

Digital Marketing and Meister Interactive

For marketers
engaging today's
buyers...online



MEISTER
WORLDWIDE
MEDIA

What Is Digital Marketing?



Digital Marketing is...

a necessary
online presence
to serve your
customers

The screenshot shows the ProTone website interface. At the top left is the ProTone logo with the tagline 'PLANT GROWTH REGULATOR'. At the top right are links for 'About Us' and 'Contact', and the Valent BioSciences logo. A navigation bar contains links for 'Home', 'Product Overview', 'Return On Investment', 'ProTone vs. Ethephon', 'Variety Trials', 'Regional Trials', and 'Video'. The main content area features a large banner with the headline 'Picture the Possibilities.™ Enhance The Color Of Major Varieties' and a call to action 'FIND OUT WHICH VARIETIES >'. Below the banner is a carousel of images showing grape clusters. Three columns of text are visible: 'What Makes ProTone Different?' with a sub-headline 'An Exciting New Tool For Growers' and a 'Watch ProTone Video >' link; 'ProTone In The Field' with a sub-headline 'An Exciting New Tool For Growers' and a 'See Which Varieties >' link. At the bottom, there is a copyright notice for 2011 Valent BioSciences Corporation and a link to 'TERMS AND CONDITIONS'.



Digital Marketing is...

outbound
promotional and
informational
email



One company,
One assortment,
One goal.

One-Stop Online Shopping Streamlines Ordering for Fides Oro Customers

"One company, one assortment, one goal" is the aim of Fides Oro, the newly merged company formed when Fides North America and Oro Farms joined forces. Now they can add "One Webshop" to the list. Customers now have access to the entire catalogue of annual, perennial and foliage cuttings, in the new online ordering system.

At www.fides-oro.com, buyers can check availability and place orders as well as view past orders. "The goal was to make the entire program available through one web interface to make it more convenient for the customer," says Mark Schermer, General Manager for Fides Oro. "This is the first step for us. We will continuously improve the system to enhance the convenience and flexibility even more."

[Click here to visit the Webshop.](#)



Digital Marketing is...

a presence in online media



Growing Produce *BRANDT DRIVING PLANT HEALTH* **MANNI-PLEX** [LEARN MORE ▶](#)

RSS AMERICAN WESTERN FRUIT GROWER AMERICAN VEGETABLE GROWER FLORIDA GROWER GPTV ADVERTISE MARKETPLACE SUBSCRIBE ABOUT US

Home News Opinion Varieties Grower Recognition Production Marketing Events [SEARCH](#)



Digital Marketing is...

transactional
media / inbound
capabilities



[About Us](#) | [Contact](#)



[Home](#) | [Product Overview](#) | [Return On Investment](#) | [ProTone vs. Ethephon](#) | [Variety Trials](#) | [Regional Trials](#) | [Video](#)

Contact Valent BioSciences

We'd Love to Hear from You

Interested in learning more about **ProTone** Plant Growth Regulator? Use the form below. You'll hear back from us soon.

First Name*	<input type="text"/>
Last Name*	<input type="text"/>
Email*	<input type="text"/>
Company / Organization*	<input type="text"/>
Country I Am Most Interested In*	<input type="text" value="Australia"/>
Other	<input type="text"/>
What Questions Can We Answer For You?	<input type="text"/>
<input type="button" value="Submit"/>	



Higher-Level Digital Marketing



Digital Marketing is...

social media, *conversational* media

- trust
- informational value
- interactive
- immediate

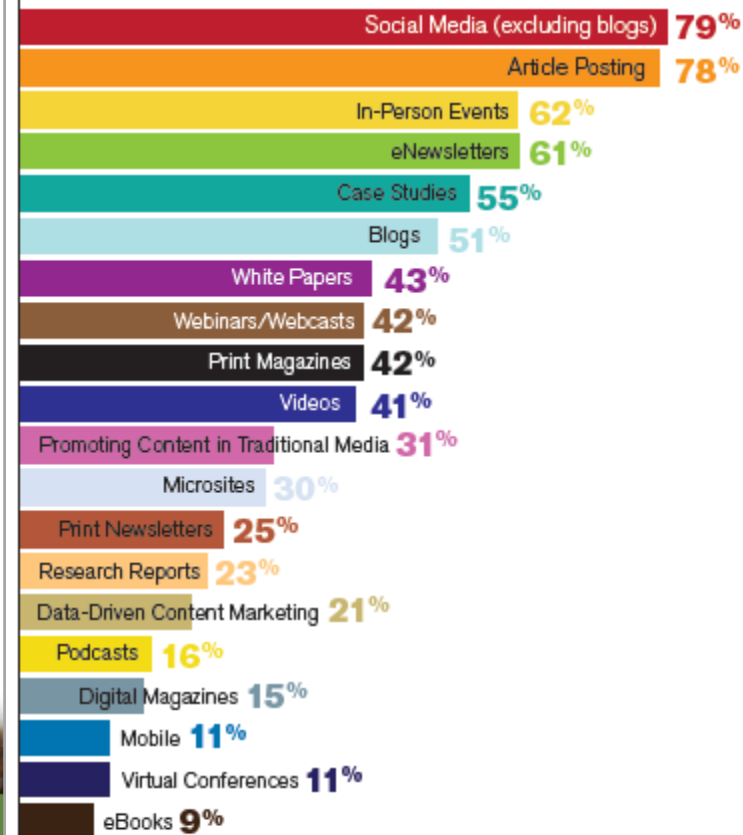


Digital Marketing is...

social media,
conversational
media

CONTENT MARKETING USAGE (BY TACTIC)

n=985



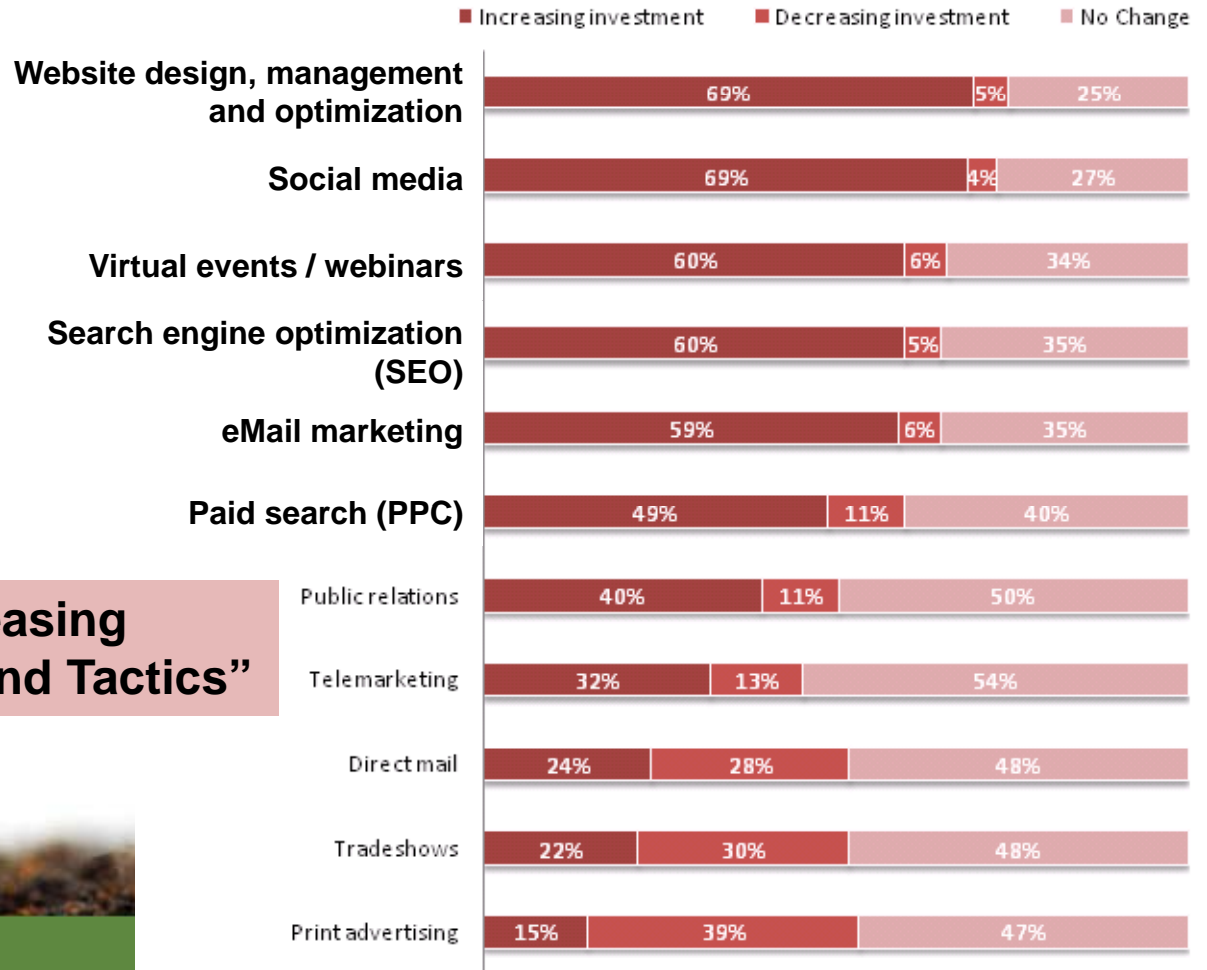
MEISTER MEDIA
WORLDWIDE



Digital Marketing is...

essential for today's marketer

“B2B Marketers Increasing Investments in Inbound Tactics”



Source: MarketingSherpa B2B Marketing Benchmark Survey
Methodology: Fielded Aug 2010, N=935

Digital Marketing is...

essential for today's marketer

Among b-to-b marketers in the next 2-3 years:

- 67% will increase spending on social media
- 64% will boost digital spending

Consider as important objectives:

- 82%: developing custom content
- 74%: engaging regularly with clients

american
business
media
The Association of Business Information Companies

ANA

booz&co.

September 2010

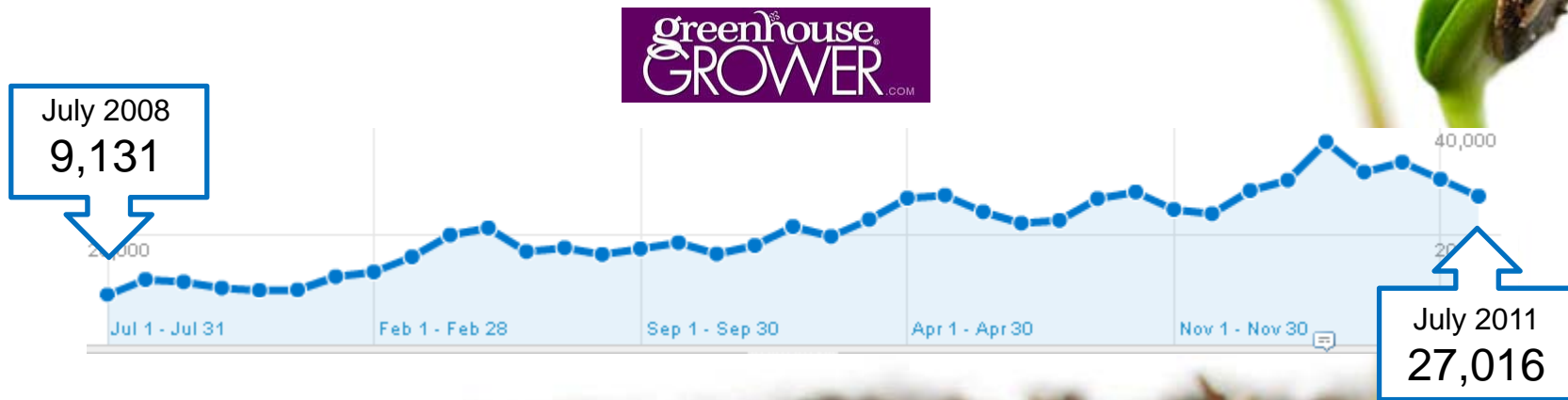


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Digital Marketing is...

difficult, but well worth the journey

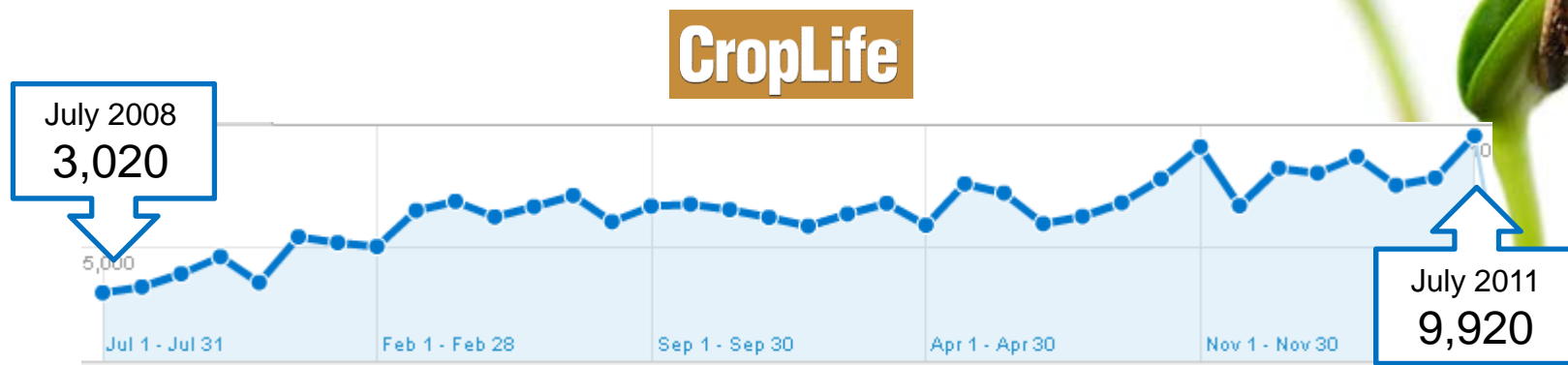
Your customers – our audience – are going online



Digital Marketing is...

difficult, but well worth the journey

Your customers – our audience – are going online



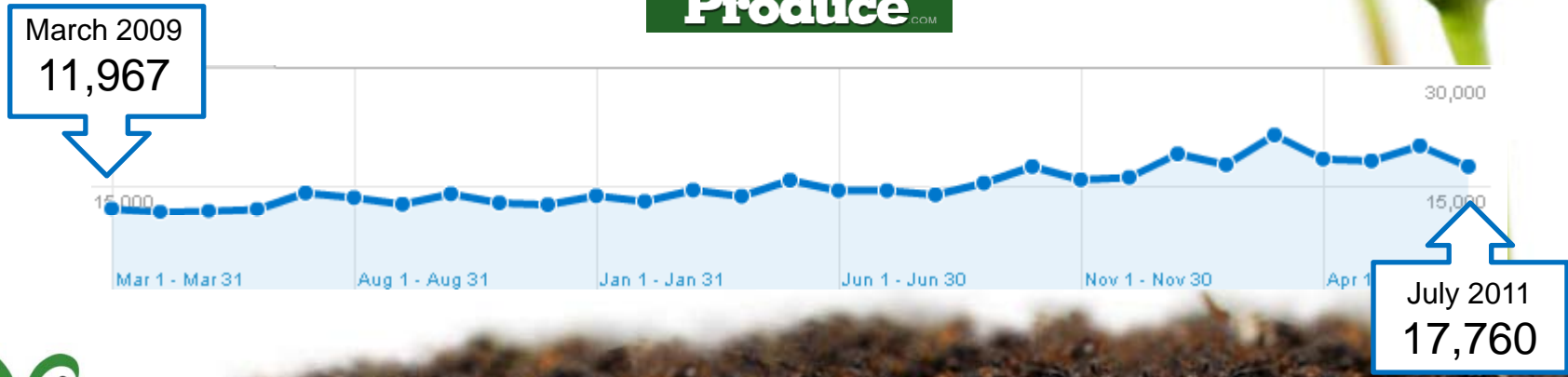
Digital Marketing is...

difficult, but well worth the journey

Your customers – our audience – are going online



Growing Produce.com



Digital Marketing is...

difficult, but well worth the journey

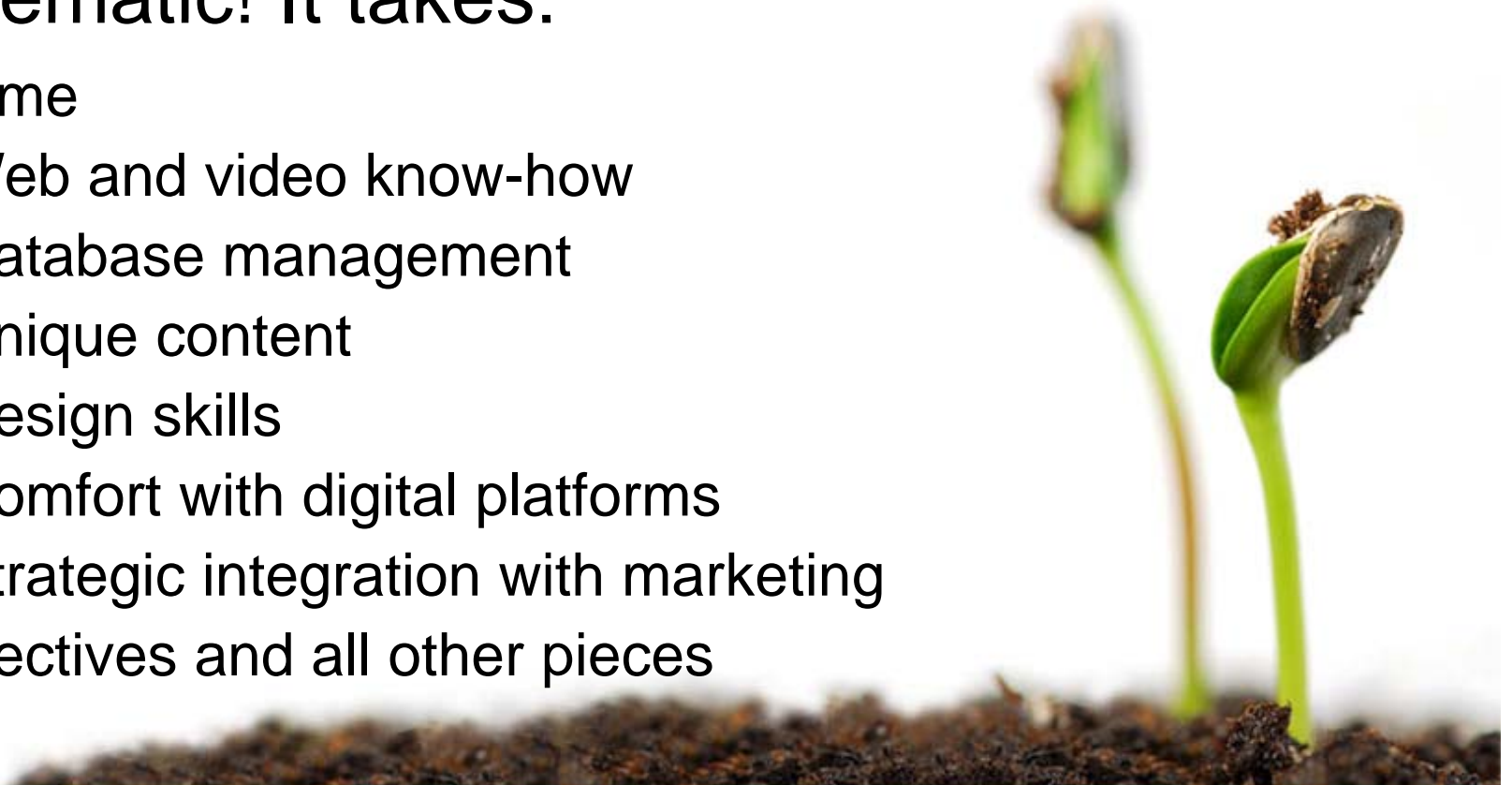
Your customers – our audience – are going online



Digital Marketing is...

problematic! It takes:

- Time
- Web and video know-how
- Database management
- Unique content
- Design skills
- Comfort with digital platforms
- Strategic integration with marketing objectives and all other pieces



Digital Marketing is...

a service increasingly supplied by publishers

Small B2B:

- **81% used publishers** for marketing services (was 66% in 2010)
- 63% used agencies (was 64%)



March 7, 2011



Digital Marketing is...

a service increasingly supplied by publishers

REASONS to use publishers for marketing services:

- No. 4: audience composition (26%)
- No. 3: audience knowledge (36%)
- No. 2: audience reach (45%)
- No. 1: ROI

EB MEDIA
Business

October 4, 2011

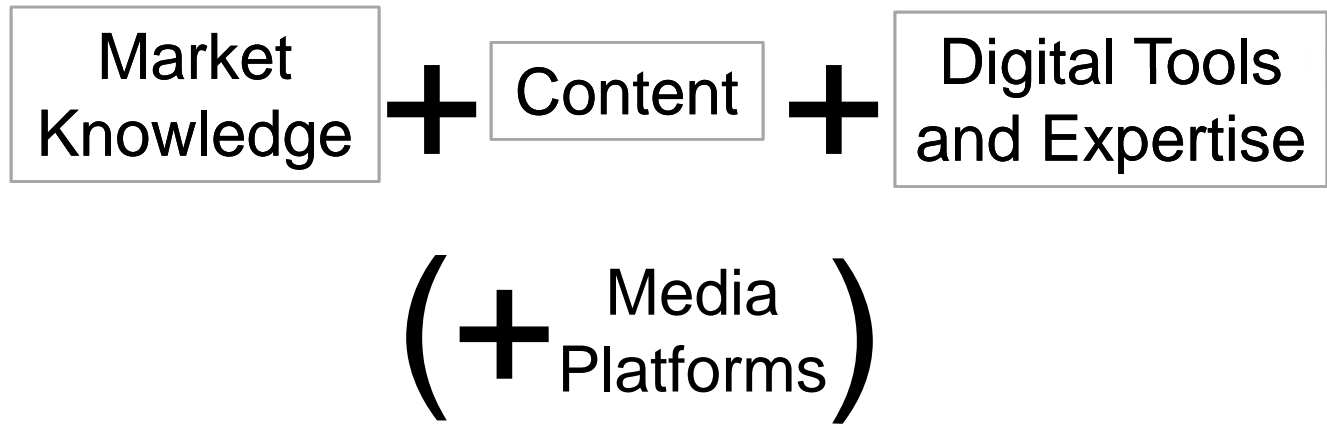
“What Marketers
Want From Their
Media Partners”



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Digital Marketing is...

easier...with Meister Interactive





Digital Marketing Services

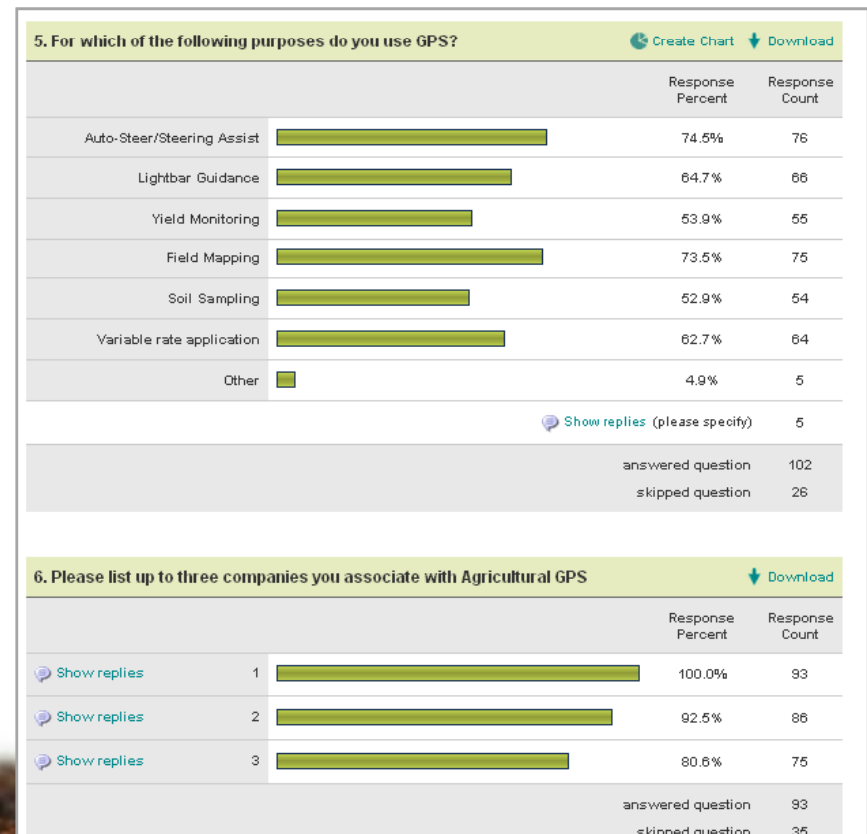
**Getting Marketers Online –
Quickly and Effectively**



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Strategic eMedia Business Development

- Digital tactics matched to sales/marketing objectives
- Consultation on integrating emedia with other platforms
- **Brand awareness studies**
- Social media



Custom Digital Platforms / Vehicles

- Custom websites, pages
- Custom newsletters
- Lead generation: login | signup databases
- Digital magazines | catalogs | sales promotion
- Rich media / interactive widgets / apps



Content

- Targeted, relevant, customized content tapping Meister's horticultural and editorial heritage

- Company / product sites
- Custom sites
- Social media

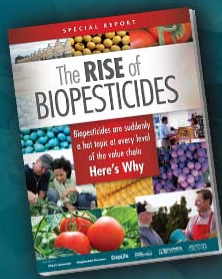
The RISE of BIOPESTICIDES

Biopesticides are a hot topic at every level of the food value chain.

Published in August 2011 by Meister Media Worldwide, the *Rise of Biopesticides Special Report* investigates the increase in biopesticide adoption from the perspective of the grower, crop consultant, ag retailer, food retailer, and consumer.

- ▶ **Digital Edition** — To read the full Report online, simply click on the image to the right.
- ▶ **PDF Version** — Download a copy of the original report right to your computer.
- ▶ **Biopesticide Trial Database** — Developed as a complement to this Report, we've assembled a database of biopesticide trials (below) conducted by leading universities, private research firms, US EPA, USDA/IR-4, and biopesticide manufacturers. The database can be sorted by Trial Name, Action, or Target Pest.

Questions or Comments? Please e-mail us at: editor@riseofbiopesticides.com



CLICK HERE TO READ ONLINE

▶

▶ DOWNLOAD a PDF version

BIOPESTICIDE TRIAL DATA * = Trade Name®/™



Creative Services

- **Design: logos, advertising, microsites**
- **Copywriting: promotion, advertising**

TraitTalk

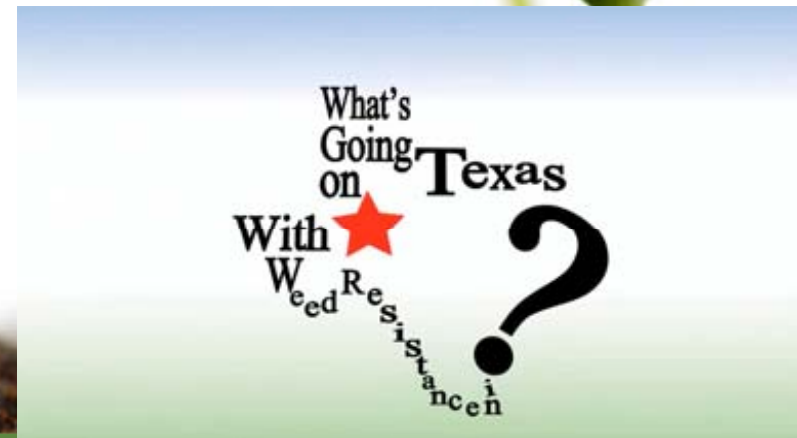
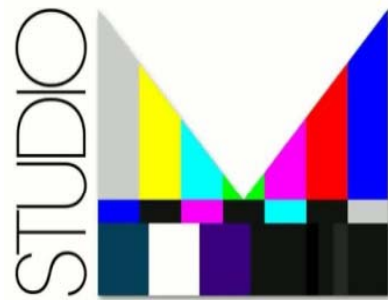


PRECISION
AGRICULTURE



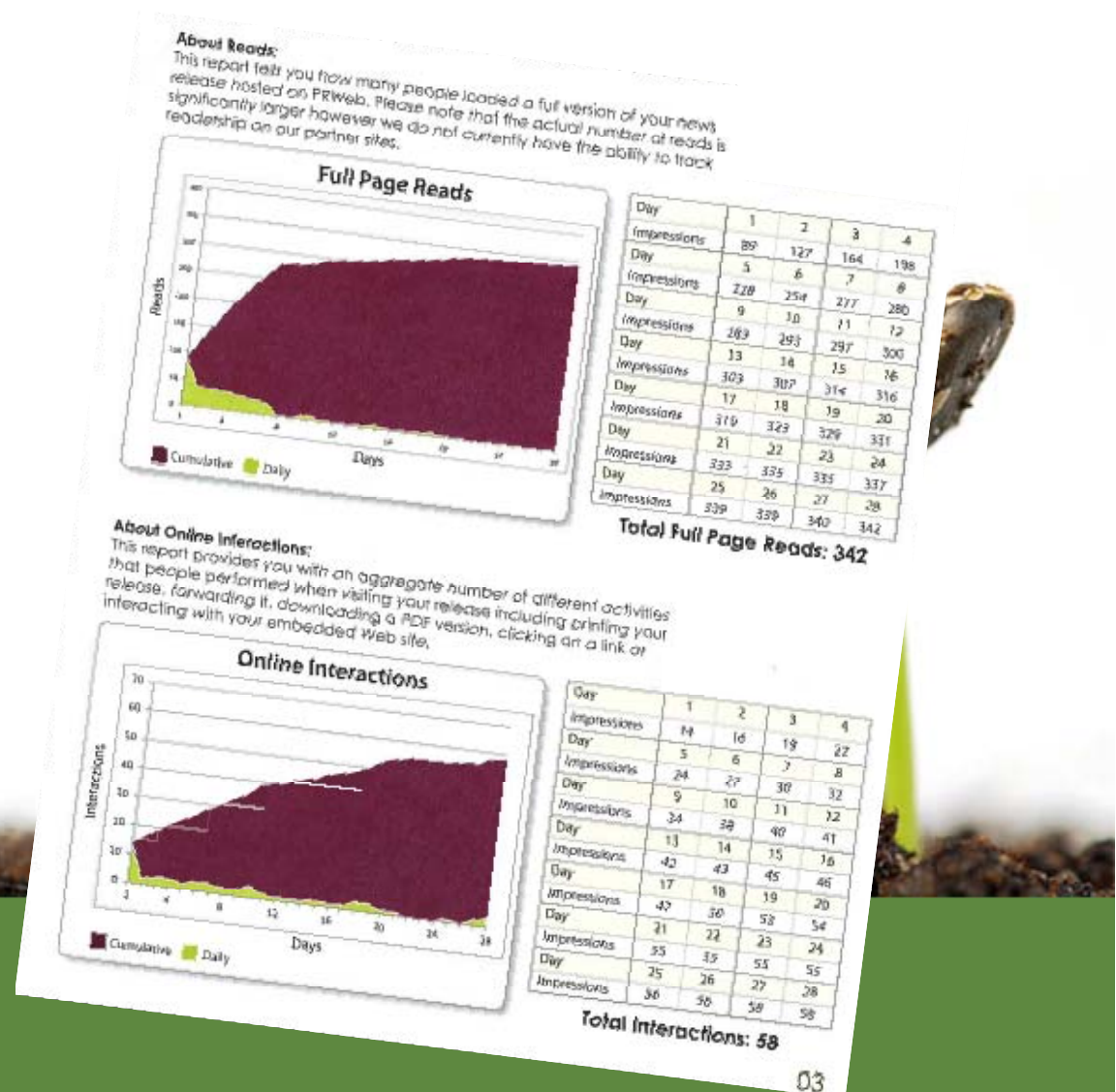
Video / Animation

- Video, animation, webinars
- Pre-production: concepting, **scripting**, storyboarding
- Field and studio production
- Post-production to final cut



Campaign Management Services

- Search engine optimization (SEO)
- Analytics | campaign reporting



Links to All Other MMW Products and Services

- Magazines
- Custom print
- Events



Our Portfolio Grows

Flash-Animated Banner Ad

Client: **BRANDT**

Target: ag retailers, cotton growers, fruit and vegetable producers

Objective: Command attention, build awareness of new plant nutrition supplement



BRANDT

BRANDT



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Our Portfolio Grows

Custom Website

Client:  VALENT BIOSCIENCES CORPORATION



Target: American fruit and vegetable growers; vegetable producers in Mexico

Objective: Use robust content to convey the complex message of 'soft' biorational insecticides



Bio
A Rational Approach.
Where Sound Science Meets Better Business

Powered by  Growing Produce.com
Sponsored by  DiPel XenTari

Home	TARGET PESTS	TRIALS	BIORATIONAL TV
How They Work	Biorationals Find New Favor with Growers and Consultants		
Resistance Management & IPM			Biorationals are an indispensable crop protection tool, particularly late in the season. PCA Jim Reiman and grower Bill Reiman share why they count on them at harvest time.
Labor Management			
Conventional & Organic			
Application			
Safety & Environment			
Quality Checklist	AgRx	<p>MORE VIDEOS</p> <ul style="list-style-type: none"> Valent BioSciences Corporation Invests in Biorational Insecticides and Osage, Iowa. Mike Donaldson, President and CEO of ... A Time of Peachy Preparation. At Brandt Farms near Reedley, ... D&D Farms: Bts fit with Mode of Action. While most of the country is still 	
Live & In-Person			<p>How Bts Add Up</p> <ul style="list-style-type: none"> Market Proven High Efficacy Improves Program Economics in Tank Mix or Rotation Zero Residues Cornerstone of Resistance Management Programs Extends Life Cycle of Other Important Tools Maintains Beneficial Populations Labor Management, 4 Hour REI Harvest Management, Zero Days to Harvest



Our Portfolio Grows

Video

Client: 

Target: Garden center owners

Objective: Describe and promote a testimonial for a bulk garden seed display unit





What can we
do for *you*?



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