

K9 RESORTS LUXURY DOG HOTEL

In 2021, the company began working with yorCMO and within the first 4 months the market strategy designed already exceeded their business goals.



Photo: K9 Resorts, Luxury Pet Hotel

AT A GLANCE

CHALLENGES

- Reducing the breakeven time for new stores
- Developing consistently successful grand opening strategies.
- Automate follow-up with current and prospective clients.

BENEFITS

- Record breaking grand opening results.
- Automated marketing system in HubSpot.

ABOUT K9 RESORTS

K9 Resorts is a fast-growing luxury dog hotel that offers dog boarding and daycare services. It currently has 26 open locations primarily in the northeast and midwest. It has another 140 locations that will open over the coming months and years.

In 2021, the company began working with yorCMO and within 4 months, the market strategy designed already exceeded their business goals. Let's learn about how they've maintained and expanded their business.

THE CHALLENGE

In 2021, under the leadership of CEO Jason Parker, K9 Resorts Luxury Pet Hotel faced several significant marketing challenges.

First, he wanted to reduce the time to breakeven when new locations opened. This would increase the value of franchisees and make franchisees happier with their business while also making it easier to sell more franchises.

Second, K9 Resorts was rapidly opening new locations and needed a marketing manager to support new owners with their grand openings.

And third, they wanted to automate their follow-up to reduce their reliance on busy staff and consistently touch prospects and customers to keep them happy, engaged and coming back.

A successful grand opening creates excitement, momentum, and most importantly cash flow for the new resort owner. A poor performing grand opening, on the other hand, can be difficult to recover from. K9's grand openings were producing lackluster sales. At the same time, and despite this, K9's strong reputation with customers and excellent operating model was attracting new investors at a rapid rate. To keep up with the pace of grand openings, K9 needed to grow their marketing staff to serve the growing number of franchisees.

Finally, K9 recognized the demanding responsibilities of the front-line desk staff who were primarily focused on the well-being of their canine guests. These duties included checking dogs in and out, maintaining a spotless and odor free facility, and providing loving care to the dogs. This left little time to follow up on leads and educate visitors fully on the unique benefits of K9 Resorts' services.

These challenges marked a pivotal moment in K9 Resorts journey towards national expansion, greater operational efficiency and ensuring the long-term success of their franchise network.



K9 RESORTS
LUXURY PET HOTEL

THE APPROACH

To reduce breakeven times, Dave started pre selling care packages even before a new resort's doors were open.

To drive sales and grand opening excitement, Dave used Facebook ads to target local pet owners offering them special charter member deals. These changes saw locations open with sales already on the books and breaking even in record time.

Dave also hired a marketing manager to support franchisee's marketing efforts, especially before and during grand openings. Later Dave helped find a second marketing team member to support K9's accelerating growth. Both of these individuals are now key contributors to K9's continued success.

Finally, Dave built an automated marketing system in Hubspot that systematically follows up on leads and notifies staff when personal follow up is required, This has increased operational efficiency and provided customers with a richer experience of the brand.

In addition, Dave deepened K9s insight into the reasons customers choose K9 and drove a brand makeover centered on what made K9 stand out to customers: Spotless facilities, a world class luxury experience for dogs and a professionally trained loving staff.

He led the redesign of K9s website, produced a series of promotional videos and trademarked K9's three "uniques": The K9 Clean System, The K9 Experience and K9 University.



Photo: K9 Resorts, Luxury Pet Hotel



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MEETING EVOLVING CHALLENGES

Having met K9's initial goals, the next challenge was to get resorts to full capacity faster, another improvement in unit economics that would further enhance franchisee satisfaction and franchise value.

Dave is now breaking new ground with improved business intelligence an smarter ad spend management.

By collecting and analyzing comprehensive data on customer behavior, market trends and campaign performance, the company is gaining valuable insights on which customers are the most profitable, then building multi-channel campaigns to drive purchase behavior.

Getting customer behavior data in one place has allowed K9 to make better informed decisions, optimizing advertising budget allocation and ensuring that every dollar spent generates the greatest impact.

Foundational to all these strategies is managing K9s Marketing Tech stack. In his quest to streamline marketing communications, Dave and the team embarked on a multi-step solution journey.

At first, their focus was on integrating the HubSpot marketing automation platform with business management software created specifically for pet care facilities that is the core of K9's operations.

The goal was to centralize data and streamline crucial processes. However, the effort unveiled a critical problem: a substantial number of leads were not being accurately logged in the software tool.

To rectify this Dave extended the integration efforts to include the marketing agency that manages K9s digital marketing tactics, enabling K9 to automatically follow up with every website lead and implement targeted marketing campaigns tailored to specific steps along the buyer's journey.

As the project evolved, the team took strategic steps to refine their marketing approach. They initiated lifecycle marketing campaigns, created compelling content and built efficient workflows. Dave also launched two pilot programs to test these strategies and eventually added a third.

During this phase, Dave and the team made valuable discoveries, uncovering details that were not initially taken into account. For example, not all of the canine guests met standards for daycare services. This required that the team create mechanisms to exclude these dogs from unrelated promotions.

At the current project stage, all three pilots are running smoothly and the K9 team is focused on optimizing performance. They are also exploring cost reduction strategies at scale. One initiative involves collaborating with a pet facilities software company to establish a native integration with the CRM, which promises significant cost savings.

Additionally, they are testing new campaigns, including re-marketing efforts to promote trial daycare services to exclusive boarding users.

In summary, Dave's ongoing efforts have not only resolved the initial technical challenges but have also paved the way for a more efficient, data-driven, and cost-effective marketing system for K9 Resorts, driving them towards their goal of providing exceptional pet care services while optimizing business outcomes.

"K9 Resorts Luxury Pet Hotel has been working with Dave and yorCMO for more than two years now and they have been a tremendous help. The #1 reason for bringing them onboard was to increase presale revenue and first year revenue at K9 Resorts facilities throughout the Country.

***Within the first year of working with yorCMO our company created and launched a successful presales program and increased first year revenue by 50%. I would highly recommend working with yorCMO if you are looking for the guidance and expertise of a seasoned Chief Marketing Officer but you do not have the need or budget to hire someone full time.** – Jason Parker, CEO K9 Resorts Luxury Pet Hotel*



DAVE BLANCHARD
CHIEF MARKETING OFFICER

Dave has contributed leadership in a broad variety of roles and business units over a 26 year marketing career with a Fortune 50 Technology Market Maker.

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