



Reviews Soared, Tables Filled, Revenue Grew.

A full-stack digital strategy combining SEO, Meta advertising, festive campaigns and AI-powered content that transformed Chillika from a hidden gem into Bexleyheath's most talked-about Indian street food restaurant.

KEY RESULTS



THE CHALLENGE

- Low visibility online despite serving high-quality street food
- Only 25 Google reviews, no social media strategy in place
- No structured content, inconsistent posting across platforms
- Missing local SEO, no presence on Google Maps or TripAdvisor

WHAT WE BUILT

- Full SEO audit, keyword research and Google My Business optimisation
- Instagram, Facebook, TripAdvisor and GMB managed end-to-end
- Meta ad campaigns targeting local food lovers and families nearby
- AI-powered content pipeline cutting production time by 40%

PERFORMANCE SNAPSHOT



Review Growth



Engagement



Time Saved

FESTIVE CAMPAIGNS DELIVERED

Christmas Special Spice Up Your Season Festive street food combos and special platter deals for the Christmas period. Drove highest-ever table bookings.	New Year Feast Ring in 2024 with Flavour Limited-edition New Year's Eve tasting menu campaign with countdown posts and stories driving record footfall.	Valentine's Day Love at First Bite Couples dining promotion with heart-shaped thali specials and a complimentary dessert offer for bookings.
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PLATFORMS MANAGED

- Instagram**
Content, Reels and Stories
- Facebook**
Ads and Page Management
- Google My Business**
SEO, Reviews and Posts
- TripAdvisor**
Profile and Review Responses
- Website SEO**
Keywords, On-page and Local

AI AND CONTENT TOOLS

- ChatGPT
- Claude AI
- Canva Pro
- Runway ML
- Midjourney
- SurferSEO
- Google Search Console
- Meta Ads Manager
- ElevenLabs
- Zapier

CREATIVE MIX THAT WORKED

- Reels (live buffet shots)
- Carousel posts
- Festive story campaigns
- Google review drives
- Discount coupon ads
- Combo deal promotions
- Influencer collabs

"Chillika went from an almost invisible online presence to a fully booked weekend restaurant with a loyal following. A combination of local SEO, consistent social storytelling and smart festive campaigns built real, lasting visibility for a restaurant that truly deserves it."