

Just Food For Dogs increases customer engagement with Google Maps Business View



About Just Food For Dogs

Just Food For Dogs (JFFD) is a dog food company founded in 2010. It 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 it puts into its high-quality dog food. The JFFD team was looking for an innovative way to engage new and existing customers, and Business View, a virtual tour of businesses using Street View technology, was an ideal solution. Rudy Poe, managing partner for Just Food For Dogs, 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 View.”
—Rudy Poe, managing partner, Just Food For Dogs

Solution

JFFD chose to use Google Maps Business View as a way to draw potential customers from across the country into its open kitchen in Newport Beach, California. Poe hired a locally based Google Trusted Photographer to collect the imagery necessary to create the 360-degree interactive Business View. A single photographer conducted a photo shoot within a couple of hours without interrupting business operations.

“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 Maps Business View does this perfectly.”
—Rudy Poe, managing partner, Just Food For Dogs



Business View of ‘Just Food For Dogs’ open kitchen in Newport Beach, California



"We can't see anything else that provides more value than a customer interacting for 30 seconds with Google Maps Business View. It conveys everything we would want to communicate about the value of our company."
 —Rudy Poe, managing partner,
 Just Food For Dogs

Business View gave Just Food For Dogs the opportunity to invite customers online to view the interior of its establishment. The panoramic view of JFFD's interior now appears on Google Search, Google Maps and JFFD's local Google+ page.



Tour JFFD interiors with Google Maps Business View on desktop, mobile and tablet devices

Results

JFFD experienced a 50% increase in the click-through rate from the search results to its website. Poe states, "We've been growing more since we've had Business View. 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 Maps Business View as a tool to grow its customer base. The company is located in Southern California, but Business View is an effective tool that allows JFFD to reach people throughout the country. Poe states, "Business View is a platform for us to convey to customers who we are.... It's that resource that helps people see before they buy."

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