

SINCE 1937

SHELMERDINE

SECOND NATURE



MARKETING *AUDIT*

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February 14, 2025.



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Company Overview

Shelmerdine Winnipeg Garden Centre (Shelmerdine).
Rooted in tradition. Growing for the future.

MISSION / VISION

The company has no mission/vision statement written anywhere, but if I were to make one up based on the marketing, it would be “Shelmerdine’s mission is to provide quality gardening and landscaping solutions, offer valuable expertise, provide locally grown plants, and carefully curated products. We are committed to embracing growth, innovation, and making a positive impact on both our community and our environment.”

BRAND IDENTITY

- Experienced
- Serene
- Family-friendly
- Expensive
- Luxurious
- Passionate about gardening and lifestyle

PRODUCT OFFERINGS

- Indoor plants
- Outdoor plants
- Garden products/supplies
- Landscaping products/supplies
- Fashion
- Home decor
- Coffee
- Gift cards
- Delivery services
- Tree and shrub planting services
- Fountain installation
- Plant sitting
- Photography
- Expert advice

UNIQUE SELLING PROPOSITION

Shelmerdine’s USP lies in its long-standing reputation and the loyalty build around the company. Since founding in 1937, the company has grown with the industry, and trends, while staying true to its roots in traditional gardening. Visiting the garden centre is an experience itself, and the building is a destination.

BRAND ESSENCE

✦ JOY ✦



Market Analysis




TARGET MARKETS

Primary target audience: Middle-aged white women 35-44, that live in Headingley and Charleswood, who are interested in planting and landscaping. They value quality, beauty, and expertise, and tend to appreciate the personal and cute touches that Shelmerdine offers.

Secondary target audiences: diverse and younger audiences those 25-35 age range –who are more engaged in digital and social media platforms and are easily influenced and always looking for new hobbies and purpose. Another audience Shelmerdine is catering to is families with kids and animals, offering experiences like scavenger hunts and Santa photos to make it a family-friendly atmosphere.

MARKET TRENDS

Some current market trends to consider are:

- Sustainability and eco-friendly practices are growing rapidly
 - The indoor plant market is growing as Gen Z and Millennials are being influenced to add green in their homes
 - Gardening is being recognized for its mental health benefits, encouraging people to spend more time with nature and engage in activities
 - The industry is embracing technology with smart gardening tools, online apps, and other digital resources to make the experience easier
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COMPETITIVE LANDSCAPE

Two competitors for Shelmerdine are Lacoste Garden Centre, and Pineridge Hollow. Both companies have strong reputations, offer high-quality plants, food, house decor, and event spaces, all of which are factors Shelmerdine aspires to incorporate into its garden centre in the future. One huge weakness for these two companies, and Shelmerdine are the locations, all three businesses are inaccessible to a huge demographic of people. For those who can access it, they need to be willing to take the time and effort to go, which can be difficult if they feel the products are too expensive or the drive is not worth the destination.

MARKETING OBJECTIVES

Short-Term Goals:

- Find Shelmerdine's voice and start sharing it
- Resonate with a broader, more diverse audience
- Audit Google Ads
- Update website products
- Continue to grow interest in luxurious, high-quality landscaping and gardening
- Get more people to visit the garden centre

Marketing *Strategies and Tactics*

PRODUCT STRATEGY

The current product range is extensive and offers a wide variety of options for consumers to come in and shop for. Offering seasonal products and partnering with other businesses shows the willingness to innovate and develop, however, Shelmerdine seems to have a specific style in the products it gravitates toward, which may not always appeal to individuals with more eccentric or versatile taste in clothing or design. The focus on local items, and specialized offerings like Free People, is a distinctive edge the company has. Overall Shelmerdine focuses on a differentiation strategy, making the visual representation of their products more luxurious compared to other garden and landscaping businesses.

PRICING STRATEGY

The current pricing strategy looks like value-based pricing, as Shelmerdine focuses on quality and expertise, offering products and services that are more premium. Things like quality plants, exclusive fashion, Shelmerdine positions itself as a provider of high-quality items, that customers are willing to pay a bit more for due to the perception of its value. The company also focuses on seasonal adjustment pricing – during peak garden seasons, reflecting the high demand – and discounts/promotions for loyal customers who subscribe to email newsletters.

PLACE STRATEGY

PHYSICAL STOREFRONT

DELIVERY SERVICES

E-COMMERCE

COLLABORATIONS

LOCAL FOCUS

SOCIAL MEDIA

PROMOTION STRATEGY

Advertising: uses Google Ads and Meta features like “boost post.”

Public Relations: has a strong local reputation and they’re focused on maintain and growing it. Also working to increase media outreach, by sending newsletters to media outlets.

Sales Promotions: uses “bonus bucks” as a kind of loyalty program for incentivizing both new and returning customers to shop. The company also uses special deals and coupons in the slower months.

Digital Marketing: working to increase visibility and engagement online, specifically with improving the website and e-commerce store.

Social Media: focuses on social media stories to showcase fashion, with “Karen’s Thursday” stories where she tries stuff on. Their content strategy highlights natural beauty and lifestyle moments, including interactive posts, aesthetically pleasing, bright, fresh photos, and engagement-based stories with polls, to get people to participate and feel listened to.

Digital Marketing *Assessment*

WEBSITE ANALYSIS

User Experience (UX): the design for the website is clean, and appealing, with a lot of photos of products, but in terms of navigation, it's easy to follow for someone who has the time, but all of the individual categories for different types of plants and items can be a little overwhelming. A lot of categories will say "no results found" when clicked on as well. Mobile optimization is a little slow and crashes, but matches the online website well.

For the shopping experience, each product offers "related products" and suggestions for items users may like, and adding them to the cart is easy. The check out process is also simple and effective.

Search Engine Optimization (SEO): when searching "garden centres Winnipeg" Shelmerdine was the first answer for a website to click on, for "plants Winnipeg," and "home decor and plants Winnipeg" it was second, both times beat by Lacoste Garden Centre. This means Shelmerdine's website could use some more targeted keywords.

In terms of places that show up when searching "plants near me," Shelmerdine is very far down the list based on my area of Winnipeg, MB. This could mean a gap in local SEO, Shelmerdine could use more geo-targeted terms to help come up higher on the list.

Shelmerdine's on-page SEO is noticeable, showing categories and tags related to the products and internal linking is a smooth transition when clicked. However, there doesn't seem to be any internal linking to the blogs posts or guides on the website.

Content Quality: product descriptions are long and detailed, almost too long when users may not want to read the entire thing. The website does give details for material, sizing, and model size for fashion which is extremely helpful. However, there don't seem to be any reviews for much of the clothing, and this could be due to the need to "log in" to an account to leave a comment.

The plants, gardening, and landscape products have beautifully curated images, and detailed descriptions for use which is great. All other content follows the current brand guidelines, but are not updated regularly.

EMAIL MARKETING

Based off Newsletter data 2024-2025

Open rate: 50 per cent and above regularly among 19,000 recipients

List management and lead generation: newsletters aren't sent out on a steady schedule in terms of the days, resulting in inconsistency and unsubscribes. The list is not segmented or managed for organizing and cleaning unsubscribes but it is organized for categories of information.

Campaign Performance: Shelmerdine isn't actively using email as a strategic marketing tool, and newsletters aren't currently bringing in revenue

Social Media Presence

INSTAGRAM

PINTEREST

FACEBOOK

ENGAGEMENT METRICS

Shelmerdine uses:

- Google Business Profile
- Google Analytics
- Meta Analytics

PINTEREST PERFORMANCE

No metrics available at the moment, the account is not being utilized, but the account is visually appealing and organized.

PINTEREST INSIGHTS

- 1.8k monthly views
- 802 followers
- Total of 2.8k pins saved
- Total of 121 pins created

INSTAGRAM PERFORMANCE

From January 15 - Feb 9, Instagram profile visits, link clicks, and reach is down, while content views are up, meaning people may enjoy looking at the content but aren't being motivated to go to the page itself or interact with the content as only 1.2k people did in this time frame.

INSTAGRAM INSIGHTS

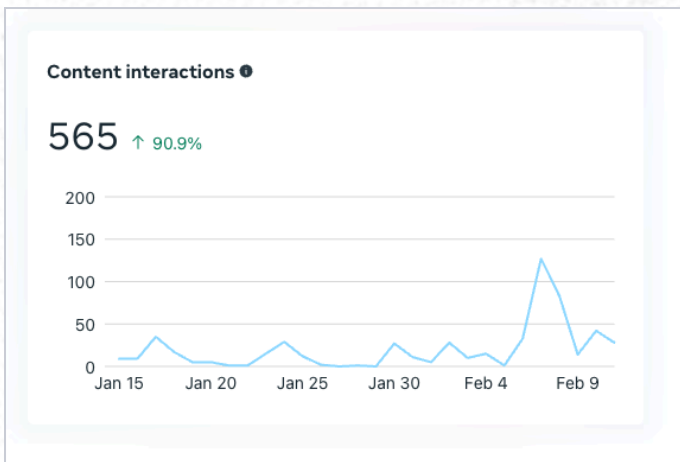
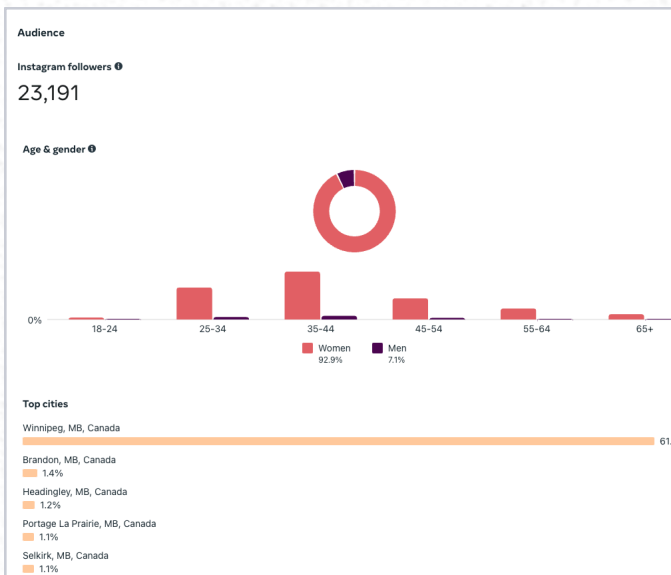
- 23.3k followers
- 3,156 posts
- 170 following
- Top content: stories

FACEBOOK PERFORMANCE

From Jan 15 - Feb 9, link clicks, content interactions, and visits are up. Follows and reach are low. The audience on Facebook seems to be the same demographic.

FACEBOOK INSIGHTS

- 23k likes
- 24k followers
- Reel views are consistently high ranging 1k - 10k



SWOT *Analysis*

STRENGTHS

- Strong customer loyalty – they will stick around through rebranding and visual changes.
- Established reputation – build off this with referral programs.
- Passionate leadership – share employee stories once in a while.
- Diverse product range
- Exclusive product offerings
- Expertise – continue to market this and make people aware of the years of knowledge within the company.
- Solid email list size – take advantage by directing more marketing material toward this group.

WEAKNESSES

- Location is far and inaccessible to a huge demographic of people, this can be a chance to bring products to consumers through pop-up shops, or partner with a business in central Winnipeg to carry certain products.
- E-commerce limitations because of the lack of real-time updates, easy fix to dedicate more time to updating the website.
- Instagram and Facebook aesthetic can be perceived as too luxury and expensive – consider more authentic, dirty, real life photos and reels.
- A small marketing and communications team to handle so much work, consider making a list of more critical tasks and working toward the bigger ones slowly, or even hiring a seasonal specific project team member.
- Low effort going into Pinterest – use this platform to boost visibility and direct traffic to website.

OPPORTUNITIES

- Trying out email marketing campaigns – test first with the large number of email subscribers.
- Creating bundles on website – as once people click “add to cart” they’re closer to the end of the purchasing funnel.
- Improve frequency of key messages among new market segments – target more diverse audiences beyond middle aged women.
- Loyalty program enhancements – improve customer retention and personalized follow ups
- Workshops, pop-up shops – can start with more plant starter kits and event fashion sales to increase foot traffic into the garden centre and expand brand awareness and engagement to new people.
- Event space development – as the owners now own the entire land, there’s a lot of space to work with to develop new spaces.

THREATS

- Season changes – result in slower months and less traffic. The company can mitigate this by creating more promotions during those slow times.
- Competition – there are a lot of local shops doing similar things in terms of landscaping and gardening, focus on differentiation with Shelderdine being an experience and the fashion / decor aspects.
- Economic shifts – consumer spending varies often and when it is down, “luxury” items get left behind. Market some products as more affordable and essential.

Marketing systems *And Processes*

CUSTOMER RELATIONSHIP MANAGEMENT

The company doesn't have any CRM at the moment, but there is an opportunity to integrate systems into the mailing list as it is a good amount of people. There is potential for sending relevant, targeted content to build stronger relationships.

MARKETING AUTOMATION

Shelmerdine uses Klaviyo occasionally and the Meta Business Suite to schedule and cross-post content on the company's social media platforms.

The company doesn't currently use any software tools or technologies to automate customer segmentation or lead nurturing.

DATA ANALYTICS

Shelmerdine doesn't run many campaign ads as of now, but for social media content and newsletters sent, they use the following:

- Google Business Profile
- Google Analytics
- Google Ads
- Meta Analytics



Insights and *Recommendations*

I've touched on some ideas to mitigate threats and weaknesses over in the SWOT analysis section on page 8, but I have some other strategies and tactics that Shelmerdine could adapt to enhance marketing performance. First and foremost, website optimization needs to be improved and organized. Email marketing is already generating positive results with strong subject lines and content, so it's important to build off this momentum by creating personalized strategies directed at segmented groups. Testing different calls-to-action, and design layouts during this segmentation process is also a good idea. Additionally, integrating social media buttons and cross-promotions with Instagram, Pinterest, can help drive traffic to all of Shelmerdine's channels.

There is a need to build on shared and earned media on the social media channels, and the analytics for both these platforms show a high probability for success related to reels based off the higher numbers. Implementing more calls-to-action to shop, visit, and engage, should increase the current analytics numbers. Segmentation among content for different channels should also be considered, as Pinterest and Facebook often cater to different people with different intentions.

Additionally, the loyalty program should be more advertised and developed to create more incentives for members to refer to their inner circles to subscribe to the Shelmerdine newsletter and shop at the garden centre more often.

One tactic that I believe would do great based on how well Karen's stories are doing, it to begin doing regular workshops for members, things like seeding, reef making, pot painting, terrarium building, gardening techniques, seasonal arrangements, seasonal wardrobe styling, accessorizing 101, and so on – offering these workshops both in person and online can help reach a broader audience, as there is clearly a market of people who enjoy the interaction and have the time to invest into Shelmerdine. Lastly, a simple adjustment toward more authentic, messy, real life, real-moment content could go a long way for diversifying Shelmerdine's audience.

CONCLUSION

Overall Shelmerdine has a solid foundation to build off. With some detailed strategies and some time and effort, the company's marketing can grow revenue and consumer numbers notablably by the summer season if implemented soon.

NEXT STEPS

After reviewing and acknowledging these insights and recommendations, the next steps should be to begin creating clear and actionable plans for implementation. Please reach out to me with any follow up questions you may have.