

— A free restaurant ads playbook from In Symphony

Booked, Not Boosted.

The five-step Meta ads setup we run on every restaurant account.



— Why this exists

Hey, I'm Damon.

I started running Meta ads for events in 2014. Previous to running events, I'd worked about every job there is in restaurants, so running ads for them felt like a no-brainer when I got asked to do it.

My approach is simple:

- Find your restaurant's unique perspective
- Speak to your different personas in their words
- Show the experience, not just the food

If you can convey that in your content, it brings in new customers similar to the happy ones you already have.

1,370

Bookings in 2025

\$14

Per booking

4

Restaurants

*Most tables were spending around \$200–\$250. You can see why it pays off to invest in Meta ads — but **properly** is the key, so that you're not handing your money to Meta for nothing.*



Five steps, in order.

- 01 — Set up your tracking
- 02 — Set up your audiences
- 03 — Build your campaign
- 04 — Quick fixes with content
- 05 — Scheduling your budgets

Objective ↑↓ ▼	Amount spent ↑↓ ▼	Results ↑↓ ▼	Cost per result ↑↓ ▼
Sales	\$7,347.84	<u>557</u> Booking Confirmed	\$13.19 Per Booking Confirmed
Awareness	\$611.26	117,075 Reach	\$5.22 Per 1,000 people reac...
Engagement	\$386.66	<u>17,442</u> Post engagements	\$0.02 Per post engagement
Engagement	\$0.00	— ThruPlay	— Cost per ThruPlay
Sales	\$0.00	— Website purchase	— Per purchase
Awareness	\$1,706.07	353,323 Reach	\$4.83 Per 1,000 people reac...

Let's get your account looking like this.

Set up your tracking.

- Install the Meta pixel on your website and your booking platform. Your web developer can handle the site, your booking platform's account manager can handle the booking embed.
- Set up the "bookings" trigger event. Now Book It calls it Bookings Confirmed. OpenTable & SevenRooms call it "Schedule". (Confirm with your account manager if unsure.)
- If your platform has a conversion API, turn it on. It catches what phones and ad blockers hide from the pixel.
- Verify in Events Manager: open Test Events, make a test booking, confirm it appears.

Check yourself

If you're paying for ads but can't say what a booking costs you, start here.

Ads Manager

 Notifications

57

 Account overview

 Campaigns

 Ads Reporting

 Audiences

 Advertising settings

 Billing & payments

 **Events Manager**

 All tools

Set up your audiences & Ad Settings.

- Build 5 custom audiences: Instagram engagers, Facebook engagers, website visitors, your customer list (upload only what you have permission to use), and everyone who's booked.
- Create a saved audience called "warm". Add your custom audiences. Set your location to 10 km radius. This gives Meta its fastest signals of your desired audience.
- In your Ad settings configure your engaged and existing audiences. This will help with directing to new and existing customers with ads.

Check yourself

Open the Audiences screen. If it's empty, your account has been guessing from day one.

Choose a custom audience source

Connect with people who have already shown an interest in your business or product.

Your sources

☐ Website

☐ App activity

☐ Catalogue

☐ Customer list

☐ Offline activity

Meta sources

☐ Video

☐ Lead form

☐ Instant Experience

☐ Shopping

☐ Instagram profile

☐ Events

☐ Facebook Page

☐ On-Facebook listings

?

Cancel

Next

In Symphony

Step 2 of 5

Build your campaign.

- New campaign, Sales objective, pointed at your "booking confirmed" event from Step 1. Send every ad to your booking page, not your homepage. That's where the booking happens.
- Advantage+ Audience on, with your saved audience from Step 2 as a suggestion. It helps Meta learn faster who books.
- Recommend it to use daily budget so you can adjust it as you go, rather than lifetime. Recommend starting with at least \$30 a day.
- Start with 5 pieces of content in one ad set. Turn off AI creative changes. Refresh biweekly. As you increase your budget and as you get better, you'll see you'll need to refresh your content more often.

Check yourself

List your five most-saved posts from the last six months. Did any of them ever run as an ad?

[Create new campaign](#) New ad set or ad ×

Choose a buying type ⓘ
Auction ▼

Choose a campaign objective

☐ Awareness

☐ Traffic

☐ Engagement

☐ Leads

☐ App promotion

☒ Sales



Sales
Find people who are likely to purchase your product or service.

Good for:

Conversions

Catalogue sales

Messenger, Instagram and WhatsApp

Calls

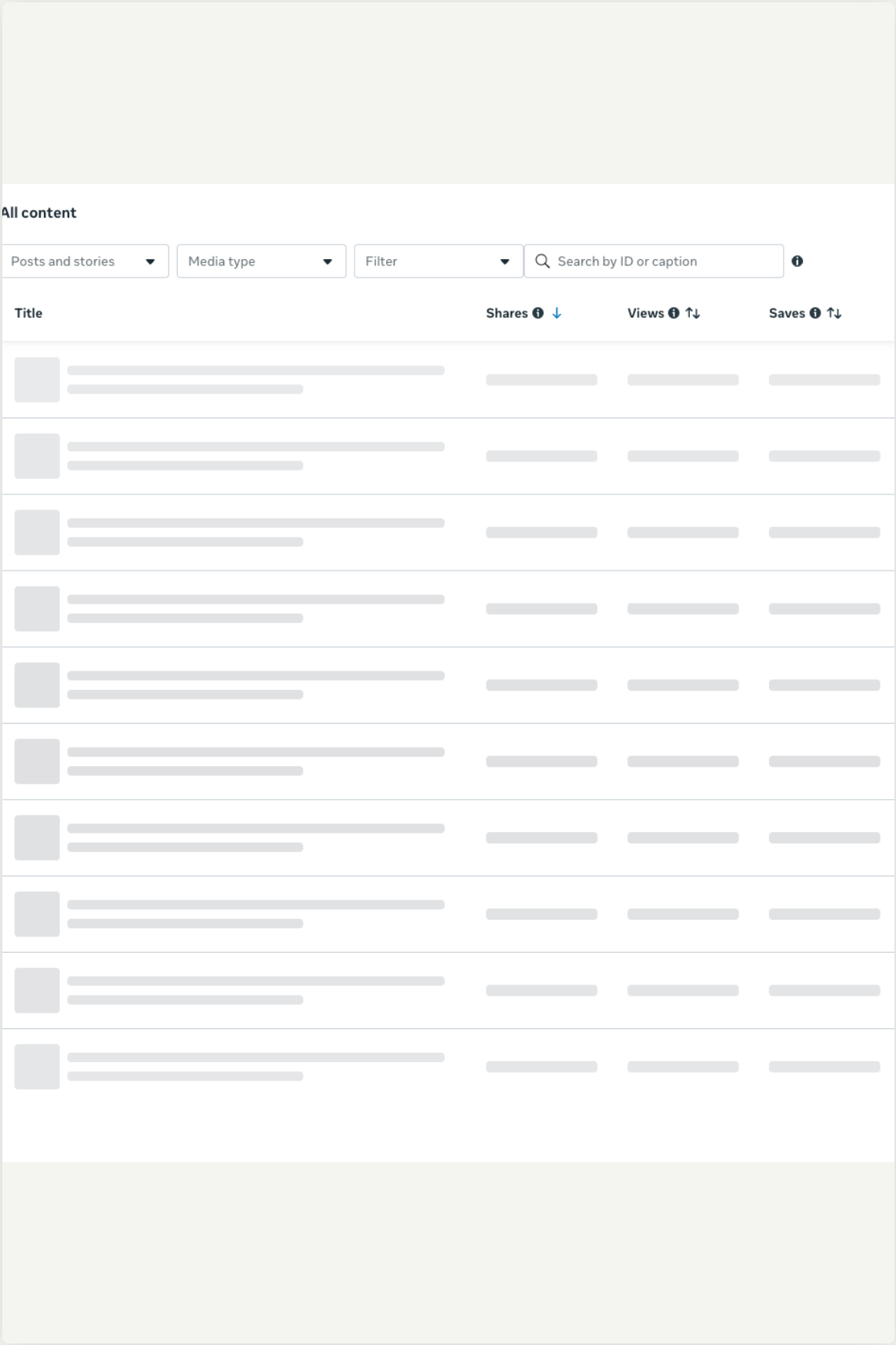
[About campaign objectives](#) Cancel Continue

Quick fixes with content.

- Start with your best organic content. Look in Meta Business Suite Insights at last 90 days and find what got the most saves, shares and views. Test those in your ads first. If you've made nothing for ads yet, your top posts show you what to make more of.
- Use your reviews to learn who your best customers are and the words they use to describe you. Use the review prompt on the last page: paste your reviews in and let it map your customers for you.
- Build a mix of five: a piece of UGC, a polished edit, a person to camera, your best food shot, and a carousel or an outside shot of the venue.
- Your creative strategy will ultimately be responsible for your ads' success. If you need help with creative strategy, feel free to reach out. This is the most important skill when running ads since the Andromeda update.

Check yourself

A lot of venues spend big on a shoot and end up with one hero video and nothing left for ads.



Scheduling your budgets.

- If you're already busy on a Friday and Saturday, adjust your budget so you're spending more on the quieter days when people are making last-minute decisions.
- Increase your ad spend on your quietest nights. That's where the opportunity is. Use messaging around what people might be thinking at that time — "Dinner plans tonight?" is a good example.
- If people typically book a few days ahead, run ads early in the week for the nights you want to fill. Use these days when setting up your campaign schedule in Step 3.

Check yourself

If you spend the same every night, you're paying to fill tables that are already full.

Budget scheduling ⓘ

↑

Increase your budget during specific days or times.

☒ Schedule budget increases

View ▾

Time period for budget increase ↑

Starts on

Jun 15, 2026

🕒 00:00

-

Ends

Jun 16, 2026

🕒 00:00

Increase daily budget by value amount (\$) ▾

\$ 93.75 AUD

Meta will aim to spend an average of \$468.75 a day (a \$93.75 increase) from 15 Jun to 16 Jun.

🗑 Remove this period

⊕ Add another time period

1/50 time periods

Want us to check yours?

If you're already running ads, we can do a free video walkthrough of your ad account. We can help show you where your constraints are and your opportunities to increase your bookings and give you ideas for content. No call, no obligation.

[Get your free audit →](#)



Damon Walsh

Free Audit

 45 min

 Web conferencing details provided upon confirmation.

Book a call where we audit your marketing, work out what you need, and map the next steps to hit your goals.

Takes 30 to 45 minutes. You'll have an action plan within 2 business days.

[Cookie settings](#) [Privacy Policy](#)

Select a Date & Time

Calendar grid showing dates 1 to 30. Dates 17, 18, 19, 22, 23, 24, 25, 26, 29, and 30 are highlighted in blue.

Time zone
🌐 Sydney, Melbourne Time (3:42pm) ▼

 Troubleshoot

POWERED BY
Calendly

Steal our review prompt.

Paste or upload a batch of your Google reviews into your AI tool of choice, then give it this:

prompt — paste into chatgpt, claude or gemini

You are a customer insight analyst. I'm going to paste/upload a batch of Google reviews from my business. Read through all of them and give me three things:

1. What people love most. The top 5 strengths that come up again and again, ranked by how often they're mentioned.
2. The words they use. The most common phrases, descriptions and wording customers reach for. Pull the actual language out of the reviews, not your own paraphrasing, so I can use it in my marketing.
3. My main customer types. Based on what you see in the reviews, describe the 3 most common personas. For each one give a short, plain-English description, what brings them in, and a phrase or two they tend to use.

Only use what's actually in the reviews. If something isn't clear from them, say so rather than guessing.