

1 JULY 2025



Session n°18:

E-commerce and digital marketing for agrifood products



Caribbean Agrifood Business Series ...



Funded by
the European Union



Digital Marketing & E-Commerce for Agro Produce

July 2025

farmlinkr.com

About FarmLinkr - Who We Are & What We Do?

We market, sell and distribute fresh agricultural produce.

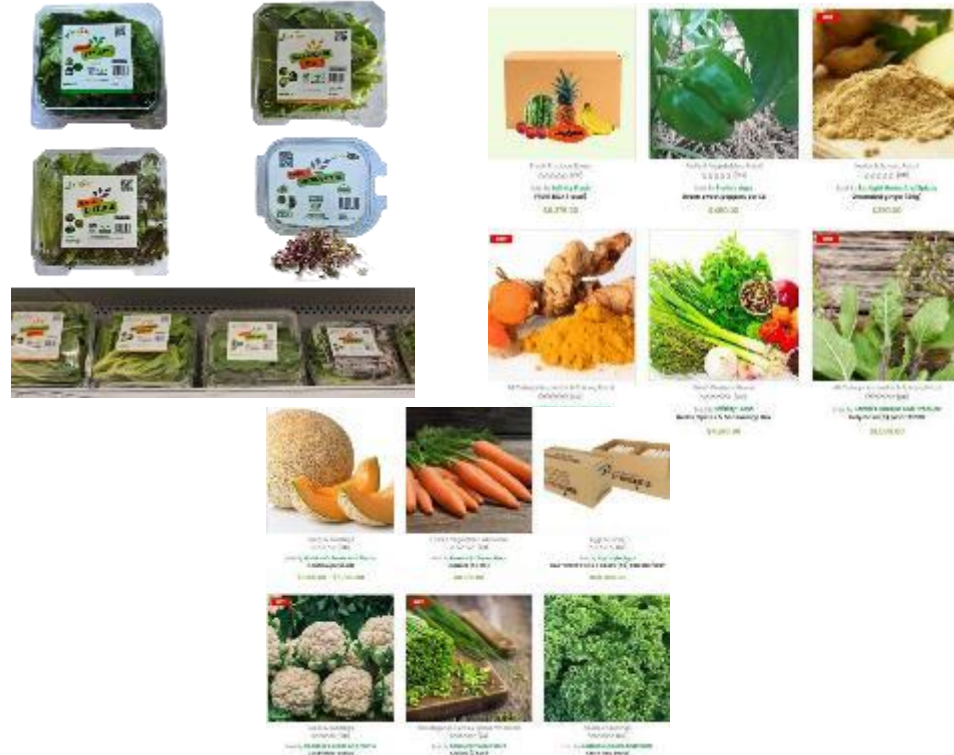


Our Mission is to:

Provide a convenient and consistent supply of the wholesome & nourishing fresh foods our people love.

We operate a full fledged multi-vendor e-commerce marketplace for fresh agricultural produce - **we call it Amazon for Fresh produce**

Our products are distributed and sold in retail stores islandwide and online via our e-commerce platform, marketed on social media, on search engines, in email marketing, via blog articles and sometimes online advertising.



We sell to supermarkets islandwide, hotels, restaurants, processors, and we export

What Are They?

What is E-Commerce?

Simply - the conducting of commercial transactions (complete sale & purchase) electronically across the internet.

Usually includes making payments using a debit or credit card, with no human present.



ADD TO CART

What is Digital Marketing?

The promotion of your brand and your products or services, using a range of digital channels like the internet, social media and other electronic technologies.



How We Use Digital Marketing & E-Commerce

What Are Some of the Tools We Use?

Social Media Platforms



Website - E-Commerce Marketplace



Blog Articles

SEO - Search Engine Optimisation

Email Marketing - MailChimp



Web Chat, Live Chat, Website Contact Us

Artificial Intelligence (AI)



Online Advertising:

- Website Advertising
- Social Media Marketing
- Search Engine Marketing



How We Use Digital Marketing & E-Commerce

What Do We Use Them To Do?

- Introduce new products
- Provide product information such as:
 - Availability - restock
 - Locations available for sale islandwide
 - Health benefits of the products
 - Interesting product facts
 - How to use it
 - Recipe examples - social posts, articles and video reels of recipes
- Promotion of interesting events and activities the company is participating in, or achievements



Our Experiences & Outcomes

1. Contacted by persons from all over the world
2. Products shipped to Canada, UK, USA, Europe, etc
3. Persons start reaching out to share when they have purchased our products - share a video with us of using it
4. Business customers now starting to search online - example of how this customer journey is evolving
5. Lots of farmers reach out to us to assist them with market access
6. We have become known for certain specialty items - increased referrals



Customer meal prepping with our baby romaine lettuce

Challenges & Pitfalls

Challenges Along the Way

Lack of sufficient resources to create the content

Insufficient posting frequency

Attracting your local audience - not just international

Coming up with interesting content ideas to engage the audience.

Pitfalls to Avoid

Inconsistent naming across platforms - use the same name for website and socials

Don't make it hard for customers to reach you - be accessible

- Web Chat and Live Chat
- Website Contact Us

Tardiness with responding to customer queries - allocate time to respond daily

Don't make stuff up to look good - be honest - build trust with customers over time

Tips & How You Can Get Started?

Start

Create Social Media pages
Open free email marketing account
Start posting content
Open a free store on a marketplace platform

Be Consistent

Acquire and assign dedicated resources to manage
Set up a posting calendar
Create content in bulk and schedule

Then Grow

Engage your audience with interesting and useful content
Respond to their queries in a timely manner
Deliver on promises made





Thank You

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Thank you



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