



NOMAD PET

My pet store

Nomad Pets

My pet buddy store

[See Products](#)



About Us

Nomad Pet is a new-generation company with a dedicated team coming from the tradition industry. We know our products for decades and we learn trends. We target to serve the gr demand around Nomads with their closest friends: pets traveling around the World or goir Adventure.

WHO WE ARE?

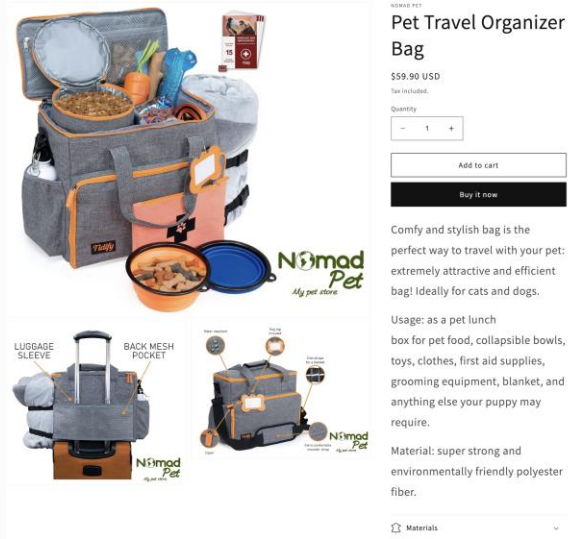
What is our mission?

We are the most reliable provider of travel accessories for your pet buddies. We are the source you look for while searching for products for creating experiences with your lifetime companions.

What our target group?

The target group of Nomad Pet is anyone with a pet who likes to travel with it. More specifically, people 18-70 years old in the middle economic class of the US who want to have pets in the adventurous moments of their lives.





Pet Travel Organizer Bag

\$59.90 USD

Tax included:

Quantity:

[Add to cart](#)

[Buy it now](#)

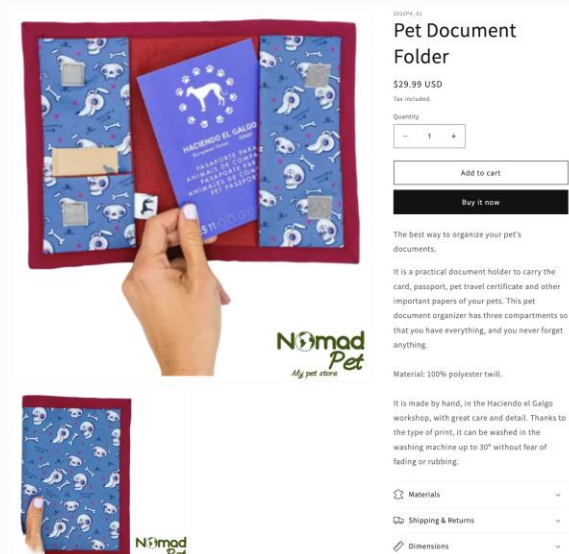
Comfy and stylish bag is the perfect way to travel with your pet: extremely attractive and efficient bag! Ideally for cats and dogs.

Usage: as a pet lunch box for pet food, collapsible bowls, toys, clothes, first aid supplies, grooming equipment, blanket, and anything else your puppy may require.

Material: super strong and environmentally friendly polyester fiber.

[Materials](#)

The product image shows a grey and orange bag filled with pet supplies like food, toys, and a blanket. A smaller image shows the bag with a luggage sleeve and a back mesh pocket.



Pet Document Folder

\$29.99 USD

Tax included:

Quantity:

[Add to cart](#)

[Buy it now](#)

The best way to organize your pet's documents.

It is a practical document holder to carry the card, passport, pet travel certificate and other important papers of your pets. This pet document organizer has three compartments so that you have everything, and you never forget anything.

Material: 100% polyester twill.

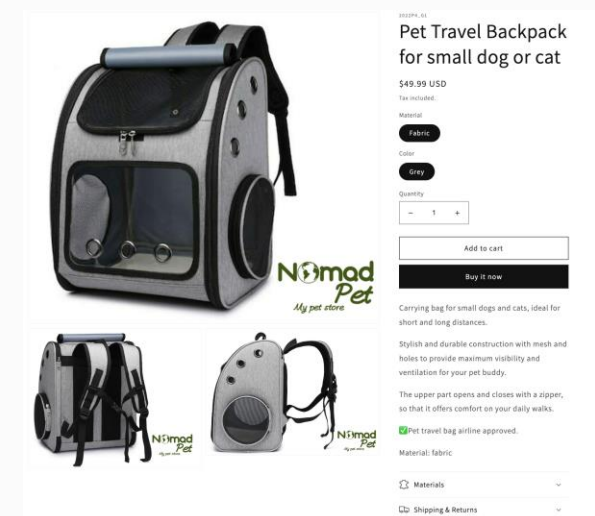
It is made by hand, in the Hacienda el Galgo workshop, with great care and detail. Thanks to the type of print, it can be washed in the washing machine up to 30° without fear of fading or rubbing.

[Materials](#)

[Shipping & Returns](#)

[Dimensions](#)

The product image shows a hand holding a blue document folder with a white cat illustration and text. A smaller image shows the folder's interior compartments.



Pet Travel Backpack for small dog or cat

\$49.99 USD

Tax included:

Material: [Fabric](#)

Color: [Grey](#)

Quantity:

[Add to cart](#)

[Buy it now](#)

Carrying bag for small dogs and cats, ideal for short and long distances.

Stylish and durable construction with mesh and holes to provide maximum visibility and ventilation for your pet buddy.

The upper part opens and closes with a zipper, so that it offers comfort on your daily walks.

[Pet travel bag airline approved.](#)

Material: fabric

[Materials](#)

[Shipping & Returns](#)

The product image shows a grey and black backpack with a large mesh window. Two smaller images show the backpack from different angles.

WHAT ARE WE SELLING?



Contact us

Email: info@nomadpet.com

Address: Nomad Pet Ltd., 60601, 35th ave., building 45, Chicago, Illinois

Phone: +1 800 Nomad Pet

Please check FAQ section. If you don't find answer there our Help Center will get back to you within 1 business day.

<input type="text"/>	<input type="text"/>
<input type="text"/>	
<input type="text"/>	
<input type="button" value="Send"/>	

DO YOU
WANT TO
CONTACT US?

KEYWORDS



What are people talking about?

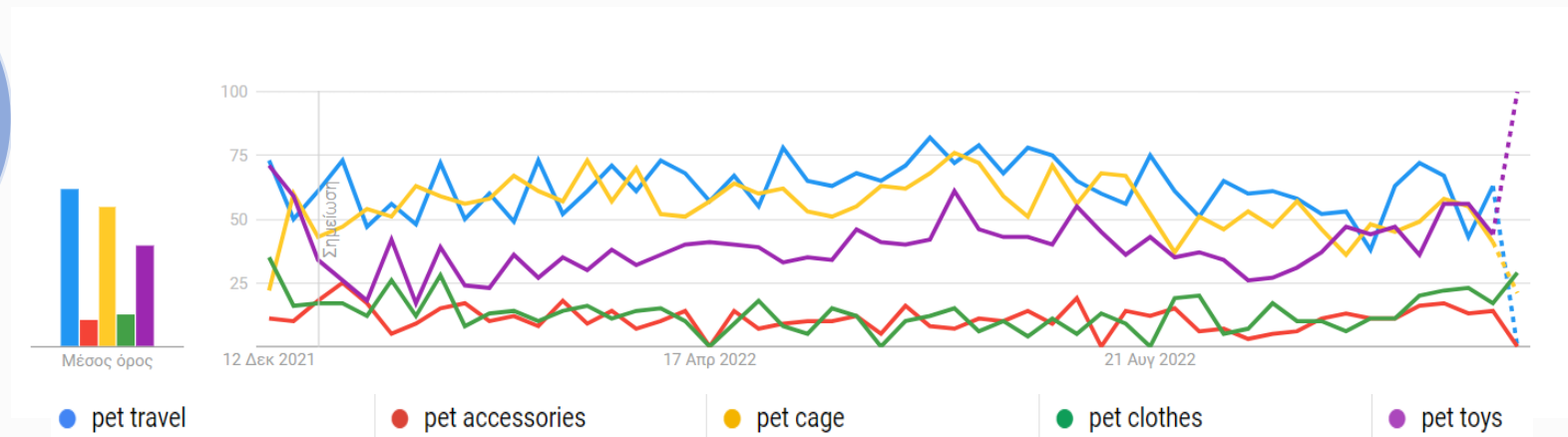
Pet Travel

Pet Cage

Pet
Accessori
es

Pet
Clothes
and
toys

We were able to identify the relevant categories across pet categories regarding google trends information.





Traveling with pets?

Among the travel category combined with pets, we can highlight the following keywords:

Keyword	Search Volume	CPC	Paid Difficulty	SEO Difficulty	Justification
nomad pet	10	\$0	1	18	Brand Name
cat	2240000	\$1.44	2	76	Main Theme
dog	2240000	\$2.54	8	82	Main Theme
pet store	1500000	\$2.92	19	82	Main Theme
cats and dogs	110000	\$4.22	1	87	Main Theme
pet	301000	\$3.05	46	72	Main Theme
pet shop	201000	\$1.85	2	87	Main Theme
pet travel	4900	\$1.73	73	62	Main Theme
travel with your pet	900	\$1.89	30	81	Value Proposition
pet buddy	390	\$1.73	100	57	Value Proposition

Ubersuggest.com

bags to carry dogs	8100	\$1.05	49	84	Productus
travel bag-backpack for dog	6600	\$1.00	24	43	Productus
carrying bag for cats	2900	\$0.69	52	80	Productus
bags to carry cats	2900	\$0.69	45	81	Productus
travel pet carrier	1900	\$0.95	49	61	Category
carrying bag for small dogs	1600	\$1.32	49	82	Productus
travel bag-backpack for cat	880	\$0.88	72	79	Productus
travel bag for dog airline approved	660	\$0.73	32	28	Productus
pet travel bag	720	\$1.15	39	44	product
pet lunch box	480	\$1.07	75	44	Category
pet travel organizer bag	310	\$0.51	41	56	Product
pet document folder	880	\$0.62	84	59	Product
pet travel certificate	620	\$1.78	22	55	Product
pet documents	450	\$1.83	48	72	Product
pet document organizer	320	\$0.82	84	58	Category
pet travel health certificate	1300	\$1.80	31	65	Article
pet travel international	1000	\$1.70	38	74	Article
airlines with pet travel	590	\$2.11	77	71	Article

Ubersuggest.com



WHICH ARE THE KEYWORDS FOR
OUR PRODUCTS?

BLOG IDEAS



Ideas

Idea 1 All you need to know about the pet health certificate.

SOCIAL MEDIA



Social Media Channels

Instagram

Facebook

Pinterest

TikTok

Who are our U.S. competitors?

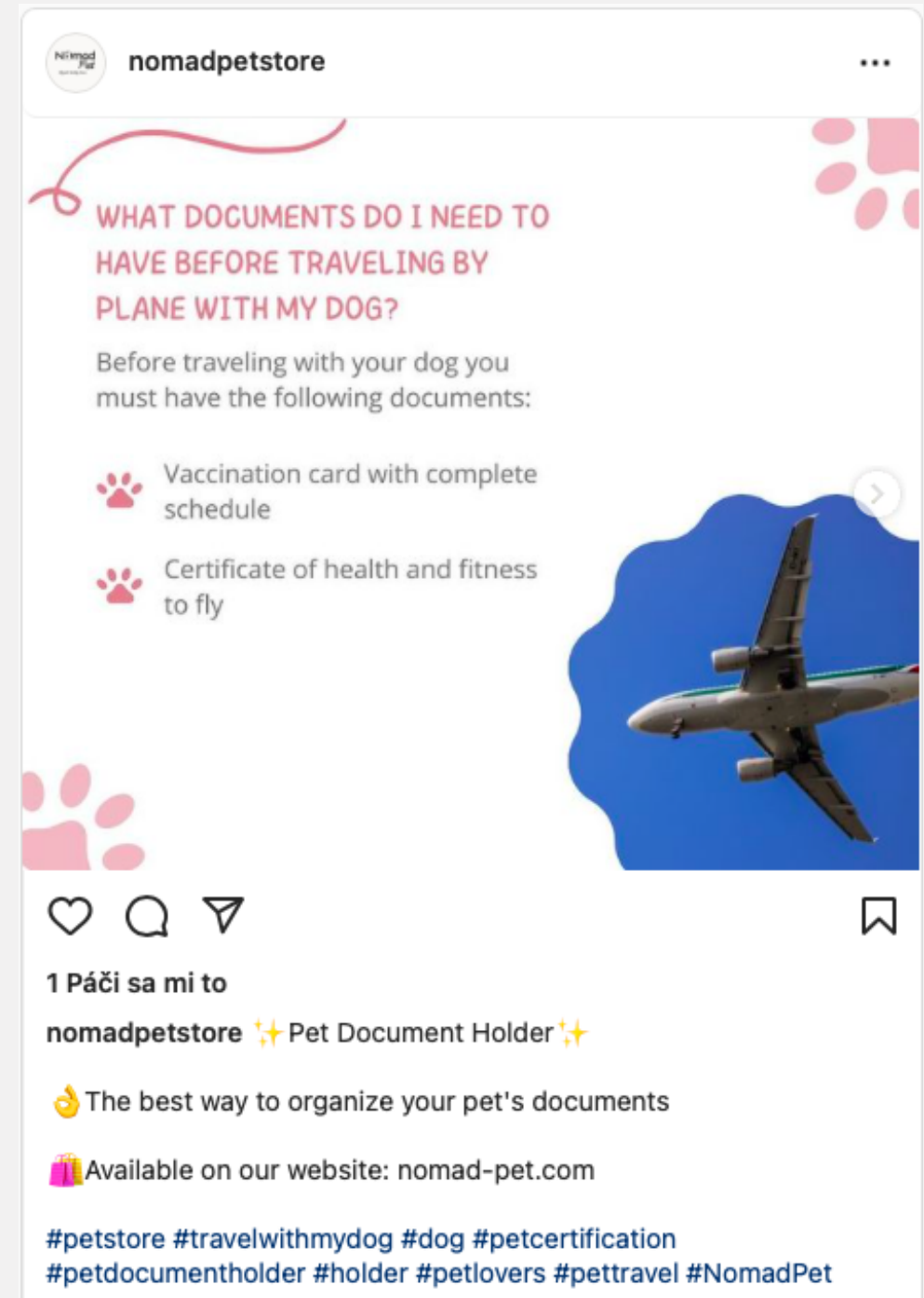
	Web	Social Media	SM Strategy	Price of the Cheapest Carrier Bag (in dollars)
IBIYAYA	https://ibiyaya-usa.com	Instagram, Pinterest, Facebook	<ul style="list-style-type: none">• High number of IG followers (11.2K)• Very active on the Social Media• Sharing promotions	70
ARCA	https://arcapetlove.com	Instagram, Pinterest, Facebook, YouTube	<ul style="list-style-type: none">• Active on the Social media• Small Brand• Sharing tips	59
SherpaPet	https://sherpapet.com	Instagram, Facebook	<ul style="list-style-type: none">• High number of IG followers (3.2K)• Sharing promotions	35
Petco	https://www.petco.com	Instagram, Facebook, Twitter, Pinterest, YouTube	<ul style="list-style-type: none">• Very high number of IG followers (696K)• Very active on the Social Media• Sharing tips and promotions	19

INSTAGRAM

- Large audience
- Targets our customers aged between 18-35

Main purposes:

- To track competitors
- To promote products
- To entertain our audience by posting fun stories and giving travel tips
- To improve our products via customers' feedback

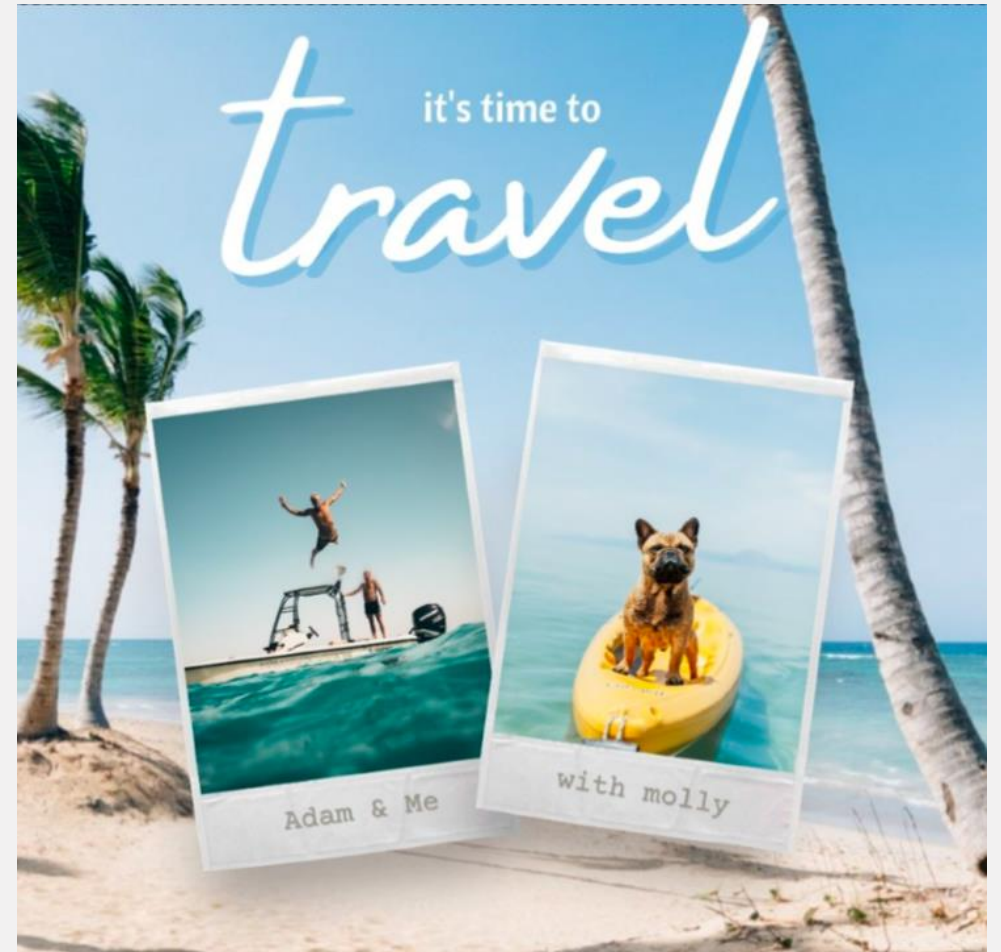


FACEBOOK

- Large audience
- Targets little older audience than Instagram

Main purposes:

- To inform about our products, give tips and share our passion and mission for pet travel
- To stay connected with our clients and listen to them through their comments



PINTEREST

- Smaller audience
- Targets mostly our female audience aged between 25-45

Main purposes:

- To create guides, offer ideas on how to use our products and share the experiences of our customers by posting their experiences with their pets.



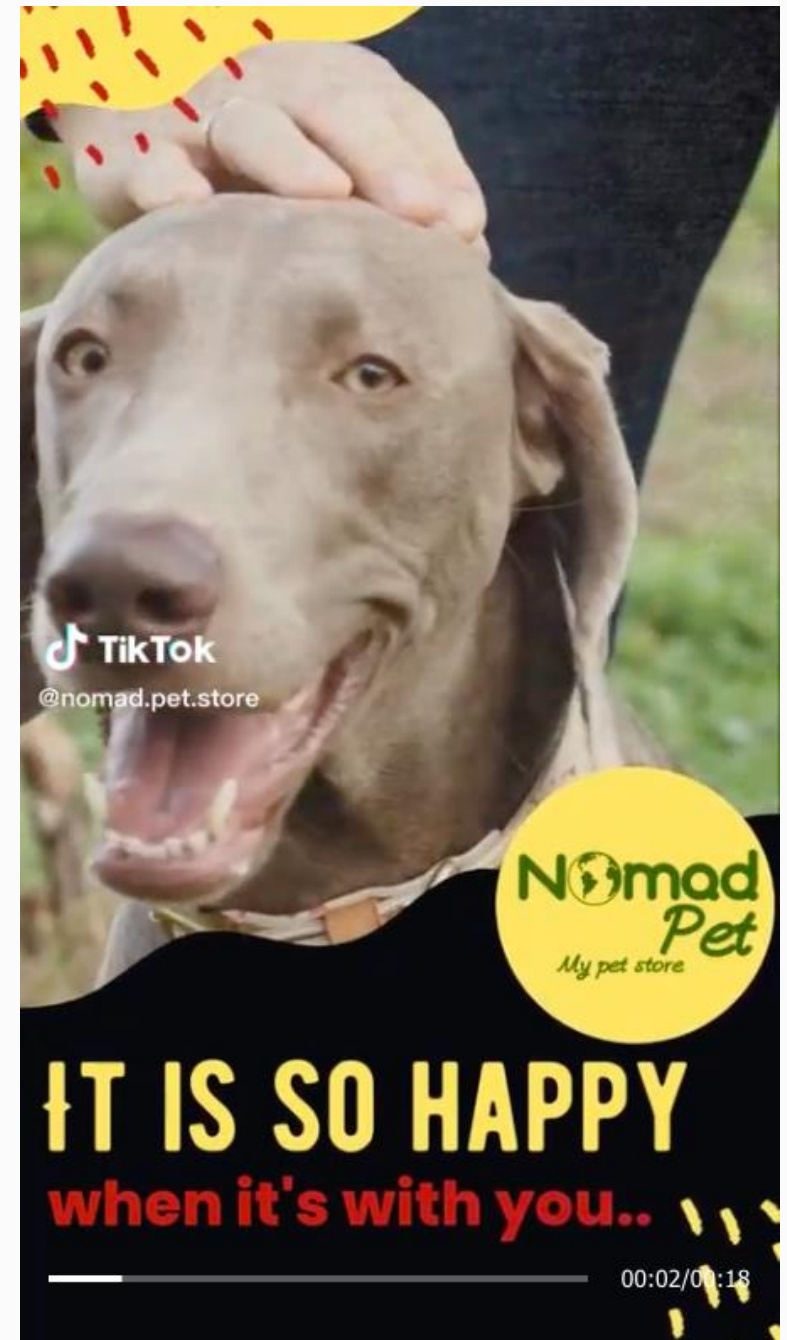
TIK-TOK

- Targets our customers aged between 18-25
- Unique in terms that no one of our competitors has yet targeted customers using TikTok – lower competition

Main purposes:

- To post video that might be more entertaining and engaging than an image or text
- To demonstrate the use of our products

https://www.tiktok.com/@nomad.pet.store/video/7175676541697936646?is_copy_url=1&is_from_webapp=v1



EMAIL MARKETING



WELCOME EMAIL EXAMPLE



Welcome travelers!

& lets adventure begin with your travel buddy's pet!



You've been added to our Nomad Pet community and will now be among the first to hear about new arrivals, travel tips for pets, and special offers!

As a special treat, enjoy **15% off** for your next purchase online with code **Nomad.Pet.4.ever** at checkout.

Check our products




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Contact Us
Email: info@nomadpet.com

Address: Nomad Pet Ltd, 60601, 35th ave, building 45, Chicago, Illinois.

Phone: +1 800 Nomad Pet

Grow your business with  mailchimp



Welcome travelers!

& lets adventure begin with your travel
buddy's pet!



NURTURING EMAIL EXAMPLE

Eva, look at this incredible information!



10 Countries pet friendly for travelers

If your pet buddy loves to travel like you, then you should know that preparing for a new journey with your pet is not a small thing. In fact, different places in a city such as restaurants, hotels, or other interesting places prohibit bringing your buddy on the premises, and some outdoor areas, like public spaces, won't even allow your friend to come along.

But not every country makes these adventures so difficult, in fact, in other cities, being a Pet Nomad owner is actually a good idea. There are countries that love their pets so much that they recently allowed your buddies to be free in so many places. If you're looking to travel with your pet, you should take a look at these pet-friendly countries.

[Continue reading](#)



Eva, look at this
incredible
information!



10 Countries pet friendly for travelers

CONVERSION EMAIL EXAMPLE



**Your fluffy friends want to travel by your side!
Make sure they have everything they need for
your next adventure!**



This pet travel backpack is suitable for small dogs and cats. Easy to wear and safe for your travel pet buddy.

Available on our website. Check the link below and learn more.

BUY NOW



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[Contact Us](#)



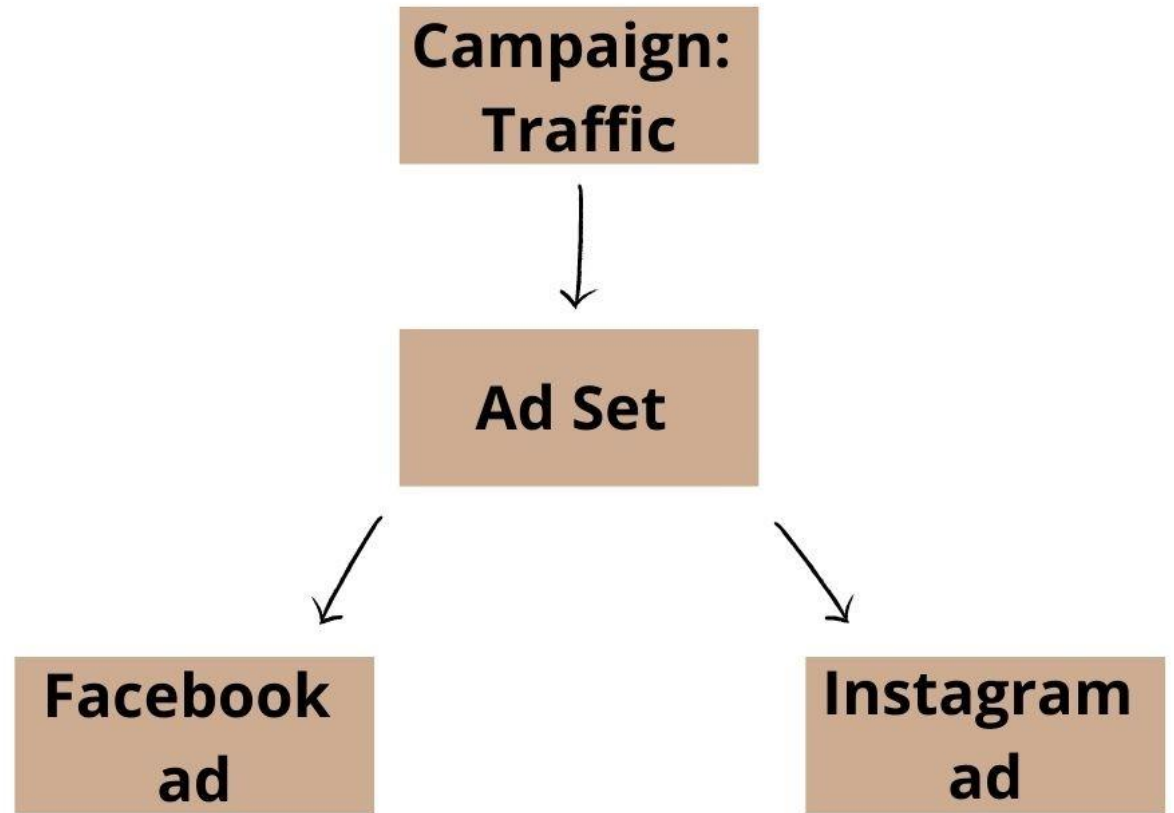
**Your fluffy friends
want to travel by your
side! Make sure they
have everything they
need for your next
adventure!**





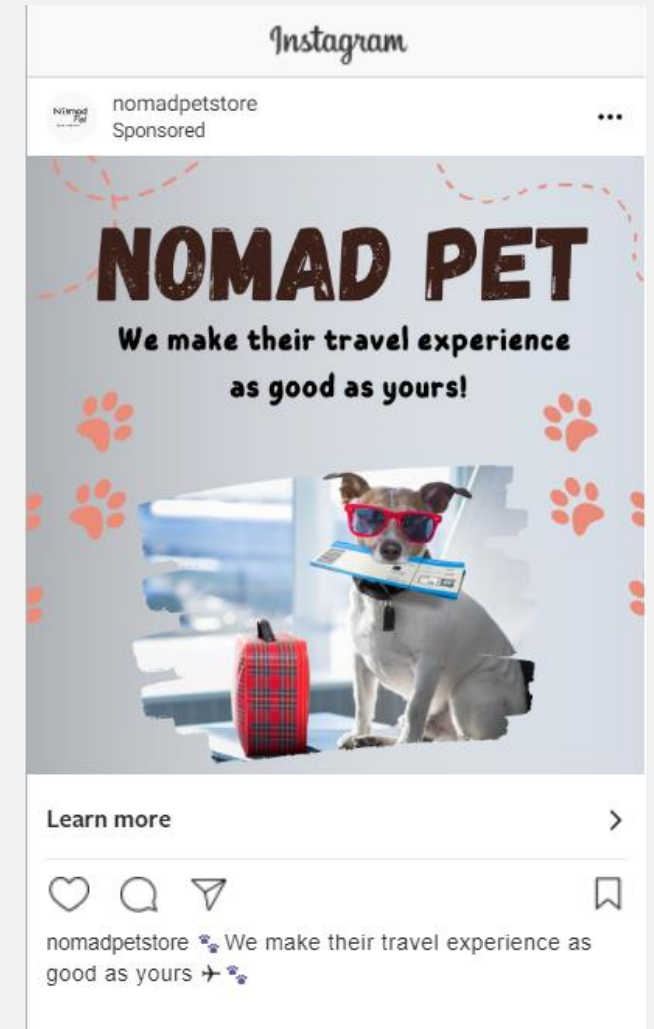
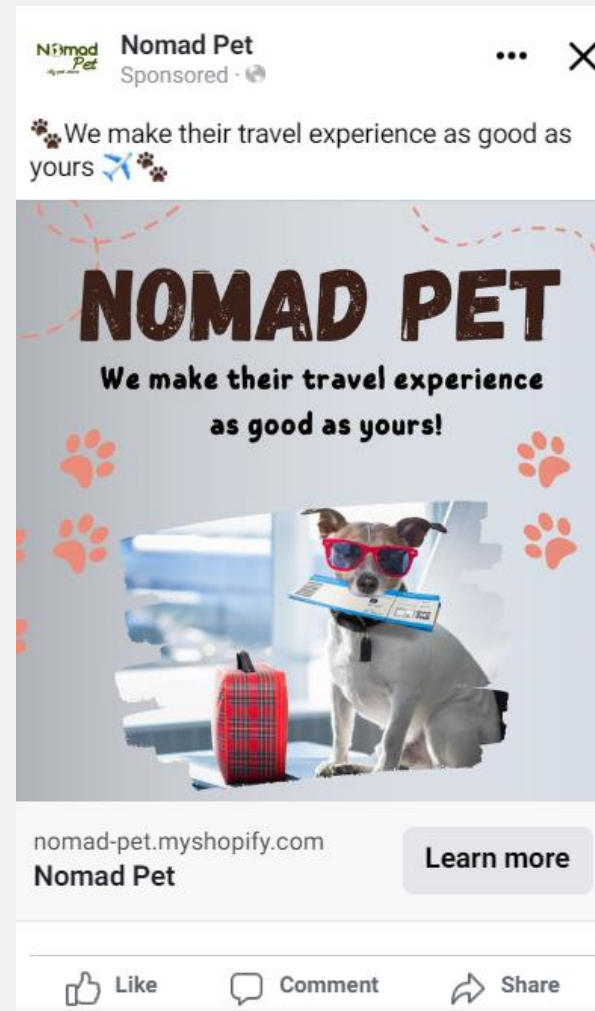
LET'S TALK
ABOUT SOCIAL
MEDIA ADS

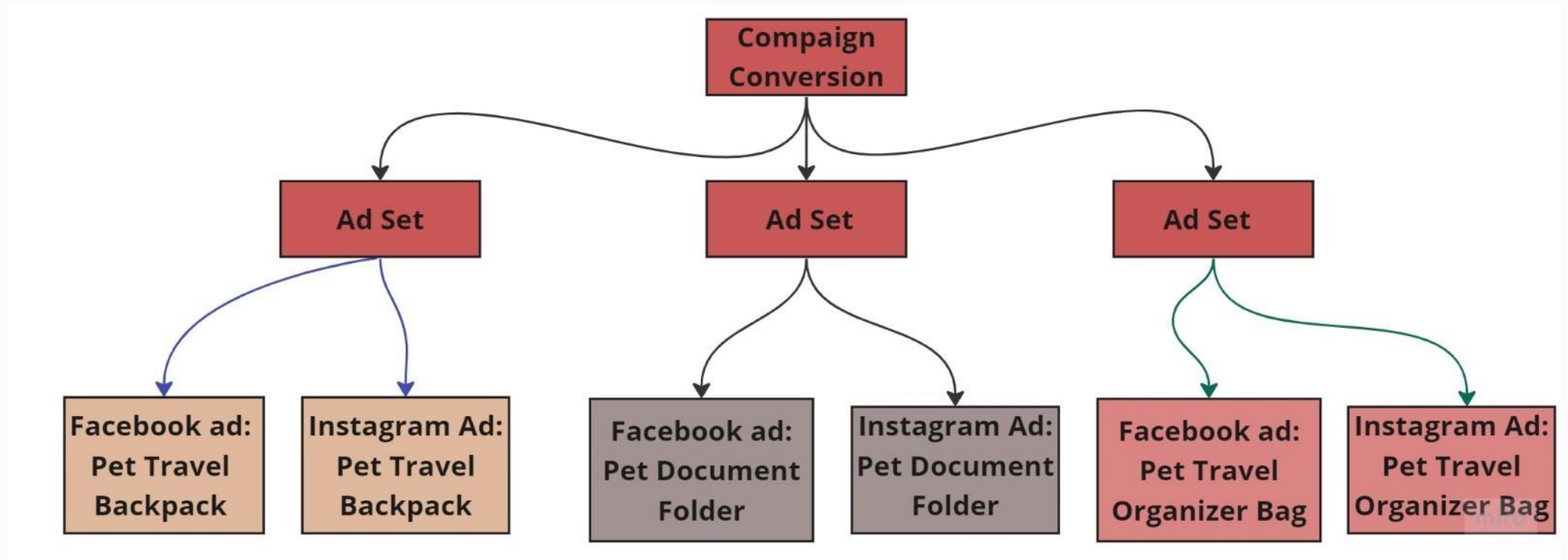
FIRST CAMPAIGN:
INCREASE
TRAFFIC ON OUR
WEB STORE



The target audience

- men and women,
- live in the US,
- have a date range of 18-65+,
- language English,
- Interests: Adventure travel, Mountains, Kitten, Dog toy, Pet store, Cats, Happy Pets, Dog health, Cat food, Dogs, Puppy, Camping, Nature (science), Dog food, Pet food, Pets, Travel or PetLove,
- Behaviors: Frequent Travelers or Frequent international travelers

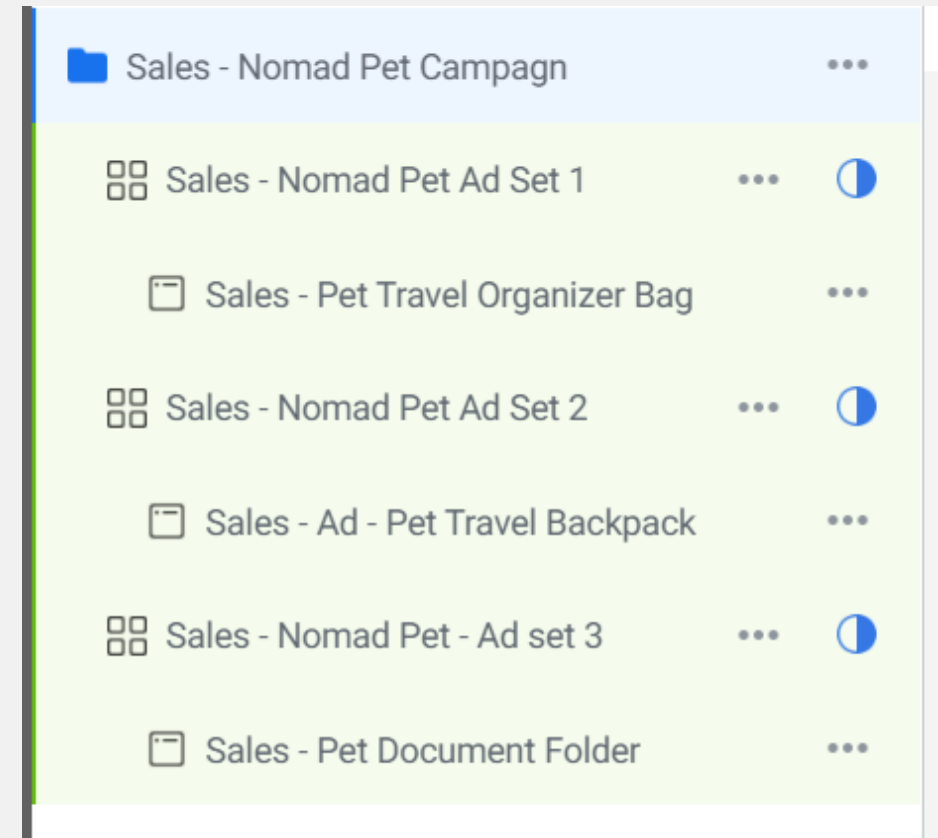




2ND CAMPAIGN: INCREASE CONVERSION

Why 3 ad sets?

In this campaign, we have three different ad sets that differ in budget. Along with searches, people tend to search more for pet travel backpack (budget 25€), a little less for a pet travel organizer bag (budget 20€), and even less for pet document folder (budget 15€)




Target audience is the same for each ad set

- men and women,
- live in the US,
- have a date range of 30-64 (that have the financial ability and the desire to travel),
- language English,
- Interests: Adventure travel, Mountains, Pet store, Cats, Dogs, Camping, Pet food, Pets, Travel or PetLove,
- Behaviors: Frequent Travelers

nomadpetstore
Sponsored


The best way to
organize your pet's
documents



Learn more >

nomadpetstore The best solution is to not forget any document about your pet 🐾

nomadpetstore
Sponsored



Learn more >


nomadpetstore Carrying bag for small dogs and cats, ideal for short and long distances 🐾

nomadpetstore
Sponsored

**PET TRAVEL
ORGANIZER BAG**

Carrying

- ✓ PET FOOD
- ✓ TOYS
- ✓ DOCUMENTS
- ✓ ACCESSORIES
- ✓ FIRST AID SUPPLIES



Learn more >

nomadpetstore A comfy and stylish bag is the perfect way to travel with your pet 🐾

EXAMPLES

NOMAD PET FUNNEL

FUNNEL

01

Awareness

02

Interest

03

Consideration

04

Purchase

05

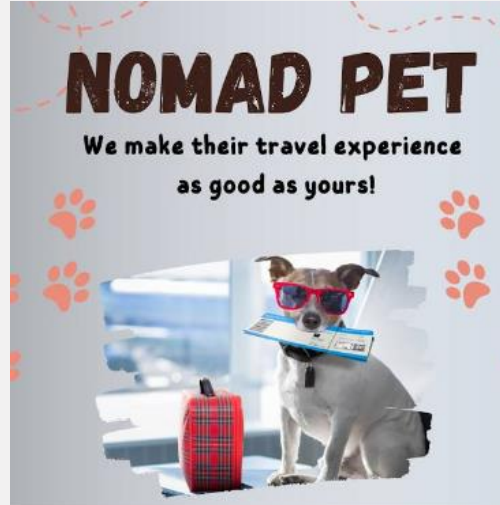
Repeat



Awareness and Interest

Our main goal is to be known as a pet store for traveler pets.

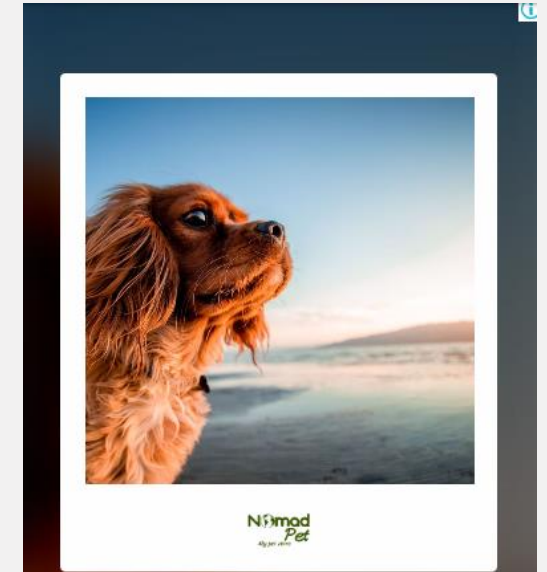
We decided to do this through **Google Display Ads**.



NOMAD PET
We make their travel experience
as good as yours!

Nomad Pet
Your pet shop has all the
equipment you need to travel
with your pet

Close Open

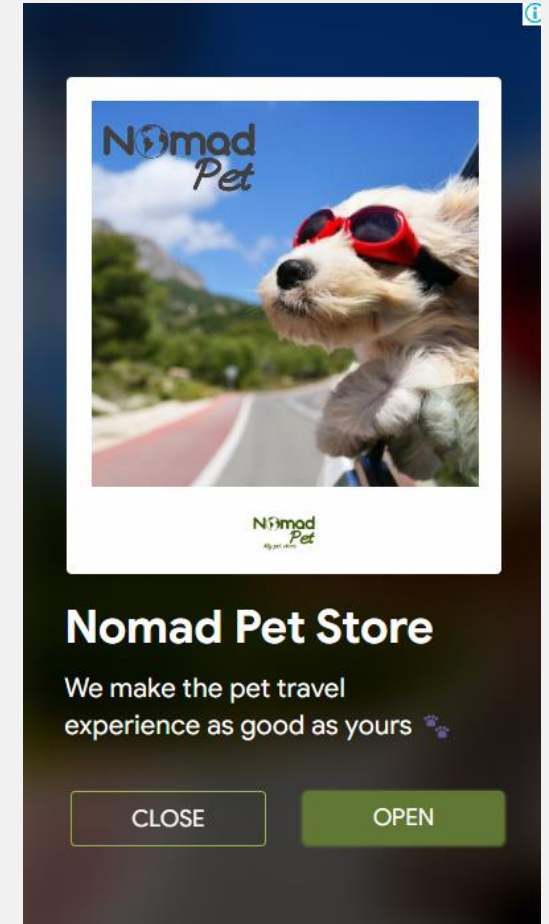
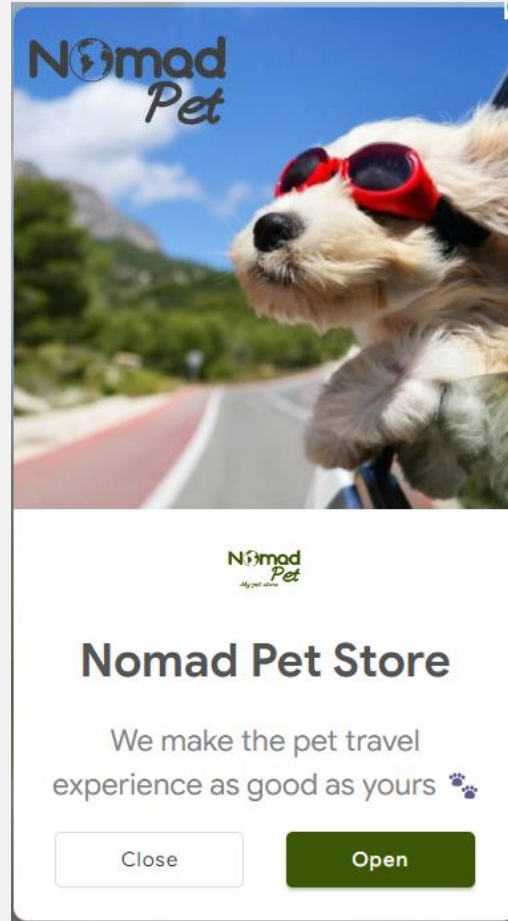


Nomad Pet
Your pet shop has all the equipment
you need to travel with your pet

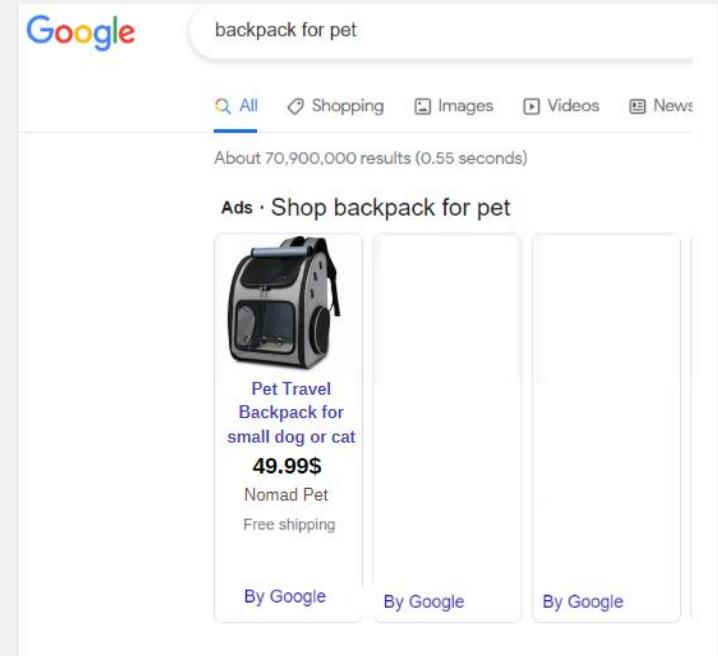
CLOSE OPEN

Consideration



We are targeting people who are already interested in our brand. We will be targeting this people through ***Display Ads.***



Purchase



Nomad Pet | Pet Bag | Gray | 40x31x33 | Size L



Description : Carrying bag for small dogs and cats, ideal for short and long distances.

ID or SKU : CARRIER-GREY-001

Brand : Nomad Pet

(Landing page) link : <https://nomad-pet.myshopify.com/products/carrier-protector-for-small-dogs-cats>

Availability : in stock

Condition : new

Color : gray

Size : L

Gender : unisex

Manufacturer Part Number (MPN) : CARRIER-GREY-001

49.99 USD

After our target customers have already considered coming back to our website, the next step is attracting them to make the purchase. Since our customers already know what they are looking for, we will target them through **Google Shopping Ads**.

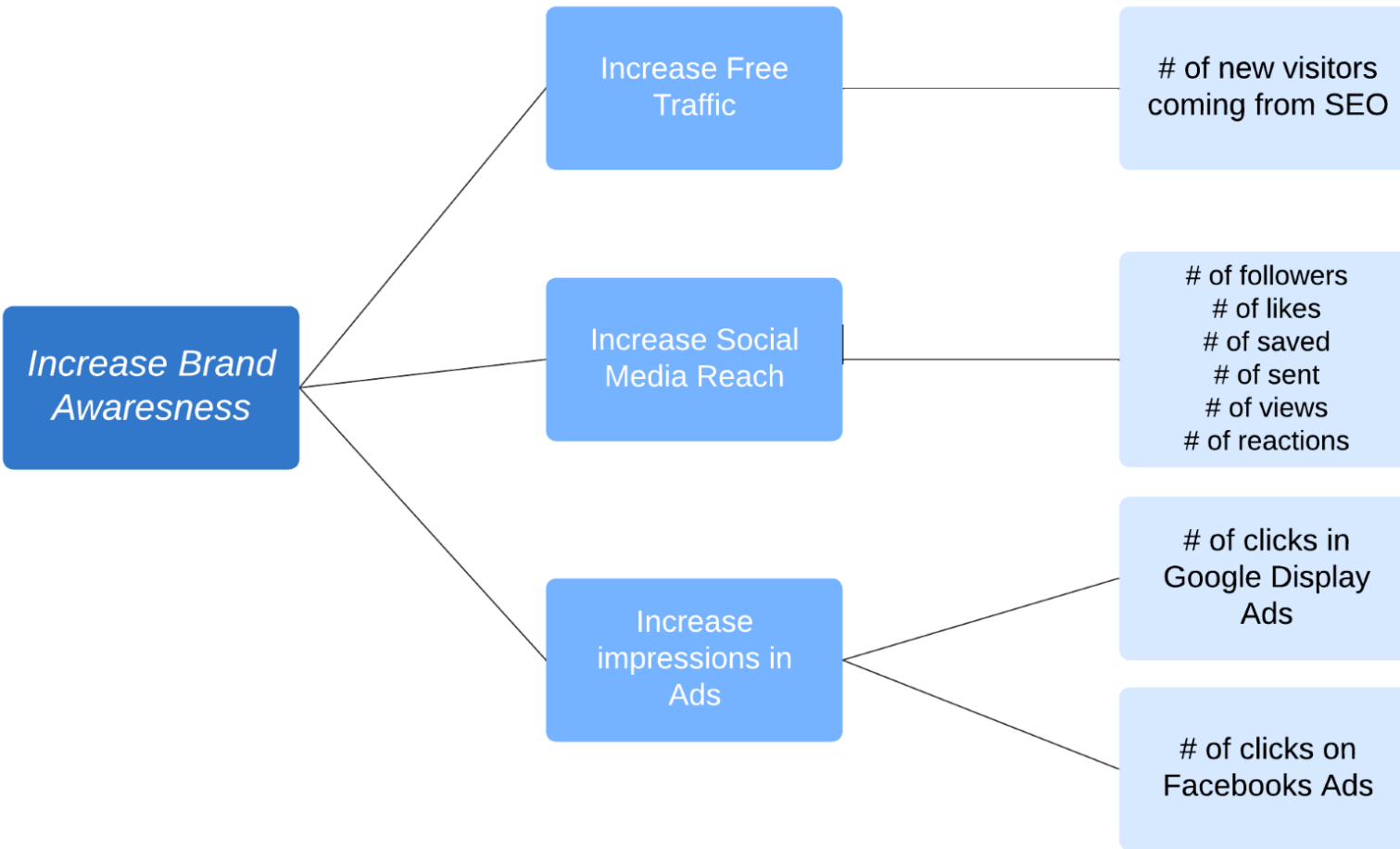


Repeat

Our target users are the customers that already had made a purchase and our goal is to make long-term consumers. Even though we believe that using Ads is an excellent method to generate either awareness, consideration or purchase, in this last step, we decided to get back to email marketing to re-target our most reliable customers. In these emails sent to specific clients, we will offer discounts and preferences for new products. We are also going to send them “happy birthday mail”, so in this way, we will show that we care about them and at the same time remind them of our present.

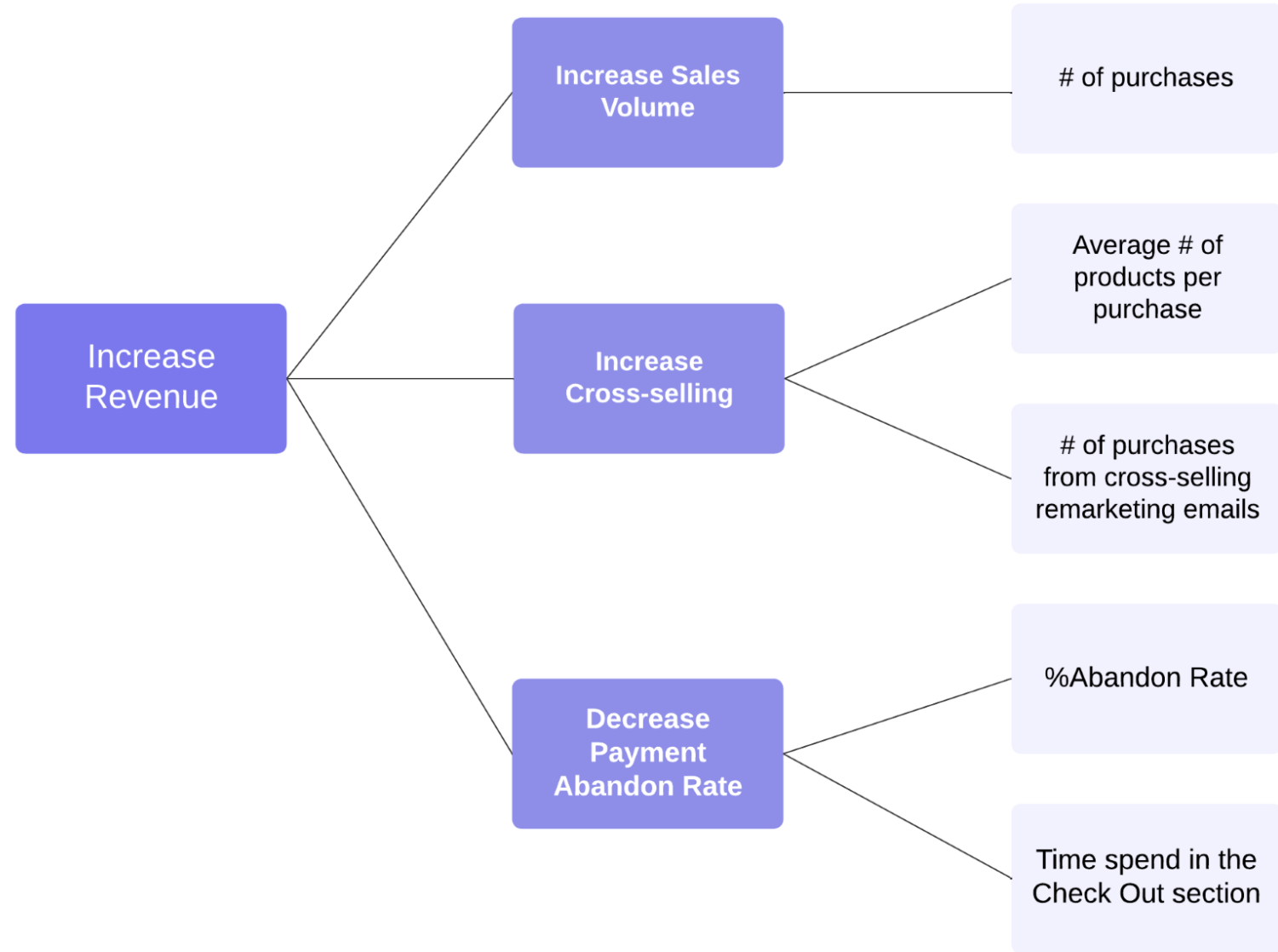
GOOGLE ANALYTICS

Business
Objectives



1. INCREASE BRAND AWARENESS

2. INCREASE REVENUE





THANK YOU!