londonist

HOSPITALITY

WEEKLY SALES & MARKETING SUMMARY

25/11/2024 – 01/12/2024

QUICK GLANCE AT FIGURES

£

TOTAL SALES

£7,694.02

TOTAL INVOICES

10

NEW LEADS

33

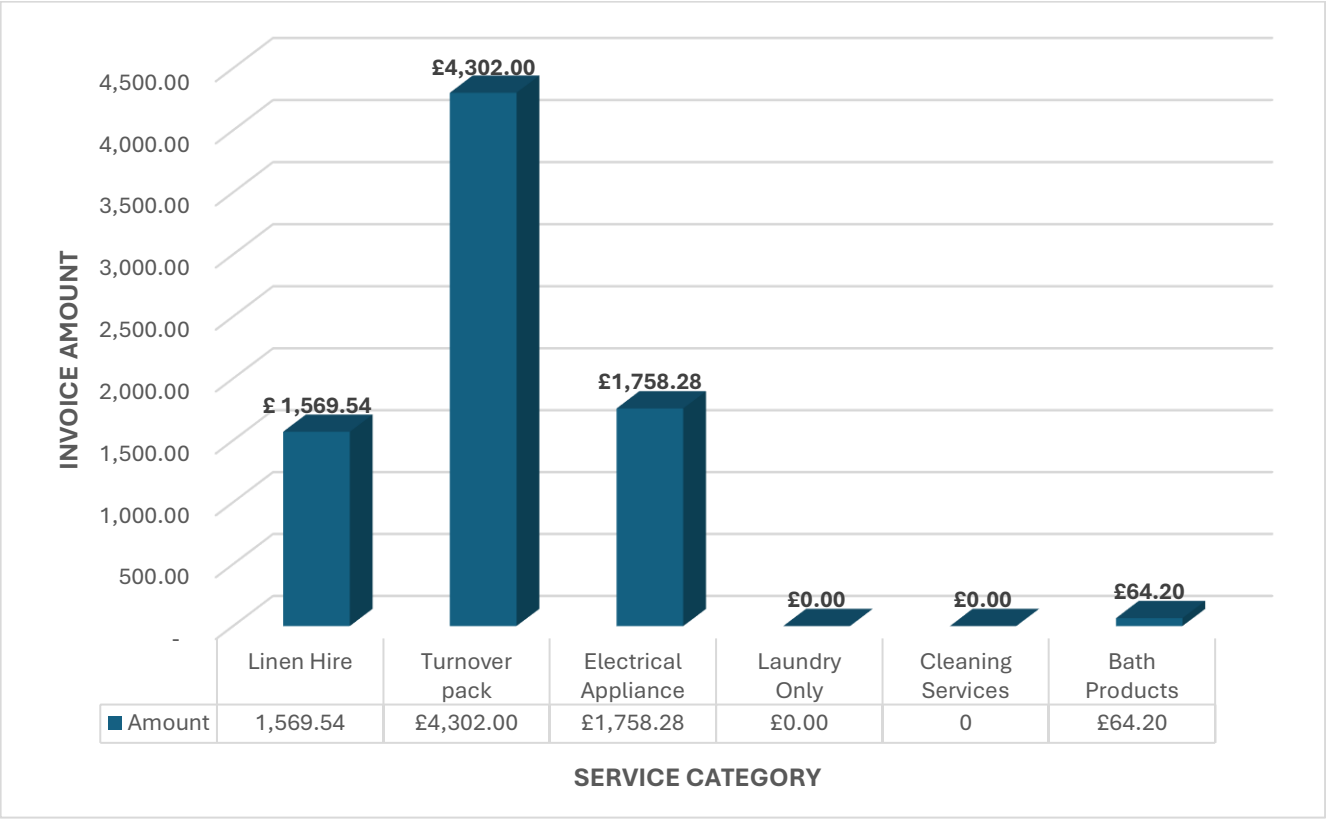
QUOTES SENT

29

ORDERS DELIVERED

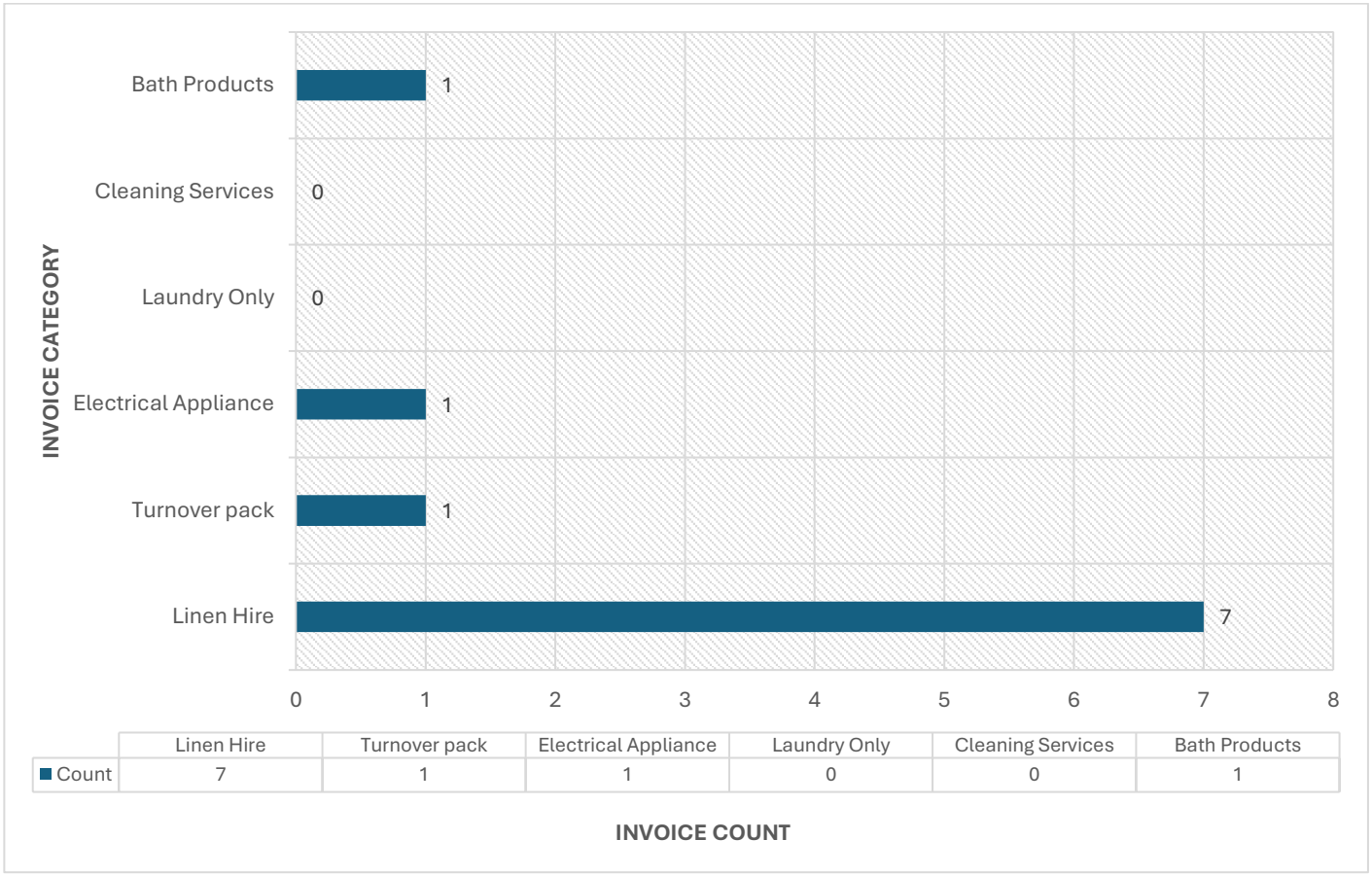
12

DETAILED GLANCE OF SALES (25/11/2024 – 01/12/2024)

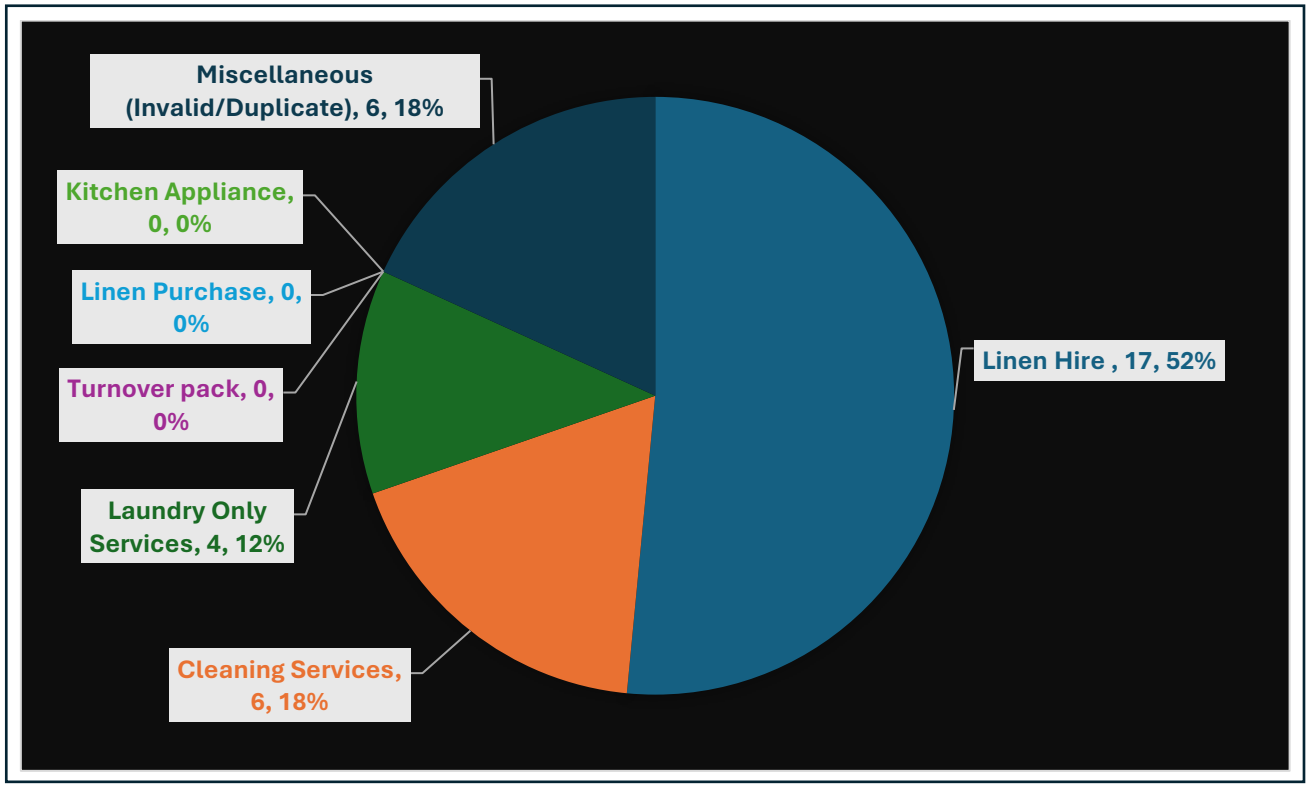


TOTAL AMOUNT - **£7,694.02**

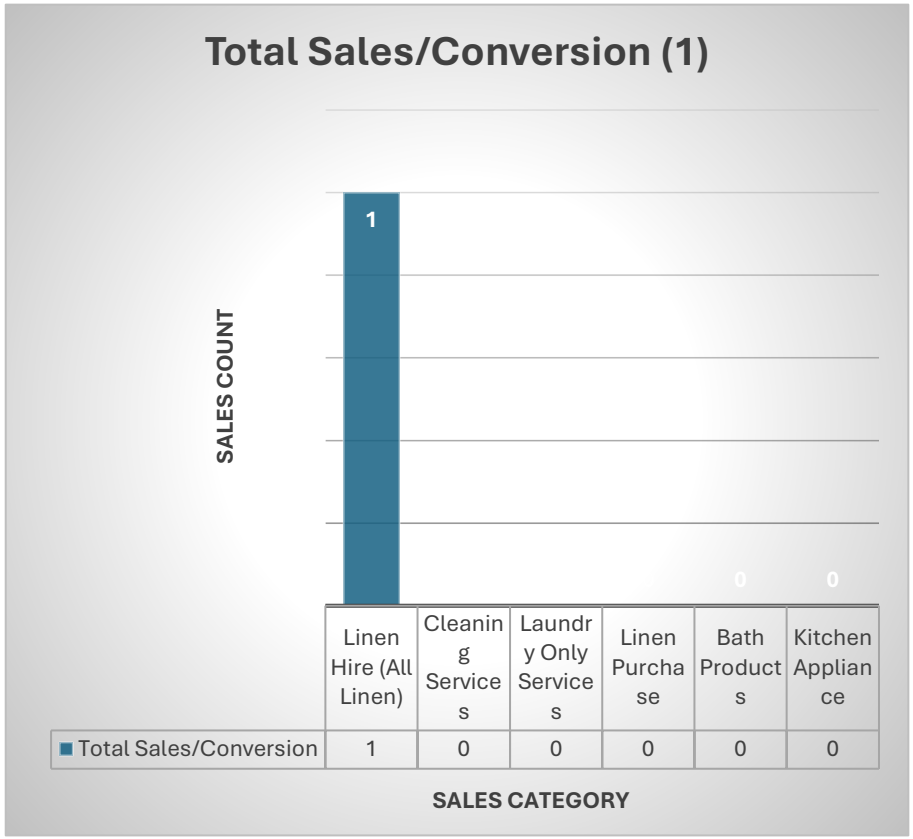
INVOICE DETAIL

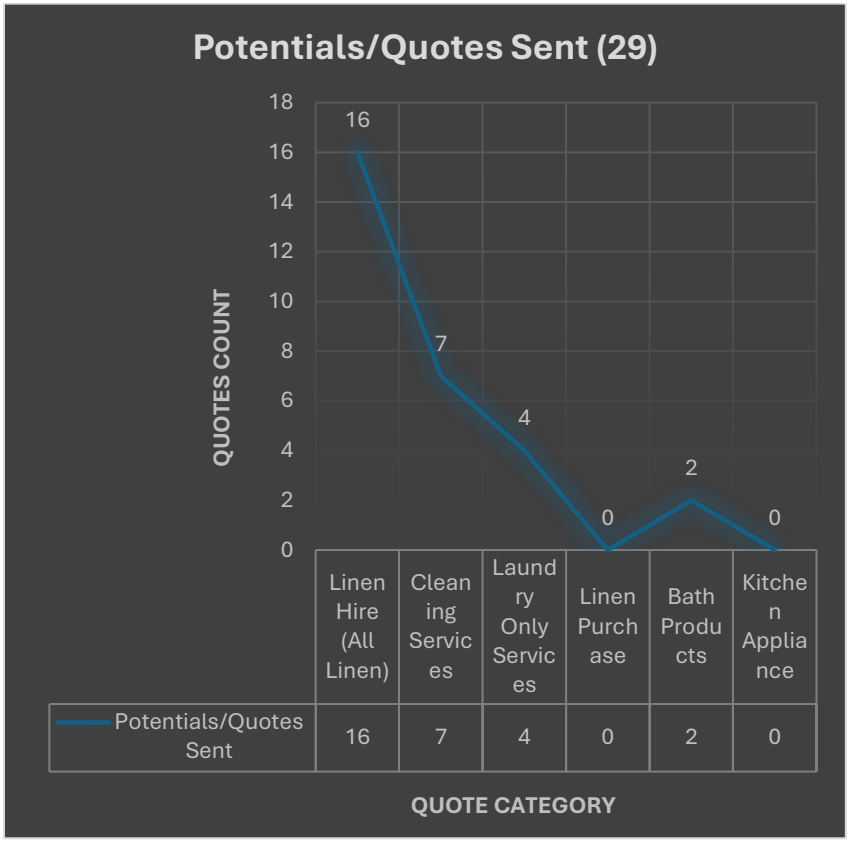


LEADS RECEIVED DURING THE WEEK (33)

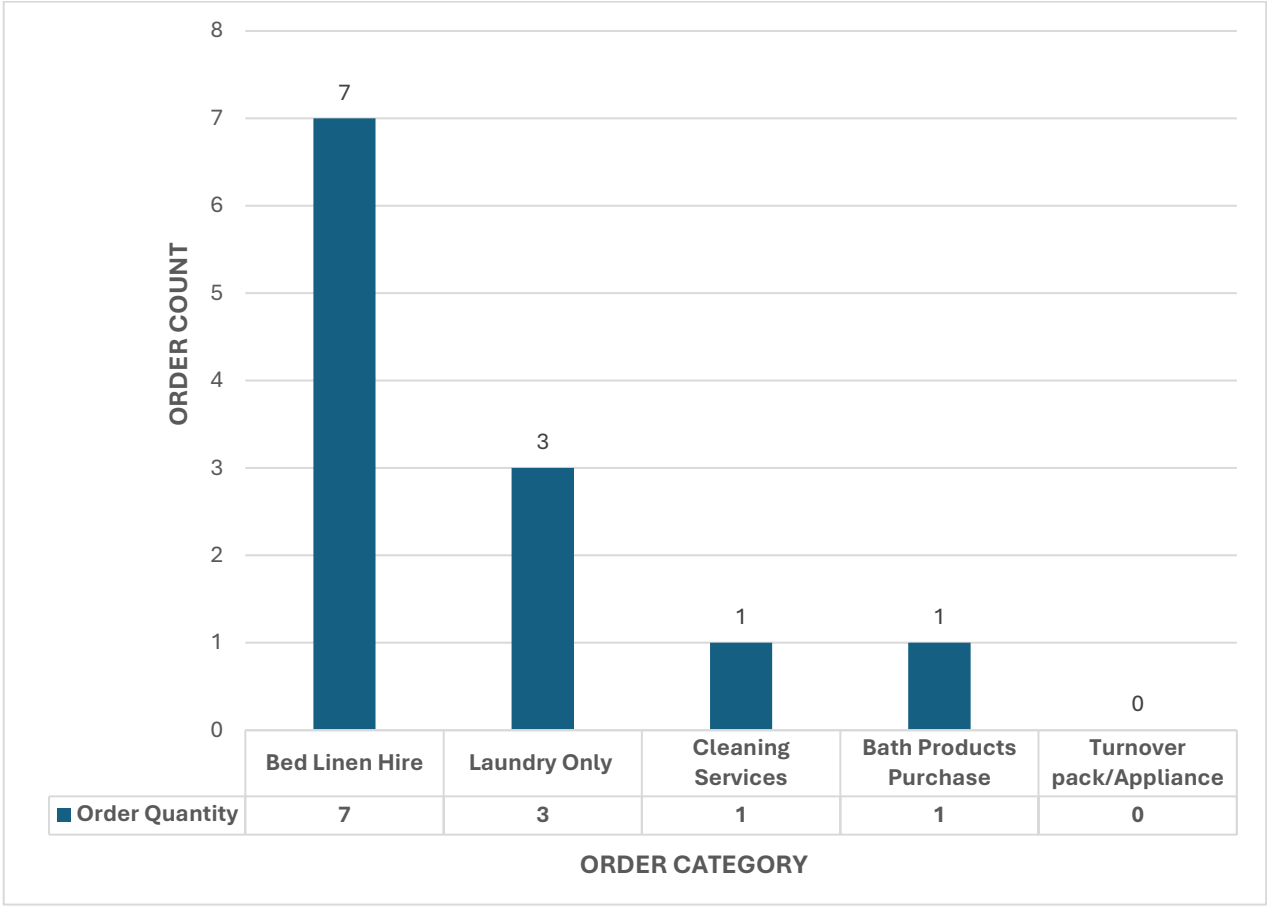


SALES TEAM ACTION

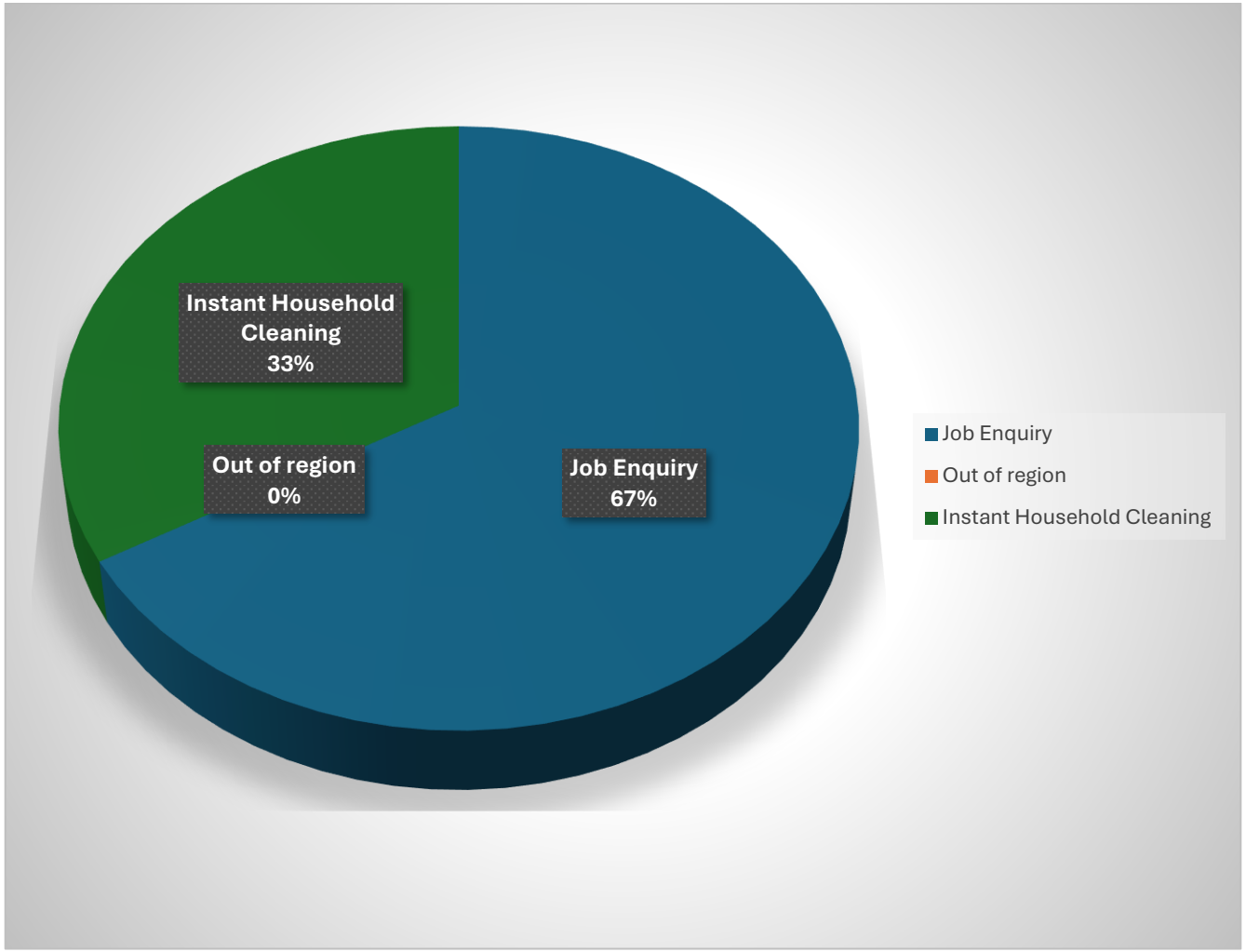




ORDERS DELIVERED (12)

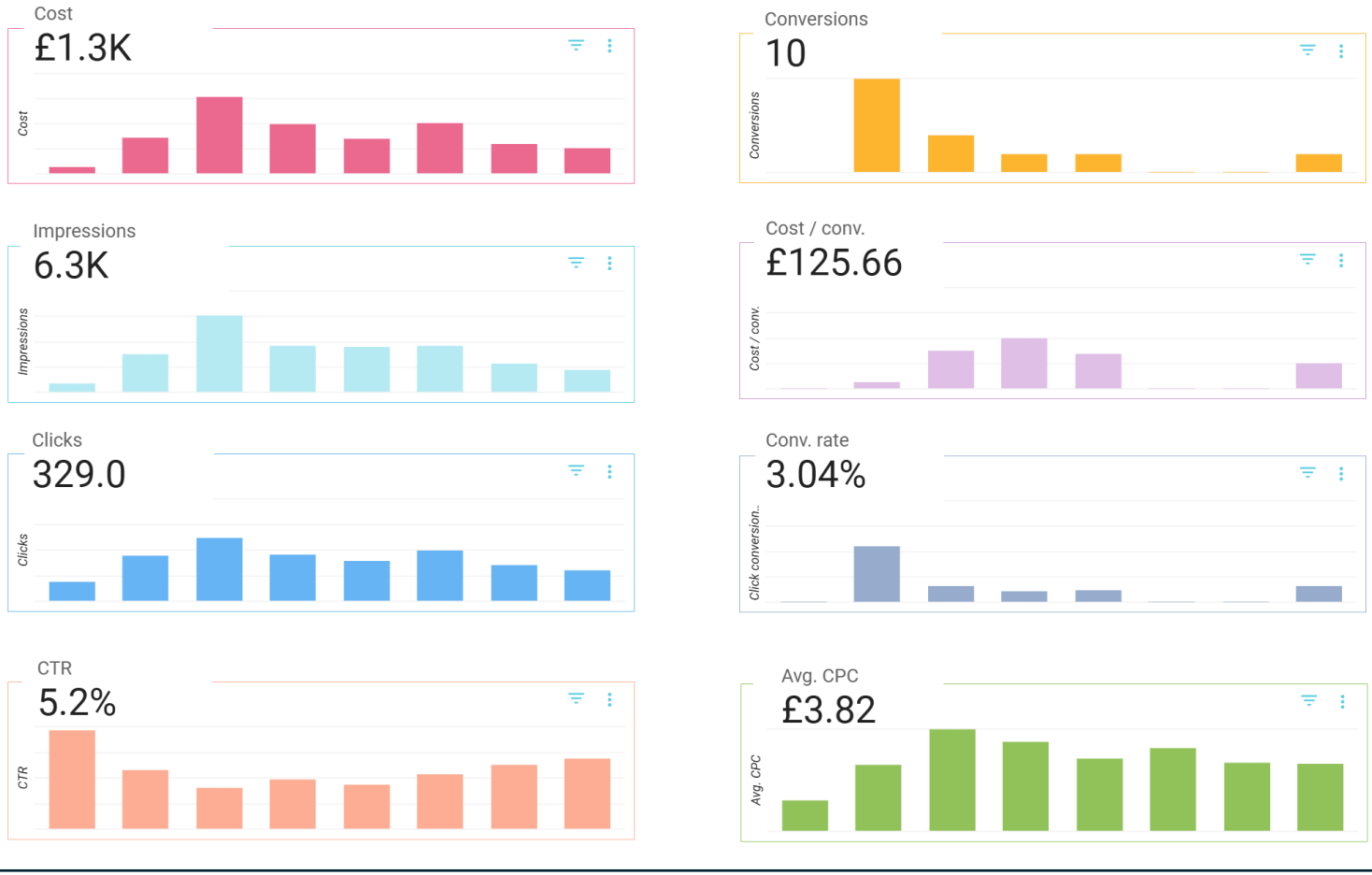


CLIENT FEEDBACK



MARKETING PAID AD PERFORMANCE FOR THE WEEK (25/11/24 – 01/12/24)

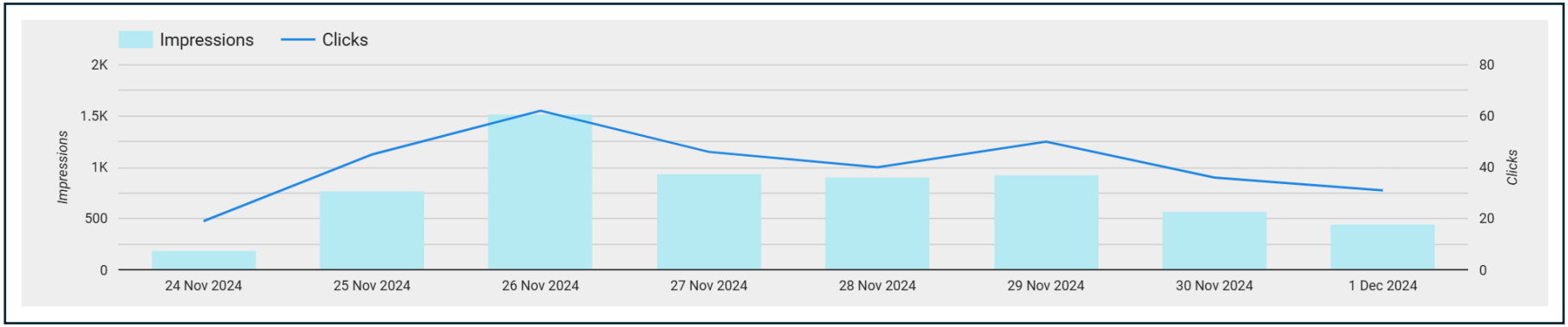
Google Ads (PERFORMANCE)



IMPRESSIONS & CLICKS

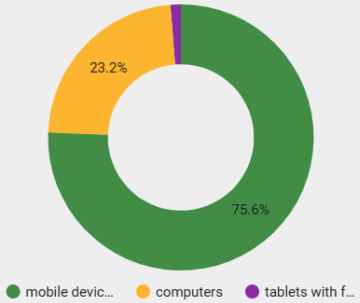
Impressions: 6.3K
2,399

Clicks: 329.0
92

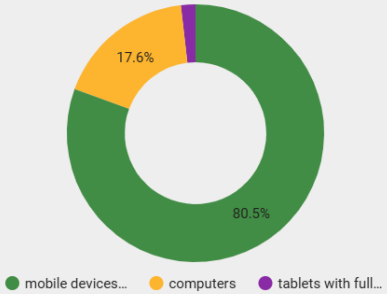


USER DEVICE PERFORMANCE

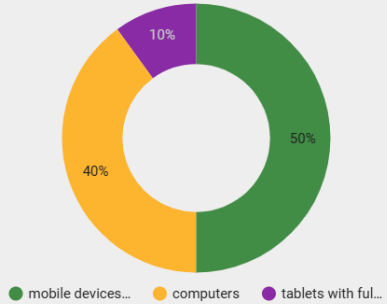
Total Costs by Device



Total Clicks by Device



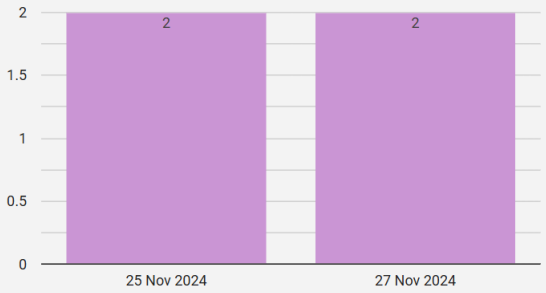
Total Conversions by Device



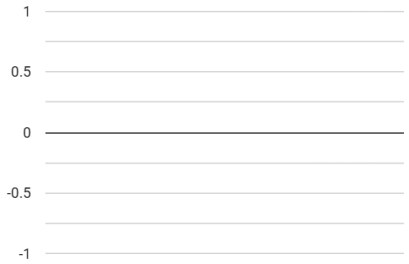
	Device	Cost	Impressions	Clicks	CTR	Avg. CPC	Conversions	Cost / conv.	Conv. rate
1.	mobile devices with full browsers	£950	4,861	265	5.45%	£3.58	5	£189.94	1.89%
2.	computers	£291	1,368	58	4.24%	£5.02	4	£72.78	6.9%
3.	tablets with full browsers	£16	43	6	13.95%	£2.64	1	£15.85	16.67%
	Grand total	**£1,257**	**6,272**	**329**	**5.25%**	**£3.82**	**10**	**£125.66**	**3.04%**

WORK DONE BY MARKETING TEAM DURING THE WEEK

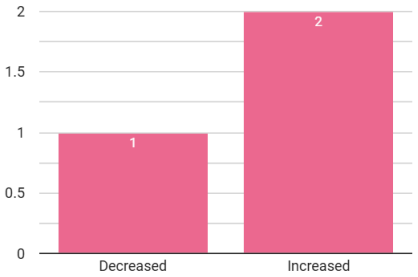
Total changes: 4



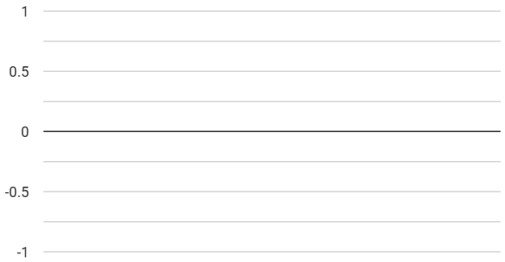
Bid changes: 0



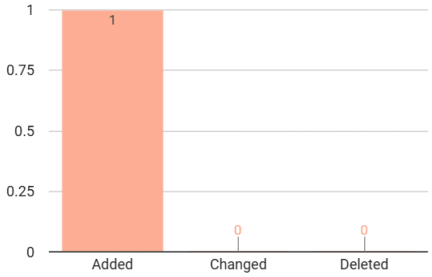
Budget changes: 3



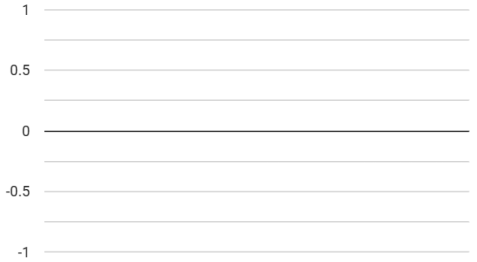
Keyword changes: 0



Negative keyword changes: 1



Ad changes: 0



Meta Ads (PERFORMANCE

Acquisition

Impressions	Reach	CPM
60.57K	25.07K	£23.99

Engagement

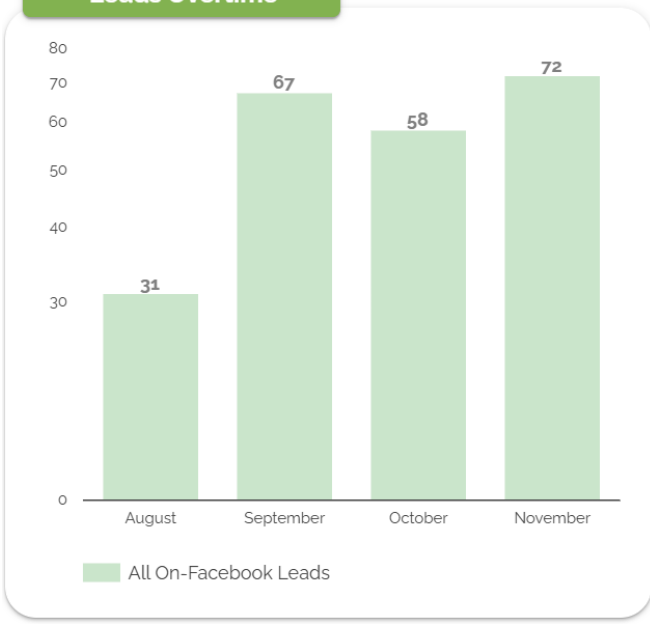
Clicks	Ctr	CPC
376	0.62%	£3.86

Leads

All On-Facebook Leads	Cost Per Conversion
17	£85.47

Spend	Leads
£1.45K	17

Leads Overtime



CAMPAIGN PERFORMANCE

Top Campaigns

	Campaign Name	Clicks ▾	Impressions	Spend	Cpc	Leads
1.	hospitality_linen_hire_...	327	54,596	1,312.91	4.02	15
2.	hospitality_commerci...	49	5,969	140	2.86	2
	Grand total	**376**	**60,565**	**1,452.91**	**3.86**	**17**

WEEKS HIGHLIGHT (25/12/24 – 29/12/24)

SALES

Weeks Agreed Clients & Waiting for Signature

- **Sarah/Ahmad Haffan - Linden Hotel/Rosechime Ltd:** Linen Hire
- **Heremi Thompson – Household:** Cleaning services once a month at home
- **Nina Paola – Airbnb:** Linen Hire Services
- **Johnny Romana - 21st Century Retail Ltd:** Linen Hire Services
- **Tibor Matta – Airbnb:** Linen Hire Services
- **Pam Nash – Tottenham Abode:** Linen Hire Services

NOTE: All leads to sign the contract next week (02/12/24 – 06/12/24) – CURRENT WEEK (Except Johnny)

Important Takeaways

1. **Carrie Nicholson –** Commercial Cleaning Services

- Office based in Mayfair, London seeking for cleaning services between 27th of December to 29th of December 2024.
- **FEEDBACK:**

- We are the only ones that have provided cost-effective price so far.
- She has to gather 3 different quote to propose to management, which she already did (2).
- Everyone is WFH today, and she has no one to liaise with
- She will be coming back to us with a decision by end of the next week.
- She also knows that I will be assigning a SPV for this particular service to her.

Quote Value : £2,805.00 per week (3 Days)

2. **Istvan Takacs –** Tablecloth Hire

- Seasonal requirement for Tablecloths.
- Size: 70x108cm

Quote Value : £823.20 per week (Once a week for 3 weeks)

3. **Cecilia Gaton Santana –** Linen Hire Services
    - Operating Airbnb business.
    - Various Airbnb to be opened in London area East side.
    - Reviewing the quote currently and will also enquire about the cleaning services once through the linen hire.

Quote Value : £105.26 per week (may increase the quantity once she approves the prices

MARKETING

Google Ads Cost per Conversion:

Leads Received **– 10**

Final Cost per lead on CRM **- £130**

Meta Ads Cost per conversion:

Leads Received **– 17**

Final Cost per lead on CRM **– 85.47**

Appendix

SALES TEAM ACTION WOW

Category	Total Sales/Conversion	Potentials/Quotes Sent
Linen Hire (All Linen)	1	16
Cleaning Services	0	7
Laundry Only Services	0	4
Linen Purchase	0	0
Bath Products	0	2
Kitchen Appliance	0	0
GRAND TOTAL	**1**	**29**

INVOICE DETAILS

Category	Count	Amount
Linen Hire	7	£1,569.54
Turnover pack	1	£4,302.00
Electrical Appliance	1	£1,758.28
Laundry Only	0	£0.00
Cleaning Services	0	£0.00
Bath Products	1	£64.20
Total	**10**	**7,694.02**

ORDERS DELIVERED

Category	Order Quantity
Bed Linen Hire	7
Laundry Only	3
Cleaning Services	1
Bath Products Purchase	1
Turnover pack/Appliance	0
Total	**12**

LEADS RECEIVED DURING THE WEEK

Category	Total leads
Linen Hire	17
Cleaning Services	6
Laundry Only Services	4
Linen Purchase	0
Turnover pack	0
Kitchen Appliance	0
Miscellaneous (Invalid/Duplicate)	6
GRAND TOTAL	**33**

ORDER SCHEDULE FOR THIS WEEK (02/12/24 – 07/12/2024) –

Client Name	Company Name	Order Description	Address	Delivery/Collection	Scheduled Day	Time Slot	Contact
Priscila	Priscila La Maison du Soleil Ltd	**8 x Super King Sets, 100% Cotton** 4x PILLOWCASE, 1x DUVET COVER, 1x FITTED/FLAT BED SHEET + 2x HAND TOWEL+ 2x BATH TOWEL **COULDN'T DELIVER - (CARRIED FORWARD FROM PREVIOUS WEEK)** **CLIENT'S UNAVAILABILITY**	1A Lyme Street, Camden, NW1 0EH	Delivery & Collection both	02.12.2024	PM SLOT 12pm - 5pm	447367 072095, +55 51 9946-0312 (Whats App msg/calls only)
Priscila	Priscila La Maison du Soleil Ltd	**4 x Super King Sets, 100% Cotton** 4x PILLOWCASE, 1x DUVET COVER, 1x FITTED/FLAT BED SHEET + 2x HAND TOWEL+ 2x BATH TOWEL **4x KING SIZE LINEN SET (RENTAL + LAUNDRY), 100% Cotton** 4x PILLOWCASE, 1x DUVET COVER, 1x FITTED/FLAT BED SHEET+ 2x HAND TOWEL + 2x BATH TOWEL	69 Tottenham Court Road, top floor W1T 2HA	Delivery	02.12.2024	PM SLOT 12pm - 5pm	447367 072095, +55 51 9946-0312 (Whats App msg/calls only)

Takako	Kiyora Spa	**Towel Laundry (Hand towel/Tea Towel)** **Laundry includes Washing and folding services**	97 Old Brompton Road, Kensington, SW7 3LD	Delivery&Collection	02.12.2024	PM SLOT 12pm - 5pm	7751141620 / 020 7052 9149
Blagovesta N Kyuchukova	Building Clean London Ltd	**LAUNDRY ONLY SERVICES:** **Kitchen Towels -** Qty TBD **Pillowcases -** Qty TBD **Duvet -** Qty TBD **Towels, if any** **POSTPONED FOR Thursday**	Address 1: 57-59 Philbeach Gardens, SW5 9EE	Delivery	03.12.2024	PM SLOT 12pm - 5pm	7562448464
Johnny Romana	N/A	**LINEN HIRE SERVICES** **5x Double size sets** 1xBS, 1xDC, 4xPC, 2xBT,2xHT **5xSingle size sets** 1xBS, 1xDC, 2xPC, 1xBT, 1xHT ***(New Client)***	29 Ridge Hill London NW11 8PR	Delivery	03.12.2024	PM SLOT 12pm - 5pm	447968928874

Blagovesta N Kyuchukova	Building Clean London Ltd	**LINEN HIRE SERVICES - Polycotton** **50 king size sets -** x4 PC, x1 DC, x1 BS + x2 BT, x2 HT **30 bathmats** **10 super king size -** x4 PC, x1 DC, x1 BS + x2 BT, x2 HT	Address 1: 57-59 Philbeach Gardens, SW5 9EE	Delivery & Collection both	05.12.2024	AM SLOT 9AM-12PM	7562448464
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	06.12.2024	PM SLOT 12pm - 5pm	7367707044
Steve Cogan	Airbnb	**LINEN HIRE SERVICES** **6xSUPER KING LINEN SET** 4PC, 1DC, 1BS **22x KING LINEN SET** 4PC, 1DC, 1BS **12 SINGLE LINEN SET** 2PC, 1DC, 1BS	26 Arminger road W12 7BB	Delivery & Collection both	06.12.2024	AM SLOT 9AM-12PM	+44 7939 200486

Takako	Kiyora Spa	**Towel Laundry (Hand towel/Tea Towel)** **Laundry includes Washing and folding services**	97 Old Brompton Road, Kensington, SW7 3LD	Delivery&Collection	06.12.2024	PM SLOT 12pm - 5pm	7751141620 / 020 7052 9149
Shaheen	Personal	**Cleaning Services**	48 Cedar Road, Cricklewood, NW 2 6SP	Cleaning	08.12.2024	AM SLOT 9AM-12PM	07470255034