

SINCE 1937

SHELMERDINE

SECOND NATURE

Client Profile
&
Marketing Audit



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Overview

Shelmerdine doesn't have a mission or vision statement.

Slogan: Second nature

The brand's unique selling proposition (USP) is that it's an experience/destination with its variety of products, services and on-site atmosphere.

- Gardening products
- Home products
- Boutique (fashion and beauty)
- Gardening and landscaping services: planting, fountain installations, plant sitting, delivery and expert advice

Shelmerdine is bright, down-to-earth and relaxing. It's a reliable source of expertise and comfort to its customers. Shelmerdine's essence is the joy it brings customers.

Market Analysis

Key public: Multi-tasking Martha

- 30- to 45-year-old white women
- Lives in Charleswood or Headingley
- Married with one or two children—the oldest around 13 years old
- Average household income: \$75,000
- Gets her news from Facebook, newsletters and word-of-mouth
- Likes gardening, throwing parties (birthday parties for her children, dinner parties etc.), hiking and baking.
- Values extra curricular activities for both her and her children—encourages her children to take part in sports/arts.
- She avoids online shopping because she'd rather see and feel the products before buying.

Market trends

According to multiple articles and blog posts, the most anticipated 2025 gardening trends include native gardening, portable plants, budget-minded gardening and urban gardening.

- Native gardening: Growing plants that are native to a specific region (in Shelmerdine's case, Manitoba).
- Portable plants: Allows renters and people with small outdoor spaces to grow a mini garden.
- Budget-minded gardening: Growing plants that produce ingredients (tomatoes, apples, potatoes) to reduce grocery bills
- Urban gardening: Growing plants on balconies, rooftops, windowsills etc. to promote green spaces within an urban environment



Market Analysis continued

Key competitor: Lacoste Garden Centre

Established in 1942, Lacoste Garden Centre is a family-owned Winnipeg business.

- Lacoste Garden Centre is a well-established and respected brand with gardening and landscaping expertise. The business leverages this through its various “garden tips” pages on its website.
- Like Shelmerdine, Lacoste Garden Centre sells a diverse range of products and services: clothing and accessories, food products, gardening and landscaping products and an in-store café. The café, Fools + Horses is relatively established in the city and likely attracts new customers to Lacoste Garden Centre if they happen to be in south end of Winnipeg.
- Despite offering a diverse range of products, anything outside of the gardening and landscaping realm isn’t offered through its online storefront. For new customers, it may seem like Lacoste Garden Centre isn’t unique from its competitors.
- The name “Lacoste” is easily confused with the luxury sports fashion company, whose website will pop up if a customer doesn’t add “garden centre” to their Google search.

Marketing Objectives

Shelmerdine’s current short-term goal includes updating its e-commerce system and refining branding strategies and tactics to expand beyond its current primary public.

Marketing Strategies and Tactics

Shelmerdine carries an array of different products from a houseplant to its fashion boutique. It’s a “one-stop shop” where customers can find everything they need without leaving the store. This includes having gardening and landscaping experts on site to answer questions customers might have about their gardens or new products they’re purchasing.

Shelmerdine sells items within a large price range—some items are more affordable while others are a little more expensive. This gives each customer a range of items to choose from depending on their budget, values and needs.

To keep its customers engaged with the brand outside of product purchases, Shelmerdine offers educational content through its social media platforms (Instagram and Facebook) and through website blog posts, and hosts seasonal events like “Visit the Grinch” and “Storytime and Cookies With Mrs Claus.”

Shelmerdine offers an in-person and online shopping experience, but the outdated online stock means customers shopping online don’t have access to the same products as in-person shoppers. This will either motivate the customer to visit the storefront or walk away from the brand all together.



Marketing Strategy and Tactics continued

Promotion strategy

- Shelmerdine doesn't actively invest in paid advertising or earned media.
- Shelmerdine capitalizes on sales throughout the year depending on the season and holidays.
- Shelmerdine uses search engine optimization (SEO) to increase chances of appearing in a search engine and relies on its newsletter to share sales information with customers.
- Shelmerdine posts regularly on Instagram and Facebook to promote upcoming products, promotions/sales, events and to provide gardening tips.

Digital Marketing Assessment

Website analysis

Overall, the website is easy to clean and clear of clutter. The navigation tab is simple, and the products are sorted accordingly making it easy for customers to find products/services. The images and branding are consistent across the website. The user experience (UX) requires some fine tuning. There are multiple broken links, four of the six blog posts have image issues, and the website loads very slowly.

The website content is a mix of inspiration, education and sales. The blog provides solid educational content for customers looking for tips and tricks for gardening. The product images are clean but lack brand personality because of the stark, plain white background.

Shelmerdine's primary form of digital marketing is search engine optimization (SEO).

Social media presence

Platforms: Instagram (23.1K followers), Facebook (24K followers), Pinterest (801 followers) and LinkedIn (298 followers).

Of these platforms, Shelmerdine is most active on Instagram and Facebook, both of which are active daily. Shelmerdine's Pinterest and LinkedIn accounts are inactive. The last Pinterest pin is from 2021 while there are no posts on LinkedIn.

Out of all the social media platforms, Facebook has the best engagement rate in terms of likes and comments. Shelmerdine's Instagram is well-curated for the platform, but posts get very few comments

Email marketing

Shelmerdine's newsletter has around 20,000 subscribers with a 51.03 per cent open rate (see appendix 1). The newsletters are regularly successful with many campaigns leading to unique clicks and website activity. The newsletter has a low bounce rate at 2.46 per cent and a low unsubscribe rate at 0.22 per cent (see appendix 2). However, due to the outdated e-commerce system, Shelmerdine can't track newsletter campaign-led online sales.



SWOT Analysis

Strengths

Shelmerdine understands its primary publics' values and continues to successfully attract the public with its consistent branding. This detailed understanding of its key publics means Shelmerdine's team is more likely to succeed in future strategy and marketing efforts. Its expertise in gardening/landscaping is one of the most respected and valued in the province. Shelmerdine can leverage this by hosting workshops or letting its experts build trust and relationships with followers on Instagram.

Weaknesses

Shelmerdine's current e-commerce system mismanagement affects online campaigns and sales. To mitigate this, Shelmerdine needs to invest in resetting the online stock and e-commerce system to start tracking online purchases. Its underdeveloped website UX can turn customers away because of an unpleasant online experience with the brand. Broken links and images reflect badly on the brand, and new customers rely heavily on good first impressions. Updating the website and fixing the broken links will help improve Shelmerdine's first impressions among new customers.

Opportunities

Shelmerdine's new partnership with Geller's increases its chances of expanding into a different demographic. With the recent combination and attainment of its (Geller's) newsletter analytics, Shelmerdine can better understand what attracts and retains this new audience. With other gardening stores closing, the demographics of these stores will be on the lookout for a replacement. Shelmerdine can take this opportunity to connect with these audiences through targeted campaigns and fill their needs of a reliable garden centre.

Threats

With Shelmerdine located outside the city, it can turn new customers away from visiting—it might even influence customers to visit Lacoste Garden Centre instead. To mitigate this, Shelmerdine can promote its unique products and experiences to give customers a reason to go out of their way to visit the storefront. The summer season is the slowest season for garden centres because people are either out of town or aren't looking for anything garden/landscaping related (they've already purchased everything they want or need). To mitigate this, Shelmerdine can create educational content for its newsletters and social media to keep customers engaged.



Marketing Systems and Processes

Shelmerdine uses Klaviyo to track its email marketing analytics and Meta to track Facebook's and Instagram's metrics.

Shelmerdine uses a Google Business Profile to track its SEO.

Shelmerdine doesn't have a customer relationship management (CRM) system.

Insights and Recommendations

To enhance Shelmerdine's marketing performance, the business should consider

- Modifying its Instagram strategy by leveraging Instagram reels to create connections between Shelmerdine's experts/employees and followers/customers.
- Fixing the website UX (broken links, broken images, loading time)
- Fixing the e-commerce system: update online and in-store product stock
- Resetting its Pinterest account: delete the pins that no longer align with the brand and develop a strategy for the platform

To address Shelmerdine's weaknesses and threats, the business should consider

- Rebranding (colours and tone) to switch the brand's first impression as down-to-earth rather than luxury.
- Finding more ways to encourage customers to visit the store through events and activities only Shelmerdine can offer.
- Providing educational content to keep customers engaged with the brand during slower seasons (summer)—newsletter content, blog posts or garden management workshops.
- Pivoting sales promotions to seasonal home and fashion products during slow seasons (summer)—find products customers are interested in purchasing during the summer season.

Conclusion

Shelmerdine's consistent branding and newsletter contributes to its success in Winnipeg's gardening and landscaping business. Shelmerdine understands what its key public wants and needs from the brand. However, the brand's tactics and strategies waver in terms of its website UX and outdated e-commerce system, both of which directly impacts newsletter campaign data and analytics.

To continue evolving in the industry, Shelmerdine should reconsider its branding to start attracting a new demographic. It should invest in refining its website (improving its UX and broken links) and updating its e-commerce system to improve the customer experience and keep new customers coming back to the brand.



Appendices

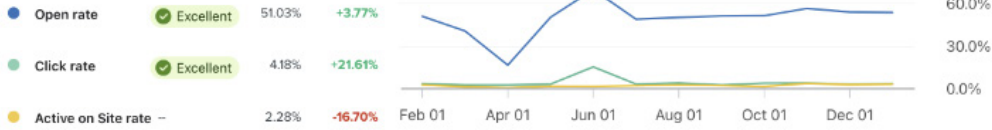
Appendix 1

Campaign Performance

All campaigns ▾

569,533 -7.47%

Total campaign recipients



Appendix 2

Top Performing Metrics 📊

Last month (Jan 1, 2025) 📅

Metric	Performance	Your Value
Open Rate (Email) All Flows	✔ Excellent	85.3%
Open Rate (Email) All Thank You Flows	✔ Excellent	85.3%
Click Rate (Email) All Campaigns	✔ Excellent	3.6%
Spam Report Rate (Email) All Flows	✔ Excellent	0%
Unsubscribe Rate (Email) All Thank You Flows	✔ Excellent	2.94%