Hleb Developer

04 / CONTENT & ADVERTISING

Get noticed.
Give guests a reason.

Promotion for restaurants, bakeries and cafes, built around a clear goal.

Content that shows your venue

Food photography, short videos, preparation, your team and the atmosphere. I plan and prepare content for the formats you need. On-site shoots or working with your existing materials are agreed separately.

Instagram and Meta Ads

Instagram is your visual showcase for Reels, Stories, news and conversations. Meta Ads provides paid promotion on Instagram and Facebook. Each campaign has a goal: menu views, messages, bookings or orders.

Google and Telegram

Google Ads can target selected searches; your Google Business Profile and website help guests find your address and menu. Telegram can keep a regular audience informed about launches, events and offers when your guests use it.

One offer, one clear journey

A post or advert leads to a page with the current offer, its terms and a clear action button. Guests immediately know what to do next.

Hleb Developer

04 / PROCESS & RESULTS

Measure actions. Improve campaigns.

Reach matters when it helps generate meaningful customer enquiries.

How the work runs

We define the audience and goal, prepare content and a relevant landing page, and agree the budget. Then we launch a test, compare results and refine the adverts, targeting and page.

What the report shows

Spend, clicks, messages, booking enquiries and cost per target action. Paid orders and revenue are reported when a sales system is connected. A click for directions is not counted as a confirmed visit.

Clear commercial terms

My service fee and the advertising budget are separate. Shoots, third-party services and extra materials are itemised in the proposal. Results depend on demand, your offer, budget and operations; a specific number of guests is not guaranteed.

An extra idea: promote quieter hours

Test a specific offer during periods of lower demand. Compare bookings and sales across similar days, rather than judging success by likes and views alone.

Let’s talk about your business

hleb.site / hlebdeveloper@gmail.com