londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

18/11/2024 – 24/11/2024

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£9,755.12

TOTAL INVOICES

12

NEW LEADS

29

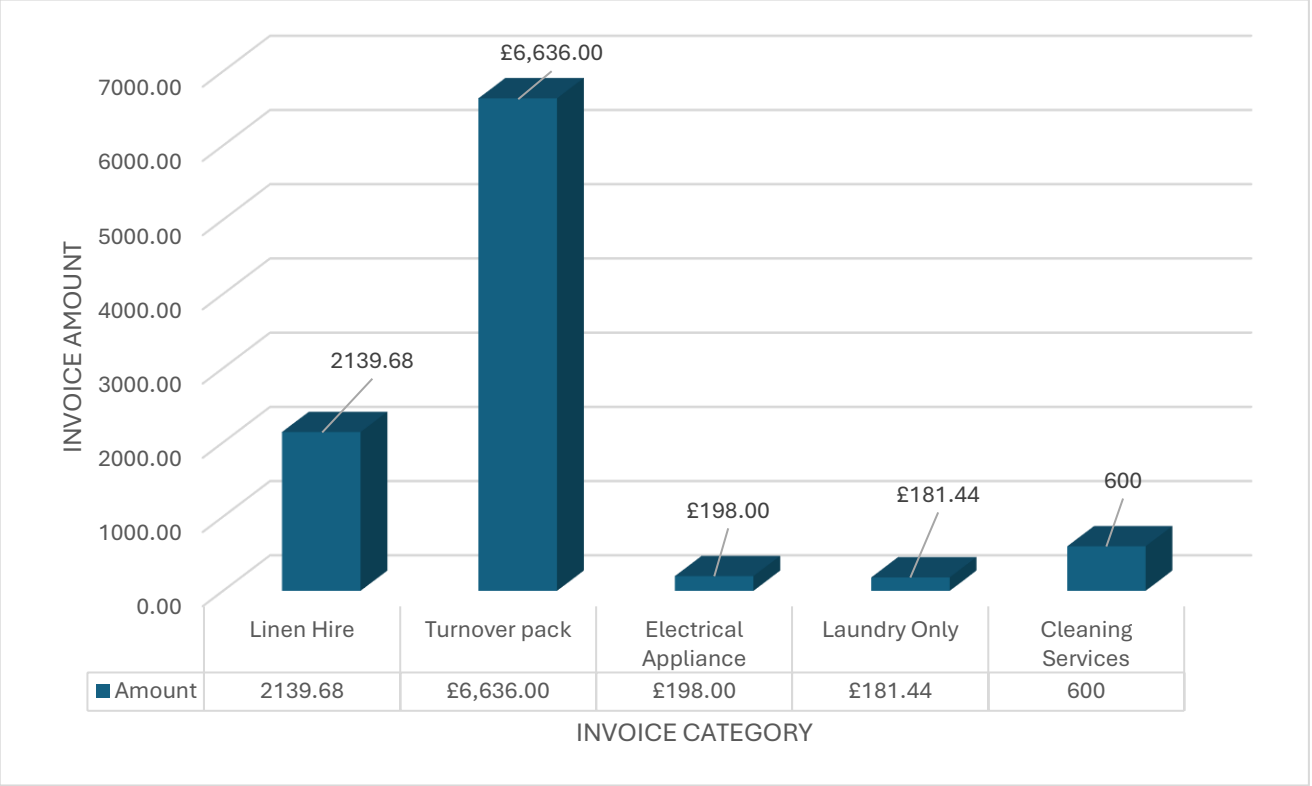
QUOTES SENT

13

ORDERS DELIVERED

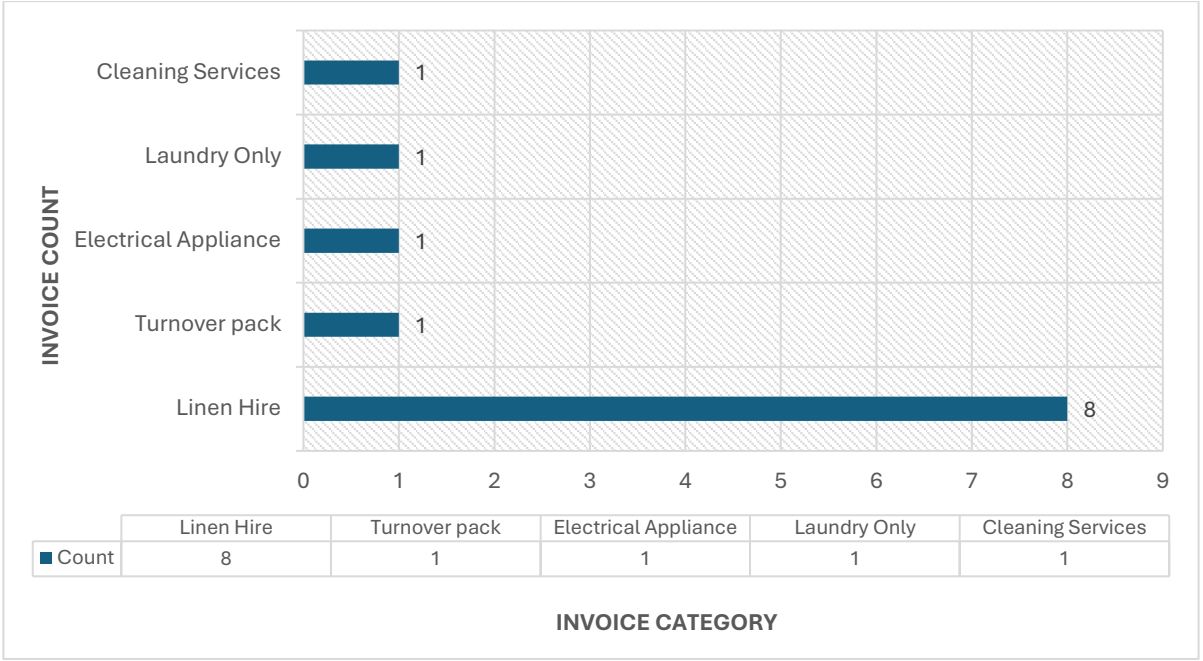
10

DETAILED GLANCE OF SALES (18/11/2024 – 24/11/2024)

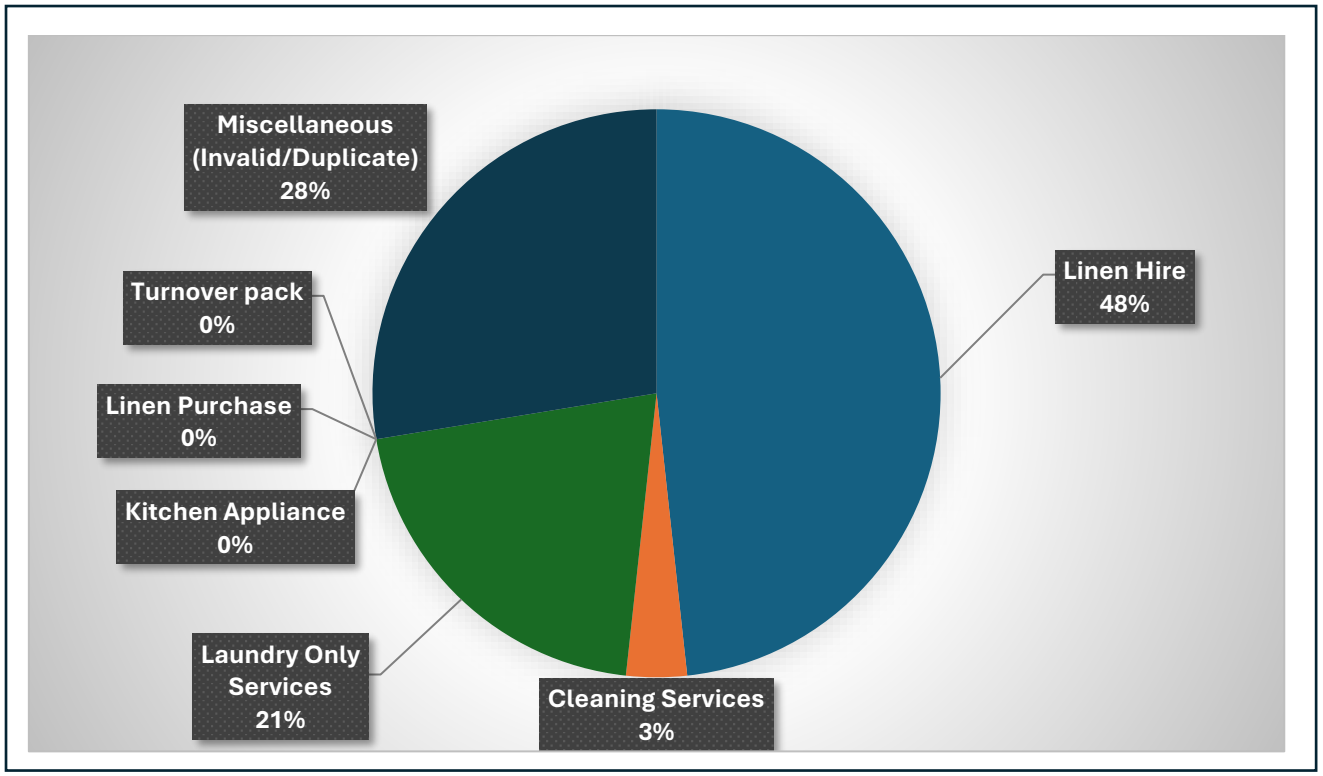


TOTAL AMOUNT - **£9755.12**

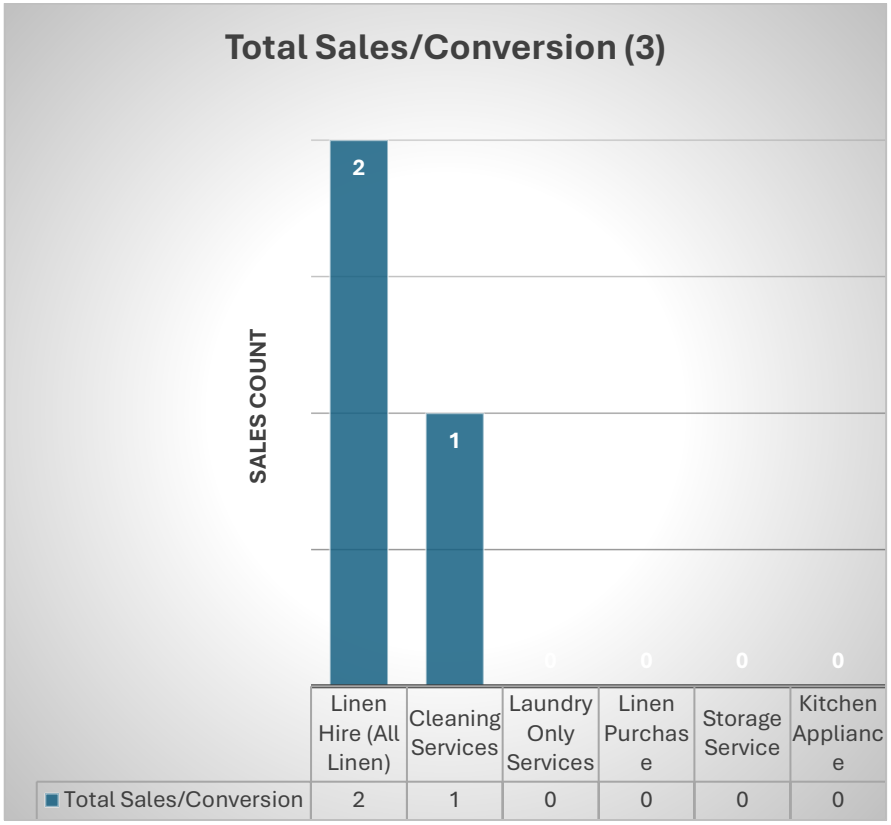
INVOICE DETAIL

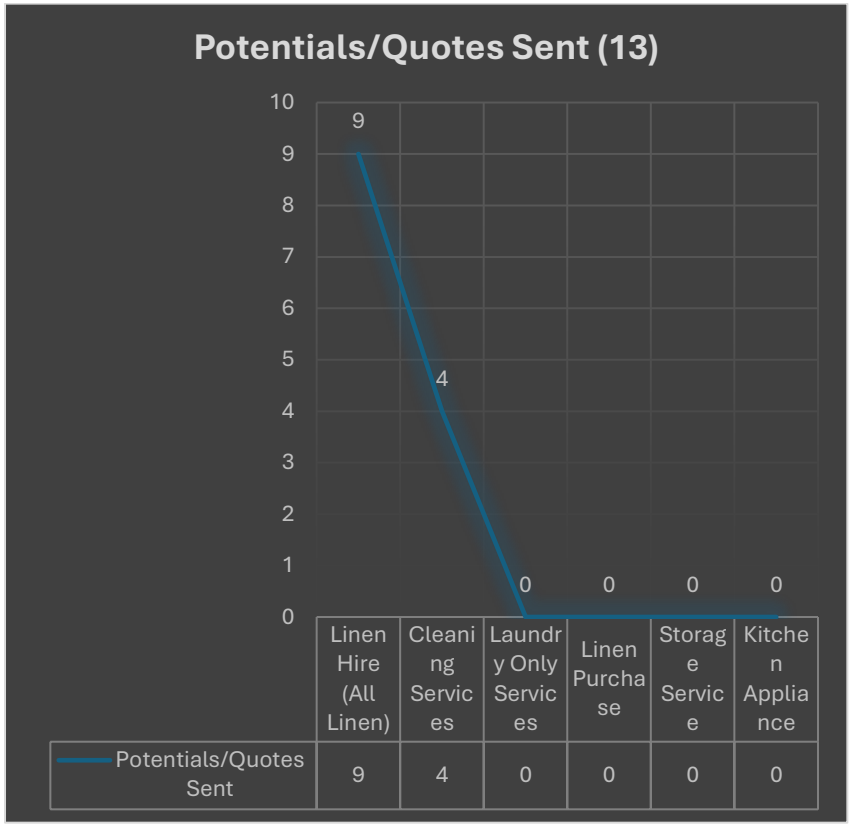


LEADS RECEIVED DURING THE WEEK (29)



SALES TEAM ACTION





NOTE: During the week, multiple SPAM/BOT LEADS were received. Total count is: 195.

Emails were sent to all the BOT leads and then the data was deleted from CRM. Data of these leads are embedded in appendix section below.

ORDERS DELIVERED



NOTE: There is a difference of 4 orders between the orders scheduled for last week and the orders actually delivered during the week due to last minute requests from clients.

CLIENT FEEDBACK

CLIENT/LEAD INTERACTION	REQUEST RECEIVED	CHALLENGES FACED	CRM LINK
OneDebs – Pack & Go Holidays	Services required: Linen Hire services Based in PE25 1LX, Outside London ***Location issue***	Tried to push for Linen purchase but she was only looking for Linen Hire	https://crm.londonisthospitality.com/admin/leads/index/4665
kazuki yoshida	Services required: Tablecloth hire ***Size issue***: 480cm X 120cm	Since, it was required on 21st Nov, immediate basis. We couldn't source it for her. Its an unusual size.	https://crm.londonisthospitality.com/admin/leads/index/4511
Ujjwal Kumar Mahat	Services required: Job enquiry ***Invalid Lead***	Invalid lead. Asked for a CV, once received will share with Anna.	https://crm.londonisthospitality.com/admin/leads/index/4515

Abdul Hussain	Product required: Washing machines and dryer London: Birmingham	Offered Laundry services but he wanted to buy 3-4 washing machines and dryer for his accommodations.	https://crm.londonisthospitality.com/admin/leads/index/4517
Gias Uddin	Product required: 6 Washing machines Location: East Ham, London	Specific Requirement. Asked the marketing team (Aaron) to improvise the laundry service ad to avoid such queries coming again.	https://crm.londonisthospitality.com/admin/leads/index/4527
Vickram	Services required: Linen Hire Location issue: Manchester	Didn't want to purchase	https://crm.londonisthospitality.com/admin/leads/index/4513

Rashad Iqbal	Query for Washing machines Location: Watford - WD23 3HE, High St, Bushey	Changed the ad.	https://crm.londonisthospitality.com/admin/leads/index/4709

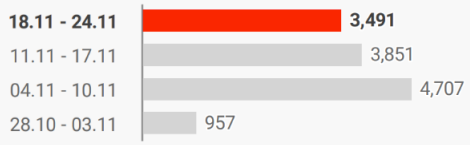
MARKETING PAID AD PERFORMANCE FOR THE WEEK (18/11/24 – 24/11/24)

Google Ads (PERFORMANCE)

IMPRESSIONS

3,491

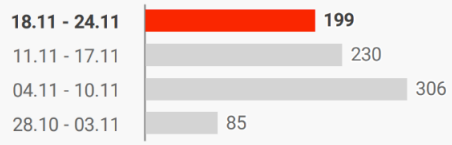
↓ -9.35%



CLICKS

199

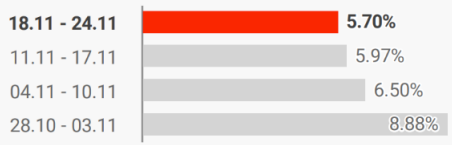
↓ -13.48%



CTR

5.70%

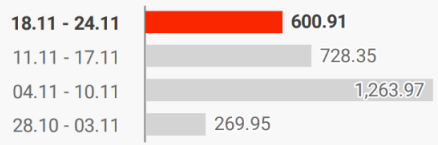
↓ -4.55%



COST

600.91 GBP

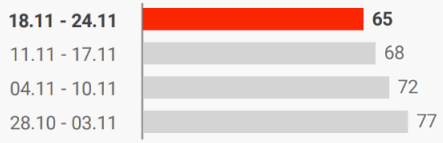
↓ -17.50%



IMPR. TOP

65%

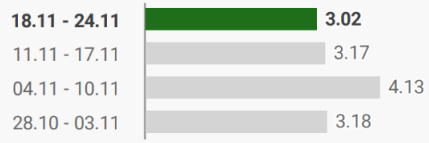
↓ -5.04%



AVG. CPC

3.02 GBP

↓ -4.64%



Worse than the previous period

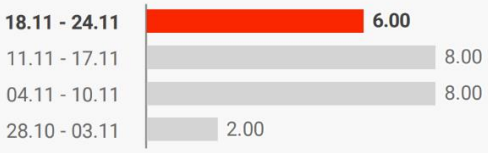
Better than the previous period

COVERSION METRICS

CONVERSIONS

6.00

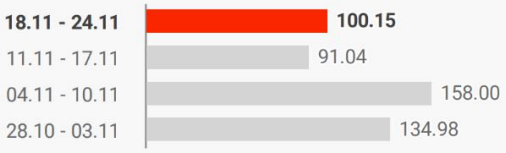
↓ -25.00%



COST/CONV.

100.15 GBP

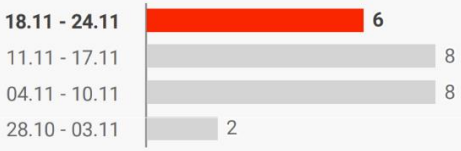
↑ 10.00%



CONVERSION VALUE

6

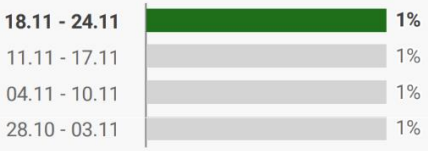
↓ -25.00%



ROAS

1%

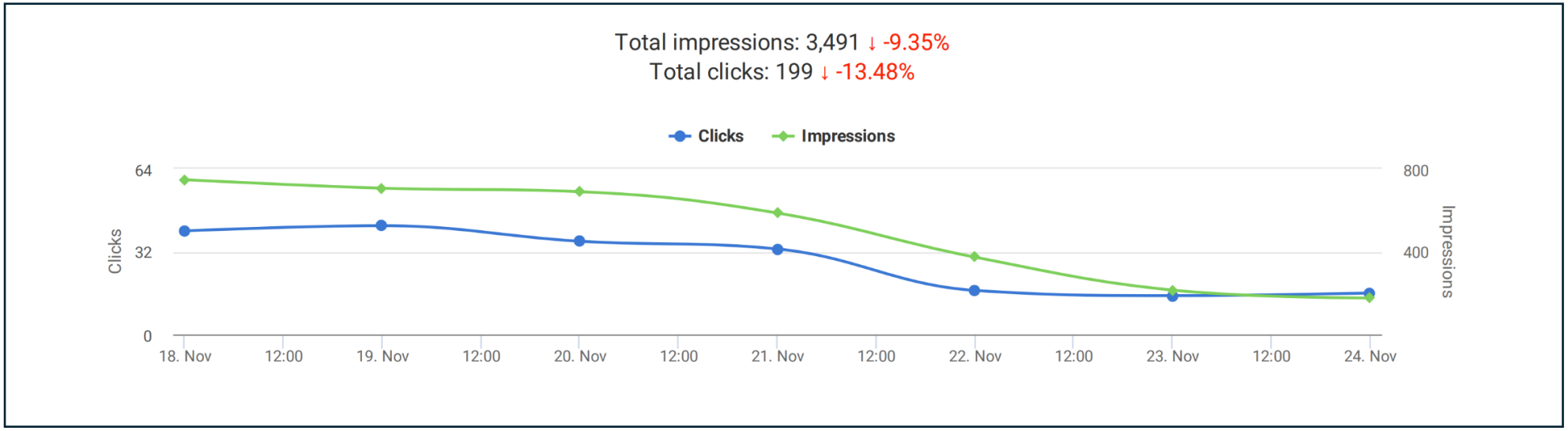
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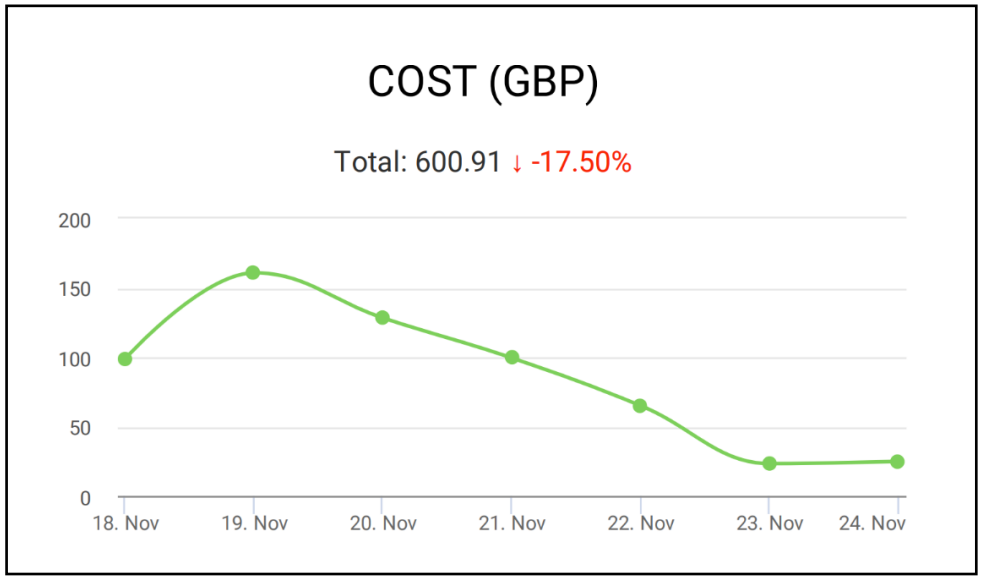


Worse than the previous period

Better than the previous period

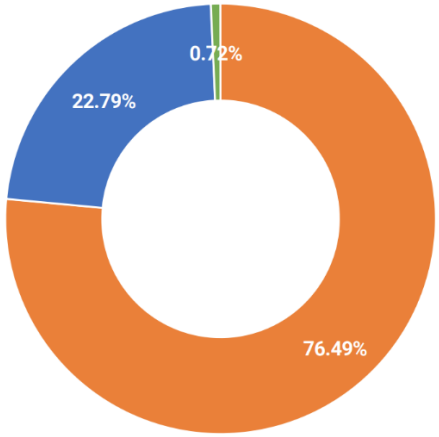
IMPRESSIONS & CLICKS



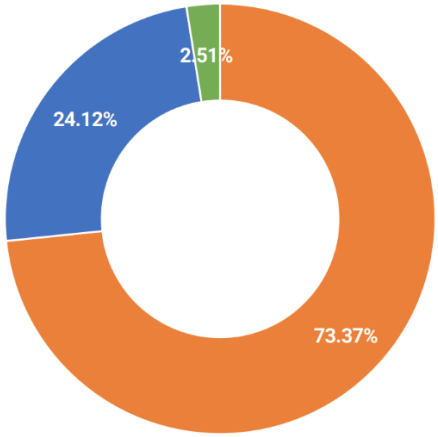


USER DEVICE PERFORMANCE

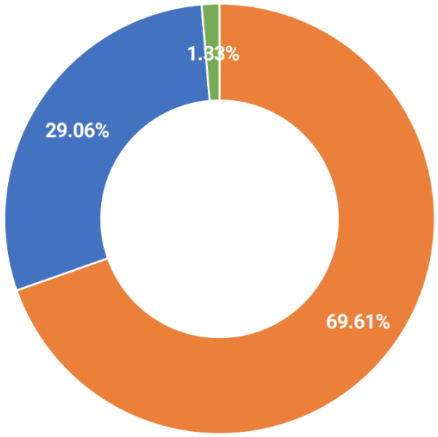
IMPRESSIONS: 3,492



CLICKS: 199



COST: 601 GBP

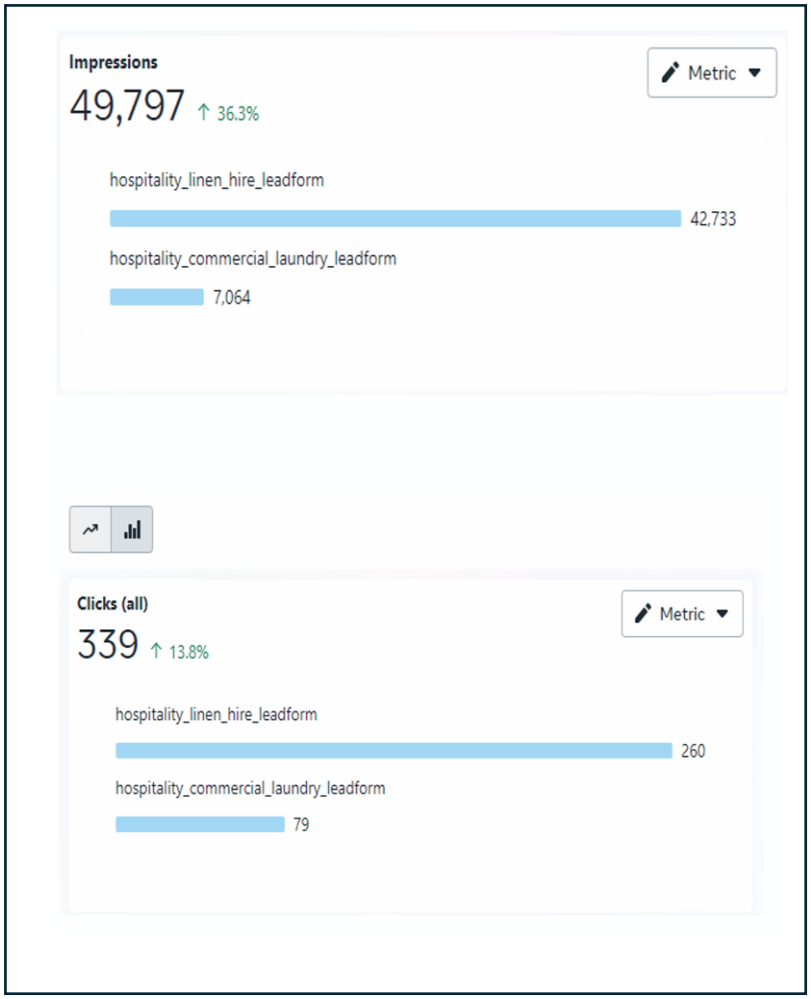


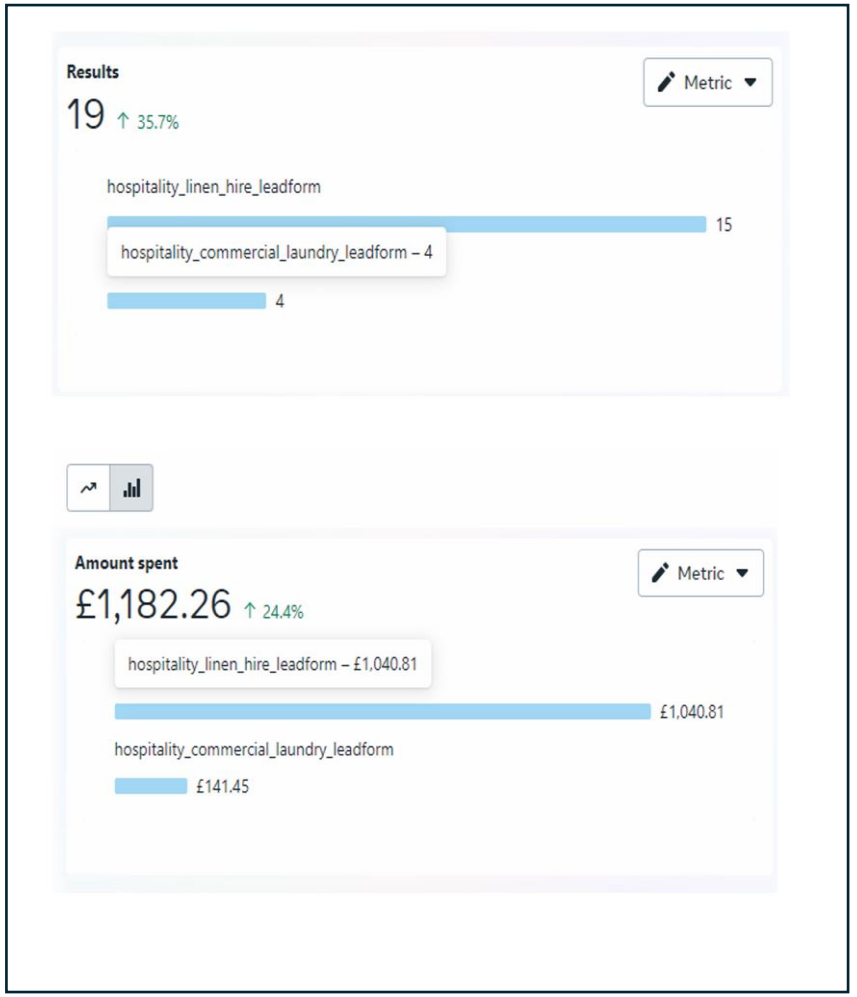
Mobile phones Computers Tablets

Device	Impressions	Clicks	Cost	Conversions	Cost/conv	Conv. rate	Conv. value	ROAS
Mobile phones	2,671	146	418.31 GBP	5	83.66 GBP	3.42%	5.00	1%
Computers	796	48	174.60 GBP	1	174.60 GBP	2.08%	1.00	1%
Tablets	25	5	8.00 GBP	0	0.00 GBP	0.00%	0.00	-

Most of your website visitors are **using mobile phones (73%)**.
These users have made **5 conversions**. Average cost of conversion is **83.66 GBP**.

Meta Ads (PERFORMANCE





Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	2	9
Cleaning Services	1	4
Laundry Only Services	0	0
Linen Purchase	0	0
Storage Service	0	0
Kitchen Appliance	0	0
GRAND TOTAL	**3**	**13**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	8	2139.68
Turnover pack	1	£6,636.00
Electrical Appliance	1	£198.00
Laundry Only	1	£181.44
Cleaning Services	1	600
Total	**12**	**9755.12**

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	5
Laundry Only	2
Cleaning Services	2
Turnover pack/Appliance	1
Total	**10**

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	14
Cleaning Services	1
Laundry Only Services	6
Linen Purchase	0
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	8
GRAND TOTAL	**29**

SPAM/BOT LEADS


(24) Leads (1).xlsx


(24) Leads.xlsx

GOOGLE ADS (WEEKLY PERFORMANCE)

Date	Impressions	Clicks	CTR	Avg. CPC	Cost	Impr. (Abs. Top)	Impr. (top)	Conversions	Cost/conv.	Conv. rate	Conv. value	ROAS
24/11/2024	176	16	9.09%	1.56 GBP	24.94 GBP	20%	64%	0	0.00 GBP	0.00%	0.00	-
23/11/2024	214	15	7.01%	1.55 GBP	23.29 GBP	19%	60%	1	23.29 GBP	6.67%	1.00	4%
22/11/2024	373	17	4.56%	3.82 GBP	64.98 GBP	19%	66%	1	64.98 GBP	5.88%	1.00	2%
21/11/2024	586	33	5.63%	3.01 GBP	99.40 GBP	18%	60%	1	99.40 GBP	3.03%	1.00	1%
20/11/2024	689	36	5.23%	3.56 GBP	128.28 GBP	20%	66%	1	128.28 GBP	2.78%	1.00	1%
19/11/2024	706	42	5.95%	3.83 GBP	160.84 GBP	17%	68%	2	80.42 GBP	4.76%	2.00	1%
18/11/2024	747	40	5.36%	2.48 GBP	99.18 GBP	24%	64%	0	0.00 GBP	0.00%	0.00	-

CAMPAIGN WISE PERFORMANCE

Campaign	Campaign type	Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost/conv.	Conv. rate	Conv. value	ROAS
Cleaning Services	search	2,872	136	4.74%	2.87 GBP	390.36 GBP	0	0.00 GBP	0.00%	0.00	-
Hire Services	search	470	47	10.00%	3.63 GBP	170.69 GBP	5	34.14 GBP	10.64%	5.00	3%
Laundry Services	search	149	16	10.74%	2.49 GBP	39.85 GBP	1	39.85 GBP	6.25%	1.00	3%

ORDER SCHEDULE FOR THIS WEEK (25/11/24 – 1/12/2024) – 15 Orders

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day	Time Slot	Contact
Blagovesta N Kyuchukova	Building Clean London Ltd	**73 Oakley Square NW1** 20 double sets - 4PC, 1DC, 1BS, 2HT, 2BT 20 bath mats Also collection of dirty linen **SW5** 40 king sets - 4PC, 1DC, 1BS, 2HT, 2BT 20 single sets - 2PC, 1DC, 1BS, 1HT, 1BT 20 bath mats	Address 1: 73 Oakley Square NW1 Address 2: 57-59 Philbeach Gardens,SW5 9EE	Delivery & Collection both	25.11.2024	PM SLOT 12pm - 5pm	7562448464
Chris Grace	Walker Reinhart	**LINEN HIRE, POLYCOTTON INDVIDUAL ITEMS:** 54x Pillowcase 3x SUPER KING BED SHEET 3x SUPER KING SIZE DUVET COVER 9x KING BED SHEET 9x KING SIZE DUVET COVER 24x BATH TOWEL 4x BATHMAT 5x HAND TOWEL	Address: 27 Parson's Green Lane, London, SW6 4HH	Delivery&Collection	25.11.2024	PM SLOT 12pm - 5pm	07810 565 320

Yuliya Trefilova (New Client)	YBB rent	**Individual Items (Rental + Laundry)** **Polycotton Fabric** 24x Pillowcase 6x King Bedsheet 4x King Duvet Cover 4x Single Bedsheet 6x Single Duvet Cover **16xTowel Set (Rental + Laundry)** **Basic/Polycotton (AVS)** 1x Bath Towel, 1xHand Towel, 1x Face Towel	Flat 149a, Albert Palace Mansions Lurline Gardens London SW11 4DJ	Delivery	25.11.2024	PM SLOT 12pm - 5pm	7540808554
Takako	Kiyora Spa	**Towel Laundry (Hand towel/Tea Towel)** **Laundry includes Washing and folding services**	97 Old Brompton Road, Kensington, SW7 3LD	Delivery&Collection	25.11.2024	PM SLOT 12pm - 5pm	7751141620 / 020 7052 9149
Dino Rozman	Dino Rozman Design	**Collection Only (Unused stock)**	3 Shepherd Street, SW6 2LG	Collection Only	25.11.2024	PM SLOT 12pm - 5pm	+44 7958 283380

Joyce	Wenshome Ltd	**Bath products:** **25x Bath Kits** **24x Disposable Slippers**	Flat 33, Finley House, East Drive, Beaufort Park, London, NW9 4FD	Delivery Only	26.11.2024	AM SLOT 9AM-12PM	07831 378624
Gunalan Ganasegaram	GK LETTINGS & MANAGEMENT	**10x SINGLE LINEN SET HIRE Polycotton** 2xPC, 1xDC, 1xBS, 1xHT, 1xFT,1xBT **7x DOUBLE LINEN SET HIRE Polycotton** 4xPC, 1xDC, 1xBS, 2xHT, 2xFT, 2xBT **7x BATHMAT Polycotton - Individual**	2 Vincent Road, CR0 6ED Croydon	Delivery & Collection both	26.11.2024	AM SLOT 9AM-12PM	7413853550
Blagovesta N Kyuchukova	Building Clean London Ltd	**LINEN HIRE SERVICES Collection Only (Our Used stock)**	Address 1: 57-59 Philbeach Gardens, SW5 9EE	Collection Only	26.11.2024	AM SLOT 9AM-12PM	7562448464

Cherelle Clarke	Boathouse London	**Laundry Only** **4 Hand Towels** **2 Tea Towels**	One Park Drive, Canary Wharf, E14 9GG	Delivery & Collection both	26.11.2024	PM SLOT 12pm - 5pm	7538030957
Priscila	Priscila La Maison du Soleil Ltd	**8 x Super King Sets, 100% Cotton** 4x PILLOW CASE, 1x DUVET COVER, 1x FITTED/FLAT BED SHEET + 2x HAND TOWEL+ 2x BATH TOWEL	1A Lyme Street, Camden, NW1 0EH	Delivery & Collection both	26.11.2024	PM SLOT 12pm - 5pm	447367 072095, +55 51 9946-0312 (Whats App msg/calls only)

Blagovesta N Kyuchukova	Building Clean London Ltd	**LINEN HIRE SERVICES** **Location 1: SW5 9EE** **50 king size sets** - 4PC, 1DC, 1BS, 2HT, 2BT **10 super king sets** - 4PC, 1DC, 1BS, 2HT, 2BT **10 single sets** - 2PC, 1DC, 1BS, 1HT, 1BT **50 bath mats** **Location 2: 73 Oakley Square NW1** **20 double sets** - 4PC, 1DC, 1BS, 2HT, 2BT **20 bath mats** **LAUNDRY ONLY SERVICES** **Location 1: SW5 9EE** **Kitchen Towels -** Count to be disclosed	Address 1: 57-59 Philbeach Gardens, SW5 9EE Address 2: 73 Oakley Square NW1	Delivery & Collection both	28.11.2024	AM SLOT 9AM-12PM	7562448464
Priscila	Priscila La Maison du Soleil Ltd	**8 x Super King Sets, 100% Cotton** 4x PILLOW CASE, 1x DUVET COVER, 1x FITTED/FLAT BED SHEET + 2x HAND TOWEL+ 2x BATH TOWEL	69 Tottenham Court Road, top floor W1T 2HA	Delivery & Collection both	28.11.2024	PM SLOT 12pm - 5pm	447367 072095, +55 51 9946-0312 (Whats App msg/calls only)

Nima HP	Key Bridge LTD	**LINEN HIRE SERVICES *(FOR 5 LOCATIONS - 10 SETS IN EACH LOCATION)* 50x Double Linen sets - x4 Pillowcases, x1 DC, x1 BS, + x2 BT, x2 HT**	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 both	29.11.2024	PM SLOT 12pm - 5pm	7367707044
Takako	Kiyora Spa	**Towel Laundry (Hand towel/Tea Towel) Laundry includes Washing and folding services**	97 Old Brompton Road, Kensington, SW7 3LD	Delivery&Collection	29.11.2024	PM SLOT 12pm - 5pm	7751141620 / 020 7052 9149
Shaheen	Personal	**Cleaning Services**	48 Cedar Road, Cricklewood, NW 2 6SP	Cleaning	01.12.2024	AM SLOT 9AM-12PM	07470255034