

Advertising is
lifeblood of business.





This year we have to choose what kind of high school we are going to attend. It's a very important decision for all students because after the school-leaving certificate our future work might depend on this choice.





Our territory offers plenty of work opportunities in the agricultural sector; so our future business might exploit the land cultivation; our farmers produce olive oil, wine, vegetables but the most widespread crop is the “kiwi”.





This plant comes from southern China, where it has been grown for 700 years, its fruit was considered as a delicacy by Chinese Emperors and its use was ornamental too.



At the beginning of the XVIII century the kiwi was imported to Great Britain.



In the XIX century it spread through intensive cultivations in New Zealand, where it found a very favourable environment and that's why its name comes from the native bird of this country.





This plant arrived in Italy in the 1970s and within 30 years Italy it has become the first world grower. In Italy the Lazio region is the third grower with its 10 thousand hectares of kiwi fruit and Cisterna plays a key role in this production because our land is fertile, wet and it is not subject to early frost.





The kiwi plant is a sort of climbing liana with large and roundish leaves, it can be 10 metres high so it needs a lot of appropriate supports on which it is able to grow.





Kiwi plants can be female for fruiting and male suitable for pollination. The kiwi cultivation demands a lot of water.





Kiwi fruits are picked by hand in autumn and they are small or big, hairy and their pulp, with black seeds, can be yellow, reddish or green.





This fruit is rich in vitamin C, potassium, vitamin E, copper, iron and fibers, its caloric intake is low. It is not expensive and that's why it is increasingly present on our tables, it is served in italian school canteens too.



**TIME TO
SELL**



After creating our farm, we have to identify it by a “LOGO” and spread a clear, winning promotion message about our goods.



Our publicity campaign might take place in a traditional way: by radio and television advertising, local press and posters in the street.





However we prefer speaking directly to all costumers by using the web. We have got a lot of options: we could create a sales website or exploit the most popular e-commerce.





Another choice is to make a blog whose aim is to advertise our product and to attract traffic to our site. A very clever way is to write important articles meant to be published on specialized blogs. This way will make our farm famous and at same time it will get a considerable traffic to our website.



Moreover we could consider the e-mail marketing that consists of promoting our product directly to the e-mail box of potential customers.





Other means to increase the sales of our product are the social networks such as Pinterest, YouTube, Facebook, Instagram, Twitter and so on. They are web platforms that can spread and share contents, videos and photos.





Nowadays the role of these social networks is growing in importance and they act as strategic communication channels. Our farm will take advantages of the use of the different social networks.



THANKS FOR
YOUR
ATTENTION

