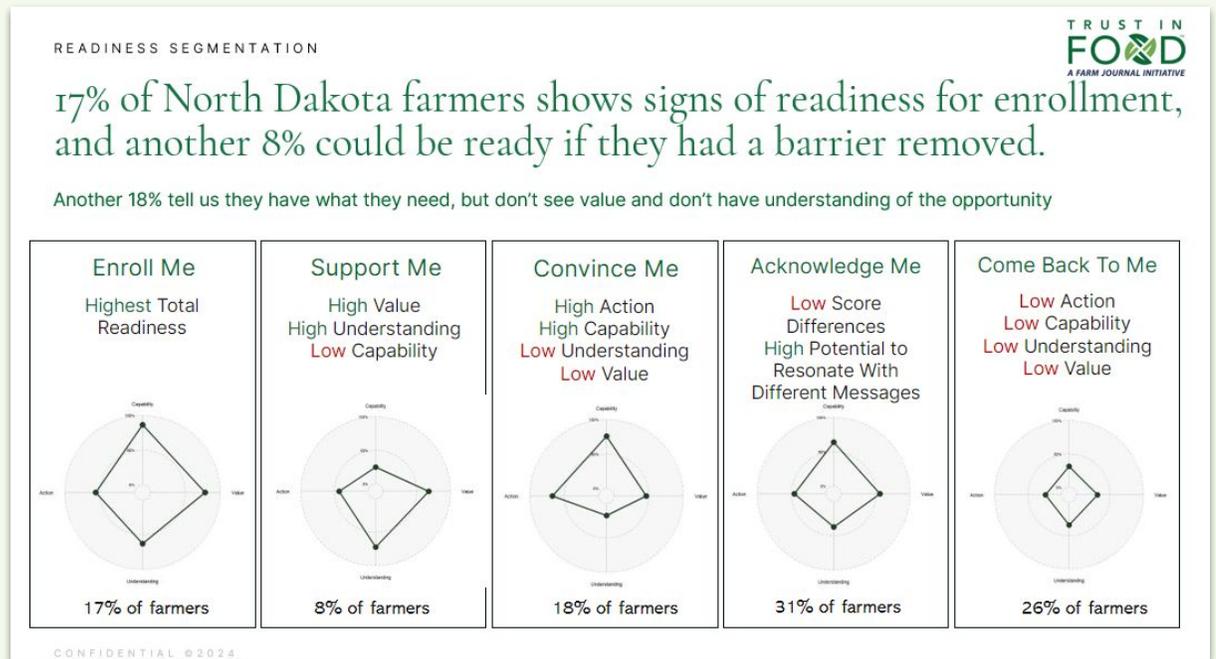
### What You Get:

- Comprehensive report with analysis of your audience's attitudes, beliefs, behaviors, and motivations
- Strategic plan for what messages or content to use and how to activate them to connect with your audience

## Product Snapshot

# Farm Journal Readiness Index

Tool that scores farmers according to their readiness to adopt a sustainable product or practice when you need to know **who to focus on, how to connect with them better, and how much progress they're making.**



### Key Question:

- Who is ready to adopt sustainable farming practices?

### How Farm Journal Helps:

- Building on the understanding achieved with an audience profile, Farm Journal brings expertise and insights into ag sustainability and the human dimensions of change to provide actionable insights to connect with producers most ready to change

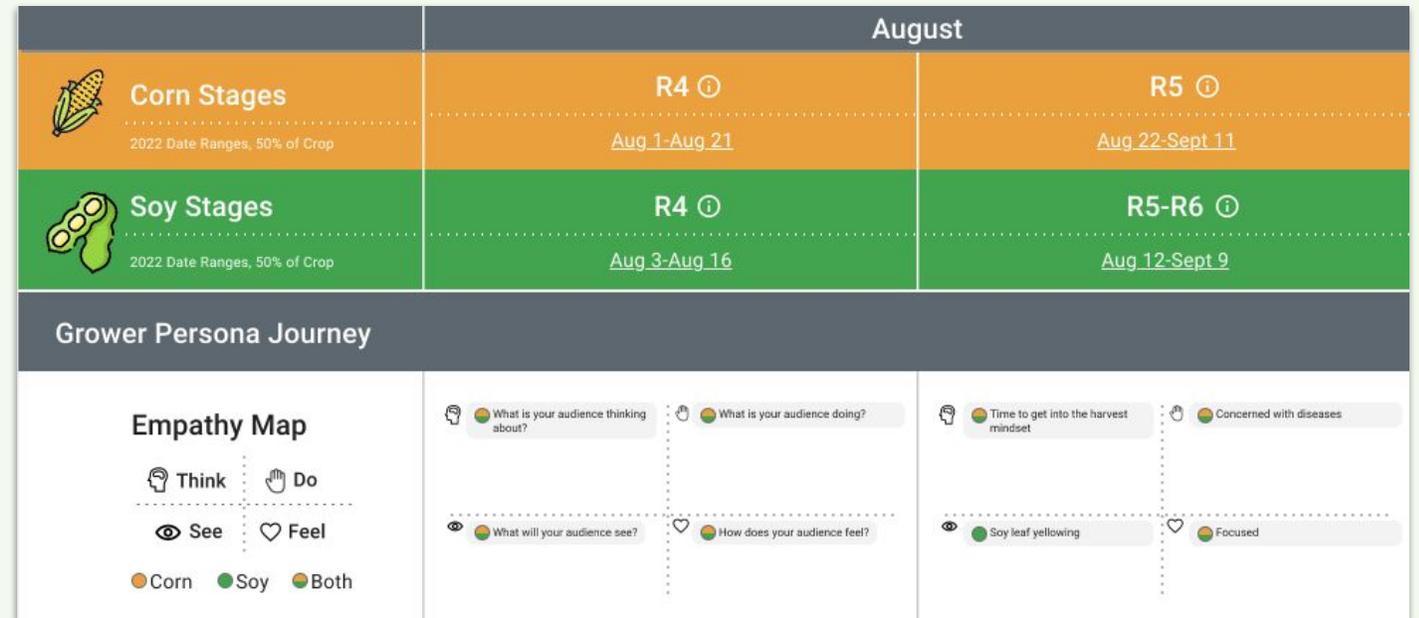
### What You Get:

- Comprehensive report with analysis of your audience's attitudes, beliefs, behaviors, and motivations, as well as likely prospect scoring
- Strategic plan for what messages to use and how to activate them to connect with your audience

## Product Snapshot

# Farm Journal Content Toolkit

A strategic, data-driven toolkit that helps you connect with ag producers and know **how to plan, create, and activate** the right messages, for the right audiences, at the right times, and in the right places.



### Key Question:

- When and how should I put my strategy into action to connect with my ideal audience?

### How Farm Journal Helps:

- Farm Journal's knowledge and expertise of ag decision-makers provides you with a detailed toolkit to plan the timing and messaging of your content and marketing efforts to align to the needs and interests of growers

### What You Get:

- Interactive planning toolkit with a crop calendar, grower needs and interests through the crop year, and a 12-month topic roadmap to serve relevant content to growers when they're searching for it

Let's talk about **sales**.

Ag sales leaders today need their teams to be experts at ...

### Finding decision makers

Sellers need to knock on the right doors and reach the people who have buying power.

### Knowing how to influence a purchase

Farmers are busy and no one wants to be "sold" to. Sellers have to communicate real value, *quickly*.

### Closing more deals

The team that doesn't hit their targets is the team that gets cut.

# That often leads to **big worries**.

“I can’t afford to **lose customers**. I need to know how to convince them to stay.”

“My **markets are shrinking** because farmers are selling their operations. Where do I find new ones so I can land deals?”

“I have to **find a way to sell more** to my current customers.”

“The leads I’m getting are no good. **I need warm leads** for my reps to work.”

“The ways I sold to retiring farmers **won’t work** with the next generation. How do I change my approach?”

# And big hurdles to overcome

To be successful and hit those targets

Farm land – and ag sellers' customer pool – is shrinking, while new companies are popping up all the time trying to sell to them. Ag sales leaders need their teams to be quick, efficient, and to close deals, but they're often hindered by lack of quality sales intelligence about markets, customers, and competition.



## Unreliable Data

Outdated, incomplete info about operations and farmers means missing opportunities and risks

## Sales Goals

Aggressive growth targets that require getting creative, but lack of data about markets

## Tough Competition

More companies trying to sell to fewer farmers and the seller who gets there first often wins

## Shrinking Resources

Sales, like everyone else, is being asked to do more with less and still deliver results



## Sales Enablement

Their teams need to be trained in new ways to think about sales and customers to be successful



The most powerful sales tools today are high quality **predictive intelligence** and an **understanding** of how farmers decide to make a purchase.

# Farm Journal Intelligence for Sales

Prospecting lists

Territory planning heat maps

Ideal customer profiles

Engagement playbooks

Message planning and  
activation toolkits

Farm Journal's powerful combination of first-party data on millions of producers and third-party data sources, plus our unique expertise on the ag world, provide you with the insights you need to:

- Understand your addressable market
- Identify hot spots of your best potential customers
- Prioritize your prospecting using behavioral and intent signals
- Understand what motivates farmers to make a purchase
- Be targeted in timing your sales outreach to ag production cycles

Product Snapshot

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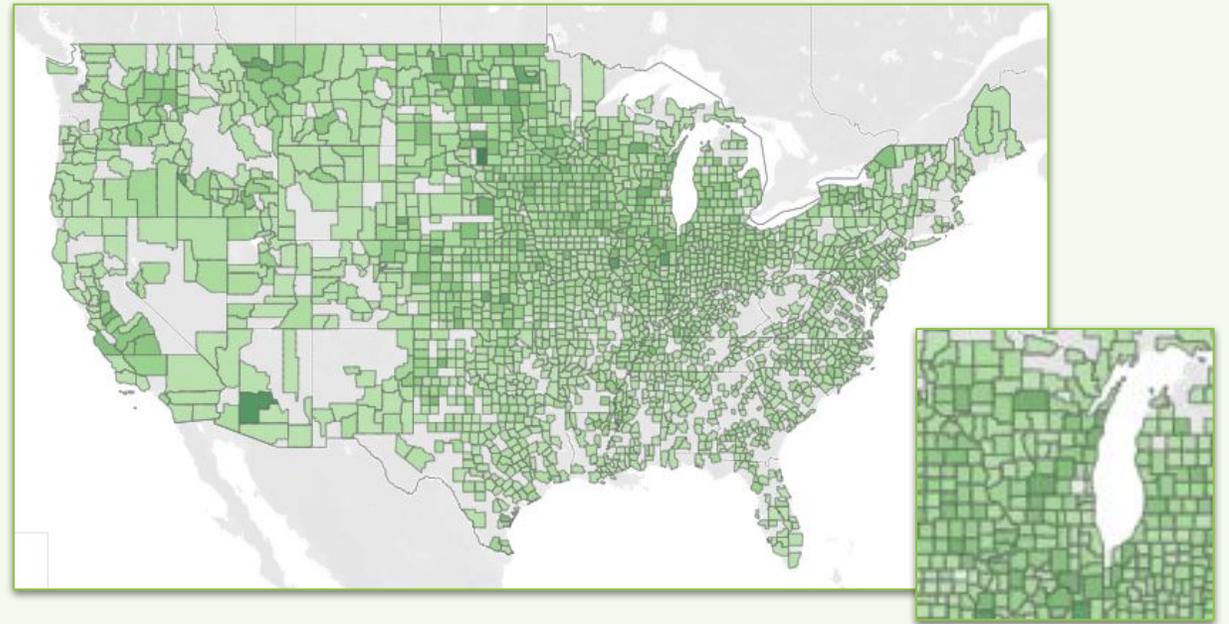
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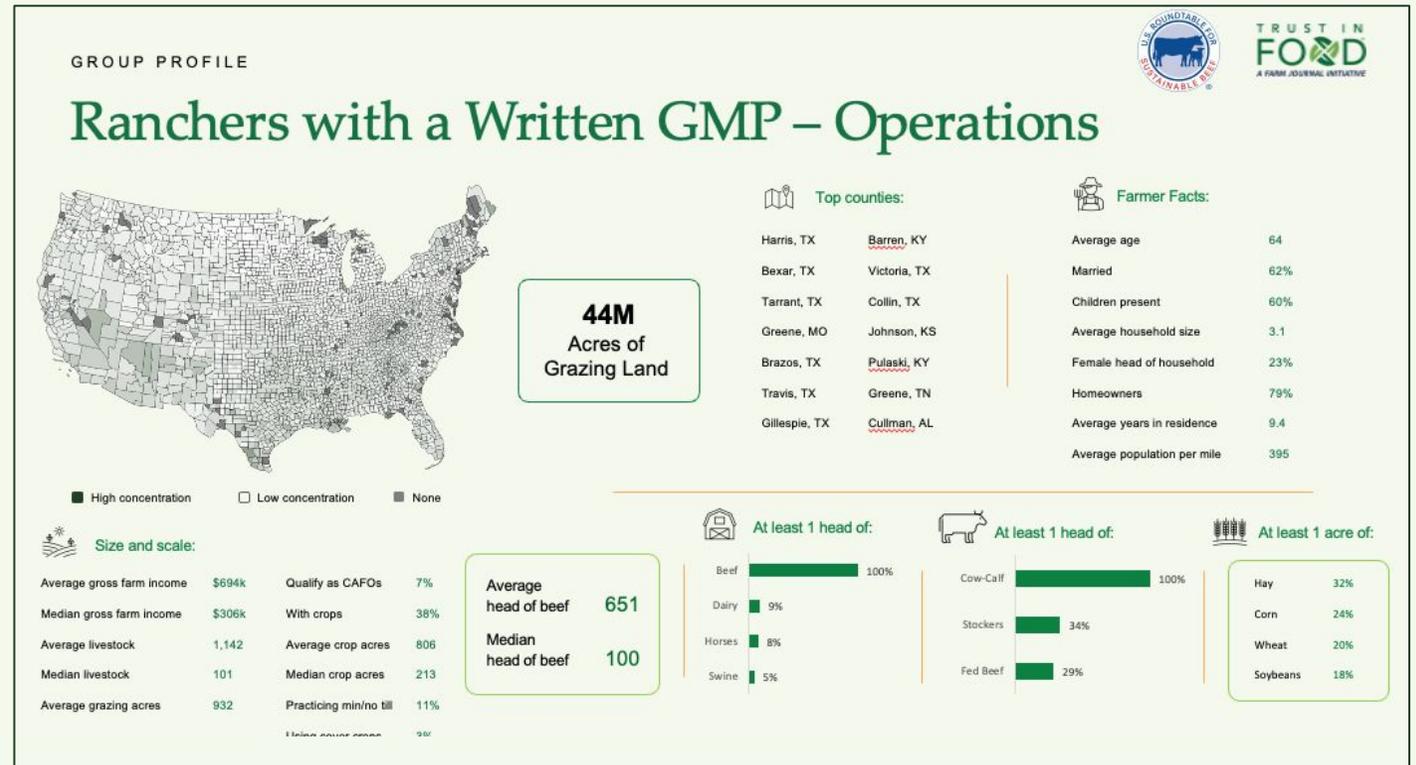
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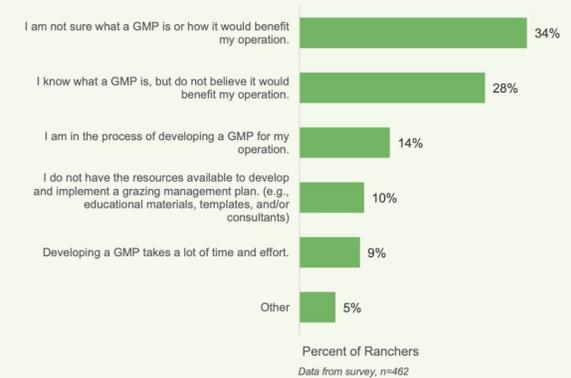
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## What You Get:

- Interactive planning toolkit with a crop calendar, grower needs and interests through the crop year, product preferences, and a roadmap for when to time your sales messages

Example

# Step-by-Step Playbook to Engage Dealers and Growers



# Finding and connecting with interested dealers and growers

A successful and efficient strategy hinges on putting your messages in front of people showing interest.

Anything else is a waste of time and money.

## Step 1: Understand your ideal customer

Uncover who is most likely to be receptive to your sales and marketing

## Step 2: Identify where your ideal customer is

Target geographically to get the most bang for your buck

## Step 3: Recruit your best dealers

A best-in-class prospect list and digital targeting helps you focus on dealers who will best support your goals

## Step 4: Enable your dealers for success

Provide dealers with audience profiles and training to use them for the most effective outreach

## Step 5: Drive farmer demand to your dealers

Data-driven leads and digital targeting enable dealers to reach the right farmers faster

## Step 6: Rinse and repeat

Keep the process going and scale it

# Step 1: Understand your ideal customer



# Which potential customers are showing interest in smart farming?

Engagement and interest in smart farming topics can be an intent signal to help you pinpoint tech-curious operators — and find dealers in those locations best positioned to start a sales conversation.





# TECH SAVVY FARMER

## CONSUMER

64 years old  
 Owner  
 2,731 acres  
 \$868,858 gross farm income

### ATTRIBUTES



### TOP CROPS

Smart Farmers mostly grow:



Corn  
(27%)



Soybeans  
(23%)



Wheat  
(19%)

### LIVESTOCK

Smart Farmers have at least 1 head of:



Beef  
(24%)



Dairy (11%)



Pigs  
(6%)

# 23%

say they are “early adopters.”

They are more likely to be interested in new technology than the average farmer (10%)

### FARMING PRACTICES

Farm Journal benchmark





# TECH SAVVY FARMER

## CONSUMER

64 years old

Owner

2,731 acres

\$868,858 gross farm income

## FARM JOURNAL CONTENT INTERESTS

### TOP



Genetics



Large Tractor



Livestock



Vaccine



Community



Progressive Minded

### BOTTOM



Vegetable



Regulatory



Sustainability



Online Purchasing



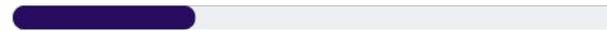
Longhauler



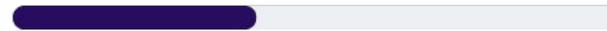
Rural Lifestyle

## INFLUENCERS

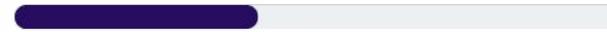
Brands



Celebrity or Influencer



Peer



## CHANNELS



Digital



TV



Print

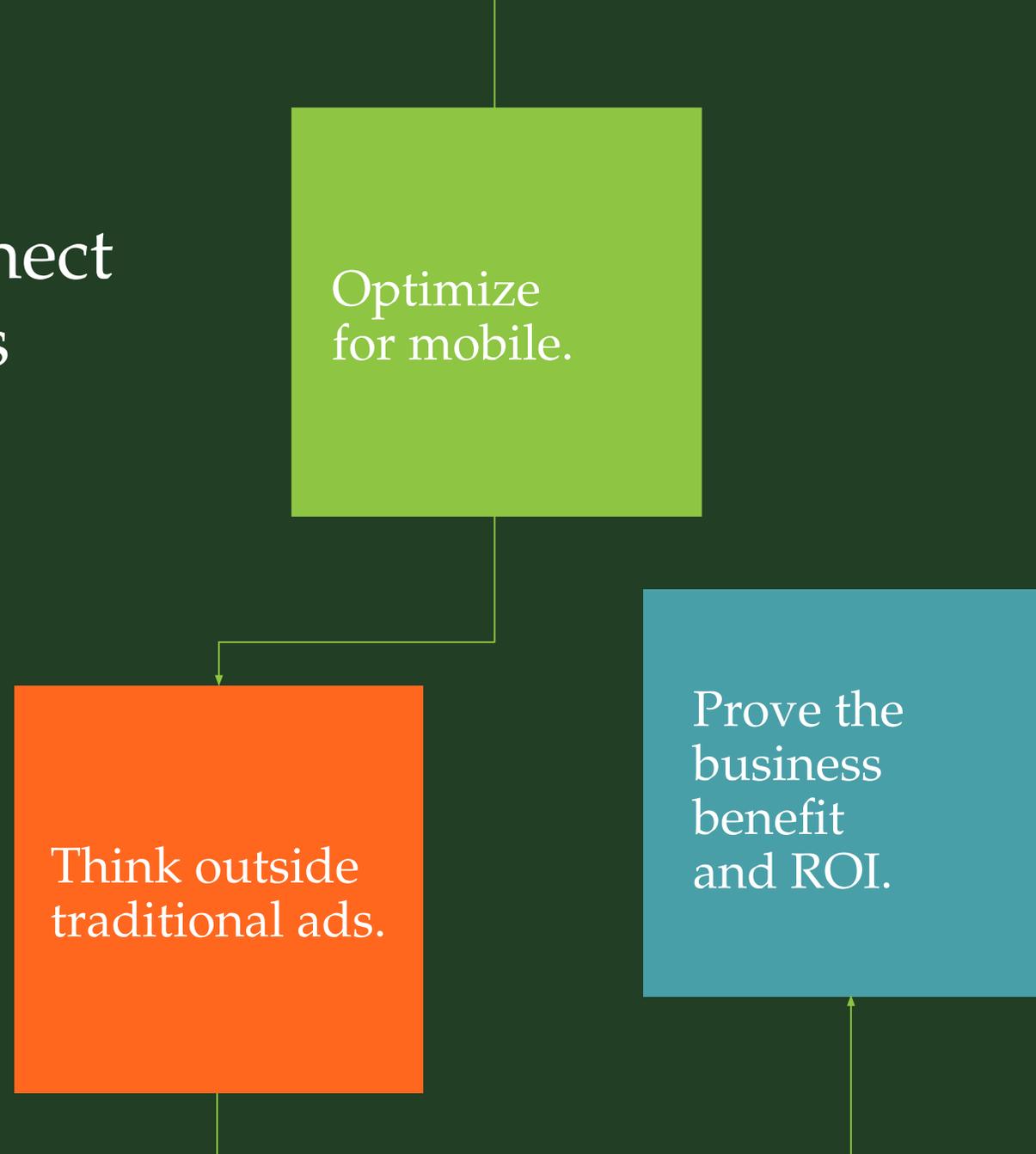


Audio

This section shows how much Smart Audience members trust media channels, compared to the benchmark audience sourced by consumer intelligence data.



# Three Ways to Connect with Smart Farmers



# Optimize for mobile

Tech savvy farmers want authentic and digital experiences – and they're more likely to use mobile devices.

Ensure seamless mobile brand interactions, both before and after purchase.

## More than the average farmer, they're likely to say:

- “[Mobile internet] gives me good ideas.”
- “[Mobile internet] keeps me informed.”
- “I often use my mobile device to help me make purchase decisions.”
- “Apps have made my life so much more convenient.”
- “Checking my phone is the first thing I do in the morning.”

**Step 1:** Understand your ideal customer

**Step 2:** Identify where your ideal customer is



# Smart Farming Database

Find clusters of dealers near your target prospects

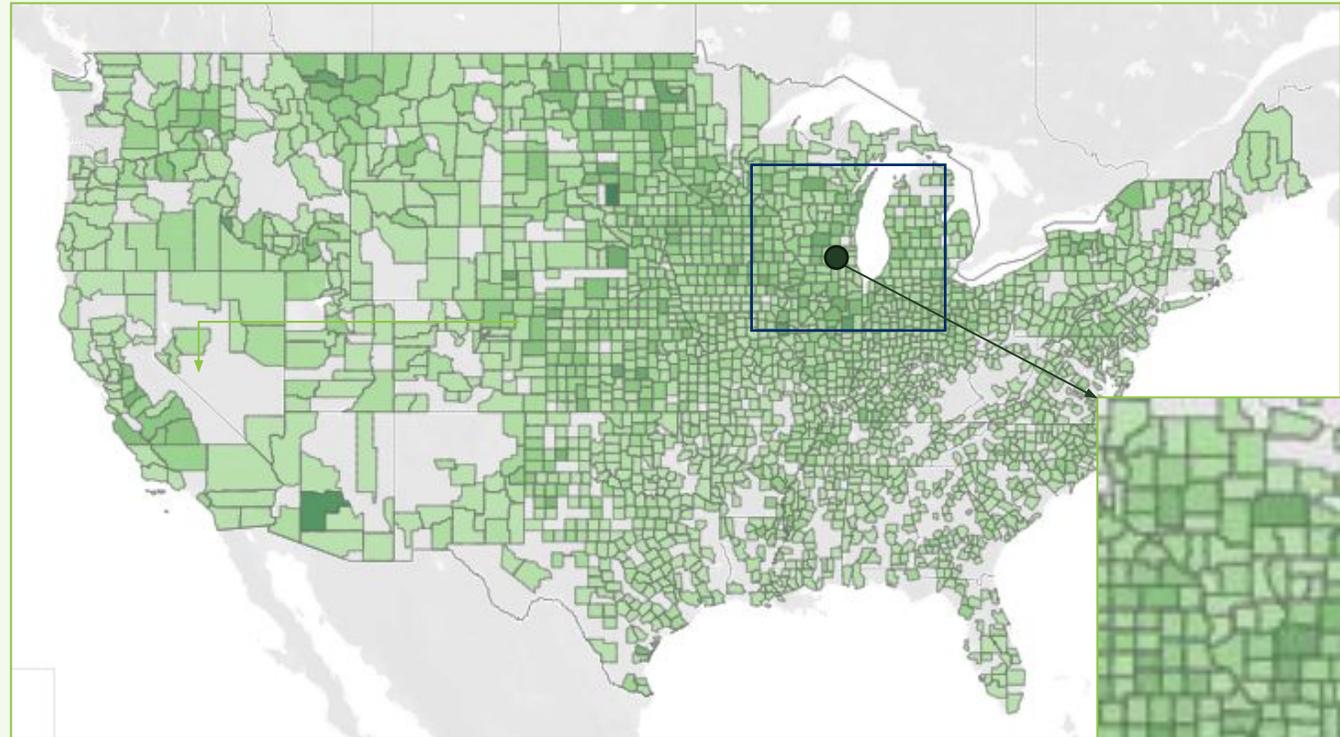
Identify hot spots where operators show spiking interest and engagement with key topics, then reach out to dealers in those areas.

State: (All) County: (All) Income: 0 2147483647

Crop Filter: Total Acres 1+ Corn Seed Brands: No Selection Soy Seed Brands: No Selection Tractor Brands: (All)

Indicators: No Selection Ag Involvement: (All) Early Adopter: (All) Risk Tolerance: (All)

Licensable: (All)



**Step 1:** Understand your ideal customer

**Step 2:** Identify where your ideal customer is

**Step 3:** Recruit your best dealers

# Recruit Your Dealers...

...from the ones best positioned to sell your products in the areas where farmers are showing interest.

Then follow with targeted digital activation.

**License a list from Farm Journal's best-in-class database of:**

- Independent seed dealers
- Independent crop consultants
- Equipment dealers
- National, independent, and co-op retail contacts

**Step 1:** Understand your ideal customer

**Step 2:** Identify where your ideal customer is

**Step 3:** Recruit your best dealers

**Step 4:** Enable your dealers for success

# Enable Your Dealers for Success

Provide your dealers with Farm Journal's audience profile of farmers showing interest in ag tech.

Farm Journal supports you in training dealers how to use these audience profiles to accelerate sales.



**Step 1:** Understand your ideal customer

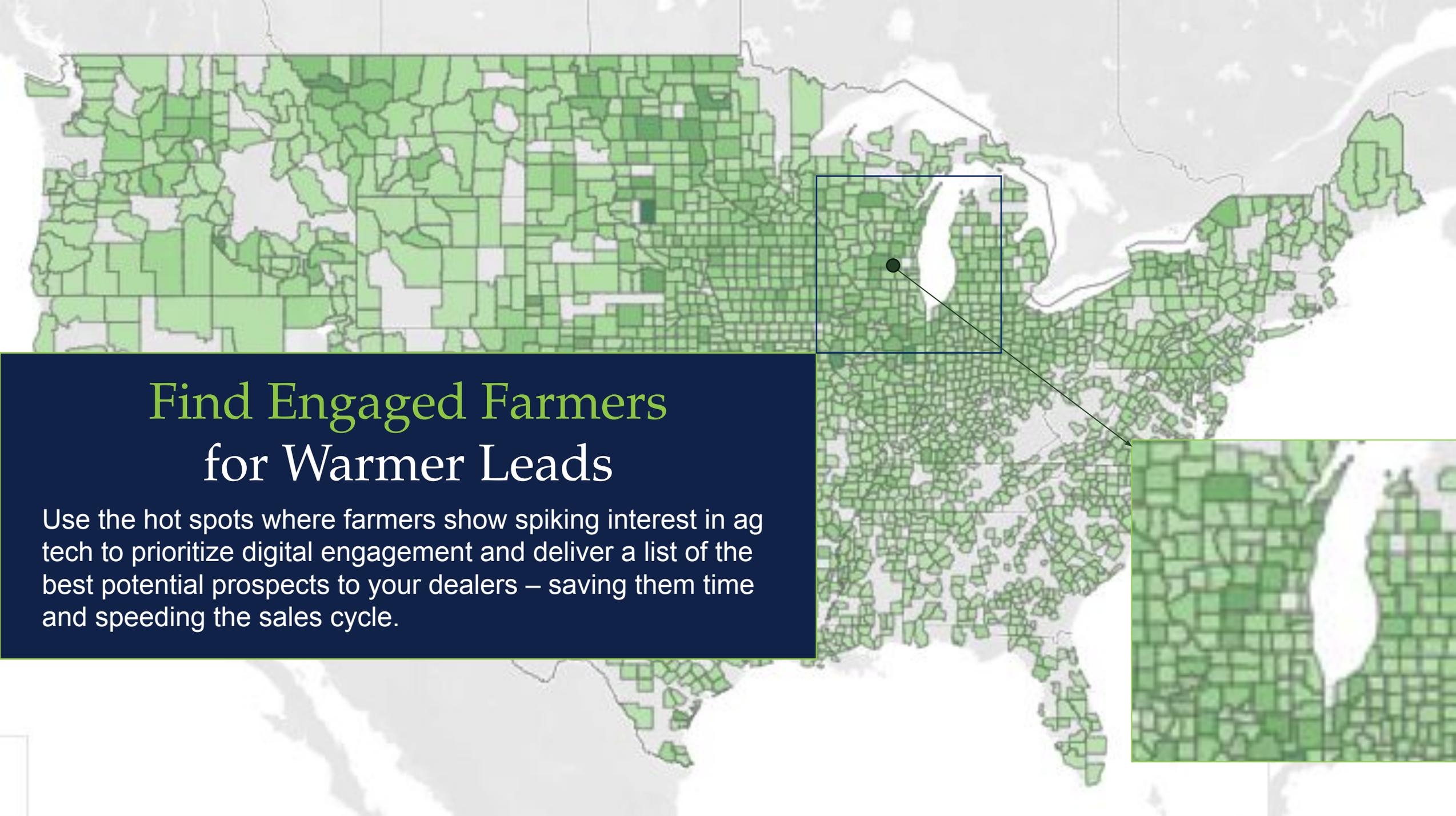
**Step 2:** Identify where your ideal customer is

**Step 3:** Recruit your best dealers

**Step 4:** Enable your dealers for success

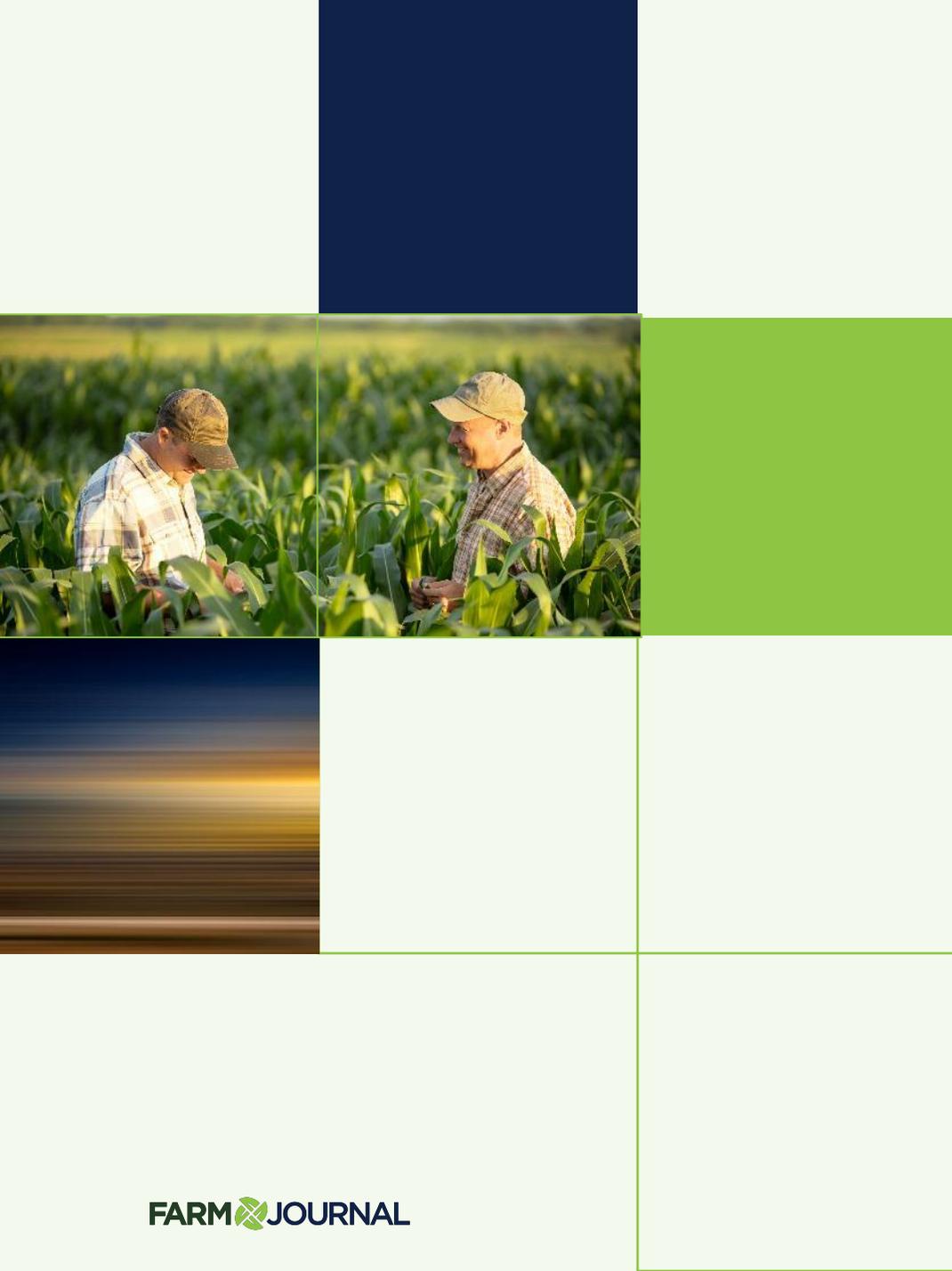
**Step 5:** Drive farmer demand to your dealers



The image features a map of the United States where each farm is represented by a small green square. The size and shade of these squares indicate the level of farmer engagement with agricultural technology. A dark blue text box is overlaid on the left side of the map. A blue rectangular box on the map highlights a region in the Midwest, and a black dot with a line points to a specific farm within that region. A larger, zoomed-in inset of this region is shown on the right side of the map.

## Find Engaged Farmers for Warmer Leads

Use the hot spots where farmers show spiking interest in ag tech to prioritize digital engagement and deliver a list of the best potential prospects to your dealers – saving them time and speeding the sales cycle.



**Step 1:** Understand your ideal customer

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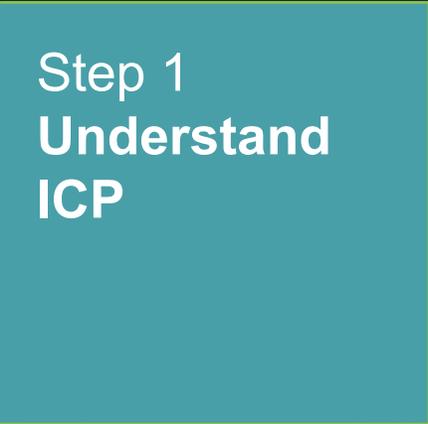
**Step 4:** Enable your dealers for success

**Step 5:** Drive farmer demand to your dealers

**Step 6:** Rinse and repeat

# Start Small, but Plan for Growth

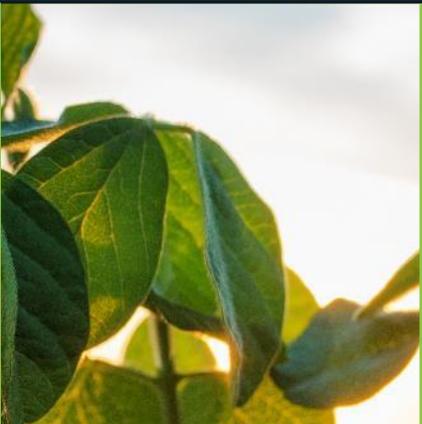
From your original targeted list, add more geographies, dealers and farmers for precision scaling of your sales and marketing strategy.



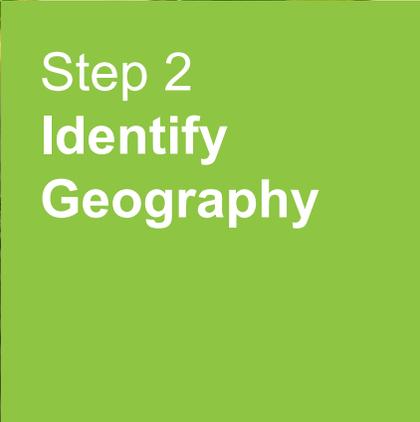
Step 1  
Understand  
ICP



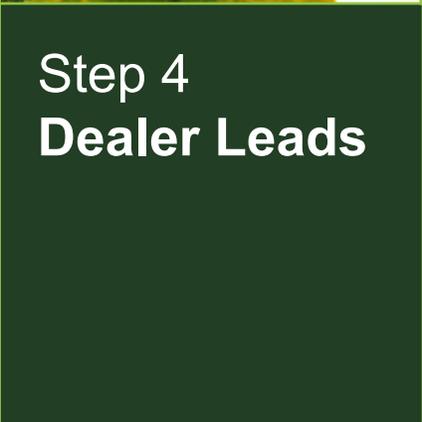
Step 3  
Recruit  
Dealers



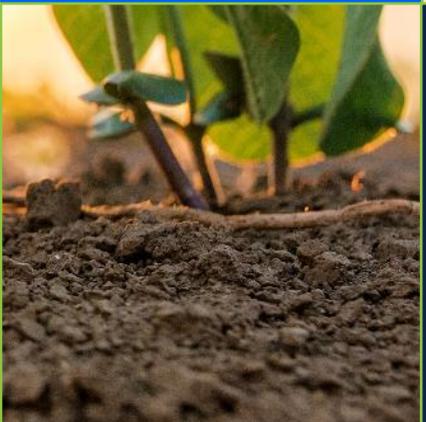
Step 5  
Find Farmers



Step 2  
Identify  
Geography



Step 4  
Dealer Leads



Step 6  
Scale

Let's talk about **marketing**.

# Ag marketers today need their teams to be experts at...



## Finding the right audience

To get the most impact from their budgets, marketers have to be precise in targeting ideal customers with content and campaigns



## Influencing a buyer journey

It takes multiple touches to influence a buying decision. Marketers have to know how to help ag producers through that journey to their desired end.



## Breaking through the noise

Ag decision-makers are overwhelmed with messages from every direction. Marketers have to know how to stand out and connect.

# That often leads to **big worries**.

“

I can't afford to **lose customers**.  
I need to know how to convince  
them to stay.”

“

I could spend a lot of money on  
campaigns and not **get results**.”

“

My **markets are shrinking** as  
farmland consolidates. Where do  
I find new opportunities so I don't  
lose wallet share?”

“

The ways I marketed to retiring  
farmers **won't work with the next  
generation**. How do I change  
my approach?”

# And big hurdles to overcome

## To be successful and connect with audiences

Farm land – and ag sellers' customer pool – is shrinking, while new companies are popping up all the time trying to sell to them. Ag marketers have to deeply understand their customers' behaviors and motivators to forge impactful connections that ultimately lead to sales and retention



### Unreliable Data

Outdated, incomplete info about operations and farmers means not seeing opportunities and risks

### Growth Goals

Aggressive growth targets that require getting creative, but lack of quality data about markets and buyers

### Tough Competition

More companies trying to market to fewer farmers with the same kinds of messages

### Shrinking Resources

Marketing, like everyone else, is being asked to do more with less and still deliver results



### Lack of Strategy

Prioritizing ad hoc tactics over cohesive strategy leads to scattershot, unpredictable results



The most powerful marketing tools today are high quality **predictive intelligence** and an **understanding** of how farmers decide to make a purchase.

Meet farmers  
wherever they are  
on their  
decision-making  
journey

## Awareness

**I know I have a problem:**  
Cut through the noise by  
maximizing frequency

## Consideration

**I'm evaluating my  
options:** Maximize positive  
engagement with your  
solution

## Decision

**I'm choosing the best  
fit:** Dial in your Unique  
Selling Proposition for  
your audience

## Retain and Advocate

**I want to share  
my experience:**  
Turn buyers into your  
best evangelists



# Leverage Farm Journal affinity data to target consideration and evaluation journey stages.

## LIVESTOCK

- Animal Health:  
(Pork, Beef, Calf, Dairy)
- Animal Nutrition:  
(Pork, Beef, Calf, Dairy)
- Dairy Tech
- Dewormer
- Food Processing and Farming
- Genetics
- Livestock  
(Pork, Beef, Calf or Dairy)
- Manure Management
- Sustainability  
(Beef or Dairy)
- Vaccine
- Veterinarian

## CROPS & PRODUCE

- Agronomic
- Biological
- Broadleaf Weed
- Corn
- Corn Rootworm
- Cotton
- Crop Protection
- Custom Application
- Dicamba
- Fertilizer
- Fruit
- Fungicide
- Herbicides
- High Yield
- Insecticide
- Nematode
- Nitrogen
- On-Farm Storage
- Organic

- Precision Application
- Produce
- Rootworm
- Seeds
- Soil Health
- Soybean
- Vegetable
- Wheat

## FINANCIAL

- Bankers/Credit Managers
- Expansion-minded
- Finance
- Insurance
- Profit Focused
- Risk Management

## INTERESTS

- Analytics
- Business
- Carbon
- Community
- Data Analytics
- Dealer Appreciation
- Employment
- Farm
- Farm Data
- Land
- Machinery
- Progressive Minded
- Rural Lifestyle
- Rural Safety

- Social Media Interest
- Software
- Succession Plan
- Succession Planning
- Sustainability
- Technology
- Top Producer
- Tradition
- Whole Farm Solution
- Women in Ag
- Young Farmer

## BRANDS

- Fungicide Brands
- Enlist
- Corvus
- DeKalb
- Corvus Competitive
- Pioneer
- Soybean Herbicides
- John Deere
- Kubota

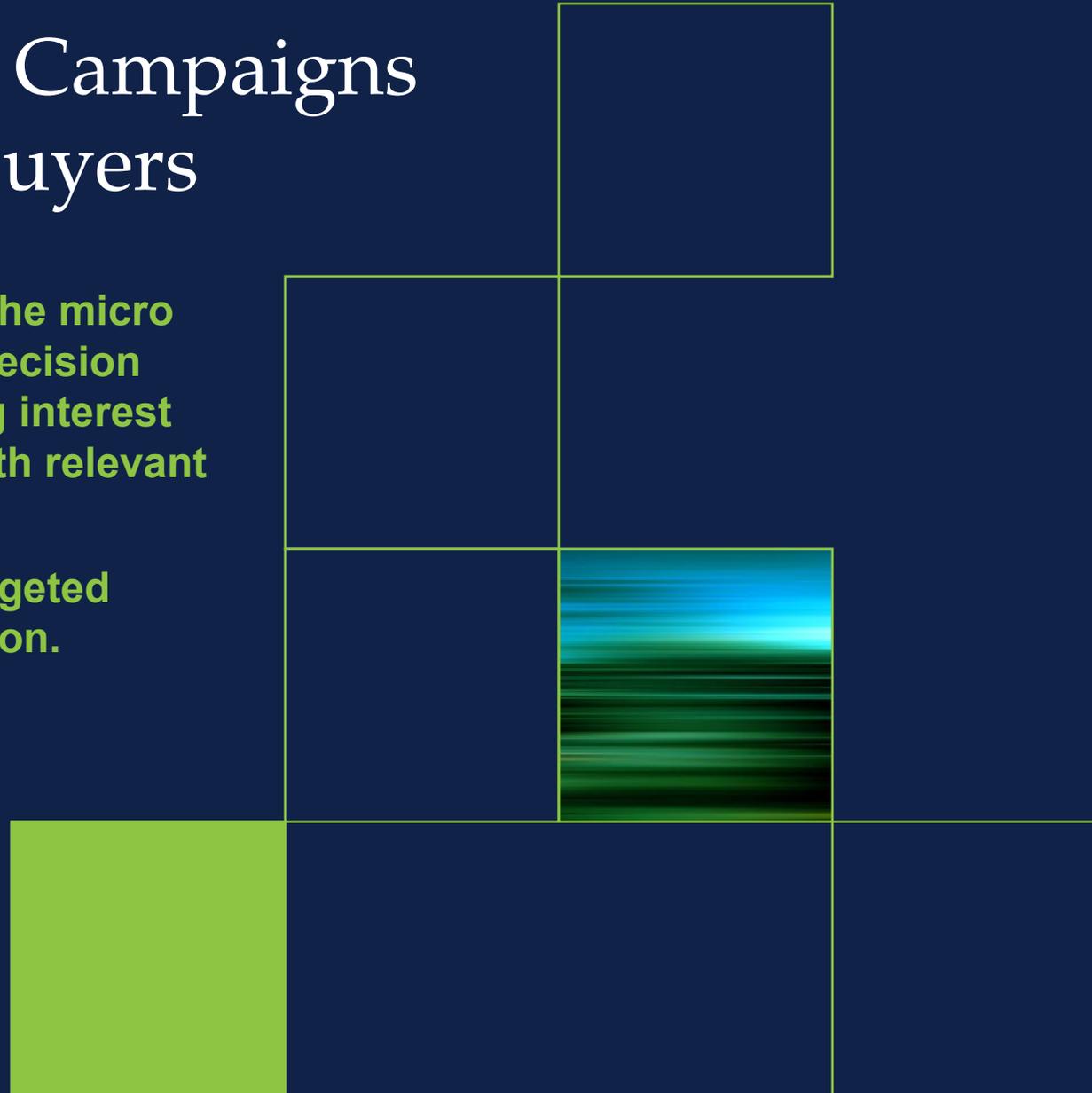
## OTHER

- Farm Bureau
- Farm to Table
- FBN
- Leave A Legacy
- Long Haul
- Pro Farmer
- Regulation
- Retail
- Turnkey Retailers

# Focus Your Campaigns on Likely Buyers

...from the ones in the micro markets where ag decision makers are showing interest and engagement with relevant topics.

Then follow with targeted content and activation.



# Farm Journal Intelligence for Marketing

Targeted segmentation

Audience engagement heat maps

Ideal customer profiles

Engagement playbooks

Content and marketing planning  
and activation toolkits

Farm Journal's powerful combination of first-party data on millions of producers and third-party data sources, plus our unique expertise on the ag world, provide you with the insights you need to:

- Understand your addressable market
- Identify hot spots where your marketing dollars can have the most impact
- Prioritize your marketing using behavioral and intent signals
- Understand what motivates farmers to make a purchase
- Strategically plan the right messages to connect with your audience, activated at the right times and in the right channels

Product Snapshot

# Farm Journal Data License

Get data from Farm Journal's records on millions of ag producers that you can bring into your own systems to **enrich the insights** you already have about customers and prospects



## Key Questions:

- How can I get the data I need to find and connect with producers?
- What is my current share of wallet for a given producer?
- Where are my key growth accounts?

## How Farm Journal Helps:

- Farm Journal's unique data and expertise in ag audiences drives deep understanding into the human dimensions of change to arm you with the data you need to fuel marketing impact

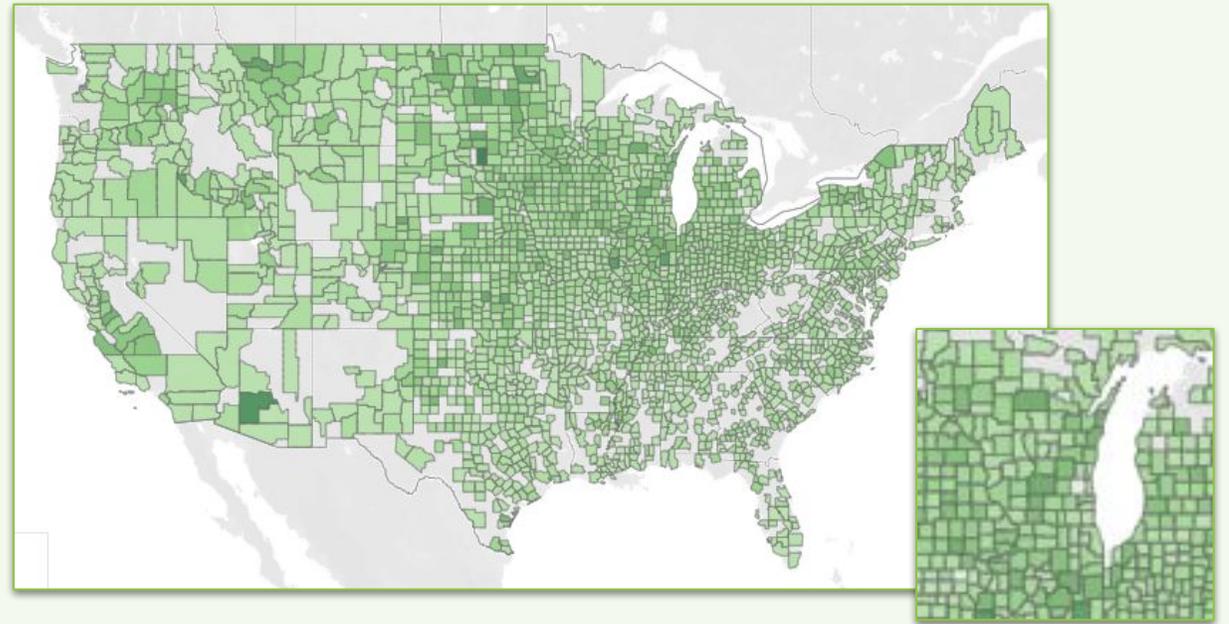
## What You Get:

- Annual license of selected Farm Journal data that you can import into your systems of record

Product Snapshot

# Farm Journal Producer List

Find the people showing interest in your message, product, or solution with a curated selection of prospects when you need to understand and prioritize **who to target**.



## Key Question:

- Who is the best or right group to target with my message or product?

## How Farm Journal Helps:

- With Farm Journal's unique data set on millions of ag decision-makers plus advanced data modeling, we create curated visualizations and lists of your market size and the people you should target so that you can be precise and achieve better results

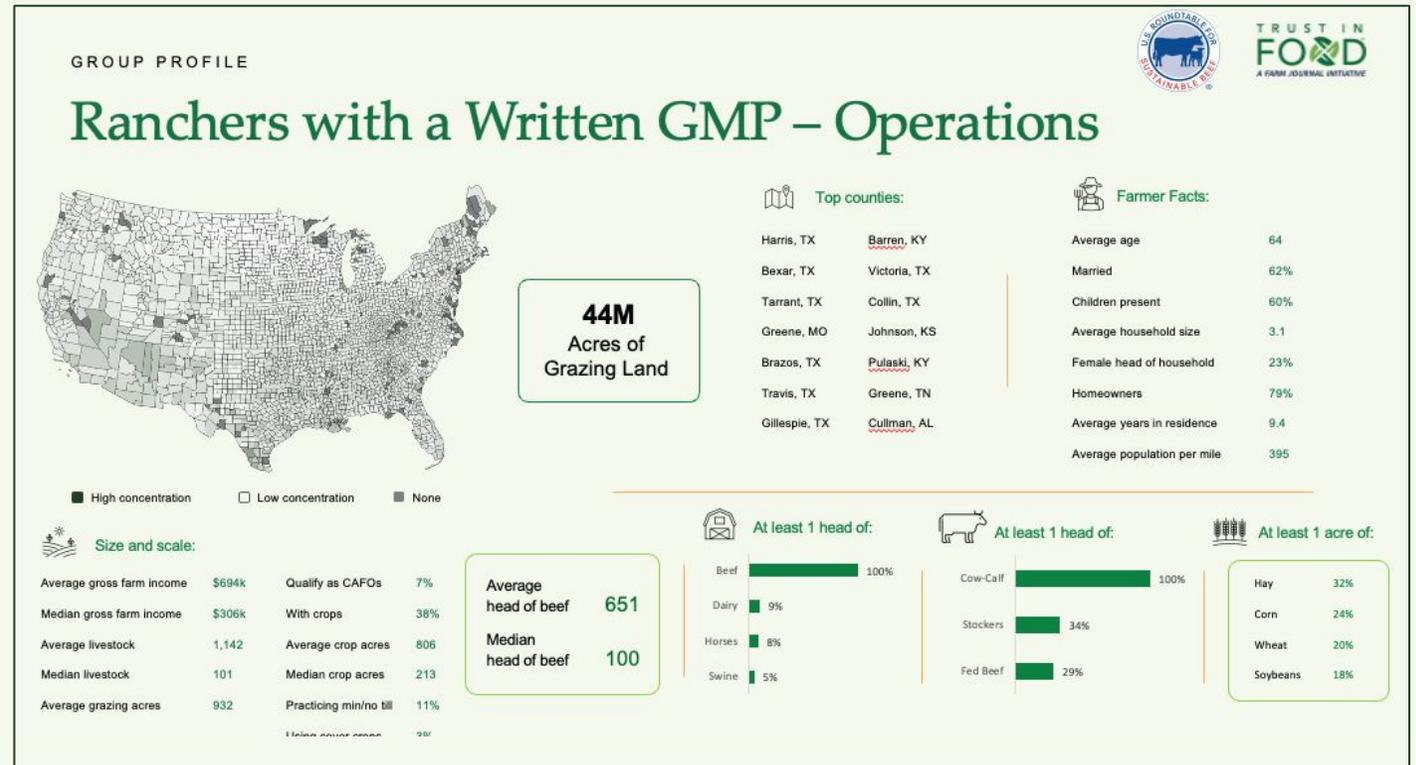
## What You Get:

- Access to your geo-targeting hotspots for insights and activation for 12 months with an additional option to license the audience.
- Standard pre-built or custom market based on Farm Journal data
- Lookalike market combining your customer data with Farm Journal's data

## Product Snapshot

# Farm Journal Producer Profile

Insights into your ideal customer or audience, their needs, behavior, and motivations when you need to understand **what drives them to change**.



### Key Question:

- What do I need to know about my ideal group?

### How Farm Journal Helps:

- Farm Journal's unique data and expertise in ag audiences drives deep understanding into the human dimensions of change to arm you with the data you need to maximize the impact of your marketing strategy, content and campaigns

### What You Get:

- Standard or custom producer profile with demographics, operations details, behaviors, content interests, consumer interests, and key influences

## Product Snapshot

# Human Dimensions of Change Playbook

Get in-depth insights into the human dimensions of change and advice on how to go to market in the most effective way possible when you need a **strategic, data-driven plan**.

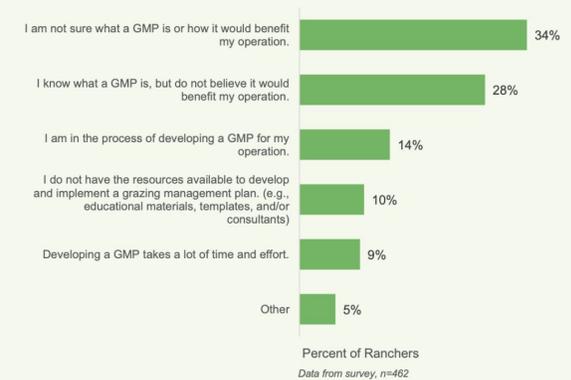
## Ranchers without a GMP need education and convincing – it must be worth it

This group of ranchers we surveyed is unclear on what a grazing management plan is and how it would benefit their operation. Therefore, it makes sense that they don't have a plan, written or unwritten.

They first need to know what a grazing management plan actually is, and then *why* it would be a good thing for their operations.

A meaningful portion of this group appear to be skeptical of a plan's value. But notably, 14% are actively trying to develop a plan, so supporting those ranchers should be a priority.

What is the main reason you do not have a grazing management plan (GMP)?



### Key Question:

- What are the best ways to influence my ideal group to change or buy?

### How Farm Journal Helps:

- Building on the understanding achieved with an audience profile, Farm Journal brings expertise and insights into the ag world and human motivations to provide actionable strategies to influence your audience's decision journey toward conversion

### What You Get:

- Comprehensive report with analysis of your group's attitudes, beliefs, behaviors, and motivations
- Strategic plan for what messages to use and how to activate them to connect with your group

## Product Snapshot

# Farm Journal Content Toolkit

A strategic, data-driven toolkit that helps you connect with ag producers and know **how to plan, create, and activate** the right messages, for the right audiences, at the right times, and in the right places.



### Key Question:

- When and how should I put my strategy into action to connect with my ideal audience?

### How Farm Journal Helps:

- Farm Journal's knowledge and expertise of ag decision-makers provides you with a detailed toolkit to plan the timing and messaging of your content and marketing efforts to align to the needs and interests of producers

### What You Get:

- Interactive planning toolkit with a crop calendar, grower needs and interests through the crop year, product preferences, and a 12-month topic roadmap to serve relevant content to growers when they're searching for it

Example

# Step-by-Step Playbook to Engage Dealers and Growers



# Finding and connecting with interested dealers and growers

A successful and efficient strategy hinges on putting your messages in front of people showing interest.

Anything else is a waste of time and money.

## Step 1: Understand your ideal customer

Uncover who is most likely to be receptive to your sales and marketing

## Step 2: Identify where your ideal customer is

Target geographically to get the most bang for your buck

## Step 3: Recruit your best dealers

A best-in-class prospect list and digital targeting helps you focus on dealers who will best support your goals

## Step 4: Enable your dealers for success

Provide dealers with audience profiles and training to use them for the most effective outreach

## Step 5: Drive farmer demand to your dealers

Data-driven leads and digital targeting enable dealers to reach the right farmers faster

## Step 6: Rinse and repeat

Keep the process going and scale it

# Step 1: Understand your ideal customer



# Which potential customers are showing interest in smart farming?

Engagement and interest in smart farming topics can be an intent signal to help you pinpoint tech-curious operators -- and find dealers in those locations best positioned to start a sales conversation.





### ATTRIBUTES



### TOP CROPS

Smart Farmers mostly grow:



Corn  
(27%)



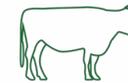
Soybeans  
(23%)



Wheat  
(19%)

### LIVESTOCK

Smart Farmers have at least 1 head of:



Beef  
(24%)



Dairy (11%)



Pigs  
(6%)

# Tech Savvy Farmer Consumer

64 years old

Owner

2,731 acres

\$868,858 gross farm income

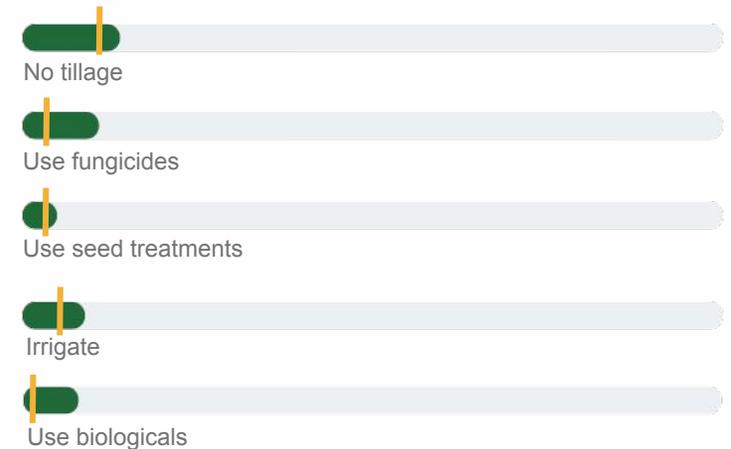
# 23%

say they are “early adopters.”

They are more likely to be interested in new technology than the average farmer (10%)

### FARMING PRACTICES

Farm Journal benchmark





# Tech Savvy Farmer Consumer

64 years old

Owner

2,731 acres

\$868,858 gross farm income

## FARM JOURNAL CONTENT INTERESTS

TOP



Genetics



Large Tractor



Livestock



Vaccine



Community



Progressive Minded

BOTTOM



Vegetable



Regulatory



Sustainability



Online Purchasing



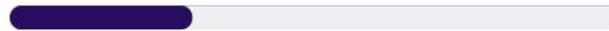
Longhauler



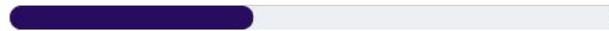
Rural Lifestyle

## INFLUENCERS

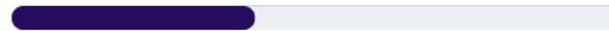
Brands



Celebrity or Influencer



Peer



## CHANNELS



Digital



TV



Print

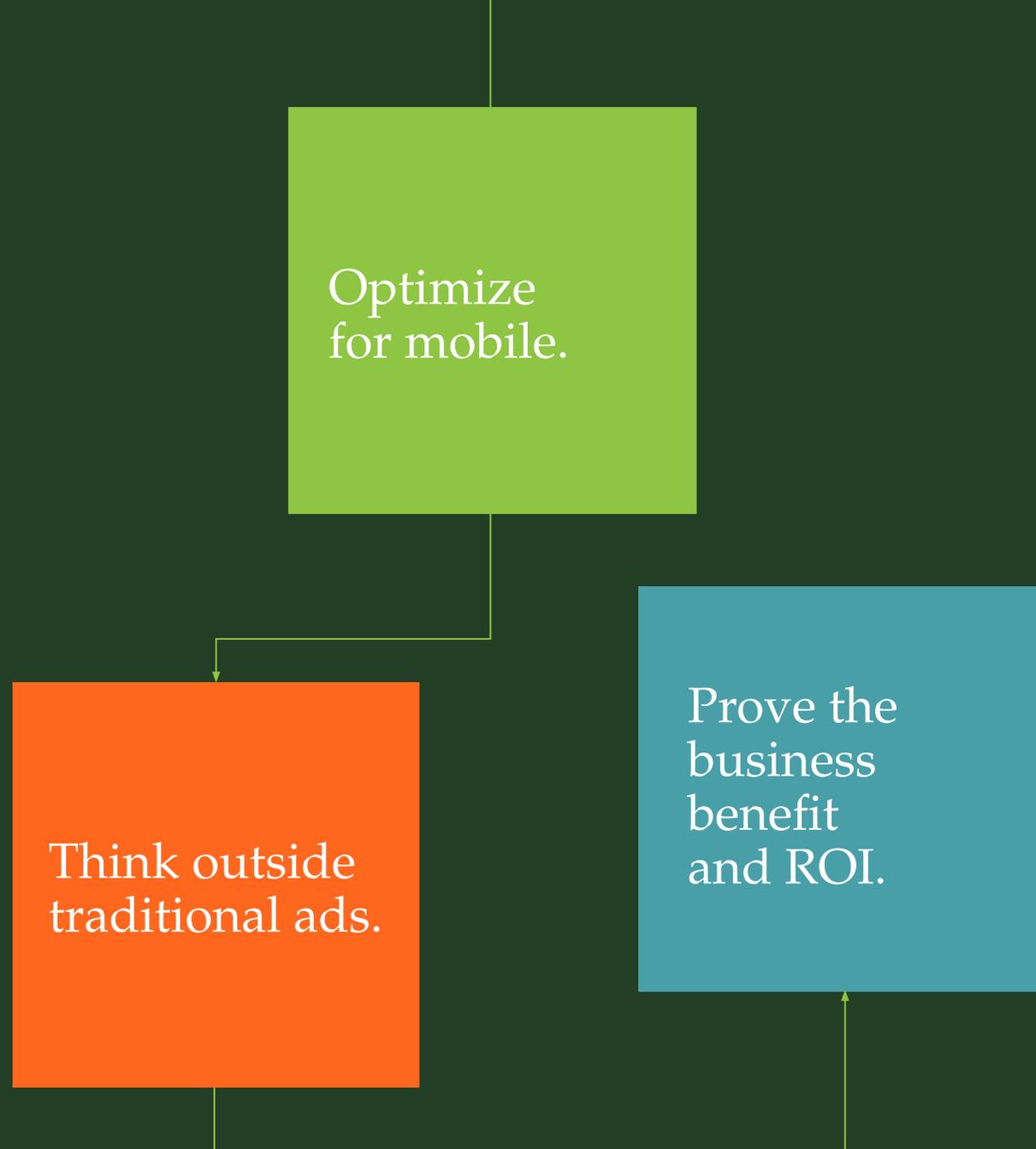


Audio

This section shows how much Smart Audience members trust media channels, compared to the benchmark audience sourced by consumer intelligence data.



# Three Ways to Connect with Smart Farmers



# Optimize for mobile

Tech savvy farmers want authentic and digital experiences – and they're more likely to use mobile devices.

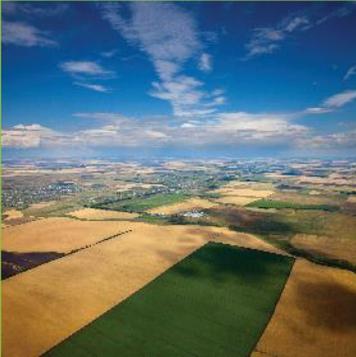
Ensure seamless mobile brand interactions, both before and after purchase.

## More than the average farmer, they're likely to say:

- “[Mobile internet] gives me good ideas.”
- “[Mobile internet] keeps me informed.”
- “I often use my mobile device to help me make purchase decisions.”
- “Apps have made my life so much more convenient.”
- “Checking my phone is the first thing I **do in the morning.**”

**Step 1:** Understand your ideal customer

**Step 2:** Identify where your ideal customer is

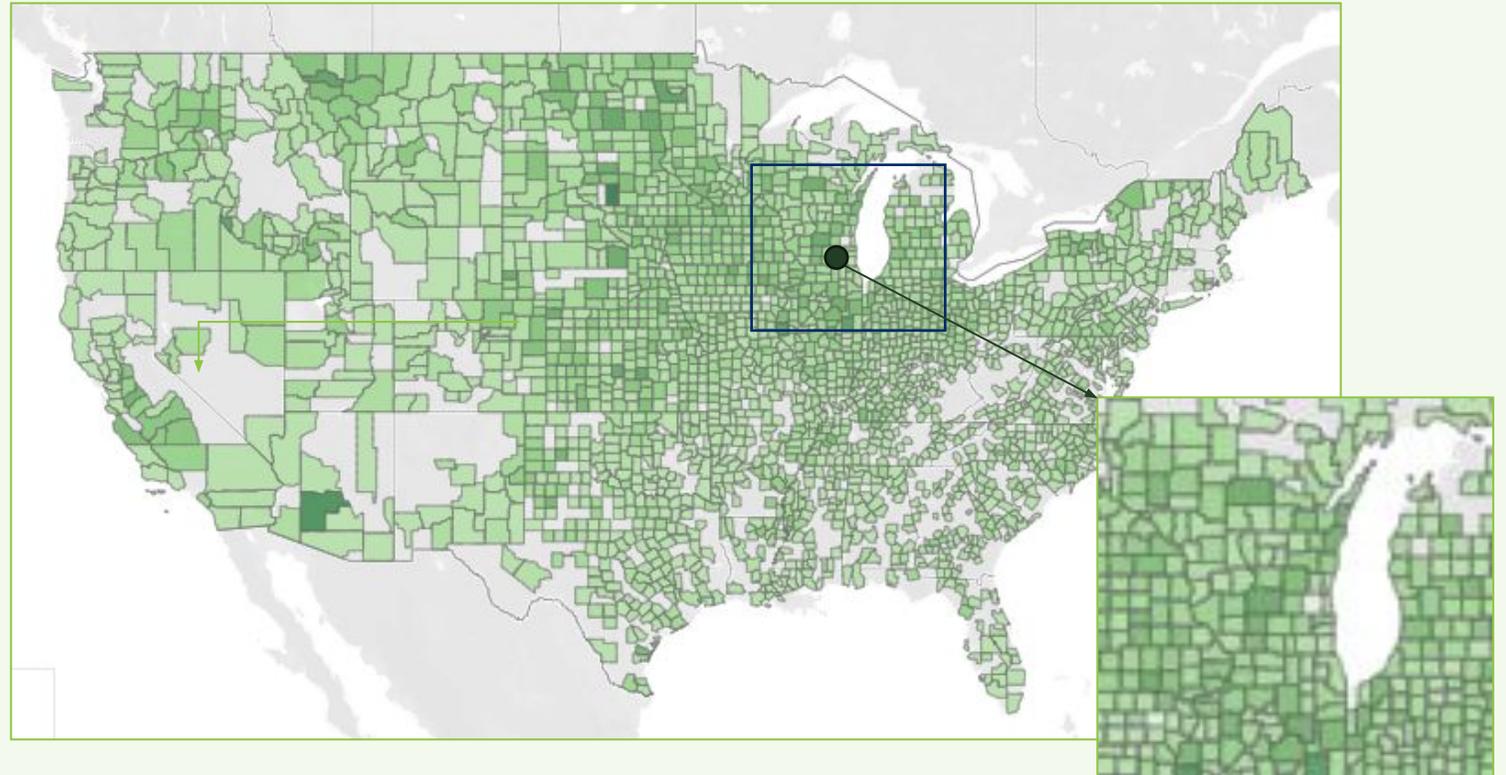


# Smart Farming Database

Find clusters of dealers near your target prospects

Identify hot spots where operators show spiking interest and engagement with key topics, then reach out to dealers in those areas.

State	County	Income	
(All) ▼	(All) ▼	0 2147483647	
<input type="range"/>			
Crop Filter	Corn Seed Brands	Soy Seed Brands	Tractor Brands
Total Acres 1+ ▼	No Selection ▼	No Selection ▼	(All) ▼
Indicators	Ag Involvement	Early Adopter	Risk Tolerance
No Selection ▼	(All) ▼	(All) ▼	(All) ▼
Licensable			
(All) ▼			



**Step 1:** Understand your ideal customer

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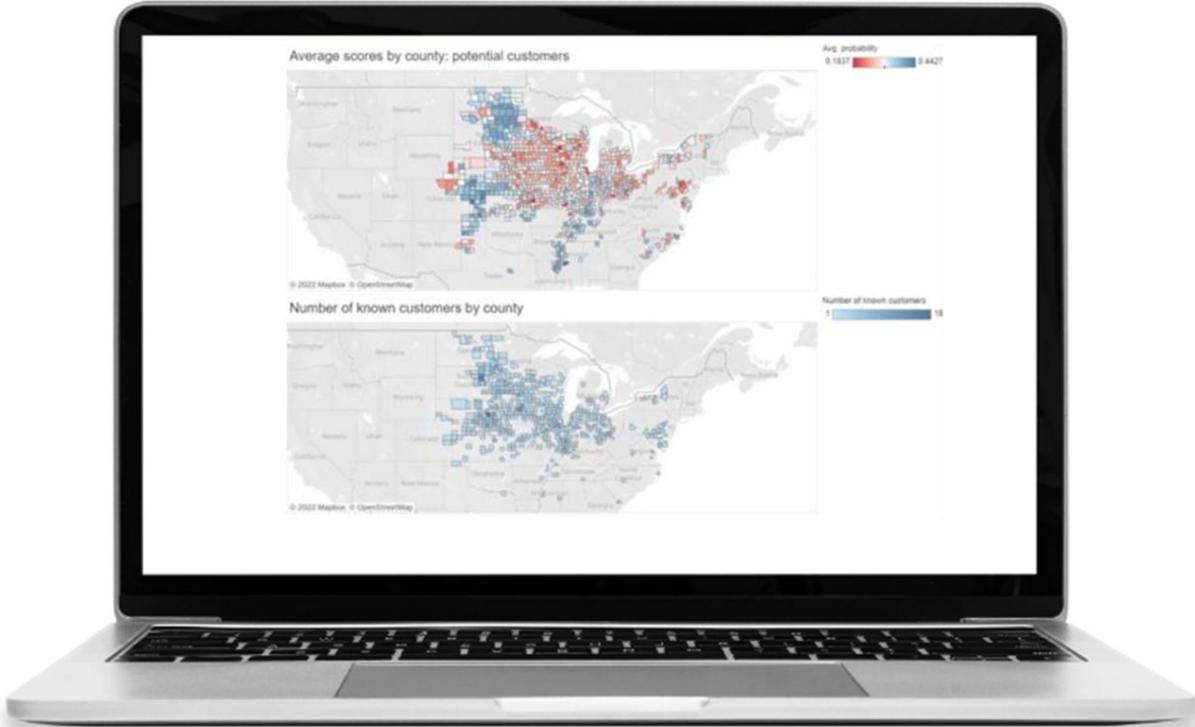
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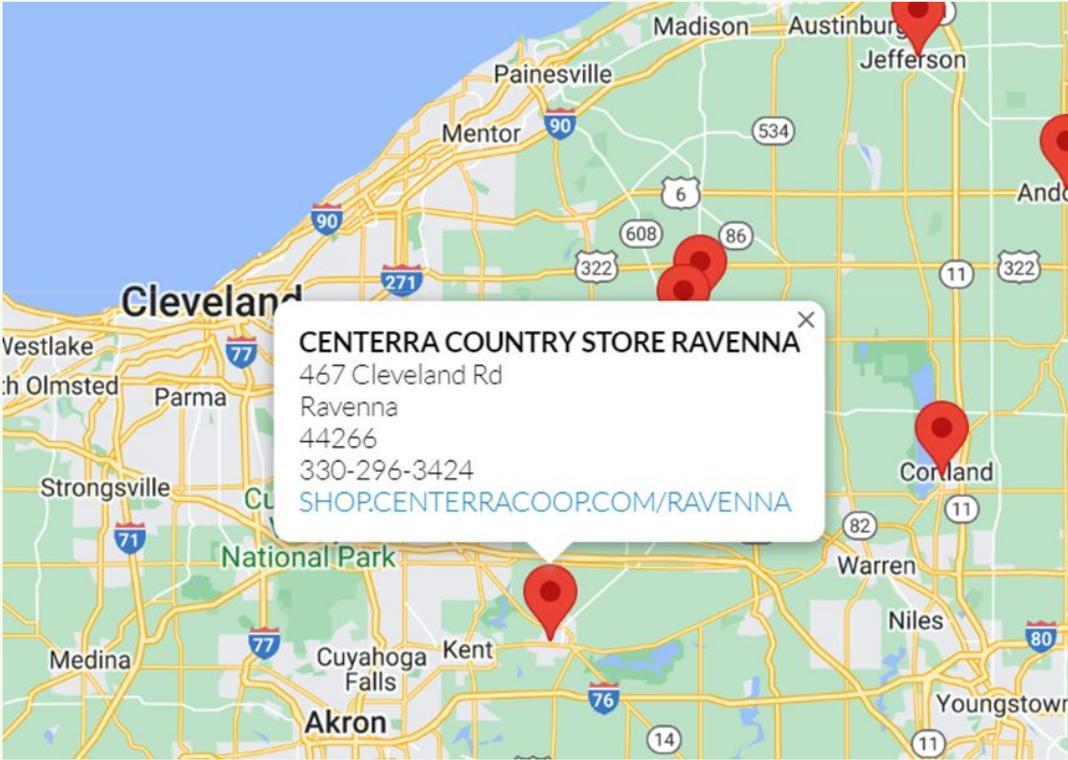
**Step 3:** Recruit your best dealers

**Step 4:** Enable your dealers for success

# Find Farmer Demand Hotspots



# ID Dealers in those Hotspots



# Enable Your Dealers for Success

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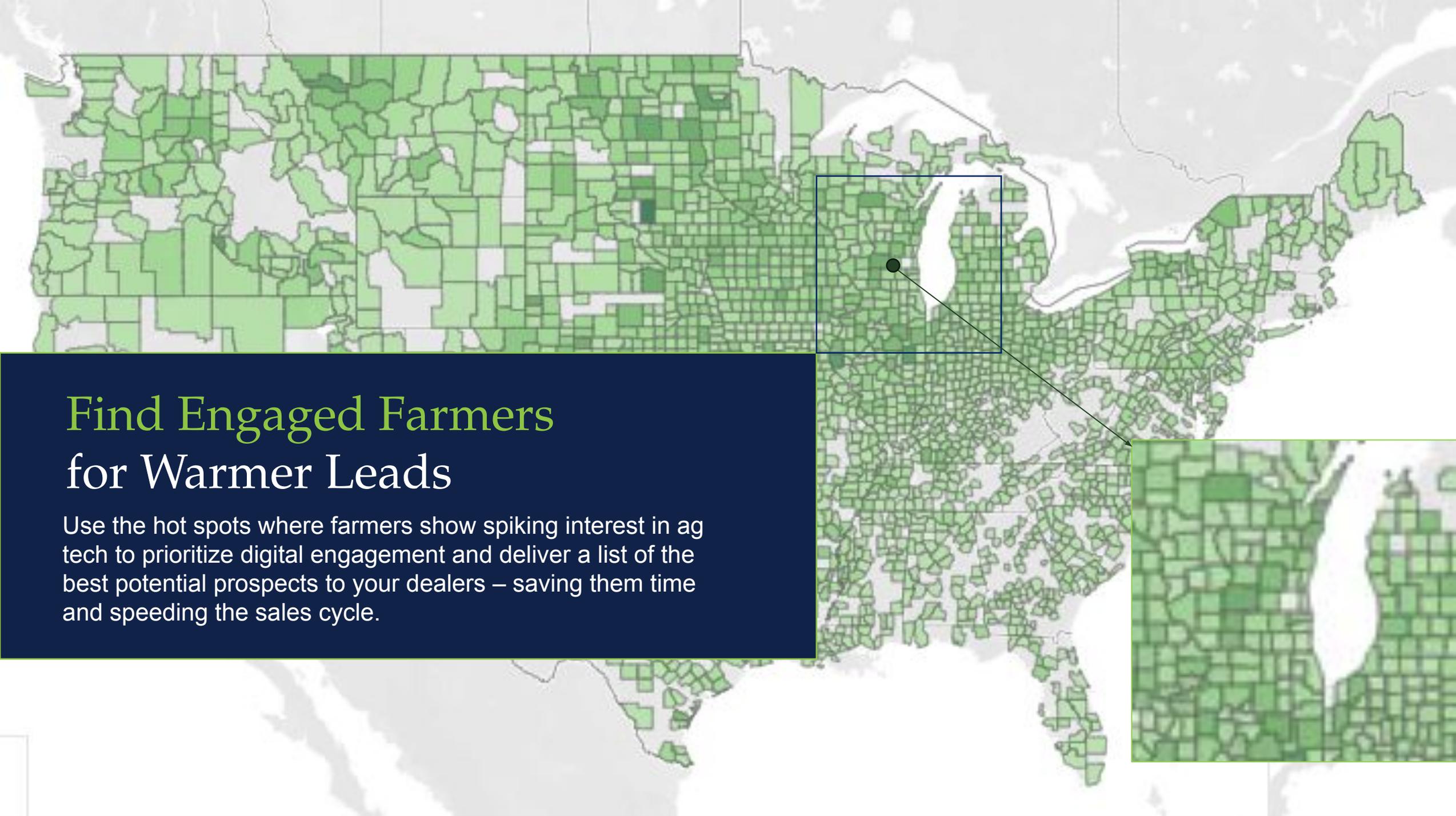
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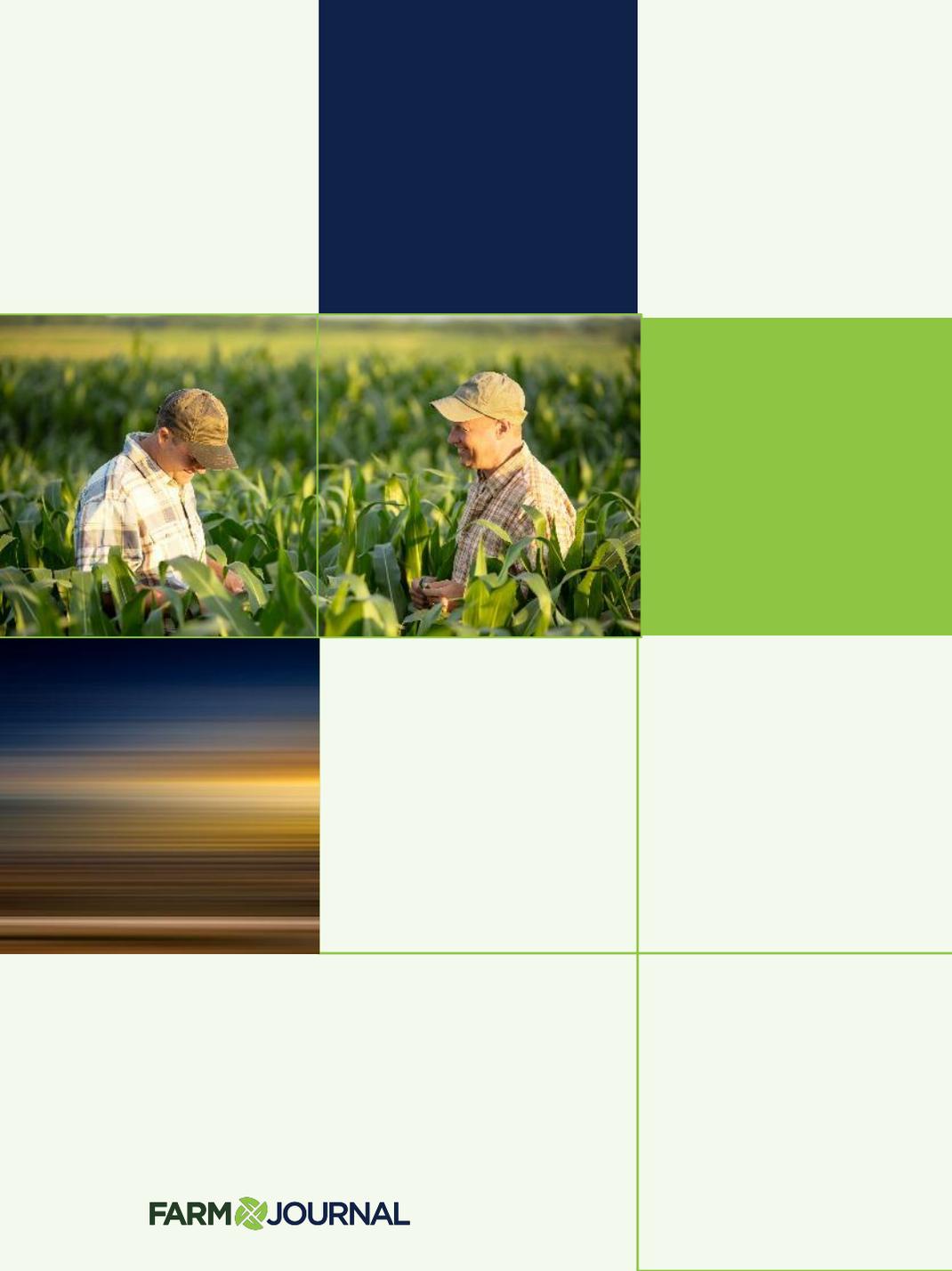
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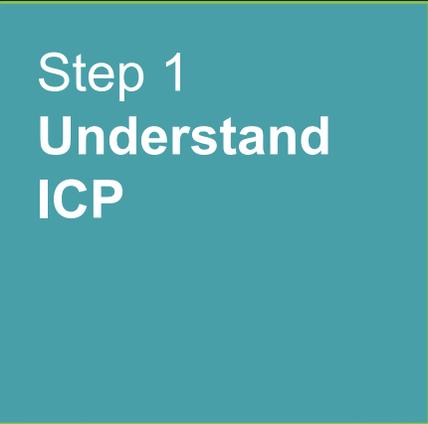
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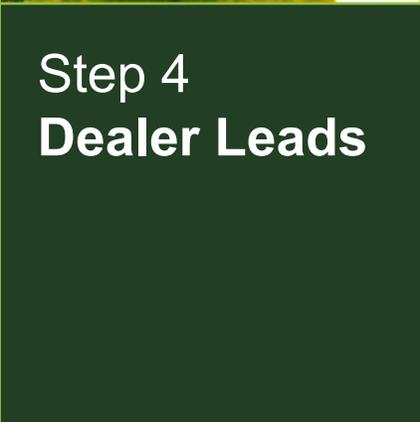
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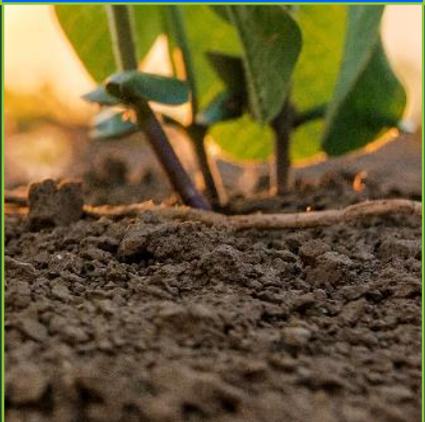
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