londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

09/12/2024 – 15/12/2024

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£14,519.78

TOTAL INVOICES

9

NEW LEADS

31

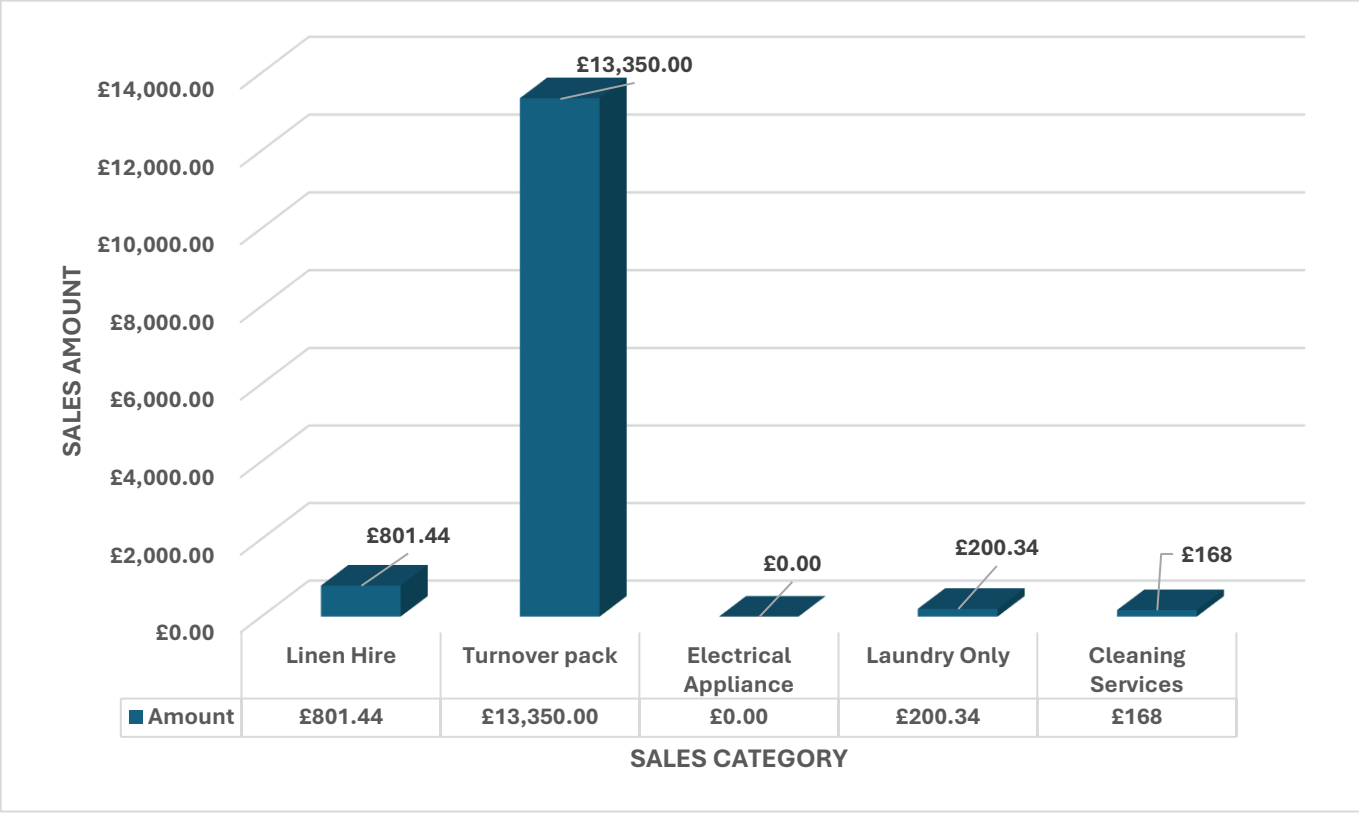
QUOTES SENT

6

ORDERS DELIVERED

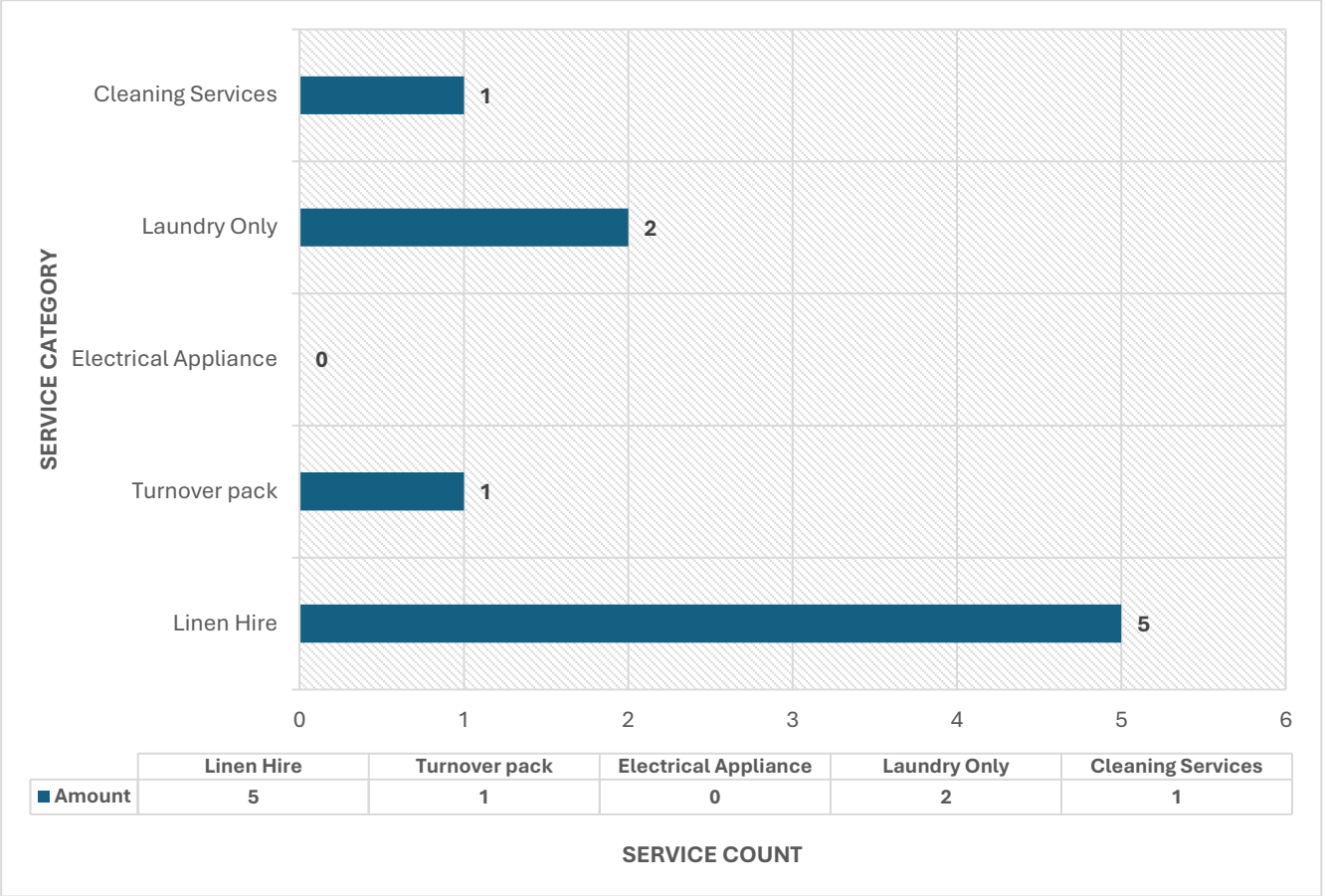
9

DETAILED GLANCE OF SALES (09/12/2024 – 15/12/2024)

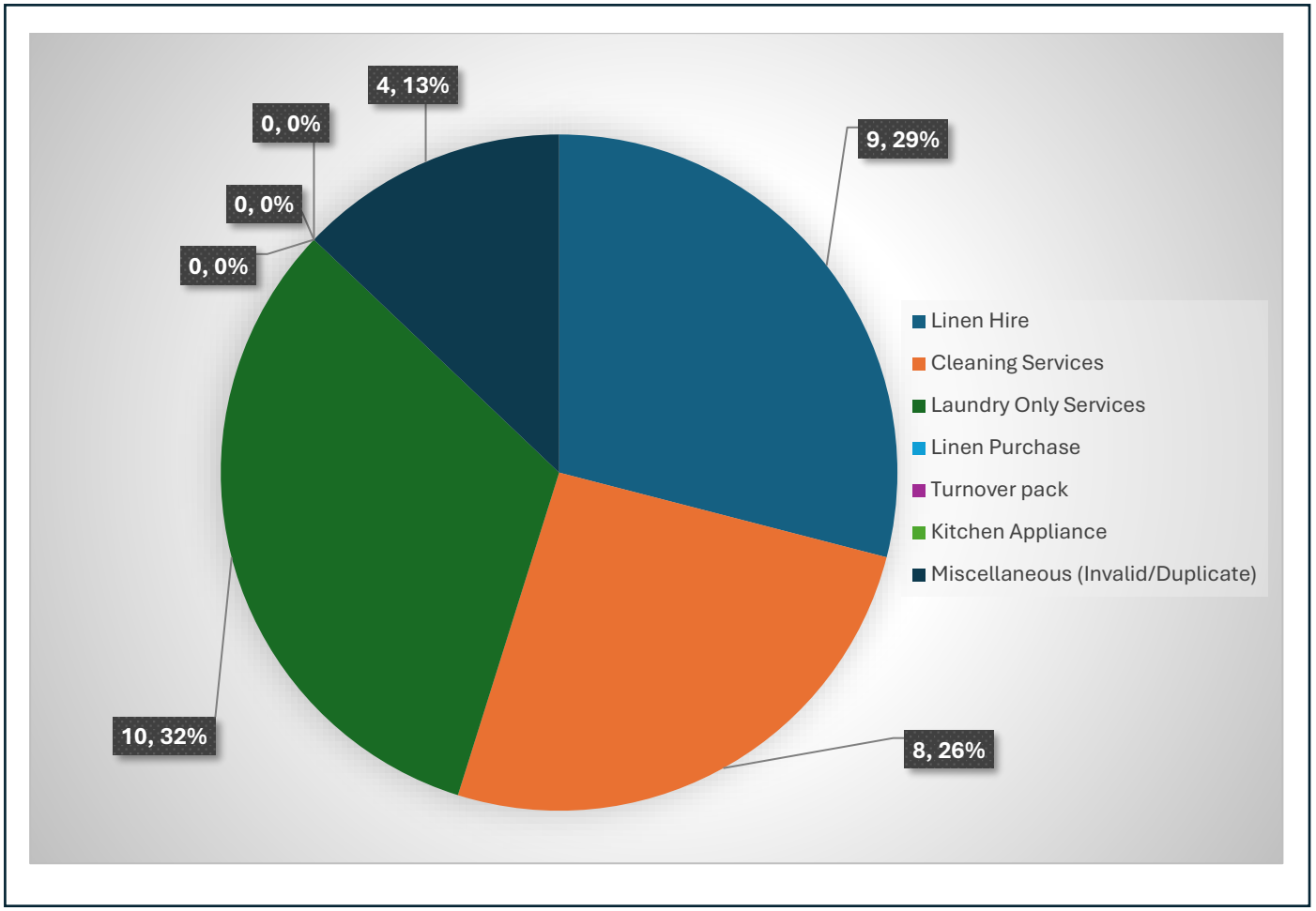


TOTAL AMOUNT - **£14,519.78**

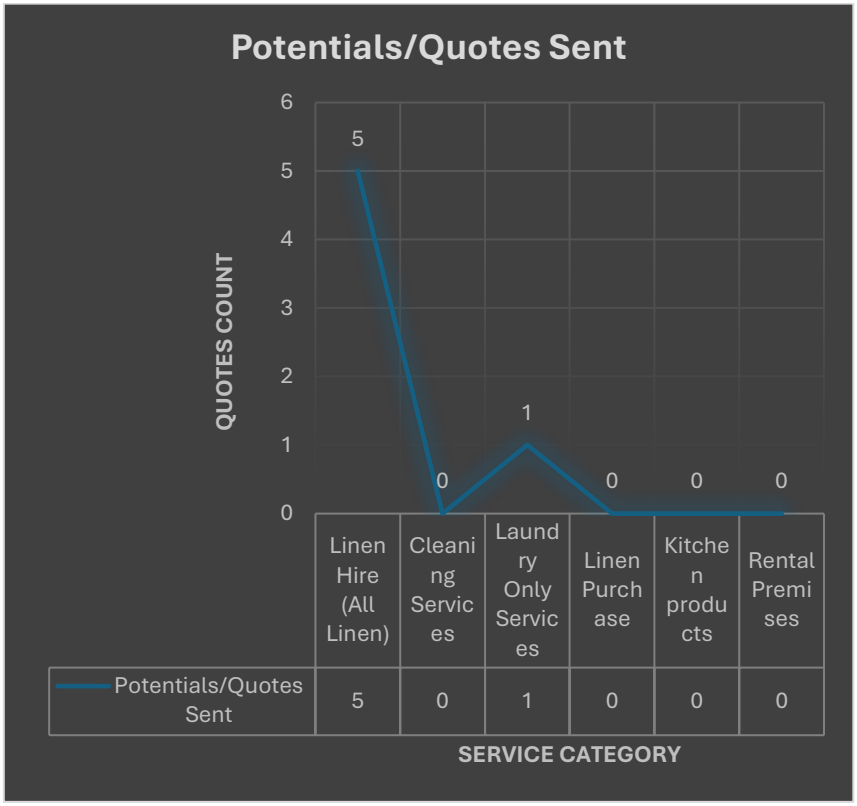
INVOICE DETAILED STATISTICS (09)



LEADS RECEIVED DURING THE WEEK (31)

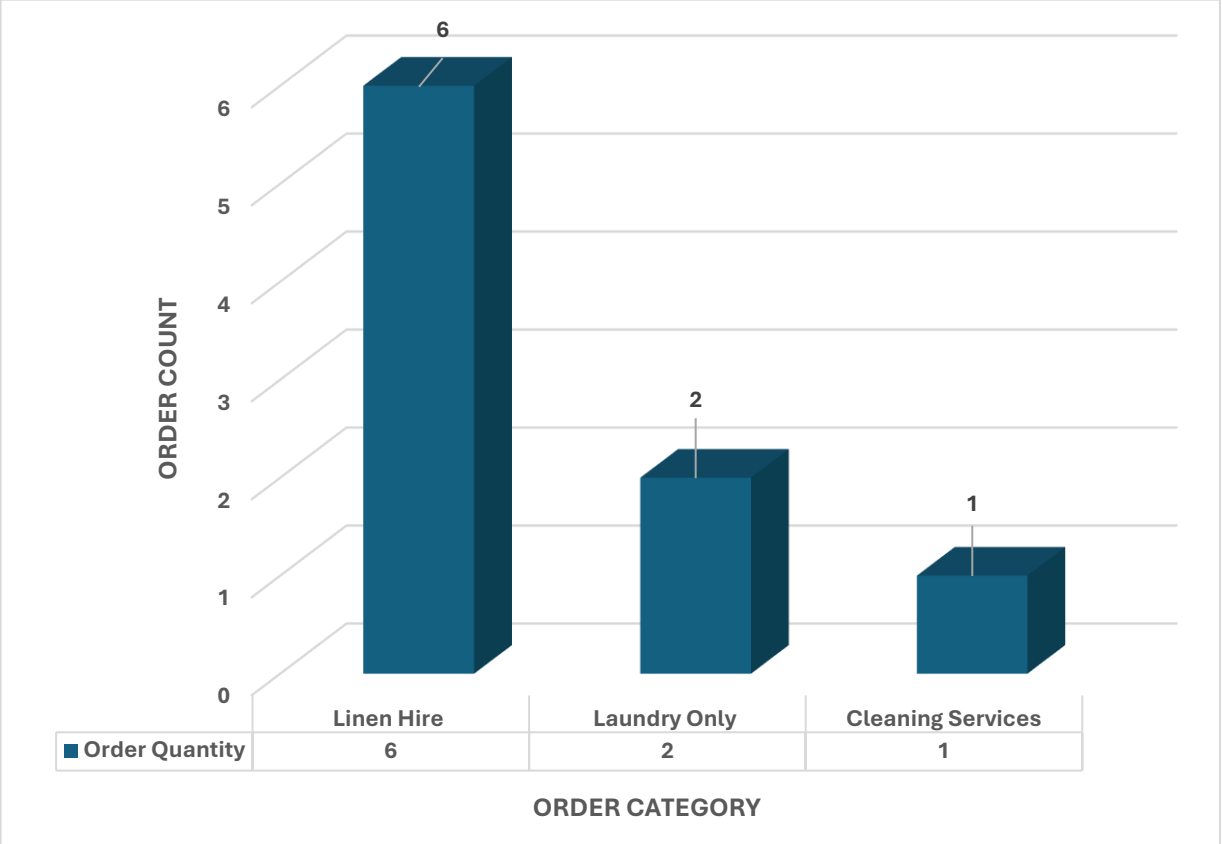


SALES TEAM ACTION



Note: No contracts were signed last week, however, 1 contract was sent. There were various missing leads during the week from CRM carried forward from previous weeks and added manually. Most of them got negative or invalid due to longevity in the lead time.

ORDERS DELIVERED DURING THE WEEK (09)



MARKETING PAID AD PERFORMANCE FOR THE WEEK (02/12/24 – 08/12/24)

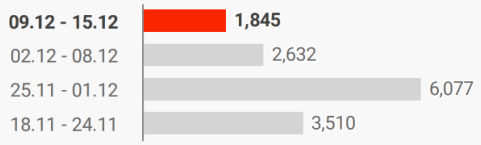
Google Ads

PERFORMANCE METRICS

IMPRESSIONS

1,845

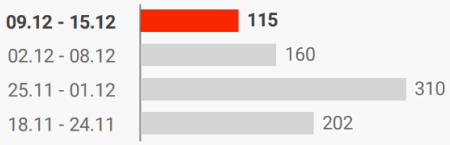
↓ -29.90%



CLICKS

115

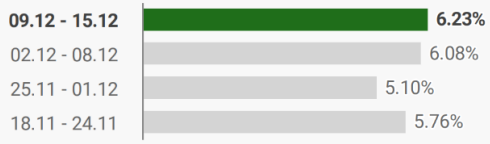
↓ -28.13%



CTR

6.23%

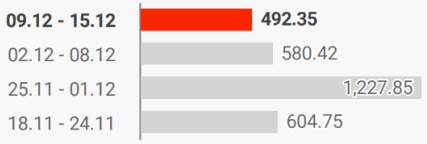
↑ 2.53%



COST

492.35 GBP

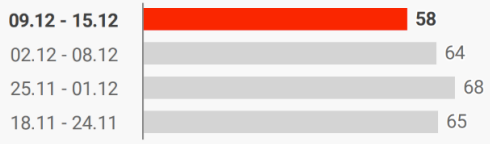
↓ -15.17%



IMPR. TOP

58%

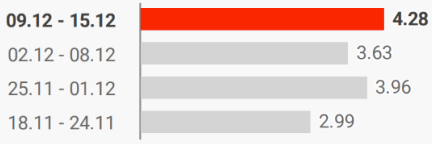
↓ -9.64%



AVG. CPC

4.28 GBP

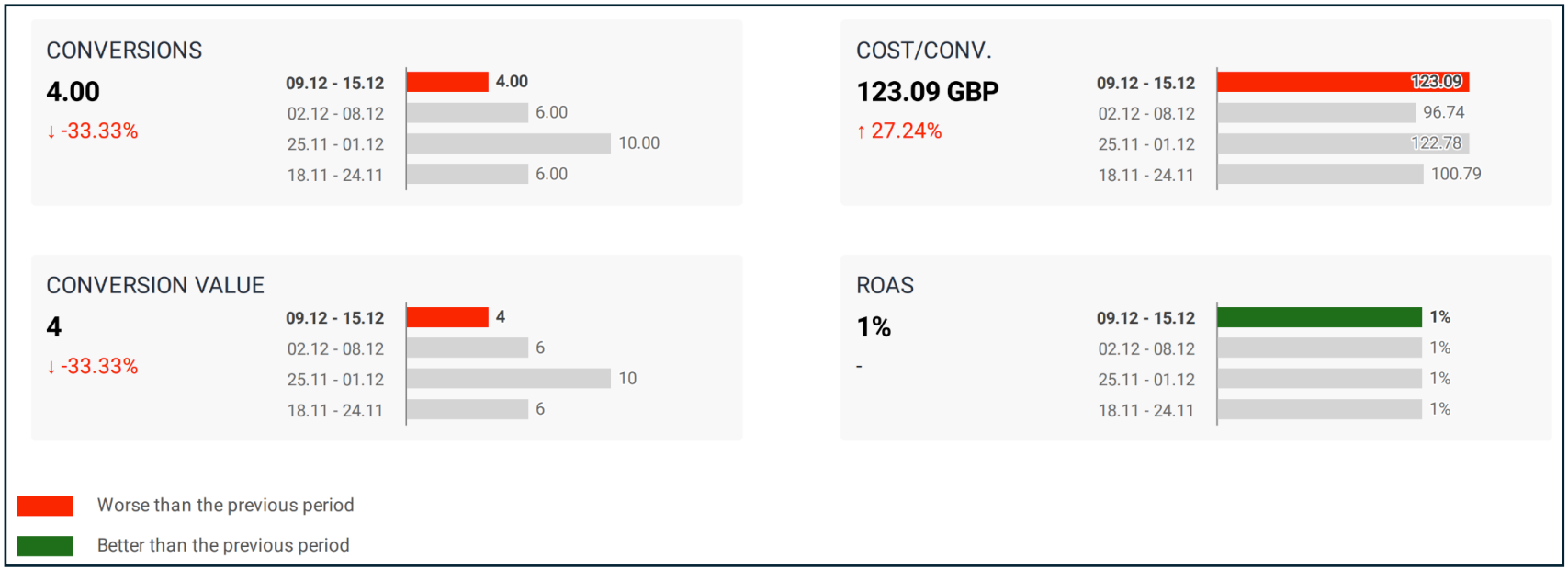
↑ 18.02%



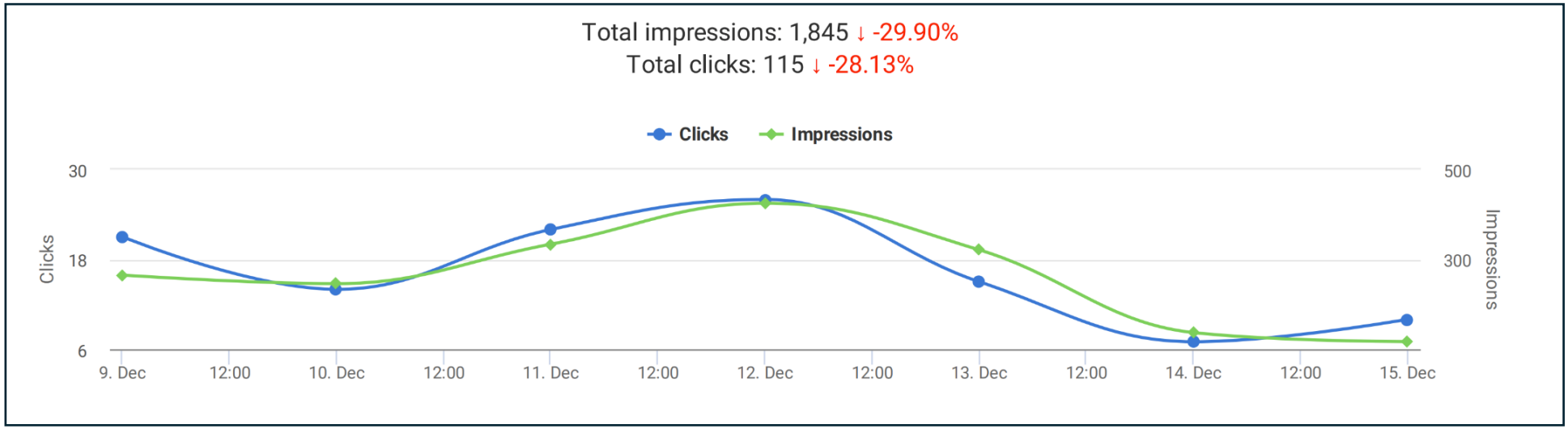
Worse than the previous period

Better than the previous period

CONVERSION METRICS



IMPRESSIONS & CLICKS

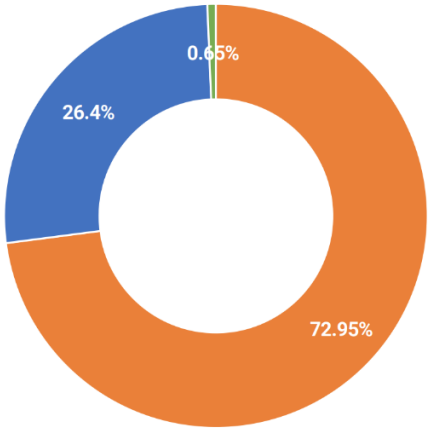


COST (GBP)

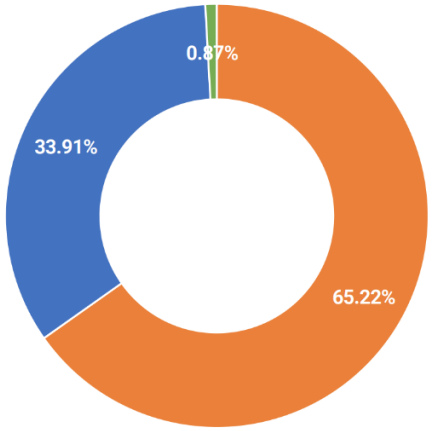


USER DEVICE PERFORMANCE

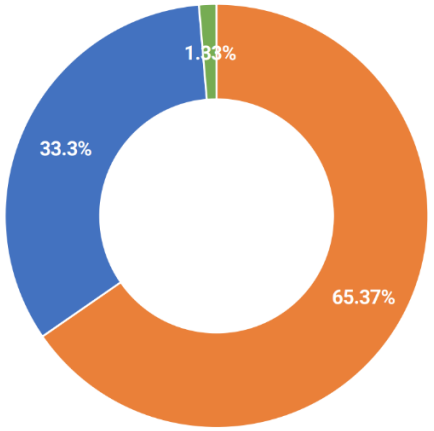
IMPRESSIONS: 1,845



CLICKS: 115



COST: 492 GBP



Mobile phones Computers Tablets

Device	Impressions	Clicks	Cost	Conversions	Cost/conv	Conv. rate	Conv. value	ROAS
Mobile phones	1,346	75	321.84 GBP	2	160.92 GBP	2.67%	2.00	1%
Computers	487	39	163.94 GBP	1	163.94 GBP	2.56%	1.00	1%
Tablets	12	1	6.56 GBP	1	6.56 GBP	100.00%	1.00	15%

Most of your website visitors are **using mobile phones (65%)**.
These users have made **2 conversions**. Average cost of conversion is **160.92 GBP**.

CAMPAIGN PERFORMANCE

Campaign	Campaign type	Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost/conv.	Conv. rate	Conv. value
Cleaning Services	search	1,081	54	5.00%	3.49 GBP	188.21 GBP	2	94.11 GBP	3.70%	2.00
Hire Services	search	662	54	8.16%	5.05 GBP	272.58 GBP	2	136.29 GBP	3.70%	2.00
Laundry Services	search	102	7	6.86%	4.51 GBP	31.56 GBP	0	0.00 GBP	0.00%	0.00

Meta Ads (PERFORMANCE)

Acquisition

Impressions	Reach	CPM
22.94K	10.03K	£28.00

Engagement

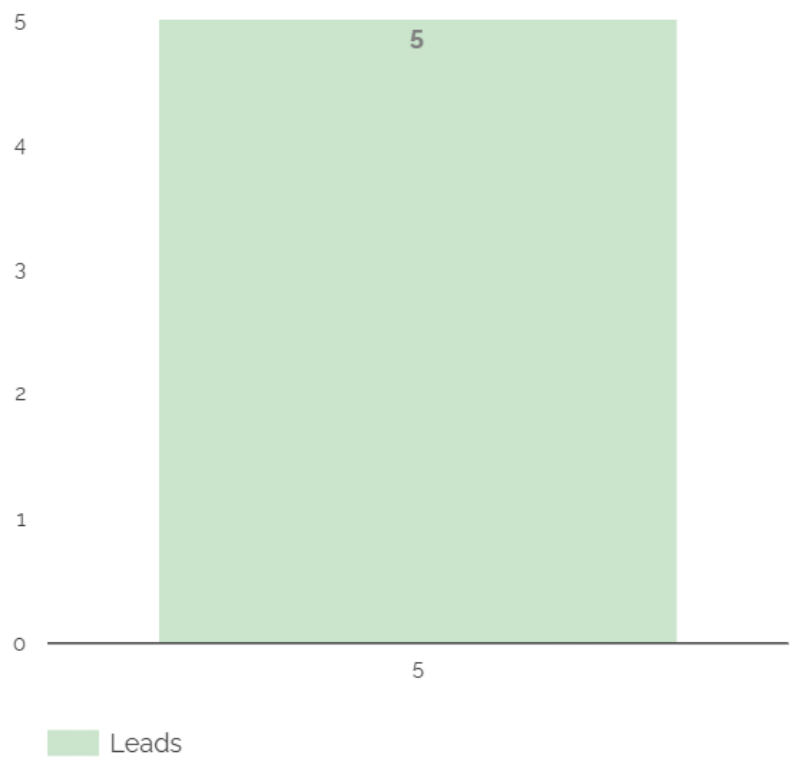
Clicks	CTR	CPC
151	0.66%	£4.25

Leads

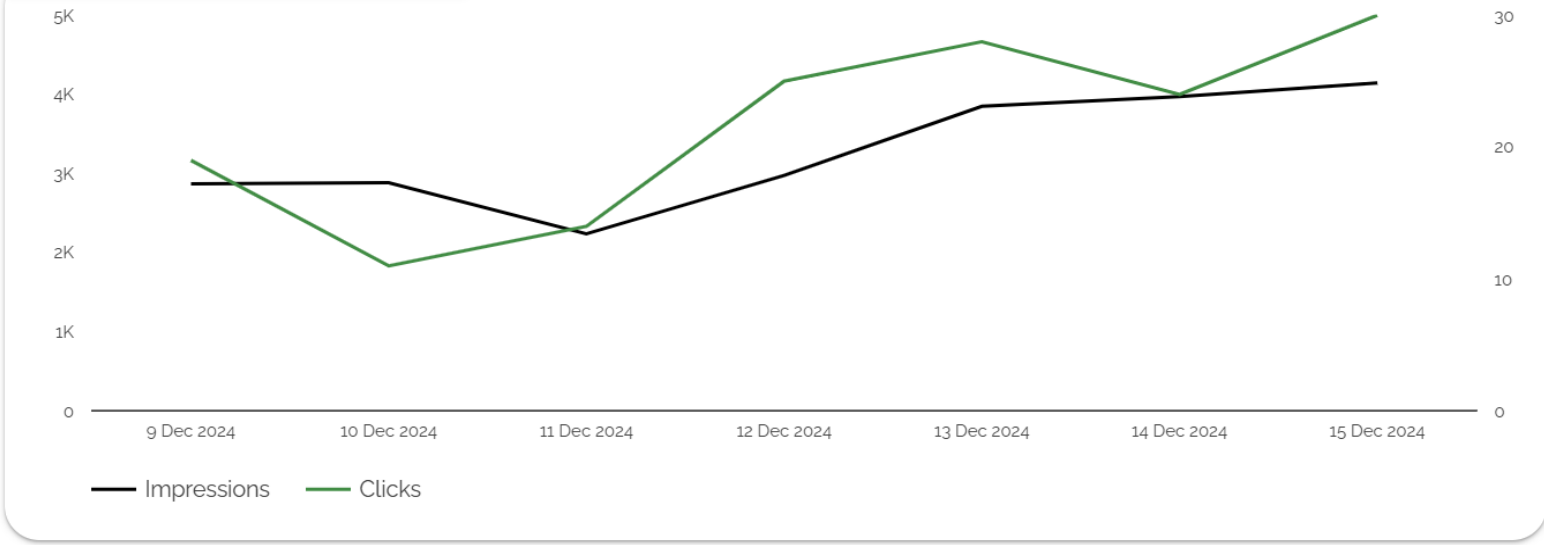
Leads	Cost Per Lead
5	£128.43

Spend
£642.13

Leads Overtime



Impressions & Clicks overtime



CAMPAIGN PERFORMANCE

Top Campaigns

	Ad Set Name	Clicks ▾	Impressions	Amount Spent	CPC	Leads
1.	linen_hire_hospitality	120	18,263	£503.66	£4.2	5
2.	commercial_laundry_hospitality	31	4,612	£136.37	£4.4	0
3.	linen_hire_rmkt	0	49	£1.6	null	0
4.	commercial_laundry_rmkt	0	11	£0.5	null	0

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

SALES

Weeks Agreed Clients & Waiting for Signature

1. **Bass Chebab** – Contract sent last week and due for signature this week.
   Estimated Invoice amount: **£208.20 per order**, Services: **Linen Hire**

<u>Important Takeaways</u>

1. **Malindi Bryce - Linen Hire Services**

FEEDBACK:

- Looking for Egyptian Cotton fabric type.
- Will be coming to the warehouse in Jan 2025 to inspect current linens

2. **Nima HP – Linen Hire (Existing Client)**

FEEDBACK:

- Raised few concerns regarding packaging and missing items. It was shared with the Laundry Supervisor and team and been taken into consideration instantly for next week's order with the client.

3. **Suzann Rose –** Carpet Cleaning Services

FEEDBACK:

- Lead raised a request for carpet cleaning but before we could approach her, the job was already done by another supplier/provider.
- Reason being: Missing lead. Lead came to CRM after 5 weeks of the query being raised.
- Furkan from IT team was on his annual leaves due to which Hospitality temporarily faced a problem of missing leads for almost a month. Now, the issue is being addressed upon his arrival.

4. **Favour Agbai–** Tablecloth Hire Services
   FEEDBACK:

   1. Red coloured tablecloth was required for an event on 14th December. Due to the delivery of our coloured range on a later date, tried to offer white colour to the lead but she had specific requirement for 15 table clothes

Note: ***During Last week, the number of enquiries for jobs were reduced to 2 amongst 31 new queries.***

MARKETING

Google Ads Cost per Conversion:

Total Leads Received – **4**

Cost per Conversion to CRM - **£123.08** *(Increased by £26.34 from last week)*

Meta Ads Cost per Conversion:

Total Leads Received – **5**

Cost per Conversion to CRM - **£128.43** *(Increased by £30.09 from last week)*

Campaign wise Spent:

Google Ads –

1. Cleaning Ads spent - **£188.21**
   Leads generated – **2**
2. Hire Ads spent - **£272.58**
   Leads generated - **2**
3. Laundry Ads spent - **£31.56**
   Leads generated - **0**

Meta Ads –

1. Linen Hire Ads spent - **£503.66**
   Leads generated – **5**
2. Commercial Laundry Ads spent - **£136.37**
   Leads generated – **0**

Appendix

SALES TEAM ACTION WOW

Category	Total leads
Linen Hire	9
Cleaning Services	8
Laundry Only Services	10
Linen Purchase	0
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	4
GRAND TOTAL	**31**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	5	£801.44
Turnover pack	1	£13,350.00
Electrical Appliance	0	£0.00
Laundry Only	2	£200.34
Cleaning Services	1	£168
Total	**9**	**£14,519.78**

ORDERS DELIVERED

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

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	9
Cleaning Services	8
Laundry Only Services	10
Linen Purchase	0
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	4
GRAND TOTAL	**31**

WEEKLY PERFORMANCE

Date	Impressions	Clicks	CTR	Avg. CPC	Cost	Impr. (Abs. Top)	Impr. (top)	Conversions	Cost/conv.	Conv. rate	Conv. value	ROAS
15/12/2024	117	10	8.55%	1.73 GBP	17.31 GBP	23%	62%	1	17.31 GBP	10.00%	1.00	6%
14/12/2024	137	7	5.11%	2.93 GBP	20.52 GBP	21%	65%	0	0.00 GBP	0.00%	0.00	-
13/12/2024	321	15	4.67%	2.72 GBP	40.86 GBP	15%	45%	1	40.86 GBP	6.67%	1.00	2%
12/12/2024	425	26	6.12%	6.21 GBP	161.36 GBP	20%	56%	1	161.36 GBP	3.85%	1.00	1%
11/12/2024	334	22	6.59%	3.54 GBP	77.79 GBP	20%	60%	0	0.00 GBP	0.00%	0.00	-
10/12/2024	246	14	5.69%	7.96 GBP	111.49 GBP	22%	64%	1	111.49 GBP	7.14%	1.00	1%
09/12/2024	265	21	7.93%	3.00 GBP	63.02 GBP	28%	64%	0	0.00 GBP	0.00%	0.00	-

TENTATIVE ORDER SCHEDULE FOR THIS WEEK (09/12/24 – 14/12/2024) – 10 Orders

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day	Time Slot	Contact
Steve Cogan	Airbnb	**Used Linen collection**	26 Arminger Road, W12 7BB	Collection	16/12/2024	AM SLOT 9am - 12pm	7939 200486
Yulia Bliss	YBB Rent	**4 kings size duvet covers 1 single duvet cover 4 king size sheets 14 pillow cases**	Flat 149a, Albert Palace Mansions Lurline Gardens, SW11 4DJ	Delivery & Collection both	16/12/2024	AM SLOT 9am - 11am	7540808554
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	16/12/2024	PM SLOT - 12pm-5pm	07751141620 / 020 7052 9149

Srinivasa	VMR Properties	Single Duvet Covers **- 14** Single Bed Sheets **- 14** Double Duvet Covers **- 7** Double Bed Sheets **- 7** Pillow Cases **: 56** Bath Towels **: 24** HandTowels**: 12**	VMR Properties, 24 Kelsieway, Ilford, IG6 3BP	Delivery	17.12.2024	AM SLOT 9am - 12pm	7854 195 595
Nima HP	Key Bridge LTD	**Used Linen collection**	72 Parkway, London, NW1 7AH - 76 Neal Street, London, WC2H 9AJ - 3 Golders Green Road, London, NW11 8DY	Collection	17.12.2024	AM SLOT 9am - 12pm	7367707044
Katuiscia	KPM Hotel	**Deep Cleaning Services**	1 bedroom Flat at SE94PS, 13 Rydens House, Charlesfield	No cleaning products required	18.12.2024	11AM	7446906364

Nima HP	Key Bridge LTD	**Used Linen collection**	5 Prince of Wales Terrace, London, W8 5PG 253 Royal College Street London, NW1 9LU	Collection	18.12.2024	PM SLOT 12pm - 5pm	7367707044
Yulia Bliss	YBB Rent	**20 king size duvet covers** **20 king size sheets** **60 pillow cases** **20 single duvet covers** **10 single sheets** **15 Towel Sets (x1 FT, x1 BT, x1 HT)**	Flat 149a, Albert Palace Mansions Lurline Gardens, SW11 4DJ	Delivery	18.12.2024	PM SLOT 12pm - 5pm	7540808554
Tibor Matta	Airbnb	**POLYCOTTON HIRE** **x50 Double llnen Sets -** (x2 PC, 1DC, 1FS (Fitted Sheet)), 2HT, 2BT	38 Wansey Street, SE17 1JP, London	Delivery	19.12.2024	PM SLOT 12pm - 5pm	Viktoria - 07542130937 Tibor - +44 7858 815837 (For emergency only)

Blagovesta Kyuchukova	Building Clean London LTD	**Client to confirm quantity** **Client has confirmed collection from both locations**	57-59 Philbeach Gardens,SW5 9EE 73 Oakley Square,NW1 1NH	DELIVERY & Collection	19.12.2024	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	20.12.2024	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	20.12.2024	PM SLOT 12pm - 5pm	7751141620 / 0208 7052 9149

Shaheen D'Souza	N/A	**Domestic cleaning - Apartment clean**	48 Cedar Road, Cricklewood, NW2 6SP	N/A	22.12.2024	AM SLOT 9am - 12pm	7470 255 034

NOTE: 1 REQUEST CAME IN DURING THE WEEK ON MONDAY PENDING FOR CONFIRMATION WITH LAUNDRY SUPERVISOR

1. **Tibor Matta (Linen Hire) –** Pending for Confirmation with Calvin
   Order details TBD