

TECHNICAL REPORT - FROM FARM TO MARKET: FARMERS TRAINING ON DIGITAL MARKETING THROUGH FACEBOOK MARKETPLACE



Introduction

The Full Circle Initiative is the Madagascar-based solutionscape of the Wyss Academy. Though this initiative, they actively support the development of projects fostering harmonious human-nature coexistence in the Mahalevona valley and across Madagascar. Focused on regions with ecologically rich ecosystems, such as rainforests threatened by local communities' livelihood needs, these projects aim to find sustainable solutions.

This report outlines the key outcomes of the "From Farm to Market: Farmers Training on Digital Marketing through Facebook Marketplace" workshop, a pivotal initiative aimed at improving the livelihoods of local farmers in the Mahalevona Valley.

The core mandate of this program is to bridge the gap between production and profitable market access. While the Mahalevona valley is rich in agricultural potential, many small-scale farmers lack the skills to effectively market their products beyond traditional, local methods. This workshop addressed this challenge by focusing on equipping participants with practical, foundational marketing skills. The general objective is to initiate a shift towards modern sales strategies, specifically by leveraging Facebook Marketplace to expand the participants' client base. This focus on digital platforms not only aimed to increase local sales but also laid the groundwork for future market linkages, both nationally and internationally.



The workshop took place in Fizono, from the 3rd to the 9th of September for 7 days. The curriculum focused on building the participants' skills across five key phases:

Phase 0: Developing a strategic marketing mindset.





Phase 1: Building foundational digital literacy skills.

Phase 2: Setting up and navigating Facebook

Marketplace.





Phase 3: Creating compelling product listings.

Phase 4: Managing customer inquiries and logistics.



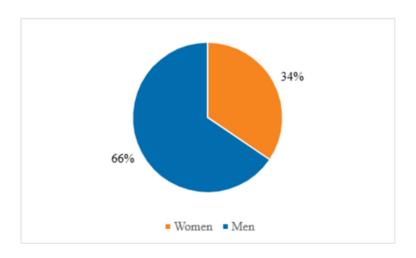


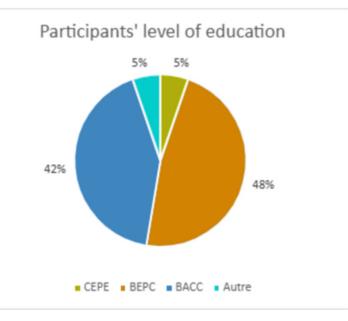
Phase 5: Consolidating learning and creating an action plan.

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Participant's profiles

A total of 29 participants attended the workshop, including 19 young men and 10 young women, with an average age of 29 years, ranging from 18 to 38. Participants came from five different villages (Mahalevona, Tanambao, Fizono, Masindrano, Ankovana), adding to the diversity of perspectives and experiences. The workshop target participants from different educational backgrounds. A significant portion of participants completed secondary education, with 48% holding a BEPC certificate and another 42% having their BACC.





Before the training, most participants reported low confidence in using digital platforms for sales. Specifically, 79% felt moderately or not confident at all about navigating Facebook Marketplace. Knowledge of the platform was limited: 66% could not define what Facebook Marketplace is about, while a few mentioned basic functions such as buying, selling, or increasing product visibility online.

Training methodology

The six days training covered topics around:



- The marketing mindset: From farming to selling
- Introduction to digital literacy basics
- Setting up and navigating Facebook Marketplace
- Creating effective product listings
- Managing inquiries, local networking and action planning

The training was designed to be highly participatory and practical. The curriculum's rationale centered on hands-on learning, confidence-building through direct application, and continuous improvement. The pedagogical approach included:

Hands-on Activities: Participants practiced taking photos, creating listings, and role-playing customer interactions directly on their phones.









Guided Practice: Each module included step-by-step guidance to ensure participants could confidently navigate new tasks.

Peer Feedback: Activities like the "Review Carousel" allowed participants to learn from each other.

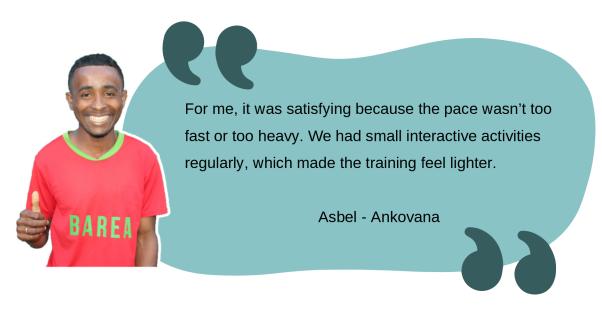






Formative Assessments: The program continuously assessed participants' progress through observation, review of completed worksheets and templates, and contributions to group discussions.

Key Workshop Outcomes and highlights



The "From Farm to Market" workshop successfully achieved its core objectives, leading to tangible outcomes for the participating farmers. The training was structured to ensure that each phase built upon the last, resulting in a measurable increase in both skills and confidence.

Introduction to Basic Digital Marketing with Facebook Marketplace

The program successfully equipped participants with a foundational understanding of using Facebook Marketplace for business. Within the one-week timeframe, farmers learned how to navigate the platform, set up their accounts, and create their first product listings.

• Outcome: The 29 participants have successfully created their Facebook account and the Facebook page of their business.



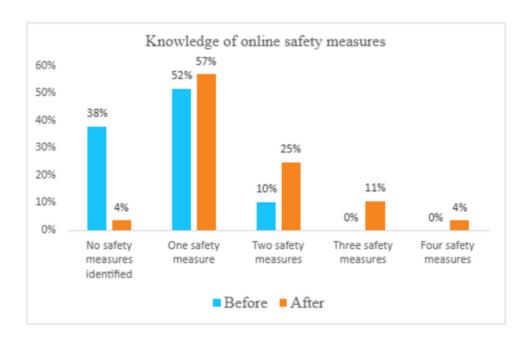
Online safety

The workshop improved participants' awareness of online risks. Pre-training, 69% could not identify any risks, while 14% identified one and 17% identified two. After the training, 21% could identify one risk, 21% identified two, and 57% still could not identify any. Commonly cited risks post-training included scams and hacking (25% each), cyberbullying (11%), and fake news (4%).

This increase, though not complete, reflects an important step toward safer online engagement, supporting sustainable use of digital sales platforms.

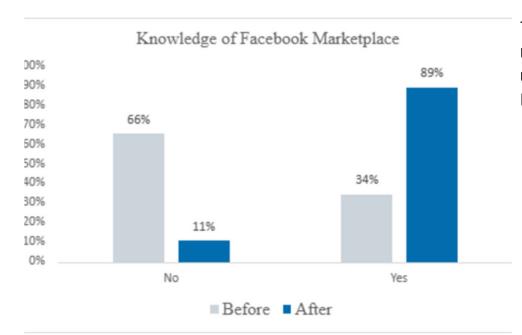


Similarly, knowledge of account security improved. Pre-training, 52% of participants could name one security measure, 10% two, 38% none, and only 31% recognized the importance of keeping passwords secret. Post-training, 57% could identify one measure, 25% two, 11% three, 4% four, and 4% none. Participants demonstrated understanding of key practices including creating strong passwords (71%), changing them regularly (25%), keeping them secret (32%), and not sharing account access (14%).



Knowledge and understanding of Facebook Marketplace

Before the workshop, participants' definitions of Marketplace were vague or incomplete. The majority (66%) admitted they did not know or gave no answer, while only a few mentioned aspects such as selling online or increasing product visibility. Post-training, 89% could describe Marketplace accurately. Participants increasingly recognized Marketplace as a space to buy and sell products online (rising from 21% to 39% of the participants) and became aware of practical details such as product listings, photos, prices, and seller information. Mentions of specific uses, including targeted advertising, rose from 3% to 11%, while recognition of technical requirements, such as creating an account or page, appeared for the first time post-training.



The following main points reflect participants' understanding of Facebook Marketplace:

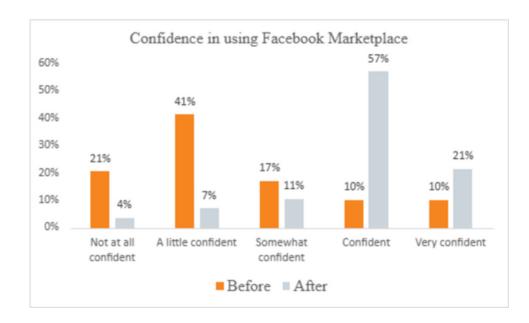
- Product Listings & Info: List products with photos, prices, location, and seller information.
- Visibility & Ads: Boost product visibility and use targeted advertising.
- Online Transactions: Buy & sell on Facebook.
- Requirements: Requires account and page creation.



Knowledge and understanding of Facebook Marketplace

This progression indicates that participants not only gained knowledge but also a practical understanding that enables them to use the platform effectively for their businesses.

Confidence in using the platform was initially low, with nearly four out of five participants reporting moderate or low confidence at the start of the workshop. After the training, the picture changed: 21% felt very confident, 57% confident, 11% moderately confident, 7% slightly confident, and only 4% remained not confident. In total, 75% of participants reported an improvement in their self-assessed confidence using the platform.



This result demonstrates that the workshop successfully strengthened participants' perceived ability to engage with Facebook Marketplace.



Key Workshop Outcomes and highlights



Personally, I learned a lot in a short amount of time. I was able to explore the world of digital commerce and understand the differences between concepts on Facebook, like a personal account, a page, and Facebook Marketplace. I'll be able to use these in my daily life.

Pascal - Fizono



Facilitation of Initial Farmer Networking

The workshop fostered a collaborative environment that encouraged participants to connect and share knowledge. Guided activities and group exercises led to the formation of informal networks among the farmers.

 Outcome: Participants from each of the five villages have established a farmer group to continue fostering a sense of shared purpose and support. To expand their reach and showcase their product, these groups have launched five village-specific Facebook pages
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• Tanambao : <u>Varotra Tantsaha Tanambao</u>

• Masindrano : <u>Tsara Vokatra Masindrano</u>

• Mahalevona : <u>Tanora Liam-pivoarana Mahalevona</u>

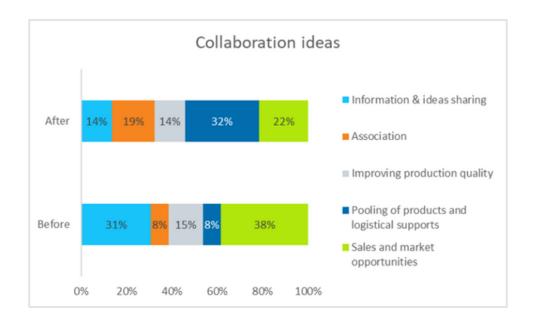
• Fizono : <u>Tantsaha Mamokatra Fizono</u>

• Ankovana : <u>Ankovana Mpamokatra</u>



Knowledge and understanding of Facebook Marketplace

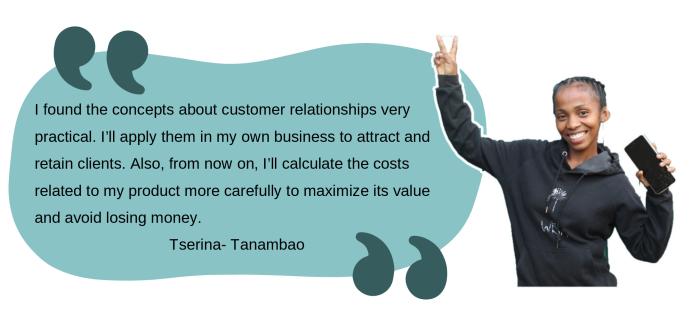
Participants worked in groups to develop action plans for applying their new skills. These plans not only outlined steps for growing their businesses but also addressed their limited access to digital tools. They will use the Mirohy centers to access necessary digital infrastructure. This is particularly important because over half of the participants can't access Facebook freely on their own devices. To make online selling easier, the Facebook pages created will allow them to take turns managing their online presence.



This evolution highlights a transition from informal exchange to strategic, organized cooperation.

Before the training, participants' collaboration ideas reflected primarily a peer-support approach: helping each other sell, find market opportunities (38%) and exchanging ideas and information (31%). After the training, while these ideas remained, other dimensions expanded such as pooling of products and providing logistical support (from 8% to 32%), and shifting toward a structured, goal-oriented collective organization (from 8% to 19%). Specifically, participants began envisioning collaboration as joint efforts in promotion (social media posts and Facebook Marketplace listings).

Key Workshop Outcomes and highlights



Demonstration of Basic Product Presentation for Online Visibility

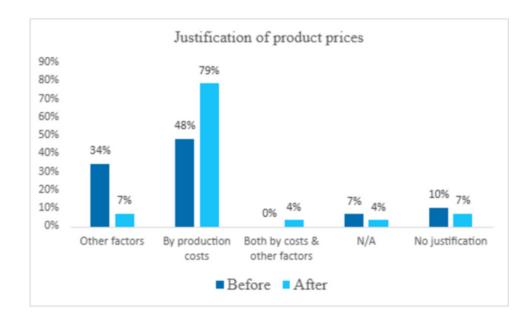
A significant focus of the training was on improving the visual appeal of products to attract online buyers. Farmers received hands-on training in simple, practical techniques for product presentation.

• Outcome: Farmers now understand and can apply basic techniques for preparing their products for online listings. They can take clear, high-quality pictures that increase their products' visibility and appeal to potential buyers on Facebook Marketplace, directly contributing to more effective sales.



Price setting approach

Participants' approach to pricing evolved considerably. Those relying on production costs to justify prices increased from 48% pre-training to 79% post-training, considering salary, time invested, raw materials, and production difficulty. In contrast, participants justifying price based on other factors, such as family needs or attracting clients, decreased from 34% to 7%, while 4% combined both approaches post-training. The share providing no justification or out-of-context answers decreased slightly.



This shift reflects a more structured, strategic approach to pricing, moving away from arbitrary or personal reasons toward costbased reasoning.

Basic Product Presentation for Online Visibility

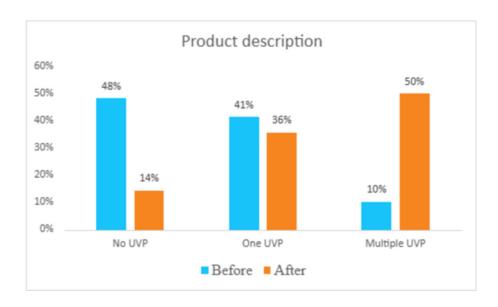
One-sentence Product description

Before the training, participants could generally identify their product, with 97% naming it, yet their marketing awareness was limited. Less than half (45%) included the price, while 41% highlighted a single unique value proposition (UVP) and only 10% mentioned multiple UVPs. The UVPs cited mostly focused on product importance or value for the client, quality, price, openness to negotiation, personal expertise, and authenticity or local origin.

Basic Product Presentation for Online Visibility

One-sentence Product description

Post-training, participants showed clear progress. Nearly all (96%) continued to clearly name their product, though only 11% mentioned the price, suggesting that explicit price communication remained a challenge. The proportion highlighting multiple UVPs increased substantially to 50%, and 11% included a direct call to action. The variety of UVPs expanded to include quality, price, value for the client, expertise, promotional offers, production method, authenticity, customer service, hygiene, openness to negotiation, and delivery services.



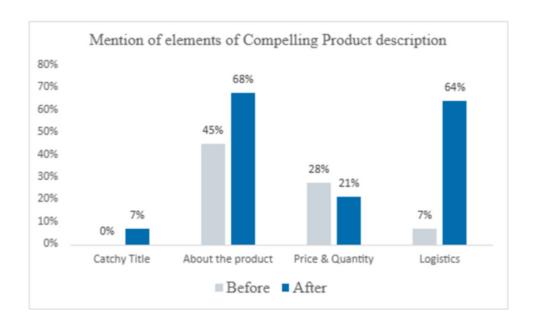
This evolution indicates that participants moved from basic product descriptions to more persuasive, client-focused communication.

Online product listing

Initially, participants often left out important information when describing products for online sales. Only 45% mentioned product details, 28% included price and quantity, 7% referenced logistics, and none created a catchy title. Nearly half (48%) failed to include any of the four essential elements.

Basic Product Presentation for Online Visibility Online product listing

Once the training was completed, their listing showed a clear improvement. Product details were mentioned by 68%, 21% included price and quantity, 64% referenced logistics, and 7% crafted a compelling title. The number of participants who incorporated two or more key elements rose to 53%, indicating that their descriptions became completer and more useful for clients.

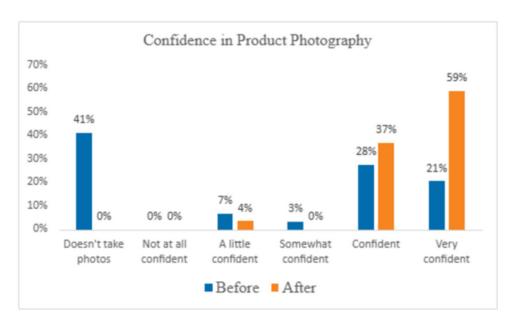


Confidence in Product Photography & Product listing

The workshop provided simple techniques for photographing products. Pre-training, 41% reported no confidence, while only a small proportion felt a little or somewhat confident. After the training, confidence increased significantly: 37% rated themselves confident (level 4) and 59% very confident (level 5). This demonstrates that participants are now equipped to present their products visually for online platforms.

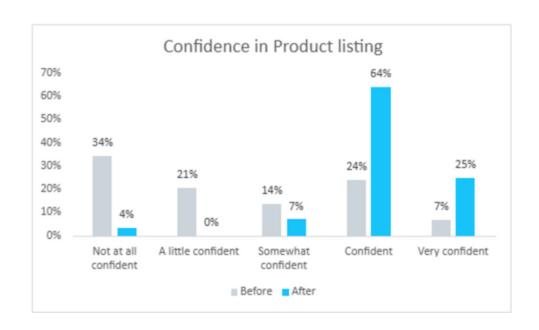
Basic Product Presentation for Online Visibility

Confidence in Product Photography & Product listing



Similarly, participants gained confidence in creating product sheets. Pre-training, 34% rated their confidence level 1 (not at all confident), 21% level 2 (a little confident). 14% level (somewhat confident), 24% level 4 (confident), and 7% level 5 (very confident). Posttraining, the majority reported high confidence:

only 4% remained at level 1, 7% at level 3, while 64% rated themselves level 4, and 25% level 5. This demonstrates a significant improvement in participants' ability to prepare structured and informative product listing.

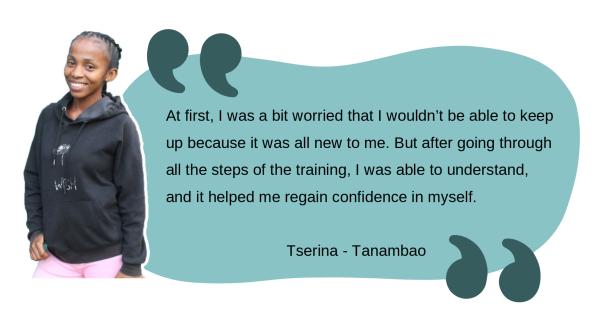


Recommendations

The recent workshop has successfully strengthened participants' digital literacy and strategic marketing mindset, demonstrating clear, measurable improvements in confidence and practical application.

The Impact on Confidence and Skills

The training has delivered tangible results, leading to participants feeling more capable and effective in their sales practices. The immediate shift in self-assurance is perhaps best captured by one participant:



As a result of the training, participants are now equipped to immediately put new skills into action. They are successfully using tools like Facebook Marketplace, presenting products effectively, applying strategic pricing, and delivering professional, client-ready information, including high-quality product photos. All of these, while having a few tricks to stay safe online.

This success confirms that the training has laid a strong foundation for farmers to grow their online sales strategies and client engagement over time.

Recommendations

Next Steps and Way Forward: Scaling Success into Sustainable Growth

To capitalize on this foundational success and ensure that participants translate their newfound confidence and skills into long-term, scalable sales growth, we recommend the following strategic pathways:

1. Deep Dive: Mastering more Advanced Digital Marketing Strategies

While the foundational training successfully launched participants on Facebook Marketplace, the next crucial step is to expand their reach and diversify their risk by mastering other high-potential strategies.



Recommendations

Next Steps and Way Forward: Scaling Success into Sustainable Growth



2. Sustain and Optimize: Analytics and Client Retention

Participants now have the practical skills to sell, but they need the analytical mindset to understand what's working and the strategies to retain clients for recurring revenue.

RECOMMENDATION: A follow-up workshop focused on Sales Analytics (e.g., interpreting Facebook Insights, tracking engagement) and Customer Relationship Management (CRM) essentials for farmers (e.g., list building, loyalty programs).

3. Group and Personal Mentorship: Implementation and Accountability

The single greatest driver of success after training is implementation. Participants need support to apply new skills to their unique business challenges.

RECOMMENDATION: Introduce a Mentorship Program or a series of small-group coaching sessions where participants work directly with an expert to troubleshoot live campaigns, optimize their listings, and set individual sales goals.

