

WATCH THIS SPACE!

New marketing and
selling article series to
begin next month



When we created *Groundwork* in 2021, we wanted it to be a source for all kinds of useful information for you and your customers, from information about new products to agronomy tips to suggestions for boosting your business. We're pleased to report that, so far, feedback on the content we're providing has been positive.

When we surveyed *Groundwork* readers a while back, we asked what type of articles you'd like to see more of every month. The number one response was marketing and selling tips for seed companies. So, we'll be bringing more of that to you in the months ahead. Watch this space all year long for articles on social media, messaging, branding, selling techniques, differentiating your company and more.

We'll kick off our series in next month's issue with top tips to enhance your social media presence. In the meantime, you can check out past articles on marketing and selling here: <https://groundwork.constantcontactsites.com>.

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