Case Study: Boosting Revenue and Walk-Ins for an Italian Kitchen

Background

An Italian Kitchen, a family-owned restaurant in downtown Chicago, was struggling to fill seats during weekdays despite having a loyal customer base. The owners wanted to increase weekday walk-ins, promote their new menu, and improve average order value per table. They partnered with Digital Diver 360 to create a focused digital marketing campaign.

Campaign Overview

- **Duration:** 3 months
- **Budget:** $6,000 total ($2,000/month)

Results

- **Revenue Generated:** $75,000 (3-month campaign).
- **Walk-Ins Generated:** 1,800 new walk-ins (600 per month average).
- **Average Order Value:** $38 (an increase from $30).
- **Cost Per Walk-In:** $3.33

Tactics Used:

- **Geo-targeted Ads**: Running Facebook and Instagram ads targeting users within a 5-mile radius of the restaurant during peak times (11 AM - 1 PM, 5 PM - 7 PM).
- **Offer-Based Marketing:** Promoted a “Weekday Special” coupon ($5 off orders over $25) to incentivize walk-ins.
- **Content Creation:** High-quality photos and short videos of new menu items.
- **Email Marketing:** Sent newsletters to their customer list featuring special events, menu highlights, and exclusive deals.
- **Google Ads:** Local search campaigns targeting keywords like “best Italian food near me.”
- **Influencer Collaboration:** Partnered with 3 local food bloggers to post reviews and stories.