

A decorative border of blue line art flowers and leaves, including tulips, roses, and hydrangeas, surrounds the central text area.

SINCE 1937

SHELMERDINE
SECOND NATURE

Client Profile & Marketing Audit

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1. Company Overview

Business Name: Shelmerdine

Mission: To provide a diverse range of products and services that inspire and enhance the lives of their customers.

Vision: To be a destination where beauty grows, fostering a community that celebrates fashion, plants, and beautiful spaces.

Brand slogan: Second nature

Unique Selling Proposition (USP): A one-stop shop for all things gardening, fashion, and more.

What sets Shelmerdine apart from competitors? By blending gardening, fashion, and home décor, creating a one-stop shop that appeals to customers. Their focus on quality, locally-grown plants, and community engagement sets them apart from competitors, offering expertise and a memorable customer experience.

Product offerings: Tropicals, perennials, trees & shrubs, annuals, fashion, accessories, home decor, fertilizers, fountains, and landscaping services.

Brand identity: Commitment to quality and customer service. They create an inviting atmosphere that appeals to a broad customer base. This approach has positioned them as a trusted leader in the Winnipeg's plant sector.

Brand essence: Relaxation and community

2. Market Analysis

Key Public or Target Market:

Homeowners & Garden Enthusiasts: Many of their publics are likely homeowners with a focus on landscaping and gardening. These customers range from new gardeners to experienced ones and are all interested in quality plants, gardening supplies, and landscaping services.

Families & Suburban Residents: Headingley is a suburban area, so families and people who value outdoor spaces and gardening projects are a significant part of the customer base.

Ages 30-60: The age group likely ranges from 30 to 60 years old since they are more likely to be settled into their homes, have the time and resources for gardening, and have disposable income.

Affluent & Middle-Income Groups: The area surrounding Headingley tends to attract people with middle to upper-middle incomes, as many families living in suburban settings are looking to invest in enhancing their homes.

Market Trends

Sustainability: Consumers are seeking eco-friendly products like organic fertilizers with a focus on protecting the environment.

Home & Indoor Gardening: More people are growing indoor plants and small-scale home gardens, especially in urban areas where space is limited.

Garden-to-Table: Growing food at home, such as vegetables and herbs, is trending.

Outdoor Living Spaces: More consumers are investing in backyard spaces with patios, fire pits, and garden furniture where they can unwind.

2. Market Analysis

Competitive Landscape:

Lacoste Garden Centre

Strengths: Extensive experience in gardening and business, diverse product range (similar to Shelmerdine), knowledgeable staff able to help, and clean and organized facility.

Weaknesses: No online store for customers to see products or buy, weak social media strategy, and seasonal staff that might not have great knowledge.

3. Marketing Objectives

Short-term goals

Find the Voice & Tone: Determine and start implementing a new voice and tone for the brand. Focus on making Shelmerdine feel inclusive, authentic, and approachable.

Start Implementing the Voice: Once you find the right tone, begin actively using it across all platforms, from emails to social media posts, and ensure that people feel included and welcomed.

More Events: Plan and execute more events, such as pop-ups and community engagement activities, to enhance the customer experience and draw people into the store.

Fashion and Plant Pop-Up: Launch and promote pop-up events that combine fashion and gardening, highlighting the cross-over of these interests to reach people who might live far from Shelmerdine.

Maximize Newsletter: Keep optimizing the newsletter and use it to engage customers. Given its 50% open rate, it's a strong tool that can be leveraged for updates, promotions, and community-building.

4. Marketing Strategies and Tactics

Product Strategy:

Expansion of Pool & Outdoor Products: The introduction of pool supplies and outdoor living products, given the location near Headingley, diversifies the offering and taps into the growing demand for home and backyard enhancements.

Exclusive & Niche Offerings: They already set themselves apart with different plant selections and fashion. There is potential for more differentiation from other garden centres if they bring in more niche items.

Fashion and Lifestyle Integration: The garden centre combines fashion with gardening, offering a diverse experience. This product mix caters to two distinct customer segments and allows for cross-selling.

Pricing Strategy:

Tiered Pricing: The store offers a mix of premium and budget-friendly options, catering to different customers' needs. This is seen in the variety of plants, fashion items, and home décor.

Bonus Bucks & Loyalty Programs: The use of Bonus Bucks is a key strategy to drive repeat business, rewarding customers for spending a specific amount and encouraging them to return for future purchases.

4. Marketing Strategies and Tactics

Place/Distribution Strategy:

Primarily In-Store Sales: Most of the sales come from in-person visits. The physical store remains the primary place for product distribution, ensuring customers can experience the plants, fashion, and décor first-hand.

Limited Online Presence: The website has not been updated fully since October, which impacts its effectiveness in selling products. While there is online ordering and delivery, the limited online activity makes it harder to reach customers.

Promotion Strategy:

Advertising: The budget includes targeted campaigns, such as Google ads.

Public Relations: PR efforts could be strengthened through collaborations with local influencers and a better media relations strategy.

Sales Promotions: The use of Bonus Bucks is an effective sales promotion that encourages repeat purchases. Promotions during seasonal changes or at special events are used to drive foot traffic.

Digital Marketing: Email marketing is performing well with a 50% open rate, showing a strong engagement from the email list of 20,000 subscribers.

Social Media: Facebook is the most successful platform for engaging with customers. Instagram doesn't get a large amount of engagement since a lot of the feed is static images.

5. Digital Marketing Assessment

Website Analysis:

User Experience (UX):

Limited Updates: The website has not had a full upload since October, which suggests potential gaps in freshness, accuracy, and content. Regular updates are needed to keep the site engaging and up-to-date with current products.

Navigation & Design: The website needs optimization to ensure a good user experience. Clear navigation, an effective layout, and easy access to the different categories are essential for helping customers find what they want.

Search Engine Optimization (SEO):

Limited Visibility: With the website not being regularly updated, there may be missed opportunities for better search engine rankings. Regularly posting new content could improve organic search visibility.

Local SEO: Given the strong local community presence (e.g., the farmers' market they run), ensuring the website is optimized for search would help attract more foot traffic to the store as well.

Content Quality:

Content Gaps: Since the site hasn't been updated in months, the content may feel outdated. To improve this, regular content refreshes are necessary which would highlight new arrivals and plant collections.

Visual Appeal: High-quality images are prioritized on their social media and website. They tend to show products in bright and sunny light, which aligns with their brand values.

5. Digital Marketing Assessment

Social Media Presence:

Platforms Used:

Facebook: Facebook is their most successful platform. It's being used to engage with a large portion of the customer base and drives traffic and interaction to the store and website.

Instagram: While Instagram is used, the focus is on static photos, which aren't driving high engagement. They post stories often and tend to get good engagement on them, especially the ones promoting the boutique.

Engagement Metrics:

Facebook Engagement: Facebook is performing well, probably because of a loyal customer base who engages. Engagement here could be boosted more by posting more user-generated content and encouraging interaction.

Instagram Engagement: The current static photos on Instagram aren't getting great engagement, meaning the platform's potential is not being fully utilized. Shifting focus to Reels and behind-the-scenes looks could enhance engagement.

5. Digital Marketing Assessment

Email Marketing:

List Size and Engagement: The garden centre has a large email list of 20,000 subscribers, with a 50% open rate. This is a strong asset for driving direct communication with their customer base.

Lead Generation: The email list grows through in-store sign-ups, events, and maybe some website opt-ins. Expanding lead generation efforts by offering incentives could help grow the list further. Creating sign-up options on social media platforms could also capture new sign-ups.

Campaign Performance:

High Open Rate: The 50% open rate is a strong metric, reflecting that the email content resonates with subscribers. It shows good subject lines and relevance of the content being sent.

Content Focus: Emails seem to perform well when promoting events, discounts, or exclusive offers.

6. SWOT Analysis

Strengths:

High Engagement: With a 50% open rate for emails and a strong social media following, the garden centre has solid customer engagement, showing loyalty and interest.

Diverse Product Offering: Combining plants, fashion, and outdoor products gives the brand a one-stop-shop appeal.

In-Store Experience: The physical store experience is a strength, with most sales coming from in-person visits. The ability to see and touch products in person enhances customer satisfaction.

Strong Community: Regular participation in local events like farmers' markets strengthens the brand's community connection.

Weaknesses:

Website Maintenance: The website has not been updated since October, which can negatively affect both customer experience and online sales.

Underutilized Social Media: Instagram engagement is low, partly due to a focus on static photos instead of Reels. This limits visibility and growth on a platform that could attract younger audiences.

Unclear Brand Identity: The garden centre is in the process of defining its new voice which shows a lack of clarity in its brand positioning at the moment.

6. SWOT Analysis

Opportunities:

Digital Marketing Growth: Investing in a stronger online presence, improving the website, and utilizing SEO more effectively could increase visibility and attract more customers.

Social Media Strategy: Leveraging Instagram Reels and Pinterest could help increase engagement, especially with aesthetic-focused visuals.

Threats:

Increased Competition: Other local garden centres, fashion retailers, and online competitors could be a threat if they offer more competitive pricing and product variety.

Economic Uncertainty: Economic changes could effect consumer spending on items like fashion and outdoor décor.

7. Marketing Systems and Processes

Customer Relationship Management (CRM):

Klaviyo for Email Marketing: Klaviyo is used for email marketing, allowing segmentation of the email list and personalizing campaigns. It's a tool for helping customer relationships through regular emails.

In-Person Customer Interaction: There is a strong emphasis on in-store engagement, which builds relationships with customers face-to-face.

Loyalty Program: The Bonus Bucks system helps maintain engagement by rewarding customers with incentives for continued purchases, encouraging repeat customers.

Marketing Automation: Tools and platforms used.

Email Automation with Klaviyo: Klaviyo is not only used for email marketing but plays a role in automating certain workflows, such as sending promotional emails, product updates, or event notifications.

Social Media Scheduling: There isn't much mention of using automation tools for social media, but doing that could be helpful to maintain consistent engagement across channels.

7. Marketing Systems and Processes

Data Analytics: Metrics tracked and analysis methods.

Google Analytics: This is used to track website traffic and monitor customers online. Insights from Google Analytics help optimize the website for better user experience.

Meta Insights: Most followers on Instagram are women and live in Winnipeg. Engagement is consistent on both Meta platforms, with Facebook having a higher engagement rate.

Email Metrics: Email performance is tracked via Klaviyo, with open rates (50%) and potentially click-through rates being the main metrics. This data helps refine email content.

Event Metrics: Data from events help access customer engagement and overall impact on sales. Analyzing how well events drive foot traffic and conversions is crucial for future planning.

8. Insights & Recommendations

Strategies to enhance marketing performance:

Website Optimization: Update the website regularly with new content, seasonal promotions, and product offerings. This will improve the user experience and boost SEO, driving more traffic.

Expand E-Commerce: Enhance the online shopping experience by improving product descriptions, adding more images, and offering online exclusive deals.

Leverage SEO: Regularly update the website with blog posts, tips, or seasonal gardening advice to improve search rankings.

Increase Instagram Engagement: Focus on creating more Instagram Reels and interactive content like behind-the-scenes looks, Q&A sessions, or live tutorials.

Use Pinterest: Expand Pinterest usage by posting high-quality, lifestyle-focused photos of plants, home décor, and garden inspiration.

Tactics to address identified weaknesses and threats:

Leverage Data for Decision Making: Regularly analyze customer data from Klaviyo, Google Analytics, and Meta Insights to identify purchasing patterns, popular products, and popular shopping times. This allows for better targeting in marketing campaigns.

Address Low Engagement on Instagram: Move away from static photos and increase the use of dynamic content like Instagram Reels to reach a larger audience. Instagram's algorithm favours video content, which has higher chances of being engaged with.

9. Conclusion

Summary of key findings:

- The garden centre has a strong community presence, with a loyal customer base engaged through email marketing and Facebook. The diverse product offering provides a unique experience for shoppers.
- There are areas for improvement, including an outdated website that hasn't been updated in months and a weak social media strategy on Instagram. The online presence could be expanded to reach a wider audience.
- There's an opportunity to capitalize on local SEO, expand into trending categories, and leverage social media to boost engagement. Influencer collaborations and email list segmentation would also be beneficial.

Final thoughts and next steps:

- The garden centre is in a strong position but can benefit from refining its digital marketing efforts. There's a need for a more integrated approach between online and in-store sales and an emphasis on engaging younger audiences through social media platforms like Instagram and Pinterest.
- The next steps should focus on updating the website, optimizing for SEO, and creating a more dynamic content strategy across social channels. Implementing email segmentation and testing personalized campaigns can also further increase customer loyalty.
- Hosting more local events or offering seasonal promotions can also help drive both foot traffic and online purchases to the store. Regular analysis of customer data and marketing metrics will ensure that the business remains responsive to customer needs.

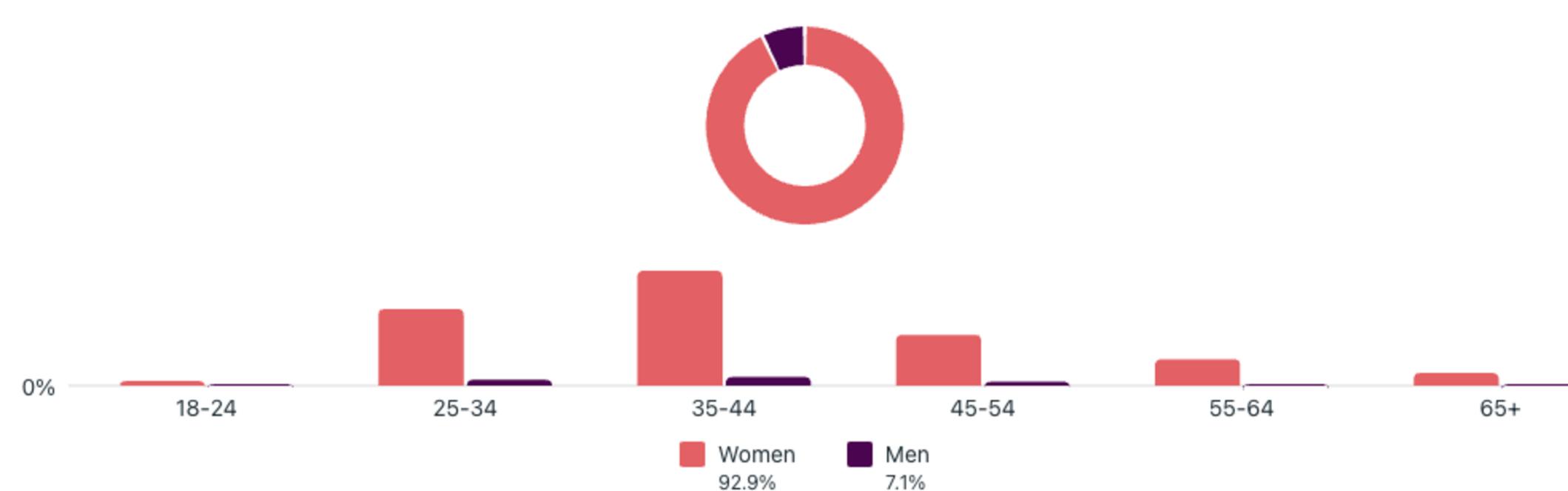
Appendices: Instagram

Audience

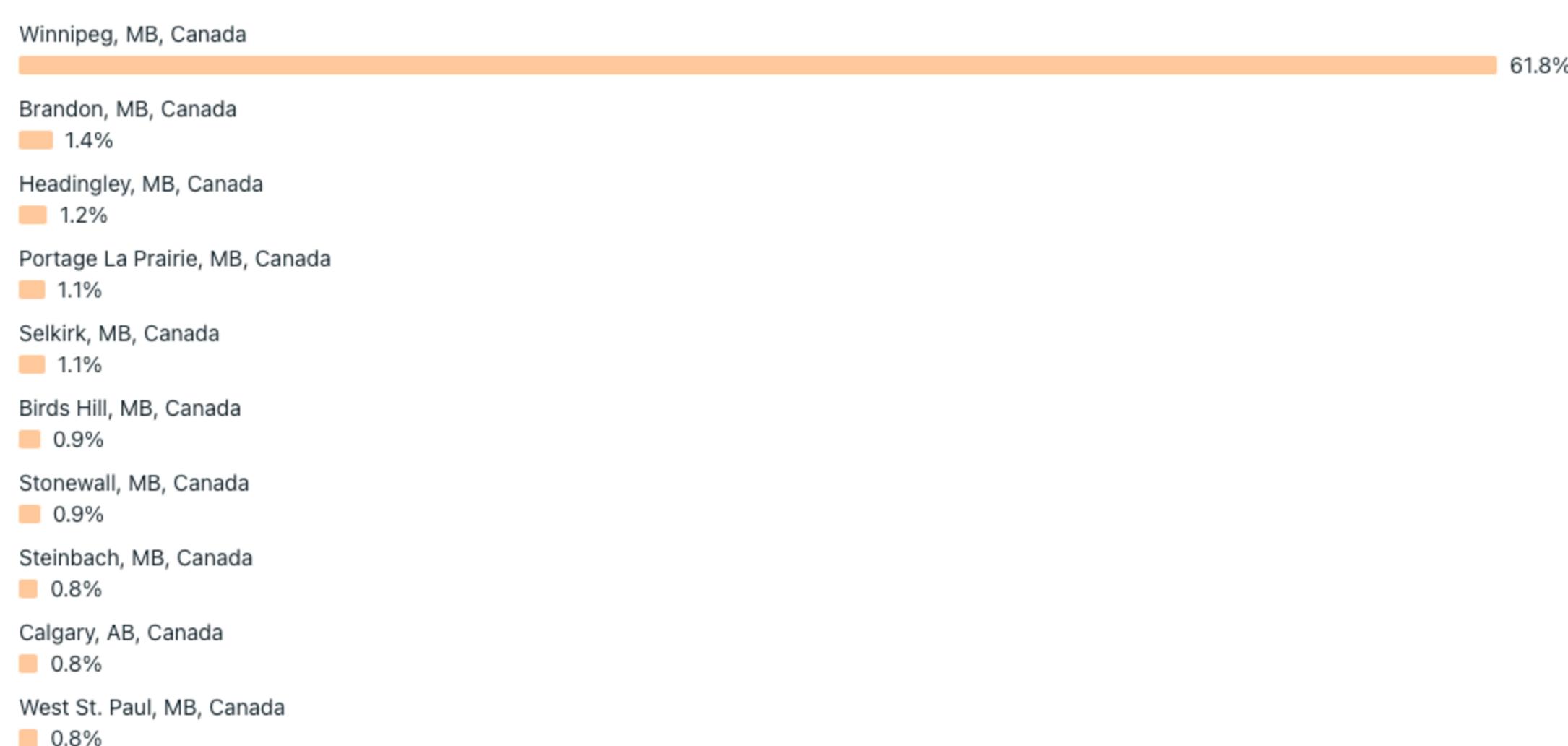
Instagram followers ⓘ

23,191

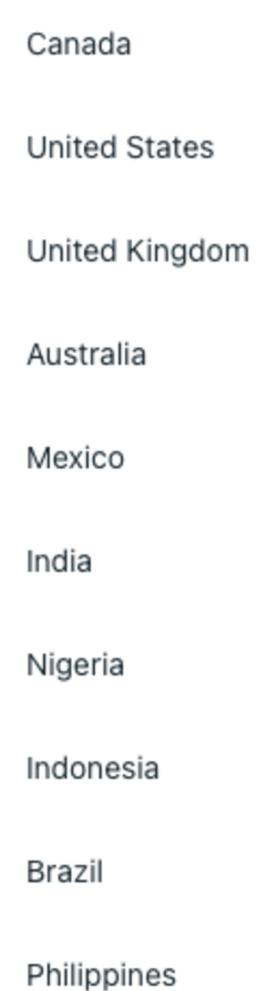
Age & gender ⓘ



Top cities



Top countries



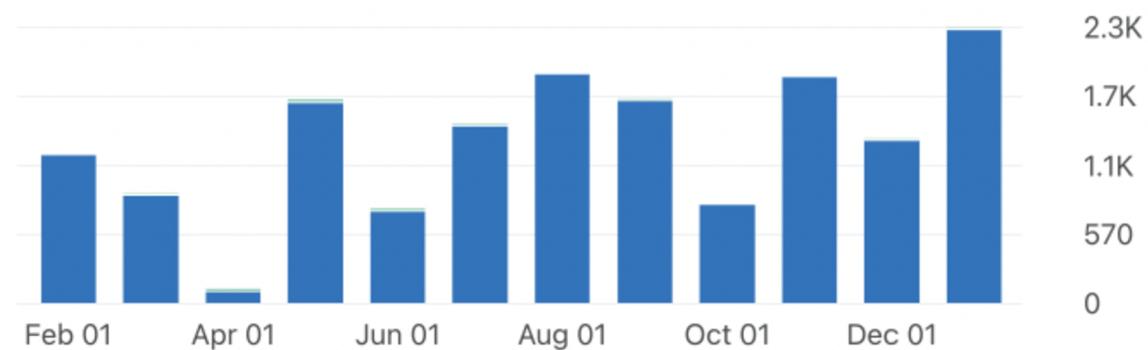
Appendices: Email

Conversion Summary

16,156 -26.42%

Klaviyo attributed conversions

- Campaigns 16,100 (100%)
- Flows 56 (0%)



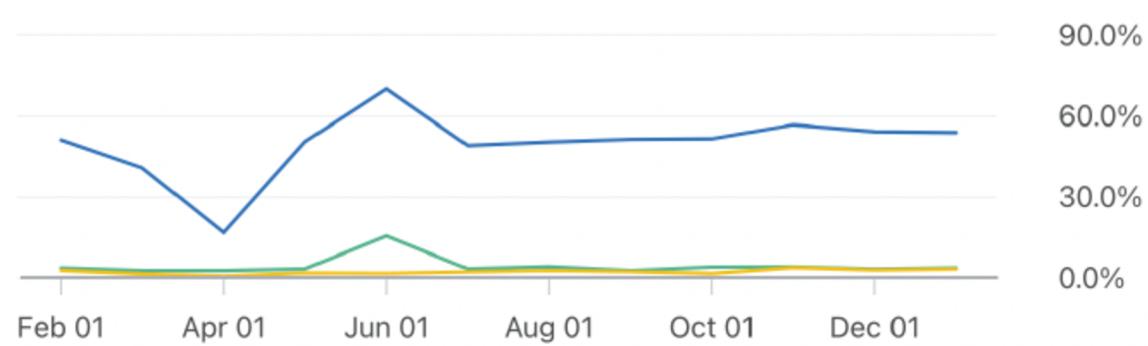
Campaign Performance

All campaigns

569,533 -7.47%

Total campaign recipients

- Open rate Excellent 51.03% +3.77%
- Click rate Excellent 4.18% +21.61%
- Active on Site rate -- 2.28% -16.70%



Appendices: Facebook

