



Pet services in Boulder have customers saying 'Out-U-Go!'

Sept. 15, 2010

Out-U-Go! pet care services has opened its seventh location, which is also its second store in the Boulder/Denver, Colo. area, according to the [company](#).

The Oak Park, Ill.-based company touts its “fun, entrepreneurial” spirit and provides pet care for local pet parents who are on vacation, at work or want to give their pets a place to play while they’re busy.

“This expansion to the Boulder area reflects the community’s demand for a professional pet care service like ours,” Top Dog Dan Lipschultz said in a statement. “Nothing brings me more happiness than doing what I love in the place I call home. I can’t wait to meet our new dogs, cats and pet parents in Boulder!”

With senior-level titles like Top Dog and Top Top Dog of Out-U-Go! Franchising (David Lipschultz), it’s no wonder that Out-U-Go! is not only a unique business, but also an exceptionally energized corporation that provides a distinctive experience for its customers.

Out-U-Go! was founded in 1996 as a high-end, full-service dog-walking and pet-sitting business, offering professionally trained pet sitters that supply secure, reliable and individually tailored pet care every day of the week.

Top Top Dog David Lipschultz – a.k.a. [Out-U-Go!](#)'s chief executive – told DailyVista that because the company already had a presence in Denver for the last four years, Boulder was a new area of interest.

“We find that our brand works tremendously well in the area,” he said. “Denver and Boulder are terrific dog, cat and pet communities, and the people in the community out there really care about their pets and want to have great care and professional care for their pets.”

As Out-U-Go! continues to expand its “paw print,” the Top Top Dog sees this as the concept’s first initial growth phase, to be followed by slow development coming out of Chicago and the Chicagoland area, where the company already has five locations.

“We’ll continue this slow circle of growth in this initial phase, probably adding more locations in Chicago and slowly spread from there to some other Midwest area around Chicago,” Lipschultz said. “Once we get through that first tier, we’ll start looking more toward national expansion.”

Our source realizes this isn’t going to be a quick process, and realizes that much of Out-U-Go!’s success is determined by the relationships it has cultivated within its local communities.

“We’re all about building relationships,” he said. “For us, at this point, it’s all about getting to know the local communities and introducing ourselves. There’s a lot of local networking, grassroots, word-of-mouth marketing that comes from just being on the ground.”

The next prong in the company’s marketing approach is social media efforts through Facebook and Yelp, which is where Lipschultz said that Out-U-Go! is putting 90 percent of its energy. Individual locations also maintain their own Facebook and Yelp accounts as well, creating personal relationships with consumers and the community itself.

“We do Internet advertising as well,” he added. “It’s a combination of pay-per-click ads, search engine optimization, but mostly ads within Google and Facebook.”

Though the addition of its Boulder location certainly enhances Out-U-Go!’s brand awareness, Lipschultz feels it doesn’t necessarily change the demographics that the concept already attracts.

“Boulder has a unique personality and we’re keenly aware of that,” he said. “So much of that community is our target audience and it really is the pet parents we work with wherever we are nationally – Boulder in some ways has a more condensed population of that sort of community we work with as it is. That whole attitude in Boulder, which it’s so well known for nationally, really feels tremendously comfortable.”

Above all, Out-U-Go!’s clientele tends to be educated professionals who are extremely dedicated to providing top-notch care for their pets, and that includes medical care, the right type of food, the most exercise possible and anything that dogs and cats need to live healthy lives.

“We certainly didn’t create the pet industry out in Denver, and there were a lot of pet services developed there – whether they were boutiques or daycares – but we have a more unique niche of bringing that level of professionalism and doing pet-walking and pet-sitting,” Lipschultz said. “Not too many people are out there doing that.”

Out-U-Go! outsources some of its services, more specifically, it has brought on a consultant to help with the grassroots, business networking element of its local business.

“We’ve been working with a consultant and we have a very specific plan we’ve put together,” our source said. “Everybody does local marketing and they do networking and we’ve always done it, but recently we really developed a specific plan that takes simple principles and makes them very applicable.”

Additionally, the pet care concept hires consultants to assist with SEO and its online ads. Lipschultz said that the company contracts these external resources on a project basis, adding that at this point, new inquiries would be welcome, but would have to be on a local level to be seriously considered.