

What Made Paid Ads a Recipe for Growth for a San Diego Café?

Client: San Diego-Based Coffee Shop



CAMPAIGN SUMMARY:

A powerful paid ad strategy that positioned the coffee shop as a local favorite in San Diego!

BACKGROUND

A San Diego-based coffee shop known for its artisanal blends and cozy atmosphere, seeking to boost its local presence, drive foot traffic, and increase online orders through a comprehensive digital marketing strategy.

Target Audience: Local Food Enthusiasts, Tourists, Event Planners, Food Bloggers, Influencers, Local Coffee Enthusiasts, Residents, and Visitors.

CHALLENGES

1 Administrative Overload:
Struggled to stand out in a competitive local market.

2 Low Social Media Engagement:
Limited connection with potential customers.

3 Ineffective Lead Generation:
Marketing efforts failed to drive foot traffic or online orders.

4 Fragmented Advertising Strategy:
Inconsistent messaging across platforms led to poor results.

STRATEGIES

- Social Media Ads:** Ran targeted Facebook and Instagram ads for local coffee lovers, using A/B testing to optimize performance.
- LinkedIn Ads:** Promoted corporate catering services to San Diego professionals via LinkedIn.
- Google Ads:** Targeted high-intent keywords with search ads and retargeted users with display ads.
- Performance Tracking:** Monitored CTR, conversions, and CPL, providing regular reports to refine campaigns.

RESULTS



30% Revenue Growth



60% Increase in New Customer Inquiries



20% Reduction in Advertising Costs



50% Growth in Social Media Followers