

proQuantis-SM, Social Media

(LinkedIn, Facebook, Instagram, Youtube)

The use of modern communication alternatives Challenges and opportunities

The use of social media is becoming an indispensable success factor for small and medium-sized enterprises (SMEs) in the agricultural and food sector. It is crucial for addressing customers, attracting new employees, and presenting the company in the marketplace.

However, expectations for presentation are rising, requiring professional engagement. Texts, graphics, and videos must be combined in ways that spark interest and attract attention. At the same time, a professional appearance and legal compliance are considered essential. An unprofessional presence can cause more harm than good.

Given the vast number of users, techniques must be developed to increase visibility and stand out from the “crowd.” Regular and more intensive communication is also important, as it signals relevance to platform algorithms, thereby promoting preferential visibility.

Today, this level of performance is no longer achievable without the use of modern artificial intelligence systems. Over the past few months, their application in creating social media content has increased significantly—alongside growing demands on presentation quality.

proQuantis staff, drawing on years of experience, have optimized social media management over the last three years within a large European project. They have successfully shared results at a conference and are now preparing a scientific publication to present their findings.

Effective support for companies in their continuous use of social media requires in-depth engagement with corporate goals, products, activities, and structures. Only in this way can a company maintain a sustainable social media strategy with a positive cost-benefit balance.

proQuantis offers companies an initial consultation to discuss expectations and potential support in shaping their corporate social media strategy. Please feel free to contact Prof. Schiefer directly at schiefer@proquantis.de