



# From Strategy to Tactics

FOR DIGITAL MARKETERS





# Rob Sproule

**Co-owner and Marketing Director** of Salisbury Greenhouses, Salisbury Landscaping, and Salisbury at Enjoy.

**Founder and lead strategist** of Dig Marketing.

**Speaker and author**, innovating and inspiring garden center marketing and education for the next generation.



# Salisbury Greenhouse

## SHERWOOD PARK

Proudly serving the community of Sherwood Park and the greater Edmonton area since 1965. The garden centre sprouted from humble beginnings in a small greenhouse on Helen & Fred Sproule's property.

## ST. ALBERT

Salisbury at Enjoy Centre offers a **complete garden shopping experience**. Open year-round, Salisbury at Enjoy is an indoor oasis perfect for spending an afternoon in, even during those cold St. Albert winters!





# Dig Marketing

BY THE INDUSTRY,  
FOR THE INDUSTRY.

SINCE 2017



**CATALINA MORALES**  
Digital strategist



**JESSY LIN**  
Business development manager



# Leadership & Coaching Services



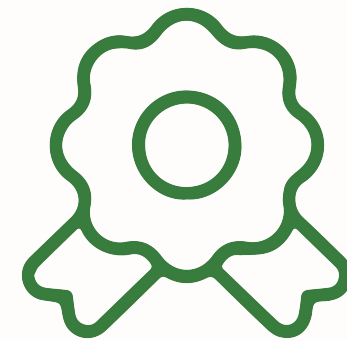
## ENGAGE.

Personalized, one-on-one virtual sessions with Rob Sproule to cultivate your leadership skills.



## COMMIT.

Secure your garden center's growth with an exclusive partnership, ensuring focused attention.



## ACHIEVE.

Develop and execute a strategic plan tailored to your garden center's unique challenges and goals.

CHECK US OUT:







# Key learnings

IN TODAY'S PRESENTATION

- 01** Steps to building an actionable marketing strategy
- 02** Best tactics and how to choose the best one for you
- 03** Best use of budget
- 04** How to build a persona and promotional calendar



# Where are we **failing?**

We're paying for the strategy but  
not for implementing the tactics.





Me: Mom, can we pay to implement tactics?

Mom: No, we can implement tactics at home.

Implementing tactics at home:





# Why do we need to invest in marketing?



## GROWTH

If you don't invest in marketing, you'll be starting from scratch. Focus on growth rather than cost savings.



## VALUE

Customers don't want to "lose" you. See your products from their perspective and show the added value of your products.



## COMMITMENT

86% of people surveyed said they feel better about a brand that shows commitment to their products and services.

*Harris Interactive/Yankelovich, 2024*



# 01

## Setting Up For Success

Tools, activities, and considerations  
that will make your vision clear.







WHAT IS

## MARKETING STRATEGY?

A business's long-term plan for achieving a company's goals by developing a customer base for the product or service that the business provides.



# strategy



# tactics

The horizon—where you want to go.

Individual stages of the journey.

Comes from the top; ownership aligns it with core business elements (target customer, your “why”, etc.)

Come from managers, and can be easily laid out and delegated if the strategy is in place.

Makes tactics proactive and pushes your competitive differentiators forward.

With no strategy, they are reactive and often just mimic the competition.

The work—sets the stage for the execution of tactics / ideas.

Intoxicating and sexy—they are all the awesome marketing ideas we have.

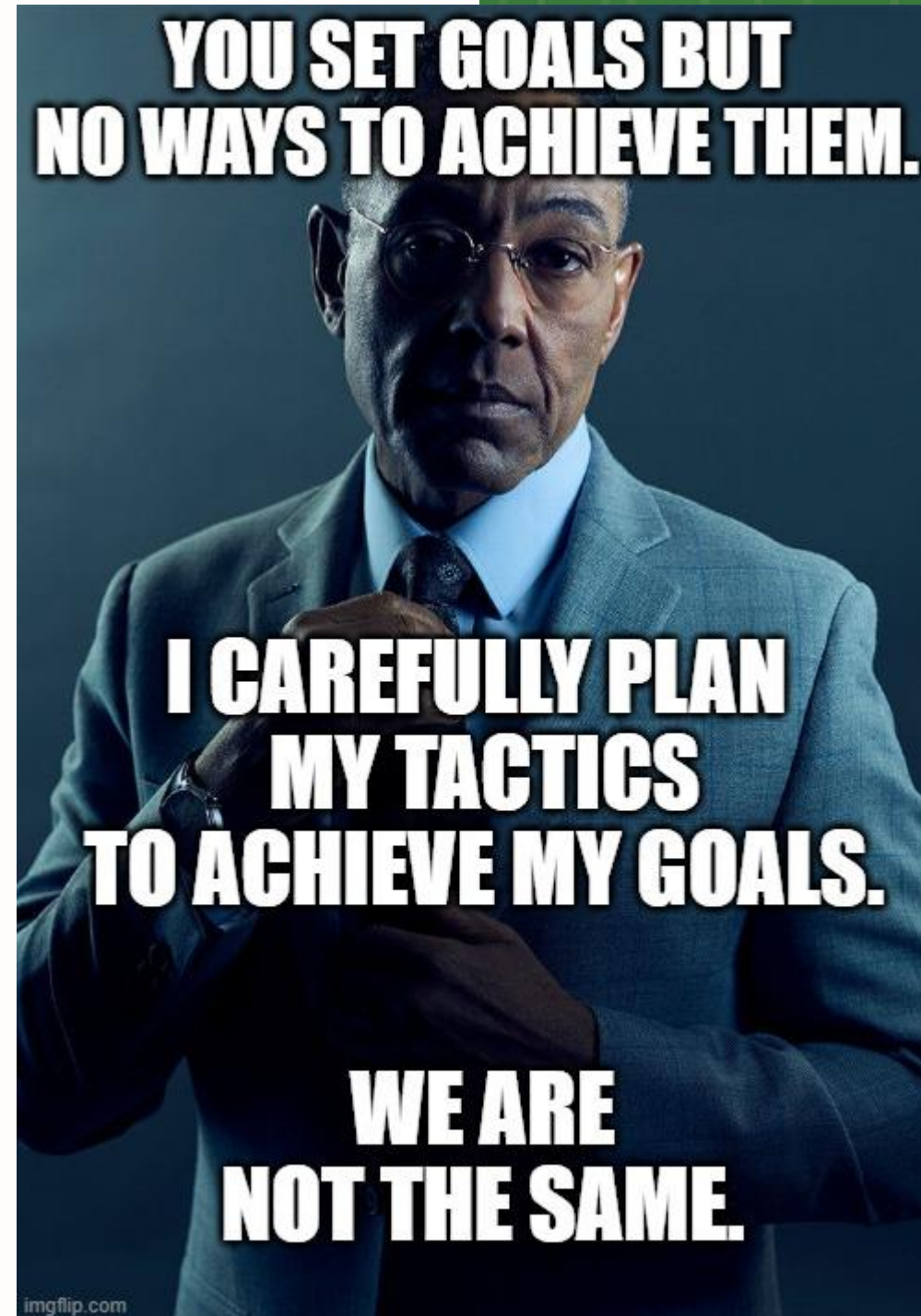
With a strategic roadmap in place, they serve a unified purpose and build business towards the strategic goal.

Without a strategy, tactics feel random and don't build on each other.



# GOALS

The object of a person's ambition or effort; an aim or desired result.



# TACTICS

An action or strategy carefully-planned to achieve a specific end.



# Steps to building your marketing strategy:



## SET SMART GOALS

Work backwards from these.



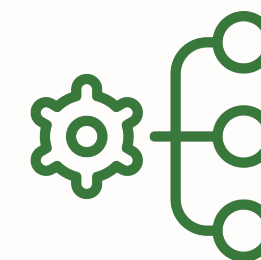
## RESEARCH TACTICS

Select the ones that work best for you.



## SWOT ANALYSIS

Identify your strengths and opportunities.



## BUDGET & TIMELINE

The plan for setting things in motion.



## BUILD A PERSONA

Define your customer base!



## IMPLEMENT!

Let the hard work do the talking.





**S** **MART**

**M** **EASURABLE**

**A** **CHIEVABLE**

**R** **ELEVANT**

**T** **IME-BOUND**



INTERNAL

# STRENGTHS

What do we do well?

What's unique about our products or services?

What assets do we own?

# WEAKNESSES

What can be improved?

What are our customers or staff dissatisfied with?

Where are lacking knowledge or resources?

EXTERNAL

# OPPORTUNITIES

How can we leverage our strengths?

What trends can we take advantage of?

Which other markets could we capitalize on?

# THREATS

What are our competitors doing?

How do our weaknesses make us vulnerable?

What exterior factors could affect our business?

POSITIVE

NEGATIVE



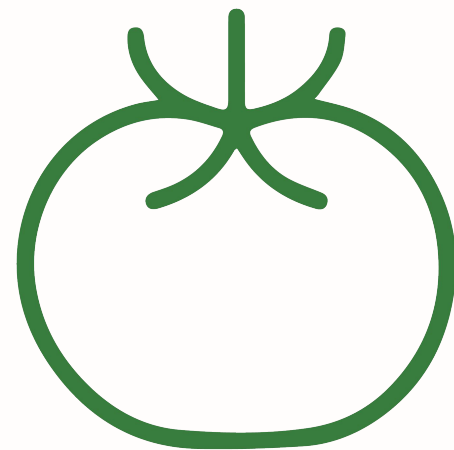


Google



Review Analysis





### WHAT SETS YOU...

An incredible selection of heirloom tomatoes that people from all over the state come to buy from you.



### ...APART FROM...

An award-winning landscaping department that provides customers with beautiful curb appeal.



### ...THE COMPETITION?

Fresh mixed containers and hanging baskets, grown in-house every year, for gorgeous summer blooms.

# Your 3 Uniques





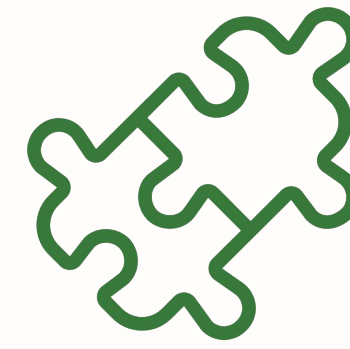
## DEMOGRAPHIC CHARACTERISTICS

Age, gender, income,  
education level, etc.



## PSYCHOGRAPHIC CHARACTERISTICS

Values, personality, interests,  
lifestyle, etc.



## OTHER CONSIDERATIONS

Problems, goals, preferred  
communication channels, etc.

**Who is your ideal customer?**





## Persona 1: The Snowbird

**Age:** 50-55+

**Homeownership:** Retired homeowner with disposable income

**Education:** Educated, successful business background

**Ethnicity:** Caucasian

**Beliefs:** Christian, with mixed but more conservative values

**Interests:** Active lifestyle including golfing, dancing, and outdoor music

**Gardening Experience:** Plants annuals and perennials, relies on landscaping services

**Shopping Habits:** Values standing out and having a unique yard, keeps up with the Joneses

**Reasons for Choosing IGC:** Low-maintenance lawns while being away, differentiates from neighbours

**Challenges with IGC:** N/A

**Motivation for Purchasing:** Wants a distinct yard, desires unique plants and landscaping

**Information Exchange:** Visits the store for inquiries, reads newspaper articles

**Learning Preferences:** N/A





## Persona 2: Millennial Mom

**Age:** 30s

**Homeownership:** New homeowner

**Education:** A mix of education

**Ethnicity:** N/A

**Beliefs:** Values sustainability, native plants, and pollinators. Prefers using organic fertilizers.

**Interests:** Generational gardening, wants a yard for teaching kids, emphasis on the nursery experience.

**Gardening Experience:** Wants landscaping in place, likely to evolve into accent pieces or edibles.

**Shopping Habits:** Willing to pay for quality, attracted to selection and assistance offered at IGC.

**Reasons for Choosing IGC:** Help and selection, nursery experience, family-friendly environment.

**Challenges with IGC:** Lack of awareness due to inconspicuous road visibility.

**Motivation for Purchasing:** IGC offers assistance, quality, and a family-friendly environment.

**Information Exchange:** Instagram & friends.

**Learning Preferences:** Self-education, desires information and self-improvement.



# Age

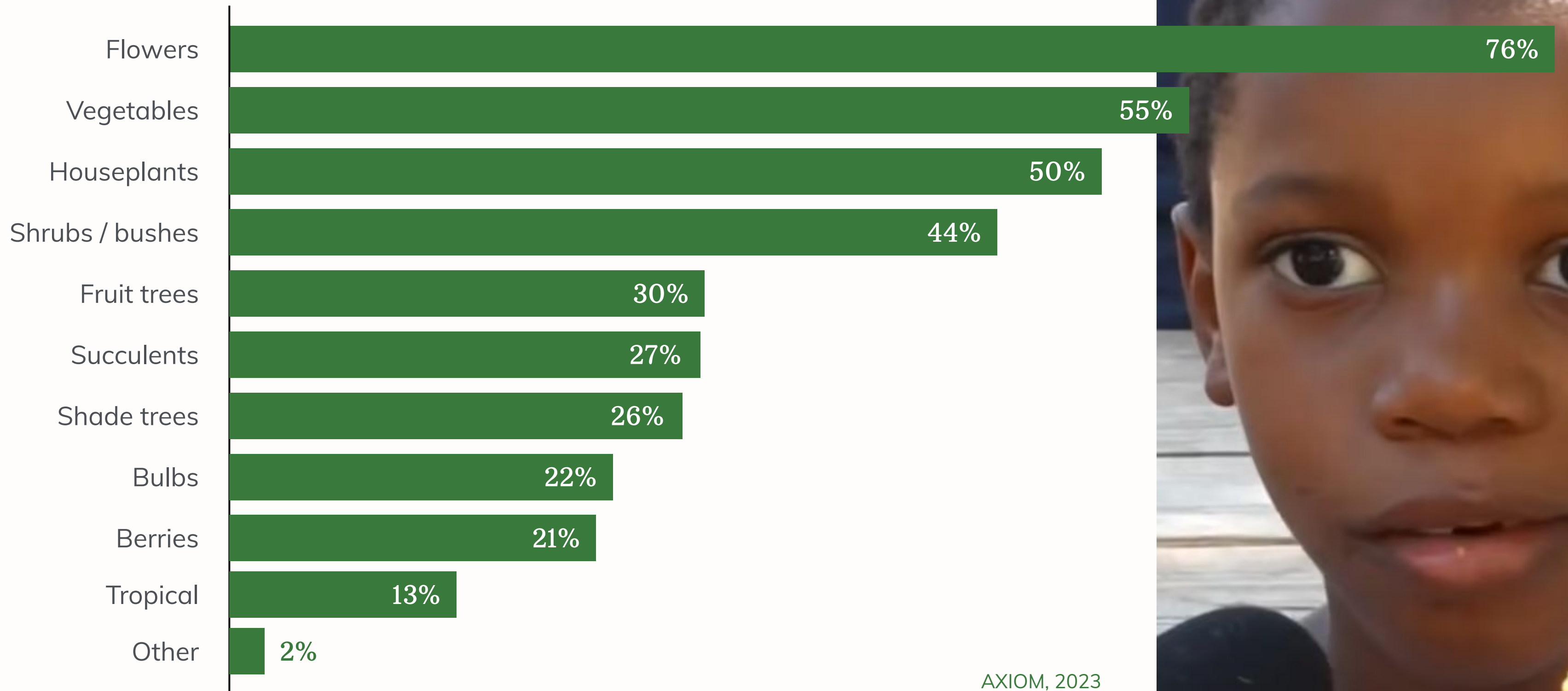
FLORAL MARKETING FUND SURVEY, 2020



AGE OF HOUSEPLANT PURCHASERS







# What Types of Plants Do You Grow?





## IN-GROUND



67%

## CONTAINER



40%

## RAISED BED



31%

## INDOOR



14%

# Types of gardens

Interest in container gardening increased by 200% from 2021 to 2022 —and it's still on the rise (National Gardening Association, 2022).

The biggest increase in container-gardening spending is coming from the 45-54 age group (Garden Media Group's 2024 Garden Trends Report).



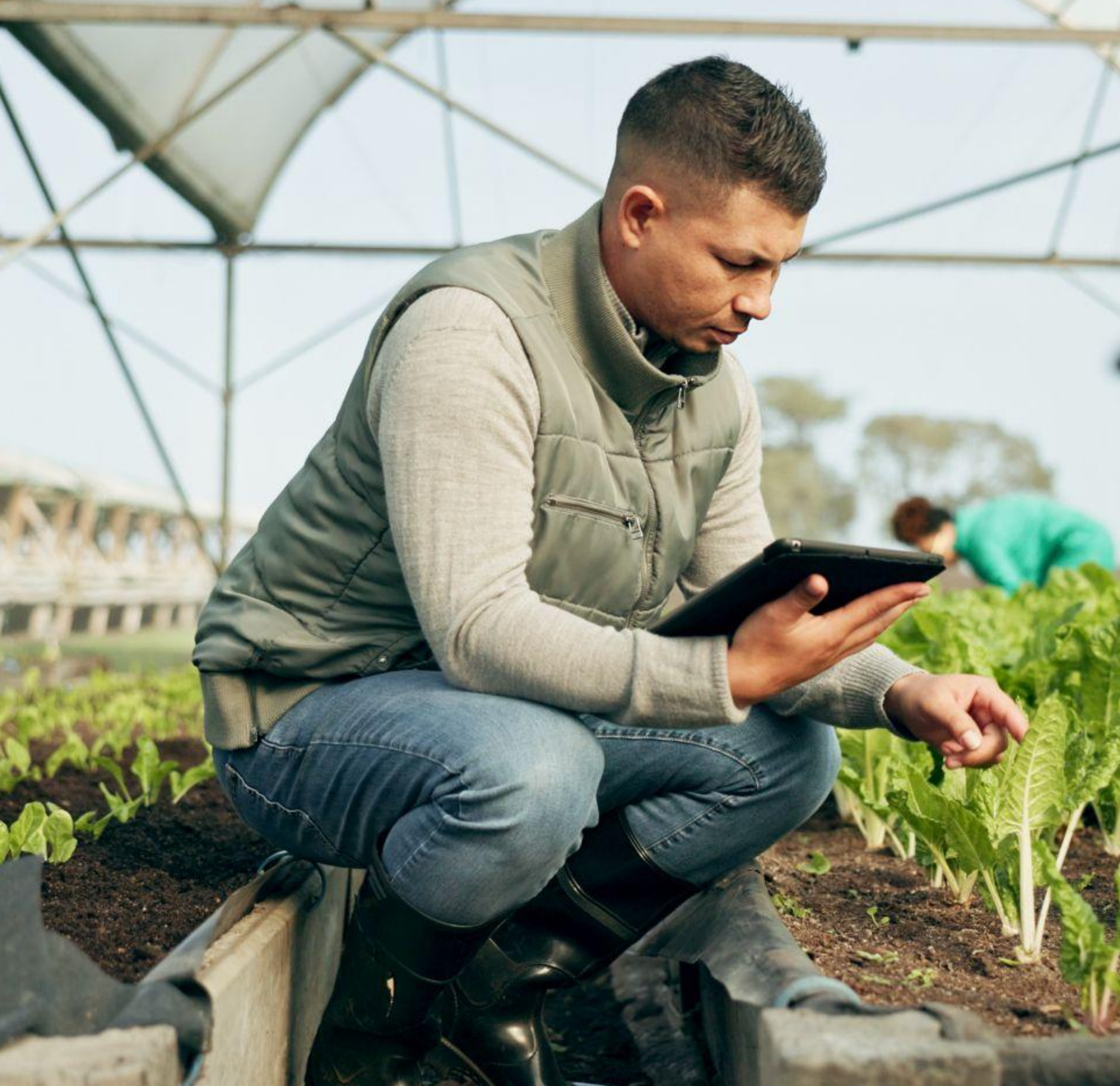
# 02

## Researching Tactics

Turning your long-term plan into  
manageable and achievable steps.







## CONSIDERATIONS

# WHAT DO YOU HOPE TO ACHIEVE?

Set marketing objectives.

Are you **targeting** new customers or returning ones?

Sample objectives:

- generate leads
- increase revenue
- improve brand awareness
- enhance social media presence



## CONSIDERATIONS

# WHICH TACTICS DO YOU LIKE MOST?

Make a list of **tactics** you have tried.

Circle the ones you **liked the most**.

Write **one reason why** for each one.

Not sure what tactics are? We'll be going over a bunch of them in just a bit.







## CONSIDERATIONS

# WHAT DOES YOUR IDEAL LOOK LIKE?

Create an **ideal plan** first; then, work backwards.

Include types of campaigns, budget, and timelines.

Remember to keep it SMART.



## CONSIDERATIONS

# WHAT IS YOUR “WHY”?

Your “why” is your **purpose as a business**.

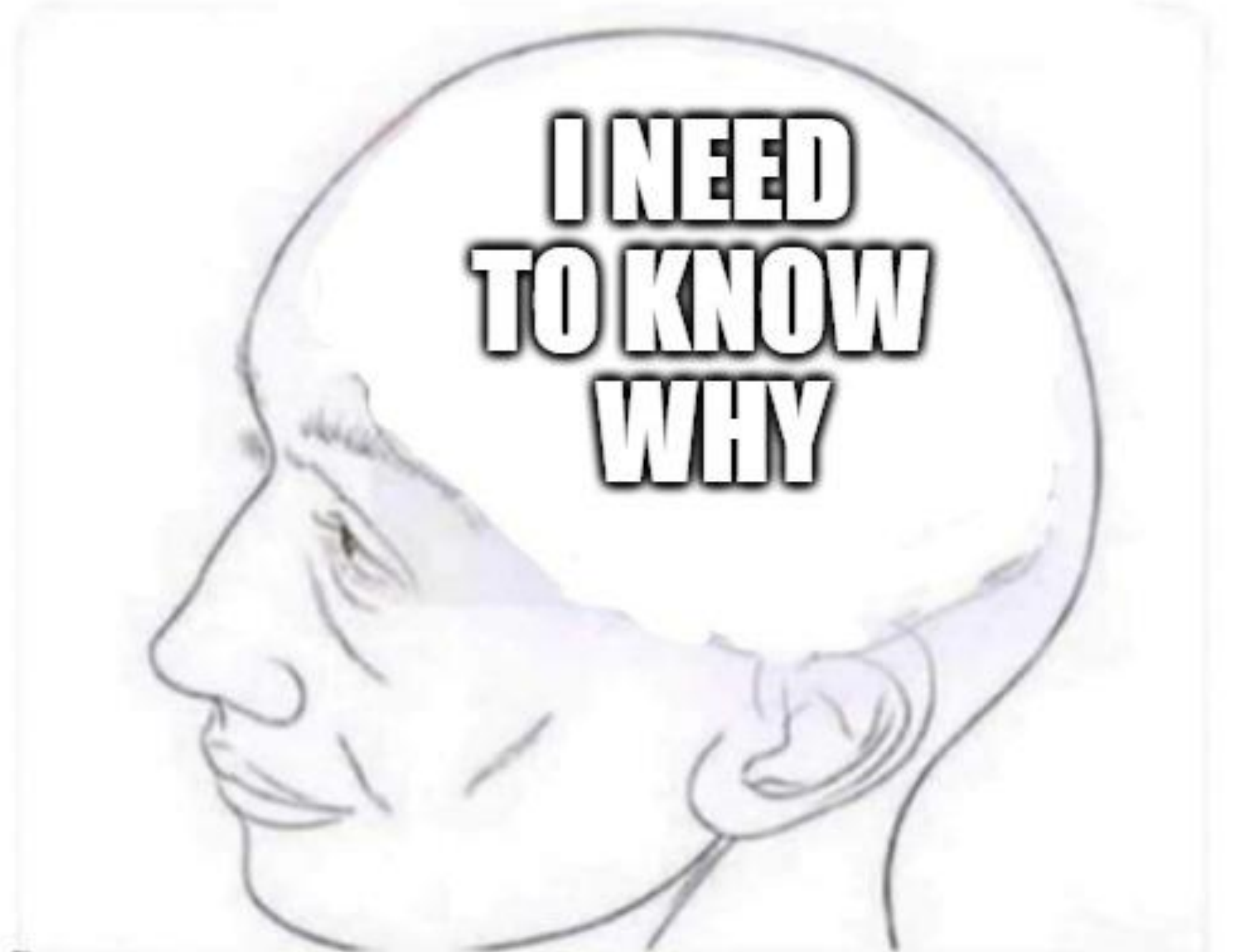
Can help you **create a brand message** that resonates with your target audience.

Should **communicate the value** you provide.

Sample “why” from IKEA:

To create a better everyday life for many people.

Why you so quiet? What's on your mind?





# Tactics to consider



## PAID MARKETING

- Meta ads
- Post boosting
- Print / TV ads





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## WEBSITE

- SEO
- Analytics
- E-Commerce





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## CONTENT

- Social media
- Blogs
- Videos
- Podcasts
- Infographics





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## SOCIAL

- Events
- Workshops
- Giveaways





# Tactics to consider



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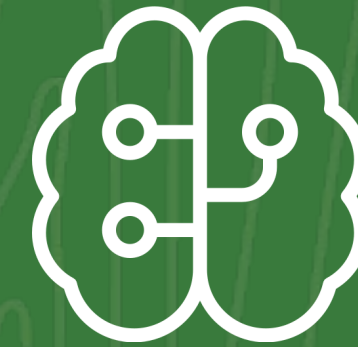
## CONTENT

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## SOCIAL

- Events
- Workshops
- Giveaways



## A.I. INTEGRATIONS

- Idea and concept generation
- Personal shoppers for e-commerce / online concierge services





PURCHASE  
HISTORY



BROWSING  
BEHAVIOUR



DEMOGRAPHIC  
DATA

# A.I. Integrations

How people buy has changed.  
We can use the data of their last  
purchase to make them buy again through  
P.O.S. integrations with email and social media.





## SEO & ANALYTICS

Customer:

A streamlined web experience.

Business:

Getting ranked in Google and earning customer data.



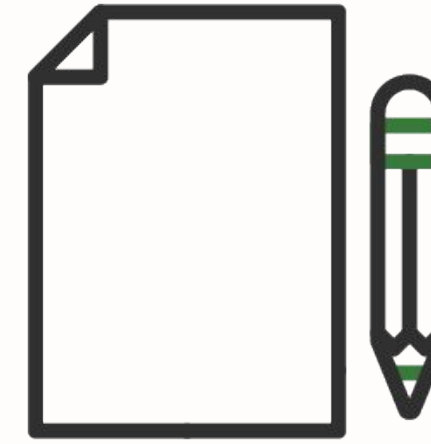
## SOCIAL MEDIA

Customer:

Feeling connected and heard.

Business:

Building brand awareness online and interacting with customers.



## A.I. FOR BLOGS

Customer:

Knowledgeable content.

Business:

Less time spent on ideas and more time on the sales floor.

# Our Recommended Tactics



# Promotional Calendar

SAMPLE BY DIG MARKETING

	Q1			Q2			Q3			Q4		
	01	02	03	04	05	06	07	08	09	10	11	12
Promos			█		█		█	█		█	█	█
Email		█	█	█	█	█	█	█		█		█
Social media		█	█	█	█	█	█	█	█	█		█
Events	█		█	█	█							
Local	█	█	█		█		█	█				█
PR				█	█						█	█
Blog	█	█	█	█	█	█	█	█	█	█	█	█
PPC Ads	█	█	█		█		█		█	█		
Affiliates	█	█	█	█	█							
Influencers			█		█		█	█			█	



# Promotional Calendar

SAMPLE BY DIG MARKETING

	Q1		
	01	02	03
Promos			Launch landing page
Email		Build automated emails	Thank you for signing up
Social media		Target competitors w/ ads	Custom gift codes on socials
Events	Cooking workshops		Cooking workshops
Local	Partner w/ local influencers		Partner w/ local influencers
PR			
Blog	Build educational content for keyword frame		
PPC Ads	Research competitors		Ads for landing page
Affiliates	Research competitors' loyalty programs		Launch loyalty program
Influencers			Launch Food Influencer campaign



# IN-HOUSE

What skills are available on your team to get the tactics working?

What skills are missing? Is this something you can reliably hire for?



Is your team missing most of the skills required to implement tactics?

Do you have the budget to hire someone else to implement tactics for you?

# OUTSOURCE





# Key points

- 01** Use the tools to define your strengths and make a plan.
- 02** Choose tactics that **align with your business** goals and values.
- 03** Set a **tight budget** and timeline
- 04** Visualize your **ideal customer** and **promotional year**—the rest will come.





# Contact Us

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