

The Construction and Marketing Strategy of an Information Circulation Platform for Farmland, Agricultural Machinery and Agricultural Materials

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Abstract: This article first introduces the market positioning and service content of information circulation platforms for farmland, agricultural machinery, and agricultural materials. Secondly, analyze the market demand conditions such as government demand and farmer demand, and construct a five-force model for the "three rural" information circulation industry, and analyze the five competitive forces within the circulation industry one by one. Once again, analyze the feasibility and APP functionality of the information flow platform. Finally, the marketing strategy of the platform was analyzed.

Keywords: Information Flow Platform; Market Demand; Five Forces Model; Marketing Strategy.

1. Introduction

In recent years, Anhui Province has been vigorously promoting the "Small Field to Large Field" policy, which refers to the reform plan of the farmland system in rural areas. The policy aims to integrate scattered small fields into large-scale farmland through methods such as farmland transfer and transfer of contracted management rights, improving agricultural production efficiency and farmers' income level. Due to the unique geographical and cultural situation in Anhui Province, there are many difficulties in the implementation process of this policy. Firstly, with the advancement of government work, a large number of rural self-employed farmers have scattered and heterogeneous farmland resources, so many areas in Anhui need to transfer farmland. Secondly, a large amount of farmland has been integrated by the government, and agricultural machinery that was originally suitable for individual households is no longer suitable for large-scale cultivation. Additionally, there is a lack of agricultural machinery resources suitable for large-scale cultivation in the region, resulting in changes in the demand for agricultural machinery resources over time and limitations in the spatial distribution of agricultural machinery resources. Finally, with the need for a large amount of capital flow in farmland planning, planting, harvesting, and other aspects, it is difficult to carry out large-scale farming work due to the limited flow of rural investment information. Based on the above three points, we have launched an information circulation platform for farmland, agricultural machinery, and agricultural materials - the "three rural" information circulation platform.

2. Market Positioning and Service Content

2.1. Market Positioning

2.1.1. Market Positioning of Farmland Information Circulation

Buyers and sellers in rural land information circulation

markets often find it difficult to find each other and lack effective information channels. The farmland information circulation platform has achieved information sharing, publishing, and querying of various types of farmland resources through networked technology, effectively promoting the optimal allocation of rural farmland resources and achieving farmland information sharing. In traditional models, farmers selling or renting farmland requires a lot of time and effort, and intermediaries also charge higher commissions. On the farmland information circulation platform, both parties can directly communicate and sign contracts, improving transaction efficiency while ensuring safety and fairness. Farmers can obtain more income and improve their living standards through farmland transfer. At the same time, due to the optimized allocation of farmland resources, it can better meet socio-economic needs and promote rural economic growth. With the support of relevant national policies, popularizing and promoting farmland information circulation platforms can help accelerate the process of "agriculture, rural areas, and farmers" reform. By optimizing the allocation of farmland resources and promoting rural revitalization, it is expected to achieve increased income for farmers and sustainable rural development.

Therefore, the farmland information circulation platform has a positive promoting effect on the development of the rural farmland circulation market, while also bringing more opportunities and benefits to participants. The Agricultural Land Information Transfer Platform is an online platform designed specifically for the rural farmland transfer market. Through information sharing and transaction matching, it helps owners and demanders of farmland resources to complete farmland transfer transactions more efficiently and quickly.

2.1.2. Market Positioning of Agricultural Machinery Information Sharing

In the process of promoting the implementation of the policy of transforming small fields into large fields, in terms of time, before the reform, agricultural machinery was more

suitable for scattered farmland cultivation, while after the reform, it was suitable for large-scale cultivation. From a spatial perspective, there are regional restrictions on large-scale production of agricultural tools before and after the reform. Therefore, the market positioning of agricultural machinery sharing is mainly aimed at farmers and agricultural production enterprises, solving the financial pressure and management difficulties of farmers in using agricultural tools, and improving agricultural production efficiency and profits. Its target customers include but are not limited to small family farms, cooperatives, large growers, and cross regional cooperative planting enterprises. Provide customers with various widely used and expensive modern agricultural machinery and equipment through leasing, sharing, and other means, while reducing customer usage costs and helping them achieve sustainable agricultural development.

2.1.3. Market Positioning of Agricultural Information Circulation

The market positioning of agricultural information circulation is mainly to provide reliable and efficient agricultural information services for agricultural production enterprises, buyers, and sellers. Its target customers include but are not limited to agricultural material manufacturers, distributors, retailers, major growers, cooperatives, etc. By establishing a platform to provide services such as agricultural material market conditions, product information inquiry, and price comparison, the rapid transmission and sharing of agricultural material information have been achieved, solving the short-term shortage of funds in the process of inward large-scale agricultural production transformation.

2.2. Service Content

2.2.1. Release of Information on Agriculture, Rural Areas, and Farmers

Farm suppliers can publish their own farm rental information on the platform and provide relevant detailed descriptions, prices, and other information to attract potential transfer demand parties. Large agricultural cooperatives or agricultural machinery production enterprises can publish a series of information on their own agricultural machinery models, applicable conditions, functions, etc. Contractors can also release detailed budget information about farmland planning funds and actively seek partners.

2.2.2. Information Flow Platform

For the information flow of "agriculture, rural areas and farmers", realize online signing, Alipay payment and other functions, simplify the traditional offline transaction mode, and improve transaction efficiency and reliability.

2.2.3. Platform Management

Provide relevant legal consultation, contract drafting and review services for both parties to ensure transaction security. In short, through this online platform, the information circulation market for agriculture, rural areas, and farmers will become more transparent, efficient, and fair, further promoting the optimal allocation of rural resources and increasing farmers' income.

3. Market and Competition Analysis

3.1. Background Analysis

The Decision of the Central Committee of the Communist Party of China on Several Major Issues Concerning the

Comprehensive Deepening of Reform passed at the Third Plenary Session of the 18th Central Committee of the Communist Party of China pointed out that: to stabilize the rural land contracting relationship and maintain it for a long time, under the premise of adhering to and improving the strictest farmland protection system, farmers should be granted the right to possess, use, benefit from, transfer contracted land, and mortgage and guarantee contracted management rights, and allowed to invest in the development of agricultural industrialization with contracted management rights. Encourage the transfer of contracted management rights to professional large households, family farms, farmer cooperatives, and agricultural enterprises in the open market, and develop various forms of large-scale operation.

At the same time, Anhui Province implements the "Implementation Plan for the Pilot Work of Anhui Province's" Small Field to Large Field "Reform, aiming to comprehensively implement the strategy of storing grain in the land and storing grain in technology, continuously improve the quantity and quality of farmland, promote" high-quality, centralized, and contiguous "farmland, and achieve incremental farmland, agricultural efficiency, and farmers' income. And propose target tasks. From 2023 to 2025, the annual "small field to large field" renovation area will be increased by over 5 million mu. By 2025, the cumulative renovation area will expand from 14.6 million mu to 30 million mu. The implementation of the "small field to large field" policy is based on the merger of farmland in Anhui Province, and the development of the "three rural" information transfer platform - farmland, agricultural machinery, and agricultural materials - will effectively solve the difficulties in policy promotion. Farmers' farmland is difficult to transfer, and agricultural machinery is not suitable for large-scale cultivation, attracting agricultural investment.

3.2. Market Demand Analysis

3.2.1. Government's Needs

The Anhui Provincial Government has issued the "Implementation Plan for the Pilot Work of Anhui Province's" Small Field to Large Field "Reform," and has set the goal of increasing the "Small Field to Large Field" renovation area by more than 5 million mu per year from 2023 to 2025. By 2025, the cumulative renovation area will expand from 14.6 million mu to 30 million mu. During the policy implementation process, a large amount of farmland needs to be transferred. This platform can match a large amount of farmland information resources with contractors through the farmland information transfer module, effectively solving the difficulty of farmland transfer during the policy implementation process. In order to further explore the needs of the government, the team went to Xiaogang Village, Fengyang County, Anhui Province for field research, listened to Secretary Li Jinzhu's forum on farmland reform in Xiaogang Village, and interviewed the Secretary of the Village Committee about the policy related information of "Xiaotian to Datian".

3.2.2. Farmers' Needs

With the implementation of the "small field to large field" policy, farmers are paying more attention to the transfer of farmland, the provision of agricultural machinery, and agricultural funds. Farmers need a farmland information circulation function to make more contractors aware of the farmland information, and are very supportive of the circulation. During the interview, even though 70% of the farmland in Xiaogang Village has already been transferred,

30% of the farmland still cannot be transferred. This is partly due to the inaction of the contracting enterprises, and the process of farmland information circulation is relatively difficult. More channels are still needed for farmland circulation to be more conducive to the circulation.

The provision of agricultural machinery is also an area of concern for farmers. According to an interview with Grandpa Guan Youjiang, a former member of the big contracting party, it was found that with the development of social productivity to a higher level, the vast number of farmers' fields will inevitably grow from small to large, and the demand for large-scale agricultural machinery will inevitably increase significantly.

Agricultural funds are the foundation for the continuation of the entire agricultural production process, especially after the implementation of the "small field to large field" policy, the demand for funds for large-scale agriculture has become a key link. Without sufficient funding supply, human resources, technology, planting, and other aspects will be limited. The circulation of agricultural information is particularly important for promoting policy implementation and large-scale agricultural production. Discuss its importance with Grandpa Yan Jinchang (a former member of the Big Bag Gang).

3.3. Competitive Model Analysis

Michael Porter's Five Forces Model has wide applicability in industry analysis. Here, we construct a Five Forces Model for the "Three Rural" information circulation industry and analyze the five competitive forces within the circulation industry one by one.

3.3.1. Supplier's Bargaining Power

Porter believes that the supply side mainly affects the profitability and product competitiveness of existing enterprises in the industry by increasing the price of input factors and reducing the quality of unit value. In the operation of land transfer, for contractors, the supply side mainly includes small-scale crop growers and suppliers of agricultural materials such as seeds, pesticides, agricultural tools, and diesel. Suppliers can increase their bargaining power by increasing product prices, reducing product services and quality, and other means. Some contractors have weak capabilities, insufficient information, and lack market development ability, forming a strong dependency relationship with the supply side, in terms of price competition, the platform is at a disadvantage. Therefore, it can establish a stable supplier network that takes into account the actual situation of suppliers in different regions, comprehensively considers various factors in production and life, and provides reasonable and effective solutions to enhance its market competitiveness.

3.3.2. Contractor's Bargaining Power

Contractors are a significant competitive advantage factor that cannot be ignored, advocating for lower prices and continuously improving product quality within the industry. When contractors contract farmland, in order to maximize their own interests, they intentionally provoke fierce competition among various platforms, which forces the overall profitability of the entire industry to decrease. In the fierce competitive market, facing a variety of products and services in the market, if you want to win the long-term and stable favor of contractors, you must establish core businesses, such as providing a variety of agricultural Means of production, agricultural machinery and agricultural

technology services, agricultural products acquisition, processing and sales and other services, and establish a long-term and stable cooperative relationship with contractors.

3.3.3. The Threat of Commercial Capital

Porter believes that while new entrants bring new production capacity and resources to the industry, they will hope to gain a place in the market that has already been divided up by existing enterprises. With the further increase of national support policies for agriculture and the acceleration of land transfer, large agricultural households are increasingly emerging, and some commercial capital is also starting to enter agriculture as a sunrise industry. Agricultural companies have emerged, and the development of rural land transfer platforms has also made rapid progress. We have strong competitive strength in terms of business decision-making level, management methods, application of new technologies, and degree of organization. Their rise has brought tremendous impact to the land transfer market, and it is even more necessary for us to continuously innovate, improve market competitiveness, and obtain more benefits.

3.3.4. Threat of Substitutes

Porter believes that two companies in different industries may engage in competitive behavior between them due to the substitution relationship between the products they produce. Due to their scale advantage and keen market information capture ability, agricultural giants and companies have launched new products that have strong substitutability and pose a threat to this product. Therefore, it is necessary to continuously improve the performance and cost-effectiveness of this platform, pay attention to the experience of farmers, and improve the quality of later service.

3.3.5. Degree of Competition among Competitors in the Same Industry

The land transfer market is facing pressure from existing competitors. With the continuous increase of national support, various land transfer information platforms are springing up and thriving in various regions. Due to differences in business scale, management level, and cooperation awareness, platforms located in different regions have their own strengths in competition, forming competitive relationships with each other. To stand out in competition, it is necessary to do a good job in policy promotion, improve mechanisms, actively explore non-zero-sum games between various platforms, achieve mutual benefit and win-win, and improve the overall level of land transfer information platforms.

4. Feasibility Analysis

4.1. Manpower Feasibility

The construction of the "three rural" information circulation platform requires a certain number of human resources, mainly including the following aspects: (1) technical personnel. Building an information circulation platform for agriculture, rural areas, and farmers requires certain technical support, such as front-end development, back-end development, database management, and so on. We need to recruit technical personnel with relevant professional background and experience. (2) Operations personnel. The information circulation platform for agriculture, rural areas, and farmers requires operators to be responsible for publicity and promotion, matchmaking between buyers and sellers, and providing legal services. Operations personnel need to possess professional knowledge in marketing, law, finance,

and other fields. (3) Customer service personnel. The "Three Rural" information circulation platform requires customer service personnel to be responsible for handling user feedback, answering consultation questions, and other work. Customer service personnel need to have good communication skills and service awareness. (4) Regulatory Commissioner. To ensure the compliance of resource circulation transactions in agriculture, rural areas, and farmers, the information circulation platform for agriculture, rural areas, and farmers also needs to hire specialized regulatory specialists. The regulatory specialist needs to have a deep understanding of relevant laws and regulations and proficiently master regulatory work skills. In terms of human resource allocation, corresponding adjustments should be made based on the actual situation and the size of the enterprise. In the initial stage, the scale can be appropriately reduced or outsourcing methods can be adopted. In the later stage, as the enterprise steadily develops, the scale can be gradually expanded and its own human resources team can be developed to ensure the efficiency and sustainability of platform operation.

4.2. Economic Feasibility Analysis

The economic feasibility of the farmland information circulation platform is mainly reflected in the following aspects:

(1) promoting the optimal allocation of farmland resources. The farmland information circulation platform can help farmland owners quickly convert idle farmland into assets, promote the optimal allocation of farmland resources, and improve the efficiency of farmland utilization. The agricultural machinery information sharing platform promotes the interaction of large-scale agricultural machinery resources and breaks the regional limitations of agricultural machinery resources. The agricultural information circulation platform is conducive to serving the large-scale agricultural fund circulation, ensuring the land planning and cost of using agricultural machinery for large-scale agriculture on the fund chain.

(2) Reduce transaction costs. The traditional rural farmland transfer market has problems of information asymmetry, price opacity, and high transaction costs. Establishing an open, transparent, and low-cost farmland information transfer platform can effectively solve these problems and reduce transaction costs.

(3) The market demand is huge. At present, there is still a large demand space in the rural farmland market in China. With the continuous improvement of urbanization and the gradual disappearance of the Demographic dividend, more and more people begin to attach importance to rural life and investment. With the promotion of various policies, the market demand for information resources in farmland, agricultural machinery and agricultural means of production will also increase.

(4) Flow realization profit model. By establishing an accurate, real-time, and intelligent information management system, we can provide users with professional and personalized services, and achieve a profit model for traffic monetization.

(5) Digital operation. With the help of Internet technology and big data analysis and other means, improve management efficiency, save time and costs, reduce profits in intermediate links, and achieve digital operation.

In summary, the "San Nong" information circulation platform has significant market demand, reduced transaction

costs, and digital management advantages and potential. Therefore, exploring the feasibility of the "Three rural" information circulation platform from an economic perspective is quite promising and promising.

4.3. Technical Feasibility Analysis

The technological feasibility analysis of the farmland information transfer platform mainly includes the following aspects:

(1) Technical support. The "agriculture, rural areas and farmers" information flow platform needs to use advanced Internet technologies, such as big data and artificial intelligence, to build a real-time, accurate and intelligent farmland, agricultural machinery, agricultural means of production information management system to provide customized and personalized services for users. Therefore, the platform needs stable, efficient, and scalable technical support.

(2) Data security. The information flow of farmland, agricultural machinery, and agricultural materials involves a large amount of important data, such as farmland ownership, planned use, transaction prices, etc. The platform must ensure the security of data encryption transmission and storage, and prevent information leakage and hacker attacks.

(3) User experience. The success of the "three rural" information circulation platform cannot be separated from the good experiences of farmers, contractors, and agricultural equipment suppliers. The platform should pay attention to user needs, provide a concise, user-friendly interface design, and an efficient and efficient transaction process.

(4) Design architecture. It is necessary to establish a reasonable architecture design, using distributed architecture or Microservices architecture to build, and taking into account system performance, maintainability and upgradeability and other factors.

(5) Cost control. With the rapid development of technology, investment in technology will also become increasingly high. When building an information circulation platform for agriculture, rural areas, and farmers, it is necessary to plan investment budgets reasonably and effectively control costs.

To sum up, the scientific and technological feasibility analysis of the "three rural" information flow platform includes technical support, data security, user experience, design architecture and cost control. Only when these aspects are properly addressed can the technological application of the "three rural" information circulation platform be effectively realized.

4.4. Policy Feasibility Analysis

In the current context of rural farmland system reform, the transformation of small fields into large fields is an important policy direction. The "three rural" information circulation platform can provide opportunities for small farmers to transfer farmland and market-oriented management, provide information on agricultural machinery resources and funding needs for large-scale agriculture, and help achieve the goals of intensive utilization of farmland and improving efficiency. Therefore, in terms of policy feasibility, the "three rural" information circulation platform does have the following advantages:

(1) Policies are supported at the national level. The Chinese government encourages the implementation of relevant policies such as the "separation of three rights" and encourages the transfer of rural farmland. At the same time,

Anhui has become a pilot for "small fields turning into big fields", and this information circulation platform happens to be an important tool and means to achieve these policies, which can receive strong support and promotion at the national level.

(2) Promote the development of rural economy. The introduction of the "Oda to Da Tian" policy aims to attract more urban capital and technology to enter rural areas, in order to stimulate rural economic vitality. The "three rural" information circulation platform can attract social investment and technology to enter rural areas, develop and utilize idle farmland in rural areas, and improve the level of rural economic development.

(3) Guide funds and resources to tilt towards rural areas. The information circulation platform for agriculture, rural areas, and farmers can attract more funds and resources to tilt towards rural areas, achieving the effective circulation and rational utilization of agricultural tools and materials, thereby improving the efficiency of farmland use and effectively supporting farmers' prosperity.

(4) Helps to regulate market order. By combining relevant policies and regulations formulated by the government with the platform, we can regulate the order of the traditional agricultural trading market, protect the legitimate rights and interests of farmers, and also improve the credibility and competitiveness of the agricultural information circulation platform in the market.

4.5. Feasibility Analysis of Social Status Quo

At present, the reform of China's farmland system has gradually deepened, and promoting the circulation and intensive utilization of rural farmland is becoming increasingly important. As an important tool and means, the "three rural" information circulation platform can promote the circulation and market-oriented management of rural farmland, improve the efficiency of farmland use, enhance the promotion of large-scale agricultural machinery, accelerate the pace of small fields turning into large fields, reasonably absorb funds for large-scale agriculture, and promote rural revitalization.

The following is a feasibility analysis based on the current social situation:

(1) Farmers' awareness. In some traditional rural communities, farmers believe that farmland is the basic Means of production of families, and they have conceptual concerns when transferring or leasing it to others. However, with the acceleration of urbanization and the impact of various factors such as new agricultural management models, more and more farmers are beginning to realize their own lack of funds and technology. Transferring idle farmland or renting it out to people with contracting capabilities is beneficial for increasing income and improving production efficiency.

(2) Rural funds. Due to past policy reasons and other factors, some farmers are relatively short of funds, and through information circulation platforms, more social funds can be guided into rural areas and invested in suitable industrial projects.

(3) Government support. The government attaches great importance to the transfer of farmland in promoting the new urbanization and rural revitalization strategy, and has introduced a series of preferential policies, such as providing free farmland use rights, discounted loans, and other policies to support farmers in farmland leasing and transfer. At the same time, the government has issued relevant policies on

science and technology of large-scale agriculture and financial inclusion in rural areas.

(4) Market demand. With the acceleration of urbanization, more and more enterprises or contractors need more farmland for production, investment and other activities. The information circulation platform can provide a good platform for these enterprises or contractors to access farmland resources and carry out industrial cooperation.

5. APP Function Design

5.1. Farmland Information Flow Module

5.1.1. Release of Farmland Information

The farmland information publishing module is one of the core functions of the farmland information circulation platform, which allows farmers and farmers to publish relevant information about farmland, including land area, location, soil condition, lease price, lease term, etc. Regarding the release of basic information on agricultural land, farmers or farmers can use this module to release basic information on agricultural land, including land area, location, soil conditions, etc. When publishing information, it is necessary to fill in detailed information so that other users can accurately understand the status of agricultural land.

Regarding the release of agricultural land leasing information, farmers or farmers can use this module to release relevant information about agricultural land leasing, including lease prices, lease terms, etc. When publishing information, it is necessary to indicate the relevant information of the lessee and the lessee, as well as the content of the agreement reached by both parties. Regarding the release of agricultural land transaction information, farmers or farmers can use this module to release agricultural land transaction information, including selling prices, selling quantities, etc. When publishing information, it is necessary to indicate the relevant information of the seller and buyer, as well as the content of the transaction agreement. Through this module, farmers and farmers can quickly publish agricultural land information, making it convenient for other users to query and apply. At the same time, the platform will use an audit mechanism to ensure the authenticity and accuracy of information, thereby ensuring the smooth progress of transactions.

5.1.2. Farmland Information Query

Firstly, it is necessary to establish a database containing farmland information, which is provided by rural self-employed households, contractors, rural cooperatives, and the government. In the database, it can include various types of information such as farmland area, land use efficiency, cultivated crops, planting methods, and fertilization status. In addition, it can also be considered to associate this database with other relevant databases, such as meteorological data, market situation data, etc. In order to facilitate users to quickly query the required information, it is possible to consider adding search engine functionality to the system. Users can enter keywords such as farmland area, planting crops, etc. to search. When implementing search engine functionality, it is necessary to segment keywords and match them with the content in the database. To improve user experience and understanding difficulty, it is possible to consider visualizing query results through charts or maps. For example, annotate the location and types of different farmland on a map, along with other relevant information. Different page access permissions should be restricted for different user

roles. For example, managers can access all page function modules, while ordinary users can only view or operate the parts, they have permission to.

5.2. Agricultural Machinery Information Sharing Module

5.2.1. Exhibition of Agricultural Machinery and Equipment

Set device categories in the sidebar or top navigation bar of the page, such as grain harvesters, corn harvesters, large tractors, small tractors, etc. Users can enter the corresponding device display page by clicking on different categories. Each device should have a detailed introduction page, including multimedia materials such as images and videos. Specifically, it should include equipment related information such as brand, model, parameters, and performance. Photos and real-life images display the device's appearance and usage scenarios. A video introduction that provides a concise and concise demonstration of device usage to help users better understand device functions. The user manual and precautions can list the operating procedures and safety precautions to facilitate users to use agricultural machinery more safely and efficiently. Set up search boxes and filter tools on the device display page to help users quickly locate the required agricultural machinery. The search box allows users to enter keywords (such as brand, model) for searching, and then display relevant results. Filters allow users to filter the displayed device results based on specified conditions (such as usage scenarios, price ranges).

5.2.2. Agricultural Machinery Information Query

Set up search boxes and filter tools on the page to help users quickly locate the required agricultural machinery. The search box allows users to enter keywords (such as brand, model) for searching, and then display relevant results. Filters allow users to filter the displayed device results based on specified conditions (such as usage scenarios, price ranges). Add features such as recommendation lists and popular leaderboards on the page to help users better understand market trends and other users' choices. The recommendation list is based on user behavior data and provides personalized device recommendations, making it easier for users to quickly find devices that meet their needs. The popular ranking lists the most popular equipment rankings, allowing users to know the most popular and worthwhile agricultural machinery currently available.

5.3. Agricultural Production Means Module

5.3.1. Release of Agricultural Means of Production Information

Agricultural cooperative or contractors can release projects requiring financial support on the platform, including planting, breeding, picking, etc. The project content should include fundraising amount, usage planning, benefit prediction, etc. The platform needs to establish a specialized review agency to review crowdfunding projects and ensure the authenticity and legality of information. Transaction matching and return distribution provide corresponding service personnel as a medium through the website to effectively match Agricultural cooperative or contractors with investors, and distribute returns to participants after the completion of agricultural means of production projects. Analyze and mine crowdfunding projects and investor data on the agricultural materials crowdfunding platform to better understand market demand, further optimize platform services, and promote its development.

5.3.2. Query of Agricultural Means of Production Information

Users can query on the platform based on keywords, regions, crops, breeding varieties, and scale to understand the detailed situation of current funding projects. Investors can view their account balances, historical investment records, and returns obtained on the platform. Users can learn about farmers or agricultural enterprises participating in crowdfunding projects through the platform, including data on historical production, quality, credit ratings, and other aspects. Users can access the payment records and payment flows of crowdfunding project investments to ensure the safety and reliability of the transaction process. The platform needs to provide relevant statistical data, such as the number and returns of completed crowdfunding projects, the distribution of investment numbers and amounts, etc. Users can check the after-sales service hotline or customer service personnel at any time, and submit questions or feedback suggestions. We need to provide a comprehensive user centered service that allows users to easily and quickly obtain the necessary information, thereby increasing their willingness to participate and promoting agricultural product production.

5.4. Personal Center for Agriculture, Countryside, and Farmers

The personal center of farmland information circulation platform should include the following functional design: (1) Personal information management. (2) My farmland information. (3) My agricultural machinery information. (4) My agricultural information. (5) Message notification. (6) Complaint suggestions. When users encounter problems or have opinions or suggestions, they can submit complaints or suggestions through the personal center and track the progress of processing.

6. Marketing Strategy

6.1. Marketing Objectives

6.1.1. Brand Building

Brand products are a comprehensive reflection of a company's technological level, management level, and marketing level. In the increasingly proactive market environment of consumers, implementing brand strategy has become an inevitable measure to occupy the market. Clearly establish a brand strategy with the goal of promoting platform functions and achieving farmland resource trading, forming three aspects of brand building: farmland information circulation, agricultural machinery information sharing, and agricultural materials information circulation. Utilizing traditional and modern communication models such as newspapers, radio, television, and the internet, shape the personalized characteristics of the brand, enhance the credibility of the brand's reputation, and expand the brand's market scale and increase the brand's market share.

6.1.2. Marketing Targets

The marketing targets of the three in one platform for farmland, agricultural machinery, and agricultural crowdfunding are mainly those who are willing to invest and operate in the agricultural field, including but not limited to the following aspects: farmers, enterprises and institutions, government departments, and agricultural equipment suppliers. They can use this platform for brand promotion and gain more attention from potential customers.

6.1.3. Sales Objectives

The sales goals of the agricultural machinery and agricultural materials information circulation platform can be divided into the following aspects: the registered users of the platform reach 300 farmers, 100 enterprises, etc. One of the sales goals of the platform is to attract more farmers, agricultural machinery operators, agricultural materials merchants, and other users to register and use the platform through extensive promotion and promotion. Therefore, the number of registered users on the platform is also an important sales target. The core function of this platform is the release of information resources, which is also an important sales target. By continuously expanding the user base of the platform and improving its service quality, more resources can be promoted for trading on the platform, and the platform's revenue can be increased. The platform's brand value is in a high reputation, and it also needs to establish a good brand image and reputation to enhance brand value. This can be achieved by actively participating in industry conferences, publishing high-quality content, and obtaining media coverage. By increasing brand value, we can further increase sales and attract more potential customers. Good user satisfaction is one of the important indicators for measuring the success of a platform, whether the end user is satisfied or not. Therefore, the platform should also be committed to improving user satisfaction and collecting user feedback through various means to continuously improve and optimize platform services, in order to achieve long-term development and sales goals. The number of partners reaches 100 enterprises, and through cooperation with other agricultural service enterprises or institutions, the platform can obtain more resources and support. Therefore, the platform can also set increasing the number of partners as one of its sales goals.

6.2. Marketing Path

6.2.1. Drainage and Settlement

Through advertising traffic live streaming platform promotion, utilizing the current focus of "Oda to Dada", resource information trading and "Oda to Dada" are linked and tied together to enhance the platform's image, increase its audience, expand its reach, and achieve the goal of selling products while media coverage and application contractor participation events.

6.2.2. Interactive Sales

Interactive Marketing Transforms platform land resource contractors into operators, who are also consumers of platform resource information while operating. The integration of consumption and management not only cultivates customer loyalty, but also facilitates the continuous expansion of the market. Contractors, as operators, contract a large amount of land through the platform and use the platform to purchase and rent agricultural tools according to their own needs, achieving the transformation from operator to consumer identity, intuitively reflecting the advantages of interactive sales.

6.2.3. Trading Channels

Adopting an integrated online and offline trading channel, indirect exchange is carried out in three aspects: farmland information circulation, agricultural machinery information sharing, and agricultural means information exchange. For online trading channels, in addition to this platform, new media tools such as WeChat and Weibo can also be activated to expand the scope of transactions. Feedback online needs to offline operation departments for integrated transactions,

ensure transaction quality, and improve transaction experience.

6.2.4. Maintenance Measures

Spread $\times$ Sales $\times$ Service integration can monitor the full link path and effectiveness of farmland, agricultural machinery, and agricultural materials on the platform, and continuously optimize them to achieve efficient conversion. At the same time, personnel are selected to directly serve customers, achieving the integration of dissemination, sales, and service. The core of maintenance is to use products, data, technology, marketing and other means to promote the growth of products or sales in a relatively scientific and visible manner, connecting the inflow, interactive sales, and trading channels closely, and unleashing new vitality in the circulation and trading of the platform in three aspects.

6.3. Marketing Activities

6.3.1. Marketing Strategy

(1) Product strategy. The platform operation is engaged in a series of investment, product sales, and consulting service projects with land resource information trading as the core content. The main types of responsibility for the platform include farmland information circulation and integration, agricultural machinery sharing and sales, and agricultural fund information. Based on these three types, the product development of the platform is determined to solve the planning of land resources, agricultural production technology, and the supplement of agricultural funds.

(2) Price strategy. Price is a lever to mobilize the market. Adhering to the principle of not only overcoming quick success and instant profit, but also overcoming the principle of drilling through low prices, price standards should be determined from the following four aspects: the price of a product should be recognized by the consumer group it is positioned for; The value of the product should be comparable to the price of many products of the same type; After determining the sales price, the profit margin obtained should be comparable to many operators operating similar products; As a newly established platform, the price of its products entering the market at the beginning should not be set too high, and should be considered at a medium to low level. The main audience of the "three rural" information circulation platform is the middle and lower class, with relatively few high-class people. The main body has limited affordability, and the corresponding service and product price positioning should not be too high.

6.3.2. Marketing Methods

(1) Digital display. Digital display is the most persuasive marketing method. Platforms can promote on their pages and display corresponding farmland transaction data on the details page, making it easy for users to understand the specific content of the platform, ensuring its credibility, gaining user trust, increasing the number of users, increasing the possibility of platform transactions, and earning related profits.

(2) Emotional atmosphere rendering. The policy of "turning small fields into large fields" itself is based on the local sentiment of the Chinese people, which can be used to attract investors who are willing to help and guide farmers; In addition, vigorously promote the "small field to big field" policy, create an atmosphere for agricultural development, increase social attention, and achieve marketing objectives.

(3) Celebrity effect. Invite some traffic celebrities or social celebrities to promote the platform accordingly. Fans follow

their idols based on their trust, making it easier to purchase products similar to their favorite celebrities or celebrities.

6.3.3. Marketing Tools

Through quantitative marketing tools such as search engines, corporate websites, e-commerce platforms, and browser toolbars, marketing analysis is conducted based on corresponding data to obtain corresponding marketing strategies. At the same time, utilizing non quantitative marketing tools, developing marketing management systems, coordinating with the platform's marketing goals, clarifying the job responsibilities of marketing department employees, standardizing sales behavior, fully mobilizing employee participation and improving work efficiency; On the basis of establishing a sound management system, formulate corresponding plans, organizations, processes, systems, and cultural management to promote the management of the platform to be programmed, unified, and rationalized, optimize the platform workflow, improve the efficiency of land transfer, and increase the share of revenue.

6.3.4. Scenario Marketing

(1) Offline life scenarios. Being able to directly insight into user habits, immerse oneself in actual consumption scenarios, clarify the types of services provided, service recipients, and service methods. According to the "Big Field to Small Field" activity, the main participants are farmers, whose main needs are practical and feasible production supplies, which can be promoted on the platform through some lottery sales and gift giving methods.

(2) Online internet scenarios. Online internet scenarios have strong cross functional capabilities and diverse marketing methods, such as online videos, online images, soft articles, blogs, search engines, etc., as they are not limited by time and location. By increasing the corresponding exposure, they attract public attention, gain a certain level of popularity for the platform, and expand the platform's trading market.

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