



# Digital Marketing Strategies in South African Veld Farms: A Comparative Analysis

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## Abstract

Digital marketing strategies have become increasingly important in modern agricultural practices, particularly for veld farms in South Africa where productivity and market access are crucial. A comparative analysis of digital marketing techniques used by the selected farms was conducted. Data on sales performance and market reach were collected through structured interviews and online surveys. Sales data indicated that farms utilising email campaigns saw an average increase of 15% in product orders compared to those not employing these strategies, highlighting the effectiveness of targeted digital outreach. The comparative study underscores the significant role of digital marketing in enhancing agricultural productivity and market presence among veld farms in South Africa. The findings suggest that email campaigns are a promising strategy for increasing sales. Farmers should consider integrating email marketing into their digital strategies to improve customer engagement and boost sales performance. Digital Marketing, Veld Farms, Agricultural Productivity, Sales Metrics

**Keywords:** *Africanization, Geographical Information Systems, Geographic Marketers, Digital Divide, Techno-economic Analysis, Precision Agriculture, Participatory Action Research*

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