



SINCE 1937

SHELMERDINE

SECOND NATURE

Client Profile and Marketing Audit



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Company Overview

Business Name: Shelmerdine Garden Centre (Shelmerdine)

Mission & Vision: Shelmerdine currently does not have an official mission or vision statement on their website. However, as they are updating their website, they will be creating new statements. Based on the "About Us" section, their mission and vision can be inferred as follows:

- **Mission:** "To bring joy and enrich customers' lives by creating sustainable floral designs and innovative gardening solutions that inspire and transform homes and spaces."
- **Vision:** "To expand their offerings and partnerships while staying rooted in Shelmerdine's tradition."

Brand Slogan: "Second Nature" and "Flora Meets Fashion" (introduced with their fashion line).

Unique Selling Proposition (USP): According to Lynn Tran, Shelmerdine stands out from competitors due to its dynamic approach—continuously evolving, innovating, and adapting to meet customer needs while delivering unique and inspiring experiences.

Product Offerings:

Indoor Plants: Pots, planters, pet-friendly plants, plant accessories

Fashion: Clothing, jewelry, footwear

In the Garden: Seeds, soil, trees, gardening tools, pest & animal control, fertilizers, garden wear, birding supplies, garden décor, lawn care, seasonal bulbs

At Home: Home décor, bath & body, kitchen essentials, fragrances, gourmet products

Services:

- Delivery service
- Fountain installation
- Expert advice
- Tree and shrub planting
- Plant sitting
- Professional & amateur photoshoot services



Marketing Analysis



Key Publics:

- **Primary Audience:** Middle-aged women (30-45) in Charleswood, primarily married with families and middle-to-high incomes.
- **Secondary Audience:** Geller's Landscaping customers (homeowners with pools and landscaping needs).

Psychographics:

- Passionate about nature and fashion
- Family-oriented, prioritizing a warm and nurturing home environment
- Enthusiastic about gardening, decorating, and sustainable, eco-friendly options
- Value products and services that evoke joy, comfort, and pride

Market Trends:

- Increasing demand for specialty crops such as herbs, medicinal plants, cut flowers, and organic produce
- Growing competition from large discount chains, prompting a need for superior products and services at competitive prices

Competitive Landscape:

- **Key Competitor:** Pineridge Hollow
 - **Strengths:** Diverse services, marketplace-style experience with dining and events, cozy natural setting, memorable visitor experiences
 - **Weaknesses:** Less focus on gardening, modern aesthetic may appeal only to younger audiences, location may be a challenge for attracting customers.

Marketing Objectives

- Expand target audience by attracting younger and more diverse customers
- Update website and conduct an SEO audit
- Organize fashion boutique pop-ups in new locations and introduce collaborative in-store events
- Refine brand tone and voice
- Strengthen partnerships with local organizations like Geller's Landscaping to enhance customer experience

Marketing Strategies and Tactics

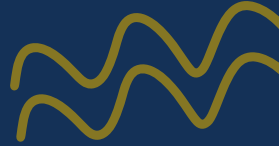


Product Strategy:

- Maintain a diverse product range, aligning inventory with seasonal trends (summer gardening, winter holiday items, etc.)

Pricing Strategy:

- Premium pricing for high-quality plants and gardening products
- Competitive pricing on basic items to attract budget-conscious customers
- Bonus Box loyalty program to reward repeat customers
- Consistent pricing across online and in-store platforms



Place/Distribution Strategy:

- Physical location at 7800 Roblin Blvd, Headingley, benefiting from high road traffic
- Online presence via Instagram, Facebook, and TikTok (with website links for easy shopping)
- Website offers home delivery, in-store, and curbside pickup
- Accepts phone orders for a personalized shopping experience

Promotion Strategy:

- **Advertising:** Relies on organic reach through social media (Instagram, Facebook) and word-of-mouth marketing
- **Public Relations:** Press releases to local news outlets, positioning staff as gardening experts in media features
- **Sales Promotions:** Seasonal and holiday sales, loyalty programs
- **Digital Marketing:** Regular email newsletters (sales, promotions, tips, event updates), blog content, expert-led social media videos
- **Social Media:**
 - Instagram (23.2K followers) and Facebook (24K followers) for engaging content
 - Pinterest (802 followers) with gardening mood boards
 - Reduced activity on TikTok and LinkedIn

Digital Marketing Assessment

Website Analysis

- **User Experience (UX):** They have a clear, easy-to-navigate website with menus like indoor plants, fashion and more. The website is interesting and eye-catching with high quality images and aesthetic colours aligning with their brand. Their website is optimised for mobile phones. They also have clear call to action buttons like sign up for emails, shop indoor plants and more.



- **Search Engine Optimization (SEO):** When you search “garden centre in Winnipeg” or “greenhouse Winnipeg,” Shelmerdine’s location does not pop up in list of places/locations. Although when we go down, Shelmerdine’s website is the first website for people to click. Shelmerdine also does not have any data on their SEO.
- **Content Quality:** They feature a variety of content on their website. They have educational contents like blog posts and “our guide to” where they provide step by step guides on gardening related topics. Their products have detailed description to help their customers make informed decisions. They also sometimes have a tab for reviews on their products. One good thing is that after you click on their product picture, you can hover the cursor on the picture, and it will act like a zoom in button. Though there are some tabs where there isn’t any product available like the Jewellery under fashion tab.

Social Media Presence

- **Platforms Used:** They use Instagram, Facebook, TikTok, LinkedIn and Pinterest. Although they don’t use their TikTok and LinkedIn account.
- **Engagement Metrics:**

Instagram

▶ Followers- 23.2K
 ▶ Reach- 18.7K
 ▶ Link clicks- 83
 ▶ Interactions- 1.2K
 ▶ Visits- 2.1K
 ▶ Views- 190.1K
 ▶ Follows- 135

Facebook

▶ Followers- 24K
 ▶ Reach- 12.9K
 ▶ Link clicks- 27
 ▶ Interactions- 565
 ▶ Visits- 2.8K
 ▶ Views- 45.5K
 ▶ Follows- 30

Email Marketing

- **List Management and lead generation:** They have an option for signing up for the newsletter through their receipts. They may also sign up customers in-store. Currently they have around 20,000 subscribers but are still waiting on doing an audit to remove unsubscribed customers. They’re also looking forward to combining Geller’s customer’s contact to sign-up for their newsletter. They have a 50% open rate and newsletter is their no. 1 driving force for customers.

- **Campaign Performance:**

▶ Open Rate- around 50%
 ▶ Placed Order Rate- 0.01 to 0.04%
 ▶ Click Rate- They vary (2.76%, 1.85%, 3.63%, 6.42%, 28.96%)
 ▶ Unsubscribes- They vary (4, 17, 25, 53, 49)
 ▶ Spam Complaint Rate- 0.00% to 0.02%
 ▶ Bounce Rate- They vary but usually stay between 0.40% to 2.10%. Once it was also 27.50%.

SWOT Analysis



Strengths:

- Shelmerdine's newsletter boasts an impressive 50%+ open rate, making it their top tool for attracting customers to their shop.
- They offer a variety of products, including plants, décor, and fashion, catering to different target audiences.
- With 23.3k Instagram followers and 24k Facebook followers, their social media platforms serve as valuable engagement and advertising tools.

Weaknesses:

- Their high product prices may not be affordable for all customers, potentially limiting their market reach.
- Sales are heavily concentrated in spring (April–June) and late summer (August–September), with significantly lower activity in the winter months.
- They currently lack in-depth sales performance tracking and customer funnel insights, making it difficult to optimize marketing and sales strategies.

Opportunities:

- While their content is high quality, they could attract a younger audience by incorporating more engaging and trend-driven content, such as behind-the-scenes clips, interactive challenges, and user-generated content rather than just “Tips and Tricks” videos.
- Conducting an SEO audit and using Google Analytics would provide valuable insights into customer behavior, search trends, and funnel drop-off points, helping refine marketing efforts.
- Introducing a customer loyalty program could encourage repeat purchases, improve customer retention, and sustain engagement during off-peak seasons.
- They could partner with local businesses, wedding planners, or community events such as street markets to expand brand visibility and reach new customer segments.

Threats:

- Shelmerdine faces competition from both physical stores like Pineridge Hollow, Lacoste Garden Centre, Home Depot, and Canadian Tire, which offer similar products—sometimes at lower prices—and online retailers like Amazon and garden or fashion apps that provide competitive pricing and convenient delivery.
- Customer preferences may shift over time, potentially reducing interest in gardening-related products and impacting overall sales.
- The absence of a loyalty program could lead to decreased customer retention, as repeat buyers may not feel incentivized to continue purchasing from Shelmerdine.



Marketing Systems and Process

- **Customer Relationship Management (CRM):** Shelmerdine doesn't have any systems in place.
- **Marketing Automation:** They use Klaviyo.
- **Data Analytics:** Don't have anyone to do data analytics.

Insights & Recommendations

- They should boost SEO by targeting keywords like "Winnipeg garden centre" or "Garden centre in Winnipeg."
- They should segment their email lists for more targeted campaigns.
- They should launch a loyalty program to award their loyal customers
- Launch referral program so current customers can refer friends by offering discounts or rewards.
- Host winter events to drive traffic during slower months.
- Invest in paid ads to target local customers with promotions and events.
- Start tracking campaign performance using tools like Google Analytics to monitor key metrics and get a proper insight on their customer behaviour.

Conclusion

Shelmerdine is a well-established and trusted brand in Winnipeg. They already have a well-established community and social media presence along with loyal customers. However, to enhance their position in the market, Shelmerdine should consider the insights and recommendations to increase its brand reputation. By capitalizing its strength, overcoming its weaknesses, leveraging its opportunities and mitigating its threats, Shelmerdine can strengthen its marketing performance and position itself as a leader in the gardening industry in Manitoba.

Appendices



<https://www.gov.mb.ca/agriculture/crops/crop-management/commercial-bedding-plantoperation.html#:~:text=Market%20Opportunities&text=Competition%20in%20the%20greenhouse%20bedding,be%20prepared%20for%20unforeseen%20situations>

<https://www.statcan.gc.ca/o1/en/plus/983-ready-set-garden>

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