

# CASE STUDY

GOOGLE ADS

How Targeted Google Ads Boosted  
Leads for a Catering Company

Catering Company



# OVERVIEW



## OVERVIEW

This case study addresses the challenges faced by a well-established, 40-year-old catering company struggling to generate leads across multiple service locations, despite its strong reputation in the industry.

Over a four-year period, the company achieved remarkable results, including over 132,783 ad impressions and generating 513 phone calls, demonstrating the efficacy of a tailored digital marketing strategy.



## ABOUT THE CLIENT

Founded four decades ago, the catering company specializes in providing quality services for various events, from lifecycle ceremonies to corporate gatherings.



## PROBLEM STATEMENT

Despite their long standing reputation, the company faced challenges in generating phone calls and leads for their diverse catering services across multiple venues. They sought a solution to expand their reach and attract more high-quality inquiries.

# GOALS

The primary goal was to generate high-quality phone calls for each of the company's locations, thereby driving business growth and venue expansion. The challenge was to develop a strategy that would effectively target potential clients interested in event catering services while overcoming the difficulties of generating consistent and relevant leads.



# STRATEGY

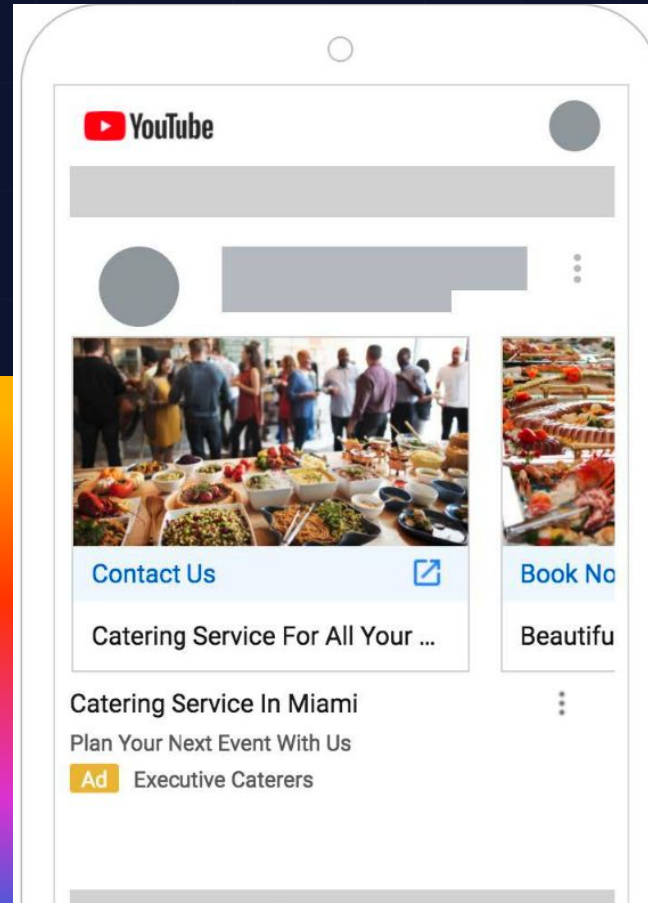
To address challenges, the Google Ads team devised a two-pronged strategy focusing on targeted search ads and remarketing ads.

- **Search Ads Campaign:**
  - Custom Audience Targeting: The campaign targeted individuals aged 25-65+ in South Florida who were in the market for events. This audience was selected based on income and interest in event-related activities.
  - Dynamic Keywords: The use of dynamic keywords allowed ads to match specific catering interests, enhancing relevance and engagement.
  - Optimized Landing Pages: Each ad directed users to a specific landing page tailored to the client's venue, improving the chances of conversion.
- **Remarketing Campaign:**
  - Re-engagement Ads: These ads were used to remind previous visitors to return to the landing page and complete a phone call or conversion action. This approach aimed to capture leads that had shown initial interest but had not yet converted.



# BEST PERFORMING ADS

The top-performing ads effectively attracted clicks, conversions, and calls by targeting precisely and engaging the audience, driving significant business outcomes.



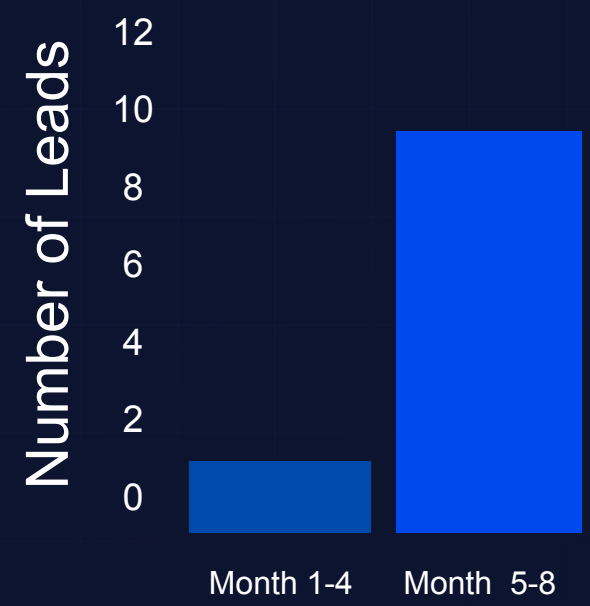
# DETAILED RESULTS

The targeted Google Ads campaigns yielded substantial business growth opportunities for the catering company. The high volume of impressions and phone calls translated directly into increased business inquiries and the expansion of venue services, validating the efficacy of precise audience targeting and the strategic use of dynamic, relevant ad content.

Our Google Ads campaigns were meticulously executed with a monthly budget of \$1,000, primarily targeting the South Florida region. Continuous optimization ensured that the campaigns reached the intended audience effectively.

## FINAL OUTCOME

The Google Ads campaign generated 132,783 ad impressions, 513 phone calls, and 489 conversions, with a strong 3.45% click-through rate.



Budget: \$1,000 Per Month  
Location: South Florida

# CONCLUSION

This case study highlights the transformative impact of a well-executed Google Ads strategy for a catering company aiming to enhance market presence and generate high-quality leads. By leveraging targeted search and remarketing ads, we not only addressed initial challenges but also established a scalable model for sustained marketing success. This approach serves as a testament to the importance of tailored digital marketing efforts in achieving tangible business outcomes in competitive industries like event catering.

