

CREATING A MARKETING STRATEGY ALIGNED WITH YOUR BUSINESS GOALS

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As the new year approaches, now is the perfect time to take a closer look at your marketing strategy and how it supports your business goals. Haven't updated your business goals in a while? Not to worry, we've created a template for you to fill in on the next page. Whether you want to increase sales, build brand awareness, or engage with new customers, an effective marketing strategy will help drive your business forward. Here's how you can create a marketing plan that aligns with your 2025 business goals.

1. Start with Your Business Goals

The foundation of any great marketing strategy is a clear understanding of your business objectives. Are you looking to grow revenue by a certain percentage? Expand into new markets? Improve customer retention? Defining these goals helps ensure your marketing efforts are focused and effective.

Write down your top three business goals for 2025 on the next page. Once you have your business goals in place, you can start shaping your marketing strategy around them.

2. Identify Your Target Audience

Your marketing strategy should be designed with your ideal customer in mind. Who are they? What are their needs and pain points? Understanding your audience is crucial for tailoring your marketing messages and choosing the right platforms to reach them be it social media, email or online ads.

Steps to define your target audience could be:

- Age, gender, location, and profession
- What are their primary concerns when purchasing your products?
- Where do they spend their time online or offline?

3. Choose Your Marketing Channels

With your target audience defined, the next step is deciding which marketing channels will best help you achieve your goals.

Here are a few options to consider:

- **Social Media:** Ideal for building brand awareness and engaging with customers. Platforms like Instagram, Facebook, and LinkedIn are great for showcasing plants, garden designs, and seasonal promotions but also for positioning yourself as authority and trusted brand in the field.
- **Email Marketing:** A cost-effective way to keep your customers informed about new products, sales, and events. Regular email newsletters help maintain strong relationships with your existing customer base.

- **SEO & Website Content:** If you're focusing on growing online sales, optimising your website for search engines (SEO) and creating valuable content will drive traffic and improve your site's visibility.
- **Local Partnerships & Events:** For goals like improving local brand visibility, partnerships with other local businesses or participation in community events can be incredibly effective.

Tip: Focus your efforts on just a select few channels that align with where your audience is most active, rather than trying to spread yourself thin across too many platforms.

4. Create Compelling Content

Content is the backbone of your marketing strategy. Whether it's social media posts, blog articles, or email campaigns, the content you create should speak directly to your target audience and support your business goals. If your goal is to increase sales, highlight promotions, new products, or seasonal specials. If you're focusing on brand awareness, consider educational content that positions your business as an expert in the nursery and garden industry.

Examples of content ideas:

- Blog posts on plant care tips or garden design trends
- Videos demonstrating how to care for seasonal plants
- Customer success stories or testimonials
- Behind-the-scenes posts showcasing your nursery or team

Ensure your content includes strong calls to action, like encouraging readers to visit your store, shop online, or sign up for your email list.

5. Set a Marketing Budget

When planning your marketing, consider both financial and time investments, as some strategies, like social media, may require minimal money but more time, while others, such as online ads or events, might demand more resources.

6. Measure and Adjust Your Strategy

When planning your marketing, account for both financial and time investments, focusing on strategies that offer the best return on your efforts. Regularly track key performance indicators (KPIs) like website traffic, social media engagement, and sales growth to assess what's working and make adjustments as needed. *Stay flexible, refine your approach as necessary, and set yourself up for a successful new year filled with growth and opportunity!*

2025 BUSINESS GOALS

PLAN YOUR BEST YEAR YET!

As we head into the new year, it's the perfect time to assess your business and map out your goals. Use this plan as your blueprint for success in 2025. Pull it out, read both the articles on the back, then fill it in, stick it on your wall, and use it to help your business grow!!

SWOT ANALYSIS: KNOW WHERE YOU STAND

STRENGTHS

What are your business's biggest strengths? (e.g. expert staff, strong customer loyalty)

WEAKNESSES

What are the areas you need to improve? (e.g. limited online presence, inconsistent supply)

SWOT ANALYSIS

OPPORTUNITIES

Where can you grow? (e.g. new products, digital sales channels)

THREATS

What challenges do you face? (e.g. increased competition, rising costs)

IDEAL CUSTOMER

Knowing your ideal customer is key to targeting your marketing efforts and growing your business. Use this space to sketch out a clear picture of your perfect customer to better understand their needs and how you can serve them.

Consider their demographics (age, gender, location, income, and occupation), hobbies and interests (what they enjoy), needs and pain points (problems they're solving), buying habits (where and how they shop), and communication preferences (social media, email, or in-store):

Quick Tip: Think of your top customers. What do they have in common? Use that as a starting point!

SET YOUR GOALS AND SALES STRATEGY FOR 2025

Define clear targets to drive your growth, such as increasing monthly revenue, launching an online sales channel, raising brand visibility in the local community, attracting new customers, and improving customer retention through effective marketing strategies like social media, partnerships, and events. Plan to reach these goals by focusing on sales growth, exploring new channels, and tracking key performance indicators like customer retention and monthly revenue.

YOUR TOP 3 BUSINESS GOALS:

GOAL 1:

GOAL 2:

GOAL 3:

YOUR TEAM STRATEGY

Do you need to hire more staff or upskill your current team? What are your hiring goals and training needs

INNOVATION AND PRODUCT DEVELOPMENT

Innovation helps you stay competitive. What new products or services could you introduce? How can you improve existing offerings?

COMPETITOR ANALYSIS

Keeping an eye on the competition can provide insights into market positioning and opportunities. Who are Your Competitors? List your top competitors and what makes you stand out from them.

SUSTAINABILITY PRACTICES

Sustainability is increasingly important, especially in the horticulture industry. How will you reduce waste, water usage, or carbon footprint? What sustainable initiatives will you implement?

BUDGET

A budget is essential for managing resources, planning growth, and avoiding financial stress. Choose a budget that aligns with your goals by estimating income, listing expenses, and setting priorities to keep spending on track.

RISK MANAGEMENT

Planning for potential risks ensures businesses can quickly adapt when challenges arise. What are the main risks to your business, and how will you address them?

SALES AND MARKETING IDEAS

TURNING YOUR BUSINESS PLAN INTO A SALES STRATEGY FOR 2025

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As you look ahead to the new year, your business plan provides a solid foundation for setting sales goals and developing strategies to drive growth. By turning your goals, SWOT analysis, and seasonal planning into actionable steps, you can create a sales approach that maximises results while working within your resources. Here's how to build an effective sales strategy using your business plan template on the previous page as a guide.

1. Turn Your Goals into Sales Targets

Start by setting clear sales targets based on the goals outlined in your business plan. If one of your main objectives is to grow revenue by 5% in the first quarter, break that down into monthly or even weekly sales targets. This will help keep you on track and allow you to measure progress more effectively.

2. Leverage Your SWOT Analysis to Drive Sales

Use your SWOT analysis to guide your sales strategy. Focus on leveraging your business's strengths and addressing weaknesses that could hinder your ability to reach your sales targets. For instance, if one of your strengths is offering unique plant varieties, build your sales strategy around promoting these products and educating customers on their benefits.

Tip: Look at the Opportunities section in your SWOT analysis to find sales channels or customer segments you haven't fully tapped into, such as expanding wholesale relationships or entering new markets.

3. Maximise Profitable Products

To make the most of your limited resources, focus on selling your most profitable products. Use your sales ideas section to identify high-margin items and consider ways to promote them throughout the year. Bundling products or offering seasonal promotions can help boost sales while ensuring you're making the most of your inventory.

Tip: Refer to the Sales Ideas section in the business plan template and create bundled offers or special promotions for key products to increase sales volume.

3. Leverage Existing Customer Relationships

It costs far less to retain and sell to existing customers than to acquire new ones, which is why nurturing customer relationships should be a cornerstone of your sales strategy. Repeat customers are often your most

valuable, especially in the nursery and plant industry, where ongoing plant care and seasonal purchases create ongoing demand.

Actions to consider:

- Customer loyalty programs: Offer discounts, points, or free products to customers who make repeat purchases.
- Personalised follow-ups: Use customer data to send personalised emails or messages with recommendations based on their previous purchases.
- Exclusive sales events: Host VIP or member-only events, either in-store or online, to reward your most loyal customers.

Tip: If you're short on resources, focus on automating email follow-ups and marketing communications to save time while still providing personalised service. Refer to an article in our last magazine on "The Power of Email - A Communication Strategy for Horticulturists" for more tips on which email platforms you can utilise to create automations.

5. Track Your Sales Metrics and Adjust as Needed

Regularly reviewing your sales performance is key to staying on course. If a particular sales strategy isn't working, don't hesitate to make adjustments. The flexibility to pivot will help you stay on track to meet your goals.

Set aside time each month to review your progress against your targets and use the insights to refine your strategy. Make sure your adjustments align with your broader business goals.

6. Drive Growth Through Partnerships and Upselling

Look for opportunities to grow sales through partnerships and upselling. Collaborating with local businesses or offering additional products during checkout can help boost revenue without significant extra cost. Incorporate upselling techniques into your daily sales practices to maximise the value of each customer interaction.

By connecting your sales strategy to the business plan template, you ensure that your actions are not only targeted but also aligned with your broader business objectives. *Use this approach to turn your 2025 goals into reality, and set yourself up for a year of growth and success.*