

Promotion of EU Quality Schemes on the Internet

Agrosmart Global

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1. The importance of promoting GIs on the internet.

A. Digital marketing benefits.

Digital presence combines informative, relational, and transactional functions. This ability makes sales channels attractive in sectors such as the organic agri-food sector, which has traditionally had major commercial shortcomings in these three areas.

The relentless advance of technology and its spread throughout society in recent decades have promoted online transactions and made the Internet a powerful competitive weapon in domestic and international markets.

The Marketing through digital means such as the Internet, search engines, social media, blogs, video channels, websites, and applications, is known as digital marketing. This is the fastest-growing form of marketing owing to its reach, cost-effectiveness, measurability, and accuracy. Online sales channels offer a new, low-cost way of communicating, enhancing trust and interaction with consumers (and improving competitive position).

There are several benefits of using online digital marketing as shown on the figure below:



Figure 1 Benefits of online digital marketing. Own sources.

One in five European companies sold their goods or services online in 2017 (Eurostat, 2018). A decisive contribution to this evolution is the surge in the use of social media and associated tools (social networks, blogs, wikis, etc.) to enhance corporate reputation and the image of the products or services.

B. GIs' market.

The nature of the European market for GI products also highlights the need for digital promotion strategies. On the one hand, Europe has the largest number of GIs in force across all regions, and on the other hand the export value of these products is much higher than in other sectors.

According to data shared in 2018 from the 92 national/regional authorities with World Intellectual Property organizations (WIPO), 65.900 protected GIs are active.

The "Study on economic value of EU quality schemes, geographical indications (GI) and traditional specialties guaranteed (TSG)" by the European commission estimated the sales value of GIs to be EUR 77,15 billion in EU 28 in the year 2017.



In 2017, Italy was the country with the highest percentage sales value and numbers of GIs registered, followed by Germany, France, UK and Spain:

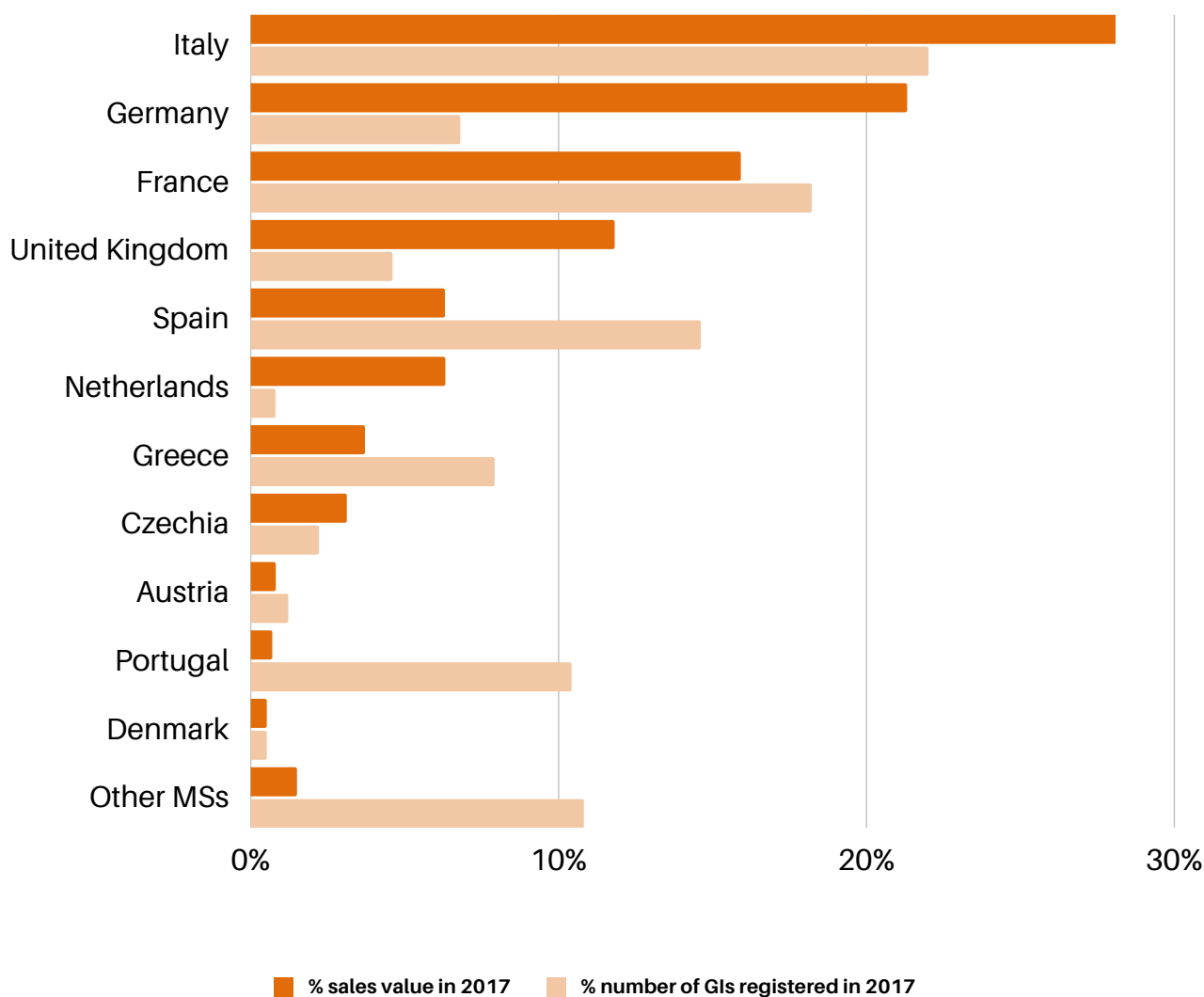
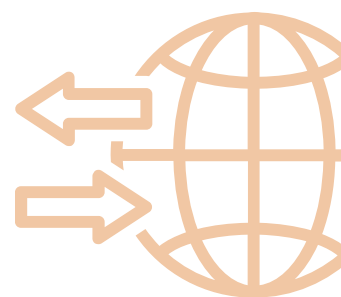


Figure 2 Sales value and Number of GIs registered by MS, 2017. Source: EC.



Based on the data collected through this same survey and COMEXT, the export value (intra-EU trade and exports to non-EU countries) of GI/TSG products was estimated to represent EUR 32.10 billion (EUR 31.42 billion for GIs). On the next figure are shown the share of main exports destinations on Europe:

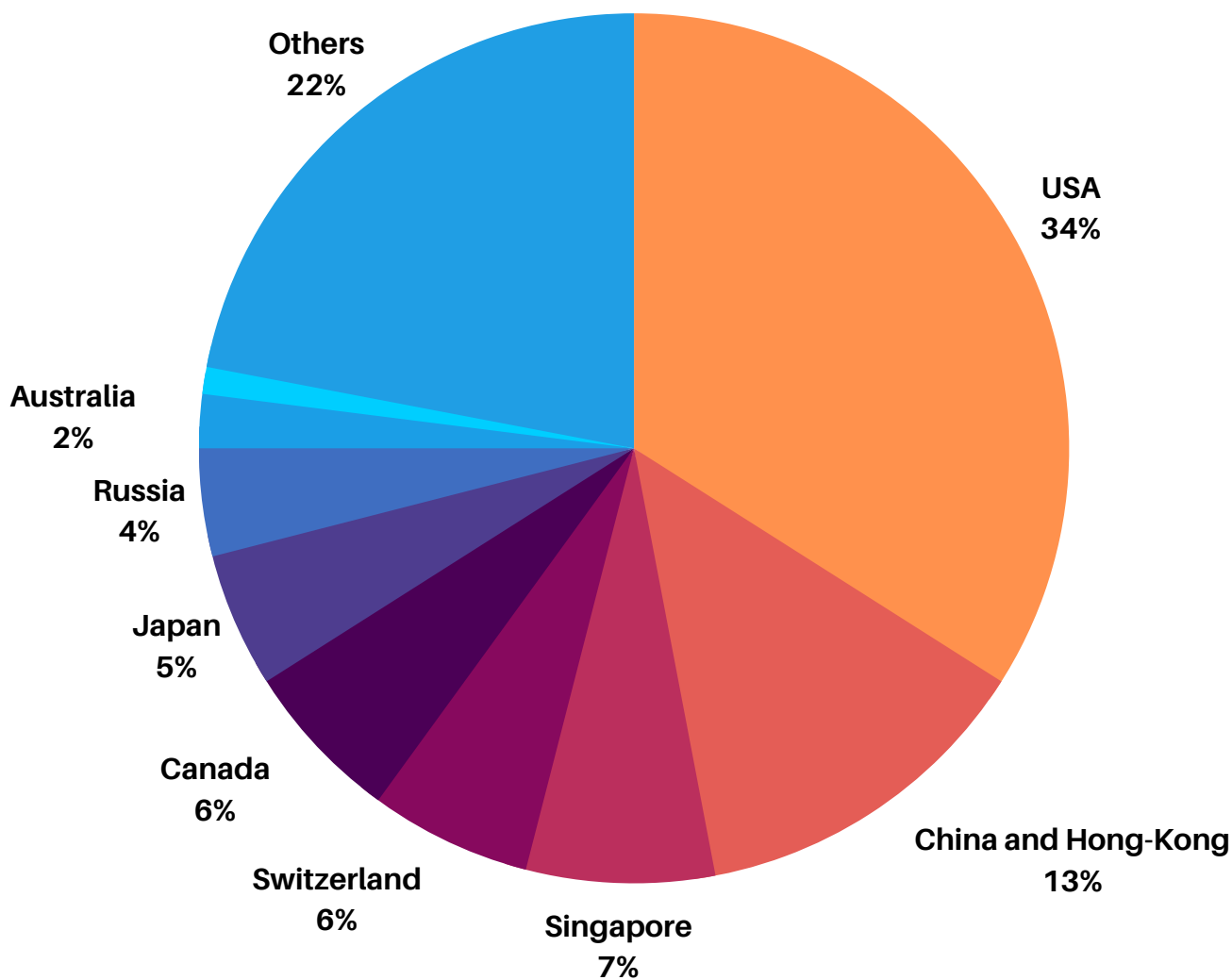


Figure 3 Share of main exports destinations of European GIs in 2017 (%). Source: EC.

Registering products as geographical indications supports branding products and also accessing international markets.

C. Geographical Indication added value on the internet.

Nowadays, people are more and more interested in products which are well-known for their geographical origin, with a long history and cultural details. Geographical indication products give the chance to small and medium sized companies to become more unique in the market and to increase their sales.

Strengthening the promotion and the marketing of GIs and ecological products on the Internet is one of the main objectives for agri-food cooperatives since e-commerce has become essential and continues to increase in the Agri-food marketplace.

Furthermore, GI provides a way for businesses to leverage the value of their geographically unique products, and to inform and attract consumers.

GIs denominations guarantee quality and know-how specific to their “terroirs” which could bring added value to the agri-food cooperative products on the digital markets. Plus, the reputation of those products can be maintained or increased on the Internet via successful communications tools such as social media, websites, etc.

GI provides opportunities in marketing the product and thereby protects the traditional knowledge and promotes rural development. In GI, Identity is an important marketing tool that creates consumer awareness and loyalty.

GI is praised as a tool for the revitalization of agricultural communities, and rural development, since those communities tend to be far apart from some of its consumers, it is vital to find marketing methods that promote the products where the clients are established. The Websites are an important tool that offer a new sales channel and reduces the physical distances separating sellers and buyers.

In short, GI's presence online is essential due to the increase in e-commerce, its marketing potential and access to international markets, and the information and security it provides to customers.



2. How to promote GIs on the internet.

A. Analysis of needs of the agri-food chains.

This guide has been designed according to the results of the survey “Analysis of the needs of agri-food chains in terms of promotion on the Internet of products that benefit from European quality schemes.”

The survey has been developed in the context of the Project AGROSMARTglobal and it was addressed to GI producer consortia and Agri food cooperatives from EU.¹

There was a total of 59 respondents to the survey from the following regions France (Nouvelle Aquitaine, Occitanie, Centre-Val de Loire, Pays de la Loire), Italy (Veneto, Toscana, Emilia-Romagna region), Spain (Toledo, Galicia, Castilla la Mancha, La rioja, País Vasco, Extremadura, Catalunya), and Portugal (Norte, Centro, Lisboa and Açores).

¹ The survey will be referred as AGROSMARTglobal survey on the document

The respondents were from different types of organizations as shown in the figure below:

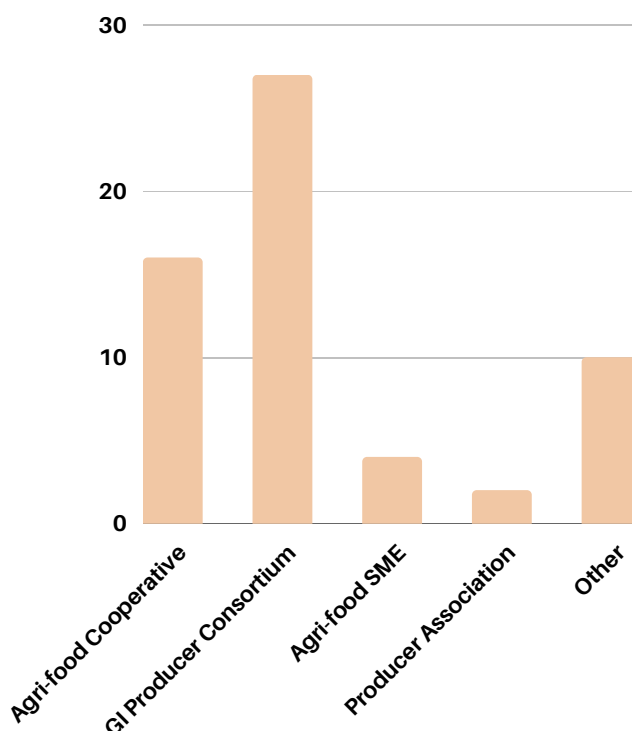


Figure 4 Type of Organization. Source: Responses AGROSMARTglobal survey.

Most of the respondents represent Micro organisations (1 to 9 employees).

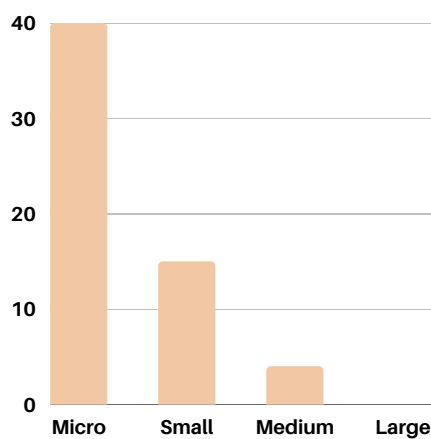


Figure 5 Size of organization. Source: Responses AGROSMARTglobal survey.

A large majority of respondents are working with wine and spirits (32%) fruits and vegetables (24%) and meat-based products (15%) as shown in the figure below.

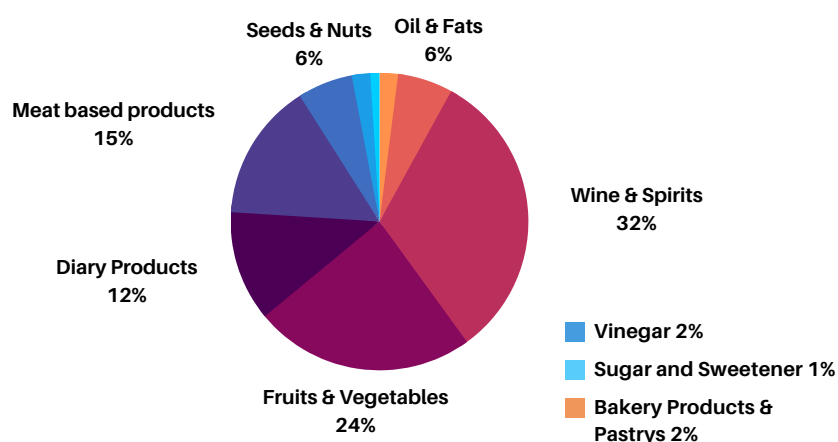


Figure 6 Products (EU quality schemes). Source: Responses AGROSMARTglobal survey.

The responses shed light on the fact that agri-food cooperatives lack information about useful e-commerce tools and real examples of digital marketing strategies.

Additionally, information for the new emerging communication channels and on the new most followed trends. Cooperatives would also like to obtain the best performance for the promotion and a complete knowledge of the products.

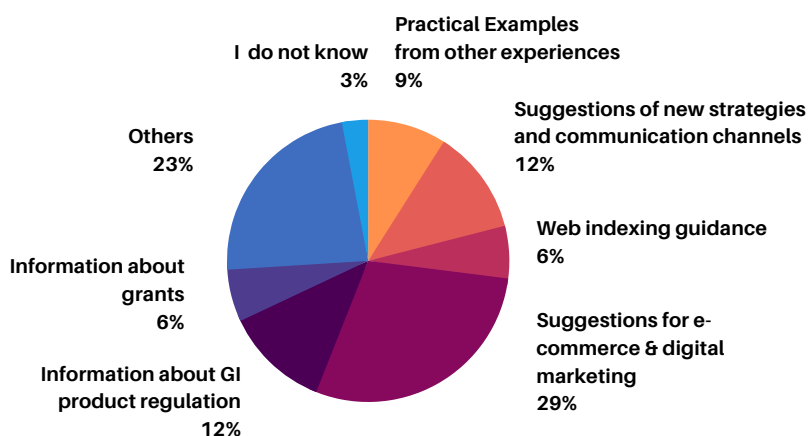


Figure 7 Suggested content for the practical guide. Source: Responses AGROSMARTglobal survey.

The information provided by respondents will be used to emphasize the importance of digital marketing strategies, and as a model on how to implement the promotion strategies.

B. What strategies should be implemented?

This chapter will illustrate on how to promote the GIs product on the Internet, whether to add new promotion strategies or to improve the ones already in place.

The GIs denomination itself is a valuable marketing tool, because it certifies products' quality, but not everyone understands the meaning of the label. For this reason, it is necessary to increase the information around the knowledge of the products.

According to the results of the AGROSMARTglobal survey, there are several reasons for considering beneficial the promotion on EU quality schemes on the internet.

Most of the respondents highlighted:

- EU quality schemes are a guarantee of origin, quality, safety, product differentiation and valorisation.
- It is a quality certified by self-control and inspection endorsed by the EU, which gives economic value and prestige to the product.
- EU quality schemes on the internet stimulate a unified promotion of the products and boost its visibility.
- Internet is the most appropriate channel to be able to segment advertising and reach the widest target audience without wasting resources.
- Internet is an asset that reaches a fairly large number of consumers and has the ability to segment where, when and to whom different communications are directed.
- Digital marketing helps to develop the product's reputation beyond the borders of the geographical area.
- Digital media allow to educate and inform consumers, enhancing their knowledge and facilitating instant responses. Nevertheless, it's remarked the need of monitoring and intercepting false information.
- Internet is the best promotion channel, facilitating and increasing sales worldwide.

In the chapters below are considered the main steps to follow to create an efficient digital promotion strategy.



1. Definition of the customers

First of all, it's crucial to define the target audience: who is the ideal audience? To whom would we like to sell our products? Who could be interested in our products?

After defining the target audience, it's important to define the Buyer Personas, fictitious archetypes of real users, constructed to analyse the needs and expectations of real users who represent our target audience.

Defining The personas will allow to design the marketing campaign while keeping the focus on the needs of the people and not on the entity objectives. This way, the entity itself offers the target customer what they are looking for at the time they are looking for it.

As a reference, Champagne has a new marketing campaign clearly directed to their target audience, which is described in the table below (according to the Facebook Interest targeting tool):

Age	The majority of people interested in "Champagne" between 25-34, and they accounted for 32.58%. And other age groups like 35-44 accounted for 22.7%. The people interested in "Champagne" between 45-54 accounted for 15.62%.
Gender	Women accounted for 59.9% and men accounted for 40.1%.
Relationship Status	The majority of people interested in "Champagne" are in a relationship of Engaged and they take a large proportion for about 42.6%.
Educations	The majority of people have a College degree.
Job Title	From the job title of the audience, we can analyze that the people interested in "Champagne" who work on Administrative Services have the largest audience account for 25.9%. Besides this, people work on Management and Sales also have many audience.
Country/Region	People in United States have the highest passion for "Champagne". And France and Italy also have large numbers of people interested in "Champagne".

Table 1 Target audience champagne. Source: Facebook interest targeting tool.

Corresponding to Champagne's target audience, it has been developed a campaign to attract the younger generation, using the strapline 'Réservé à toutes les occasions', which translates as 'suitable for any occasion'.



Champagne digital marketing strategy. Source: The drink business.

There are digital tools like AdTargeting that will help the producers targeting the consumers and develop the perfect advertisement.

2. Origin-linked product strategy.

As part of an overall marketing strategy, producers can use IP tools such as Geographical Indications, and trade marks (Individual, Collective or Certification marks) as well as quality labels to protect their products and unlock the potential added value which can be accrued to their product.

In particular, GI labels are a successful digital marketing tool to promote regional products, since they prove that the product has a specific connection to the place where it has been made. Therefore, the recognition with the GI label helps consumers identify those products which have more reputation and a distinguished quality, while benefiting the rural economy. GI acts as an incentive for producers to maintain the high quality and reputation of the GI products for which consumers are willing to pay premium prices.

Some examples of GI labels:



Label Parmegiano. Source: USPTO report.



Label Rioja. Source: Wineinsiders.

Trademarks are often used to project an image of GI products in the form of a distinctive logo or image. Individual trademarks are owned by a single firm or organization, being more restrictive as don't allow for new producers to use the registered name. Collective trademarks are owned by groups of more than one legal entity, and guarantee specific product characteristics. Certification marks indicate that products have been produced subject to given standards, such as a geographic region of production.

An overall majority of the respondents to AGROSMARTglobal survey (76%) considered the recognition of their products as Geographical Indication as a powerful digital marketing tool.

EU Quality Schemes	% Of respondents who consider it a powerful digital marketing tool
Geographical Indication	76%
Traditional Specialities Guaranteed	20%
EU Organic label	41%

Table 2 EU Quality schemes as marketing tools. Source: Responses AGROSMARTglobal survey.

The specific reasons why Geographical indications are considered a powerful digital marketing tool are:

- It is a sign of differentiation known by the Europeans that builds customer loyalty.
- It expresses absolute values of connection with the land and the experiences of the people who produce it, and help to create a positive food culture.
- It gives higher visibility to the product, providing important information to consumers (are produced and elaborated under requirements of the specifications).
- The notions of traceability and origin, which are increasingly important to consumers, offer a wide range of possibilities for communicating through these signs and Digital marketing makes it easier for more people to access information.

A vital strategy for implementing an origin-linked product strategy is to create a storytelling, transforming shopping into an experience, showing the historical and cultural elements products are linked with. It is important to use powerful words that can catch the attention and paint a mental picture in the customers’ ideas.

For example, at Eataly, a famous Italian grocery shop, consumers are accompanied by images and texts to discover the cultural aspects linked to Italian GI, such as the ingenious machine invented by Leonardo da Vinci to transform the ancestor of Toscano IGP olive oil.

It is also a part of their branding strategy as it can be observed in the figure below:



Oil Montalbano. Source: www.oliomontalbano.it/il-genio/?lang=en.



3. Chose Informative channels

The third step is to choose the channels to promote the products, based on the information received from customers and from research. A key point is to create accounts on social media (Instagram, Facebook, Tik Tok...) according to our target preferences. According to the EU Commission, 59% of EU enterprises used at least one type of social media in 2021.

Therefore, an important tool for promoting GI labeled products in the digital market can be through social networks. Being advertised on Facebook, YouTube or Instagram can bring awareness and gain customer's attention. More recently, companies have been considering Snapchat and TikTok as other useful social media apps which are less saturated. In fact, 1 in 3 social media users say that they use the platforms to follow a brand or find products to buy.

Social networks include digital marketing tools statistics that can boost business profits and help the entity to learn more about their clients' needs and desires.



Facebook

89% of marketers use Facebook in their brand marketing efforts. Facebook provides tools to market specific demographics, including age ranges and interest among other metrics. Around 80 million small businesses worldwide promote their brands using their Facebook pages. Consequently, it is vital for companies selling GI labelled products to use Facebook in order to create brand loyalty among consumers.



Instagram

Instagram is the platform for Millennials and Gen Z users, since 2 out of 3 users are aged 18-29 (STATISTICA, 2021). Instagram has one of the highest ROI (a metric showing the amount of value generated by your investments in social media) on marketing in social media. Stories play an important role in promoting products. Advertisements between stories make users more interested in a brand. One-third of the most viewed stories on Instagram were from businesses.(Embedsocial, 2021). Moreover, paying an "influencer" or a popular Instagram personality for promoting products to enhance brand visibility and consumer interest is a strategy carried out by many companies, no matter their sector.

Since the COVID-19 pandemic, there has been an important increase in the use of ecommerce. According to Forbes, e-commerce will account for 20.4% of global retail sales by the end of 2022, up from only 10% five years ago.

Therefore, in today's world it is vital for companies to sell their GI labelled products through their own company website, through other bigger websites which offer products from other companies as well (an example in Portugal can be selling regional food/drink products through El Corte Inglés) or through marketplaces.

Furthermore, registered European GIs can be found in the search database Glview, a database with information on GI products which are protected at European Level, their origin, their history and intellectual properties.

An overall majority of the respondents of the survey AGROSMARTglobal considered that the most important digital marketing tool to promote products under EU quality schemes is the website followed by Instagram, Facebook, blog, YouTube, e-commerce, LinkedIn and Twitter. Some of the respondents were also mentioning that they also use Tik Tok.

Most of the respondents use the following strategies to promote their products:

- Explain the history of the cooperative, link of the production and products to the area and PDO.
- Social media campaigns, insertion of banners, publication of advertisements and publication of press releases and video releases.
- Inform about the most important characteristics related to the origin, quality, personality and peculiarity of the product.
- High visibility for the European PDO seal.
- Communication plan shared among all consortium members.
- A combination between market segmentation, product categorization and brand enhancement.

Below there are detailed useful tips to have a successful promotion on the internet:

- Use Interactive posts, for example quizzes to inform the users about the value of the GI products. This would help to educate customers while providing entertainment.
- Involve influencers to promote and inform about the products, to reach the younger audiences.
- Organize online events, workshops and live videos. For example, a cooking show to demonstrate how to cook and mix different products from different geographical areas.

- Use a customised and creative hashtag referring to the local product offered.
- Use photos with real people enjoying dishes or with testimonials of excellence.
- Visual storytelling i.e. explaining the story of an GI product through an image on Instagram, please note that the attention threshold of a customer is about 8 seconds. Moreover, the visual component can stimulate the senses as images can even evoke memories, perceptions, emotions.
- Create experiences related to the product, for example, the products could contain a QR code, that will refer to a tour in the place of origin of the products.
- Implement referral marketing, i.e. based on actions that stimulate online word-of-mouth to encourage consumers to suggest the product to their circle of acquaintances.
- Use Content marketing i.e. the creation of content (blog posts or podcasts) that encourages interaction and reflects the tastes of the target audience.
- Display advertising to promote the product through the use of advertising banners, pop-ups, etc.
- Create the products' own website and e-commerce, with an instant chat box to ask for product recommendations. This should be done with the SEO process to improve the website so that it ranks highly in search engine results for keywords and phrases related to it. Also SEM (search engine marketing) strategy contributes as it allows to gain visibility on the web through the purchase of advertising space on search engines.
- Introduce Real Time Marketing strategies, which occur when brands and agency marketers react quickly to local, national or global events happening online or offline, in an effort to interject corporate marketing into consumer conversations via social media messaging or boost brand recognition utilizing marketing platforms.
- Create a mailing list, to increase the number of well-informed consumers and keep them updated with all the news about the products. A geographical indication marketing strategy could use email to share information about GIs products and their importance for healthy nutrition and a green way of living. Companies should personalize the emails based on the customers' habits.
- Use of Metaverse strategies, very useful for products in which younger consumers are interested. A good choice could be the parallel real-life marketing, using virtual worlds to promote the products.

A good example on promotion on the internet excellence is Plátano de Canarias with strong digital presence and innovative use of social media, which is reflected in its high number of followers.

This product has been the biggest promotion investment in Spain. Developing big campaigns where Olympic athletes have participated to promote the association between a healthy lifestyle and the product.

Additionally, it has a unique website supporting its branding strategy with wide nutritional information and news but also a blog which is well updated with news, games recipes and some statistics.

Lately, Plátano de Canarias has created a marketing strategy with the moto “ Somos el Amarillo que está al lado de la Roja” showing the support to the national football team of Spain, as it can be observed in their website.



Web Plátano de Canarias. Source: www.platanodecanarias.es.

4. Marketing campaigns

The last main step is to plan and implement the marketing campaigns, organized, strategized efforts to promote a specific company goal, such as raising awareness of a new product or capturing customer feedback.

During this step, realistic goals should be set and its reach both in the short and in the long term. The budget should also be aligned with the objectives.

Marketing campaigns will create brand awareness on consumers, a marketing term that describes the degree of consumer recognition of a product by its name. Creating brand awareness is a key step in promoting a new product or reviving an older brand.

Another relevant factor to consider is the degree of customer satisfaction (the customer's expectations with regard to benefits, value for money, promises made, etc., have been met or even exceeded) with a product, service and/or company is important.

A good marketing campaign will appeal to a large customer base and make those customers interested and excited about that campaign. GIs digital campaigns are very relevant to encourage the use of GI and increase its attention.

Some examples of campaigns include:



Bureau National Interprofessionnel du Cognac (BNIC)

In this new three-year campaign, the communication objectives will be to develop the image and notoriety of cognac among new targets (including urban middle class) through a new generation of prescribers and influencers, and promote the European geographical indications highlighting the notions of origin, expertise, and authenticity. This campaign will be useful as an example and guide for others.

GI labeled products.

Source: Cognac.com



FAO and EBRD

As part of FAO's cooperation with the European Bank for Reconstruction and Development (EBRD), a number of technical assistance projects have been implemented in countries including Croatia, Georgia, Montenegro, Serbia and Turkey, focusing on GIs as a driver for developing sustainable value chains and support enabling environment to boost private investment, campaigns were carried out to promote the local benefits of pilot GI value chains and products, such as higher incomes, the preservation of local resources and know-how, and potential new market linkages with the tourism sector.



"Abre los ojos ¡Disfruta!"

Launched by ORIGEN España in 2020 and with a duration of three years, its objective is to raise consumers' awareness on Protected Designation of Origin (PDO) and Protected Geographical Indications (PGI) logos for EU food quality products.

Source: Origen España

The valuable information from the survey AGROSMARTglobal coming from GI consortiums highlighted the importance of consortia for marketing strategies. This is an important tool to help producers to enter new market places, to get new skills to also develop themselves. Overall consortiums are helpful because they can ensure authenticity and quality of the products, and coordinate for better results associated with marketing strategies and protection.

Additionally, coordination for the technical and environmental control of production and managing the communication of the brand could be part of the consortium's achievements as well.

Finally, on the Annexe's there is a selection of outstanding digital marketing strategies of GI products from Spain, France and Portugal.

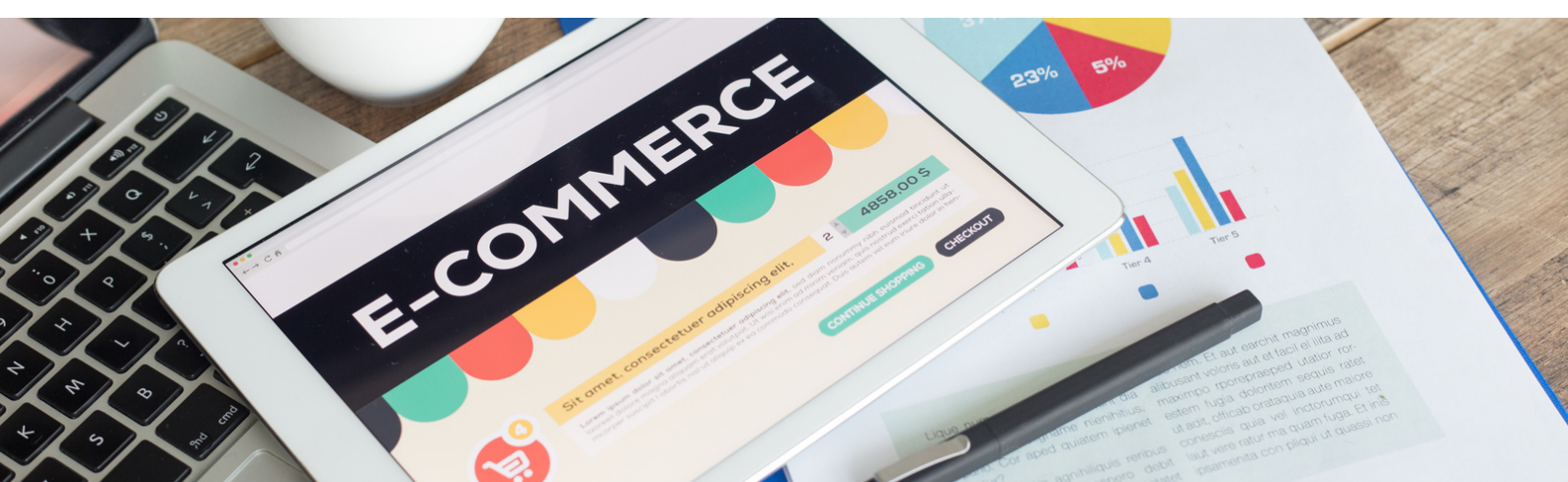
3. Conclusions

EU quality Schemes have a bigger digital presence and Europeans are more and more interested in Geographical Indication products, as it is reflected in the fact that digital market in Europe has the largest number of GIs in force, across all regions.

As it has been detailed along the guide, in order to develop a successful digital promotion, it is crucial to define the target audience, create an origin-linked product strategy, choose the right channels and develop an innovative marketing campaign.

In this context, there are many effective marketing strategies related to EU quality schemes, like GI label and Trademarks, storytelling and metaverse strategies, use of social media, online and physical events, email marketing, video marketing, microblogging, wiki etc.

All of these strategies can attract different types of audience and inform their target group about the products.



Annex - Outstanding examples of implementation.

Following the previous chapter several digital marketing case studies are available. These case studies can be found in different platforms.

1. French Digital marketing case studies.

France is pretty well-known for Bordeaux wines, there is an official webpage for the product and its own magazine. Innovative social media too, such as Facebook, Pinterest and Twitter. And, further, some digital newspapers mention this product and several internet pages market the product. Additionally, main export markets are China, Belgium and USA, a remarkable clue is that in 2020 522 million bottles of Bordeaux wines were sold.

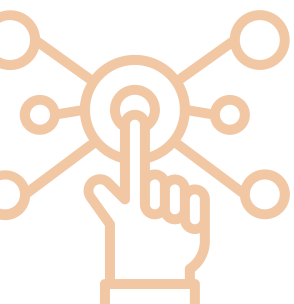
Then there are Collioure Anchovies who come from the Collioure area in France. This unique product has nine stages of preparation and for its promotion there is the Official Government web page, important Online sales channels and innovative social media but not with a big activity. We could say that its marketing strategy focuses more on advertising promotion and, further, it can be found on different websites on the internet. A noteworthy information is that the last production harvested was 400 tonnes, also its main markets are European countries.

Champagne wines are pretty unique because of its production process and its strict criteria associated with its regulatory framework. The US, United Kingdom, Japan, and some European countries are main export markets. In respect of Champagne's digital presence there are many digital platforms and enough social media campaigns such as Facebook, Twitter, Instagram, Youtube, LinkedIn, Wechat, RSS and Pinterest. It is a GI product with one of the most complete websites, including explanation and detailed information about geographical origin and history. Furthermore it includes news, visual content, annual reports and information about champagne growers among others. One, honestly, noteworthy marketing strategy is about a 360° visual experience of the Champagne region.



Noix de Grenoble, the Grenoble walnut is a PDO product. There are channels as its official website and its presence on social media which support the promotion of it. Also some videos on Youtube and one innovative communication strategy which is about signposting of production areas for tourists, and development of a photo bank. Last but not least its digital presence in multiple sites.

Products:	Bordeaux wines	Collioure Anchovies	Champagne wines	Noix de Grenoble
Marketing strategies:	Official webpage	Official Government web page	Social media campaigns	Videos on Youtube
	Magazine	Important Online sales channels	Website (news, visual content, annual reports and information)	innovative social media
	Innovative social media	Innovative social media with a limited activity	A 360° visual experience of the Champagne region	Innovative communication strategy (signposting of production areas for tourists, and development of a photo bank)
	Mentions in digital newspapers			Digital presence in multiple sites



2. Spanish Digital marketing case studies.

Queso Manchego is a DOP cheese which is produced under an exceptional process. The main export countries are the United Kingdom and the United States.

In respect of its marketing strategy, for this product there is an official page where people can find detailed information and some related news too. Additionally, it has a strong digital presence, people are able to find this product on Amazon and on multiple websites.

Further, it has innovative social networks, like Facebook, Youtube and Instagram with a lot of followers.



Aceite de oliva de Jaén, is olive oil from central and southern Spain, where it is proudly called liquid gold. There is an official website which is steered by the producer's federation, this website includes general information about the product, some news and contact details and local producers can also request to take part in the PGI. Additionally there is a website gathering data and helpful links for all similar PGIs and PDOs for Spanish olive oils, including *Aceite de oliva de Jaén*. Further this product is well promoted by the Spanish International Trade Institute-in collaboration with the European Union. Last but not least, innovative social media is an important activity.

Jamon Iberico de Jabugo has a communication strategy about gastronomic tourism, because it could attract tourists who are really interested in gastronomy. Its digital presence is strong as it has innovative social media with a lot of followers and posts too.

Platano de canarias is a type of banana. This product has been the biggest investment for promotion in Spain. There have been many big campaigns where Olympic athletes have participated because they really promote it through a healthy lifestyle, another campaign combines in a pretty good way on media with off media. Additionally it has a grand digital presence in social media and a unique website supporting its branding strategy with enough information and news but also there is a blog which is well-updated with news, games, recipes and some statistics.

Products:	Queso Manchego	Aceite de oliva de Jaén	Jamon Iberico de Jabugo	Platano de Canarias
Marketing strategies:	Official page	Official website	Innovative social media	Big campaigns
	Digital presence in multiple websites	Well promoted by the Spanish International Trade Institute-in collaboration with the European Union		Innovative social media
	Innovative social media	Innovative social media		Blog

3. Portuguese Digital marketing case studies.

Queijo da beira baixa is a PDO cheese. A virtual tour exhibiting some online selling points is created from the consortium and there it has presence at some local journals and media. Further, the product appeared on the Portuguese government web page and on another website. Some digital presence in platforms which are specialized in PDO products and in multiple marketplaces too.

Pera Rocha do Oeste is a PDO product. As for its marketing strategy, there is an official website and multiple social media, but also it is included within the European Commission official Website. Also it is mentioned in some national digital journals.

Tras-os-Montes is an olive oil which comes from the Northwest of Portugal.



There is a website where people can find information for this product and it has a presence on social media-Facebook. Additionally it has appeared in some digital journals. Lastly, about its marketing strategy , it is under development and improvement.

Alentejo is a *wine* which comes from the region of Alentejo in Portugal. It is well-known in social media can also be found on online touristic platforms.

Products:	Queijo da beira baixa	Pera Rocha do Oeste	Tras-os-Montes	Alentejo wine
Marketing strategies:	Virtual tour exhibiting online selling points	Official website	Website	Social media presence
	Local journals & media	Innovative social media	Digital journals	Tourist sites
	Digital presence in platforms, specialized in PDO	Official European Commission's Website		
	Online marketplaces	National digital journals		
	National official webpage "Produtos Tradicionais Portugueses" & "Queijos Centro de Portugal" website			

