



SINCE 1937

SHELMERDINE

SECOND NATURE

MARETING AUDIT
FEBRUARY 14, 2025



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COMPANY OVERVIEW

The following marketing audit addresses Shelmerdine Garden Center's (Shelmerdine) current marketing performance and provides insights to improve future efforts based on marketing metrics and a client briefing.

COMPANY OVERVIEW

Shelmerdine is a Manitoba family-owned garden center beloved by many generations of Manitobans. The business's unique selling proposition is being a one-stop shop. Customers visit to relax and take their time because of the serene environment. It's a destination and experience, not an item to check off your list.

Shelmerdine offers a variety of products and services that contribute to its experience. These products and services consist of:

Fashion:

- Free People brand
- Dresses and jumpsuits
- Bottoms
- Tops
- Denim
- Outerwear
- Accessories
- Footwear

Plants:

- Indoor plants
- Seasonal bulbs
- Seeds
- Starting kits
- Soils
- Tree and shrub care
- Pots and planters
- Plant accessories
- Garden wear and tools
- Fertilizer
- Birding supplies
- Lawn care
- Pests and animal control

Home:

- Bath and body
- Front door décor
- Kitchen equipment and tableware
- Gourmet ingredients, condiments, seasonings, etc.
- Home décor
- Local goods

COMPANY OVERVIEW

Services:

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

Brand Identity

Logo Variations:



Shelmerdine doesn't have a mission/vision statement, brand values, or official tone of voice because the business is in the process of creating a new brand identity. It goes by the slogan "SECOND NATURE," as shown in the logo. Shelmerdine wants to maintain the current logo, colours (blue and white), and typography, which are clean, corporate, and italic.

Shelmerdine wants people to feel joy when they walk into the garden center. Part of the experience of visiting Shelmerdine is to make new memories. If it were a celebrity, Shelmerdine would be Lauren Conrad to represent the business's current clean and luxurious imagery.

Imagery examples:



MARKET ANALYSIS

MARKET ANALYSIS

Key Publics

Demographics:

- White women ages 30-45
- Lives in Headingley, Charleswood, or River Heights
- Middle to high income level
- Are married and have children
- Attended post-secondary education
- Can be employed, retired, or stay-at-home mom

Psychographics:

- This demographic enjoys a quiet and relaxing lifestyle. They like their downtime when they're not at work or with their children.
- They don't care about fashion too much, but instead care about the quality of their attire.
- They want something new in their lives to do in their spare time.
- They enjoy hobbies in solitude, but share their findings and progress with friends.
- They are highly conscientious because they typically enjoy structure and organization.
- They spend time on social media to keep up with friends and family.

Market Trends

Based on extensive research of current plant and gardening trends, growing your own food seems to be the highest contender. As food prices rise, consumers are finding ways to plant anything from fruits and vegetables to small herbs. A second popular trend is vertical gardening. This means growing plants on vertical structures to maximize garden space. Popular environmentally sustainable trends include using native plants to reduce garden maintenance, and using circular economies to reduce waste and water usage.

Competitive Landscape

Lacoste Garden Centre (Lacoste) is Shelmerdine's biggest competitor. It is the other popular garden centre located in the South of Winnipeg.

Lacoste's major strength is its established sit-in coffee shop. Fools and Horses is a popular Winnipeg coffee shop and is located at Lacoste to stay. This is a great incentive for customers to spend a long time at the garden centre.

While Lacoste's user experience is better than Shelmerdine's, the aesthetic of a brand's website can be just as off-putting for some consumers. Lacoste doesn't have a strong brand identity with its featured lime green colour. Its website is very outdated and its social media feels chaotic compared to Shelmerdine's clean grid.

MARKETING OVERVIEW

MARKETING OBJECTIVES

Shelmerdine's short-term goal is to get the business organized by finding its voice, fixing its e-commerce system, and diversifying its audience and imagery. Its long-term goal is to bring new and different events into the store to encourage engagement.

MARKETING STRATEGIES/TACTICS

Shelmerdine uses direct and e-commerce channels for product distribution. Its direct in-person selling strategy is working the best while the e-commerce channel is being fixed. While Shelmerdine seems like a luxurious brand, the pricing is reasonable for a garden centre and similar to other garden centers in Manitoba.

PROMOTION STRATEGIES

According to the client briefing, Shelmerdine hasn't used many promotional strategies because it prioritizes brand awareness.

Shelmerdine's biggest promotional strategies are advertising, sales promotions, and digital marketing. For advertising, the business uses search engine optimization (SEO) on Google Ads. Shelmerdine often offers sales promotions, especially on fashion products. The biggest annual sale is called Bonus Bucks – when customers spend a certain amount of money to get a coupon they can redeem in June or July which are Shelmerdine's slowest sales months. Digital marketing is the other most successful promotion strategy with a successful 20,000-subscriber newsletter and a 50 per cent open rate. Other than these, Shelmerdine hasn't taken advantage of public relations and social media promotional strategies yet.

DIGITAL MARKETING ASSESSMENT

Website Analysis

According to the client briefing and from further examination, the website user experience is poor. The overall layout is difficult to navigate because it looks dated, the text isn't aligned properly, and it can be confusing to apply filters when browsing. The in-store coffee shop, a big incentive for Shelmerdine, isn't featured on the website in any way. The back end of the website also affects the user experience. The e-commerce and Point of sale (POS) systems are disconnected, meaning the inventory isn't updated, and it's extremely difficult for users to check the stock on the website.

MARKETING OVERVIEW

Social Media Presence and Engagement

Shelmerdine has social media platforms on Facebook, Instagram, TikTok, and Pinterest. Most of the accounts have a good following in all age demographics but a weak engagement rate. Pinterest has 802 followers and is a platform the business wants to leverage, while TikTok isn't used at all.

Facebook is Shelmerdine's most popular platform, with 24,000 followers, 23,000 total likes, and an average of 10-15 likes per post. In the last 30 days, visits, link clicks, and interactions increased – link clicks increased the most by 23.5 per cent. Views, reach, and follows decreased – views decreased the most by 30 per cent.

Instagram is Shelmerdine's second most popular platform, with 23,100 followers and a varying number of likes per post. In the last 30 days, views have increased by 61.9 per cent, while visits, reach, link clicks, content interactions, and follows have decreased – the most being link clicks, which has decreased by 90 per cent.

Email Marketing

Email marketing is Shelmerdine's most successful marketing campaign. Shelmerdine mainly collects emails for the newsletter in-store after a customer purchases or there is also a sign-up page available on the website. The campaign metrics show the most recent newsletter open rate was 54.98 per cent, and the click rate was 6.07 per cent, which are excellent metrics. The two concerning metrics are the orders placed and the unsubscribe rate. In the last newsletter, 49 customers unsubscribed and orders placed remained at 0 percent – both fairly consistent metrics compared to previous newsletters. This confirms that the newsletter is invaluable to many people and the links on the newsletter aren't available to click on.

MARKETING SYSTEMS AND PROCESSES

Shelmerdine mainly uses Klaviyo as a marketing system to track email marketing and website analytics. It also uses Google Analytics to track SEO and Meta analytics for social media metrics. This is a pain point for Shelmerdine because the communications team doesn't have time to analyze Google Analytics and Meta analytics. Shelmerdine also can't tell where its website traffic is being generated from. For example, whether the website traffic comes from social media, the newsletter, or Google.

SWOT ANALYSIS

SWOT ANALYSIS

Strengths

Shelmerdine's first strength is its leadership and employee level of expertise. Employees are inspired to work hard because they admire the owner of Shelmerdine. The employees are experts in gardening, and customers will visit the store to seek out advice from these specific employees because they trust them.

A second strength is that Shelmerdine is viewed as a one-stop shop, which is its unique selling point. It has everything from plants and services to fashion and home décor. People will want to spend time at Shelmerdine instead of running in to buy something quickly.

Weaknesses

Shelmerdine's biggest weakness is its e-commerce and POS system disconnection. The inventory isn't updating between the two systems and therefore, isn't showing the proper in-stock number on the website. This is a big problem for people who put minimal effort into checking if it's worth it to commute to a store in-person. This also makes the website user experience poor.

Shelmerdine's coffee shop should be a strength, but is also a weakness. The business used to have an established and permanent coffee shop for people to sit down and relax, but recently hasn't been able to keep a business partner. The current coffee shop, Gratitude Grinds, also only serves drip coffee, which can be a big disappointment for some customers if they were expecting high-quality coffee.

Opportunities

Shelmerdine's biggest opportunity is that garden stores in Manitoba are closing and it's time to cater to new audiences. This is a perfect time to leverage this opportunity as Shelmerdine partners with Gellers. Together, they can target homeowners who have pools and target more demographics.

A second opportunity is that Shelmerdine customers have a wide range of plant knowledge. While Shelmerdine doesn't segment email marketing or its newsletter to certain audiences yet, this would be a good situation to market the newsletter to different audiences based on their specific plant knowledge. For example, newsletter marketing could be segmented into people who buy indoor plants vs. outdoor plants.

SWOT ANALYSIS

Threats

Shelmerdine's location is its biggest threat. It is in Headingley, which is right outside the Perimeter Highway. Commuting to the store requires commitment, whereas its competitor, Lacoste, is located inside the city. Shelmerdine is also on the far West side of Winnipeg, which mostly eliminates other areas from the business's audience.

Shelmerdine's second threat is the highs and lows of gardening sales. Shelmerdine has many strong sales months, but June and July continue to be slow because people only need touch-up gardening supplies. Shelmerdine's key publics are also likely to be at their cottages outside of Winnipeg during these months.

INSIGHTS AND RECOMMENDATIONS

INSIGHTS AND RECOMMENDATIONS

To address weaknesses, I would recommend making the e-commerce and website organization the highest priority before anything else. People generally search a website before going in-store and if they don't have a good first impression, they won't commute to Headingley for the great experience Shelmerdine offers. Next, I would evaluate the current campaigns and focus on building new marketing strategies, specifically digital ones, instead of relying heavily on brand awareness. To mitigate threats, I would recommend increasing digital marketing strategies that drive traffic in June and July, similar to the Bonus Bucks sale.

To leverage the biggest marketing strategy Shelmerdine already has, I would segment email marketing because there are vastly different kinds of plant lovers. I would separate email newsletters into segments like indoor plant customers vs. outdoor plant customers. This could decrease the unsubscribe rate and increase orders placed on the website. Once the website and e-commerce are organized, the newsletter can direct people to the website for purchases.

I think Shelmerdine is a reliable brand with excellent leadership and employees. People in Winnipeg generally know of Shelmerdine from brand awareness. This is great and means Shelmerdine has many loyal customers, but it's also an opportunity to dive into new marketing strategies. The first step should be to fix the e-commerce and POS systems and update the website. After this, Shelmerdine should modify its brand identity to match other desired audiences, and then create new digital marketing strategies to increase engagement on social media and the newsletter. These next steps will be crucial for Shelmerdine to deliver its best first impression to customers.

APPENDIX A: EMAIL METRICS

Performance Highlights

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%

Bottom Performing Metrics

Last month (Jan 1, 2025)

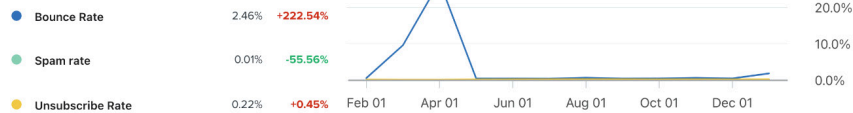
Metric	Performance	Your Value
Click-through Rate (Email) All Flows	Poor	0%
Click Rate (Email) All Flows	Poor	0%
Bounce Rate (Email) All Campaigns	Poor	1.88%
% of Orders Returned Business Performance	Poor	5.56%
Click-through Rate (Email) All Thank You Flows	Fair	0%

Email Deliverability

All emails

569,840 -7.42%

Total recipients

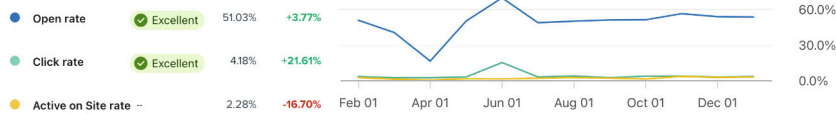


Campaign Performance

All campaigns

569,533 -7.47%

Total campaign recipients



Flows Performance Detail

Email SMS

☐ Exclude archived flows

Name	Recipients	Delivered	Unique Opens	Unique Clicks	Unique Active on Site	Revenue	Rev / rec
Abandoned Cart Reminder - Standard Archived	3	3	2 66.67%	2 66.67%	3 100.00%	CA\$0.00 AOV: N/A	CA\$0.00
Customer Thank You Live	304	292	175 59.93%	9 3.08%	17 5.82%	CA\$0.00 AOV: N/A	CA\$0.00
Welcome Series Draft	0	0	0 0.00%	0 0.00%	0 0.00%	CA\$0.00 AOV: N/A	CA\$0.00

APPENDIX A: EMAIL METRICS

(CONTINUED)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
1	Campaign Name	Tags	Subject	List	Send Time	Send Week	Total Recipie	Unique Place	Placed Order	Revenue	Unique Open	Open Rate	Total Opens	Unique Click	Click Rate	Total Clicks	Unsubscribe	Spam Compl	Spam Compl	Successful D	Bounces	Bounces
2	REOPEN JANUARY 15, 2024	We're Open!	Eblast Subsc	*****	Sunday		18314	0	0.00%	0	9965	54.98%	15587	1101	6.07%	1663	49	3	0.02%	18126	188	188
3	Fresh From The Tropics	Find Fresh In	Eblast Subsc	*****	Tuesday		18254	4	0.02%	462.76	9015	50.44%	14036	1148	6.42%	1717	53	1	0.01%	17873	381	381
4	Citrus Time	When Life Giv	Eblast Subsc	*****	Thursday		18718	8	0.04%	898.44	8907	47.86%	14156	675	3.63%	998	25	0	0.00%	18610	108	108
5	Gardener's, Start Your Eng	[MULTIPLE VA	Eblast Subsc	*****	Tuesday		18686	3	0.02%	219.97	10058	54.14%	16098	672	3.62%	1017	35	1	0.01%	18576	110	110
6	Our Top 3 Trees - On Sale N	[MULTIPLE VA	Eblast Subsc	*****	Friday		18654	4	0.02%	689.88	9661	52.06%	15580	524	2.82%	910	33	0	0.00%	18558	96	96
7	This Weekend! Our Spring	[MULTIPLE VA	Eblast Subsc	*****	Thursday		18628	3	0.02%	704.23	9144	49.34%	15289	569	3.07%	1028	32	0	0.00%	18532	96	96
8	Spring Break Fun In The Gri	[MULTIPLE VA	Door Prizes -	*****	Sunday		19020	0	0.00%	0	1895	13.74%	2694	255	1.85%	556	4	0	0.00%	13790	5230	5230
9	Because You Love Prizes .	Because You	Door Prizes -	*****	Thursday		18859	0	0.00%	0	2297	16.63%	3775	364	2.63%	673	17	0	0.00%	13812	5147	5147
10	TRUCKLOAD POTTERY EVE!	Our Truckload	Door Prizes -	*****	Thursday		19088	1	0.01%	55.99	8490	50.12%	14920	795	4.20%	1599	38	0	0.00%	18936	152	152
11	BONUS BUCKS 2024	[MULTIPLE VA	Door Prizes -	*****	Monday		19021	0	0.00%	0	9728	51.35%	15529	523	2.76%	822	38	0	0.00%	18944	77	77
12	MOTHERS DAY 2024	[MULTIPLE VA	Door Prizes -	*****	Friday		18987	0	0.00%	0	9473	50.04%	13943	602	3.18%	1023	33	4	0.02%	18930	57	57
13	HANGING BASKET SALE	[MULTIPLE VA	Door Prizes -	*****	Friday		18998	1	0.01%	65.6	9414	49.85%	14364	539	2.85%	1051	42	2	0.01%	18896	112	112
14	87th Anniversary Sale	Our 87th Ann	Door Prizes -	*****	Friday		18973	1	0.01%	44.79	13008	68.89%	19852	5468	28.96%	9889	36	2	0.01%	18882	91	91
15	POLLINATOR WEEK	Pollinator Mc	Door Prizes -	*****	Monday		18948	0	0.00%	0	13373	70.91%	21796	331	1.75%	671	53	4	0.02%	18858	90	90
16	DRESS SALE	[MULTIPLE VA	Door Prizes -	*****	Saturday		18900	3	0.02%	352.69	9060	48.17%	13302	1100	5.85%	1992	39	3	0.02%	18810	90	90
17	PERENNIAL WEEKEND SAL	[MULTIPLE VA	Door Prizes -	*****	Thursday		18841	1	0.01%	33.59	8955	47.75%	13313	382	2.04%	843	51	3	0.02%	18754	87	87
18	Bonus Bucks Time	[MULTIPLE VA	Door Prizes -	*****	Tuesday		18788	2	0.01%	89.58	9533	50.95%	14261	361	1.93%	778	56	3	0.02%	18712	76	76
19	AUGUST FARMERS MARKET	[MULTIPLE VA	Door Prizes -	*****	Wednesday		18757	0	0.00%	0	9520	50.96%	14770	420	2.25%	763	52	4	0.02%	18682	75	75
20	Farmers Market + Fall Plan	Farmers Mar	Contest Entri	*****	Wednesday		19443	0	0.00%	0	9740	50.69%	15748	862	4.49%	1363	51	2	0.01%	19215	228	228
21	FALL FASHION LAUNCH 20	[MULTIPLE VA	Contest Entri	*****	Friday		19238	0	0.00%	0	9413	49.18%	14323	1051	5.49%	1873	52	3	0.02%	19139	99	99
22	Sep-24	[MULTIPLE VA	Contest Entri	*****	Thursday		19188	1	0.01%	79.12	9733	51.00%	14902	468	2.45%	632	58	1	0.01%	19084	104	104
23	SEPTEMBER FARMERS MARKET	Farmers Mar	Contest Entri	*****	Tuesday		19147	1	0.01%	53.71	9960	52.28%	15477	556	2.92%	726	51	2	0.01%	19053	94	94
24	KIDS FUNZONE 2024	Our Kids Fun	Eblast Subsc	*****	Tuesday		19115	0	0.00%	0	9611	50.51%	14484	465	2.44%	653	44	1	0.01%	19028	87	87
25	SANTA PHOTOS 2024	[MULTIPLE VA	Eblast Subsc	*****	Saturday		19139	0	0.00%	0	9925	52.11%	15983	974	5.11%	3884	33	0	0.00%	19046	93	93
26	THE BIG LITTLE PLANT SALE	PLANT SALE!	Eblast Subsc	*****	Saturday		19155	3	0.02%	223.93	9676	50.77%	14374	527	2.77%	905	48	0	0.00%	19058	97	97
27	HOLIDAY SPARKLE EVENT	[MULTIPLE VA	Eblast Subsc	*****	Thursday		19128	1	0.01%	89.49	11120	58.48%	17368	779	4.10%	1054	45	3	0.02%	19016	112	112
28	FRESH CHRISTMAS TREES	Fresh Christi	Eblast Subsc	*****	Friday		19104	4	0.02%	229.47	10357	54.63%	15739	756	3.99%	1109	50	1	0.01%	18968	146	146
29	HOLIDAY SAVINGS START	Ho Ho Holid	Eblast Subsc	*****	Thursday		19052	2	0.01%	212.95	10295	54.35%	15249	543	2.87%	756	43	2	0.01%	18942	110	110
30	OUR BIGGEST HOLIDAY SALE	Our Biggest	Eblast Subsc	*****	Thursday		19012	0	0.00%	0	10172	53.73%	15516	656	3.46%	867	32	2	0.01%	18930	82	82

APPENDIX B: INSTAGRAM METRICS



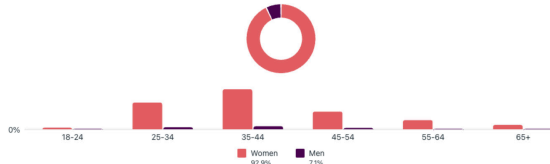
Audience Breakdown

Audience

Instagram followers

23,191

Age & gender

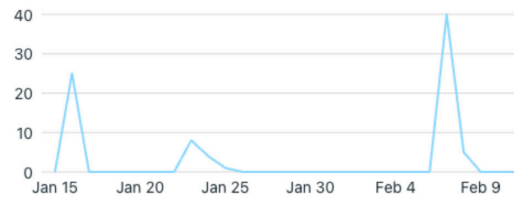


Top cities



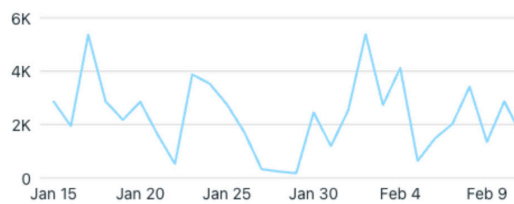
Link clicks

83 ↓ 90%



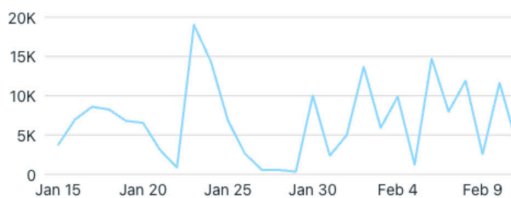
Reach

18.7K ↓ 26.7%



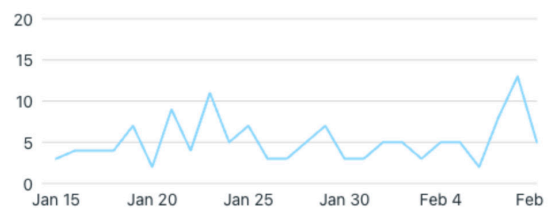
Views

190.1K ↑ 61.9%



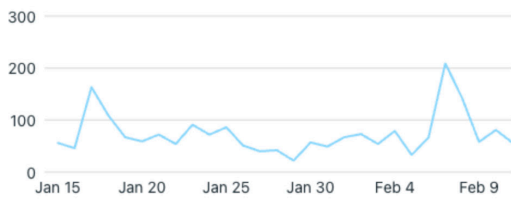
Follows

135 ↓ 28.9%



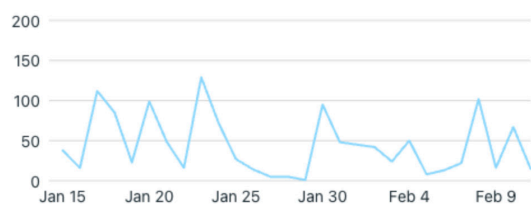
Visits

2.1K ↓ 21.8%



Content interactions

1.2K ↓ 3.4%



APPENDIX C: FACEBOOK METRICS

