

The logo for nm-co, with 'nm' in red and 'co' in grey, enclosed in a white rectangular box.

nm-co

Garden Centre Marketing





Attracting Customers

Growing and making the most of your audience is key to your success

We prioritise understanding ***who you are*** and ***what your customers want*** before planning the best ways to attract and engage them.

Once this process is begun, we consistently test and review the results to ensure that we are putting our efforts - and your budget - to the best use.

From reaching over 130,000 people with a single Facebook video, to growing a social media audience from 1,500 to over 9,500 committed followers, to organising sold-out 2,000 attendee events, our approach is well proven.



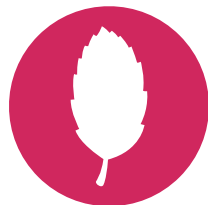


Full Service Approach

Our broad experience means we're prepared for any challenge



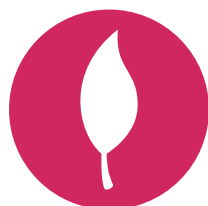
Marketing management; *getting the biggest bang for your buck - helping you make the most of your resources and opportunities*



Design and content for all media; *reinforcing your brand with professional, integrated design across all media; print, social, point-of-sale & web*



Professional photography; *stills, video production and (CAA authorised) remote aerial photography & videography*



Expert EPOS and e-commerce consultancy and advice; *translating the techno-babble, helping you find - or adapt - the ideal system for the way you want to work*







131,513
People reached

18,713
Engagements



47,218
People reached

8,383
Engagements

Social Media

“Who are you?” “Why should I care?”
“What’s in it for me?”

These are increasingly the questions your customers and prospects will ask themselves before deciding whether to listen.

For businesses to succeed in today’s noisy media environment, it’s essential to focus on catching and keeping attention.

Building a personality, a reputation, and importantly *trust*, is the first and most critical step towards capturing and maintaining a loyal following.

Engaging with your audience by providing a personal connection, expert knowledge or well-timed, valuable information ensures that when you’ve got something to say, there’s a group of people ready to hear and act on it.

Businesses that consistently do this right are rewarded with a strong, loyal customer base, one which grows organically by recommendation.



ORCHID DAY

Friday 12th April

ORCHID CARE TALKS AT 11AM & 2PM
40 minutes, with repotting demonstrations.
How to best look after orchids and make them reflower. Followed by:

ORCHID CLINIC
Bring your orchid for an MOT!
Your orchid repotted for £3, or FREE with a pot and Orchid Focus Repotting Mix

Growing Orchids at Home
THE BEGINNER'S GUIDE TO ORCHID CARE
Dr Manos Kinellos & Peter White

RECOMMENDED BUYS

Orchid Focus Repotting Mix

WITH DR MANOS KINELLOS
PLANT PHYSIOLOGIST & CO-AUTHOR OF 'GROWING ORCHIDS AT HOME'



PLEASE HELP US TO REDUCE PLASTIC WASTE!

Carrier Bags: 10p From 19th March 2019

From 19th March, we will introduce a 10p charge for plastic carrier bags to encourage the use of re-usable shopping bags. All profits will be donated to Essex & Herts Air Ambulance.



Design & Branding

How you look affects how they feel and what they do

We trust what's predictable. If something seems off or unexpected, we become suspicious.

These gut-feelings influence us more than we think, which is one reason why big brands invest so much in protecting their visual identities.

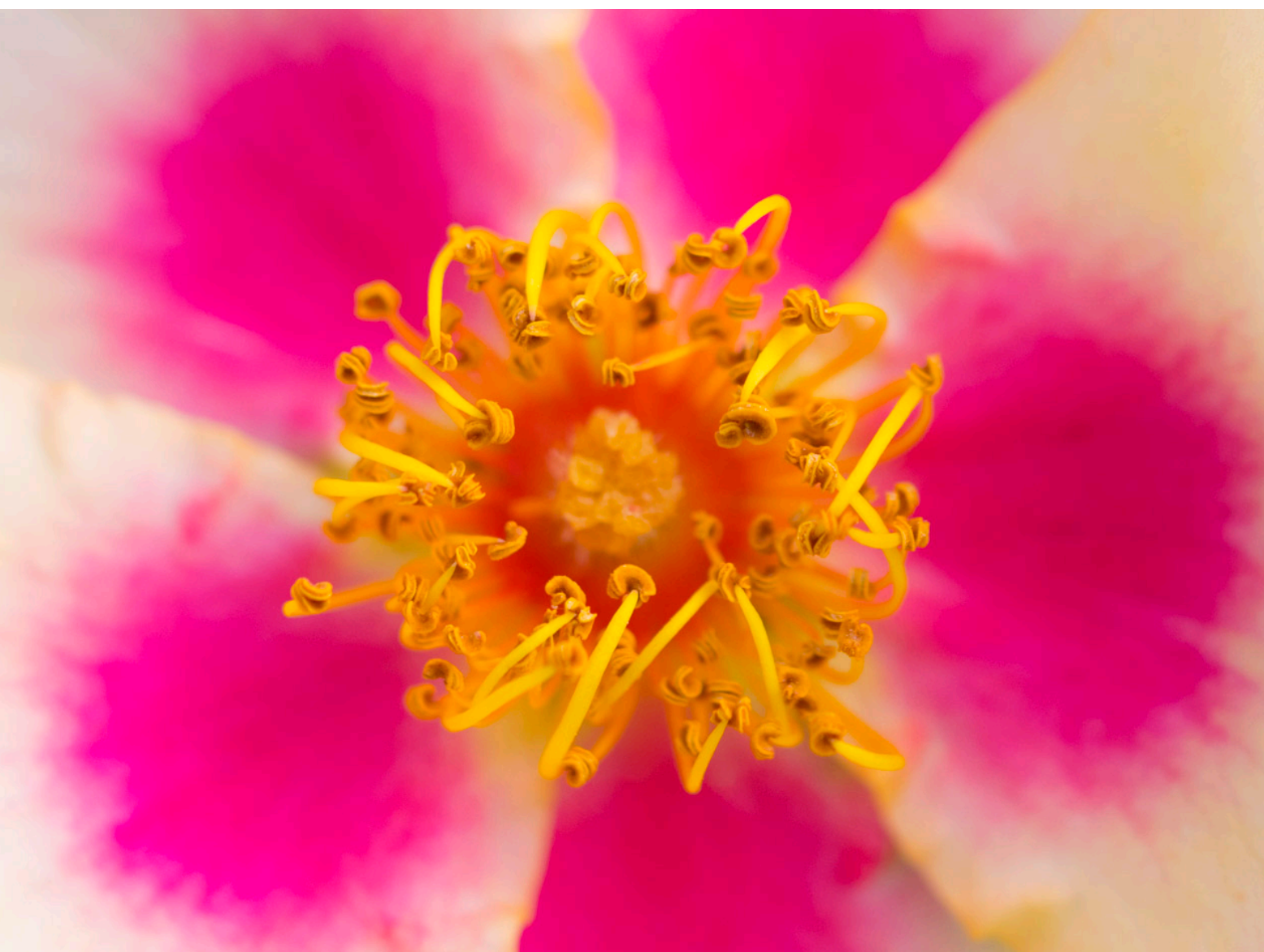
Showing that you care for your business and the way it's perceived demonstrates to customers that you'll care for them too.

From your logo, to the photographs you include on your web site, to the way you direct people around the shop, consistency builds trust.

We can ensure quality and consistency across all media, whether it's web site content, photos on social media or signs around the shop.

Together, the results will be something you and your team can all be proud of.







nm-co

Let's hang out

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