

Mountain) have achieved sustainable growth by breaking free from ticket dependence, optimizing income structures, and strengthening cultural empowerment, rendering their development path highly demonstrative for the industry.

In conclusion, the study provides targeted countermeasures focusing on industrial structure optimization (and other relevant aspects) to further promote the high-quality and sustainable development of China's tourism industry, offering valuable theoretical and practical references for the sector's future advancement

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FORMING AN EFFECTIVE MARKETING STRATEGY IN AGRICULTURE

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Summary. *Agricultural marketing in the Republic of Belarus is currently not widely practiced. Yet, agriculture is one of the most important sectors of the economy, long overshadowed by digitalization and modern marketing approaches. However, the situation is changing, and technological advances, increased competition in food markets, and shifting consumer preferences have presented farmers with new challenges. To succeed, agricultural producers simply must embrace all the intricacies of agricultural marketing. Only sound marketing strategies will enable them to effectively promote their products, find new distribution channels, and earn consumer trust.*

Аннотация. *Маркетинг в сельском хозяйстве в Республики Беларусь в настоящее время не так широко распространен. А ведь сельское хозяйство – это один из самых важных секторов экономики, который долгое время оставался в тени цифровизации и современных маркетинговых подходов. Однако ситуация меняется и развитие технологий, усиление конкуренции на продовольственных рынках, изменение предпочтений потребителей поставили перед аграриями новые задачи. И для успешной деятельности, сельхозпроизводителям просто*

необходимо применять все тонкости аграрного маркетинга. Только грамотные маркетинговые стратегии позволят эффективно продвигать свою продукцию, находить новые каналы сбыта и завоевывать доверие потребителей.

Key words: *marketing, innovation, agriculture, sales, strategy, market, price, assortment.*

Ключевые слова: *маркетинг, инновации, сельское хозяйство, сбыт, стратегия, рынок, цена, ассортимент.*

Agricultural marketing is a system of actions aimed at studying demand, the production capabilities of an enterprise, and production itself, taking into account the economic use of resources. In addition to satisfying consumers, agricultural marketing must be effective, promote profitability, and also motivate workers to work, as well as comply with current national legislation.

One of the key aspects of marketing in agriculture is the specific nature of agricultural products. Unlike many other industries, in the agro-industrial complex, we deal not only with equipment but also with living organisms – plants and animals. This imposes a number of limitations:

1. Agricultural products are typically perishable, which creates additional logistical and warehousing challenges. It is necessary to strictly coordinate production, storage, and distribution processes.

2. Many types of agricultural products are susceptible to natural factors: weather, seasonality, diseases, and pests. This makes the production process more risky and unpredictable.

It is also equally important to consider that agricultural marketing is significantly influenced by natural and climatic conditions. These factors influence crop yields, production costs, harvesting and sales timing. Accordingly, marketing strategies must flexibly adapt to these factors.

3. Another characteristic is the seasonality of production and sales in agriculture. Most products are produced during specific periods of the year, requiring effective inventory management and demand forecasting. Furthermore, seasonality affects pricing and distribution channels.

4. The vast variety of ownership forms in agriculture allows for a wide range of marketing methods and approaches. It's worth noting that marketing experiences such intense competition nowhere else.

5. A significant shortage of qualified personnel in agricultural marketing. Agricultural producers constantly face market shortages, so the process of plan fulfillment, rather than marketing organization, has always been the most pressing issue for them, leading to a lack of practical specialists in this field. Qualifications in this area, as well as personnel retraining, are also not provided.

Taken together, these factors create numerous additional challenges for agricultural marketing that must be considered when developing comprehensive marketing strategies.

As in other sectors, agricultural marketing follows the market and is dependent on market factors:

- Changes in import flows in 2022-2023 and a shift in major players.
- The emergence of large companies from China, Turkey, and India.
- Import substitution in seed production and machinery manufacturing.
- Increasing costs in crop production and a significant increase in milk and meat production.
- Staff shortages.

To effectively implement marketing in agriculture, agricultural management must develop a sound marketing system.

The key principles for organizing a marketing service in the agricultural sector are:

1. Formulation of a marketing strategy.

It is important to define the company's long-term development goals, its market position, and key competitive advantages. On this basis, a comprehensive marketing strategy is developed, covering all aspects of product promotion.

2. Market and consumer behavior research.

Successful agricultural marketing requires constant monitoring of the market situation, changing consumer preferences, and needs. This allows for flexible responses to trends and effective communications.

3. Pricing and product range policy.

One of the key tasks of the marketing department is to determine the optimal pricing policy, taking into account production costs, effective demand, and competitors' actions. It is also important to develop a product range that best meets consumer needs.

The comprehensive implementation of these principles allows agricultural enterprises to build an effective agricultural marketing system that promotes their products and increases their competitiveness.

To effectively promote agricultural products, agricultural enterprises use a variety of marketing tools, each of which addresses specific challenges.

Tools: advertising agricultural products – informing consumers about the product, generating awareness and interest in the brand, encouraging purchases (placing advertisements in specialized media and on specialized portals, producing and broadcasting videos about production and product quality, advertising on billboards in rural areas); Promotion on social media and online platforms – establishing direct dialogue with the target audience, increasing brand awareness, and building consumer loyalty (creating and promoting official brand pages on social media, contextual and targeted advertising on online agricultural platforms, publishing useful content for agricultural producers); participation in thematic exhibitions and fairs – direct product sales, establishing business contacts, and studying the competitive environment (organizing an

exhibition stand at major agricultural exhibitions, participating in agricultural fairs, holding tastings and master classes at the stand).

Rational and comprehensive use of all marketing tools allows agricultural enterprises to effectively promote their products on the market and achieve sales growth.

To achieve maximum marketing effectiveness in agriculture, it is necessary to constantly refine approaches and utilize the latest developments. Today, the key areas for improving the effectiveness of agricultural marketing are:

1. Utilizing new technologies and innovations.

The use of modern IT solutions, Big Data, and AI technologies can significantly improve the efficiency of agricultural marketing through:

- Using specialized CRM systems to collect, analyze, and manage customer and sales data;
- Implementing a precision farming system that enables detailed crop monitoring and targeted cultivation;
- Using predictive analytics to forecast demand and optimize product range and pricing.

2. Developing direct sales and cooperation.

Direct distribution channels are playing an increasingly important role in agricultural product marketing. Reducing intermediaries allows farmers and agricultural enterprises to establish closer contacts with consumers, tailor their offerings to their needs, and achieve higher margins.

Horizontal cooperation among agricultural producers is also extremely effective. By joining together in cooperatives, farmers can jointly address marketing challenges: creating recognizable brands, expanding their product range, and organizing wholesale purchases and sales. 3. Export opportunities and international markets.

Given the highly saturated domestic agricultural market, entering foreign markets is becoming an increasingly important area of agricultural marketing. Exporting allows:

- to diversify the buyer portfolio and reduce risks;
- to exploit differences in market conditions and prices on international markets;
- to increase production and sales volumes.

To export effectively, agricultural enterprises must actively study the specifics of foreign markets, consumer preferences and requirements, and actively establish international business relationships.

The integrated application of these approaches allows agricultural producers to significantly improve the effectiveness of agricultural marketing and strengthen their positions in both domestic and foreign markets.

Despite all the complexities of agricultural marketing, there are examples of active and effective promotion with an agriculturally specific touch.

For example, agrobloggers: Denis Trofimchik, a young blogger in Belarus since 2019; Farmer Nazar Melnikov and his brother founded Agro-Lukoml, an agricultural enterprise in the Chervensky district, and they actively blog. Ideal social media content for the agricultural sector is a combination of expertise and lifestyle content, blending expertise with a personal brand. Use videos from production, customer testimonials, and interviews with employees, adding humor through recognizable film footage, and engaging the audience.

Organizing and participating in exhibitions (for example, Belagro), agricultural forums, and conferences (AgroUpravlenie-2026) are a good idea, as are QR codes with links to online resources, and prize drawings for activity and subscriptions. The challenge is retaining subscribers. Agritourism, a form of tourism that allows visitors to experience farm environments firsthand, is gaining momentum as a marketing strategy. This approach offers several advantages:

- Increased revenue streams: Farms can generate additional income through tours, seminars, educational programs, and on-site sales of farm products.
- Increased brand awareness: Agritourism allows consumers to interact with the farm and understand the story behind their food.
- Building customer loyalty: By developing personal connections with consumers, farms can build a loyal customer base.

Agriculture is part of the agro-industrial complex and a sector of the economy with active government support and market conditions that shape demand. Most sales today are made without marketing support. However, there are positive trends in agrimarketing: the development of agroblogging, online marketing, SMM, and a focus on a hybrid approach (a combination of offline and online formats). Importantly, most executives recognize the value of marketing. Marketing can only be considered effective when the entire agricultural business system—production, processing, and sales—is considered. If information flow is disrupted at any stage of the system, subsequent assessments will be inaccurate and will not yield the maximum benefit that could have been achieved through integrated work across all stages. Agricultural marketing is a system of actions aimed at studying demand, the enterprise's production capabilities, and production itself, taking into account the economic use of resources. In addition to satisfying consumers, agricultural marketing must be effective, promote profitability, and also foster employee engagement. Marketing in the agricultural sector is complex due to the large number of methods, techniques, and forms used, as enterprises in this sector produce various types of products for different purposes.

Therefore, agricultural marketing, by forecasting sales volumes, can help assess consumer demand and formulate the necessary action plan for break-

even production, taking into account the specifics of the agricultural industry, thereby avoiding potential unfavorable situations.

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