londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

16/12/2024 – 22/12/2024

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£23,638.20

TOTAL INVOICES

5

NEW LEADS

12

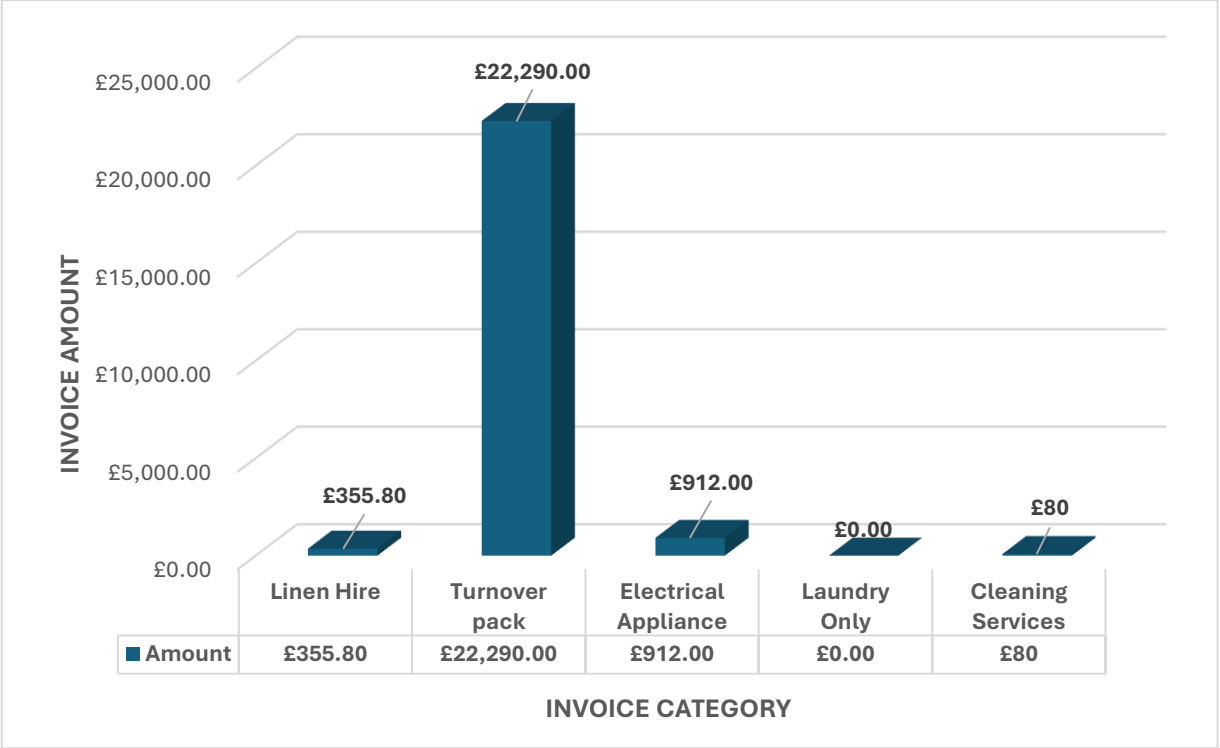
QUOTES SENT

18

ORDERS DELIVERED

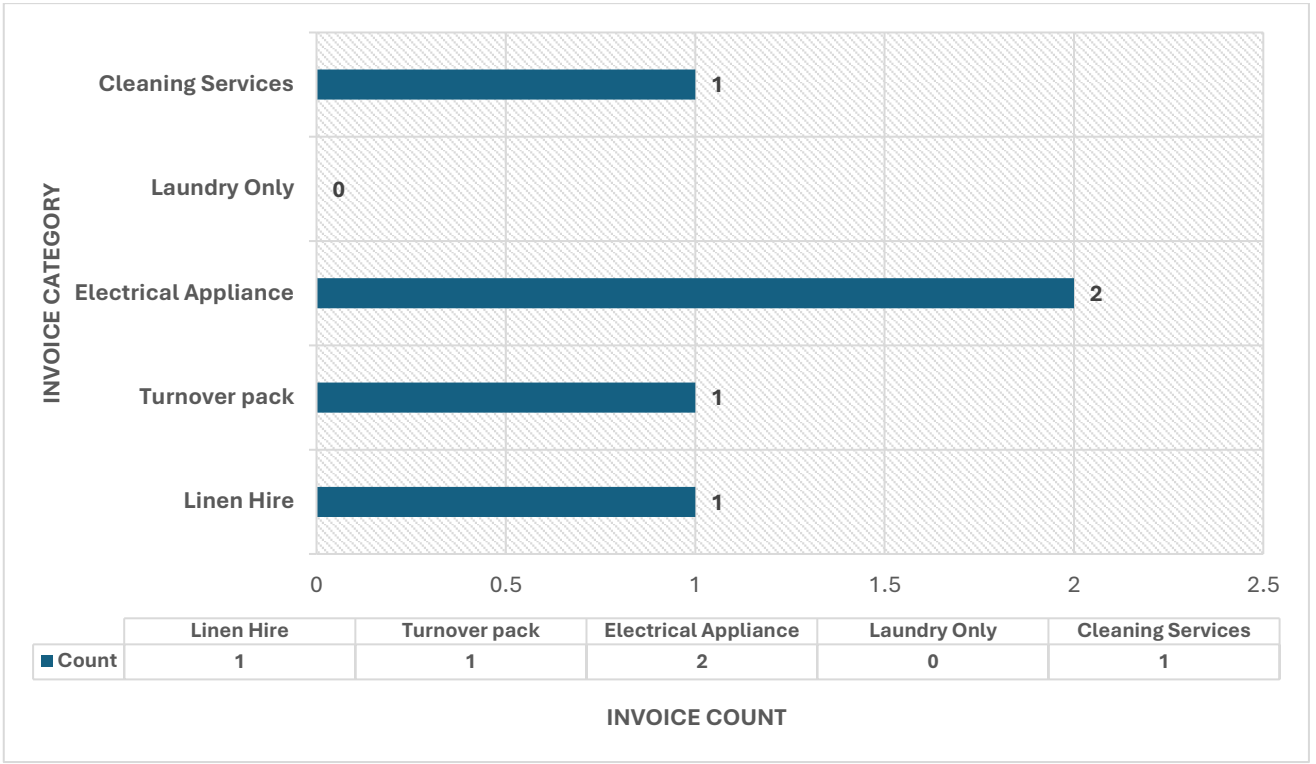
8

DETAILED GLANCE OF SALES (16/12/2024 – 22/12/2024)



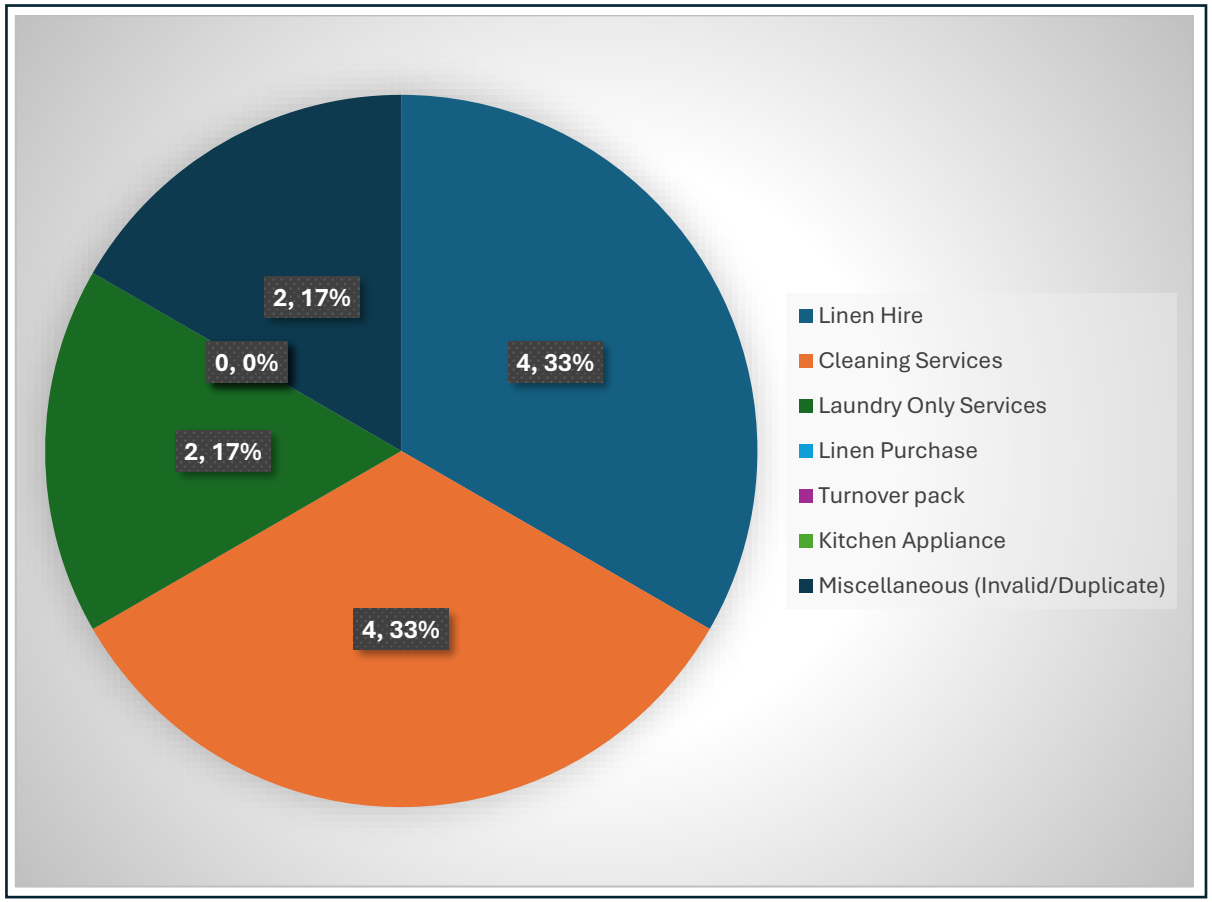
TOTAL AMOUNT - **£23,638.20**

INVOICE DETAILED STATISTICS (05)

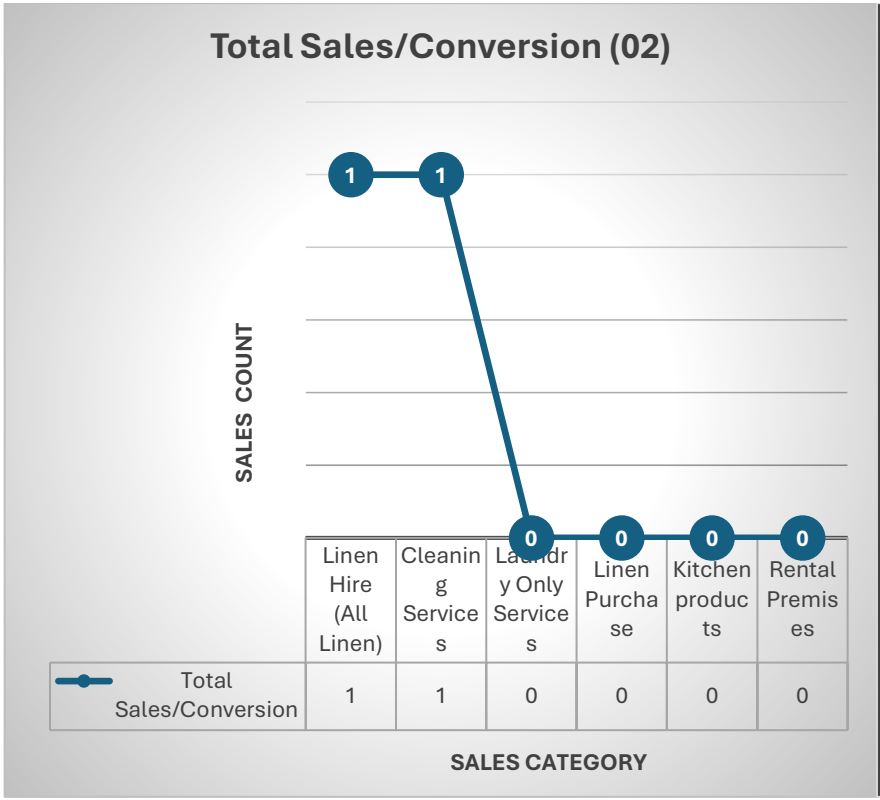


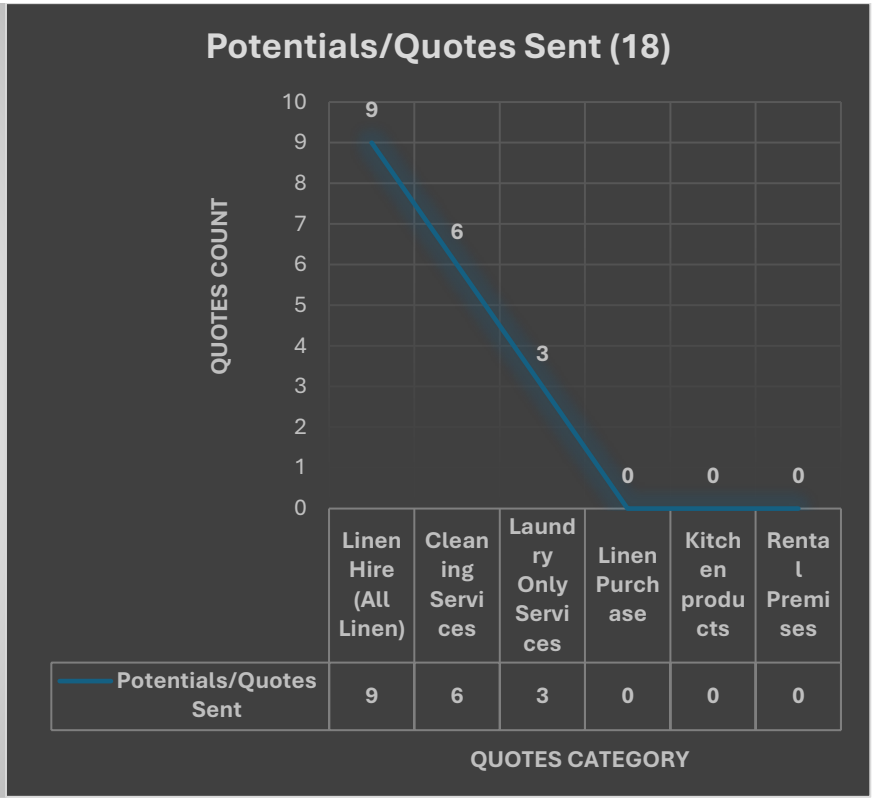
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services
Count	1	1	2	0	1

LEADS RECEIVED DURING THE WEEK (12)



SALES TEAM ACTION

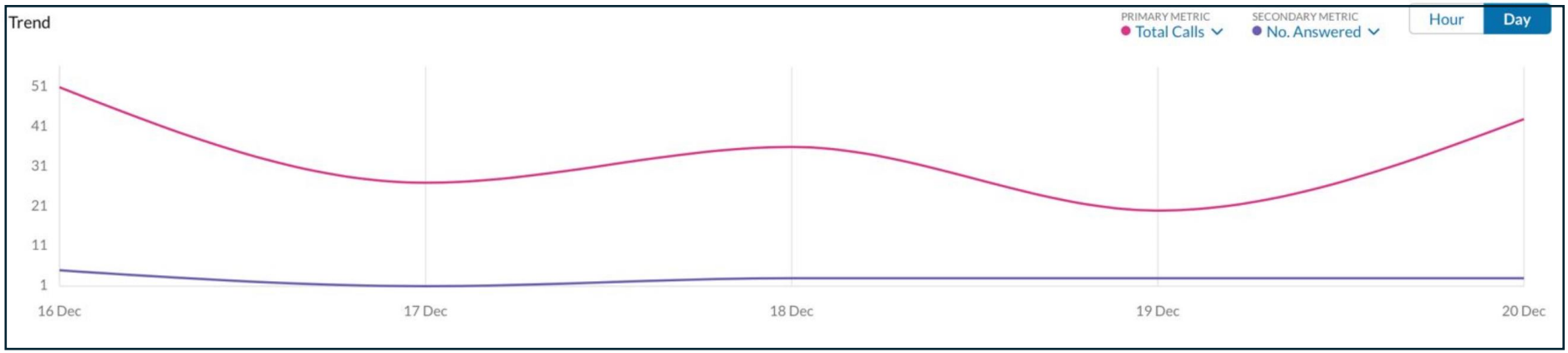




SALES CALL INSIGHTS

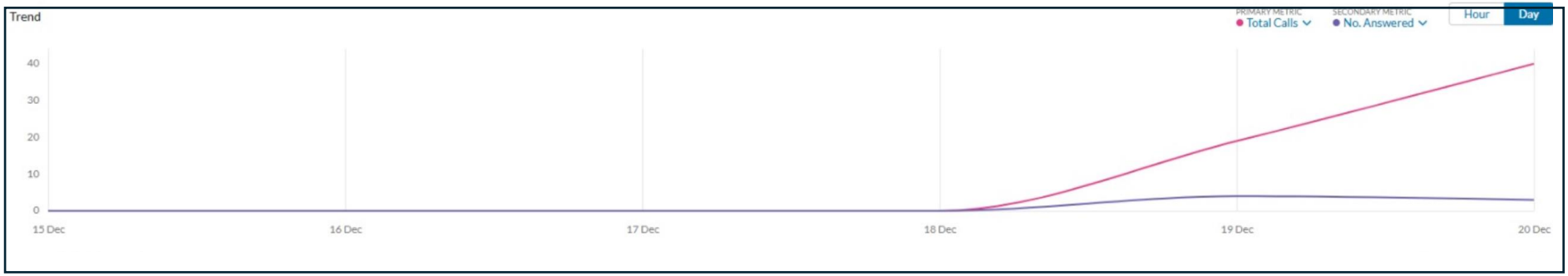
Sales Agent 1: Calvin

Total Calls during the week**: 111** Average calls a day**: 22**



Sales Agent 2: Abhishek

Total Calls made during the week**: 59** Average calls a day**: 20**



ORDERS DELIVERED DURING THE WEEK (08)



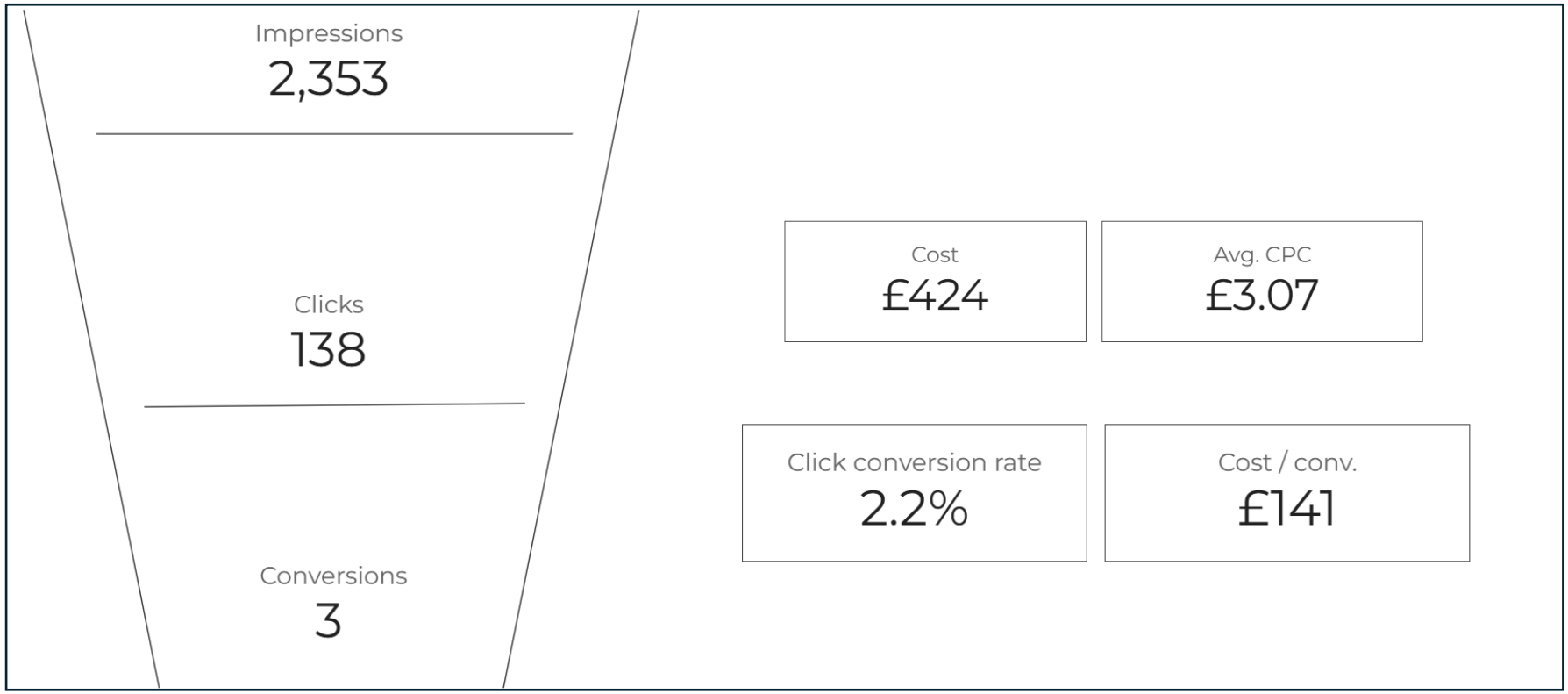
	Linen Hire	Laundry Only	Cleaning Services
Order Quantity	5	2	1

ORDER CATEGORY

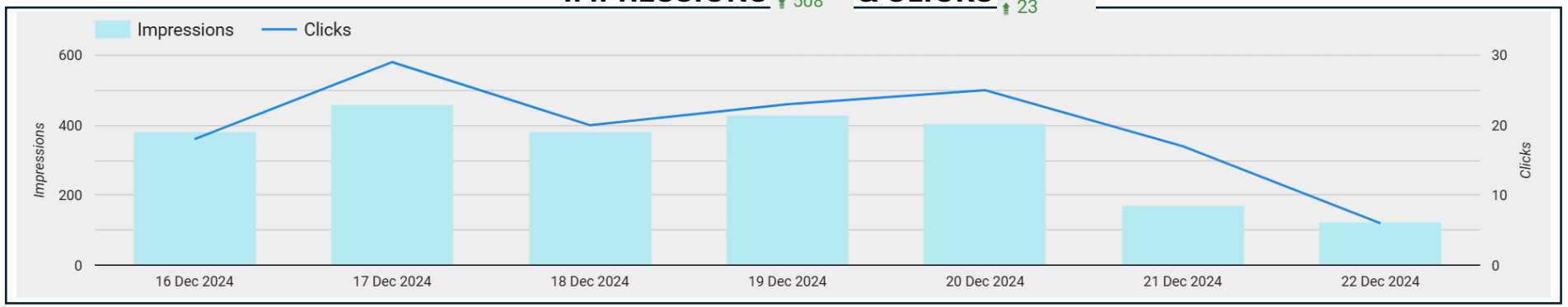
MARKETING PAID AD PERFORMANCE FOR THE WEEK (16/12/24 – 22/12/24)

Google Ads

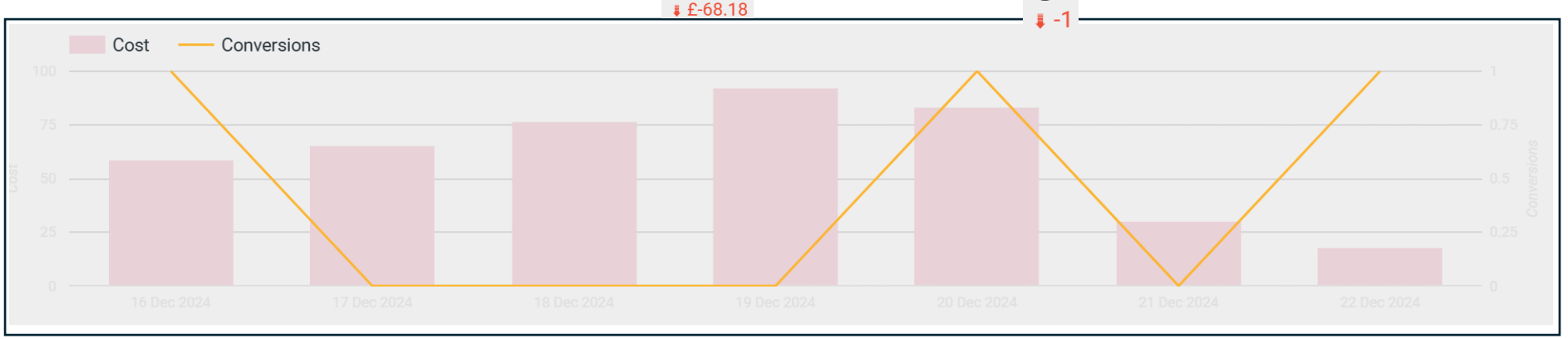
PERFORMANCE METRICS



IMPRESSIONS 2.4K ↑ 508 & CLICKS 138.0 ↑ 23

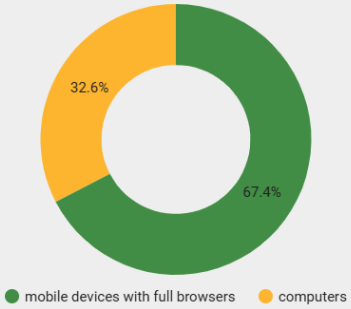


COSTS £424 ↓ £-68.18 vs CONVERSIONS 3 ↓ -1

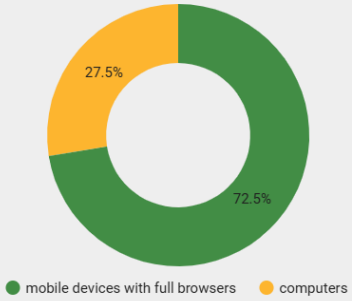


USER DEVICE PERFORMANCE

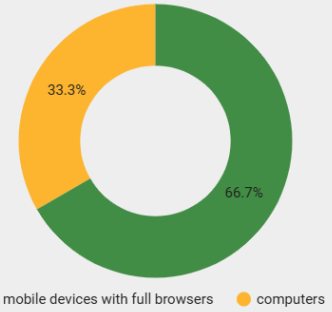
Total Costs by Device



Total Clicks by Device



Total Conversions by Device



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£286	1,876	100	5.33%	£2.86	2	£142.89	2%
2.	computers	£138	468	38	8.12%	£3.64	1	£138.38	2.63%
3.	tablets with full browsers	£0	9	0	0%	£0	0	£0	0%
	Grand total	**£424**	**2,353**	**138**	**5.86%**	**£3.07**	**3**	**£141.39**	**2.17%**

CAMPAIGN PERFORMANCE

Campaign	Cost	Impressions	Clicks ▾	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Hire Services	£180.18	834	72	8.63%	£2.5	2	£90.09	2.78%
Cleaning Services	£227.45	1,427	63	4.41%	£3.61	1	£227.45	1.59%
Laundry Services	£16.54	92	3	3.26%	£5.51	0	£0	0%

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Cleaning Services	£227	1,427	63	4.41%	£3.61	1	£227.45	1.59%
Hire Services	£180	834	72	8.63%	£2.5	2	£90.09	2.78%
Laundry Services	£17	92	3	3.26%	£5.51	0	£0	0%
Products	£0	0	0	0%	£0	0	£0	0%
Services	£0	0	0	0%	£0	0	£0	0%
Grand total	**£424**	**2,353**	**138**	**5.86%**	**£3.07**	**3**	**£141.39**	**2.17%**

Meta Ads (PERFORMANCE)

Acquisition

Impressions	Reach	CPM
28.75K	12.71K	£29.61

Engagement

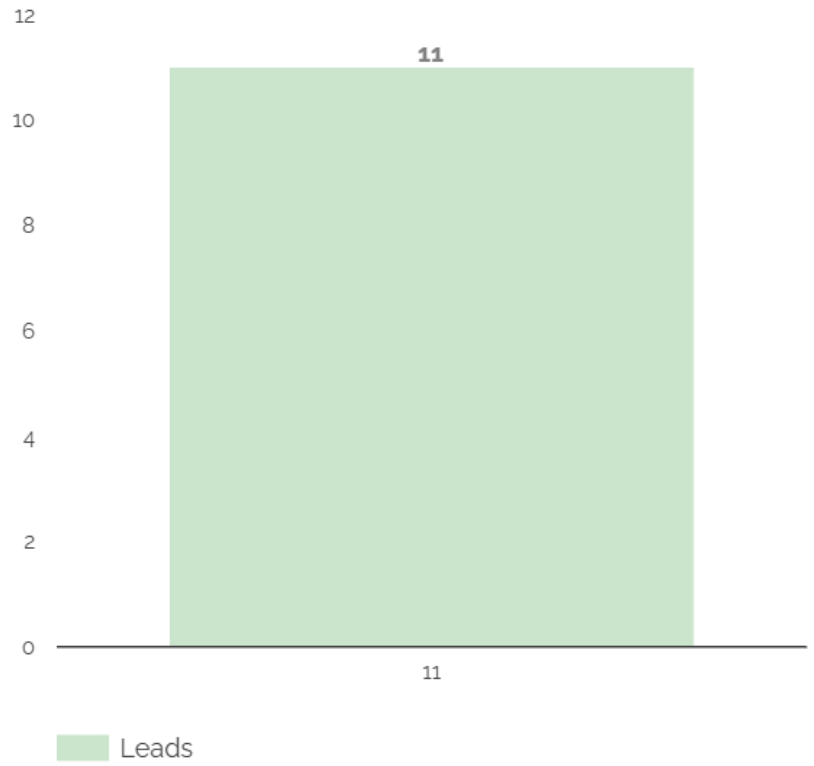
Clicks	CTR	CPC
194	0.67%	£4.39

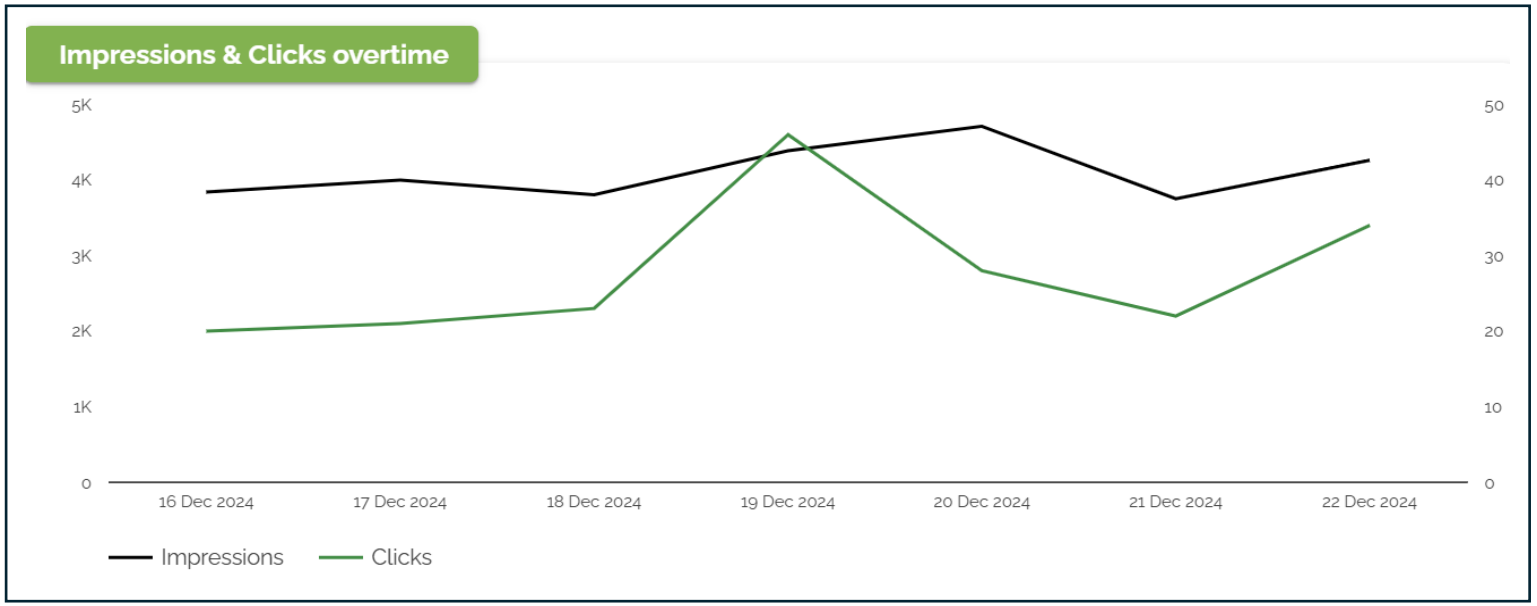
Leads

Leads	Cost Per Lead
11	£77.37

Spend
£851.06

Leads Overtime





CAMPAIGN PERFORMANCE

Top Campaigns

	Ad Set Name	Clicks	Impressions	Amount Spent	CPC	Leads
1.	linen_hire_hospitality	162	23,871	£709.65	£4.38	6
2.	commercial_laundry_hospitality	32	4,874	£141.41	£4.42	5

WEEKS HIGHLIGHT (09/12/2024 – 15/12/2024)

SALES

Weeks Agreed Clients & Waiting for Signature

1. **Nooz Living, Mahfuzar Rahman** – Contract signed by client last week, service to begin from 06.01.2025.
   Estimated Invoice amount: **£100 per week**, Services: **Linen Hire**

2. **Andreea Seremet, Voyage Stay –** Contract sent to the client and signed the contract on 24/12/2024.
   Estimated Invoice amount: **£113 per week**, Services: **Linen Hire**

3. **Bass –** Pending to sign the contract from previous week.
   STILL AWAITING

4. **City Sparrow Apartment –** Awaiting Client information to draft the contract.
   Estimated Invoice amount: **£337.80 per week**, Services: **Linen Hire**

5. **Pam Nash, Tottenham Abode –** Pending to sign the contract for last 2-3 weeks**.**
   STILL AWAITING

6. **Jojo Gaye Jagne –** Awaiting client information to draft the contract.
   Estimated Invoice amount: **£51 per order**, Services: **Linen Hire**

<u>Important Takeaways</u>

1. **Unite Students – Cleaning Services**

   FEEDBACK:

- Requested cleaning services during summer period from June – September'25 across 7-9 locations in London.
- 30,699 Rooms including ensuites, studios and 1-2 bed flats.
  4,270 separate kitchens + 274 bathroom + 2 Shower + 2 Toilet.
- Meeting scheduled for 2nd January during 2pm-3pm.

2. Roo (Verv Rooms) – Linen Hire

FEEDBACK :

- Listing platform with multiple locations who are looking for a new supplier for their expanded portfolio. Their need is committed service provider throughout their constant growth in listings.
- Slightly out on price and discussing logistics about delivering to locations on the third floor.

3. Anil Bagga, Wellington Stays – Linen Hire

FEEDBACK:

Prospect has a 3-property portfolio across London, quoted for linen hire early December. As of 17/12 wants to catch up in the New Year. Currently in the midst of acquiring more properties

4. Kendall Lubkeman, Gillian Jason Gallery – Carpet Cleaning

Quoted for commercial cleaning of a gallery space approx. 1000Sq.ft in size, exclusively wooden floors and is made up of two floors and one staircase area. Still in Discussion.

5. Dean – Cleaning Services

Quoting for a commercial pub kitchen area, based in Bow, East London. Service to start in January 2025.
Still in Discussion.

6. Shalom – Hand Towel Laundry

FEEDBACK:

Quoted previously, claims his **current supplier offers 20p per hand towel for laundry**, which is suspiciously low, hard to match that, but have quoted a competitive option and chasing for feedback.

7. **Suzann Rose, Two City Homes – Linen Hire**

FEEDBACK:

Spoke with Suzann, **based in the Warrington (Northwest of UK)** was looking for **linen hire services**. Wasn't interested in purchase options unfortunately.

8. **Honor Fitz, Maurice – Laundry Services**

FEEDBACK:

Very small quantities, looking for a laundry only service for tea towels around 10 in total and would be a bi-weekly service. Quoted and chasing for feedback on rates offered

Note: ***During Last week, the number of enquiries dropped from 31 to 12.***

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **3**

Cost per Conversion to CRM - **£141** *(Increased by £18 from last week)*

Meta Ads Cost per Conversion:

Total Leads Received – **11**

Cost per Conversion to CRM - **£77** *(Decreased by £51 from last week)*

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£227.45**
   Leads generated – **1**
2. Hire Ads spent - **£180.18**
   Leads generated - **2**
3. Laundry Ads spent - **£16.54**
   Leads generated - **0**

Meta Ads –

1. Linen Hire Ads spent - **£709.65**
   Leads generated – **6**
2. Commercial Laundry Ads spent - **£141.41**
   Leads generated – **5**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	1	9
Cleaning Services	1	6
Laundry Only Services	0	3
Linen Purchase	0	0
Kitchen products	0	0
Rental Premises	0	0
GRAND TOTAL	**2**	**18**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	1	£355.80
Turnover pack	1	£22,290.00
Electrical Appliance	2	£912.00
Laundry Only	0	£0.00
Cleaning Services	1	£80
Total	**5**	**23638.2**

ORDERS DELIVERED

Category	Order Quantity
Linen Hire	5
Laundry Only	2
Cleaning Services	1
Total	**8**

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	4
Cleaning Services	4
Laundry Only Services	2
Linen Purchase	0
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	2
GRAND TOTAL	**12**

NOTE: No delivery/collection scheduled until 2nd January 2025 during Christmas and New Year period