

**FOR RETAIL**



## LATINO MARKET 360° REVIEW

**Local market assessment**

**In-store customer experience**

**Customer and employee focus groups**

**Marketing tools review**

**Employee cultural competence**

CultureConnect helps tailor the customer experience for the growing Latino population in your market. The more your retail operation is engaged, the more traffic will increase.

The CultureConnect team identifies low hanging fruit, which can have an immediate impact on Latino conversions.

## How will CultureConnect increase your market share?

- Expand your retail operation's brand awareness and share of voice into the fastest growing market in your area. Develop authentic relationships that drive the Latino sales experience.
- Create trust with a demographic known for being loyal multi-generational customers.
- Leverage intentional, culturally accurate marketing tools and community connections.



## About Culture Connect

CultureConnect is a blended strategic marketing approach to spark and sustain community interest from your multicultural markets. Our approach combines traditional with tailored community branding and customer experience marketing strategy. CultureConnect allows for the creation of unique, exclusive opportunities to showcase your retail operations while also building authentic, sustainable relationships with key community stakeholders.

## Services to Increase Share of Voice

The CultureConnect process assesses opportunity to increase or improve sales and marketing, customer experience, brand opinion and share of voice.

- Market Pre-Assessment
- In-store Customer Experience Assessment
- Short-term and Long-term Recommendations
- Six-Month Post Assessment

## The Culture Shift Team

The Culture Shift Team is a consulting agency of leading experts in marketing, public relations, community engagement, customer experience, and diversity strategy. Our mantra is the Platinum Rule: "Treat others the way they would like to be treated." We help our clients create value around this model. Each engagement delivers a customized, results-oriented plan to meet our client's objectives. Our goal is to help you build lasting, sustainable relationships with your internal and external customers and stakeholders.

## Who We Are

Marcela Gómez is a marketing and public relations leader with more than 25 years in Latino market expertise.

A former automotive executive, Robert Lawrence Wilson is a consultant and trainer with experience in diversity and retail customer experience strategy.

Ann Gillespie is a consultant and trainer with expertise in developing multicultural acumen and community partnerships in retail environments.



*Marcela Gómez*



*Robert L. Wilson*



*Ann Gillespie*

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Contact us for a conversation and next steps. Proposals are customized to meet your needs. Email: [connect@cultureshiftteam.com](mailto:connect@cultureshiftteam.com) | Tel: 615.606.2772