

# THE BENEFITS OF ADDING A MOBILE APP TO YOUR GARDEN CENTRE MARKETING

TRANSFORM YOUR BUSINESS  
**redfish**  
MARKETING & TECHNOLOGY

# BY 2025

IT IS PREDICTED THAT 95% OF THE UK POPULATION WILL BE USING A SMARTPHONE.



**78%**

OF THOSE AGED 55 AND ABOVE HAVE A SMARTPHONE



**4 HRS**

PEOPLE USE APPS ON THEIR PHONE FOR AN AVERAGE OF 4:14 PER DAY



**42.5M**


42.5 MILLION UK ADULTS USE APPS ON THEIR PHONE OR TABLET DEVICES

## **GARDEN CENTRE CUSTOMER OPPORTUNITIES**

Post-pandemic we've seen a shift in customers and their needs. Orders from 18-24 years olds at some Garden Centres increased by 213%, and the Millennial customer is becoming a familiar face in the garden centre, not just as a companion, but as a loyal customer in their own right.

During the pandemic, sales of houseplants increased by 81% as Millennials and Gen-Z turned their hand to new hobbies. On top of this, the pandemic caused such uncertainty that many Millennials and Gen-Z's switched the city lifestyle for the suburbs, and acquired property with a garden as opposed to the city where a huge proportion don't.

Add to this the huge movement towards self-care and wellness over the last few years, gardening and houseplants are growing in popularity.



**HOUSEPLANT SALES  
INCREASED BY  
81%  
DURING THE  
PANDEMIC**



**OVER 7 MILLION SAY THEIR MENTAL HEALTH HAS BENEFITTED FROM TAKING UP GARDENING SINCE THE PANDEMIC**



**NEARLY TWO THIRDS OF UK ADULTS (63%) SAY SPENDING TIME GARDENING OR IN NATURE HELPS THEIR MENTAL HEALTH**



**43% SAID LOOKING AFTER HOUSEPLANTS OR GROWING FOOD OR PLANTS IN WINDOW BOXES ALSO BOOSTED WELLBEING**

**RESEARCH CONDUCTED BY CENSUSWIDE, WITH 1,000 RESPONDENTS AGED 16+ IN UK BETWEEN 27.04.22 – 29.04.22.**

## LOYALTY PROGRAMMES: WHAT WORKS BEST?

You may already have a loyal customer base that shops with you regularly but marketing your garden centre correctly and increasing that loyal customer base will ensure that continues. When planning marketing strategy, it's worth noting that at the start of 2022, there were 71.8 million mobile connections in the UK. If you're not using mobile marketing for your business, it's time to consider it.

Developing a loyalty scheme that rewards your customers when they shop is key to retaining that customer base as well as acquiring new customers, whether that be new homeowners or customers shopping at a different garden centre.

Many retailers run points-based loyalty programmes, the premise being that with every purchase, they collect points for every pound spent. Within a stated time period, they are allocated a voucher which is redeemable in store. The more money spent in store during that period, the more the voucher is worth.

While this incentive can work for a very regular shopper, who may visit weekly, making purchases and using the coffee shop, it doesn't quite work as well for those who visit much less frequently.

The less frequent shoppers don't earn sufficient points for this type of scheme to be meaningful. The incentive is not strong enough for the occasional shopper. So what else can you offer customers to get them through the door?



## WHAT CAN WE DO INSTEAD?

Other incentives would pull customers in much more frequently. For a customer who may not visit on a weekly basis, points-based schemes could potentially act as a disincentive to repeat purchase. If a customer spends money yet doesn't qualify to receive a voucher or are only issued a voucher for a small monetary value, the incentive isn't strong enough to get them through the doors.

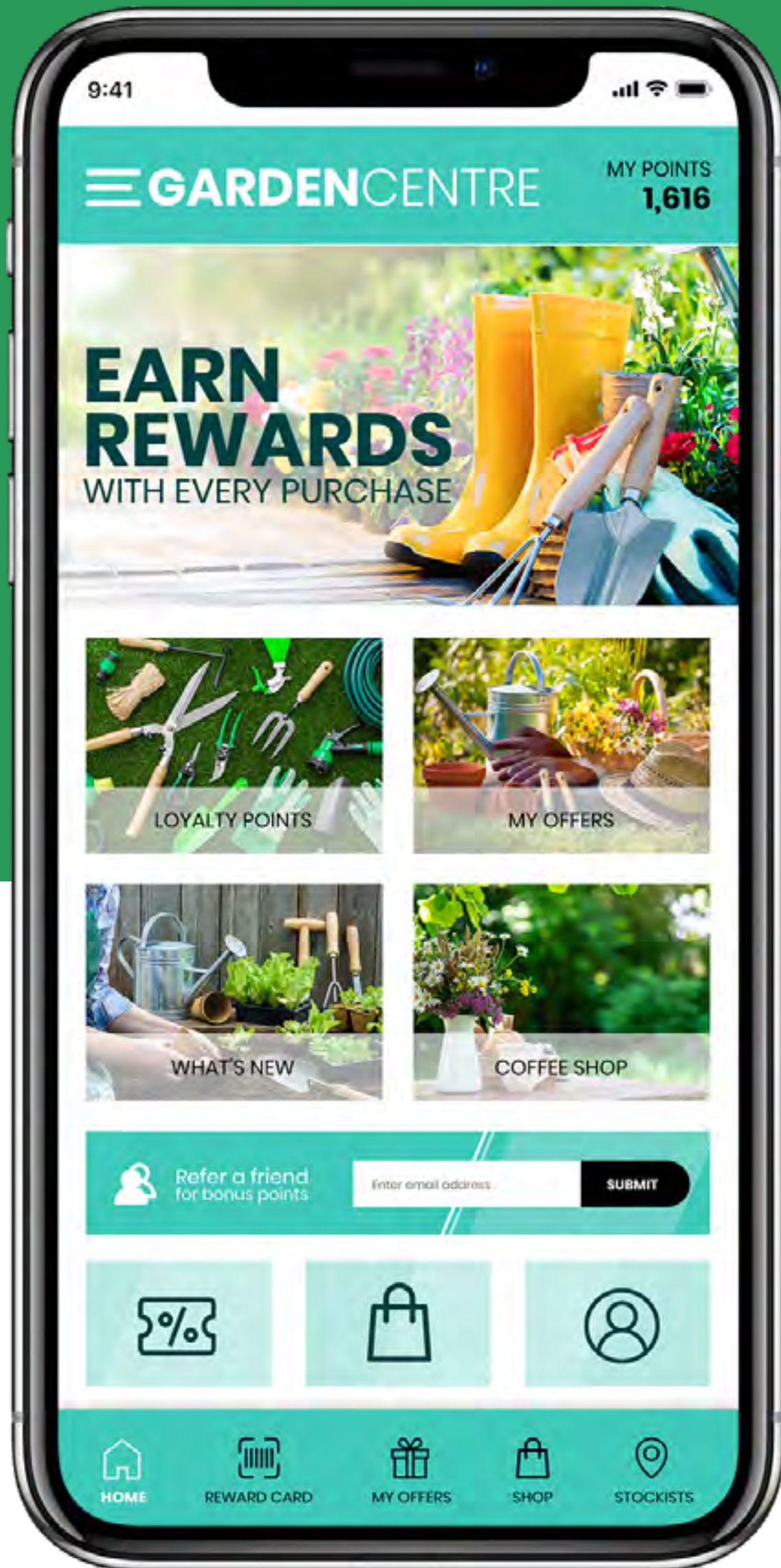
Issuing personalised vouchers creates a much stronger incentive, especially if it is for products that the customer regularly buys, or you know they would be interested in.

Offering more regular incentives through vouchers gives the customer the choice to use ones that are relevant to them and their buying habits, adding an extra visit and increasing the AOV. The average shopper visits a garden centre 5-6 times a year, compared to a supermarket, which is over 40.

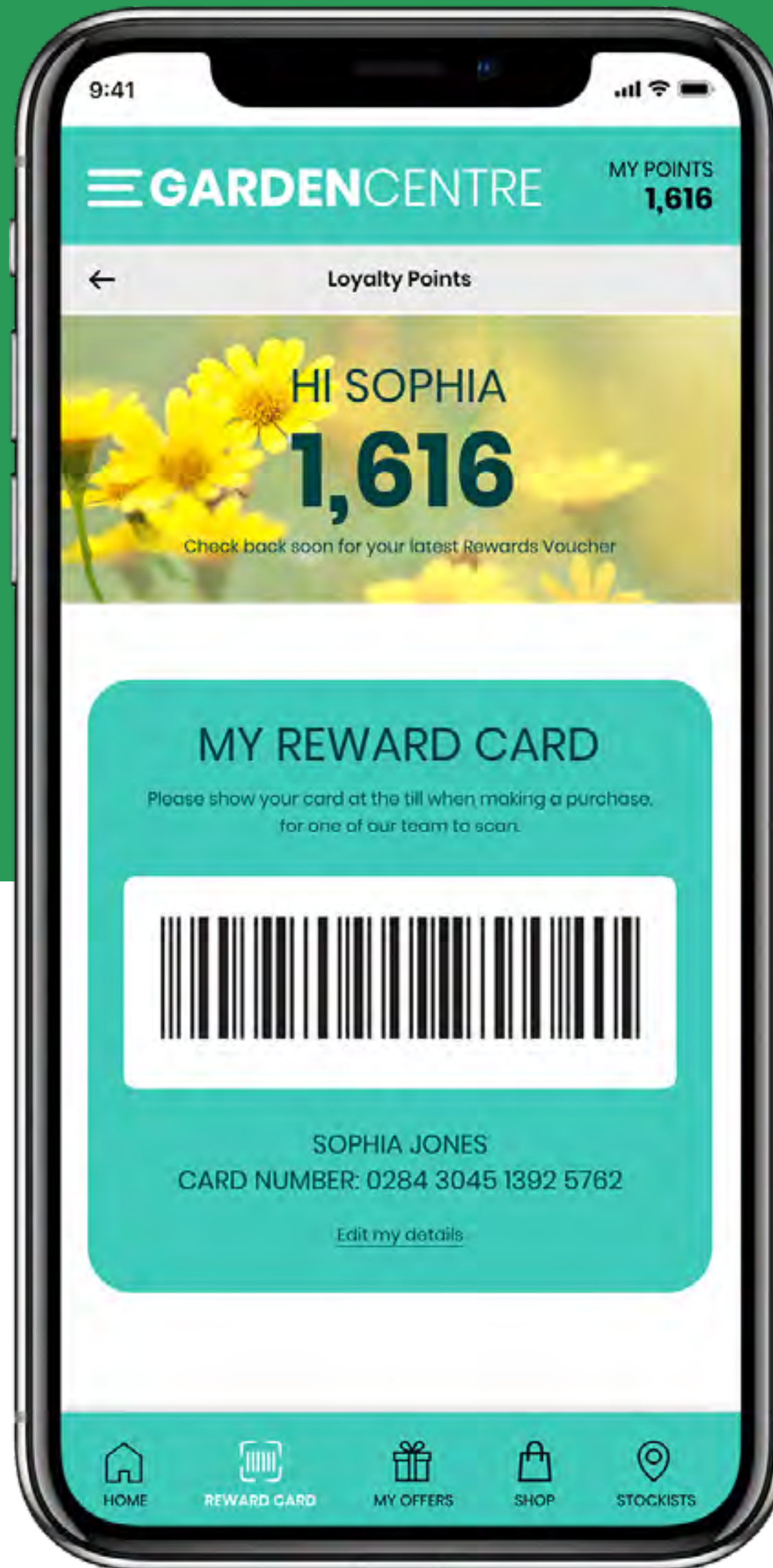
Getting that voucher over to them in a timely fashion is also key. Although email can be cost effective, our experience and research proves that an app works even better.

Using an app to market your business and give customers more reason to choose you over competitors makes sense. You can push notifications regularly to let customers know vouchers are ready to use, accelerating your rewards offering and creating a new, active customer base to support growth for 2024 and into 2025.

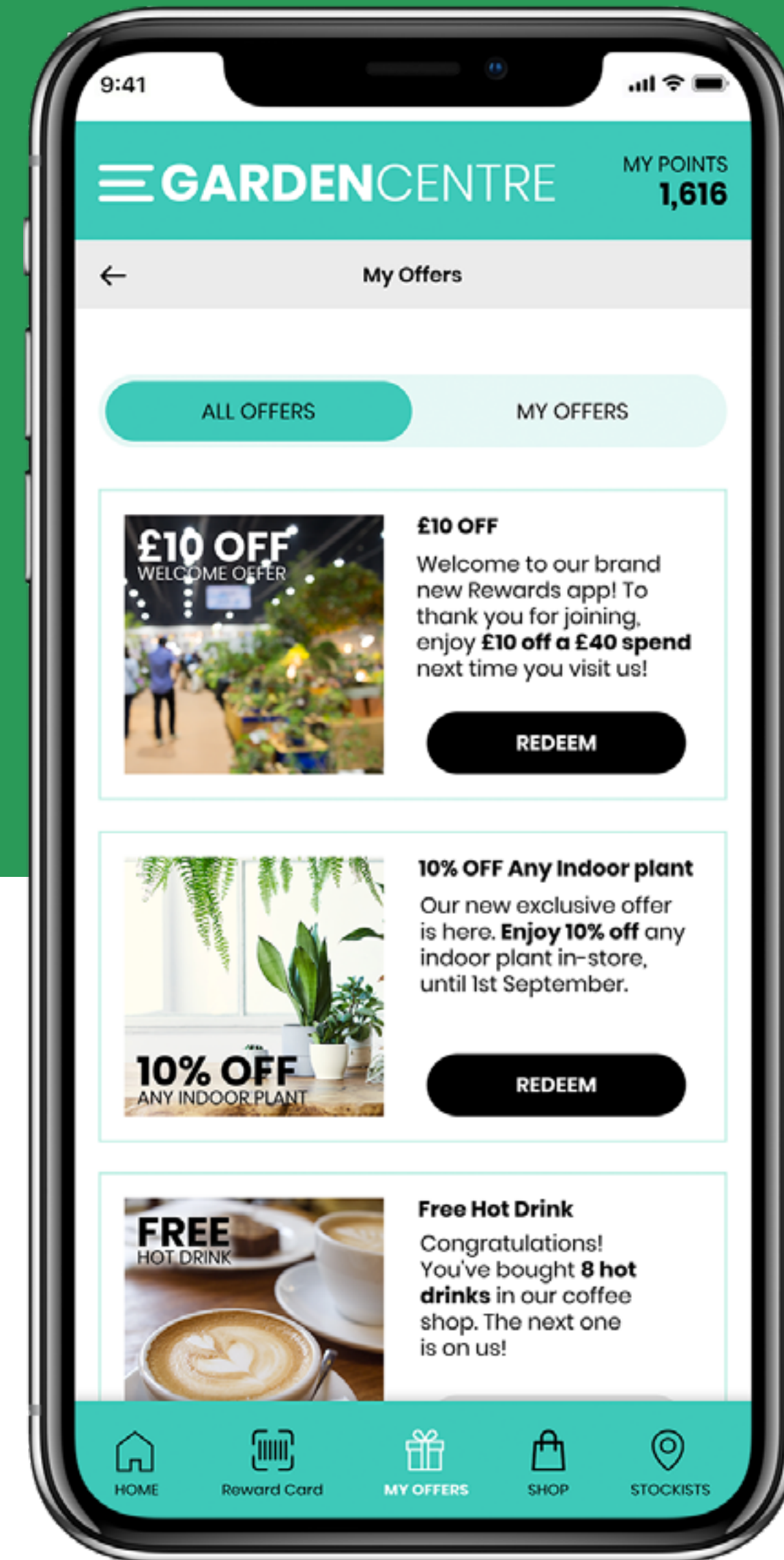




**EVERYTHING AT  
YOUR FINGERTIPS**



**SCAN YOUR CARD TO  
EARN REWARDS**



**TIMELY VOUCHERS INCREASE  
SHOPPING FREQUENCY**

## WHY TIME-BASED VOUCHERS WORK FOR BRICKS & MORTAR RETAILING

Using supermarkets as an example, the strongest marketing tends to come from instant offers rather than collecting points. Instead of having to wait for your reward for weeks or months, it gives the customer the instant gratification that is needed in a competitive market.

Each UK Supermarket has their own way of delivering their rewards scheme, and apps play a huge part in delivering both points and offers.

Tesco Clubcard prices work extremely well when a huge number of products in store are clearly signed to show a lower price for a Clubcard holder than a regular shopper. As of 2023, a staggering 21 million Brits currently use a Tesco Clubcard, following its switch to a digital platform over the past year, with Clubcard members accounting for 80% of the supermarket's sales.

Another supermarket that does rewards well is M&S. M&S has more than 16million Sparks members, who are sent personalised vouchers according to their shopping habits and past purchases through to their app and can be used straight away. Even more importantly, they have an expiry date meaning they need to be used before it's too late, and the customer misses out on that offer.

Lidl, known to be on the cheaper end of the supermarkets, has recently changed its loyalty points scheme to Lidl Plus, where you unlock coupons when you reach your targets. So, if you spend £50 in a month, you get a voucher for a free in-store bakery item. As that spend increases to £10 and £150, personalised coupons are unlocked. For £250, a coupon surfaces for 10% off your next shop.



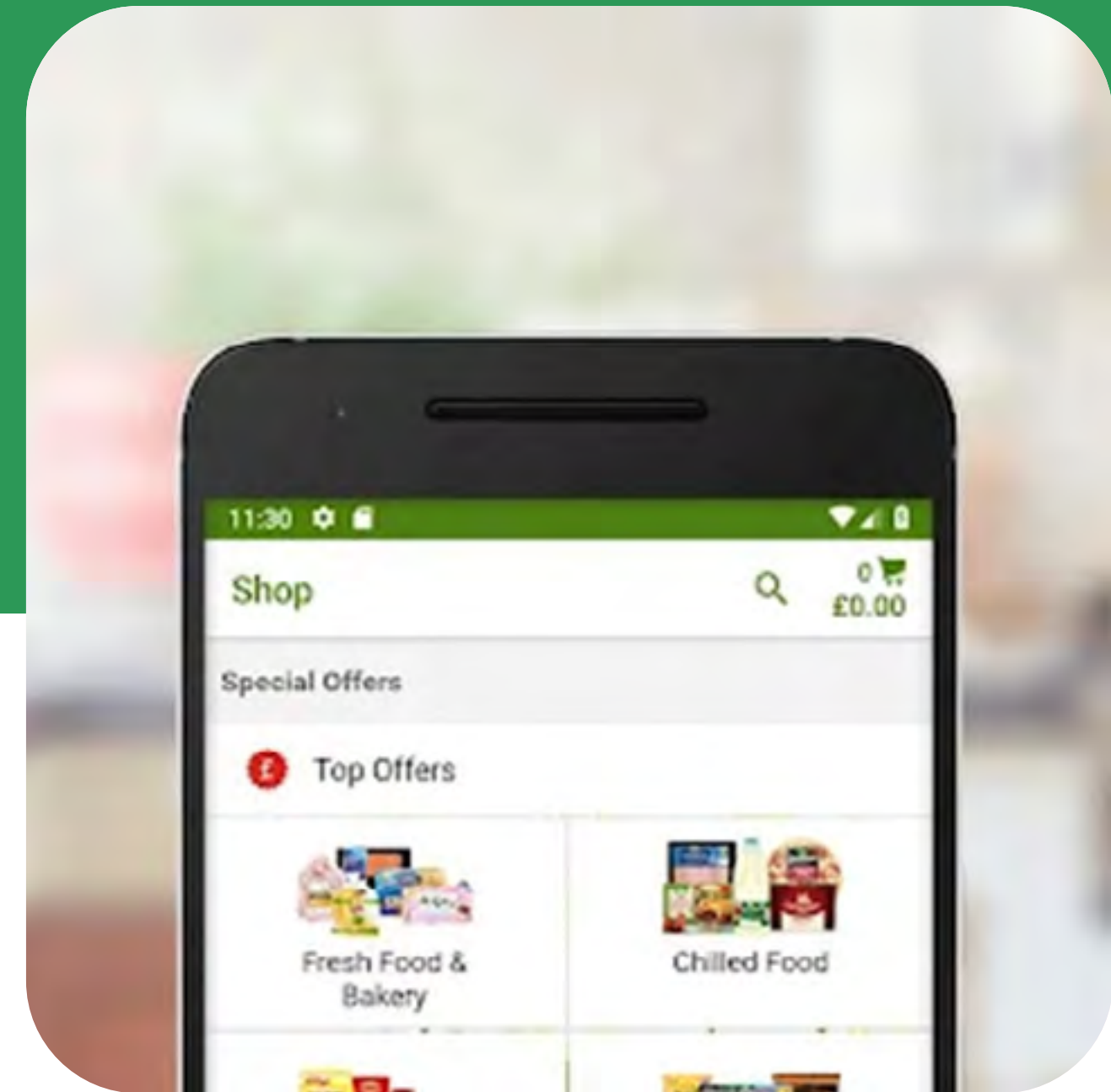




**MARKS & SPENCER**  
**M&S SPARKS**



**TESCO**  
**CLUBCARD**



**ASDA**  
**ASDA REWARDS**

## DELIGHT CUSTOMERS ALL YEAR ROUND

A benefit of using an app is that you can create vouchers in a timely manner, depending on the season and weather, and can be used all year round. From vouchers for garden furniture to Christmas events, utilising an app means you can reward every one of your customers, not just the ones that shop weekly.

As we've seen recently, a heatwave in September means a shift in marketing messages. Instead of focusing on getting your garden ready for the colder months, we're back to protecting your lawn and plants from the extreme heat. With an app, we can convey those messages quickly and easily within minutes.

This transforms the nature of customer engagement and in time turns those occasional shoppers into loyal, regular customers.

Timely and relevant vouchers can be uploaded to an app quickly, with full details, images and dates. Once the expiry date comes around, the voucher will then automatically drop off the app, ensuring there is no mix ups or disappointment for customers.

With an app, communicating new vouchers and offers to customers is incredibly simple. Gone are the days of needing to send out an expensive, time-consuming mailer. You can pull together a marketing email to your rewards customers, or even easier, send out a notification, which can be set up and sent within minutes.

Communication is key when it comes to making sure your customers feel like VIPs, meaning they will continue to choose you over and over again.



## WHAT'S NEXT FOR YOUR GARDEN CENTRE?

As the busy Christmas period approaches, now is the time to think about the business impact that those Christmas shoppers could make should you convert them to regular visitors. Using an app for your reward scheme means each customer gets personalised, tailored marketing depending on their shopping habits. The average number of visits per year increases, therefore increasing AOV too.

Not only is an app a great way of delivering vouchers, offers and information, it is an extension of your website. It's a great platform to house all the important, key information that your customers need, such as contact details and opening hours, as well as the offers you currently have on in store and the vouchers that are ready to use.

Great service and a broad product range is important, but when compared to your competitors, you need to stand out. Having your own app means everything is in one place for your customer. All vouchers, offers, their reward card and more can be accessed easily, meaning they will never forget paper mailings that have cost a fortune to create again.



## HIGHER ATV'S

TYPICALLY 20-25% HIGHER TRANSACTION VALUES WITH EVERY PURCHASE, THANKS TO ADDED LOYALTY BENEFITS.

## SOCIAL

ACQUIRE NEW CUSTOMERS USING SOCIAL MEDIA FROM THE LOCAL AREA.

## SAVE MONEY

REPLACE MAILINGS THAT ARE PRINTED AND POSTED WITH DIGITAL VOUCHERS STORED ON YOUR PHONE.

## TIME-LIMITED

VOUCHERS EXPIRING WILL MEAN CUSTOMERS MAKE ANOTHER TRIP TO USE IT.

## IMPROVE COMMUNICATIONS

GET TO KNOW WHAT CUSTOMERS ARE BUYING BY MONITORING SALES THROUGH THE SCANNING OF THE REWARD CARD.

## ENGAGE

A MOBILE APP ENGAGES AN AUDIENCE OF ALL AGES.

## HOSPITALITY

CREATE VOUCHERS TO USE IN YOUR CAFÉ OR RESTAURANT.

## ORGANISED

CUSTOMERS WILL NEVER FORGET THEIR VOUCHERS OR REWARD CARD AGAIN.

## **EVERYTHING IN ONE PLACE PROVIDES YOU SO MUCH POWER**

We live in an incredibly fast-paced society. People want things now, in this moment, rather than having to wait and accumulate.

Your mobile app can facilitate this, integrating your loyalty scheme, social pages and online channels into one source, giving your customers a go-to platform to access their rewards as well as relevant information.



# THE BUSINESS CASE IS COMPELLING

With better engagement comes better response.  
with better response comes increased sales.

FOR ANNUAL GROWTH BETWEEN

**4% – 15%**  
**WE CAN HELP**

If you're looking for annual growth of between 4%-15%, we can help. At Redfish Group we have created a garden centre app that has been proven to work through our existing clients. Making it happen can be easier than you think.

The ability to provide personalised communications sounds complicated but we can assure you it isn't. We have the enabling technology which is supported with easy-to-use tools and practical support from us if you desire.

For those wishing to leverage the full power of the environment, integration is required with your EPOS system. However, for those simply looking to leverage a new channel to your customers, that isn't essential.

**Sounds good?**

**Let's have a chat to see what we can do.**

**Give us a call on **01482 871846** and we can arrange a no-obligation consultation with our Managing Director.**

**or visit [RedfishGroup.co.uk](https://www.RedfishGroup.co.uk)**

