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Exploring the Full Media Marketing Path of Agricultural Products from the Perspective of Digital Business Promoting Agriculture

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Abstract: This article is based on the perspective of promoting agriculture through digital commerce, focusing on the full media marketing strategy of agricultural products, and researching and formulating effective full media marketing methods to assist in the marketing of agricultural products. With the current favorable situation of supporting the rural economy through the market economy, we will deeply explore the typical characteristics and unique product attributes of agricultural products, and combine consumer demand to study the current situation of agricultural product sales, the shortcomings of all media marketing for agricultural products, and how to systematically apply all media marketing models to help develop feasible marketing strategies for agricultural products.

Keywords: Digital Business Promoting Agriculture; Agricultural products; All media marketing

1. Full media marketing of agricultural products and its characteristics

All media marketing of agricultural products refers to the comprehensive promotion and sales activities of agricultural products using all media platforms and technological means. This marketing approach fully utilizes the trend of social informatization and deep integration of media. Through various channels such as social media and online platforms, it achieves the integration of products, channels, and sales, as well as the unity of content and communication, and real-time communication and sales. The characteristics of all media marketing for agricultural products mainly include the following aspects:

1.1 Wide coverage and good dissemination effect

All media marketing is not limited by physical space, and agricultural products can reach a wider range of potential customers, including domestic and international markets. This greatly expands the sales channels of agricultural products and improves their market coverage. Moreover, compared to traditional marketing methods, all media marketing typically has lower costs and can be quickly promoted through various online platforms. By utilizing the fission propagation effect of social media and online platforms, agricultural products can quickly expand their influence, improve sales efficiency, and reduce marketing costs.

1.2 High user engagement and strong real-time interactivity

Full media marketing of agricultural products allows for direct communication between producers and consumers, and through instant messaging, social media comments, and other functions, can quickly respond to questions and establish closer connections. This interactivity helps to enhance consumer trust and loyalty towards agricultural products, promoting their sales. Moreover, based on consumer online behavior and preferences, all media marketing can provide customized products and services to meet the specific needs of different consumers. This customized service can enhance customer satisfaction and loyalty, and improve the market competitiveness of agricultural products.

1.3 Personalized and customized services

Based on big data analysis, all media marketing of agricultural products can accurately grasp consumer needs and preferences, and provide personalized products and services. For example, based on consumer purchasing history and browsing behavior, recommend agricultural products that meet their needs and improve the conversion rate of purchases. Full media marketing of agricultural products also focuses on content innovation, showcasing the growth process, quality characteristics, and consumption methods of agricultural products through various forms such as graphics, videos, and live broadcasts, so that consumers can have a more intuitive understanding of the products and increase their desire to purchase.

2. Problems in Full Media Marketing of Agricultural Products

2.1 The content quality of full media marketing for agricultural products needs to be improved

With the development of all media marketing, some agricultural product enterprises have incorporated all media related content into their product production and operation, such as shooting the growth environment and process of agricultural products, and placing them on all media platforms in their original product appearance. However, due to the homogenization and lack of creativity in marketing content, they only copy successful cases of other agricultural products, so the attention that this type of marketing content can obtain is limited.

2.2 Insufficient application of rural full media technology

Currently, although the penetration rate of mobile phones among most farmers has increased, farmers are not proficient in using various multimedia platforms in mobile phones and have insufficient understanding of all media. This is because farmers do not correctly understand the advantages of all media technology. They just use all media platforms, such as Tiktok, to record agricultural product information in fragments. They do not know how to systematically use all media technology to edit and integrate agricultural product information, nor will they use multimedia channels to strengthen the publicity of agricultural product information.

2.3 Lack of sound institutional mechanisms for the integration of full media and agricultural product marketing

At present, there are still many farmers and agricultural product enterprises who, due to a lack of understanding of the rules for publishing on all media platforms, arbitrarily create all media content for marketing, resulting in being banned by the platform. Although corresponding institutional mechanisms have been established in some advanced rural areas, the popularization of the system is not sufficient, and farmers are not familiar with it. The relevant departments have not implemented the system properly, and there is a lack of corresponding supervision and management during the operation of the system, resulting in frequent media chaos.

3. The Full Media Marketing Path of Agricultural Products from the Perspective of Three Numbers Business Promoting Agriculture

3.1 Using full media to build a good brand image for agricultural products

Considering the need of all media construction, government departments at all levels can increase the introduction of all media talents for rural areas, focus on the introduction of talents with experience in the field of all media marketing, apply the current popular all media informatization means to the marketing of agricultural products, and increase the effect of agricultural product publicity and promotion. We can use the current popular WeChat, Tiktok, Weibo, Kwai and other platforms to show users the production of agricultural products in the form of short videos, animations, live broadcasts, etc., including all aspects of agricultural product picking, processing, and refined production.

3.2 Strengthening the Construction of Rural All Media Infrastructure

To achieve full coverage of the rural Internet, all media technologies such as the Internet, smart phones, databases, and the Internet of Things should be extended to rural areas, and more widely to lower level rural markets. Government departments at all levels should increase their attention to the upward trend of agricultural products, increase investment in the construction of rural all media infrastructure, and focus more on increasing the lack of all media infrastructure in rural areas. It is also necessary to increase publicity and increase the popularity of all media in rural areas. At the same time, it is necessary to increase supervision and management of all media marketing in order to promote the construction of rural all media.

3.3 Establishing institutional mechanisms and laws and regulations for full media marketing of agricultural products

To establish local regulations for all media marketing of agricultural products. It is particularly necessary to clarify the obligations and rights of agricultural product producers, agricultural product merchants, marketers, and consumers in all media marketing activities in regulations, and to constrain the relationships between various entities with compliant regulatory provisions. We should also establish a sound system and mechanism for all media marketing of agricultural products, strengthen the promotion of relevant laws and regulations on all media, and strengthen the supervision of agricultural product marketing content published on all media platforms, achieve real-time supervision of marketing content and behavior, avoid malicious competition in marketing behavior, and guide various marketing entities to achieve cooperation and win-win in an open marketing environment.

4. Conclusion

The full media marketing of agricultural products is of great significance in the perspective of "promoting agriculture through digital commerce". Traditional marketing methods can no longer meet market demand, while full media marketing of agricultural products has brought new opportunities to the agricultural product market through its wide coverage, strong interactivity, and personalized customized services. To effectively carry out all media marketing of agricultural products, establishing a brand image of agricultural products, optimiz-

ing marketing content, and enhancing user engagement are key measures. Full media marketing of agricultural products will tend to be more precise and personalized, strengthening the quality and credibility of agricultural product information, and integrating multiple channels will become a development trend to achieve the prosperity of the agricultural product market.

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