BALANDIN/AGENCY

Restaurant marketing

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

$2M

private event revenue of an Italian restaurant in New York over two years

410%

ROMI on banquet advertising for a restaurant in Brooklyn

$0.42

average Google search click for a restaurant in New York

Where a restaurant loses money

Private events come only from chance calls

Nobody sells the restaurant's highest-margin night: there are as many events as there are people who thought to ask. We build a dedicated flow of inquiries — for an Italian restaurant in New York it grew from 60 to 200+ a month.

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.

Weekdays and early hours stay empty

Advertising "for everything" brings guests where the room is already full. We slice campaigns by slow days and hours — that is how an Indian restaurant in Manhattan got 3,874 covers from OpenTable Ads.

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 do so the ads bring guests

A separate campaign for each occasion

A bride and a corporate planner choose a venue differently. We split weddings, birthdays and corporate events into their own campaigns with their own creatives — for a restaurant in Brooklyn the wedding lead came out cheapest despite the most expensive click.

An events page instead of a lead form

A person leaves an inquiry with a date and a guest count on the restaurant's website. If there is no such page, we build it: for a Caribbean restaurant in Brooklyn it brought about 100 inquiries a month where there had been none.

Tracking before scaling

A UTM tag on every ad, inquiry forms wired into the event CRM, server-side conversion tracking to Meta. A casual restaurant in a Manhattan hotel closed $164,000 in events in four months on a budget under $7,000 — and for each one we know which ad it came from.

Search and reservation platforms for tonight's guests

A local Google campaign optimized for calls and direction requests, protection of the restaurant's name from aggregators, OpenTable Ads paid per guest who shows up. For an Italian restaurant in New York the average search click cost $0.42.

Restaurant results

OpenTable Ads and email marketing for an Indian restaurant in Manhattan (USA)

Filled weekdays and early slots — $700,000 in revenue on $23,187 of advertising

$23,187
Ad spend

6,274
Covers

$699,976
Revenue

2919%
ROMI

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

Restaurant results

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

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

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

$23,536
Ad spend

362
Leads

$120,000
Revenue

410%
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