

Arun Goswami - How a 23-Year Old Helped a Restaurant Get 33 New Customers Within 10 Hours During Lockdown



Jaipur, Rajasthan Jan 20, 2022 ([Issuewire.com](https://www.issuewire.com)) - Arun Goswami is a 23-year-old Facebook ads specialist from Jaipur, India. Leading the space of enormous knowledge and specific talent in this particular niche. He is perhaps the best representation to exemplify to the youth of this generation. We recently reached out to him for having a quick conversation to know how was he able to obtain such results during lockdown when local businesses have no options other than remaining shut.

While having a talk with Arun, he mentioned that the Internet is the only area that wasn't get affected during covid. Businesses that are internet-based or got shifted digitally got least affected during covid.

He further adds, "During the first wave, we realized that the average screen time of people increased and ads cost decreased as brands or businesses have stopped advertising online".

Arun was completely aware that zomato and swiggy has stopped their operations so he reached out to a restaurant and asked them to cook food in their house and take permission under essential services to deliver food on their own.

Once finalised, He and his team have designed an entire ad campaign for them on platforms like Facebook, Instagram, and Youtube. The objective was to get as many orders as quickly as possible. In just 10 hours of running ads, they managed to get 33 orders giving the restaurant owner 23 times more returns on his investment with the ads.

He says, "No business can ever stop functioning if they have a proven source of getting leads of their prospects on-demand and Social media advertisement has made it possible"

Thus it was phenomenal to talk and have such an interactive session with Arun who knows pretty well how to achieve the extraordinary with limited resources available.

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