

DUCK DONUTS®

MARKETING CASE STUDY

Duck Donuts

Donut Shop Chain — Orange, CT Location

Google Business Profile, Google Ads, Facebook, YouTube & TikTok —
March–August 2026 results across every channel.

4.5 ★★★★★

202 Google Reviews



Prepared by Aman Chetri | Restaurant Marketing Expert

THE CLIENT

A second location, its own growth story

BUSINESS PROFILE

DUCK DONUTS

BUSINESS

Duck Donuts

LOCATION

350 Boston Post Rd #1, Orange, CT 06477

CATEGORY

Donut shop chain • \$1–10 per person

RATING

4.5 / 5.0 — 202 Google reviews

SERVICES

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

THE OPPORTUNITY

A different store, a different playbook.

This Orange, CT location shares the Duck Donuts name but not the same customer base or channel mix — it needed its own Google, ads, and video strategy rather than a copy-paste of another store's playbook.

THE APPROACH

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

MARCH 2026 vs MARCH 2025

1,375

Total Business Profile Interactions

▲ +4.4%

Total activity ticked up modestly — but underneath, direction requests alone jumped 359.8%, meaning far more of that activity is turning into real visits.

THE STANDOUT METRIC

561

Direction Requests

▲ +359.8% growth

The clearest sign of foot traffic there is: people pulling up Google, tapping "Directions," and getting in the car — nearly 5x more often than a year ago.

11,121 people saw the profile

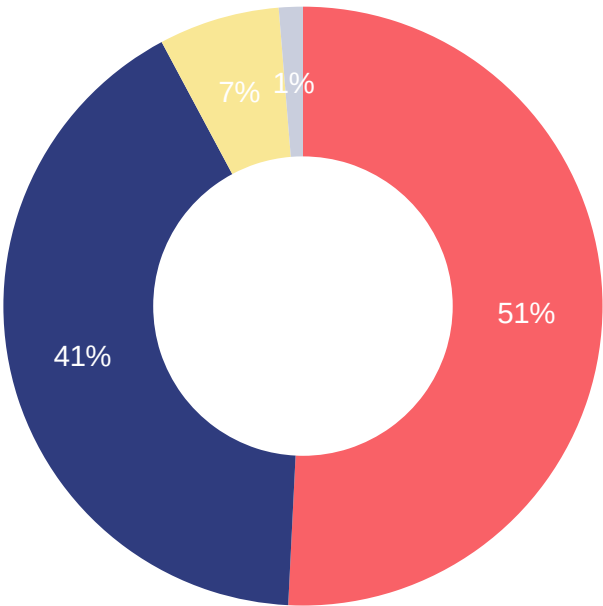
PROFILE VIEWS

11,121

▲ +222.0% YoY

Over 11,000 potential customers discovered this Duck Donuts location on Google in a single month — more than triple last year's traffic.

HOW CUSTOMERS FOUND THE PROFILE



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

A near-even split between Maps and Search on mobile — 51% and 41% — shows strength in both browse-and-go and active search.

SEARCH DEMAND

5,773 searches surfaced the profile

SEARCHES THAT SHOWED PROFILE

5,773

▲ +114.0% YoY

This location now shows up more than twice as often in front of people actively searching for donuts and coffee nearby.

TOP SEARCH TERMS

1	duck donuts	2,147
2	coffee	507
3	donuts near me	453
4	donuts	226
5	duck donuts, boston post road, orange, ct	204

Steady conversions, low cost

GOOGLE ADS ACCOUNT OVERVIEW — JUNE 1 TO AUGUST 8, 2026

2K

Conversions

\$0.13

Avg. Cost Per Click

\$0.27

Cost Per Conversion

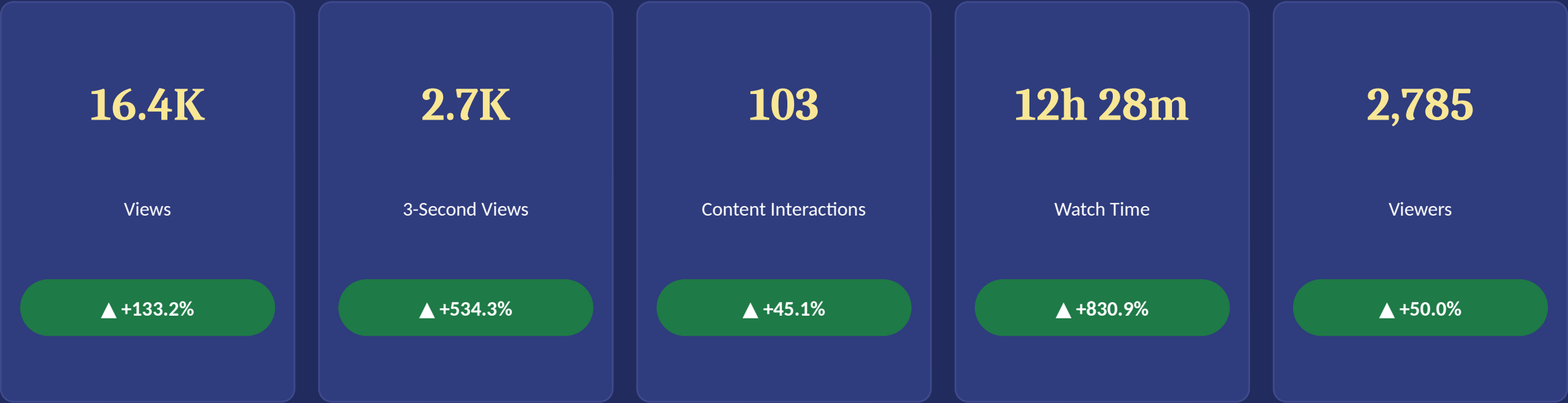
\$546

Total Cost

At \$0.13 per click and \$0.27 per conversion, Google Ads delivered roughly 2,000 conversions on just \$546 in spend over ten weeks — dependable, low-cost volume.

A breakout month on Facebook

JUNE 2026



Every single Facebook metric grew — views, watch time, and viewers all up sharply, entirely from organic reach with zero ad spend. Watch time alone grew more than 9x.

Steady, compounding growth

LAST 90 DAYS — vs PREVIOUS 90 DAYS

13.8K

Views

▲ +25%

30.5

Watch Time (Hours)

▲ +88%

+9

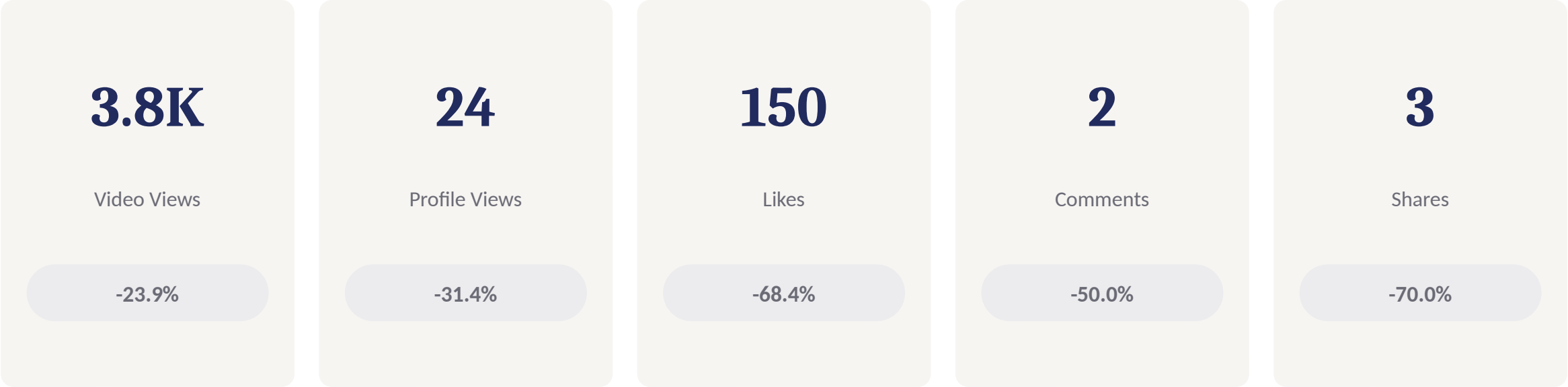
New Subscribers

▲ +13%

The channel picked up 13,839 views over the last 90 days. Growth here is slower and steadier than the viral spikes on other platforms — a channel building a real, lasting audience.

A quieter stretch on TikTok

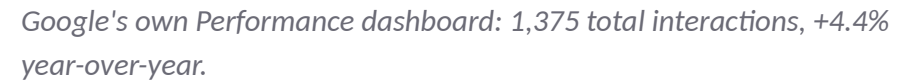
LAST 60 DAYS



TikTok cooled off over the last two months across the board. With 90% of views still coming from the For You feed, the channel remains viable — it's a signal to refresh the content approach here, not abandon the platform.

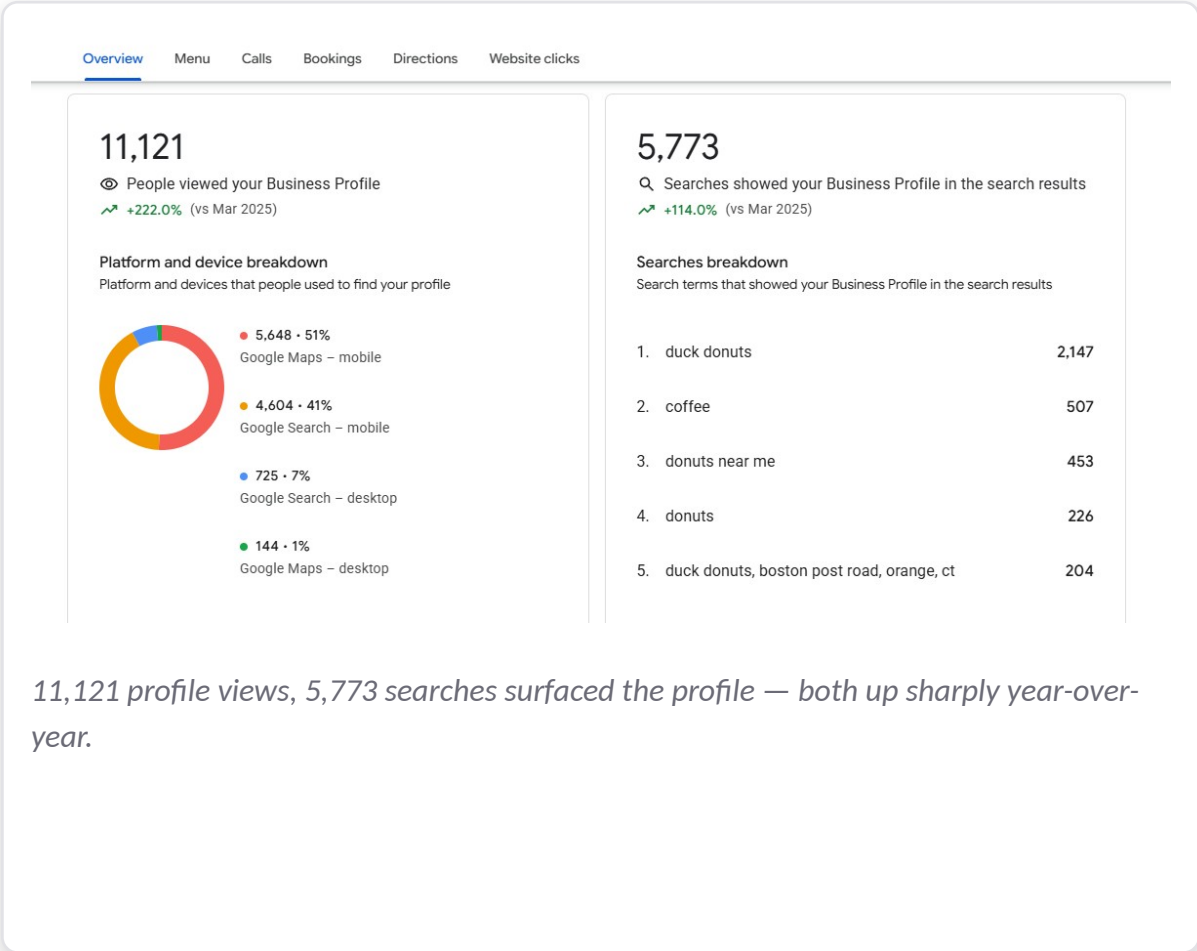
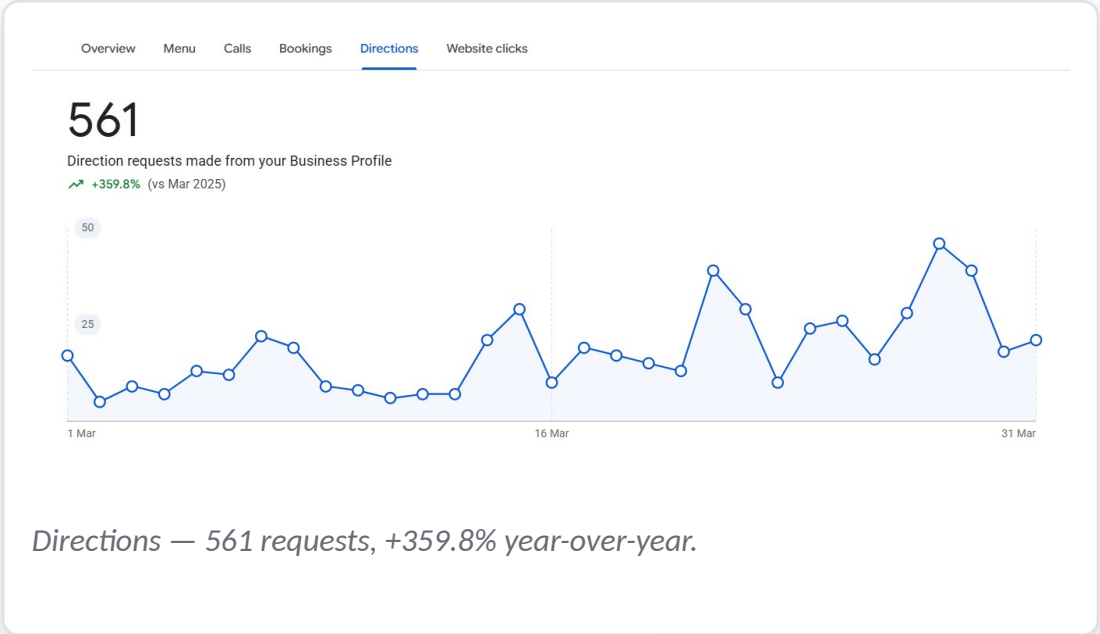
Straight from Google — no edits

Duck Donuts' actual Google Business Profile (Orange, CT) — 4.5★, 202 reviews, verified & manager-owned.



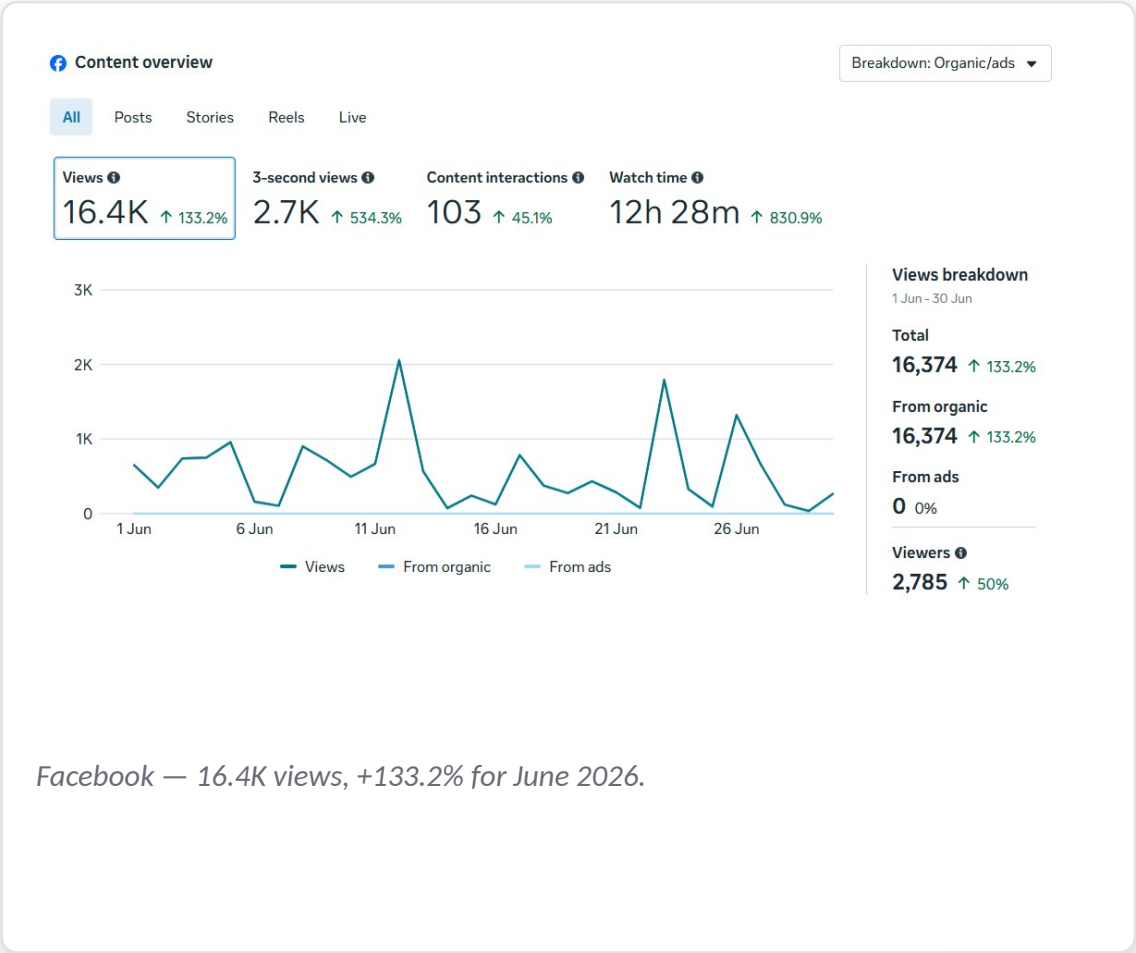
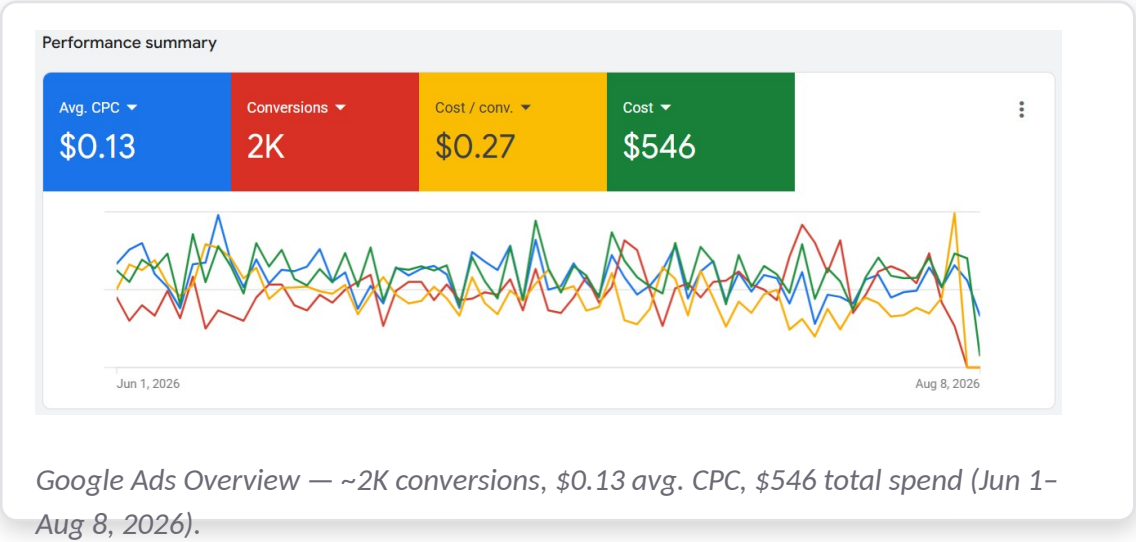
VERIFIED RESULTS

Foot traffic and visibility, unedited



VERIFIED RESULTS

Ad spend and video, unedited



VERIFIED RESULTS

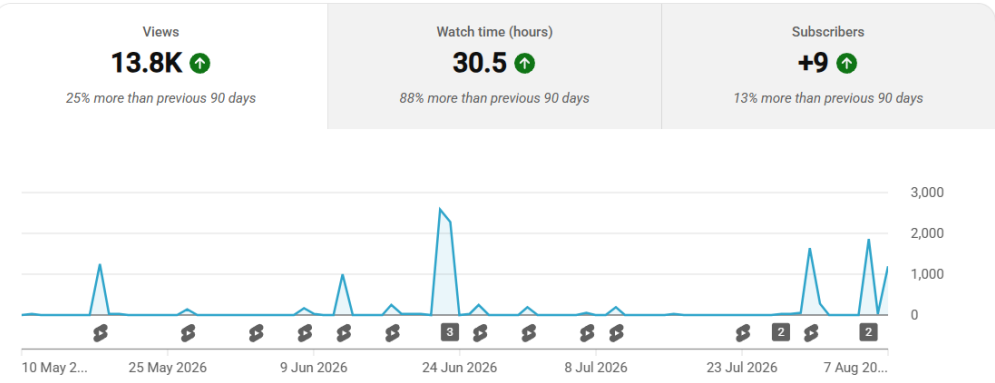
More video performance, unedited

Channel analytics

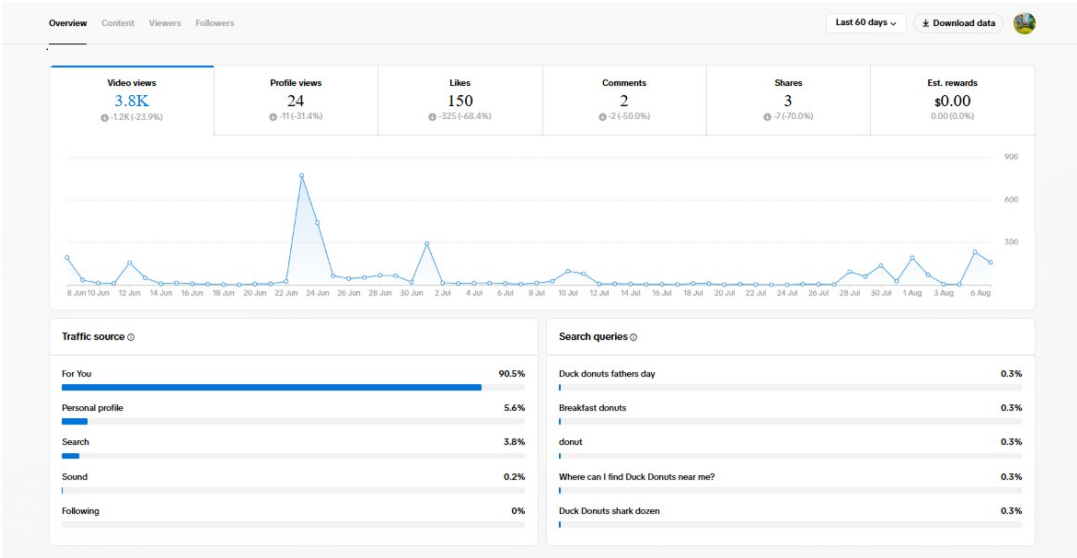
- How did viewers find my content?
- How many new viewers did I reach?
- Summarise my latest video performance

Overview Content Audience Trends

Your channel got 13,839 views in the last 90 days



YouTube — 13.8K views over the last 90 days, +25% vs the prior 90 days.



TikTok — 3.8K video views over the last 60 days, down from a stronger prior period.

THE TAKEAWAY

What this means for a second location

1 Foot traffic exploded.

Direction requests jumped 359.8% — the clearest sign that people are choosing to drive over, not just look.

2 Visibility more than tripled.

11,121 profile views, up 222%, with searches showing the profile up 114% — both far outpacing total interactions.

3 Facebook had a breakout month.

Every metric grew — views +133%, watch time +831% — entirely organic, with zero ad spend behind it.

4 YouTube grew steady; TikTok cooled.

YouTube gained 9 subscribers and 25% more views over 90 days, while TikTok slowed — a sign of where to focus content next.

Real store. Real results.

Let's get your location these kinds of numbers.

+359% direction requests • +222% profile views • \$0.27 cost/conversion

GET STARTED TODAY



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