



SINCE 1937

SHELMERDINE

SECOND NATURE



BRAND AUDIT

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1. COMPANY OVERVIEW:

BUSINESS NAME:

Shelmerdine Garden Centre (Shelmerdine)

MISSION/VISION:

- **Mission:** A formal mission statement has not been established yet, but the company is actively developing one to provide clear guidance and purpose for its employees.
- **Vision:** The organization is in the process of defining its vision, and they are working towards creating a meaningful framework to inspire and align its team.

BRAND SLOGAN:

“Second nature”

UNIQUE SELLING PROPOSITION (USP):

Shelmerdine offers everything you need in one convenient location, but it is far more than just a garden center—it’s an experience. Whether you’re searching for vibrant, high-quality plants, expert advice on plant care, a serene space to study, a picturesque setting to relax and recharge, or shopping experience, Shelmerdine has something for everyone. With a welcoming atmosphere and a commitment to excellence, it’s the perfect place to immerse yourself in nature, find inspiration, and enjoy a moment of tranquility.

PRODUCTS/SERVICES THEY OFFER:**→ PRODUCTS:**

- Plants (table-top, floor, pet friendly, plants for beginners, rare/unusual, lifelike, air purifying)
- Pots + containers
- Soil + soil mixes
- Seeds + seed starting
- Birding supplies
- Gardening tools (ex: hose, watering cans, snips, knives, etc.)
- Clothing (tops, bottoms, dresses + jumpsuits, jackets, footwear)
- Accessories (jewelry)
- Gift cards
- In the kitchen (ex: bowls, holders, salt and pepper, etc.)
- Gourmet (ex: oils and vinegars, hot sauce, seasonings, etc.)
- Bath + body (ex: soaps, candles, lotions, etc.)
- Home décor (ex: doormats, vases, lights, etc.)
- Miscellaneous items (ex: puzzles, stuffed animals, games)

→ SERVICES:

- Delivery
- Tree and shrub planting
- Fountain installation
- Plant sitting
- Expert advice

BRAND IDENTITY:**BRAND ESSENCE:**

Aesthetically pleasing

2. MARKET ANALYSIS

KEY PUBLIC OR TARGET MARKET:

- **Demographics:** Middle-aged white women who mostly live in Headingley who appreciate both greenery and shopping. They would also love to target a younger audience.
- **Psychographics:** Their key public is looking for an elegant, aesthetically pleasing shopping destination that offers a good selection of plants, clothing, and has a welcoming atmosphere to enjoy a leisurely browsing experience.

MARKET TRENDS:

- *Mental Well-Being* – Many people are now turning to plants for their calming effects, stress relief, and overall mental health benefits.
- *Love for Plants & Aesthetics* – Some customers are being drawn to plants purely for their beauty and the way they enhance their living spaces.
- *Inviting Atmosphere & Friendly Staff* – Shoppers are actively seeking an aesthetically pleasing environment with knowledgeable and welcoming employees.
- *Convenience & One-Stop Shopping* – People value simplicity, making a well-curated space with plants, décor, and fashion a highly appealing option.
- *Social Media* – Customers are drawn to visually stunning, "Instagram-worthy" spaces that encourage them to share their experiences online.

COMPETITIVE LANDSCAPE:

KEY COMPETITORS:

- From a shopping perspective, it's PineRidge Hollow.
- From a gardening/landscaping perspective, it's Lacoste.

COMPETITORS STRENGTHS AND WEAKNESSES:



PINERIDGE HOLLOW

STRENGTHS:

- Aesthetically pleasing
- One-stop shop
- Petting farm!
- Tons of restaurants and coffee shops
- Wedding venue
- Clothing boutiques
- Have a market!

WEAKNESSES:

- Location is outside of the city, therefore it could be hard to get to for some.
- Often confused with the Pine Ridge Golf Club, as many people mistakenly go to the Golf Club, thinking that is their intended destination.

LACOSTE



STRENGTHS:

- Delivery service
- Have options for indoor plants or outdoor plants
- Sell plant food
- Sell pottery
- Have a blog-style section on their website where they offer garden tips
- Sell cute clothing and accessories
- Family-owned
- Building is accessibility friendly

WEAKNESSES:

- Their website isn't visually appealing

3. MARKET OBJECTIVES

SHORT TERM GOALS (IN THE NEXT 6 MONTHS):

- Make a mission and vision statement, then refine their brand's voice and tone.
- Prioritize strategic marketing efforts to increase awareness about their fashion boutique.
- Get a new and improved POS system that can assist in keeping track of inventory so they can regularly update their website.
- Leverage their Instagram as a key marketing tool!

4. MARKETING STRATEGIES AND TACTICS

PRODUCT STRATEGY

- Enhancing their fashion boutique to create a more curated and elevated shopping experience.
- Upgrading their POS system for better inventory management, which will help keep stock of items and improve product strategy.

PRICING STRATEGY

- Most of their items are reasonably priced, with the exception of the boutique section, which is marketed as exclusive and high-end.
- They want to ensure it's not perceived as an overpriced venue but rather as an affordable, welcoming space for everyone, while embracing diversity and inclusivity.

PLACE/DISTRIBUTION STRATEGY

- In-store
- Website
- Linktree
- Instagram
- Eventbrite
- Receipts

PROMOTION STRATEGY

Advertising:

- They promote their newsletter through both receipts and their website.
- They leverage word-of-mouth marketing to attract new customers.

Public Relations:

- They currently do not utilize any public relations strategies

Sales Promotions:

- They have a sale called "Bonus Bucks."

Digital Marketing:

- They currently lack a digital strategy or online marketing tactics.

Social Media:

- They use Instagram and Facebook to promote new products, sales, and upcoming events.

5. DIGITAL MARKETING ASSESSMENT

WEBSITE ANALYSIS

User Experience (UX):

- Website updates are infrequent.
- Information about stock is inaccurate or missing.
- It's accessible and fairly easy to use.

Search Engine Optimization (SEO):

- They are not currently implementing any SEO strategies.

Content Quality:

- Good quality photos.
- Easily accessible.
- Strong blog posts with potential for further growth.
- Visually appealing to incentives customers to keep shopping.

SOCIAL MEDIA STRATEGY

Platforms used:

Instagram, Facebook, LinkedIn, TikTok and Pinterest

Engagement metrics:



- Visits: 2.1k
- Views: 190.1k
- Reach: 18.7k
- Link clicks: 83
- Interactions: 1.2k
- Follows: 135



- Visits: 2.8k
- Views: 45.5k
- Reach: 12.9k
- Link clicks: 27
- Interactions: 565
- Follows: 30

EMAIL MARKETING

List Management and lead generation:

- Customers can easily subscribe for the newsletter via a sign-up option at the bottom of receipts given after an in-person purchase.
- There is a sign-up form available at the bottom of the website for the newsletter.

Campaign Performance:

Their email newsletter has a 50% open rate and serves as the primary driver of in-person sales. Currently, approximately 20,000 subscribers receive the newsletter, with numbers set to grow as they transition subscribers from the Geller's Landscaping newsletter.

6. SWOT ANALYSIS

→ STRENGTHS

- One-stop shop.
- A highly experienced team with years of combined expertise that can deliver unmatched knowledge and exceptional service.
- They offer more than just plants. They create an experience for customers the second they walk through the door.
- A 50% open rate on their newsletter, which demonstrates strong customer interest and loyalty.
- Partnership with Geller's Landscaping.

→ OPPORTUNITIES

- Utilize Pinterest and Instagram.
- Establish a long-term collaboration with a coffee vendor to enhance customer experience and increase foot traffic.
- Market their fashion boutique
- Bring back their workshops
- Launch a membership program
- Run special deals like "Bonus Bucks" more frequently to incentivize repeat visits and higher spending.

→ WEAKNESSES

- Inefficient POS system. The current system lacks proper inventory tracking, leading to an inability to keep track of stock, customer confusion, and inaccurate website updates.
- Location. Customers from the east side of Winnipeg may find it inconvenient to travel to Headingley, potentially limiting chances at acquiring customers from that side of the city.
- Does not have a clearly defined brand voice and tone or mission and vision statements, which can affect brand identity, customer trust, and overall strategic direction.

→ THREATS

- Seasonal Challenges: Harsh winters can damage plants, while scorching summers may overheat those kept outdoors. Additionally, non-peak growing seasons can present difficulties in maintaining plant health and growth.
- Lacoste's is growing in popularity and has a similar demographic, so combined with its location across the city, this may make it harder to reach nearby customers.

7. MARKETING SYSTEMS AND PROCESSES

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

They don't currently have one, but they plan to implement it in the future.

MARKETING AUTOMATION

- Klaviyo

DATA ANALYTICS

- They use metrics provided through social media platforms to track impressions and engagement on each platform.
- They have a system in place to effectively track and analyze email newsletter performance metrics.

8. INSIGHTS & RECOMMENDATIONS

STRATEGIES TO ENHANCE MARKETING PERFORMANCE:

- Utilize platforms like Google Analytics to track and optimize marketing efforts across multiple channels.
- Implement strategic paid campaigns focused on reaching and engaging potential customers on the west side of Winnipeg.
- Establish a strong mission and vision statement to ensure consistency and alignment across all messaging and platforms.
- Launch a loyalty program designed to incentivize repeat business and enhance customer retention.

TACTICS TO ADDRESS IDENTIFIED WEAKNESSES AND THREATS:

- Enhance engagement by posting more frequently on Pinterest, because potential customers use this platform as a place to seek inspiration.
- Develop marketing strategies to reach and attract more customers from the west side of Winnipeg.
- Invest in a new POS system with improved inventory tracking to enhance efficiency and accuracy.
- Establish clear and compelling mission and vision statements to strengthen brand identity, build customer trust, and guide strategic decision-making.

9. CONCLUSION

SUMMARY OF KEY FINDINGS:

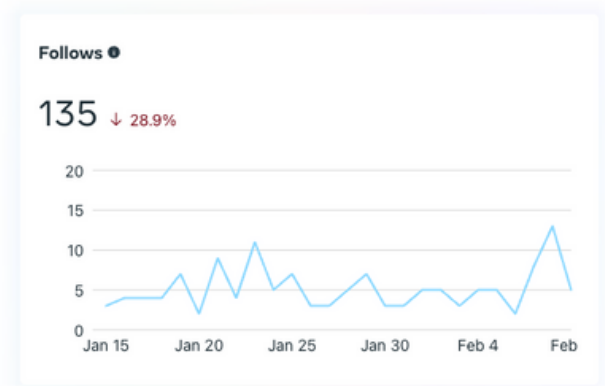
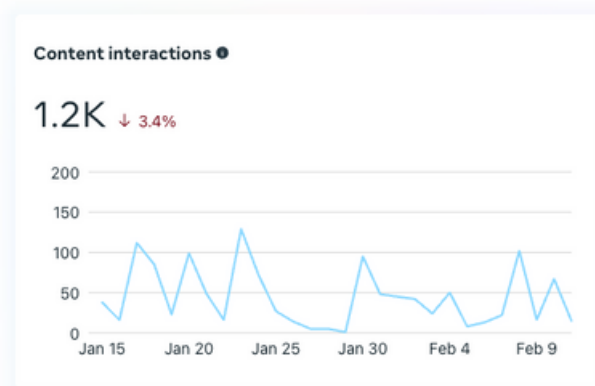
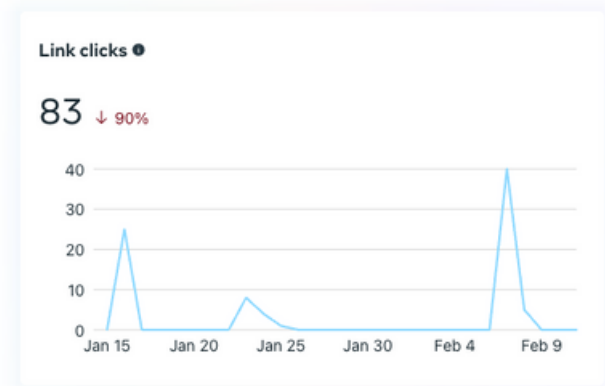
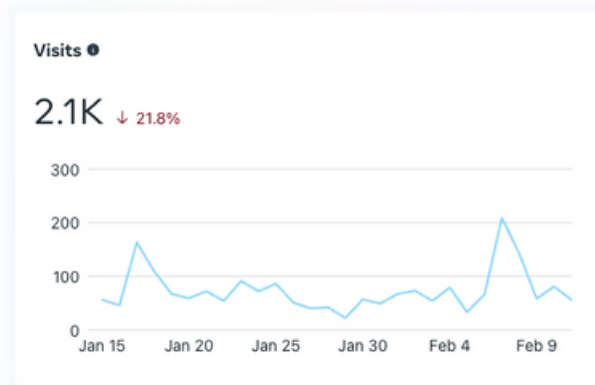
The business lacks a mission and vision statement and does not currently utilize digital marketing. While their newsletter is a key driver for in-person sales, it isn't fully leveraged as a marketing tool. They also need to update their POS system and should focus on increasing their use of Instagram and Pinterest. They have a solid following on both Facebook and Instagram.

FINAL THOUGHTS AND NEXT STEPS

The business should focus on refining their brand voice and tone and use that foundation to develop a clear mission and vision statement. They need a POS system that effectively tracks inventory to improve operational efficiency. Additionally, they should start running paid ad campaigns to increase their online presence and drive sales. By implementing these strategies, they can enhance brand consistency and expand their marketing reach.

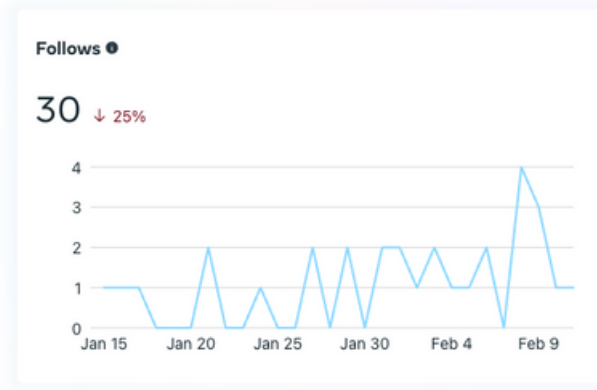
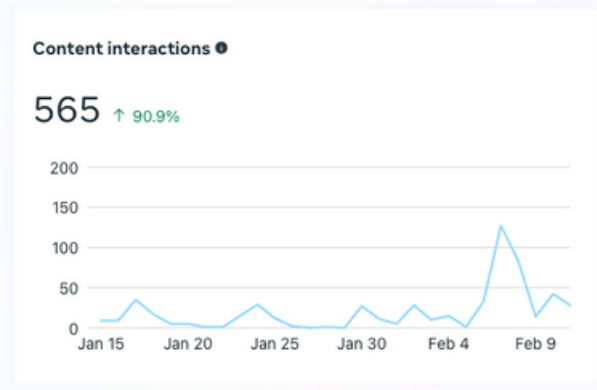
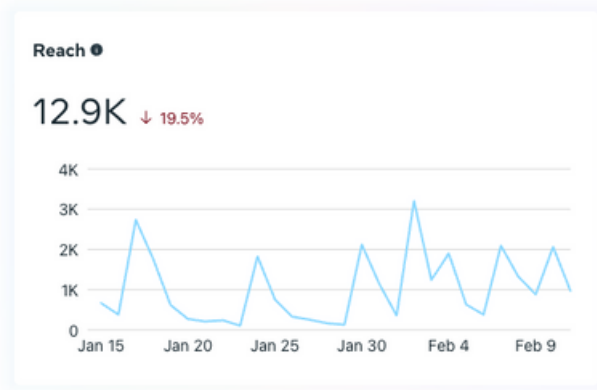
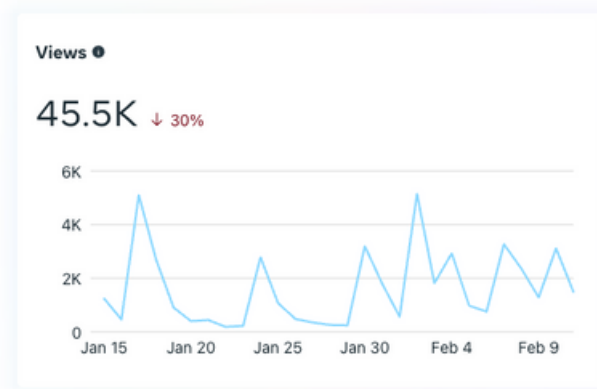
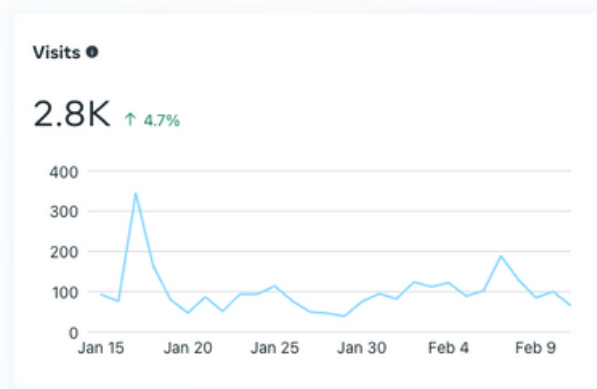
10. APPENDICES

FOR INSTAGRAM:



10. APPENDICES

FOR FACEBOOK:





Thank you

