



MARKETING CASE STUDY

K-Town BBQ @ Hotpot

Korean BBQ & Hot Pot — Hendersonville, TN

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

4.7 ★★★★★

308 Google Reviews



THE CLIENT

A Korean BBQ spot starting from a blank slate online

BUSINESS PROFILE

BUSINESS

K-Town BBQ @ Hotpot

LOCATION

261 Indian Lake Blvd #350, Hendersonville, TN

CATEGORY

Korean BBQ & Hot Pot • \$30–40 per person

RATING

4.7 / 5.0 — 308 Google reviews

SERVICES

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

THE CHALLENGE

New to Google, nowhere to be found.

K-Town BBQ had almost no organized presence on Google Search, Maps, or video platforms when this campaign began — meaning nearby diners searching for Korean BBQ or hot pot had no real way to find them.

THE APPROACH

- Full Google Business Profile build-out & optimization
- Google Ads campaign management
- YouTube & TikTok content and channel growth
- Review & reputation strategy

JUNE 2026 vs JUNE 2025

2,151

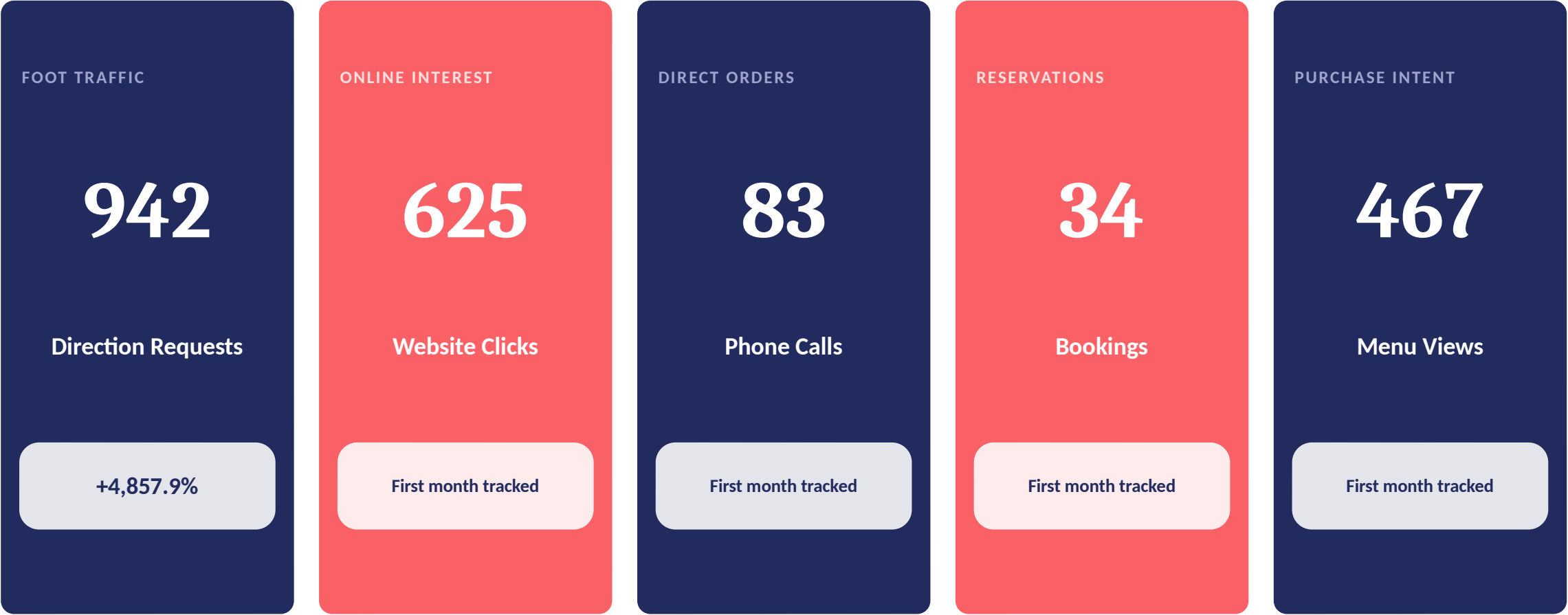
Total Business Profile Interactions

▲ +11,221.1% growth

From a nearly blank Google profile to over 2,100 direct customer actions — calls, directions, bookings — in a single month.

WHERE THE GROWTH CAME FROM

Five ways customers took action



SEARCH & MAPS VISIBILITY

23,778 people saw the profile

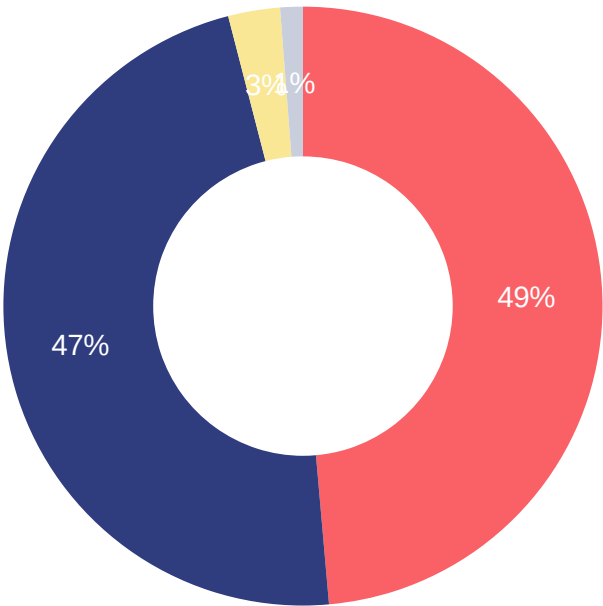
PROFILE VIEWS

23,778

▲ +4,184.3% YoY

From essentially zero visibility to nearly 24,000 people discovering K-Town BBQ on Google in a single month.

HOW CUSTOMERS FOUND THE PROFILE



A near-even split between Maps and Search on mobile — 49% and 47% — shows strength in both browse-and-go and active search.

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

SEARCH DEMAND

12,393 searches surfaced the profile

SEARCHES THAT SHOWED PROFILE

12,393

▲ +3,249.5% YoY

K-Town BBQ now shows up thousands of times a month in front of people actively searching for a place to eat.

TOP SEARCH TERMS

1	restaurants	2,155
2	food near me	2,010
3	restaurants near me	878
4	restaurants in hendersonville tn	325
5	korean bbq	305

PAID SEARCH PERFORMANCE

Massive reach, tiny cost

GOOGLE ADS ACCOUNT OVERVIEW — NOV 24, 2025 TO AUG 3, 2026

273K

Impressions

\$0.10

Avg. Cost Per Click

\$0.33

Cost Per Conversion

\$1.94K

Total Cost

273,000 impressions at just \$0.10 per click and \$0.33 per conversion — Google Ads put K-Town BBQ in front of a huge number of local diners for under \$2,000 in total spend.

A channel just getting started

JULY 2026 — vs MAY 31-JUN 30, 2026

4K

Views

▲ +50%

5.8

Watch Time (Hours)

▲ +78%

+3

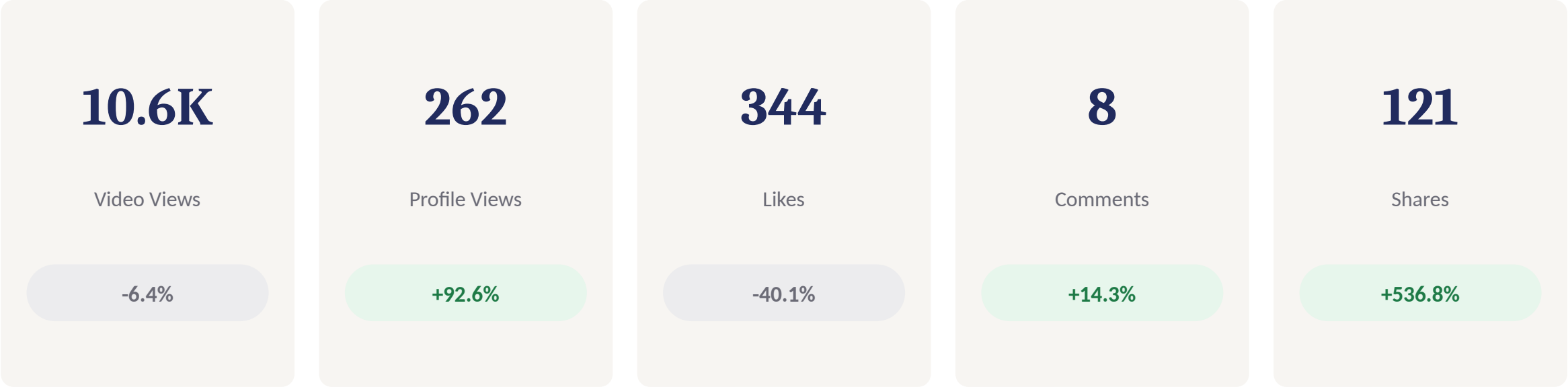
New Subscribers

New this month

In July, people watched K-Town BBQ's videos 4,009 times. Views and watch time both grew sharply month over month, with 3 new subscribers — early signs the channel is building momentum.

Sharing is way up

LAST 60 DAYS



A mixed but promising stretch: views and likes cooled, but profile visits nearly doubled and shares grew more than 6x — a sign that when this content lands, people pass it along.

VERIFIED RESULTS

Straight from Google — no edits



Your business on Google

11, 8,741 customer interactions



Edit profile



Read reviews



Photos



Posts



Performance



Advertise



Edit menu



Food ordering



Bookings



Ask for review...

New 1-star review

A customer left feedback about your business

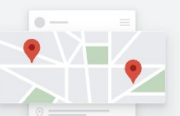


★ ★ ★ ★ ★

Only managers of this profile can see this

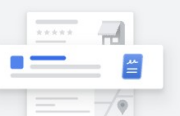
Add a map to your website

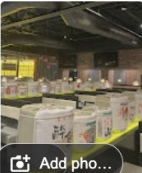
Help customers find your nearest shop



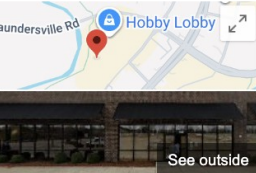
Add your menu

Add a menu with descriptions, prices and photos to help more...





Add photo...



See outside

K-Town BBQ @ Hotpot

4.7 ★★★★★ 308 Google reviews

\$30–40 · Restaurant

 You manage this Business Profile

Website

Save

+3

Address: 261 Indian Lake Blvd #350, Hendersonville, TN 37075, United States

Menu: ktownbbqhotpot.kwickmenu.com

[Edit your business information](#)

K-Town BBQ's actual Google Business Profile — 4.7★, 308 reviews, verified & manager-owned.

Overview

Menu

Calls

Bookings

Directions

Website clicks

2,151

Business Profile interactions

+11,221.1% (vs Jun 2025)



Date	Interactions
1 Jun	60
2 Jun	70
3 Jun	65
4 Jun	80
5 Jun	85
6 Jun	70
7 Jun	65
8 Jun	55
9 Jun	60
10 Jun	65
11 Jun	90
12 Jun	95
13 Jun	100
14 Jun	70
15 Jun	50
16 Jun	65
17 Jun	80
18 Jun	90
19 Jun	120
20 Jun	130
21 Jun	110
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23 Jun	75
24 Jun	70
25 Jun	85
26 Jun	100
27 Jun	90
28 Jun	60
29 Jun	65
30 Jun	60

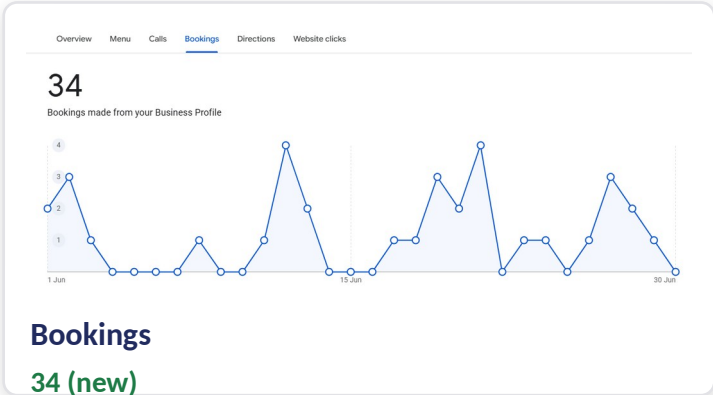
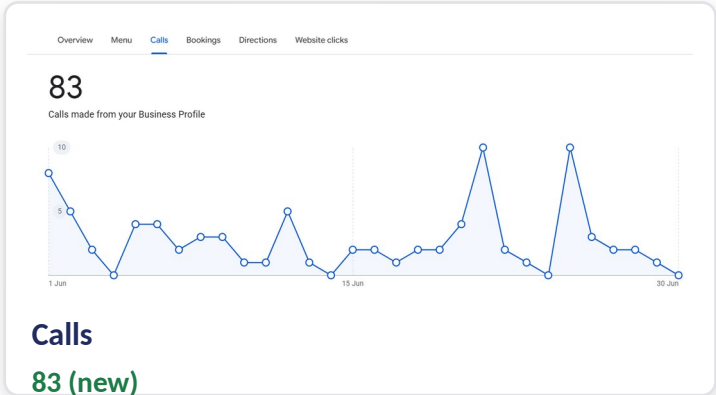
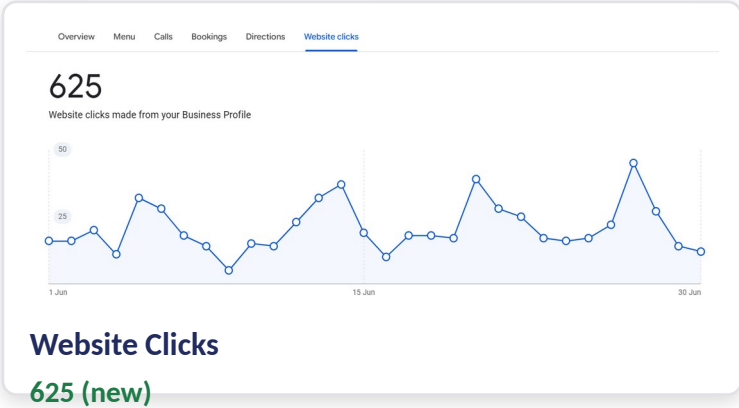
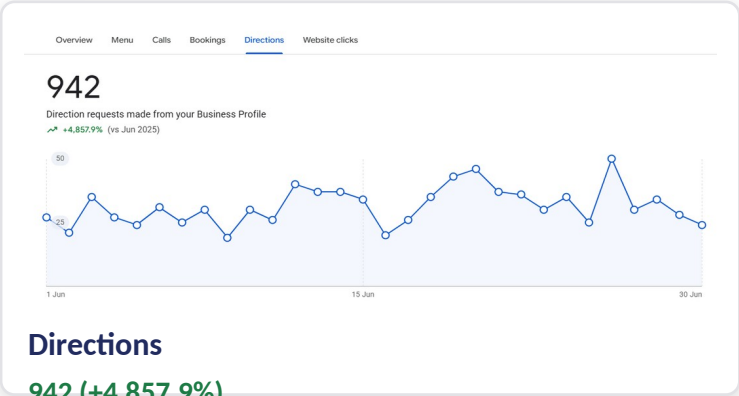
Google's own Performance dashboard: 2,151 total interactions, +11,221.1% year-over-year.

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amanchetri.com

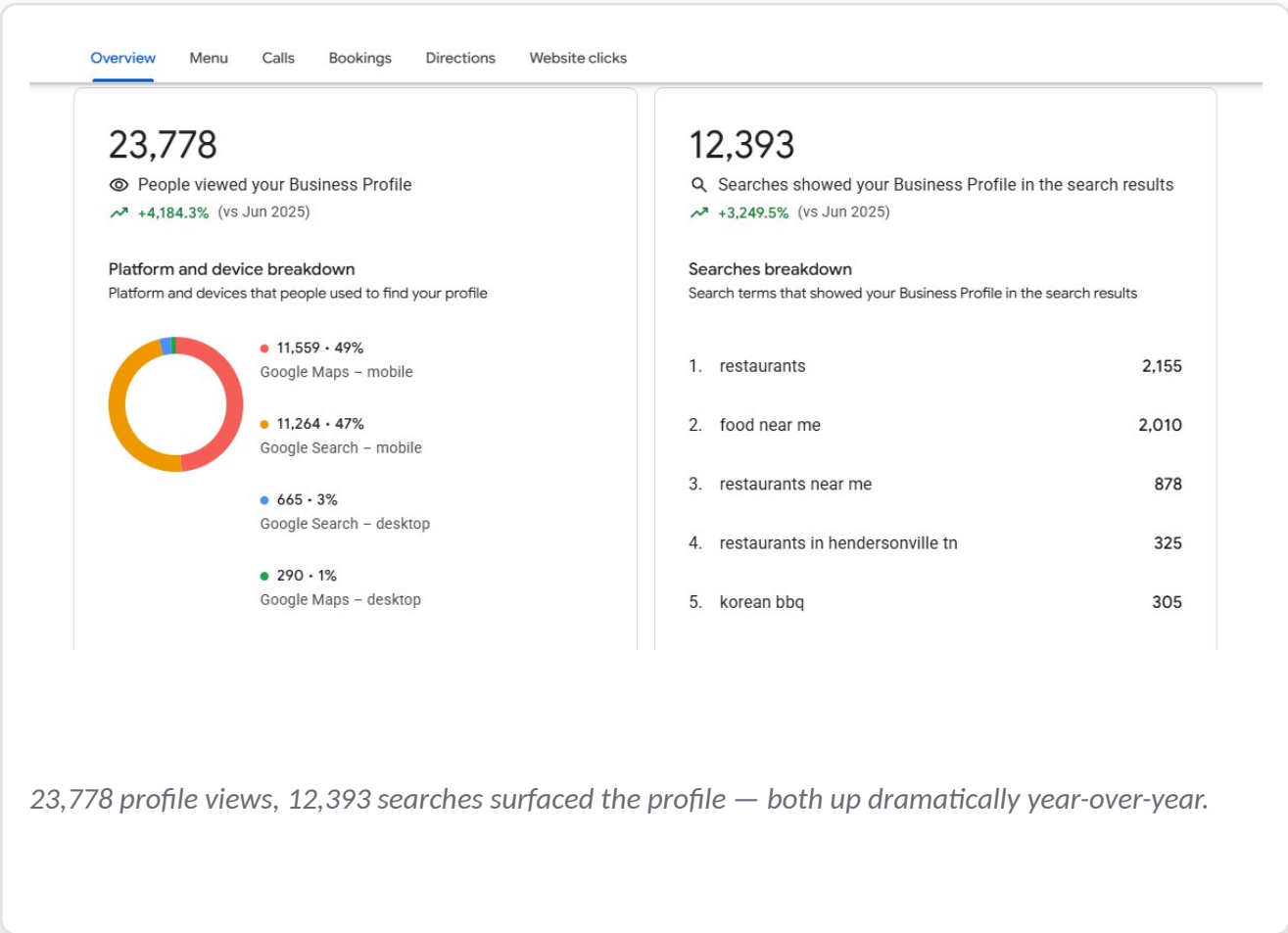
VERIFIED RESULTS

Every metric, screenshotted from Google

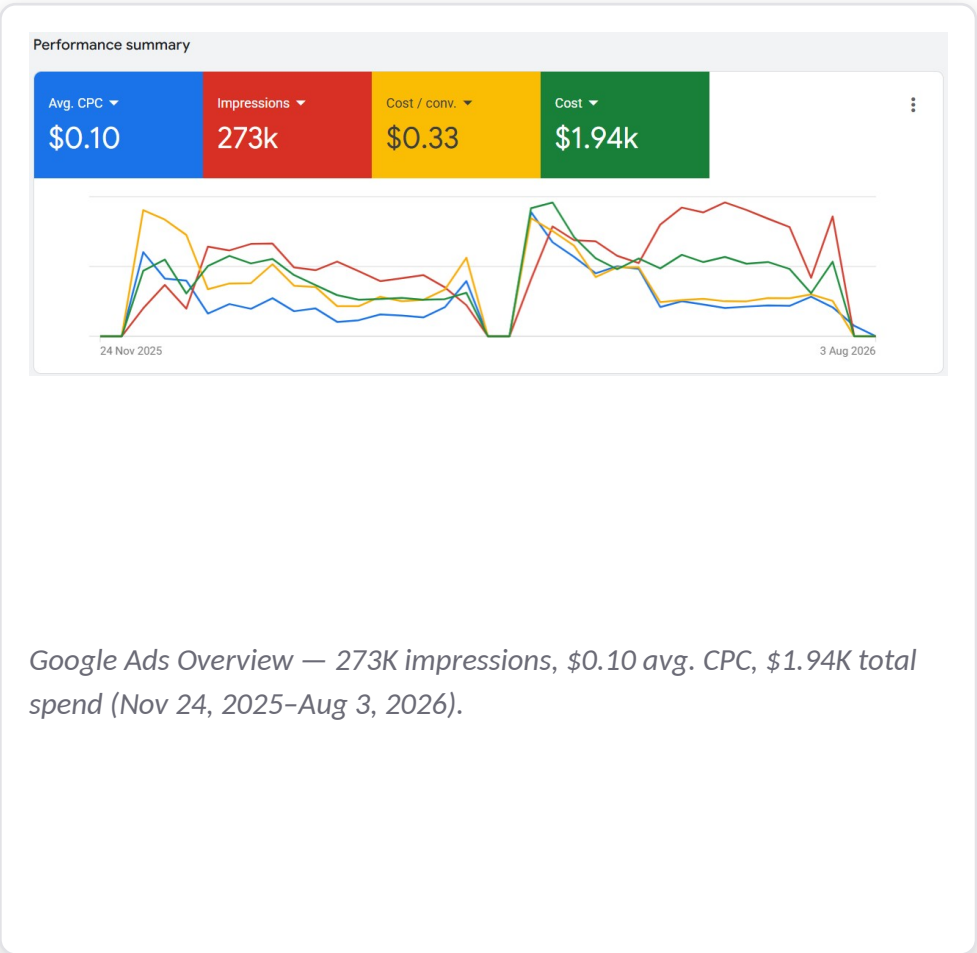


VERIFIED RESULTS

Visibility and ad spend, unedited



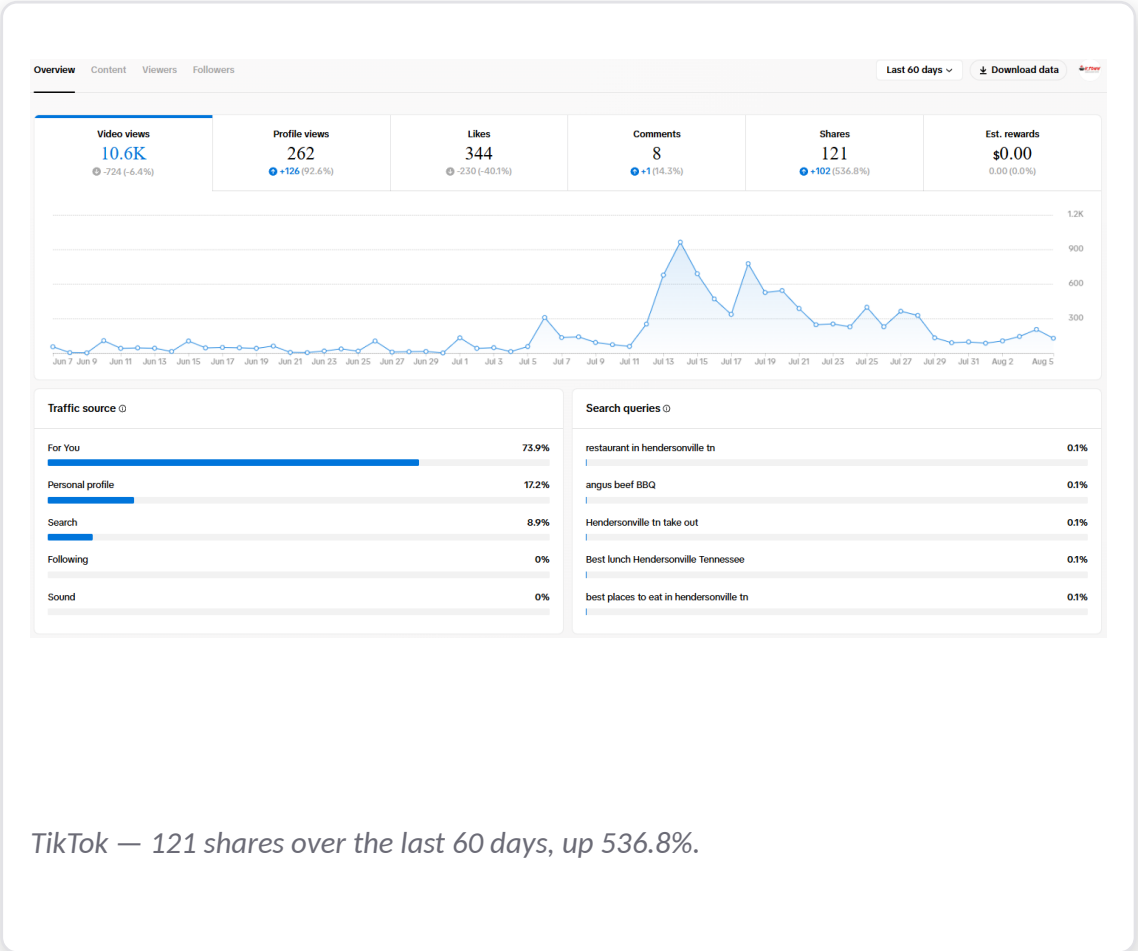
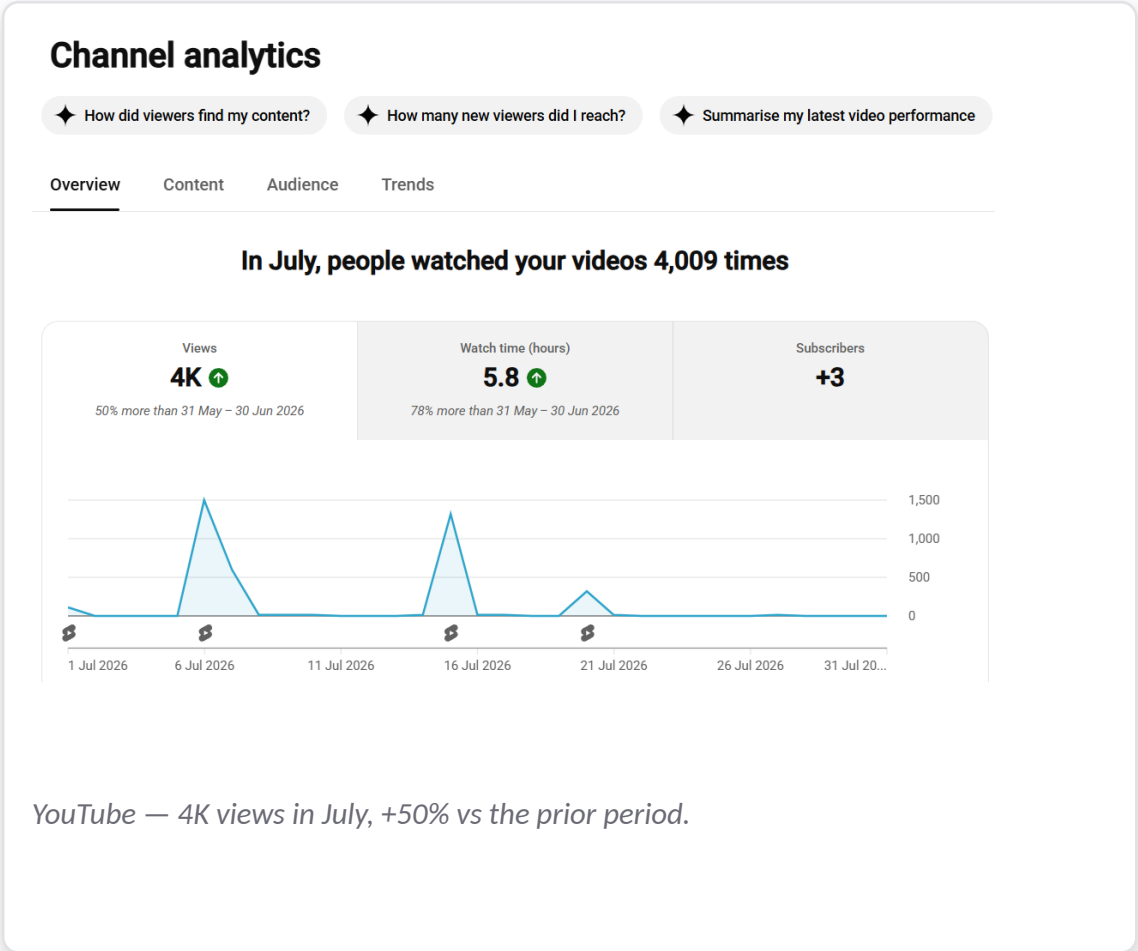
23,778 profile views, 12,393 searches surfaced the profile — both up dramatically year-over-year.



Google Ads Overview — 273K impressions, \$0.10 avg. CPC, \$1.94K total spend (Nov 24, 2025–Aug 3, 2026).

VERIFIED RESULTS

Video performance, unedited



TikTok — 121 shares over the last 60 days, up 536.8%.

THE TAKEAWAY

What this means for a restaurant owner

1

From invisible to unmissable.

Business Profile interactions rocketed from a nearly blank slate to 2,151 in one month — up 11,221%.

2

Foot traffic exploded.

Direction requests jumped to 942 — up 4,858% year over year, from a near-zero starting point.

3

Ads delivered massive, cheap reach.

273,000 impressions at \$0.10 per click — under \$2,000 total spend for months of visibility.

4

Video is finding its footing.

YouTube views grew 50% with new subscribers; on TikTok, shares grew over 6x — signs of content that resonates when it lands.

Real restaurant. Real results.

Let's get your restaurant these kinds of numbers.

+11,221% profile interactions • +4,858% direction requests • \$0.10 avg. CPC

GET STARTED TODAY



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