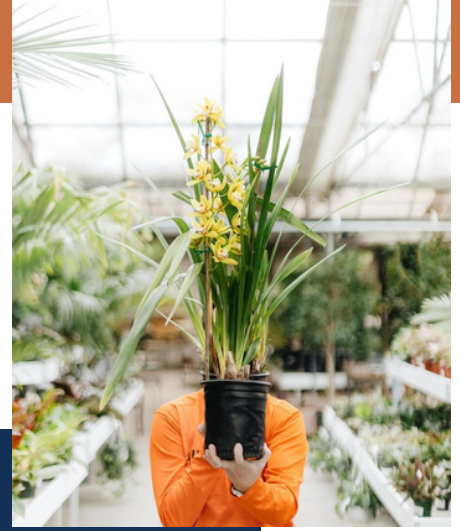


SINCE 1937

SHELMERDINE

SECOND NATURE



Marketing Audit

Prepared by: Mackenzie Oliver
Public Relations
Marketing Data and Analytics
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Company Overview

Business Name: Shelmerdine Garden Center

Mission/Vision: Shelmerdine has no formal mission statement, but its vision is to create a multi-sensory customer experience. The goal is to evoke joy, nostalgia, and connection by appealing to people's touch, sense and smell.

Brand Slogan: Brand slogan: "Second Nature."

Unique Selling Proposition (USP): What sets Shelmerdine apart from competitors? Shelmerdine is more than just a garden center – it is a destination that combines nature, fashion, and community engagement. With over 100 years of expertise in the field, Shelmerdine provides an immersive experience beyond shopping. Customers can explore landscaping services, high-quality plants, a boutique with a fashion selection, and a coffee truck that spends its weekends at Shelmerdine for an added perk.

Product Offerings:

Plants & Gardening:

They sell perennials, which are the best-selling and most profitable. Other plants they sell are annuals, trees, shrubs, and accessories.

Landscaping Services:

Shelmerdine partners with Geller's to offer high-end landscaping and pool services.

Fashion Boutique:

Carries brands like Free People, generating \$2M in sales annually

Seasonal & Home Decor:

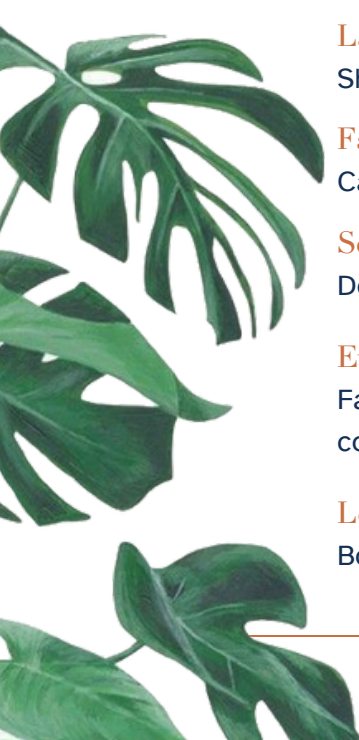
Decorations and gifts.

Events & Community:

Farmers markets, Santa photo shoots, workshops, and potential TED Talk-style community speaker events.

Loyalty Program:

Bonus Bucks system, allowing customers to earn rewards based on purchases.



- Brand Identity:** Shelmerdine's identity is joy, nature, and connection. This brand wants to embody a welcoming destination where customers can engage all their senses—whether through the scents of blooming flowers, the texture of plants, or spending the afternoon surrounded by nature.
- Brand Essence:** Joy. Your brand wants to appeal to all of the senses. When you smell a flower, it brings a memory.
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Market Analysis

- Demographics:** Middle-aged women
- Age & Income** Middle-class and higher-income classes
- Location:** Headingley since 1937.
- Psychographics:** These key publics enjoy spending time at Shelmerdine. Their passion is gardening, and Shelmerdine provides them with a one-stop shop and educated employees dedicated to the customer's vision.
- Shelmerdine is looking to expand its voice to a more gender-diverse group so that it can get fresh voices and expand its reach.
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- Competitive Landscape:**
- Competitive Landscape**
- Lacoste Garden Centre**
- Strengths:**
Locally recognized. Customer loyalty. Well-established brand.
- Weaknesses:**
The product mix lacks diversity. Shelmerdine does this well by offering a fashion line it its store.
- Pineridge Hollow**
- Strengths:**
The brand aligns more with Shelmerdine's vision and goals. It offers an experience instead of a quick business transaction.
- Weaknesses:**
Lacks local roots in the community. Lacks landscaping services that Shelmerdine has through partnership.
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Marketing Objectives

Short-Term Goals: Organize and create a comprehensive marketing strategy. Another short-term goal is to build a solid foundation for their brand and expand their reach to other target markets.

Long-Term Goals: A complete, positive, successful customer cycle. Another goal is strengthening community engagement and hosting more events at Shelmerdine. The Wishlist item is to become a wedding venue destination, which would be possible with the amount of land you own.

Marketing Strategies and Tactics

Product Strategy: Simple, clean and extensive photography

Pricing Strategy: **Pricing Model:** Simple, clean and extensive photography

Bonus Bucks Program: Loyalty program and incentive with tracked purchased history to personalize future orders and make them more straightforward for customers.

Distribution Strategy: **Website:** The online store is outdated, and the POS system does not sync with the inventory, leading to stock inconsistencies.

Physical location: Shelmerdine has been in Headingley since 1937.

Delivery Services: Customers can have purchases delivered to their door. This should be promoted more.

Partnerships: Collaboration with Geller's.

Promotion Strategy

Advertising:
Facebook

Public Relations:
No mission statement yet.

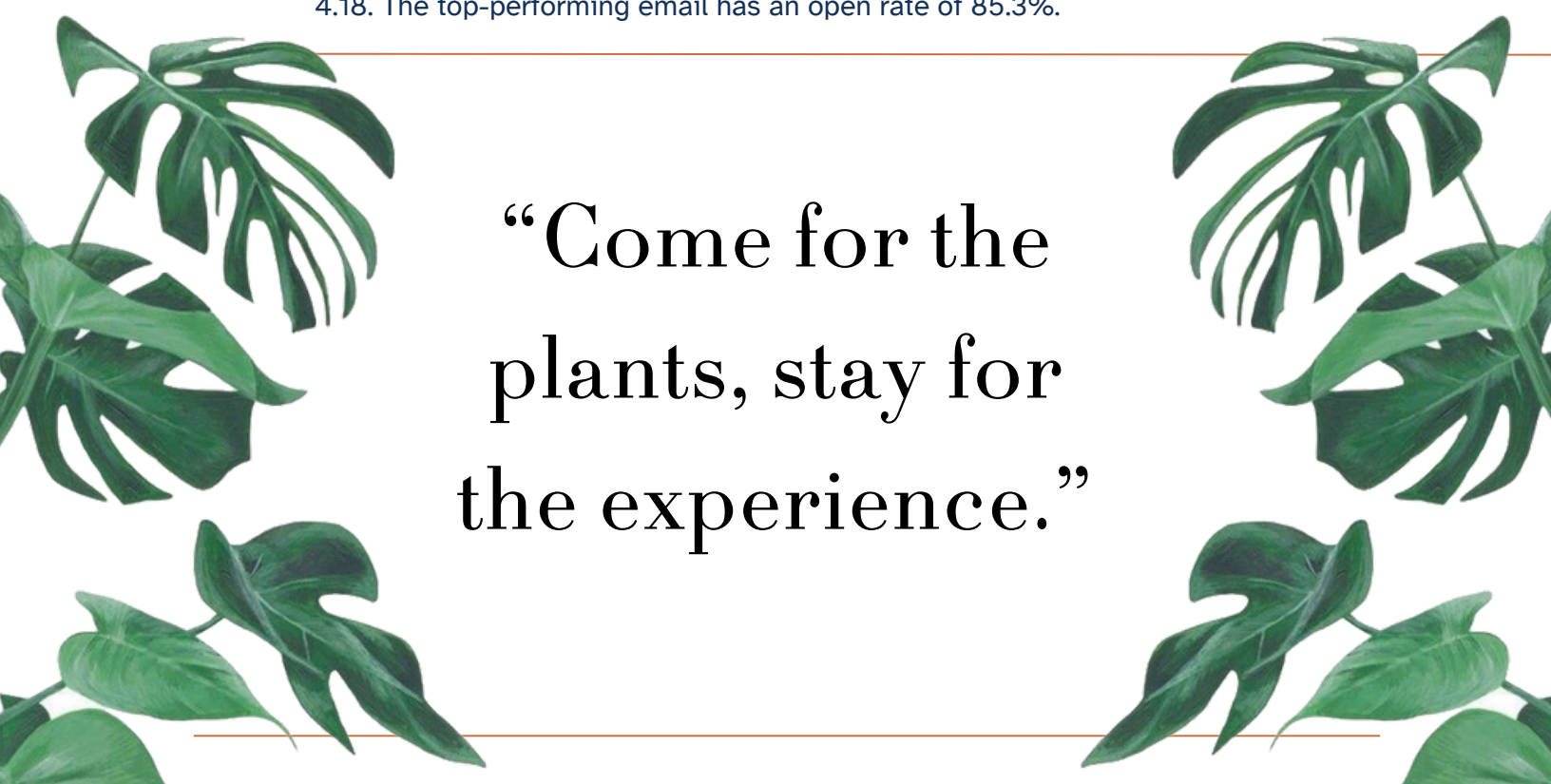
Sales Promotions:
Clearance and seasonal sales.

Digital Marketing:
Newsletter (Most Popular Channel): 20,000+ subscribers with a high click-through rate.

Social Media:
Facebook (Most Engagement) is a high-performing platform. Community Polling showed demand for more Tips & Tricks content

Digital Marketing Assessment

- Website Analysis:**
- User Experience (UX):** The website needs significant updates to match the in-store experience. The current online store does not reflect inventory because of POS system issues.
 - Search Engine Optimization (SEO):** It is not great, but an audit should be done. Proper tags and keywords will attract more organic traffic.
 - Content Quality:** Need regularly updated content to reflect inventory and promotions. High-quality images are good, but keeping consistent should be a priority.
- Social Media Presence:**
- Platforms Used:** Facebook and Instagram.
 - Engagement Metrics:** Facebook is the most active platform. Instagram has a higher engagement with 2.1k visits and 18.7k reach from January 15 to February 9, 2025. Facebook has 2.8k visits and 12.9k reach in the same period. Instagram stories and posts are the top content formats.
- Email Marketing:**
- List Management and lead generation:** The newsletter is the most popular, has a high click-through rate and has about 20,000 subscribers. The audience will expand when Geller's integrates their email list.
 - Campaign Performance:** Email campaigns have an open rate of 51.03% and a click rate 4.18. The top-performing email has an open rate of 85.3%.



“Come for the
plants, stay for
the experience.”

SWOT



Strengths:

- Local, well-established. The newsletter is successful and can be segmented when Geller's list is integrated for targeted email campaigns.
- Not just a plant center, Shelmerdine's offers a wide range of diverse products, letting the customer get lost in a peaceful environment.
- Clothes sales are \$2 million without any marketing, so this could be an opportunity to grow that part of the business.
- Strong leadership: Matt Bell also has an inspiring personal story. Employees are passionate.

Weaknesses:

- The POS system needs to be fixed or upgraded.
- SEO needs to be audited and optimized.
- Social media needs to match the brand vision.
- The store has affordable options, but that impression is not necessarily communicated on Instagram.
- Brand voice is evolving but still unclear.

Opportunities:

- Instagram Reels perform well. Leverage the tips and tricks content through that.
- Look into Pinterest and start building your voice on that platform, aligning it with your brand vision.
- Potential to reach a new audience by partnering with Geller's, which will provide more opportunities for internal growth.

Threats:

- Pine Ridge Hollow is a strong competitor, as it is deeply rooted in its values and offers a similar experience to Shelmerdine.
 - Off-season times become slow. Creating engagement strategies throughout the year can help sales when it gets slow.
 - If consumer expectations aren't met while they navigate Shelmerdine's website, they may turn to a competitor with better accessibility on their digital platforms.
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Marketing Systems and Processes

Customer Relationship Management:

Loyalty Program: Tracks customer's purchase history, personalized offers, increases repeat customers

Email Marketing: High engagement with a 51.03% open rate and a 4.48% click rate. Uses an email automation tool to manage campaigns. Automated sequences could be improved by using customer purchase data to recommend products.

E-Commerce: The online store is in place for people to make purchases but isn't synced with the POS system, so it often does not reflect correct inventory.

Marketing Automation

Website Analytics

Weak SEO, outdated UX

No website sync with the POS system (causing inventory issues)

Social Media Metrics

Instagram: 2.1k visits, 18.k reach, strong stories performance

Facebook: 2.8k visits, 12.9K reach, highest engagement

Email Campaign Performance

Open Rate: 51.03% (above industry average)

Click Rate: 4.48% (could improve with better CTAs). Strong brand trust and loyalty.

Sales & Customer Data

Bonus Bucks Program: Tracks purchase history but lacks strategic use.

Potential for customer segmentation and personalization promotions

Insights & Recommendations

These recommendations are focused on improving strengths, leveraging opportunities and maximizing revenue based on the audit

Digital Marketing & Branding

- Website & E-commerce: Refresh UX to align the online shopping experience with the in-store brand.
- Improve SEO. Conduct an audit, optimize product descriptions, and use blog content for traffic.

Social Media & Content

- Showcase behind-the-scenes videos, Tips and tricks gardening content, and fashion features that align with the brand's mission and values.
- Expand your reach by positioning Shelmerdine as a lifestyle brand.
- Create a balanced brand perception through social media and storytelling.


Email Marketing Optimization

- Segment audiences based on Bonus Bucks history.
- Automate personalized recommendations (e.g., seasonal plant reminders, and loyalty rewards updates)
- Offer exclusive early access sales to newsletter subscribers to boost engagement.

Events & Community Engagement

- Host seasonal workshops and speaker series. (e.g., sustainability talks, landscape design tips).
- Plan interactive shopping experiences. Go to pop-up events, and garden previews.
- Leverage your partnership with Geller's and think about potential wedding venue expansion.

Year-round revenue boosters

- Offer subscription boxes for plant lovers (quarterly seasonal garden kits).
 - Promote winter-friendly houseplant sales and online gift bundles.
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Tactics

Upgrade the POS system for online shopping and inventory management.:

Redesign the website to enhance UX, add better navigation to make the website more accessible, and improve SEO.

Develop a formal mission statement to align these marketing efforts. Strengthen brand voice across all platforms to reflect joy, nature, and connection:

Focus on using SEO and text on social posts to enhance engagement.

Highlight a mix of luxury & budget-friendly products through curated posts. Each post should have an intention behind it:

Use Instagram Reels to showcase affordable plant bundles & fashion finds.

Differentiation by promoting storytelling, Matt Bell's journey, local roots and Geller's landscaping partnership:

Offer unique experiences (TED-style talks, wedding venue expansions, and high-end landscaping events).

Introduce subscription models & off-season engagement opportunities like workshops and ensure an optimized mobile-friendly website for easy navigation:

Improve SEO to boost organic visibility and prevent customers from turning to competitors.

Conclusion:

The marketing audit of Shelmerdine's highlights its strengths as a well-established, community-driven brand that wants to provide a destination experience, not just a business transaction. Shelmerdine has the potential to enhance its digital presence and refine its marketing strategy to engage new customers. However, challenges like an outdated website, inconsistent inventory, and an evolving brand voice create opportunities for improvement.

To align Shelmerdine marketing efforts with its core joy, nature, and connection, the next steps include:

Revamping the website, strengthening the social media strategy, optimizing your email marketing, and hosting interactive workshops and seasonal events to strengthen customer relationships will help complete the shopping funnel process.

