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Top 10 Ag Marketing Trends to Watch in 2023

Communications Group publishes 2nd Annual Ag Marketing Trends Report



Caption: The Communications Group's 2nd Annual Ag Marketing Trends Report predicts the top 10 marketing trends in the ag industry for 2023.

LITTLE ROCK, Ark. (December 5, 2022) - [The Communications Group](#) (ComGroup), a full-service marketing and public relations firm specializing in [agriculture](#), released its second agriculture marketing trends [report](#). The report highlights what the firm has identified as the leading marketing trends that will have the greatest impact on the commercial success of agribusinesses in 2023.

[The Communications Group's 2023 Ag Marketing Trends](#) report is based on research, observations made in recent months and the firm's 30 years of working with a variety of agriculture clients. The report gives agribusiness leaders insight into the current marketing landscape to help inform their marketing decisions for the coming year. Ag industry specialist and ComGroup Public Relations Director [Carson Horn](#) says the report helps decision makers in the ag industry navigate the latest trends in marketing strategies resulting from an ever-evolving business environment affected by changes in technology and consumer attitudes and behavior.

"Communication practices and methods are constantly changing, making it challenging to find marketing tactics that are best suited for organizations and their audiences," Horn said. "Our report provides agribusiness leaders the direction they need to identify tactics that will help their organizations find success in next year's market."

The Communications Group's 2023 Ag Marketing Trends [report](#) is available for download on ComGroup's [website](#). Website visitors can apply the report's findings to their own marketing and communications strategies to determine where changes, amplification or improvement is needed. Other online resources offered by ComGroup are available for visitors to evaluate their current marketing and communications programs, including a complimentary [content ideas](#) or [website audit](#).

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The Communications Group's 2023 Ag Marketing Trends report and information about a no-obligation consultation with ComGroup's experienced team of ag marketing experts is available at [ComGroup.com](https://www.comgroup.com) or on ComGroup's [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

***Editor's Note:** Report author Carson Horn is available for interviews to discuss the release of this report, its findings and impact on the industry, and how agribusinesses can effectively apply it to their marketing and communications programs. To connect with Horn for an interview, email chorn@comgroup.com or call direct at 501-515-0849.*

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About The Communications Group

The Communications Group is an award-winning, Arkansas-based, marketing and public relations firm established in 1987. ComGroup is an integrated marketing and communications firm delivering value and solutions to clients in North America and Europe with data-driven strategic research and planning, multi-channel implementation and responsive monitoring in agriculture, business-to-business, health care and outreach and education sectors. More at [ComGroup.com](https://www.comgroup.com).