

# RTD Case Study Agriculture



Over the last four years, Rolling Thunder Digital has worked with **Yara International** with the goal of improving their regional presence, increasing their monthly engagement rates, and growing their Facebook followers with quality and qualified followers.

With Yara International active in Ghana, Kenya and Tanzania, it has been imperative that the brand entrenches itself in the respective farming and agricultural communities. For Rolling Thunder Digital, this meant developing a digital marketing strategy that included organic and paid tactics that would not only meet KPIs and goals, but create a sustainable conversation between the brand and Farmers that would enrich their lives, expand their agronomic knowledge, and sell the Yara product.

## Ghana:

Facebook Engagement KPI: 221 453

**[15% increase from 2021]**

Facebook Follower KPI: 15 000

**[5 000 increase from 2021]**

Actual engagement achieved for 2023 cycle:

**2 098 036**

Actual followers achieved for 2023 cycle:

**23 257**

## Kenya:

Facebook Engagement KPI: 468 076

**[15% increase from 2021]**

Facebook Follower KPI: 39 000

**[15 000 increase from 2021]**

Actual engagement achieved for 2023 cycle:

**2 025 112**

Actual followers achieved for 2023 cycle:

**52 414**

## Tanzania:

Facebook Engagement KPI: 847 313 **[15% increase from 2021]**

Facebook Follower KPI: 15 000 **[5 000 increase from 2021]**

Actual engagement achieved for 2023 cycle: **2 064 066**

Actual followers achieved for 2023 cycle: **28 914**



In addition to the always-on tactics, Rolling Thunder Digital was tasked with conceptualising and running product launch campaigns. In 2022, Yara launched MiCROP+ in Kenya and MiCROP in Tanzania, and required something different from a design perspective. Rolling Thunder Digital developed the creative concept using the original product pack shots, and enhanced these by illustrating the bags and product.



**What Our Clients Have to Say:**

“Working with Rolling Thunder Digital is always a learning journey. They will always find a way to solve a problem and leave room open for discussion. You will always feel that they are your partner in work, and not just a service provider. They are flexible, efficient, and they never deviate from a strategy or objective. It’s always a pleasure to work with them.” - Tumi Mmope, Regional Marketing Manager Africa & Asia, Yara International.

“It’s been great working with Rolling Thunder Digital over the past few years on our digital marketing campaigns. Key for me has been their attentiveness and quick response to our needs as clients. They have also been good at delivering on KPIs - even at times we have had to work within tight budgets. Their monthly progress report and briefings have also been detailed and informative and has helped to keep our campaigns on track. It’s been a great experience so far, and I will say kudos to the team at Rolling Thunder Digital.” - Kwame Okyere, Digital Retail Solutions Manager (Ghana), Yara International.

