

PAID AD CAMPAIGNS FOR A CANADIAN RESTOBAR

| ABOUT OUR CLIENT ▶

Our client is a premium restaurant and bar based in Saskatoon, the largest city in the Canadian province of Saskatchewan, serving contemporary food and drinks.

Dishes are rooted in American flavors with the traditional local blend to give to create an explosion of flavors. The Kitchen and Bar aim to connect the locality to a dining experience the way ingredients are connected to food.

| PROBLEM FACED BY OUR CLIENT ▶

The restobar opened on 26th November, 2019 and being a new brand in the city the local population was not aware about the restaurant.

Also a few months into operation, Saskatoon also went into lockdown and we had to rework the strategy as dine-in was closed and only delivery was allowed.

| OBJECTIVE OF THE PROJECT UNDERTAKEN BY NETILLY ▶

During the last 7 months of operation the objectives have changed due to the changing business scenario (primarily the COVID-19 pandemic). Initially at the time of opening the focus was on below objectives:-

1. Create brand awareness
2. Generate business for the Restobar
3. Building up a community on the official Facebook page (by increasing relevant Saskatoon followers)

As the lockdown was imposed and dine-in was not permitted, we had to replan and focus on below objectives:

1. Drive delivery orders
2. Get traction for Pick-up orders

STRATEGY USED



During the course of the last 7 months, Netilly decided to focus on mainly 2 platforms given the B2C nature of the business and the priority at that time - Facebook and Google.

Our team created a Business Manager account on Facebook and also a Google Ads account. Business Manager is a more secure way to manage Pages and Ad accounts.

We designed quite a few different campaigns for the relevant audience as per the occasion, offers and business goals.

Facebook campaigns were primarily focused on the objectives of driving traffic to the website, creating awareness and increasing followers on Facebook while Google Ads campaigns were focused on orders on call and orders on video views.

We also tried a campaign on YouTube for promoting delivery orders based on the client's suggestion.

Below is a summary of the Ad Campaigns run on Facebook, Google and YouTube.

Campaign	Platform	Name of Campaign	Start Date	End Date
1	Facebook	Grand Opening Reach	15 Dec	20 Dec
2	Facebook	Online Order	04 Dec 20 Dec 02 Jan	14 Dec 27 Dec 18 Jan
3	Facebook	DJ Nights	28 Dec	01 Jan
4	Facebook	Followers	04 Jan 01 Feb 11 Feb	18 Jan 10 Feb 17 Jun
5	Facebook	Valentine's Day	09 Feb	15 Feb
6	Facebook	Pick Up Order	09 May	30 May
7	YouTube	YouTube ads - Views	03 May	09 May
8	Google Search Ad	Google ad Pickup Order	14 May	17 June

FACEBOOK CAMPAIGN CREATIVES

1. Grand opening Reach

LAVVA
KITCHEN + BAR

**Grand Opening on
18th December**
1031 Broadway Avenue

15% OFF
on Food & Drinks
Use Code: LAVVAFES

Call Us
306-653-0000
<https://thelavvabar.com/>

2. Online order

LAVVA
KITCHEN + BAR

SKIP THE DISHES

**Stay Safe,
ORDER ONLINE**

Call us on:
306-653-0000

DOORDASH

FACEBOOK CAMPAIGN CREATIVES

3. Followers



4. DJ Night



FACEBOOK CAMPAIGN CREATIVES

5. Valentines Day



6. Pickup Orders



YOUTUBE CAMPAIGN CREATIVE



RESULTS ACHIEVED

Campaign Name	Objective	Amount spent (Rs.)	Results	Cost/Result	No. of days
Grand Opening Reach	Reach	2,867	27,144 people reached	-	6
Online Order	Website delivery orders	45,439	1,225 Clicks	37	102
Followers	Facebook Page Followers	39,818	463 Followers	86	154
DJ Night	Website reservations/ bookings	2,337	15 Clicks	156	5
Valentine Day	Website Bookings - Valentine's Day	1,456	21 Clicks	69	6
Facebook Pickup Orders	Phone Orders	12,001	97 Clicks	124	21
Youtube Ads	Video Views	2,085	6281 views	0.33	7
Google Ads Pickup Orders	Phone Orders	10,899	181 Clicks	60	28