

3.5x

Revenue ↑

+225%

Online Orders ↑






+265%

Reservations ↑

32%

CPA Drop

Client Overview

 Industry	 Location	 Business Type	 Campaign Duration	 Monthly Budget
Restaurant & Hospitality	Hyderabad, Telangana	Dine-In + Cloud Kitchen + Takeaway	2 Months	₹ 1.5 Lakhs

The Challenge

A mid-segment restaurant in Hyderabad was struggling with empty tables on weekdays, poor online visibility on food delivery platforms, and zero structured digital marketing. Word-of-mouth alone was not sustaining growth. Their Zomato listing was unoptimized, Google Business Profile had no reviews strategy, and they had no social media advertising to drive reservations or orders.

Objectives

- Increase dine-in reservations by 150%+ within 60 days.
- Grow online orders through Zomato, Swiggy, and direct website channels.
- Build a social media presence and drive consistent local engagement.
- Reduce cost per table booking/order acquisition.

Monthly Ad Budget: ₹ 1.5 Lakhs

Our Strategy

1. Google Search & Maps Optimization

- › Targeted high-intent queries: 'Digital marketing courses Hyderabad', 'MBA coaching institutes near me'.
- › Ran call-only ads for direct admissions team — drove 38% of enrolments.
- › Implemented ad scheduling to show ads only during peak enquiry hours (6–10 PM).

2. YouTube Ad Campaigns

- › Produced 30-second skippable ads featuring alumni success stories and placement records.
- › Targeted students aged 18–28 and working professionals aged 25–40 separately.
- › YouTube drove CPL of ₹280 — 57% lower than Google Search for the same audience.

3. Meta (Facebook & Instagram) Ads

- › Lead generation forms on Instagram and Facebook — reduced friction vs. landing page.
- › Carousel ads showing course outcomes, salary hikes, and student testimonials.
- › Lookalike audiences built from existing enrolled students database.

4. Lead Nurturing & Remarketing

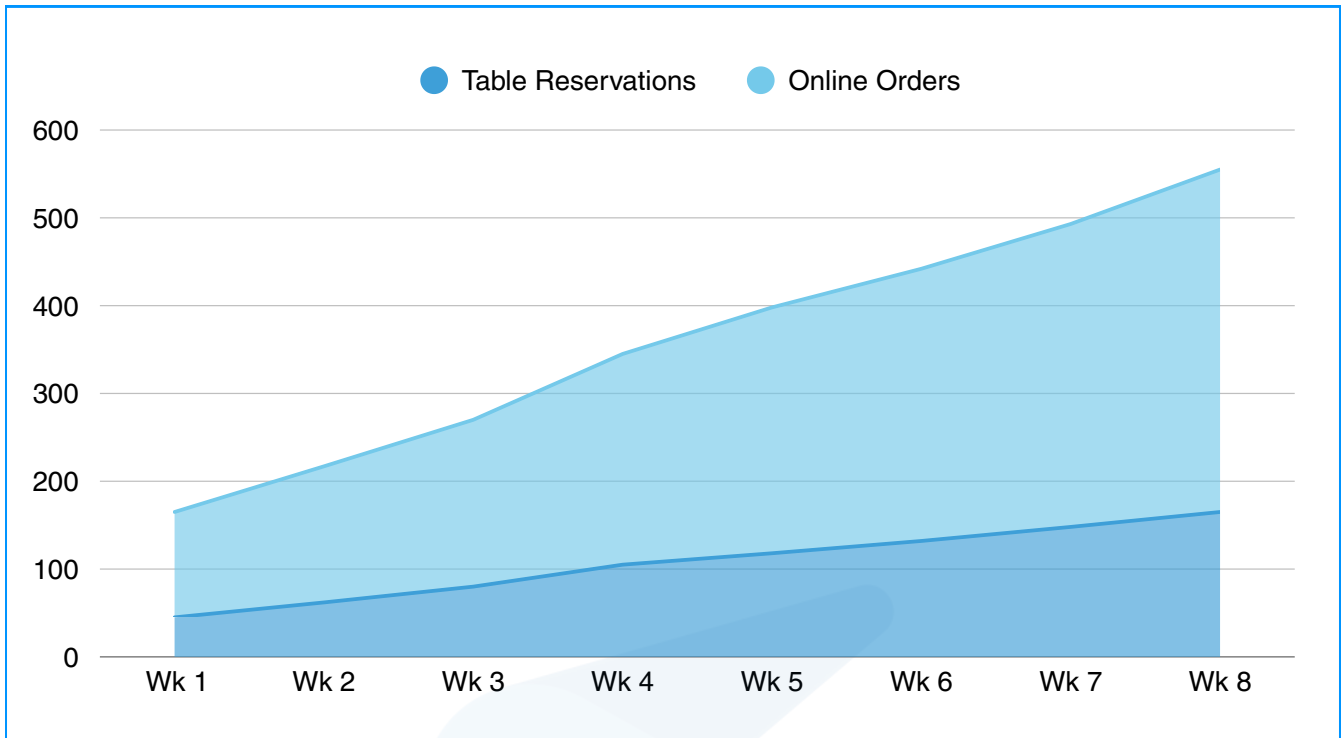
- › 7-day email + WhatsApp drip sequence for all leads — included webinar invites and FAQs.
- › Remarketing ads to leads who didn't convert after 3 days — improved enrolment rate from 8% to 24%.
- › Free demo class CTA in remarketing ads converted 31% of re-engaged leads.

Campaign Results

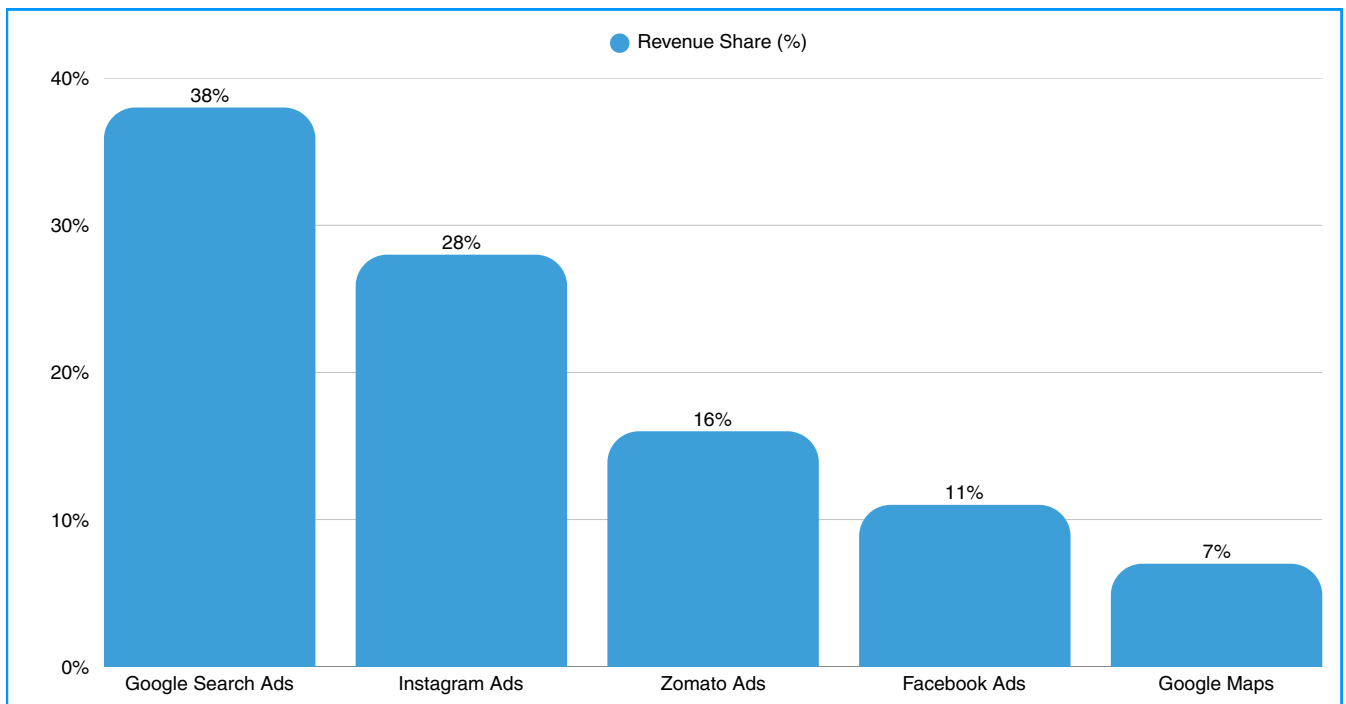
Campaign Duration: 4 Months | Budget: ₹ 2.5 Lakhs/month

178	₹ 85 (SEO)	740+
Total Enrolments	Cost Per Lead	Total Leads Generated
24%	-87%	₹ 89 Lakhs
Enrolment Rate	CPL Reduction	Revenue Generated

WEEKLY RESERVATIONS & ONLINE ORDERS GROWTH (2 MONTHS)



REVENUE CONTRIBUTION BY AD CHANNEL (%)



Key Takeaways

- 1 YouTube ads for education are severely underutilized in India — they consistently deliver lower CPL than Search for awareness-stage audiences.
- 2 Segmenting creatives by audience type (students vs working professionals) improved CTR by 68% and lead quality substantially.
- 3 A structured 7-day WhatsApp + email nurture sequence is the single biggest lever for improving lead-to-enrolment conversion rate.
- 4 Free demo class offers in remarketing campaigns act as a low-friction conversion mechanism — removing the biggest objection in education purchases.

Ready to Achieve Similar Results?

Book a Free Strategy Call with ScoopIt Today

