

For more information:

Carson Horn, APR

501-515-0849

chorn@comgroup.com



Top 6 Ag Marketing Trends to Watch in 2024

Communications Group publishes 3rd Annual Ag Marketing Trends Report



The Communications Group's 3rd Annual Ag Marketing Trends Report predicts the top six marketing trends in the ag industry for 2024.

LITTLE ROCK, Ark. (February 1, 2024) - [The Communications Group](#) (ComGroup), Arkansas's premier marketing and public relations firm specializing in [agriculture](#), released its third agriculture marketing trends [report](#). The report highlights what the firm has identified as the top six leading marketing trends that will have the greatest impact on the commercial success of agribusinesses in 2024.

The Communications Group's 2024 Ag Marketing Trends report is based on research, observations made in recent months and the firm's more than three decades 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 author of the report [Carson Horn, APR](#) says the report helps decision-makers in the ag industry navigate the latest trends in marketing strategies resulting from an ever-evolving communications environment affected by changes in technology and political attitudes.

"We have entered an election year, and we can expect agriculture to play a role in the political debate," Horn said. "This report provides valuable insights for ag industry stakeholders helping them make informed decisions about their marketing strategies in the year ahead, and how to leverage these trends to sharpen their competitive edge."

The Communications Group's 2024 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 complimentary [content ideas](#) or a [website audit](#).

For more information:

Carson Horn, APR

501-515-0849

chorn@comgroup.com



To hear more from the agency's experienced team of ag marketing experts, visit ComGroup.com or follow ComGroup's [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter/X](#).

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 directly at 501-515-0849.

#

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.