

# AGRICULTURAL SOFTWARE MARKETING: ASSESSING STRATEGIES FOR SUCCESS

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## Abstract

The agricultural sector contributes economically to Romania's GDP (gross domestic product) and employment levels, important pillars of the country's economy. Despite the crucial importance of the agricultural sector in Romania, there has been a lack of adaptation to technological development in all fields all over the world. The marketing strategies currently used in agriculture have both advantages and disadvantages. The present study aimed to identify the main marketing methods and present them in terms of the advantages and disadvantages of their use in the agricultural sector. The following main current strategies used were identified: interviews, marketing research, competitor analysis, group discussions and SWOT analysis. For each of these strategies were identified and discussed advantages such as customer needs, preferences, requirements and areas for improvement, quality of the products or services offered, insights into industry competitors, identifying market opportunities and the possibility of monitoring and adjusting marketing strategies, customer relationships, customer loyalty and satisfaction. Although identified in smaller numbers, the disadvantages include the following: high costs of implementation, time-consuming activities and the subjectivity of the retrieved information (for example, in the case of market research strategy), risk of imitating competitors or risk of incomplete information in the case of competitor analysis strategy or limitations in group size and representativeness or group biases (for strategies involving group discussion).

**Key words:** marketing methods, agricultural sector, market research, interviews, SWOT, competitor analysis