

# New E-commerce Boosts Marketing and Branding of Rural Agricultural Products

## -- Take the Example of Mayang, Hunan Province

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### ABSTRACT

Rural revitalization is an important initiative to guarantee national food security and the supply of important agricultural products, and a key initiative to promote the high-quality development of agriculture. Under the development trend of new e-commerce day by day, this paper selects Mayang, Hunan Province as the object of investigation, aiming to study the way of new e-commerce to boost the marketing of rural agricultural products and brand dissemination and promotion, and to help rural revitalization. The article starts the research from the development status quo of agricultural products industry in Mayang, Hunan, the feasibility of new e-commerce-enabled development of agricultural products in Mayang, new e-commerce-enabled branding and marketing strategy of agricultural products in Mayang, and finally summarizes the project experience and revelation, which provides new ideas and strategies for the marketing and branding of rural agricultural products and empowers the comprehensive development of rural revitalization.

### KEYWORDS

Rural Revitalization; New E-commerce; Mayang Agricultural Products; Brand Building; Product Marketing.

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## 1. HUNAN MAYANG AGRICULTURAL PRODUCTS INDUSTRY DEVELOPMENT STATUS ANALYSIS

### 1.1. Status of Development

Citrus has a long history of cultivation in Mayang County and is one of the important local cash crops. In recent years, the citrus industry has been further developed through the introduction of new varieties and technologies. Especially, the characteristic varieties such as rock sugar orange are welcomed by the market because of their good taste and high quality. The planting area of Mayang glacier orange has reached 250,000 mu, with a total annual output of 400,000 tons and a total annual output value of over 1 billion yuan, and has been awarded the title of "Hometown of Glacier Orange in China". Paying attention to brand building, Mayang County has created a regional public brand of "Longevity Selenium Product" and created a regional brand development model of "1+1+N" according to the characteristics of the local products, which includes a single category regional brand of "Mayang Glacier Orange", a whole regional brand of "Sugar Orange", a whole regional brand of "Sugar Orange" and a whole regional brand of "Sugar Orange". The regional brand development

model is "1+1+N", which consists of a single-category regional brand "Mayang Ice-sugar Orange", a full-category regional public brand of agricultural products "Longevity Selenium", and N sub-brands of agricultural products under its banner, such as Mayang kiwifruit, Mayang yellow peaches, and Mayang small-seeded peanuts. However, despite the remarkable achievements, Mayang agricultural products industry is still facing many challenges, such as relatively backward production technology, brand effect is not obvious and marketing system is not perfect.

## **1.2. SWOT Analysis**

### **1.2.1. Advantages**

Mayang County is located in the edge of the Wuling Mountains hilly area, has a unique natural environment, suitable for the growth of a variety of crops. In particular, the citrus industry has formed distinctive local characteristics such as colorful and crispy flesh, thick and juicy taste. Mayang Ice Orange has been awarded the national geographic indications products, access to China's well-known trademarks, after years of development, high brand awareness, market competitiveness. The government of Mayang County attaches great importance to agricultural development, introduced a series of supportive policies, focusing on the industrialization of agriculture, forming a complete industrial chain from planting, processing to sales.

### **1.2.2. Disadvantages**

The Internet penetration rate and Internet speed in rural areas are not satisfactory enough, and the cold chain logistics system is not perfect, which to a certain extent restricts the development speed and service quality of agricultural products e-commerce <sup>[1]</sup>. And some farmers still use traditional planting methods and lack of scientific management techniques, resulting in unstable yield and quality of agricultural products in Mayang. With the booming development of the agricultural products industry across the country, the market competition is becoming increasingly fierce, and how to maintain competitiveness is a challenge that agricultural products in Mayang County must face.

### **1.2.3. Opportunities**

The implementation of the rural revitalization strategy provides new development opportunities for the agricultural products industry in Mayang County, and the development of e-commerce opens up new sales channels for agricultural products in Mayang County, greatly enhancing the market competitiveness and added value of the products.

Increased consumer demand for high-quality, organic and pollution-free agricultural products has further expanded the market share of agricultural products in Mayang.

### **1.2.4. Threats**

The market price of agricultural products is volatile and vulnerable to natural disasters, climate change and other factors. Mayang agricultural products face the threat of competition from similar products in other regions, and in order to maintain competitiveness, they need to continue to improve their quality, strengthen their branding and expand their sales channels.

## **2. FEASIBILITY ANALYSIS OF NEW E-COMMERCE-ENABLED DEVELOPMENT OF MAYANG AGRICULTURAL PRODUCTS**

### **2.1. External Environment**

#### **2.1.1. Policy Environment**

In the context of comprehensively implementing the new deployment and new requirements of the CPC Central Committee on the implementation of the rural revitalization strategy, the new e-commerce, as an innovative economic form, can promote the "two-way circulation" of industrial products to the countryside and agricultural products to the city, and promote the development of the rural economy and farmers' income.

In recent years, the Chinese government has attached great importance to the development of rural e-commerce, and introduced a series of relevant policies to support the construction of rural e-commerce service platforms and rural e-commerce service sites, and to carry out rural e-commerce talent training and other work. Based on the reputation of "Hometown of Chinese Rock Sugar Oranges", Mayang has built a new model of rural e-commerce development by exploring and constructing "five" development modes, i.e., popularizing e-commerce with talents, providing services with venues, fostering the industry with brands, selling products with channels, and sustaining the development of the industry with energy, which further promotes the integration and upgrading of agricultural industry. Further promote the integration and upgrading of the agricultural industry in Mayang, accelerating the pace of farmers to get rid of poverty and become rich.

#### **2.1.2. Economic Environment**

With the development of economy and the progress of science and technology, traditional agriculture is facing the pressure of transformation and upgrading. As a large agricultural county, Mayang area has rich resources of agricultural products, but the traditional marketing model has problems such as many circulation links and information asymmetry, which limits the market competitiveness of agricultural products <sup>[1]</sup>. In the wave of developing new e-commerce, traditional agriculture can realize direct marketing and brand building of agricultural products with the help of new marketing mode, and improve the added value and market competitiveness of agricultural products. In addition to the growing consumer demand for healthy, green and organic food, the high-quality agricultural products in the Mayang area have ushered in a broader market space. The new e-commerce model utilizes its unique traffic acquisition method to provide a display platform for agricultural and sideline products that are of good quality but lack visibility, which not only better meets consumer demand for high-quality agricultural products, but also promotes the development of the local agricultural industry and increases farmers' income.

### **2.2. Internal Environment**

#### **2.2.1. Natural Planting Advantages, Rich Resources of Specialty Agricultural Products**

Mayang climate, fertile soil, selenium-rich land area of one-third of the county area, per capita selenium-rich land occupation of more than 1,300 square meters, the territory of the soil selenium content of 0.47 milligrams per kilogram, the water selenium content of 0.702 micrograms per liter, is "China's selenium-rich area", but also a unique natural recreational "Mineralization pool". In recent years, Mayang deeply implement the strategy of rural revitalization empowered by science and technology, give full play to the unique geographical and climatic advantages, develop "one special and two auxiliary" (bing sugar orange, yellow peach, kiwifruit) dominant characteristics of the agricultural industry, and vigorously promote the cultivation of varieties, quality enhancement, branding and standardization of production of the "three products and one standard" construction. A

standard" construction. In particular, the Mayang glacier orange has won wide acclaim for its unique selenium-rich quality and taste, and is known as "the most glacier orange in China".

### 2.2.2. Perfect E-commerce Infrastructure and Sound Logistics System

Mayang is a national e-commerce into rural areas comprehensive demonstration county, has built a high-standard county-level rural e-commerce warehousing and logistics distribution centers, to achieve full coverage of the township logistics distribution station, the village distribution outlets covering more than 60% of the administrative village. At the same time, Mayang County has also established an express delivery management information system to realize the seamless docking of county and village three-level logistics system information, to ensure that the rural logistics and distribution time limit is controlled within a reasonable range, so as to ensure the rapid circulation of agricultural products. The integration of primary industry and e-commerce in Mayang can promote the innovation of local agricultural and sideline products, while the market information carried by the new e-commerce will increase the efficiency of innovation to a greater extent and reduce the cost of innovation trial and error.

## 3. THE NEW E-COMMERCE EMPOWERED BRAND BUILDING OF AGRICULTURAL PRODUCTS IN MAYANG

### 3.1. Importance

In the context of the information age of the 21st century, branding of agricultural products is extremely important for rural economic development. New e-commerce, as an important part of the digital economy, provides new opportunities and platforms for agricultural product branding through its powerful information dissemination, commodity trading and logistics and distribution capabilities.

#### 3.1.1. Enhancing the Competitiveness of Agricultural Markets

Brand building is the key to enhance the competitiveness of agricultural products in the market. Mayang area has rich resources of agricultural products, such as rock candy oranges, yellow peaches, small-seeded peanuts, etc. These agricultural products are of good quality, but due to the lack of brand support, the market competitiveness is poor, and it is difficult to stand out in the fierce market competition. Through the branding operation of the new e-commerce platform, the high-quality agricultural products in Mayang can be packaged and promoted in the form of a unified brand, which will increase the visibility and reputation of the products, thus enhancing market competitiveness.

#### 3.1.2. Promote Farmers' Income and Prosperity

The development of new e-commerce has provided farmers with new channels to increase their income. Under the impetus of brand building, the added value of agricultural products has been enhanced, and farmers can sell agricultural products directly through the e-commerce platform, which can not only reduce the intermediate links to improve the income of farmers, but also allow consumers to more intuitively feel the high quality of the products. At the same time, brand building can also promote industrial integration, drive the development of related industries, such as rural tourism, agricultural processing, etc., to further broaden the farmers' income ways.

#### 3.1.3. Promoting the Modernization of Agriculture

Brand building is an important means to promote agricultural modernization. Empowered by the new e-commerce platform, agricultural production in Mayang can accelerate the realization of standardization, intelligence and refinement. The e-commerce platform can also provide timely information on market demand, guide farmers to adjust their planting structure, reduce losses caused by poor production and marketing docking, and improve the quality and yield of agricultural products. At the same time, the e-commerce platform can also provide traceability services for agricultural products, guarantee the quality and safety of agricultural products, and enhance consumer trust.

### 3.1.4. Helping to Revitalize the Countryside

Rural revitalization strategy is an important decision of the Party and the State, and brand building is an important part of rural revitalization. Brand building through the new e-commerce platform can promote the synergistic development of multiple economic, social and cultural aspects in rural areas of Mayang, and enhance the overall image and competitiveness of the countryside. At the same time, brand building can also drive the infrastructure construction, talent training and cultural heritage in the countryside, which not only contributes to the improvement of villagers' lives and people's well-being, but also provides strong support for rural revitalization.

## 3.2. Status and Challenges

### 3.2.1. Status of Brand Building

With the rapid development of network e-commerce, farmers and government in Mayang area are more and more aware of the necessity of brand building in agricultural development and sales of agricultural products. Through the promotion and operation of the new e-commerce platform for a long time, the number of brands of agricultural products in Mayang has been increasing, and a number of brands with a certain degree of popularity and influence have emerged. Around the regional public brand of agricultural products "Longevity Selenium", Mayang carries out the marketing and promotion of the special agricultural products such as Mayang rock candy orange, kiwi fruit, small-seeded peanut, selenium-enriched rice and other specialties in an interactive combination of on-line and off-line, and further enhances the exposure and popularity of the brand of the county's agricultural specialties by means of all-network marketing and brand publicity.

Under the promotion of brand building, through the integration of market demand and product opinions, Mayang County has continuously improved the internal operation mechanism of the brand and researched the cultivation technology of agricultural products, and the quality of agricultural products and brand building have been greatly improved.

### 3.2.2. Challenges Faced

#### 1) Weak awareness of brand creation and lagging behind in infrastructure construction

Although the overall awareness of the brand is improving, but the brand creation awareness of new agricultural business subjects in Mayang is generally weak. As the agricultural brand building covers varieties of breeding, base construction, technical regulations, quality supervision, brand design, brand publicity and promotion of many links, the process is complex and involves a lot of capital investment, resulting in many agricultural business subjects in the brand building appears to be more than enough, or even shy away. This lack of long-term planning and brand awareness of the phenomenon, making the brand building of agricultural products in Mayang relatively lagging behind.

In addition, the infrastructure of the brand of agricultural products in Mayang also appears to be relatively weak. It is mainly reflected in the inadequacy of standardized production, quality supervision, technology research and development. For example, problems such as an inadequate technical guarantee system, an imperfect technical promotion mechanism and a weak public service capacity of extension organizations have limited the application of comprehensive supporting technologies for agricultural production and the improvement of the quality of agricultural products.

#### 2) Low technological content of products and insufficient exploitation of brand potentials

Agricultural brand building must have excellent quality of agricultural products as the basis, which can not be separated from the strong support of agricultural science and technology. However, at present, the agricultural science and technology innovation and promotion in Mayang County is relatively lagging behind, the scientific and technological content of agricultural products is low, and the brand potential has not been fully tapped. Specifically, by the production standard technology, product processing technology and other limitations, Mayang's agricultural products processing link

is always in the primary stage. At the same time, the lack of training of professionals in Mayang, the scarcity of agricultural technology personnel, which makes the intrinsic value of agricultural products can not be fully demonstrated, and some characteristics of the brand potential of the product has not been fully tapped.

### 3) Unstandardized brand management and low level of market-oriented information technology

In brand management, maoyang agricultural products there are also many irregularities. For example, the brand management is not strong, the construction of the main rights and responsibilities are not clear and other issues, resulting in the brand value is not high, the brand influence is not enough. This not only affects the market competitiveness of agricultural products, but also restricts the sustainable development and enhancement of agricultural brands.

The level of marketization and informationization of agricultural products in Mayang is also low. In terms of marketing, there is a lack of effective marketing strategies and channel expansion, leading to difficulties in selling agricultural products and low prices. In terms of informatization, the ability to collect, analyze and utilize information on agricultural products is insufficient, making it difficult to provide strong data support for brand building.

### 4) Low degree of organization of agricultural production and management and lagging behind in standardized production

As the main body of agricultural production and management is scattered, the degree of organization is not high, resulting in the production of agricultural products is difficult to form a scale effect and brand effect. This not only increases the production cost and market risk, but also restricts the brand building and promotion of agricultural products. Standardized production is the foundation and guarantee of brand building, but Mayang County in the standardization of production is still a big problem, it is difficult to meet the market demand for high-quality agricultural products.

## 3.3. Response Measures

### 3.3.1. Strengthen Brand Positioning and Differentiation Strategy

It is crucial to clarify the brand positioning of Mayang agricultural products. It is necessary to deeply excavate the unique selling points of Mayang agricultural products, such as regional characteristics, variety advantages, ecological cultivation, etc., to form a distinctive brand image. Through market research, to understand the needs and preferences of the target consumer groups, the implementation of differentiation strategy, to avoid homogeneous competition.

### 3.3.2. Improve Product Quality and Safety Standards

Product quality is the cornerstone of brand building. Mayang should strengthen the supervision of the whole production process of agricultural products, from seed selection, field management to picking and packaging, and strictly implement national and local quality and safety standards. Introduce modernized agricultural technologies, such as smart irrigation, green pest control, etc., to improve production efficiency and product quality. Establishing a traceability system for agricultural products to ensure that each batch of products can be traced back to its source, enhancing consumer trust.

### 3.3.3. Strengthen Brand Publicity and Marketing Promotion

Utilizing multi-channel and multi-platform brand publicity is an effective way to increase brand awareness. On the one hand, the brand image and story of Mayang agricultural products are widely disseminated through traditional media such as TV and newspapers. On the other hand, make full use of the power of the Internet and social media, such as WeChat, Jitterbug, etc., to carry out online live broadcasting, Netflix with goods, etc., to increase interaction with consumers and enhance brand activity. Organizing or participating in agricultural products cultural festivals, food festivals and other activities is also a good way to enhance brand influence.

### 3.3.4. Deepen the Cooperation among Industries, Universities and Research Institutes to Promote Technological Innovation

It has established long-term cooperative relationships with universities and scientific research institutions, introduced advanced agricultural science and technology and management concepts, and promoted the transformation and upgrading of the agricultural products industry in Mayang. Through technological innovation, we develop new varieties, increase production and improve quality, while exploring the field of deep processing of agricultural products to extend the industrial chain and increase added value.

### 3.3.5. Build a Perfect Sales Channel Network

Establish a diversified sales channel combining online and offline to broaden the sales path of agricultural products. Online, relying on e-commerce platforms, open flagship stores, participate in platform promotions, increase online sales; offline to strengthen cooperation with supermarkets, fresh food chain stores and other channels, to explore new models such as community group purchasing, direct supply and direct sales, to reduce the intermediate links and improve profit margins.

### 3.3.6. Strengthening Brand Protection and Rights Defense

Establishment of a sound brand protection mechanism, the brand of agricultural products in Mayang trademark registration, geographical indications product protection, etc., to prevent counterfeit and shoddy products to damage the brand image; to strengthen the monitoring of the market, timely detection and fight against infringement of copyright, to maintain the brand reputation; to strengthen the construction of the brand culture, enhance brand loyalty, and the formation of brand self-protection of the social atmosphere.

### 3.3.7. Promoting Sustainable Agricultural Development

Branding of agricultural products in Mayang needs to be combined with sustainable agricultural development, focusing on environmental protection and resource conservation. Promote eco-agriculture, circular agriculture model, reduce the use of chemical fertilizers and pesticides, protect the soil and water sources, to achieve a win-win situation of economic and ecological benefits. Through green certification, organic product certification, etc., to enhance the brand image, to meet consumer demand for healthy, environmentally friendly agricultural products.

## 4. THE NEW E-COMMERCE MODEL OF MAYANG AGRICULTURAL MARKETING STRATEGY RESEARCH

### 4.1. STP Analysis

Under the new e-commerce mode, the marketing of agricultural products has a broader market and a more diversified marketing perspective, through a detailed STP analysis can be an in-depth analysis of product positioning and appropriate promotion mode, to find the right direction to strengthen the effect of the new e-commerce marketing to promote the revitalization of the countryside <sup>[1]</sup>.

#### 4.1.1. Market Segmentation

Geographic factors, Mayang agricultural products benefit from the origin of the long frost-free period, sufficient sunshine and purple soil and river valley basin formed by the cumulative effect of temperature, product quality, industrial scale. Mayang County has long lived in the mountains, external transportation is inconvenient, offline sales channels are blocked, to develop a new e-commerce sales model for its expansion of the market plays a significant role.

Demographically, agricultural products are consumed by a wide range of age groups, including teenagers, young adults and middle-aged people. Consumers in different age groups may have different consumption motives and preferences. Female consumers usually take on the role of

household purchasers and are more likely to notice marketing promotions for healthy agricultural products.

In terms of psychological factors, consumers of agricultural products tend to focus on the concept of healthy living and pursue the quality of agricultural products, including freshness, taste and flavor. They are willing to pay reasonable prices for rural agricultural products with unique origins and good quality. Some consumers may prefer organically grown or environmentally friendly agricultural products, and the new e-commerce sales make more potential consumers with such concepts notice the quality advantages of Mayang agricultural products, attracting them to online consumption.

In terms of behavioral factors, consumers who choose to shop through the new e-commerce model are adapted to the e-commerce model and focus on choosing quality products on their own with a variety of options. The superior quality of Mayang's agricultural products attracts consumers who emphasize a healthy lifestyle and are more willing to choose natural, fresh and additive-free foods.

#### 4.1.2. Target Market

Since China's fresh agricultural products entered the first year of e-commerce in 2012, the scale of agricultural products e-commerce transactions has been increasing day by day. According to the results of market segmentation to select the most attractive and potential consumer groups, Mayang agricultural products will focus on healthy lifestyle of young consumers as the target market, they pursue to the original ecological, characteristics, stories of rural tourism experience, the demand for safe, healthy, organic agricultural products is greater.

#### 4.1.3. Localization

According to the needs and preferences of the target market, it positions Mayang agricultural products as natural, healthy and nutritious, emphasizes the advantage of the frost-free period of its origin, highlights the nutrient content and unique taste of the agricultural products, and differentiates itself from other agricultural brands and countryside direct sales origins to create a unique brand image and market position. At the same time, it is positioned in the business model of thin profit and high sales in terms of price, providing services in the whole price range from high to low according to the yield and quality of different agricultural products, and adapting to the consumption habits of different customer groups.

### 4.2. Integration of Agricultural Market Functions

The function of integrating agricultural products market can solve part of the problems of agricultural products marketing channels more effectively, traditional marketing channels need to be handed offline layer by layer, with a limited scope of influence and a large consumption cost. Through the e-commerce sales channel to achieve direct contact between producers and consumers, it can reduce the marketing cost as much as possible, improve the profit of agricultural products, so as to optimize the agricultural products marketing channel <sup>[4]</sup>. With the help of new e-commerce, the function of agricultural products market realizes a high degree of integration, and the dynamic price changes and supply and demand balance needs of the market will be more real-time and intuitively presented, and the coverage of the sales network also provides comprehensive services for the agricultural products market, including electronic settlement, processing, distribution, warehousing, low-temperature preservation, and cold-chain logistics, to ensure the quality and safety of agricultural products. The addition of new e-commerce has gradually shifted the market for agricultural products from offline to online, expanding its influence while simplifying marketing planning and reducing marketing costs, boosting rural products to the whole society and thus realizing the revitalization of agriculture.

Mayang attaches great importance to the development of the e-commerce industry, highly utilizes the new e-commerce platform to provide low-cost marketing means, carries out e-commerce applications through the establishment of professional cooperatives, supply and marketing societies, etc., implements the "online store + company + farmers" mode, vigorously develops the network

marketing of agricultural products and order agriculture, while guaranteeing the source of supply, through the online sales of the data analysis. Data analysis, real-time integration of agricultural products market, businessmen can understand the consumer's purchasing habits and demand changes, so as to carry out targeted product improvement and marketing strategy adjustment, such as personalized customized products, group-buying concessions, limited-time promotions, etc., to enhance the effect of agricultural products sales.

### **4.3. Building a Rural E-commerce Platform**

In the context of the development of modern science and technology, building a rural e-commerce platform can open up agricultural marketing channels, break the traditional marketing structure of agricultural products, optimize the marketing channels and improve the marketing effect of agricultural products while reducing the level of channel circulation. The rapid development of e-commerce in recent years, the use of e-commerce platforms with a large user base, can quickly expand the scale of sales, increase sales opportunities, and reduce intermediary links and logistics costs. Commercial brands of agricultural products can build their own official mall or APP to sell their products to direct users, providing a better user experience and brand image. Merchants can also carry out product publicity and live banding on their own on short video platforms such as Jittery, Shutterbug, etc., attracting users' attention and guiding purchases through the form of short videos. The emergence of e-commerce operations enables agricultural products to appear in front of consumers through more diverse channels, reducing the time cost of consumer purchasing and consumption, thus gaining popularity and enabling everyone to live a healthy life while contributing to rural revitalization.

In recent years, Mayang ice-sugar orange industry emerged a number of cumulative sales of more than 100 million yuan of local e-commerce merchants, but also to attract a large number of foreign merchants flocked to the "chase orange". Through government support to build an e-commerce platform, Mayang County is actively in the jittery, fast hand, Pinduoduo and other new e-commerce platforms to help sales, to create the Mayang orange commercial IP, from the domestic citrus orange producing areas in the first "out of the circle" to obtain national visibility, greatly increasing sales. Through the online e-commerce platform, the exposure and visibility of Mayang agricultural products has increased dramatically, in the platform to help, Mayang County merchants using live with goods, social media, comments, customer service and other ways to interact directly with consumers, timely understanding of consumer demand and feedback, improve customer satisfaction and brand image, awareness, enhance user stickiness, and sustained help in rural revitalization.

### **4.4. Advertising Strategy Promotion**

Advertising strategy is an important part of promotional strategy. Through advertising strategy, products or services can be effectively promoted to potential customers, increasing brand awareness and sales. Under the new e-commerce model, advertising influences users more subtly, and the promotion role is more significant. Appropriate advertising and marketing can make full use of the advantages of the e-commerce platform to explore potential customers, increase brand awareness and reputation, promote product sales, enhance consumer loyalty and repeat rate, and help revitalize the countryside.

According to the past sales data of Bing sugar orange in Longjiabao Township, Mayang County to understand the characteristics and needs of the audience, such as age, gender, income level, interests and hobbies, etc., you can create advertising content for agricultural products in Mayang County that better meets the needs of the audience. Through interesting titles, unique visual effects, and engaging copy, etc., the positioning point of natural health and nutritional richness of the agricultural products in Mayang is played out to attract the attention of the audience and promote the macro concept of agricultural products to help revitalize the countryside. According to the development trend of e-

commerce, the advertising campaigns mostly choose to cooperate with platforms with high traffic such as Xiaohongshu and Shake Tone to improve the exposure rate and influence effect of the products, and at the same time, pay attention to the release frequency, release time, and release period of the videos and graphics to ensure the continuity and effect of the advertisement delivery, according to the survey, the agricultural products put the advertisement around 8:00 p.m. The flow of the advertisements is the best, and the advertisements of the videos and graphics shall be continuously monitored after the advertisements are released. After the release of video and graphic advertisements, the exposure rate, click rate, conversion rate and other indicators should be continuously monitored to assess the effect of advertisements and return on investment, and timely adjust the advertisement strategy according to the monitoring results, so as to strive to make the brand image of Mayang agricultural products deeply rooted in the people's hearts through advertisement marketing and to help revitalize the countryside.

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