londonist

HOSPITALITY

MONTHLY SALES & MARKETING SUMMARY

01/01/2025 – 31/01/2025

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£161,178.45

TOTAL INVOICES

48

NEW LEADS

114

QUOTES SENT

79

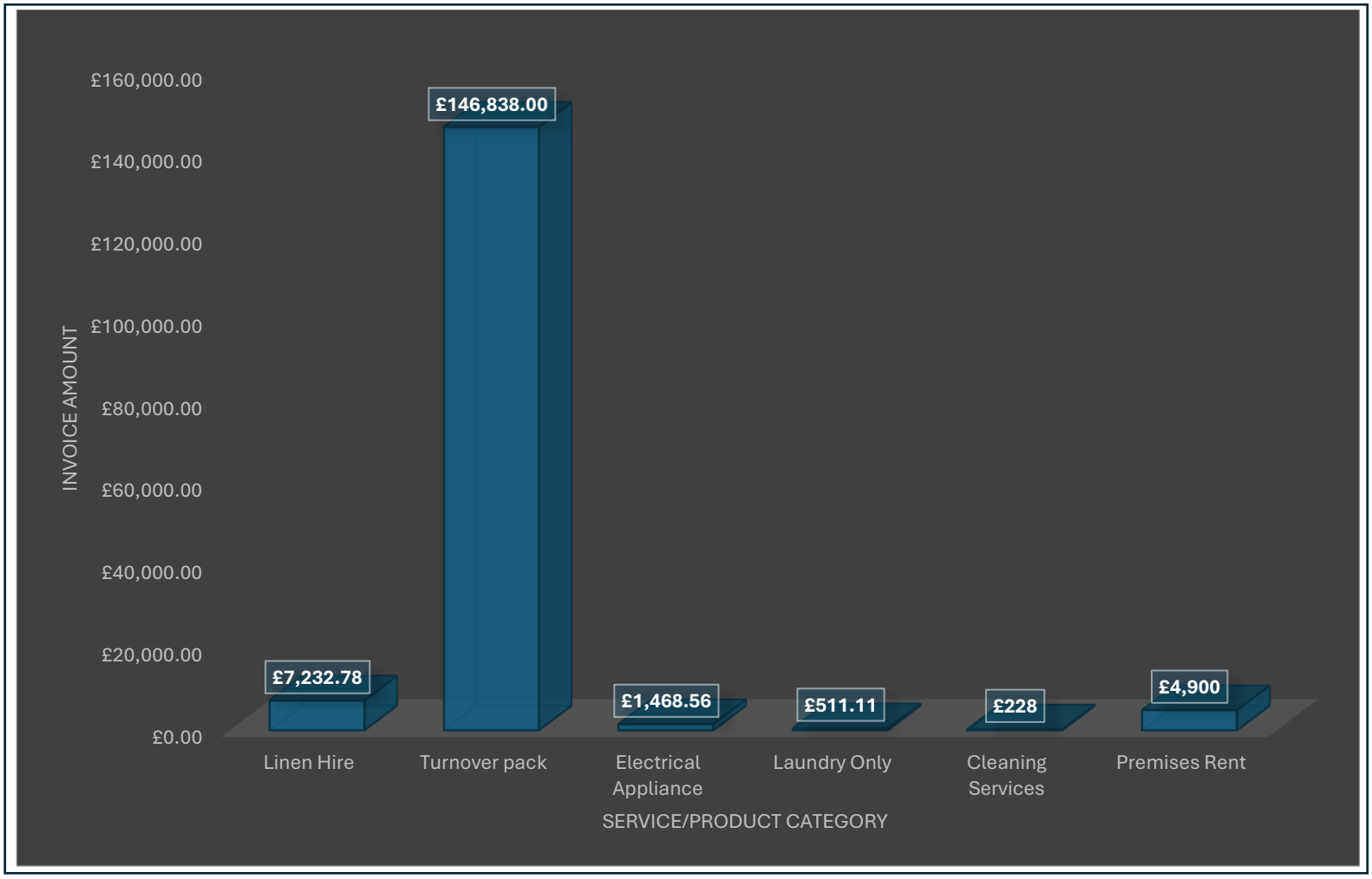
ORDERS DELIVERED

50

CONVERSIONS

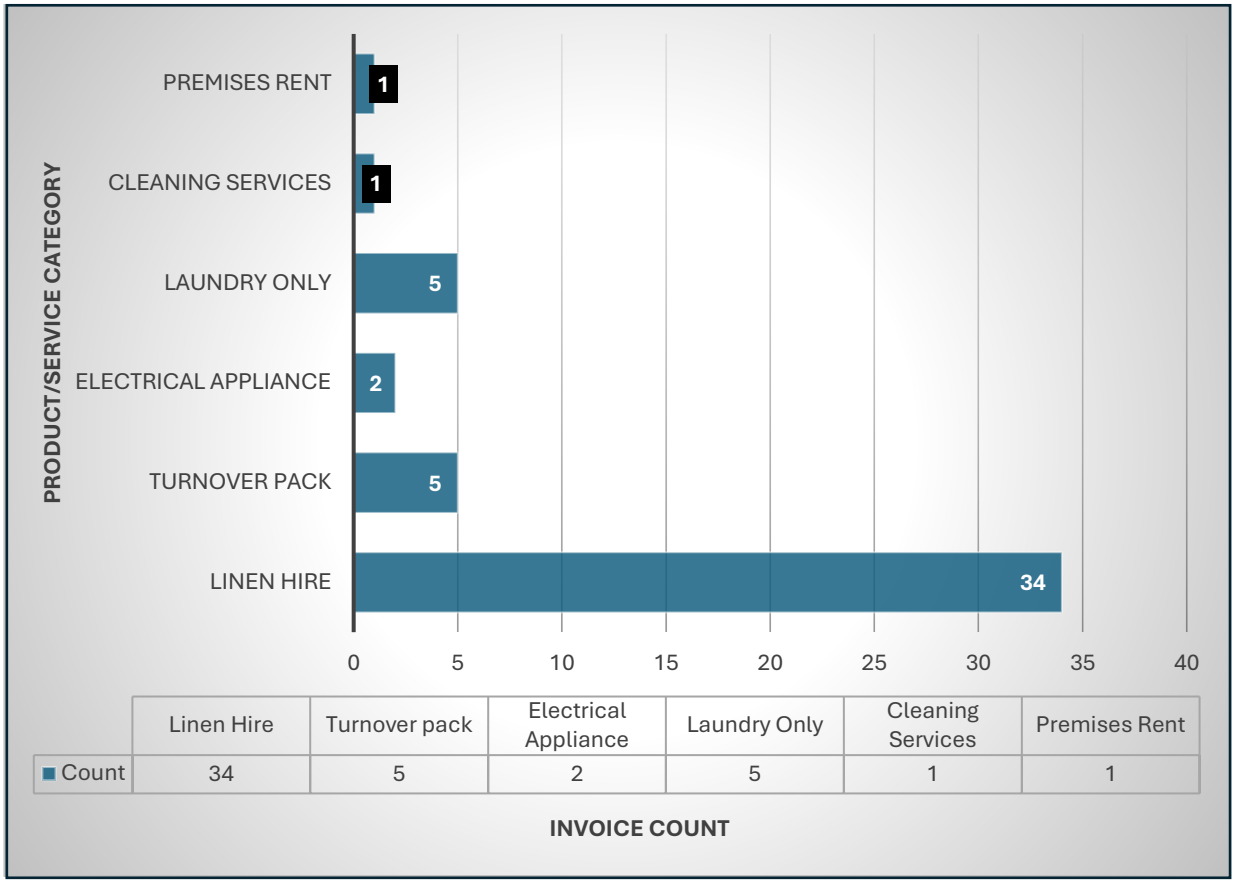
11

DETAILED GLANCE OF SALES

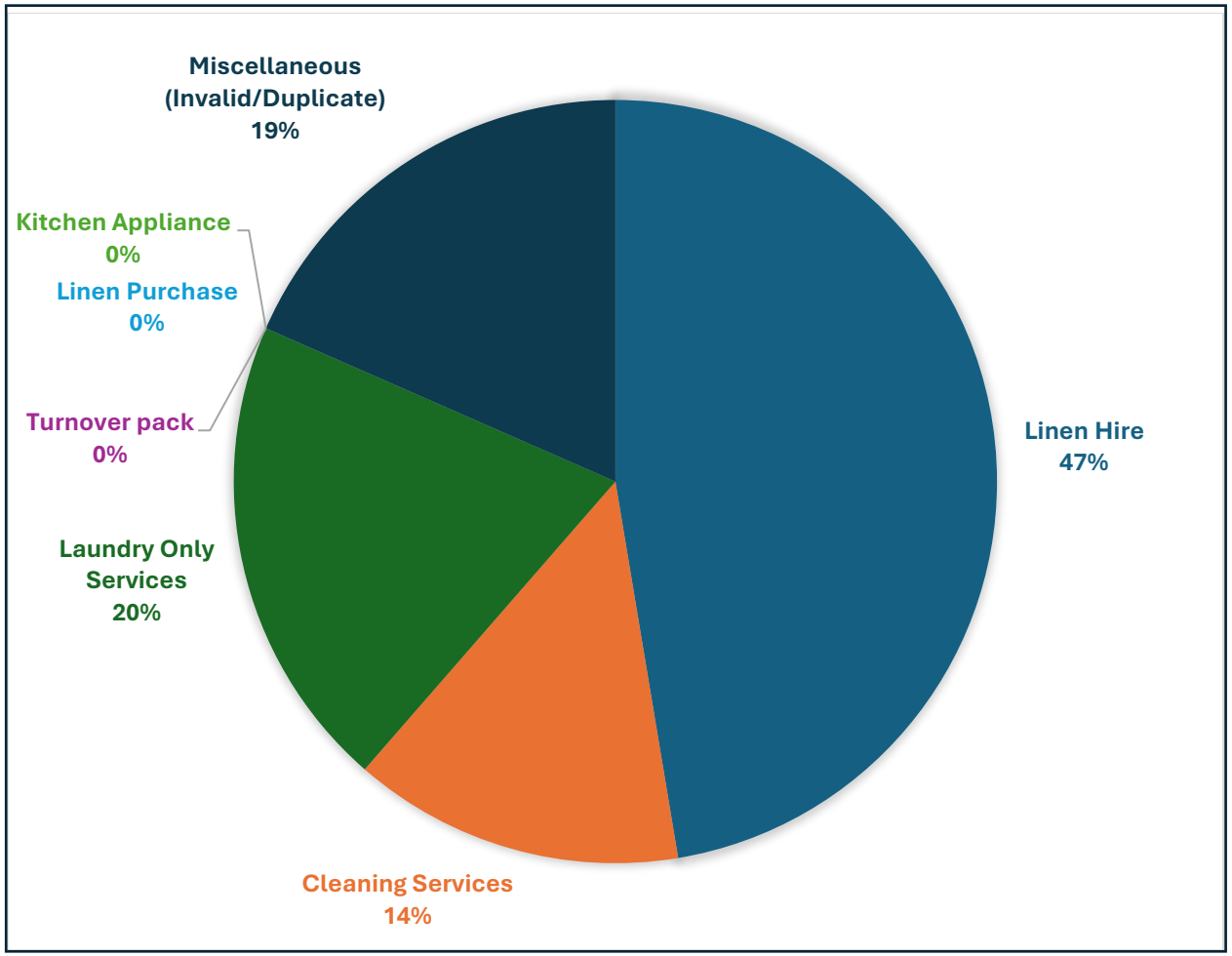


TOTAL AMOUNT - **£161,178.45**

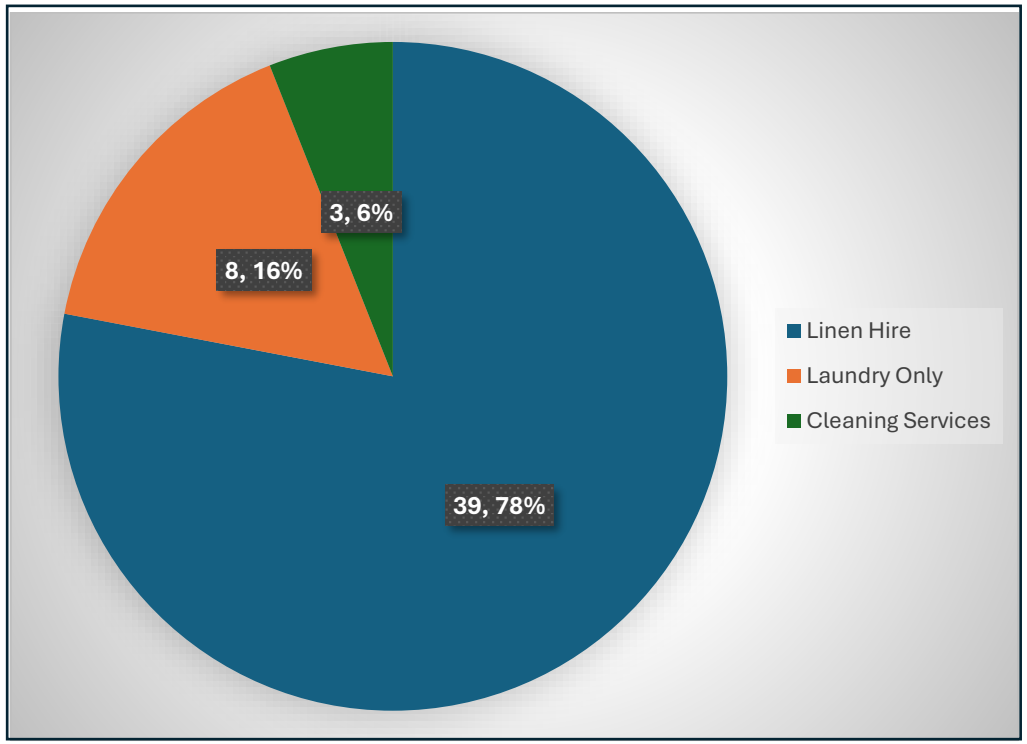
TOTAL INVOICE COUNT (48)



LEADS RECEIVED DURING THE MONTH (114)



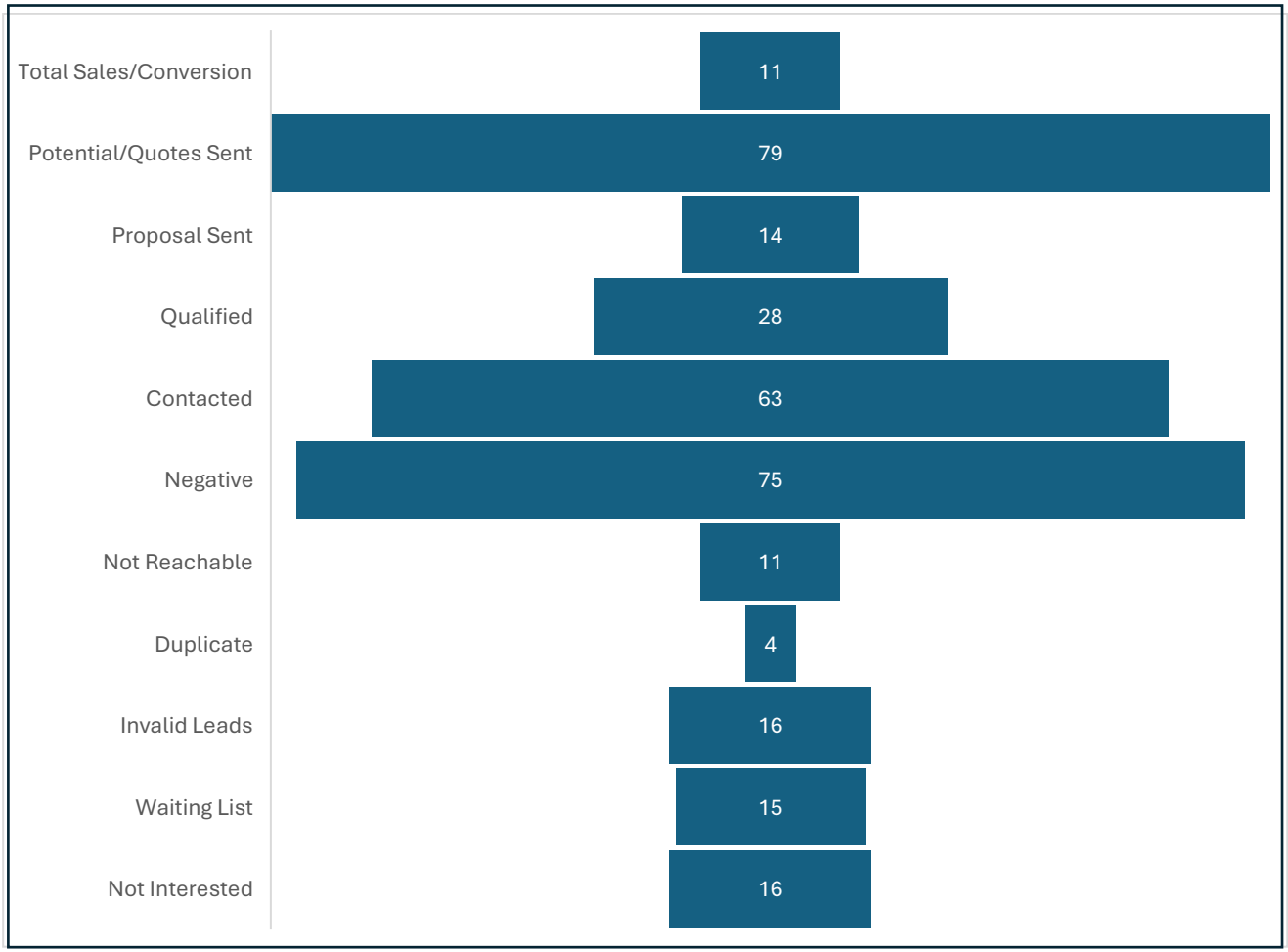
ORDERS DELIVERED DURING THE MONTH (50)



Note: The Delivery data above excludes the DMC deliveries as different delivery patterns is followed that side.

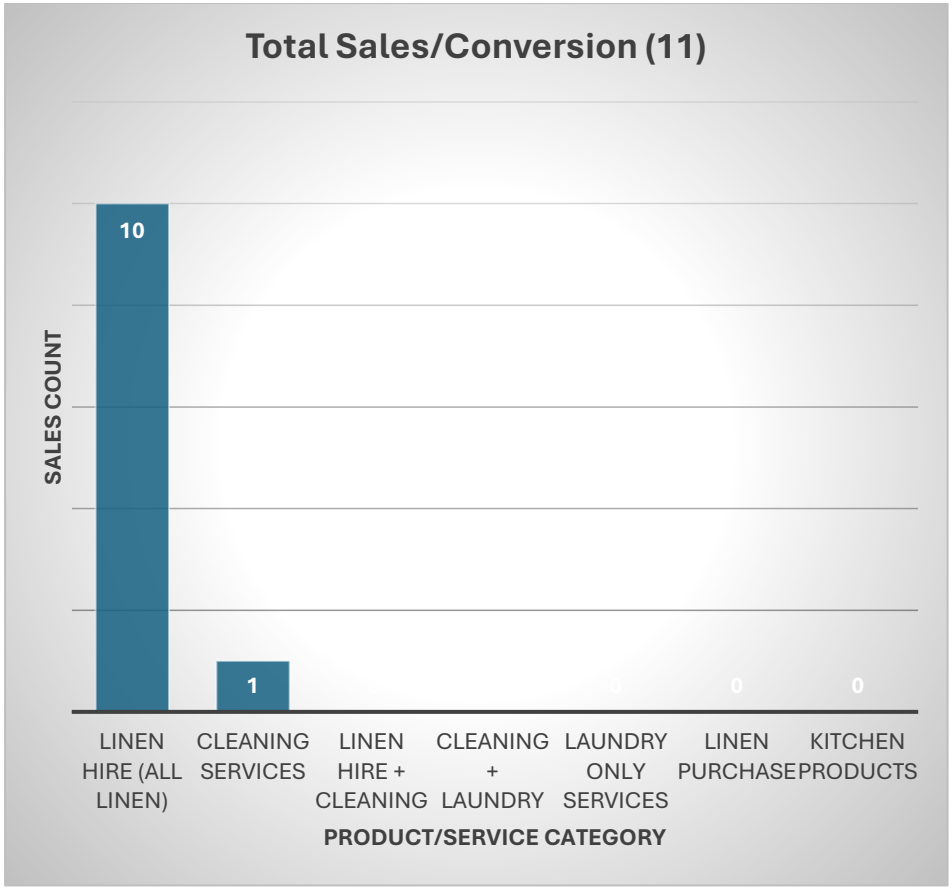
SALES TEAM ACTION DURING THE MONTH

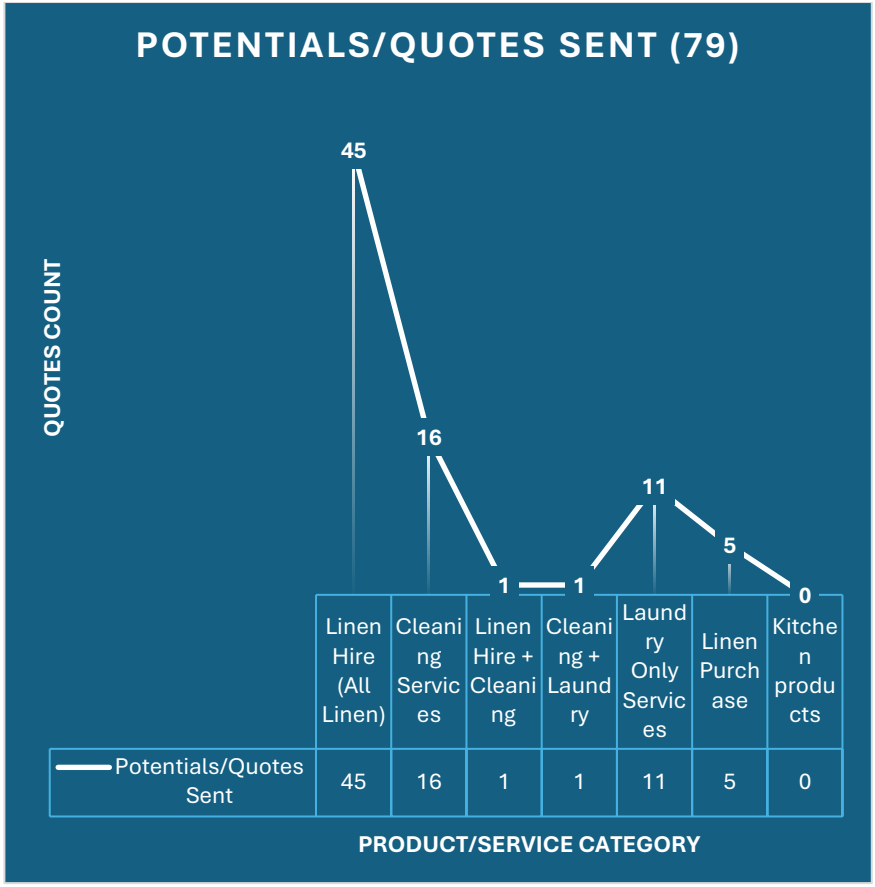
PERFORMANCE SUMMARY



Proposal Sent: High Potential **Qualified:** Medium Potential **Low Potential:** On-going Conversation (Contacted, Waiting List)

DETAILED GLANCE - SALES AND POTENTIALS





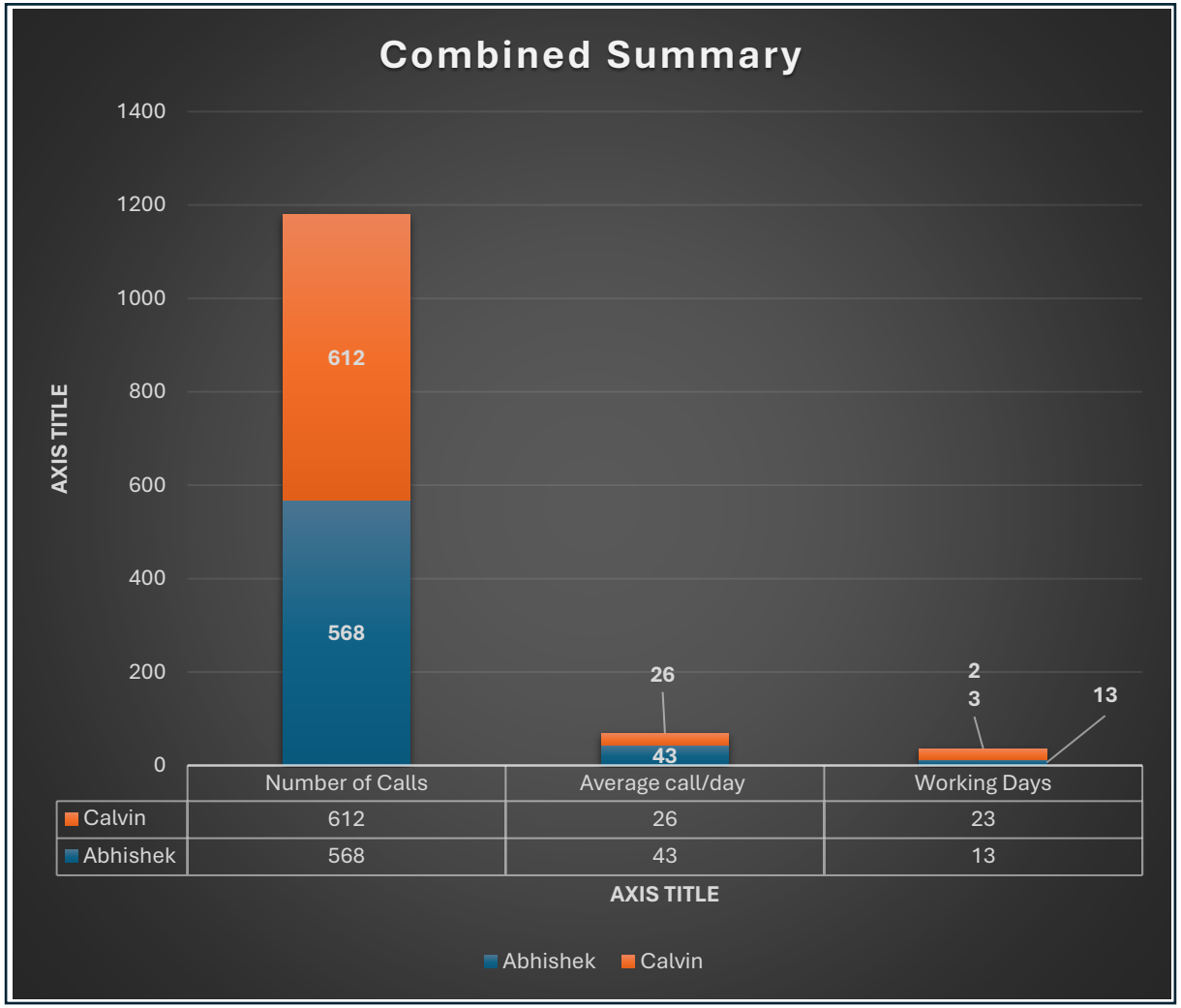
Invalid leads refer to Job enquiries/invalid services/invalid contact details etc.

NOTE: Total Number of leads reached during December'24 – *332*

SALES CALL INSIGHTS

Sales Agent 1: **Calvin**
Total Calls during the month: **612** Average calls a day: **26**

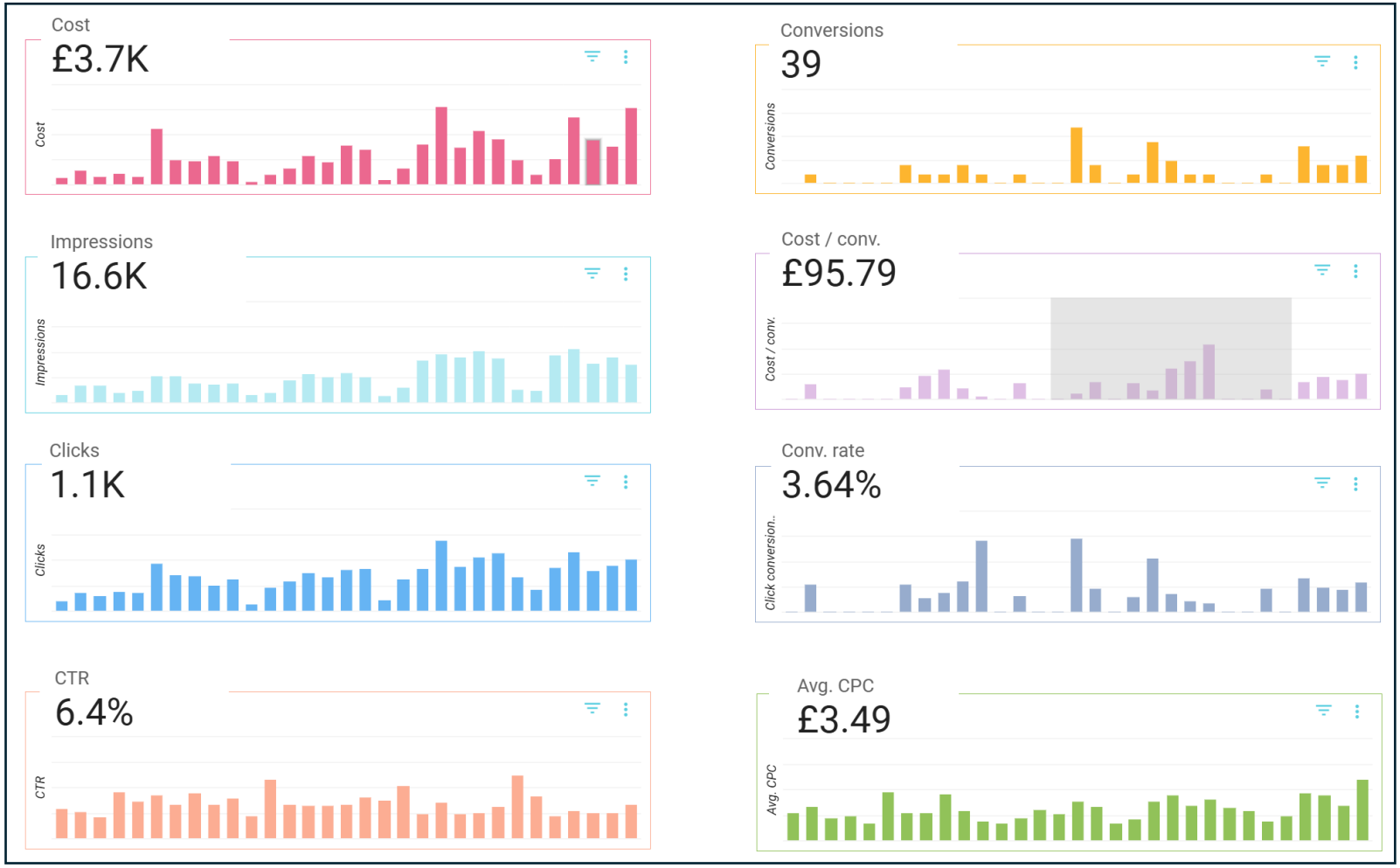
Sales Agent 2: Abhishek
Total Calls during the month: **568** Average calls a day: **43**



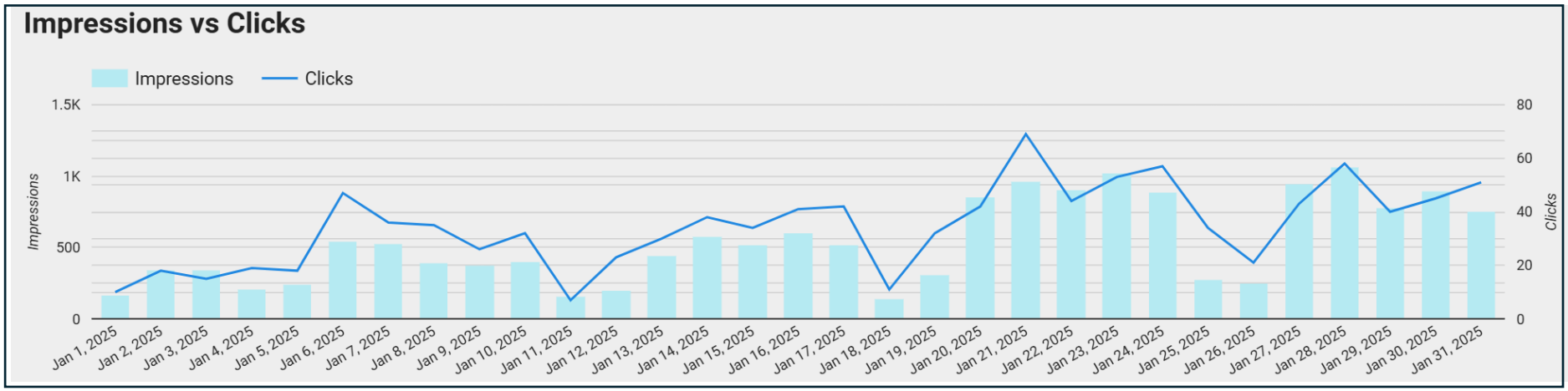
MARKETING PERFORMANCE DURING THE MONTH

Google Ads during 01/01/2025 – 31/01/2025

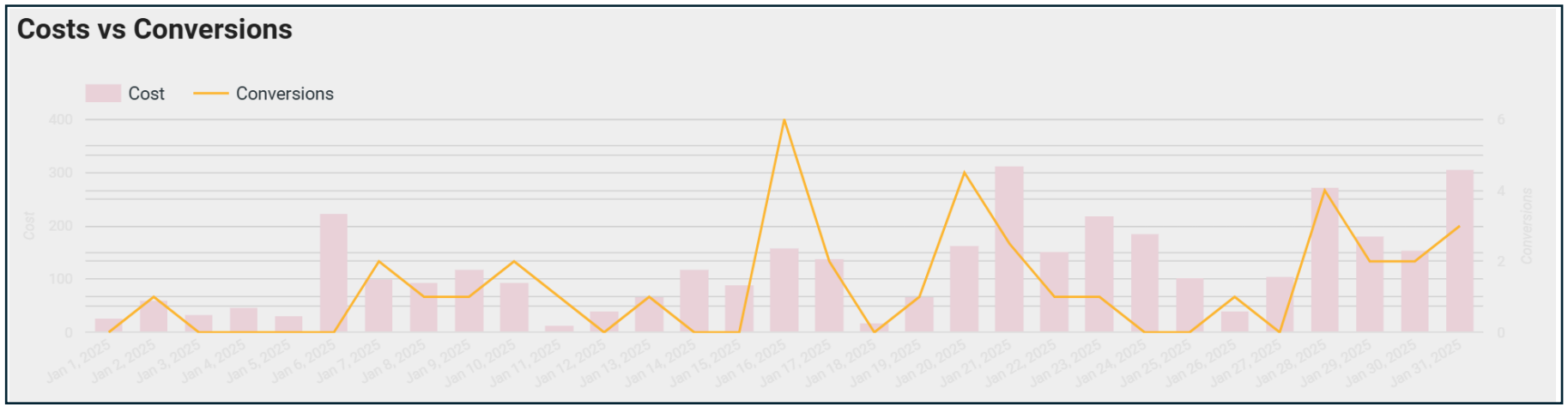
PERFORMANCE METRICS



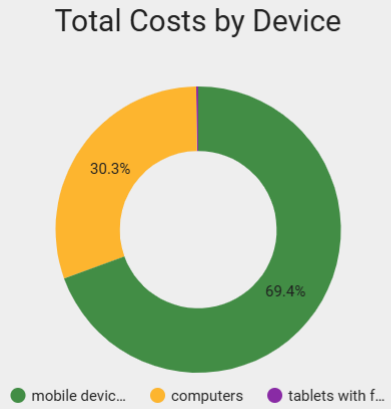
IMPRESSIONS 16.6K ↑ 7,863 **VS CLICKS** 1.1K ↑ 533

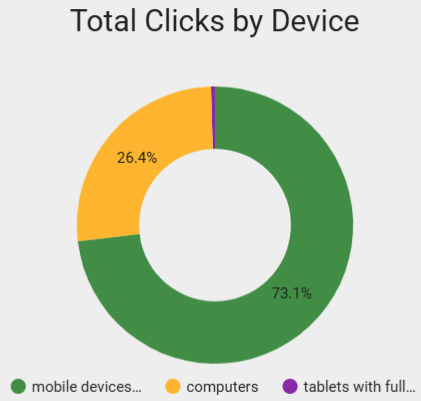


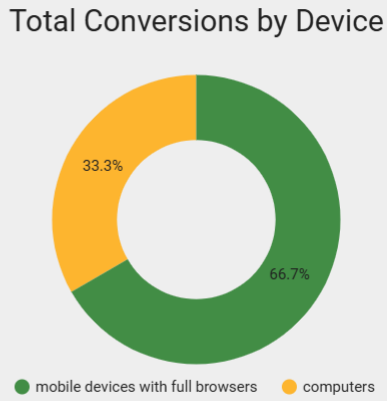
COST £4K ↑ £1,902.78 **VS CONVERSIONS** 39 ↑ 21



USER DEVICE PERFORMANCE





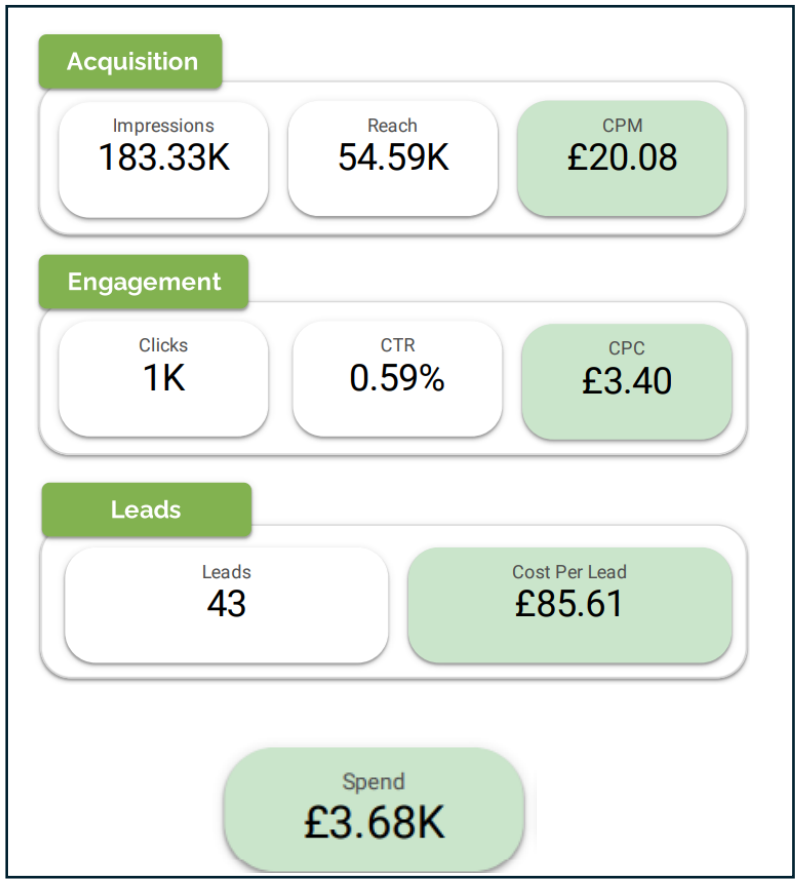


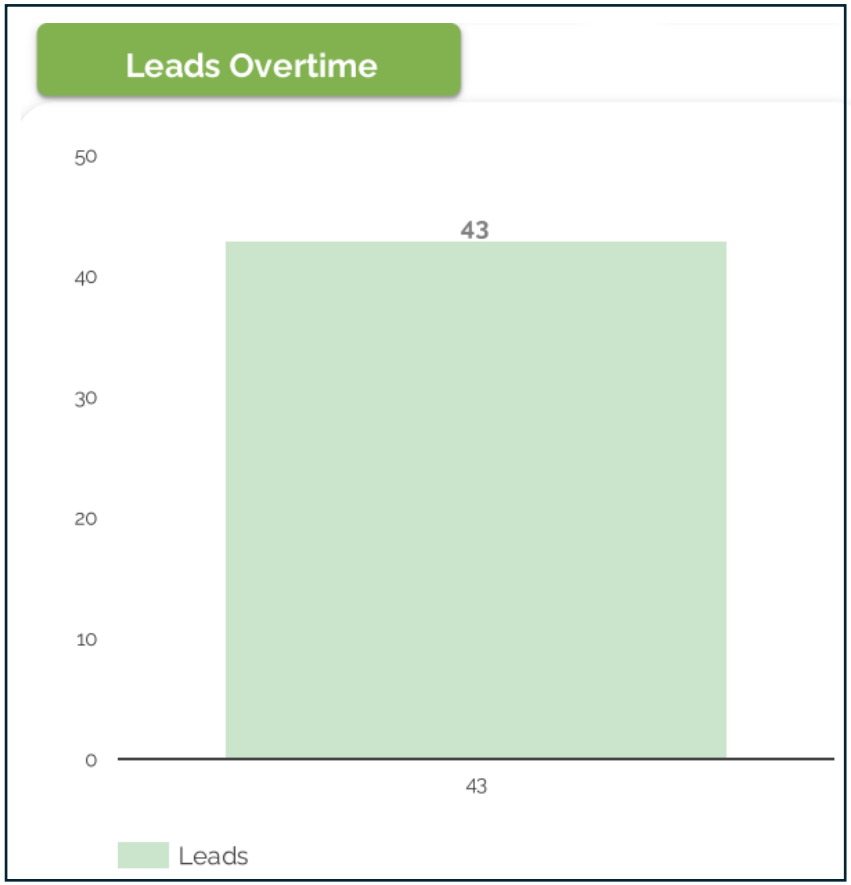
	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£2,594	12,581	783	6.22%	£3.31	26	£99.77	3.32%
2.	computers	£1,133	3,975	283	7.12%	£4	13	£87.14	4.59%
3.	tablets with full browsers	£9	77	5	6.49%	£1.77	0	£0	0%
	Grand total	**£3,736**	**16,633**	**1,071**	**6.44%**	**£3.49**	**39**	**£95.79**	**3.64%**

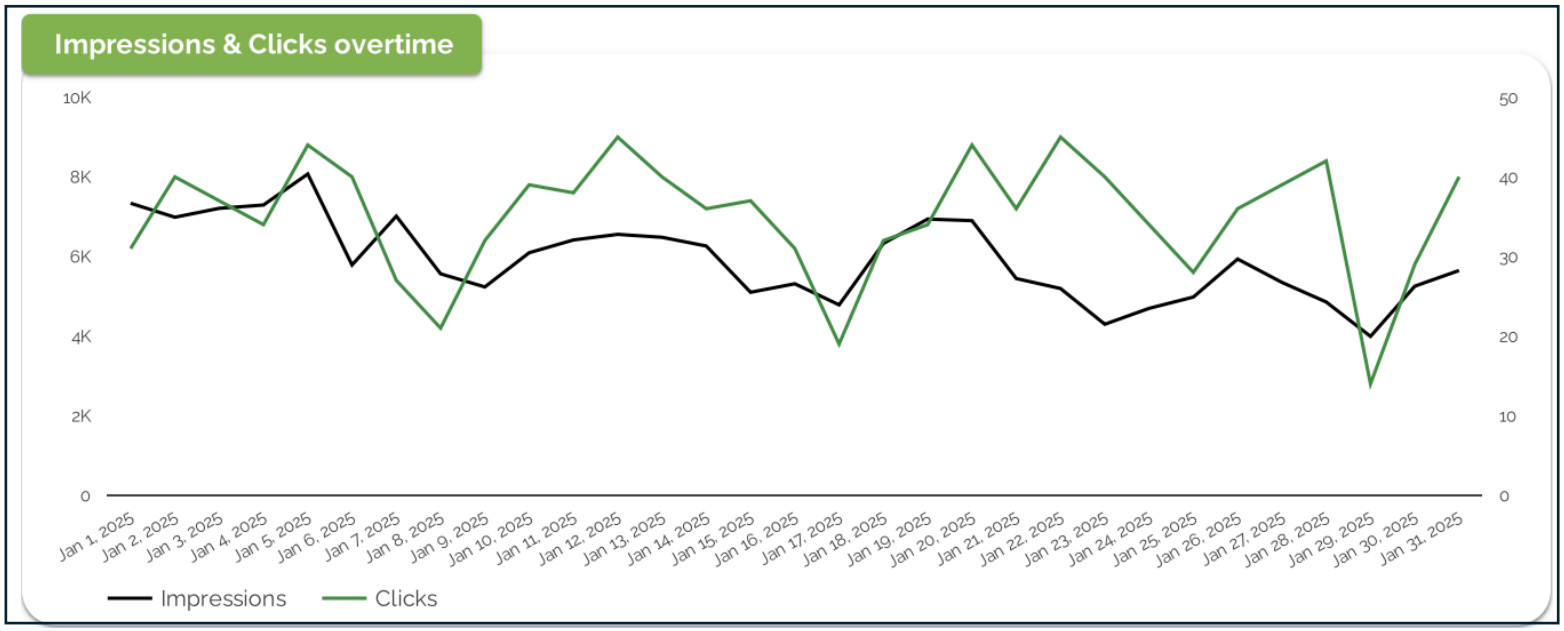
CAMPAIGN PERFORMANCE

Campaign	Cost ▾	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
Cleaning Services	£1,833	9,909	505	5.1%	£3.63	26	£70.51	5.15%
Hire Services	£1,486	4,909	464	9.45%	£3.2	8.5	£174.81	1.83%
Laundry Services	£417	1,815	102	5.62%	£4.08	4.5	£92.59	4.41%
Products	£0	0	0	0%	£0	0	£0	0%
Services	£0	0	0	0%	£0	0	£0	0%
Grand total	**£3,736**	**16,633**	**1,071**	**6.44%**	**£3.49**	**39**	**£95.79**	**3.64%**

Meta Ads Performance during 01/012025 – 31/01/2025







CAMPAIGN PERFORMANCE

Top Campaigns

	Ad Set Name	Clicks	Impressions	Amount Spent	CPC	Leads
1.	linen_hire_hospitality	850	154,334	£3,068.7	£3.61	32
2.	commercial_laundry_hospitality	234	28,994	£612.36	£2.62	11

HIGHLIGHTS OF THE MONTH

SALES

Total Contracts Sent: 13

Contracts Signed: 10

Pending Contracts: 3

Note: *Conversions were still maintained at 11 last month as one of the sales was One-time service without any contract being signed.*

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **39**

Average cost per Conversion to CRM - **£95.79**

Meta Ads Cost per Conversion:

Total Leads Received – **43**

Average cost per Conversion to CRM - **£85.61**

LOGISTICS & OPERATIONS

Total Articles delivered/sent out: 9,237

Damaged Articles received: 188

Damaged Proportion: 2%

Appendix

SALES TEAM ACTION

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	10	45
Cleaning Services	1	16
Linen Hire + Cleaning	0	1
Cleaning + Laundry	0	1
Laundry Only Services	0	11
Linen Purchase	0	5
Kitchen products	0	0
GRAND TOTAL	**11**	**79**

PERFORMANCE SUMMARY

ACTION	NUMBER
Total Sales/Conversion	11
Potential/Quotes Sent	79
Proposal Sent	14
Qualified	28
Contacted	63
Negative	75
Not Reachable	11
Duplicate	4
Invalid Leads	16
Waiting List	15
Not Interested	16

ORDERS DELIVERED

Category	Order Count
Linen Hire	39
Laundry Only	8
Cleaning Services	3
Total	**50**

TOTAL INVOICE SUMMARY

Category	Count	Amount
Linen Hire	34	£7,232.78
Turnover pack	5	£146,838.00
Electrical Appliance	2	£1,468.56
Laundry Only	5	£511.11
Cleaning Services	1	£228
Premises Rent	1	£4,900
Total	**48**	**£161,178.45**

LEADS RECEIVED

Category	Total leads
Linen Hire	54
Cleaning Services	16
Laundry Only Services	23
Linen Purchase	0
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	21
GRAND TOTAL	**114**

CALLS SUMMARY

Category	Number of Calls	Average call/day	Working Days
Abhishek	568	43	13
Calvin	612	26	23
GRAND TOTAL	**1180**	**69**	**36**