



BackOffice Thinking

We focus on your technology,
so you can focus on your
mission.

How to Utilize Your Plant Collections for Powerful Marketing and Engagement

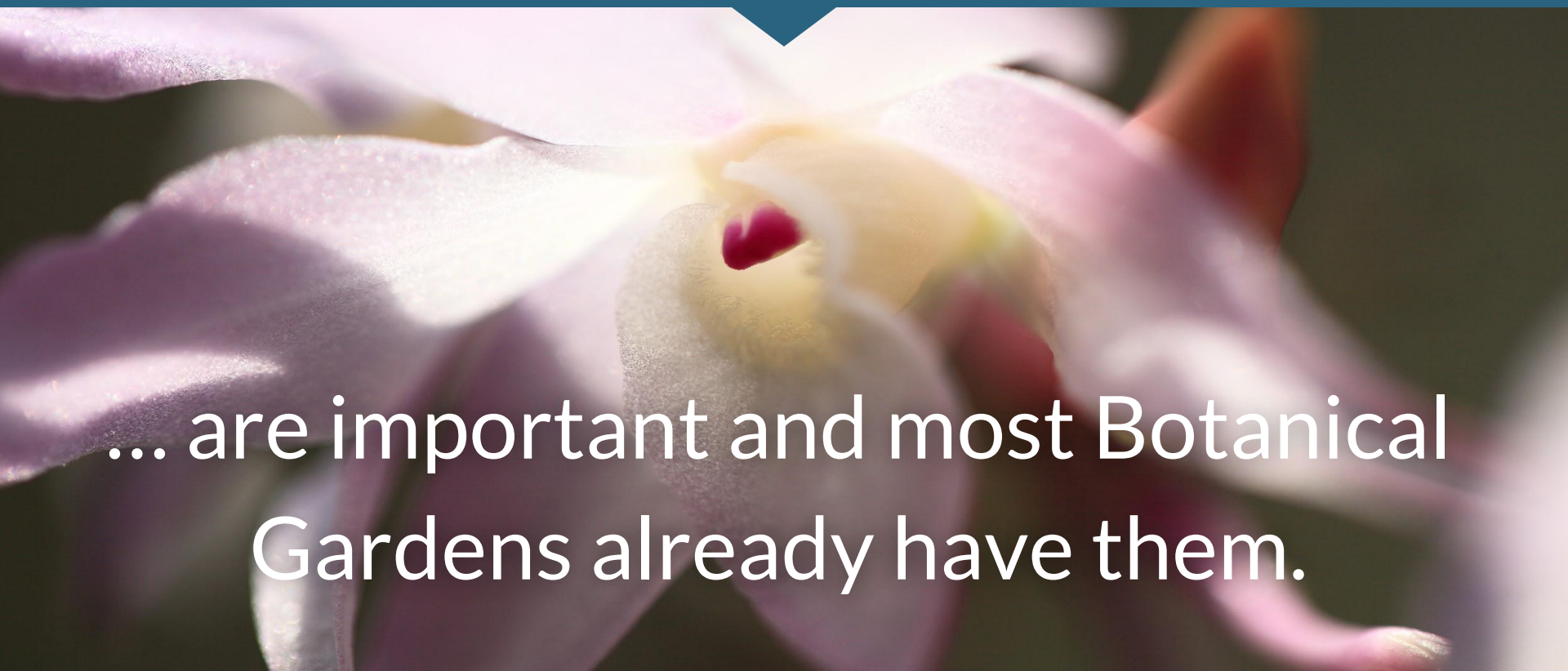
Paul Keogan
CEO

Brad DeForest
Executive
Creative Director

Sara Millar
VP of Horticulture

BROOKGREEN
Gardens

Plant Collections



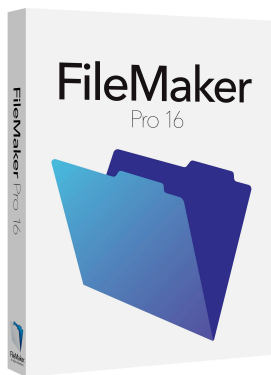
... are important and most Botanical Gardens already have them.

What We Don't See



*...plant collections for
marketing and engagement*


Many Tools



Gardens Not Happy with Front End

Pukeiti
Plant Hunter's Station

Search Map Names

 Pukeiti is a world class rhododendron collection uniquely nestled in New Zealand's temperate rainforest.

Use this website to find out about the plants. Our database includes all of the garden plants at Pukeiti as well as many New Zealand rainforest plants which occur naturally here.

How to find a plant: Simply type a plant name (or part of a name) into the fields below and click search, then click on the plant you're looking for to find out more.

Want to see where the plants are? Click on the map tab to show the garden, then zoom into areas to show the plant details.

Search ⓘ

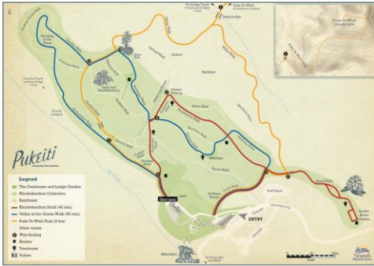
Common or scientific name

Family

Country (of collection)

Genus

Location



Click on map for a larger version.

If you have any comments or feedback email us at regional.gardens@trc.govt.nz.

Copyright © 2016 - Last update: 2016-02-16
Web solution © 2009-2016 (a) (b) (c) - Admin

Some comments heard...

“Feels too technical for the general public”

“Wonky”

“Works for researchers ...but not our primary visitors.”

“Hard to navigate unless you are familiar with the interface.”

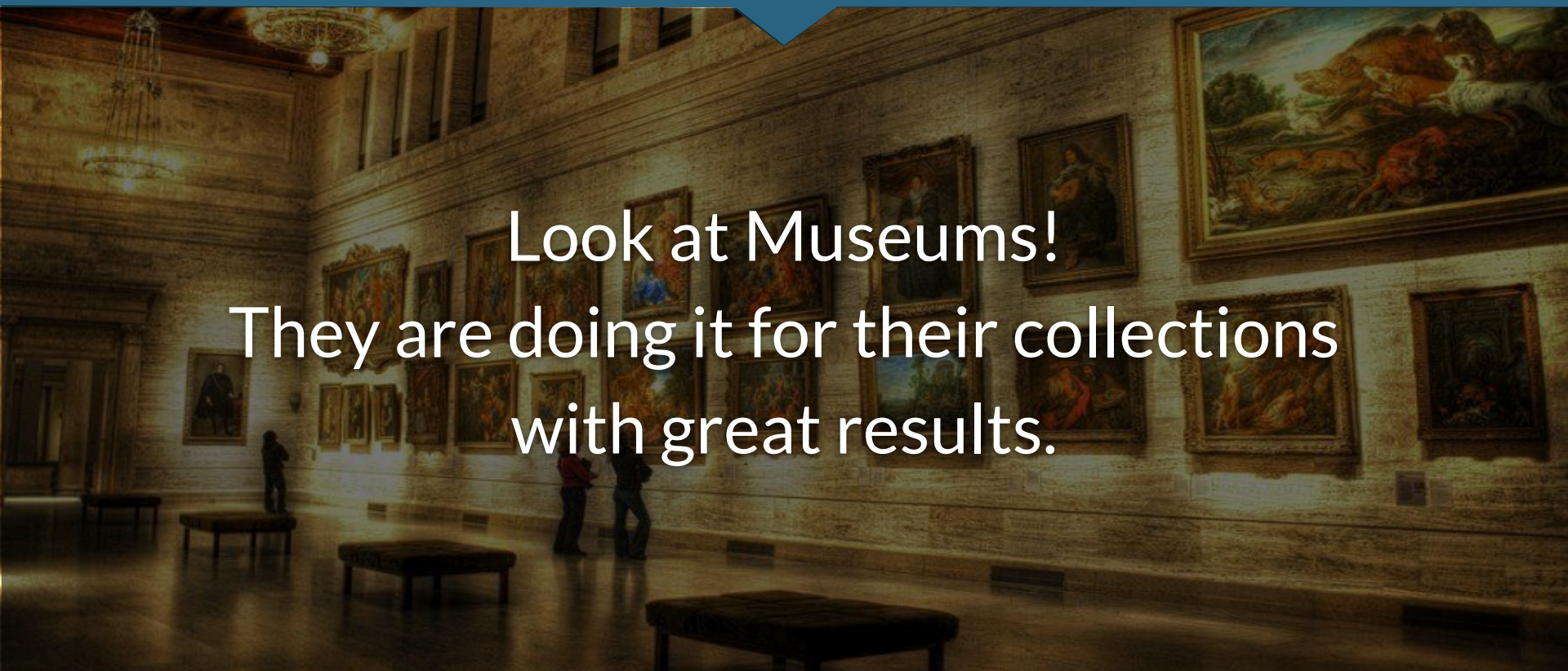
“Looks out-of-whack with our beautiful website.”

Plant Collection User Interface

For **marketing to & engaging with** your garden visitor the UI needs to be...

- Attractive and consistent with the garden brand and theme
- Easy to use and understand by the garden visitor
- Contiguous and integrated within your website

Marketing Plant Collections

A photograph of a museum gallery. The walls are covered with numerous framed paintings of various sizes. Several people are standing in the gallery, looking at the art. The room has a high ceiling with a chandelier and large windows. The floor is polished and reflects the light.

Look at Museums!
They are doing it for their collections
with great results.

Utilizing Plant Collections for Marketing

Engagement

- Mobile / Web app / Scan code or Near-Field
- Self Directed Tours / Plant Albums
- Guided Tours
- Social media feed - image display
- Daily Plant App

Utilizing Plant Collections for Marketing

Monetize

- Links to Purchase
- Sponsored / Nurseries

Utilizing Plant Collections for Marketing

Awareness

- Better target marketing campaigns around plant collections
- Accessibility -- bring the garden to those that can't make it.
- Plant Albums / Volunteer Courses
- Social media feed - image display

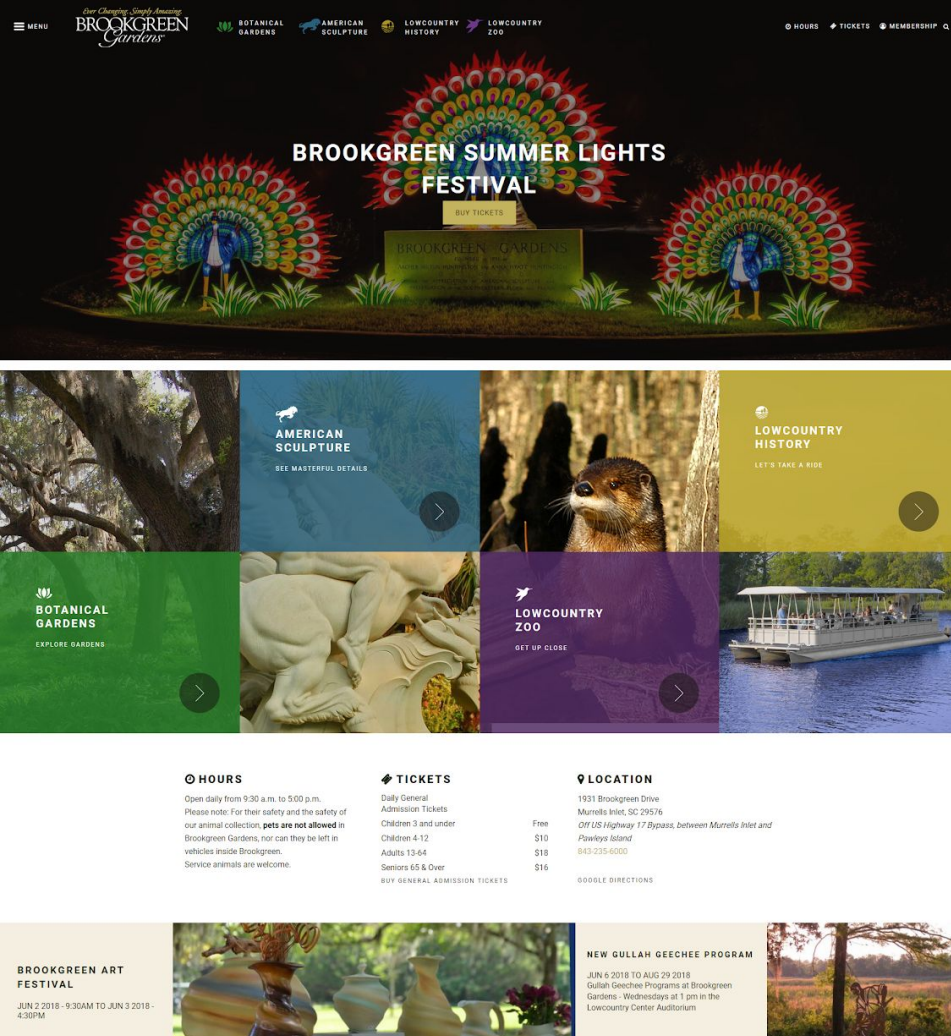


Case Study

Brookgreen Gardens

Murrells Inlet, South Carolina

A Plant Collection for Everyone



Timeline

- New website launched in October 2017
- Sought grant for making their plant collection database available to the public.
- Received 1st part of grant money and used to design new plant collection system architecture.
- Received 2nd part of grant in 2018 to implement new system.
- Currently entering data to get ready for summer launch of new system.

UI Design

MENU

Ever Changing. Simply Amazing.

BROOKGREEN
Gardens

BOTANICAL
GARDENS

AMERICAN
SCULPTURE

LOWCOUNTRY
ZOO

LOWCOUNTRY
HISTORY

HOURS

TICKETS

JOIN

SEARCH

PLANT COLLECTION

ABOUT

SEARCH

FEATURES

TOURS

GARDEN FEATURES


WHAT'S IN BLOOM

SEARCH PLANTS

Common or Scientific Name

FamilyGarden

SEARCHRESET



COMMON NAME(S)

Chinese Tulip-Tree

SCIENTIFIC NAME

Liriodendron chinense


FAMILY

Magnoliaceae (Magnolia Family)

GARDEN(S)

Anne's Garden, Caroline's Garden, Poetry Garden

READ MORE



COMMON NAME(S)

Tulip-Tree, Yellow-Poplar

SCIENTIFIC NAME

Liriodendron tulipifera

FAMILY

Magnoliaceae (Magnolia Family)

GARDEN(S)

Anne's Garden, Gretchen's Garden

READ MORE

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BackOfficeThinking.com

Backend Demo

[Add content](#) [Plant Collections](#) [Structure](#) [Configuration](#) [Help](#) [Plant Inventories](#) [Plant Names](#) 0 / 1 Hello canouilh Log out

[Home](#) » [Administration](#) » [Plant Collections](#)

Administration

Plant Name

Plant names and data including description, taxonomy, and zones.

Create NewSearch & Manage

Plant Inventory

A plant inventory is a unique plant specimen located at a specific location in the garden facility at any one time. You may have multiple inventories of a plant name in a facility . Each inventory will receive a unique id number. The inventory record will store the following data: propagation, pictures, bed, garden name, and gardener notes.

Create NewSearch & Manage Inventory

Location Information

Manage specific plant inventory location in botanical garden including garden name and bed identification.

Manage Garden Names

Create GardenSearch & Manage Gardens

Manage Beds Located in Gardens

Create BedSearch & Manage Beds

Plant Sources

Source information of plant inventory. Eg. Nursery You can also add and remove sources directly on the plant inventory edit form.

Create NewManage

References

Plant reference information including publications and web references on the Plant Name record. You can also add and remove references directly on the plant name edit form.

Create NewSearch & Manage

Taxonomy

Manage taxon reference fields

FamilyHardinessLeavesLongevityStem

PC css




Case Study

Amish Botanical Gardens

Lancaster, Pennsylvania

A New Plant Collection Solution
for Botanical Gardens of all Sizes

Frontend Demo



HOURLSTICKETSMEMBERSHIPMAP

MAP PLANT SEARCH | PLANT COLLECTION

SEARCH

Discover Amish Botanical Gardens

Enjoy all Amish Botanical Gardens has to offer, let us help you get started! Search our robust database by selecting from the filters below.

Map ViewList View

COMMON OR BOTANICAL NAME

FAMILY


GARDEN

GENUS

SEARCH


RESET

Yarrow




COMMON NAME: Yarrow
BOTANICAL NAME: Achillea 'Moonshine'

Willowleaf Blue-Star



COMMON NAME: willowleaf blue-star
BOTANICAL NAME: Amsonia tabernaemontana var. salicifolia

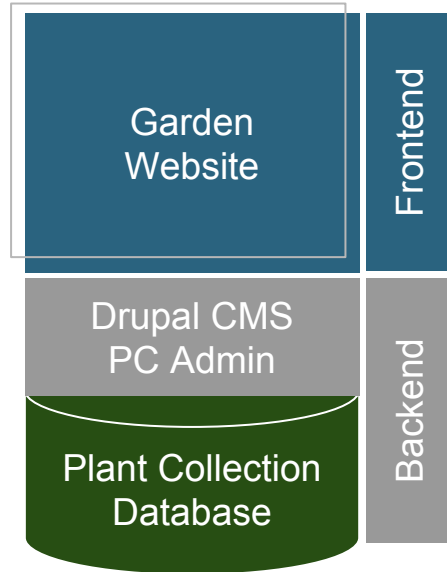
Weeping Red Lace-Leaf Japanese Maple



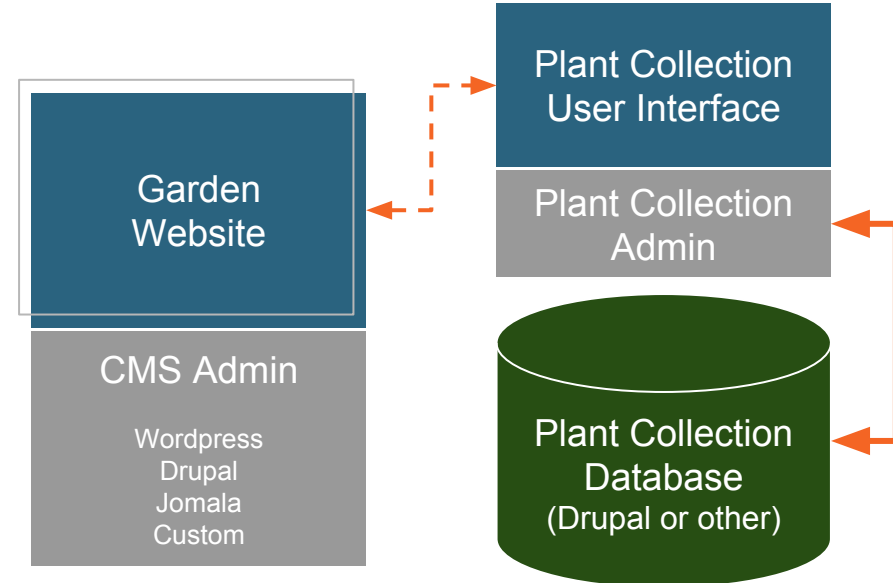
COMMON NAME: weeping red lace-leaf Japanese maple
BOTANICAL NAME: Acer palmatum 'Inaba Shidare'

Two Models to New Solution

Drupal Model Brookgreen Gardens

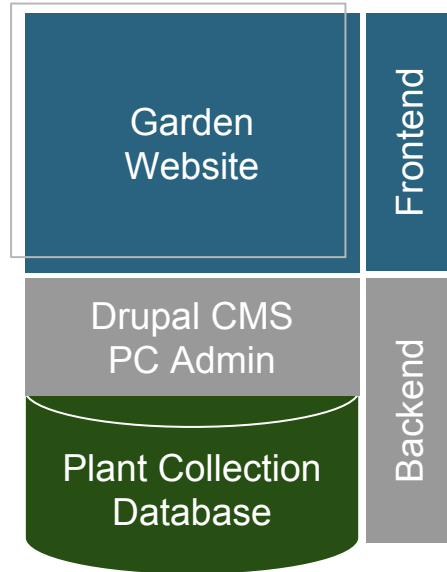


Integration Model

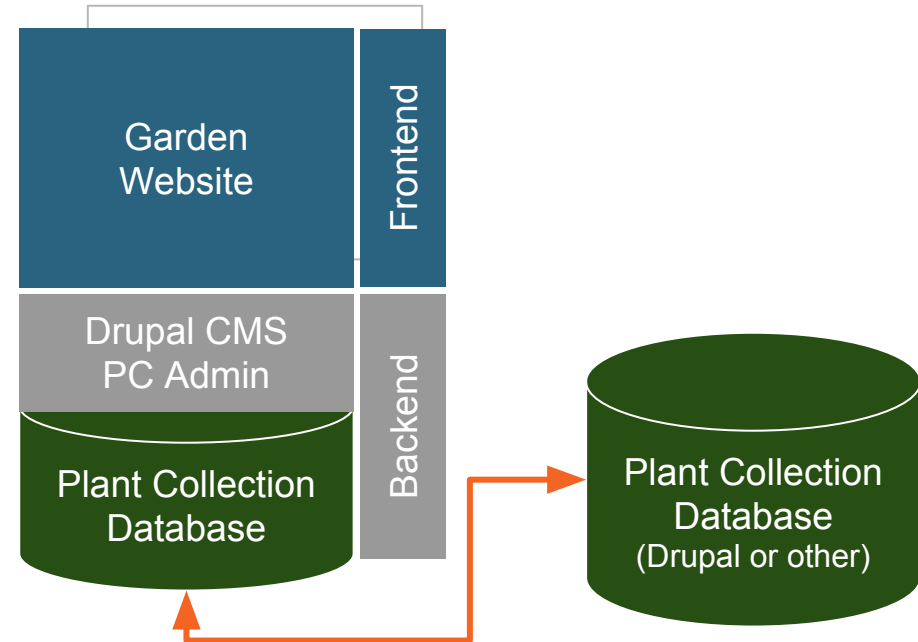


Two Models to New Solution

Drupal Model
Brookgreen Gardens



Integration Model





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Thank You!

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