

GOOGLE POWER SOLUTION PAID SOCIAL CASE STUDY

Restaurant



Overview

Campaign Focus

Generate Link Clicks to Visit
Website to Make Reservations

Campaign Length

8 Months

Products Utilized

Google Display Network
Google Search Network
Social Media Marketing Platforms

Objectives

To drive link click conversions for the client's restaurant, we employed a multi-faceted marketing strategy using Google Power Solution (Search & Display) and Paid Social Media. Google Display ads captured potential diners' attention with visually appealing banners across relevant websites, while Google Search ads targeted users actively searching for dining options in a certain radius of the restaurants, ensuring high intent traffic. Paid Social Media campaigns engaged users with tailored promotions and interactive content on platforms like Facebook and Instagram, directing them to the restaurant's website. This comprehensive approach effectively increased click-through rates and drove significant traffic to the client's site, resulting in a boost in reservations and online engagement.

Result

After the multi-tactic marketing campaign was deployed, over 1 million impressions were served in the targeted geographic location, leading to over 220 potential customers who gained enough interest in the restaurant based off the ads to want more information about the restaurant. Some of the events marked as conversions were clicks to Order Online, Join a Mailing List, and clicks to view the clients To-Go menu option.

Impressions	Conversions 220
1,093,285	
Clicks	
18,892	
CTR	
.17%	