

DUCK DONUTS®

MARKETING CASE STUDY

Duck Donuts

Donut Shop Chain — Paramus, NJ Location

Google Business Profile, Google Ads, Facebook & TikTok —
May–July 2026 results across every channel.

4.5 ★★★★★

441 Google Reviews



Prepared by Aman Chetri | Restaurant Marketing Expert

THE CLIENT

A well-loved chain, ready to grow further

BUSINESS PROFILE

DUCK DONUTS

BUSINESS

Duck Donuts

LOCATION

556 NJ-17, Paramus, NJ 07652

CATEGORY

Donut shop chain • \$10–20 per person

RATING

4.5 / 5.0 — 441 Google reviews

SERVICES

GBP mgmt, Google Ads, Facebook & TikTok content, review & reputation strategy

THE OPPORTUNITY

Loved locally, underused online.

This Paramus location already had strong reviews and loyal customers, but an inconsistently managed Google presence and no real video strategy meant that reputation wasn't translating into steady month-over-month growth.

THE APPROACH

- Ongoing Google Business Profile optimization
- Google Ads campaign management
- Facebook & TikTok content and channel growth
- Review & reputation strategy

MAY 2026 vs MAY 2025

1,492

Total Business Profile Interactions

▲ +36.9% growth

*Direction requests, website clicks, and menu views —
every way a customer can act on an already-strong profile, up again.*

WHERE THE GROWTH CAME FROM

Three ways customers took action

FOOT TRAFFIC

821

Direction Requests

+50.9%

ONLINE INTEREST

553

Website Clicks

+23.7%

PURCHASE INTENT

73

Menu Views

+55.3%

23,525 people saw the profile

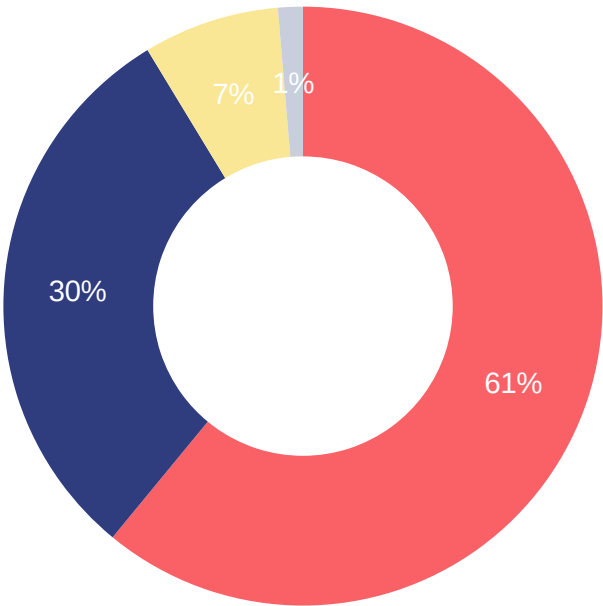
PROFILE VIEWS

23,525

▲ +54.8% YoY

Over 23,000 potential customers discovered Duck Donuts on Google in a single month — more than half again last year's traffic.

HOW CUSTOMERS FOUND THE PROFILE



61% of discovery came from Google Maps on mobile — people already nearby, actively choosing where to stop.

- Google Maps - Mobile
- Google Search - Mobile
- Google Search - Desktop
- Google Maps - Desktop

SEARCH DEMAND

13,678 searches surfaced the profile

SEARCHES THAT SHOWED PROFILE

13,678

▲ +26.3% YoY

Duck Donuts now shows up so often that it even surfaces for searches for competitors like Dunkin' — a sign of strong local relevance.

TOP SEARCH TERMS

1	duck donuts	4,850
2	coffee	833
3	dunkin' donuts	539
4	donuts near me	480
5	trader joe's, nj-17, paramus	434

Steady conversions, low cost

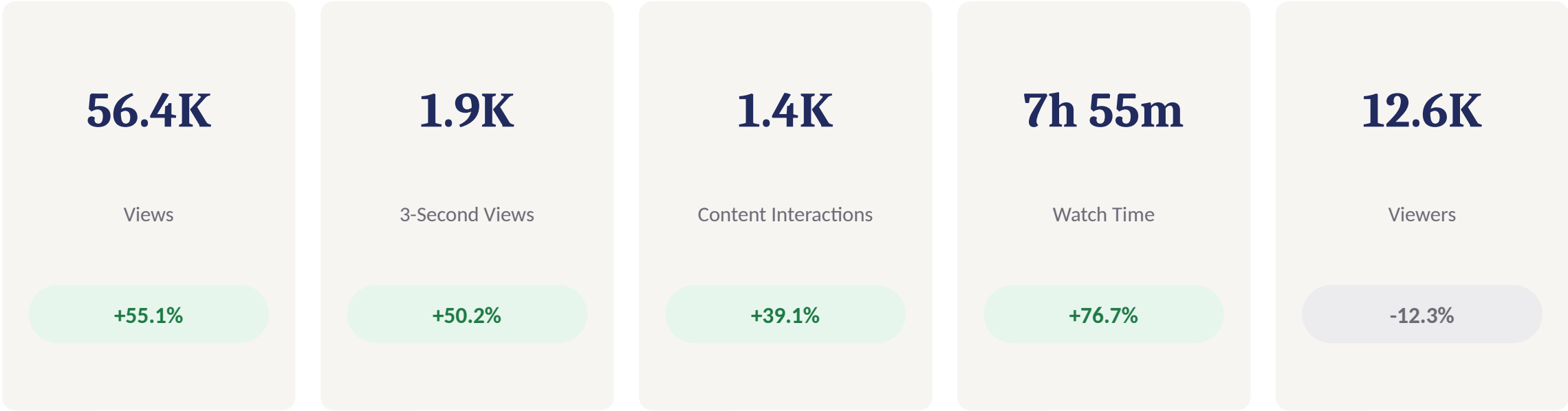
GOOGLE ADS ACCOUNT OVERVIEW — JUNE 1 TO JULY 31, 2026



At \$0.16 per click and \$0.28 per conversion, Google Ads delivered 1,730 conversions on just \$487 in spend over two months — dependable, low-cost volume for a busy retail location.

Content is working harder

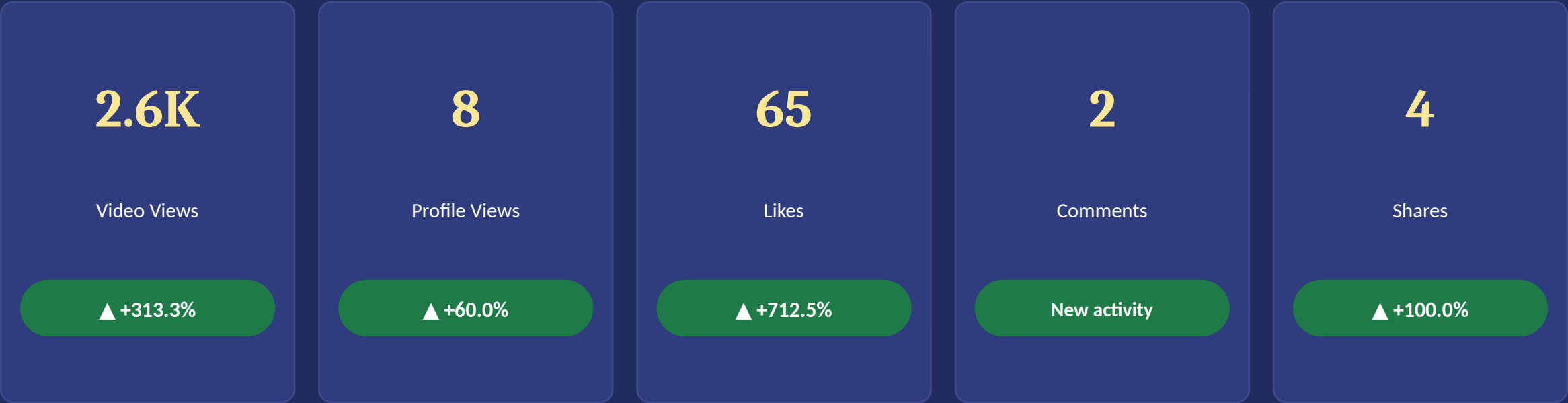
MAY 2026



Views, watch time, and interactions all grew sharply — almost entirely from organic reach, with zero ad spend behind it. Unique viewers dipped slightly even as total views grew, a sign of more repeat viewing from a loyal core audience.

A breakout on TikTok

LAST 60 DAYS



Video views more than quadrupled and likes grew over 7x — 96% of that reach came from TikTok's For You feed, meaning the content itself is doing the work, not just existing followers.

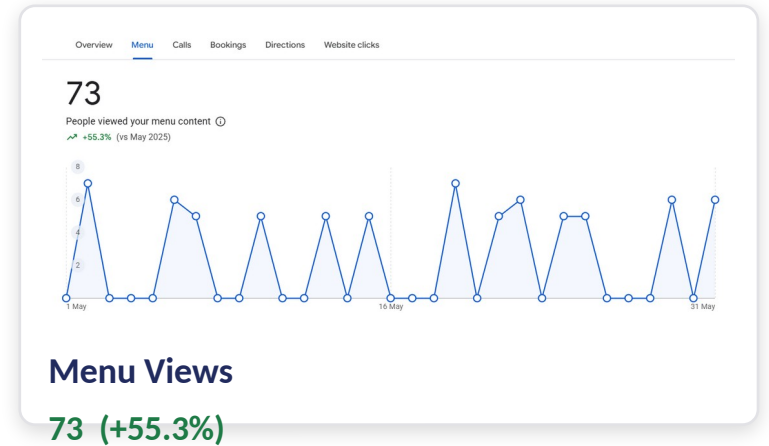
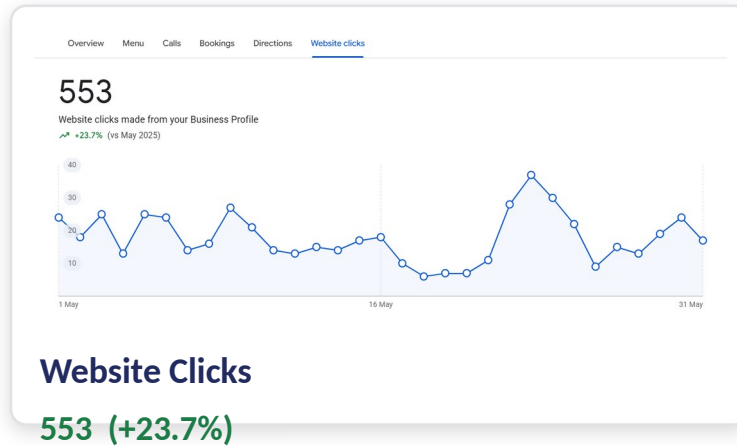
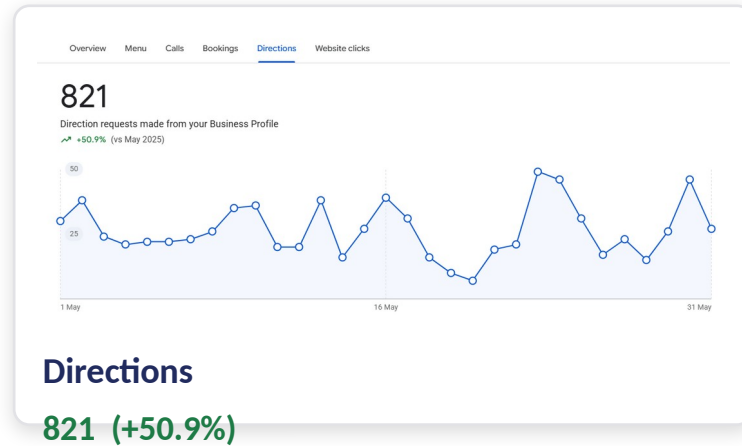
Straight from Google — no edits

Duck Donuts' actual Google Business Profile — 4.5★, 441 reviews, verified & manager-owned.



VERIFIED RESULTS

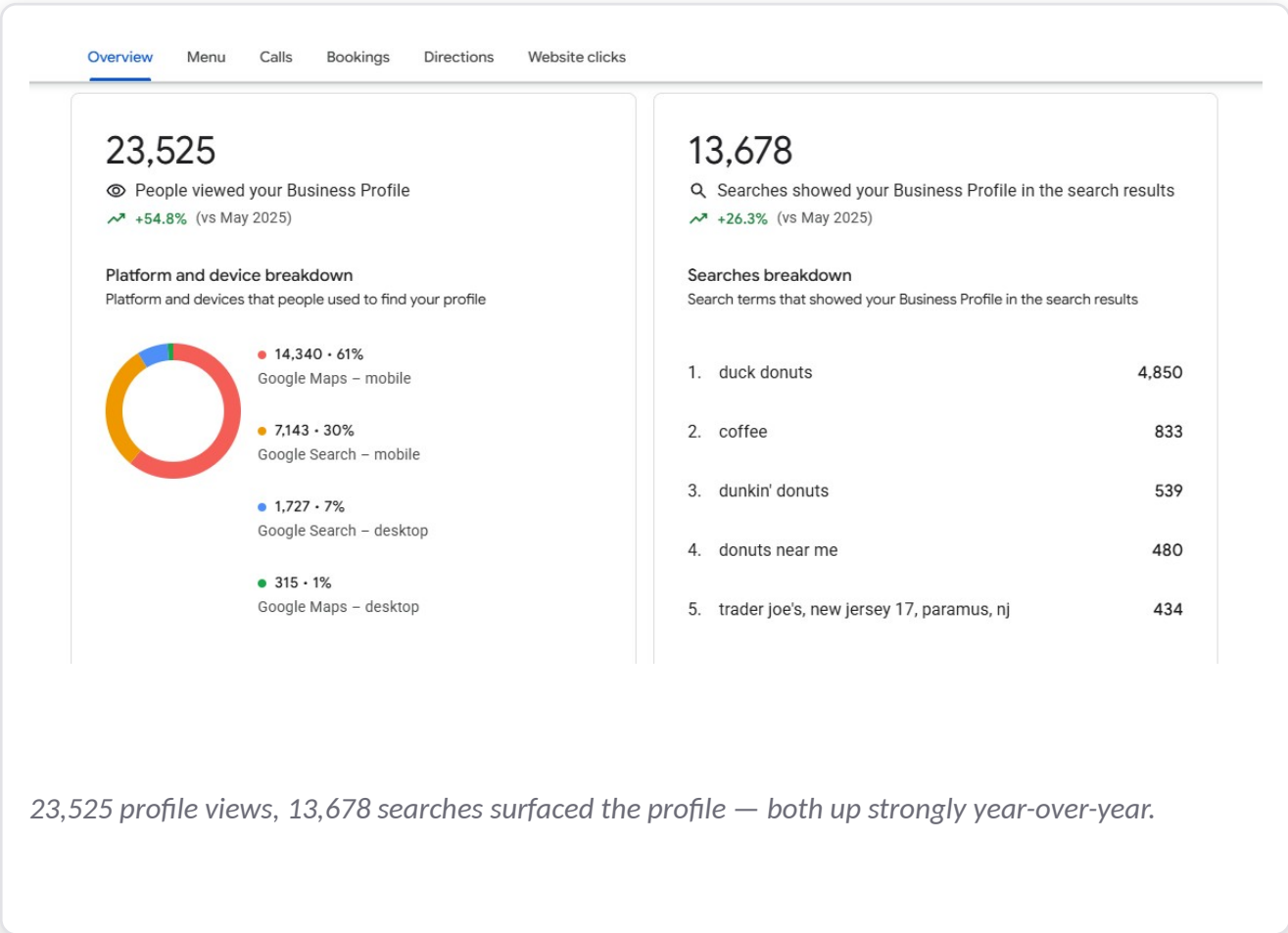
Every metric, screenshotted from Google



Three different growth signals — foot traffic, web interest, and menu engagement — all point the same direction: more customers finding and choosing Duck Donuts, month over month.

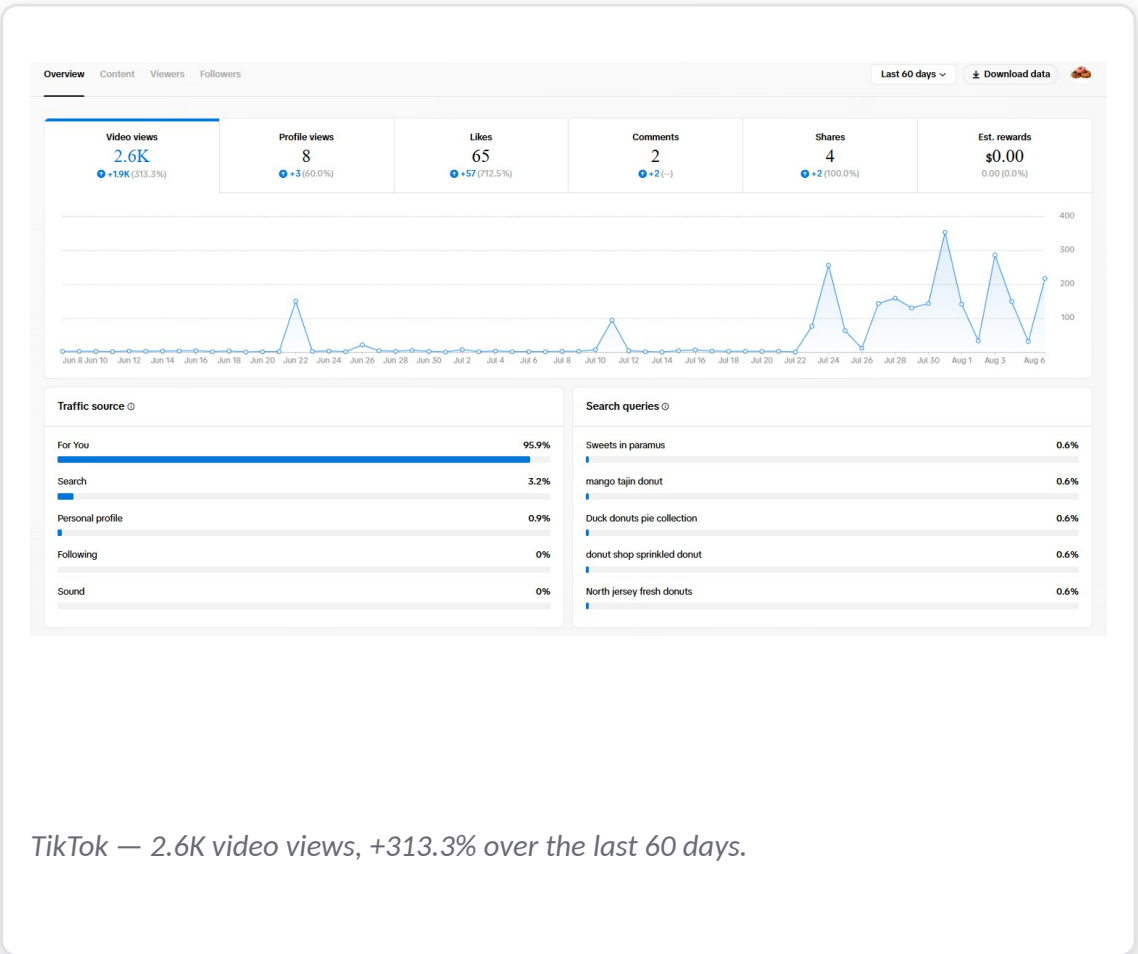
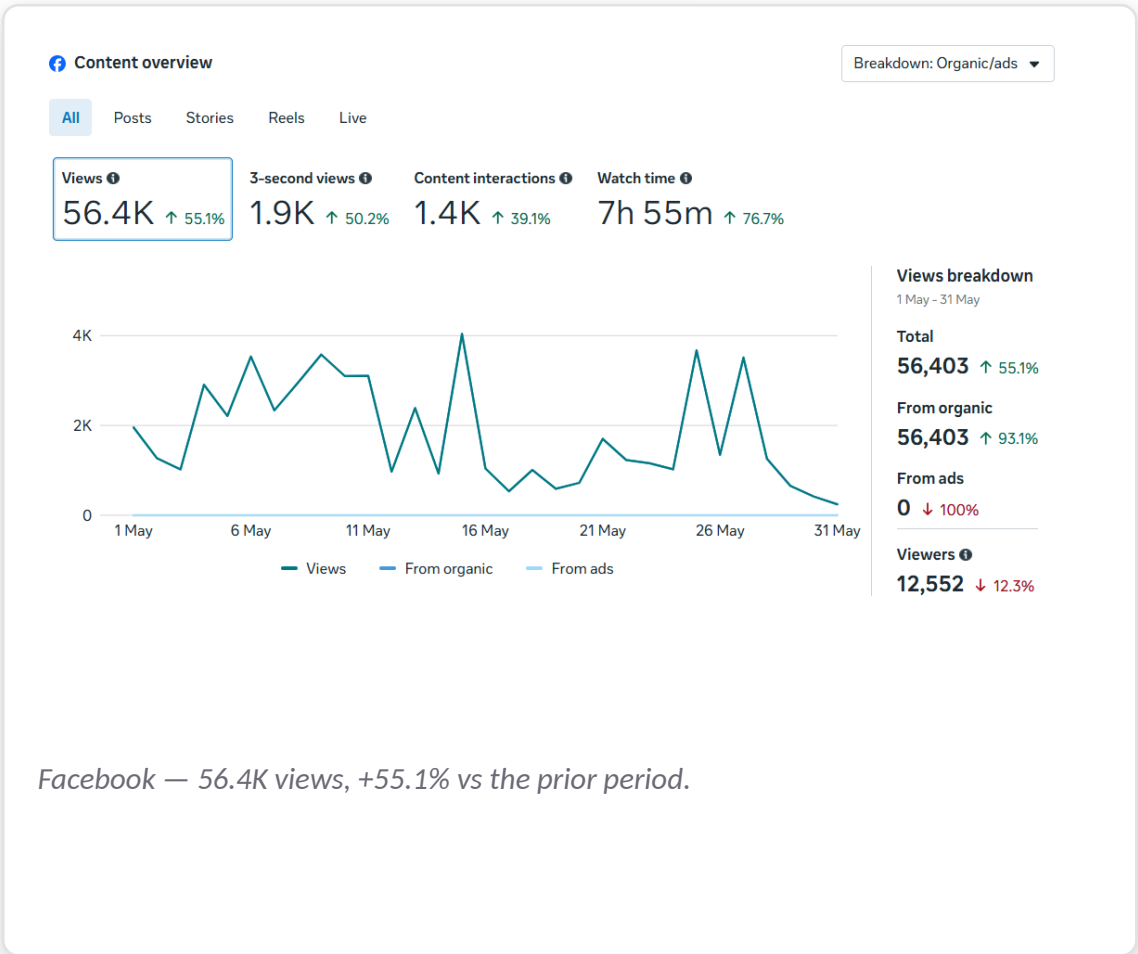
VERIFIED RESULTS

Visibility and ad spend, unedited



VERIFIED RESULTS

Video performance, unedited



THE TAKEAWAY

What this means for a chain location

1 A strong profile got stronger.

Business Profile interactions grew 36.9% and profile views grew 54.8% — real growth on top of an already-solid foundation.

2 Foot traffic kept climbing.

Direction requests jumped 50.9% and menu views grew 55.3% — more people planning a visit, not just browsing.

3 TikTok became a growth engine.

Video views quadrupled (+313%) and likes grew over 7x, almost entirely from the For You feed — genuine organic reach.

4 Ads delivered steady, cheap volume.

1,730 conversions for \$487 across two months — a \$0.28 cost per conversion for a high-traffic retail location.

Real store. Real results.

Let's get your location these kinds of numbers.

+54.8% profile views • +313% TikTok video views • \$0.28 cost/conversion

GET STARTED TODAY



Aman Chetri — Restaurant Marketing Expert

info@amanchetri.com • +1 (984) 223-6394 • amanchetri.com/contact-me