

Lead Generation KPI

B2C

- Track the number of new customer enquiries for weddings and events.
- Track the cost of advertising to generate new leads and the number of leads generated.

B2B

- Tracking the conversion rate of proposals into confirmed bookings.
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Brand Awareness KPI

B2C

- By utilizing pages generated on Facebook and Instagram, track the number of new users to the platform.
- Also, track comments on posts and the amount of time spent on each post.

B2B

- Track the number of companies and corporate employees who have responded to or liked posts on LinkedIn blogs and comments.
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Sales Growth KPIs

B2C and B2B

- By tracking the year-over-year revenue increase, we can see overall how well the company is gaining profit.
- Track the organic search rate for Rosewoodevents.com.

B2C

- Track revenue increase per wedding season.

B2B

- Track revenue for corporate events.
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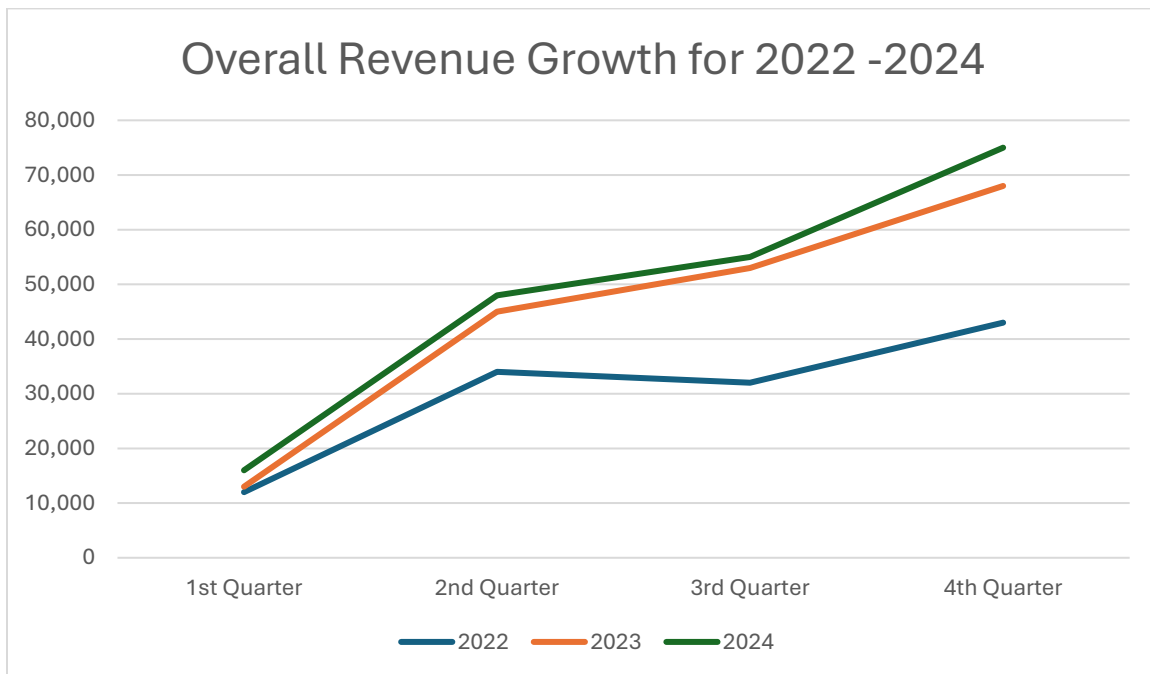
Search Engine Optimization (SEO) KPI

B2C

- Tracking the keywords used when looking for the website Rosewood Events.
- Keyword rankings for people looking for corporate event rentals.
- Tracking of organic traffic on the website.
- ROI for advertising through Google Ads targeted for corporations as well as for weddings.



Key performance Indicators for Rosewood Events 2024



Lead Generation

New customers for weddings and events for the 2024 wedding season:

According to sales numbers in 2024 from May to September

Wedding Events = 34

Other Events (birthdays and special events) = 21

Total B2C Events = 55

Total new customers = 48

Conversion rate of proposals into confirmed bookings for B2B customers for 2024

Number of corporate proposals for the 2024 season = 75

Number of confirmed bookings for the 2024 Season = 56

Percentage of successful proposals 75%

Brand Awareness KPI

Facebook and Instagram Pages Rosewood Events New Followers

Facebook new followers = 209

Number of average comments per post = 26

Instagram new Followers = 489

Number of average comments per post = 28

Linkedin Responses to posts by corporate employees

Average responses = 12

SEO KPI

Keyword Searches

Top 10 Keywords used when searching for Event Planners and Tent Rental.

Weddings

1. **Wedding tent rentals near me:**
2. **Outdoor wedding tents for rent:**
3. **Toronto wedding tent rental:**
4. **castle wedding tent rentals:**
5. **Wedding tent rentals for guests:**
6. **Wedding tent rental packages:**
7. **Cheap wedding tent rentals:**
8. **Wedding tent rental prices:**
9. **Wedding tent rental suppliers:**
10. **Wedding tent rental review**

Corporate Events

1. **Corporate event tent rental:**
2. **Tent rental for corporate events near me:**
3. **Event tents for hire:**
4. **Outdoor event tents for corporate events:**
5. **Corporate event tent rental services:**
6. **Tent rental companies for corporate events:**
7. **Large tent rentals for corporate events:**
8. **Corporate event rental packages:**
9. **Custom corporate event tents:**
10. **Indoor event tent rental:**

ROI For Google Ad Engagement

. During Q1 2025, Rosewood Events invested in a targeted Google Ads campaign to drive leads and bookings for tent rentals and event planning services. The campaign focused on high-converting search terms such as “wedding tent rentals,” “corporate event planning,” and “party rentals near me.”

The total ad spend for the quarter was **\$7,200**, resulting in **\$38,400** in revenue directly attributed to ad-driven conversions. This represents an ROI of **433%** and a cost per lead (CPL) of **\$24.00**.