Introduction to PRISMA
How PRISMA works

- **PRIVATE AND PUBLIC PARTNERS**
- **PARTNERS’ NETWORK (SMEs)**
- **FARMERS**

**PRISMA**

**BUSINESS PLAN DEVELOPMENT**

**AGRICULTURE SYSTEM ANALYSIS**

**INVESTMENT AND CO-INVESTMENT**

**CONTRACT**
What PRISMA has achieved so far (2013 – 2020)

- **Benefitting Households**: 410,858 smallholder farming households have experienced increased incomes.
- **Increased Incomes (IDR)**: 2.27 tn (total value of smallholder farming households’ increased incomes (average IDR 5,049,900 per household)).
- **Intervention Partners**: 201 public and private organisations partnering with PRISMA.
- **SMEs’ Increased Turnover (IDR)**: 874.26 bn (increase in turnover of SMEs working in PRISMA’s value chains).
- **Total Co-Investment (IDR)**: 1.14 tn (value of direct contributions in PRISMA’s sectors).
PRISMA’s COVID-19 Response

• Ensure flow of agriculture in- and outputs and information
• Support business continuity through collaboration with the private sector
• Provide intel to public and private partners
• Facilitate the use of technology
• Ensure capital and liquidity in supply chains
• Focus on vulnerable market segments (women, youth)
• 25,000+ households reached since January 2020.
Thank You
Goetz Ebbecke CEO PRISMA

22 October 2020
Reaching Farmers Online

PRISMA’s experience with agri-input companies
COVID-19: Challenges & Trigger for Shift
COVID-19 …

Disrupts Agri-businesses…
… and threatens food security

Supply chain disruptions
Business discontinuity
Disruptions in farming activities
Disruptions in international trade

but opens-up untapped opportunities

191.6 million people own smartphone
5 million farmers have access to internet
1 million farmers seek Agriculture info over internet
1.3 million farmers access social media
So we designed online marketing solutions with our partners…

"We aim to reach millions of farmers efficiently. We introduced online marketing to perpetuate our business in May 2020. Live streaming of educational content for farmers received positive feedback, motivating us to continue the online marketing initiative."

Togu Sitorus, Country Manager
PT FMC Agricultural Manufacturing
PRISMA's Journey (Apr’20 – Sept’20)
PRISMA approached several companies with online marketing ideas; only two companies showed interest initially.

**PRISMA Offer**

- Analytical support:
  - Business opportunity analysis
  - Farmers’ behavior and preference
  - Business consultancy/user experience research
- Support piloting different business models of online marketing
- Risk sharing
- Develop internal capacity to conduct online marketing

**Company feedback from those not interested**

- Skeptical on the unproven business models
- Lack of technical capacity of internal staff
- Expected short-stay of the outbreak
- Perception that farmers are *unreachable* by online methods
- We’ll follow big players; big players are yet to adopt online marketing
- Believed that they were already reaching farmers online because – “they use WhatsApp”
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<tr>
<th>PRISMA Offer</th>
<th>The Partnership</th>
<th>Why FMC went ahead?</th>
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<tr>
<td>• Analytical support</td>
<td>• Developing online marketing strategy</td>
<td>• Alignment with regional marketing strategy to expand reach to farmers more effectively</td>
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<td>• Co-investing the pilot</td>
<td>• Piloting farmers’ education program using Facebook (FB)</td>
<td>• Online marketing was part of FMCs’ strategies even before pandemic</td>
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<td>• Internal capacity building</td>
<td>• Testing pre-event promotions</td>
<td>• The disruption during the pandemic triggered FMC to maximize existing digital assets not only for business continuity but also as a differentiator</td>
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<td>• Marketing audits – assessments of online event</td>
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<td>• Developing scale-up strategy</td>
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PT. Agricon improvised for better sales conversion

**PRISMA Offer**
- Support user experience research for improving online marketing strategy
- Co-investing the pilot
- Capacity development on data analysis

**The Partnership**
- Exposure to similar online programs
- Developing sales & branding strategy (online & on-field)
- Supporting the content creation – networking and connecting resources
- Conducting user experience survey

**Why Agricon went ahead?**
- Alignment with marketing and sales targets – looking for alternative marketing channels
- Improving brand awareness and brand loyalty
- Higher sales conversion from the initial online events
FMC and Agricon showed the way … others responded

Online marketing models of FMC and Agricon influenced competitors and non-competitors to adopt similar strategies.

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<th>Who?</th>
<th>How?</th>
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<td>• At least two agri-businesses have started online marketing similar to PRISMA partners</td>
<td>• Facebook Ads</td>
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<td>• Two agriculture finance companies collaborated with Agricon.</td>
<td>• Free and paid campaign before and during online events</td>
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<td>• Four private companies have partnered with PRISMA to test online marketing</td>
<td>• Search Engine Optimisation</td>
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<td>• Facebook posters, billboards</td>
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<td>• WhatsApp messages</td>
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Initial response from farmers was surprising

- 30,000 views on Facebook educational videos within two weeks
- After strategic adjustment, one video generated 59,000 views in 48 hours

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**FMC**

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**AGRICON**

- AUD 290,000 sales from the first four Zoominars
- Positive feedback from farmers
However, deeper analysis on farmers’ online behavior revealed shocking insights.
PRISMA’s analysis on the audience retention

97% viewers stopped watching the livestream in just 5 minutes

PRISMA quickly assessed the possible causes of the situation

Supported with customer preference analysis, PRISMA team gathered some insights

Online marketing strategies revisited, and new activities format deployed

< 3% retention rate

< 1% watched till end
PRISMA analytics helped partners improve their online strategy

Combining FB live with Zoom, pre-event promotion, and quality content could retain 84% viewers till end

Before

< 3% retention

After

84% retention

Webinar duration
Collaboration with PRISMA generated positive results

PRISMA supported less than 10% of all online events, but contributed to more than 30% to the total views count.

Partner company observed greater response from farmers following PRISMA’s analytical support.
Results & Outlook
Online Marketing: results highlights

Companies spend less but reach more farmers …

**77% cost reduction**
To reach equivalent number of farmers using online than field promotions

**3 – 6 times**
More direct sales generated using online promotions

- >1 million Cumulative views on FB video content
- >IDR 7.7 B Sales during online program
- >37,000 Female farmers accessed

As of Oct’20
Tangible signs of future sustainability

Farmers' access to credible source of information and products has improved due to online programs

**SATISFACTION**
- 93% satisfied with the webinar
- 100% want to join similar event

**PRODUCT PURCHASE**
- 29% bought the product on the spot
- 79% will buy in the future

“I feel benefited from the webinar, I shared the knowledge gained to peers from my farmers group. Longer Q&A duration was expected as we wanted to ask many questions”

– Setilase, a farmer in North Sumatera
Lessons Learnt
Lessons for facilitators

Online marketing is a tool, not a solution to farmers’ problem…

- Analyse constraints
- Consider partners’ willingness and skills to go online
- Start small-scale with trusted partners
- Engage decision makers

**Commercial incentives** +

Synergise with partners’ marketing goals

**Partners’ ownership** +

Provide more consultancy support over budget contribution

**Farmers satisfaction**

Support partners to better understand audience behaviours & preferences
Lessons for Agri-businesses

What works …

• Understand your audience – farmers’ online behaviour is significantly different
• Set SMART marketing goals and continuous analysis or marketing audits to measure ROI
• Start small and test different models – finding the right online marketing mix takes time and trialling
• Ensure flexible strategy development process
• Combination of online and on-field marketing works best

What does not work …

• One size fits all strategy
• Too much focus on product promotion
• Free analytics from FB and Google are not enough – deeper analysis needed to infer insights
• Relying on farmers to tune in by themselves
• One-way communication or information flow
Challenges
Ensuring inclusive online marketing strategy is a challenge

- Utilise key farmers to reach the neglected market segments
- Incentivise peer-to-peer dissemination

Watch-parties to expand access
So, the future of Agriculture Business …

By 2025…

89% people in Indonesia will use smartphones

256 million people will access internet

US$ 150 billion is what Indonesia envisions to unleash in annual economic impact by going digital

Indonesia is going ONLINE, ARE YOU?
Thank You
Mohasin Kabir
WEBINAR
REACHING FARMERS ONLINE: FUTURE OF AGRICULTURE MARKETING
22 OCTOBER 2020