

SHELMERDINE

SECOND NATURE

# Client Profile & Marketing Audit

Prepared for  
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Presented by

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## Company overview

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### **Business name**

Shelmerdine Garden Centre (Shelmerdine)

### **Mission/Vision**

I was unable to find a mission or vision statement. However, I did notice you visualize offering a complete and full-circle landscaping solution.

### **Brand slogan**

“Second nature”

### **Unique Selling Proposition**

Shelmerdine is more than a garden centre. It’s a one-stop shop. At Shelmerdine, you can purchase gardening and landscaping materials, plants, and fashion.

### **Product offerings**

Shelmerdine’s products consist of gardening and landscaping material, home and garden décor, a cafe, and a fashion store. For your services, you provide landscaping, pool, and event services.

### **Brand identity**

Shelmerdine has existed since 1937 and is a family-run business. It is proud of its roots and of being a local business. At its core, Shelmerdine wants to blend tradition with modernity.

### **Brand essence**

“Joy”

## Market analysis

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In this section of our report, we will discuss the psychographics and demographics of your target markets. Along with this, we will analyze some of your competitors and their strengths and weaknesses.

### **Middle-aged women**

- **Demographics:** This target market consists of women between the ages of 35 and 45 who live in Winnipeg. However, they tend to live specifically in Charleswood and Headingley. As they are adults, this target market most likely has a full-time job.
- **Psychographics:** This target market aspires to make their homes beautiful. Their fashion and gardening decisions are mirrors of themselves. This target market prefers shopping in person. Finally, they enjoy experiences when they go shopping.

### **Homeowners who love gardening, landscaping, or their pool**

- **Demographics:** As this target market owns homes, I am assuming they are between the ages of 25 and 65 years old. Again, this target market has a full-time job or is retired. They live in Winnipeg, with a focus on Charleswood and Headingley.
- **Psychographics:** They want to revolutionize their property at an affordable price. They enjoy convenience and are focused on long-term landscaping, gardening, and pool solutions. They are loyal to established companies with a great reputation.

### **Competitive landscape**

- **Pineridge Hollow:** Their strengths are their brand reputation, shopping experience, event options, and social media following. They have over 40,000 more followers on Instagram than Shelmerdine. However, they have high prices and are located outside of the city. They rely heavily on their shopping experience.
- **Lacoste Garden Centre:** They also have a strong and built reputation. Lacoste Garden Centre has existed for very long and has competitive prices. They are more focused on garden products. I have visited Lacoste Garden Centre, and it lacks experience. They have significantly fewer followers than Shelmerdine and Pineridge Hollow.

## Marketing objectives

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In this part of the report, I have included short-term and long-term marketing objectives for Shelmerdine.

### **Short-term**

- Find a voice and tone for Shelmerdine's messaging so customers feel included and come shop.
- Direct more marketing efforts toward the fashion store.
- Create a POS system.
- Leverage Instagram account

### **Long-term**

- Create a full customer cycle and host events at Shelmerdine.

# Marketing strategies and tactics

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This part of the report covers Shelmerdine's current product strategy, pricing strategy, distribution strategy, and promotion strategy.

## **Product strategy**

Shelmerdine's current product strategy is very diverse. At just one store, you offer numerous products and services. From your marketing strategies and tactics, I have noticed you are expanding and innovating some of your products and services, such as your fashion store, local and seasonal plants, and the partnership with Geller's.

## **Pricing strategy**

Like many garden stores, your prices for plants are based on rarity and quality. For example, Adonidia Palm is your most expensive indoor plant, and it is a rare and quality plant. Similar to plant prices, your fashion store prices vary depending on the quality of the item. Unlike other companies, you offered a huge sale on seasonal items, such as 70 per cent off of Christmas trees.

## **Distribution strategy**

Your physical store acts as the primary distribution hub. As your target markets prefer a hands-on shopping experience, it works perfectly. You also offer delivery services for the price of \$29.

## **Promotion strategy**

- **Advertising:** From my observations, I noticed you have limited traditional advertising. Despite that, you have a strong following and effective messaging through your newsletter. You also use Google Ads.
- **Public relations:** Shelmerdine hosts plant workshops. These workshops tend to be lessons on how to nurture a certain plant. Your seasonal events are directed toward kids. I also found a 2017 article by the Winnipeg Free Press telling the story of Shelmerdine, which is some great and efficient publicity.
- **Sales promotion:** Shelmerdine uses seasonal sales, social media promotions, and some upselling strategies. It seems you always have some type of discount.
- **Digital marketing:** Your website is visually appealing but has limited content. I do believe your blog is very creative and helpful. You come with a more "how-to" approach.
- **Social media:** Your social media approach consists of highlighting your products through photos. For garden and plant products, I believe this is a reasonable approach. When a holiday is approaching, you post more consistently. I did enjoy some of your Instagram videos that walk us through how to properly nurture a plant. Your Instagram posts are more directed for a younger audience while your Facebook posts are for an older audience.

# Digital marketing assesment

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This part of the report is dedicated to analyzing Shelmerdine's digital marketing, including its website, social media, and email marketing.

## Website analysis

- **User experience:** As stated before, your website is visually appealing and matches your brand guidelines. Your website navigation is easy on a computer and mobile device. Your products and categories are highlighted by popularity. If you were to add online purchases, interactive features, and improved product filters to your website, this would strengthen the user experience.
- **Search engine optimization:** When I searched for any gardening or plant terms, you placed in the top three of SEO. Your SEO for fashion and clothing products could be improved. You do use great keywords, such as "Winnipeg's best garden centre."
- **Content quality:** Your content looks professional, and your website pages are organized correctly. My favourite part of your landing page is the top banner that says, "Escape the winter in your greenhouse home." It is timely with this weather, and you tend to do seasonal promotions on your website.

## Social media presence

- **Platforms used:** Instagram, Facebook, YouTube, TikTok, and Pinterest.
- **Engagement metrics:** Throughout the last 30 days, some of your Instagram analytics have decreased, such as your visits, reach, links clicked, interactions, and follows. From my research, you are still above the industry average, but I was shocked by this with Valentine's Day approaching. Similar to your Instagram analytics, you have decreased in a few Facebook analytics. You did see more positive changes in your Facebook analytics. The most notable analytic was the 90 per cent increase in interactions.

## Email marketing

- **List management and lead generation:** A key contributor to your newsletter's success is its accessibility to it. You can easily sign up for the newsletter through your website, and you promote it on your social media platforms. As you discussed in our client meeting, you also do in-store promotions to gather subscribers, and inconsistently scrub your email list.
- **Campaign performance:** When I first saw these analytics, I was amazed. Currently, you have 19,012 recipients and an open rate above 50 per cent. Your click rate varies between 2 per cent and 5 per cent, but you had 9,889 clicks on one of your newsletters. I also noticed you have a decent amount of unsubscribes, but that's what comes with a newsletter this size.

# Situational analysis

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In this section, I conduct a situational analysis of Shelmerdine, investigating its strengths, weaknesses, opportunities, and threats.

## **Strengths**

- Large and diverse product selection
- Loyal customers
- Reputable and local brand
- Shopping experience
- Newsletter
- Experienced and expert employees
- Corporate social responsibilities
- Seasonal promotions

## **Weaknesses**

- Lack of e-commerce options
- Over-reliance on in-store purchases
- Weak online presence
- Revenue vulnerability during off-seasons
- Traditional advertising
- Inconsistent social media engagement metrics

## **Opportunities**

- Expanding online store
- Events
- Loyalty programs
- Customer onboarding
- Content marketing

## **Threats**

- Competitors
- Regulatory and government changes
- Market saturation
- SEO changes

## Marketing systems and processes

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In this part of the report, I have identified how you manage your customer relationships and what platforms you use to analyze your data.

### **Customer relationship management**

Your newsletter has the most followers and support from any of your channels, making it a hub for your customers. You consistently post on most of your platforms, but this newsletter seems to be the most effective. Shelmerdine does not have an automated service to manage its customer relationships.

### **Marketing automation and data analytics**

To track your data, Shelmerdine uses Klaviyo for its newsletter, Meta Business Suite for Facebook and Instagram, and Google Analytics for its website. I was unable to identify analysis methods.



## Insights and recommendations

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For this part of the proposal, I have included some proposed strategies to benefit your marketing performance, mitigate your weaknesses, and leverage your strengths.

### **Expand online e-commerce**

As you cannot purchase your items online, we aspire to mitigate this threat by creating an online store. Depending on the website platform you are using, you will most likely have an option to create this store. This will open a new revenue stream, use your existing delivery services, and mitigate a weakness. Along with this online purchasing option, I was also thinking you could add customer reviews.

### **Plant of the day**

Like many stores, Shelmerdine has slow revenue-generating times of the year. To fill this gap, I believe creating a plant of the day will mitigate this threat. The plant of the day will resemble what national day it is. For example, you could match some type of shamrock plant with St. Patrick's Day. You will be able to spotlight this plant on your social media and build anticipation for your customers. This is a great idea to create engagement for your posts as well.

### **Customer onboarding**

To create a customer cycle, it is essential to have a strong first perception. I suggest creating a welcome package for every new customer who purchases an item. It can serve as a shopping guide and provide the customer with some coupons. This demonstrates your commitment to your customers.

### **Loyalty program**

I was surprised you don't have an existing loyalty program. Implementing a loyalty membership will please your consistent customers, intrigue less-consistent customers, improve customer retention, and can be promoted through your marketing channels. Depending on how much the customer spends, the loyalty program will reward them.

### **Capitalize on SEO**

You have strong SEO when it comes to gardening, plant, and landscaping terms. However, you are ranked low for fashion and clothing results. For search terms and keywords, I would focus more on using the word "local." Creative SEO optimization will open doors for your fashion store and draw more eyes to your website.

## Conclusion

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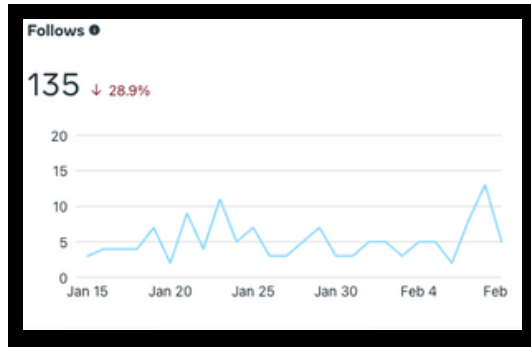
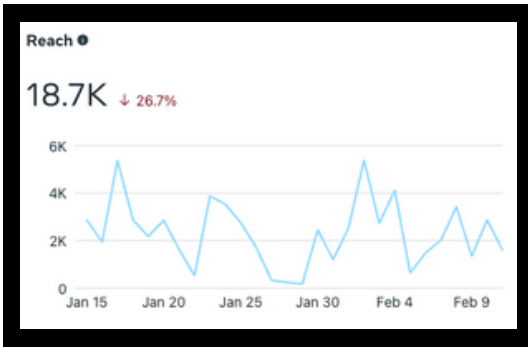
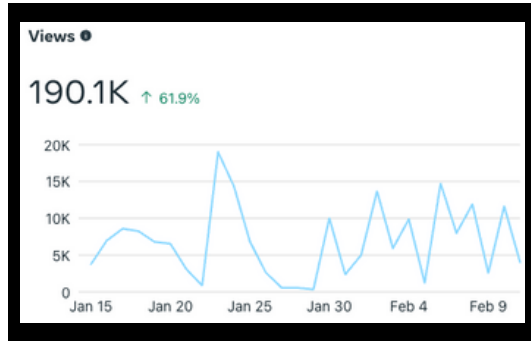
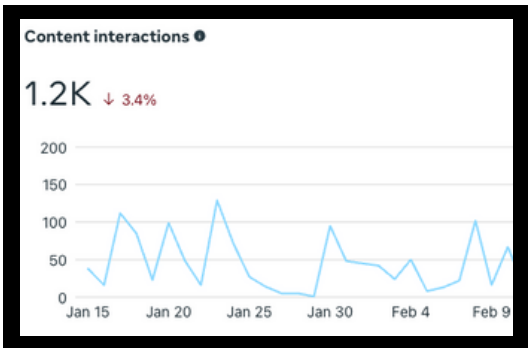
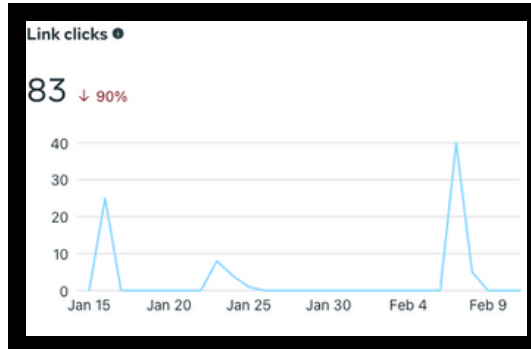
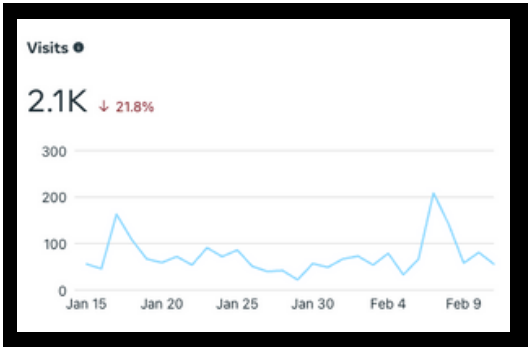
From this client profile and marketing audit, we have noticed several strengths, weaknesses, opportunities, and threats. Shelmerdine offers a variety of products and services, allowing them to separate from competitors. Specifically, I noticed your loyal and engaged customer base through your newsletter analytics. Acquiring a newsletter with an open rate of over 50 per cent is a rarity nowadays.

However, there are gaps and missed opportunities in your online e-commerce. You also rely heavily on your in-person sales and do not promote your fashion and clothing enough. Your website is good and accessible, but there are some spelling errors and inconsistencies. Your content matches your tone and identity but being more consistent will improve all aspects of your business.

Finally, your next steps should be to consider my recommendations, such as expanding online e-commerce, creating creative social media posts to leverage your Instagram, building a customer onboarding strategy, starting a loyalty program, and capitalizing on fashion SEO.

# Appendix

Below, I have supplied the analytics that I referred to in this report.



Open Rate	Total Opens
54.98%	15587.0
50.44%	14036.0
47.86%	14156.0
54.14%	16098.0
52.06%	15580.0
49.34%	15289.0
13.74%	2694.0
16.63%	3775.0
50.12%	14920.0
51.35%	15529.0
50.04%	13943.0
49.85%	14364.0
68.89%	19852.0
70.91%	21796.0
48.17%	13302.0
47.75%	13313.0
50.95%	14261.0
50.96%	14770.0
50.69%	15748.0
49.18%	14323.0
51.00%	14902.0
52.28%	15477.0
50.51%	14484.0
52.11%	15983.0
50.77%	14374.0
58.48%	17368.0
54.63%	15739.0
54.35%	15249.0
53.73%	15516.0