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SHELMERDINE

SECOND NATURE

CLIENT
PROFILE
&
MARKETING
AUDIT

2025

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Company Overview

Business Name: Shelmerdine

Mission/Vision: There is not one available at the moment but I would say we pride ourselves on giving a personalized customer experience that goes beyond our plants. We focus on creating a sense of joy and happiness associated with our products and services, while being a community-centered, family-friendly environment. We are an evolving brand trying to connect with a more diverse audience.

Brand slogan: Second Nature

Unique Selling Proposition (USP): We are a one-stop-shop for gardening and fashion. Shelmerdine is family-owned and has a expertise in gardening which offers a personalized experience for visitors. The garden centre also has a relaxed and destination feel making customers feel like they can take their time, enjoy a coffee, and even study at the in-store café.

Product offerings:

- **Plants (Indoor & Outdoor)**
- **Gardening kits**
- **Gardening tools and accessories**
- **Clothing collections:** both seasonal wear and all-around pieces.
- **Fashion accessories:**
- **Wallaby Café:** A cozy space offering coffee for customers who want to sit, relax, or study.
- **Study Space:** A quiet area where customers can work, or study while being surrounded by plants and greenery.
- **Santa photoshoots:** Attracts families and children during the holiday season.

Brand identity: Shelmerdine is genuine, and down to earth, while having a luxurious feel. Shelmerdine may appear high class, but we also give their customers high value for reasonable prices and are accepting of everyone. Our goal is to invite customers to get their hands dirty while creating memorable experiences.

Brand essence: Joy

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Market Analysis

Key Publics and Target Markets

Demographics:

- Shelmerdine's primary demographic is middle-aged white women between 30–45 years old.
- The business also targets homeowners in Headingly, especially those with pools, which aligns with our partnership with Geller's.
- The gardening and plant demographic is more aligned with middle-aged women who value quality and hands-on experiences.
- We do want to broaden these demographics by becoming more inclusive and appealing to a more diverse range of customers.
- These key publics are likely to have disposable income and an urge to improve their outdoor living spaces.

Psychographics:

- Shelmerdine's primary audience values quality, and personalization. They want to invest time and money in creating beautiful, functional outdoor spaces and enjoy spending time shopping for both plants and fashion in a comfortable environment. These customers prioritize brands that provide a luxury feel, convenience, and an opportunity to make purchases that align with their lifestyle goals. Shelmerdine's café and study space also appeal to those seeking a more relaxing experience. These people value not just what they buy but how they feel when shopping.

Market Trends:

- Increased interest in gardening and eco-friendly products
- There is a rise in indoor plants and a trend of making homes greener especially among younger groups.
- Growth of online influencers focusing on healthy lifestyle, and green/plant accounts.
- More people (especially among younger groups) are looking for an experience somewhere they can stay and feel at home.
- Places like Shelmerdine's café and study space are becoming more popular and are a good way to increase foot traffic.

Competitive Landscape:

- **Pineridge Hollow:** Known for its local products and destination feel. It has a strong brand identity and a loyal customer base.
- **Lacoste Garden Centre:** Is well established, known for a wide variety of plants and competitive pricing, but lacks the experience Shelmerdine provides.

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Marketing Strategies & Tactics

Product Strategy:

- Very diverse range of products.
- You should continue to focus on best-sellers like perennials and clothing.
- Expand fashion and clothing options with more offers and options, especially in the fall/winter months when gardening sales slow.
- Make event services (wedding venue, flower farm) to appeal to the luxury market and create different revenue streams.

Pricing Strategy:

- Keep competitive pricing for gardening products to stay accessible, while showing the value of Shelmerdine's fashion offerings as more exclusive yet affordable.
- Continue leveraging things like the "Bonus Bucks" event — where you spend x amount you get x amount back — to encourage repeat purchases during slower months.

Place/Distribution Strategy:

- Continue driving in-store traffic, as it accounts for most sales.
- Improve the website's usability and accessibility. It is already organized but it is hard to navigate due to all the clicking to find one product.
- Pop-ups in high-traffic areas (beyond Headingly) to increase visibility and gain new audiences.

Promotion Strategy:

- **Advertising:** Use Google Ads, SEO-focused campaigns, and events to raise awareness about new services and seasonal products.
- **Public Relations:** Partner with local influencers and organizations — who share the same values as Shelmerdine and focus on healthy living/green lifestyle — to promote Shelmerdine as a destination spot.
- **Sales Promotions:** Improve existing promotions like Bonus Bucks and introduce loyalty programs to incentivize repeat purchases and customers.
- **Digital Marketing:** Strengthen social media presence, specifically leveraging Instagram Reels and video content. Platforms like Pinterest are great for product inspiration.
- **Social Media:** Focus on growing engagement through Instagram and Facebook with engaging video content and relateable posts.

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Marketing Objectives

*Over the next six months

- Define and solidify Shelmerdine's brand voice and start spreading it everywhere.
- Increase inclusivity and diversity within the customer base.
- Drive foot traffic to the store by increasing engagement through digital and physical promotions.
- Improve website functionality and accessibility to improve user experience. (less buttons)
- Use Google Ads and SEO for more effective advertising.
- Promote the coffee shop (Wallaby Café) and advertise study spaces.

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Digital Marketing Assessment

*Website Audit

User Experience (UX):

- Visually appealing with an organized layout, navigation is a little confusing but everything is marked for browsing plants, fashion, and home decor categories.
- The site seems to work well on different devices (both phone and computer), ensuring a good mobile experience.
- Users can easily shop, sign up for emails, and access services like plant care information.

Search Engine Optimization (SEO):

- The website includes categories for products, a blog, and clear URLs, which supports keyword-based SEO. There is also good internal linking to each page. Shelmerdine is the first website to pop up with most plant-based search terms I used in Winnipeg. Could maybe look into getting on the Google Maps places list.

Content Quality:

- The content is relevant to its audience, featuring plants, home decor, fashion, and gardening tips, with clear images and product details.

What to Work On:

- Too many buttons can overwhelm users, and most lead to more buttons/widgets. Consider by grouping related buttons, simplifying options or putting everything on one page with a sort of category.
- Prioritizing Calls-to-Action Make sure there are visible call to action all over the page not just one or two connected to each section.
- The landing page should include special promotions or bundles. Deals are what draws people in.

Social Media Presence:

Platforms Used: Instagram, Facebook, LinkedIn, Pinterest, TikTok
Metrics over the last 30 days:

Instagram

- Visits: 2,100
- Reach: 18,700
- Link Clicks: 83
- Interactions: 1,200
- Views: 190,100
- Follows: 13

Facebook

- Visits: 2,800
- Reach: 12,900
- Link Clicks: 27
- Interactions: 565
- Views: 45,500
- Follows: 30

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SWOT Analysis

*Strengths & Weaknesses

Strengths to Capitalize On:

Family-Owned Business with Decades of Experience: We can use Shelmerdine's good reputation and community connections to create marketing campaigns that relate to the human side. By highlighting the brand's family values, experience, and trust built, we can use this to promote the company's gardening and lifestyle offerings. Create employee stories on social media, in the newsletter, and on the website. Host local events centered around family activities like gardening workshops or fun fashion shows. Most importantly we need to make sure the business keeps its personal touch even as it grows so Shelmerdine's brand remains consistent and always connects with our key audiences.

Diverse Products (Plants, Fashion, Café, Seasonal Events): Shelmerdine offers a variety of products and services that can relate to multiple audiences (gardeners, homeowners, fashion enthusiasts). This makes the brand adaptable and able to drive foot traffic throughout the year for different things. Cross-promote products to create bundles to increase transaction values. For example you can offer bundles that include fashion items, plants, and garden accessories or have fashion shows with gardening themed clothing. We need to make sure each product/event is given focus in marketing efforts to show Shelmerdine is more than just plants.

In Store Experiences: The café and study spaces are one of Shelmerdine's biggest advantages over its competitors. To capitalize on this, Shelmerdine can host seasonal events to include more interactive experiences like DIY workshops, plant tours, collaborations with local artists, study sessions, or lunch and learns which could help drive foot traffic through slow times.

Weaknesses to Address and how to Mitigate:

Website Usability Issues: The website is difficult to navigate because of all the options and buttons which could lead to frustrations and poor online sales. We should conduct a professional website audit to find difficulties for customers. The website could use a redesign to focus and clear product groups.

Social Media Engagement: Shelmerdine has a large following, but engagement isn't at it's full potential. We should develop a content calendar that emphasizes more interactive posts (polls, contests, etc), and things like behind-the-scenes content which could help boost engagement and drive foot traffic to the store. We could also partner with local influencers or sponsors just like your recent post announcing your sponsorship with Geller's.

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SWOT Analysis

*Opportunities & Threats

Opportunities:

Digital Marketing (Instagram Reels, Pinterest, TikTok): Personal video content is becoming more popular across platforms like Instagram Reels and TikTok, and Pinterest is perfect for showing off Shelmerdine's offerings. We should create short-form video content, showing behind-the-scenes looks, product tutorials like how to care for specific plants, and tours of Shelmerdine and what you have to offer.

Develop and Market the Café and Study Spaces: With an expanded café menu, Wallaby Café can become a place where customers come not only to shop but to relax, work, or socialize. Promote the café and study spaces as a comfy space, with an inviting atmosphere. Offer seasonal menu items and event promotions (free coffee with event tickets, themed drinks).

Broaden Target Demographics: Differ yourself from primarily middle-aged white women to a more inclusive audience. By using marketing campaigns and hosting events that appeal to a wider age range and cultural backgrounds, Shelmerdine can reach new markets. Introduce segmentation, such as targeting pool owners or gardening enthusiasts. Creating or expanding partnerships with local businesses, like Gellers, or hosting collaborative events will also introduce new customers.

Threats:

Competitors: Both Pineridge Hollow and Lacoste Garden Centre have loyal customer bases and offer comparable experiences/products to Shelmerdine. To differentiate Shelmerdine, focus on what makes it different: its combination of fashion, gardening, and community experiences. Create and promote exclusive events (fashion shows, seasonal plant sales, gardening workshops).

Online Shopping: People love to online shop, and it is a significant threat. Competitors who have easy to navigate websites and experiences may attract customers looking for a more convenient way to shop. Create an online shopping in Shelmerdine's website and continue to focus on in-store experiences, deals, and advertise your more affordable products.

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Marketing Systems and Processes

Customer Relationship Management (CRM): Systems in place.

- You have no CRM systems in place at the moment.

Marketing Automation: Tools and platforms used.

- Klaviyo for the newsletter
- Google Analytics for their website

Data Analytics: Metrics tracked and analysis methods.

- The newsletter can track metrics like open rates, click-through rates (CTR), and subscribers which can help give insights into engagement and the effectiveness of newsletter content.
- Other than that there is no other available data at this time.

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Final Insights and Recommendations

- Shelmerdine should prioritize creating engaging visual and video content across all its platforms to reach a wider audience. Focus on personal video content as it fits better in the current landscape of social media. (Show behind-the-scenes looks, product tutorials such as “how to care for specific plants”, and tours of Shelmerdine.)
- Partner with other businesses (much like Geller’s) that fit your audience and will introduce Shelmerdine to new demographics.
- The website is well organized but could use small revamp. Include special offers, deals, and events on the landing page while still highlighting what you already have on it. It is separated well but I would recommend less buttons and widgets to click through.
- launch a loyalty program like your email newsletter, but with slight discounts for repeat customers. Consider punch cards or an app that tracks purchases for repeat customers and give them an incentive to come back.
- Market Shelmerdine’s lifestyle offerings more. People are looking for an experience. Show them the café and study space and welcome them to stay, this isn’t a rushed experience.
- Consider segmenting your email list based on behavior, demographics, and what each group wants for more tailored content for each audience.

Shelmerdine is a well-established brand with strong ties to the Winnipeg community, but there are clear areas for improvement. By expanding your digital presence, improving your website’s navigation, and marketing the customer experience just as much as the products you offer, you can strengthen Shelmerdine’s position in the market.

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