Special Issue:
Emerging Challenges in the Agriculture Sector of Developing Countries

Strategic Marketing and Public Relations in Agribusiness: A Pathway to Enhance Competitiveness and Sustainability in Agricultural Enterprises

Ayed Moh'd Al-Muala[1]*, Jameel Ahmad Khader[2], Hassan Ali Al-Ababneh[3], Olga Popova[4], Noor Ahmad Alkhudierat[5], Muhammad Noor Al-Adwan[6] and Mahmud Agel Abu Dalbouh[1]

[1]Department of E Marketing and Social Communication, Irbid National University, Irbid, Jordan; [2]Department of Applied Marketing, King Saud University, Riyadh, Saudi Arabia; [3]Department of Electronic Marketing and Social Media, Zarqa University, Zarqa, Jordan; [4]Department of Vice Rector for Scientific Affairs, Donetsk National Technical University, Ukraine; [5]Department of Business Administration, Irbid National University, Irbid, Jordan; [6]College of Communication and Media, Al Ain University, Abu Dhabi, UAE.

Abstract | This study aims to identify effective marketing and public relations (PR) tools that can enhance the competitiveness of agricultural enterprises amid increasing market competition and the globalization of the agri-food sector. The research employs financial and economic analysis tools to assess the impact of marketing and PR activities on the economic efficiency and competitiveness of agricultural enterprises. Using aggregated data on marketing initiatives, the study evaluates the extent to which these activities influence the economic stability of companies in the agro-industrial sector. The findings indicate that enterprises actively utilizing marketing and PR tools achieve greater product recognition, expand their market share, and strengthen target audience loyalty. Digital communication channels such as social media, email marketing, and participation in online fairs and agricultural exhibitions proved particularly effective. Additionally, PR efforts focused on reputation-building and fostering a positive corporate image were found to enhance trust among clients, partners, and the broader community. The study's novelty lies in its development of a structured model for integrating marketing and PR into the strategic management of agricultural organizations, tailored to industry-specific conditions. The proposed adaptive approach accounts for varying resource levels and operational scales. The results can be applied by agricultural enterprises to develop effective marketing strategies. Additionally, the insights may benefit educational program designers and consultants specializing in agricultural marketing.

Received | August 06, 2025; **Accepted** | September 23, 2025; **Published** | September 28, 2025
***Correspondence** | Ayed Moh'd Al-Muala, Department of E Marketing and Social Communication, Irbid National University, Irbid, Jordan; **Email:** a.almuala@inu.edu.jo
Citation | Al-Muala, A.M., J.A. Khader, H.A. Al-Ababneh, O. Popova, N.A. Alkhudierat, M.N. Al-Adwan and M.A.A. Dalbouh. 2025. Strategic marketing and public relations in agribusiness: A pathway to enhance competitiveness and sustainability in agricultural enterprises. *Pakistan Journal of Agricultural Research*, 38(3): 44-54.
DOI | https://dx.doi.org/10.17582/journal.pjar/2025/38.3.44.54
Keywords | Digital communications, Strategy, Promotion, Agricultural sector, Loyalty, Efficiency, Competitiveness

Introduction

The agricultural sector globally is undergoing a profound transformation driven by rapid digitalization, shifting consumption patterns, stricter environmental regulations, and heightened quality standards. Many countries are transitioning from mass agricultural production to models emphasizing sustainability, environmental responsibility, and social accountability. In this evolving paradigm, marketing and public relations (PR) have become essential tools for communicating corporate values, engaging target audiences, and building long-term market reputation.

In developed nations such as Germany, the U.S., France, Canada, and the Netherlands, agricultural marketing is deeply integrated into farm and agribusiness strategies. These countries leverage digital marketing, branding, storytelling, content promotion, and personalized consumer engagement to enhance profitability and foster loyalty among retailers, logistics partners, and end consumers. PR efforts in these regions include participation in industry forums, exhibitions, environmental campaigns, and collaboration with local communities and authorities (Al-Ababneh *et al*., 2024a). Conversely, in developing countries particularly those with strong agricultural traditions marketing adoption remains limited. Many farmers rely on direct sales, underutilizing modern marketing technologies and lacking systematic approaches to brand and corporate image development. This gap reduces competitiveness amid growing global food market competition and the aggressive promotion of foreign brands.

Global risks, including disrupted supply chains, geopolitical instability, and trade sanctions, further challenge agricultural enterprises. Adaptability, market reorientation, and strategic product positioning are now critical for resilience. Marketing and PR serve not only as survival tools during crises but also as long-term drivers of market strength. Globally, agribusinesses investing in communication strategies achieve more stable outcomes, accessing premium markets, building brands, and creating unique consumer value propositions. These trends are especially relevant for transitioning economies, where agriculture holds high export potential but underutilizes marketing resources. As consumer preferences shift toward eco-friendly and sustainable products, marketing and PR evolve beyond mere promotional tools they convey an enterprise's mission, values, and philosophy (Al-Ababneh *et al*., 2024b). Modern consumers prioritize brand reputation, product origin, and corporate social responsibility alongside price and quality, making effective market communication a key competitive advantage. International experience confirms that marketing and PR are strategic assets capable of reshaping agribusiness structures, enhancing efficiency, and ensuring sustainability in global markets. Adapting global best practices to national contexts is crucial, presenting opportunities for scientific analysis, model development, and practical solutions to elevate the agricultural sector's market integration.

The agricultural sector faces challenges such as market globalization, intensifying competition, and the imperative for sustainable development. Marketing and PR are increasingly vital for boosting agribusiness competitiveness. Agricultural marketing involves researching consumer needs, developing tailored products, and crafting effective promotion strategies. Its uniqueness lies in its dependence on natural production cycles, seasonality, and external factors like weather, commodity prices, and political conditions. Studies highlight agricultural marketing's strategic role in improving market positioning, scaling production, and increasing profitability. Branding is emphasized as a key differentiator, helping businesses retain customers and expand into new markets (Lichtenstein, 2010; Kotler, 2011). Research also underscores the importance of consumer-centric strategies and long-term relationship-building through consistent quality improvements. Digital technologies such as social media, online platforms, and digital marketing are critical for market expansion and direct consumer engagement (Chahine, 2015).

PR in agribusiness strengthens reputation, fosters trust, and facilitates engagement with consumers, governments, and communities. Beyond traditional media, PR now includes corporate blogs, social networks, and press releases to enhance visibility (Fombrun *et al*., 2004). Transparency and openness are integral to successful agricultural PR (Golding and Clarke, 2005), with sustainability and eco-friendly practices becoming central to communication strategies (Schultz, 2010). Socially responsible PR initiatives, including environmental stewardship, enhance corporate reputation and market share. Despite their potential, marketing and PR face implementation barriers, particularly in transitioning economies. A shortage of skilled professionals in agricultural marketing and PR hinders effective product promotion and consumer communication (Schultz, 2010). Many agribusinesses rely on outdated techniques, neglecting digital marketing and social media's potential (Dimitri *et al*., 2009). Additionally, limited research in developing markets evaluates the efficacy of adapted marketing and PR strategies. Future research should focus on innovative strategies to enhance agribusiness competitiveness. Based on current trends, the following hypotheses are proposed:

- H1: Digital marketing adoption increases agricultural enterprises' competitiveness by improving consumer engagement, brand reputation, and sales.
- H2: PR strategies emphasizing environmental sustainability enhance corporate reputation and facilitate premium market access.
- H3: Effective branding strengthens market positioning and boosts sales by differentiating products.
- H4: A lack of skilled marketing and PR professionals reduces strategy effectiveness in agribusiness.

Testing these hypotheses will advance understanding of marketing and PR's role in agricultural competitiveness, guiding businesses toward data-driven strategies aligned with global market demands.

Materials and Methods

To evaluate how marketing and PR tools can enhance the competitiveness of the agro-industrial complex, this study employs a financial and economic analysis methodology. This systematic approach involves collecting, measuring, and interpreting financial and non-financial indicators to assess the impact of marketing and PR strategies on agricultural enterprises' sustainability, efficiency, and market positioning. The methodology consists of five key steps: (1) data collection and systematization, (2) calculation of analytical ratios, (3) comparative and dynamic analysis, (4) expert assessment of brand and image factors, and (5) formulation of conclusions and recommendations.

Challenges in the agricultural sector

The agricultural sector today faces multiple challenges that necessitate strategic marketing and PR interventions. These include intensified competition in both domestic and international markets, rising consumer expectations regarding product quality, branding, and packaging, and the shift toward digital distribution channels, such as e-commerce and marketplaces. Additionally, there is growing pressure to adopt sustainable positioning, including eco-friendly branding and ESG (Environmental, Social, and Governance) compliance (Tomashuk, 2023). Given these dynamics, marketing and PR are no longer secondary functions but critical drivers of competitiveness, requiring measurable evaluation to justify investments.

Key features of the methodology

This methodology distinguishes itself by incorporating both financial and non-financial factors, such as brand perception and PR influence, into economic assessments. It provides a direct link between marketing expenditures and profitability, making it applicable to agricultural businesses of all sizes from small farms to large agri-holdings. Additionally, it accounts for industry-specific constraints, including seasonal fluctuations, budget limitations, and market volatility (Balanovska *et al*., 2021). By combining traditional financial metrics with PR-related indicators, this approach offers a holistic view of how marketing strategies contribute to long-term competitiveness.

Key performance indicators (KPIs)

To quantify the effectiveness of marketing and PR efforts, the following indicators are analysed:

Return on Marketing Investment (ROMI): Measures profitability relative to marketing spending. A positive ROMI indicates effective campaigns, while a negative value signals inefficiency.

$$\text{ROMI} = \frac{\text{Additional Marketing Profits} - \text{Marketing Expenses}}{\text{Marketing Expenses}} \times 100\% \quad \ldots (1)$$

The Return on Marketing Investment (ROMI) metric serves as a critical gauge of marketing budget efficiency. A positive ROMI value (ROMI > 0) indicates that marketing expenditures are generating profitable returns, demonstrating effective resource allocation. Conversely, a negative ROMI (ROMI < 0) reveals that marketing investments are resulting in net losses, signaling the need for immediate strategy reassessment and optimization. This straightforward yet powerful indicator enables marketers to make data-driven decisions about budget allocation and campaign effectiveness.

Marketing costs to revenue ratio: Tracks the proportion of revenue allocated to marketing. A declining ratio alongside rising ROMI suggests improved efficiency (King *et al*., 2010).

$$K_{marketing} = \frac{\text{Marketing expenses}}{\text{Revenue}} \times 100\% \quad \dots (2)$$

Revenue growth (%): Assesses the impact of market expansion, new product launches, and branding initiatives (Nedeljković *et al*., 2024).

$$R_g = \frac{\text{Revenue}_{current} - \text{Revenue}_{base}}{\text{Revenue}_{base}} \quad \dots (3)$$

Enterprise competitiveness index (ECI): Evaluates a company's competitive standing by weighting criteria such as quality, pricing, and brand reputation (Nurein, 2024).

$$ECI = \frac{\sum_{i=1}^{n}(K_i \cdot W_i)}{\sum_{i=1}^{n} W_i} \quad \dots (4)$$

Where; K_i, which represents the performance score for each evaluation criterion (such as product quality, pricing competitiveness, brand strength, and delivery reliability), and W_i, which indicates the relative importance or weighting assigned to each of these criteria (Nurein, 2024).

This comprehensive measurement framework enables enterprises to conduct meaningful competitive benchmarking by comparing their performance against industry peers, while simultaneously assessing how effectively their marketing and public relations strategies contribute to building sustainable competitive advantages in the marketplace.

Scientific and practical contributions

This methodology introduces novelty by bridging financial analysis with PR impact, an approach previously underutilized in agribusiness. Unlike traditional models, it quantifies the economic effects of brand-building activities, social responsibility projects, and media relations, which are often overlooked in agricultural performance assessments. Furthermore, it is designed for real-world applicability, accounting for sector-specific challenges like seasonality and budget constraints. Its compatibility with business intelligence (BI) tools and CRM systems allows for seamless integration into agricultural management practices. The framework holds significant potential for strategic decision-making, policy development, and international market positioning, making it a valuable tool for farmers, agribusiness managers, and policymakers alike. By aligning marketing and PR investments with measurable financial outcomes, this methodology provides a data-driven pathway to enhance competitiveness in the evolving agro-industrial landscape.

Results

The role of marketing and pr in enhancing agribusiness competitiveness

In today's global economy, agribusiness faces numerous challenges, including shifting consumer preferences, intense competition, stricter environmental standards, and the constant need to adapt to digital transformation. To tackle these demands, marketing and public relations (PR) have become crucial tools for strengthening the competitiveness of agricultural enterprises (Khandelwal and Kumar, 2024). The unique features of the agricultural sector such as seasonality, the physical distance between producers and consumers, biological production factors, and strict quality and environmental regulations make specialized marketing and PR strategies essential. When used effectively, these tools support sustainable development, strengthen market positioning, and ensure long-term profitability.

Key aspects of marketing in agribusiness: Market research and consumer insights

A fundamental aspect of marketing in agribusiness is a deep understanding of the market and its target audience. Market research allows agricultural businesses to identify product demand, preferred attributes, optimal pricing, and consumer purchasing behaviors. This is especially critical for producers of organic goods, eco-friendly products, or those with geographical indications, as these require clear positioning and persuasive value communication.

Branding and differentiation

As markets become saturated with similar products, standing out through differentiation is more vital than ever. A strong brand enables agricultural businesses to expand beyond local markets and build a loyal customer base. Digital marketing through social media, email campaigns, targeted ads, and online marketplaces helps even small farms reach audiences far wider than traditional channels ever could (Gubba, 2024). These digital strategies proved especially indispensable during recent global crises, when direct sales and online communication became key lifelines for many producers.

Public relations and reputation management

In agribusiness, PR extends far beyond media statements. It is an all-encompassing approach to build and maintain a positive corporate image with consumers, investors, and regulatory bodies alike. Well-executed PR highlights a company's core values, sustainability initiatives, innovation, and dedication to social and environmental responsibility. Successful campaigns can stimulate demand for seasonal goods, shape consumer habits, and enhance product value through thoughtful packaging, processing, or storytelling that conveys the product's unique origin and journey to market.

Strategic importance of marketing and PR

Marketing and PR are not just tools for communication they are strategic drivers of growth, sustainability, and competitive edge. With these strategies, agribusinesses can thrive in tough market conditions, create added value, and cultivate long-term relationships with customers. In an age defined by rapid digitalization, globalization, and rising demands for sustainability, these functions have become indispensable to success in the agricultural sector. Key Marketing and PR Tools in Agribusiness Table 1 outlines the primary marketing and PR tools used to boost competitiveness in modern agribusiness. For instance, branding and packaging help create a recognizable product identity a logo, label, or color palette can form an emotional bond with the customer. This is especially powerful in niches like organic goods, regional specialties, or farm products. Packaging itself becomes a marketing asset, highlighting what makes a product unique.

Table 1: *Key marketing and PR tools in agribusiness.*

Tool	Features and specifics of implementation
Branding and packaging	Creating a recognizable brand and visual identity of the product (label, logo, color palette) allows you to form an emotional attachment with the consumer. This is especially important in the niches of organic products, farm products, goods of regional origin. Packaging also performs a marketing function, emphasizing the uniqueness of the product.
Content marketing	Publishing expert, educational and emotional content through blogs, social networks, videos and platforms like YouTube helps tell stories about the origin of products, the growing process, environmental responsibility.
Digital marketing and social networks	Promotion on Instagram, Facebook, TikTok and other platforms allows you to reach a wide audience with minimal costs. Agricultural topics are well received in the format of photos and videos: Showing the harvesting process, farm work, the "behind the scenes" of agricultural labor all this arouses interest and sympathy among users.
Direct sales and e-commerce	Creating an online store, participating in marketplaces allows you to go directly to the consumer, bypassing intermediaries. This is especially effective for farms, producers of honey, cheese, berries, vegetables and greens. Such channels provide better control over prices and quality of service.
PR and media presence	Publications in specialized media, participation in agricultural forums, building a reputation through cases and interviews with managers - all this increases brand recognition and trust from the industry and the state.
CRM systems and working with the client base	Using customer relationship management systems (Bitrix24, AmoCRM) allows you to record customer preferences, return customers again, launch personalized mailings and promotions.
Agro-merchandising	Visual identification elements work well at points of sale of agricultural products (markets, fairs, supermarkets): stands, banners, product samples, booklets. They enhance the brand effect and stimulate spontaneous purchases.
Participation in exhibitions and fairs	Agricultural exhibitions provide an opportunity to establish contacts with buyers, exporters, retailers and investors. They are also a platform for PR - demonstrating successes, new products, sustainable practices.
Cooperation with influencers and agro-bloggers	Recommendations from popular bloggers, especially in the niches of eco-products and healthy eating, help agribusinesses quickly reach a wide and loyal audience. This can be effective even for regional brands.
ESG communications and sustainable PR	Modern consumers are increasingly paying attention to the origin of products, working conditions, and compliance with environmental standards.

Table 2: *Modern trends in agribusiness marketing and PR.*

Trends	Features	Development Prospects
Using video content	Actively using video materials to demonstrate production processes and interact with customers.	Video content increases audience engagement, promotes better perception of information and builds trust.
Mobile marketing	Optimizing websites and marketing campaigns for mobile devices, using SMS mailings.	With the increasing use of smartphones, mobile marketing is becoming a key channel for interacting with consumers
Collaboration with influencers	Partnership with bloggers and opinion leaders to promote products and form a brand image.	Influencers help reach the target audience, increase brand trust and contribute to increased sales.
Using AR and VR technologies	Implementation of augmented and virtual reality to demonstrate products and production processes.	AR and VR create a unique experience for consumers, increase engagement and interest in the brand.
Personalized marketing	Creation of individual offers and content based on consumer data analysis.	Personalization increases conversion, improves customer experience and promotes loyalty.
Sustainable and Ethical Branding	Emphasizing environmental friendliness, ethics, and social responsibility in brand communications	Modern consumers value transparency and accountability from brands, which helps strengthen their image.
Using data to optimize PR	Using analytics and data to evaluate the effectiveness of PR campaigns and adjust strategies.	Data allows you to make informed decisions, improve the effectiveness of communications, and reach target audiences

Content marketing is another vital tool. Sharing expert, educational, or emotional content through blogs, social media, and video platforms like YouTube allows companies to tell authentic stories about where products come from, how they are grown, and the commitment to environmental responsibility behind them. Digital marketing and social networks help producers reach large audiences with relatively low costs. Agricultural content works particularly well in visual formats photos and videos showing harvests, farm work, or behind-the-scenes moments tend to attract interest and goodwill.

Direct sales and e-commerce empower producers to connect directly with consumers, avoiding intermediaries. Online shops and marketplaces are especially effective for small farms or producers of honey, cheese, berries, vegetables, and greens. This direct link also helps maintain control over pricing and customer service quality. A visible media presence is just as important. Articles in industry publications, participation in agricultural forums, and interviews with business leaders all boost brand recognition and trust among peers, consumers, and regulators.

Customer relationship management (CRM) systems such as Bitrix24 or AmoCRM help companies keep track of customer preferences, encourage repeat purchases, and run targeted promotions or newsletters. Agro-merchandising elements like stands, banners, product samples, or booklets at markets and fairs strengthen the brand effect at the point of sale and often prompt spontaneous purchases. Participating in exhibitions and fairs gives agricultural businesses opportunities to connect with buyers, exporters, retailers, and investors, while also serving as a PR platform for showcasing success stories, new products, or sustainable practices. Partnering with influencers and agro-bloggers is an increasingly popular tactic. Well-known voices, especially in the eco-products and healthy eating niches, can help even regional brands reach a loyal audience quickly. Finally, ESG communications and sustainable PR are gaining traction. Today's consumers want to know the origin of what they buy, how it was produced, and whether it meets ethical and environmental standards. A well-aligned approach that integrates branding, product quality, communication, and sales channels maximizes the impact of these tools and secures long-term competitive advantages.

Emerging trends in agribusiness marketing and PR

Recent years have shown that agribusinesses are adopting ever more advanced marketing and PR strategies to strengthen their market position. Table 2 illustrates some of these modern trends and where they might be headed. For example, using video content has become a powerful way to demonstrate production processes and engage directly with customers. Video helps boost audience engagement, improves information retention, and builds trust. Mobile marketing is also on the rise, with websites and campaigns now optimized for smartphones and SMS outreach. Given how central mobile devices have become to daily life, this channel is increasingly crucial for connecting with consumers. Collaboration with influencers and opinion leaders continues to expand. These partnerships help brands reach their target audiences, build credibility, and drive sales.

The adoption of AR (augmented reality) and VR (virtual reality) brings a unique dimension to marketing, allowing businesses to showcase their products and processes in immersive ways that boost consumer interest. Personalized marketing is gaining momentum too crafting individual offers and content based on consumer data can significantly increase conversion rates, enhance the customer experience, and inspire loyalty. Sustainable and ethical branding remains a top priority. Modern consumers expect transparency and accountability from brands, and businesses that highlight their environmental and social responsibility can strengthen their public image. Finally, data-driven approaches are reshaping PR. Analytics help companies measure the impact of their campaigns and refine their strategies to better reach target audiences and communicate more effectively.

Global competitive landscape in agribusiness

Figure 1 shows how levels of competition, the impact of marketing and PR, and the share of agriculture in GDP vary across countries. This overview helps clarify how different countries compete in the agricultural sector and what factors determine the competitiveness of their systems. Generally, countries with strong agricultural structures like the USA, China, and those in the EU display high competition levels often 8 to 10 points thanks to large numbers of market players, diverse products, and robust export opportunities. By contrast, countries with less developed agribusiness, such as Jordan and Algeria, typically score lower about 3 to 5 points due to limited resources and lower foreign trade intensity.

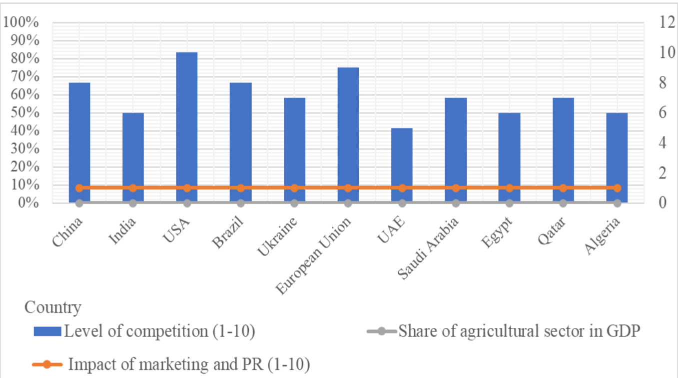

Figure 1: *Competition levels and marketing/PR impact in agribusiness (as of 01.01.2024).*

Marketing and PR play a huge role in shaping competitive positions. In countries with well-developed markets like the US and EU, marketing and PR efforts receive very high ratings (9–10 points), helping companies build strong brands, ensure product quality, and expand sales. In contrast, countries with developing agribusiness sectors often have limited marketing and PR capacity, which reduces their overall impact on market performance. The share of agriculture in GDP is another telling measure. In advanced economies with diversified industries, such as the US and China, agriculture contributes a relatively small portion to GDP. In developing countries like India and Egypt, the share is higher, underlining the sector's crucial role in national economic stability. Together, these figures highlight how competition, marketing, and the economic significance of agribusiness interact across different contexts. To better understand key marketing and PR trends that help boost competitiveness, this study examined financial and economic data from leading global companies. For example, Organic Eraa in India specializes in organic vegetables, fruits, and grains. The company actively uses marketing and PR to promote eco-friendly products, tapping into growing demand for healthy food. Digital channels are at the heart of its strategy to raise awareness and engage customers (Khandelwal and Kumar, 2024). Agritech in North America illustrates another approach. This firm implements innovative solutions like digital transformation and process automation to make agriculture more efficient. It also relies heavily on PR to strengthen its brand and expand its market presence (Gubba, 2024). Trends in how companies like Organic Eraa and Agritech apply marketing and PR to sharpen their competitive edge are presented in Table 3.

Digital strategies, unique positioning, and communication tools

The study shows that both Organic Eraa (India) and Agritech (North America) rely heavily on digital channels to promote their products and services a move that's becoming almost non-negotiable in agribusiness. Organic Eraa leans into its sustainable, eco-friendly brand identity, which really connects with the growing organic market. Meanwhile, Agritech capitalizes on technological innovation, integrating IoT and AI into agribusiness a clear play to position themselves as forward-looking industry leaders. Beyond digital strategy, communication and PR play a huge role in shaping public opinion, maintaining investor trust, and keeping partners and

Table 3: *Trends in the implementation of marketing and PR to increase the competitiveness of Organic Eraa and Agritech as of 01.01.2024.*

Indicator	Company		Trends for Improving Competitiveness
	Organic Eraa	Agritech	
Trends to increase competitiveness	Target Audience Healthy and eco-conscious consumers	Farmers, agribusinesses, agronomists and technology companies	Actively engage niche audiences through personalized marketing approaches.
Marketing Channels	Social media, online advertising, content marketing	Online platforms, digital advertising, webinars	Increase the use of digital platforms to reach the target audience and create content to build trust.
PR Strategy	Draw attention to sustainable agriculture and organic products	Presentation of innovative technologies and digital solutions for agriculture	Increase brand awareness through PR campaigns, focus on innovation and sustainability.
Use of technologies	Implementation of online trading and mobile applications for convenient shopping	Innovative agritech: IoT, AI, automation	Integration of digital solutions and new technologies to improve the efficiency of processes and interaction with customers.
Customer engagement	Loyalty through loyalty programs, discounts, participation in social projects	Partnerships with agribusinesses, educational events, cooperation with technology startups	Development of customer engagement strategies, such as promotions, partnerships and participation in educational initiatives.
Unique offers	Products with organic certification, ecological footprint	Unique solutions for automation and improvement of agricultural production	Offering unique products and services that distinguish the company from competitors.
Growth of digital sales	Increase in online sales through own websites and marketplaces	Development of platforms for B2B solutions in agribusiness.	Focus on digital transformation, use of platforms for online trading and direct sales

customers engaged. Digital tools from social media to big data platforms give these companies a direct line to consumers and allow them to react quickly to trends and crises. Firms that neglect this side of the business risk losing both visibility and competitiveness.

Financial strength, spend efficiency, and competitiveness

Agritech edges ahead in spend efficiency: A ROMI of 1,100% and a lower Marketing Costs to Revenue Ratio show they get more bang for their marketing buck. They also show a higher competitiveness index (90%), indicating stronger market trust and loyalty. But it's not all one-sided. Organic Eraa keeps its debt burden lower, reducing financial risk in the short term a real plus, especially in uncertain markets. In terms of growth, Organic Eraa's revenue doubled (+100%) a clear sign its marketing strategy is paying off. Yet Agritech operates on a bigger scale with higher revenue and asset numbers, reflecting its status as a mature player with broader market reach.

Key financial data, integrated analysis, and practical relevance

All of this is grounded in real numbers: Table 4 shows the initial financial data that supports the analysis, while Figure 2 highlights the financial and economic outcomes of each company's marketing and PR choices. What makes this study stand out is the integrated approach linking marketing data, digital spend, and financial metrics under a single lens. This isn't just theoretical. The method is practical and adaptable: it can help real agribusinesses (large or small) see where marketing and PR are adding value, where spend could be optimized, and how digital tools could unlock new growth. Especially now when consumer demands, climate risks, and new tech keep rewriting the rules.

Table 4: *Initial data of companies for conducting a financial and economic analysis of assessing the specifics of implementing marketing and PR in agribusiness to increase competitiveness.*

Indicator	Company	
	Organic Eraa	Agritech
Marketing expenses ($)	5000	10000
Revenue before the campaign ($)	20000	100000
Revenue after the campaign ($)	40000	120000
Net Profit ($)	12000	30000
Assets ($)	100000	500000

Outlook: Adapting and thriving in a changing market

In the end, communication, branding, and digital tools aren't side projects; they're central to staying competitive. As markets become more complex and consumers demand both transparency and innovation, agribusinesses that invest in strategic marketing and digital transformation position themselves not just to keep up, but to lead. By measuring, integrating, and adapting, firms like Organic Eraa and Agritech show it's possible to balance growth, sustainability, and financial health even in unpredictable markets.

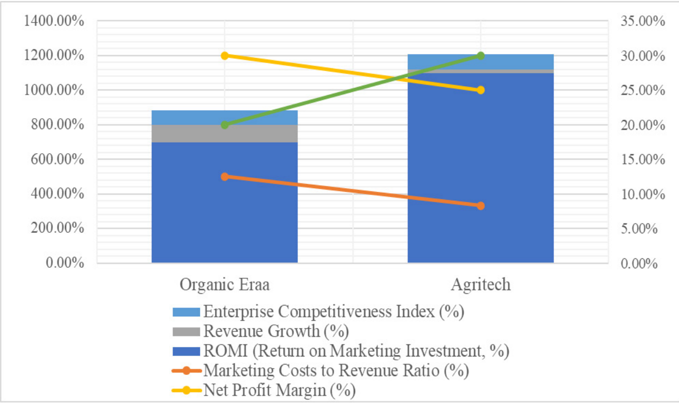

Figure 2: *Key results of the financial and economic analysis of assessing the specifics of implementing marketing and PR in agribusiness to increase competitiveness as of 01.01.2024.*

Discussion

Although traditionalism persists in agribusiness, enterprise marketing and PR are essential for the progressive development of a competitive potential in agricultural enterprises. In the era of globalization, increasing competition, and rising demand for ecological products, agricultural enterprises must adopt innovative marketing practices and actively engage with society. One key aspect of this is the power of branding. By making their brands memorable, agricultural companies can not only differentiate themselves from competitors but also enhance consumer trust. For example, farms that emphasize the environmental friendliness and organic nature of their products can appeal to a broader market, given the growing emphasis on healthy eating. Moreover, digital marketing and online sales are becoming increasingly important. If an agribusiness relies on the internet to market its agricultural products, the potential customer base becomes limitless. In countries with advanced digital technologies, such as the US and EU, businesses leverage digital tools including social media, websites, and mobile applications for direct sales and customer interaction.

PR strategies aimed at improving reputation also positively influence competitiveness. Engaging with the press, participating in exhibitions and conferences, and collaborating with environmental organizations all contribute to building a positive company image. This is especially critical in countries where agribusiness faces distrust due to environmental concerns or doubts about product quality. However, not every agricultural business can afford expensive marketing and PR campaigns. Lessons from these challenges should be considered in countries like Jordan or Algeria, where agribusinesses must contend with external constraints and limited resources. Effective marketing and PR strategies often require significant financial investments, making it crucial to ensure these tools are both effective and accessible for small and medium-sized enterprises (SMEs). Ultimately, a comprehensive approach incorporating new marketing technologies, proactive PR efforts, and strong branding not only enhances an agricultural company's competitiveness but also supports sustainable development in the global market.

Conclusions and Recommendations

As the agricultural industry evolves in an increasingly globalized and competitive landscape, traditional agribusiness models are no longer sufficient to ensure market success. Modern challenges demand innovative approaches, particularly in marketing and public relations (PR), to enhance brand reputation, attract customers, and strengthen competitiveness. This study underscores the critical role of strategic marketing and PR in helping agricultural enterprises thrive in both domestic and international markets. By integrating digital tools such as social media, data analytics, and e-commerce businesses can craft more effective campaigns, improve transparency, and foster consumer trust.

However, while this research provides valuable insights, certain limitations must be acknowledged. First, the study's findings are drawn from a diverse set of countries with varying economic conditions, meaning results from advanced markets (e.g., the U.S. and EU) may not fully apply to developing economies (e.g., Jordan and India), where resource constraints limit marketing and PR capabilities. Second, the dynamic nature of agricultural markets influenced by political shifts, regulatory changes, and environmental factors makes long-term predictions difficult. Additionally, the study primarily examines small and medium-sized agribusinesses, leaving gaps in understanding the unique challenges faced by family-run or micro-scale farms, which form the backbone of agriculture in many regions.

Moving forward, future research should explore several key areas to deepen industry knowledge. One critical avenue is the impact of digitalization, particularly how social media and online marketplaces can expand sales opportunities for small-scale farmers. Another pressing topic is sustainability marketing, as consumer demand for eco-friendly products continues to rise, requiring agribusinesses to adapt their branding strategies accordingly. Further investigation is also needed into cost-effective PR and marketing tactics tailored to resource-limited farms, ensuring they remain competitive despite budget constraints. Finally, cross-cultural studies could help refine strategies for different regions, accounting for local economic conditions and consumer preferences.

For agricultural enterprises seeking immediate improvements, practical steps include strengthening digital presence through engaging websites and social media, fostering partnerships with media and government agencies to enhance credibility, and prioritizing product quality and customer feedback to build lasting brand loyalty. By embracing these strategies, agribusinesses can not only navigate current market challenges but also position themselves for long-term growth in an ever-changing global economy.

Acknowledgement

The authors thank the editorial team and the anonymous reviewers for their constructive comments that helped improve this manuscript. The authors also acknowledge the support of their home institutions.

Novelty Statement

This study introduces a structured model for integrating marketing and PR into the strategic management of agricultural enterprises, tailored to industry-specific conditions such as seasonality, resource constraints, and market volatility. By combining financial and economic analysis with non-financial metrics like brand perception and PR impact, the research provides a holistic framework to evaluate the effectiveness of marketing and PR tools in boosting competitiveness. The adaptive approach accounts for varying operational scales, offering practical insights for agribusinesses, policymakers, and educators. The study also highlights the critical role of digital communication channels, sustainability-focused PR, and data-driven strategies addressing gaps in existing literature, particularly for developing economies.

Author's Contribution

Ayed Moh'd Al-Muala: Conceptualized the study, contributed to the methodology, and analyzed digital marketing strategies.
Jameel Ahmad Khader: Developed financial and economic analysis frameworks, validated KPIs, and interpreted data.
Hassan Ali Al-Ababneh: Investigated PR strategies and reputation management, and reviewed industry-specific challenges.
Olga Popova: Provided insights on global competitive landscapes and cross-country comparisons.
Noor Ahmad Alkhudierat: Contributed to case study analysis (e.g., Organic Eraa, Agritech) and practical recommendations.
Muhammad Noor Al Adwan: Explored digital transformation trends and CRM systems in agribusiness.
Mahmud Agel Abu Dalbouh: Assisted in data collection, literature review, and manuscript formatting.

Funding
This research is carried out without any funding received.

Generative AI and AI-assisted technology statement
The authors declare that no generative AI or AI-assisted technologies were used in the preparation, analysis, writing, or editing of this manuscript. All research design, data collection, analysis, and interpretation were conducted solely by the authors.

Conflicts of interest
The authors have declared no conflict of interest related to this research.

References

Al-Ababneh, H.A., Al-Husban, A.M., Moh'd Al-Muala, A., Dalbouh, M.A.A., Mugableh, M.I., Siam, I.M. and Vitovschyk, T., 2024a. Digital marketing business models: Key stages, types and trends of development. J. Infrast. Policy Dev., 8(5): 5106. https://doi.org/10.24294/jipd.v8i5.5106

Al-Ababneh, H.A., Al-Olima, S.S., Alrhaimi, S.A., Al-Muala, A.M., Popova, O. and Khrapkina, V., 2024b. Optimization of strategic management of marketing and logistics of companies as part of the implementation of artificial intelligence. https://doi.org/10.22306/al.v11i4.565

Balanovska, T., Gogulya, O., Dramaretska, K., Voskolupov, V. and Holik, V., 2021. Using marketing management to ensure competitiveness of agricultural enterprises. Agric. Resour. Econ. Int. Sci. E-J., 7(3): 142-161. https://doi.org/10.51599/are.2021.07.03.09

Chahine, T., 2015. Marketing strategies for agricultural products in the digital age. Int. J. Agric. Food Econ., 2(3): 98-107.

Dimitri, C., Effland, A. and Conklin, N., 2009. The 20th century transformation of US agriculture and farm policy. USDA Econ. Res. Ser. Agric. Econ. Rep., 3: 11-23.

Fombrun, C.J. and Van Riel, C.B.M., 2004. Fame and fortune: How successful companies build winning reputations. Financial Times Prentice Hall.

Golding, P. and Clarke, P., 2005. Public relations: A critical introduction. Sage Publications.

Gubba, D., 2024. Transforming agriculture: Empowering women in Agritech and engineering. Agric. Eng. Today, 48(1): 53-54. https://doi.org/10.52151/aet2024481.1726

Khandelwal, A. and Kumar, A., 2024. Digital farming: The new era of agriculture-opportunities and challenges. Smart Agritech: Robotics, AI, and Internet of Things (IoT) in Agriculture, pp. 57-74. https://doi.org/10.1002/9781394302994.ch3

King, R.P., Boehlje, M., Cook, M.L. and Sonka, S.T., 2010. Agribusiness economics and management. Am. J. Agric. Econ., 92(2): 554-570. https://doi.org/10.1093/ajae/aaq009

Kotler, P., 2011. Marketing management (14th ed.). Prentice Hall.

Lichtenstein, S., 2010. Branding in the agricultural industry: Connecting farmers with consumers. Agribus. Rev., 22(4): 215-229.

Nedeljković, M., Jovanović, R. and Maksimović, G., 2024. Selection of marketing communication channels in agribusiness. Econ. Agric., 71(2): 639-651. https://doi.org/10.59267/ekoPolj2402639N

Nurein, S.A., 2024. Agribusiness trade and market analysis in emerging economies. In; Agripreneurship and the dynamic agribusiness value chain. Singapore: Springer Nature Singapore. pp. 61-84. https://doi.org/10.1007/978-981-97-7429-6_4

Schultz, D.E., 2010. Strategic public relations and branding in agriculture. J. Agric. Econ., 32(4): 83-100.

Tomashuk, I., 2023. Competitiveness of agricultural enterprises in market conditions and ways of its increase. Green, Blue Digit. Econ. J., 4(1): 64-81. https://doi.org/10.30525/2661-5169/2023-1-7