



Spreading the word about breakfast

About the company

Since 1972, Donut Villa has been serving delectable, handmade donuts to its loyal Massachusetts patrons. In 2018, Erin Bashllari took ownership of the store, expanded the menu, added a location, and renamed the company Donut Villa Diner.

I didn't have time to keep up with the marketing

Before we opened the second restaurant, I was doing payroll by hand. I would write down the hours on a piece of paper and fax them over to my CPA. There was no real paper trail, so to speak, so I needed a better solution. My bank recommended ADP®, and they've made things a whole lot easier.

In the beginning, I did a lot of marketing through Yelp and Google Ads. But I was doing a bad job keeping up with it. I manage both locations, so I spread myself too thin sometimes, and I just didn't have the time. You have to stay on top of those things to make sure they're running properly and you're getting your money's worth.

Then I heard about Google Ads by Upnetic. I checked it out, and it kind of seemed too good to be true. Like, *whoa, this is free with RUN?* I signed right up and spoke to an Upnetic team member a few days later.

Erin Bashllari
Owner and COO



Quick facts

 **Company:** Donut Villa Diner

 **Established:** 1972

 **Locations:** Cambridge and Malden, Massachusetts

 **Industry:** Restaurant

 **Employees:** 40

 **Website:** DonutVillaDiner.com

Business challenge: Marketing campaigns required too much time and money for an owner and COO who was already stretched thin.

How ADP helped: With Google Ads by Upnetic®, RUN Powered by ADP® clients get a team to run their online marketing with no additional fee.



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Our business has increased by 36%

The setup was so easy and quick I barely remember it. A member of the Upnetic team walked me through everything I had to do on my end, and it was all just super simple and fast. I set it up and let it go.

One of the main things we started advertising was our vegan breakfast, which I don't think many people knew about. Just a few months later, we've seen our vegan breakfast business increase 56%. And overall, our business has increased 36%. It's definitely driving more business to our website and ultimately to our brick and mortar.

Google Ads by Upnetic helps me make sure that everything from my SEO to my keywords are up to date and running as efficiently as possible. This was the perfect solution for me.

Initial success metrics



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Erin Bashllari, owner
Donut Villa Diner



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