



Petsitting.com adds new pet care franchise to affiliate list

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Petsitting.com, an online resource for busy pet owners looking for specific professional pet care, has [partnered](#) with pet service provider Out-U-Go! franchise.

As part of the agreement, Great Neck, N.Y.-based Petsitting.com will refer pet-owners interested in dog-walking or pet-sitting services to the various franchise locations of Out-U-Go!, headquartered in Oak Park, Ill., and will help educate franchises on lead-generation services and sustainable growth through online marketing.



[Out-U-Go!](#) has been providing personalized, professional dog walking and pet sitting for busy individuals and families since 1996. [Petsitting.com](#) allows pet-owners to find local pet-care service providers, such as pet sitters, dog walkers, boarders, groomers, doggy daycares, pet waste-removal services and more.

Jared Katz, Petsitting.com's vice president of business development, detailed the company's recent partnership agreement for DailyVista.

DailyVista: Now that Petsitting.com has added Out-U-Go! to its list of pet-centric vendors, what do you think is the most important aspect of this deal?

Jared Katz: For both companies, our number-one priority is helping pet owners find pet sitters and pet care. Out-U-Go! is growing in Chicago and Denver, and their goal is to assist as many pet owners as possible with their pet care. We facilitate the pet owners in search of a pet-care provider, and we don't pair them with just anyone; we pair them with who we feel are the best and most professional pet-care organizations. We felt the partnership would create a process that would allow pet-owners to find good pet care in the area and it'd give us the confidence that we're referring them to a high-quality, caring organization. That's why we chose them – Petsitting.com seeks out the elite providers around the U.S. and Canada, making sure they're insured and bonded.

We really emphasize the importance of quality, and so our main goal is for customers to come to our site and trust us, knowing we won't just send them to anyone. They trust that we only pair them with what we consider elite partners, providers and organizations. Out-U-Go! is a fantastic organization, and we felt they'd be a great part of our team and a company we felt would be a great referral. We send pet owners' information to Out-U-Go! and they will contact them and pitch them their business. We know we're confident that our pet owners would be in good hands, and that's what's special about this partnership.

DailyVista: How will Petsitting.com's partnership with Out-U-Go! compare to its other recent franchise and pet-service alliances?

Jared Katz: We partner with [DoodyCalls](#) and [Poop 911](#), which are elite pet waste-removal companies, and we partner with [Bark Busters](#), which is the largest training outfit out there. They're an established organization in the training space, and they do training for 85 percent of the population. We also did a partnership with [Camp Bow Wow](#), which is boarding, daycare, etc., and now with Out-U-Go!

No partnership is better than the other; we value all of them in each respect as great new relationships for our organization. That all ties together to benefit the pet owner, and at the end of the day, our partners' goal is to provide pet owners with the best vendors possible. We want to find companies that value the pet owners and the quality of their product. We really don't allow on our network people like individual college students or people who do this part time who are not really into this as a business. We create a more competitive environment for professionals who do this for a living, and we eliminate sole proprietors who are simply in it to make an extra dollar.

Do I feel that Out-U-Go! is different? Well, it's different in that it's a new relationship and they're a growing company, and we feel like they fit in perfectly with our values and where we're headed in the future.

DailyVista: Who is Petsitting.com's target demographic? Does the company place more of an emphasis on B-to-B marketing or more B-to-C marketing?

Jared Katz: We have a sales team that focuses on meeting new companies like Out-U-Go! and other similar franchises, and their focus is to do research and find what we feel to be our top companies around the country, and that's on the B-to-B side. From a consumer standpoint we do a tremendous amount of B-to-C online marketing – we have different unique online strategies to generate pet-owner traffic to our site where we target both pet owners as well as any customers that are potentially in the market to get a pet or already have a pet and are moving to a new neighborhood and they don't know who's going to walk their dog or watch their cat.

For people who are in transition and moving, we partner with [Rent.com](#); they're an eBay company and they assist anyone who's looking for rental around the country. It was a good alliance. Anyone who moves will need to find these services if they own a pet. We have other partnerships coming on in the future. Our goal is to provide more value and if someone's moving it's obviously a stressful time, so if we can help a little bit by having them coming to our site and having us pair them with providers, it's a win-win for the company, the moving space, for Petsitting.com and for the pet owner.

For new pet owners, we work with [Adopt A Pet](#) because they need to understand their next steps now that they own a pet. They want to know how they can take care of their pet, and their next step would be to come to us so we can assist them with finding the right vendors.

We do our own B-to-C marketing as well, and we have a team that focuses on SEO, we have a team that focuses on paid localized search, so when a new company comes on board and wants us to send them customers interested in their services, we have a marketing team that will create localized marketing programs in that area with various search engines. Petsitting.com is an online marketing company and we have a bunch of domains that all assist with our targeting of consumers that are seeking these services.

DailyVista: Is Petsitting.com actively seeking out new partnerships with other like-minded vendors?

Jared Katz: The partnerships on the B-to-B side, we call them our affiliates in that we can leverage their services and both of us will benefit – that’s a core part of our growth strategy and business. We don’t just rely on those partnerships, but we’re open to new partnerships and ways of seeking out ones in the same industry as ours or in an industry that has some type of relationship to what we’re doing.

We have a couple companies that do some small things for us, but yes, we’re always open. We’re a company that’ll listen to everything and we’re open to new ideas. We’re open to new partnerships and we’ll hear and listen to anything, obviously, for any business. It’s always smart to listen to people and companies that have various ideas, and we’re always open to new suggestions and ideas that’ll help grow the business and help continue to support pet-owners in the pet service space – nothing’s closed off.

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