



# MARKET LEADERSHIP: INVESTING IN RURAL WOMEN'S COMMERCIAL GROWTH

## PRACTICE ABSTRACT 24

**Authors:** Víctor R. Martínez

**Consulta Europa**

**Website:** [www.fliara.eu](http://www.fliara.eu)

Rural and farm women entrepreneurs play a vital role in marketing their innovations, helping to add value, reach wider markets, and increase household and farm income. Their active participation in marketing empowers them economically and strengthens local food systems and rural economies. Insights from the FLIARA project's Visibility Campaign highlight the importance of marketing and reveals how some rural women innovators use a highly strategic approach to marketing.

**Robust online presence**—including professional websites, active social media, and sophisticated e-commerce platforms with clear marketing funnels—demonstrates deep involvement in brand development and targeted promotion. These women effectively manage online and offline strategies to engage audiences, build a compelling public presence, and drive direct sales.

**A key focus on demonstrating the tangible economic and social impact** of their products or services. While recognition of women's leadership is central, their entrepreneurial drive emphasises bringing offerings to market and making a measurable difference. This reflects best practices where commercial outcomes are paramount; however, their marketing and sales skills, though effective, often operate without explicit highlighting of the individual talent behind them, allowing the product's or service's value to take precedence.

**Engage direct market connection.** FLIARA found that rural women entrepreneurs cultivate strong client relationships and an intuitive market understanding via networking and public engagement. This experience highlights a critical, unmet need: while marketing and sales training are valuable, businesses primarily need strategic financial investment.



Ursula Kelly, Cormac tagging. Ireland.



Saša Kržič, Mikrozelenje Šebenik. Slovenia.



Sarah Khoudja, CuCilento. Italy.

## Useful links:

- **FLIARA Webinar:** Funding for Rural Women Innovators: <https://fliara.eu/funding-matters-fliara-webinar-addresses-gaps-and-opportunities-for-women-innovators-in-rural-areas/>
- **Innovator Profile:** Ursula Kelly: <https://fliara.eu/innovator/ursula-kelly/>
- **Innovator Profile:** Saša Kržič: <https://fliara.eu/innovator/sasa-krzic/>
- **Innovator Profile:** Sarah Khoudja: <https://fliara.eu/innovator/sarah-khoudja/>



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