



Figure 1, Logo

CONTENT STRATEGY PROPOSAL

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www.planterina.com

PURPOSE

The purpose of Planterina is to offer customers high-quality indoor plants that are grown and shipped in the United States. Planterina stays up to date on seasonal plants and remains trendy by keeping stock of plants with relevancy to the target audience, such as “air purifying plants” or “pet friendly plants.” The purpose is not only to sell high-quality indoor plants, but also to connect with the plant-keeping community to foster a healthy and informative space to engage customers.

Planterina maintains customer engagement while simultaneously providing information by:

- Keeping very active social media profiles, namely YouTube.
- Writing a blog.
- Making the brand relatable and meaningful to the customer.



Figure 2, Lauren Sharfman & Amanda Switzer

INTERACTOR PROFILE

Age
Gender
Education
Context
Cultural Perspective
Socio-economic
Experience
Attitudes

Young to middle-aged (20-49)
Female
Current student or college-level education
Urban or suburban
United States English-speaking
Middle to upper-class
Beginner to advanced
Positive, trendy

FREQUENCY OF PUBLICATION



Figure 3, recent Instagram post

To retain customers and bring in new ones, Planterina creates content on multiple platforms. The website is updated weekly to reflect New Arrivals or Seasonal plants, and on occasion new categories are added (easy-care, rare finds, pet-friendly). The blog is updated monthly to bi-monthly. The most active social platforms are Instagram and YouTube: Planterina posts on Instagram daily and uploads a variety of videos several times a week.

INFORMATION CHALLENGES

While each plant on the site has its own personalized Overview and Details section, there is a lack of information *about* the plant. Much of being able to properly care for a plant's needs to keep it thriving is having the knowledge of the plant's origins. A golden pothos is famously easy to care for because it has low water and light needs; however, the customer would benefit from knowing that in the wild this plant vines upwards on the trunks of other trees using aerial roots. Many people are led to believe that this plant is a hanging plant, but it flourishes and is much more impressive if allowed to vine up poles, stakes, or another tree. In short, customers would improve their experience with and life of their plants with additional information on their natural habitats.



Figure 4, gardenstead.com vining pothos and Figure 5, planterina.com hanging pothos

CONTENT FITNESS

The Planterina website meets the expectations for content fitness and information quality. There are areas that could use improvement and there are areas that excel. When analyzing the content fitness for the site, there are 4 criteria:

Intrinsic:

Planterina accurately describes and displays their plants to users. The two owners, especially Amanda Switzer, have garnered an exceptional reputation for themselves, their brand, and their products. This makes their credibility high and therefore makes their customers more likely to return.

Contextual:

The site is updated weekly to maintain relevance to the plant market (i.e., seasonal, new arrivals). The amount of information provided for each individual plant is high, making the site very complete. They are timely in updating the site to reflect deals and new arrivals.

Representational:

The site is easy to interpret even as a beginner plant buyer, with more detailed information for the plant-savvy. The format is consistent throughout the site, making it predictable to navigate and locate specific information.

Accessibility:

The site is easy to access on desktop or mobile and is secure. The navigation bar is the same no matter what you click on, the menu selections never change, making ease of access and use very high. During checkout, there is a secure checkout process.

SOCIAL MEDIA PRESENCE

Planterina has a variety of active social media platforms to reach their target audience.

Social Media Follower Statistics:

- YouTube: 735,000 followers
- Instagram: 529,000 followers
- Alternate Instagram: 40,200 followers
- Pinterest: 7,300 followers
- Twitter: 329 followers
- Facebook: 151,109 followers



Figure 6, Planterina Instagram

Planterina is successful in garnishing likes, subscribers, and followers on their platforms, however it appears that some are neglected (namely Twitter and Pinterest) while on Instagram they have two very active accounts (one run by Amanda and the other run by both Lauren and Amanda). Browsing through their social media accounts, they match the aesthetic of the site and their brand very well.

In addition to their social media platforms, there is an active blog that can be accessed via the website. The name of the blog is mentioned on their main Instagram; however, it is missing a link. During 2021, the blog posts have been minimal, but during 2020 the blog was updated bi-monthly.

THE COMPETITION

The leading competitor to many smaller, independently owned plant businesses is the big box plant retailer Costa Farms. Costa Farms supplies stores such as Home Depot, Walmart, and Lowe's with their live plants, pots, soil, fertilizer, and so forth. The second competitor to Planterina is a similar independently owned plant business called The Sill. Of the two, Planterina is most like The Sill. Costa Farms, being the much bigger and higher-earning business, is clearly leagues above Planterina in terms of products offered, marketing, and social platforms.

Costa Farms

Costa Farms has a superior website and social presence in comparison to Planterina. Browsing the website and their services, it feels like a big box plant store as opposed to the specific

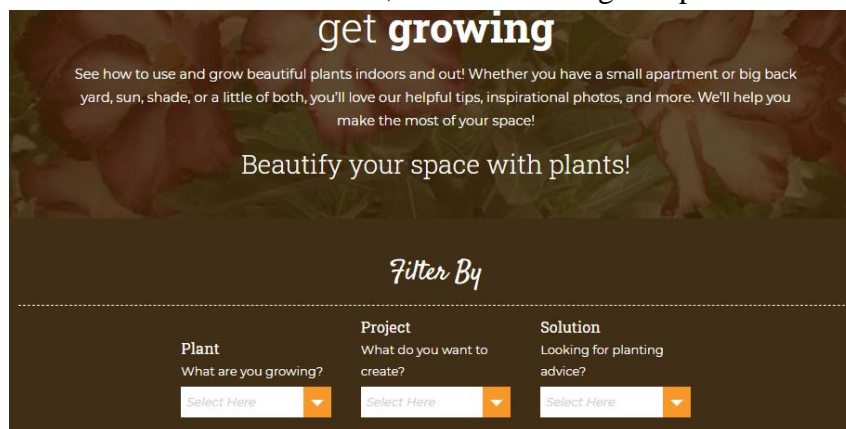


Figure 7, Costa Farms' get growing tool

minimalist aesthetic and lifestyle of Planterina. There is a clear marketing presence with Costa Farms, as they run a multitude of social media platforms, services such as a community garden, and job offers. While being a large company, they also put effort into ensuring the customer has a simple and easy experience. They have a tool where the user can select which type of project

they are working on, which type of plant they are searching for, and even a filter for types of advice.

The Sill

The Sill is a comparable plant business that is very similar to Planterina. The Sill is more intuitively set up for browsing and navigation; the landing page is chunked, layered, and easily

scannable and scrollable. While Planterina has some chunking and layering applied to their landing page, The Sill is more visually appealing. The Sill also offers a larger variety of products, including botanicals and dried/preserved flowers. They also have a rewards program, and upon signing up, the customer is given a coupon for 15% off. While Costa Farms does not offer this incentive, a smaller business like Planterina would benefit from this type of program.

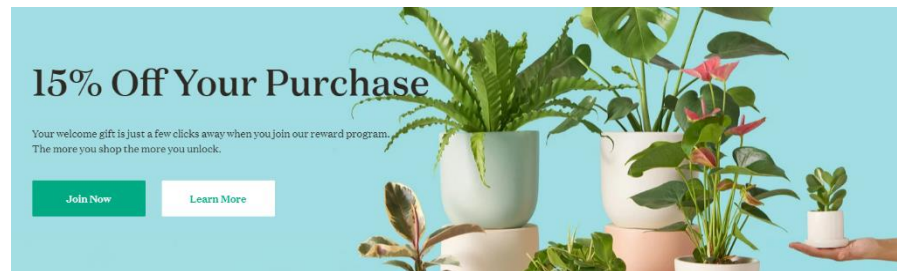


Figure 8, The Sill coupon

CONTENT STRATEGY PROPOSAL

Planterina is currently meeting some of the plant community's needs. They supply high-quality plants, and the user can choose between 3 different pots. They are trendy and post frequently on their bigger social media platforms. Planterina provides the target audience with just enough information to get them to purchase products off their website or follow them on Instagram or YouTube.

The Planterina brand is established and has a minimalist, easy-going aesthetic. However, more attention should be given to the website to draw in and retain customers. Planterina is more on the expensive end when it comes to plants, so a rewards program and coupon for signing up would be a positive incentive for new and existing customers. Offering a larger variety of pots and possibly soil mixes would be a good way to earn more revenue while establishing a stronger foothold on the plant-keeping community.

While they have strong social media presence on a couple of platforms, their other platforms are nearly ignored. Pinterest is still a popular website, and from browsing their Instagram, they are keen photographers who have a colorful imagination when it comes to capturing the perfect, fun shot of a plant. Using their skills, they could simply upload their photos to Pinterest and gain a large following, which would also direct users to their Instagram, YouTube, and website.

The blog needs more attention. Hiring someone to maintain Get Planted (their blog) and write new, interesting posts would be place more power behind the brand. While the target audience is such that wants something quickly scannable (like scrolling down their Instagram feed), a blog is the perfect place to capture the attention while giving more concise, detailed information on relevant ideas.

Planterina is clearly adept at creating unique and interesting content. Making a section of their website that is dedicated to showcasing customer photos and featuring their other active platforms like YouTube would help facilitate customer interaction and expand the customer base.

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Figure 1. Planterina. (2021, June 12). Planterina logo. [Image screen capture]. Retrieved from <https://www.planterina.com/>.

Figure 2. Planterina. (2021, June 12). Lauren Sharfman & Amanda Switzer. [Image screen capture]. Retrieved from <https://www.planterina.com/>.

Figure 3. Instagram. (2021, June 12). Recent Instagram Post. [Image screen capture]. Retrieved from <https://www.planterina.com/>.

Figure 4. Garden Stead. (2021, June 12). Gardenstead.com Vining Pothos. [Image screen capture]. Retrieved from <https://www.planterina.com/>.

Figure 5. Planterina. (2021, June 12). Planterina Hanging Pothos. [Image screen capture]. Retrieved from <https://www.planterina.com/>.

Figure 6. Instagram. (2021, June 12). Planterina Instagram. [Image screen capture]. Retrieved from <https://www.planterina.com/>.

Figure 7. Costa Farms. (2021, June 12). Costa Farms' Get Growing Tool. [Image screen capture]. Retrieved from <https://www.planterina.com/>.

ADDENDUM

Statement of Purpose:

The purpose Planterina is to offer customers high-quality indoor plants that are grown and shipped in the United States. Planterina stays up to date on seasonal plants and stays trendy by keeping stock of plants with relevancy to the target audience, such as “air purifying plants” or “pet friendly plants.”

Audience:

Age: Young to middle-aged adults (20-49). Plant keeping has recently exploded among this age group, especially indoor plant keeping. The Covid pandemic has impacted the plant keeping hobby, with a new survey from Article and OnePoll found that 70% of millennials call themselves a “plant parent,” meaning they play the parental role for their plants as opposed to having children of their own. Trees.com reports that as plant-keeping booms during pandemic, 88% of Americans say the hobby has improved their mental health. The site falls in line with these statistics, as visiting it will give you the impression of modernity and ‘being hip.’

Gender: Trees.com also reports on gender-breakdown of plant buying, reporting that 73% of male respondents said they have developed a green thumb during the pandemic, compared to 59% of female respondents. However, the site is run by two women, and appears to be more geared towards women.

Education: The target audience will likely be a student or have a college education or higher.

Context: The intended audience is likely urban or suburban, as the site will often feature plants for low-light areas (a dark apartment) or indoor plants (for those without a backyard or much space for plants).

Cultural Perspective: The audience will be from the United States. Their FAQ states that they only ship their plants to the contiguous 48 states.

Socio-Economic: The target audience is from a higher socio-economic status. Browsing the plants available, they are expensive compared to buying the same thing from a big box store. For example, a philodendron lemon lime is listed at \$98.00 with free shipping. I personally bought a philodendron lemon lime from a Lowe’s within the past two weeks for around \$10.00. Not all the price differences are this drastic, but it is noticeably more expensive.

Expertise: The target audience has beginner to advanced knowledge about plants. Planterina caters to all expertise levels, but also has additional information and resources for beginners.

Attitudes: The attitude of the intended audience will either be neutral or ‘preaching to the choir.’