

BOPIS Marketing Strategies for Retailers

BOPIS (Buy Online, Pick Up In-Store) has become a necessary marketing practice for retailers focused on the post-pandemic customer journey. Here are a few ways we partner with you to maximize efforts with this emerging trend.

CONNECT TO THE CUSTOMER EXPERIENCE



First and foremost, **marketers must ensure the BOPIS retail experience is satisfying.**

Parking lot or curbside pickup might be the only audience touchpoint you get. NVISION can support your efforts with:

- Logistical support and streamlined marketing supply chains
- Professionally produced curbside signage
- Ideas and insights for extending marketing campaigns beyond store shelves

BUILD ON YOUR BRAND



BOPIS must be viewed as a **long-term extension of your retail experience.**

Specialized training can help store staff better deliver the brand by easily managing in-store pickup procedures. Furthermore, marketers can work with NVISION to:

- Produce signage that promotes safety, speed and brand intimacy
- Create branded tactics that inspire customer confidence and encourage return visits
- Quickly shift seasonal marketing messaging

FOCUS ON EXTERIORS



Parking lots, storefronts and building exteriors are now the

responsibility of marketing professionals rather than facilities management. By working with NVISION experts, marketers can:

- Support traffic flow indicators for safe, efficient customer checkouts
- Design colorful consistent signage that encourages impulse purchases
- Devise strategies for improved exterior merchandising

RETHINK YOUR MARKETING TOOLKIT



As part of a long-term strategy, top retailers are making **capital investments to improve the BOPIS experience** for their customers.

NVISION works with c-suite executives to plan, create, deliver, and manage successful BOPIS programs including:

- Supporting new BOPIS-focused marketing budgets and planning
- Leveraging emerging best practices and proven strategies
- Providing access to a robust network of suppliers for efficient, on-time implementation of new omnichannel programs

BOPIS AND CURBSIDE PICKUP

78% 

“Use of BOPIS and Curbside Pickup has **increased for 78%** of shoppers since COVID-19 began, and **69% expect to continue** using it at the same or higher levels after the pandemic subsides.”

– **Carlos Aragon**,
Vice President of U.S. Channel Performance at Ipsos.

NVISION offers an experienced BOPIS consulting team to help marketing professionals manage the core components of successful retail execution. Our team leverages best practices and proven strategies to help you stay on top of the evolving marketing channel.