



## **GardenAdvice Expert Supplier Advertising & Marketing System**

**AI-powered gardening recommendations that generate  
real product enquiries**

GardenAdvice offers a subscription-based advertising and product promotion system designed specifically for gardening and home-and-garden brands.

Instead of competing for expensive Google rankings or wasting budget trying to secure mentions and cited pages on AI platforms such as ChatGPT and Claude, GardenAdvice connects your products and services directly with gardeners who are actively seeking advice — through trusted editorial content, expert insight, and our AI gardening assistant, **Helene**.

Our approach focuses on **relevance, intent, and trust**, helping gardeners discover the right products and services at the moment they need them.

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# Introducing Helene – the GardenAdvice AI Gardening Assistant

At the heart of our advertising system is **Helene**, GardenAdvice's AI-powered gardening assistant.

Helene provides practical, personalised gardening advice across GardenAdvice platforms. Where appropriate, she recommends relevant products and services as part of the advice itself — guiding gardeners naturally from problem to solution to product enquiry.

Helene works alongside GardenAdvice's human gardening advisers and is informed by our expert-led content, ensuring recommendations are:

- Relevant to the gardener's situation
- Appropriate for the season and location
- Aligned with trusted gardening practice

This approach delivers higher-quality enquiries while maintaining a positive, helpful experience for gardeners.

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## How advertising with GardenAdvice works

Your product or service is integrated directly into GardenAdvice advice, content, and recommendation channels.

Rather than relying on traditional display advertising or passive listings, your product becomes part of the solution gardeners are looking for — recommended within relevant guidance, conversations, and content.

Advertising placements may include:

- Contextual product mentions within expert gardening content
- Recommendations through Helene's AI-generated advice
- Support and reinforcement from GardenAdvice gardening advisers
- Visibility across multiple online and offline GardenAdvice channels

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## Subscription pricing

Advertising with GardenAdvice is offered on a simple monthly subscription basis:

- **£125 + VAT per month** for standard product or service placements
- **£350 + VAT per month** for video placements

Subscriptions are rolling, with no long-term commitment beyond 30 days.

Pricing applies per individual product or service. Advertisers may list multiple products or services across GardenAdvice channels.

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## GardenAdvice promotion channels

Your product or service may be promoted across a wide range of GardenAdvice channels, including:

- GardenAdvice gardening courses
- MyGardenTeam – online gardening advice and promotions database
- Partnership and affiliate links
- Social media channels
- Email newsletters
- SMS messaging
- Offers to over **320,000 GardenAdvice members**
- Promotions to **12,000 MyGardenTeam members**
- **Helene – the AI gardening assistant**, providing gardening advice and contextual recommendations for relevant products and services

Additional channels planned for late 2026 include:

- A mobile app for gardening advice and plant identification
- A personalised Amazon Alexa home gardening calendar

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## Unique product positioning

GardenAdvice operates a **category exclusivity model**.

If you advertise within a specific product or service category, we will not promote competing providers in that category at the same time. This ensures clarity for gardeners and focused exposure for advertisers.

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## Partnership management and reporting

Each advertiser is supported by a GardenAdvice partnership manager who oversees how products and services are positioned, promoted, and recommended.

You will receive regular reporting that may include:

- Interest generated through online advice and content

- Enquiries received by phone, email, and text
- Visibility into how and where your product or service is being promoted
- Ongoing content and exposure planning

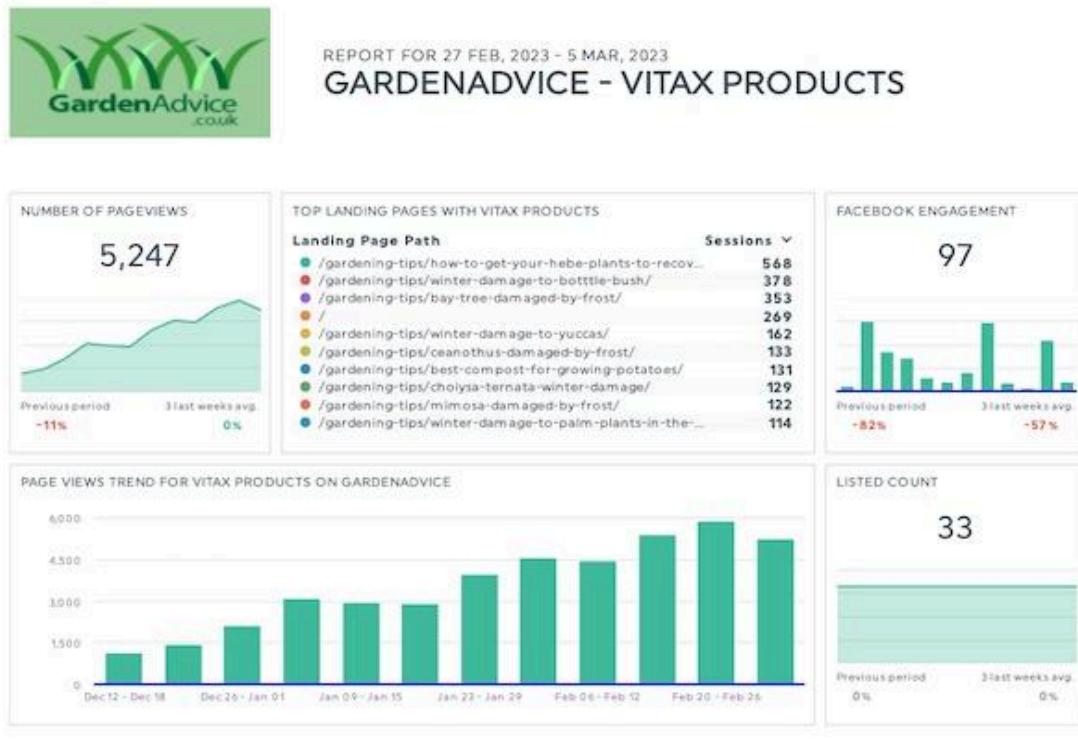
This ensures your product is presented in the right context and aligned with relevant gardening advice.

## Find out more

To discuss advertising opportunities or request a demonstration of Helene and the GardenAdvice advertising system:

 **01225 941023**

 [admin@gardenadvice.co.uk](mailto:admin@gardenadvice.co.uk)



**PROMOTION PLAN FOR THIS MONTH**

*Learn more about the GardenAdvice promotion channels and technologies on the [GardenAdvice Linkedin marketing page](#)*

*Ask for a demonstration and the guaranteed minimum level of sales or inquiries over 12 months for your product or service today ring 01225 9411023 or email us at [admin@gardenadvice](mailto:admin@gardenadvice)*