

GOOGLE POWER SOLUTION ·
SOCIAL MEDIA MARKETING ·
TEXT MARKETING

CASE STUDY

Restaurant



Overview

Campaign Focus

Generate Link Clicks to Visit Website to Make Reservations

Campaign Length

9 Months

Products Utilized

Google Power Solution
Social Media Marketing
Text Marketing

Impressions 1,023,145	Conversions 241
Clicks 16,192	

Objectives

To maximize link click conversions for the client's restaurant, we implemented a multi-channel marketing strategy combining Google Power Solution (Search & Display), Paid Social Media, and Text Marketing, achieving a remarkable 93% open rate for text sends.

Our Google Display ads captured attention through visually engaging banners displayed across relevant websites. Google Search ads targeted users actively seeking dining options within a specified radius around the restaurant, ensuring high-intent traffic.

Meanwhile, Paid Social campaigns on platforms like Facebook and Instagram engaged users through tailored promotions and interactive content, driving them directly to the restaurant's website. This comprehensive approach effectively boosted click-through rates, significantly increasing site traffic, reservations, and online engagement for the client

Result

Following the launch of our multi-channel marketing campaign, the client's restaurant achieved over 1 million impressions within the targeted geographic area. As a result, 241 potential customers showed increased interest in the restaurant, engaging with ads to learn more.

Key conversion events included "Order Online," "Join Mailing List," and views of the "To-Go Menu" option, all indicating meaningful engagement and intent among prospective diners.