How to Utilize Your Plant Collections for Powerful Marketing and Engagement

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

... are important and most Botanical Gardens already have them.
What We Don’t See

...plant collections for marketing and engagement
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Many Tools

- Iris BG
- Botanical Garden Collection Management
- Making Record Keeping Easier
- HTML / CSS
- Salesforce
- FileMaker Pro 16
- Microsoft Access
Gardens Not Happy with Front End

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

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.
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UI Design
Case Study

Amish Botanical Gardens
Lancaster, Pennsylvania

A New Plant Collection Solution for Botanical Gardens of all Sizes
We focus on your technology, so you can focus on your mission.

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.
Two Models to New Solution

Drupal Model
Brookgreen Gardens

Integration Model

Plant Collection
User Interface

Garden Website

Backend

CMS Admin
Wordpress
Drupal
Jomala
Custom

Plant Collection Database (Drupal or other)

Frontend

Plant Collection
Database

Drupal CMS
PC Admin

Garden Website

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Thank You!

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