BALANDIN/AGENCY

Meta 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

2,627%

ROMI on advertising — Thanksgiving catering advertising for a restaurant in Brooklyn (USA)

$164K

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

$2M

private event revenue — Private event advertising 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: Meta Ads for restaurants

Thanksgiving catering advertising for a restaurant in Brooklyn (USA)

Launched Meta advertising with the Conversions API. Server-side event tracking is needed so that the algorithm learns from real completed orders, not from clicks.

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".

Private event advertising for an Italian restaurant in New York City (USA)

No native lead forms. A form inside Facebook produces many contacts and little value: a person leaves a phone number in one tap and an hour later does not remember doing it.

Private event advertising for an Italian restaurant in Brooklyn (USA)

Connected the Conversions API from day one. Leads from the website form were passed to Meta through Zapier. The algorithm received complete data on leads, and we could assess their quality.

What our work includes: Meta Ads

Creatives

We shoot video, statics and UGC ourselves: we test dozens of ideas and keep the ones that bring leads — a winning ad combination burns out in 7–14 days, so new ones are needed constantly

Pre-landing pages for ads

We build pre-landers and quizzes for the ads — half of the result depends on the page, so it cannot be outsourced. A full landing page is not part of this service, it is a separate service

Tracking

We set up the pixel and server-side events so the algorithm learns from purchases, not clicks

Scaling

We structure campaigns so the budget can be raised without payback dropping

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: Meta Ads for restaurants

Thanksgiving catering advertising for a restaurant in Brooklyn (USA)

Sold $27,380 of holiday catering on $1,004 of advertising

$1,004
Ad spend

$27,380
Revenue

2627%
ROMI

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

Private event advertising for an Italian restaurant in New York City (USA)

Private events ran on chance calls — in two years they brought in $2M

$100,000
Ad spend

$2,007,000
Revenue

1907%
ROMI

Case studies: Meta Ads for restaurants

Private event advertising for an Italian restaurant in Brooklyn (USA)

An expensive lead paid off with banquets — sales five times the budget

$23,536	362
Ad spend	Leads
$120,000	410%
Revenue	ROMI

BALANDIN/AGENCY

Pricing

from $1,000/month

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

Contacts

egor@balandin.agency

Telegram @balandin_egor

30-minute call

All case studies