



How Web Development & Google Ads Increased Online Reservations for Da Giovanni

Brand: Da Giovanni

Industry: Food & Restaurant

Solutions: Conversion-driven website, Google Ads

Case Study by  EOI DIGITAL

Overview

Da Giovanni was founded in 1995. They have been an established restaurant since then, offering Italian cuisines like pasta and pizza with a strong brand and discernible products and services. However, the recent trends of the food and dining industry has left them behind.

Technology made its way to marketing and customer service. Da Giovanni needed to upgrade their website by placing more creative content and better material. And they needed a way to make online reservations, which is a modern staple for the restaurant business.

Key solutions to the company's growth are creative and engaging graphic design, a conversion-driven website, and Google Ads campaigns.

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DA GIOVANNI



[Check out Da Giovanni's website](#)

Challenges

Da Giovanni had a stable influx of customers and a good reputation. They had all the basics covered when it comes to their business. **But what they lacked was the leverage of going digital**—what modern technologies provided the restaurant industry. Contemporary restaurants, and their competition, offer booking and reservations through the internet more than telephone calls. Their online website was missing this crucial online service—along with content that will be useful for customers. They needed something more engaging and more conversion-driven to them.

And although their brand was certain, Da Giovanni lacked online presence as well. They had an outdated website which didn't help them with their ranking and authority, even if they had quality food and services to offer to the market. The absence of creative online advertisements and web development to drive in customers was necessary to make sure their brand was unforgettable.

Solutions

As the equivalent of an online storefront, the initial solution was to create **a conversion-driven website**. Having one isn't enough. The customers must know that their website existed and must be user-friendly to ease navigation of customers as frustration and difficulty of use often drive away potential customers. Considering their audience was wider than most businesses, this is very important. These online storefronts must also capture the attention of customers amidst competition that already exist online. Da Giovanni already has an image and a brand to market—with authentic Italian dishes. This made it easy for EOI Digital to come up with engaging content for the web in order to communicate with the audience clearer.

Dessert



Vlees

Pasta



Google ad campaigns were also created by EOI Digital. Google Ads are defined as

text-based search ads, graphic display ads, YouTube video ads, or in-app mobile ads

that count as

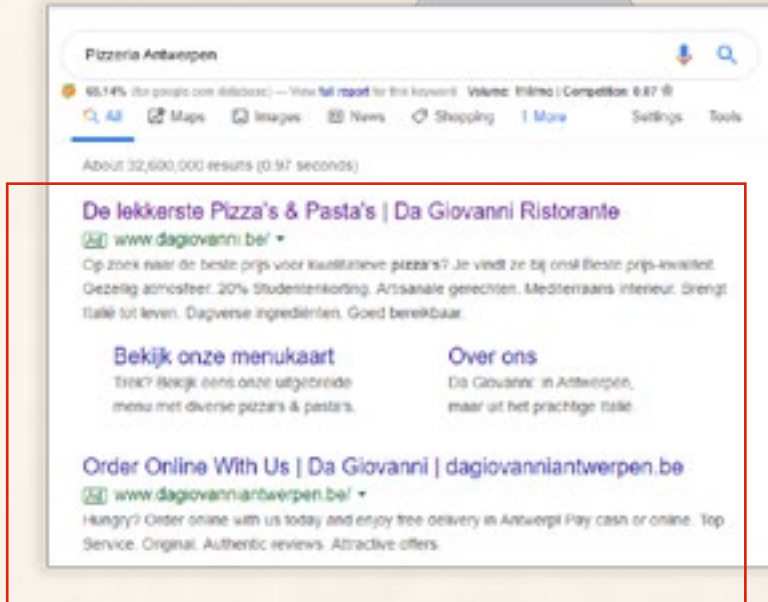
...plenty of ways to reach your target customer

It optimizes the business' potential of having extensive digital presence. We used three ways of making use of the ads:

Search Ads - Ads that appear next to Google searches

Display Ads - Texts or banners that appear next to Gmail, other websites and apps

Video Ads - Short animations or video campaigns that appear on websites (like Youtube)



The engaging and eye-catching ad campaign done by EOI Digital increased clicks and visits to Da Giovanni's new website. The overall concept of the ad campaign was to showcase their food and specialities in their community as these types of food weren't commonplace. Da Giovanni and EOI Digital made use of all three types of Google ads mentioned above to assure that most, if not all, potential customers would know about the brand. It was enough to spark interest among the audience and the ad campaigns made sure that the community would know about it.

The good thing about Google Ad campaigns is that they would reach audiences where normal traditional campaigns wouldn't. Although print ads and billboards are still useful, most reach are leverage from online presence. Most businesses of the food industry make use of Google Ad campaigns. By optimizing the capabilities of ad campaigns, Da Giovanni was able to experience exponential business growth by leverage the power of digital marketing.

Results

In 2018, the online website drove more than 100,000 visitors and generated more than 2.500+ online reservations. With only €12,000 for Da Giovanni's Google Ads budget, this resulted in generating more than €165,000 only through online reservations. In peak times, the reservations reached around €52,000 in one month solely by online reservations.

In total, their ad campaigns generated an average **Return of Investment (ROI) of 1,150%** over a span of 12-month period time. And during peak months, it soared up to **3,550+%**. In addition, EOI's campaign attracted over **2,400+ phone calls** to their physical business the same year.

To date, what started as around merely 1,500 visitors to their site escalated to **8,500 visitors** per month to date, an increased number more than what they initially projected.

Increase!




Da Giovanni in the future

This case study emphasizes that long-standing business still have an avenue for marketing in modern times. Though trends and marketing options may change, most businesses, if not at all, will always have a place in the market. The important thing that Da Giovanni did was to stay open-minded with online integration despite the challenges. Some classic businesses may find it difficult to take the leap, but as evidence with what Da Giovanni pulled off, going digital truly pays off in the end. And modern marketing strategies will capture the old and new customers alike, making sure that Da Giovanni will stay in business for a long time.



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