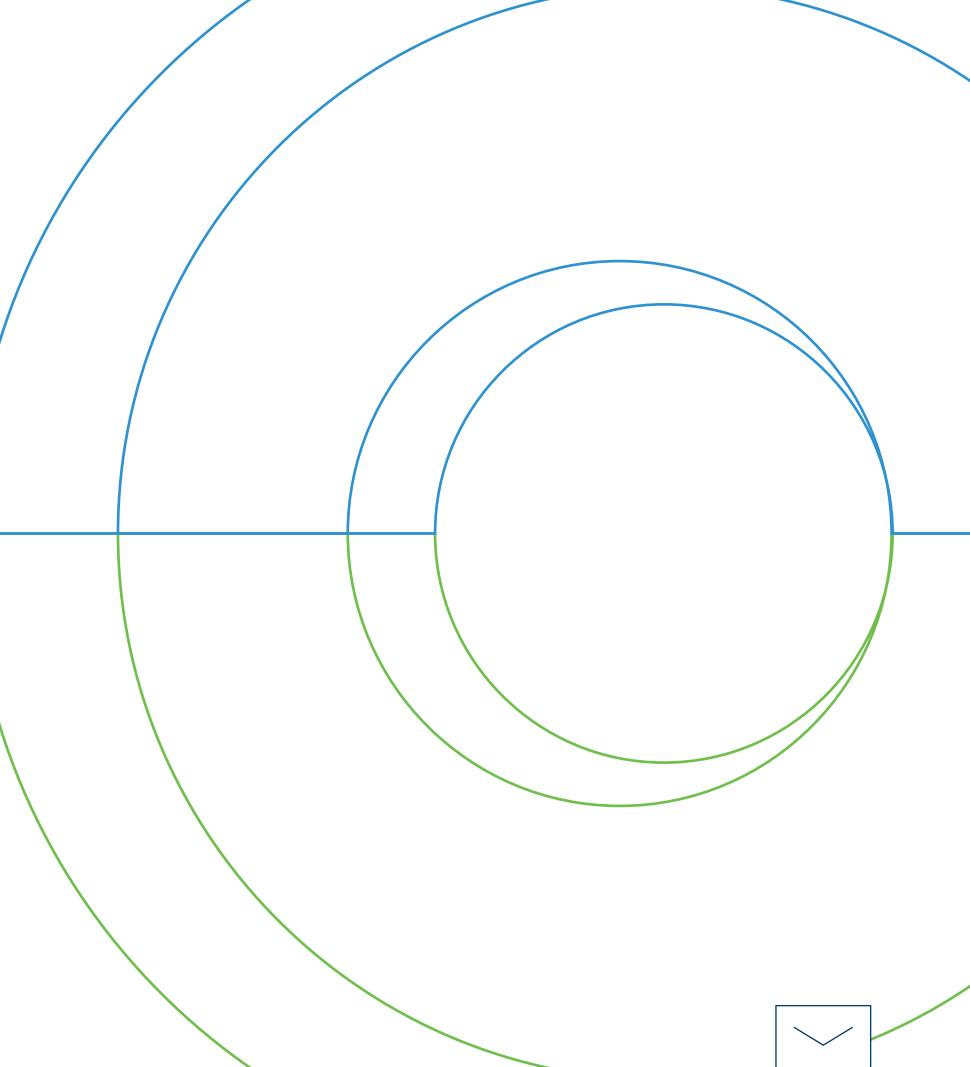


Cultivating Connection:

Top Media Trends for Ag-Focused Financial Companies







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In today's evolving agricultural landscape, financial institutions must adapt their advertising and marketing strategies to effectively reach farmers, ranchers, and agribusiness professionals. Successfully connecting with the right audience requires a combination of what to say and where to say it. DTN has been engaged in Ag media for decades and has witnessed and supported the transition from print-based marketing to an approach heavily weighted in digital advertising options. As the agriculture industry continues to evolve, those achieving success through their marketing efforts are shifting their media strategy. Here are seven media trends shaping agricultural advertising in 2025 and beyond.



Trend 1:
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Financial institutions are now leveraging advanced analytics to target their campaigns with unprecedented precision. The rise of big data and AI has revolutionized agricultural advertising. This includes:

- Utilizing comprehensive agricultural databases
- Employing predictive analytics to anticipate farmers' financial needs
- Crafting personalized messaging based on detailed farmer profiles
- Optimizing ad placement across multiple channels

By embracing data-driven advertising, financial companies can significantly improve the efficiency and ROI of their marketing spend, creating more relevant connections with their agricultural clients with less effort. The days of "spray and pray" advertising are in the past. Targeted, customized and responsive advertising via digital channels is the key to reaching audiences quickly and with impact.



Content Marketing with an Educational Focus

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There's a growing demand for informative content that helps agricultural professionals

navigate complex financial decisions

Especially with the frequently changing landscape in financial markets, policy changes and farm succession evolution. Also, the next generation of farmers is much more engaged with digital channels and tools. To reach this increasingly "connected" ag audience, financial advertisers are responding by:

- Producing educational webinars and podcasts on agricultural finance topics
- Creating in-depth blog posts and articles on farm financial management
- Developing interactive tools and calculators for financial planning
- Sharing case studies that demonstrate the impact of financial products on farm operations

Financial institutions that create educational or informational content not only build credibility with customers and targets, but build themselves into trusted advisors in the agricultural sector.



Trend 3:Video-CentricStorytelling

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They say a picture is worth a thousand words, which means video is worth even more. Video content continues to be an effective tactic when tied to digital advertising. Financial companies that use video to communicate easy-to-understand messaging can get their message in front of customers and targets in a simple, concise way.

Key strategies include:

- Producing documentary-style farmer profiles
- Using drone footage to showcase agricultural operations
- Creating animated explainer videos on financial concepts
- Hosting live-streamed virtual events and Q&A sessions

These video-based approaches help financial institutions forge stronger emotional connections with their rural audience.



Trend 4: Mobile-First Advertising Design

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Smartphones are ubiquitous, even in rural areas. Per the USDA, approximately 78% of rural households now have reliable connectivity, with that number growing every year. Those advertising to farmers and ranchers should fully embrace digital channels in their marketing plans. More specifically, mobile devices are the most frequently smart devices because they fit the activity associated with farming. This shift includes:

- Ensuring all digital ad content is optimized for mobile viewing
- Leveraging location-based targeting for more relevant ad delivery
- Utilizing SMS and messaging app campaigns

A mobile-first approach allows financial institutions to reach farmers where they increasingly consume media.

78% of rural households now have reliable connectivity.



Trend 5:
Influencer
Partnerships in
Agricultural Media

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Recognizing the power of trusted voices in rural communities, financial advertisers are collaborating with agricultural influencers. These activities primarily play out via social media channels, but influencers are also key partners for more robust content marketing and events. Influencers don't come without risk, as influencers are always keeping their own brand and reputation in mind. This means influencers can help open doors, but those coming in the door may tend to have an expectation tied more to the influencer than the advertiser. Meaning, working with an influencer requires companies to do their homework on which influencers to engage. This influencer trend includes:

- Partnering with respected farmers and industry experts for content creation
- Sponsoring agricultural podcasts and YouTube channels
- Implementing social media ambassador programs
- Co-creating content with influencers associated with agricultural media outlets

The main goal of influencers is to borrow their credibility and exposure to help open the right doors within the farming community.



Trend 6: SustainabilityFocused Messaging

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Financial advertisers

at the forefront are positioning themselves as partners in sustainable agriculture.

As environmental concerns gain prominence, financial advertisers are highlighting their commitment and understanding of sustainable agriculture. While the business aspects of sustainable ag are still forming, financial companies would be best served by displaying an understanding and involvement in this fast-growing movement in agriculture. More green oriented trends include:

- Showcasing green financing options in ad campaigns
- Featuring success stories of environmentally conscious farming practices
- Partnering with agricultural sustainability initiatives for content creation
- Educating farmers about emerging opportunities in carbon markets

This messaging positions financial institutions as partners in building a more sustainable agricultural future.

Omnichannel Advertising with Rural Emphasis



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Recognizing the unique media consumption habits of rural audiences, financial advertisers are adopting integrated strategies that combine traditional and digital channels.
Rural farmers and ranchers are more likely to consume more traditional channels like magazines or radio advertising. But the fastest growth in advertising consumption is through digital channels. A combination of both ensures the most effective campaigns. Here are some trends financial institutions are following when using an omnichannel approach.

- Coordinating print ads in agricultural publications with complementary digital campaigns
- Utilizing both traditional radio and digital audio platforms for ad placement
- Developing platform-specific content for popular social networks among farmers

This omnichannel approach ensures that advertising messages reach agricultural professionals across multiple touchpoints in a way that is coordinated and consistent.





Financial institutions that leverage these media trends are the ones getting the most value from their marketing and advertising efforts. However, implementing this omnichannel approach requires the right strategy, right timing, and the right partners.

This is where DTN Ag Media Solutions can help. Our comprehensive suite of precision-targeted, data-driven advertising solutions connects financial institutions with the right agricultural professionals at the right time. With our deep understanding of rural media consumption and expertise in agricultural data, we can help you navigate this complex landscape and achieve measurable results. Learn more about DTN ag media capabilities and see how we can help you tackle the latest media trends.

Don't let your financial products go unnoticed in the competitive agricultural market. Partner with DTN Ag Media Solutions to leverage these cutting-edge media trends and build meaningful connections with the farming community.





