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**EIMA, digital marketing is gaining ground among agricultural machinery manufacturers**

***It is already widely used in the automotive sector, but now digital marketing is also conquering spaces in the world of agricultural machinery manufacturers and distributors, opening up new connections between manufacturers, sellers and farmers. This was discussed at the 45th edition of EIMA, the world exhibition of agricultural machinery currently taking place at BolognaFiere.***

It is the new frontier of marketing also in the world of agriculture and agricultural machinery. Social networks are increasingly becoming a connection tool between machinery and equipment manufacturers, distributors, and farms. "We started ten years ago with social networks and some digital platforms involving collaboration with dealers", confirms Lorenzo Selvatici, senior manager at Selvatici Srl, a company that manufactures machines for tillage and specialised agriculture. "Despite the fact that digital marketing is still little used in our sector, compared to the automotive sector, the results are visible. Faced with increasingly connected farmers, who have long been accustomed to using digital tools to control their crops, digital marketing is also opening up new spaces among tractor manufacturers. This was discussed yesterday in Bologna at the 45th edition of EIMA, the international exhibition dedicated to the sector. The pandemic has accelerated e-commerce incredibly, and even in Italy the digital universe has expanded its boundaries, as Roberto Bignami, business consultant at 1To1 Direct, explains. "Today, against a population of nearly 60 million, we have 77 million mobile and 70 million emails available - notes Bignami -. In addition, the main social channels continue to increase their subscribers. That is why it is so important today to have a modern corporate website, a constantly updated social activity, and clean email lists". The starting point is a good website, which must possess certain characteristics. For example, it must guarantee maximum performance in terms of speed. "But it must also ensure the best user experience and be optimised for search engines," explains Ivan Fila, director of the communication and marketing agency Smilenet. Some companies, also in the agricultural machinery sector, have also equipped themselves with an e-commerce channel. "But not all of them - Fila continues - try to make the most of it. However, there are tools that make it easy to measure the performance of one's website in order to improve it".

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