

Case Study The Pet Plate

Elderly Pet Organization | August 2020

Elderly Pet Organization

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Providing information and education about senior pets.

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The Pet Plate is a small, start up company based in Rhode Island that designs flat feeding plates for finicky pets. Their tag line is “The complete feeding system for finicky furry friends.” They created the flat plate when their own dog refused to eat from a bowl, and discovered that he preferred to eat off the floor or a paper plate. They became disgusted by the paper plate and his eating from the floor, so they decided to use their hobby in ceramics to create something that might be more attractive sitting out on the floor of their kitchen. They also wanted something more sanitary, easily washable, and microwave safe.

The Pet Plate was born, not through some advanced enterprise endeavor, but due to a simple need to feed their dog without frustration. The owners were thrilled with their dog’s response to the plate. First, it was heavy enough not to slip around while he tried to eat, and the sides made it so that food wouldn’t dump all over the floor when he was eating.

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They quickly realized that they could easily replicate the plate and produce it for other finicky dogs or cats, providing their was an audience. They had no idea.

They soon made their plates available for sale on Etsy, with very little response initially, after all they were competing in the pet dish industry which was very competitive, especially on Etsy. Soon they generated some interest, by sponsoring their listings on the Etsy platform.

Over time, they expanded, selling their plates at select pet store locations in Rhode Island, Connecticut and Massachusetts. They eventually expanded their advertising and promotion, with modest results.

They wanted to expand their philanthropic side and partner with a non-profit that could potentially give them more exposure to a larger audience.

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The Elderly Pet Organization is a national nonprofit whose target audience is older pets, over the age of 6 or 7 years old. As pets age, many older pets become finicky—precisely the target audience of the Pet Plate.

The owners of the Pet Plate felt that the sponsorship opportunity could give them exposure to the right audience and promote their social responsibility. They considered the investment, and soon realized that if they could generate interest from the Elderly Pet Organization audience, the investment would be worth it.

They worked with the organization to write an article that was specific to the target audience, and created a banner with a link to the Pet Plate website. They then worked with the organization to develop a very targeted list of keywords and a special ad group with three ads to drive traffic to the article.

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The Pet Plate was featured as an exclusive sponsor on the article page, meaning no other pet dish manufacturers could be featured on the page. This exclusive sponsorship helped navigate visitors through the buyer's journey from the article, to the Pet Plate website, and ultimately to their Etsy store.

Within one month of posting the article on the Elderly Pet website, the Pet Plate tripled its monthly orders. According to Google Ads stats for their dedicated ad group and feedback from the Pet Plate company, there was a 60% conversions rate for the month of July, 2020 meaning of the clicks the ad received, approximately 60% resulted in an order.

Statistically speaking, customers who journey through a trusted third party are more likely to buy from a recognized vendor than customers who find the company on their own. Trust builds consumer confidence.

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Although the Elderly Pet Organization program is not specified as an advertising program, the visibility and exposure a company receives by being featured on the Elderly Pet website can have a significant impact on consumer confidence.

Disclaimer

Sponsorships are tax deductible and all sponsors receive exclusive recognition for each article they produce.

All sponsors acknowledge that there can be no expectation of a substantial return benefit to the sponsor. While every effort will be made to recognize the sponsor and their contribution to the website, sponsors understand that they are making a charitable donation to the Elderly Pet Organization and there can be no expectation of any kind of return benefit.

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