

Use Case: Hospitality “Patrons in Chairs”

There are thousands of restaurants, pubs and bars and many of these hospitality service providers have had a very tough go of late. In order to re-start their businesses, they are relying more and more on in-house promotions and events. There has long been happy hour specials, but now we are seeing ½ wine nights, wing nights and one off promotional events to get their customers back and expand their audience.

Check out the [“Taco Tuesday” case study](#) that delivered a **\$260 return on ad spend for every \$1 invested**.

Small businesses are pretty good at reaching their existing customers, their big challenge is how to expand their audience and attract new customers. **Google Display Ads can help solve that problem, easily and affordably**. Help these owner/operators today by driving more foot traffic and increasing on-premise sales starting at just **\$99 per month**.

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Starting at just \$99 per month, Google Display Ads are great for attracting new customers

Ads can be used to highlight specials or promotions, on specific days, at specific times, to get traffic through the door and increase on-premise sales

Creating a monthly schedule that will consistently deliver new customers is fast, simple, and produces great results

★ Choose the monthly budget

★ Create a campaign for each special

★ Add your creatives and set targeting

CAMPAIGN	RUN DAYS	RUN TIMES	DAILY BUDGET
Lunch Special	Mon-Fri	10am-1pm	\$10
½ Price Wine	Tuesdays	3pm-7pm	\$15
Wing Wednesday	Wednesdays	3pm-7pm	\$10
		Monthly Budget	\$300

Case Study:

Restaurant: Taco Tuesday

TARGET AUDIENCE

20km radius from
business location

SCHEDULE

4:00 - 7:00 pm
Tuesdays

DAILY BUDGET

\$5.00

ROAS

(return on ad spend)

\$1 = \$260

Taco Tuesday resulted in **\$260 in sales**
for every **\$1** spent on Display Ads



IMPRESSIONS

Ad impressions delivered to
target audience

4,973

AVG CPM

Average cost-per-thousand
impressions

\$1.03

INCREASED SALES

Increase in daily sales over
previous week

\$1,300