

EPICOSITY HELPS AGSENSE® PRECISION FARMING TOOLS INCREASE SUBSCRIPTIONS BY 1,000%

AgSense Branding



THE CHALLENGE

AgSense makes life easier (and more profitable) for farmers with remote control/monitoring tools for irrigation, soil moisture, grain storage and fertilizer tanks. They needed a brand story that was just as effective as their products.



THE GOAL

Unify the look and feel across all platforms + increase overall awareness and sales.



THE IDEA

The AgSense Farm showed growers the benefits in a big way, using long-form video testimonials to show real-world results. Campaign elements included a keyword-optimized website with live chat support - as well as targeted print and digital ads, and an increased social media presence focused on building engagement online.

THE RESULTS

Within five years, active AgSense subscriptions had grown by 1,000%. Other results include:

- 1,690 live-chat conversations in 8 months including 268 support requests and 111 sales
- 1.5 million Facebook impressions, 5,200 likes and over 300,000 Facebook page views in the first two years
- Social posts reached more than 156 countries

