



NORTH
SHIFT

BASE REPORT

AUGUST 1, 2023

Nashville Wraps: North Shift Report

A comprehensive analysis of Nashville
Wraps' Customer Journey.



Presented to

NASHVILLE WRAPS

Powered by the

NORTH SHIFT TEAM

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Introduction



North Shift Team

Greetings from the team at North Shift! We're excited to present this comprehensive report aimed at propelling Nashville Wraps towards achieving its core goals. With a focus on elevating your customer journey, our aim is to leverage our expertise to devise a robust strategy tailored toward elevating Nashville Wraps' success.

In this report, we'll delve into Nashville Wraps' customer journey, before providing detailed analysis relating to current pain points and strategic recommendations for improvement. Our commitment lies in delivering a comprehensive, results-driven strategy that aligns seamlessly with Nashville Wraps' aspirations for success. Let's embark on this journey together, and lay the groundwork for Nashville Wraps' customer journey transformation.

Company Objectives

As outlined in the consultative process, Nashville Wraps' aim is to:

- **Increase New Retail Customer Acquisition** - Increase qualified visitors to the website measured by qualified registration applications and number of catalog requests.
- **Drive Revenue Growth** - Increase overall revenue measured by increased average order size, total online conversions, and paid media return on ad spend.

Challenges

As outlined in the consultative process, Nashville Wraps' is encountering a number of issues that is preventing them from reaching their revenue targets. Nashville Wraps confronts *declining web sessions*, primarily due to reduced returning visitor engagement, while new sessions show marginal growth. *Average pages viewed and session duration have decreased*, indicating lower engagement. *Email engagement is mixed*, with increased opt-ins but *reduced conversions* and engagement. *Registration completions have declined for new and returning visitors*, and new visitor revenue has dropped.

Introduction



North Shift Focus: Enhancing the Customer Journey

At North Shift, we believe that the heart of every successful digital strategy lies in a deep understanding and meticulous enhancement of the customer journey. By aligning our strategic efforts with the critical phases of customer interaction, we aim to transform both the discovery and purchase experiences. This approach not only meets but anticipates customer needs, driving effective engagement and sustainable growth. Below, we detail how this focus specifically addresses two key business objectives.

1. Optimizing the Discovery Phase for New Retail Customer Acquisition

Our aim is to enrich the initial stages of the customer journey to increase qualified visitors to the website. This effort is quantified by a rise in qualified registration applications and catalog requests. By making the first interactions more impactful, we establish a strong foundation for building customer relationships, ensuring that potential customers' initial experiences with the brand are engaging and memorable.

2. Driving Revenue Growth through Improved Purchase Experiences

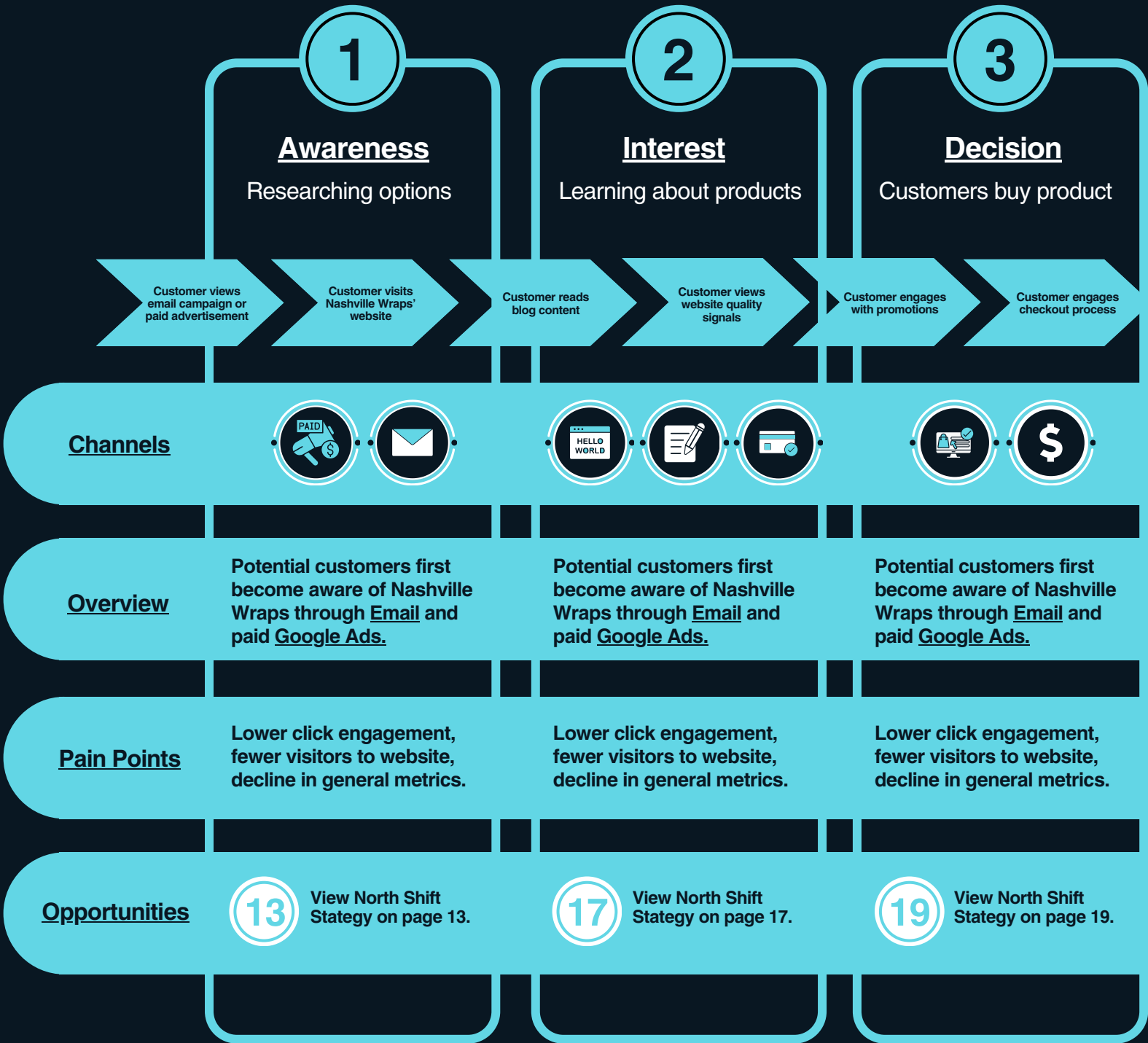
Our strategy to boost revenue centers on refining the purchase phase of the customer journey. We focus on increasing the average order size, enhancing total online conversions, and maximizing the return on ad spend from paid media. By streamlining and enhancing the purchasing experience, we aim not only to elevate immediate revenue but also to set the stage for sustained customer engagement and long-term business success.



Customer Journey Map



As outlined in the consultative process, Nashville Wraps' aim is to spend.

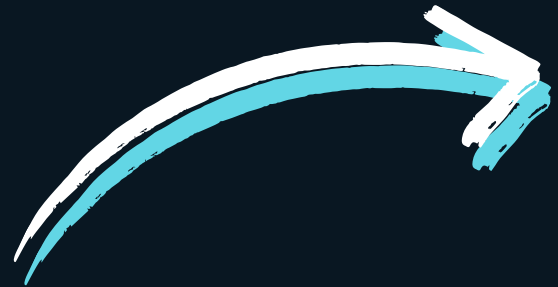


Customer Touchpoints



Challenges

As outlined in the consultative process, Nashville Wraps' is encountering a number of issues that is preventing them from reaching their revenue targets. Nashville Wraps confronts *declining web sessions*, primarily due to reduced returning visitor engagement, while new sessions show marginal growth. *Average pages viewed and session duration have decreased*, indicating lower engagement. *Email engagement is mixed*, with increased opt-ins but *reduced conversions* and engagement. *Registration completions have declined for new and returning visitors*, and new visitor revenue has dropped.



1

Awareness

Potential customers first become aware of Nashville Wraps. This currently occurs through Email and paid Google Ads.



Google Search & Display Ads



Targeted Email Campaigns



Customer Journey Map



2

Interest

Once aware, Nashville Wraps' customers show interest by visiting the website and reading your blog posts.



Website Landing Pages



Blog Content



Website Product Pages



3

Decision

Customers make the decision to purchase. This step involves selecting products and proceeding to checkout.



Website Checkout Process



Promo Strategy



Pain Points



1

Awareness

Potential customers first become aware of Nashville Wraps. This currently occurs through Email and paid Google Ads.



In the initial phase of the customer journey, it is crucial to capture and maintain customer interest. This stage, primarily driven by Email and Paid Ads, lays the foundation for customer engagement and subsequent steps in their journey with our brand. Here, we delve into the current challenges faced in these areas. By identifying specific pain points in Email engagement and Paid Media campaigns, we can better understand their impact on the early stages of the customer journey. This insight allows us to strategize more effectively, ensuring a smoother transition from initial awareness to deeper customer engagement and conversion.



Email Engagement Challenges

- **Observation:** Email engagement shows a mixed bag of results. We've seen a positive trend in increased opt-ins and solid open rates for both Continuous Campaigns and One-off emails. This indicates initial interest from customers.
- **Pain Point:** Despite these positives, there's a significant challenge with lower click engagement, leading to fewer site visitors originating from emails. This drop-off at the click stage suggests a disconnect between the email content and compelling on-site experiences.
- **Impact on Customer Journey:** Although the customers who do click through are converting at a better rate, the overall decrease in visitor numbers due to lower click engagement has led to reduced email-driven revenue. This affects the effectiveness of email in guiding potential customers from awareness to consideration.

Pain Points



1



Awareness

Potential customers first become aware of Nashville Wraps. This currently occurs through Email and paid Google Ads.



Paid Media Campaign Concerns

- **Observation:** Paid media has shown positive trends in Return on Ad Spend (ROAS), particularly with the strategic shift from Branded to Non-branded campaigns aimed at attracting new customer traffic.
- **Pain Points:** Despite the increased investment in non-branded campaigns, we're seeing a concerning decrease in both transactions and revenue. This suggests that while the campaigns are reaching new audiences, they are not effectively converting these audiences into paying customers.
- **Impact on Customer Journey:** The decline in conversion rates, especially in remarketing campaigns, points to a potential mismatch between the ad content and the target audience's expectations or needs. This misalignment hinders the transition from awareness to engagement and consideration in the customer journey.



Pain Points



2

Interest

Once aware, Nashville Wraps' customers show interest by visiting the website and reading your blog posts.



As we delve into the Interest stage of the customer journey, our focus shifts to the critical touchpoints of the Website and Blog. This stage is pivotal in deepening the customer's connection with the brand, moving them from initial awareness to active consideration. However, our analysis has identified several challenges in this phase that are hindering effective engagement and progression. In the following sections, we will explore the observed issues and their impacts on the customer journey, emphasizing the need for targeted improvements to foster a seamless transition from interest to deeper engagement.



Website Engagement Concerns

- **Observation:** There's been a decrease in web sessions and returning visitor engagement, indicating a waning interest from visitors who have moved past the awareness stage.
- **Pain Points:** The primary issue seems to be the website's user experience, particularly on mobile. Key features like the product selection menu are not optimally placed, and the overall design may be causing information overload, deterring visitor engagement.
- **Impact on Customer Journey:** This decline in engagement and session duration points to a disrupted flow in the customer journey, where potential customers are losing interest due to website navigational challenges and design issues, impeding their transition from initial interest to deeper engagement.

Pain Points



2

Interest

Once aware, Nashville Wraps' customers show interest by visiting the website and reading your blog posts.



Blog Engagement Challenges

- **Observation:** There's a noted decline in the number of pages per session and the average session duration on the blog, suggesting content may not be resonating with the audience as expected.
- **Pain Points:** The content and navigation of the blog are not adequately meeting user expectations or needs. The difficulty in finding relevant topics and the static nature of content presentation are likely contributing to decreased engagement.
- **Impact on Customer Journey:** The ineffective presentation and navigation of the blog content are hindering the deepening of customer interest and engagement, crucial for moving potential customers further along in their journey towards consideration and decision.



Pain Points



2

Interest

Once aware, Nashville Wraps' customers show interest by visiting the website and reading your blog posts.



Website Product Pages Concerns

- **Observation:** The current user experience on the website's product pages could be impacting conversions. Issues such as complex navigation, a cumbersome checkout process, and unemphasized calls-to-action (CTAs) have been identified.
- **Pain Points:** Customers in the Consideration stage face difficulties with website usability, particularly during the checkout process and in locating key CTAs. This could be creating friction that deters them from proceeding to purchase.
- **Impact on Customer Journey:** These usability issues are critical at this stage, as they directly affect the customer's decision-making process. Inefficient navigation and checkout experience can lead to abandoned carts and lost sales opportunities, hampering the transition from consideration to decision.



Pain Points



3

Decision

Customers make the decision to purchase. This step involves selecting products and proceeding to checkout.



In the Consideration stage of the customer journey, potential customers evaluate their options and decide whether to make a purchase. This critical phase hinges on their experience with the website's product pages and the trust signals presented. Our analysis has uncovered key areas where the current approach is falling short, potentially impeding the smooth progression of customers from mere interest to a confident decision to buy. In the ensuing sections, we'll delve into the specific challenges encountered on the website's product pages and in conveying effective quality signals, underscoring their impact on the customer's journey and the subsequent decision-making process.



Effectiveness of Promotional Strategies

- **Observation:** The use of promotions, upselling, cross-selling, and bundle offers as part of the marketing strategy is crucial at this stage.
- **Pain Points:** There may be missed opportunities in maximizing the average order value through these promotional strategies. This includes not fully leveraging upselling and cross-selling techniques, and the potential underutilization of bundle offers to incentivize higher purchase volumes.
- **Impact on Customer Journey:** Inadequate or ineffective promotional strategies can result in lower order values and reduced overall revenue. Enhancing these strategies can not only increase the average order value but also positively reinforce the customer's decision to purchase, making it an essential focus area in the Decision stage.

Pain Points



3

Decision

Customers make the decision to purchase. This step involves selecting products and proceeding to checkout.



Checkout
Form
Efficiency

- **Observation:** The current checkout process and form design present potential barriers to finalizing purchases.
- **Pain Points:** Customers at the decision-making stage encounter friction due to a complex checkout process. Key issues include difficulty in locating primary calls-to-action (CTAs) like the register button, and an overall cumbersome checkout experience.
- **Impact on Customer Journey:** These challenges at the final step of the buying process can lead to cart abandonment and lost sales. Simplifying and streamlining the checkout process is crucial to converting consideration into a definitive purchase decision.



Recommendations



1

Awareness

In this segment, we focus on enhancing Nashville Wraps' presence in the Awareness stage through strategic initiatives in Paid Media and Email. By refining these channels, we aim to increase the visibility of the brand and draw in qualified visitors, setting the stage for deeper engagement.



Enhancing Nashville Wraps' Digital Presence through Paid Media and Email

1. Branded vs. Non-Branded Strategy Refinement:

Reevaluate the **balance between branded and non-branded campaigns**. While branded campaigns may have inflated ROAS, they could still contribute to revenue. Optimize these campaigns to maintain a presence for users specifically searching for your brand.

2. Non-Branded Campaign Optimization:

Analyze the underperforming non-branded campaigns to identify opportunities for improvement. **Refine ad targeting, keywords, ad copy, and landing pages** to better align with the needs of new customers.

3. Ad Copy and Landing Page Alignment:

Ensure that the ad copy and landing pages for non-branded campaigns are highly relevant to the keywords and user intent. **This will enhance user experience** and increase the likelihood of conversion.

4. Remarketing Campaign Enhancement:

Revamp remarketing campaigns with refreshed creatives and tailored messaging to reignite interest among previous website visitors. Address the drop in conversion rate by focusing on driving engagement and guiding users back to the website.



Recommendations



Paid Media Recommendations

5. Dynamic Remarketing:

Implement dynamic remarketing, showcasing products that users have [previously viewed](#) or [added to their carts](#). This highly personalized approach can increase the chances of conversion.

6. Audience Segmentation:

Segment your audience based on their behavior and interactions with your website. Create custom audiences for different stages of the [customer journey](#) and [deliver targeted messaging](#) accordingly.

7. Ad Testing:

Continuously test ad creatives, headlines, and [calls-to-action](#) to identify what resonates best with your target audience. Regular optimization can lead to improved click-through and conversion rates.

8. Performance Analysis:

Analyze campaign performance data to identify specific campaigns, keywords, or ad sets that are not delivering desired results. Adjust budgets and bidding strategies accordingly.

9. Landing Page Optimization:

Ensure that landing pages are optimized for conversion. [Simplify the user journey](#), provide clear value propositions, and make it easy for users to take the desired action.

10. Budget Allocation:

Reallocate budgets based on the [historical performance](#) and potential of each campaign. Prioritize campaigns that consistently deliver positive results and adjust spending as needed.

By focusing on optimizing the balance between branded and non-branded campaigns, refining ad targeting and messaging, and maximizing the potential of remarketing efforts, Nashville Wraps can enhance the performance of their paid media campaigns and achieve better results in terms of transactions and revenue.



Recommendations



Email Campaign Recommendations

1. Enhance Email Click Engagement,

- **Segmentation:** Divide your email list into smaller segments based on customer behavior, preferences, and purchase history. Deliver highly targeted and personalized content that resonates with each segment.
- **Compelling Content:** Craft engaging and relevant email content that grabs recipients' attention and encourages them to click through. Use eye-catching visuals, compelling headlines, and clear call-to-action buttons.
- **Dynamic Content:** Implement dynamic content that adapts to each recipient's preferences and behavior, showcasing products they've shown interest in or previously purchased.

2. Improve Email Conversion Rates:

- **Landing Pages:** Ensure that the landing pages linked from your emails are directly relevant to the content of the email. Consistency between email content and landing pages boosts conversion rates.
- **Clear CTAs:** Use persuasive and action-oriented call-to-action (CTA) buttons that guide recipients toward desired actions, such as making a purchase or exploring a specific offer.
- **Limited-Time Offers:** Create a sense of urgency with limited-time offers or exclusive discounts available only through the email. This can incentivize quicker conversions.

3. Address Decline in Email Revenue:

- **Re-Engagement Campaigns:** Implement re-engagement campaigns targeting inactive subscribers. Offer exclusive discounts or incentives to encourage them to re-engage with your emails and website.
- **Win-Back Campaigns:** For subscribers who haven't engaged in a while, send win-back campaigns with personalized offers to reignite their interest and encourage them to make a purchase.
- **A/B Testing:** Continuously test different elements of your emails, such as subject lines, visuals, and CTAs. A/B testing helps identify the most effective strategies for driving conversions.



Recommendations



Email Campaign Recommendations

4. Leverage High Conversion Rate and Average Order Value:

- **Personalized Recommendations:** Leverage the information you have about subscribers' preferences and purchase history to provide personalized product recommendations in your emails.
- **Upselling and Cross-Selling:** Suggest complementary products or upgrades that align with what customers have shown interest in. Promote bundles that encourage larger purchases.
- **Exclusive Offers:** Offer email-exclusive deals or early access to sales. Create a sense of exclusivity to encourage subscribers to make purchases through emails.

5. Focus on Quality Over Quantity:

- **Content Relevance:** Ensure that **each email provides valuable content** or offers that are directly relevant to the recipients' interests and needs.
- **Consistent Sending Schedule:** Maintain a consistent and predictable sending schedule to keep subscribers engaged without overwhelming them with emails.

By addressing these issues and optimizing your email marketing strategy, you can enhance engagement, drive conversions, and ultimately increase email revenue.



Shift Your Growth North

Recommendations



2

Interest

The Interest stage is crucial for deepening the engagement initiated in the Awareness phase. Our recommendations will revolve around optimizing Website, Blog, and Product Pages to retain and engage visitors effectively.



Deepening Engagement with Nashville Wraps through Website, Blog, and Product Pages

1. Enhance User Experience and Engagement

- **Website Optimization:** Conduct a thorough audit of the website to identify areas that could be causing the drop in sessions. Ensure that the website loads quickly, is mobile-responsive, and provides a seamless browsing experience.
- A Pingdom Website Performance test revealed a number of areas for **website performance improvement**, see attached appendix.
- The **mobile version of the website** can be improved in terms of its browsing experience, for example, the primary product selection menu is hidden at the bottom of the home page, consider adding a hamburger menu for easy access and improved user experience.
- **User-Centric Design:** Consider revamping the website's design to make it more appealing and user-friendly. Intuitive navigation and clear calls-to-action can guide users through the site effectively.
- The header menu is **too busy, consider streamlining** so as not to induce information overload on website visitors.



Recommendations



Website, Blog & Product Pages

- Additionally, many of the pages, including the home page, are extremely busy - consider lessening the information overload on website visitors by increasing the amount of white space on display
- Interactive Content: Incorporate interactive elements such as Gifs, polls, and videos to engage visitors and keep them on the site longer. Currently, the website is very static and unengaging.

2. Improve Content Relevance and Quality:

- **Content Strategy:** Develop a content plan that aligns with the interests and needs of your target audience. High-quality, informative, and engaging content can attract and retain visitors.
- **Diverse Content Formats:** Experiment with different content formats, including articles, infographics, videos, and how-to guides, to cater to various preferences and learning styles.
- Make the Blog page easier to navigate, [show a list of topics](#) so that users do not need to scroll for an extended period of time to find additional topics and content.
- Personalization: [Implement personalized experiences](#) for returning visitors based on their past behavior and preferences. Show them recommended products or content based on their previous interactions.
- [Continuously monitor the impact of your changes](#) using key metrics such as bounce rate, time on page, and conversion rates.
- Use [data insights](#) to iterate on your strategies and make adjustments as needed.



Shift Your Revenue North

Recommendations



3

Decision

In the Decision stage, our focus will shift to facilitating the final purchasing decision through effective strategies in Promotions and the Checkout Form.



Facilitating Purchase Decisions through Effective Promotions and Streamlined Checkout Process

Address Registration Completion Issues:

- Simplify Registration: If registration completions are down, **consider simplifying the registration process.**
 - Emphasize **primary CTA's**, currently the key CTA's including the register button are difficult to locate.
 - **Reduce the number of required fields** and make it as effortless as possible for users to sign up, increasing overall conversion rate of both registrations and sales (seeing as how customer must register before purchase).

Maximize Average Order Value:

- Upselling and Cross-Selling: **Implement upselling and cross-selling** techniques by suggesting complementary products or higher-priced alternatives during the checkout process.
- Bundle Offers: **Create product bundles** that offer a discount when customers purchase multiple items together. This can incentivize customers to increase their order value.
- Incentives: Offer additional incentives for registration, such as exclusive discounts, early access to promotions, or access to premium content.
- Trust Signals: **Showcase customer reviews, testimonials,** and security badges on the website to build trust and confidence in potential buyers.

New Touchpoints



Let's Add A Few Additional Steps To The Customer Journey

Having thoroughly explored enhancements to Nashville Wraps' existing digital strategy, we now shift our focus to pioneering additional touchpoints in the customer journey. This next phase of our strategy involves identifying and integrating novel stops along the customer's path. These new touchpoints are designed not only to enrich the existing journey but also to open up fresh avenues for engagement, conversion, and customer loyalty.

In the sections that follow, we will outline innovative and impactful touchpoints that can be seamlessly woven into the current customer journey. These additions are aimed at further elevating the customer experience, ensuring that every interaction with Nashville Wraps leaves a lasting impression and nurtures a deeper connection. Let's explore these new opportunities to captivate and engage your audience, thereby enhancing their journey and driving Nashville Wraps towards new heights of success.

SEO Optimization: Elevating Awareness and Shifting the Journey North

Enhancing Nashville Wraps' SEO strategy presents a powerful opportunity to create a new and effective entry point in the customer journey. By optimizing for search engines, we can ensure that Nashville Wraps becomes a prominent choice for potential customers right at the moment of their initial search, laying a solid foundation for engagement and brand discovery.



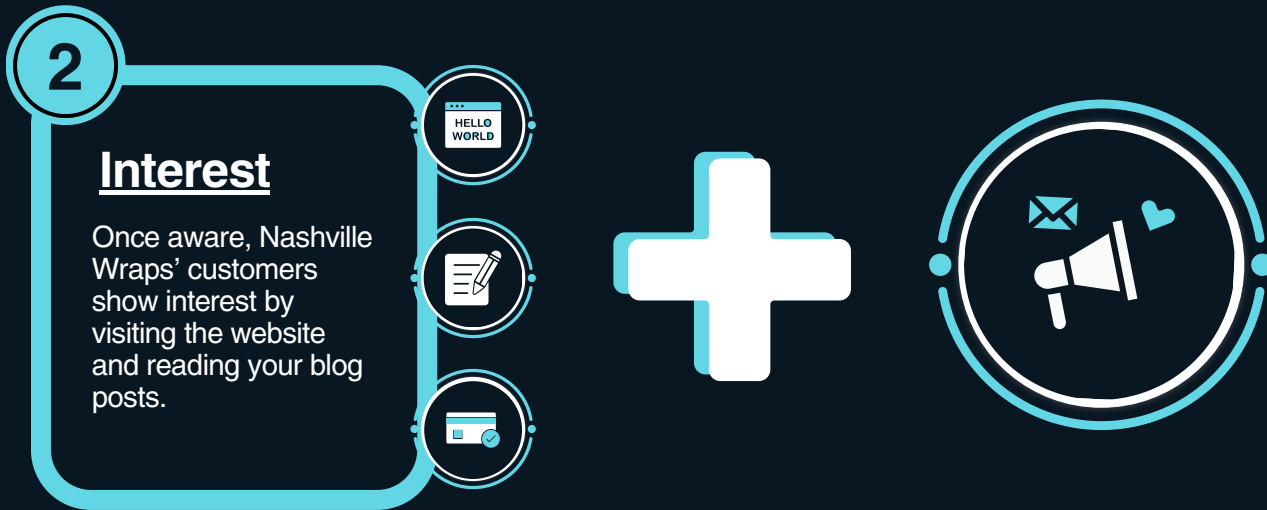
New Touchpoints



Incorporating a robust SEO strategy is pivotal for enhancing Nashville Wraps' presence at the Awareness stage of the customer journey. By optimizing SEO, we open a vital pathway for potential customers to discover Nashville Wraps organically, right when they begin their search. The following recommendations aim to bolster Nashville Wraps' online visibility, driving traffic and revenue through improved organic search performance:

1. **Comprehensive SEO Audit:** Conduct an in-depth audit to identify and rectify technical SEO issues, on-page optimization gaps, and any potential search engine penalties. Addressing these aspects will significantly enhance search engine visibility and rankings.
2. **Content Optimization and Refresh:** Update and optimize existing website content for relevance, readability, and keyword integration. Creating fresh, high-quality content tailored to the target audience's search intent will attract and retain organic traffic.
3. **Focused Keyword Research and Targeting:** Perform extensive research to pinpoint high-potential, relevant keywords for Nashville Wraps' products and services. Optimize web content around these keywords to capture qualified organic traffic and improve search rankings.
4. **Strategic Backlink Building:** Develop a backlink-building strategy to garner high-quality, authoritative backlinks. Collaborate through guest posting, influencer outreach, and partnerships to boost the website's domain authority and credibility.
5. **Mobile Optimization:** Ensure that the website is fully optimized for mobile users, a critical factor in search engine ranking. Enhancing mobile responsiveness and load times will improve user experience and organic search performance.
6. **Local SEO Enhancement:** Optimize for local search by setting up a Google My Business listing, acquiring local citations, and soliciting customer reviews. This strategy is essential for attracting local customers and competing in local search results.
7. **User Experience Enhancement:** Invest in improving the overall user experience on the website. Clear navigation, faster load times, and visually appealing designs will keep users engaged longer and encourage more in-depth exploration of the site.
8. **Data Monitoring and Analysis:** Regularly track and analyze web traffic, engagement metrics, and revenue from organic search. Use tools like Google Analytics to understand user behavior, identify trends, and make data-driven decisions.

New Touchpoints



Interest Stage Expansion: Introducing 'Value Signals' to Enrich Customer Engagement

1. Showcasing Customer Reviews and Testimonials:

- Strategy: Collect and display customer reviews and testimonials prominently on the website. This could be on product pages, a dedicated testimonials section, or even as part of the homepage layout.
- Implementation: Implement automated systems to request reviews post-purchase. Ensure a simple and user-friendly process for submitting reviews to encourage participation.
- Impact: Genuine customer feedback provides social proof, reassuring potential customers of the quality and reliability of Nashville Wraps' products and services.

2. Developing and Highlighting Case Studies:

- Strategy: Create detailed case studies showcasing successful customer experiences or specific use cases of Nashville Wraps' products. These should tell a compelling story and highlight the benefits and solutions provided.
- Implementation: Feature these case studies on the website and in marketing materials. Use various formats such as written articles, videos, or infographics to cater to different audience preferences.
- Impact: Case studies serve as tangible examples of the value Nashville Wraps delivers, helping potential customers visualize how the products can fit into and enhance their own scenarios.

New Touchpoints



3. Leveraging User-Generated Content:

- Strategy: Encourage and curate user-generated content such as customer photos, stories, or videos using Nashville Wraps' products.
- Implementation: Create a campaign or social media hashtag to collect user-generated content. Offer incentives or feature selected content on the website and social media platforms.
- Impact: User-generated content adds authenticity and relatability, fostering a sense of community and trust among prospective customers.

4. Featuring Expert Endorsements and Collaborations:

- Strategy: Partner with industry experts or influencers for endorsements. Collaborations can range from product reviews to co-created content.
- Implementation: Identify and engage with influencers whose audience aligns with Nashville Wraps' target market. Collaborate on content that is mutually beneficial and resonates with both audiences.
- Impact: Endorsements from respected individuals in the industry can significantly boost Nashville Wraps' credibility and attract new customers at the Interest stage.

5. Regularly Updating and Refreshing Content:

- Strategy: Maintain the relevance and freshness of value signals by regularly updating testimonials, reviews, and case studies.
- Implementation: Set a schedule for periodic updates and actively seek new content to showcase. Encourage ongoing customer feedback and participation.
- Impact: Keeping content up-to-date ensures that the value signals remain relatable and reflective of current customer experiences.

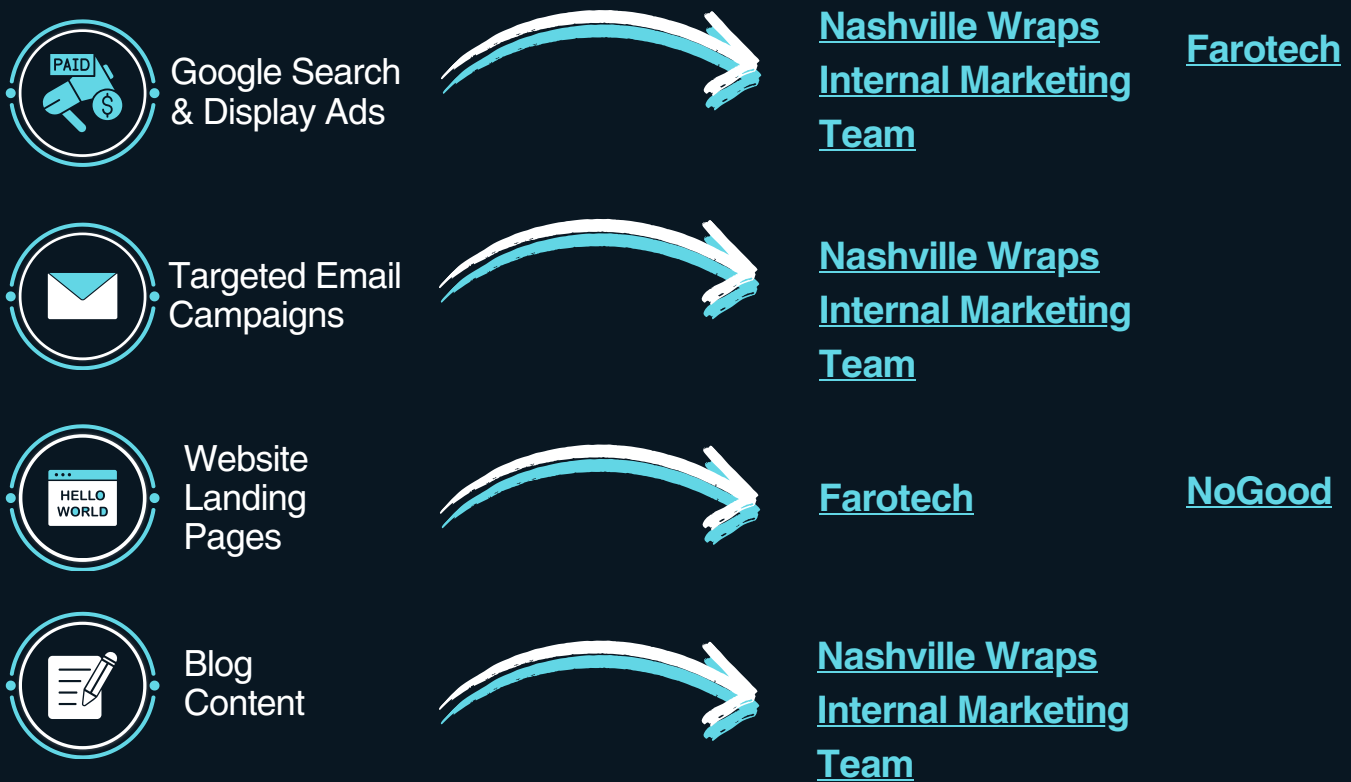
By embedding these 'Value Signals' within the Interest stage of the customer journey, Nashville Wraps can create a more compelling and trustworthy image. These enhancements are designed to resonate deeply with potential customers, solidifying their interest and moving them confidently towards the Consideration and Decision stages.

Implementation



Implementation Strategy: Collaborative Efforts for Nashville Wraps' Digital Advancement

For the execution of our strategic recommendations, North Shift proposes a balanced approach involving Nashville Wraps' own marketing team and selected external agencies. The in-house team will lead initiatives like content updates and basic SEO, capitalizing on their firsthand brand knowledge. For more specialized tasks, such as comprehensive SEO audits and complex data analysis, we suggest enlisting specialized agencies. This collaboration ensures a blend of internal expertise and external innovation, driving effective and efficient implementation.



Implementation



Website Product Pages



Nashville Wraps
Internal Marketing
Team

Farotech



Website Checkout Process



Nashville Wraps
Internal Marketing
Team

Whereoware



Promo Strategy



Nashville Wraps
Internal Marketing
Team



Nashville Wraps
Internal Marketing
Team

Whereoware



Nashville Wraps
Internal Marketing
Team



Shift Your
Customers North

Conclusion



Conclusion: Charting a Path to Digital Excellence for Nashville Wraps

As we reach the conclusion of our strategic report, we reflect on the journey undertaken to elevate Nashville Wraps' digital presence and customer experience. The strategies and recommendations presented are tailored to fortify Nashville Wraps' position in the market, ensuring a robust digital footprint that aligns with their core objectives of customer acquisition, retention, and revenue growth.

Our collaborative approach, harnessing the strengths of Nashville Wraps' marketing team and the expertise of specialized agencies, sets the stage for a dynamic and responsive digital strategy. The proposed enhancements across various stages of the customer journey – from enhancing awareness through SEO optimization to enriching the decision-making process with streamlined checkout experiences – are designed to create a cohesive and engaging customer experience.

As Nashville Wraps implements these strategies, we anticipate a significant uplift in customer engagement, brand loyalty, and business growth. The journey ahead will require continual adaptation and innovation, but with a solid foundation and a clear roadmap, Nashville Wraps is well-equipped to navigate the ever-evolving digital landscape.

We at North Shift are committed to supporting Nashville Wraps every step of the way, ensuring that each strategy is not just a plan but a gateway to measurable success and enduring digital triumph. Together, we look forward to seeing Nashville Wraps thrive and redefine its digital narrative.

Thank You