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Top 10 Ag Marketing Trends to Watch in 2022

Communications Group predicts the top marketing trends to help agribusinesses achieve commercial success in the new year



Caption: A new report by The Communications Group predicts top 10 marketing trends in the ag industry for 2022.

LITTLE ROCK, Ark. (January 26, 2022) – [The Communications Group \(ComGroup\)](#), a full-service marketing and public relations firm specializing in [agriculture](#), has released a [new report](#) highlighting what the firm has identified as the leading marketing trends that will have the greatest impact on the commercial success of agribusinesses during 2022.

[The Communications Group's 2022 Ag Marketing Trends report](#) is based on the research and observations the firm has made in recent months leading up to the new year, factoring in the growth, popularity and level of success that has been earned in regard to various projects, programs and activities undertaken by clients and other key industry players. The report empowers agribusiness leaders to make informed marketing decisions with modern strategies. Ag industry specialist and ComGroup Public Relations Director [Carson Horn](#) says the report is meant to help agribusinesses navigate the current marketing landscape as it continues to rapidly evolve with the emergence of new technologies, industry dynamics and changes in consumer attitudes and behaviors.

“As the world continues to be redefined by new technologies and communication methods, it’s imperative the ag industry keep pace and acknowledge the way in which business is changing,” Horn said. “It’s our goal at The Communications Group that this new report will prompt agribusiness leaders to start asking the right questions about where their marketing and communications programs are, and where they need to be going.”

[The Communications Group's 2022 Ag Marketing Trends report](#) is available for download on ComGroup’s website. Visitors to the website can [apply the findings of this report](#) to their own marketing and communications strategies to determine where changes, amplification or improvement is needed.

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Visitors can also utilize other online resources offered by ComGroup to evaluate their business's marketing and communications programs including a [complimentary marketing assessment](#) or [website audit](#).

To access The Communications Group's 2022 Ag Marketing Trends report and other online resources, or to inquire about a no-obligation consultation with ComGroup's experienced team of ag marketing experts, visit ComGroup.com or follow ComGroup on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

Editor's Note: Report author and Communications Group Public Relations Director Carson Horn is available for interviews to discuss the release of this new report, its findings and impact on the industry, and how agribusinesses can effectively apply it to their marketing and communications programs. To connect with Carson Horn for a media 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.

