

DUNK & DINE

Presented by; TOOBA FATIMA

A FULL-FUNNEL DIGITAL MARKETING
CAMPAIGN FOR YOUR DIGITAL MARKETING
COMPANY USING META AND GOOGLE ADS
(BUDGET: PKR 3,00,000)

AGENCY PROFILE

Company: Dunk and Dine

Niche: Marketing for food & lifestyle brands

Services: Meta Ads, Google Ads, Retargeting,

Lead Gen

USP: Industry-specific expertise + full-funnel
strategy

SMART ★ CAMPAIGN OBJECTIVES

OUR OBJECTIVES

SPECIFIC: Generate 300 qualified leads

MEASURABLE: Achieve 3% conversion rate

ACHIEVABLE: Based on proven CPLs and reach

REALISTIC: Tailored for high food-search areas

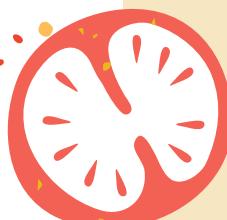
TIME-BOUND: 60-day campaign duration

TARGETED AUDIENCE!!

PERSONA 1 RESTAURANT OWNER

Age: 35–50, runs a mid-sized eatery, wants more dine-in customers

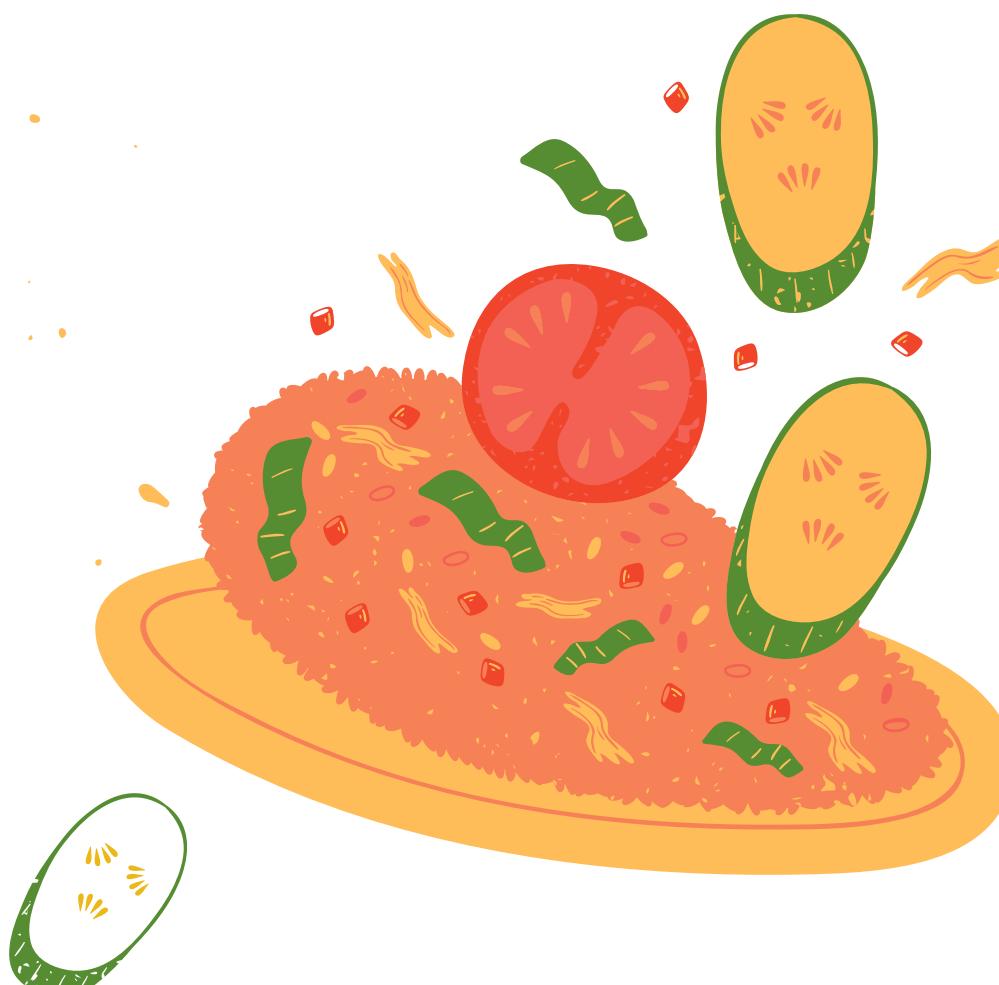
Behaviors: Watches cooking YouTube channels, uses Facebook daily



PERSONA 2 A START UP ONE

Age: 25–35, owns a home-based food business

Interests: Instagram Reels, online payment systems, Shopify, food photography



BUDGET PLANNING

SPLITTED BASED ON GOALS

Total Budget: PKR 300,000

Split intelligently based on goals:

Platform	Budget	CPC (Est.)	CPL (Est.)	Estimated Reach
Meta Ads	PKR 180,000	PKR 20–30	PKR 150–200	~150,000–200,000
Google Ads	PKR 120,000	PKR 40–60	PKR 300–400	~80,000–120,000

CAMPAIGN STRUCTURE & STRATEGY

FUNNEL STRUCTURE

Awareness: Meta, YouTube bumper ads

Consideration: Retargeting, Display

Conversion: Google Search, Lead Forms



META AD CREATIVES

META AD MOCKUP

Headline: “Want to Fill Every Table?”



Text: “Get high-converting restaurant ads.”



Visual: Packed dining area, bold text overlay





GOOGLE AD SEARCH

GOOGLE AD MOCKUP

Headline: “Restaurant Marketing Agency”

Sub-headline: “More Diners. More Orders.”

**Description: “We help food brands grow
online. Free consult today!”**

KEYWORD & TARGETING

Keywords: “**restaurant marketing**,”
“**ads for cafes**”

Negative: “**free tips**,” “**job**”

Platforms: Lookalikes on Meta, Custom
Intent on Google





THANK YOU!

SUBMITTED AND PRESENTED TO:
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