



TOP LEAD

UKRAINIAN AGRIBUSINESS INFOGRAPHICS SERIES

How to use infographic series as an amazing content pillar in a cost-effective way



3 STEPS TO CREATE AN AMAZING
CONTENT PILLAR
THAT WILL WORK FOR YEARS

3 steps to create an amazing content pillar

CREATE AN INFOGRAPHIC SERIES

STEP #1

WHAT WE DID

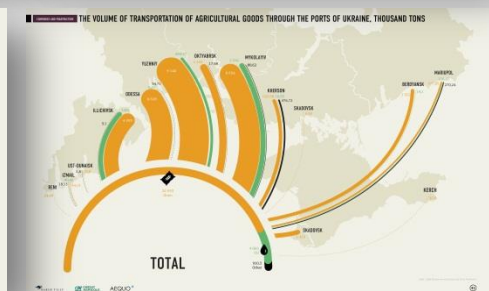
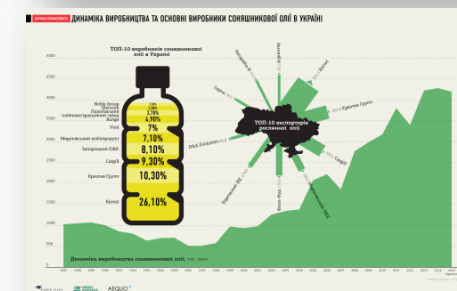
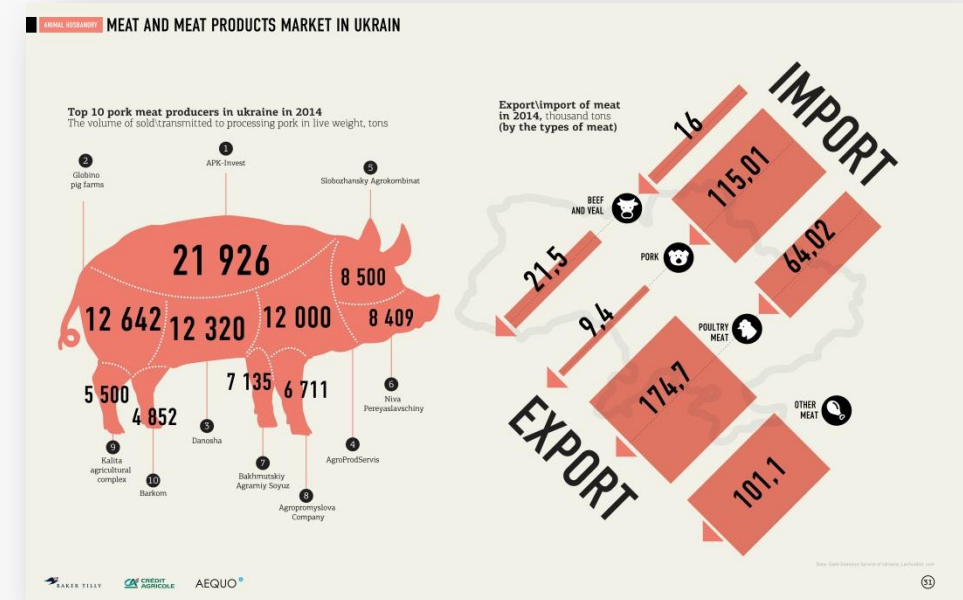
In 2014 we created set of 40 infographics about local and global markets, agri industries and companies.

TRULY ENGAGING CONTENT

Unique analytical infographics about Ukrainian agriculture in attractive and comprehensive graphics.

TO ATTRACT PROSPECTS AND CONVERT THEM TO LEADS

In order to attract the attention of the target business audience to [Baker Tilly \(Ukraine\)](#).



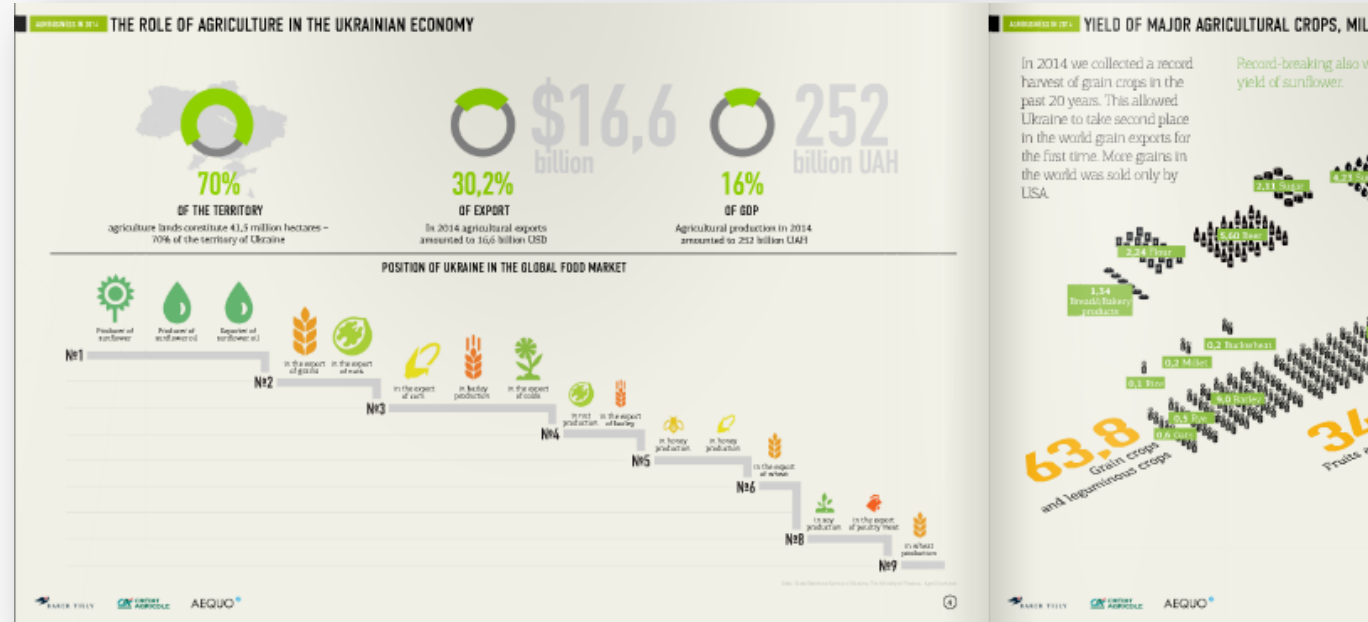
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CREATE AN INFOGRAPHIC REPORT

STEP #2

We turn our infographic series into stunning industry report [“Ukrainian Agribusiness 2014”](#) that covers industry trends, market analysis, market share and size.

- ▶ A lot of infographics
- ▶ Minimum of text
- ▶ Clear, comprehensive industry overview
- ▶ No words or data wasted.
Highly focused content



PROJECT SPECIFICATION:

40 pages
A3 Format
PDF-version in Ukrainian
PDF-version in English
Printed version in Ukrainian – 600 pcs.

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TURN IT INTO AN ANNUAL PROJECT

STEP #3

The infographic series and report in 2014 had a huge engagement rate, lots of leads collected and had a total “wow-effect “ on the market.

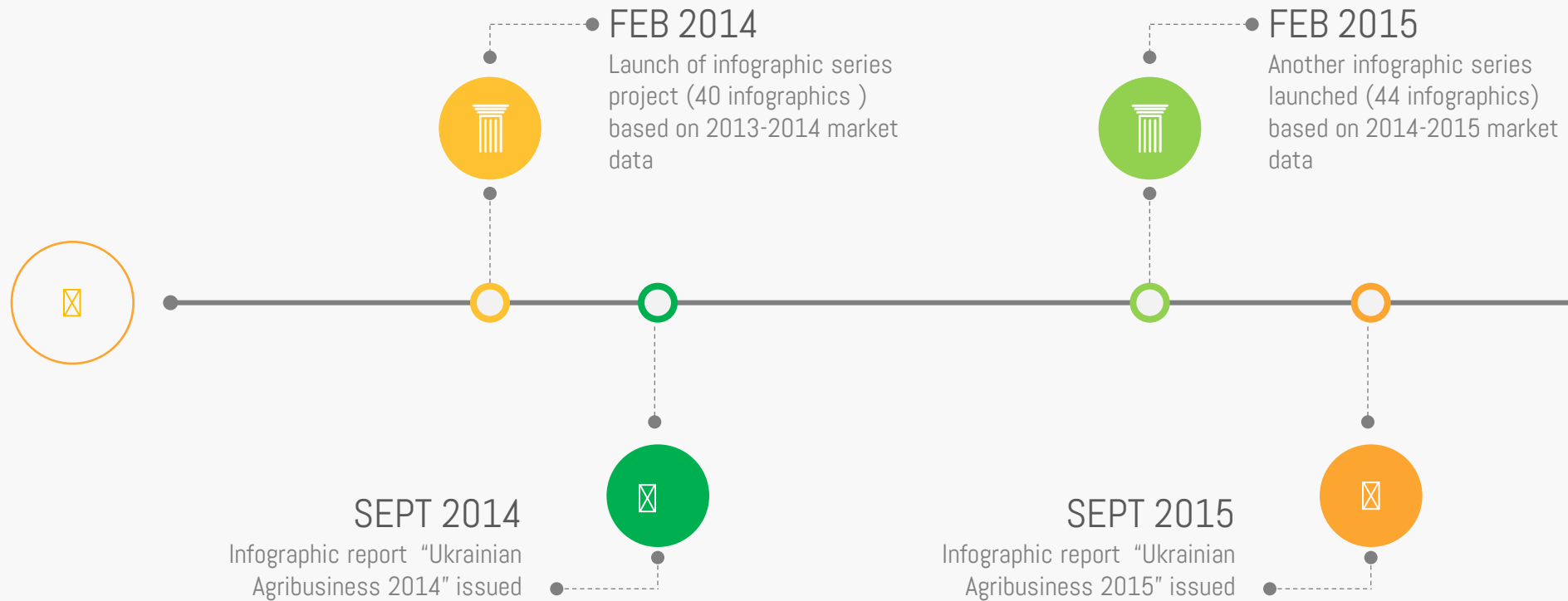
In 2015 we created set of another 44 infographics with new market data about local and global markets, agri industries and companies.

After all we issued second infographic report – [“Ukrainian Agribusiness 2015”](#).



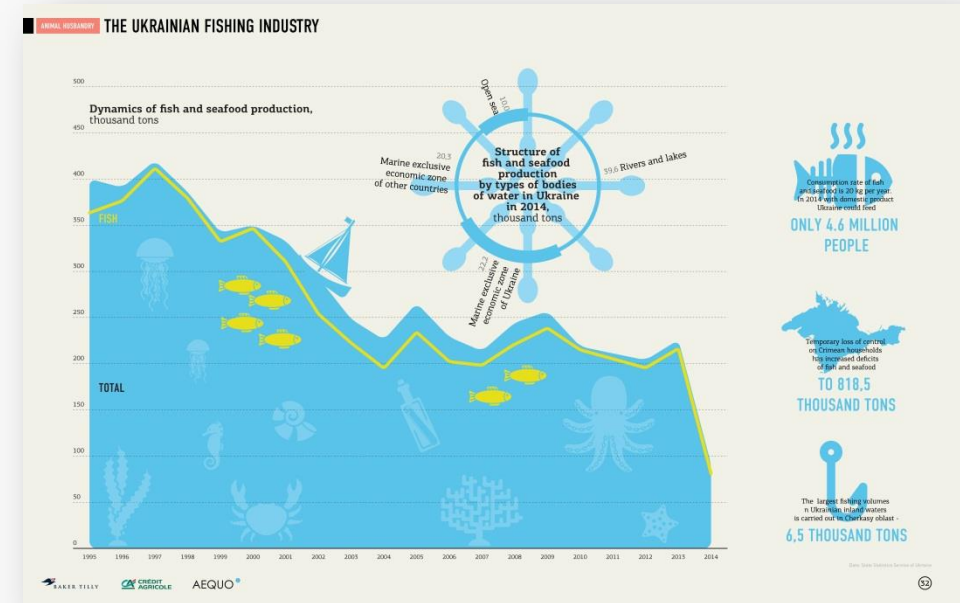
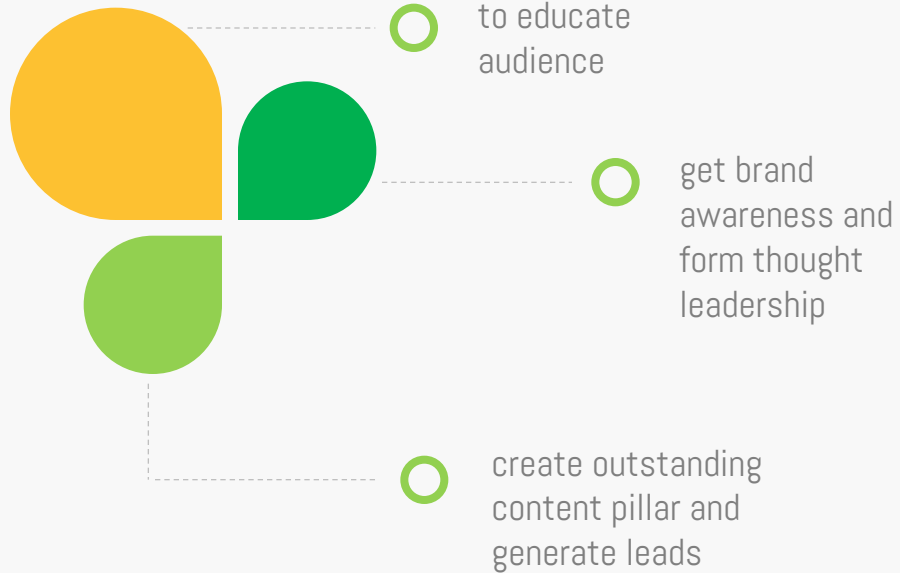
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PROJECT TIME LINE



About the project

WHY WE CREATED INFOGRAPHICS SERIES?



How it works

WHAT OPPORTUNITY WE CAUGHT?




We found out that agricultural economics is complicated and hard to understand even for farmers!




This infographic series established Baker Tilly thought leadership across agriculture industry.

Because farmers will entrust financial services for his company only to those, who are acquainted with the peculiarities of the agricultural business.

COMPANIES AND INFRASTRUCTURE FINANCIAL INSTRUMENTS FOR UKRAINIAN AGRIBUSINESS

	EUROBONDS	IPD	BILATERAL LOANS	SYNDICATED LOANS	EXPORT FINANCING	WAREHOUSE CERTIFICATES	FCR	AGRICULTURAL RECEIPTS	TRADE FINANCE BANKING INSTRUMENTS (GUARANTEES / LETTERS OF CREDIT)
TYPICAL COLLATERAL	Suretyship / corporate guarantee / pledge	✗	Pledge, mortgage, claims, suretyship	Pledge, mortgage, claims, suretyship	Mortgage, pledge, guarantee, export credit agency insurance, suretyship	Goods	Goods	Future harvest	Pledge, cash coverage of guarantee / letter of credit
TERM	Long-term	Unlimited	Any	Any	Long-term	Short-term	Short-term	Short-term	Any
INTEREST RATES	✓	✗	✓	✓	✓	Depends on the structure of the transaction	Depends on the structure of the transaction	Depends on the structure of the transaction	✗
INTERMEDIARIES	Investment banks	Investment banks	✗	Agent bank	✗	✗	✗	✗	Bank
OBJECTS OF FINANCING	The company as a whole	The company as a whole	Trading operations, investment projects	Trading operations, investment projects	Machinery, industrial equipment	Goods	Goods	Future harvest	Goods, machinery, industrial equipment
SUBJECTS OF FINANCING	Investors bondholders	Investors	Bank	Syndicate of banks	Bank	Bank, off-taker	Bank, off-taker	Bank, off-taker	Bank, syndicate of banks
LISTING ON THE STOCK EXCHANGE	✓	✓	✗	✗	✗	✗	✗	✗	✗
OWNERSHIP RIGHTS OF INVESTORS TO COMPANY'S SHARES	✗	✓	Possible in case of foreclosure	Possible in case of foreclosure	✗	✗	✗	✗	✗
MAXIMUM FINANCING AMOUNT	Hundreds of millions \$	Hundreds of millions \$	Tens of millions \$	Hundreds of millions \$	Tens of millions \$	Tens of millions \$	Tens of millions \$	Millions \$	Tens of millions \$
IN UKRAINE	✓	✓	✓✓✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓✓

 **AGRICULTURAL PRODUCERS, TEND TO HAVE THEIR OWN LAND FUND**
 **TRADERS, EXPORTERS OF AGRICULTURAL PRODUCTS**
 **IMPORTERS OF AGRICULTURAL MACHINERY, EQUIPMENT**

Analitics provided by A

How it works

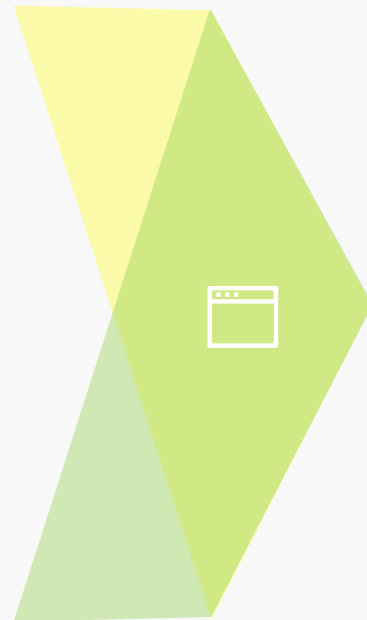
HOW CLIENTS GOT TO KNOW

ABOUT THE REPORT?

CONTENT PUBLICATION

with the help of media partners—
Latifundist Media and Business
Views

Multilevel media plan which
introduced the report to the target
audience long before
its release

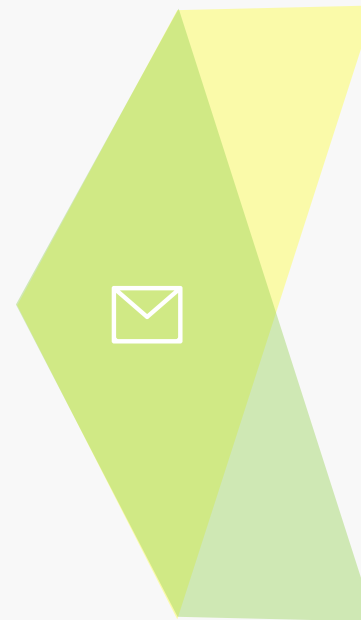


LEAD GENERATION

By using landing pages over 3800 contacts were
collected, (both within 2014 and 2015 projects)
2000 of which were leads – i.e. potential
customers of the company.

CONTENT PROMOTION

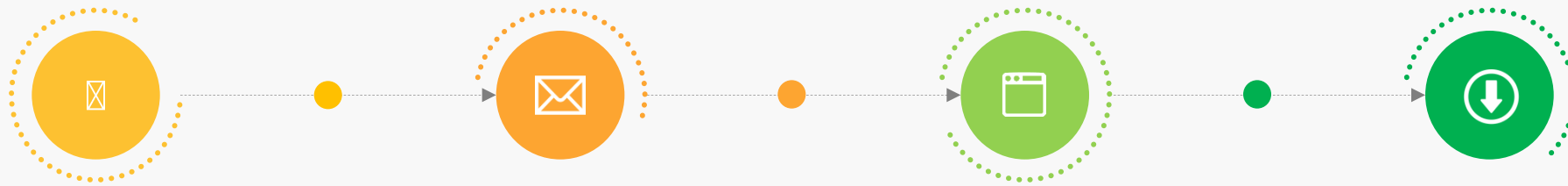
Usage of landing pages,
e-mail distribution, as well as
Facebook and other social networks
for promotion of the content within
the project framework and
acquisition of leads



How it works

HOW DID WE IDENTIFY CLIENTS?

BY USING LEAD GENERATION



CONTENT PUBLICATION

Publication of the report and reference materials on the website of the company

EMAILING

Emailing of the release containing the link to the landing page following the list of potential customers and received applications

LANDING PAGE

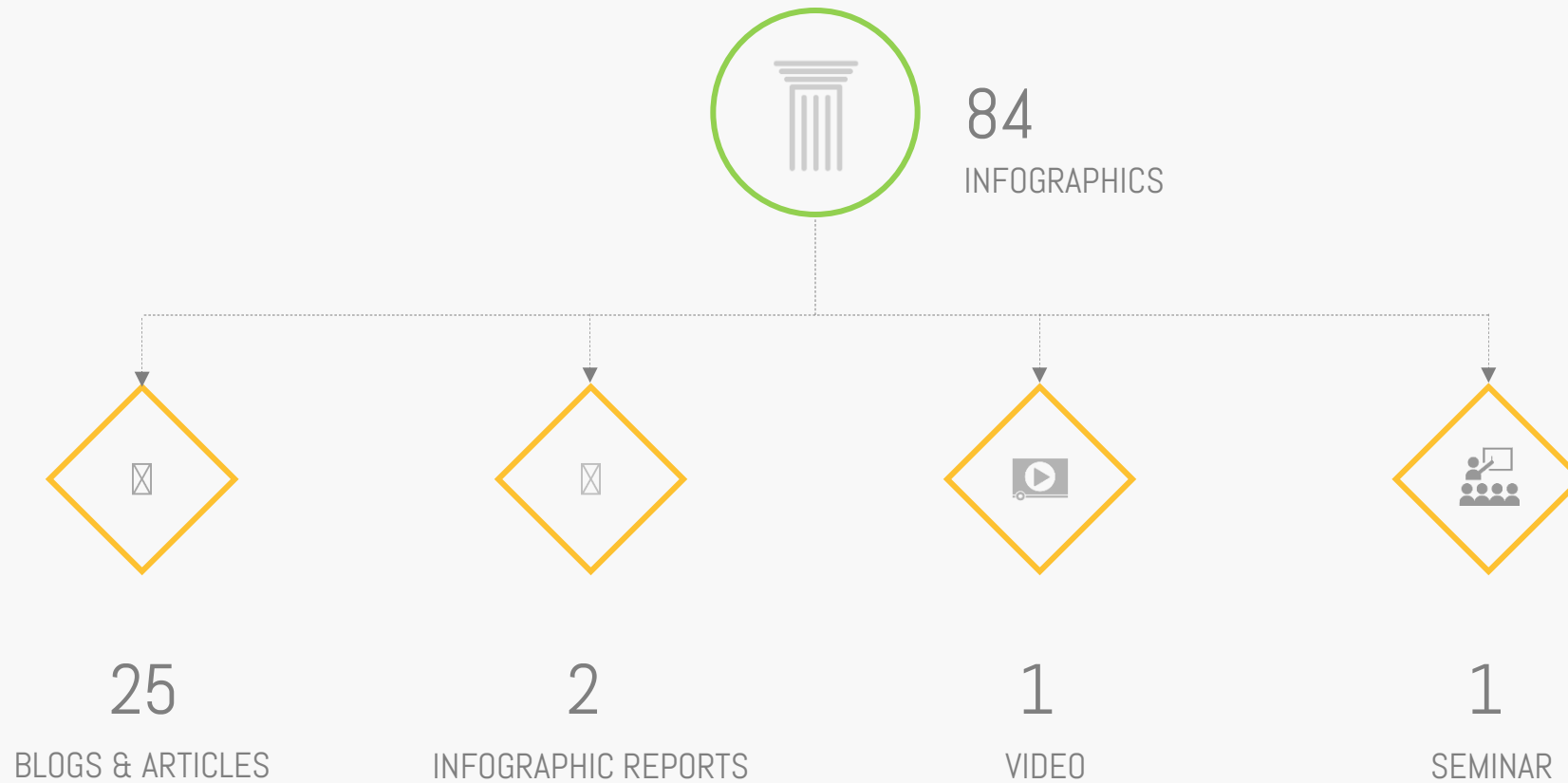
Following the link in the release or on the website the customer is redirected to the landing page

DOWNLOAD

Emailing of the release containing the link to the landing page following the list of potential customers and received applications

WHAT CONTENT WAS PUBLISHED?

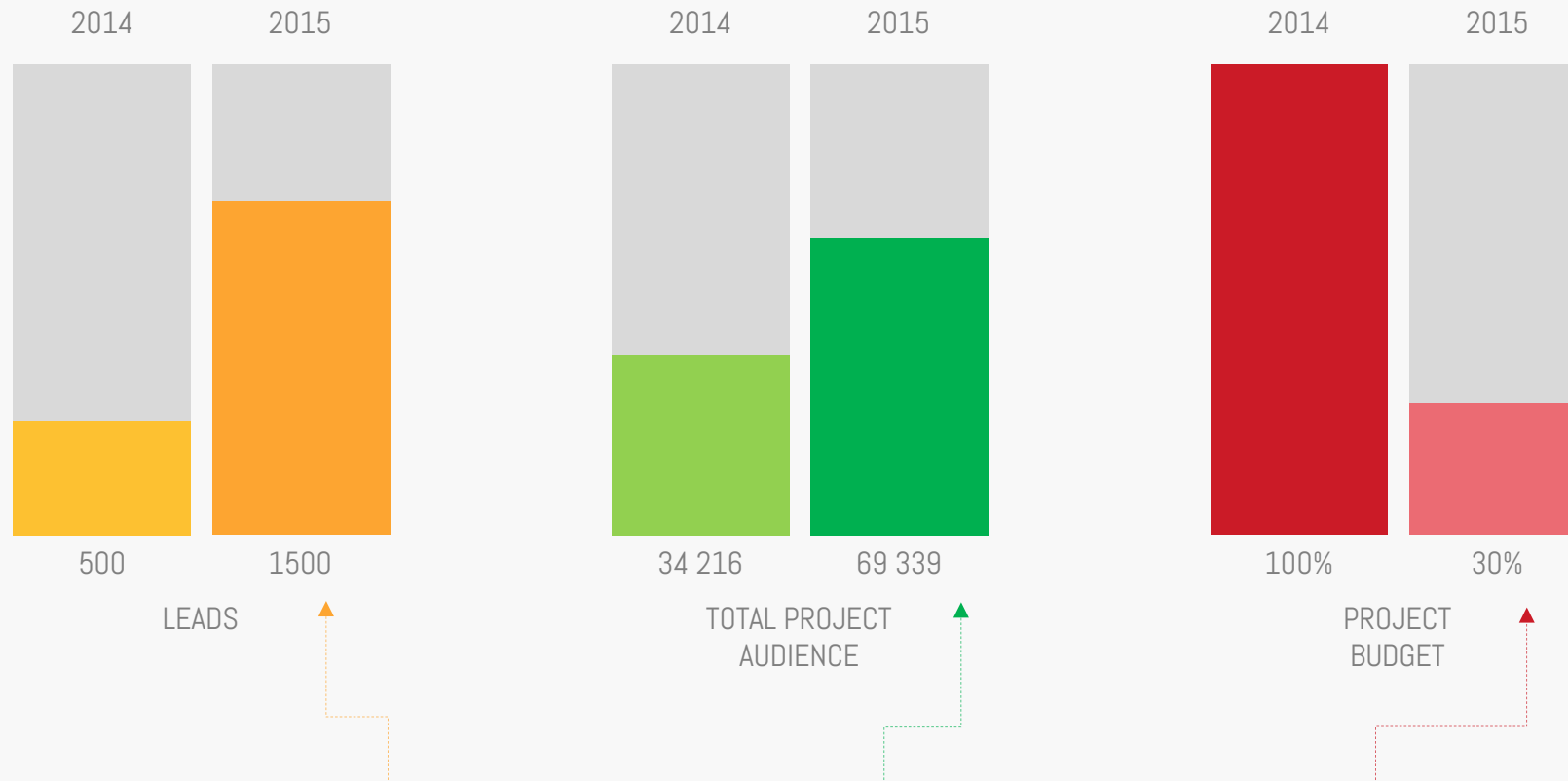
CONTENT PILLAR - INFOGRAPHIC SERIES



What results were achieved?

COST-EFFECTIVE CONTENT

In 2015 better results were achieved and the project was more cost effective and completed faster. This became possible because we include only 30% fundamentally new infographics to the series, the other 70% were just updated in accordance with new market data.

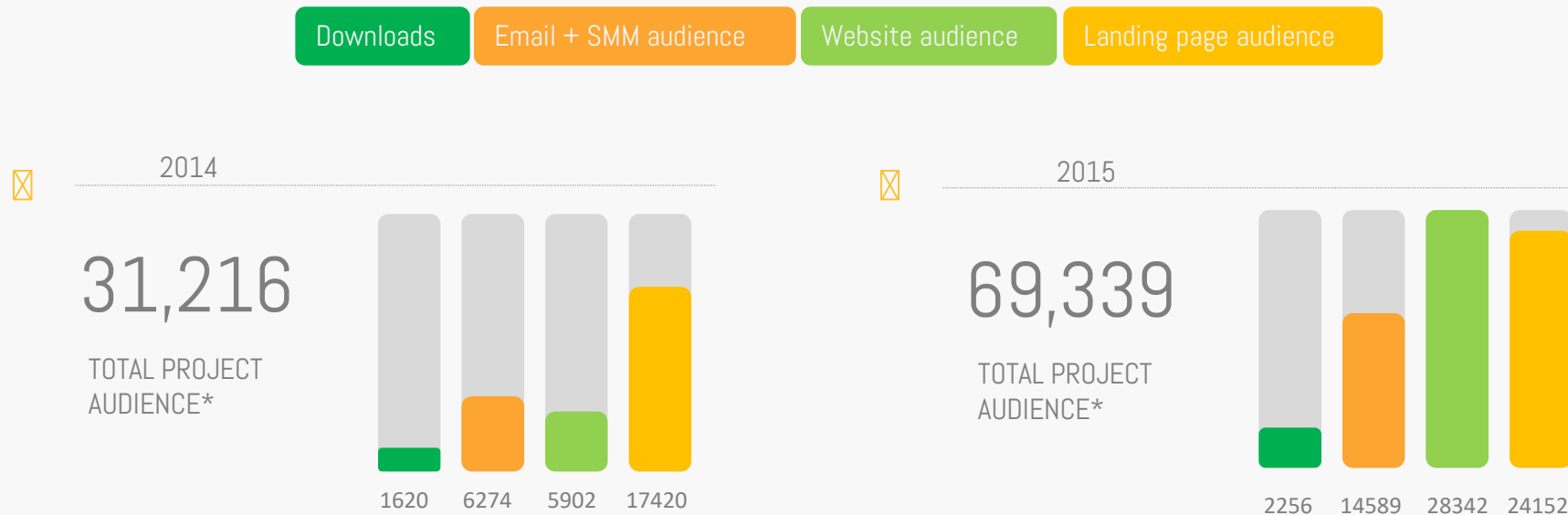


Three-times more leads for bigger audience for less money

What results were achieved?

KEY PERFORMANCE INDICATORS

The functioning of content-marketing is represented based on the example of infographic report.



*Actually it's impossible fully evaluate the audience because the project went viral in social media and the numbers of "shares "and "likes" are uncountable.

What results were achieved?

THOUGHT LEADERSHIP-DRIVEN CONTENT

Infographic series that had been transformed in a content pillar became annual thought leadership event and the biggest content project on Ukrainian agri market. The infographic report proved to be very popular in Ukraine, and many media have reprinted our infographics.

But there was something that surprised us the most. The Ministry of Agriculture at their own expense printed several thousand copies of our report! Minister of Agrarian Policy and Food of Ukraine, Oleksiy Pavlenko, presents Ukraine with this report worldwide.



Minister of Agrarian Policy and Food of Ukraine, Oleksiy Pavlenko, with officials of the European Commission.



Minister of Agrarian Policy and Food of Ukraine, Oleksiy Pavlenko, in Berlin with Minister of Agriculture of Lithuania..



THANK YOU

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