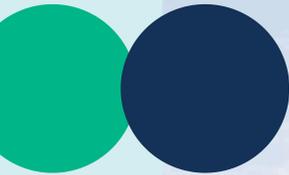


FEBRUARY 2025



Shelmerdine Marketing Audit



Presented by
Danielle Salchert





COMPANY OVERVIEW

Business Name: Shelmerdine

Mission/vision: offering a complete, full-circle landscape solution has become a reality

Brand slogan: Second Nature

Unique Selling Proposition (USP): Shelmerdine is more than a plant nursery, and is instead a peaceful one-stop shop filled with a wide range of products and services customers can enjoy. Shelmerdine has a long history, with over 100 years of experience in the gardening and landscaping field.

Product offerings: The store offers a wide range of products. Some gardening related products they sell are: indoor and outdoor plants, garden decor, birding supplies, soils, and pots.

In terms of their services, Shelmerdine offers delivery, tree and planting service, and they install fountains. Shelmerdine also offers plant sitting. While plants and landscaping may appear to be Shelmerdine's primary focus, the store also sells products related to hygiene, kitchen tools, high end clothes and accessories.



COMPANY OVERVIEW

Brand essence

Where peace and joy grow.

Brand Identity

The brand identity is a little unclear right now. They are in the process of creating a new mission statement and they have no values.

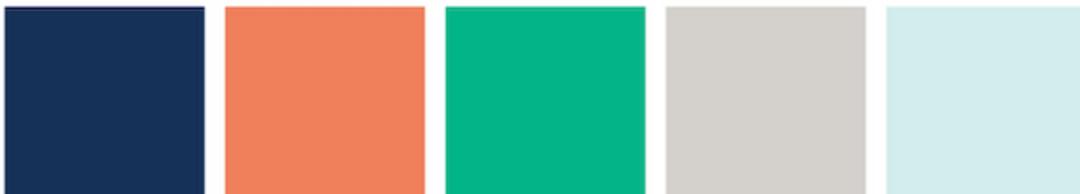
Logo:



Shelmerdine's tone appears to be professional and friendly.

IDENTITY PALETTE

PMS 2767 C / 282 U	PMS 1635 C / 1575 U	PMS 339 C / 338 U	PMS 420 C / Cool Gray 2U	PMS 7457 C / 7457 U
CMYK 100/85/39/32	CMYK 1/62/66/0	CMYK 84/0/54/0	CMYK 2/0/2/15	CMYK 12/0/4/0
RGB 20/49/87	RGB 241/126/92	RGB 0/181/136	RGB 212/208/204	RGB 211/237/240
Hex 143157	Hex F17E5C	Hex 00B588	Hex D4D0CC	Hex D3EDF0





MARKET ANALYSIS



Shelmerdine's Key Publics

Demographics:

Middle aged white women with a middle to upper class income who live in Winnipeg or Headingley.

Psychographics:

These women find gardening to be a relaxing hobby. They appreciate Shelmerdine's curated content and how the nursery is organized. These primary publics enjoy the peace the store brings and they can afford to spend time and money sprucing up their homes.

Marketing Trends:

It's getting increasingly popular for plant stores to expand their products beyond greenery. While Shelmerdine might be the biggest one-stop nursery shop in Headingley and surrounding areas, other nurseries are catching on.

It's common for nurseries to post gardening tips via blogs and social media posts.



8 COMPETITIVE LANDSCAPE:

Key Competitors:

Shelmerdine's biggest competitors would most likely be: Lacoste Garden Centre in terms of similar products and services. When it comes down to similar vibes, Pineridge Hollow aims for the same type of branding.

Lacoste's Strengths:

- Lacoste's location is more central and it's more convenient for Winnipeg residents to get to.
- They too, promote their history and staff expertise.
- Lacoste hosts gardening events, like workshops

Weaknesses:

- While customers can access YouTube from Lacoste's website, the channel has been inactive for the past five years.
- Their overall impressions on Facebook are low.



MARKETING OBJECTIVES

SHORT TERM GOALS

Over the next six months, Shelmerdine wants to get more situated since the business recently merged with Geller's Landscaping.

Getting organized involves fixing their POS system so staff can better track purchases and make marketing more personalized.

Additionally, Shelmerdine plans to make changes to their brand's voice, and once they make their tone more inclusive, they want to blast their voice everywhere.

The business would like to post more on Pinterest, since they have great visuals they could leverage.



MARKETING STRATEGIES AND TACTICS

Product Strategy:

- Shelmerdine did not box their business in by only selling plants, instead they opened up their opportunities by offering a wide selection of products.
- Shelmerdine is one of the only places in Manitoba to sell Free People clothing. This exclusivity attracts customers who are devoted to this brand.
- Shelmerdine has a coffee cart, but the worker running the coffee cart only sells drip coffee. The coffee shop, Gratitude Grind, only operates on weekends, so with the limited coffee options and hours, not many customers are aware they can purchase coffee. There is room to grow the beverage and food options at the store.

Pricing Strategy:

- Most products are affordable, while some products — like their clothing — are more expensive.

Place/Distribution Strategy:

- Customers can shop in-person at their Headingley location or online.
- Shelmerdine is looking into creating pop-up stores in Winnipeg. They plan to rent a rack at Cubby Studios on Corydon to sell clothes.



MARKETING STRATEGIES AND TACTICS

Promotion Strategy:

- **Advertising:** Advertising budget mainly goes towards Google Ads and newsletters.
- **Public Relations:** Different news outlets like Winnipeg Free Press and Global News have featured Shelmerdine, but there has been no recent coverage. In December, the nursery hosts a holiday event where families can visit the Grinch.
- **Sales Promotions:** Shelmerdine does not have a loyalty program. To reward big spenders, Shelmerdine launches their Bonus Bucks event. So, when people spend X amount of dollars, they receive X amount of bonus dollars back. This promotion happens at the busiest time but people can't redeem their earnings until the slowest time of the year.
- **Digital Marketing:** While they're not using their email marketing to their full potential, their email marketing is their best digital marketing tactic.
- **Social Media:** Shelmerdine promotes itself on Instagram and Facebook, whose followers are relatively active on both platforms. The last activity on Pinterest was five years ago, so the business could also use Pinterest more to promote their beautiful plant photos and ultimately boost their SEO.



DIGITAL MARKETING ASSESSMENT

Website Analysis:

- **User Experience (UX):** The website could use some room for improvement when it comes to being user-friendly. For example, when clicking on the pet friendly plants section, the filter does not get applied. This could lead to customers buying plants that are unsafe for their pets.
- On mobile phones, it is slightly difficult to click on specific category headings. For example, if a user were to click on the “At Home” heading, they can no longer scroll until they close that section of the menu. While the glitch is small, it takes away from the overall user experience.
- **Search Engine Optimization (SEO):** Shelmerdine’s SEO is satisfactory. Their business is one of the first to pop up when searching “gardening Headingley,” “plant stores Winnipeg” and “gardening Winnipeg.”
- When searching “tropics Winnipeg,” Lacoste was the first store recommendation. Since Shelmerdine’s tropics seem to be among their best selling products, they could boost their SEO in this category.
- Citrus trees are also favoured products during the warmer months. When searching “citrus tree Winnipeg” a blog about citrus trees written by Lacoste pops up first. Only until half way down the search page does Shelmerdine’s page become visible.
- While the full name of the business is Shelmerdine Garden Centre, the URL spells Shelmerdine Garden Center. The inconsistent spelling, varying between Centre and Center makes the business look unprofessional and less credible and harder to search.

DIGITAL MARKETING ASSESSMENT

- **Content Quality:** The website's content is decent. The good aspects on Shelmerdine's website is that the categories are organized and easy to read. The subscribe to email call to action section is distinct, as the colour differs from the rest of the content. When a potential customer clicks on a specific product, there is an informative description that tells them more about the products.
- While the website is pretty well organized, the categories could be potentially overwhelming to first-time buyers. The search feature could be made more prominent, so its users can quickly find what they're looking for without scrolling through the different categories.

→ Social Media Presence:



Instagram

Visits: 2.1K
Views: 190.1K
Reach: 18.7K
Link Clicks: 83
Interactions: 1.2K
Follows: 135



Facebook

Visits: 2.8K
Views: 45.5K
Reach: 12.9K
Link Clicks: 27
Interactions: 565
Follows: 30



Pinterest

Shelmerdine has been inactive on this platform for the past four years.



DIGITAL MARKETING ASSESSMENT



Overall, this data is promising. Link clicks could increase with stronger call-to-actions.

The follower growth rate is just under one per cent which is typical, although the growth rate could increase.



Similar to Instagram, the link clicks and follows could be higher.

Email Marketing:

List Management and lead generation: The highest number of newsletter subscribers who placed an order from an email is eight per cent, but the average is between zero to four per cent.

Shelmerdine has a high unsubscribe rate (the lowest being four per cent, the highest being 58 per cent), which indicates the business does not manage their audiences as well as they could be.

Campaign Performance: On average, Shelmerdine surpasses a 50 per cent open rate which is quite impressive.

The POS system is not linked with the e-commerce tool in the store, so Shelmerdine cannot see when something is out of stock. This disconnection makes it more difficult for the business to promote products.

“Citrus Time” was the top performing email campaign.



SITUATIONAL ANALYSIS

Strengths:

- The staff at Shelmerdine care about their work. For example, customers value Karen who works in the fashion department and the enthusiasm and fashion tips she provides.
- Shelmerdine's photos on their social media are well curated.
- Shelmerdine has the space to host more events.

Weaknesses:

- The website could be more user-friendly.
- Their Instagram includes a lot of static photos. While visually appealing, these photos are less engaging.
- The business has no loyalty program besides offering bonus bucks every so often



SITUATIONAL ANALYSIS

Opportunities:

- The population in Headingley is projected to increase.
- Geller's Landscaping is now partnered with Shelmerdine.

Threats:

- The location of Shelmerdine might be considered to be out of the way for some people, such as those who do not like to drive.
- Other competitors are looking to expand their nurseries. Shelmerdine is not the only one-stop shop.
- There are other nurseries on the same street as Shelmerdine.

8 MARKETING SYSTEMS AND PROCESSES

Customer Relationship Management (CRM):

- Shelmerdine is working to better manage their POS system so they can track their customers better. For now, they do not have a system, which prevents monitoring the complete cycle of customer relationships.
- The business uses Klaviyo to send out some personalized emails, although Shelmerdine can leverage this tool more.

Marketing Automation:

- The business sends out some segmented emails, but a large portion of their emails are sent to the majority of subscribers.

Data Analytics:

- Shelmerdine tracks click and open rates on emails and their social media platforms.
- The business does not track how many sales come from each e-blast they send.



INSIGHTS & RECOMMENDATIONS

Many shoppers appreciate Karen's enthusiasm for fashion and the tips and updates she posts every Thursday. There should be another staff member who talks about plants on a specific day of the week. This will encourage more people to value plants as much as fashion.

Shelmerdine should boost SEO by posting their visually appealing photos on Pinterest.

The business should promote their event space

Currently, Shelmerdine sells itself as a luxury brand, when in reality, products and services are more affordable than consumers think.

On Instagram, instead of posting bright, overexposed static photos, Shelmerdine can post engaging reels to attract a more diverse audience and to increase engagement.

Shelmerdine's location might be inconvenient to some, but bringing the store to people with temporary pop-ups will help remove barriers (such as having no car).

Create a loyalty program through email marketing, and connect promotions to Geller's Landscaping.

8 CONCLUSION

Shelmerdine has a lot of potential to grow its CRM once the gap between the POS system and its marketing is linked. Shelmerdine can focus on creating a more customized experience for each shopper through increased email segmenting and a loyalty program that can be accessed with email newsletter sign-ups.

Shelmerdine has recently undergone a shift in ownership, so creating tone and messaging that's more cohesive will help strengthen the brand. Shelmerdine could benefit from posting more tips and tricks, fashion, and fun content to attract a wider audience and feel more inclusive.

SINCE 1937

SHELMERDINE

SECOND NATURE

