londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

06/01/2025 – 12/01/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£54,770.08

TOTAL INVOICES

9

NEW LEADS

27

QUOTES SENT

24

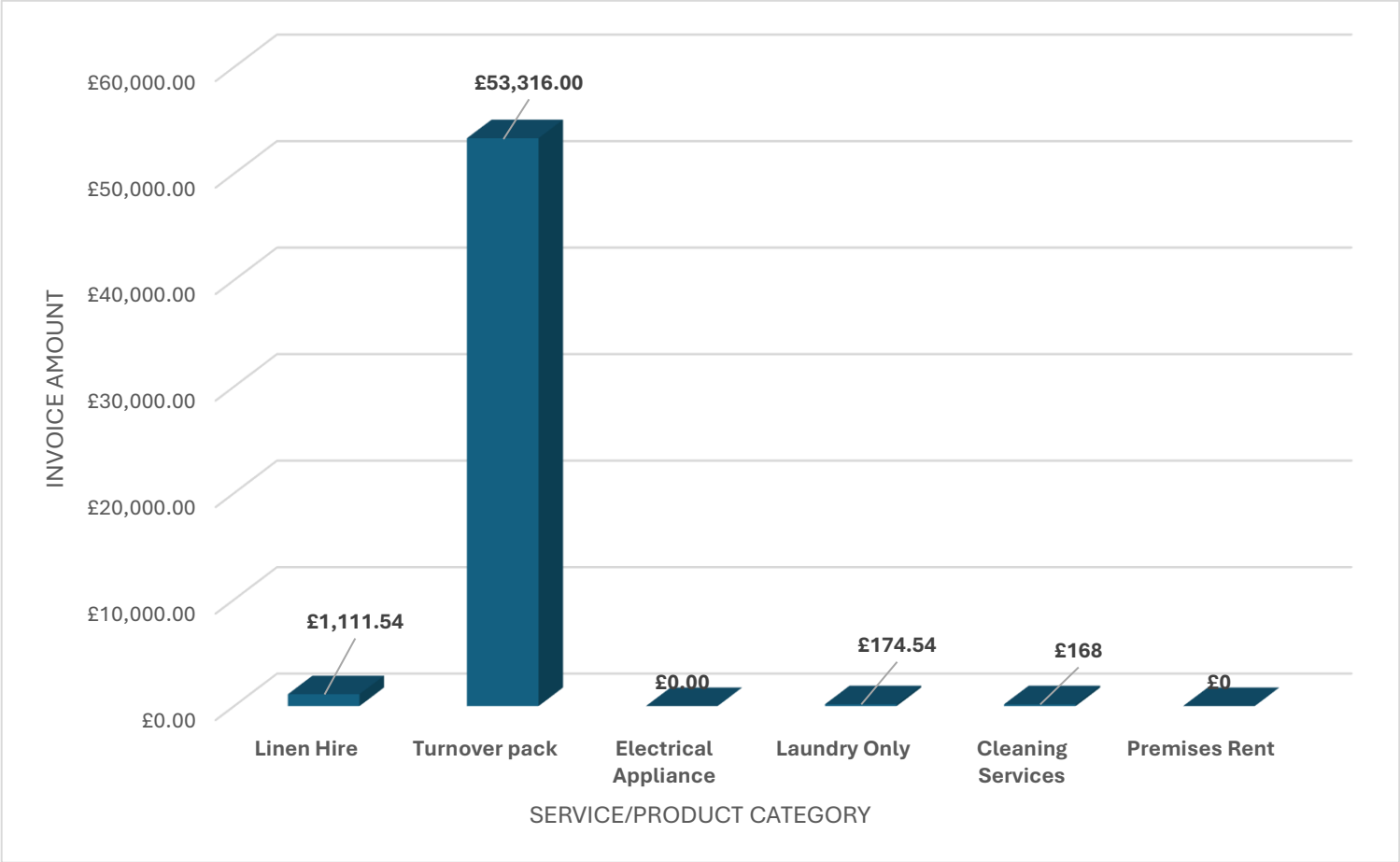
CONVERSIONS

5

ORDERS DELIVERED

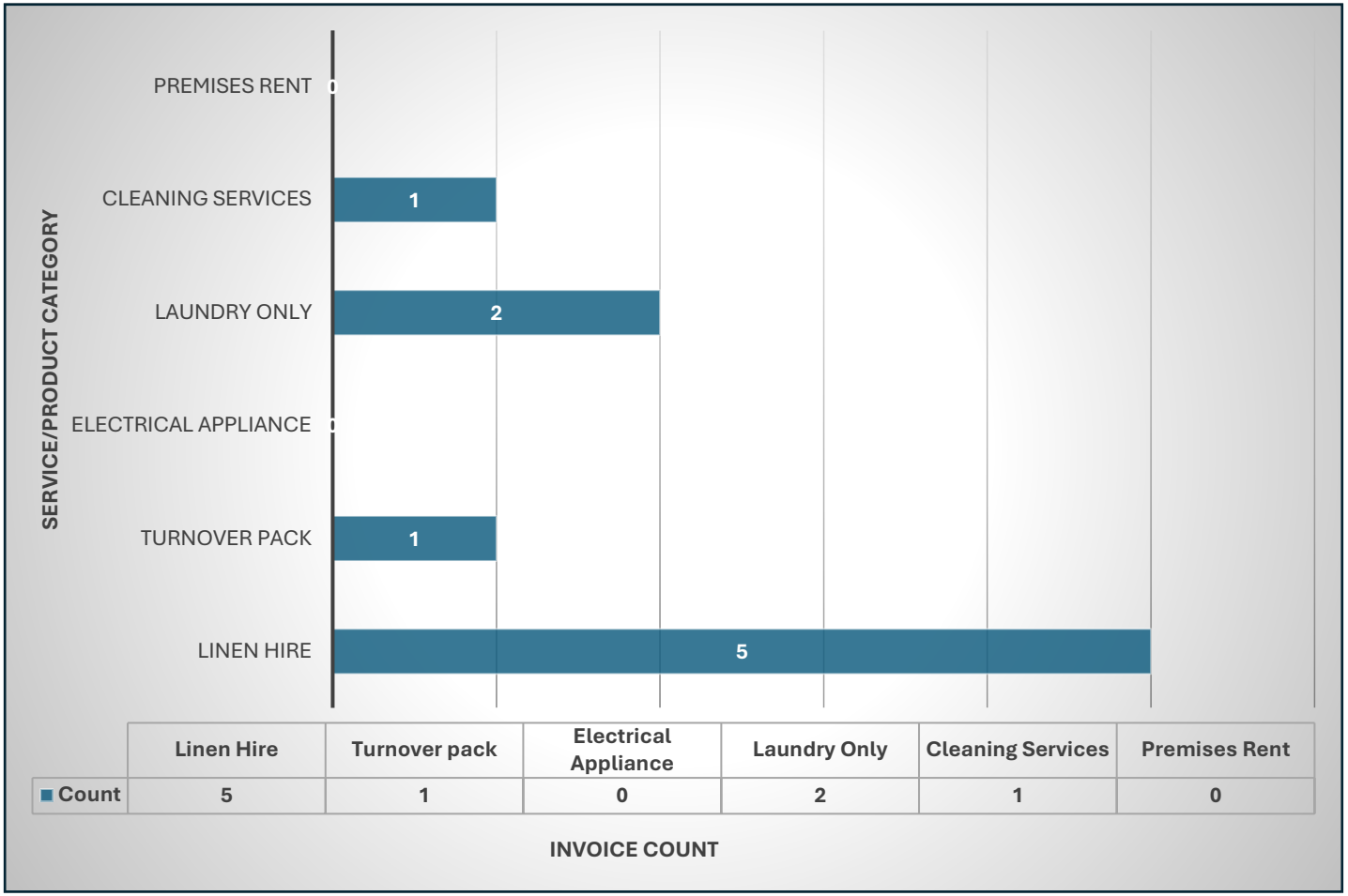
9

DETAILED GLANCE OF SALES – INVOICE AMOUNT



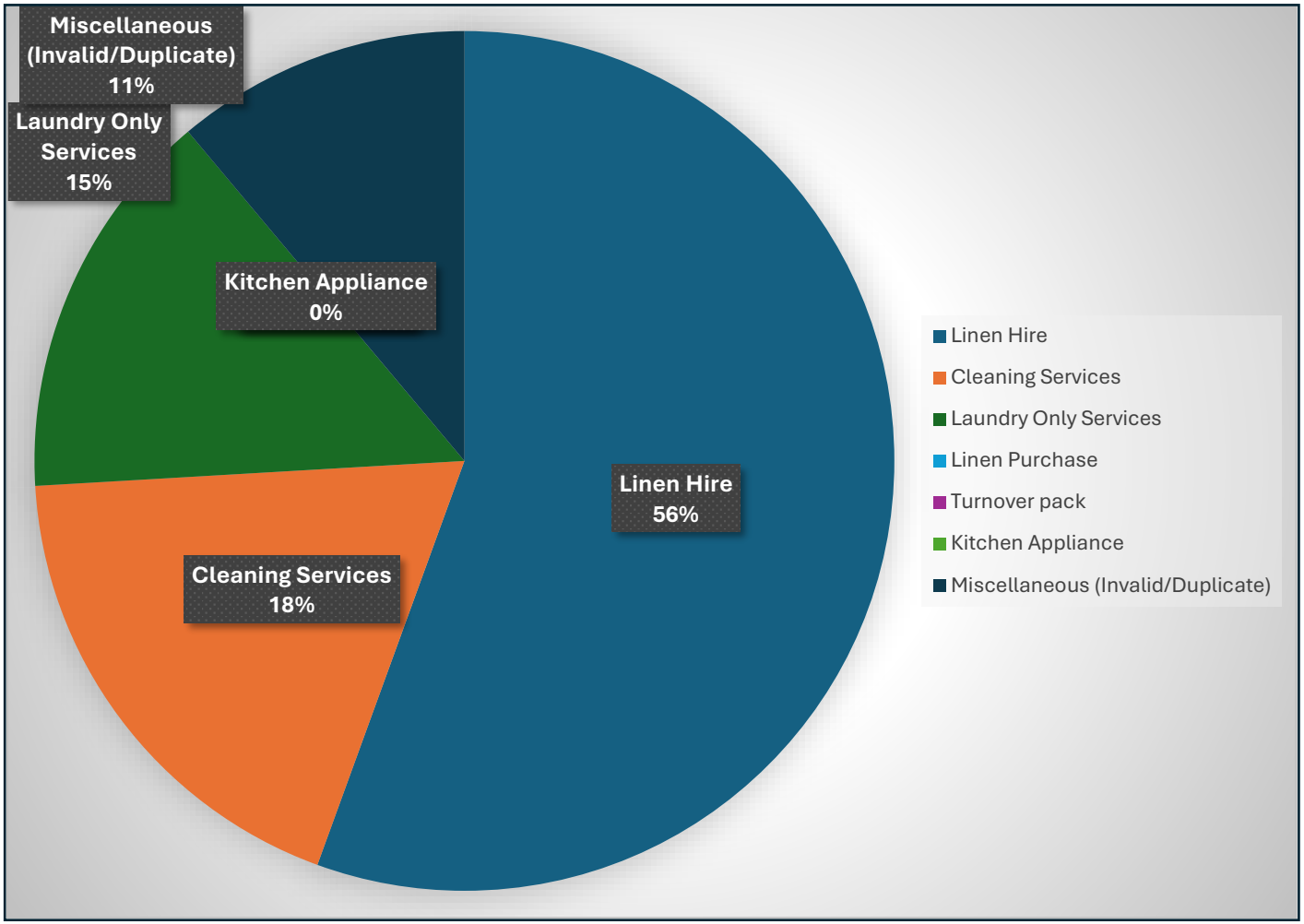
TOTAL AMOUNT - **£54,770.08**

DETAILED STATISTICS – INVOICE COUNT (09)

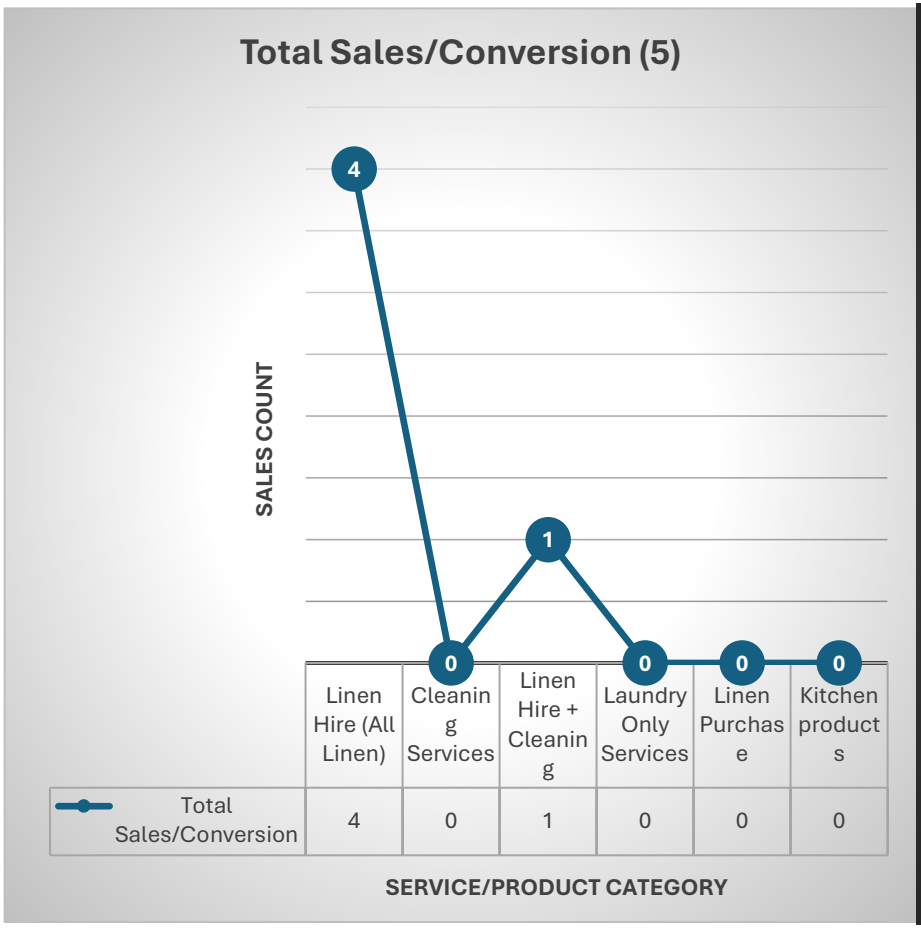


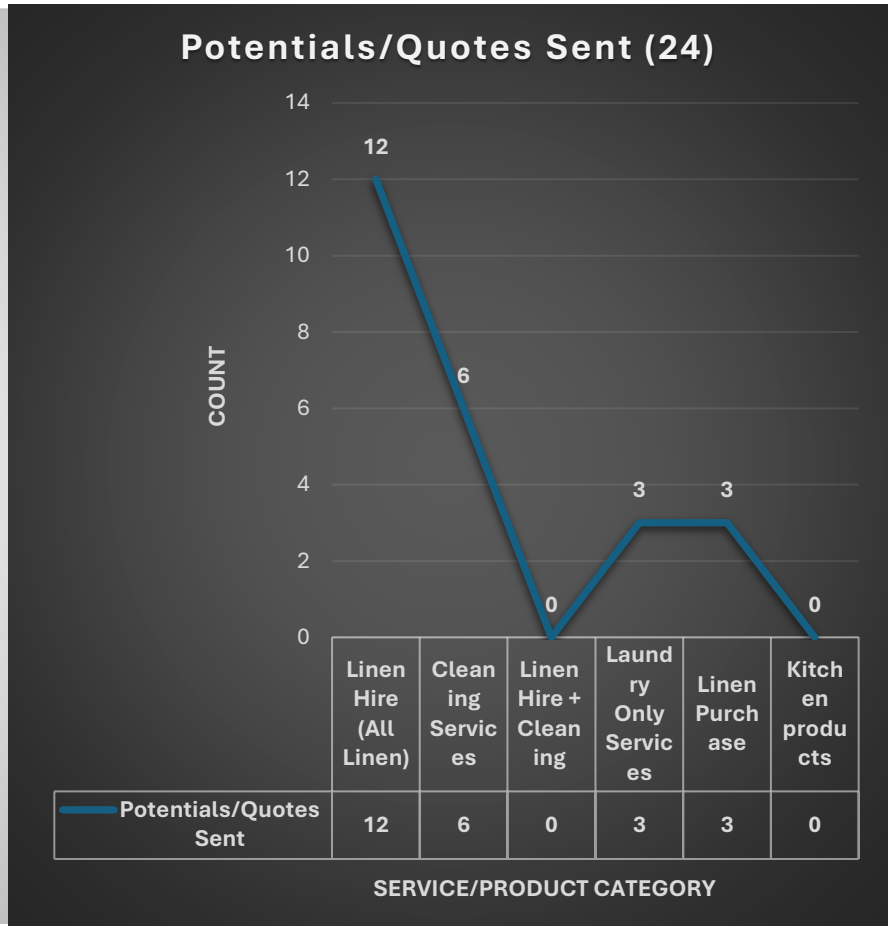
	Linen Hire	Turnover pack	Electrical Appliance	Laundry Only	Cleaning Services	Premises Rent
Count	5	1	0	2	1	0

LEADS RECEIVED DURING THE WEEK (27)



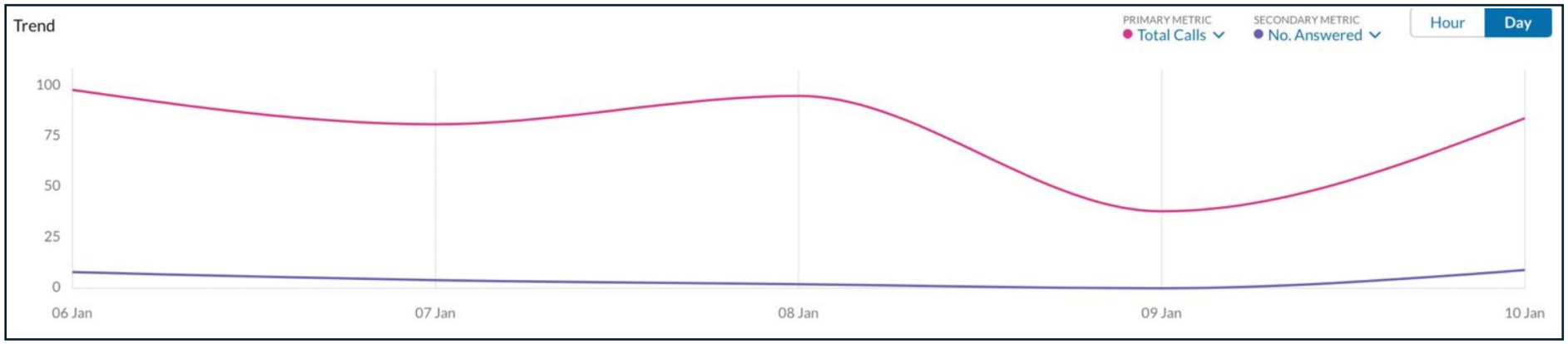
SALES TEAM ACTION





SALES CALL INSIGHTS

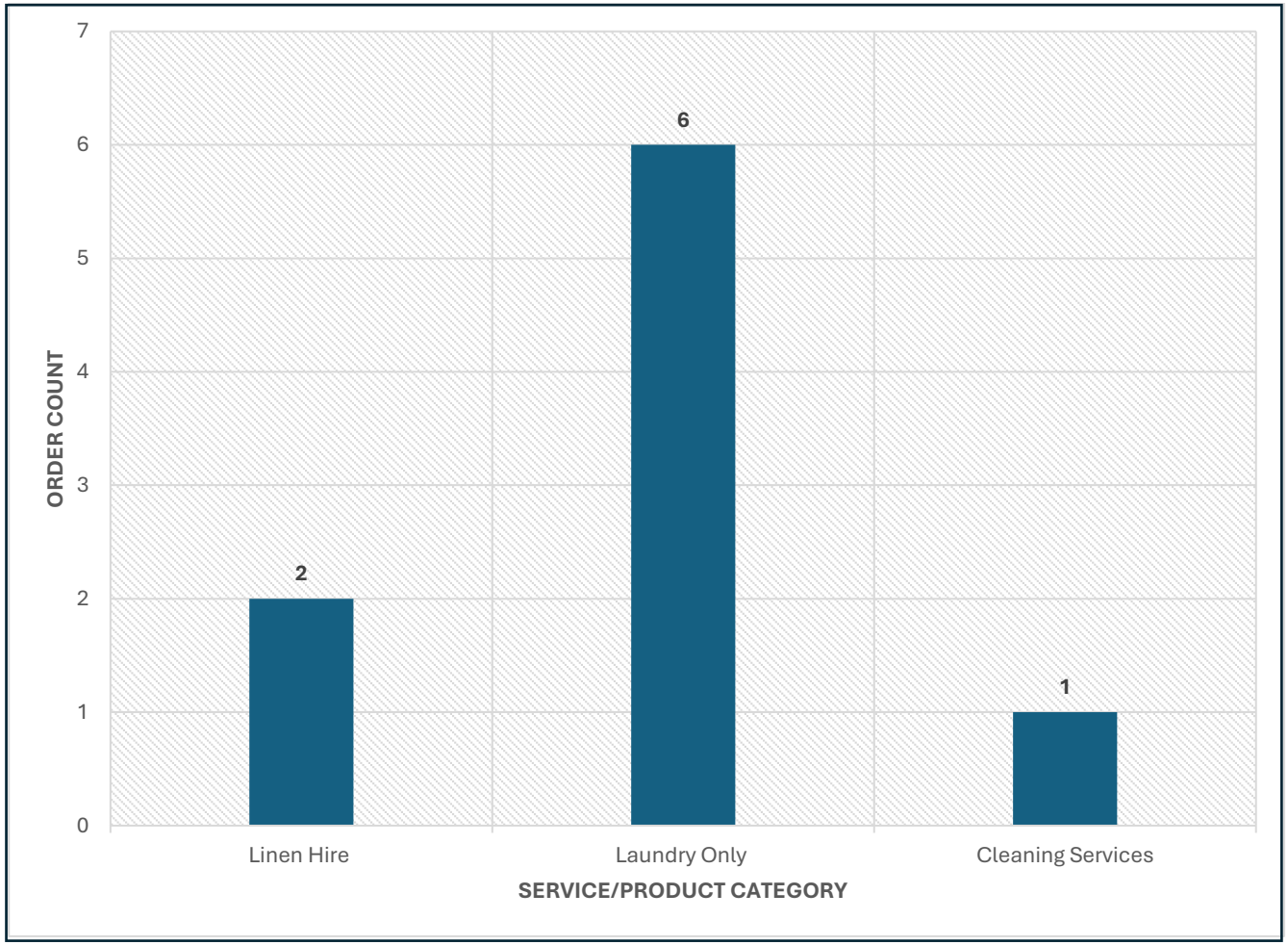
Sales Agent: Calvin & Abhishek
Total Calls during 5 working days of the week**: 237** Average calls: Calvin – **25**, Abhishek – **37**



Hospitality Office	704	125	25.00	25	100	64.0%	02:01
Abhishek Singh	706	112	22.40	8	104	62.5%	01:09

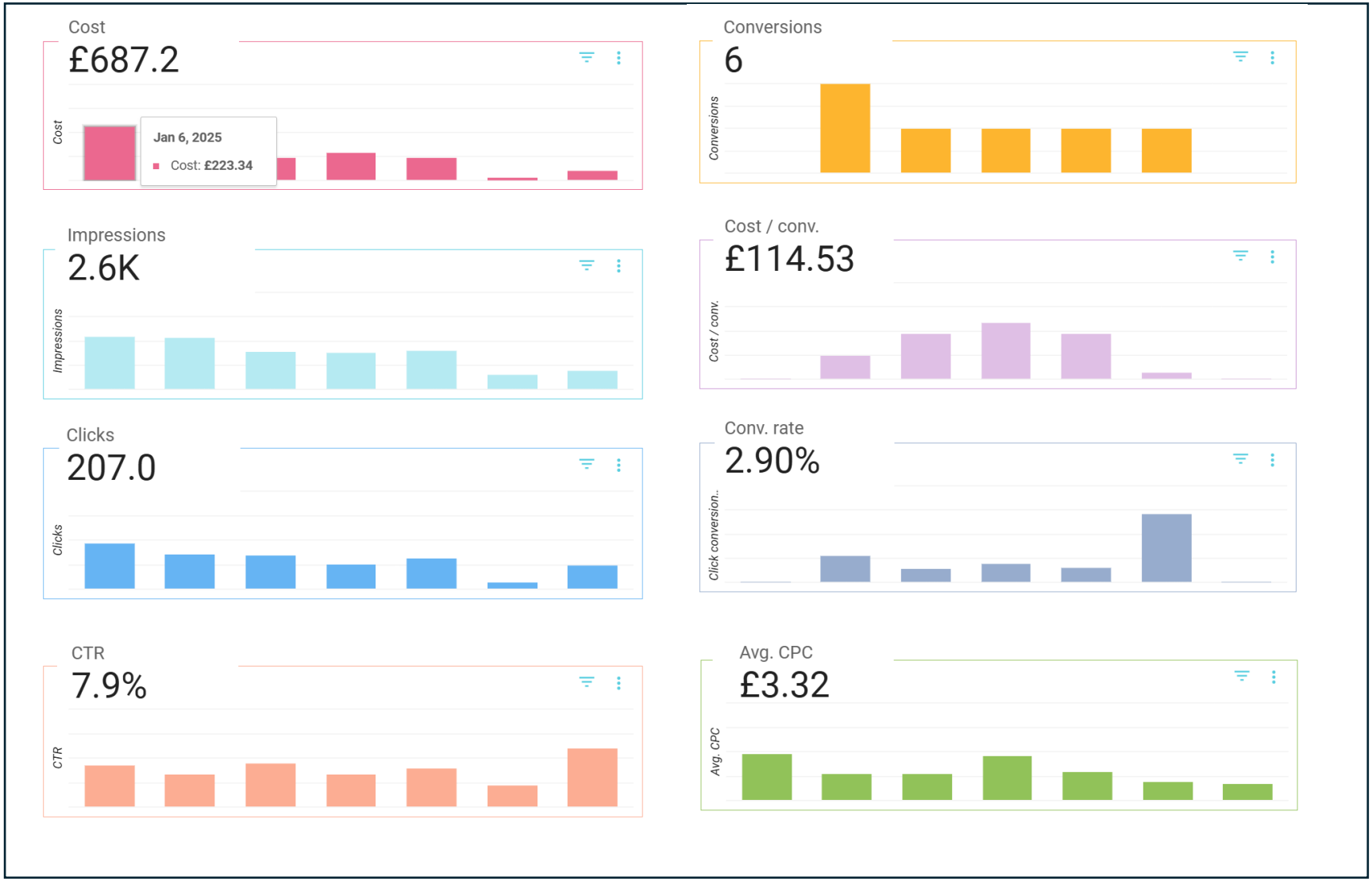
Note: Hospitality Office data above belongs to Calvin.
Average calls by Calvin is calculated based on 5 working days and for Abhsihek, it is calculated based on 3 working days.

ORDERS DELIVERED DURING THE WEEK (09)

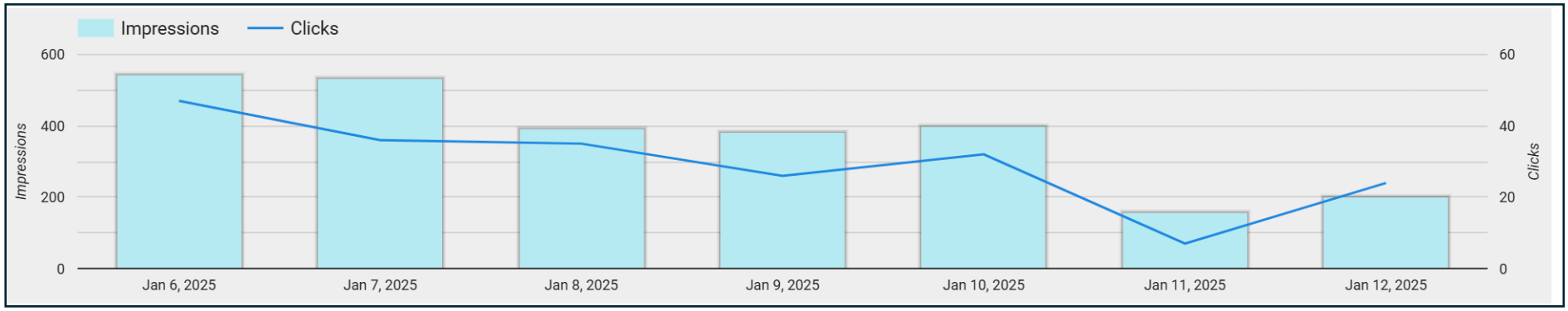


MARKETING PAID AD PERFORMANCE DURING THE WEEK

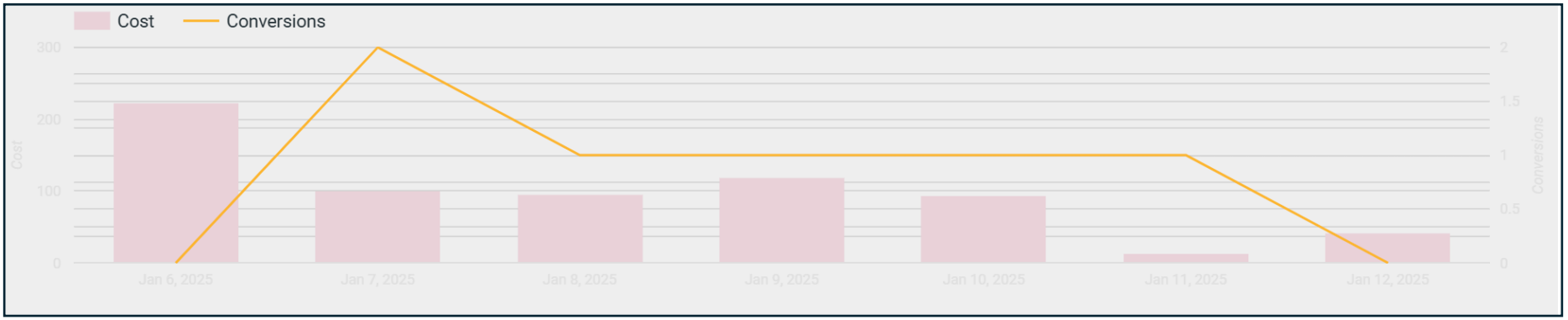
Google Ads
PERFORMANCE METRICS



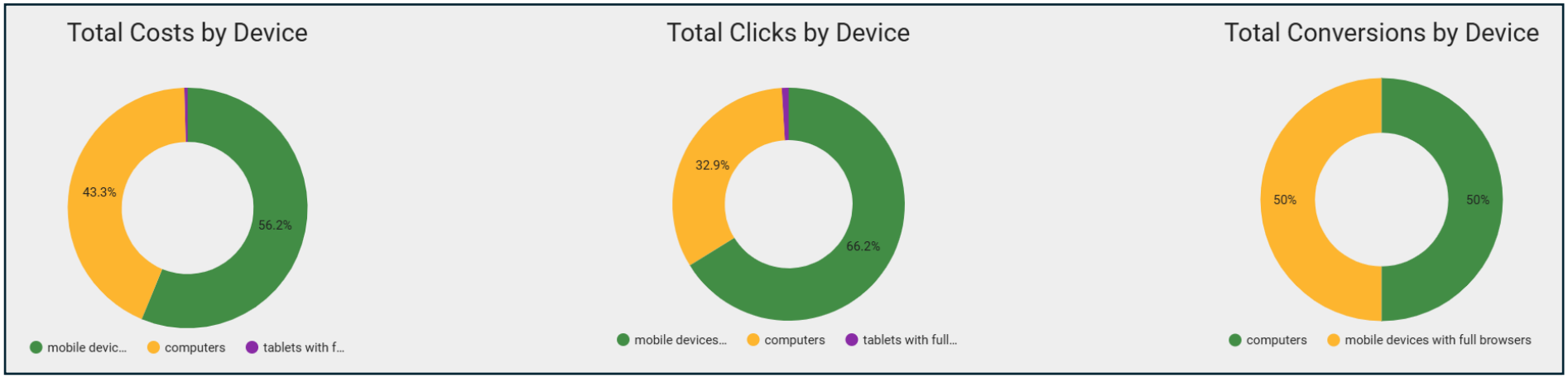
IMPRESSIONS 2.6K ↑ 875 & CLICKS 207.0 ↑ 99



CONVERSIONS 6 ↑ 5 vs COSTS £687 ↑ £391.93



USER DEVICE PERFORMANCE



	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£386	1,690	137	8.11%	£2.82	3	£128.81	2.19%
2.	computers	£298	899	68	7.56%	£4.38	3	£99.2	4.41%
3.	tablets with full browsers	£3	15	2	13.33%	£1.58	0	£0	0%
	Grand total	**£687**	**2,604**	**207**	**7.95%**	**£3.32**	**6**	**£114.53**	**2.9%**

Meta Ads (PERFORMANCE)

Acquisition

Impressions	Reach	CPM
42.67K	19.54K	£19.94

Engagement

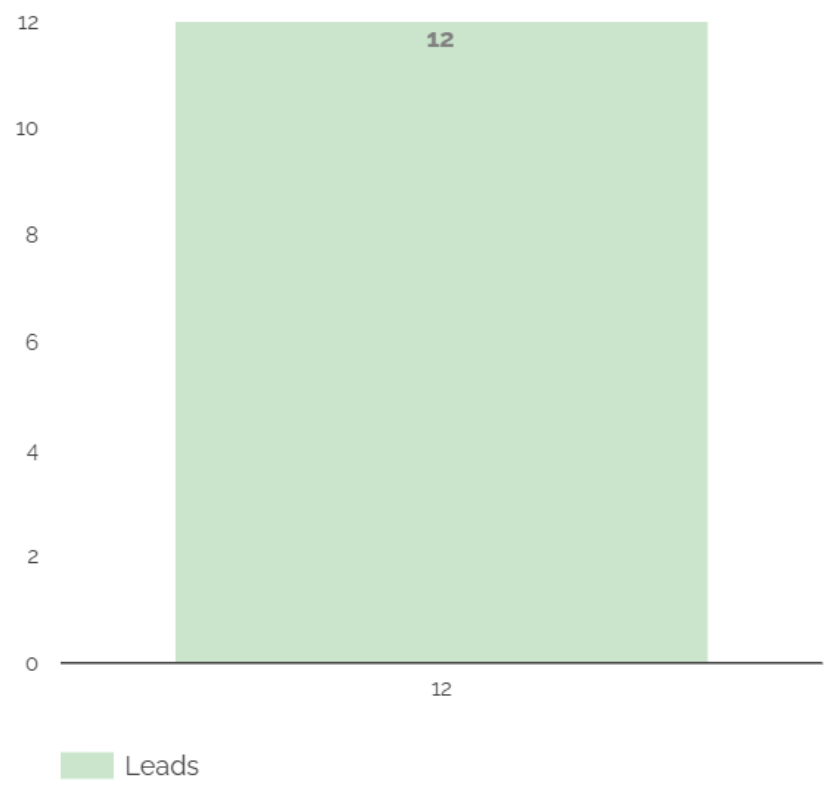
Clicks	CTR	CPC
242	0.57%	£3.51

Leads

Leads	Cost Per Lead
12	£70.88

Spend
£850.57

Leads Overtime

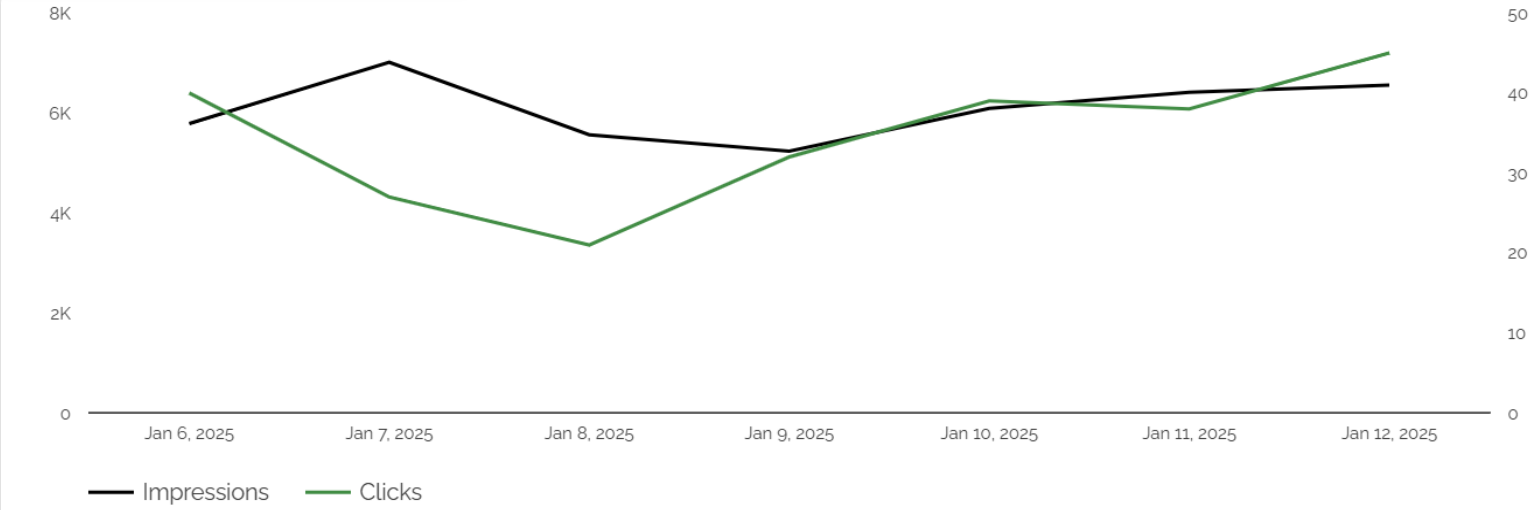


CAMPAIGN PERFORMANCE

Top Campaigns

	Ad Set Name	Clicks	Impressions	Amount Spent	CPC	Leads
1.	linen_hire_hospitality	198	36,189	£710	£3.59	9
2.	commercial_laundry_hospitality	44	6,476	£140.57	£3.19	3

Impressions & Clicks overtime



WEEKS HIGHLIGHT (06/12/2024 – 12/01/2025)

SALES

Weeks Agreed Clients & Waiting for Signature

1. **Clarissa Saccenti, London Urban Escape Limited –** Signed the contract.
   Estimated Invoice amount: **£650 per week**, Services: **Linen Hire**

2. **Seán Devereux, Devereux Residences –** Signed the contract.
   Estimated Invoice amount: **£95 per month**, Services: **Linen Hire**

3. **Steven Wong, Messiah Property Ltd -** Signed the contract.
   Estimated Invoice amount: **£355 Bi-weekly**, Services: **Linen Hire**

4. **Nakita Guanipa, Atelier Estate Limited -** Signed the contract.
   Estimated Invoice amount: **£76.50 per week**, Services: **Linen Hire**

5. **Shane Woods, Leiso property services Ltd -** Signed the contract.
   Estimated Invoice amount: **£110-£150 per month**, Services: **Linen Hire**

6. **Eunice Oppong, Revity Clinic –** Waiting for signature.
   Estimated Invoice amount: **£125 approx. per week**, Services: **Linen Hire**
   Calvin is Chasing. No response received since 31st December 2024

7. **Mostafa Iqbal, London Holiday Rental –** Waiting for signature
   Estimated Invoice amount: **£60 Bi-weekly**, Services: **Linen Hire**
   Abhishek and Calvin are chasing. Mostafa was not available when he was contacted last time.

8. **Maria Costantini, Relocation Point Ltd –** Waiting for signature
   Estimated Invoice amount: **£130 - £160 Bi-weekly**, Services: **Linen Hire & Cleaning services.**
   She has 15 Airbnb properties based in London and would like to start with one of them from 22nd January and as per our services she will proceed with other properties. Currently, keeping very busy with her business and asked for some time to read through and sign the contract.

Takeaways

1. **Janet Laird Erskine, Kirklandholm Farm Self Catering, Ayrshire, Scotland – Linen Hire**

   FEEDBACK:

   - Based in Scotland and only interested in Hire option as she already purchased a lot of linen in past.

2. **Peter Fidelus – Linen Hire**

   FEEDBACK:

   - Shutting down the business – Airbnb.

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **6**

Cost per Conversion to CRM - **£114.53**

Meta Ads Cost per Conversion:

Total Leads Received – **12**

Cost per Conversion to CRM - **£70.88**

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£ 878.89**
   Leads generated – **8**
2. Hire Ads spent - **£885.97**
   Leads generated - **8**
3. Laundry Ads spent - **£ 68.15**
   Leads generated - **0**

Meta Ads –

1. Linen Hire Ads spent - **£ 710**
   Leads generated – **9**
2. Commercial Laundry Ads spent - **£140.57**
   Leads generated – **3**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	4	12
Cleaning Services	0	6
Linen Hire + Cleaning	1	0
Laundry Only Services	0	3
Linen Purchase	0	3
Kitchen products	0	0
GRAND TOTAL	**5**	**24**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	5	£1,111.54
Turnover pack	1	£53,316.00
Electrical Appliance	0	£0.00
Laundry Only	2	£174.54
Cleaning Services	1	£168
Premises Rent	0	£0
Total	**9**	**£54,770.08**

ORDERS DELIVERED

Category	Order Count
Linen Hire	2
Laundry Only	6
Cleaning Services	1
Total	**9**

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	15
Cleaning Services	5
Laundry Only Services	4
Linen Purchase	0
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	3
GRAND TOTAL	**27**

TENTATIVE SCHEDULE FOR NEXT WEEK (12/01/2025 – 19/01/2025)

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day	Time Slot	Contact
Blagovesta Kyuchukova	Building Clean London LTD	Collection only - Both locations	57-59 Philbeach Gardens,SW5 9EE 73 Oakley Square,NW1 1NH	Collection	13/01/2025	PM SLOT - 12pm-5pm	7562448464
Shane Woods	Leiso Property Services Ltd	**x4 Double linen sets** (x2 PC, x1 DC, x1 BS, x2 BT + 2HT) **Cleaner will also dress beds and clean property, providing photos of each room to share with client**	114 Warneford Road, HA3 9HY	Delivery & Housecleaning	13/01/2025	AM SLOT 9am - 12pm	447908962805
Takako Iida	Kiyora Spa	**Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services**	97 Old Brompton Road, Kensington, SW7 3LD	Delivery & Collection	13/01/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149
Nakita Guanipa	Atelier Estate Limited	**X5 Double Linen sets (x4 PC, x1 BS, x1 DC, x2 BT, x2 HT)**	8 Portal Way, Flat 3902, Icon Tower B, W3 6EH	Delivery	13/01/2025	PM SLOT - 12pm-5pm	07821 479 950

Chris Grace	Walker Reinhart	**x3 Super King Linen Sets (x6 PC, x1 BS, x1 DC)** **x6 King Linen Sets (x4 PC, x1 BS, x1 DC)** **+** **x24 Bath Towels** **x5 Hand Towels** **x4 Bathmats**	Maid In Chelsea, 27 Parson's Green Lane, SW6 4HH	Delivery & Collection	14/01/2025	PM SLOT - 12pm-5pm	07810 565 320
Tibor Matta	Airbnb	**Collection only**	38 Wansey Street, SE17 1JP, London	Collection	14/01/2025	AM SLOT 9am - 12pm	Viktoria - 07542130937 Tibor - +44 7858 815837 (For emergency only)

Clarissa Sorrenti	London Urban Escape Ltd	**EDH** **346-348 Edgware Road, London, W2 1EA** **20 king size set sets (King Linen Set Hire (Bed + Bath), polycotton White)** **4x single sets (polycotton White)** **20x bath mats (polycotton White)** **CAMDEN** **14 Camden High Street, London, NW1 0JH** **15 KING SETS (King Linen Set Hire (Bed + Bath), polycotton White)** **15x bath mats (polycotton White)** **WESTB** **1 Westbourne Crescent, W2 3DB** **22x king sets (King Linen Set Hire (Bed + Bath), 100% Cotton White)** **22x bath mats (King Linen Set Hire (Bed + Bath), 100% Cotton White)**	14 Camden High Street, London, NW1 0JH 1 Westbourne Crescent, London, W2 3DB 346-348 Edgware Road, London, W2 1EA"	Delivery	15/01/2025	PM SLOT - 12pm-5pm	07481 154 511 EDH - ENTRANCE DOOR CODE: 8023 (Leave linen on 1st floor by the wardrobe at the end of the corridor) Camden - ENTRANCE DOOR CODE: C3458Z Leave linen in the srotage room (STORAGE ROOM CODE: C2478X) at the bottom of the staircase on ground floor) West B - Entrance door code: 1827 (leave linen inside BOX 1 to the right hand side of the entrance door)

Kinda Ghanem	Airbnb	**Collection**	**1A Wellington Terrace, Flat 1, W2 4LW**	Collection	15/01/2025	AM SLOT - 9AM-12PM	7448457383
Tibor Matta	Airbnb	**POLYCOTTON HIRE** **x50 Double llnen Sets -** (x2 PC, 1DC, 1FS (Fitted Sheet)), 2HT, 2BT	38 Wansey Street, SE17 1JP, London	Delivery	16/01/2025	PM SLOT - 12pm-5pm	Viktoria - 07542130937 Tibor - +44 7858 815837 (For emergency only)
Blagovesta Kyuchukova	Building Clean London LTD	**Quantities to be determined, bags being sent to warehouse by client to be used to pack sets**	57-59 Philbeach Gardens,SW5 9EE 73 Oakley Square,NW1 1NH	Delivery & Collection	16/01/2025	PM SLOT - 12pm-5pm	7562448464

Nima HP	Key Bridge LTD	**x50 Double Linen sets -** (x4 PC, x1 DC, x1 BS, + x2 BT, x2 HT) **+** **x50 Bathmats**	72 Parkway, London, NW1 7AH - 76 Neal Street, London, WC2H 9AJ - 3 Golders Green Road, London, NW11 8DY - 5 Prince of Wales Terrace, London, W8 5PG - 253 Royal College Street London, NW1 9LU	Delivery & Collection	17/01/2025	PM SLOT - 12pm-5pm	7367707044
Takako Iida	Kiyora Spa	**Towel Laundry (Hand towel/Tea Towel)** **Laundry includes Washing and folding services**	97 Old Brompton Road, Kensington, SW7 3LD	Delivery & Collection both	17/01/2025	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149
Pam Nash	Tottenham Abode	**5 Double Linen Sets - (x2 PC, x1 BS, x1 DC)** **5 Single Linen Sets - (x1 PC, x1 BS, x1 DC)** **12 BT + 12 HT** *May change subject to confirmation*	18 Dunloe Avenue, London, N17 6LA	Delivery & Collection	17/01/2025	PM SLOT - 12pm-5pm	7399 153 138

Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	19/01/2025	AM SLOT 9am - 12pm	7470 255 034