

# Nomad Pet



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# Week 1 & 2 Deliverable

Store URL: <https://nomad-pet.myshopify.com/>

## Target Segment Definition

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.

## Product Definition

The products are designed to satisfy the traveler's main needs (document folders, bags, and lunch boxes).

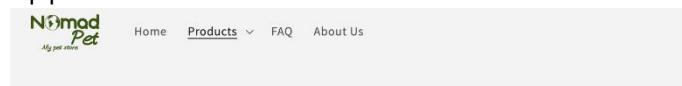
### Product 1

Title: Pet Travel Backpack for small dog or cat

Product Type: Travel Pet Carrier

Price: 49,99\$

Description: 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 to offer comfort on your daily walks.  Pet travel bag airline approved. Material: fabric



### Pet Travel Carrier

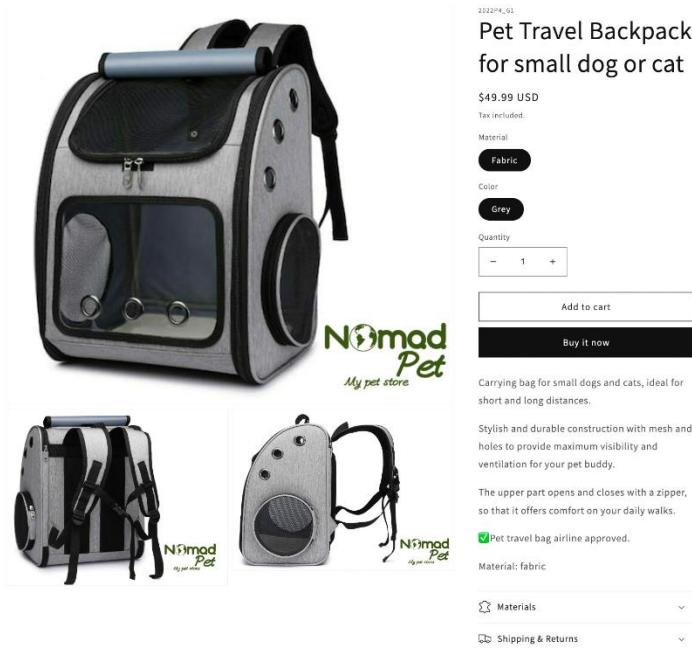
We created this collection for those pets that will be by yours side in every little or big adventure. This comfortable and practical carriers travel bags will help you to get your pet everywhere.

Filter: Availability ▾ Price ▾



Pet Travel Backpack for small dog or cat

\$49.99 USD



## Product 2

Title: Pet Document Folder

Product Type: Pet Document Organizer

Price: 29,99\$

Description: 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 you have everything and never forget anything. Material: 100% polyester twill. It is handmade, in the Haciendo el Galgo workshop, with great care and detail. Thanks to the print type, it can be washed in the washing machine up to 30° without fear of fading or rubbing.

The screenshot shows the Nomad Pet website's product page for the Pet Document Organizer. At the top, there is a navigation bar with links for Home, Products (which is underlined), FAQ, and About Us. To the right of the navigation are a search icon and a shopping cart icon. Below the navigation, the title "Pet Document Organizer" is displayed in bold. A short description follows: "Don't know where you save your pet's documents? Our different options of passport folders are meant to be carried on all your travels while keeping the certifications safe." Below the description, there are filter and sort options: "Filter: Availability ▾" and "Sort by: Best selling ▾". It also indicates "1 product".

## Pet Document Organizer

Don't know where you save your pet's documents? Our different options of passport folders are meant to be carried on all your travels while keeping the certifications safe.

Filter: Availability ▾      Price ▾      Sort by: Best selling ▾      1 product



Pet Document Folder  
\$29.99 USD

This screenshot shows the product details for the Pet Document Folder. The top part is identical to the previous screenshot, showing the navigation bar and product title. The main content area features a large image of the folder being held open, revealing three compartments. Below the image, the product name "Pet Document Folder" is displayed in bold, followed by the price "\$29.99 USD" and a note "Tax included." There is a quantity selector with a value of "1" and buttons for "Add to cart" and "Buy it now".

This screenshot provides a detailed view of the product page for the Pet Document Folder. The top section is the same as the previous ones. The main content area includes a large image of the folder being held open, showing its three compartments and a central pocket. To the right of the image, the product name "Pet Document Folder" is shown again with a small "2022PA.G1" label above it. Below the name are the price "\$29.99 USD" and tax information. A "Quantity" selector shows "1". Below the selector are "Add to cart" and "Buy it now" buttons. A descriptive text block explains the product's purpose: "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." Another text block states: "Material: 100% polyester twill." Further down, there is a paragraph about the material: "It is made by hand, in the Haciendo 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." At the bottom of the page, there are four expandable sections: "Materials", "Shipping & Returns", "Dimensions", and "Care Instructions".

## Product 3

Title: Pet Travel Organizer Bag

Product Type: Bag Lunch Box

Price: 59,90\$

Description: Comfy and stylish bag is the perfect way to travel with your pet: lovely 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.

The screenshot shows the top navigation bar of the Nomad Pet website. It includes the logo 'Nomad Pet' with the tagline 'My pet store' underneath. To the right of the logo are four menu items: 'Home', 'Products' (which is underlined and has a dropdown arrow), 'FAQ', and 'About Us'. The background of the header is light grey.

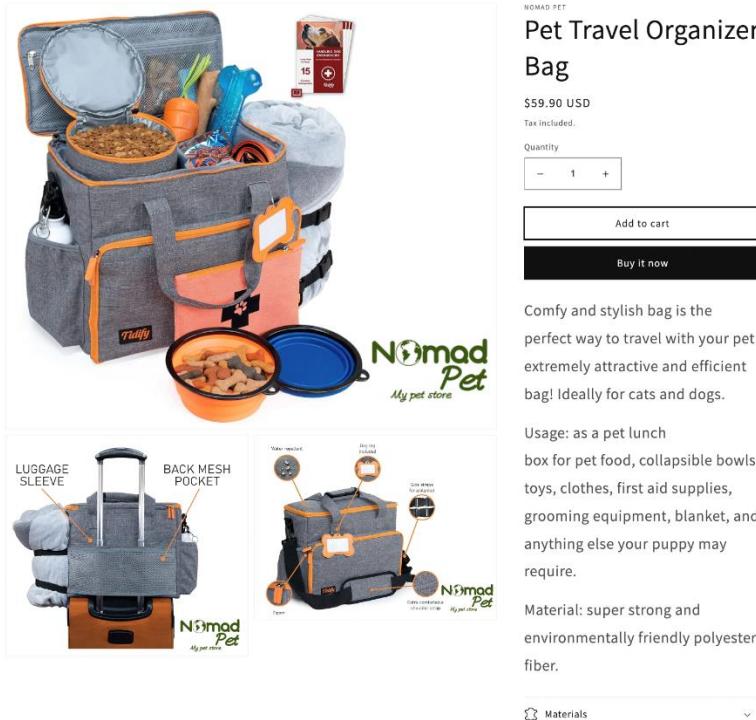
## Bag Lunch Box

Food, warmth, and comfort are essential to keep our partners strong and happy, and what better way to provide them with everything they need than through a functional lunch box? Light and easy to carry!

Filter: Availability ▾ Price ▾



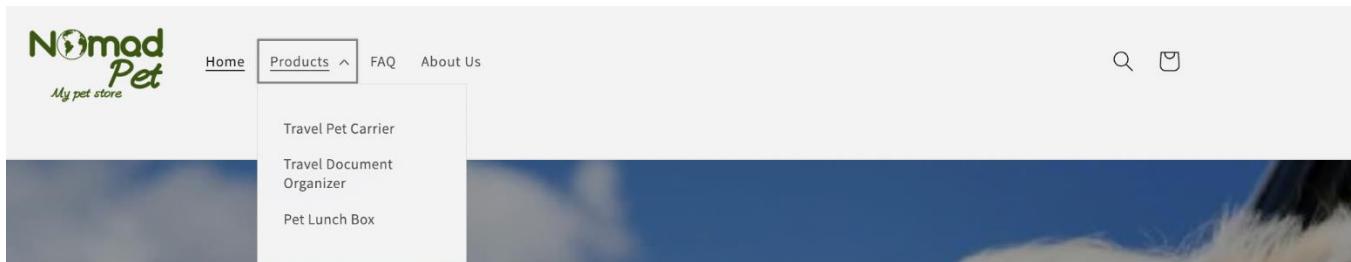
Pet Travel Organizer Bag



## Categories

Three categories were created, one for each product:

1. Travel Pet Carrier
  - a. Product – Pet Travel backpack for small dog or cat
2. Travel Document Organizer
  - a. Product – Pet Document Folder
3. Pet Lunch Box
  - a. Product – Pet Travel Organizer Bag



## FAQ page

### When will my order arrive?

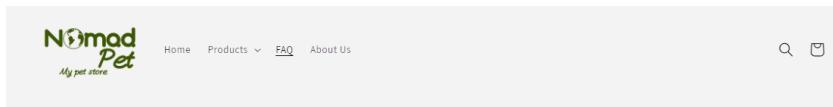
First, thank you very much for choosing our pet store for your pet needs. Please use the Order Number to track the current location and estimated arrival date on the website of our forwarding partner: <http://forwarder.com>. But generally, you get your product within 1-3 days.

### Where is my order?

When your order ships, you will receive an email confirmation with the tracking link. If you did not receive anything, check your spam folder; it must be there. Then click on the tracking link and then you will see the status of your parcel. Remember that sometimes couriers do not update their tracking right away, so please wait around 24 hours.

### What's your return or exchange policy?

Our return/exchange policy counts to 30 days. All returned items should be in fresh and unused condition with original tags and labels. You can cancel your order within 24 hours. Our service department is ready to answer your questions via email: [support@nomadpet.com](mailto:support@nomadpet.com).



## Frequently Asked Questions

### When will my order arrive?

First of all, thank you very much for preferring our pet store for your needs pet. Please use the Order Number to track the current location and estimated arrival date on the website of our forwarding partner: <http://forwarder.com>. But generally you get your product within 1-3 days.

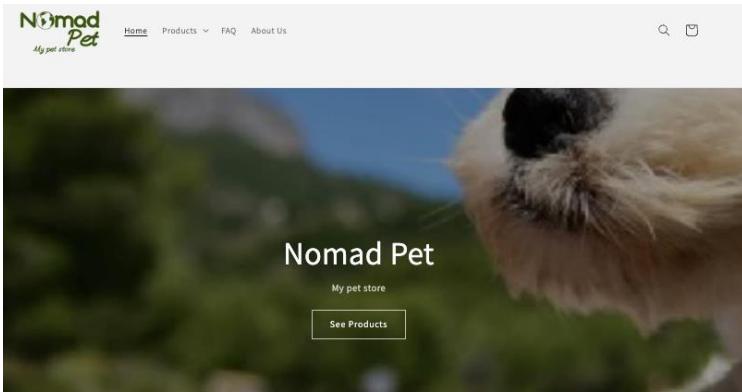
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# Homepage (Website navigation)



We make their travel experience, as good as yours.

Nomad Pet provides you with creative accessories your pets will need to have a comfortable trip. Your pet shop has all the equipment you need to travel with your pet.

## Featured products



Pet Document Folder  
\$29.99 USD



Pet Travel Backpack for small dog or cat  
\$49.99 USD



Pet Travel Organizer Bag  
\$59.99 USD



Pet Travel Carrier →



Pet Travel Backpack for small dog or cat  
\$49.99 USD



Pet Document Organizer →

## Information

[About Us](#)

[Contact Us](#)

[FAQ](#)

## Find Us

Nomad Pet Ltd., 60001, 35th ave., building 45;

Chicago, Illinois

+1 800 Nomad Pet

## 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.

## Subscribe to our emails

## Extra sections

### About Us

The screenshot shows the Nomad Pet website's navigation bar at the top, featuring the logo 'Nomad Pet' and 'My pet store', followed by links for Home, Products, FAQ, and About Us. To the right of the navigation are search and contact icons.

### About Us

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

#### Information

[About Us](#)

[Contact Us](#)

[FAQ](#)

#### Find Us

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#### 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.

Subscribe to our emails



### Contact Us

The screenshot shows the Nomad Pet website's navigation bar at the top, featuring the logo 'Nomad Pet' and 'My pet store', followed by links for Home, Products, FAQ, and About Us. To the right of the navigation are search and contact icons.

### Contact us

Email: info@nomadpet.com

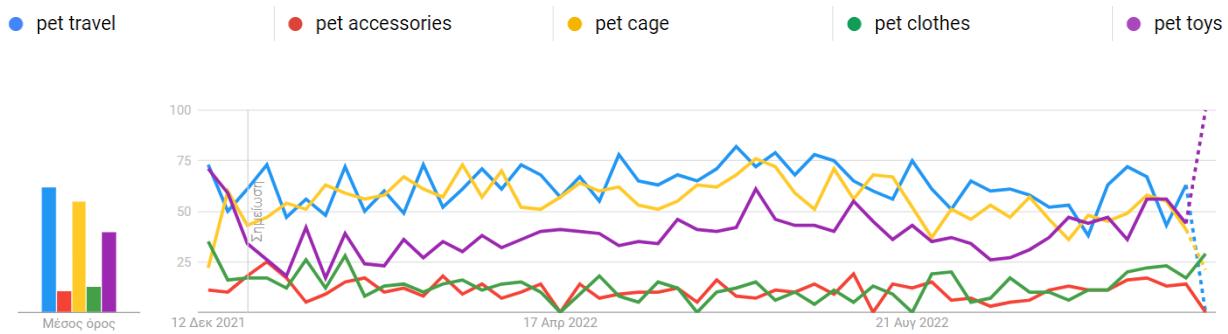
Address: Nomad Pet Ltd., 60601, 35th ave., building 45, Chicago, Illinois

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.

## Nomad Pet Keyword research

First, our goal is to check if people are interested in traveling with their pets. By searching on google trends, we noticed not only that people care about how to travel with their pets but also that they are looking for pet cages. With this in mind, we decided to support the idea of helping people who want to travel with pets which is why we added products related to that.



\*Information taken from Google trends

Using [Ubersuggest.com](https://ubersuggest.com), we find and specify the most relevant keywords for our website. Here is the list of 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
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

The overwhelming majority of the keywords have high SEO Difficulty because there is huge competition in the pet store market. However, we need to enter this competitive market and be clear to our customers that we are experts in travel equipment for their pets. That is the reason we choose keywords (even though they have high SEO Difficulty) that specify what we are providing to our customers, such as bags to carry dogs, travel with your pet, carrying bag for small dogs, dog, pet, pet shop, pet store, bags to carry cats, carrying bag for cats.

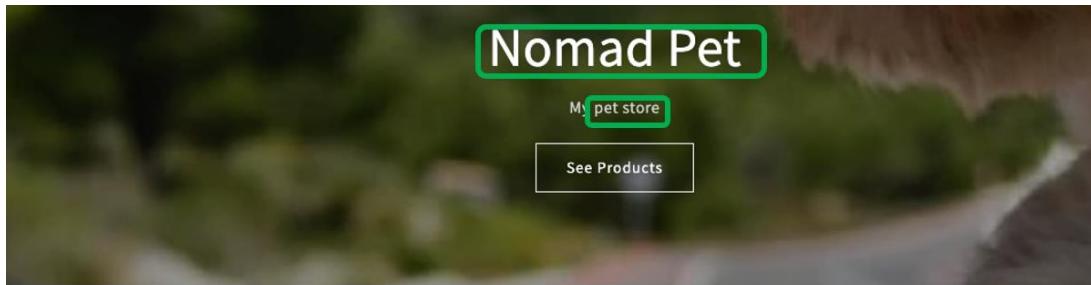
Additionally, we choose keywords that have low Paid Difficulty and have an extremely high search volume because we are going to use them for campaigns, such as pet store, dog, cat, travel with your pet, travel bag-backpack for dog.

Also, there are a few keywords that have low SEO Difficulty and high volume to increase our chances to stand out in organic SERP. Those keywords are travel

bag-backpack for dog, travel bag for dog airline approved, pet travel bag, pet document folder.

## Keyword implementation

The chosen keywords were implemented in the Homepage, About Us page, each product's page, and correspondent descriptions, as the screenshots will show.



We make their travel experience, as good as yours.

Nomad Pet provides you with creative accessories your pets will need to have a comfortable trip. Your pet shop as all the equipment you need to travel with your pet.

### Featured products





Home Products ▾ FAQ About Us



## About Us

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

**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



2022P4\_G1

## Pet Travel Backpack for small dog or cat

\$49.99 USD

Tax included.

Material

Fabric

Color

Grey

Quantity

- 1 +

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

2022P4\_G1

## Pet Document Folder

\$29.99 USD

Tax included.

Quantity

- 1 +

Add to cart

Buy it now

The best way to organize your pet's documents

They are practical to document holders 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 Haciendo 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.

NOMAD PET

## Pet Travel Organizer Bag

\$59.90 USD

Tax included.

Quantity

- 1 +

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.

Moreover, keywords were also used on FAQ, Contacts, collections pages, alt text in every image, description for each product and category pages.

## Blog Post Idea

Our blog ideas are related to people who want to travel with their pets and we give tips or essential information about this topic. The ideas for those articles come from the keywords that we mentioned above. The search volume is high enough and the search difficulty is not that serious, so we expect that we will appear in the first organic Google search results.

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

- a) What do you need to know if you are traveling to the USA with a pet?
- b) Know the costs, Airline's requirements, and the steps to obtain your pet health certificate.

**Idea 2** Flying with your pets for the holidays – Keep this information that airlines suggest about pet travel.

- a) Know the basic list of documents that you must take for your pet.
- b) Tips and recommendations that the airlines recommend following before and during your trip.

**Idea 3** Pet-friendly Airlines - Now it is easier to travel with your pets.

- a) The Best Airlines around the world allow you to fly with your pets on board
- b) If you are planning international travel with your pet, check your destination's country policies.

# Week 3 Deliverable

## Who is our U.S competitors?

	Web	Social Media	SM Strategy	Price of the Cheapest Carrier Bag
<b>IBIYAYA</b>	<a href="https://ibiyaya-usa.com">https://ibiyaya-usa.com</a>	<b>Instagram, Pinterest, Facebook</b>	High number of IG followers (11.2K) Highly active on the social media Sharing promotions and cute photos with pets	\$70
<b>ARCA</b>	<a href="https://arcapetlove.com">https://arcapetlove.com</a>	<b>Instagram, Pinterest, Facebook, YouTube</b>	Active on the social media Small Brand Shares tips for travelling with pets	\$59
<b>SherpaPet</b>	<a href="https://sherpapet.com">https://sherpapet.com</a>	<b>Instagram, Facebook</b>	High number of IG followers (3.2K) Sharing promotions	\$35
<b>Petco</b>	<a href="https://www.petco.com">https://www.petco.com</a>	<b>Instagram, Facebook, Twitter, Pinterest, YouTube</b>	Extremely high number of IG followers (696K) Highly active on the social media Sharing tips and promotions	\$19

We have noticed that most of the competitors use Instagram and Facebook. For this reason, we have decided to enter these platforms as well. Also, these two cover our target group. Most competitors use Instagram and Facebook for product promotion. We decided to differentiate by posting travel tips and

inspiration to create a tighter bond with our customers. Because of this, we have also decided to use Pinterest since it is a good platform for inspiration. Lastly, we can see that none of our competitors uses TikTok, so we take this advantage since many young people use it to watch or post reels of cute pets.

## Social Media

Our main goal is to increase brand awareness by using the following social media platforms. We are a new company and we want more people to know us better, to share their thoughts about the travel experience with their pets and their feedback to improve our products and services.



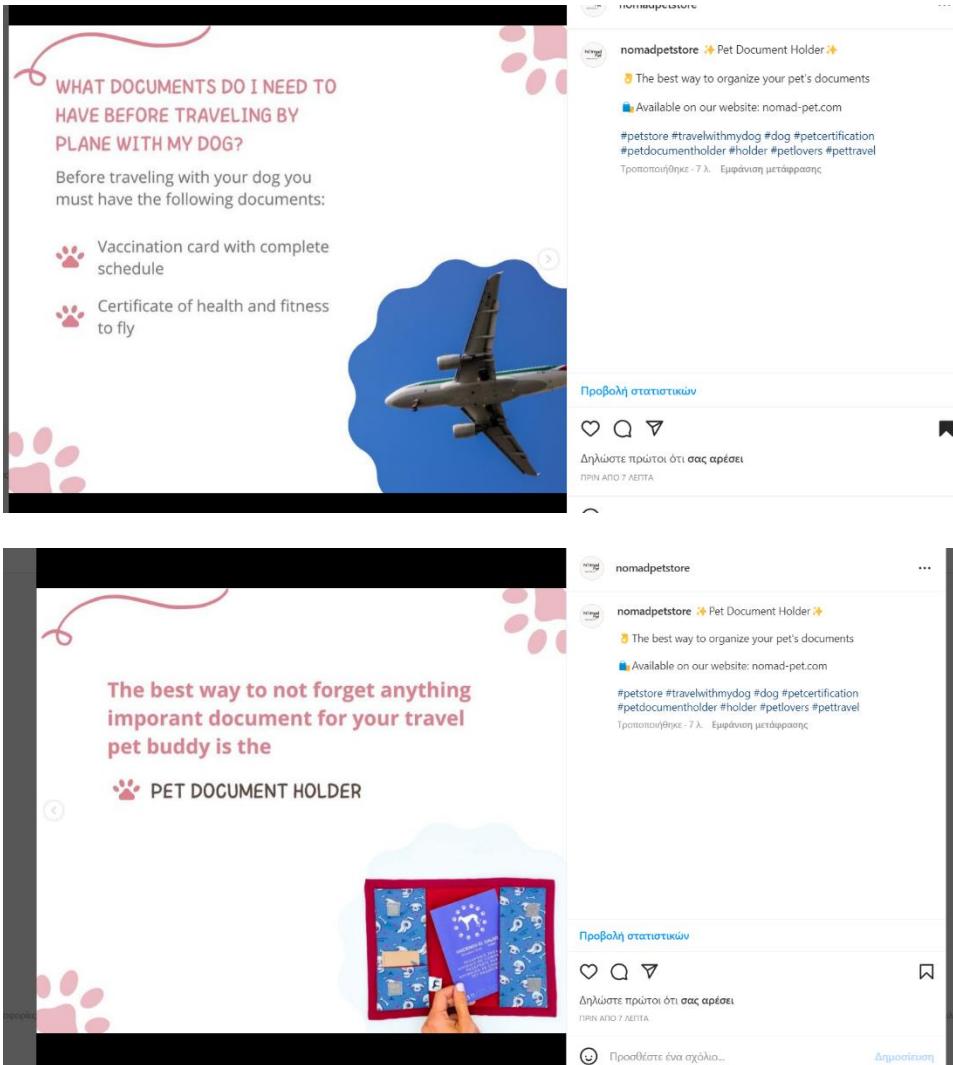
### Instagram

**Why Instagram:** We chose this social network because we can track our competitors who are already using it. Follow them and watch how and what kind of content they post and how they interact with the audience. We can easily find out how they engage their audience, how often they share new content and if they run contests on Instagram. In addition, with more than 1 billion monthly active users, Instagram gives us the ability to reach a vast audience. We can get close to them, finding the right target group; we can promote our products, share offers, hold competitions, and make fun stories to entertain them or give them tips. At the same time, through their feedback on their comments and their interactions, we can improve our products.

Link: <https://www.instagram.com/nomadpetstore/>

Target group: Targets our customers aged between 18-35

Purpose: Used for travel tips for their pets and travel inspiration - displays high quality photos



## Facebook

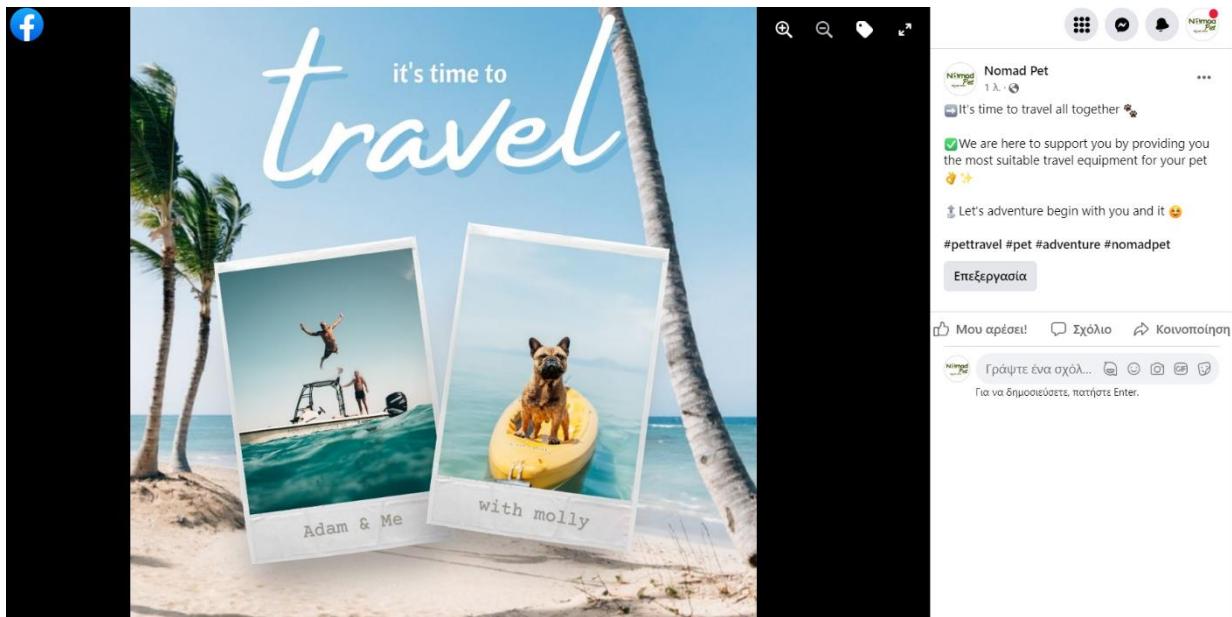
**Why Facebook:** We choose Facebook because we want to reach people a little older, inform them about our products, give them tips for their pets and share our passion and mission for pet travel. Furthermore, it is an other way to stay connected with our clients and listen to them through their comments. Facebook is also important because there is the "Meta Business Suite" where we can design and attend our campaigns.

Link:

[https://web.facebook.com/profile.php?id=100088640199386&is\\_tour\\_complete=d=true&rdc=1&rdr](https://web.facebook.com/profile.php?id=100088640199386&is_tour_complete=d=true&rdc=1&rdr)

Target group: Targets our customers aged between 40-70

Purpose: Serve as the main information channel, Q&A, communication with customers



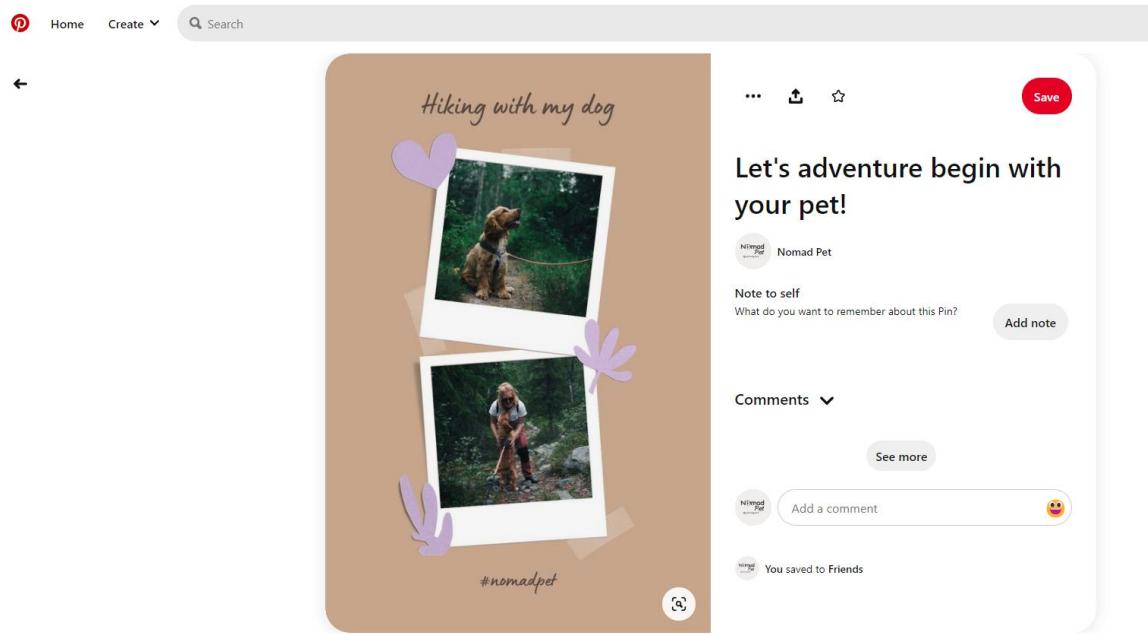
## Pinterest

**Why Pinterest:** Pinterest will give us the opportunity to put a different face on our brand. We can create guides, offer ideas on how to use our products and share the experiences of our customers by posting their experiences with their pets. Because there is an almost unlimited amount of variety available on this platform, we can explore different ways to promote our products than other platforms allow. Moreover, people can research topics that are important to them quite easily in this app and that means they already have in mind to buy or sign up for something. This means that conversion rates on Pinterest tend to be higher than on Facebook. Pinterest conversions also cost about 2.5x more per conversion than the other platform. Without a Pinterest presence, that's money our business could be losing.

Link: <https://www.pinterest.pt/nomadpetstore/>

Target group: Targets mostly our female audience aged between 25-45

Purpose: Serves as source for travel inspiration and tips - displays high quality photos



## TikTok

**Why TikTok:** First, there is less competition than other social media, because our competitors are not there. Also, videos are more entertaining and engaging than an image or text. Especially the pet videos are extremely cute and funny. This way we can more easily and pleasantly demonstrate the use of our products. Also, we will use the appropriate #, such as #pets #pettravel #cat #dog etc., to show up to the right audience and gain more followers and future customers.

Link: <https://www.tiktok.com/@nomad.pet.store>

Target group: Targets our customers aged between 18-25

Purpose: Used for engagement, unique in terms that no one of our competitors has yet targeted customers using TikTok

## Email Marketing

### Welcome Email

**Sends To:** New Subscribers in the audience Nomad Pet

**Subject:** Welcome to the Nomad Pet store

**Text:** Welcome travelers! & let's 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.

**URL:** [https://us13.campaign-archive.com/?e=\\_\\_test\\_email\\_\\_&u=47c4de7656e459785311d9294&id=fe0f9031ee](https://us13.campaign-archive.com/?e=__test_email__&u=47c4de7656e459785311d9294&id=fe0f9031ee)



## 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](#)



## Nurturing Email

**Sends To:** All subscribed contacts in the audience Nomad Pet

**Subject:** 10 Countries pet friendly for travelers

**Text:** Check out this incredible information that Noma Pet have for you

**URL:** [https://us13.campaign-archive.com/?e=test\\_email\\_&u=47c4de7656e459785311d9294&id=5c7af29dee](https://us13.campaign-archive.com/?e=test_email_&u=47c4de7656e459785311d9294&id=5c7af29dee)

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](#)



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[Contact Us](#)

## Conversion Email

**Sends To:** All subscribed contacts in the audience Nomad Pet

**Subject:** The best backpack for your pet!

**Text:** 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.

**URL:** [https://us13.campaign-archive.com/?e= test\\_email &u=47c4de7656e459785311d9294&id=237aa3021a](https://us13.campaign-archive.com/?e= test_email &u=47c4de7656e459785311d9294&id=237aa3021a)



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.

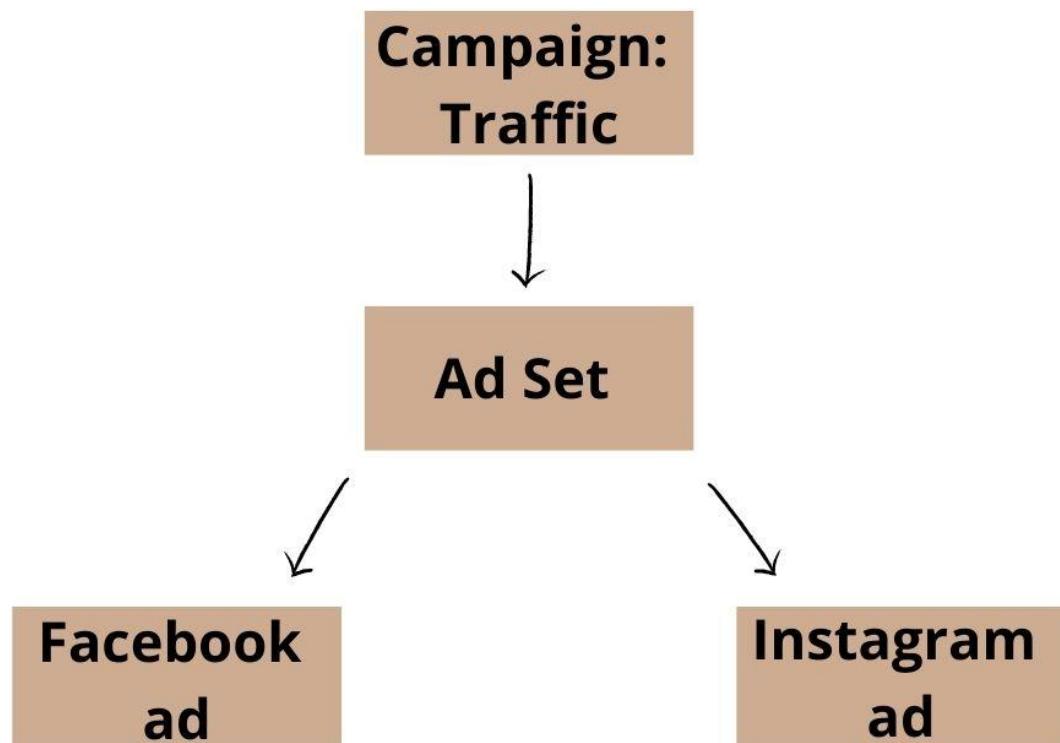
[BUY NOW](#)

# Week 4 Deliverable

## Campaign Traffic

In terms of social media ads, we are going to use Meta Business Suite on Facebook to build our campaigns. First, we want to focus on a traffic campaign to increase the traffic on our website. Our goal is for people to get to know us and familiarize us with our brand, who we are and what we are. So, with this campaign, we want to drive people to our new website and to navigate the webstore.

The target audience chosen for this ad is men and women, who 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.



## The steps

**Campaign:** The first step is to use the campaign: Traffic

The screenshot shows the Facebook Ads Manager interface. On the left, there is a sidebar with three items: 'Traffic - Nomad Pet' (selected), 'Traffic - Pet Store Ad set 1', and another 'Traffic - Nomad Pet' item. On the right, the main panel displays detailed information about the selected campaign:

- Campaign name:** Traffic - Nomad Pet  
ID: 6298366451228
- Special Ad Categories:** No categories declared
- Buying type:** Auction
- Objective:** Traffic

**Ad set:** The second step is to set up the conversion location, which is our website, to define the budget, which is 20€ Daily Budget, schedule, audience and placement (we chose Advantage+ placements since it is recommended by Facebook).

Traffic - Nomad Pet > **Traffic - Pet Store Ad set 1** > 1 Ad

Edit Review

**Ad set name**

Traffic - Pet Store Ad set 1  
ID: 6298366452628

**Destination**

Website

**Dynamic creative**

On

**Budget**

Daily Budget €20.00

**Start date**

Saturday, December 17, 2022 at 2:13 PM  
Pacific Time

**End date**

Run as ongoing

**Ad scheduling**

Run ads all the time

**Saved audience**

Traffic - Nomad Pet > **Traffic - Pet Store Ad set 1** > 1 Ad

Edit Review

Run as ongoing

**Ad scheduling**

Run ads all the time

**Saved audience**

pet store

**Languages**

English (US)

**Placements**

Advantage+ placements

**Performance goal**

Maximize number of landing page views

**Bid strategy**

Highest volume

**When you get charged**

Impression

**Delivery type**

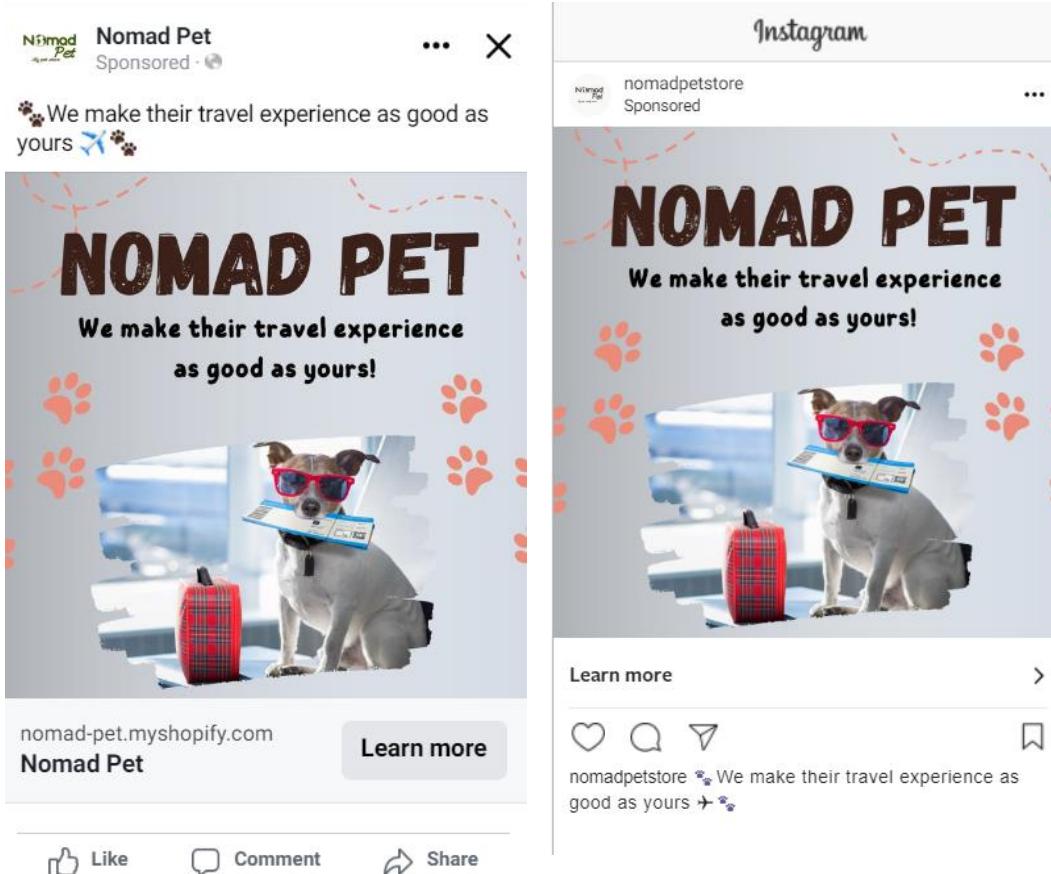
Standard

The screenshot shows the Facebook Audience Selection interface. At the top, there are 'Edit' and 'Review' buttons. Below that, the 'Audience' section is titled 'pet store'. It includes fields for 'Location' (United States), 'Age' (30 - 65+), 'Language' (English (US)), and 'People who match' (listing interests like 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). There are 'Edit' and 'Learn more' buttons. To the right, a sidebar indicates the audience selection is 'fairly broad' (a green bar) and provides an estimated audience size of 128,600,000 - 151,200,000. It also contains a note about potential reach being estimated and a link to learn more. Below this is a section for 'Estimated daily results' showing a reach of 1.5K - 4.5K.

**Ad:** The third step is where we select the photo, write the Primary text: We make their travel experience as good as yours, the headline: Nomad Pet and add the web site URL.

The screenshot shows the Facebook Ad creation interface. It lists various settings: 'Ad name' (Traffic - Nomad Pet, ID: 6298366453828); 'Facebook Page' (Nomad Pet); 'Instagram Account' (nomadpetstore); 'Creative source' (Manual upload); 'Format' (Image and Video); 'Website URL' (<https://nomad-pet.myshopify.com/>). The background shows a blurred view of the audience selection interface from the previous slide.

## Visual representation examples on Facebook and Instagram:

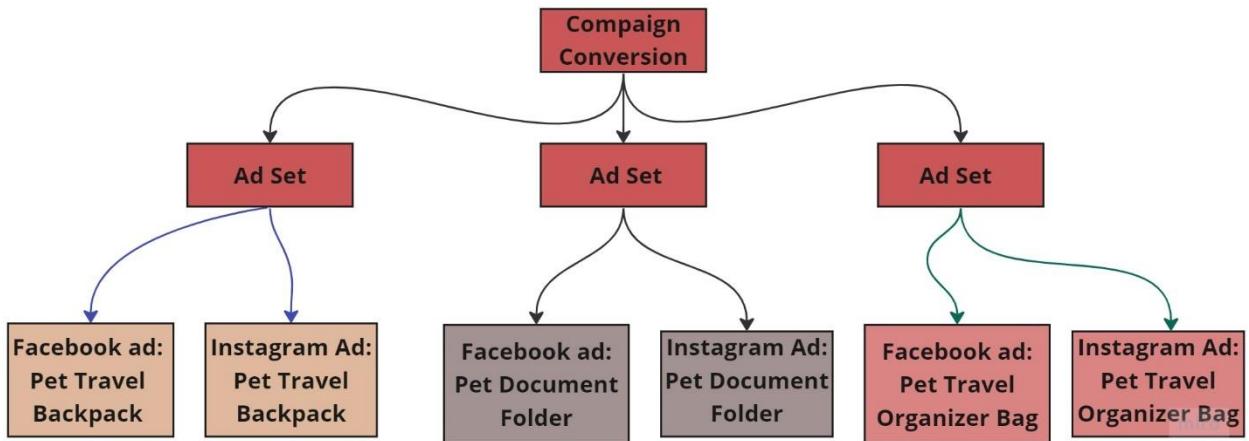


## Campaign Conversion

The next Facebook ad campaign is conversion because we want to increase our sales and sell our product to the right consumers. People are already familiar with our pet store and we need to show them our products. Our goal is for people to put the products in the basket and increase our profit when they pay.

The target audience chosen for this ad is men and women, who 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.

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€).



## The steps

Campaign: The first step is to use the campaign: Sales (In the real world, it is helpful to create a catalog, so you can easily use the tag of the products on social media).

**Ad set:** The second step is to set up the conversion location, our website, to define the budget, schedule, audience and placement (we chose Advantage+ placements since it is recommended by Facebook).

### Ad set 1:

**Ad set name**  
Sales - Nomad Pet Ad Set 1  
ID: 6298382090028

**Destination**  
Website

**Dynamic creative**  
On

**Budget**  
Daily Budget €20.00

**Start date**  
Sunday, December 18, 2022 at 5:15 PM  
Pacific Time

**End date**  
Run as ongoing

**Ad scheduling**  
Run ads all the time

 Edit  Review

**Saved audience**

Conversion ad 

**Languages**

English (US)

**Placements**

Advantage+ placements

**Performance goal**

Maximize number of conversions

**Bid strategy**

Highest volume

**When you get charged**

Impression

**Delivery type**

Standard

## Audience

Define who you want to see your ads. [Learn more](#)

Create new audience

**Use saved audience** ▾

### Conversion ad

#### Location:

United States

#### Age:

30 - 64

#### Language:

English (US)

#### People who match:

Interests: Adventure travel, Mountains, Pet store, Cats, Dogs, Camping, Pet food, Pets, Travel or PetLove, Behaviors: Frequent Travelers

Edit

## Ad set 2:

### Ad set name

Sales - Nomad Pet Ad Set 2

ID: 6298380751428

### Destination

Website

### Dynamic creative

On

### Budget

Daily Budget €25.00

### Start date

Sunday, December 18, 2022 at 4:48 PM

Pacific Time

### End date

Run as ongoing

### Ad scheduling

Run ads all the time

 Edit  Review

Run ads all the time

**Saved audience**  
Conversion ad

**Languages**  
English (US)

**Placements**  
Advantage+ placements

**Performance goal**  
Maximize number of conversions

**Bid strategy**  
Highest volume  Edit

**When you get charged**  
Impression

**Delivery type**  
Standard

## Ad set 3:

**Ad set name**  
Sales - Nomad Pet - Ad set 3  
ID: 6298381279428

**Destination**  
Website

**Dynamic creative**  
On

**Budget**  
Daily Budget €15.00

**Start date**  
Saturday, December 17, 2022 at 5:01 PM  
Pacific Time

**End date**  
Run as ongoing

**Ad scheduling**  
Run ads all the time

LIVE REVIEW

**Saved audience**  
Conversion ad

**Languages**  
English (US)

**Placements**  
Advantage+ placements

**Performance goal**  
Maximize number of conversions

**Bid strategy**  
Highest volume

**When you get charged** Impression Edit

**Delivery type**  
Standard

## Visual representation examples on Facebook and Instagram:

### 1. Pet Travel Organizer Bag



## 2 Pet Travel Backpack

Nomad Pet  
Sponsored

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



nomad-pet.myshopify.com  
**Pet Travel Backpack**

Learn more

nomadpetstore  
Sponsored



Learn more

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

## 3. Pet Document Folder

Nomad Pet  
Sponsored

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

**The best way to organize your pet's documents**



nomad-pet.myshopify.com  
**Pet Document Folder**

Learn more

Instagram  
nomadpetstore  
Sponsored

**The best way to organize your pet's documents**



Learn more

nomadpetstore The best solution is to not forget any

# Week 5 Deliverable

## Google Ads



### Awareness and Interest

The first stage is “Awareness” and our goal is to appear to customers and let them know about our brand, our website and our products. Awareness is the first contact from clients to our pet store and there, it will be decided whether they will show any interest in our business or not. If people like us, then we move to the next level, “Interest”. In this stage, they start learning more about the company and they check if what we offer can cover their needs and their desires. In both stages, our main goal is to be known as a Pet Store for traveler pets, so our target audience is people who didn’t know about our pet store. The campaign we use for the stages is google display ads.

### Google Display Ads

We decided to create an awareness campaign on Google Display Ads to capture the attention of possible customers and let them know about our existence. Also, we

have noticed that the cost per click of display ads is far cheaper than search ads or shopping ads, meaning that we pay less to have more impressions. Our goal is to increase the number of impressions, so people be aware of our company. Additionally, the target group we chose for this campaign is broad, although it is aimed at people who have pets.

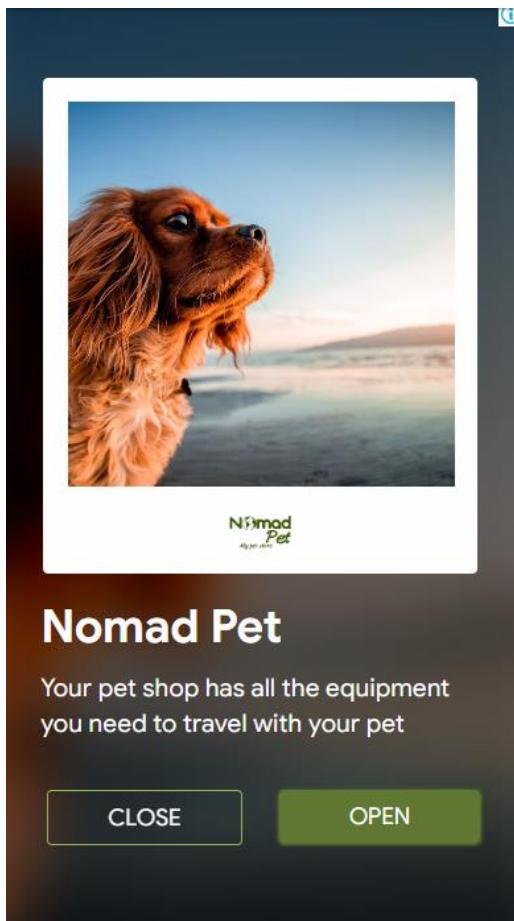
Regarding the structure, we focused on to create the Ad:

- Target Audience: First time visitors in our website
- Landing page link: <https://nomad.com/>
- Locations: United States
- Languages: English
- Budget: 5\$
- Bidding: We click on the blue text “select a bid strategy directly” because we want it to be the manual cost per click since it seems cheaper than the maximize conversions or general automated bidding strategy.
- Enhanced CPC bid: 0,58\$
- Targeting: even though display is an awareness ad, we want to appear in a specific target group of people with the following characteristics:
  - Audience Segments: Pet Stores and Supplies, Pet Supplies, Pet lovers, traveling with pets, pet transportation services, dog lovers, pet food, love your pet day, pet, online pet websites, pet information, dog pet care, cats lovers, pets lovers, dog health information, dogs, pets, Dog Food & Supplies, Cat Food & Supplies, Cat Supplies
  - Demographics: female, male, unknown / age: 18-65+, unknown age / parental status: not a parent, parent, unknown / household income: 21-50%, unknown
  - Keywords: pet store, pet shop, travel with my pet, travel with my cat, travel with my dog, cat care, dog care, pet care, cat, pet, dog, pets, pet travel, nomad pet, pet products
  - Topics: pets and animals, pet food and pet care supplies, pets, animal sports
  - Optimised targeting On

## Campaign review

Campaign name	Brand awareness and reach-Display-1
Campaign type	Display
Objective	Brand awareness and reach
Goal	Purchases
Campaign settings	
Locations	United States (country)
Languages	English
Budget	US\$5.00/day
Bidding	CPC (enhanced)
Ad group 1 	
Bidding	
Enhanced CPC bid	US\$58.00
Targeting	
Audiences	Pet Lovers + 7 more
Demographics	Household income (Unknown + 3 more)
Keywords	dog + 14 more
Topics	Animal Products & Services + 3 more
Optimised targeting	On

## Visual representation examples



## Consideration

In the consideration step within our funnel, we are targeting people who are already interested in our brand. Since our brand is a Pet Store, even though the products are made for traveling with the user's pet they can also reach people who are simply looking for accessories for their dogs, cats, or other pets. So here, after we managed to make people click on our awareness ad, our focus is that if they got interested but then left, they can take the step to come back to our website, review it and consider it to buy eventually. To make this happen, we are going to make another display ad and our goal this time is traffic wed, leading them to our home page. We displayed the images we have on our home page to get people to associate the brand with previous visits to the website.

In this type of campaign, the goal is to get people to start thinking about our pet store and look for more information about it. So, in this second google ad, we narrowed the target group to specify in far more detail who our expected audience is.

Regarding the structure we focused on to create the Ad:

- Target Audience: People who are interest about our website
- Landing page link: <https://nomad.com/>
- Locations: United States
- Languages: English
- Budget: 5\$
- Bidding: We click on the blue text “select a bid strategy directly” because we want it to be the manual cost per click since it seems cheaper than the maximize conversions or general automated bidding strategy.
- Enhanced CPC bid: 0,58\$
- Targeting: even though display is an awareness ad, we want to appear in a specific target group of people with the following characteristics:
  - **Audience Segments:** Pet Stores and Supplies, Pet Supplies, Pet lovers, traveling with pets, pet transportation services, dog lovers, love your pet day, pet, online pet websites, pet information, dog pet care, cats lovers, pets lovers, dog health information, dogs, pets, Cat Supplies, Animal Pet Care Information
  - Demographics: female, male, unknown / age: 25-64, unknown age / parental status: not a parent, parent, unknown / household income: 21-50%, unknown
  - Keywords: pet store, pet shop, travel with my pet, travel with my cat, travel with my dog, cat care, dog care, pet care, cat, pet, dog, pets, pet travel, nomad pet, pet products
  - Topics: pets and animals, animal products and services, pet food and pet care supplies, pets, animal sports
  - Optimized targeting On

Campaign review

Campaign name	Increase Awarness - Display
Campaign type	Display
Objective	Website traffic
Goal	Purchases
Final URL	<a href="https://nomad-pet.com/">https://nomad-pet.com/</a>

Campaign settings

Locations	United States (country)
Languages	English

Budget and bidding

Budget and bidding

Budget	US\$5.00/day
Bidding	CPC (enhanced)

Ad group 1 

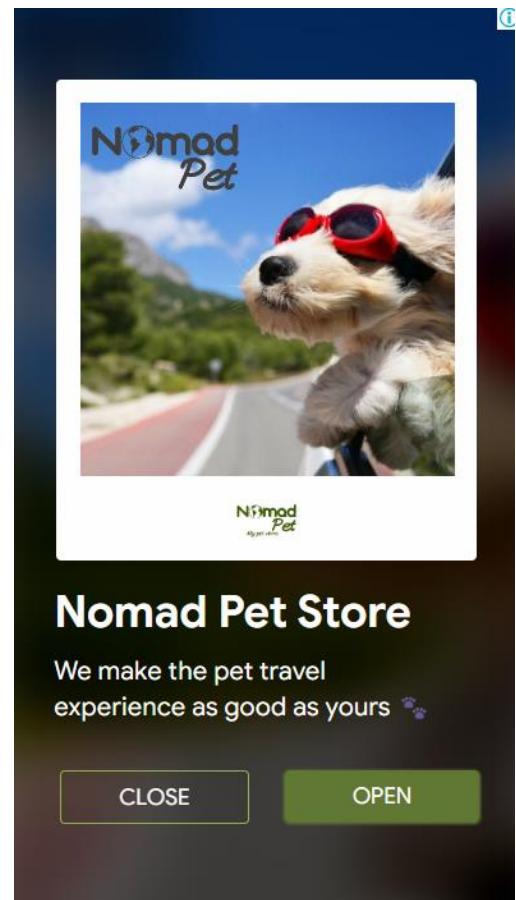
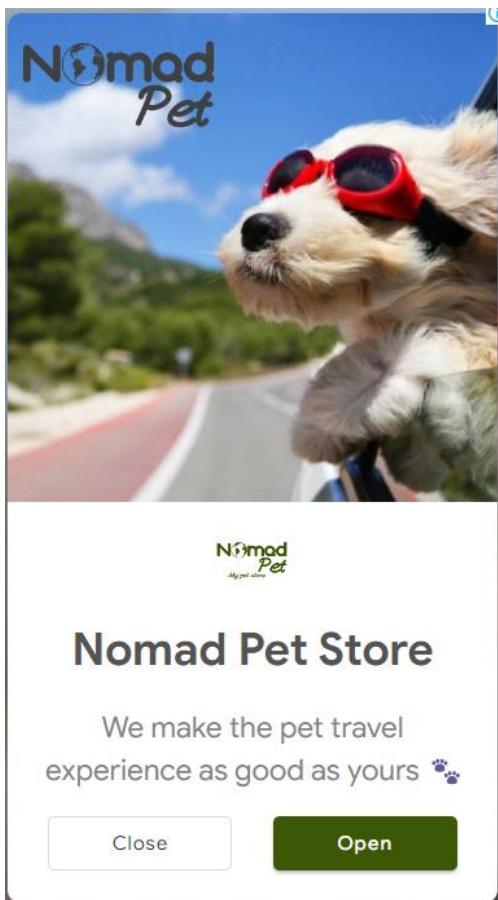
Bidding

Enhanced CPC bid	US\$0.58
------------------	----------

Targeting

Audiences	Pet Lovers + 13 more
Demographics	Age (25 - 34 + 4 more), Household income (Unknown + 3 more)
Keywords	dog + 14 more
Topics	Pets & Animals + 4 more

## Visual representation examples



## Purchase

After our target customers have already considered returning 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. So, in this phase, we target people who have already visited our website but have not bought anything yet. Also, here, we are interested in sales and aiming to maximize revenue. The product photo, the price and a short description will appear in our ad. When the potential customer clicks on the ad, they already know more about the product, which means that they are in a more forward position in the funnel and are prepared to consume. In this last google ad, we aim to convert the defined segment of prospects from our consideration campaign into long-term customers.

## Google Shopping Ads

To create the shopping Ads, we started creating an account in Merchant Center and adding products to that platform as it is show in the picture below. After, we linked both accounts to upload the products already generated so we could just set the structure for our Ad.

Regarding the structure we focused on to create the Ad:

- Target Audience: People who have already navigated to our website, but did not buy
- Create a Merchant Center account and link it with Google Ads to upload the products we added to the Merchant account.
- We chose the “ Standard Shopping campaign”
- Keywords choice based on SEO
- Bidding: We chose Manual CPC because we wanted to set and adjust our bid.
  - Additionally, we chose ECPC because we wish to google to raise or decrease the bid depending on the performance of the ad.
  - Then we chose to “optimize for conversion value” since we want to get revenue as much as possible.
- Budget: 40\$
- Targeting: Search Network
- Location: United States
  - Presence: People in or regularly in your targeted locations: we use this restricted google to only show our ad in the country we are targeting.
- Start and end dates: 18/12/2022, none (end day)

- Ad group name: Pet Travel Backpack for small dog or cat
- Optimize: Prefer best performing ads
- Bid: 1\$
- Landing page link: <https://nomad-pet.myshopify.com/products/cARRIER-protector-for-small-dogs-cats>

### *Picture of the merchant center*

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



Description:	Carrying bag for small dogs and cats, ideal for short and long distances.	<b>49.99 USD</b>
ID or SKU:	<b>CARRIER-GREY-001</b>	
Brand:	Nomad Pet	
(Landing page) link:	<a href="https://nomad-pet.myshopify.com/products/cARRIER-protector-for-small-dogs-cats">https://nomad-pet.myshopify.com/products/cARRIER-protector-for-small-dogs-cats</a>	
Availability:	In stock	
Condition:	New	
Color:	Gray	
Size:	L	
Gender:	Unisex	
Manufacturer Part Number (MPN)	<b>CARRIER-GREY-001</b>	

### *Pictures of the google ad settings*

General settings

Type: Shopping – Standard Merchant: 679253791 Feeds: All products from all feeds

Campaign name: Shopping Ad - Pet Backback - Nomad Pet

Inventory filter: No filter: Advertise all products in the country of sale (recommended)

Local products: Turned off

Campaign URL options: No options set

Bidding and budget

Bidding: Select your bid strategy: Manual CPC

With Manual CPC bidding, you set your own maximum cost per click (CPC) for your ads.

Help increase conversions with Enhanced CPC

Optimise for conversions

Optimise for conversion value

Budget: Set your average daily budget for this campaign: US\$ 40.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend more.

**Targeting**

**Networks**

**Search Network**

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords.

Include Google search partners (?)

**Devices**

Ads will show on all eligible devices by default

**Locations**

Select locations to target (?)

- All countries and territories
- United States and Canada
- United States
- Enter another location

▲ Location options

**Target (?)**

- Presence or interest: People in, regularly in or who've shown interest in your targeted locations (recommended)
- Presence: People in or regularly in your targeted locations
- Search interest: People searching for your targeted locations

**Exclude (?)**

- Presence: People in your excluded locations (recommended)
- Presence or interest: People in, regularly in or who've shown interest in your excluded locations

**Start and end dates**

Start date: 18 December 2022 End date: Not set

**Create your ad group**

**Ad group name**

Pet Travel Backpack for small dog or cat

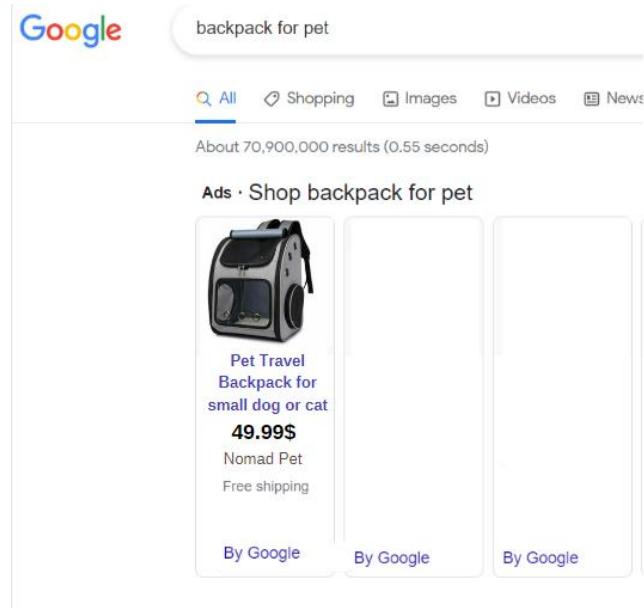
**Bid (?)**

Enter your cost-per-click (CPC) bid

US\$1

**Create campaign** **Cancel**

## Visual representation examples



## Repeat

In our last step of the funnel “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.

# Week 6 Deliverable

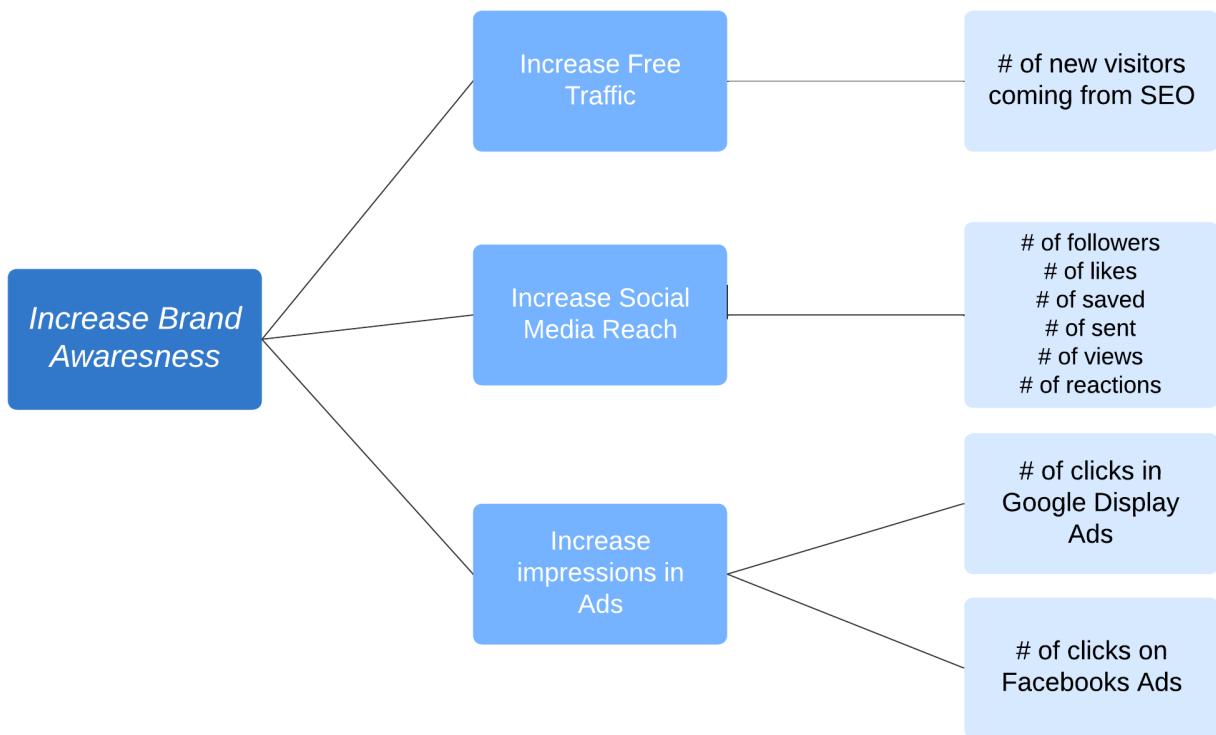
## Google Analytics

Nomad Pet developed two business goals to start growing. One is to increase brand awareness, while the other is to create revenue through purchases. Since we are a small company, our objectives focused on people getting to know us and generating revenue to keep investing in the company and marketing campaigns.

### **Business Objective: Increase Brand Awareness**

To increase brand awareness, we followed three directions and its KPI's.

1. **Increase Free Traffics:** Since our goal is to increase awareness, our primary metric is the number of new visitors. We aim to improve this KPI as much as possible by creating new content (such as articles), often doing keyword research, optimizing every page on the website and doing link building.
2. **Increase Social Media Reach:** In this case, our KPIs will be the categories that are more used in our social media to measure reach and engagement. These are the number of followers, likes, saved and sent in the case of Instagram; the number of reactions in the case of Facebook; the number of pins or saved in the case of Pinterest and the number of views and followers in the case of TikTok. These measurements will tell us the awareness of social media is increasing monthly.
3. **Increase Impressions in Ads:** The KPIs to measure the impressions in our Ads are the number of clicks our new visitors are making in our Display Ads (that have as a target to increase awareness) and the Facebook Ads, so we will know how many people we are reaching through those campaigns.



### **Business Objective: Increase Revenue**

To increase revenue, we followed four directions and its KPI's.

1. **Increase Sales Volume:** To measure our sales volume, we selected as a KPI the number of buys our customers make. This reflects directly whether our revenue is increasing or not.
2. **Increase Cross-selling:** We also want to know how many products our customers buy every time they make a purchase, so it is essential to have the metrics of the average number of products per purchase. We aim to increase this number by creating suggestions for our customers. For example, if someone buys a pet travel backpack, we can recommend that they also buy a pet document folder. Also, we want to know if our remarketing campaigns positively affect our revenue, therefore, we will count the number of purchase cross-selling remarketing emails.

3. **Decrease Payment Abandon Rate:** First, we measure the metric abandon rate percentage to know the percentage of customers leaving the website before buying and the time spent in the check-out bag. With these two KPI's we can find if our purchase process is too hard and make it simpler, so our customers won't leave before taking some of our items with them.

