Nashville Wraps: Enhancing Digital Strategy

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Nashville Wraps®

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Introduction

Greetings from Whereoware! We're excited to present this comprehensive report aimed at propelling Nashville Wraps towards achieving its core goals. With a focus on New Retail Customer Acquisition, Retaining Valued Online Customers, and Driving Revenue Growth, our aim is to leverage our expertise to devise a robust digital strategy tailored to Nashville Wraps' unique objectives.

In line with Nashville Wraps' mission to expand its reach, we'll address the imperative of increasing qualified visitors to the website by enhancing qualified registration applications and catalog requests. Our strategic approach aims to not only attract new prospects but also to create a seamless user experience that encourages engagement, ensuring these visitors transform into valued customers.

Understanding the significance of retaining loyal customers, our strategy delves into incentivizing returning core customers through elevated engagement, increased transactions, and enriched customer interactions. By nurturing this loyal base, we seek to cultivate lasting relationships that contribute to sustained revenue growth.

Lastly, in our pursuit of Driving Revenue Growth, we'll explore optimizing average order size, elevating online conversions, and enhancing the return on ad spend for paid media efforts. Our data-driven insights will enable us to recommend targeted actions that align with Nashville Wraps' revenue objectives.

In this report, we'll delve into each goal's unique challenges, offer tailored strategies, and outline actionable steps to fuel Nashville Wraps' digital evolution. 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' digital transformation.

Nashville Wraps®

Objectives

01 New Retail Customer Acquisition

Increase qualified visitors to the website measured by qualified registration applications and number of catalog requests.

02 Retain Valued Online Customers

Encourage more returning core customer engagement and transactions measured through frequency of contact, customer logins, and returning customer revenue.

03 Drive Revenue Growth

Increase overall revenue measured by increased average order size, total online conversions, and paid media return on ad spend.

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Objective 1: New Retail Customer Acquisition

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 despite increased opt-ins and catalog requests.

Problem 1: Decrease in returning visitor engagement & decline in pages/sessions and average session duration.

Solutions:

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 as shown in the image below.

GRADE	SUGGESTION
F 0	Configure entity tags (ETags)
F 0	Add Expires headers
F 10	Reduce DNS lookups
F 12	Compress components with gzip
F 25	Use cookie-free domains
F 32	Make fewer HTTP requests
A 100	Avoid empty src or href

Figure 1: Nashville Wraps Home Page Performance

- Additionally, enhancements can be made to the mobile version of the website to enhance the browsing experience. For instance, the primary product selection menu is currently positioned at the bottom of the home page. It is recommended to incorporate a hamburger menu to ensure effortless access, thereby enhancing user experience.
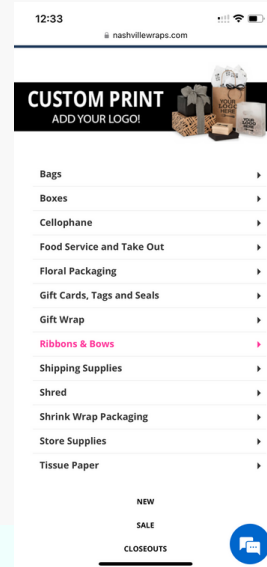

Figure 2: Mobile User Experience & Navigation

- 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. For example, the website header menu is too busy, consider streamlining so as not to induce information overload on website visitors.

Figure 3: Website Header Layout

- Furthermore, numerous pages, including the homepage, appear overcrowded. To alleviate information overload for website visitors, contemplate incorporating more white space, promoting a visually balanced and user-friendly environment.
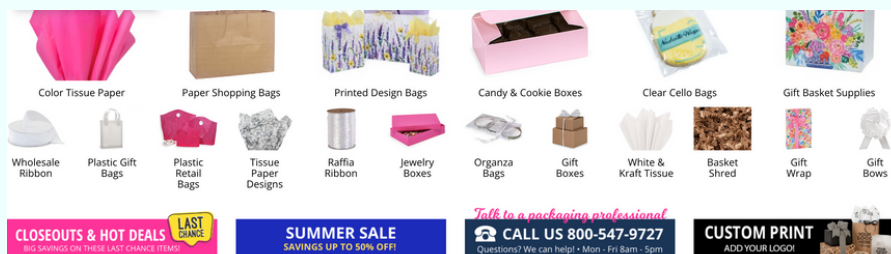

Figure 4: User Experience & Page Design

- Engage Your Audience: Integrate interactive features like GIFs, polls, and videos to captivate visitors, encouraging them to spend more time on the website. Presently, the site lacks dynamism and fails to effectively engage its audience.
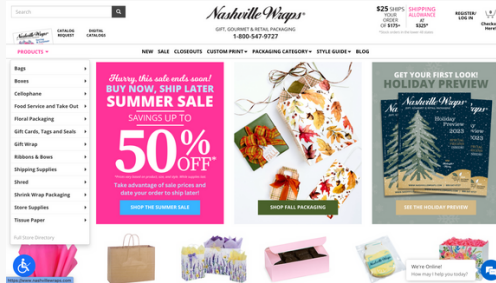
Figure 5: Static Home Page Lacks Interactivity

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.
- Enhance the Navigability of the Content Pages by presenting a topic list, eliminating the need for users to engage in prolonged scrolling to access additional content and topics.
- Consider website plugins that encourage conversions such as Exit Intent pop-ups which have been shown to increase overall conversion rate.

Figure 6: User Experience on Blog Pages
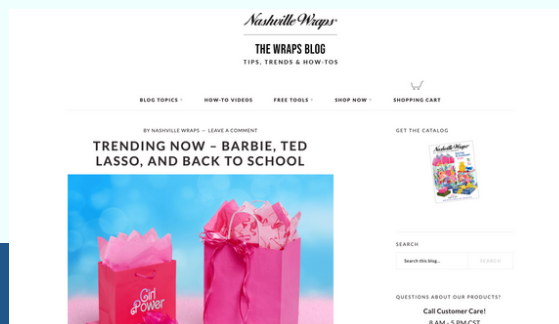
Problem 2: Registration completions are down for new and returning visitors.

Solutions:

Address Registration Completion Issues:

- Simplify Registration: If registration completions are down, consider simplifying the registration process. Reduce the number of required fields and m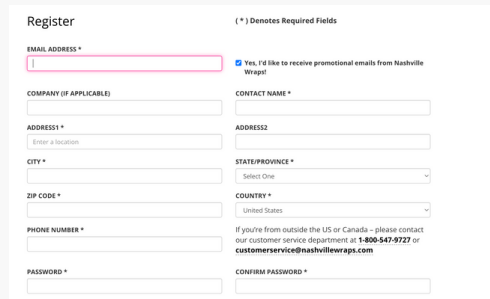ake it as effortless as possible for users to sign up, increasing overall conversion rate of both registrations and sales (seeing as how customer must register before purchase).

Figure 7: Complex Registration Form

- Incentives: Offer additional incentives for registration, such as exclusive discounts, early access to promotions, or access to premium content.

Problem 3: Email opt-ins are up, but engagement and conversions are down.
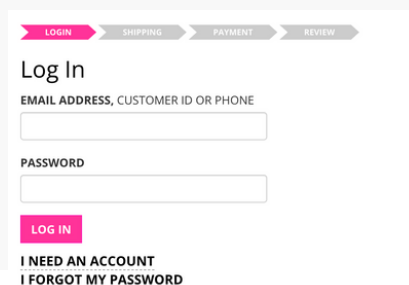
Solutions:

Leverage Email Opt-ins and Catalog Requests:

- Segmented Email Campaigns: Utilize the increased email opt-ins by sending targeted and personalized email campaigns. Send relevant content and exclusive offers to encourage repeat visits and conversions.
- Catalog Promotion: Capitalize on the increase in catalog requests by sending follow-up emails with additional product information, special offers, and a link back to the website.

Simplify the checkout process to reduce friction and encourage conversions.

Figure 8: Simplify Checkout Process

Problem 4: Decline in new visitor revenue.

Solutions:

In addition to the above suggestions, including simplifying the registration form and process, focus on New Visitor Engagement & Experience:

- Targeted Landing Pages: Create specific landing pages for new visitors based on their entry points, ensuring they find content relevant to their interests.
- Social Proof and Trust Signals: Incorporate customer reviews, testimonials, and trust badges on landing pages to build credibility and encourage conversions.

Implement Data-Driven Optimization:

- A/B Testing: Continuously perform A/B testing on different website elements, such as CTAs, images, and headlines, to identify what resonates best with your audience.
- User Analytics: Leverage user analytics to understand the user journey on the site. Identify drop-off points and areas where users spend the most time, on both desktop and mobile.

Objective 2: Retain Valued Online Customers

The company faces several challenges regarding customer retention: a decline in both returning user and new user traffic indicates potential difficulties in retaining the existing customer base; reduced engagement and conversions among returning users highlight the need for re-engagement strategies; a drop in account logins suggests a possible decrease in customer loyalty and involvement; despite increased returning visitor transactions, there's a decrease in revenue from these transactions, possibly indicating a disparity between transaction frequency and transaction value.

Problem 1: Decline in Engagement and Conversions for returning traffic.

Solutions:

The decrease in engagement and conversions is addressed in Section 1 of this report, commencing on Page 5. Similar to the strategies applied to improve engagement among new customers, many of these techniques can also effectively enhance engagement among returning customers. Moreover for returning customers the following steps will benefit engagement and CR:

- 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.
- Re-Engagement Campaigns: Develop targeted email campaigns aimed at re-engaging returning visitors who haven't interacted with the site recently.
- Conduct user surveys or focus groups to gain insights into what users are looking for and adjust your content accordingly.

Problem 2: Account logins have declined.

Solutions:

- Incentivize account logins by offering exclusive benefits such as personalized recommendations, early access to sales, or member-only discounts. Implement a smooth and streamlined login process, including options for social media login or single sign-on to reduce friction.
- Make the login button more prominent and accessible on both mobile and desktop formats. Currently it is difficult to locate within all the clutter.

Figure 9: Login Button, lack of visibility

Problem 3: Returning Visitor Transactions vs. Revenue Discrepancy:

Solutions:

- Analyze the returning visitor journey to identify potential friction points or barriers to conversion.
- Optimize the user flow and checkout process to minimize drop-offs.
- Offer upsells or bundle deals to increase the average order value, which could help offset the revenue decline despite increased transactions.

Objective 3: Drive Revenue Growth

To achieve revenue growth, a dual approach is vital: first, enhancing engagement and conversions, as discussed earlier in this report; and second, augmenting website traffic. The subsequent sections pertaining to email, search engine optimization (SEO), and paid media will delve into strategies aimed at accomplishing this goal. In addition, you should also focus on further increasing the 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.

Channel Specific Recommendations: Navigating Email, SEO, and Paid Media

EMAIL

1. Enhance Click Engagement
2. Address Decline in Revenue
3. Leverage High CR & Order Value
4. Focus on Quality over Quantity

SEO

1. SEO Audit
2. Keyword Research
3. Content Optimization
4. Backlink Building
5. Mobile Optimization
6. Competitor Analysis

PAID MEDIA

1. Branded vs Non-Branded Strategy
2. Non-Branded Optimization
3. Ad Copy & Landing Page Alignment
4. Remarketing Campaign Enhancement
5. Audience Segmentation
6. Performance Analysis

Email

Summary

Email engagement is a mix of positives and challenges: increased opt-ins and solid open rates for Continuous Campaigns and One-off emails, yet lower click engagement leading to fewer site visitors from email. While those who do click are converting better, the rise in conversion rate and average order value hasn't compensated for the drop in visitor numbers, resulting in reduced email revenue.

1. Enhance Email Click Engagement

Problem: Decline in email click engagement for Continuous Campaigns and One-off emails.

- 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. Address Decline in Email Revenue

Problem: Despite a higher conversion rate and increased average order value, overall email revenue is declining.

- 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.

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.

☑ 4. Focus on Quality Over Quantity

Problem: Decline in email click engagement and less site visitors from email.

- 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.

SEO

Summary

Despite an increased conversion rate from organic traffic, the SEO landscape poses concerns as traffic for the channel has declined in sessions year over year. This decline in traffic has contributed to a reduction in revenue, indicating a need to address the decline in sessions to ensure a sustained growth trajectory.

☑ 1.Comprehensive SEO Audit

- Perform a thorough SEO audit of the website to identify technical issues, on-page optimization gaps, and potential penalties. Addressing these issues can lead to improved search engine visibility.
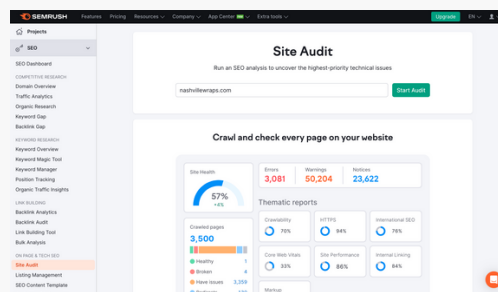

Figure 10: SEMrush SEO Audit

☑ 2. Content Optimization

- Optimize existing content by updating outdated information, improving readability, and incorporating relevant keywords. Additionally, create fresh, high-quality content that caters to your target audience's search intent.

☑ 3. Keyword Research and Targeting

- Conduct extensive keyword research to identify high-potential keywords relevant to Nashville Wraps' products and services. Optimize content around these keywords to attract qualified organic traffic.

Figure 11: SEMrush Organic Search Positions

☑ 4. Backlink Building

- Develop a strategic backlink-building plan to acquire high-quality, authoritative backlinks. Engage in guest posting, influencer outreach, and partnerships to enhance the website's credibility / authority score, which is currently 36 on SEMrush.
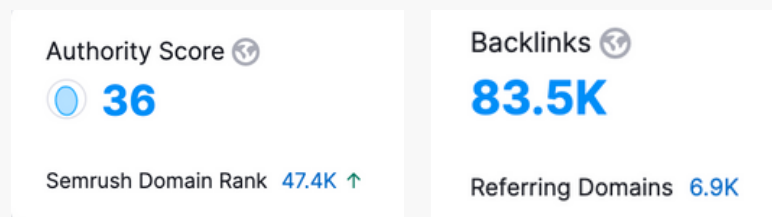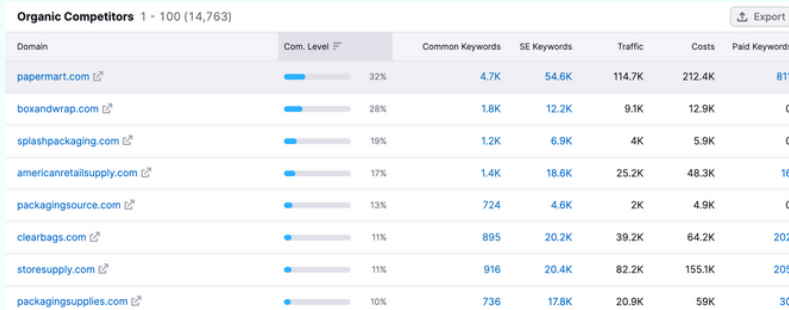

Figure 12: Backlinks & Authority Score

☑ 5. Mobile Optimization

- Ensure the website is fully optimized for mobile devices, as mobile-friendliness is a critical ranking factor. Improve page load times and navigation for seamless mobile user experience.

☑ 6. Competitor Analysis

- Analyze competitors' websites to identify gaps and opportunities. Understand their strategies and learn from their successes and failures. Papermart appears to be your primary competitor, their keyword strategy is worth evaluating.

Organic Competitors 1 - 100 (14,763)						⬆ Export
Domain	Com. Level	Common Keywords	SE Keywords	Traffic	Costs	Paid Keywords
papermart.com ↗	32%	4.7K	54.6K	114.7K	212.4K	811
boxandwrap.com ↗	28%	1.8K	12.2K	9.1K	12.9K	0
splashpackaging.com ↗	19%	1.2K	6.9K	4K	5.9K	0
americanretailsupply.com ↗	17%	1.4K	18.6K	25.2K	48.3K	16
packagingsource.com ↗	13%	724	4.6K	2K	4.9K	0
clearbags.com ↗	11%	895	20.2K	39.2K	64.2K	202
storesupply.com ↗	11%	916	20.4K	82.2K	155.1K	205
packagingsupplies.com ↗	10%	736	17.8K	20.9K	59K	30

Figure 13: SEMrush Competitor Analysis

PAID MEDIA

⊕ Summary

Paid media has seen positive trends in Return on Ad Spend (ROAS) and strategic shifts from Branded to Non-branded campaigns for new customer traffic. However, despite increased investment in non-branded campaigns to attract new customers, both transactions and revenue have decreased. Remarketing campaign investment remained relatively stable, but a decline in conversion rate raises concerns about their effectiveness.

☑ 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.

✅ 5. 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.

✅ 6. 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.

✅ 7. 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.

✅ 8. 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.

Conclusion

In concluding this report, we've journeyed through the intricacies of Nashville Wraps' digital landscape, and together, we've laid the groundwork for a promising future. The outlined strategies, tailored to New Retail Customer Acquisition, Retaining Valued Online Customers, and Driving Revenue Growth, serve as a compass guiding us towards achieving your goals.

Through our analysis, we've identified key areas that warrant attention and fine-tuning. By addressing challenges related to web sessions, email engagement, SEO, and paid media, we're poised to unlock new avenues of growth and customer engagement.

Our partnership is grounded in a commitment to delivering tangible results. With Whereoware's strategic insights and your dedicated team's efforts, Nashville Wraps is well-positioned to not only achieve but surpass its digital aspirations. The journey ahead involves consistent adaptation, vigilant monitoring, and collaborative implementation.

As we move forward, our focus remains steadfast on translating strategy into action, propelling Nashville Wraps towards sustained success. We're excited about the prospects that lie ahead and remain ready to support you every step of the way. Together, we'll transform challenges into opportunities and carve a path that redefines Nashville Wraps' digital excellence.

Increase Conversion Rate

Boost Website Traffic

Drive Revenue Growth
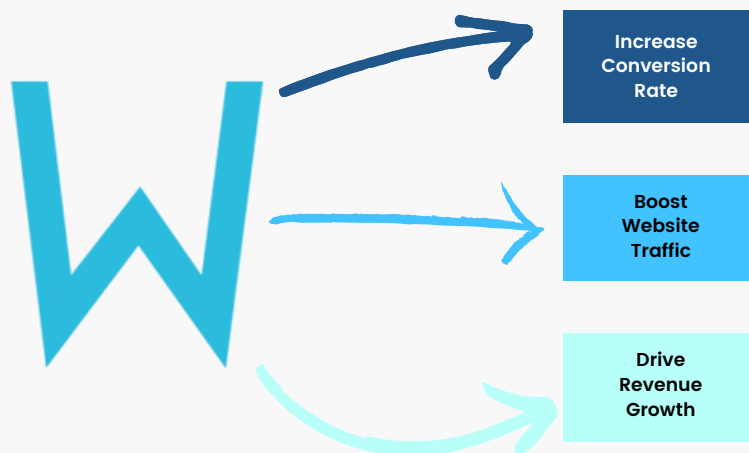
Thank You

Let's elevate your business.

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