

Just Food For Dogs uses Google Business Photos to drive website traffic and interest in their brand



About Just Food for Dogs

Just Food For Dogs (JFFD) is a dog food company that was founded in 2010 by Shawn Buckley. The business produces healthy, whole foods for dogs in a human-grade dog food kitchen.

- www.justfoodfordogs.com
- [View Tour Here](#)

Challenge

Just Food For Dogs (JFFD) wanted to attract customers who would appreciate the care and attention they put into their high-quality dog food offerings. To that end, honesty and openness with their customers has become a key pillar of their business. They were looking for a way to showcase that their food is made with the utmost care and quality ingredients -- for example, by putting their human-grade dog kitchen on display. Justin Bonatto states, "You really only get what we're about once you walk in. We want to convey the genuineness of our brand, and stepping into our store is the best way to do that."

"We built this kitchen from scratch for the simple purpose of providing our customers with transparency in every aspect of how we do our business. Google enables us to do that with Business Photos."

- Justin Bonatto, Marketing Coordinator

Solution

JFFD decided to use Google Business Photos as a way to draw potential customers from across the country into their dog kitchen in Newport Beach, California. Google Business Photos, which stitches HDR panoramic images into a Street View-style virtual tour, was precisely what JFFD was looking for to showcase their brand. It afforded them the opportunity to invite customers online to view the interior of their establishment.

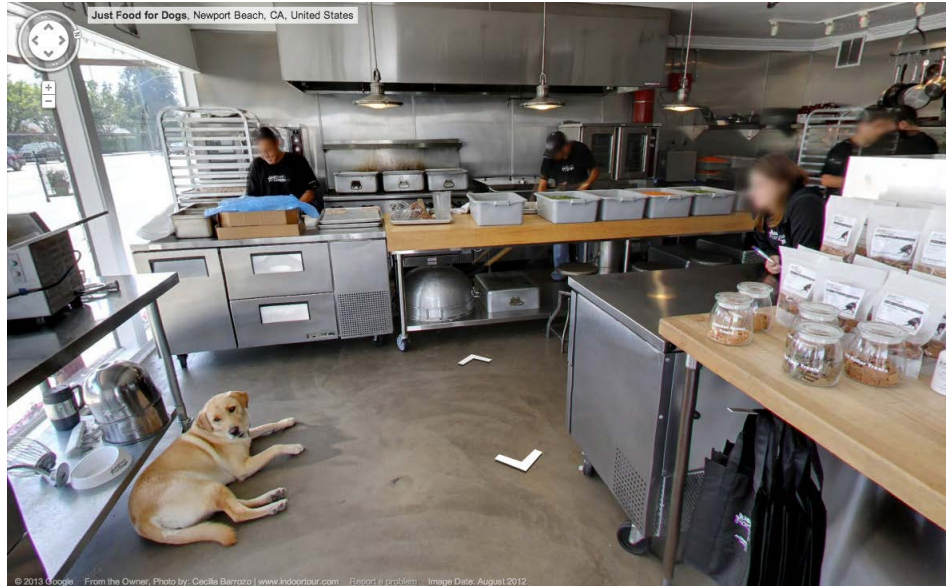
"It's not just the food we sell, it's everything around us; it's the principles we stand for. You need to know that you can trust us to provide you with the best food possible for the dog you love. And we convey our trustworthiness by putting our kitchen on display--Google Business Photos does this perfectly."

- Justin Bonatto, Marketing Coordinator



Display of Just Food For Dogs meals, supplements and treats.

"Our Google+ Page went from 892 impressions 30 days prior to the Google Business Photos, to 1104 impressions 30 days after. A 23.7% increase."
- Justin Bonatto, Marketing Coordinator



Screen Shot of Just Food For Dogs' Google Business Photos.

JFFD hired a locally-based Trusted Photographer to collect the imagery necessary to create the 360-degree, interactive Business Photos view. A single photographer conducted a photo shoot within a couple of hours without interrupting business operations, and produced a smooth interactive tour. The panoramic view of JFFD's interior can easily be found on Google Search, Google Maps and JFFD's local Google+ page.

"We can't see anything else that provides more value than a customer interacting for thirty seconds with Google Business Photos. It conveys everything we would want to communicate about the value of our company."
- Justin Bonatto, Marketing Coordinator

Thirty days prior to publishing the Google Business Photos tour, JFFD had 892 visits to their local Google+ page; thirty days following, it had 1104 visits--a 23.7% increase. They've also experienced a 50% increase in the click-through rate from the search results to their website. Bonatto states, "We've been growing more since we've had Google Business Photos. Any future location that we open is going to have this feature. I think it's invaluable and it's going to be necessary."

Moving forward, JFFD also anticipates the importance of Google Business Photos as a tool to grow their customer base. The company is located in Southern California, but Google Business Photos is an effective tool that allows JFFD to reach a people throughout the country. Bonatto states, "Google Business Photos is a platform for us to convey to customers who we are...It's that resource that helps people see before they buy."

