

## **Agri-food web marketing and online communication strategies**

Agro-Food Made in Italy is an expression of Italian identity and represents one of the strengths of our country around the world. In the Italian diet there are a multitude of typical products, health foods, and regional specialties that identify our country in the eyes of global consumers.

The food of the beautiful country wins in the world because there is a specific Italian model to relate to nutrition.

But the success of Italian agro-food is possible if the companies in the industry apply to spread their products over and over through web tools, which are a great opportunity to help or replace classic internationalization modes.

The web has become a fundamental business tool for companies over the years and has become an integral part of the marketing mix available to businesses.

Web marketing allows Made in Italy agri-food to tell and get acquainted, so today entrepreneurs also invest in online marketing, e-commerce and digital platforms.

The spread of such tools and the phenomenon of globalization have led SMEs to consider the digital world a great opportunity to exploit in order not to be excluded from the global market and to increase their international success.

There are so many features of web marketing, including global being as it allows a world-wide approach to visitors from other countries and can be considered as a real internationalization tool, as it allows instant dialogue with their customers and direct as it facilitates direct interaction with the customer.