

**Title of Article:** Assessment of E-marketing strategies among Agribusiness firms in Ota Metropolis, Ogun State, Nigeria

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**Abstract:** Many firms have high level patronage of ICT in order to promote their businesses. Therefore, modern distribution of farm products is been shifted from paper-based, people-intensive marketing systems towards electronic-based procedures that rely on internet communications and web-enhanced software tools. The objective of this paper is to assess the e-marketing strategies among agribusiness firms in Ota metropolis of Ogun state, Nigeria. A questionnaire was prepared based on the review of current literature and distributed to 120 employees of agribusiness firms in Ota metropolis, which have adopted the e-marketing strategy. Data collected were analyzed using descriptive statistics, difference of means (t-test), OLS regression analysis and ANOVA. The study found out that larger agribusiness firms adopted more e-marketing strategies than smaller ones and that a significant relationship existed between relative effect of types and years of establishment of agribusiness firms on adoption of e-marketing distribution services The study recommended among others that managers and operators of agribusinesses should be exposed to more enlightening programmes for increased revenue and ranking of their businesses.