

SIGMA Marketing Insights

Agricultural Marketing

We're a boutique data and analytics firm obsessed with your Growers' and Retailers' experience. We're driven to turn data into powerful strategies that will deliver precision marketing to grow your product sales, strengthen your distribution – and build grower loyalty.

Headquartered in Rochester, NY with a new Boston office, we've worked with leading B2B and Agri-Marketers since 1985. Our team of dedicated Data Scientists, Marketing Operations experts and Marketing Strategy pros love to solve the gnarly problems of the agricultural market place: How to incorporate layers of crop and grower data to target efforts to the right growers and retailers. How to leverage marketing tech to create demand and nurture? How to create a marketing machine that keeps running at the speed of change? Give us a call to find out how we do it at **585-242-4113** or visit us at **www.sigmamarketing.com**



Multichannel Activation



Better ROI
Data-driven
Marketing and
Sales Support



Making marketing automation work in a highly regulated, sales driven culture can be tough. Our campaign engineers can help. While we don't do the creative, we can help you build multichannel strategies that will lift your results across channels and deliver ROI!

Insights and Analytics



Stronger Analytics
Leveraging
Big Data



Big Data is washing over Ag and marketers need to grow to love it! We are constantly on the hunt to bring you new data sources that can help us pull insights from your grower and retailer databases. Get the maximum impact from your marketing spend by focusing where the greatest yield can be harvested!



Streamlined Marketing Operations



Seamlessly Manage
complexity to
drive revenues

Too many products to support? Competing priorities between retail and distribution promotional efforts?

Our marketing operations experts can help your team excel, or we can become your back office operations team.

