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Google Ads for restaurants

Proposal from Balandin Agency

Private event leads and table reservations, not likes. A private event is the highest-margin night a restaurant has, yet it is usually sold by chance phone calls. We build a dedicated flow of event inquiries, take the “restaurant near me” search and fill the slow days — and measure the result in booked events and covers, not clicks

$164K

closed revenue in 4 months — Private event advertising for a casual restaurant in a Manhattan hotel (USA)

$0.42

per search click in New York — Google Ads for an Italian restaurant in New York City (USA)

Where a restaurant loses money

Many leads, no bookings

Native lead forms bring contacts of people who do not remember clicking. We send traffic to an events page and optimize for inquiries submitted there: fewer of them, but the manager talks to people who need a date.

It is unclear which advertising brings guests

Without tagging and a connection to the event CRM, budgets are raised blind. We set up tracking before scaling: every closed event can be traced back to an ad.

What we did: Google Ads for restaurants

Private event advertising for a casual restaurant in a Manhattan hotel (USA)

Two channels with one goal. Meta Ads shows the venue to corporate planners and celebration hosts before they start searching. Google Ads catches those who are already typing "private event space NYC".

Google Ads for an Italian restaurant in New York City (USA)

Local Performance Max with the right goal. The campaign was optimized for calls, direction requests and reservations, not clicks. A click is not yet a guest. A call or a route plotted to the door is almost a guest.

What our work includes: Google Ads

Keywords and structure

We work out what your customers search for and how, and build campaigns around the meaning of the query — plus negative keywords so the budget does not go to junk traffic

Ads and creatives

We write copy for every query group; for YouTube and the Display Network we shoot video and statics ourselves

Pre-landing pages for ads

We build pre-landers and quizzes matched to the query — the person should see exactly what they searched for. A full landing page is not part of this service, it is a separate service

Tracking

We set up conversions and send Google data about real sales, not clicks and calls to nowhere

Bidding and scaling

We drive campaigns toward a cost-per-sale target and raise the budget where the economics hold

Reporting

Once a week we show what was spent and how many leads and how much money it brought — without the 200 columns from the ad account

Case studies: Google Ads for restaurants

Private event advertising for a casual restaurant in a Manhattan hotel (USA)

Five event spaces filled by word of mouth — in four months advertising closed $164,000 in events

$6,900
Ad spend

$164,000
Revenue

2277%
ROMI

Google Ads for an Italian restaurant in New York City (USA)

Took the "italian restaurant near me" results in New York — clicks at $0.42

$18,085
Ad spend

12,454
Calls and direction requests

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Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies