



ISTA
Seed Quality Assurance



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Press Release

ISTA MARKETING ACTIVITIES GOES DIGITAL

It's a common challenge to keep up with the rapidly evolving consumer behaviour in the current digital era. ISTA is evolving and integrating digital initiatives to reshape the association operations.

In the last decade the consumer behaviour has shifted based on the continuous digital advances, therefore the association marketing tactics have also evolved to fulfil the new online members' requirements.

Two years ago, the association started in social media with the LinkedIn platform. In the last year, the marketing efforts have increased and we now have almost 1.800 followers from around the world. India represents the greatest community with 14 percent and United States the second with an 8 percentage of our total followers.

This year we have also relaunched the YouTube Channel, and with two new videos in April and June we have already increased our followers by 55 percent. We plan to launch two new videos in the following months and fulfil the community interest on the association.

Moreover, ISTA has integrated a new marketing automated platform to create a more responsive and brand aligned email newsletters. At the beginning of June 2018, ISTA sent the first newsletter through Mailchimp and we expect to achieve great results, as we have with the other marketing tools.

ISTA digital marketing plan wants to support the association digital transformation but also to meet the member's needs. Thru integrating more digital initiatives and implementing new processes, the association expects to provide members with a better user experience (UX). In this direction, ISTA also updated its data policy in order to ensure compliance with the new European General Data Protection Regulation (GDPR), and provide all members better control over their personal data.

Looking into the future, the association marketing efforts will focus on the existing channels, but would also add others and integrate new technologies within the marketing mix. However despite the online marketing tendency, the traditional and offline marketing remain an integral part of the ISTA strategy.

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ABOUT ISTA

Founded in 1924, with the aim to develop and publish internationally agreed rules for seed sampling and testing, accredits laboratories, promotes research, provides international seed analysis certificates and training, and also disseminates knowledge in seed science and technology. ISTA members are over 85 countries/distinct economies worldwide and they work together to achieve their vision of 'Uniformity in seed quality evaluation worldwide'. This facilitates seed trading nationally and internationally, and also contributes to food security.

