



MARKETING CASE STUDY

Osaka Sushi & Steakhouse

Japanese Restaurant Chain — Gaffney, SC

Google visibility, Facebook, Instagram, YouTube & TikTok —
results across every channel.

4.2 ★★★★★

891 Google Reviews



THE CLIENT

A high-volume location, powered by paid social

BUSINESS PROFILE

BUSINESS

Osaka Sushi & Steakhouse (Gaffney)

LOCATION

1633 W Floyd Baker Blvd, Gaffney, SC 29341

CATEGORY

Japanese restaurant • \$20–30 per person

RATING

4.2 / 5.0 — 891 Google reviews

SERVICES

GBP visibility, Facebook & Instagram ads, YouTube & TikTok content, review strategy

THE OPPORTUNITY

Steady on Google, ready to scale on social.

Osaka Gaffney already had 891 reviews and steady Google traffic, but growth there had leveled off — so paid social became the next lever, and it delivered.

THE APPROACH

- Ongoing Google Business Profile visibility strategy
- Facebook & Instagram ad campaigns and content
- YouTube & TikTok channel growth
- Review & reputation strategy

APRIL 2026 vs APRIL 2025

2,976

Total Business Profile Interactions

▲ +3.5%

Growth here is steady rather than explosive — but direction requests alone jumped 69.6%, meaning more of that activity is turning into real visits.

THE STANDOUT METRIC

804

Direction Requests

▲ +69.6%

The clearest sign of foot traffic there is: people pulling up Google, tapping "Directions," and getting in the car — up nearly 70% year over year.

Search drives the discovery here

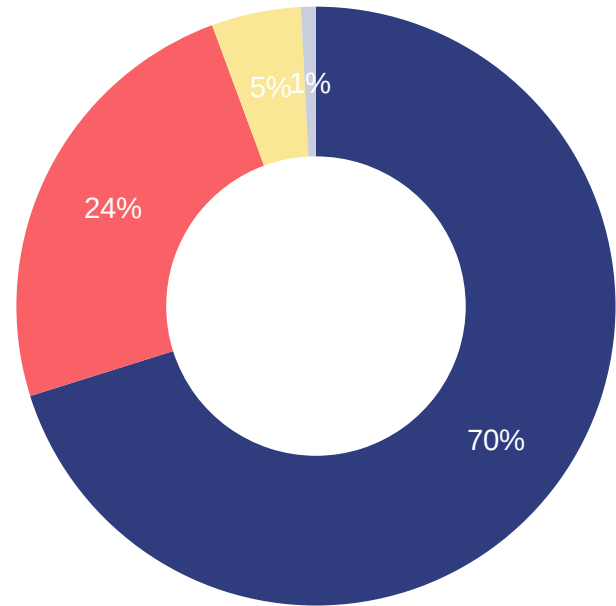
PROFILE VIEWS

12,473

▲ +15.3% YoY

Like the rest of the Osaka brand, Gaffney's growth is driven mostly by Google Search, not Maps — people typing in exactly what they want to eat.

HOW CUSTOMERS FOUND THE PROFILE



70% of discovery came from Google Search on mobile alone — active, high-intent searches, not passive map browsing.

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

SEARCH DEMAND

7,356 searches surfaced the profile

SEARCHES THAT SHOWED PROFILE

7,356

▲ +8.9% YoY

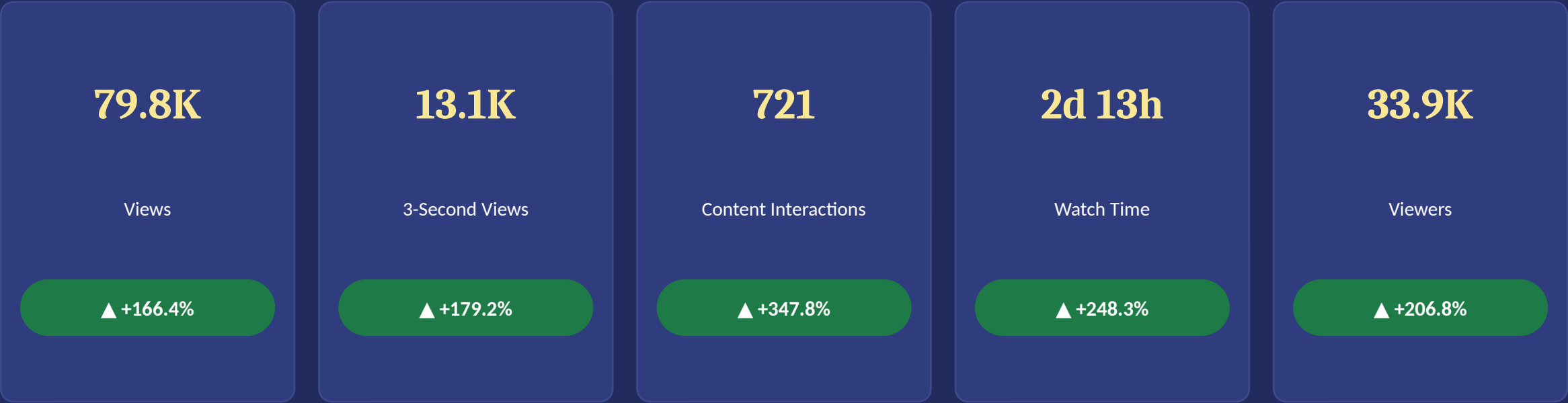
From broad "restaurants" and "food near me" searches down to "restaurants gaffney sc" — Osaka is winning both broad and local intent.

TOP SEARCH TERMS

1	restaurants	1,144
2	food near me	772
3	restaurants near me	683
4	restaurants gaffney sc	367
5	japanese food near me	342

Paid social is doing the heavy lifting

MAY 2026



79,841 views this month — 35,052 organic (+312.8%) and 44,789 from paid ads (+108.6%). Both channels are growing together: ads expanding reach while organic content keeps compounding.

Organic content is taking over

MAY 2026

65.5K

Cross-Platform Views

▲ +282.1%

18.2K

Reach

▲ +241.8%

1.2K

Content Interactions

▲ +697.9%

Instagram itself pulled 29,571 views, up 205.5% — and the mix is shifting: organic views grew over 11x to 24,866, while paid views actually pulled back 38.1% to 4,705. Organic content is now doing most of the work here.

A large, growing channel

LAST 365 DAYS — vs PREVIOUS 365 DAYS

113,468

Views

365-day total

245.3

Watch Time (Hours)

▲ +204%

+43

New Subscribers

▲ +16%

Osaka Gaffney's channel picked up 113,468 views over the last year — more than double the reach of a typical single-location channel. Watch time grew 204% and the channel gained 43 new subscribers.

Massive reach, one metric to watch

LAST 60 DAYS

125.1K

Video Views

+2.2%

2.1K

Profile Views

-87.4%

15.9K

Likes

+41.2%

121

Comments

+49.4%

300

Shares

+29.3%

125,100 video views and strong growth in likes, comments and shares — TikTok is genuinely working. The one outlier is profile views, down sharply after an unusually high prior period; worth watching, not alarming given how strong every other signal is.

Straight from Google — no edits



Your business on Google

14,298 customer interactions



Edit profile



Read reviews



Photos



Posts



Performance



Advertise



Edit menu



Food ordering



Waitlists



Bookings



Ask for review...



Profiles

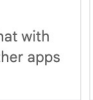
Add your menu

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



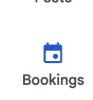
Add chat

Let customers chat with you via text or other apps



Add a map to your website

Help customers find your nearest shop



Only managers of this profile can see this



osakaeat.com

<https://osakaeat.com/gaffney>

Japanese Dining in Gaffney, SC

Enjoy sushi, hibachi, and authentic Japanese dining in **Gaffney**, SC at **Osaka Sushi & Steakhouse**. Fresh flavors, hibachi shows, and great hospitality.

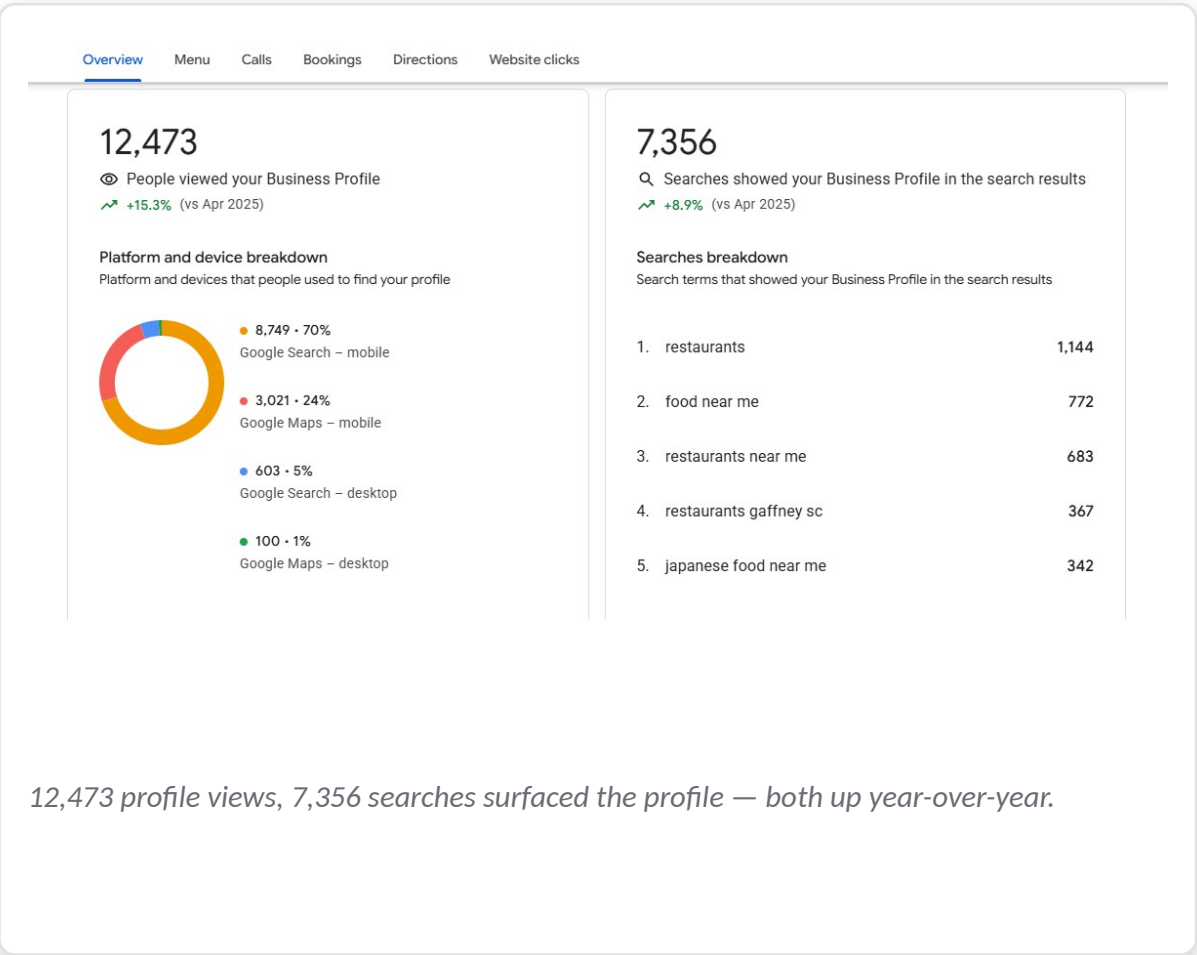
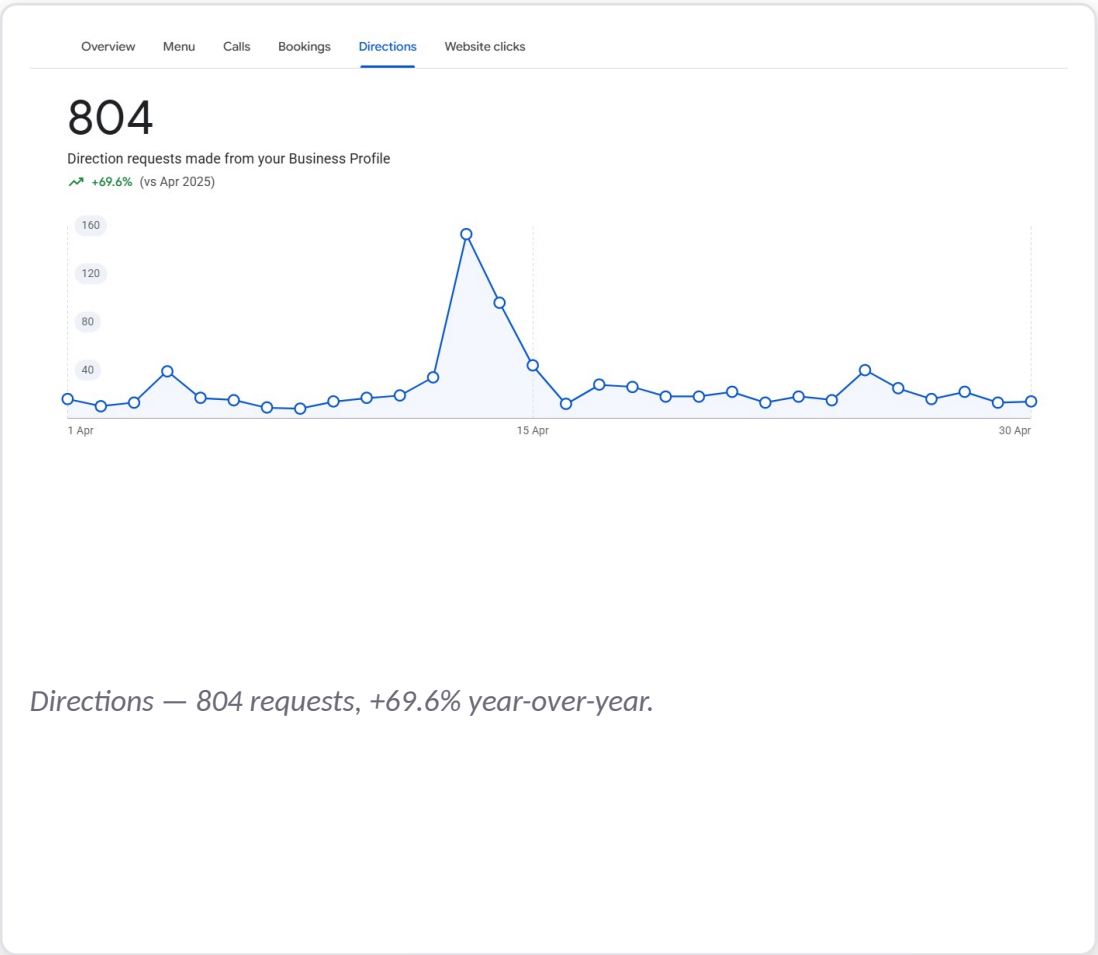
Osaka Gaffney's actual Google Business Profile — 4.2★, 891 reviews, verified & manager-owned.



Google's own Performance dashboard: 2,976 total interactions, +3.5% year-over-year.

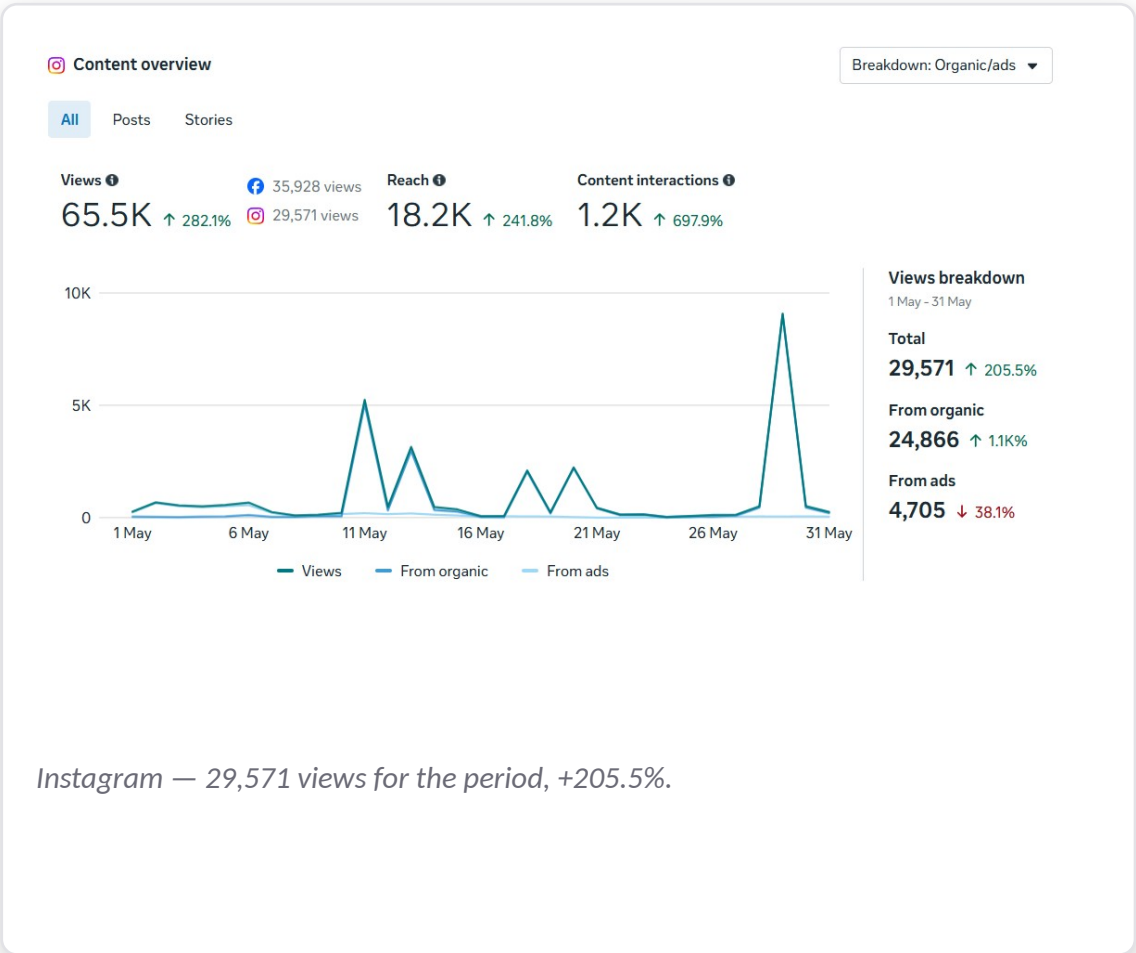
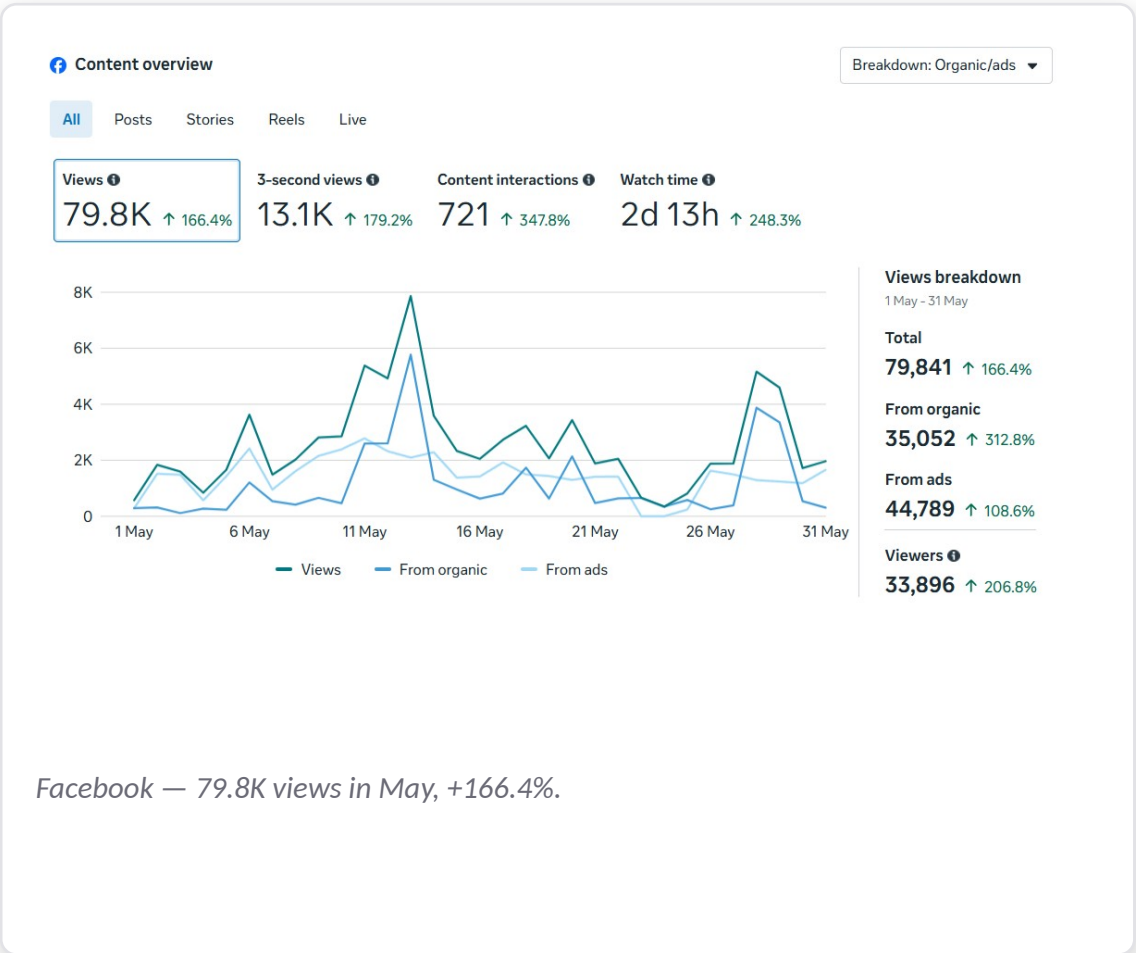
VERIFIED RESULTS

Foot traffic and visibility, unedited



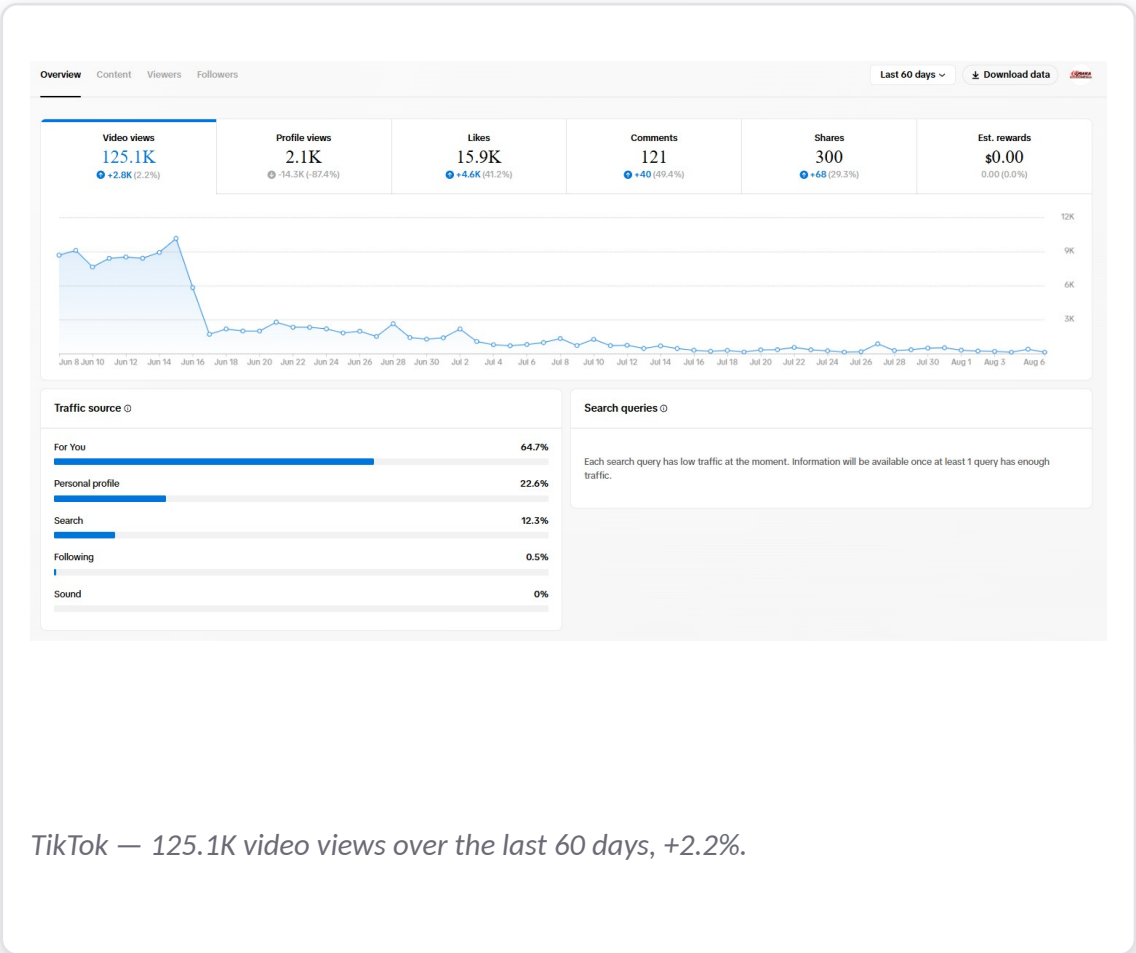
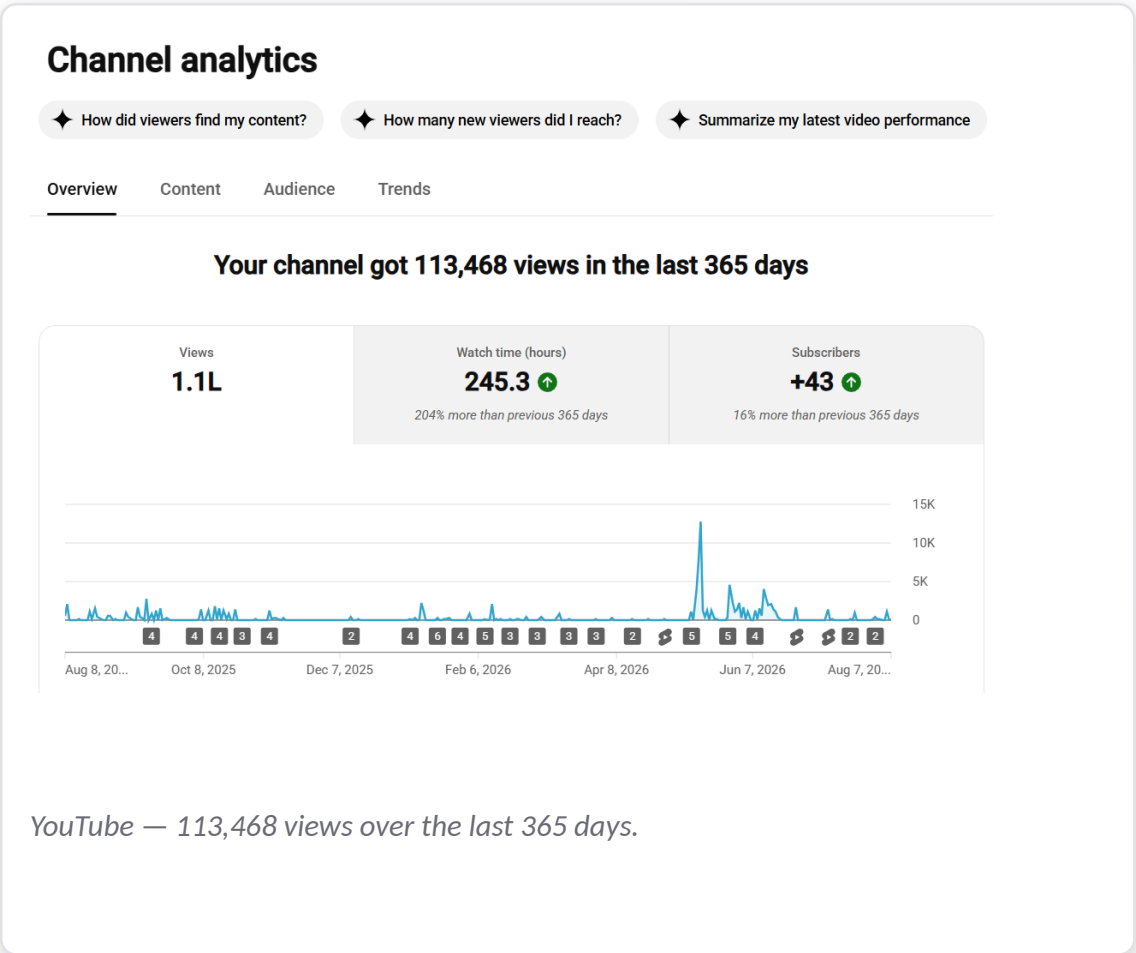
VERIFIED RESULTS

Facebook and Instagram, unedited



VERIFIED RESULTS

Video performance, unedited



THE TAKEAWAY

What this means for a restaurant owner

1 Foot traffic exploded.

Direction requests jumped 69.6% even as overall Google activity grew a modest 3.5% — a sharper, more efficient profile.

2 Paid and organic social both paid off.

Facebook views grew 166%, split between paid ads (+108.6%) and organic (+312.8%) — both channels compounding together.

3 Instagram is shifting toward organic.

Views up 205.5% even as paid spend pulled back 38% — a sign content itself is starting to carry the channel.

4 Video reach is genuinely large.

YouTube pulled 113,468 views this year and TikTok pulled 125,100 in just 60 days — this location has real video scale.

Real restaurant. Real results.

Let's get your restaurant these kinds of numbers.

+69% direction requests • +166% Facebook views • +282% Instagram reach

GET STARTED TODAY



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