



GARDEN CONNECT

Rethink
Garden
Retail
Marketing

Helping garden centres to grow online & offline

Visit us at the
Nurseryland
Conference!



Helping garden centres to grow online & offline

Did you know 46% of the queries on Google are focused on seeing, visiting or buying something nearby? Every day, customers in your area are looking up information about the products you're selling. We're helping garden centres and nurseries like yours to make sure new customers can find their way to your online & offline store.

We're proud over 300 garden centres are currently using our platform. Our team of 45 developers, designers, online marketers and content marketers is ready to help you to realise your online ambitions as well.

Visit us at the Nurseryland Fall Conference in Abbotsford or reach out to Melissa via melissa@gardenconnect.com

Your website is never out of date with our gardens tips & news

Customers are always on the lookout for garden tips, trends and news. But keeping your website up to date is a daunting task. We help you to keep your website up to date, multiple times per week.

Every garden centre is unique, so every website we design is different. We don't use templates and will make sure the styling matches your branding. Combined with our unique content service, you will get a professional, up-to-date website your customers instantly recognize!

What to expect from us:

- Multiple times per week, ready-to-use news items and photos. You can publish, ignore or alter them entirely: you're in charge
- Extensive garden tips, created in partnership with Nurseryland
- Google friendly technique
- Quick support, important updates and hosting are always included

Our team of experts will help you to make sure that your website matches your goals and ambitions. We don't provide you with a tool but work from A to Z to make sure your website stands out from the crowd!



Your webshop: an online showroom & sales channel

In 2021, 76% of the customers visiting stores visited a website before going there. They looked up opening hours, product information or information about the services provided by those stores. Having a webshop will help to give your potential customers valuable information about your product lines.

We currently host over 150 webshops of garden centres and nurseries, and due to our flexible platform, we can match your webshop with your ambitions:

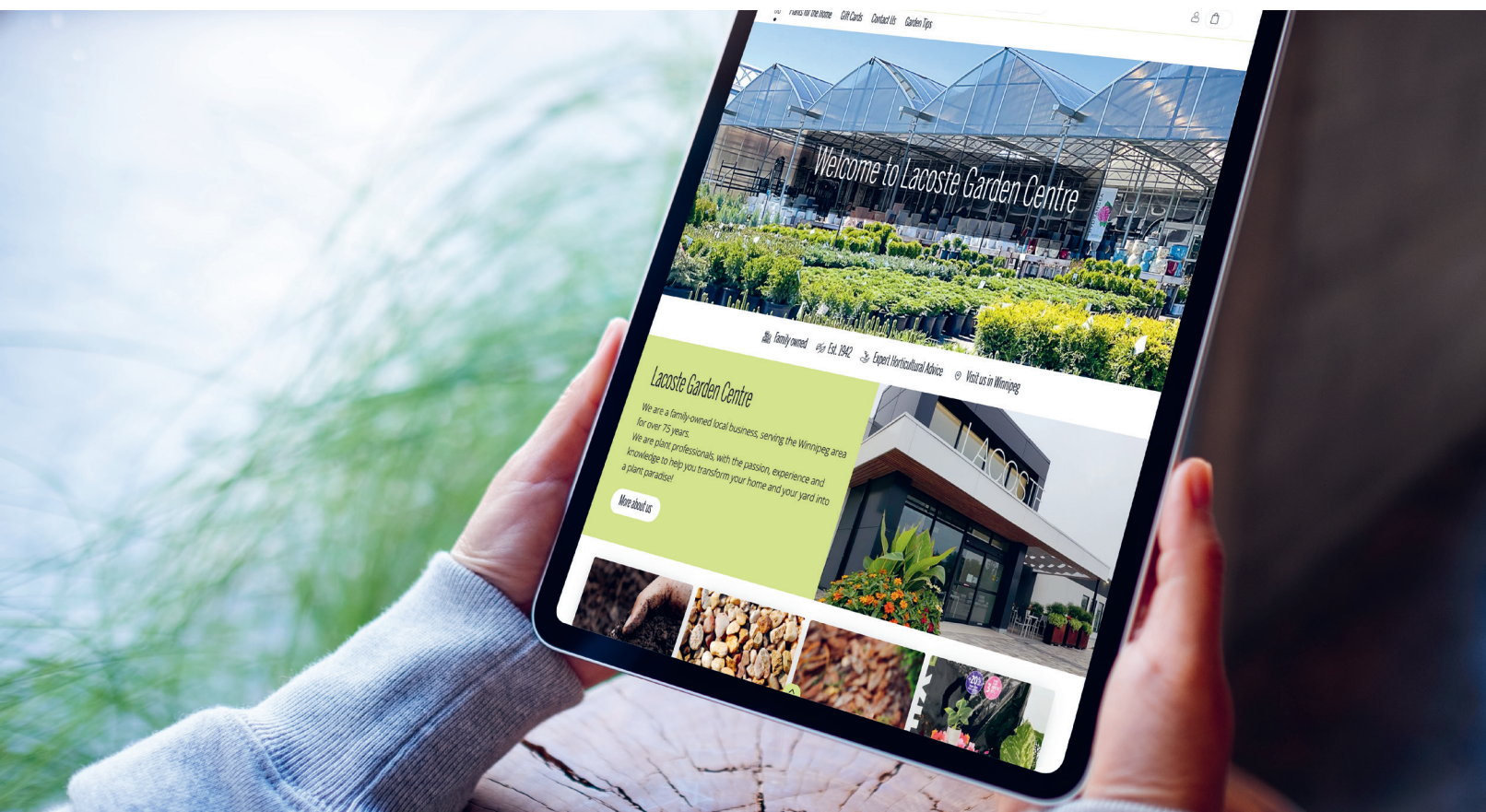
- Sell nationwide or internationally
- Sell to your own local customers by postcode areas
- Offer curbside pickup or just create an online showroom

But what can you expect from us if we're working with you on your webshop? Every webshop is different, and we don't provide a standard tool since your business isn't standard. We always have a strategy meeting to discuss your ideas, ambitions and current situation before we start working.

We can help you with:

- POS integrations, we have over 45 of them, including Counterpoint and Windward
- Online payments via multiple providers
- Selling on eBay and Amazon
- Shipping conditions: sell locally or nationwide
- Online content & product data
- Integration of your loyalty program
- Multi-buys, special offers, product variations and many other options

Did you know that many of the customers we currently have, started their e-commerce projects on self-service platforms like WooCommerce, Magento & Shopify? Our platform has the flexibility you need as a garden centre to be successful online!



Local SEO Marketing: get more customers to your garden centre!

How can you get more customers to your garden centre by optimising your website and Google rankings? What areas should you target, and how can you write inspiring content to encourage your visitors to visit your store? Local SEO Marketing is the service we have to boost your local presence!

Already 75 garden centres are using Local SEO to increase footfall and not without reason: 46% of the Google users is searching to do, see or buy something nearby. We can help you to boost your local rankings as well.

- Write Google-friendly texts targeting your local customers. All our writers are trained and have knowledge about plants, bio-diversity and outdoor living.
- Optimise your Google My Business profile to ensure Google will show your business if local customers are looking for information online.
- Professional linkbuilding to increase the popularity of your website.
- Manage and update other citations on websites like Yelp, Apple Maps and more.
- Improve the number of online reviews you get and make sure customers can see them: social proof helps to generate footfall!

Local SEO Marketing is the perfect process to get more local customers to your website & garden centre!

Contact us today

Are you curious to know why over 300 garden centres already use our services? Contact us today at melissa@gardenconnect.com for more information.

You can also visit us during the Nurseryland Fall Conference in Abbotsford.

