



PRACTICE ABSTRACT

Digitalisation: Needs and Impacts

May, 2022

DIGITAL MARKETING STRATEGY IN LATVIA

Mikelis Grivins, Baltic Studies Centre

Latvian beef cattle farmers can ensure high animal welfare standards and produce high-quality beef. Despite the apparent advantages, the sector has failed so far to communicate the characteristics of Latvia's beef cattle to local consumers. Consequently, beef farmers have failed to translate these characteristics into a higher product price.

Farmers have very good access to the internet. However, they might lack digital skills, limiting their ability to use the internet to enhance their communication with consumers and to strengthen their access to outlet markets. Thus, the Living Lab from Latvia aims to develop an innovative support system

with the use of digital tools for the recognition and traceability of beef cattle meat in order to improve and extend markets (e.g. digital marketing strategy aimed at communicating the characteristics of Latvia's beef to consumers and farmers).

The Living Lab (LL) is aimed at harvesting, targeting and upscaling the potential and skill of the beef cattle farmers to use digital tools to communicate with the broader public. Digital solutions will help beef farmers to communicate its social and environmental performance and the high quality of beef produced by Latvia's farmers. It will target consumers willing to pay extra for high quality meat: there is a niche market of consumers that are willing to pay for products of high quality with low environmental impacts. It is difficult to reach this group using traditional forms of marketing. The digital marketing strategy is focusing on the following:

- Using digital tools and technologies to inform consumers.
- Communicating the reasons for the high price of high-quality beef meat.
- Develop new high-quality grass-fed meat related narrative (new arguments).

Living Lab

Digital marketing strategy for beef cattle production sector, Latvia

Key Digital Technologies

Social media, web pages

Keywords

Digital marketing, Beef cattle, High quality beef

More info: www.bscresearch.lv,
www.zemniekusaeima.lv,
<https://desira2020.eu/digital-marketing-strategy-latvia/>

