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The technological revolution, social networks and the development of new technologies has made companies ask themselves questions such as what is digital marketing, and how do I succeed in impacting my target audience?

Digital marketing is a virtual tool that allows companies to reach a specific group of people. It offers companies the possibility to improve interaction with customers, optimize marketing processes and work in real time.

According to renowned American author Seth Godin: "Marketing is no longer about the stuff that you make, but the stories you tell."

Companies belonging to the agricultural sector are not blind to the impact generated by the digitalization of consumers. So, they must make an effort to adapt to the environment and the needs of their target audiences.

They must understand digital marketing as a tool to not only to reach target audiences but also to generate added value for brands through content and interaction with consumers.

The presence of Colombian companies in social networks is increasing, as is the percentage that invests in online advertising.

According to IAB figures in 2017, advertising investment in the country was at 22%.

The creation of cross-cutting strategies in the digital field is paramount, given that they allow for a greater impact as well as generating brand remembrance.

Here, we share a success case of a campaign from the company Aguacates de México.

Prior to the launch of its advertising campaign in the 2018 Super Bowl, the company created an interactive application called Guac World, which represented a world where everything revolved around guacamole and where people could interact with social networks in the game. This transcended from a video game and became an additional strategy for the company's positioning in social networks.

The results obtained by using this strategy during the Super Bowl were the following: 10 million views of the commercial during the event, 1 million visits to their website, 4.5 million impressions (when you view a web page with an ad or ad banner), and 2.5 million people

had access to the Snapchat filters. This smartphone app allows you to share images and videos with friends and create content in real time.

Likewise, just as digital marketing has good results, there are also some challenges that must be taken into account.

Here are three of the main challenges mentioned by Stephan Loerke, CEO of the World Association of Advertisers in an interview for the newspaper, El Portafolio.

The first challenge is transparency: the publication of false information about competitors should not be allowed on social networks because it affects the image and reputation of the other companies.

A second difficulty is fraud: It is estimated that between 10% and 30% of digital ads are fraudulent, making it the second source of income for criminals.

Finally, there is the issue of data privacy. It is necessary for users to be aware of the websites they visit on the internet and the data they supply to certain platforms. In the future, user consent will be needed in order for data to be collected.

To learn more about marketing and commercialization, attend the IX World Avocado Congress and learn from leaders like Emiliano Escobedo, Executive Director of HAB (Hass Avocado Board) and Alvaro Luque, CEO of Aguacates de México. Get your tickets here: <http://bit.ly/worldavocadocongress>