



Pet Groomer Cleans Up with 30% Increase in New Business

Tracy Zanoni, owner of Lil' Piddlers Pet Grooming and Boutique in Oakland Park, Florida, has a reputation for being a top-notch pet groomer. Though she always dreamed of owning her own business, she knew that hard work and stellar qualifications don't always equate to a booming business. Zanoni knew she needed something extra to attract new customers.

CHALLENGE

When Zanoni bought her pet grooming business in 2006, she didn't have a website. To get new customers, she bought a year's worth of advertising in a local newspaper that featured a coupon – but not a single customer came in with one. “That's something I will never do again,” she says. She knew customers were out there who would love her service, but she didn't know how to reach them.

ACTION

Zanoni decided to create a website and started using Google Places to help pet owners find her grooming business online. She verified herself as the business owner and confirmed her hours and location. In addition, she reads her reviews weekly. She hoped the combined website and Place Page would deliver 10% more customers to her – and away from her main competitor, which was right around the corner in a local strip mall plaza.

“Everyone is using the Internet, and that really is the way to go with marketing,” Zanoni says. “Plus, you can look up businesses on your phone and be directed right to my door.”

RESULTS

Since using Google Places and launching her website, Zanoni's business has grown 30%. “People are able to find us now. It's phenomenal.”

Google Places is especially useful for attracting customers who have just moved to Florida and need their pets groomed, Zanoni says. “Customers find our listing, read the reviews and call us for an appointment.”

Setting up the free Google Places account took only a few minutes, and it continues to drive terrific results. “Hands down, Google is the best,” she says. “I would never go back to print advertising because it does not work for our type of business.”



Tracy Zanoni

*Lil' Piddlers Pet Grooming & Boutique
Oakland Park, Florida*

SITUATION

- Attract new customers
- Compete with existing businesses
- Reduce marketing costs
- Create Web presence easily

OUTCOME

- 30% increase in business
- New customers saying they came from Google



For more information about this business, scan the QR code with your mobile phone.

To get a Google Places account for your business, visit www.google.com/places.