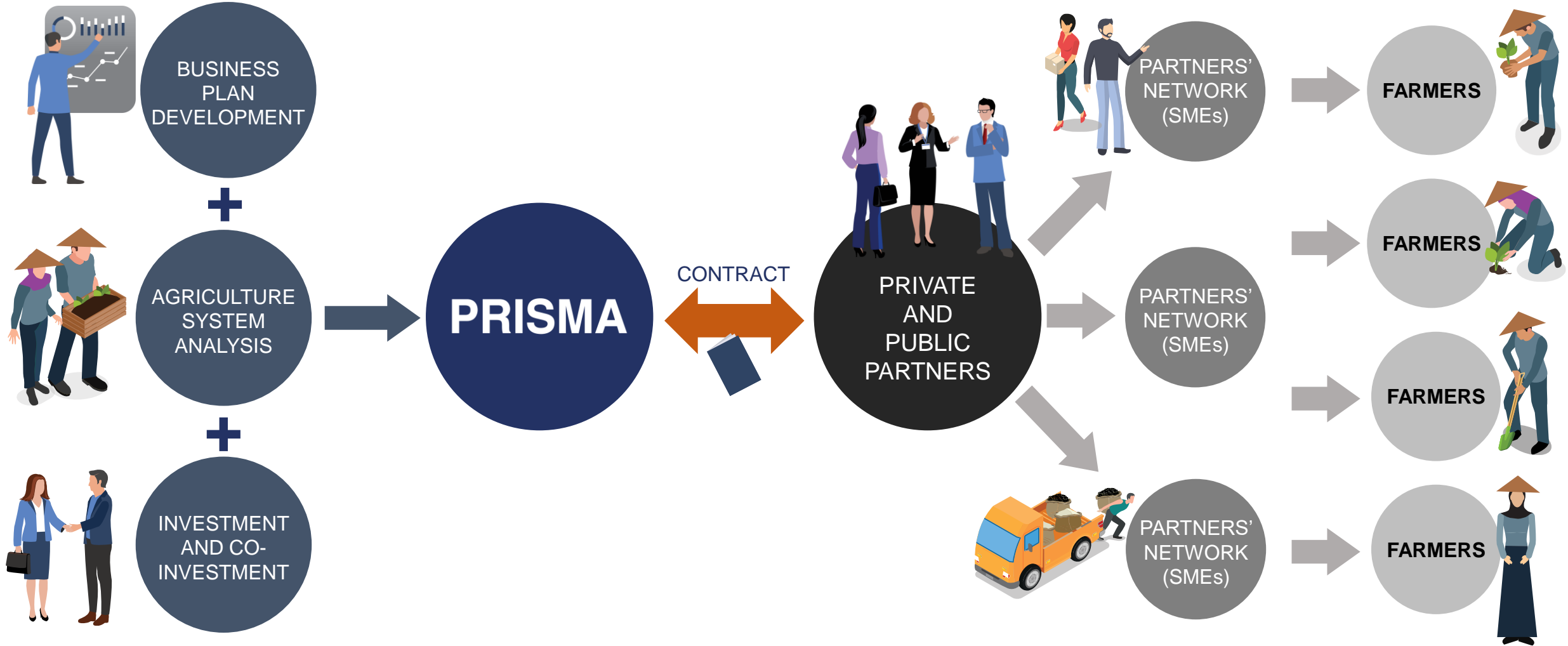


Introduction to PRISMA

22 October 2020

How PRISMA works



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

22 October 2020

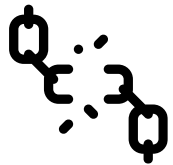
Online

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 Offer

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'

PT. FMC pioneered online marketing

PRISMA Offer

- Analytical support
- Co-investing the pilot
- Internal capacity building

The Partnership

- Developing online marketing strategy
- Piloting farmers' education program using Facebook (FB)
- Testing pre-event promotions
- Marketing audits – assessments of online event
- Developing scale-up strategy

Why FMC went ahead?

- Alignment with regional marketing strategy to expand reach to farmers more effectively
- Online marketing was part of FMCs' strategies even before pandemic
- The disruption during the pandemic triggered FMC to maximize existing digital assets not only for business continuity but also as a differentiator

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.

Who?

- At least two agri-businesses have started online marketing similar to PRISMA partners
- Two agriculture finance companies collaborated with Agricon.
- Four private companies have partnered with PRISMA to test online marketing

How?

- Facebook Ads
- Free and paid campaign before and during online events
- Search Engine Optimisation
- Facebook posters, billboards
- WhatsApp messages

Initial response from farmers was surprising

FMC

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

AGRICON

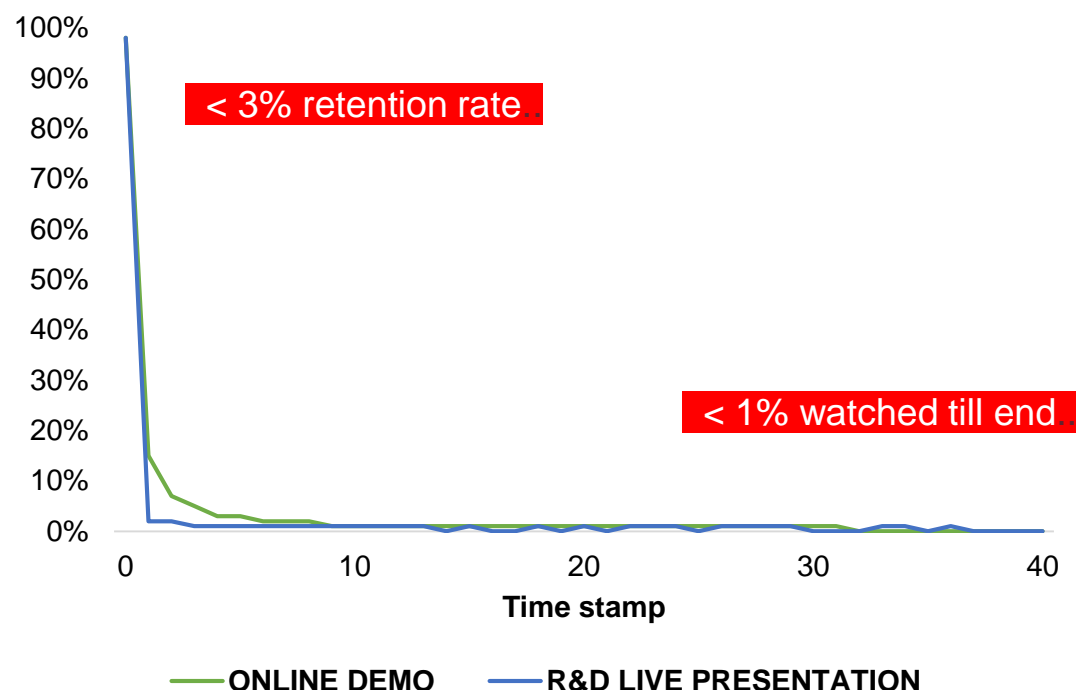
- AUD 290,000 sales from the first four Zoominars
- Positive feedback from farmers

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

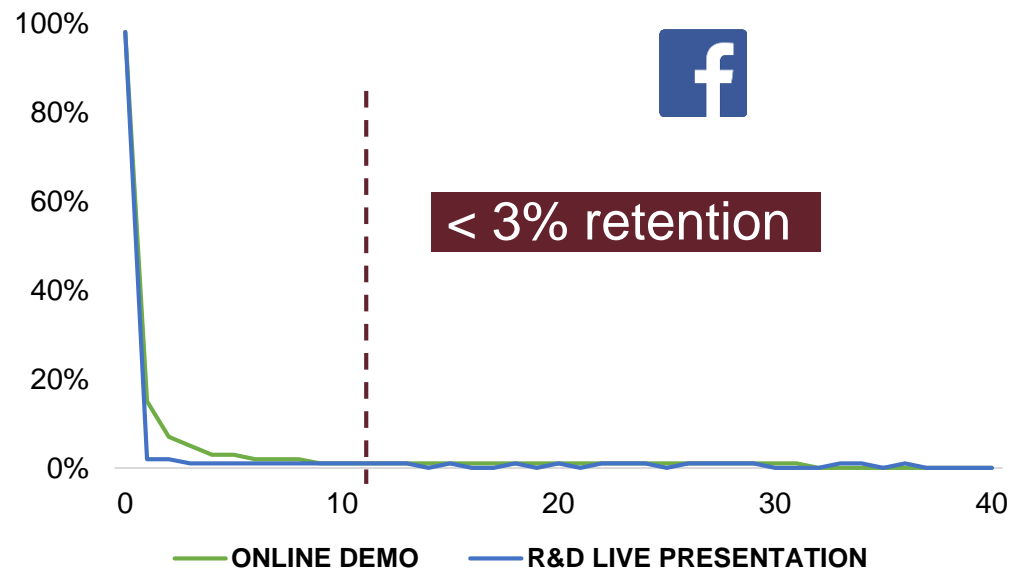


Online marketing strategies revisited, and new activities format deployed

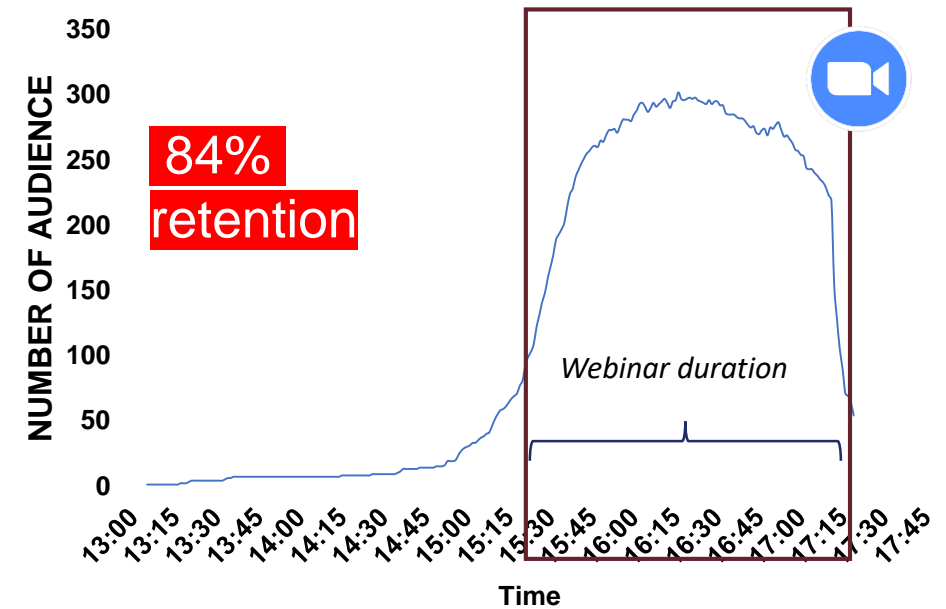
PRISMA analytics helped partners improve their online strategy

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

Before



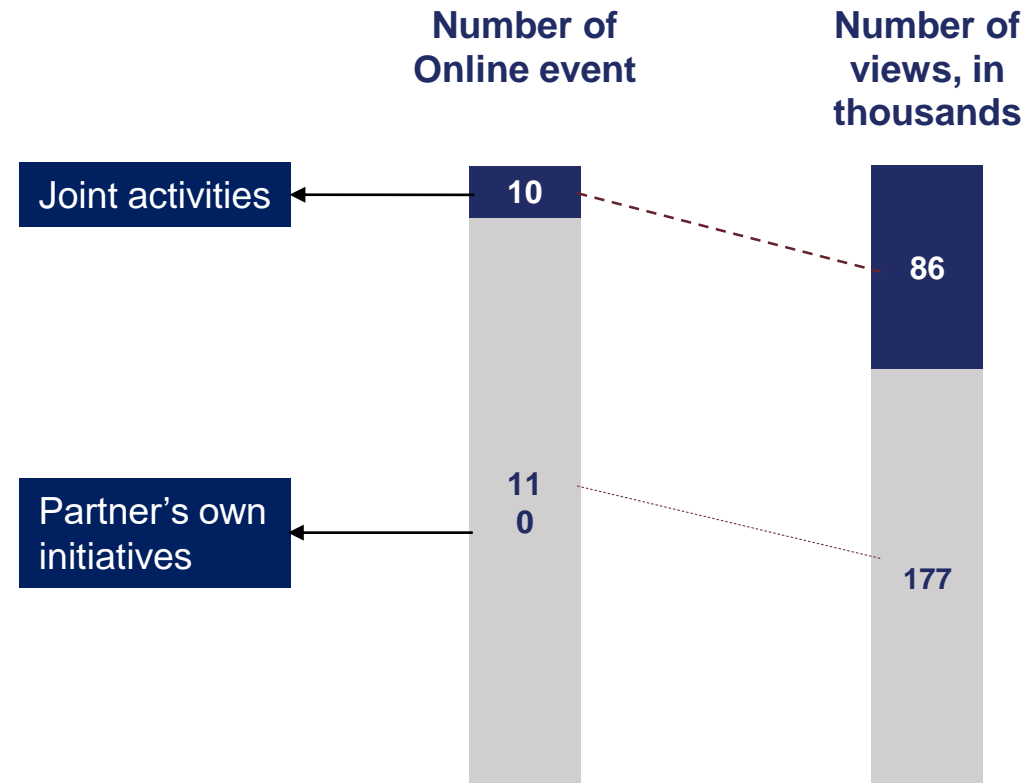
After



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



An aerial photograph of a vast rice paddy field in Indonesia. The field is divided into several rectangular plots by narrow earthen paths. The water in the plots is a milky, brownish-grey color, and young green rice seedlings are being planted in neat rows. Several farmers, wearing traditional conical hats and colorful clothing, are visible working in the fields. In the background, there is a line of trees and some small buildings under a clear sky.

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

Tangible signs of future sustainability

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



"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

A wide-angle photograph of a rice paddy field during the planting season. Several farmers, wearing traditional conical hats and colorful long-sleeved shirts, are bent over in the shallow, muddy water, planting young rice seedlings. The field is filled with rows of green rice plants. In the background, there are some simple houses and a small structure with a sign that says 'Soang'. The sky is clear and blue.

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

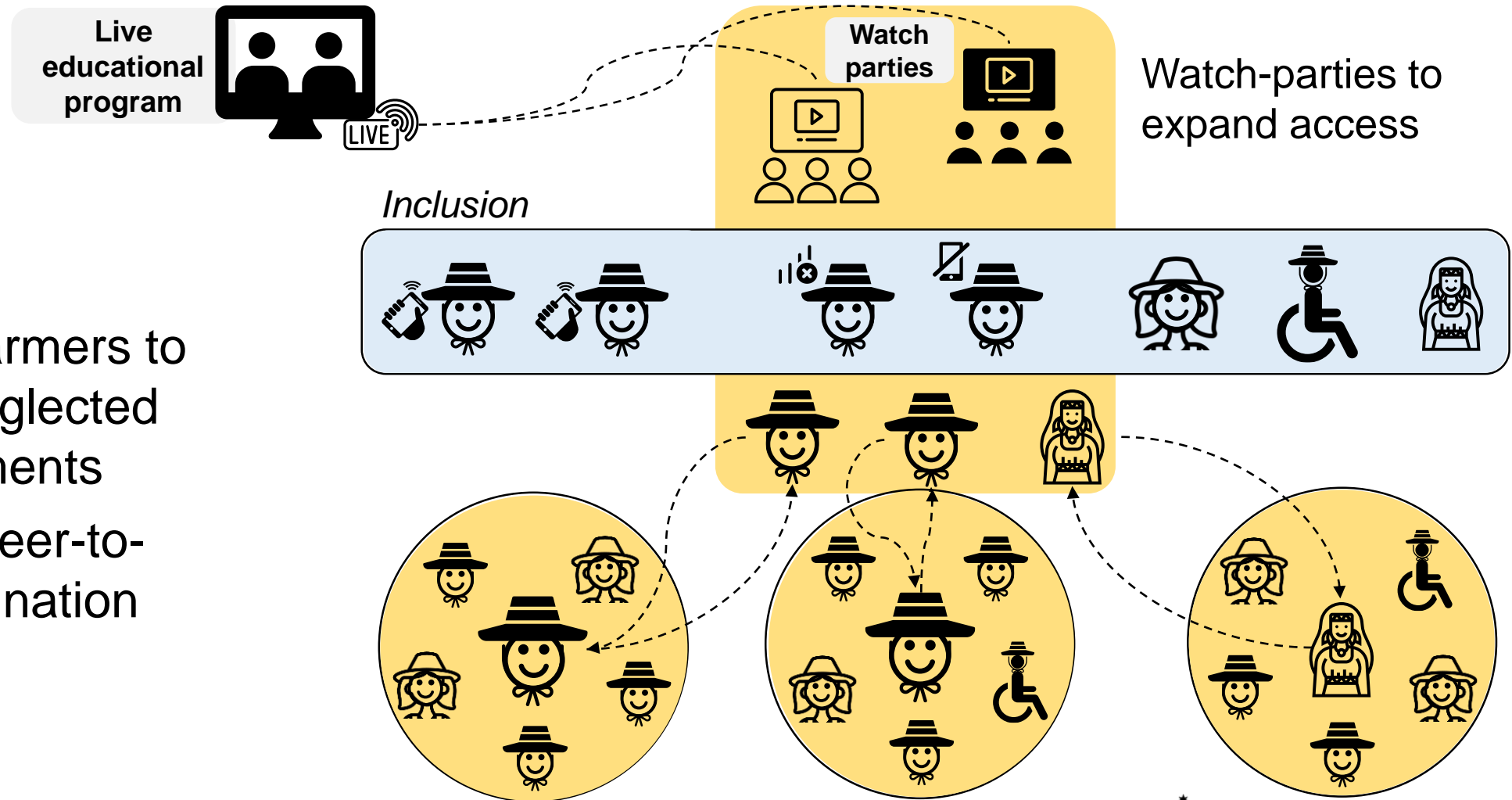
What does not work ...

- 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



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?**

For more information ...



FMC Indonesia was live — at Ds Mlorah Rejoso Nganjuk. ...
June 2 at 8:26 AM · Rejoso ·
Pakai Magnet, Kesuburan Tanah Meningkat



445 127 Comments 44 Shares 59K Views



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Thank You

Mohasin Kabir

22 October 2020

Online

PRISMA

Australia-Indonesia Partnership for
Promoting Rural Incomes through
Support for Markets in Agriculture



Kementerian PPN/
Bappenas



Australian Government

WEBINAR REACHING FARMERS ONLINE: FUTURE OF AGRICULTURE MARKETING

22 OCTOBER 2020

