

HOPE ADVISORY

SALES & MARKETING CHANNEL REVIEW

Find wasted spend, fix conversion leaks and identify your clearest growth opportunities.



How many of these can you answer about *your* business?

YOUR SALES FUNNEL

1. What % of people who visit your website or receive a brochure go on to book a holiday?
2. What % of people who submit an email enquiry go on to book? How does that compare with phone or live chat?
3. What % of enquiries are sent a quote? Does that impact their likelihood of booking?
4. What would be the tangible impact if any of these improved by 1, 2 or 5 percentage points?

YOUR MARKETING SPEND

1. Which marketing activity generated your highest volume of first-time bookings in the last 6 months?
2. What is the best way to encourage people who have enjoyed their first holiday to book their second?
3. In the last quarter did your print adverts or digital marketing generate more enquiries?
4. If someone handed you £10k to spend on marketing tomorrow - where would you spend it to get the most benefit?

If you can answer all of these confidently, you may already have this covered. Most specialist operators can't - **and that gap is where avoidable lost revenue and margin usually sits.**

What is the value of improving your enquiry to booking conversion?

See the tangible commercial impact of improving your enquiry-to-booking conversion on the same volume of leads.

ILLUSTRATIVE SPECIALIST OPERATOR

Annual revenue	£5m
Average booking value	£2,500
Gross Margin	27%
Annual enquiries	13,333

Without increasing marketing spend, this could generate an additional:

BOOKINGS +267

REVENUE +£668k

GROSS PROFIT +£180k

IMPROVED CONVERSION RATE

15% $\xrightarrow{+2\%}$ 17%

NEW CONVERSION RATE

If someone handed you £10k to spend on marketing tomorrow – where would it earn the most?

BROAD PRINT AD

Enquiries 200

Conversion Rate 10%

Revenue £50,000

Gross Profit
(after £10k spend) **£3,500**

TARGETED PAST-CUSTOMER CAMPAIGN

Enquiries 120

Conversion Rate 35%

Revenue £105,000

Gross Profit
(after £10k spend) **£18,350**

Same spend. Fewer enquiries. Over 5x more profit generated.



ABOUT AMY HOPE

MD to MD.

No corporate fluff.

After almost twenty years inside high-end, niche tour operating - including six as Managing Director leading a Private Equity backed MBO and further acquisition - I built the advisory I would have wanted on the other side of the desk: warm, practical, commercially sharp, and built around the question rather than the framework.

HOW I WORK

- I won't open with a generic framework. The first conversation is about your business, not my model.
- I won't pretend the data says more than it does. Where there are gaps, I flag them clearly.
- I won't bury the answer in 80 slides. You'll get findings, not death by data.

You've built a business that sells extraordinary holidays to people who care deeply about how they travel. That takes product knowledge, customer instinct, and years of experience.

What most specialist operators don't have, because it's rarely the priority when you're busy running a brilliant business, is a clear commercial picture underneath.

Which channels actually earn their keep, and which aren't delivering.
Where the real growth is hiding.

SECTION ONE

What you'll get

01

Marketing Channel Scorecard

Which spend is performing best?

Scored channel audit mapped to enquiries, bookings, revenue and margin, where data allows.

02

Sales Conversion Funnel Review

Where are bookings being lost?

Sales conversion view by source and stage, including highlighting any weak links in the sales journey and secret shopping findings.

03

Customer Profile and Market Fit

Who is booking – and who isn't?

Customer profiles and patterns identified (e.g. *"Families are 20% less likely to convert"*), plus brand message consistency review.

04

Growth Opportunities

What should we test next?

Up to three data-backed growth hypotheses with investment and success measures formulated from the findings of the data analysis.

05

Dashboard And Action Plan

How do we keep tracking this?

KPI dashboard with historic data loaded, plus now, 90-day and 6-month priorities.

Built to give you commercial decisions, not just commentary.

SECTION TWO

How I'll do it

01

WEEK ONE

A proper conversation

Before I look at a spreadsheet, I want to understand your business properly. What you're trying to achieve, what you've already tried, and where your gut is telling you the opportunities might be. Context shapes everything.

02

WEEK TWO – THREE

Then I work through your data

Hardly any business has perfect data. I'll piece it together and build a clearer picture of how channels, bookings and customers actually behave. I'll flag gaps rather than assuming.

03

WEEK FOUR

Findings, not death by data

You'll receive a written report, tailored dashboard and action plan. The aim is to give you a clearer commercial picture and help you decide what is worth doing next.

The honest conversation at the start is what makes this different from a standard audit. Everything is assessed with your business context in mind.

SECTION THREE

What I'll need from you

You don't need perfect data. I'll work with what is available and build the clearest possible picture from there.

Business Data

- Historic booking or sales export
- Total marketing spend breakdown by channel
- Two dedicated collaborative working sessions (kick-off and review)

Channel Data

- Read-only access to GA4, Search Console & Tag Manager
- Google Ads & Meta marketing platform data
- CRM or primary booking system tracking reports
- E-newsletter & email platform reporting
- Enquiry volumes and revenue tracked by source

Data Handling: An NDA will be signed before any data is shared. Read-only access wherever possible. Customer data minimized or anonymised and securely stored in line with GDPR. All sensitive data permanently deleted after project completion.

NEXT STEPS

Ready for commercial clarity?

YOUR INVESTMENT

£10,000 + VAT

Fixed four-week project fee.

50% on commitment | 50% on delivery of final report.

Not sure your tracking is ready?

If digital tracking accounts are disconnected, a Data Tracking & Conversion Assessment can be commissioned first (£2,500 + VAT with 50% credited against the full review if booked within 30 days).

A confidential chat.

No presentation, no hard sell. Just a conversation with someone who gets it.

Email



hello@hopeadvisory.co.uk

Call



07463 135 295

Find out more



hopeadvisory.co.uk

REQUEST A 15-MINUTE CALL