



FREE GUIDE / FOR RESTAURANT OWNERS & MANAGERS

How to know if your marketing is actually working

"We get customers, but I have no idea what's driving them." If that sounds familiar, this guide is for you. Learn exactly what to track — in plain English, no jargon — so you stop guessing and start knowing.

MERSAL

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Time to activate digital marketing.





THE REAL PROBLEM

Busy isn't the same as working

Plenty of established restaurants are active online — posting, boosting, maybe running the odd ad. But “active” tells you nothing about whether it’s actually bringing people through the door. Without measurement, you’re flying blind: you can’t tell what to do more of, what to stop, or whether your money is working at all.

GUESSING

- ▶ “I think the ads are working.”
- ▶ “We got busy — maybe it was the post?”
- ▶ “Let’s just boost it and see.”
- ▶ No idea which channel brings customers.

KNOWING

- ▶ “Instagram drove 40 bookings this month.”
- ▶ “Our Tuesday offer lifted covers 18%.”
- ▶ “This ad costs AED 9 per reservation.”
- ▶ Clear view of what works and what doesn’t.

The goal of this guide: move you from the left column to the right.



NUMBER 01

Covers & reservations

01

WHAT IT IS

The number of people actually dining with you – and where those bookings came from.

WHY IT MATTERS

This is the only number that pays the bills. Followers and likes mean nothing if they don't become covers.

HOW TO TRACK IT

- ▶ Use a reservation system (or even a simple booking link) instead of only WhatsApp.
- ▶ Ask new guests "how did you hear about us?" and log the answer.
- ▶ Track covers per night and look for patterns around your campaigns.



NUMBER 02

Cost per result

02

WHAT IT IS

How much you spend to get one booking, one call, or one walk-in from paid ads.

WHY IT MATTERS

“We spent AED 500 on ads” is meaningless. “We spent AED 9 per reservation” tells you if it’s profitable.

HOW TO TRACK IT

- ▶ Divide your ad spend by the number of results it produced.
- ▶ Compare that cost to your average spend per table.
- ▶ If a booking costs less than it earns you, scale it up.



NUMBER 03

Repeat-visit rate

03

WHAT IT IS

The share of customers who come back, versus those who visit once and vanish.

WHY IT MATTERS

Winning a new customer costs about 5x more than keeping one. Repeat visits are where real profit lives.

HOW TO TRACK IT

- ▶ Track regulars with a simple loyalty card or your retention tracker.
- ▶ Watch how many first-timers return within 30 days.
- ▶ A rising repeat rate means your experience — not just your ads — is working.



NUMBER 04

Engagement that converts

04

WHAT IT IS

Not just likes — the saves, shares, DMs, and link clicks that signal real buying intent.

WHY IT MATTERS

A viral post with zero bookings is a vanity metric. Track the actions that lead somewhere.

HOW TO TRACK IT

- ▶ Watch saves and shares — these mean “I want to go there.”
- ▶ Count profile visits and link/website taps, not just likes.
- ▶ Tie spikes in engagement to spikes in bookings.



NUMBER 05

Where customers come from

05

WHAT IT IS

The specific channel — Google, Instagram, walk-by, referral — that brought each customer in.

WHY IT MATTERS

If you don't know your best channel, you can't double down on it or cut what's wasting money.

HOW TO TRACK IT

- ▶ Use unique links or codes for each platform (a UTM link or a promo code).
- ▶ Give each channel its own offer so you can trace the source.
- ▶ Review monthly: put more budget where the customers actually come from.



QUICK SELF-CHECK

Can you answer these?

Tick the ones you can answer right now with real numbers. The ones you can't are exactly where to start.

- How many covers did you serve last month?
- Which channel brings you the most customers?
- What does one booking from ads cost you?
- What share of customers come back within a month?
- Which single post or offer drove the most bookings?
- Is your marketing spend making or losing money?

HOW DID YOU DO?

5-6 ticks: You're measuring well — let's sharpen and scale it.

2-4 ticks: You're half-blind. A few fixes will change everything.

0-1 ticks: You're guessing. This is costing you money right now.



STOP GUESSING. START KNOWING.

We'll set up your measurement — free.

Book a free 15-minute audit and we'll show you exactly which numbers your restaurant should be tracking, where the gaps are, and how to fix them. No jargon, no obligation — just clarity.

HOW WE HELP YOU GROW

G Goals & Gaps

R Roadmap creation

O Optimization in action

W Watch, measure & win

Book your free audit ▶

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