

# K9 University



Since 1993, K-9 University has been providing dog training, dog grooming, doggie day care, and dog boarding, and they now operate in both Garland and Plano, Texas.



INDUSTRY

Pet Care



IN BUSINESS

Since 1993



CUSTOMER

Since 2007



BUSINESS TYPE

Multi-Location

## CHALLENGE

Before partnering with ReachLocal in 2007, K-9 University relied solely on offline advertising tactics like yellow pages. They knew that how customers were searching for local businesses was changing, and they wanted to keep up with emerging technologies and consumer trends by moving their marketing emphasis to online marketing.

## GOALS

- ✔ Reach more prospective clients on top search engines
- ✔ Publicize the grand opening of their new Garland location in early 2016
- ✔ Manage and convert new leads effectively
- ✔ Communicate with leads quickly and efficiently

## SOLUTIONS

K-9 University started running ReachSearch™, ReachLocal's search engine advertising solution, in 2007 to attract searchers on top search engines. Since then, they've added ReachLocal's website chat solution, TotalLiveChat™, to easily connect with web visitors, ReachSEO™, ReachLocal's search engine optimization solution, to improve brand awareness and reach additional searchers, and ReachSite + ReachEdge™, ReachLocal's website and lead management solution, to improve their website for user experience and manage their leads better.

"The online marketing has been superb. It's brought us the customers and the clients that we needed, and I would highly recommend ReachLocal to anyone."

**Chuck Bratt**

President & Owner  
K-9 University



ReachSearch™



TotalLiveChat™



ReachSEO™



ReachEdge™



ReachSite™

40%

**of New Clients  
Come from  
ReachLocal's Solutions**

ROI 7x

**ROI 7x Higher  
Than Before Working  
with ReachLocal**

100+

**of New Leads  
Each Week from  
ReachLocal's Solutions**

## RESULTS

ReachLocal's innovative solutions, hands-on service, insightful reports, and ability to deliver real results have helped K-9 University grow in their business and expand to a larger location.

Chuck Bratt, President and Owner of K-9 University, credits ReachLocal with helping him reach all of his marketing goals. For example, after opening his new Garland location,

"The ReachEdge product is great. It allows us to see where the traffic is derived from, so it shows us if it's from pay per click, if it's from organic, or if it's from direct traffic, so we like that tracking mechanism," said Bratt.

K-9 University was booked months out almost immediately, which he attributes to his effective online marketing program.

Plus, they are using ReachLocal technology to get more return on their marketing investment. The ReachEdge solution provides a seamless

way for K-9 University employees to manage leads they are driving from their online marketing. Leads from each marketing source are available in a central lead inbox that Bratt and his employees can easily access through an app or via desktop. This lets them immediately follow up with ready-to-go leads or classify leads so they can follow up later. Bratt says Monday mornings are especially busy, because he has hundreds of leads to go through that he's acquired from his ReachSearch, ReachSEO, and TotalLiveChat solutions over

"We went straight into the new facility with 100% capacity pretty much from day one, and we attribute that to ReachLocal," said Bratt.

the weekend. And he can see and manage all these new leads right from ReachEdge.

"The biggest goal that we've been able to reach with ReachLocal is acquiring new customers," said Bratt.

He says

ReachEdge's reporting features also provide insight into which marketing tactics are delivering results for K-9 University, so they can determine how to best spend their marketing budget.

K-9 University's updated website has also provided a positive user experience for new and existing clients, and coupled with ReachSEO, is helping to drive more leads from website visitors. Bratt reports that switching his website design and management to ReachLocal was extremely easy, and he's pleased with the finished product.

Bratt says that the tangible results he's seen from the campaigns he's running with ReachLocal are incredible and why he's stayed with ReachLocal for so long. Out of the over 600 new clients K-9 University has acquired in the last six months, 40% came from their ReachLocal marketing campaigns. K-9 University also estimates that their ROI is seven times higher than it was before they partnered with ReachLocal.

According to Bratt, every aspect of working with ReachLocal is simple. "I don't have to do anything," he said, "They do everything for me!" K-9 University's employees also enjoy working with ReachLocal. The solutions make their jobs easier so they can focus on what they love most – working with the precious pups at their two locations.